



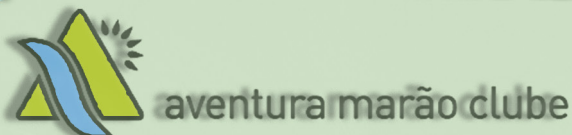
Funded by  
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# YOUTH CLIMATE EMPOWERMENT

Project number  
2020-2-ES02-KA205-015470

**Partners:**



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# Introduction

YOUth CLimate Empowerment (2020-2-ES02-KA205-015470) is a KA2 project funded by Erasmus+ project with the aim of bringing together different non-profit organizations in Europe to work together on environmental issues in order to improve international cooperation, increase knowledge about nature, raise awareness about environmental problems and strengthen the participation of young people in environmental activities and decisions. This project as a duration of 24 months, starting in September of 2020 and finishing in August of 2022.

## **The main objectives of the project are:**

- To provide youth organizations with tools and methods to involve young people and promote active citizenship and care for the environment.
- To train youth workers with efficient tools and resources to involve young people in environmental education in the community.
  - Empower and support young people to participate in decision making related to climate change.
  - Promote the commitment of young people to the principles of environmental conservation.
- Encourage local actions by organizations and youth for the protection of the environment and the rational use of the Earth's resources.
- To share and discuss ideas, practices and methods with other European organizations on environmental protection.
  - Support NGOs in raising awareness of environmental and climate change issues.

## **In order to reach these objectives, the following set of activities will be developed during the project:**

- Creation of an E-Book containing good practices on activities, workshops, resources and campaigns to fight climate change and raise awareness at local level in different countries.
- Theoretical-practical training course (ICT tools, development of activities, leadership) for the youth workers of the organization on how to support, teach and guide the local youth to create activities at local level to raise awareness of the community on the project's issues.
- Workshop at local level, aimed at young people in which they will learn ICT tools, and how to develop an environmental activity from 0 to raise awareness in the communities.
- Local activities focused on raising awareness and motivating the community about the importance of environmental protection and climate change.
- Creation of a website integrated with Social Networks containing results to promote and encourage wide exploitation and dissemination

## Partner presentation

**For the realization of this project, 5 organizations have partnered:**

**ACD La Hoya** (Spain), the promoter and responsible for the project, a Spanish Cultural and Sport association that is based on the principles of cooperation, integration, environment protection, solidarity, humanity, and universal human values and promotes an environment in which the community can create, think, realize their ideas, and build positions and reactions on important issues. They develop activities in the rural community such as art, sport, and culture, also dedicated to the successful implementation and participation of European projects to bring the youth and senior Europe closer. The main aim is to give the community possibilities to spend their time (Sport, arts, workshops, Culture, Europe), to support bottom-up initiatives of the community, improve social skills/work and facilitate the integration of young and adult people into society especially those of rural areas by involving them in our work, and encouraging their creative spirit that helps increasing youth and adult participation in both local community and society in general. The organization is actively cooperating with local government, partner NGOs, high school and school with different project, campaigns, and activities as well as international organizations worldwide. Our target group are kids from 4 years olds till adults, we are supporting the integration of people from rural areas, few opportunities and from disadvantage situations, to give a better opportunity to get a positive and varied personal development. The organization is divided in 4 areas: SPORT; ART; YOUTH CENTER; EUROPE.

**Youth Innovation LTD** (UK), an NGO based in London, the United Kingdom. The organisation has been established in 2017 and has been active ever since. Especially working together with youth on finding solutions for local and international environmental problems. Involving young people to take active roles in protection of nature and to increase awareness communities to become part of the eco solutions.

**PRISM** (Italy), a non-profit social enterprise with a mission to create opportunities for the inclusive advancement of societies, communities and individuals - operating as a qualified development agent since 2012.

Prism activities for territorial development:

- Monitoring funding opportunities and promoting interventions on the territory, through the involvement and active participation of communities and local authorities;
- Promoting the development of local and transnational networks as a necessary tool for the development of integrated strategies on the territory;
- To provide advice and support in the adoption of quality assurance measures and criteria through responsible and transparent management methods and procedures;
- Promote the exchange of good practices towards a shared sustainable development model;
- Designing innovative solutions and tools for the cultural and economic development of communities and territories. At the international level, PRISM is active in the field of adult education, youth education and vocational training with a focus on social inclusion, entrepreneurship and empowerment of vulnerable groups.

PRISM also offers international mobility opportunities for the acquisition of key competences for personal and professional autonomy through non-formal learning experiences in both European and international countries - including youth exchanges, training, seminars, job shadowing, study visits and exchange of good practices.

**Aventura Marão Clube** (Portugal) a non-profit association created in 1993 by a group of young people of Amarante. Their main objective is to promote a healthy way of life among the population (especially Youth) and nowadays runs three different sections: Mountain Bikes, Canoeing and Fair Trade. Under this last one AMC opened in 1999 the first Portuguese Fair-Trade shop and participates in actions of promotion and training at national and international youth programs and also organizes, since 2000, international Workcamps about different themes such as environmental preservation, archaeology or fair trade. Since November 2008 they run Casa da Juventude de Amarante (Youth Centre and Hostel) and they are quite involved in Youth in Action and Erasmus+.

The strategic pillars that give coherence and support their work:

- a) Healthy lifestyles (food and sport).
- b) Sustainable development (in the fields of organic farming, local consumption, and fair trade).
- c) Volunteering and Human Rights Education.
- d) Innovation and Creativity.
- e) Intercultural dialogue, mainly with partners from out of Europe: Africa and Caucasus.

**Hodina H** (Czech Republic), established in 2002 a non-profit, non-governmental organisation located in the centre of Czech Republic. The mission, work and activities of Hodina H are based on non-formal education and it is actively contributing to the field of education, culture, sport, community development, volunteering, participation and international cooperation. The mission is to support the development, decisions which are never right or wrong but bring the change. The first step is reflected in information, to get, elaborate and provide information, to ensure in this way the right to have information, support permanent and sustainable learning and personal development, full-valued time and access. The following steps are needs, interests, inspiration in the community, participants, partners and anybody coming to Hodina H. In this regards Hodina H is developed and shaped by every unique person who get in contact with Hodina H and it is active at local, regional, national and transnational level. Hodina H believes in synergy of cooperation, partnership, and networking and that's why cross-sectorial, cross-thematic, dialogue are important part of projects, events, and activities. Main target groups are children and youth, special emphasis is put on the services for children, young people and young people with fewer opportunities. The seniors – elderly people, parents with children and general public are not missed out. Hodina H has 200 members, over 30 volunteers and 3 sisters' organisations working as its branches.

# **Good Practices To Fight Climate Change And Raise Awareness**

The objective of this manual is to collect and share good practices from the different project partners. The good practices presented here are examples of incentives, activities, workshops, resources and campaigns done in the partner countries that contribute to fight against climate change, to raise awareness to the problem and to promote environmental protection at local level. With this manual we want to share these practices to help and motivate others to fight against climate change. They are shown in detail, specifying the type of good practice, the area of the good practice, mainly if it is public, private or in the NGO sector, the topics, objectives and methodology of each one as well as the duration and location, the staff and materials needed, how many participants can be involved, the process and some external links.

# 1. ACTIVITIES IN CLOT DE GALVANY

The Clot de Galvany is one of Elche's main natural resources due to the diversity of animal and plant species it contains and also from a historical and cultural point of view, which is why the workshops that are held address all these riches of the site.

Topics: Natural site promotion, environmental value.

Objectives: Promote natural site and inform about the natural and cultural heritage.

Methodology: The Department of the Environment and Aigües d'Elx have resumed the programme of activities in the municipal nature reserve with the aim of disseminating its environmental and cultural value. After the pandemic period, when many of these events were suspended, the course has begun with the programming of activities until December. These activities are a key tool for more people to come and visit the site first hand and get to know the natural and cultural heritage it has to offer.

## Process

Before: Creating the activities and dividing the groups.

During: Coordinating the groups and the activities in Clot de Galvany.

After: Get the feedback from the of the activities.

## Activity

2 months



Elche



No limits



**Area of the good practice**  
Public

**Staff needed and special skills**  
Experts in the area of Clot de Galvany

**Materials needed**  
Website, dissemination and promotion of the activities

**External resources**  
<https://www.elche.es/2021/09/el-clot-de-galvany-recupera-el-calendario-de-actividades-para-divulgar-los-valores-del-paraje/>

## 2. ALTER-NATIVE FESTIVAL ENERGY

The main focus of this activity is to foster awareness on the importance of renewable energies, through their promotion and by the means of music, that being a universal language helps the audience to get as close as possible to such specific topics.

Topics: Renewable energies, Local music and clean energy

Objectives: To create a community of artists, companies, public bodies and citizens that gather every year to promote the applications of renewable energies and sustainability

Methodology: Alter-native festival energy uses the musical as a vehicle of promotion of renewable energies. The topic of alternative production of energy can be quite specific and full of technicalities, approaching it by the means of music can ease its promotion and reach more people.

### Process

The Festival was born on the 1st of August 2007 in Gibellina, a unique town in the city centre of Sicily. The idea was to create a festival in the heart of Sicily to show that it was possible to start up a festival totally powered by private sponsors, a real utopia!

The idea for the festival came out when the organiser, Dario Ferrante visited the "Grande Cretto" with Daniele Balsamo, an engineer raised and born in Gibellina and co-founder of the festival. Six months later a multinational company set up one the biggest wind farms in Sicily right behind the monumental artwork. From here, the idea to organise the Festival of Alter-native Energy, an initiative that combined the promotion of alternative energies with the musical aspect (theatre, dance, music) and that was totally fuelled by renewable energy. Specifically, photovoltaic and wind turbines were used for the energy supply. In this way, he created a bridge between the necessity to promote both local artists and energies.

## Campaign

Variable



Open area in the countryside



A large audience would be preferable



Area of the good practice  
Private

Staff needed and special skills

Technicians for the setting of the stage, the scenography and all the related activities of Clot de Galvany

Materials needed

A stage, renewable energies and an open public space

External resources

<https://www.youtube.com/watch?v=SkOrgvtfo-Mw> <https://festivalenergiealter-native.eu/>

Bibliography

Alter-native Energies Festival, 2007, <https://festivalenergiealter-native.eu/>



This combined format was planned to foster the creation of an environmental mentality. Technical aspects of renewable energies can be boring, but music and art can increase the echo of such a crucial message and it can be one of the more useful tools to use when spreading messages.

### 3. BEACH CLEANING

The main focus of this activity is environmental protection with the aim of making people more self-aware of their local community and its environmental critical aspect

Topics: Cleaning up, volunteering actions

Objectives: The objective of the activity is to raise awareness about natural places in the local community and to preserve nature in the city.

Methodology: The methodology is to gather a group of people living in city, locals and also international volunteers, have a common goal and do a good action for the environment and the local community as a whole.

## Process

At least 80% of all marine debris comes from a land-based source. As a consequence, cleaning up a beach is one of the best ways to prevent trash from entering waterways that will carry it to the open sea.

Before:

1. Involve volunteers by asking your network of friends and family and post information on your social media as well. Ask your friends and family to spread the word to their friends, co-workers, and classmates to get even more participation. Try to aim for at least 10 participants. Make a Facebook event so your volunteers can easily see event details and who else is going.

2. Get permission from local officials to hold your beach clean-up. If you want to hold your clean up at a public beach, you may need to consult local parks and recreation offices about getting any permits that might be necessary. They can also let you know whether the area will be closed for any reason on your planned date.

## Campaign

1 morning



A beach/river near an urban area



Minimum 10-15 volunteers



Area of the good practice  
Public

Staff needed and special skills

Two coordinators organising the event

Materials needed

Recyclable, canvas, or burlap garbage bags.  
Biodegradable protective gloves. Sifters or rakes.  
Trash sticks. Sunscreen

External resources

Beach cleaning in Mondello

If you're not sure who to contact about permits and permissions, call your local police station.

3. Scout out the area a few days beforehand. Head to your clean up area 1-2 days in advance to plan out where you'll meet your volunteers and what areas you'll clean. You should also figure out where you'll leave your full bags of trash and recyclables, where your volunteers will park, and if you'll need to post any signs to help them find you.

During:

4. Load up on clean up supplies for your volunteers. You can ask your volunteers to bring their own supplies, but you can assume they won't have many of the necessary items. Order online or go to a local hardware or general store to get your supplies, and make sure to buy enough so that each of your volunteers has the item. Make sure to buy things like:

- Recyclable, canvas, or burlap garbage bags
- Biodegradable protective gloves
- Sifters or rakes
- Trash sticks
- Sunscreen

5. Give them instructions on where to clean up and what to pick up. Before your volunteers get started, give them instructions on where they should pick up trash, like any potentially hazardous areas to avoid, as well as what they can expect to pick up and tips on how to do so safely. Make sure they're all wearing protective gloves and have trash sticks and trash bags to use. Your volunteers can expect to pick up materials like:

- Plastic bags
- Bottles and cans
- Fishing gear
- Cigarettes
- Helium balloons

After:

6. Throw trash in a specified dumpster or container. Once your group has reassembled, gather everyone's trash together in as few bags as you can. Take it to your designated disposal area, whether that's a dumpster or an area where it can be picked up and taken to a landfill.

7. Clean up your materials and any trash left behind. You can invite your volunteers to stay for a while to talk and enjoy refreshments, but don't forget to clean up your materials and any last pieces of trash before you go. Ask your volunteers to help so it goes faster. Remember to grab any posters you put up in other areas as well.

8. Take a picture of the whole group to post and share. Before your volunteers leave, remember to get a group picture that you can share on social media or with the press. This is a great way of saying thank you to your volunteers while inspiring others with your clean-up efforts!

## 4. “BEZ OBALU” (NO PACKAGE)

This activity looks for solutions and offers people ways to change mindsets and habits; prevent the generation of unnecessary waste.

Topics: Zero waste, raise awareness

Objectives: Offer people ways to change their mindsets and habits

Methodology: Non-profit organization that researches and develops ways to prevent waste as effectively as possible. It spreads the idea of Zero Waste to the general public and at the same time operates three packaging stores in Prague.

## Process

The organization researched the market to find out under what circumstances most waste is generated. Immediately afterwards, in response to the situation, it began organizing awareness-raising events, workshops and conferences. Zero waste stores and cooperation with foreign zero waste stores and Czech supervisory authorities was established.

The organization keeps statistics with the numbers of students and staff with whom it presented the idea of zero waste during lectures and workshops. The organization helps interested parties to open their own zero waste shops and thus further disseminate the project. The organization maps operating and emerging stores in the country.

## Campaign

2013 – now



Czech Republic, Prague



N/A



**Area of the good practice**  
NGO Sector

**Staff needed and special skills**

Experts in the area,  
co-workers

**Materials needed**

Website, dissemination  
and promotion of the  
activities

**External resources**

<https://bezobalu.org/online/>

## 5. CAMPAIGN TO DISSEMINATE THE WEALTH OF ANIMAL AND PLANT SPECIES AND CONTRIBUTE TO THEIR PROTECTION

This campaign focus into the promotion of the policies to safeguard biodiversity because they are essential to keep the environment in balance.

Topics: Environment, ecosystems, raise awareness.

Objectives: Guarantee the balance of the ecosystems, in other words, the variety of species is essential for life to run as we know it.

Methodology: Large images of specimens such as the betic lizard, the leper pond turtle, the kingfisher, the little grebe, the beetle-thyme or the scarlet dragonfly were installed in various municipal buildings.

### Process

Before: Prepare the images from the different specimens

During: Placing the images of the specimens around the city in the different point of the municipality.

After: Getting the feedback from the people to see if the campaign was effective.

### Campaign

5 months



Elche



No limits



Area of the good practice  
Public

Staff needed and special  
skills

Prepared staff from the  
municipality

Materials  
needed

Support from the municipality

External  
resources

<https://www.elche.es/2021/06/el-ayuntamiento-celebra-el-dia-del-medio-ambiente-con-una-campana-que-divulga-la-diversidad-de-especies-en-el-municipio/>

## 6. CARSHARING

This practice is a way to lower the car usage and this way reduce pollution created by cars while also promoting a more sustainable lifestyle.

Topics: Sustainability, pollution, environment

Objectives: Lowering the number of cars and park spaces, reduction in car mileage.

Methodology: Sharing cars for people who don't need a car every day or don't own a car and can still have access to one any time they need it, this way the number of cars and parking spots used is lowered.

## Process

Carsharing has become a common mode of transport in our country, especially in large cities. It pays off with an annual mileage of 10,000 km or less. The advantages include the fact that there are no worries about service and maintenance of the car. With this practice it is achieved:

- A lower need to use cars and parking spaces.
- A reduction in car mileage.
- A more efficient use of cars than with your own car.
- A more frequent use of other modes of transport, especially in large cities.
- A discounted parking fee in some cities.

The project was created in response to the current situation where people do

not need to own a car, but still sometimes need to use it.

The organization has accurate data on car occupancy, times of use, mileage.

## Campaign

2013 - now



Everywhere



Everyone



**Area of the good practice**  
Public and private

**Staff needed and special skills**

Experts in area

**Materials needed**

Mobile app, websites, etc.

**External resources**

<https://www.autonapul.cz/carsharing/>

<https://www.car4way.cz/>

<https://anytimecar.cz/>

## 7. COFFEE CHAIN GAME

It is an activity that raises awareness about trade and consumption, and also about inequalities across the world.

Topics: Debate, Critical Thinking, Group Work.

Objectives: To help participants to think about the actors in different parts of the coffee trade, to develop their understanding of world trade and to encourage them to think about issues of global justice.

Methodology: Non-formal education game

### Process

Intro: The facilitator welcomes the participants to the world congress of coffee traders, and asks them to distribute themselves in the 5 circles of chairs and sit down.

Creating comfort: The facilitator asks the participants whether any of them drink coffee, and if so, why: is it because they like the taste, or are there other reasons? Brainstorm the reasons why people might drink coffee. These could include the fact that it helps wake them up, the smell, social reasons (companionship, atmosphere of coffee bars). See if you can get participants to recognise that marketing, advertising, and image are powerful factors.

Getting into the topic: The facilitator explains to the 5 groups that they are part of people who are involved in the process that brings coffee from a bush in Uganda to their breakfast table. Distribute the role cards (available next), so that the participants in each group all have the same one. Ask the group to read their cards.

## Activity

60 to 90 minutes



Training room or class room



15 to 25, any age.



Area of the good practice  
NGO Sector

### Staff needed and special skills

One person to coordinate the activity, experience on non-formal education is advised.

### Materials needed

A bag of instant coffee, a copy of the role-card sheets for each group and a copy of the grid without the figures in the "Actual proportion" column, it can draw on a white/black board or in a big sheet of paper

### Bibliography

[https://www.tcdsb.org/Board/NurturingOurCatholicCommunity/Documents/Coffee%20Chain %20Game.pdf](https://www.tcdsb.org/Board/NurturingOurCatholicCommunity/Documents/Coffee%20Chain%20Game.pdf)

Give the groups 2 minutes to think about their role. How do they feel about it? What sort of problems do they think they might face? What strengths do they have as a group?

### Coffee farmers

You live in a rural part of southern Uganda. You have about two acres of land, which you farm. Your main source of income is growing and selling coffee. You plant the coffee trees, and weed the ground around them so the coffee doesn't have to compete with other plants. The trees require a lot of regular work and attention to keep them properly pruned, so they will bear fruit well. You harvest the coffee 'cherries' by hand when they are red and ripe. You dry them in the sun and sell them to visiting buyers. The money you earn from the coffee is essential to pay for your children to go to secondary school and to pay your family's medical bills. Every fifteen years you need to buy seedlings to replace old trees. The seedlings take four to five years to grow big enough to produce cherries.



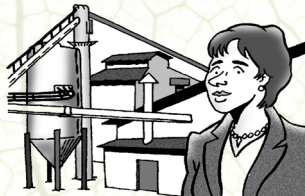
### Coffee exporters

You visit the farmers to buy their coffee. The farmers are scattered over a wide area, so you have to pay for transport and fuel to go and collect their coffee 'cherries'. You then process them to extract the 'green' beans, pack them in bags, and transport them to the coast, where you sell them to a shipping company. Uganda is landlocked, so you have to pay high rail-freight charges. The market for coffee is unpredictable, and so you sometimes have to pay to have your coffee stored. You also need money to renew and repair the expensive machinery in the factory and to pay skilled people to operate it.



### The Roasters

You buy the green coffee beans from a shipping company and mix the different varieties of bean to get a blend. You roast the beans and process them to make 'instant' coffee, then package it into jars and sell it to retailers. It is a very competitive business, and so you have to spend large amounts of money to advertise your brand to the public and to provide attractive packaging. You constantly need to invest money to improve the taste of your blend and keep ahead of the competition.



### The Retailers

You buy the instant coffee from a wholesaler (the roaster), store it until you need it, label it with the price, put it on display, and sell it to the customer. You have to pay high business rates to sell your goods at a busy location. You have to make your shop attractive, which means expensive decoration, and you need to train and pay a large sales force to provide a good service to the customer.



### Shipping companies

You buy the bags of green coffee beans from the coffee exporter, load them on to your ship, and transport them to the UK, where you sell them to coffee roasters. You have to pay highly skilled personnel to operate your ships. There are risks involved, and you have to take out insurance for the ships and their cargoes, as well as paying for fuel. You also need to pay fees for using the ports, and taxes for importing coffee.



Experience: The facilitator holds the bag of coffee and tells the participants that it costs 3 euros in the supermarket. He or she proceeds to ask the groups to discuss how much of the selling price they should get (this should not be a discussion about how much the participants think people do get, but rather how much is due to them for the work they do).

The facilitator asks each group to tell you and the other groups how much they think they should get, according to the discussion, and encourages them to justify their claim, recording each amount on the chart in the 'initial proportion' column. The facilitator adds up the amounts which will likely total quite a lot more than 3 euros! Finally, the facilitator asks each group to negotiate its position, until all groups reach a total of 20 euros, after which he or she facilitates a discussion around questions like: why do they feel they should be paid this amount? Is there any group that is generally felt to be getting away with too much?

Participants should engage with each other – but without violence! A time limit of 12 minutes should be set for negotiations and the participants must always be reminded that time is running out, which is why they should focus on the important matters. Towards the end of the negotiations, it should be stressed that the stock exchange is closing, which means that if they do not reach the needed price of 20 euros, the financial consequences on the next days will be harsh. This is both to stress the gravity of the situation, and to make them understand the urgency.

When/if agreement has been reached, the facilitator records each negotiated amount on the chart in the 'negotiated proportion' column.

In the end, the facilitator announces the actual proportions at each stage of the production process, by revealing the last column.

|           | INITIAL<br>PROPORTION | NEGOTIATED<br>PROPORTION | ACTUAL<br>PROPOR-<br>TION |
|-----------|-----------------------|--------------------------|---------------------------|
| FARMERS   |                       |                          | 0,05€                     |
| EXPORTERS |                       |                          | 0,09€                     |
| SHIPPERS  |                       |                          | 0,18€                     |
| ROASTERS  |                       |                          | 1,93€                     |
| RETAILERS |                       |                          | 0,75€                     |



Debriefing: This method is likely to raise powerful feelings. Participants need to have the chance to reflect on what has happened and how they feel about it. While they are still in role, ask each group to describe what happened from their perspective. Why do they think this was the case? Is there anything they can think of that they could do to improve the situation?

Generalization and input: The facilitator brings bring the participants out of role and broaden the discussion, asking everyone what they feel can be done about unfair trade, what they learnt, how was the simulation itself, and how they can use the experience and knowledge in the future.

The facilitator points out that, in real life, the farmers would not be able to negotiate with the shippers, roasters, and retailers. This is part of the problem for the farmers: their bargaining power is very limited, compared with the large transnational corporations which market and process the coffee. The transnational corporations have huge resources, plus access to technology, information, and transport. Farmers are usually isolated individuals who have to accept the price they are offered.

## 8. COWORKING SPACES

It is a way to promote a more sustainable growth of cities.

Topics: Sustainability

Objectives: Share office rooms while

Methodology: Shared offices to help small companies and avoid the building of more infrastructures and resources.

### Process

The very idea of the project came to the Czech Republic from abroad. It was necessary to find suitable premises, set rules and inform potential applicants. Now, coworking in the Czech Republic is on the move. Shared offices are filling up, their space should grow by up to half every year. The occupancy of shared offices in Prague and other cities is growing every year. The first coworking space in the Czech Republic opened in 2009. Over the past ten years, the supply of shared offices has grown considerably, occupying an area of 39,000 square meters at the end of last year. For example, in Prague over the last year, the area of such centers has increased by more than 65 percent. The largest number of coworking centers is quite unsurprisingly in Prague. Even so, the shared offices thrive outside the capital. An example is Olomouc, Brno, and even small cities like Humpolec.

The organization has accurate data on the occupancy of the premises and the number of people who use them. In addition to the capital, the premises are gradually expanding to other places in the country.

## Campaign

2012 - now



Various cities in Czech Republic.



Businessman, working teams, students.



**Area of the good practice**  
Public, Private and NGO Sector

**Staff needed and special skills**  
Experts in area, co-workers

**Materials needed**  
Website, dissemination and promotion of the activities

**External resources**

<https://www.hubpraha.cz/o-nas/>; <https://www.coworkspolu.cz/>;

## 9. CREATIVE RECYCLING

The idea behind the activity is to promote and encourage greater environmental awareness through creativity and manual skills. Recycling is one of the fundamental pillars to foster a proper environmental approach.

Topics: Waste reuse

**Objectives:** The aim of this activity is to raise users' awareness and make them understand that potential waste and discarded or unused plastic can be transformed into something useful, fun, original and unique again. Using recycled materials, all sorts of objects, accessories, garments or anything else that would otherwise be destined for disposal will be economically and environmentally sustainable, thus becoming useful and fashionable again.

**Methodology:** The activity introduces some suggestions for the creative reuse of plastic bottles

## Process

Plastic is a material that can be recycled in many different and creative ways, even at home: with just a bit of imagination, an empty bottle can be turned into something else. Here then is a collection of curious and easy to make ideas:

## Activity

Variable according to the object realised



Association headquarters, playroom, schools, fairs, bookshops, toy libraries, public and private spaces made available.



The number can be variable



### Area of the good practice

Public and NGO

### Staff needed and special skills

1 expert with experience on creative recycling

### Materials needed

- 1) Plastic bottles, scissors/knife, lukewarm water, sugar, yeast
- 2) Plastic bottles and scissors/knife
- 3) Plastic bottles, scissors/knife and pens

### External

How to reuse plastic at home

### Bibliography

R.Simonetta, 2009, 10 idee pratiche per riciclare le bottiglie di plastica, Green me. Retrieved on 30/11/2021 from:

<https://www.greenme.it/consumare/riciclo-e-riuso/10-pratiche-idee-per-riciclare-le-bottiglie-di-plastica/>



### 1) MOSQUITO TRAP

Take an approximately two-litre plastic bottle and cut off the top of it (just before the start of the cone). Turn the cone upside down into the barrel of the bottle and glue the two pieces together, using glue or silicone. Now prepare a mixture of lukewarm water, 1/2 cup of sugar and a teaspoon of yeast and pour it into the bottle. Mosquitoes are attracted by the carbon dioxide released by the yeast in contact with the sugar, they enter the bottle thinking there is food in it and cannot get out.



### 2) MINI-GREENHOUSES AND SEEDBEDS

Cut off the cone part of an approximately two-litre transparent plastic bottle. Turn the stem upside down and stick it into the ground, applying slight pressure so that it doesn't blow away in the wind. This tiny greenhouse will protect the first shoots of your seedlings from damaging winter frosts.



### 3) FUNNEL

Take a bottle (preferably a smooth one) and cut off the base. Take a pen, remove the ink tube and cut off the narrower end. Now drill a hole in the cap of the bottle with a diameter slightly smaller than that of the pen. Insert the pen into the hole and secure it to the cap with glue or silicone. This should be the result.

## 10. CYRKL – DIGITAL WASTE MARKET

Is a waste market with the aim to introduce circular economy into waste management of companies

### Campaign

2019 - now



Czech Republic



Everyone, companies



Topics: Sustainability, waste management, circular economy.

Objectives: Introduce circular economy principles into the waste management of the companies.

Methodology: Sell or buy quality materials at the largest waste market in Europe - for free and easily. Join us on the path to a global waste management revolution, learn about material flows in your company and save both money and emissions through waste!

**Area of the good practice**

Public and private

**Staff needed and special skills**

IT specialists

**Materials needed**

Mobile app, websites.

**External resources**

<https://www.cyrkl.com/cs/o-nas>

## Process

Cyrkl is the largest waste market in Europe and connects suitable business partners using state-of-the-art digital technology and machine learning. Adding a product or requesting it takes a few minutes, registration is completely free and online. The main mission is also to introduce the principles of circular economics into the waste management of companies across all industries. It is already used by more than 9,649 clients from 126 countries around the world, which together have saved over 472,000 tons of CO<sub>2</sub>.

The organization saw the need in connecting companies that produce usable waste. Then the organization keeps records of the number of clients using the project, the locations where it operates and the tonnes of CO<sub>2</sub> saved.

## 11. ECO CAMPAIGN

The main focus of this activity is environmental protection with the aim of making people more self-aware of littering.

Topics: Raise awareness, campaign

Objectives: Raise awareness regarding the environmental problems especially increasing the importance of the local SDGs

Methodology: The objective of the activity is to share the Sustainable Development Goals. There are 17 goals determined by the United Nations and it is very important as well as nations but also as individuals we work towards these goals.

## Process

Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests. Disclaimer: This project is funded with the support of the European Commission. The information and views set out in this document are those of the author(s) and do not necessarily reflect the official opinion of the European Commission. Neither the European Union institutions nor an Online campaigns are powerful to convey our eco messages and to raise awareness. Remember to use logos, give clear message and use relevant hashtags.

## Campaign

Online – no set durations



Online



All – local/international audience



Area of the good practice  
Public

Staff needed and special skills  
Social media manager/volunteer

Materials needed  
Computer

External resources

<https://www.instagram.com/p/CRgpmXnspn0/>

<https://www.facebook.com/youthinnovationuk/photos/a.719583618063282/4560085087346430/>

<https://www.facebook.com/youthinnovationuk/photos/a.719583618063282/4560104210677851/>

## 12. “ECO-ESCOLAS” (ECO SCHOOLS)

It is a national project that can be applied for every school in the country in order to raise awareness and improve the environment in the school and the city it is implemented.

Topics: Environmental awareness, development.

Objective: To encourage, recognize and award the work developed by schools in the improvement of their environmental performance and awareness/education for the need to adopt more sustainable behaviours

Methodology: This is achieved by promoting the training of those directly involved, mainly teachers and municipalities, using a 7 steps program.

### Process

Before: The school should show the interest in improving the environmental performance, involving the students in the process. The program should be implemented by the school director or president, and 2 teachers should be in charge of the project. There should be an interest from the municipality in collaborating with the school. Finally, fill up and upload the information to the platform

<https://ecoescolas.abae.pt/plataforma/>

During: Develop the 7 steps methodology:

- 1 Eco-School Council
- 2 Environmental Audit
- 3 Action Plan
- 4 Monitoring and Evaluation
- 5 Curricular Work
- 6 Information and Involvement of the School and Community
- 7 ECO-Code

After: If at least 50% of the plan was achieved, the school is awarded with the ECO flag.

## Campaign

Running since 1996, has to be implemented in every school year.



Schools and municipalities



No limits, aimed at students from the school involved



Area of the good practice  
Public

Staff needed and special skills

School teachers, students, municipality staff

Materials needed

Computer for the application and planning

External resources

<https://ecoescolas.abae.pt/>

## 13. ECOLOGICAL ACTIVITIES

These activities aim to promote ecology in the local community to raise awareness and show the people how important is for the environment of the local area.

Topics: Workshops, ecology.

Objectives: Promote more ecological lifestyle

Methodology: The workshops were held at the Plaza de la Amistad on 8 and 9 June. The mayor of Participation, Felipe Sánchez, presented a new edition of Elx Participa, which took place in the district of La Marina and whose theme was ecology. Also, on Saturday from 09:00 to 14:00 there will be an Ecological Market, like the one that usually takes place in the Plaza de Castilla, selling ecological and local products. Fusta and Jazz at 11:00 a.m. livened up the day with live music.

### Process

Before: Preparing the area for the activities, market and concerts.

During: Managing the coordination of the activities.

After: Sharing the feedback from the people and the media collected during the event.

### Activity

2 days



Elche



No limits



Area of the good practice  
Public

Staff needed and special skills

People to take on the workshops, the owners of the shops from the ecological market and the groups for the live music.

Materials needed

Promotion of the activities.

External resources

<https://www.elche.es/2018/06/elx-participa-llega-a-la-marina-con-distintas-actividades-de-tematica-ecologica/>

## 14. “ESPERAR AQUÍ SENTADOS” (WAIT HERE SEATED)

This campaign aims to make city dwellers see reason and realise the importance of their actions in preserving the environment.

Topics: Raise awareness, environment.

Objectives: Raise awareness in the city looking forward to become green city in 2030.

Methodology: Messages have been placed on some of the city's benches, reading phrases such as: “If we think that the tons of plastic in the sea will become plankton for the fish, we can... Sit here and wait”.

### Process

Before: Painting the benches with the different messages

During: Seeing the reaction of the people and their behaviour with the environment.

After: Trying to keep the city as clean as possible and to remind the people with different messages.

### Campaign

1 year



Elche



No limits



**Area of the good  
practice**  
Public

**Staff needed and special  
skills**  
Workers from municipality

**Materials  
needed**  
Benches, paint

**External  
resources**  
<https://www.elche.es/2020/06/el-ayuntamiento-impulsa-una-campa%C3%B1a-para-concienciar-a-la-poblaci%C3%B3n-sobre-la-necesidad-de-actuar-contral-el-cambio-climatico/>

## 15. “FEIRA BIO, JUSTA E LOCAL” (BIO, FAIR AND LOCAL MARKET)

It is a way to promote sustainability and a more conscious consumption.

Topics: Sustainability, environment, fair-trade.

Objective: To promote biological, local and fair-trade products in a region.

Methodology: Weekly market where producers can take their products to sell

### Process

**Before:** Contact local producers, preferably with biological certificate. Also check for companies that work with fair trade in order to get products and resell them. Prepare the stand with all the materials needed and paint it in a way to give it more visibility.

**During:** Have a place to put the products that the producers will bring. Interact with the locals and explain them the concept of the market and why it is better to buy bio, local and fair-trade products.

**After:** Share the feedback from the clients with the producers and find new ways to promote the market in order to get more clients, more producers and to motivate producers to change into biological production.

### Activity

Weekly market



In front of the youth center



No limits, locals



**Area of the good practice**  
NGO sector

**Staff needed and special skills**  
Ideally 2 people to run and manage the stand.

**Materials needed**  
Stand for exposing the products, scale for weighing the products

**External resources**  
<https://www.facebook.com/cjamarante/posts/4019168308168511>

**Do's and don'ts**  
Check the local regulations for market and display of products.

## 16. FROM PAPER... TO PAPER

Recycling is the first step to make people more aware of the multiple uses that can be extracted out of waste

### Activity

10 days



The initiative has been promoted  
by a secondary school in Palermo



Students or Youngsters  
aged 15-25



#### Topic Paper Recycling

**Objective:** The objective is to make participants understand the importance and the ease of the paper recycling process, which can save a tree!

**Methodology:** Recycling is one of the 4R's necessary to valorise an environmental twist in our everyday actions. Learning to recycle can make people and youngsters more aware about the importance and the usefulness of the circular economy. Learning by doing is always the best way to master an argument or a practice

#### Area of the good practice

Public, NGO sector

#### Staff needed and special skills

Expert teacher or a figure who already experienced it who will guide the group during the experiment

#### Materials needed

For the construction of the frame, you will need: sticks, net, nails and glue, newspapers, basins, spoons, coloured inks, blender

#### External resources

How to make paper (out of recycled paper)

How to make paper without frame

#### Bibliography

I.C.S. Cruillas, 2021, Il Piano Green ora si fa!, pp. 48, Palermo, Italy

## Process

#### PREPARATION STEPS:

- Shred a few sheets of newspaper
- Soak the clippings in a bowl of warm water
  - Leave to soak for a couple of days
- Blend the 'mixture' with an immersion blender (until a homogeneous mush is obtained)
- Separate a small amount and, if desired, colour it with cartridge or Indian ink (tempera can also be used).
  - Spread the mush on the frame
- Allow the layer obtained to dry until the new sheet of paper is obtained

#### PRODUCT:

Sheets of recycled paper.

## 17. FURNITURE BANK PRAGUE

Reuse of household items, furniture and appliances, creation of circular economy.

Topics: Reuse, sustainability

Objectives: To help low-income groups to have access to furniture.

Methodology: Furniture Bank Praha provides furniture and household items to low-income groups of Prague residents, such as single people, families with children, the elderly, people with disabilities or homeless people. It focuses its assistance on those who, especially when entering the housing, have exhausted other possibilities of acquiring the equipment of their housing and it is appropriate to support them in this way.

### Process

Before: The organization mapped the situation - the number of people in need and the number of furniture thrown away, it can be through individuals and companies or NGOs. Then they found suitable premises and set the rules.

During: Issue the furniture and other items to the people in need through recommendation of social workers from the district and social services. Also, a furniture workshop is set in the furniture bank for minor repairs of laminated and solid wood furniture.

After: The organization keeps a record of all the furniture that has been donated, so it can easily assess how successful the project is. In addition to the capital, other cities from the Czech Republic could be involved and spread the practice throughout the country.

## Campaign

2021 – now



Prague, Czech Republic



N/A



**Area of the good practice**

Public, NGO Sector

**Staff needed and special skills**

Experts in the area, co-workers

**Materials needed**

Website, dissemination and promotion of the activities

**External resources**

<https://nabytkovka.cz/>

## 18. INTERNATIONAL WORK CAMP “ANOTHER WORLD IS POSSIBLE”

It is a way to show young people how to be more sustainable, eco-friendly and healthier.

### Activity

10 days



Amarante, Portugal



Up to 30, ages between  
18 and 30 years.



Topics: Volunteering, organic farming, environment.

Objectives: to raise awareness about organic and biological farming, to promote the sense of entrepreneurship and volunteering

Methodology: work directly with organic and biological producers in their daily tasks while learning more about this fields of agriculture.

### Process

**Before:** Contact local farmers, preferably organic and biological ones. Promote the work camp in social media and websites in order to find participants, plan the trips and the work with the farms.

**During:** Receive and coordinate the volunteers, accompany and support them in their daily activities, do daily meetings to debrief what happen and what was learn during the day and listen to ways to improve the project.

**After:** Disseminate the project and show the results in social media in order to promote the next one to find more volunteers and farmers willing to join the project and to adopt an organic or bio production.

**Area of the good  
practice**  
NGO sector

**Staff needed and special  
skills**

At least 2 coordinators with experience in volunteering and managing work camps.

**Materials  
needed**

Transport

**External  
resources**

<https://www.facebook.com/cjamarante/posts/4498289160256421>

**Do's and don'ts  
don'ts**

External resources

Make sure to inform the participants beforehand about the kind of work they will be doing and to bring clothes for farming (old clothes)

## 19. LET'S COLLECT GREEN MILES

The main focus of this activity is to reduce the environmental footprint, through the use of competitive challenges between students.

Topic: Sustainable Mobility

Objective: Promoting modern education for sustainable mobility, directly involving families and children in virtuous behaviour in home-school-home routes

Through a game and with the help of the teachers, children and families discuss important issues such as sustainability, climate and traffic, and the liveability of neighbourhoods.

Methodology: People will challenge each other in a competition that fosters sustainable mobility. Every time they go to work or school in a sustainable way, they will get a green mile.

### Process

In sustainable mobility challenge the aim is to get students or a group of colleagues to playfully compete in adopting environmentally friendly mobility and develop awareness of sustainability issues.

Each participant will be committed to making a concrete contribution: they will earn a green mile every time they travel from home to school in an environmentally friendly way, i.e. on foot, by bike, by bus, or by arranging for one parent to drive several pupils to school (car-pooling). The contest can be more challenging by adding a final reward.

## Green contest

Variable



The activity can take place in the route from home to school/ workplace



A group of people/student sharing a class or a workspace



Area of the good practice  
Public

Staff needed and special skills

One coordinator setting specific criteria and reward for the contest

Materials needed

Scrapbook for each participant with stickers to mark the acquired green mile, poster to hang in the classroom

External resources

External resources  
[http://www.fiab-scuola.org/attachments/MIGLIA\\_VERDI\\_primarie.pdf](http://www.fiab-scuola.org/attachments/MIGLIA_VERDI_primarie.pdf)

## 20. LOCAL AWARENESS

This campaign contributes to achieving the Sustainable Development Goals (SDGs) proposed by the UN and is supported by Sufrider Foundation Europe, as well as the City Council.

Topics: Environment, cleaning, raise awareness.

Objectives: Clean the beaches around the municipality and raise awareness to the problems of pollution.

Methodology: Due to the high levels of pollution that plastic produces in the oceans, the Councillor for the Environment of Elche City Council, Esther Díez, presented two beach clean-up campaigns to raise public awareness of the importance of not throwing waste into the sea. The first of the initiatives, organised by Margalló Ecologistes en Acció together with the Colla Ecologista d'Alacant, took place on Saturday 5 June on the beach of El Altet, while the second was promoted by the Environmental Office of the Miguel Hernández University and took place on 12 June on the beach of Arenales del Sol.

### Process

Before: Starting the campaign with the help of the NGO's and the municipality.

During: Collecting the rubbish in the beach, and the surroundings of it.

After: Sharing videos and pictures of the differences after and before of the clean-up.

## Campaign

5 and 6 months



Elche



No limits



**Area of the good practice**  
Public

**Staff needed and special skills**  
Prepared staff from the municipality

**Materials needed**  
Support from the municipality

**External resources**  
<https://www.elche.es/2021/06/la-concejalía-de-medio-ambiente-colabora-en-dos-campanas-para-eliminar-los-residuos-plasticos-en-las-playas-de-elche/>

## 21. MAKAH WHALING

The activity contributes to make participants aware on pros and cons that every revolutionary action on environment can have on reality and well-established practices

Topic: Group discussion on pros and cons of whaling prohibition

Objectives:

- To develop understanding about apparently conflicting claims to the right to participate in cultural life and protection of the environment
- To develop critical thinking, skills to present an argument and consensus-building skills
- To develop attitudes of open-mindedness to cultural differences.

Methodology: The activity is a role-play game where participants will support one of the two factions in dispute. It will be useful to point out pros and cons of both thesis

### Process

The activity is divided into two parts: part 1 (30 minutes) is an introduction to the activity and the environmental and cultural issues involved, and part 2 (90 minutes) is a simulated meeting to try to find common ground between the Makah tribe and the anti-whaling lobby.

#### Part 1.

Introduction to the environmental and cultural issues (30 minutes)

1. This activity is about environmental and cultural rights. It centres on a wish by the Makah nation to resume whaling and the opposition to this from conservationists and others.
2. Tell the group about the Makah and explain that the confrontation has been going on for many years and the legal costs are escalating without producing a lasting result. The conservationists have used reckless methods that have put their own and other people's lives at risk and some members of the Makah are so frustrated that they have broken the law and whaled illegally.

## Activity

3 hours



No special requirements.  
Applicable to every location



From 4 to 20 participants



Area of the good  
practice

NGO sector, Public

Staff needed and special  
skills

One facilitator coordinating the group

Materials  
needed

Handouts (can be found here)  
Pens and papers for note taking

External  
resources

<https://www.coe.int/en/web/compass/makah-whaling#handouts>

Bibliography

Council of Europe. (n.d.). Makah Whaling., 2021, from COMPASS Manual for Human Rights Education with Young People: <https://www.coe.int/en/web/compass/makah-whaling>

It is a very unsatisfactory situation for all and it seems to be time that the parties try to get together to see what they have in common and to find a solution.

3. Introduce some of the issues by asking participants to indicate their response to the following questions by standing “high or low”. (For how to use this technique, see this section). Read out the following statements one at a time:

- People’s customs should be respected so long as they do not abuse human rights.
- We should respect people’s right to be free to choose what they eat; to be vegans, vegetarians or to eat meat.
  - The food we eat should be produced using environmentally friendly methods.
  - Animal husbandry should not include cruel methods such as intensive rearing or cruel ways of slaughtering.
- Cultural traditions are very important for people and should be respected. • Whales should not be hunted, even for cultural purposes.

## **Part 2.**

A simulated meeting to try to break the deadlock between the Makah tribe and opponents to whaling. (90 minutes)

1. Remind the group that fierce battles, both literally and legally, have been going on for years and that now is the time to try to find a solution. This activity is a simulated meeting hosted by an imaginary organization called Crest (Culture, Rights, Environment, Sustainability and Talk). Crest is an independent organization that works to bring a human rights perspective to environmental issues. They are committed to promoting understanding through dialogue. The simulation is a meeting chaired by Crest between four groups:

- a. The Makah tribe who wish to resume whaling
- b. High North Alliance, an umbrella organization representing whalers and sealers that works for the future of coastal cultures and the sustainable use of marine mammal resources. The HNA supports the Makah.
- c. Sea Shepherd, an organization that investigates and documents violations of international laws, regulations and treaties protecting marine wildlife species. They oppose the Makah’s request.
- d. Greenpeace, environmental activists who oppose whaling.

2. Crest’s role is to facilitate a discussion that will focus on five questions:

- Why are whales important?
- Are grey whales an endangered species?
- Why should the Makah be stopped from eating whale meat?

- Could the Makah's ritual of hunting whales be modified?
  - If an agreement can be reached, what sort of monitoring will be needed to ensure that the whales are protected?
3. Ask for four volunteers to represent Crest and divide the rest of the group equally into four small groups. Hand out the role cards. The groups have 30 minutes to discuss the information and to consider their positions and supporting arguments on the five questions.
  4. When the groups are ready, bring everyone together in plenary and call on the people representing Crest to take the chair. The meeting should last 60 minutes.
  5. Crest opens the meeting with a short statement about the human rights and environmental frame of the discussions and restates that the purpose of the meeting is to share information and discuss the issues, as formulated by the five questions. The Makah tribe follow by stating their case. Then the topics are for open discussion.
  6. At the end of the discussion Crest should sum up. Take a short break and then go on to the debriefing.

## 22. MICROKARMA

The plastics we don't recycle end up in the environment and in the animals, we eat, so they ultimately return to us, to our bodies. So, with this campaign the municipality of Elche is trying to lower the environment damaged.

Topics: Raise awareness, environment, campaign.

Objectives: Raise awareness about plastic pollution.

Methodology: Plastic is like karma. If it is not recycled, it returns to the individual in the form of micro-particles. This is the premise of the 'Microkarma' campaign which aims to raise awareness about the use of the yellow bin. The communication action, which consists of three videos showing in Elche scenarios how plastic always returns to the person, was broadcast on social networks and local television.

## Process

Before: Create and film the 3 videos

During: Place the videos on the social networks and the local tv.

After: Get the feedback from the people in the streets.

## Campaign

1 year and 5 months



Elche



No limits



**Area of the good practice**  
Public

**Staff needed and special skills**

Prepared staff from the municipality and the local TV

**Materials needed**

Support from the municipality

**External resources**

<https://www.elche.es/2020/07/limpieza-presenta-microkarma-la-campana-de-sensibilizacion-que-recuerda-la-importancia-de-reciclar-el-plastico/>

## 23. MUV GAME

The main focus of this activity is to reduce the environmental footprint, through the use of competitive challenges.

Topics: Green mobility, green challenge.

Objective: To foster green mobility in order to rethink our everyday habits

Methodology: MUV game is an app allowing to test yourself and your ability to move in a sustainable way, by a system of points and rewards

### Process

How does MUV work? It's simple: download the free app available on the Android and iOS stores, and start playing. After registration, you add your travel habits into the app. The challenge is to rewrite them in a greener way. We earn points every time we choose to walk, cycle or take public transport. The dynamics are those of a video game: from the personalised avatar to real-time ranking of the best scores. But above all, the statistics measure the carbon dioxide we have helped save. And so, we discover our footprint in the only game that counts: the game to save the planet. All data collected are anonymised and shared as open data to stimulate debate on active mobility and influence the process of activating urban policies that focus on sustainability and are citizen (and not car) friendly. The more you walk, cycle or take public transport, the more you win.

### Activity

Permanent



Applicable in every city



Individual



Area of the good practice  
Public

Staff needed and special skills

No special skills and staff needed. The use is individual and concerns only everyday moves.

Materials needed

Smartphone

External resources

<https://www.muvgame.com/>

Bibliography

Di Dio, S., E. Lissandrello, D. Schillaci, B. Caroleo, A. Vesco, and I. D'Hespeel,

2018, MUV: A Game to Encourage Sustainable Mobility Habits, Games and Learning Alliance Conference, Palermo, Italy

## 24. “NESNĚŽENO” (NOT DONE)

This practice is a way to reduce food, this way promoting a more sustainable world.

Topics: Raise awareness, sustainability.

Objectives: Reduce the food waste.

Methodology: Sell the leftover food from restaurants at a discount price in order to avoid it to go to waste.

### Process

The very first idea was to save food. The idea was deepened - application was created and businesses and boards were added.

People have already saved over 151,070 servings of food

There are already more than 157 631 rescuers

Over 750 companies took part throughout the Czech Republic. How does it work?

1) Download the app

App Nesněženo will show you businesses in your area that did not have time to sell all the food today. The remaining portions of changelings and other goodies are offered with a discount of at least 30%.

2) Save the food

Order food directly in the app and pick it up that day. These are only quality dishes from the day or delicacies that are approaching the expiration date.

3) Save money

## Campaign

2019 - now



Various cities in Czech Republic



Restaurants,  
volunteers, everyone who  
knows about it



Area of the good  
practice

Public, Private and NGO  
Sector

Staff needed and special  
skills

Volunteers, co-workers

Materials  
needed

Mobile app

External  
resources

<http://nesnezeno.cz/>



You will get good food for a great price, which without you the company would have to destroy by law. You save not only money but also the environment!

The organization keeps accurate data about the project - the number of food portions saved, the number of people and companies involved. It continues to motivate restaurants and other catering establishments to save food.

## 25. ONLINE ECO CONFERENCE

How to reduce your impact – water and carbon footprint on our planet.

Topics: Environment, conference

Objectives: Share of ideas

Methodology: Eco talk to share good eco practices we can implement at home to save energy, water, food and to be more aware on reducing over consumption.

### Process

Before: Promote the conference in order for people to know about it.

During: Share the conference on social media for people to watch, show it on a room with a projector for people who want to join and watch it together.

### Campaign

1 hour



Online



No limits



**Area of the good practice**  
Public

**Staff needed and special skills**  
Moderator

**Materials needed**  
Computer / good connection

**External resources**  
<https://www.instagram.com/p/CN9epqhKyc3/>  
<https://www.instagram.com/p/CN-jxgusZoF/>

## 26. ONLINE ECO TALK

Highlighting the importance of environmental education so that people are more aware the consequences of their actions, they can be more involved in the protection of nature, natural resources, wildlife etc.

Topics: Climate change, raise awareness

Objectives: Raise awareness and increase knowledge about climate change.

Methodology: Increase knowledge regarding climate change and how we can tackle the environmental challenges as individuals, small / local business and as local communities.

### Process

Before: Promote the conference in order for people to know about it.

During: Have a place to show the conference

After: You can open a debate for people to give ideas or share any questions about the conference

## Campaign

30 mins



Online



No limits



**Area of the good  
practice**  
Public

**Staff needed and special  
skills**  
Moderator

**Materials  
needed**  
Computer / good  
connection

**External  
resources**  
<https://www.instagram.com/p/CS2ZtONsuKJ/>

<https://www.instagram.com/p/CS2ZtONsuKJ/>

**Do's and don'ts**  
Make sure you have good internet connection, check your settings before the conference.

## 27. PARLIAMENTARY DEBATE: AGRICULTURAL PRODUCTION

It is a way to make the participants more aware of sustainability and to allow them to gain experience and skills in debating and communication.

Topics: Sustainability, critical thinking and debate.

Objectives: To critically think about sustainability and to develop debating and communication competences.

Methodology: non-formal education, debate.

### Process

Preparation: Identifying a short video (maximum 10 minutes) about the subject and looking into the British parliamentary debate rules and set the room with the tables and chairs in a debate format.

Possible videos to use for the session are:

"From Landscape Architecture to Conservation Agriculture",  
by Thomas Woltz  
([www.youtube.com/watch?v=9VIY-3V63yl](http://www.youtube.com/watch?v=9VIY-3V63yl)). "FUTUREMAK

ERS: Jill Isenbarger."  
([www.youtube.com/watch?v=bb8YZsRpkXQ](http://www.youtube.com/watch?v=bb8YZsRpkXQ)).

"A Global Food Crisis May Be Less than a Decade Away.",  
by Sara Menker ([www.ted.com/talks/sara\\_menker\\_a\\_global\\_food\\_crisis\\_may\\_be\\_less\\_than\\_a\\_decade\\_away#t-136449](http://www.ted.com/talks/sara_menker_a_global_food_crisis_may_be_less_than_a_decade_away#t-136449)).  
"Regenerative Agriculture -- a Solution to Climate Change",

## Activity

45 minutes



Classroom or training room



8 to 30, from 15 years up



Area of the good  
practice  
NGO sector

Staff needed and special  
skills

1 Facilitator, experience  
with non-formal education  
and debates.

Materials  
needed

Computer, projector,  
internet, previously  
identified video link, tables  
and chairs.

Do's and don'ts

The session can be pro-  
longed if the participants  
seem interested or there  
can don'ts be a new ses-  
sion with a different theme  
for debate.

by Ben Dobson ([www.youtube.com/watch?v=yp1i8\\_JFsao](http://www.youtube.com/watch?v=yp1i8_JFsao)).

“What Are the Most Important Moral Problems of Our Time?”, by Will MacAskill ([www.ted.com/talks/will\\_macaskill\\_what\\_are\\_the\\_most\\_important\\_moral\\_problems\\_of\\_our\\_time#t-79793](http://www.ted.com/talks/will_macaskill_what_are_the_most_important_moral_problems_of_our_time#t-79793)).

An introduction to the British parliamentary debate can be made by using the “A Brief Introduction to British Parliamentary Debating.” video, by Alfie Coates ([www.youtube.com/watch?v=jGB6p6yob-M&t=33s](http://www.youtube.com/watch?v=jGB6p6yob-M&t=33s)).

#### INTRO:

The facilitator contextualizes the activity within the scope of the concrete context where the session takes place, the contents, the educational process and/or the group concerned. The facilitator presents him or herself and gives the group members the opportunity to introduce themselves and share their experiences as well as their expectations for the activity.

#### DURING:

The facilitator explains that the group will be divided into two smaller groups, one of them to advocate against the argument of the video they are going to watch, and the other to advocate in favor. He or she explains how the debate will work, following the British parliamentary debate instructions. The groups watch the video and have 10 minutes to prepare.

#### DEBRIEFING

After the debate, the facilitator asks the group how easy or hard was it to act against or in favor of the argument and why. The facilitator suggests a round of sharing of impressions about what each of the participants feels he or she took from the experience.

## 28. PHOTO EXHIBITION

The aim of the exhibition is to disseminate the values of the site and this is what the contestants have been able to transmit with their photographs, reflecting the rich environment.

Topics: Photo, exhibition, nature.

Objectives: Show the nature surrounding the area of Clot de Galvany.

Methodology: The cloister of San José hosted until 29 April an exhibition with more than 300 images of natural life in the Clot de Galvany during the autumn season. The mayor, Carlos González, the councillor for the Environment, Esther Díez, and the manager of Aigües d'Elx, Javier Prieto, inaugurated the exhibition in the cloister of San José of the Pedro Ibarra library, where it remained until 29 April. From 3 May it moved to the Museum of Puçol and, subsequently, it was in various cultural centres in the districts.

## Process

Before: Collecting the pictures from Clot de Galvany and place them in the exhibition

During: Promoting the exhibition for the people in the city.

After: Sharing in the social networks the pictures for everyone.

## Campaign

8 months



Elche



No limits



**Area of the good practice**  
Public

**Staff needed and special skills**  
Photographers.

**Materials needed**  
Room for the exhibition, all the pictures from the photographers

**External resources**  
<https://www.elche.es/2021/03/el-claustro-de-san-jose-acoge-hasta-el-29-de-abril-una-exposicion-que-recorre-con-mas-de-300-imagenes-la-vida-natural-en-el-clot-de-galvany-durante-la-epoca-otonal/>

## 30. PLOGGING

Plogging is a new and fun way of litter picking. It turns litter picking into a sport activity. Combining walking / jogging with litter picking. This activity makes it fun for young people, increases the chance of participation. More importantly, increases the awareness of the local environmental problems and brings self-awareness and community consciousness. It helps increasing the local environmental protection.

Topics: Sport, recycling, cleaning, plogging.

Objectives: The objective of the activity is to raise awareness of the littering problem as well as raising awareness of not separating waste correctly.

Methodology: Draw attention to environmental protection with the aim of making people more self-aware of littering, increasing environmental consciousness.

### Process

Before: Plan the activity, setting the day, the time and the route for the run.

During: Distribute the materials among the participants (Gloves, bin bags) and start the run.

After: Take a picture with all the participants and the trash that you have gathered and post it online to raise awareness about the problem

### Activity

1 hour



Local area – Ruislip Lido



No limits – local participants



Area of the good practice  
Public

Staff needed and special skills  
One organizer

Materials needed  
Gloves, bin bags, hand sanitizers, comfortable clothes and trainers

External resources  
<https://www.instagram.com/p/CTouDGBMiy0/>

Do's and don'ts  
Don't collect litter with bare hands, make sure you wear gloves. Always be careful and take extra care if you are picking sharp objects and glass

## 31. “PRONTO VOLVEREMOS A ABRIR LA MANGRANA” (SOON WE WILL REOPEN THE MANGRANA)

This campaign aims to motivate and remind the citizens of the city of Elche to recycle glass is a very important cause for the environment

Topics: Campaign, environment, raise awareness

Objectives: Promote glass recycling.

Methodology: Ecovidrio and the Elche City Council presented an original environmental campaign designed by its Design and Creativity team in which recycling is combined with the party: ‘Soon we will open the Mangrana again’. As a tribute to the people of Elche and their patron saint festivities, which for the second-year running cannot be celebrated due to the pandemic, 10 containers have been placed with the emblematic hand-painted Mangrana and another 20 with a representative scene of the Misteri, which this year celebrates its 20th anniversary as a World Heritage Site.

### Process

Before: Design and creation of the containers

During: Placing the containers into the center of the city in some important and cultural areas.

After: Get the feedback of the people around the area of the containers.

### Campaign

3 months



Elche



No limits



**Area of the good practice**  
Public

**Staff needed and special skills**

Prepared staff from municipality and workers in charge of the containers

**Materials needed**

New containers with the theme

**External resources**

<https://ecosilvo.es/campana-medioambiental-mangrana-elche-ecovidrio/>

## 32. “RASTROS EN LA ARENA” (TRACES IN THE SAND)

The environmental volunteer campaign aims to raise awareness among citizens and beach users of the possible presence of loggerhead turtle nests on the beaches of Elche to protect the local fauna and environment.

Topics: Environment protection, raise awareness.

Objectives: Protect Sea turtle nests.

Methodology: The Department of the Environment, Margalló and Aigües d'Elx have launched a campaign to protect sea turtle nests on Mediterranean beaches. “Traces in the sand” is the name of the volunteer programme created by Ecologists in Action with the aim of raising public awareness to conserve the sea turtles that come to nest on the Mediterranean beaches of the Iberian Peninsula. The aim of this campaign is that, at the beginning of the day, volunteers walk along the shore looking for the traces that turtles leave in the sand, in order to alert the technicians in each area so that they can take measures to protect the nest.

### Process

Before: Finding the volunteers and setting up areas to look for the nests.

During: Protecting the nests and the turtles until they are able to reach the water.

After: Keep a follow up on the nests and the beaches to be able to see the result of the campaign.

### Campaign

3 months



Elche



No limits



Area of the good  
practice  
Public

Staff needed and special  
skills

Prepared staff from the  
municipality

Materials  
needed

Volunteers and  
municipality experts

External  
resources

<https://www.elche.es/2021/07/la-conce-jalia-de-medio-ambiente-margallo-y-aigues-delx-lanzan-una-campana-para-proteger-los-nidos-de-tortugas-marinas-en-las-playas-del-mediterraneo/>

## 29. PHOTOCLOT

The aim is to promote El Clot and to encourage locals and visitors to leave a souvenir through the competition, thus making the local environment of Elche better known.

Topics: Photography, contest, environment.

Methods: Photography competition to promote nature reserves.

Methodology: PhotoClot, the photography competition that highlights the value of the Clot de Galvany municipal nature reserve - part of the Natura 2000 network and a Special Protection Area for Birds (SPA) - organised by the Elche City Council's Department of the Environment and Aigües d'Elx. The councillor for the area, Esther Díez; the director-conservator of the protected area, Juan Carlos Aranda; and the director of planning and production of the mixed water company, Carlos Peiró, presented the fourth edition of the competition whose theme, in the 2021 edition, was 'The dunes and beaches of El Clot.

### Process

Before: Creating the website where the participants will display the pictures.

During: Analysing all the pictures presented to the contest.

After: Giving the prize to the winner and sharing the pictures with the people from the city.

## Contest

6 months



Elche



No limits



**Area of the good practice**  
Public

**Staff needed and special skills**

Experts in the area of Clot de Galvany and experts in photography

**Materials needed**

Website, promotion of the contest.

**External resources**

<https://www.elche.es/2021/05/vuelve-photo-clot-el-concurso-fotografico-que-pone-el-valor-la-biodiversidad-del-clot-de-galvany/>

### 33. RECYCLING USED COOKING OILS

It shows an initiative by the municipality to recycle and reuse materials in a sustainable way, also allowing the production of biodiesel.

Topics: Recycling, sustainability.

Objectives: To recycle the used cooking oils in order to be used in the production of detergents, soap, candles and mainly biodiesel.

Methodology: It is done by placing oil bins around the city for people to put it the used oil on them.

## Process

Before: Plan the strategic places to put the recycling bins. Make a plan for collecting it and send to places where it can be recycled.

During: Promote the usage of the recycling bins with the locals and explain the benefits of it for the environment.

After: Keep making campaigns to raise awareness and show the changes that are being done by recycling the used cooking oil in the long term.

## Campaign

Started in march 2021  
still going on



Around the municipality of  
Amarante



No limit



Area of the good  
practice  
Public

Staff needed and special  
skills  
Staff from the municipality

Materials  
needed  
Recycling bins specific for  
oils

External  
resources  
<https://www.cm-am-arante.pt/pt/noticias/amarante-promove-reciclagem-de-oleos-alimentares-usados-com-a-instalacao-de-31-oleoes>

## 34. REKOLA

It is a way to promote sustainability and reduce pollution.

Topics: Sustainability, environment.

Objectives: Promote bike riding and sharing in order to reduce pollution and promote a healthier lifestyle.

Methodology: Bike sharing through an app throughout some cities in the Czech Republic.

## Process

Rekola is a Czech bike sharing project. The project was created in 2013. In 2020, it operates in Prague, Brno, České Budějovice, Frýdek-Místek, Olomouc and Bratislava in Slovakia. Movement in the fresh air, no burden on the environment or flexibility. Cycling has many benefits. And a few more on the shared one. It is therefore not surprising that more and more Czechs use bike sharing. Bicycle sharing projects have been working abroad for a longer period of time than in the Czech Republic. In the beginning, there was a connection between an IT specialist and a bicycle repairman. Together, in 2013, they created an application that would allow the sharing of bicycles. Since 2014, the project has been implemented. The organization collects data on the number of bikes, their location, routes, number of loans, number of users of the application. In addition to Prague, it is gradually expanding to other Czech towns.

## Campaign

2013 - now



Cities around Czech Republic



Everyone



**Area of the good practice**

Public and private

**Staff needed and special skills**

IT specialists maintaining the application, bicycle repairmen

**Materials needed**

Mobile app, websites, campaigns

**External resources**

<https://www.rekola.cz/jak-to-funguje>

## 35. REMOVING INVASIVE SPECIES / PLANTS FROM THE LOCAL PARK

The main focus of this activity is environmental protection, increasing awareness of the locals regarding the invasive plants growing in the local area and how to remove them in order to protect biodiversity.

Topics: Environment, nature.

Objectives: Removing invasive plants from the local park in London.

Methodology: As pretty as they look, they are invasive species called Himalayan Balsam. Himalayan balsam promotes river bank erosion due to the plant dying back over winter, leaving the bank unprotected from flooding. adversely affect indigenous species by attracting pollinators (e.g. insects) at the expense of indigenous species. They reduce biodiversity. Uprooting or cutting the plants is an effective means of control.

### Process

Pulling and uprooting the Himalayan balsam from the local park, removing the seeds and collecting them in order to prevent regrowth in the park.

### Campaign

3 hours and 30 minutes



Burnt Oak



No limits – local participants



Area of the good practice  
Public

Staff needed and special skills  
2 trainers

Materials needed  
Refuse bags, gardening scissors, thick / protective gardening gloves

Do's and don'ts  
protecting gear is important such as tick gloves. Important to discard seeds carefully not to drop them on the floor /soil so that they don't re grow.

External resources  
<https://www.instagram.com/p/CS2ZtONsuKJ/>  
<https://www.instagram.com/p/CS2ZtONsuKJ/>

## 36. RENEWAL OF CONTAINERS

With this good practice the municipality of Elche is improving the quality of the recycling and reducing the contamination that old containers were producing after so many years, getting a better environmental protection of the areas around Elche.

Topics: Sustainability, environment

Objectives: Improve the cleaning of the city and lower the amount of trash in the streets.

Methodology: Elche City Council has taken a further step in improving the cleaning of the roads in Camp d'Elx with the replacement of the current containers with 500 new, more efficient, sustainable and larger capacity ones. The Mayor, Carlos González, and the Councillor for Cleaning, Héctor Díez, accompanied by the manager of UTE Elche, Alberto Bleda, and the head of the Elche service, José Luis Orellana, visited this morning the area around the company awarded the contract where the rubbish bins are located and later witnessed the replacement of one of the old bins with one of the new ones in Matola. The councillor explained that these models are made of metal and recycled material. In addition, they are fireproof, have a large capacity of 3,200 litres and are shock and overload resistant.

### Process

Before: Contacting the municipality to share the problem of the contamination

During: Sharing in the community the need of the renewal of the containers while the municipality discuss about it.

After: Showing in the local community how important is to take care and recycle using these new containers.

## Campaign

For 1 year  
already 

Elche 

No limits 

Area of the good  
practice  
Public

Staff needed and special  
skills  
Prepared staff from  
municipality

Materials  
needed  
Support from the  
municipality

## 37. RESTORATION STUDY

This study will help the municipality of Elche to restore visually and ecologically the area surrounding the river of Elche improving like this the local environment of the area.

Topics: Study, environment, restauration

Objectives: Improve the ecological and landscape quality of the river

Methodology: The Study of Alternatives for the Integral Restoration of the Vinalopó, promoted by the Regional Ministry of Agriculture, Climate Emergency and Ecological Transition, will improve the ecological and landscape quality of the river. The telematic presentation of this analysis, which took place at the Congress Centre, was attended by the Mayor of Elche, Carlos González, the Regional Minister for Agriculture, Mireia Mollà, the Councillor for the Environment, Esther Díez, and the Director General for the Natural Environment and Environmental Assessment, Benjamín Pérez Rocher. A technical round table of participation will be held with the involvement not only of the Regional Ministry and the town councils, but also of the Júcar Hydrographic Confederation and the Ministry of Ecological Transition.

### Process

Before: Meeting with the experts to speak about the needs of the study.

During: Analysing the needs from the local area to get improved.

After: Solving the problems in the area of the river to improve the situation of the local environment.

### Study

10 months



Elche



No limits



Area of the good practice  
Public

Staff needed and special skills  
Ecological and environmental experts

Materials needed  
Study of the area

External resources  
<https://www.elche.es/2021/01/el-estudio-de-restauracion-integral-del-vinalopo-permitira-mejorar-la-calidad-ecologica-y-paisajistica-del-rio/>

## 38. RIVER CLEANING

The main focus of this activity is environmental protection with the aim of making people more self-aware of littering.

Topics: Cleaning, raise awareness, nature.

Objectives: raise awareness about littering and to preserve the nature in the city.

Methodology: gather a group of people living in city, locals and also international volunteers, in order to raise awareness about nature preservation.

## Process

**Before:** Promote the cleaning action near local associations, youth groups, sport teams and local media. You can also use social media to promote the action. This should be started 2 weeks prior to the action. Define the local where everybody should meet and the places where to start the cleaning.

**During:** On the day of the action meet, greet and thank everybody that joins. Divide them in groups (minimum 2, one for each side of the river, but you can also make more and send them to specific areas where there is usually more trash).

Establish a final destination in order for everybody to meet in the end of the cleaning, preferably a central place in order to be easier for everybody to reach and also to allow passers to see the group. Preferably they should bring the trash bags full to the final location in order to have a visual idea of the amount of trash gathered and to take a final picture of the group showing the work done.

## Activity

1 morning



River side in Amarante, Portugal



No limits.



**Area of the good practice**  
Public

**Staff needed and special skills**

Minimum 2 staff members, one on each side of the river

**Materials needed**

Gloves, trash bags

**External resources**

<https://www.facebook.com/cjamarante/posts/4297050853713587>

<https://www.facebook.com/cjamarante/posts/4320340138051325>

**Do's and don'ts**

Always use gloves to pick trash



Thank the group again for their participation and share contacts in order to promote future actions.

After: After the activity it is a good idea to contact a local newspaper in order to publicise the outcome of the activity and share the photos taken on Facebook. If possible, also share any story from the participants about the activity and if it changed their way of thinking regarding the production of trash, littering and nature.

## 39. RIVER CLEANING - SURVEY

Draw attention to environmental protection with the aim of making people more self-aware of littering, increasing environmental consciousness.

Topics: Cleaning, survey, environment, raise awareness.

Objectives: Collect information and increase awareness.

Methodology: -Collect data in a pre-determined area by the Thames River in order to understand what sorts of materials are littered the most so that more solid preventable actions can be taken.

-Increasing awareness on the local issues regarding littering and to protect the local environment. The methodology is to gather a group of people in the area in order to increase environmental consciousness and to keep nature free from waste and protect local wildlife.

### Process

Before: Promote the cleaning action near local associations, youth

groups. You can also use social media to promote the action. This should be started 2 weeks prior to the action. Define the local where everybody should meet and the places where to start the cleaning. Prepare the materials such as questionnaire/ print them in advance, bring pens for each group.

During: On the day of the action meet, greet and thank everybody that joins. Divide them in groups of two people, one collects litter, and the other person records the findings, after sometime they will switch roles. Make sure you give all groups a measurable area to do their survey such as 500sqm. This will help they you are recording the findings in the specific area.

After: After the activity it is a good idea to contact a local newspaper in order to publicise the outcome of the activity and share the photos taken on social media. If possible, also share any story from the participants about the activity and if it changed their way of thinking regarding the production of trash, littering and nature.

## Campaign

3 hours



Thames River



No limits - local  
participants



Area of the good  
practice  
Public

Staff needed and special  
skills  
Two supervisors

Materials  
needed

Refuse bags, bin rings,  
litter picking sticks, gloves,  
old clothes / boots / pens,  
questionnaire

External  
resources

<https://www.facebook.com/youth-innovationuk/photos/a.719583618063282/4657610924260512>

Do's and don'ts

Make sure you wear gloves, take extra caution if you see sharp objects, or glass. Safe care and safety should be always your priority.

## 40. SENSORY PATH

The contact with nature and the preparation of the path raises awareness to the environment and how we need to take care of it.

Topics: Environmental protection, mindfulness

Objectives: bring attention to the moment, stopping people from every day's rush and letting them focus on what and how they feel, raise awareness of the importance of contact with nature.

Methodology: Walking barefoot on the different structures activates more senses and therefore brings other thoughts.

### Process

Before: Making a sketch of the project and list of materials needed choosing a proper place. Collect the materials-nature elements from the nearby area, get the tools needed.

During: Cleaning the area, marking the edges of the planned path, measuring and cutting the wood stick to the proper length to fit and divide the path, digging shallow holes or the path's area and a deep hole for the dried tree (shoe hanger). Placing the wooden sticks and filling with different structures, decorating with the lights and stone-land art.

After: Promote and invite people to try the path. Promote it on social media

## Workshop

4 days



In front of the Youth Center Casa da Juventude, Amarante



At least 10 participants.  
20+ years old.



Area of the good  
practice  
NGO sector

### Staff needed and special skills

At least 2 people with planning and organizational skills.

### Materials needed

Elements for the path: sand, bark, stones, rocks, wood stamps, soil, wood sticks, solar-powered lights, dried tree. Tools: saw, spade, tape measure

### External resources

<https://www.facebook.com/cjamarante/posts/4479214948830509>

<https://www.pinterest.pt/sculpttheworld/land-art-stone/>

<https://www.instagram.com/sculpttheworld/?hl=en>

### Do's and don'ts

Prepare all the materials and tools in advance, motivate the participants, make sure that animals are not able to enter the space (they can damage it)

## 41. THAT'S MY FASHION

Over consumption is one of the biggest problems causing environmental catastrophe. Using up the raw materials unnecessarily is draining our planet and causing overshoot dates to get shorter each year. This activity aims to promote using the materials already available preventing unnecessary consumption. Hence reducing usage of limited raw material

Topics: Raise awareness, fashion, upcycling

Objectives: Raise awareness of the importance of reusing and repurposing old and unused clothes.

Methodology: Making new clothes and sharing these ideas.

## Process

Ask participants to bring their old clothes they no longer wear, provide them with materials to cut, sew to tailor new clothes. With this activity you will be proving them with the materials they can sew also giving them a chance to become their own stylist, tailor, model. They work in small groups, which helps them to get to know each other and work with a group spirit. In the end they create something they are proud of, they are happy to use, and reducing over buying when they already have all they need.

## Activity

3 hours



Local area



No limits – local participants



Area of the good practice  
Public

Staff needed and special skills  
One facilitator

Materials needed  
Needle, scissors, strings, glue, old clothes / unused and unloved clothes

External resources  
[https://www.instagram.com/p/CW\\_ksTrsyu7/](https://www.instagram.com/p/CW_ksTrsyu7/)

## 42. TRASH HERO CZECH REPUBLIC

It promotes sustainability and raises awareness about trash producing and littering.

Topics: Recycling, cleaning, raise awareness.

Objectives: To raise awareness about ecology and environment as well as littering. Keep the cities clean. Share clean water with everybody.

Methodology: This is done by organizing volunteer cleaning campaigns, distributing clean tap water for free in restaurants and cafes and shops and by working directly with schools and kindergartens.

### Process

The project was created as a reaction to the environmental situation and as a Czech branch of a functioning project abroad.

The organization has accurate data available - the amount of waste collected, the number of cleaning events, the number of volunteers involved and bases in the Czech Republic. It disseminates the project through social media, websites, the press, schools and kindergartens and motivate other volunteers to participate.

1) They organize volunteer cleanings

They have bags, gloves and are not afraid to use them! They organize cleaning for everyone, for free and in a good mood. All people have to do is come and put their hands to the work. For the fifth cleaning, they will dress them in a yellow T-shirt.

### Campaign

2018 – now



Based in Prague,  
19 other bases



Volunteers



**Area of the good  
practice**

Public, NGO Sector

**Staff needed and special  
skills**

Volunteers, co-workers

**Materials  
needed**

Website, dissemination  
and promotion of the ac-  
tivities

**External  
resources**

<https://www.trashhero.cz/>

2) They distribute tap water for free

Where can they pour you free drinking water? Look for the Dolej si sticker - you will find it on the doors of dozens of restaurants, cafes and shops in the Czech Republic.

Some also have stainless steel Trash Hero bottles.

3) They clean with schools and kindergartens

They will enjoy the theory on the bench, with Trash Hero they will experience ecology first hand! They combine every school lecture with cleaning for children. They have four educational programs by age, from maternity to college.

## 43. TREEDOM: PLANTING TREE

Through Treedom, users can contribute to the reforestation of different parts of the world. Deforestation is one of the key causes of climate change, tackling this aspect has a crucial importance.

Topics: Tree planting

Objective: To foster civic commitment on the reforestation of the planet

Methodology: By accessing the website, users are able to buy and donate a tree to a farmer

## Process

Planting tree is easier than you could ever thought. The process is very simple: just connect to the website, choose from the different offers on the platform and, with a simple click, select the type of tree to plant and the area of the world to which it should be allocated. Tree by tree, each of us can contribute personally and make our planet a little greener.

After buying a tree, Treedom will ask a farmer to plant it and take care of it. Each buyer, by visiting their profile on the site, will then have the opportunity to follow the growth of the tree over time thanks to the pictures that – periodically – are published by the rural communities involved in the project.

## Campaign

Few minutes



Online



No minimum or  
maximum threshold



Area of the good  
practice  
Public

Staff needed and special  
skills

The activity can be individual. No guide or special expertise are needed

Materials  
needed

Laptop and Internet connection

External  
resources

<https://www.treedom.net/en/>

<https://www.youtube.com/watch?v=6fAdXZNP8sA>

Bibliography

Treedom, 2010, Plant a tree, online. Available at: <https://www.treedom.net/en/>

## 44. "UKLIÐMĚ ČESKO" (LET'S CLEAN UP CZECH REPUBLIC)

It is an activity to educate people and raise awareness about pollution while cleaning parts of a city.

Topics: Cleaning, raise awareness, environment

Objectives: To clean illegally created black dumps and clutter, as well as public places, schools and streets in general

Methodology: "Uklidme Česko" is a volunteer cleaning event that takes place throughout the Czech Republic (and even in a few places outside it). Everyone joins to clean and they divide the teams in interest group cleaning, municipal cleaning, school cleaning and corporate cleaning.

### Process

We all clean up. Together. In one day. People from all over the Czech Republic are involved in cleaning events. They clean schoolchildren, politicians, officials, scouts, orphanages, college students, retirees, programmers, doctors, salesmen, environmentalists, tourists, dog walkers, punks... Just everyone you can think of. We clean together!

For our orientation and better preparation of the event, we distinguish between basic types of cleaning. They are:  
Interest group cleaning  
Municipal cleaning  
School cleaning  
Corporate cleaning

These cleanings differ from each other mainly by the person of the event organizer, probable participants and thus the demands placed on us by the organizer.

The event was initiated by volunteers and gradually spread throughout the country. The organization has accurate data - the amount of waste collected, the number of cleaning events, the number of volunteers involved. It tries to involve whole teams - families, work teams, groups of friends.

## Campaign

Every year since  
2014



Parts of Czech Republic



N/A



### Area of the good practice

Public, NGO Sector

### Staff needed and special skills

Organizers, volunteers, co-workers

### Materials needed

Website, dissemination and promotion of the activities

### External resources

<https://www.uklidmecesko.cz>

## 45. UPCYCLING ACTIVITY

Increase awareness of reusing materials for repurposing these items if they are not being used for the original purpose.

Topics: Recycling, upcycling, environment, sustainability.

Objectives: Teach how to reuse and change old and unused items.

Methodology: Upcycling activity from unused items, or items collected during litter picking.

### Process

Participants bring items from home they no longer need or use. They were also told to use items from litter picking if they needed any.

### Activity

2 hours



Local Area



18+



**Area of the good practice**  
Public

**Staff needed and special skills**  
Facilitation for the group and giving guidance

**Materials needed**  
Any unused materials / items thrown away, scissors, glue, string, tape etc

**External resources**  
[https://www.instagram.com/p/CW\\_hewsM8vA/](https://www.instagram.com/p/CW_hewsM8vA/)  
[https://www.instagram.com/p/CW\\_gd3dMLNw/](https://www.instagram.com/p/CW_gd3dMLNw/)

**Do's and don'ts**  
Hygiene is important if using items from litter picking

## 46. URBAN GARDEN

It is a way to promote a healthier, more ecological and sustainable life style.

Topics: Agriculture, sustainability, environment.

Objectives: To create a green area in a city where people can have their small garden and grow their own fruits and vegetables.

Methodology: work in a garden and create a shared space for the community to have their own “farm” in an urban area where usually people live in flats and don’t have the opportunity to grow their own food.

### Process

Find a local space that can be used for gardening. Contact local authorities in order to get permission to use the space. Before: Contact local schools and associations in order to find people interested in having a small garden. Start preparing the field with help of someone who has experience in farming. It is also a good idea to find someone who has experience with organic farming and permaculture.

During: Plan a day to have a workshop with everybody involved in order to explain how the space will work, how they can manage the garden. The ideal is to establish an agreement with everybody in order for them to manage the place in turns and keep it clean.

After: Keep promoting the space until all the area is cultivated and you have enough people to take care of the place. You can have a community garden where everything is distributed between the people managing it or you can divide the land and everyone can have their own place to grow their own fruit and vegetables.

## Workshop

At least 1 month for preparation, lifetime usage



Green public space adequate for agricultural purposes.



Locals from any age



### Area of the good practice

Public and NGO sector

### Staff needed and special skills

At least 1 person with farming or gardening experience, 1 person for managing and planning the space.

### Materials needed

Gardening tools

### External resources

<https://www.cm-guimaraes.pt/municipio/camara-municipal/servicos/ambiente/horta-pedagogica>

## 47. WEIGHT THE WASTE

Through a focus on the amount of waste we produce, the activity aims to reduce the production of waste

Topic: Waste production, Recycling

Objectives: The aim is to raise awareness of the amount of waste produced per person per day.

Methodology: The activity consists of weighing undifferentiated rubbish for a certain period of time and, after the implementation of separate waste collection, comparing the weight of the different fractions.

### Process

The activity consists of weighing undifferentiated rubbish for a certain period and, after the activation of a separate collection, comparing the weight of the different fractions.

The weighing can be carried out on waste produced at home or in the classroom/office, and it is useful to obtain information about how much the undifferentiated part is reduced, which is the prevailing waste fraction, and consequently to try to take action to reduce the amount.

Data can be collected with a certain frequency over a certain period of time (a week, a month or a year).

This would make it possible to compare the quantities of total waste produced, investigate the types of waste produced in the different school/office segments, and highlight any differences in eating habits.

Before quantitatively measuring the waste produced, it is advisable to check that the collection has been carried out correctly and to try to classify the waste into categories. As well as having a direct approach to the different types of waste produced, you will also get a sense of how much waste can be a problem from the point of view of spatial clutter.

## Campaign

Variable. From 2 weeks to 1 month 

Applicable everywhere 

Preferably a group of students 

**Area of the good practice**

Public, Private

**Staff needed and special skills**

One coordinator of the activity

**Materials needed**

Trash bins for separated rubbish, tools to create a database (can be an excel file or a piece of paper), calculators

**Bibliography**

I.C.S. Cruillas, 2021, Il Piano Green ora si fa! , pp. 32, Palermo, Italy

## 48. WORDS SALAD

This activity gives the participants a way to better describe concepts about the environment while improving their knowledge and communication skills about the topic.

### Activity

60 minutes



Training room  
or class room



Around 20 people, any  
age



Topics: Ecology and Sustainable Development, Communication Skills, Creativity.

Objectives: to improve communication skills, to teach ecology in a non-formal way, make people active and creative and promote team work.

Methodology: Game where participants have to describe words to each other.

Area of the good  
practice  
NGO Sector

Staff needed and special  
skills  
1 facilitator

Materials  
needed  
Papers, scissors, pens,  
bowl, timer, scoreboard

## Process

Before: Prepare the room for the activity. Write words in small papers related with ecology and sustainability.

During:

- 1: Split the group in three or four small groups with even numbers.
- 2: The smaller groups form a circle around a table or on the floor
3. the participants sitting info each other are team mates.
- 4.The facilitator puts the cards with the written words in a bowl in the center of the table or in the floor.
5. Each participant has 1 minute to pick up words form the bowl and describe them to his team mate. This is done in three rounds (using the same words each round):  
1st round: describe with words but without using the word;  
2nd round: Describe using only ONE word;

3rd round: Describe without using words (mime, use props, etc.) Points system: Winning team is the one with the most guessed words.

If a word is taking too long or the other person is not getting it, you can pick a different card

The round finishes when the bowl is empty.

After: Do a small debriefing with the group, using the following questions:

- Did you enjoy the activity;
- Do you think that after this activity you have a better understanding of the concepts of this theme?
  - what were the biggest difficulties you felt during the different rounds?
- Do you think that you can use this activity in life? If yes, in what situations? -Would you want to repeat this experience?

## 49. YOUR ENVIRONMENTAL FOOTPRINT

Being aware of our environmental footprint is the first step to take action and correct our habit and behaviour

Topic: Environmental Footprint

Objectives:

- Become aware of our own habits and their impact on the environment
- Become aware of our individual responsibility in saving the planet
- Get a global awareness of the imbalance in the use of resources around the world
  - Learn ways in which we can change those habits
- Learn about an inspiring international initiative and a community of environmentalists

Methodology: The activity is a self-assessment of the own environmental footprint. It is implementable online.

### Process

Familiarize the participants with the concept of Overshoot Day. Give them the chance to explain and if necessary, explain it or complete the information that was shared. Explain that with the use of an online footprint calculator, the participants will do an individual assessment of their impact and then in groups they will have some time to share their results and thoughts. They will have 10-15' to complete the questionnaire and 10-15' to discuss in their groups (Total 25 Split the participants into small groups of 3-4 people and let them work for 25'.)

When the time and the whole group is present, do a debriefing.

## Activity

40-60 minutes



The activity is implemented online.



Variable number. Can be both an individual or group activity



**Area of the good practice**  
Public

**Staff needed and special skills**

1 coordinator of the activity

**Materials needed**

<https://www.footprintcalculator.org/>

Device with internet connection (smartphone, laptop, tablet etc)

**External resources**

<https://www.footprintcalculator.org/>

**Bibliography**

Global Footprint Network. 2015. Footprint Calculator. [online] Available at: <https://www.footprintcalculator.org/>

## 50. ZERO WASTE CZECH REPUBLIC

Consumption minimization minimizes the negative consequences that the production of things has on the environment.

Topics: Raise awareness, cleaning, no-waste, environment.

Objectives: Reduce the amount waste produced.

Methodology: It minimizes the use of disposable supplies and waste: from food, through hygiene needs to clothing or furniture.

Less waste = clean environment = healthy people and animals

### Process

The project was created to solve waste problems. Zero Waste means "No waste". This is a lifestyle whose proponents try to minimize the generation of waste that cannot be further processed (recycled or composted). Most of us have to buy food several times a day. It's already a burden on the planet in our numbers, and add to that all the full department stores of people who buy new clothes or a car every day. At the same time, there are more things made than people, only the advertisement tells us that we still need something new.

The organization monitors the data - the number of containers for sorted waste in Prague and the Czech Republic, the frequency of emptying containers. Through information campaigns, the organization constantly motivates people not to create waste and, once they have created it, to handle it responsibly.

Exchange, borrow, make. After all, we are a nation of do-it-yourselfers with golden hands!

## Campaign

2015 - now



Prague, Czech Republic



Everyone who hears  
about it.



Area of the good  
practice  
NGO Sector

Staff needed and special  
skills  
Organizers, volunteers,  
co-workers

Materials  
needed  
Website, dissemination  
and promotion of the ac-  
tivities

External  
resources  
[https://www.zerowasteces-  
ko.cz/](https://www.zerowastecesko.cz/)

## Conclusion

After a joint work from all the partner organizations in collecting and preparing all of the materials shown before, we share these good practices with everyone that is interested in raising awareness and fight against climate change and hopefully this will make more people aware and interested in the subject. All of the practices above can, and should, be adapted to the reality where they are implemented and the partners can be contacted in order to give more details and tips about them and to help you with any information that you will need to start your own campaign, initiative and activity, allowing you to empower yourself in order to fight climate change and promote a cleaner world for everybody.

# Contacts

- **ACD La Hoya:**

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- **Youth Inovation LTD:**

Website: <https://www.facebook.com/youthinnovationuk/> Email: [innovativeyounggeneration@gmail.com](mailto:innovativeyounggeneration@gmail.com)

- **Prism:**

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- **Aventura Marão Clube:**

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- **Hodina H:**

Website: <https://www.hodinah.cz/> Email: [hodinah@hodinah.cz](mailto:hodinah@hodinah.cz)

## Useful resources

- <https://try-project.eu/>
- <https://www.tcdsb.org/Board/NurturingOurCatholicCommunity/Documents/Coffee%20Chain%20Game.pdf>
- [https://issuu.com/susalbany/docs/dfb657\\_eeed99cd38ce-496684613d5a803ab332](https://issuu.com/susalbany/docs/dfb657_eeed99cd38ce-496684613d5a803ab332)
- [https://issuu.com/susalbany/docs/9d56dc\\_41808144cc1348b-290beeee4ce576481](https://issuu.com/susalbany/docs/9d56dc_41808144cc1348b-290beeee4ce576481)
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- [https://www.salto-youth.net/downloads/4-17-2694/GP\\_Tools-For-Learning-in-non-formal-educ\\_GB\\_130912\\_HD.pdf](https://www.salto-youth.net/downloads/4-17-2694/GP_Tools-For-Learning-in-non-formal-educ_GB_130912_HD.pdf)
- <https://www.salto-youth.net/downloads/4-17-2683/UrbanSolutions.pdf>

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