



THE
TOOLKIT FOR
YOUNG
PEOPLE

SUSTAINABILITY ACTS



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WELCOME!

WOULD YOU LIKE TO CHANGE THE WORLD?
DO YOU FEEL A STRONG DESIRE TO MAKE A
DIFFERENCE BUT LACK CONCRETE TOOLS TO
BRING YOUR IDEAS TO LIFE?

YOU HAVE COME TO THE RIGHT PLACE!

This guide is intended to help **young people** looking to plan and carry out **actions that promote sustainability**.

The current global situation necessitates this Guide. At the moment, the world faces many challenges and crises that require solutions. Often, solutions occur at the level of governments, and this can make you feel like you can't do anything. This may also lead to feelings of anxiety. While one person alone may not change the course of the entire world, we should not underestimate the power of one person.

EVERYONE CAN DO SOMETHING AND EVERY ACTIVE CITIZEN MATTERS.

Sustainability is often simplified as people's everyday choices; what we eat, how we move from one place to another, and the consumption choices we make. These daily choices, of course, have a significant impact on the environment and the world around us. Sustainable consumption, which means making choices that respect the environment, climate, and human rights, is crucial. However, sustainability extends beyond just lifestyle choices - everyone can also take active actions for sustainability. This can be, for example, an action in which you raise awareness about a problem or make demands on politicians.

These actions are called sustainability acts. They come in various forms and sizes, small and large, and they are actions through which we aim to impact the world. These actions can be related to things and values important to you, and they can be done either alone or together with others. These actions are important to the world because they allow us to make a difference. The more people get active and do sustainability acts, the more likely we are to create change.

It's also important to remember that **local actions can have tremendous global impact**. Even if it feels like your own sustain-

ability act is small, it can actually have a significant effect. In general, it's important to keep in mind that when planning and implementing sustainability acts, you are likely to experience feelings of frustration. Don't be discouraged by them; instead, strive to keep moving forward!

EVERY SUSTAINABLE ACT COUNTS AGAINST GLOBAL CHALLENGES!

So how will you use this Guide?

We focus on the two topics: **Climate Justice** and **Circular Economy**, both of which are major challenges for all societies. Chapter 2 and 3 will give you background information on these topics and they might even give you inspiration for your own sustainability act. Take a look! However, your sustainability act might have a completely different topic, and you just want to receive tips on how to start the planning and implementation process. In this case, you can skip chapters 2 and 3 and move directly to Chapter 4 where you will find concrete steps.

REMEMBER: every ACT COUNTS! ALSO, even when we are dealing with difficult TOPICS, it is IMPORTANT TO HAVE FUN!

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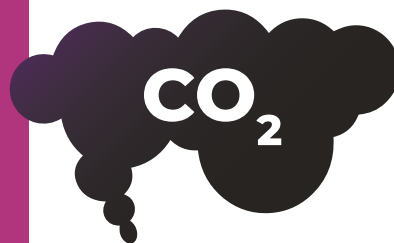
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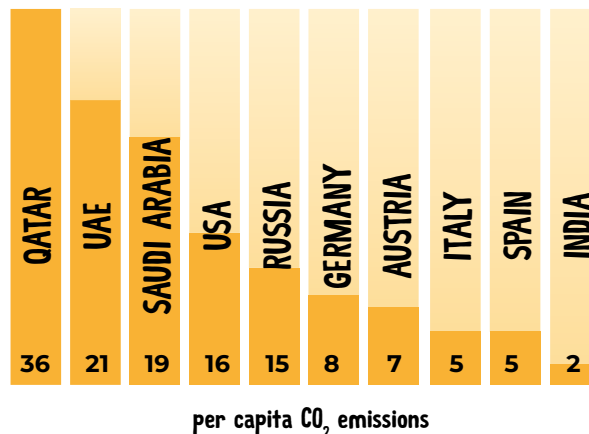


CLIMATE JUSTICE



JUSTICE

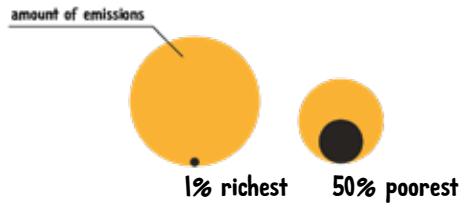
Climate justice means that we need to respect both the planet and the creatures that live here. Climate justice recognises that those who are least responsible for climate change are the ones that are impacted the most. Climate justice seeks a sustainable, fair and inclusive future which includes holding those that have caused the most damage responsible both financially and ethically. A possible solution involves the Polluter Pays Principle (PPP), demanding justice by addressing the fact that those who produce pollution should bear the costs of managing it to prevent further damage to human health and the environment.



Residents of **Qatar produced an average of around 35.59 metric tons of carbon dioxide** in 2021. By comparison, the energy-related per capita CO₂ emissions of **U.S. residents were about half as high at around 15 metric tons** and significantly lower for **Germans at around 8.1 metric tons of carbon dioxide**. On average, the world produced 4.7 metric tons of CO₂ emissions per capita in 2021. **India: 1.93 tons per capita.**
Source: AIE; Atlante globale del carbonio

OVER 20 MILLION PEOPLE

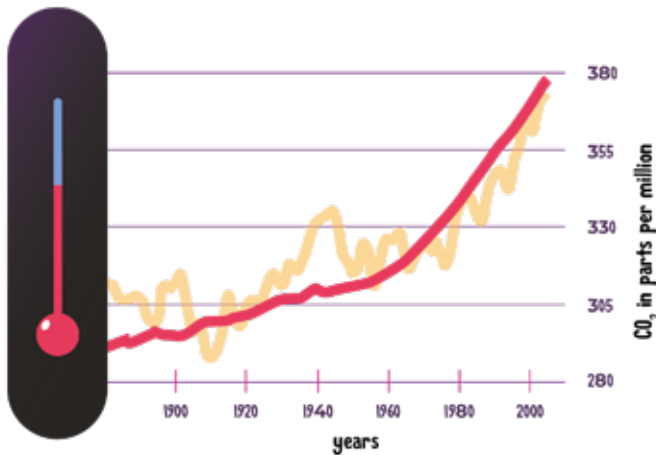




Who is causing climate change?

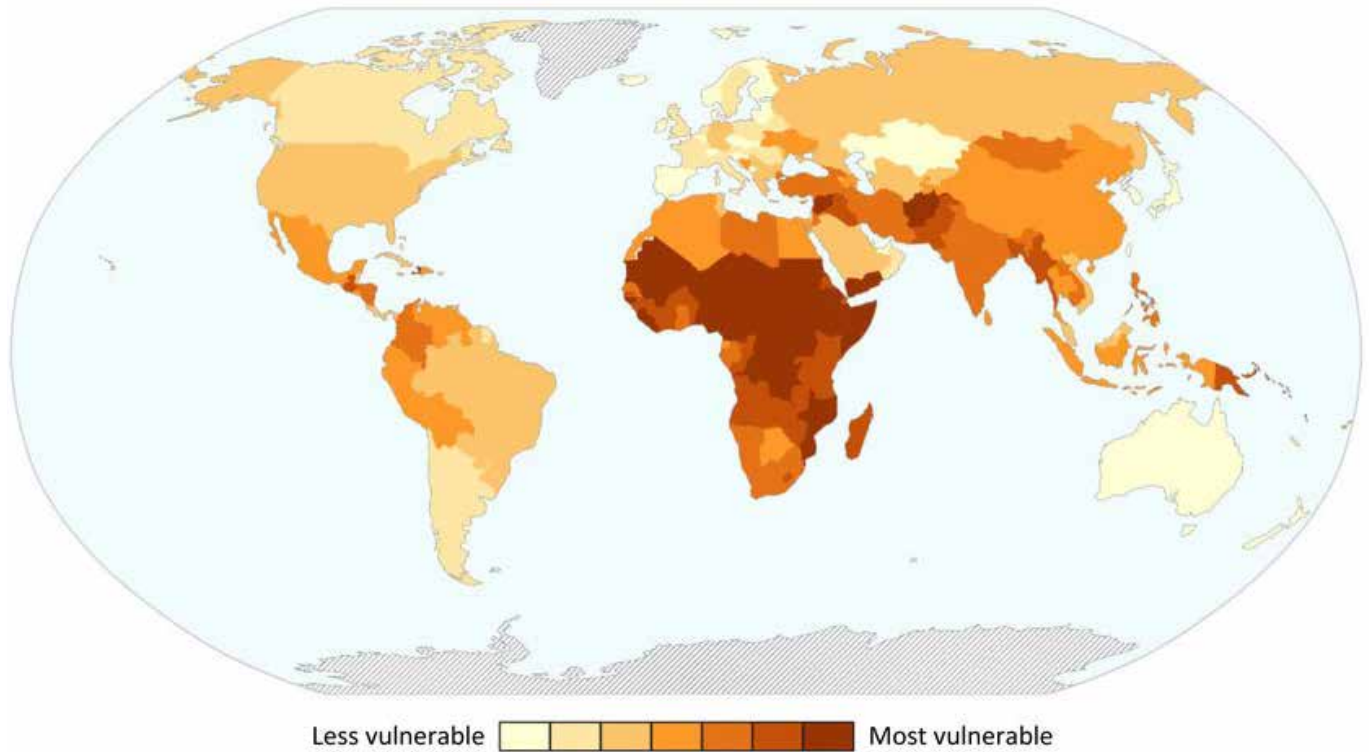
The main driver of climate change is the emission of greenhouse gases, for example methane and carbon dioxide. The richest one percent of the world's population produces 15 percent of the world's CO₂ - more than the poorest 50 percent.

Source: V. Pawlik, 30 august 2023



Climate change is the result of human activity, specifically through the creation of greenhouse gas emissions.

Source: Trocaire. Climate Change, Climate Justice



The **Global map of systemic human vulnerability**, 2019 shows how vulnerable countries are to climate change. Vulnerability means the tendency of people or systems (e.g. infrastructure) to be negatively affected by climate extremes. Issues like poverty, political instability and inequality affect the country's vulnerability to climate change and they limit the country's capacities to adapt to the climate extremes.

- ➔ High vulnerability is concentrated in parts of Central America, Asia, the Middle East and in several regions of Africa.
- ➔ Countries most vulnerable are poor countries in the Global South, whereas rich countries in the Global North are the least vulnerable to climate change

Source: https://www.researchgate.net/publication/354014563_Regional_clusters_of_vulnerability_show_the_need_for_transboundary_cooperation



CLIMATE JUSTICE

The topic of “**CLIMATE JUSTICE**” with all its related issues is huge and complex - many aspects are only regulated at the international and political level. Therefore, **it is important to work together** to ensure that just rules and laws are created and implemented in our own countries and internationally. You can also contribute by being well informed, by voting or by helping to influence legal regulations towards more climate justice.

Your own everyday life can be a starting point to analyse where action is needed. If you are reading this, you probably live in a country where all people produce more **greenhouse gases** than they are actually entitled to if things were fair. If we were to calculate the amount of greenhouse gases such as CO2 that we as humanity can emit to avoid uncontrollable climate change, each person should only produce 2.6 tons of CO2 per year by the middle of the century¹. Other calculations assume even lower figures².

We make decisions all the time that are more or less CO2-intensive. Or, to put it another way, **our decisions support sustainable or less sustainable systems, structures or production methods.**



While mobility, especially **transportation**, is limited in many parts of the world due to lack of infrastructure and at the same time the super-rich travel by private jet. These are extreme contrasts but show that mobility is experienced in vastly different ways depending on where you live. From a climate justice perspective, this is unjust. **The transport sector is responsible for around 20 % of our total greenhouse gas emissions**, the highest figure of all sectors. Most of these emissions come from us moving around from one place to another. But where the products we buy come from also plays a big role. Transporting our goods around the world releases a lot of emissions and the UN estimates that around 95% of our fuel needs are still being met by fossil fuels.

Food security is closely related to climate justice. **Rising temperatures are having an on-going impact on how and what food we are able to raise and grow.** Millions of people around the world are already suffering from an inability to guarantee that they and their families have enough food to eat. Food security refers to our ability to have nutritious food in healthy amounts. Food insecurity occurs when these conditions are not met and is caused by conflict, population growth and climate change³. But enough food is produced on the planet to feed everyone. It is access to and distribution of this food that causes food insecurity. Climate change has a lot to do with this access.

The question in most places in the Global North is whether we have enough to eat, but rather what we choose, where and under which circumstances our food is produced. In terms of CO2 emissions and other resources, such as water, the rule of thumb is that seasonal and local is more climate-friendly, just as a plant-based diet is more climate-friendly than one that contains a lot of meat. Over a third of all food produced around the world is wasted. And wasted, rotting food is a big contributor to greenhouse gas emissions.

Lots of everyday activities can also be seen from this perspective. The **fashion industry**, particularly fast fashion, overuses resources, wastes water and pollutes in both production and disposal. There are also human rights violations that take place in the fast fashion industry. **This industry accounts for 10% of all greenhouse gas emissions and over 20% of wasted water.**



Climate Justice and Information and **Communications Technologies** (ICT) have a complicated relationship. On one hand, these technologies are key to providing communities around the world with the information they need to farm successfully, to avoid extreme weather events and monitor climate information. On the other hand, **ICT requires massive amounts of electricity (like server farms) and resource extraction is energy intensive and destructive.** It is a paradox of our time that

the ICT sector threatens our environmental health and at the same time provides us with the tools and solutions required to achieve climate justice.

As you can see, it's worth taking a closer look, questioning economic and social structures and reflecting on your own habits.

A wide range of stakeholders are interested in this topic - from business, to politicians, to administration, to each individual...

EVEN TAKING SMALL INDIVIDUAL ACTIONS TOWARDS SUSTAINABILITY HAS A POSITIVE IMPACT ON THE ENVIRONMENT AND HELPS WORK TOWARD A MORE JUST FUTURE.

1 <https://boku.ac.at/nachhaltigkeit/boku-co2-kompensationssystem/faqs/jahresbudget-an-emissionen>

2 https://www.atmosfair.de/de/gruenreisen/persoeliches_klimabudget/

3 Concern Worldwide, <https://www.concern.net/news/what-food-security>

4 <https://greenly.earth/en-us/blog/ecology-news/global-food-waste-in-2022>

5 <https://www.epa.ie/our-services/monitoring--assessment/circular-economy/food-waste/>

6 <https://indd.adobe.com/view/192b9290-4172-461b-bc2f-f053424ac1e>

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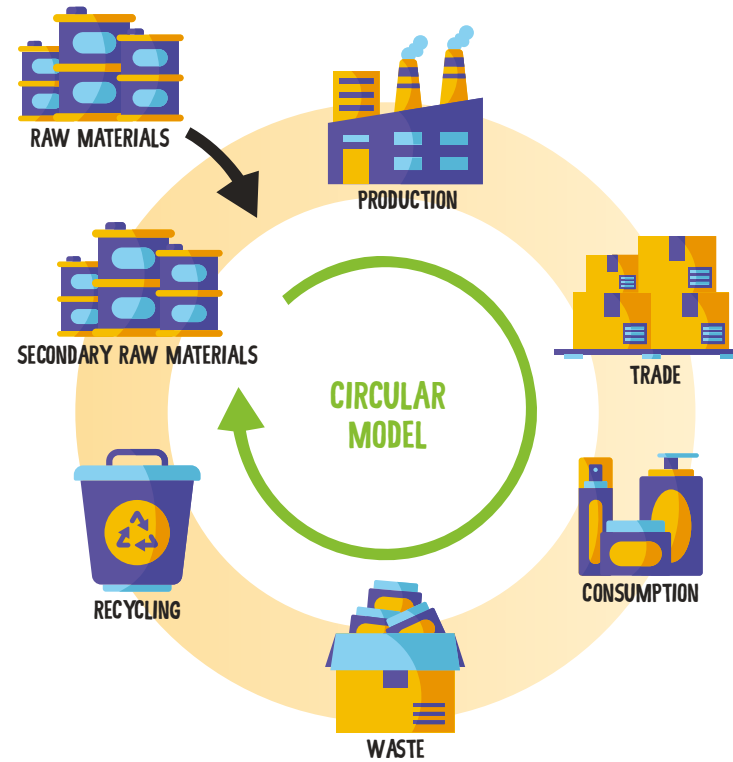
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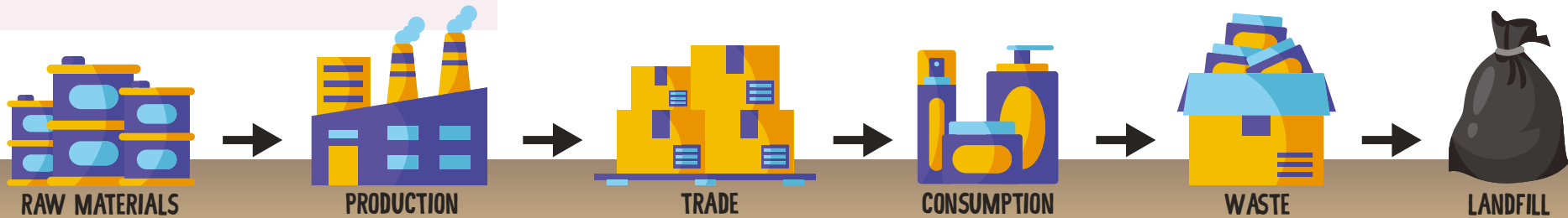


CIRCULAR ECONOMY

Circular economy is a production and consumption model based on sharing, lending, reusing, repairing, reconditioning and recycling existing materials and products to make it last longer. The circular economy tries to avoid using new resources to make new products. This approach extends the lifecycle of products. In practice, this means reducing waste to a minimum and decreasing the need for raw materials (this is called resource extraction).



LINEAR MODEL



The linear model relies on large quantities of cheap and readily available materials and energy. The linear design focuses mainly on making, for example, a product, pushing it to the market, and not worrying about the subsequent stages of the product's life. This is the so-called take-make-waste approach: take raw material, make products, throw away waste. Also part of this model is the **so-called "planned obsolescence"**, which is the design of products so that they stop working after a certain period of time.

When a product's lifecycle comes to an end, the raw materials and waste that are produced should stay in the economy. **The scope of the circular economy extends far beyond waste prevention and waste management.** It is about using natural resources efficiently, increasing the use of secondary raw materials, securing access to strategic resources and reducing reliance on imports.

Edit: It is estimated that **up to 80% of a product's environmental impact occurs at the design stage.** Creating more efficient and sustainable products from the start would reduce resource consumption, related destruction of landscapes and emissions of greenhouse gases.

This approach contrasts with the traditional linear economic model that currently dominates our systems.

MODEL THAT CURRENTLY DOMINATES OUR SYSTEMS. HOW ARE THE DIFFERENT PARTS OF PHONE BUILT AND HOW DO THEY END UP COMING TOGETHER INTO ONE PHONE?

Gold recycling example:

1 ton of cell phones contains approx. 250 g of gold

1 ton of recoverable gold ore from mining contains approx. 5 g of gold.

Cell phones contain approx. 50 times as much gold as gold ore!

Source: Das Smartphone als wertvolle Lagerstätte



CIRCULAR ECONOMY

Keeping in mind that the **CIRCULAR ECONOMY** is concerned with production, consumption and waste makes us realize that each of us is involved in some way. We, as individuals and as a society, are part of the economic system.

HOW EXACTLY WE ARE INVOLVED, WHAT PART WE PLAY AND TO WHAT EXTENT WE CAN MAKE A DIFFERENCE IS OFTEN NOT OBVIOUS. LET'S BECOME MORE AWARE!

Think of a random day in your life and imagine where the circular economy might be relevant. Most likely you possess a Smartphone and use it every day. These are some questions that come along with owning a **Smartphone** that are important to the circular economy:

- ? How are the different parts of phone built and how do they end up coming together into one phone?
- ? What happens to a Smartphone when it doesn't work properly anymore? Can we recycle or reuse some of its elements or does it all need to be disposed?
- ? Smartphones contain about 60 different raw materials, 30 of which are metals¹ some of which are very rare. Just

imagine: To extract the metals for a single cell phone, over a ton of ore has to be mined! Obviously that leads to the question: How often do I really need a new mobile phone and how do I deal with electronic waste? In the IT sector, the circular economy means a shift to more reliable products that can be reused, improved and repaired thus reducing waste and saving raw materials. Fairphone is an example of an attempt towards a circular economy.

Also the concept of renting products rather than always buying and selling supports the principles of the circular economy. This might not be a great option for mobile phones, but works really well for products such as tools, cars, etc.

You need to eat **food** on any given day. The principles of the circular economy can be applied here as well. The fact that **a lot of food is being wasted** shows that a lot of energy is also being wasted. It is estimated that 20% of all food produced for human consumption (88 million tons of food) is wasted in Europe, while 795 million people worldwide go hungry².

Packaging is another growing problem and **each European produces an average of 180 kg of packaging waste per year.**

Several solutions have been introduced to solve the problem of excessive packaging and improve its design in order to promote reuse and recycling. To reduce waste many local initiatives are taking place, like food sharing initiatives, and alternatives such as reusable and compostable packaging materials. However, it is the production itself that is responsible for the large amounts of waste. A circular food system is the system where the resources are used more efficiently and waste products are reused.

Another problem for daily life is **fashion** - everyone needs to wear clothes. Again this is relevant to the circular economy. **The garment industry is the second most polluting on the planet** after the fossil fuel industry, estimated to produce more than 1.2 billion tons of CO₂ annually. Last year, more than 235 million garments were sent to landfills worldwide. There are several ways to avoid buying new clothes such as second hand shops, upcycling, and repairing practices. There are also many brands producing fully responsible products.

Waste does not exist in nature – waste and inefficiency are the products of humans.

IN NATURE, EVERYTHING GOES BACK INTO CIRCULATION AND BECOMES A RAW MATERIAL FOR SOMETHING ELSE. THE ORIGINAL CIRCULAR ECONOMY.

In our linear economy, much is designed to stimulate ever-new consumption and prevent circular economies. For example, companies often build products so that they automatically stop working after a certain period of use. This is called planned obsolescence. For other products, spare parts are not available, necessary software updates are not provided - the list could go on.



Do we want to continue to accept this or demand better legal regulations? **Developing an economy is a human-based activity. So developing an economy that is more socially and ecologically just is an option.** The question is what do we want? Do we want a healthy planet and are we willing to take care of it.

WE DO HAVE A CHOICE WITH THE CIRCULAR ECONOMY!

1 https://www.geologie.ac.at/fileadmin/user_upload/dokumente/pdf/poster/poster_2021_gba_rohstoffe.pdf

2 <http://www.reducefoodwaste.eu/>

3 https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Packaging_waste_statistics

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In this chapter, you will find information about **how to start planning and creating your own sustainability act**. There are two paths; in the first path, you will find information on how to create a sustainability act on your own. In the second path, you will find information on how to create a sustainability act together with other people. So choose one of the paths and start planning!



PATH 1: Sustainability act on my own

4.1

Step 1: Personal interest and problem

You have to start your sustainability act with an analysis: **think about why you want to create this act**. The best way to do this is to start by thinking about the most important things in your life and the values that are important to you. Unfortunately we can't change the whole world at once, so it is easier to start with little steps and the things that are most important to you.

Ask yourself:

1. **What are the most important things in your life?**

2. **Which values are the most important for you?**
3. **Is there a topic that you are really interested in (e.g. fashion, technology, ecology...)?**
4. **Which problems do you see related to this topic? Would you like to have anything changed?**
5. **What change would you like to see here?**

WRITE THE ANSWERS TO THESE QUESTIONS SOMEWHERE (ON A PIECE OF PAPER, TO YOUR NOTES APP...) SO YOU CAN KEEP THEM IN MIND WHEN YOU ARE MOVING FORWARD.

Step 2: Setting objectives (Which needs can I address?)

First you have to explore the problem area and find out the ways it connects to the needs of others. Ask yourself, **why is it important that I create this sustainability act? What impact should it have? Is it necessary for the local community or is it important for the environment?**

At this point you might have to check the internet or your local newspaper to see if there is any information about this. By doing this, you will also come up with your target audience.

Is it your friends, the people in your local community, other people in your school that you want to address?

After Step 1 you should have an idea or topic that moves you and which problem you want to tackle. **Think about the concrete objectives of your sustainability act** and keep them in mind throughout the whole process.

Once you have an idea about how to solve the problem and who is impacted, you have to set objectives for your sustainability act. At this point, you should also take a look at your answers to the questions in Step 1. But remember that your objectives should be realistic or otherwise you might feel that it is impossible to achieve your goals.

Ask yourself: **What is the objective or objectives that you want to achieve?** Write the answer down somewhere.

Once you have written your objectives down, answer these questions:

1. **Are the objectives realistic?**
2. **Are the objectives relevant to your target audience?**
3. **Will the impacts be felt? (How will you find out that something has changed in the desired direction)?**

IF THE ANSWER TO THESE QUESTIONS ARE YES, YOU CAN MOVE ON TO THE NEXT STEP!



3

Step 3: How am I going to do it?

Now you have set the objectives for your sustainability act so it is time to start thinking about the concrete activities.

What are the activities needed to complete your sustainability act? You might want to break it down into smaller parts so it will be easier to implement.

Activities:

GET WELL PREPARED AND SET A TIMEFRAME. WHAT TIME WILL YOU NEED FOR EACH STEP AND ACTIVITY?

If you like working in a more visual way, draw a table like this and fill in.

Additional info on an example of a model for fashion swap [PDF](#)

Defining such smaller “milestones” will help you not to lose track and motivation when planning.

Example:

Title of act: <i>Organise a fashion swap</i>					
Timeframe	Week 1-2	Week 3	Week 4-5	Week 6	Week 7
Objectives or target	Find a place for the event	Prepare the space and logistics	Recruit participants	Implement: the great event!	Spread the results
Tasks to be done	Research a suitable location (e.g. with enough tables). Get location managers' contacts. Call and ask for availability.	Meet at the place, find out if additional equipment for your fashion swap is needed (e.g. mirrors). Define rules for the swap (e.g. only clean clothes, no underwear...)	Create a call for participants. Spread the invitation / share on social media. Think about how to provide the time that people need to sort out the items they want to swap.	Arrange the space. Manage the coffee break. Prepare the welcome of participants. Buy materials for the tables. Find someone to make videos and photos.	Reflect about the activity, learning and results. Edit a video. Create a post. Share what has been created with everyone!
Who is involved or my target group	Me	Me and the location managers	Public in general but with special focus on those living on the area	Me. Participants. Activists to share experiences? Invite circular economy stakeholders?	Me, some influencers who could share? Everyone!

Step 4: Implementation: Have fun, enjoy and learn!

Now you have the plan of your activities ready so you can finally start implementing them one by one!

Use the timeframe with activities as the leading tool.

Remember to have fun while implementing because creating and implementing a sustainability act shouldn't feel like a chore. If you are not having fun, you have to stop and think about the activities again.

You will probably learn a lot of new things while implementing your sustainability act, which is one of the best parts of the sustainability acts!

YOU COULD ALSO KEEP A LEARNING DIARY SO IT IS EASIER TO REFLECT ON ALL THE NEW THINGS THAT YOU HAVE LEARNED.

Step 5: Reflection about myself and about my impact (What have I learned, why is this important?)

Once you have completed all of your activities, **it is time to reflect and evaluate**. Take a look at the things you wrote down in Step 1 and Step 2. Ask yourself these questions:

1. **What have I learned? The learning diary will help you answer this question.**
2. **Did I achieve my goals? If not, why?**
3. **Did I have fun?**
4. **Why was this sustainability act important?**
5. **What was the best part of the sustainability act?**
6. **What are the things I could do differently?**

What is really important to remember is that even if you didn't achieve all of your goals/objectives, your sustainability act was still successful. You managed to create something amazing and actually implement it, which is the most important thing. And probably you learned a lot of new things while doing it!

Step 6: Share it! (social media)

The last step is to **share your idea to others!**

The best way to do this is probably by using social media channels like Instagram or TikTok. You can also think about different ways to share it!

It is important to share your sustainability act so other people can be inspired by your experience!

[Examples of sustainability acts in social media >> chapter 5](#)

Sometimes it takes several people to carry out a sustainability act due to its size or the need of a team to implement it. This might mean some extra steps will need to be taken.

Step 1: Challenges and problems: an assessment

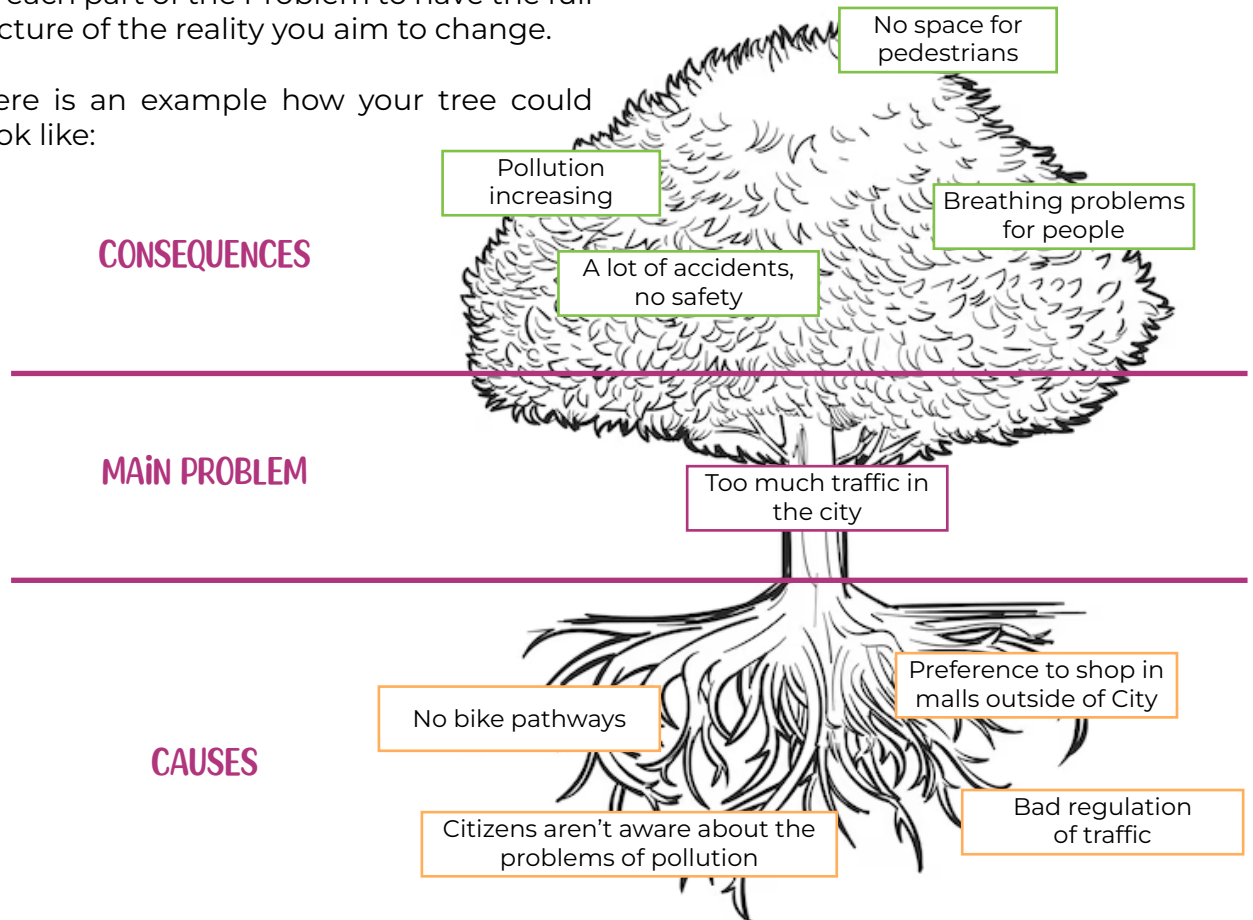
Your act or initiative should be focused on meeting a need or tackling a challenge for your community. You should start with an analysis of the problem. To do this, you could draw and complete a "Problem Tree", so you can identify problems to address. **The Problem Tree will help you think about causes and impacts which might inform the actions you wish to take.**

To complete the Problem Tree, ask yourself:

1. Which problems can you identify?
2. What negative impacts do these problems cause in your community? What is going wrong?
3. Who is affected by the problems (directly and indirectly)?
4. What are the causes of the problem?
5. Who could be involved in solving them?

You can add the answers of these questions to each part of the Problem to have the full picture of the reality you aim to change.

Here is an example how your tree could look like:



2 Step 2: Setting objectives (Which problem/which causes can I address?)

Now that you have some analysis about your problem and what issue your sustainability act will be about, you can **set concrete objectives and goals** that will drive your act.

Each objective should correspond to a concrete problem or cause from Step 1. Try not to have too many objectives and do not set objectives if they are not directly connected to solving one of the elements of your previous analysis. Be also sure about which of your objectives will be more relevant for you, as this will help you to set priorities on the selection of actions to do.

To write and create your objectives, **use the SMART model as it will help you to be clear about your objectives.**

S	M	A	R	T
<i>Specific</i>	<i>Measurable</i>	<i>Attainable</i>	<i>Realistic</i>	<i>Time-bound</i>
Fix concrete numbers, figures, targets, to achieve.	Be sure that you can measure your goals and that they are trackable.	Face a challenge that could have a relevant impact but that is possible to tackle.	Think about goals according to your (your team) capacities and resources.	Set specific times, deadlines, and periods for your act, stages and acts.

EXAMPLE: CREATE AN ONLINE MEME CONTEST ON INSTAGRAM ABOUT REDUCING TRAFFIC THROUGH WHICH 100 YOUNG PEOPLE PARTICIPATE COINCIDING WITH THE INTERNATIONAL DAY OF BIKE USE. THE WINNER CAN WIN A PRIZE E.G. A BIKE SPONSORED BY A BIKE SHOP.

Step 3: Finding people who are interested in the same topics

You will need to **build a team to create your sustainable act**. How big it is will depend on the scope of the things you want to do, but always be sure that you have enough support to be successful.

To create your team, think about which kind of profiles and people you will need. It is important to know and plan how big of a group, their backgrounds, which skills and knowledge they should have, etc. You can even prepare a table with roles to see what skills will be required. Notice that **teams are composed of complementary members**, so focus on which skills or knowledge you are missing and others could bring with them. This will help you to better identify which people could have an added value towards your success.

Once you have an idea about who would need to join you, start to look for these people. Ask yourself these questions?

- Who could be interested in my action or topic related to it?
- Who is affected by the problem I want to tackle and could contribute to solving it?
- Where can I find these people? (eg. youth centers, local associations, schools, bars, parks, youth clubs, websites, social networks, etc.)
- How am I going to explain to them what I intend to do?
- How am I going to motivate them to join me?



During this process, it is important that you find **common links with those you will work with** (age, hobbies, concerns, etc.) as it will make it easier for you to recruit others for your team. Remember that depending on the person you are recruiting, you will need to speak with them in a different way, using concrete words and language or with diverse arguments, so be ready and take time to prepare.

Once you have recruited your team, go over the process, analysis and the setting of objectives that you went through when planning your sustainability act. This will help you to assess if all was properly done, help to identify new needs or objectives, as well as make it possible that your new colleagues help to define and design the actions to be completed. As group actions tend to include **several tasks**, be sure that you assign them to the **appropriate person inside your team according to their knowledge**, capacities or skills.

Notice also that **you will need to coordinate your team**, so try to prepare yourself for tasks such as group management, active listening, assertive communication, leadership, so you can guide them if needed and direct their actions in a synchronized way.

Step 4: Finding people who are interested in the same topics

Maybe you already know who your target groups or potential beneficiaries are. However, with actions done at a higher level, **you will need the cooperation of different networks or stakeholders to help you** (eg.. schools, local authorities, associations). Explore who and why they should be addressed about the implementation of your act. During this process it is important to know:

What are the characteristics of my target group? (eg. age, location, characteristics)

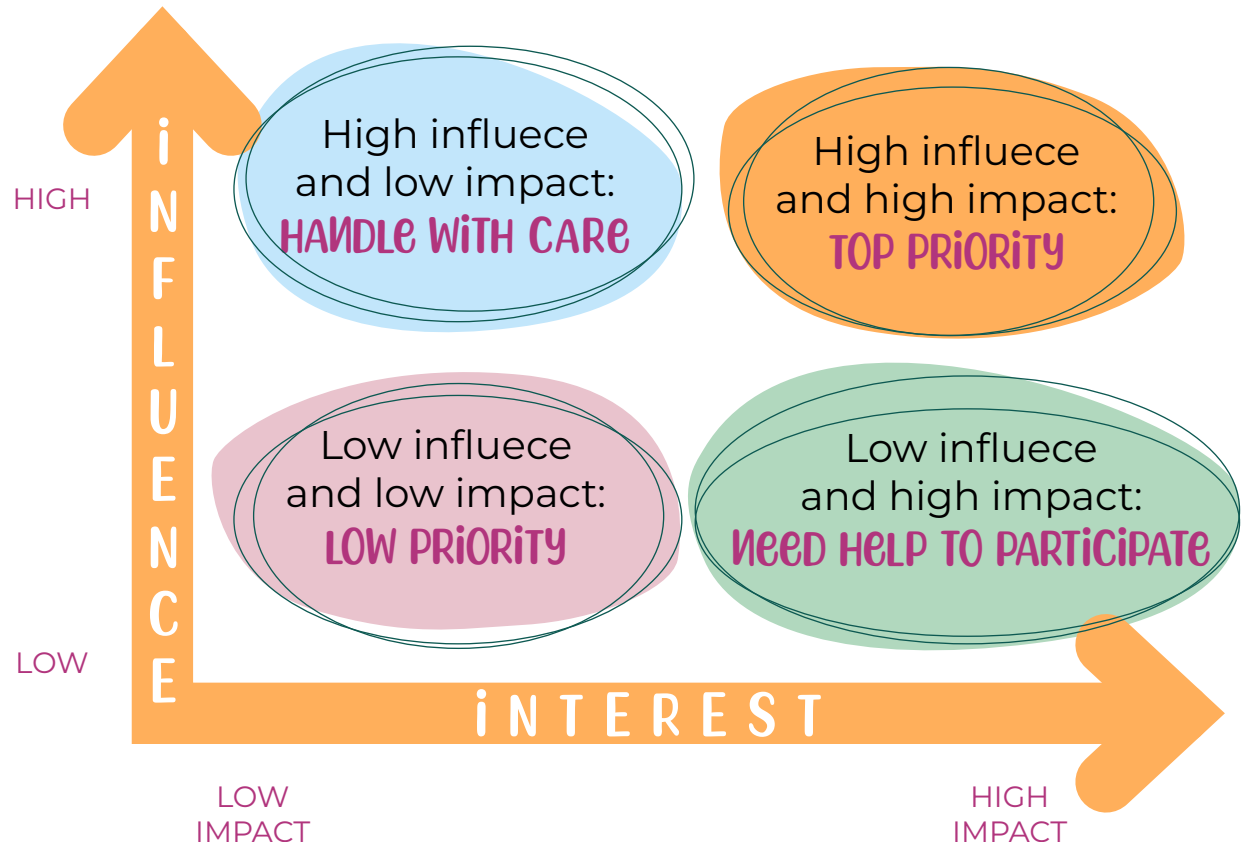
Who is regularly in contact with them?

Which other entities could benefit from my act? How and why?

Which organizations or people could be negatively affected by my act?

Are there any key actors in my area that could provide support in terms of communication, spaces, funding, participants recruitment, etc.?

You can use the next table to identify those stakeholders relevant for you in terms of advice or support for your act.



Step 5: Activities

Once you have set your team, identified potential partners and networks, and are sure that you will contribute to your community or meet the needs of some, it is time to plan what to do. Think about the activities that you can take to lead you to the results that you want. You need to set a timeframe with your team and fine tune what you want to do. Think about activities with the following issues in mind:

- Use approaches, ideas, actions that you and your team can easily implement.
- Use methods suitable for your target groups.
- Break up your main objective into smaller ones and see them as milestones so you can check if you are being successful.
- If you have a big group, be organized in a logical way to obtain the highest impact and benefits possible.
- Revise once again to see if you need to find, contact or collaborate with other groups, stakeholders or networks to carry out your act or increase its impact.

Each activity should be coordinated by someone on your team, but agree with the other members so they know their roles in any of the activities.

Here is an example of how your timeframe could look:

<i>Title of the Act: Organise a street-demonstration for less cars in your town</i>					
Timeframe	Week 1-2	Week 3	Week 4-5	Week 6	Week 7
Objectives or target	Find a place for the event and set a date	Prepare logistics	Recruit participants	Implement: the great event!	Spread the results
Tasks to be done	Research a suitable location. Get location managers' contacts. Call and ask for availability. You will have to make an official enquiry. Set up a finance plan.	Find out, which equipment is needed for the act (e.g. loud-speaker) and for preparation (print flyers). Define rules (which route to go exactly, what to say in the loudspeakers, how to behave if people start being violent etc.)	Create a call for participants. Spread the invitation / share on social media / distribute flyers etc.	Get together and start. Find someone to make videos and take photos.	Reflect about the activity, learning and results. Edit a video. Create a post. Share what has been created with everyone!
Who is involved or my target group	Me + team members: Tom, Sarah, Michael, Christina, Municipality	Me + team and the location managers	Public in general but with special focus on those living in the area	Me + team, citizens, activists; Invite political stakeholders	Me + team, influencers who could share, press, Everyone!
Task coordinated by /who is charge	Me, Tom	Sarah	Me	Christina	Michael

Step 5: Resources & logistics

Your act could demand many different resources. Some of them may be available from your team (e.g. knowledge). Others you would need to find (e.g. funding). And others could be provided by third parties networking with you who could contribute to your idea (e.g. a youth center who offers you a work room for free).

Identify what you need and make sure you can get it.

- Space with appropriate size, light, temperature, accessibility, etc
- Facilities located in places easy to reach by your target groups
- Materials and equipment
- Transport
- Meals or lodging
- Professional support
- Funding

It is also important to track the costs of what needs to be bought and the money spent so you will be sure of the sustainability of the project or whether you will need additional funding or resources.

Step 7: Dissemination and visibility

Share what you have done in a strategic way. Use websites, media, social networks, events, youth meetings, etc. Be sure that what you are doing is seen so you can find new participants, donors, **increase your impact and raise awareness in your community about the importance and results of your act.** Do this during your activities but also at the end to disseminate all the results or products that you have achieved (especially if they can be used by others).

Try to use attractive materials and messages for those you want to reach.

Do not forget to mention or tag those entities, stakeholders or networks that have supported you, this will allow you to publicly recognize their contributions and ensure that they share your results and therefore multiply your project's impact.

Step 8: Evaluation

It is important that you **monitor your Sustainability Act.** Collecting data, information, testimonies, etc. will allow you to see if your action is following the plan and if your final objectives will be achieved. This regular revision will also allow you to detect potential problems and take measures to prevent them.

Once all the actions and the Sustainability Act are completed, evaluate how it went.

This will allow you to identify weak points and where to improve in the future. Evaluations are also important to see how you have grown and learned during the act, allowing you to also revise what others have gained.



Ask yourself questions such as:

- Which data or information do I have?
- Do I need more feedback to evaluate my project? Where can I find it?
- What have I achieved? Is there something that I was not able to complete?
- What went wrong during the action? How could I prevent this failure in the future?
- What went well? Why and how can I take advantage of it?
- What have I learned? Did I acquire any new knowledge and skills? Why are they important for my everyday life?
- What has my target groups learned? How have they benefited from the action? Were their initial needs covered? etc.

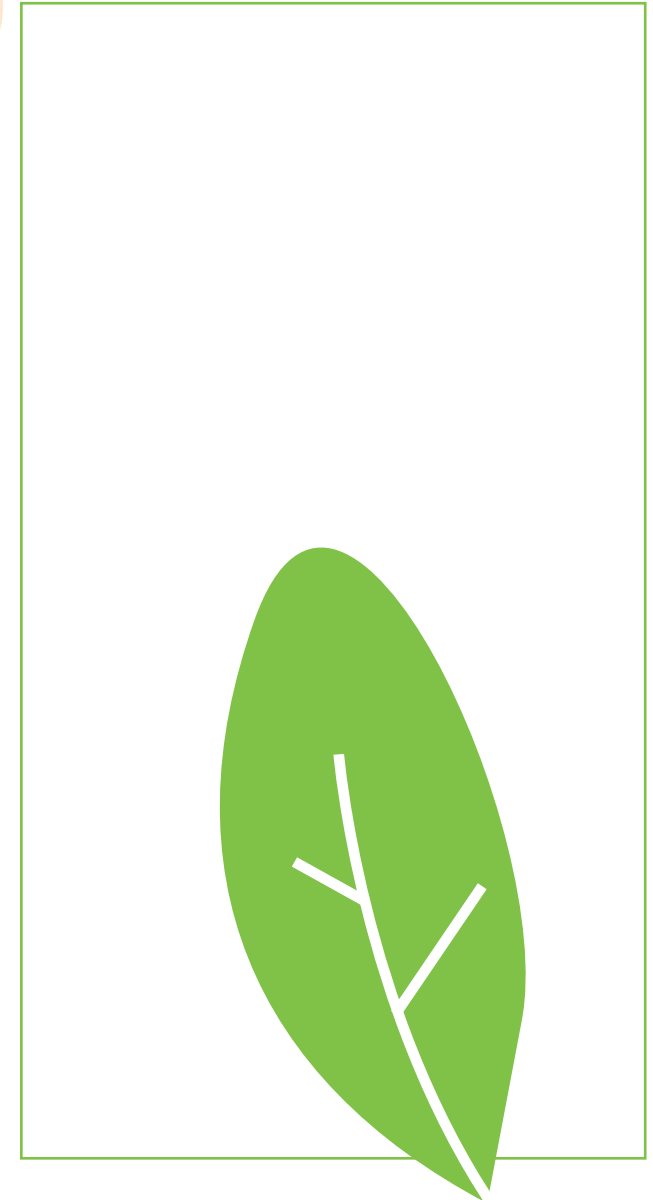
Step 9: Sustainability of the action

9

When your Sustainability Act is finished and evaluated, it is recommended that you **collect the lessons and report the positive impact that you had**. This will allow you to create arguments and materials that could be used in the future to find support, funding or donors to replicate it.

A successful action can be very attractive to many organizations, so take advantage of it to get what you could need, but don't forget the original aim of your action and why it was implemented. Listen to your potential donors or supporters if they make recommendations that could improve and grow your Sustainability Act, but be sure that these modifications will increase the impact and benefits to the target groups, rather than just satisfy the interests of those proposing the changes.

NOW YOU ARE READY, SO LET'S ACT!



1.

INTRODUCTION

2.

CLIMATE JUSTICE

3.

CIRCULAR ECONOMY

4.

SUSTAINABILITY ACTS

5.

BEST PRACTICES





WATERFORD COMHAIRLE NA NOG | Ireland

Waterford Comhairle na nÓg is a group of engaged young people (aged 12 – 18 years) and is the regional representative of the national Comhairle na nÓg, which means youth council in Irish. Each County in Ireland has their own Council which provides young people with a voice on local politics and policy. Participants of the youth council thought that people were doing a lot of talking about climate change but not enough people were doing anything about it and after much discussion **they decided to plant trees.**

They planned a Native Tree Trail on the grounds of the South Eastern Technical University (SETU) under advice from the

horticultural programme of the University which ended up planting over 1500 native Irish trees. Information about this project can be seen in this video: <https://youtu.be/-1leg62hA1o>.

The group followed this up with another 1500 trees in the local housing estate of Cherrymount. Participants in the treeplanting said that the biggest success was of course planting all those trees. But also that it brought so many members of the community out to help. People who wouldn't have normally thought to plant a tree did on those days and still go out and take care of the grove.

At the same time as the trees were being planted, other members of Comhairle na nÓg were developing the CommuniTree App (more information can be found here: <https://youtu.be/2TIKBbiK7W4>). The App works by giving users 10 challenges to help them live a more eco-friendly life. Each challenge helps them grow their virtual tree. Once the virtual tree is fully grown, members of Comhairle na nÓg plant a real one in their name.

The young people involved in both aspects of this programme felt that getting together a number of important local players

was key to its success including the Local Council, the South Eastern Technical University (formerly WIT), the Planning Department, Coillte (the forestry planning organisation), the community, and the young people from Comhairle na nÓg themselves. They are still committed to the project and are constantly looking for new places to plant trees.

Source: [Waterford City and County Council News, https://waterfordcouncilnews.com/2022/03/07/neighbourhoods-tree-planting-for-a-more-sustainable-future/](https://waterfordcouncilnews.com/2022/03/07/neighbourhoods-tree-planting-for-a-more-sustainable-future/)



AGOSTINO,S FOREST | Italy

A forest of about 12 hectares just outside the protected Casentino Forest Park in the municipality of Santa Sofia, in the province of Forlì-Cesena, was about to be sold by private individuals to a company, which intended to cut it down for wood.

Thanks to the activation of the local community, the desire to preserve the natural habitat prevailed. It is Anna Zonari who explains how this gesture of care and hope came about. In fact, it was she who discovered the Corniolino Forest:

“We are talking about a strip of forest that has not been cut down for about 40 years; its naturalness is thus spontaneously increasing; tree and shrub plants have grown; fallen leaves and dead

wood are reconstituting a richer litter; roots and canopies protect the soil; and the forest fauna and flora typical of the National Park find a favourable vine habitat there. [...]

It is a magical place that in time will become more and more beautiful and richer if we can bring our concrete energies and utopias back to its preservation. Saving a corner of nature can be an ideal and profound way to honour the memory of those who loved and protected that nature and who are no longer with us today, to share the joys and struggles for a better world. The passing of our friend and colleague shocked and chilled us.” (Anna Zonari in an interview of October 2022).

It all began through an appeal launched on Facebook, on Anna Zonari’s personal page, with the aim of raising awareness among her contacts about what would happen to the forest. The post was an immediate success, thanks to likes and shares from Anna’s contacts, as well as numerous strangers.

“The project was then made possible thanks to the involvement of the Biodiversity and Forests Fund, an association that by statute purchases forests to conserve and protect them from traditional ‘active management.’ The Fund was thus chosen as the recipient of the donation aimed at the purchase of the forest, of course with the constraint to the preservation of the forest habitat, which must be left to the natural dynamics as clearly stated in the same statute of the Association.” (Anna Zonari, October 2022).

In just a few weeks, thanks to the growing involvement of the local community, the

amount needed to purchase the wood was raised, an amount that was then doubled thanks to the appeal that arose from below, until it reached the sum of 38 thousand euros, donated by 200 people. Citizens at that point raised again and purchased another 12 hectares, thus reaching a total of 24 to be protected. So this is an example of a **bottom-up initiative** that hopes to become an example for others.

Now that the local community has purchased “Agostino’s Forest” - so named in honour of the passing of a forest ranger - **it is planning initiatives to value this space while trying to prevent its exploitation.**

Sources:

<https://economiecircolare.com/il-bosco-di-agostino-circolare-per-volontari-di-popolo/>

<https://www.facebook.com/p/Un-bosco-per-Agostino-100086537230662/>

<https://www.bolognatoday.it/cronaca/bosco-dedicato-carabiniere-forestale-morto.html>



WATERFORD YOUTH ACTION CLIMATE COUNCIL

| Ireland

Waterford’s Youth Action Climate Council (YACC) is based in Waterford City in Ireland. **The YACC is a group of self-governing young people** (ages 15 to 25) but based within the Waterford Sustainable Living Initiative’s (SLÍ) working structure which allows them to access social media accounts and financial support.

SLÍ is a global education organisation that focussing on responsible consumption, sustainable living and climate resilience. The YACC developed out of a need for an outlet for youth voices both within the local authority and within the community. The

YACC is open to any young person (aged 15 to 30) who wants the opportunity to be active and have their ideas and concerns be taken seriously by the local political structures.

The YACC carries out awareness raising activities within Waterford City. They have implemented a number of events in the past year three years. Voices of Tomorrow is a great example of the work and impact of the YACC.

The Voices of Tomorrow event was an open performance event based around a climate change theme. Performers included poets, spoken word, singer songwriters and big loud bands. The event was opened by the Mayor, Jody Power, and the keynote speaker was Member of European Parliament (MEP) for Ireland Southeast, Grace O’Sullivan.

Key steps in making this event happen was communication with the MEP’s office, giving her plenty of time so that they could be on her calendar. The use of social media to publicize the event as well as reach out to performers was key. Choosing the venue that had good footfall and was accessible to the young performers also was a key aspect of planning. The YACC prepa-

red their remarks, assigned ‘minder’ roles for the mayor and MEP.

Successes of the event include:

- Approximately 20 performances on the night with a range of spoken word, poetry, comedy and music
- Over 100 mostly young people in attendance
- Representatives from the local media including press and radio who reported on the event
- A clear climate theme that ran through the performances
- Inspiring remarks delivered by one of the MEPs (Green Party) from the district

To learn more about the YACC or this event, you can visit:

<https://stayhappening.com/e/voices-of-tomorrow-performing-for-our-planet-open-mic-E3LV25DAM67H;>

[https://sliwaterford.ie/blog/youth-advisory-climate-council.](https://sliwaterford.ie/blog/youth-advisory-climate-council)



MUGELLO REUSE CENTRE

| Italy

Centro del Riuso Mugello (Mugello Reuse Centre) allows one to drop off items that are still in good condition and/or repairable, that would otherwise be thrown away. **This way, these objects can be made available to those who may need them**, or be interested in them in exchange for a voluntary donation. The Centre accepts items of furniture, lighting, tools and work equipment.

The idea and concept were developed by a large group of young people, not yet associated with each other, who got involved with formal and informal entities, including the Municipality of Borgo San Lorenzo itself.

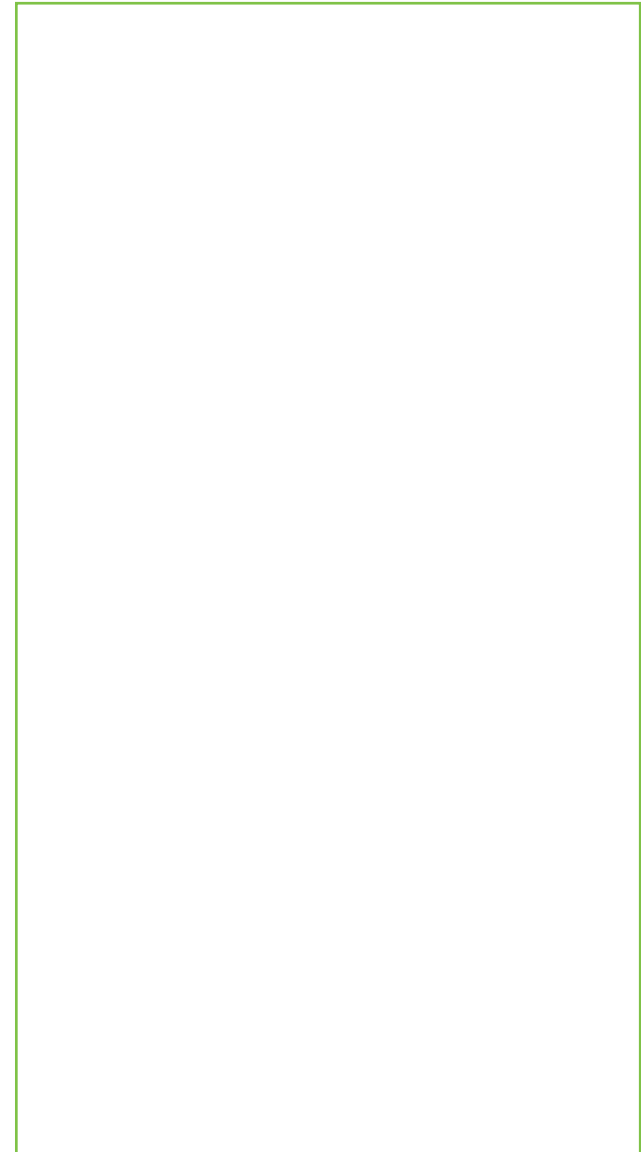
Sharing the same need to **act against today's take-make-dispose model**, these young people developed the idea of Centro del Riuso Mugello to **promote a circular approach and to allow people in need to have access to items which might still be of use**.

The project is now promoted by the association L'Eco del Mugello, which has grown starting with the team of young people. Today the association is composed of people of various ages and backgrounds, but with the same need to enact change against the current need to constantly possess the new.

Read more about "Centro del Riuso Mugello" at the following links:

<https://www.comune.borgo-san-lorenzo.fi.it/eventi-notizie/sabato-verra-inugurato-il-centro-riuso-mugello>

<https://www.ecodelmugello.it/index.php/il-centro/>





THE DANUBE RUBBISH ACTION

| Austria

Martin Parzer is 29 years old and a student in Vienna, a city very much shaped by the Danube, which flows through the city. Martin loves the Danube and has often been annoyed and horrified to see how much trash accumulates in some places on the banks of the Danube.

On a self-built raft, he and a fellow student travelled down the Danube for several days to **collect trash from the banks**. The officially approved trip goes from Melk in Lower Austria via Klosterneuburg to Bratislava.

“I want the Danube to stay clean,” says Martin Parzer. “Nature is one of Austria’s most valuable treasures. With the action I want to draw

attention to the pollution that happens in our throwaway society”.

Every 10 kilometers, Parzer scans the banks in order to be able to estimate at the end how much trash lies on the Austrian banks of the Danube. He already completed the first stage of his raft trip, which took him from Passau to Krems, a few weeks ago. In addition to plastic and glass bottles, Styrofoam and metal cans, the Upper Austrian also found shotgun ammunition, shoes, flower pots and tennis balls on the banks.

In order to be able to carry out the action, Martin has procured financial support.

The civil society organization Südwind has Martin Parzer has financed parts of the raft construction and building materials. An important step was also to get the raft trip officially approved by the authorities - Martin wanted to make sure what he was doing was legal.

He uses his own social media channels to reach as many people as possible with his reports from the raft trip. Networking with Südwind was also beneficial for press contacts.

So far, he is very satisfied with the results: A lot of feedback from individuals and se-

veral publications in the press show that he was able to draw attention to his cause with his campaign.



BENJAMIN PITKANEN AND VIRAL VEGANS

| Finland

Finland’s first Kentucky Fried Chicken restaurant, KFC, opened in 2021. KFC had promised that the first in line at the opening would get a year’s free food from the restaurant. Before the opening, a person had been camping in front of the shopping center for three days. At the opening, the person was revealed to be Viral Vegans activist Benjamin Pitkänen.

Benjamin refused a year of free food and wanted to draw attention to the unfair treatment of animals. He and other activists started a speech **in defense of animal rights** at the door of the restaurant but the

activists were removed by security guards. Pitkänen continued his speech while the trio was moved out of the shopping center. The activists were taken to the detention center, where they were taken to jail by the police. They were released the next day.

Pitkänen made the decision to demonstrate four days earlier. “Yes, it was scary. I asked my friends to come with me. It made it easier not to have to wonder whether I wanted to go or not.”

“I’ve been queuing here, not for myself, but for the sake of billions of chickens and other oppressed animals,” Benjamin Pitkänen said at the opening ceremony. He believes that the event made people think about animal rights. Pitkänen says that the group’s activities are not just about KFC, but about all fast food restaurants. “It is about the consumption of meat and the consumption of animal products. We want to put an end to animal cruelty in all its forms. Whether it is food or anything else. Everything we do is about animal rights.”.

Benjamin and other activists of Viral Vegans continue promoting ethical veganism and challenging societal structures built on exploiting animals. Read more about Viral Vegans and their work:

www.viralvegans.com

Picture copyrights:
www.benjaminpitkanen.fi/mediapankki





FOODSHARING | Poland

Kate had been involved in a food cooperative for a while already when she decided to engage even more and **install the first food-sharing spot in her neighborhood**: the District, which has a poor reputation. What was needed to make it happen? A piece of the public space that is accessible for everyone and safe, with a big fridge, transport, and permanent and free access to electricity. In the deprived area where she lives, it was a challenging task. The access to the public space, owned by the City, essentially required going through a formal process that does not guarantee success.

She decided to partner with a local community center, which has space and wor-

ks with a local food co-op. The refrigerator, which required access to electricity, stood inside the building and was made available for the operation of the food co-op during the center's business hours. A simple cabinet for products not requiring refrigeration stood on the sidewalk next to the stairs. This made it accessible around the clock.

News spread in the neighborhood within a few days, and shelves in the fridge and cupboard filled quickly. Kate volunteered to take care of spot management: putting adequate information on the spot, keeping an eye on the products' freshness, and cleaning.

The idea of food-sharing came to Poland (thanks to the efforts of Karolina Hansen and Agnieszka Bielski) from Germany. Raphael Fellmer, who came up with the concept of food sharing after taking a no-cost trip from the Netherlands to Mexico, is considered its creator. Thanks to this experience, he developed the idea of creating a food-sharing network. Today, there are a total of 9 eateries operating in Warsaw.

Grochowska Foodsharing Spot adds one more element to the donor-food-receiver relationship... - a composter. What will lie too long in the fridge or cupboard will be

thrown into the composter, and in this way, in a few months of the game, the composting process will come to an end. It will feed the soil in the community garden and neighborhood pots. The garden will grow new in a while - to eat, admire, attract pollinators.

In Poland, 4.8 million tons of food are wasted annually, and consumers are responsible for 60% of all food thrown away. In 2022, more than half of those surveyed (56%) admitted to wasting food in their homes. This is a negative record in the 14-year history of surveying by the Food Banks. Bread (52%), fruits (38%), vegetables (36%), and cured meats (32%) land most often in baskets.

<https://bankizywnosci.pl/swiatowy-dzien-zywnosci-2023/>



GROWING SUSTAINABLE SEEDS | Spain

“Growing Sustainable Seeds” (“Sembrando semillas sostenibles” in Spanish) is a project carried out by the youth members of the NGO ISCOD, with the support and involvement of many others who were responsible for its implementation and decision-making.

Funded by the European Union but carried out at the local level, its **activities are centred on strengthening the commitment of young people** from Navarrete (in the region of La Rioja) and **make them aware of Agenda 2030 with the aim of turning them into agents of sustainable development.**

The young people involved with the pro-

posal demand open-air alternatives for young people (especially after the Pandemic lockdown), that could also recover and rediscover the “agricultural heritage” of the area while promoting new mindsets related to global challenges and how they can be tackled by local actions. To achieve this, the young people have generated an ecological vegetable garden where they are growing different types of herbs and vegetables using traditional processes with the support of experienced people from the local area. They also reflect on and empathise with issues related to the environment, climate change and migration.

During this process, young people recognised the importance of taking action towards climate change, discovered their area’s natural environment, learned how to run a garden and created a green space to grow vegetables in a sustainable way while at the same time interacting with locals.

Besides working on the garden, the young people have encouraged other actions related to the circular economy and recycling, such as a “rubbish hunt” in the forests of the village, from which they have collected toilets, washbasins and other waste products that are going to be used on the garden to create containers and structures for the

vegetables. This contributed to keeping the local green spaces while giving them the chance to discover the importance of reusing as a way, not only to reduce wastes, but also to develop their creativity in thinking of new ways to use old stuff.

Initiative on the Mindchangers project site:

https://www.mindchangers.eu/all_projects/sembrando-semillas-sostenibles/

Instagram of ISCOD:

<https://www.instagram.com/iscodlarioja/>

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