



SUSTRAINY

Sustainable action Training for Youth



Co-funded by the
Erasmus+ Programme
of the European Union

1

SUSTRAINY PROJECT



SOCIAL BEST PRACTICES

The project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Public Bus transport of Tórshavn



Category - Key Words	Sustainable lifestyles, consumption, urban development, transport, financial instruments
Who?	Municipality of Tórshavn
Years of implementation	2009 - ongoing
Place	Faroe Islands
Website	https://www.torshavn.fo/Default.aspx?pageid=679

Description

Traditionally the only means of public transport on the Faroe Islands has been buses or ferries. The bus service in Torshavn was rarely used due to an infrequent service – a service that people were unwilling to pay for. People preferred to use their cars, which made for a heavily congested town center and a premium on parking spaces. In 2008 the municipality of Tórshavn established free public bus transports for all. The free public transportation has led to more people using buses instead of private cars and has led to the development of more frequent and better planned bus services. In addition, the project aims at reducing air pollution, fuel usage, noise and the emission of greenhouse gases as well as road maintenance needs and costs, and parking congestion in the city.

Major achievements

Sustainability impacts

- Reduced road maintenance costs due to reduced traffic.
- Less investment required to provide parking facilities.
- Reduced air pollution and CO2 emissions.
- Declined annual growth rate in private car sales (from 6.8% in 2008 to 0.5% in 2012).



William and Flora Hewlett Foundation



Source: (Hewlett Foundation, 2020)

Category - Key Words	Philanthropy and Solidarity, Charity
Who?	Hewlett Family, people needed, US
Years of implementation	1966 – ongoing
Place	Foundation in the US, performing its activity around the globe
Website	https://hewlett.org/

Description

The **William and Flora Hewlett Foundation** is a nonpartisan, private charitable foundation created by engineer and entrepreneur William R. Hewlett and his wife, Flora Lamson Hewlett, with their eldest son, Walter Hewlett in 1966.

The private charitable foundation that advances ideas and supports institutions such as the support to advance education for all, improve lives, and livelihoods in developing countries, support vibrant performing arts, preserve the environment and promote the health and economic well-being of women, among others.

Major achievements

The grants given by the organization are offered to a broad range of institutions that contribute to public knowledge and performing arts centers engaging local diverse communities.

- **Education Program** – to help students succeed in work and civic life through the access to open educational resources.
- **Environment Program** – to protect people and places threatened by a warming planet.
- **Global Development and Population Program** – to expand women’s reproductive and economic choices, amplify citizen participation, etc.
- **Performing Arts Program** – to support meaningful artistic experiences for communities throughout the San Francisco Bay Area.
- **Effective Philanthropy Program** – to strengthen the capacity of Hewlett Foundation grantees and philanthropy.
- **Cyber Initiative** – to cultivate a field that develops thoughtful, multidisciplinary solutions to complex cyber challenges and catalyses better policy outcomes.
- **U.S. Democracy Program** – to strengthen America’s policy-making and electoral processes.
(Hewlett Foundation, 2020)



SVANHILD'S TRAVELS- THE SWAN



Category - Key Words	Sustainable Lifestyles, Consumption. Sustainability Information, awareness-raising, education.
Who?	Swan label in partnership with the Ministry of Children, Equality and Social Inclusion and the Barnehageforum, an organization representing and supporting the development of the daycare sector.
Years of implementation	2013 - ongoing
Place	Norway
Website	www.svanemarket.no

Description

Svanhild's Travels is a Norwegian learning concept for daycare children, which promotes understanding of nature and sustainable consumption habits and choices, through the use of storytelling. It includes teaching materials for daycare centers and interactive web- and mobile applications, which can be used by both daycare centers, preschool children and their parents.

In the concept, Svanhild, a well-known Norwegian storybook figure, is used to tell stories from which children can learn about sustainable consumption and nature in an inspiring and positive way. Attitudes toward the environment are created early, which is why preschool age children are especially targeted by the concept. The Svanhild's Travels learning concept aims to inspire children to learn about sustainability and to teach that each person can have an impact on the environment by making sustainable choices. The goal is to engage children and parents on an emotional level in order to create a mindset that inspires good consumer choices.

Major achievements

The activity pack has been distributed to approximately 600 daycare centers. The concept was initially tested in several daycare centers and the feedback received was very positive. Exact numbers are not available for how many families or children use the applications, but feedback received from the users so far has been positive.

Challenges and potential for further development Limited funds have been available to communicate the concept. More resources would be needed for getting the material to daycare centers and for communicating the concept more effectively.



European Solidarity Corps



Source: (EUSA, 2018)

Category - Key Words	Solidarity and Philanthropy, Charity
Who?	European youth 18-30 years
Years of implementation	Ongoing
Place	Europe
Website	https://europa.eu/youth/solidarity_en

Description

The **European Solidarity Corps**, initiative created by the European Union that creates opportunities for young people to volunteer or work in projects that benefit communities and people around Europe, including their own country.

It is intended for youth between 18 and 30 years. Furthermore, solidarity is in the core of the project and through solidarity, European youth is driven to their aspirations for a better Union. Furthermore, the program offers volunteering, traineeship or job opportunities to young people across the EU (European Commission, 2019).

Major achievements

- The inclusion of solidarity and cooperation among the youth Europeans.
- Accessible opportunities to engage in solidarity activities commitment to the benefit of communities while acquiring useful experience and competences for their personal, educational, social, civic and professional development, thereby improving their employability.
- Support to vulnerable people, response to social challenges and build an inclusive society.
- Additional opportunities to make a start into the labour market in the form of traineeships or jobs within their respective Member State or across borders.



Resource efficient print



Category - Key Words	Green public procurement, consumption
Who?	Consip (public company owned by the Italian Ministry of Finance)
Years of implementation	2008 - ongoing
Place	Italy
Website	https://www.consip.it/

Description

Consip's mission is to make the use of public resources more efficient and transparent, by providing tools and support to public administrations which enable them to carry out procurement procedures which foster competitive participation from enterprises. They launched a green public procurement for the Click & Save service.

The service covers external management of printing and copying activities in a centralised way. It covers the installation of certain office equipment, supplies of materials (except paper), and provides services such as support and maintenance, management, and monitoring and cost rationalisation.

The cost of the service is calculated as the cost of the printed/copied page or "click", in which the total number of clicks are defined as the number of users working at pre-defined levels of productivity. A threshold of 3,000 clicks per user (the European average is around 10,000 pages/clicks per year) was allocated. The level of productivity and the total number of users are assessed by a third party. The framework also included an optional service to manage leased office equipment (printers, photocopiers and fax) that is property of the public administration.

Major achievements

- The new print and copy management services are expected to save approximately 6,887,979 kWh per year and 34,439,895 kWh during the lifetime of the service. This translates to CO2 savings of 4,417 tonnes of CO2 equivalents per year and 22,085 tonnes of CO2 equivalents during the lifetime.
- The Click & Save mechanism helps to reduce energy consumption and paper consumption due to the control of the printed output.
- Moving away from single user machines creates printing areas which emit less ozone, dust and noise.
- The Green Printing Policy allows continuous monitoring of the environmental impacts and resource consumption.



Maasai Women and Aloe Vera



Source: (Paulo Mellett, 2019)

Category - Key Words	Solidarity and Philanthropy, Women empowerment
Who?	Maasai women, Lush
Years of implementation	Ongoing
Place	Twala, Laikipia, Kenya
Website	https://es.lush.com/article/el-aloe-y-las-mujeres-masai-una-historia-de-empoderamiento



Description

Women in Africa still face the “the cut”, otherwise known as female genital mutilation (FGM), despite being illegal in many African countries. In the town of Twala girls decided to choose their destiny and not to suffer from the exposure to FGM. The movement that changed this practice started by the initiative of Rosemary Nenini, the coordinator of the Twala Women’s Group. She has been working for the conservation of the traditions and essentials of the Maasai culture, but also fought for the elimination of the bad part of its culture, the FGM, early marriage, and a lack of education for girls. Rosemarie claims this reduction of marriage of age as result of the poverty, because for wealth the families exchange their girls for goats, sheep, and cows. The practice is done at an earlier age and the fact that if the girls are not cut, no one would want to marry them.

However, the girls decided to go to school, which made them learn and claim their right to stop this practice.

The strong collective movement led to a financial change at Twala. In the Laikipian Maasai culture, the women perform a big part of the work, so they decided to grow aloe *secundiflora*, and sell it to the men so that they could make their *muratina brew*.

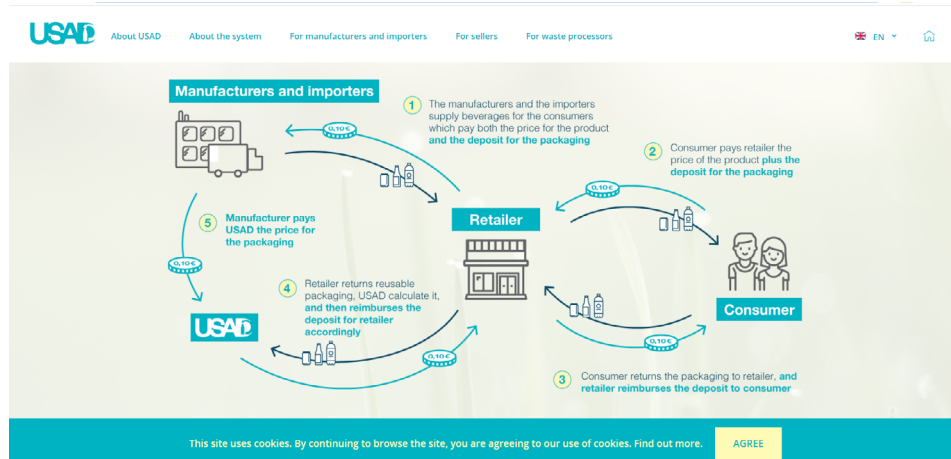
Joseph Lentunyoi, a Maasai man who founded the Laikipia Permaculture Centre, decided to introduce the women to the permaculture and he brought a representative of Lush, so the Twala women (and women from three other neighbouring communities), began selling aloe to both Lush, and to local Maasai women making soap.

Major achievements

The major achievements have been the claim for the right of the women, prohibition of FGM and independence. Being independent, women have the chance to show their dedication, encouragement and ability to drive their lives and create profitable businesses, which bring them and their families a richer and dignified life, and empower economically the rural communities in which they live.



Credit for plastic – Reverse vending machines



Category - Key Words	Plastic, recycling, consumerism, Circular economy
Who?	USAD - Lithuanian Ministry of Environment
Years of implementation	2013 - ongoing
Place	Lithuania
Website	https://grazintiverta.lt/en/for-business/about-the-system/

Description

The Lithuanian “deposit return system”, to give consumers an incentive to return used beverage containers for recycling. To combat litter and increase collection and recycling rates, consumers would pay a deposit amount of €0.10 when purchasing eligible drink containers, to be refunded when the empty container is returned for recycling. The legislation applies to glass, non-refillable plastic and metal beverage containers. To make returns convenient for customers, the Lithuanian government chose a ‘return-to-retail’ system which means stores selling beverage containers must also receive used containers back for recycling. Consumers are refunded their deposit as vouchers that can be redeemed in store as cash or credit toward their shopping bill, bringing additional foot traffic into stores.

Packaging can be returned throughout most of Lithuania, with this option available in shops with an area of more than 300 m² or village shops

Major achievements

- 2,163,370,953 packages have been returned since 2016.
- 56 000 tonnes of material have been collected since 2016, equal to 6 Eiffel Towers.
- 97% of consumers are satisfied with the system.
- 97% of the population claimed the deposit system is necessary.
- 93% of consumers admitted that the introduction of such a system encouraged them to treat their waste more responsibly.
- The 2025 targets set by the Lithuanian Government have already been surpassed.
- Since the start of the system Lithuania has prevented 152 400 tons of CO₂ emissions.



Google

Category - Key Words	Diversity, recruitment, retention, human resources, inclusion, gender, race, mentoring, data.
Who?	Google
Years of implementation	2014 - Ongoing
Place	United States
Website	Google Diversity Annual Report 2020

Description

Google was founded in 1998 with the mission of making information universally accessible. They inspire to knowledge and improving people's lives, health, happiness and success.

In the past four years, the company size has doubled. They have more than 100 000 employees in 170 cities in nearly 60 countries all over the world. The growth of underrepresented communities outpaces the its overall growth. The company assumes the responsibility that comes with its size and influence and wishes to build an inclusion workplace. And indeed, it is one of the most praised companies for its diversity at the workplace and recruitment policy which they guide through data analysis.

They have notably instituted an automatic system to remove some words or phrases from job descriptions that could bias the candidates. They also changed from a mentality of "cultural fit" to "cultural add" with specific training to foster this mentality among employees. In their "Retention equity program" they offer mentorship, coaching and mobility opportunities as well as emotional and psychological support.

Major achievements

- An increase in 11% of women applications
- 40% of women intern
- 26% of black+ and latino+ interns
- 48.5% of people hired are Asian
- 32.5% of people hired are women
- For the second year in a row, women's proportion in leadership positions grew reaching a percentage of 26.6%.
- 84% of people enrolled in the equity retention mentorship program stay in the company
- The highest increase in hiring black people in tech



La Fageda



Category - Key Words	Diversity, employment, inclusion, mentorship, hiring, handicap, training
Who?	La Fageda
Years of implementation	1984 - ongoing
Place	Santa Pau (Girona) Spain
Website	http://www.fageda.com/es/actividades-empresariales/centro-e-special-empleo/

Description

La Fageda is a social enterprise that produces dairy products and yoghurt more specifically. The Special Employment Centre of La Fageda, created in 1984, employs people with mental disabilities and/or severe mental disorders in La Garrotxa (Girona, Spain). They have a support program for personal and professional rehabilitation in cooperation with physicians, psychologists and community centers.

It offers them the opportunity to develop productive work in accordance with their abilities. It aims at their labour and social integration, which is why it also provides personal adjustment services. The goal is to improve their quality of life, and indeed, 75% of employees having a disability receive more than the minimum wage.

The centre is organised into various sections, departments and services, all of which employ people with a disability certificate. They are as follows: gardening, cow farm, dairy factory, jam production, visitor center.

Major achievements

- It employs over 120 persons with disabilities and an extra 50 persons that had to retire from a previous job because of a physical impairment
- They have participated in the inclusion of 40 persons in other local companies
- La Fageda has received many private and public rewards, including one of the Generalitat de Catalunya.



Start-up Explorers project



Category - Key Words	Cultural and linguistic diversity, start-ups, youth entrepreneurs, best practices exchange
Who?	NGOs, Youth workers, educational and entrepreneurial stakeholders
Years of implementation	2019 - ongoing
Place	Cooperation EU-Latin America
Website	https://startupexplorers.org/

Description

Start-up explorers is a project between 6 NGOs coming from Argentina Bulgaria, Italia, Peru, Romania and Uruguay to encourage the cooperation between European & Latin American NGOs and skill up human capital from NGOs (youth workers) by providing quality entrepreneurial education instruments, supports the employability of NEETs and enhance the international dimension of youth activities.

The project encourages the development of a network of specialists in entrepreneurship education and the development of a concrete working tool that can be a support for them and for other educators in their communities - a board game. At the same time, the three learning contexts – 1 training course (Romania) and 2 seminars (Uruguay and Argentina) allow us to exchange good practices in the field of entrepreneurship education and to know better the entrepreneurial system in South America in order to develop customized strategies at the level of youth organizations

Major achievements

- Create a network of 18 international youth workers and prepare them to become multipliers of entrepreneurial education
- Foster the inclusion and employability of 590 NEET youth from 6 countries organizing local workshops and using tools based on learning through games and non-formal education developed by the 18 youth workers
- Raise awareness regarding the importance of entrepreneurial education in formal and non-formal educational environments and promote developing and learning opportunities for NEET in the field of entrepreneurship
- Creation of the board game for young entrepreneurs



Green Destinations



Category - Key Words	Tourism, sustainability, cooperation, environment , transformative tourism, sharing experience, SDGs
Who?	Worldwide destinations, ambassadors, experts, tourists, travel agencies
Years of implementation	2017 on going
Place	Netherlands
Website	https://greendestinations.org/awards-certification/

Description

Green Destination is a non-profit foundation for sustainable destination development and recognition, leading a global Partnership of representatives, expert organisations and academic institutions.

They work for the benefit of the Green Destinations Community: destination representatives and stakeholders adopting the GREEN VALUES: **G**enuine - **R**esponsible - **e**conomically sustainable - **E**nvironment - **N**ature that will help destinations to enhance their quality, attractiveness and competitiveness and are the basis for destination awards and certifications.

Major achievements

Sustainability impacts for events (concerts, sports, festivals) – accessibility

Environmental impact based on indicators: the Green Destinations database contains many data of ca. 2000 destinations. Data are gathered for ca. 100 indicators on destination quality, trends, and policy performance.

The database helps Green Destinations to assess compliance of Member destinations with the criteria of the Standard. This process is informed by a quantitative assessment of indicators, resulting into an overall Green Destinations rating, composed of thematic ratings (1-10 scale) of:

- Destination Management
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Social Well-Being
- Business & Hospitality



THE HALLAND MODEL



Category - Key Words	Cultural heritage, conservation, sustainable development, growth, cooperation, rural area, environment, innovation, employment, tourism and creative industries
Who?	Local community, national, regional, and local authorities, the construction industry, as well as the cultural heritage sector
Years of implementation	2000 – on going
Place	Sweden
Website	http://www.changes-project.eu/wp-content/uploads/2016/01/2016_05_26_Monza_Gustafsson.pdf

Description

The Halland Model, with its initial focus on conservation of cultural heritage in Sweden, was an innovative and successful strategy in times of recession and all-time high unemployment. The focus was on regional sustainable development and employment. The actors and stakeholders in the Halland Model represented different sectors from national, regional, and local authorities, the construction industry, as well as the cultural heritage sector all of them with different objectives and viewpoints, values, policies, resources as well as legal frameworks. To make it possible to cooperate it was important to develop common objectives built on trust and an intermediate language which allowed them to communicate and create new cooperation. The negotiations between the actors and stakeholders were based on the concept of trading zone, which could be understood as a useful instrument for understanding innovation processes in various fields of e.g. planning and research. The Halland Model could be described as an innovation and paradigm change through interaction between the groups belonging to different disciplinary fields. Such collaboration does not require all the participants to share all the objectives of the action, but joint action may occur in a trading zone, even if objectives are conflicting. Full agreement is therefore not necessary.

Major achievements

The cross- sectorial project created more than 1,400 jobs in the construction industry and approximately 350 new jobs on the improved premises in cultural and creative industries, tourism industries, and digital and clean technologies. More than 130 historic buildings were conserved within a cross-sectorial and multi problem-oriented regional cooperation between regional authorities, the construction industry and the cultural heritage sector. The project was nominated by the United Nations to the World's best project during the World Summit in Johannesburg 2002.

Outcome

1,100 = One third of all construction workers trained in traditional techniques

235 new jobs

100 historic buildings conserved 500 MSEK (55 M€) (Halland 300,000 Inhabitants)

Impacts:

Economic

- obvious return on the investments moreover contributed
- regional sustainable growth
- created jobs

Social

- regional territorial and social cohesion
- developed cross-sectoral networks and a multi-problem-oriented approach
- strengthened the local identity

Environmental

- take hand on existing resources
- environmental friendly materials were used
- energy efficiency



Netlight



Category - Key Words	Diversity, equality, gender, women's work life support
Who?	software development , IT strategy, consulting, ICT
Years of implementation	1990 - ongoing
Place	Helsinki, Finland
Website	https://www.netlight.com/

Description

Finland has always been among the best-performing countries in the EIGE's equality index. Yet levels of segregation in the labour market are relatively high in Finland, and women spend significantly more time on housework and childcare compared with men. Netlight is an IT company providing a variety of services. The share of women in the company is followed in order to maintain a relatively high proportion of women across diverse roles. The number of women in consultant roles with a more technical background is also followed; the proportion of women here is 25%, compared with a total share of 30%.

Netlight considers equality to be its cornerstone, and a competence that is valued and reinforced in all activities. All Netlight partners sign the company's Declaration of Equality, and an equality clause is included in all agreements signed by the company. Netlight has a policy on harassment and an internal group that continually develops new initiatives to promote equality.

The outcomes of the different measures to strengthen equality, enhance work-life balance and increase the proportion of women the company are measured regularly. The company makes every effort to take into account the national characteristics of the work-life environment; for example, by developing country-specific benefits. Netlight provides support in terms of both salary and time to those on parental leave: in Norway, the company covers up to 49 weeks, including the state's 12 weeks

Major achievements

- In order to strengthen equality and in the company, a strategic initiative called Vostok was launched in 2012. It includes activities such as Code Pub and Tech EQ, which aim to build networks and share know-how among women working in ICT.
- The Code Pub initiative sprang from Vostok. A meet-up event for women who wish to learn more about IT, the Code Pub is open to beginner as well as professional developers. If a woman would like to join a Code Pub event, all she has to do is go to the local meetup.com site. For more information, visit www.netlight.com/we-are-all-equal/, and see previous tech meet-ups on social media here via #thecodepub.
- TechEQ, another initiative that grew from Vostok, works for gender equality in the IT and tech industries in Sweden and Finland. The network has grown to around 100 companies, all of which are listed on techeq.se. The Code Pub in Finland, Women in Tech and Girls in Tech joined forces and created an events calendar for female tech enthusiasts at <http://techeq.fi>. The WordPress site was built by female hackers during a Code Pub event at Netlight Helsinki.
- The latest initiative inspired by TechEq movement is "He for She" practice, where men at Netlight are included in the work towards a more equal IT industry. This makes the equality work in itself more equal. The CEO of Netlight Erik Ringertz (a man) is very engaged in driving diversity and equality.



PLAYABLE CITIES



Category - Key Words	Local and global communities, sustainable cities, culture, gamification, creative cities, creativity, citizen engagement, cross collaboration, policy makers
Who?	The global communities of cities, citizens, policy makers, creatives and artists
Years of implementation	2013 – ongoing
Place	UK
Website	https://www.playablecity.com/projects/

Description

The Playable City concept has captured the imagination of cities across the globe, offering a new way of connecting people, and thinking about the city. It is a framework which supports the future of the city with the contribution of artists and creatives. They organize workshops and assign an award winner with the aim to create a global community of cities and generate new models of citizen engagement.

“Playable City” is a place where citizens are the enabler of the revolution, they are motivated and held together by the idea that technology can be human, while the administration opens to residents and visitors to reconfigure and rewrite services, places and the collective story. The aim of Playable cities is to create a cross-disciplinary collaboration with urban designers, policy makers and creative facilitators to transform the city through play, a series of innovative creative/ technology driven projects which have a huge impact on the society, in the world itself.

All projects are thought in terms of sustainability, through the interaction and creative installations is possible to unlock a social dialogue, bringing the citizens into a city development conversation one which will vary in each location.

Major achievements

The impact of this big project is worldwide (both social and cultural)

- it has reached more than 1 million of people, 9 metropolis in 5 continents with the participation of 51 creatives and 74 partners in the world.
- They have staged workshops and installed previous Playable City Award winners, inspiring new partnerships and future interventions – from Austin to Bordeaux, Singapore to York.

Social impact:

connecting people and communities