

FOR A SUSTAINABLE FUTURE



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EXECUTIVE SUMMARY

This is the story that is going to change the world.

First of all, we feel the necessity to present ourselves. We are a group of young people with different nationalities, ages and backgrounds but with a common feature. So, together, we want to promote sustainability. To achieve this goal, we decided to write this book because we know that we can't do this alone. We need the help of everyone that wants to join us in this journey and, for that reason, we want to show you that you can also be a promoter of this change.

To start, we want to give you some information that you might not know about the reality that surrounds us. For example: do you know how many people are living in precarious conditions and how many species are at risk of extinction because of the human activity? Do you realise how big it is the impact of our daily activities on the whole world?

Let's try to answer them together. We decided to write this book to give answers as well as to rise awareness on these issues and inspire to new habits and sustainable practices.

The book is divided in 4 main chapters. In the 1st chapter, we gathered some informations, data and facts about the current environmental situation in order to give you a better understanding of the reasons that pushed us to act. After that, in the next 2nd chapter, we focused our attention on some more specific issued related to the impact of human on earth. We discussed issues related to food and agriculture, fashion and cosmetic industry, transport, tourism and traveling, technology and education and for each of these topics we shortly presented some good collective practices that are economically, socially and environmentally sustainable. The 3rd chapter is about "what doesn't exist yet" and it deals with good practices that go beyond the existent but that we think should be created and implemented. In the 4th chapter, we focused on the individual dimension of sustainability by presenting some tips aimed to reduce our environmental impact on the system.



1. CHAPTER

WHY IS IT TIME TO ACT?

Climate change, pollution, resource exploitation, products management and human inequality are big issues in our days.

The global warming has a wide impact on our life-style. Since 1850, the average temperature went up to 1.5 degrees. According to the NASA, in 2018 the earth's global surface temperature was the fourth warmest one since 1880, when modern record began.

A part of this increase can be explained by the greenhouse gases emissions to the atmosphere caused by the industries and deforestation. In numerical terms, the CO₂ emissions have raised from almost 0 tons in 1850 to 35 billion tons in 2017. 7 million of people die every year due to air pollution. Part of this CO₂ emissions is due to the forest destruction and the wildfires. It is a huge problem: for instance, the Amazon forest, also known as the Earth's lung, has been object of a massive deforestation that now counts over 18.1 hectares and it has been object of increasing wildfires, which increased of the 80% in the last two years. As well, Siberia has been affected by this wildfires wave, cause now of a smoke cloud that covers an area bigger than Europe.

Another consequence of the climate change is the rise of sea level and the ice melting. It has been recorded an average increase of 3.3 millimeters of the sea level and a loss of 413 gigaton of ice per year.

Social condition are also a concern for the humanity. We believe that social and environmental issues are two side of the same coin. In fact, this process towards a more inclusive and sustainable economy must take place along with the construction of a safe and just space for humanity. One of the biggest concerns that our society will have to face is the growing population and the limited resources available. According to the UN, in 2019 there were estimated to be 7.7 billion people worldwide, but they are expected to be 9,7 billion in 2050 and almost 11 billions in 2100. Environmental and social concerns rise from that, in fact, with the population growth it also comes a consumption growth and our current production system is not ready to combine this fact with the limited amount of resources existing on the earth.

At the same time, some of the most valuable sectors of our economy are also some of the most polluting and socially destructive ones. For instance, because of the fast-technological development that we are living today, on average, we buy a new cellphone every one or two years, which is a lot. Have you have asked to yourself what's behind a cellphone? Thinking about it, on one hand this trend bring to an increased demand for coltan that has entailed to extend and open more and more mines around the world. On the other hand, most of those mines are located in poor countries, such as Rwanda, Congo, Myanmar, Bolivia, and this

business is often related to worker exploitation and social right concerns (152 million cases of child labor in the last year). An other example is the clothing industry, part of our everyday

life. In this case, behind our clothes there is one of the major polluting industries in the world, because of the overproduction of fashion items, the use of synthetic fibers, and the agriculture pollution of fashion crops, and one of the less respectful industries in terms of social rights and income. In this terms, social and environmental issues are strongly related and both of it has to be taken into consideration in our actions.

Exploitations issues have also risen inequalities and particularly in the USA, China, India and Russia. To have a reference, 1% of the world's population owns more wealth than half of the world population.

After this brief overview of the global situation, you can now understand why we have to act together and be together in this journey. We can't change the world alone (that doesn't mean that we can't do anything about it). We need to find solutions and ideas socially and environmentally applicable and act now. If we don't do anything about it there is a huge possibility that, in 2050, the world we know today probably won't exist anymore.

2. CHAPTER GOOD PRACTICES AND IDEAS

FOOD AND AGRICULTURE

Does our food have an impact on climate?

Yes!

Food consumption is amongst the main drivers of environmental impacts. A considerable amount of energy and natural resources are required to produce, process, transport and store the food. Because of this reasons it is cause of climate change, deforestation, genetic engineering, irrigation problems, pollutants and soil degradation.

In fact, the global food and agriculture system cause 29% of the greenhouse emissions. Especially meat-production is responsible for more than 90% of the destruction of the Amazons rainforest, which is the most important and cost-effective solutions for binding CO₂.

Beyond that, there is considerable problem of over-production: a third of all food produced in the world ends up going to waste although 842 million people suffer from hunger every day. According to FAO, developed countries waste more than 1,3 thousand of million tons of food every year, enough to feed 925 million people that are starving worldwide. In addition to that, the environmental impact is significant. For instance, just by throwing away one kilogram of beef, you are essentially wasting 50,000 liters of water used to produce that meat.

2/3 of the total food waste could be saved through the commitment of food businesses, food savers and individuals. More than a fifth of global greenhouse gases could be avoided if global food waste was reduced by 80%.

Only together, by doing our part and acting responsibly, can we can stop the madness of the affluent society.

Sustainable food-consumption tips:

1. Preference for plant foods
2. Preference for ecologically produced food
3. Preference for regional and seasonal products
4. Preference for low processed foods
5. Preference for fair trade food products
6. Attention to resource-conserving housekeeping to save energy

“Food-sharing platform”

From Germany, Austria, Switzerland and other European countries



It is an initiative committed to fight food-waste. They see themselves as an education movement and they are committed to sustainable environmental and consumption goals.

At first, they "save" unwanted and overproduced food from small and large businesses and they store it in private households. Secondly, through an online platform, they re-distributed it to other consumers. The food-sharing initiative is free of charge and all the members of the food-sharing community work voluntarily and free of charge.

The “food-sharing platform” initiative was launched in Berlin in 2012. It has since grown into an international movement and nowadays it counts over 200,000 users. For the future they want to make the platform open source and more accessible worldwide.

How does it work?

Food-sharer/ Food-saver: You can register at Food-sharing as a Food-saver and act actively and voluntarily with the goal of not letting good food end in the barrel. Together with other food savers you can collect and distribute food from cooperating operators.

The distributors: The distributors are like a food transfer point to which you can bring food and take it with you free of charge. A shelf or refrigerator serves as a distributor. You can find them in easily accessible places and there is a map where they are all marked. There are rules for the distributors that need to be followed, like the hygiene plan.

Establishments: The cooperating companies are bakeries, vegetable and fruit traders, supermarkets, weekly markets, restaurants, canteens, cafés and farms. The Pick-ups of the food are coordinated and agreed in advance. The food sharing community is sustainable and a win-win situation. The companies can reduce their food waste and associated disposal costs and consciously set an example against food waste.

Events: Food-sharing is regularly present at many festivals and events to draw attention to its initiative and commitment. They use this opportunity to make a clear statement against food and resource waste and for sustainability in environmental and consumer issues. To this, they organise workshops or lectures, film screenings and discussion rounds and have information stands.

Financing: At the moment the non-profit association is financed exclusively by donations.

There is a small circle of supporting members and one-time donations. The association, like

all food-sharing members, budgets according to the principle "as much money as necessary and as little as possible".

Criticism: It is a good idea, but it fights the symptoms of a bad habit and not its causes. So, this project must be implemented along with educational projects able to eradicate over-consumption habits. Moreover, it is difficult to cooperate with the profiteers of the food industry to alleviate a problem that they have themselves created.

Website: <https://foodsharing.de/>

“Kitchen Dates: zero-waste in the kitchen”

From Portugal (Lisbon)

This restaurant is a zero-waste restaurant. It is an example of conscious, healthy and sustainable business and it is based on 7 main principles.

At first, it follows the principles of the circular economy, everything in the restaurant can be whether be consumed, upcycled or turned into compost. For instance, they have a composting machine that in 24 hours processes organic waste into compost - which will then in 24 hours process organic waste into compost - which will then be given to the farmers who supply them with vegetables and fruits, in a circular economy model.

Secondly, it is 100% plant-based, so it proposes only veggie meal, aiming to reduce the environmental impact of meat production and to care about animal welfare.

Thirdly, it only proposes local food, in order to reduce the carbon emissions coming from the transport of food, and seasonal food, in order to respect the natural course of nature and appreciate the farmer work.

Finally, all the ingredients are transported in reusable containers, without any single-use packaging. For instance, fresh products arrive in boxes and olive oil in stainless steel vat.



Sixthly, the suppliers are carefully chosen among the many, by following some criteria. Suppliers, in fact, must treat the land consciously, keep the soil alive and rich and don't use any chemical pesticides.

Web site: <https://ppl.pt/en/kitchen-dates>

“Fruta Feia - Ugly Fruit”

From Portugal (Lisboa, Porto, Almada, Amadora, Parede, Gaia, Matosinhos e Braga)

“Ugly Fruit” was founded after its co-creators won a competition for innovative Portuguese ideas. “Ugly food” is an example of business model that is economically sustainable. It was thought to prevent food waste and to raise awareness among the population regarding the food waste problem.

It collects imperfect fruit and veg that are undesirable to mainstream supermarkets directly from producers and sells them to the final consumer in hampers at lower prices. Since 2013, 500 tons of ugly food and veg have been salvaged.

*“Beautiful people eat ugly food”
“Beautiful people produce ugly food”*



In this way, they not only reduce food waste, but they also reduce the waste of energy, water and working hours that have been used to produce this food. In addition, they put in contact region's farmers and consumers and they enable people to have access to food that is cheaper and produced locally.

The food is made available in 9 delivery points. Every week in its delivery points 300 consumers buy and prevent more than a 12 tons of fruits and vegetables from going to waste. Food is usually sold in boxes and marketed equally, regardless of their size, color and shape. In this way, they are also trying to change the consumption patterns of our society.

How does it work?

To be part in this project there are two different ways:

1. you can buy the boxes and become an associated consumer
2. Or be a volunteer and help to organize the boxes

If we buy the boxes once per week, we need to subscribe the co-op and pay 5€ per year, then we can choose what type of box we want. All the boxes have fruits and vegetables in them, depending on what was produced by the partners. The boxes come in two different sizes, small (3 to 4 kg for 3,50€) and big (7 to 8kg for 7€).

Despite the initial financial difficulties, it now counts up to 11 delivery points and a network of around 220 producers more than 5550 associated consumers.

It is a growing business driven by the necessity to fight against the food-waste and the excess of our consumerism society. This is a new model of consume based on the quality of food and not its esthetic. The association is committed to carry out awareness on the topic thanks to workshops and informative events.

Website: <https://frutafeia.pt/en>

Facebook: <https://www.facebook.com/FrutaFeia/>

Instagram: https://www.instagram.com/fruta_feia/?hl=pt

“Urban Gardens: Annalinde and Agrobarriera”

From Italy, Germany

Urban farming, also known as urban agriculture, aims to produce food in the cities by growing plants and keeping animals. These projects are rare, but they have a significant role in terms of the conservation of biodiversity in urban areas, the provision of fresh and healthy food and the reduction of transport pollution linked to food distribution. It is also a place for education and a way to understand agriculture and gardens and to tie up with traditions.

In Germany, in Leipzig, there is the Urban Garden Annalinde. It proposes open urban labs where people can learn about urban agriculture, recycling, composting, urban bees, urban resilience and sustainable urban development. The approach is based on mutual learning processes. In addition, they only grow varieties of plants that are not commercialized anymore in supermarkets. In this way, they conserve the biodiversity of the region and they fight against monoculture. At the moment, they have 100 different vegetables, seedlings and fruits grown in 3 greenhouses, in addition to a herbs garden, eatable hedges, place for experimentation and 14 bee colonies. This project has been successful in many ways and it works since 2011.



In Italy, in Turin, there is an other successful project that has been carried out: the urban garden Agrobarriera. It is an area turned into a space for collective activities and inclusive urban agriculture.

The major difference, compare to the previous example, is that it is more focused on the social



impact of gardening. They aim to rise social integration and education. To do so many activities and workshop of civic, social and sustainable agriculture are organised by Agrobarriera. For instance, through agro-geological practices they facilitates the social inclusion of vulnerable and disadvantaged people, such as disabled people, former prisoners and rehabilitated drug addicted, and through farming practices they raises awareness about climate issues and the importance of active citizenship.

The area is divided into 20 individual gardens, assigned to citizens through tender, and in a portion of collective gardens open to local schools and associations. This can be considered a good example of environmental and social sustainability as they pay attention to both environmental issues and social inclusion aspects.

The main concern is that the project is funded by public tenders and so funding are discontinued. This might be a problem in long terms, but they are already looking for alternatives fundings and sponsorships.

Website: <https://annalinde-leipzig.de/de/>

Website: <http://www.reteong.org/categorie/item/3-agrobarriera.html>

EDUCATION, INFORMATION AND MEDIA

Education

“KonsumGlobal Leipzig”

From Germany (Leipzig)

The KonsumGlobal Leipzig project aims to bring young people closer to the topics of consumption, globalization and sustainability. The objective is to encourage the consumers of tomorrow to take a critical look, that goes behind the glittering advertising facade of everyday products, and to make sustainable and responsible choices.

They want to underline and communicate the importance of consumers' choices. In fact, If we change our habits, we are able to influence the production, the supply and the waste of products on the market. As we know, in economy, the supply follows the demand. In addition, if it happens in accordance with environmental and social criteria, this approach can determine a significant change.



KonsumGlobal is rising awareness of that thanks to educational events, such as interactive projects and critical- consumption tours around cities, lectures, excursions and other activities. Their goal is for more people to question their consumer behavior critically and research for alternatives. Increasing awareness, reflection on grievances and discussion of alternative options for action represent the starting point for a fairer system and life.

The KonsumGlobal Leipzig team currently consists of three active people who are part of the project as volunteers. For over five years they have dealt with globalisation issues and have guided city tours and project days. Since 2012 the project KonsumGlobal Leipzig is affiliated with the WeltOffen e.V. and has since then more than 650 guests annually.

Website: <http://www.globalisiert.de/>

Facebook: www.facebook.com/KonsumGlobalLeipzig

“CENSE”

From Portugal (Caparica)

The CENSE is the acronym of Center for Environmental and Sustainability Research.



It promotes interdisciplinary research in environmental sciences and engineering. The major focus is on the interaction between human and ecological systems and it aims to promote a sustainable development.

It is trying to make the difference in this direction through the promotion of research projects, outreach initiatives, training programs, collaboration with private and public organizations, dissemination of results and science-policy dialogues. These activities involve not only researchers, but also students, universities and other affiliated organizations. Also the society it is involved in the co-creation and implementation of program. They are funded by national and international research programs and private and public financements.

In an atmosphere of collaboration and freedom, innovation and new pathways for a sustainable society are the priorities objectives of the CENSE.

Website: <https://www.cense.fct.unl.pt/>

Facebook: <https://www.facebook.com/CENSEFCTUNL/>

“CAIS”

From Portugal (Porto)

The CAIS is a Portuguese non-profit organisation in Porto city. It contributes to improve people's living conditions at a global level. It pays a special attention to marginalised and vulnerable people and to economically and deprived situations. They promote social solutions involving local communities and civil society in favor of a closer and fairer actions.

The CAIS Association promotes the Professional Training Program (CAHO) to train and integrate people in the workplace. They make it possible by working on empowerment exercises and by recovering their self-esteem and confidence and knowledge about duties and rights of society. They foster corporate social responsibility through employability.

Over the years, the association became more and more committed to the environmental cause and they have managed to combine social employability and environmental concerns. They are now promoting a project named "CAIS Recicla" which means "CAIS do recycle". It is a creative workshop aiming to develop eco-design products using waste materials provided by various companies. This project, which began in May 2011, aims to train and foster socio-professional integration of people living in poverty and / or social exclusion and to reduce waste. Doing so, they are promoting a sustainable but also social responsible business and a space for knowledge sharing, innovation and social entrepreneurship networks.

Moreover, CAIS has also a small project of a community garden. It is supported by the local government and addressed to vulnerable people to grow and eat their own food.

The main criticism about the projects is the financial sustainability of them. In fact, CAIS depends on funds and donations, volunteers and workers with short-period contracts (therapists, social assistants and educators), which always leave room for uncertainty.

Website: <http://www.cais.pt/>
<http://www.cais.pt/cais-recicla/>

“Escola da Ponte”

From Portugal (São Tomé de Negrelos)

It is an open plan elementary which was started by the educator, expert in music, reading and writing pedagogist, José Francisco Pacheco in 1976. It follows the principles of democratic education and libertarian pedagogy. In this school



students, teachers and staff have equal rights and follows the principles of a participatory democracy. The school is organised and totally run by students, mainly governed by a weekly deliberative assembly with them and the professors and the parents. Moreover, students are not divided in classes but in dynamic groups and they choose what to study having as the main criteria, what they want to learn.

Teachers are pivotal, but student decide what they want to deepen and what they already know. The educator is responsible for guiding the research, which is predominantly done in books and on internet.

By taking part to schools operation and to the learning, teaching and leadership functions, this studying approach let young students and their voices to play a central role in the educational process.

Ponte School implements an inclusive and cooperative philosophy that can be translated in the following words: “*we all need to learn and we can all learn from each other and whoever learns in his/her own way in the exercise of Citizenship*”.

Studies show a greater maturity and sensitivity in students, a higher commitment to social and environmental (like eco-school project) issues and a conscious and active citizenship.

The main criticism is that it’s an innovative educational model and, as it is so, it is often object of complains. The main one regards the difficulties to apply for the school.

Website: <http://www.escoladaponte.pt/novo/>

“ACMOS”

From Italy (Turin)

The association ACMOS was born in 1999 and it was started by a group of young people coming from different backgrounds, experiences of volunteering and social engagement. They were united by the desire to seek together



paths of solidarity and justice, participation and responsibility.

They aim to promote and support democratic inclusion. Through informal education projects they strengthen the culture of active citizenship among youths.

The SCU.TER. project (acronym of School and Territory) is one of its main educational projects carried out in ACMOS. It targets high school students and it follows two teaching guidelines: informality and continuity. This methodology is called “*animazione d’ambiente*”.

Every week a team of young educators goes in school and tie informal relations with students to trigger paths of education and conscious citizenship. They propose workshops on a variety of topics, touching subjects such as organized crime, gender equality, environmental sustainability.

The association also carry out a project of cohabitations in public housing buildings. Cohabitants chose to live into a community and take care of the neighborhood. They provide services, assistance and support to people facing difficulties. It is a place for strong social bonds and the promotion of alternative life-styles. It also stimulates leadership and responsibility in individuals.

Over the last years, a national networking of similar associations has been created. It is named the “WeCare” and it is used to cooperate, to strengthen the political and social influence and to share projects, ideas and practices. In this way associations with similar values and goals can come together and build relationships.

ACMOS is socially sustainable model for a series of reasons: its attention to education, drop-outs, its will to interact and provide help and its commitment to social equality. It contributes to rise participation to public and collective life and it helps people to find their way to become an active part of society.

ACMOS is also economically sustainable because it is funded both by private donations and public fundings coming from partners institutions. Its main strength, though, is the voluntary work of his members.

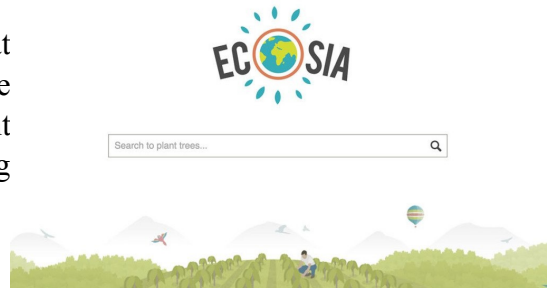
Website: <http://acmos.net/chi-siamo>

Facebook: <https://www.facebook.com/associazioneacmos>

Media “ECOSIA”

From Germany (Berlin)

Ecosia is a search engine founded in 2009 that donates over the 80% of its profits, derived from the researches, to non-profit organizations that fight against deforestation. At the moment, it is funding projects in 16 countries.



Money are devolved to plant trees and to reforestations. Beyond its environmental impact, Ecosia also play an important role in local communities by guaranteeing a steady income for those planting trees and taking tare of them.

On the website it is shown the number of trees planted. So far (26 Ottobre 2019), the search engine had been responsible for the planting of more than 72 million trees.

It is available both as a web browser and as an app on Android and iOS devices. The browser was initially providing a combinations of results from Yahoo!, Bing and Wikipedia and advertisements from Yahoo!, as part of a revenue-sharing agreement. Now is provided by Bing and is enhancing its independency thanks to company's own algorithms.

In 2018, Ecosia committed to becoming a privacy-friendly search engine. Searches are encrypted, not stored permanently, and data are not sold to third-party advertisers. The company states in their privacy policy that they will not create personal profiles based on search history and neither they will use external tracking tools such as Google Analytics.

This idea won several awards for its clever concept and significant growth around Europe and beyond. Ecosia was the first German company to become a B Corporation (B-Corporations redefine "success" and aim to be a force for good).

Website: <https://www.ecosia.org/>

Facebook: <https://www.facebook.com/ecosia/>

“Climate Action Network”

From Germany (Bonn)

The Climate Action Network (CAN) is a worldwide network of over 1300 Non-Governmental Organizations (NGOs) in over 120 countries. It aims to promote government and individual action devoted to reduce human- environmental footprint to an ecologically sustainable levels.

CAN is pursuing its goal thanks to a network of shared informations and coordinated NGO's strategies taking place at an international, regional, and national level. There are 7 regional offices which coordinate these efforts in Africa, Australia, Central and Eastern Europe, Western Europe, Latin America, North America, South Asia and Southeast Asia.

All the members are committed to implement projects that are socially and environmentally sustainable and that *"meets the needs of the present without compromising the ability of future generations to meet their own needs"* ((Brundtland Commission). Therefore, Climate Action Network's vision tries to combine equitable development and environmental sustainability.

Website: <http://www.climatenetwork.org/>

Facebook: <https://www.facebook.com/CANInternational/>

Information

Information does not directly contribute to neither environmental nor social sustainability, however, it is a powerful tool for speeding awareness and influence public opinion and for these reasons we decided to dedicate it some room in our book. Below follow some examples.

“The defenders by Global Witness”

“The defenders” is an information campaign aiming to spread awareness and information about the stories of environmental activists who have been killed because of their work. These stories are rarely covered by newspapers and they are often unknown to the public. “Land and environmental defenders” are people who take peaceful actions, either voluntarily or professionally, to protect the environment or land rights. More than 3 people per week has been murdered in 2018.



This campaign was launched by “Global Witness”, an international NGO founded in 1993 that works to break the links between natural resource exploitation, conflict, poverty, corruption, and human rights abuses. Global Witness uses online searches and its large network of local contacts to find evidence and proof when an environmental defender is reported as murdered or as having been abducted by state forces.

It is socially sustainable campaign because it contributes to give a voice to people who have been silenced because of their actions and because it spreads awareness on the issue and it fights for education and social equality.

It is also an economically sustainable campaign because “Global Witness” runs on donations thanks to trusts and foundations (59% in 2018), governments (19%), individuals (12%) and other NGOs (9%). They also follow an Ethical Donations Policy based on the total transparency of fundings management.

Website: <https://www.globalwitness.org/it/campaigns/environmental-activists>

Facebook: <https://www.facebook.com/GlobalWitness>

“War Free Energies Prize”

From Italy (Turin)

“War Free Energies” is a prize established in 2019 by the foundation “Benvenuti in Italia”, which is a political foundation based on voluntary work and funded by donations, incomes of events, publications and research projects financed by private and public institutions.



This prize is given to people or organisations who are committed in their actions to follow principles of social and environmental sustainability and aim to build a more respectful economy conscious of the limits of ecosystems. Every year, the prize is dedicated to an activist killed during the year because of his environmental and social work.

Its goal is to raise awareness both about the issue and the already existing positive examples.

Website: <http://benvenutiinitalia.it/war-free-energies-il-premio/>

Facebook: <https://www.facebook.com/pages/Fondazione-Benvenuti-In-Italia>

“International Journalism Award: Sustainable Development”

From Portugal (Gaia)

The City Council of Gaia, a Portuguese city, has announced the institution of a new prize: the "International Journalism Award: Sustainable Development".

It is dedicated to the journalism as a tool for changement and information. It is meant to value the work of journalists who are devoted to spread awareness on sustainable development issues through their articles and publications. This award seeks to evaluate and distinguish works that contribute to reflection and address the importance, difficulties and impact of sustainable development in categories such as photojournalism, print, radio, television or web journalism.



This award is partnered with the Goldman Environmental Prize, which awards annually an environmental activists (people, organisations) for each of these geographic regions: Africa, Asia, Europe, North America and Islands of United Nation.

Website: <http://www.cm-gaia.pt/pt/noticias/figaia-lanca-premio-de-jornalismo-ambiental-desenvolvimento-sustentavel/>

FASHION AND COSMETIC INDUSTRY

This paragraph deals with a series of projects thought to change the concept of fast-fashion, a trend that nowadays is leading the fashion industry and is highly dangerous for the environment.

What is fast-fashion?

Till the mid-twentieth century, the fashion industry used to produced items for fours seasons of year: autumn, winter, spring, and summer. From the 1990s the industry got to quickened its pace and lowered its costs and from this moment on we can talk about fast-fashion. Trend replication, rapid production and unexpensives styles and materials are now part of this production. Nowadays, fast fashion brands produce about 52 “micro-seasons” a year. This means at least one new “collection” every week. This has resulted in an harmful impacts on the environment, on human well-being and ultimately on our wallets.

The fashion industry is now the second most polluting industry after the oil one. This industry that emits 1.2 billion tons of CO2 equivalent per year is also responsible for producing 20% of global wastewater, using 3500 different chemicals in the production of textiles and making 63% of clothes from petrochemicals. Only about 1% of textile waste is truly recycled. The social costs are equally high, providing unsafe conditions for workers is common within the industry.

“Zerofashion”



From Hungary (Budapest)

The idea behind the project is to slow the fashion industry. “The Zerofashion” clothing brand designs t-shirts without producing textile waste. In fact, designs are printed on second-handed t-shirts. The project is based on the idea of turning boring clothes into fashionable and interesting new ones. The brand gets the clothes from donations - They ask people to look into their wardrobe and their forgotten boxes and to donate those clothes. So that clothes in good conditions, but not used anymore can be reused by Zerowaste. Then the benefactor gets a voucher for their donation and they can use it for buying clothes from the brand.

This action tries to spread the idea of re-thinking products. Instead of buying new clothes, try

to re-think an old one. This kind of actions are called “upcycling”.

Fast fashion contributes to millions of kilos of textile waste being thrown away. While most textiles produced are recyclable, around 85% end-up in landfills in the USA alone. Fast fashion companies largely contribute to these problems as they keep over-producing cheap clothing items.

To live in a sustainable way, it is important to support alternatives options to the "throw away" attitude encouraged by fast fashion. Upcycling is a valuable alternative as it puts into practice a more circular economy model. A circular economy where resources are used for as long as possible getting the most value out of them while in use and then restored and repurposed when their use is over.

The main criticism of the project is that the market for this kind of projects is really small.

Facebook: www.facebook.com/zerofashionbrand

“Raffauf”

From Germany (Berlin)

“Raffauf” – Urban Outdoor Apparel is highly specialised in sustainable materials such as certified organic cotton coated with beeswax, natural rubber as well as recycled polyester, wool and cotton “Raffauf“. Urban Outdoor Apparel works with high ecological and social standards – from the raw material up to the ready-made garment. All materials are certified GOTS (Global Organic Textile Standard) or GRS (Global Recycle Standard) – both containing social criteria during the production process.



Coats and jackets are water-repellent, windproof and breathable. All “Raffauf” products are manufactured exclusively in the European Union under fair-trade conditions. The project fosters a change in fashion products and system towards a greater ecological integrity and social justice.

This project tries to reduce the amount of pollution and waste caused by the fashion industry. They are working to decrease the industry’s environmental footprint and to adopt sustainable technologies as using organic cotton, recycling materials and natural rubber.

This experience tries to solve what globalization has made it possible which is to produce clothing at increasingly lower prices. Prices are so low that many consumers consider this clothing to be disposable. Disposable clothing appears popular throughout many malls in America and Europe. This is a key characteristic of fast fashion. However, fast fashion adds to pollution and generates potential environmental and occupational hazards.

Again, the main criticism of the project is that the market for this kind of projects is really small.

Website: www.raffauf.de

Hygienic “Mooncup”

From United Kingdom (Brighton)

This company sells menstrual cups which are a small, foldable, reusable, vegan device made from silicone that collects, rather than absorbs, the menstrual blood. It's an healthy alternative to tampons and pads, lasts for years so it saves the consumer money, it's convenient for the practice of sports and being active in general, and it is made in the UK by the first sanitary product manufacturer in the world to be certified as an ethical business. The packaging is ethically sourced, from its inks and card stocks to its unbleached organic cotton storage bag. The company has also been a leading force in

tackling the taboo around periods by the use of awareness campaigns, and at the vanguard against single-use plastic, plus it has a “buy local” policy for local retailers in over 50 countries worldwide, apart from being sold online.

Mooncup is one of the top manufacturers in the global menstrual cups market, the company has been working and growing for 17 years already, thus cementing its position as the original, market leading, menstrual cup, so when possible future customers think about trying cups, that is one of the brands that has the most recognition.



A single woman can use somewhere between 12 and 15 thousand pads and tampons in her life and they then end up in the trash fills or in the ocean. It's a worldwide industry that is worth 23 billion, whose products are needed by half of the world's population, every single month. This idea, once spread, can make the difference.

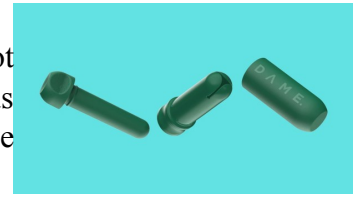
Website: <https://www.mooncup.co.uk/>

“Dame”

From the United Kingdom London,

More than 27 thousands of tampons and applicators are found on the world's beaches every single day. Customers may not want to change immediately or even on a long term basis to other sanitary products and may want to keep on using tampons, so there needs to be a solution that allows for the use of that product but without wasting so many materials and polluting on such a damaging and impressive scale. Applicator free tampons are already

available, but not every customer is inclined to use them, so a sustainable alternative that still satisfies everyone's needs is needed, otherwise people will just resort to the disposable applicators anyway. The company started with an online period subscription service that made the owners realize how both massive and silent the problem of menstrual plastic waste is, by finding out that customers were not adhering to the sustainable products, only the disposable ones, thus leading to the creation of a new product that could become attractive and convince buyers to change habits.



“Dame” is the first reusable tampon applicator, suitable for all tampon sizes, made entirely from BPA free and safe materials, it's made with antimicrobial technology to keep it hygienic, meaning it can be used back-to-back after a simple rinse under the tap, and that simple action saves up to 12,000 disposable applicators. The company tries to have the smallest carbon footprint possible, uses natural ingredients and it's designed to last a long time, besides being a certified Benefit Corporation (a business that meets the highest verified standards of social and environmental performance, transparency, and accountability). They have donated over 100,000 period products to charity partners like Bloody Good Period, which helps refugees with this basic necessity, and worked with female engineers, developers, lawyers, investors, and designers at every stage of the process.

It was invented in 2017, got backing from a crowdfunding process and is now being sold in Waitrose and Boots, two of the biggest retail shops in the UK, as well as doing international shipping.

Website: <https://wearedame.co/>

Conscious brands “Bananatex from Qquestion”

From Switzerland (Zürich)

Qquestion is a company based in Switzerland where manufacturing is pursued in accordance with the highest ethical and environmental standards of the EU and Asia (Huizhou, China).

They have been working with a small factory that counts more than 30 years of experience in making canvas bags. Their approach is to develop and focus on sustainable solutions draw on the Swiss modernist design tradition, providing durability and quality, an important aspect of sustainability. Even though natural canvases can't match the resistance of petroleum based materials, the materials and level of workmanship offered is meant to hold up to years of daily use. Even though the largest part of today's textile production involves plastics



they develop their own materials and use natural fibers. Using organically grown fibers and PFC-free water-repellent coatings allows them to avoid harmful substances and make healthy products. They also implement the use of renewable resources wherever possible for shell

fabrics, lining, straps and metal hardware. Thanks to a close partnership, they also respect high quality standards.

Their “Bananatex Collection” is made from banana plants grown naturally in the Philippines, where patterns are designed to leave zero waste, and the amount of parts has been reduced to less than a third compared to the market standard.

At the end of the bags lifecycles, their fabric is 100% biodegradable, and their buckles and zippers can be recycled. It only takes 1 banana tree stem to make 1 bag. In 1 year, 1 banana tree can compensate for the CO2 emissions of production and transport of more than 10 bags.

The factory is audited by BSCI (Business and Social Compliance Initiative), an EU initiative with the goal to implement European standards in Non-EU countries.

Website: www.qwestion.com

Cosmetics

It is known that some cosmetics have negative effects not only for human health but on the environment. There are issues related to cancer in human, animals testing and chemical pollution. These issues are now well known and consumers are making more and more attention to respect his/her health and environment. As a result, some very talented people invested in researches and studies to find alternatives different from the ones that we are used.

“MUSA Natural Cosmetics”

From Portugal (Covilhã)

This is a Portuguese brand run by Catarina Nobre which only produce and sell 100% natural products. They are handcrafted with raw materials of natural origin, conscious and certified. They have products for the body, for the face and for the lip and all of them is free from chemicals.



They chose this brand's name because the nature is their muse.

The colors are made from crushed minerals the smell is due to the essential oils. In their website they have the description of all the products, with the materials that they contain, why they are used, with which purpose and they are very clear about all of that. Also, they have the instructions and their recommendations on how to use the product and all the ingredients in order to underline their respect for animals and the absence of synthetic fragrances, dyes, ingredients and no preservatives.

All the products' prices are between 4,99 and 15,99 Euro. So they are pretty accessible.

So, this business respects the nature and the natural products, it has a regenerative and a distributive economy and it guarantees a safe space for humanity as well as safe social conditions.

Website: <https://musanaturalcosmetics.com/>

“Dirty Hippies Cosmetics”

From Australia(Bywon)

Founded by Danielle White and based in Bywong, Australia. Dirty hippie offers a large range of high quality sustainable makeup and zero waste cosmetics.

Their products are foundation, blemish, cream, primer, liquid eyeliner, mascara, eyeshadow, brow powders, blush, lipstick, pots and cheek tint and a large range of skin and hair care products. They are all hand-made, so it takes to 3 up to 5 business days to create one and dispatched it. All orders are dispatched using minimal packaging (recycled newspaper we collect as waste from local businesses used as padding) and post to consumer through recycled paper tape and boxes.

Here follows the main characteristics of this cosmetic brand:

- Handmade with love
- Vegan
- Cruelty Free
- Organic
- Toxin Free
- Ethically sourced
- Fair Trade where required
- Formulated to suit all skin types (including sensitive)
- Eco friendly packaging and refill options
- Zero Waste geared: Labels printed in-house using vege based ink and recycled paper, green energy powered lab.



They purchase materials using fair trade channels, they buy local or grow their own raw ingredients even by making use of naturally collected rainwater. As for packaging, their lip balms, sunscreens, and deodorants are made out of recycled paper. Other cases they use tins and glass bottles, so that materials can either be recycled or reused later. Their labels are printed with refillable veg-ink and their operations will be powered with solar when they move into their new HQ.

Their products prices go between 3,21 to 16,99 Euros, which is the average price to pay for makeup items.

Website: www.dirtyhippiecosmetics.com.au/

TECHNOLOGY AND INNOVATION

ARCHITECTURE

Construction and Demolition Waste (CDW) has been identified as a priority waste stream by the European Union. It is one of the heaviest and most voluminous waste streams generated in the EU; it accounts for approximately 25% - 30% of all waste generated in the EU and consists of numerous materials, including concrete, bricks, gypsum, wood, glass, metals, plastic, solvents, asbestos and excavated soil, many of which can be recycled.

Different projects try to deal with the issue, by searching for new biodegradable or sustainable materials, and by experimenting new building techniques.

“Asuna”

From Germany (Leipzig)

“Politics think in 4-year legislative periods, developers and investors in financial engineering profitability cycles of 10-15 years and private owners can think of maximum flexibility of worlds in credit periods of 20-30 years. In Europe, new buildings are still based on the useful lives or remaining useful lives of around 80 years”

This project, situated in Leipzig, has the personal goal to plan buildings and urban spaces that take into account the interrelations between ecology and construction engineering.



Its most important achievement is indeed the Baugemeinschaft Z8 GbR, the first sustainable, ecological and residential building ever build in Leipzig. It has been rewarded as one of the three most eco-sustainable buildings of Germany.

One critic that can be done is based on the fact that, while portraying a new model based on the environmental aspects of sustainability, it is difficult to reproduce in other realities, because of its territorial and economic prerequisites.

Website: <https://www.asuna-leipzig.de/>

“Arcadia Biobase”

From Italy (Busca)

Arcadia Biocase is an enterprise that exclusively realizes prefabricated houses and structures in green building project. It tries to propose a new way of living in respect of man and environment, in the name of energy saving.

From classic to modern design, prefabricated houses and structures build by Arcadia Biocase have all a single denominator: the absolute quality of the materials used and the finishes.

So innovation, technology and quality are combined with the total respect for the environment and living well-being.



Website: <https://www.portaledellabioedilizia.it/arcadia-biocase-s-r-l>

“Green house hostel”

From Portugal (Aveiro)

Green House is an environmentally friendly b&b hostel is located in Aveiro, Portugal. It offers only natural and ecological products. They foster the idea of a sustainable and healthy living life-style. They share it with guests by home baking, cooking and juicing using fruits and vegetables grown locally. Much of the déco is handcrafted by local artists and artworks are available for sale.

Green House Hostel is sustainable in many ways, they offer and use locally grown products and they support local community by selling artworks and buying regional food. Besides, the house is environmentally sustainable as it is build with eco-friendly materials.



They tackle the economical aspect by having low rates for their rooms. On average you can pay 20-25€ for a shared room and 50-65€ for a private room per day. They also provide a large number of daily classes, activities and comfort zone provided with computers.

However, this model isn't as spread as it should because of initial costs of building and the decision to keep prices low.

Website: <http://www.greenhouseportugal.com/>

“Orikomi”

From Portuga (Lisbon)

Orikomi is an eco-friendly lighting brand that develops handcrafted products using the origami technique. The brand was initially created in November 2013 as a pop-up store, with the main goal to raise funds for a non-profitable organization – Adobe for Women (aimed to support 20 women to build their own adobe houses), therefore this is also a socially sustainable store that helps social causes and movements. In January 2014, having the brand become so successful, the founders Ana Morgado and Carmo Caldeira decided to continue with Orikomi.

The Orikomi products are carefully handcrafted in Lisbon, Portugal, using high-quality paper and having a great variety of colors and possible conjugations. These lamps are eco-friendly, require a low energy consumption (can only be used with LED or energy-saving bulb) and are totally recyclable. Since 2019 Orikomi offers carbon-free shipping and also provides an ecological packaging, using only compostable and recycled materials.



The brand started a partnership with Carbonfund.org, a company that ensures the offset of Orikomi shipping carbon footprint by supporting projects such as the Amazon forest conservation or the contaminated water treatment in Kenya.

They are environmentally sustainable in the way they ship, sell, make it and produce their products, however, they are not economically sustainable because an average person could not obtain a product for a reasonable price and that implies that most of the population can't enjoy this experience and help the cause.

Website: <https://www.orkomi.pt/>

SERVICES AND INFRASTRUCTURES

Historical production of renewable energy has been largely dominated by traditional biomass – the burning of wood, forestry materials and agricultural waste biomass. Although implemented at smaller scales for thousands of years, across a range of countries, hydropower output did not feature at large production scales with pumped storage development until the 1920s.

Today, traditional biofuels remain the largest source of renewables, accounting for 60-70 percent of the total. Traditional biomass remains the dominant fuel source for cooking and heating across many low-income households.

However among the remaining renewable technologies, hydropower is the dominant one, accounting for approximately one-quarter of renewable energy used.

According to the U.S. Energy Information Administration, electricity generation in the United States in 2018 was 63.5% from fossil fuels, 19.3% from nuclear energy, and 17.1% from renewable energy sources. Among renewable energy, the main sources were 7% hydropower, 6.6% wind, and 1.6% solar power. Of fossil fuels, natural gas was at a record high of 35%, while coal saw an all-time post-WW2 record low of 27% in 2018.

How is the situation in Europe?

“APREN - Associação Portuguesa de Energias Sustentáveis”

From Portugal

The Portuguese Renewable Energy Association is a non-profit association established in October 1988. Their purpose is to coordinate and represent the common interests of a network of associations united to foster the use of renewable energy in Portugal.



They work together with official institutions and other similar entities at the national and international level. They participate in the elaboration of energy policies in Portugal, in the promotion and valorization of national renewable resources for electricity production and as a tool for joined action towards a sustainable future.

By organizing seminars, workshops, debates, and conferences they spread their message and they raise awareness on the importance of alternatives source of energy. It is possible to take part to the events by filling in a form and post it to them by email. It is very easy and in this way everyone can actively take part to the charge.

Website: <https://www.apren.pt/pt/apren/atividades>

“City-scale geothermal heating”

From Hungary (Szeged)

Using energy to heating up houses is essential, especially in countries where the population has to face cold winters, but thanks to a proper insulation it is possible to decrease the amount of energy spent for it. At the same time, the use of renewable energy instead of fossil fuels can help to prevent the exploitation of natural resources and the increase of CO2 emission.

a good example in this direction comes from a significant portion of apartment buildings - the soviet-type panel blocks with 27000 apartments - and more than 400 institutions in Hungary. All the buildings rely on district-scaled heating plants to receive hot water and heating water.



These plants now run on natural gas, making them the largest emitter of the city, but from 2022, they will use geothermal energy. The project is set to lower the CO2 emission and natural gas use of Szeged by 50% in just four years, making a huge leap into sustainability. Such system is capable of operating for 60 to 80 years. To achieve the thermal water's sustainability, the water extracted will be pressed back after usage.

Almost half of the cost has been covered by the European Union.

Website: <http://www.thinkgeoenergy.com/ambitious-large-scale-geothermal-district-heating-project-kicking-off-in-szeged-hungary/>

“A tutto sole”

From Italy

“A tutto sole” is a campaign promoted by Legambiente, an important environmental association in Italy. The campaign aims to boost the use of photovoltaic panels both in private and in public usage. The instrument is a GAN (Gruppo di Acquisto Nazionale): a National Buying Group of solar panels.



Thanks to this initiative, more than 800.000 solar photovoltaic panels have been distributed in many Italian cities. So far, panels have provided energy to ever 10 millions families and almost 1500 city-halls have been defined as auto-sufficient. The customers can be domestic users, small and medium-sized businesses, hotels, beach resorts, condominiums.

Website: <https://www.legambiente.it/a-tutto-sole/>

E-WASTE

According to EPA, only 12.5 percent of e-waste is recycled, while 20 to 50 million metric tons of waste are discarded every year, as stated by the UN.

“Café Kaputt”

From Germany (Leipzig)

Many projects try to focus their attention on the reuse and recycle of electronic components, textiles, furnitures and other materials in order to reduce the amount of waste and to educate consumers to conscious purchases and good consumption habits.

One successful example among these projects is Café Kaputt. It is a repair-café and educational project in Leipzig. It offers

a set of tools and materials that people can use to fix their daily life objects. There are volunteers that teach and explain how to fix items and the approach is based on mutual empowerment. It is a free donation service, accessible to anyone.



The main objective is to rise a awareness of the real life - expectations of objects and reduce waste and to go beyond the excess of our consumerism society.

Website: <https://reparieren-in-leipzig.de/das-cafe-kaputt/>

HIGH-TECH

Drones to prevent and extinguish wildfires

From Portugal

About 2 years ago, Portugal has been hit by multiples wildfires. To face this emergency, scientists came up with an innovative solution to prevent them: the usage of drones. Drones aren't a new invention, but they are so in this function and they are also more sustainable than others means of prevention.

The drones are very sophisticated, and along with a specific software, they can prevent, assist in the firefighting and also keep the fire out. They work by scanning temperatures around the forest thanks to a software. It's a hard job for humans and so drones turned to be very useful and effective in surveilling and preventing wildfires. Some of them are also thought to extinguish fires as they are provided with fire extinguishers and jets of water.



After the fire is extinguished, they surveil the area and prevent its relighting, which is often to happen in Portugal.

Portugal is using the drones which are still a basic model, but they are working on it to improve the system. In fact, there are some drones that are powered with solar energy and others with rechargeable batteries.

Of course this practice would entail a replacement of men working on the fields with drones, but there are only few people left who are still doing this work because of its intrinsic dangerousness and so it would be a effective and sustainable choice to carry out an improvement of the system in this direction.

Website: <https://repositorio-aberto.up.pt/bitstream/10216/119517/2/327114.pdf>

“Fair phones”

From Netherlands (Amsterdam)

Materials contained in your average smartphone originally enter the supply chain from the mining sector, a challenging industry in terms of sustainability. From pollution and extremely dangerous working conditions to child labor, a number of mining-related practices require a desperately improvement. For instance: the spot price for tantalum, a metal used in high-performance consumer electronics, spiked in 2000, triggering a boom in artisanal mining of surface deposits in the Democratic Republic of Congo. The profit from columbite-tantalite ore, or coltan, is alleged to have funded militants during that country's civil war. One warlord famously claimed that in 2000, coltan delivered a million dollars per month. While coltan mining was neither a necessary nor sufficient cause for the civil war, there is nevertheless a clear association between mining and conflict.

Most of cellphones companies exploit workers in the production of the final item. In particular, reports show that Apple has violated multiple labour laws in its Chinese factories (for example: the factory does not provide workers with adequate personal protective equipment and workers do not receive any occupational health and safety training).

Moreover, approximately 350,000 mobile phones are disposed of each day, according to 2010 figures from the EPA. That equates to more than 152 million phones thrown away each year.

According to the market trend, an average phone is replaced every 24 months, creating a huge environmental impact. As technology advances rapidly, consumers are losing the ability to repair, and truly understand how they can keep their devices longer.

To face all these issues linked to the production and waste of phones the Dutch company “Fair phone” developed a smartphone that is designed and produced with minimal environmental and social impact.

Fair phone has enacted a materials scoping process, in order to track the supply chain of the materials used to produce phones. However, mobile phones contain hundreds of different materials, combining more than 40 elements, so the Fair phone had to focus on 10 of them and to learn about the issues connected to their production.



They also trying to develop an innovative programs to improve worker satisfaction and representation and to open the lines of communication between workers and management. To do so, they are cooperating with a variety of production partners, labor rights experts and NGOs.

Furthermore, they are an active member of the Clean Electronics Production Network (CEPN). This is a multi-stakeholder initiative with the goal to move the electronics industry towards zero exposure of workers to toxic chemicals in the manufacturing process.

To reduce the waste of material used in the technology sector, Fair phone on one hand promotes the recycling of old phones and on the other hand designs modular and longevil phones: each phone is made of removable pieces, so that when one is broken it can be replaced without wasting the whole phone. They also sell spare parts and offer repair tutorials to help make your phone useful for as long as possible.

Their take-back program supports the reuse and recycling of your old phones. Finally, they are also working with partners to improve local collection efforts in countries struggling with electronic waste.

Website: <https://www.fairphone.com/en/story/>

TRAVEL, TRANSPORTATION AND TOURISM

Traveling in the world of sustainability.

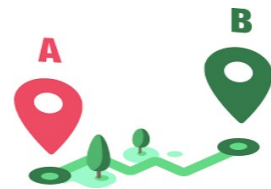
Travels, means of transport and tourism are three important threats to our environment. As it is known automobiles and airplanes are one of the biggest causes of air pollution because of the emission of CO₂ in the atmosphere, but also tourism is playing its part. In fact, due to the rapid growth in international tourism, tourists now account for nearly 60% of air travel and in many places, buses or other vehicles leave their motors running to ensure that tourists return to comfortable air-conditioned vehicles. Such practices further pollute the air. Along with this, tourism is also have a negative impact on the ecosystem of the area, produce a lot of waste and lead to massive degradation of the environment in the area due to the construction of facilities and activities for tourists.

For these reasons, now, travelers are trying to be more eco-friendly in their travels and practices and new form of eco-sustainable tourism are getting more and more popular.

“From A to B”

From Germany (Berlin)

It is a multimodal journey planner and online booking platform. It can be used either via web browser or the company's mobile apps for Android and IOS. I allows users to look up for a distance between two destinations in Europe and to confront the different means of transport that can be used for that journey and see how much each of them pollute in terms of CO₂ emissions. In this way each traveler is aware of the environmental footprint of his/her journey.



The service promoted by "From a to b" is not meant to make easier the life of the traveler, but it offers insights on the concept of sustainable travel, in both sense: economical and social. Only once we really know the cost of our choices, we can make the right one.

Website: <https://www.fromatob.com/>

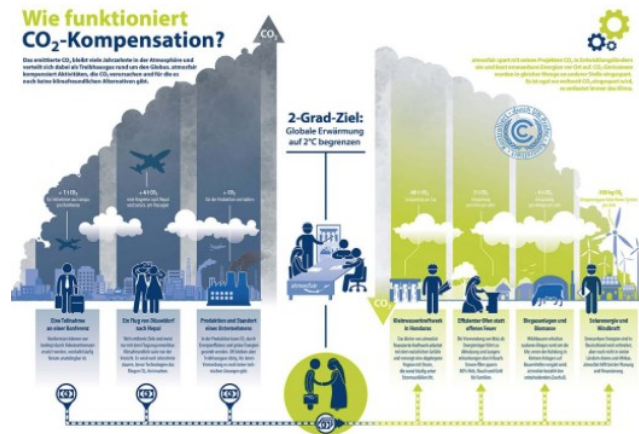
“Atmosfair”

From Germany

Atmosfair is a website. It calculates the amount of CO₂ emitted during a journey and it then suggests you the amount of money you should donate to eco-friendly projects to restore your damage.

It is easy to use and is a good method to motivate people to donate money, because it is directly linked to your own behavior.

The only criticism to this idea is that it doesn't aim to eradicate a bad behavior but only to compensate its consequences. So people may simply continue doing the same and feel like it's not a problem anymore since they have counterbalanced it with a donation.



Website: <https://www.atmosfair.de/de/>

“Sharing means of transportation”

From Germany (Leipzig)

A practice that is spreading all around the countries is the sharing of means of transportation, any of them can be shared (bikes, cars, etc..).

For instance, in the city of Leipzig there are two companies working on this fields: Nextbike and Teilauto. Depending on the company, members can either get a subscription, and/or pay by the minute to use a car, bike, etc.. and you can unlock them only by using an App easily downloaded on your phone.

This is a very sustainable way of getting around cities in general, as most privately owned vehicles are not used as much as they could be, but instead are standing around without being used. By sharing, the number of vehicles can be reduced a lot! In fact, Car sharers emit between 175 and 265 fewer kilograms of CO2 per person, per year, due to their reduced car ownership. This is between 8% and 13% of the CO2 emissions related to car

ownership and car use. About half of this reduction can be ascribed to less car use; the other half to the lower degree of car ownership. That way many people can not only save a lot of money, but we also need less resources to satisfy our need for mobility. Also, it results in that less space is needed for parking, giving more space for other things, which can be especially useful in the city centers.



“BlaBlaCar”

From France

BlaBlaCar is the largest carpooling platform in the world. It works in 22 countries in EU. It connects drivers with free seats on board with passengers traveling in the same direction. With 80 million users in the world BlaBlaCar has created a new transport network.

Convenient, accessible and easy to use, wherever there is a road, there is a BlaBlaCar.

The experience of carpooling creates a unique context: it makes possible exchanges of value between people who otherwise would not have had a chance to meet and who instead find themselves sharing a trip by car. Bringing people closer is the largest study ever conducted on the social impact of carpooling: it reveals the social ties that are created during shared trips. For example, during BlaBlaCar trips, 90% of Italian travelers felt useful to others; 79% received good advice; and as much as 93% have learned something about a topic thanks to a conversation in the car.



Website: <https://www.blablacar.it/>

“GreenGo”

From Hungary (Budapest)

GreenGo is an innovative system which was inspired by foreign examples of car sharing services. Only by using a smartphone application (iOS or Android) you can rent a car on a minute-based tariff and you can leave it everywhere within the service area.

GreenGo has brought e-carsharing, the newest form of public transportation to Budapest to make your everyday mobility easier. Unlike in public transportation there's no need to accommodate to timetables and route plans with your GreenGo. And contrary to owning a car, GreenGo thinks about insurance, service, keeping tidy, refilling or parking fees so that those are not a problem for the costumers.



Their quest is to increase the popularity of electric vehicles, the spreading of cars with 'green' license plates, and to call for the increase in developing charging stations in Budapest, that is why you will only find electric cars in our fleet. This service should be spread as much as possible for an environmental consciousness and a greener future

Website: <https://www.green.go.hu/hasznalat.html>

“KonsumGlobal”

From Germany (Leipzig)

In 2003 two young voluntary workers decided that it was time to rise awareness of the global problems related to our transports and consumptions habits. To do so, they did an interactive city tour maps dealing with these subjects.



The first one is the “positive-city tour” thought to educate customers about fair and sustainable alternatives of consumption in Leipzig, while on the second one is the “climate-city tour” thought to educate those who are interested on how the city of Leipzig is trying to fight climate change and acting to protect the environment. As the interest in these tours grew, they created the organization KonsumGlobal and started working together with the “WeltOffen” organisation in 2012. Today, it is organized by three voluntary workers and over 650 people each year participate in these tours.

The goal of KonsumGlobal is to educate all ages about globalisation, consumption and sustainability. They want to encourage customers to be critical towards advertisements and the idea and philosophy of consumption it portrays..

“Green tours” or “Sustainable tours” as they are sometimes called, are becoming more and more popular and they are becoming an interesting alternative to classic city tours for tourists. It helps support local businesses and creates a space of communication and discussion of sustainable ideas for living. As well, their growing popularity has encouraged others companies to focus more on sustainability practices.

However, these tours are still limited to bigger, financially stable cities. There are only few negative reviews. It is important that tour guides are well educated in their field so that this experience can be as fruitful as possible.

Website: <http://www.globalisiert.de/>

“Green Guide of Budapest”

From Hungary (Budapest)

As the climate catastrophe becomes more and more threatening, anxiety is getting more and more frequent in our everyday lives. The only good thing is that it encourages many people to live in a more conscious and sustainable way. The Green Guide of Budapest is thought both for locals and tourist and it shows parks and markets as focal point, along with packaging free shops, concept stores, vegan-friendly canteens, cafes, family-, dog- and bicycle-friendly

places, and zero-waste living. Practical information are also included on the map, such as waste collection islands or cargo bike rental points.

With their subjective collection, they want to help those living in Budapest and visitors here, by presenting these places to support local, conscious businesses and positive initiatives. They made a bilingual map that combines and recommends several green topics and places.



This map is an educational and environmental communication tool for advocacy and public awareness. It is a map showing community's natural, cultural and sustainable resources such as recycling centers, heritage sites, community gardens, toxic waste sites and socially conscious businesses.

The purpose of Green Guide Budapest team is to prove and inspire that the conscious lifestyle should not be about giving up, but can also be enjoyable and joyful.

Website: <https://welovebudapest.com/en/2019/08/09/free-eco-friendly-map-shows-how-to-go-green-in-budapest/>

“Shopping guides: Leipzig trades fairly and TREEDAY”

From Germany

There are different shopping guides both for local residents and tourists in Germany. The “Leipzig handelt fair” (“Leipzig trades fairly”) is a map showing part of the city of Leipzig and indicating where fair trade stores are located. It has listed over 100 stores. The main criticism is that this is limited to a part of Leipzig and this idea would be very useful also in others cities and countries.

There is also the German app “TREEDAY” that find fair trade fashion stores in your area. It is a national project, but it is slowly becoming international. So it can be used everywhere in Germany, but only to find fair trade fashion stores.

These are two interesting ideas because there is a lack of this services on most of the others cities and countries and it would be great at least to implement a similar project in the big cities.

3. CHAPTER DREAMING..

In our everyday reality, we are denying the fact that countries are not taking care of everyone; many people find themselves marginalized, not having the opportunity to find or to have access to jobs they could not only survive, but also find satisfaction and happiness with. In addition, our consumerist lifestyle is not being sustainable, increasing gaps between different economic conditions, and generating more and more “losers of the system”; not to forget the fact that we’re damaging our very society and also the world we’re in. We believe that a real change is possible only if more people start to understand that this system is not sustainable, both from an environmental and social point of view.

We are used to looking at an economy based on growth and profit as if there was no alternative approach. Nevertheless, our opinion is that we must search for different economic models, which define economic value not focusing on monetary profit but on the respect of social and environmental limits.

We have to rethink the salary mostly as a social need, granting people dignity: we agree with the universal basic income proposal, as the chance to live a worthy life should not be based on the performativity within the labour market. At the same time, we don’t imagine a society in which the job isn’t seen as a pivotal element. On the contrary, we want to change paradigms: the job is not the mean through which earning money, but a social activity that allows each citizen to contribute to the collectivity - an economically unprofitable job which is still positive and valuable because of its effect on society.

Another important step is to make people more aware of the situation and of the urgency of finding an alternative. This is the reason why we want to create a network of people, associations and institutions that can work as a community toward this goal. We dream about an international community of active citizens who share this view and try to spread it, starting from the EU. One of the most essential instruments to achieve this aim is education: schools shouldn’t be any more just places to collect pieces of information but, above all, they should be an opportunity for students to confront, discuss and become aware of their role in society. In order to do this, young activists from all of Europe should leave the school, getting in touch with students and trying to convey the message with a peer-to-peer relationship. Projects and workshops are useful tools but they are not the goal themselves. We know that some experiences of peer education already exist, but they don’t know each other and so they can’t cooperate.

We think that if better and more organised instruments to cooperate existed, these realities could

improve and have a bigger impact both on the local and global level. So we're imagining a structured way to connect these experiences, creating a platform where all of these different realities can know that they are not alone in this dream.

4. CHAPTER

WHAT CAN WE PERSONALLY DO?

Here follows a story.

I want to ask you a question: *how much do you reflect your self in it?*

Today I'm going to tell you how my daily routine works...

... Hello. My name is unsustainability. In the morning I wake up at 10:00 a.m. and I decide to take a long and hot shower. It feels really good how the water drops in my skin. When I get out I try to choose one of the many clothes that I have in the closet. Some are really out of fashion, too "last week". Probably is better to take them to the trash later because I don't think I will use them again. Then I take a yogurt in a plastic package with some cookies as breakfast. I'm really full of it and I don't want to eat more so I put the leftovers in the trash. It's time to wash my teeth so I pick up my plastic toothbrush and I open the tap while I'm brushing them; 1 minutes... 3 minutes... have passed and I gargle. After it I dry my mouth with a towel that I picked up from my dryer machine and now, finally, I turn off the tap.

Today it's a beautiful day like, sunny and warm. I enter in my car to go out for work and it's already time to be there. I'm late again but the bed was so good in this morning, so the car is the faster way to get there.

I arrive to my company and then I start to see the records from the last week. The company is in a good move but the profits could be higher if I didn't had to pay so many bills, as the lights and water. I'm hungry again. Let's go to a fast food store. My friends told me that they have a new burger with cow meat and cheese. They are well wrapped up with these plastic paper and it's so tiring to take it off. At least the chips are in the card package and it's easy to eat them and the juice is also in the easiest way to drink, a plastic cup. I eat it on my way to work and I realise that I can't find any trash here. No problem. I can leave it in the middle of the street. Someone will probably pick it up. I'm again at work and my phone is without charge but I can't find the charger. Oh wait, I know. I left it plugged in. Good to know. Oh I'm so tired this week. Probably it's because of my period. It's better to change my tampon again.

It's 5:00h pm now so I pick again my car and I get stuck in the traffic jam. I arrive home and I realise that I forgot the lights on all day, but who cares? It's just a day. I sit on my couch while the fast food it's warming up because it's still frozen. The package says that 30 minutes it's enough but I like when the food is really hot so I let it more 20 minutes. I eat the food directly from the plastic pack because it's easier. It is the end of my day so I wash my teeth again. I pick up my plastic toothbrush and I open the tap while I'm brushing them; 1 minutes... 3 minutes... have passed and I gargle. I dress up my pajama and I go to sleep.

You have probably found some matches between your daily routine and this one, but don't worry! We won't let you down.. here follows some good tips to be eco-friendly. Remember this: *your choices make the difference!*

Time	Unsustainable action	Sustainable action	Tips
8:00	Take the phone off the charger and turn on the lights	Unplug the charger and opens the windows	If you unplug the charger you are saving energy, because charger consumes energy even if they are not charging. Use natural light instead of wasting energy and replace your lightbulb for LED ones!
8:10	Long and hot shower with unsustainable products	Short shower with shampoo bars that are package-free and vegan	Don't waste unnecessary water, a 10-minutes shower can waste up to 60-liters of water! Buy package-less products that are vegan!
8:30	Wash teeth with a plastic toothbrush and normal toothpaste	Wash teeth with a bamboo toothbrush and homemade toothpaste	Change your toothbrush for a bamboo one to not produce more plastic and change your toothpaste for a homemade one to avoid packaging and work exploration.
8:35	Change to clothes that were bought at a	Change to clothes bought at a fair trade store	Buying in second-hand stores can save

	company that exploits their workers	or a second-hand store	you money and helps you not waste good clothes! You can also support companies that are environmentally and ethically friendly. You can also donate to local associations or transform your clothes! And instead of using a drying machine, let them dry naturally!
8:45	Go out to buy packaged and full of pesticides breakfast. Buying coffee with a plastic straw and single-use cups.	Eats breakfast with fruit and coffee bought at a local market using reusable mugs and tableware. Heating up the food on the microwave	Don't use plastic bags when buying and take your own shopping bag, metal straw, and coffee mug! Microwaves consume less energy than ovens! Make your coffee with powder instead of using capsules!
8:55	Gets the newspaper or mail in paper	Reads the news on the telephone	Read the news on the phone and don't waste paper, also, you can put a sticker on your mailbox to not receive publicity

9:00	Go to work on his car with air-conditioning	Go to work by bike	Using a bike or public transports can reduce your footprint a lot! And it's fun to see the world by bike!
9:30	Use your own printer, print one page for a sheet of paper. Use large fonts.	Use the office printer, print multiple pages in a sheet of paper. Use thin fonts	Have a printer to the whole office and print double-sided. Change your font from Arial to Century Gothic, it saves 30% ink when printing!
10:30	Use google for research, keep old emails, buy new books.	Use sustainable Web Research Engine, delete old emails, borrow books.	Use Ecosia instead of other Web Research Engines. Delete your old emails to reduce your footprint. Borrow a book from a library instead of buying a new one and read e-books!!
13:00	Eat lunch from fast-food restaurants wasting lots of paper and plastics.	Eat food made from ingredients bought from local producers and packaged with sustainable Tupperware, tableware, and bottles.	Bring your food from home and try vegan for a day of the week or reduce your meat!
17:00	Leave the workplace with the computer and light on.	Leave the workplace with the computer and lights off.	Repair your computer instead of buying new ones. Turn off your computer and

17:30	Go home and watch tv.	Support a local association or movement.	Join a local association and help your community!
19:00	Cook dinner and waste a lot of food.	Cook dinner with ingredients bought locally and use every bit of food not wasting food.	Buying food locally supports your community and the enviroment! If you are wasting food, try to send it to an association that does compost. Use a pressure cooker to reduce your cooking time and energy by 17%!
20:00	Wash the dishes with the tap open and a normal sponge.	Wash the dishes with homemade soap, using bio-degradable lufa to clean fat or using the dishwasher in green mode in case it's full.	Make your homedade soap to avoid packaging, limit your hot water to not waste it, and use a lufa that you can use in compost. Using the dishwasher in green mode saves a lot of water whe the dishwasher is full! Use cloths instead of paper towels!
21:00	Use unreusable pads and shave the beard with a	Use a menstrual cup and shave the beard with a	Try the cup and save lots of plastic and money!

	plastic razor.	metal razor.	Use a metal razor to not waste plastic and reuse it!
21:30	Use products that have unsustainable ingredients that are tested on animals and are not reusable to wash the face.	Use vegan and package-free products to wash the face.	Go makeup-free or use vegan and homemade products. Donate your unused makeup. Use reusable makeup pads.
22:00	Go to bed with a presence light and electronics in standby	Go to bed with lights and all electronics turned off	Don't waste energy while you're sleeping and save money!
Average Footprint of each person			You can calculate your footprint at https://www.footprintcalculator.org