

# The **IMPRINT+** brochure I



## IMPRINT+ Promoting Environmental Understanding

The IMPRINT+ project aims to

- highlight the amount of natural resources we use in our daily lives
- empower young European citizens and communities to restore and conserve their local and natural resources through **EDUCATION, ACTION** and **ENTREPRENEURSHIP**.
- inspire individuals and communities towards making environmentally responsible choices.

To get more information about the IMPRINT+ project,  
 visit the project website at:  
[www.imprintplus.org](http://www.imprintplus.org)



**Think globally,  
 act locally,  
 change individually!**

Your actions can make a difference!  
 Be a **print+**, leave a positive footprint on the planet.



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



2015-1-PT01-KA201-012976  
 This project has been funded with support from the European Commission.  
 This publication [communication] and all its contents reflect 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.

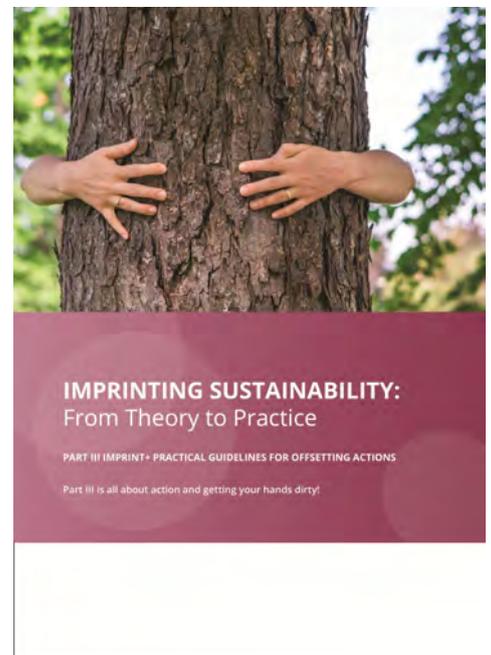


## IMPRINT+ will support you with tools and actions



Use the publication **“Imprinting Sustainability”** to:

- get all the basic introductory theory and data to contextualise IMPRINT+
- get an overview of selected project case studies
- learn all about practical offset actions and getting your hands dirty



### “Imprinting sustainability: From Theory to Praxis”

The project started with a research phase in order to develop a multidisciplinary evidence based state-of-the-art summary research report regarding environmental sustainability, best practices and environmental action. The research findings enabled the project team to consolidate already existing know-how in the above-mentioned areas and better define and establish the project’s innovative edge within its context of use.

The outcome of the research phase is the publication **“Imprinting sustainability: From Theory to Practice”** consisting of three separated but complementary parts, that are available in one or separate publications:

- **Part I - Environmental Sustainability Framework: an Overview**
- **Part II - Imprint+ Case Studies**
- **Part III - Imprint+ Practical Guidelines for Compensation Actions**





## Use the **IMPRINT+ App** to:

- reduce your personal ecological footprint by converting everyday actions into positive environmental actions.
- use the features REPORT, OFFSET and ACTIVITIES to share your actions and see what other users are doing.
- earn IMPRINT+ points and improve your eco-ranking

## Lower your environmental impact with the **IMPRINT+ APP**

The IMPRINT+ App provides a platform for individuals and groups to learn, act on and connect with environmental issues.

### 1) Converting your actions

Reduce your personal ecological footprint by converting everyday actions into positive environmental actions.

### 2) Interacting with the IMPRINT+ Community

Use the features REPORT, OFFSET and ACTIVITIES to share your actions and see what other users are doing.

### 3) Become the IMPRINT+ Champion in your country

Earn IMPRINT+ points and improve your eco-ranking!





## Use the **IMPRINT+** training resources to:

- integrate fun educational activities, lesson plans and presentations in your work with young people.



The objective of **IMPRINT+ Training Course for teachers, trainers and youth workers 'From the individual environmental footprint to collective action'** is to train teachers and trainers so that they can spread the IMPRINT+ message, replicate the training and raise awareness in their areas of influence.

The course address a multidisciplinary audience to discuss issues related to biodiversity conservation, ecosystem services, ecological footprint and compensation, environmental restoration and communication. The innovation of this training lies on the fact that it explores regional contexts of each Imprint+ partner in a participatory and integrative pedagogical strategy, enriched with the Imprint app, a software specifically designed for this purpose.

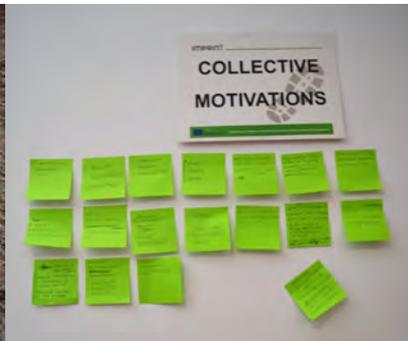




## Implementation of training activities and students' events

During the project the training activities have been organised for teachers in combination with specific students' and community events when the new pedagogical approaches were immediately put into practice in classroom and field actions with a transnational group of students from the partners' countries.

During a whole week, young people participated in a customized educational program, where they learned about their individual ecological footprint, how to evaluate the environmental quality of outdoor spaces and how to act to protect natural resources and wildlife while reducing their footprint. To assist in these tasks they got acquainted with the IMPRINT+ mobile app that works as a digital game and eco-ranking competition. To move from theory to practice, students participated in field actions such as waste collection, assembly of shelters for fauna, construction of ponds for wildlife, control of invasive alien species and native tree plantations.



### TEACHERS' Feedback

*Environmental problems do not only affect some countries, we are all in the same boat, that's why it is important to integrate imprint+ in our classroom activities.*

*Before the course we were afraid about our performance but confidence-building activities made us feel more comfortable with it.*

*Activities were engaging and easily replicable with students at school.*

*We greatly appreciated all the tools provided for free (tutorial and imprint+ app) because of their design and innovation.*



### STUDENTS' Feedback

*I've done things I had never done before, for example planting trees or collecting rubbish. From now on, I'll try to do them more often.*

*We had the time of our life!*

*Being in close contact with nature makes us happy!*

*We help the environment, we have fun and with the app we can connect more with nature.*

*Everything was good but what I loved the most was planting trees.*





# IMPRINT+



[www.imprintplus.org](http://www.imprintplus.org)



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

2015-1-PT01-KA201-012976  
This project has been funded with support from the European Commission.  
This publication [communication] and all its contents reflect 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.