

HANDBOOK FOR YOUTH WORKERS

Project number: 2020-3-R001-KA205-094853

MODULE 4: Green act movement: become an active agent for the environment

Brigada Do Mar



Project Information

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Key Symbols

<i>Symbols</i>	<i>Explanation</i>
	Definitions
	Case study
	Additional Resources
	Tips
	Activities
	Reminder
	Video



General Objective of the Module

This module aims to show both the importance and the examples of active movements towards environmental protection and ultimately motivate people to become active agents for the environment.

For that, it is not only crucial to be motivated but also well-educated and aware of the importance of the environment and the impact that human actions have on their ecosystems. And to become an effective agent of change, it is equally important to know how this can be resolved and balanced, offering valid alternatives and showing good practices at different levels. Finally, in this module, the objective is to inform and teach how to develop an active movement, develop strategies and networks, search for ways of funding and how to build a team and organise events.

Topics:

1. **Community initiative and action**
2. **NGO's climate action**
3. **Community environmental awareness**
4. **Sponsorship**
5. **CSR (Corporate Social Responsibility)**
6. **Examples of good practices**



Learning Goals

1. To **demonstrate** the importance of community initiatives and **motivate** people to become active agents for the environment;
2. To **demonstrate** the vital role of NGOs in environmental and biodiversity protection and climate action;
3. To **identify** the main NGOs at the International, European and National levels;
4. To **emphasise** the importance of developing community environmental awareness and learning how to mobilise knowledge and resources within communities;
5. To **understand** the importance of Sponsorship in regard to environmental action;
6. To **decode** the term Corporate Social Responsibility and **understand** its importance and role at the cooperative level of different entities;
7. To **have** a deeper understanding of how corporations can take social responsibility into action;
8. To **show** examples of good individual practices, inspiring volunteering movements and vital organisations in the green movement.

1. Community initiative and action

1.1 Short Description

In this topic, the aim is to demonstrate that community initiatives, civil society movements and actions, even individuals, can have a great impact on raising awareness about environmental protection. Therefore, the topic is focusing on community initiatives and their importance in educating the community, influencing lifestyles and demanding political laws changes in favour of the environment and all the living beings that depend on it.

Learning Goals:

a) Main Objectives:

- To demonstrate the importance of community initiatives;
- To motivate people to become active agents for the environment;
- To identify the main NGOs at the international, European and national levels.

b) Knowledge:

- To know what community initiatives and actions are;
- To understand their importance for the environment;
- To learn about different initiatives;
- To learn different ways of public actions.

c) Skills:

- To identify community initiatives;
- To inform other people about the matter;
- To be able to be involved.

d) Attitude:

- To be motivated to become active and develop/support initiatives that help the environment;
- To be aware of him/her/their impact.



Activity 1: Team-building / Brainstorming

In small groups, participants will brainstorm on what to take into consideration for creating a clean-up campaign. In order for them to have a line of thought, the facilitators will decide and adjust, based on the steps below, how and how much information, guidelines or hints they will give to the groups.

The goal for each group is to go through the processes of a campaign, before, during and after, and write down their conclusions. In the end, each one presents their results, in the way they would prefer, and the facilitators will assist (can use the steps below as a guide) in an open discussion to summarise the most important aspects of each step of a clean-up campaign.

The possible steps for creating a clean-up campaign:

- 1) **Research:** Search for an area with a trash problem that has trash bins close by. Avoid busy places;
- 2) **Planning:** Take into consideration season, time and date. You may want to pick a day depending on working hours. In most situations, weekends are preferable because people have more time;
- 3) **Safety:** Consider the accessibility of the place, weather conditions, and possible hazards;
- 4) **Equipment:** Make a list of the things that you are going to need (gloves, plastic bags, trash pickers, casual clothes, closed shoes, a hat and sunscreen, first AID, water, etc.). Consider if you can provide equipment to the volunteers, and if so, which and how many. If not, you may want to let them know what they need to bring with them;
- 5) **Disclosure:** Which online tools (for example Canva) can be used to create a poster with all the information about the upcoming campaign (where, when, etc.). Which online platform to use, and how? For Facebook, it's better to create an event and for Instagram, a reminder post, because it will notify the people of the upcoming campaign;
- 6) **Implementation:** The performance of the campaign itself considering all the aspects above. Is everyone aware of what is going to happen? And how? Is everyone properly equipped? Where can we leave the collected trash?
- 7) **Dissemination (Photos & Videos):** Think about how and who will be in charge of taking photos and videos. It might be important to consider human rights and ask permission to be in photos. Consider how the data can help to spread a message. For example, taking photos and videos before and after the campaign, especially with the impressive result, is very effective and impactful to share on Social Media Platforms.
- 8) **Spread the results:** For example, connecting with a local newspaper, arranging an interview to talk about the experience and, most importantly, why you are doing all this.

The time needed for the whole activity:

- 5 minutes of briefing
- 20 minutes of brainstorming

- 10 minutes of presentation
- 10 minutes of debriefing.



Possible questions for debriefing:

1. How did the activity go?
2. What worked well in the discussion process? And what could be improved?
3. Was everyone able to share their opinions?
4. What did you learn from it?
5. What did you like? And dislike?
6. Do you feel ready to create our own campaign?



Activity 2: Clean-up Campaign

In this activity, participants will have the opportunity to participate in a clean-up campaign. The goals are that participants understand how a campaign is implemented and realise its impact, and feel motivated to become active and develop/support initiatives that help the environment. The facilitators will be in charge of selecting the place, preparing the activity, and ensuring safety throughout the session.

The time needed for the whole activity:

- 5 minutes of briefing
- 30 minutes of clean-up
- 15 minutes for trash collection and separation
- 10 minutes of debriefing, and closing.



Possible questions for debriefing:

1. How was the experience for you?
2. How did you feel?
3. What did go well in the cleanup? And what did not?
4. Can you see the differences in the surroundings?
5. What did you learn from the activity?
6. What are the main takeaways for you from this activity?
7. What will you do differently from now on?

2. NGOs' climate action

2.1. Short description

The second topic of this module is focusing on the work Non-Governmental Organisations have been developing for the environment. Then, the main goal of this topic is to demonstrate the vital impact these Organisations have around the world in fighting climate action and preserving and protecting important natural areas and under-threat species. And on the other hand, their role in raising awareness and educating people and institutions on environmental protection.

Learning Goals:

a) Main Objectives:

- To demonstrate the vital role of NGOs in environmental and biodiversity protection and climate action;
- To identify the main NGOs at the International, European and National levels.

b) Knowledge:

- To learn what NGOs are;
- To understand the difference between NGOs and Governmental Entities;
- To know how NGOs act fighting climate action;
- To learn the main fields of action.

c) Skills:

- To identify NGOs;
- To be able to inform people about some NGOs and their role;
- To understand how to support an NGO.

d) Attitude:

- To feel ready to support and/or become involved in an NGO.



2.2. Definitions

Biodiversity - it's the term that describes the variety of living species on Earth, including all different groups of animals such as animals, plants, bacteria, and fungi.

Carbon emissions - Carbon emissions mean the release of gases into the atmosphere, contributing to the greenhouse effect. Carbon emissions are commonly associated with Carbon Dioxide, CO₂, emissions which is an anthropogenic (produced by human activities) greenhouse gas that results from the use of fossil fuels and from deforestation.

Climate Change - a term used to describe the long-term alterations in temperature and weather patterns on Earth. These changes may be natural, but human activities have been the main driver of climate change, mainly because of the burning of fossil fuels (coal, oil, and gas).

Deforestation - the process of cutting down or burning trees beyond the ability of the forest to restore itself. The main reasons for deforestation are agricultural expansion, wood extraction, and infrastructure expansion, such as roads and urbanisation.

Ghost gear - the term used for abandoned fishing gear, like nets, traps, and pots, in the marine environment. As it is left behind, this gear continues to capture accidentally animals, potentially killing marine life and degrading habitats. The “ghost gear” is currently one of the main human waste impacting the marine environment.

Global warming - the gradual long-term heating process on the Planet Earth. Global warming is the cause of climate change. This phenomenon has been increasing due to human activities such as fossil fuel burning, which increases heat-trapping greenhouse gas levels in Earth’s atmosphere.

Greenhouse effect - The greenhouse effect is a natural phenomenon resulting from the release of greenhouse gases (GHGs) into the atmosphere. The most common GHG is water vapour. Without the greenhouse effect, the planet would be colder and life as we know it would not be possible. But CO₂ and other GHGs related to human activities amplify the greenhouse effect and unbalance the climate.

Greenhouse gas - Greenhouse gases are the gases in the Earth’s atmosphere that produce the greenhouse effect. Most greenhouse gases can have either a natural or an anthropogenic (man-made) source. Additional gases (carbon dioxide, methane, nitrous oxide, etc.) related to human activities, such as generating electricity and heat, agriculture, transportation, forestry, and manufacturing, amplify the greenhouse effect and unbalance the climate of the planet.

Microplastics - smaller plastic particles that result from the degradation of plastic waste, normally made by natural elements and processes like sunlight, wind, or wave action. Microplastics are spread throughout the water column and have been found in every corner of the globe.

NGO (Non-Governmental Organisations) - an entity, typically nonprofit, that is independent of any government. These organisations can work on social, political, ethnic, environmental or other areas or issues. They often rely on voluntary work.

Pollution - the process of introducing harmful materials into the environment. These materials - the pollutants - are responsible for changes in the quality of air, water, and land. They can be natural, such as volcanic ash, however, they are mostly created by human activities, like runoff of factories or burning of fossil fuels.

Plastic pollution - also known as plastic waste is the accumulation of plastic objects in the planet's environments, that modifies habitats and affects wildlife, and, ultimately, humans.



Activity 3: Let's Quiz it!

Participants are given a short quiz about some of the main environmental problems. They are invited to answer it by themselves during the following 15 minutes. Then, the facilitators gather the group in a big circle and go through the questions inviting the participants to discuss the answers and possible comments/thoughts within the group.

Next, the participants are divided into groups of 3-4 people. Their task is to discuss within their groups NGOs they know (international, national, or in their community) that work in combating climate change. The participants return to the main group and are encouraged to share some of the NGOs they discussed. The activity ends with a debriefing section.

The time needed:

- 10 minutes of introduction and briefing
- 15 minutes for the quiz
- 15 minutes for open discussion about the answers
- 15 minutes for discussion within small groups about NGOs
- 15 minutes to highlight some of the NGOs that came up from the discussion
- 10 minutes for debriefing



Possible questions for debriefing:

1. How did the activity go?
2. What did you learn from it?
3. Which terms/definitions were new to you?
4. Do you feel more aware of the role of NGOs in climate action?
5. Did you find out about new NGOs? Are they in your country/community?
6. Would you be able to tell a friend of yours about one of the organisations you talked about today?



Answers and information related to the quiz questions

<https://docs.google.com/document/d/1A0sscbR30DzeTGfkdFkgixmf0Q6Dd82tQFcaBt0mtnA/edit>



Additional Resources

The following resources may add value to the activity.

- Plastic Pollution – Earth Day 2019: https://www.youtube.com/watch?v=XD-k_Tkw3lY
- Plastic Pollution WWF - <https://www.youtube.com/watch?v=IA909YUbQew>
- Whale's Tale (animation without words) - <https://www.youtube.com/watch?v=xFPoIU5iiYQ>
- What is Deforestation? - <https://www.youtube.com/watch?v=vJnnrpSDWPI>
- Why is biodiversity important - <https://www.youtube.com/watch?v=GIWNuzrqe7U>
- Biodiversity Loss - <https://www.youtube.com/watch?v=dbCR0KSU52g>

3. Community environmental awareness

3.1. Short description

In this topic, the goal is to emphasise the importance of developing public environmental awareness, as an important factor in increasing enthusiasm, motivation and support, stimulating self-mobilisation and action, and mobilising knowledge and resources within communities. The growth and development of awareness, understanding and consciousness toward the environment and its problems, including human interactions and effects, is crucial to changing the direction of the actual paradigm of consumption and use of natural resources. Finally, attention will also be directed to ways of raising public awareness.

Learning Goals:

a) Main Objectives:

- To emphasise the importance of developing public environmental awareness;
- To learn how to mobilise knowledge and resources within communities.

b) Knowledge:

- To learn how to educate people on environmental topics;
- To learn how to mobilise knowledge and resources within communities;
- To know ways of raising public awareness.

c) Skills:

- To understand the importance of public environmental awareness;
- To be able to use some of the knowledge and spread the word.

d) Attitude:

- To feel motivated to share the knowledge with the community.



Activity 4: Communicating for Change

Participants are given a lecture about communication actions. Then they are separated into small groups where they will be asked to create a communication action that raises environmental awareness in the community, this will go on for 25 minutes. Then, the facilitators gather the group in a big circle and invite each small group to present their communication activities, which will go on for 15 minutes. Finally, there are 15 minutes to discuss the challenges of implementing said communication actions. The activity ends with a debriefing section.

The time needed:

- 5 minutes for introduction
- 5 minutes for energiser
- 20 minutes for a lecture about communication actions
- 20 minutes for small group work
- 15 minutes for the presentation of results
- 5 minutes for break
- 15 minutes for group discussion
- 10 minutes for reflection and feedback



Possible questions for debriefing

1. How did the activity go?
2. What did you learn from it?
3. Which terms/definitions were new to you?
4. Do you feel more aware of the role of communication in climate action?
5. Do you feel motivated to implement it?



Additional Resources

The following resources may add value to the activity:

- Climate talk and science solutions: <https://www.youtube.com/watch?v=V-tEmE85QDE>
- What's missing from great science? Great storytelling. <https://www.youtube.com/watch?v=cvg3IfirusP8>

- The Power of Communication in Affecting Environmental Impact
<https://www.youtube.com/watch?v=HSeblD00Inc>

4. Fundraising and Sponsorship

4.1. Short description

The aim of this topic is to bring attention to methods of supporting NGOs activities or any other project and show the importance of sponsorship in environmental action. In order to achieve that it is crucial to educate people on the concepts involved and understand how and where to find and involve sponsors in environmental activities or projects.

Learning Goals:

a) Main Objectives:

- To discover methods of funding NGOs activities through public and private entities;
- To stimulate communication skills;
- To stimulate empathy and understanding;
- To motivate people to become active agents for the environment;
- To educate people about the subject;
- To stimulate active citizenship.

b) Knowledge:

- To understand the importance of Sponsorship regarding environmental action;
- To understand the needs of the activity and how to split the budget accordingly;
- To know where and how to find sponsors;

c) Skills:

- To stimulate communication skills;
- To stimulate empathy and understanding;
- To manage a fixed budget according to the needs of an activity;

d) Attitude:

- To motivate people to become active agents for the environment;
- To encourage fundraising campaigns;
- To stimulate active citizenship.



4.2. Definitions

Sponsorship: Sponsoring something is financially supporting an event, activity, person, or organisation or providing products or services. The individual or group that offers the support,

similar to a benefactor, is known as the sponsor.

Fund: Funding is providing money or other resources to finance a specific purpose, program, or project.



Activity 5: An action for CHANGE

Participants are given a lecture about sponsorship and funding for climate change action. Then they are separated into small groups where they will be asked to create a climate action with a fixed budget and research of sponsors, which will go on for 25 minutes. Then, the facilitators gather the group in a big circle and invite each small group to present their communication activities, which will go on for 15 minutes. The activity ends with a debriefing section.

The time needed:

- 5 minutes for introduction
- 20 minutes for a lecture about sponsorship and funding climate actions
- 20 minutes for small group work
- 15 minutes for the presentation of results
- 10 minutes for reflection and feedback



Possible questions for debriefing

1. How did the activity go?
2. What did you learn from it?
3. Which terms/definitions were new to you?
4. Do you feel more aware of the role of sponsorship and funding in climate action?
5. Do you feel motivated to implement it?

5. Corporate Social Responsibility

5.1. Short description:

This topic is related to Corporate Social Responsibility. Here, we will decode this term and understand its importance at the corporate level of different entities and their interactions. The focus will also be on the principles of corporate social responsibility, including sustainability, responsibility and resources, and on demonstrating how entities can perform exemplary in this subject.

Learning Goals:

- a) Main Objectives:
 - To decode the term Corporate Social Responsibility and understand its importance and role at the cooperative level of different entities;
 - Have a deeper understanding of how corporations can take social responsibility into action.

b) Knowledge:

- To learn what Corporate Social Responsibility is;
- Understand the different types of CSR;
- To understand its importance and role in green movements;
- To learn about its principles;
- To know ways in which entities can perform exemplary;
- To learn about the benefits of CSR initiatives for companies and employees.

c) Skills:

- To have a clear understanding of what CSR is;
- To Identify sustainability opportunities in business operations;
- To have a critical mindset regarding action plans on traditional corporations;
- To communicate effectively on CSR.

d) Attitude:

- Action-based thinking on CSR possible practices;
- Take decisions based on community interest;
- Plan actions taking into consideration of Moral Principles, Human Rights, Legal and Ethics;
- Being able to have a social impact.



5.2. Definitions

Corporate Social Responsibility is based on changing behaviour or specific actions that companies decide to take to please their public, which can be internal or external. This should be taken only by the company's choice and not caused by external influences.

In other words, the company gives back to its community by positively impacting the environment and with gestures of goodwill without letting profits come first.

However, the strategies that companies put in place must ensure that the company's operations are ethical and beneficial to society.



5.3. Types of Corporate Social Responsibility

a. Environmental Responsibility

For corporate social responsibility, **ecological commitment** is essential. Companies today contribute significantly to the emission of pollutant gases, pollution, and waste, among others, and therefore they have the responsibility to implement practices that can somehow offset their ecological footprint.

Actions on the same environmental responsibility can take different forms depending on the type of business, size and industry. Still, they can range from environmentally friendly materials to renewable energy. Some actions can also include volunteer actions to clean up litter, among company employees, either in forests, streets, or beaches, or donating funds to programs and organisations that combat these same issues.

b. Ethical Responsibility

To be ethically responsible at the corporate level is to ensure that the practices adopted in the organisation, about its employees, stakeholders and customers, and the business environment, are done ethically and with respect.

This type of social responsibility includes internal and external policies that ensure that people are treated with respect and receive benefits in the workplace, such as ensuring a higher minimum wage, that company materials are obtained from an ethical source, that employees receive equal pay and other benefits that employees deserve for their work.

c. Philanthropic Responsibility

When businesses and companies donate to their community, whether through causes or donations that align with their mission, they follow their philanthropic responsibility.

Actions of philanthropic responsibility can range from as small-scale as a company helping a non-profit organisation to as large-scale as donating perceptions of the company's annual profits to a cause that is aligned with the company's mission.

d. Economic Responsibility

As far as economic responsibility is concerned, in financial decision-making, the prioritisation of doing good, rather than just making money, is taken into consideration, and it is for this reason that this type of corporate social responsibility is linked with the other types mentioned above.

This may mean that the company considers the destination of its actions when making decisions. For example, when signing a contract, the company may choose a supplier that uses sustainable materials even if the purchase cost is higher. The transparency of salaries in a system that compensates all its employees and promotes gender equality and a less gender-dispersed salary structure is an example of economic responsibility as well.



5.4. The Benefits of Corporate Social Responsibility

The benefits that CSR can bring are improved labour relations and well-being that positively impact employees and their environment (both in the company and the natural world). This will make employees feel more motivated and committed to the company, which in turn will lead to an increase in productivity.

In a way, this can contribute to companies retaining more talent within the organisation and, in this way, investing in the development of their employees, which can represent a win-win situation for both the company and the employees.

When a business commits to social responsibility through its initiatives, it contributes to a more sustainable world that treats its employees well, is committed to equal pay, and is more ethical.



Activity 6: Study Visit to a Corporation with CSR initiatives

This will be implemented using the non-classroom method. The activity should be decided by a professor or Youth Worker who needs to plan for the Study Visit.

The students will learn, before the visit (or even in the first part of the visit in a meeting room, e.g.), the CSR initiatives of the organisation they will visit in order to think about suggestions for improvements and new ideas for the CSR Department they are visiting. After, they will have a moment with company staff to sketch ideas or tips for their initiatives. This activity is designed to last at least 200 minutes.

The time needed:

- Introduction upon the visit (30min);
 - Clarifying briefly what CSR is (Professor or Youth Worker); (5m)
 - Watch a video of a CSR practice example (10 min)
 - Presentation to the students about the CSR Initiative implemented/developed by the organisation they will visit; (15m)
- During the visit: (110m)
 - Visit to the CSR department of the organisation and get to know the initiatives; (70m)
 - Break; (10m)
 - Participants are invited to present their suggestions of improvement of current CSR initiatives of the organisation visiting and give other ideas to the e CSR department responsible; (30m)
- Debriefing about the visit. (10min)



Possible questions for debriefing:

1. What CSR action did you identify that employees join the most?
2. Do you think all medium/big companies should have CSR departments? If yes, why?
3. What CSR practices do you find that please you the most?
4. Did you find any cases of Corporate Social Responsibility that should have been in place/were missing? Can you specify the case?



Additional Resources:

To get to know more about Corporate Social Responsibility and brands that are successfully implementing their initiatives, you can also take a look at these websites:

- <https://digitalmarketinginstitute.com/blog/corporate-16-brands-doing-corporate-social-responsibility-successfully>
- <https://prowly.com/magazine/corporate-social-responsibility-examples/>

6. Examples of good practices

6.1. Short description:

The final topic of module 4 is dedicated to the good practices, and inspiring examples carried out on personal, local, national, European or International levels on the different topics above, aiming to motivate and inspire people to be part of the change and fight for the future of life on the planet.

Learning Goals:

- a) Main Objectives:
 - To show examples of good individual practices;
 - To show examples of inspiring volunteering movements;
 - To show examples of vital organisations in the green movement.
- b) Knowledge:
 - To understand what good practices are;
 - To recognise a good example;
 - To understand the importance of these good practices and initiatives.
- c) Skills:
 - To identify a good practice;
 - To find out about good practice;
 - To implement good practices;
 - To contribute/create an inspiring movement for the planet.

d) Attitude:

- To feel inspired and motivated to become an active agent for the environment;
- To feel ready to implement and/or contribute to good practice.



6.2. Examples of good practices

1) **Community Initiative and action**a) **Projeto Gea**

A volunteering movement created by a couple in Faro in 2019 that develops weekly clean-up campaigns in neighbourhoods, parks and natural areas. Since then, they have implemented more than 75 campaigns directly involving more than 100 people in Portugal and Greece.

Their main goal is to raise awareness of the problem of human pollution while showing that small and individual actions can also have a great positive impact on the environment.

b) **The Trash Traveler**

The Trash Traveler is a project that was created by a German guy in Portugal that wants to raise awareness for human pollution with some fun and creativity. So far, he has done three great events in Portugal:

- The Plastic Hike - a hike, in 2020, of 832 km along the entire coastline of Portugal in 58 days to raise awareness about plastic pollution, where 1,6 tons of plastic were collected together with more than 100 NGOs.
- The Butt Hike - a city Clean Up Tour in 2021 throughout the coast of Portugal that collected 1,1 million cigarette butts within two months with a community of 600 people and 70 initiatives.
- The Trash Circle - a 2370 km long Circle around Portugal within 55 days on a second-hand bicycle to spread awareness on the consumption of plastic bottles and trash production in general.

2) **NGOs' Climate Action**a) **Brigada do Mar**

Brigada do Mar is a Portuguese NGDO (Non-Governmental Organisation for Development). It was formally established in 2012, although it has been operating since 2008. The association's primary goal is the decontamination of the coastline.

AREAS OF ACTION

- Decontamination - Clean beaches in a regular and structured way with motivated teams, visionary companies and schools oriented to learn how to take care of a precious value. The decontamination actions fall into two categories, large volumes (greater than 1.5 L bottle of water) and all sorts of items that are not part of the ecosystem.

- Environmental education (OCEANIZAR) - Empower students and teachers to protect the oceans through beach cleaning actions, lectures and workshops.
- Eco team buildings (CORPOR-ACT) - Involve companies and institutions in the mission to educate and alert them to ecosystems' fragility.
- Development cooperation - This area aims to create a network for transmitting knowledge and good practices with the various actors in the area of sustainability and the blue economy.

3) Community Environmental Awareness

a) Blue School (Escola Azul)

Escola Azul - Blue School is an educational programme of the Portuguese Ministry of Economy and Maritime Affairs. Its main goal is to improve Ocean Literacy in schools, creating responsible and active generations that contribute to the Ocean's sustainability. The initiative aims to integrate the local community into the programme's actions and interact with the Blue School partners' network.

4) Sponsorship

a) Vodafone Portuguese Foundation - Programme Bandeira Azul (Blue Flag)

Vodafone Portugal is one of the main sponsors of the Portuguese Programme Bandeira Azul (Blue Flag). The Blue Flag Programme is an education programme for sustainable development, promoted in Portugal by the European Blue Flag Association, the Portuguese section of the Foundation for Environmental Education.

The Educational Programme aims to raise awareness and concern for the coastal, lake and river environment of those who live in it or use it for recreation. It also promotes training in environmental matters for staff and tourism service providers and encourages the participation of local agents in the management of those areas while promoting the sustainable use of the area for recreation and tourism.

b) Lidl Portugal - TransforMar

In partnership with the Blue Flag, Lidl Portugal develops for the 5th year the project TransforMar throughout the beaches in Portugal. The initiative promotes the circular economy by recycling collected plastic and metal or reusing and processing them, as well as the removal of plastic and other marine litter from beaches while raising awareness among the Portuguese people to adopt more sustainable environmental behaviours.

5) Corporate Social Responsibility

a) Delta Cafes

Delta is a coffee brand founded in the 1970s by Manuel Rui Azinhais Nabeiro, that has always been looking into ways to differentiate itself from its competitors. Therefore, it soon developed a social responsibility strategy that incorporates the stakeholders' needs, bringing about the

Human Face system characterised by dialogue, responsible entrepreneurship and disruptive innovation.

Delta deposited 2000 pieces of machinery in recycling containers due to their efforts to raise consumer awareness. This initiative reached 22 cities in Portugal, and the financial profit has been reinvested into a tree-planting project in Portalegre, the district where its Headquarters are located.



Activity 7: Presentation of good practices

Participants are given a short presentation with some examples of good practices in the different topics of the module. Start a small presentation based on the information given in this handbook about some of the inspiring examples, using the additional videos suggested. The activity should finish with an open discussion about the presentation and videos and a debriefing section.

The time needed:

- 10 minutes for an introduction to the activity
- 45 minutes for watching the presentation and videos
- 15 minutes for an open discussion
- 10 minutes for debriefing



Video - Brigada do Mar's Clean-up with a School

<https://mega.nz/file/toJTDKSI#RY3kTapQdw0FL2qNYW8TiSNeTipmr9G-0qXpjul5mL4>



Video - Blue School Programme

<https://youtu.be/u13IurTOrYA>



Possible questions for debriefing

1. How was the activity for you?
2. How did it make you feel?
3. Did you learn something from it?
4. What did impress you the most?
5. Are you inspired/motivated to become more active in protecting the environment?
6. Do you see yourself involved in or supporting any movement or NGO?

greenACT



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References

Topic 1:

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Topic 2:

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Topic 4:

8. <http://www.runforoneplanet.org/sponsors.php>
9. <https://www.thefreedictionary.com/funding>

Topic 5:

10. <https://drive.google.com/file/d/1DC2vyS46Ax85mAlqst-awaXbC8PyFbF-/view?usp=sharing>
11. <https://www.pacificoaks.edu/voices/business/breaking-down-the-4-types-of-corporate-social-responsibility/>

Topic 6:

12. <https://www.instagram.com/projetogea/>
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