

# IMPRINT+



## FINAL REPORT

IMPRINT+: contributions towards imprinting an ecological reasoning on society through the engagement and education of the youth.



Erasmus+

IMPRINT+ [2015-1-PT01-KA201-012976]

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# I. OVERVIEW

# IMPRINT+ QUICK FACTSHEET

## PROJECT TITLE

Imprinting an ecological reasoning on society through the engagement and education of young people.

## PROJECT ACRONYM

IMPRINT+

## GOAL

To provide new tools and training materials to students and educators to: increase their environmental awareness; learn how to offset their environmental footprint; help them contribute to nature conservation and promote green entrepreneurship.

## FUNDING

410.325 € (ERASMUS +)

2015-1-PT01-KA201-012976

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## DURATION

2015/09/01 – 2018/09/01 (36 months)

## PARTNERS

IMPRINT+ is coordinated by the **University of Aveiro**, in Portugal, in partnership with the **Municipality of Lousada**, where the project's pilot programme took place; **Leave No Trace Ireland**, a leading Irish NGO in the field of environmental education and research; **IISS Cipolla-Pantaleo-Gentile**, a science school of Sicily, Italy; **IES Pedro Jiménez Montoya**, a secondary school of Baza, Spain; and **E.N.T.E.R.**, the European Network for Dissemination and Exploitation of EU Project Results, located in Graz, Austria.

## CONTACT

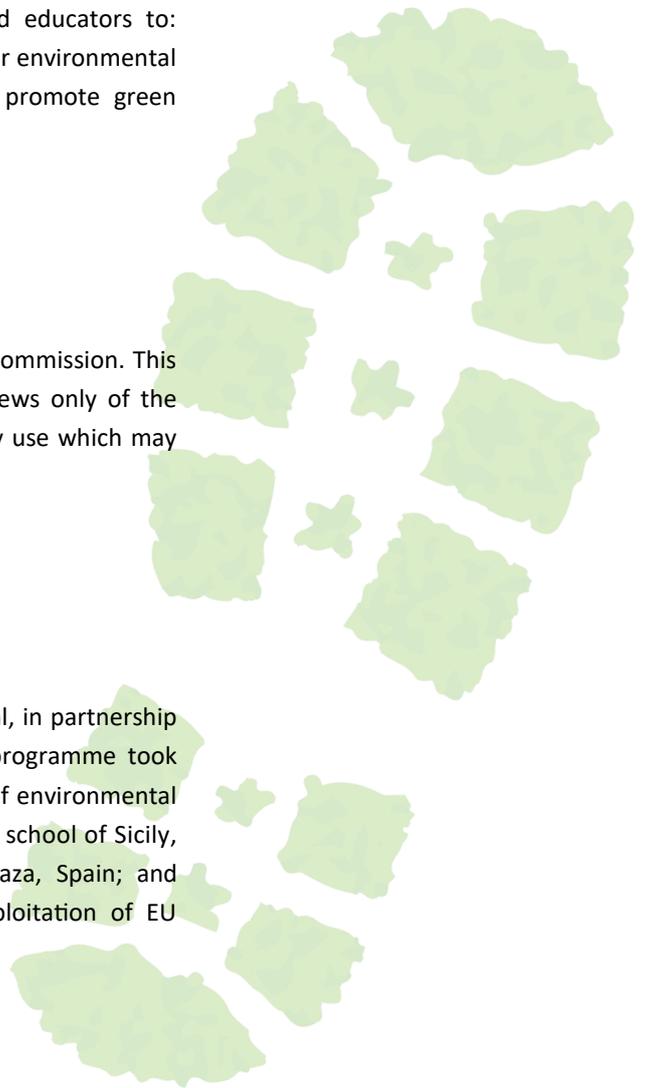
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## TO KNOW MORE

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

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

[www.facebook.com/erasmusimprint](https://www.facebook.com/erasmusimprint)



## BACKGROUND

Sustainable development has become a global concern in the last number of decades. The notion that the environment, education and the economy, and thus overall human and social wellbeing, are all integrated and share the same roots, is the key impact that the IMPRINT+ project aims to achieve at all levels: local, regional, national and international. To do this, we focus on engaging the strongest driving force for social behavioural change and perception: the youth, but the project also aims to engage local communities and stakeholders. The project is aligned with the European's growth strategy, focusing on inclusion, education and intelligence to promote the necessary shift towards sustainability. Ultimately, direct and indirect participants gain key competencies to embrace sustainability and align their individual expectations with nature conservation, the economy and education. The issues that the project aims to address are of global concern and it is believed the cumulative impact of IMPRINT+ will help creating a more generalised (and international) will to shift Europe and its communities towards true sustainability, empowering youth and local actors with the needed key competencies to do so.

## WHAT IS IMPRINT+?

IMPRINT+ is an international project that aims to highlight the amount of natural resources we use in our daily lives. Through education, action and entrepreneurship it empowers young European citizens and communities to restore and conserve their local natural resources. IMPRINT+ brings together six partners from five countries, each with different experiences and perceptions. The project's methodology is based on establishing the most up to date approaches to education for sustainability, IT technologies and ecological footprint compensation.

The motto of the project is that people can lower their environmental footprint as individuals, which will contribute to the restoration of ecological, social and economic balance.



## PROJECT OBJECTIVES

### WHAT WE WANT TO DO

IMPRINT+ is all about education, sustainability, hands-on activities, cooperation, and so much more! Some of the main project objectives are to:

- 
 Provide tools that will help young citizens to put the concept of ‘think globally, act locally’ into practice and become a major changing force in their community
- 
 Educate about environmental sustainability, nature conservation and environmental footprints
- 
 Promote hands-on nature conservation activities to offset the environmental footprint of individuals and communities
- 
 Raise awareness that global environmental problems also need to be addressed locally
- 
 Promote the view, among young citizens, that the environment can be a source of green entrepreneurship, new jobs and strong, and by pursuing a green enterprise positive contribution to a more sustainable development
- 
 Train educators in the IMPRINT+ methodology and tools



## WHO ARE THE PARTNERS?

Behind a great project, there is always a great team. In our case, six partners from five countries (Austria, Ireland, Italy, Portugal, and Spain) make up the IMPRINT+ consortium, each with a specific set of skills and characteristics. Here is a brief introduction the partners. For more details about the IMPRINT+ team visit [www.imprintplus.org/partners](http://www.imprintplus.org/partners).





## University of Aveiro (coordinator)

universidade de aveiro  
departamento de biologia



The University of Aveiro (UA) is one of the most dynamic and innovative universities in Portugal with approximately 15,000 students on undergraduate and postgraduate programmes. UA has achieved a significant position amongst higher education institutions in Portugal. It is one of the top universities based on the quality of its facilities, the strength of its research and the excellence of its staff. The UA's mission is to create knowledge, increase the availability of knowledge through research, education and cooperation for the benefit of people and society; to undertake the project of global development of the individual; to be active in the construction of a European research and education community; and to promote a model of regional development based on innovation, scientific and technological knowledge.





 MEDIAKITCHEN  
Association Communauté de l'Est  
 mediakitchen.fr

## Municipality of Lousada



The Municipality of Lousada aims to achieve sustainable development through the improvement of economic, social, environmental and cultural dimensions. This institution aims to optimise the use of available resources whilst striving for a public administration capable of responding to the objectives of the council and the needs of its citizens. The mission defines the guiding strategies and implements the resulting policies towards sustainable development of the municipality. This contributes to increased competitiveness, at local, regional and national levels, through measures and programmes, promoting the quality of life of its citizens and ensuring high standards of services. The Municipality of Lousada promotes environmental protection measures through education and awareness highlighting the value of natural resources. It has developed initiatives in partnership with schools and the community, which have resulted in the planting of trees, placing nests, reducing the production of waste, water and energy and enhancing environmental protection.

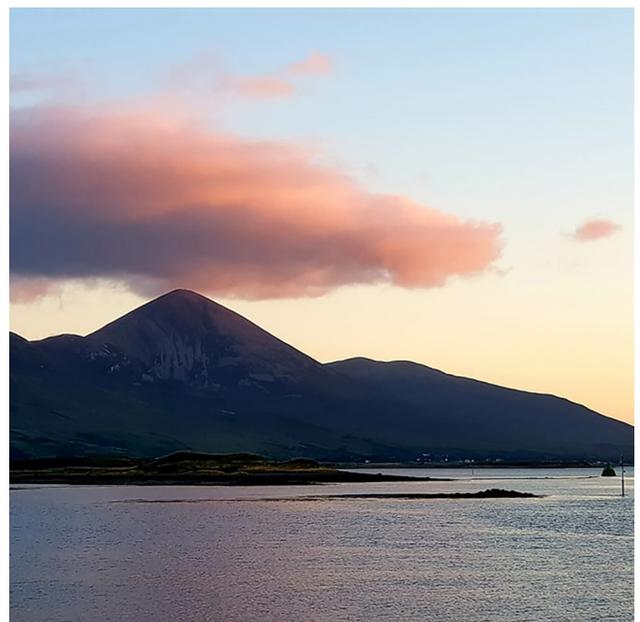




## Leave No Trace Ireland



Leave No Trace Ireland is a not-for-profit organisation made up of member organisations with a shared interest in encouraging responsible enjoyment of Ireland’s natural environment. Their mission is to promote and inspire responsible outdoor recreation through education, research and partnership throughout the island of Ireland. Leave No Trace Ireland training is delivered at various levels, including Awareness Sessions, Trainer Courses and Advanced Trainer Courses. The Leave No Trace message has been adopted by many organisations including government departments, state agencies, national governing bodies of sport, education and training organisations and a range of tourism businesses. It is this broad adoption and promotion that gives the message its strength, together with the fact that the educational principles are all positive in nature and based on sound science. Leave No Trace Ireland is affiliated with the Leave No Trace Centre for Outdoor Ethics, America.

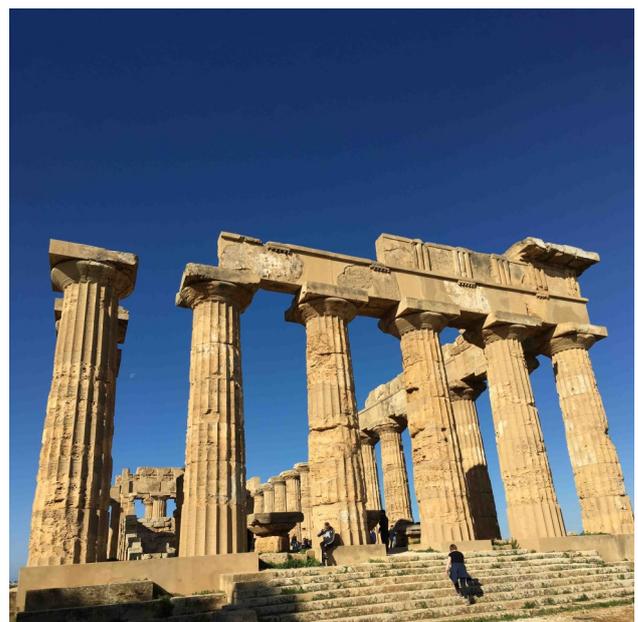




## “Cipolla-Pantaleo-Gentile” High School



“Cipolla-Pantaleo-Gentile” High school is a public school in Castelvetrano (in the province of Trapani, Sicily-Italy). It is a specialised school, teaching either classical or scientific studies to 1,100 students (aged 14-18). It actively promotes the sharing of knowledge across Europe through education which provides value to both students and teachers. As unemployment is widespread in the area, especially amongst young people, the school believes it is extremely important to develop student's knowledge, strengthen their entrepreneurial skills and allow them to become certified in their areas of interest. Since 2005, its work has mainly focused on developing 21st century competencies and skills, in order to prepare students to become active citizens within Europe. Among the main pillars of this educational institution, we can mention the promotion of European citizenship, the development of language and digital competencies as well as the encouragement of entrepreneurship and respect for the environment.





## IES Pedro Jiménez Montoya



IES Pedro Jimenez Montoya is a state High school located in the South of Spain, which offers Secondary Education, Bacalaureate and Vocation Education and Training to over 1,000 students. The school is involved in several European initiatives such as Erasmus+, Etwinning or a CLIL programme. Apart from bilingual education, it has implemented a number of environmental and ICT projects throughout the years, for which it has been awarded recognition.





## E.N.T.E.R.



E.N.T.E.R., the European Network for Transfer and Exploitation of EU Project Results, provides a network structure for the dissemination and sustainable use of EU project outcomes. E.N.T.E.R. tries to connect the supply of European project results in different fields and sectors with the demand for innovation across sectors in Europe and provides a strong emphasis for the sustainable use of products as well as the set-up of new cooperation opportunities. E.N.T.E.R.'s European network has more than 900 member organisations in 44 countries across various fields and sectors. Network members are political decision makers, education and training organisations, regional development organisations, research organisations, chambers, social partners and many others. Additionally, E.N.T.E.R. acts proactively as a project promoter, project partner and as an expert to foster the dissemination and exploitation standards within the EU. It specialises in developing dissemination and exploitation strategies and produces a wide range of materials to meet the individual needs of a project.



## HOW DOES IT WORK?

IMPRINT+ guides you in offsetting your environmental footprint through local action. For educators and teachers there are additional resources for teaching available on the website including fun educational activities, lesson plans and presentations. Educators and teachers from several countries across Europe have attended the IMPRINT+ trainer course.

All IMPRINT+ materials are available free; there is no registration or login required (except for some features of the IMPRINT+ Webapp). To get started you just need an internet connection, go to [imprintplus.org](http://imprintplus.org), and the curiosity to explore all that the project has to offer!

## FOR WHO?

The IMPRINT+ project is designed for a wide variety of user profiles, ages and nationalities. A very important feature of this project is that the majority of IMPRINT+ products are available in six languages (English, Portuguese, Spanish, Italian, German and French), making IMPRINT+ extremely accessible. Specifically, the project is suitable for:

-  Students from age 7<sup>th</sup> grade (11 years) to 12<sup>th</sup> grade (18 years)
-  Teachers from all disciplines
-  General public
-  Non-government environmental organisations
-  Municipalities
-  Other organisations and groups

## IMPRINT+ IN ACTION

### WHAT WE DID AND HOW WE DID IT

IMPRINT+ aims at the promotion, at a transnational level, of an ecological reasoning based on the power of local communities to implement change and on the participation, empowerment and entrepreneurship of young European citizens. Here is a quick summary of the 3 years of the project.

### MAIN EVENTS



**+ Kick-off meeting Graz, Austria (2015)**  
1<sup>st</sup> partner meeting

**+ Events in Lousada, Portugal – Pilot Programme (2016)**  
3<sup>rd</sup> partner meeting  
1<sup>st</sup> edition of the training course  
1<sup>st</sup> multiplier event

**+ Events in Castelvetrano, Italy (2017)**  
5<sup>th</sup> partner meeting  
3<sup>rd</sup> edition of the training course  
3<sup>rd</sup> multiplier event

**+ Events in Aveiro, Portugal (2018)**  
6<sup>th</sup> partner meeting  
5<sup>th</sup> multiplier event



**+ Meeting in Westport, Ireland (2016)**  
2<sup>nd</sup> partner meeting

**+ Events in Baza, Spain (2017)**  
4<sup>th</sup> partner meeting  
2<sup>nd</sup> edition of the training course  
2<sup>nd</sup> multiplier event

**+ Events in Westport, Ireland (2018)**  
4<sup>th</sup> multiplier event

## PROJECT HIGHLIGHTS

- 

The first intellectual output to be produced was the IMPRINT+ Research Report.
- 

Trial versions of the IMPRINT+ training course, Ecological Assessment Tutorial, IMPRINT+ webapp and website were tested and validated during the Pilot Programme in Lousada.
- 

Several practical offset actions were tested during the Pilot Project in Lousada.
- 

After the Pilot Programme, the trial versions were upgraded to the final versions and translated to Portuguese, Spanish, Italian and German.
- 

The Green Economy Tutorial was translated to all project languages.
- 

Over the 3 years of the project, the partners have implemented IMPRINT+ in their communities in different ways.
- 

An international conference was held in Aveiro during the 5<sup>th</sup> multiplier event.

# II. RESOURCES

Over the 3-year period, the IMPRINT+ project has developed a wide set of innovative intellectual outputs: from a comprehensive summary research report, an innovative web app, to a fully-customisable training course planned for delivery over a maximum of five days, IMPRINT+ has created tools and educational materials to empower students and educators to be more active, sustainable and informed citizens! Have a look!

# IMPRINTING SUSTAINABILITY

## FROM THEORY TO PRACTICE. FULL RESEARCH REPORT FOR IMPRINT+ PROJECT

Available in EN

For educators and students

If IMPRINT+ had one core output, it would be the report “IMPRINTING SUSTAINABILITY: From Theory to Practice”. Imprint+ is embedded in this document. Written in an easy to understand and accessible language for young students and educators, the report tackles complex topics in a clear manner and includes many useful data statistics, graphs and links to other sources to discover more.

For easier access, it is divided into three separate but complementary parts, which can be downloaded in full or separately:

### Part I: Environmental sustainability framework: an overview.

In Part I you get all the basic introductory theory and data to contextualise IMPRINT+.

### Part II: IMPRINT+ case studies

Read Part II for inspiration and a quick introduction to green entrepreneurship!

### Part III: IMPRINT+ practical guidelines for offsetting actions

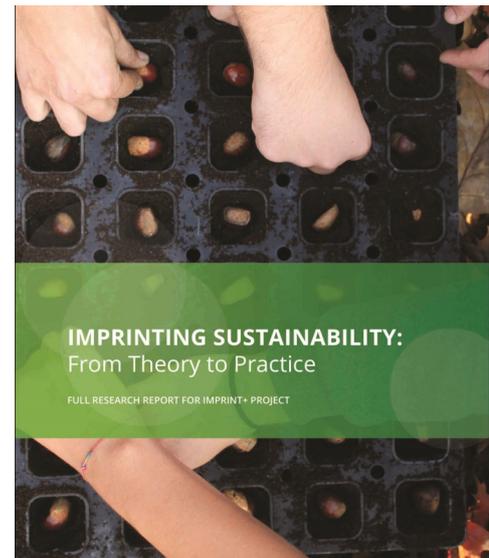
Part III is all about action and getting your hands dirty!

## USE THE INITIAL REPORT TO

-  Learn about environmental sustainability
-  Learn about ecological, carbon and water footprints and other related concepts
-  Acknowledge and understand how individual behaviour affects local and global sustainability
-  Get motivated for positive change and how you can inspire others
-  Get inspiration from case studies
-  Learn how to implement offset actions

Download it here:

<https://imprintplus.org/documents/section/1>

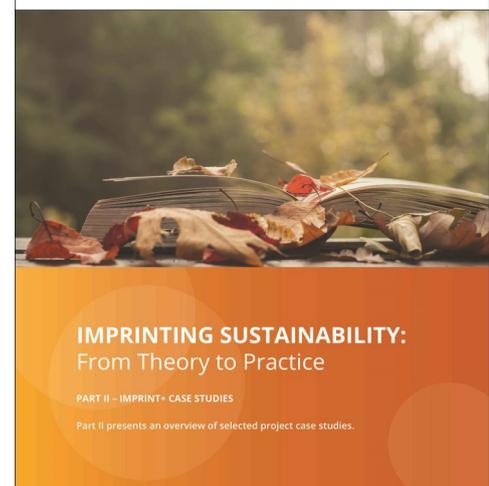


### IMPRINTING SUSTAINABILITY: From Theory to Practice

FULL RESEARCH REPORT FOR IMPRINT+ PROJECT

universidade de essex  
Erasmus+ project grant

IMPRINT+ ERASMUS+



### IMPRINTING SUSTAINABILITY: From Theory to Practice

PART II - IMPRINT+ CASE STUDIES

Part II presents an overview of selected project case studies.



### IMPRINTING SUSTAINABILITY: From Theory to Practice

PART III IMPRINT+ PRACTICAL GUIDELINES FOR OFFSETTING ACTIONS

Part III is all about action and getting your hands dirty!

## IMPRINT+ WEBSITE

Available in EN, PT, ES, IT, DE, FR

For educators and students

The IMPRINT+ website is the platform where all project information, resources and news are made available to the public. Also, from the website, it is possible to access the IMPRINT+ web app.



**IMPRINT+**

About Web App **Resources** News Contacts Go to web app

**IMPRINT+ training course**  
for teachers and educators

"IMPRINT+ Trainer Course" is a five day course where you will learn about lowering and offsetting your environmental footprint, sustainability and how to restore and conserve local natural resources.

### The Concept

IMPRINT+ is based on three main principles that act as building blocks for the project's philosophy, objectives and methodology: Learn. Act. Connect.



**Learn**

Learn about yourself, the world and how much you care about it. Use IMPRINT+ as a tool to raise your environmental awareness and ecological knowledge to protect the Earth. To preserve a good quality of life for all species we need to conserve our natural resources both local and global.



**Act**

Be the change you want to see in the world! Be a print+, leave a positive footprint on the planet! Whether by planting trees, collecting litter or building ponds. Your actions can make a difference!



**Connect**

IMPRINT+ aims to promote and empower active community networks. The programme shares knowledge and best practices. It acts as a tool for solving local environmental problems. The international nature of the project will strengthen the bonds amongst citizens within Europe.

### USE THE IMPRINT+ WEBSITE TO

-  Discover everything about the IMPRINT+ project
-  Access to all project resources and information
-  Access the IMPRINT+ web app
-  Read IMPRINT+ news

Access it here:

<https://imprintplus.org>

## IMPRINT+ WEB APP

Available in EN, PT, ES, IT, DE, FR

For: Educators and students

Every action causes a reaction, right? Even simple human activities, such as showering or using transportation, cause small but cumulative environmental impacts on the planet. The IMPRINT+ web app includes the IMPRINT+ Converter which is a tool specifically designed to help you to reduce your personal ecological footprint by converting everyday actions into positive environmental

**The IMPRINT+ web app will convert actions that have negative impacts on the planet, such as:**

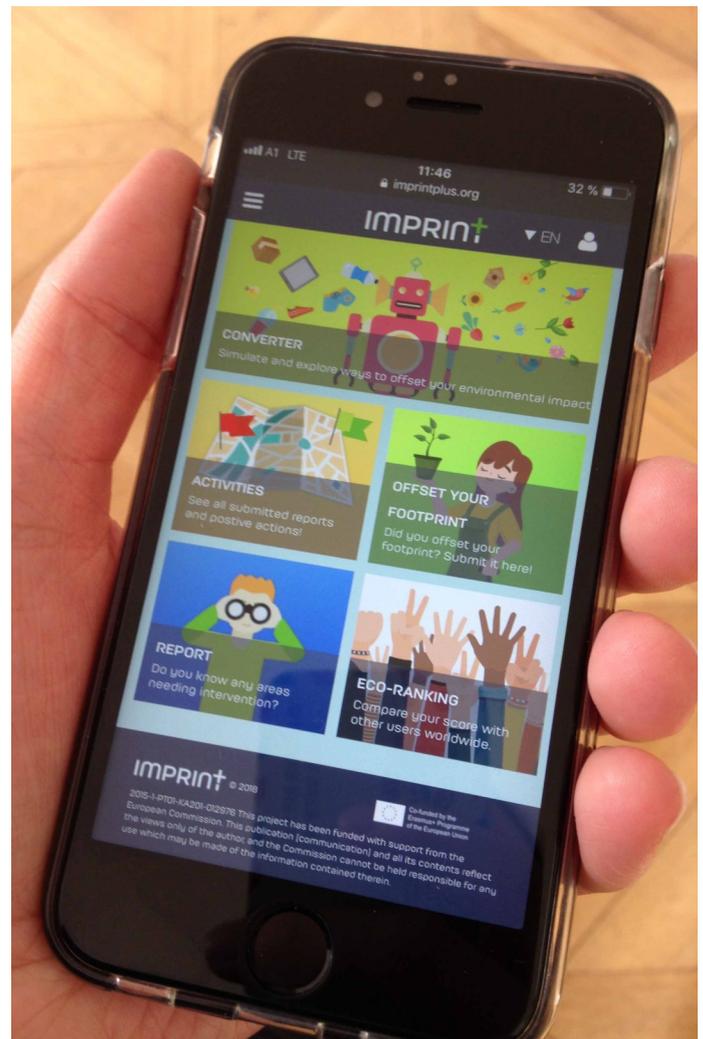
- Travel
- Water consumption (showers and baths)
- Waste
- Paper consumption
- Fast food consumption
- Clothing consumption
- Electronic devices use

**In suggestions of activities that have positive impacts on the planet:**

- Native trees planting
- Control of invasive plants
- Setting up wildlife shelters
- Construction of wildlife ponds
- Creating organic vegetable gardens
- Litter picking

### USE THE IMPRINT+ WEB APP TO

-  Register your IMPRINT+ profile
-  Explore your environmental impact and learn what you can do to offset it
-  Discover what actions and needs were identified by your local community
-  Submit your own observations and actions
-  Create environmentally active local communities
-  Find out your IMPRINT+ ranking



Try it here:

<https://imprintplus.org/webapp>

# IMPRINT+ TRAINING COURSE

Available in EN, PT, ES, IT, DE, FR

For educators

Need to learn more or to deliver a course about environmental sustainability? The IMPRINT+ Training Course might be the answer! It is designed to teach about environmental sustainability and how to promote nature conservation while reducing the environmental footprint of the individual.

The course is divided in 7 training modules that can be used in sequence or independently according to the training needs.

## COURSE OVERVIEW

### Module 1: Training course presentation

In this introductory module we provide a brief overview about IMPRINT+.

### Module 2: Global threats, local solutions

In this interactive module we use a combination of theory and group dynamics to teach and reflect about very important issues: from global environmental pressures to practical and local solutions.

### Module 3: Footprints

Ecological footprints, Carbon footprints? Learn about these sustainability indicators using theory, group work and discussions!

### Module 4: Ecosystem Services & Offset actions

Nature provides fundamental ecosystem services. Discover how you can help to protect and preserve natural resources while offsetting your environmental footprint.

### Module 5: IMPRINT+ resources: app & website

IMPRINT+ has developed an innovative web app and website. During this module you will learn how to use these tools.

### Module 6: Ecological Assessment Tutorial

During this module you will learn how to determine the ecological health of a site using the Habitat Doctor.

### Module 7: Environmental communication & engagement

In this module we will explore the pedagogy and psychology of environmental education.



## USE THE IMPRINT+ TRAINING COURSE TO

-  Learn and teach about sustainability
-  Discover what you can do to help solve local environmental issues
-  Raise your awareness about your own environmental footprint
-  Learn how to use IMPRINT+ resources and materials

Download it here:

<https://imprintplus.org/courses>

# ECOLOGICAL ASSESSMENT TUTORIAL

Available in EN, PT, ES, IT, DE, FR  
For educators and students

So, you want to go outdoors and learn about your surrounding habitats? The IMPRINT+ Ecological Assessment Tutorial, also known as Dr. Habitat, is a simple fieldwork exercise that will guide you in assessing an area for ecological health. A site is considered ecologically healthy when there is a high level of biodiversity and a variety of habitats for plants and animals to live in. A healthy site will also have low levels of pollution, few to no invasive species and little human disturbance.

The tutorial is made up of three parts:

- Part 1. Pre-Fieldwork Research
- Part 2. Onsite Visual Assessment
- Part 3. Back in Class

**Download it here:**

<https://imprintplus.org/documents/section/2>

## USE THIS TUTORIAL TO

-  Determine the ecological health of an area
-  Learn about your local biodiversity
-  Produce communication materials from your ecological research
-  Plan fieldwork and research questions



## PILOT PROGRAMME

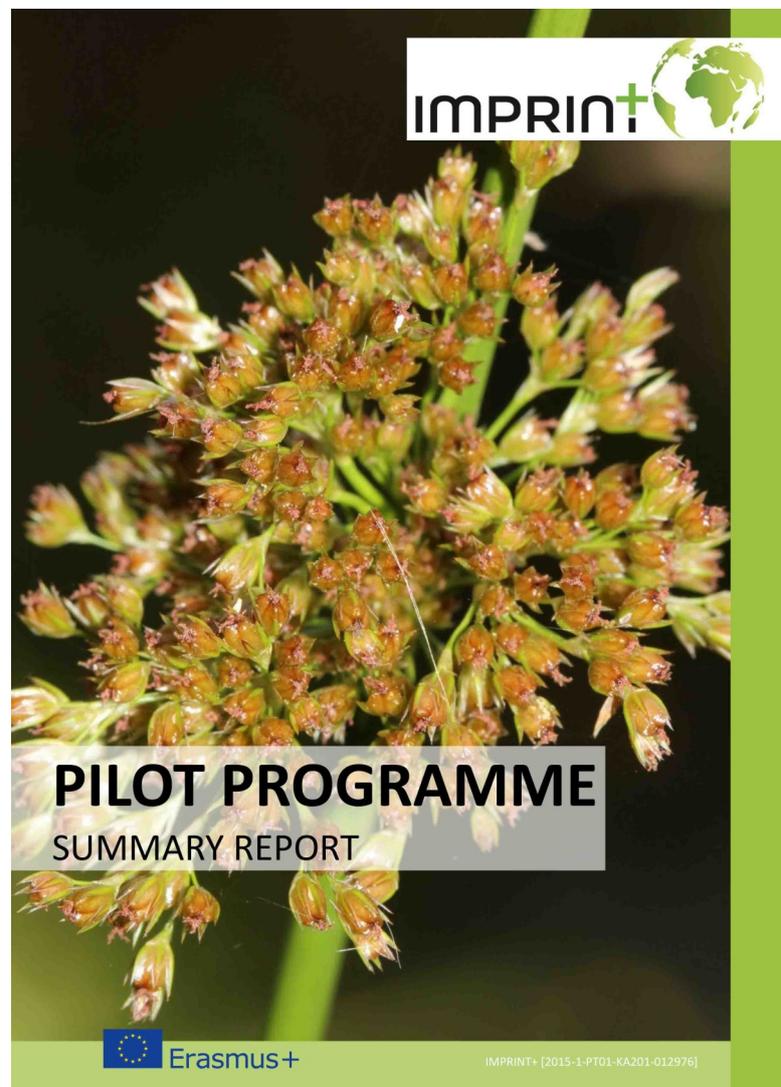
Available in EN, PT, ES, IT, DE, FR (summarised report), EN (full report)

For educators and students

At the outset of the IMPRINT+ project, a small-scale trial run on the ecological evaluation and offset methodologies was implemented in the Municipality of Lousada, Portugal. The pilot program allowed for determining Lousada's ecological situation and mapping priority sites of intervention. General community, companies, organisations, and others groups were inspired and engaged by the school communities directly participating in the project. This document summarises the main findings and conclusions for this pilot project, and demonstrates that while acting locally may result in great positive impacts regionally, the greatest impact is on the individual and this can lead to further positive actions.

### USE THE PILOT PROGRAMME TO

-  Discover the Pilot Programme of Lousada
-  Learn about the results of the biodiversity survey
-  Discover the environmental initiatives that took place in Lousada



Download it here:

<https://imprintplus.org/documents/section/1>

# TUTORIAL FOR YOUNG ENTREPRENEURSHIP IN A GREEN ECONOMY

## GUIDELINES FOR YOUNG CITIZENS ON HOW TO BECOME GREEN ENTREPRENEURS

Available in EN, PT, ES, IT, DE, FR  
For students

Have you ever considered being an entrepreneur? And if so then why not an eco-entrepreneur? A green entrepreneur is a person who starts their own business and comes up with innovative, environmentally friendly ideas and solutions. In theory, all services and products offered by a green business are designed to reduce the negative impact on the environment. A green economy should be driven by sustainable ideas that promote healthy lifestyles as well as environmentally-friendly choices.



This tutorial provides information for young people on green entrepreneurship. It explains the meaning of a green economy, how it works and outlines what young people need to consider when thinking of becoming young entrepreneurs.

### USE THIS TUTORIAL TO

-  Learn about green economy
-  Learn how to be a green entrepreneur
-  Get inspired to start your own business

Download it here:

<https://imprintplus.org/documents/section/2>

# DISSEMINATION TOOLKIT

Available in EN, PT, ES, IT, DE (newsletters), EN (others)  
For educators and students

Do you want to spread the IMPRINT+ word? Engage youth and stakeholders? Or do you want to organise an IMPRINT+ related event? Use IMPRINT+ dissemination materials that we have prepared.

**IMPRINT+**  
**THINK GLOBALLY,  
ACT LOCALLY,  
CHANGE INDIVIDUALLY!**

<http://imprintplus.org>

**Lower your environmental impact with the IMPRINT+ APP**  
Your actions can make a difference! Be a **print+**, leave a positive footprint on the planet!

**1) CONVERTING YOUR ACTIONS**  
Reduce your personal ecological footprint by converting everyday actions into positive environmental actions.

**2) BECOME THE IMPRINT+ CHAMPION IN YOUR COUNTRY**  
Learn about best practices and improve your eco-ranking!

**3) INTERACTING WITH THE IMPRINT+ COMMUNITY**  
Use the features REPORT, OFFSET and ACTIVITIES to share your actions and see what other users are doing.

**CONVERTER**  
Simulate and explore ways to offset your environmental impacts.

**ECO-RANKING**  
Compare your score with other users worldwide.

**ACTIVITIES**  
See all submitted reports and offset actions.

**OFFSET**  
Did you accomplish an offset action? Submit it here!

**REPORT**  
Do you know any areas needing intervention?

<http://imprintplus.org>

**Promoting Environmental Understanding**

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

**“ THINK GLOBALLY, ACT LOCALLY, CHANGE INDIVIDUALLY!  
Your actions can make a difference!  
Be a **print+**, leave a positive footprint on the planet**

**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.

**Use the IMPRINT+ Training resources to:**

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

**Use the IMPRINT+ Tutorials to:**

- Assess the ecological health of an area.
- Learn about green entrepreneurship.

<http://imprintplus.org>

**We are a print, let's be a print+! Think, Act, Learn**  
Raising awareness towards the environmental impact of daily actions and the importance of their compensation

Each person has an **ecological footprint** that should be compensated for the sake of the ecological, social and economical balance. IMPRINT+ project aims at the promotion of an ecological reasoning based on the changing power of local community and on the participation, empowerment and **entrepreneurship of young European citizens**.

**A certified training course** for teachers, technicians and youth workers

**Tutorial for independent assessment** of ecological impacts and design of compensation measures

**Tutorial for young green entrepreneurship**

**Web App** that converts your actions with negative impacts on the planet into suggestions of activities with positive impacts including interactive map and gaming feature.

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Think globally  
Act locally  
Change individually

**IMPRINT+**

**Newsletter #4 - August 2018**

**The IMPRINT+ project**

The IMPRINT+ project, co-funded by the Erasmus+ programme, involves schools, local authorities and communities and wants to empower young people to actively participate in the protection of their environment. The project inspires them to understand the role they play in making and keeping nature healthy and the power they have to participate in a global change for the better by implementing small changes in their personal spaces and everyday lives. IMPRINT+ shows that leaving a positive footprint on the planet is possible and crucial for everyone.

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**The IMPRINT+ brochure II**

**Local achievements for global benefits.**

Everyday actions can make a difference and by making the right choices, everyone can leave a positive footprint on the planet.

**The IMPRINT+ project**

The project wants to achieve its goals by addressing young European citizens and making them engaged in environmental actions, teaching them how to reduce their ecological footprint and how to become active themselves in their own communities. Protecting natural resources and empowering young people to become involved in a "greener" society will have a positive and sustainable effect on the world we all live in.

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

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**USE DISSEMINATION MATERIALS TO**

- Spread the word about IMPRINT+ project
- Access project newsletters; posters, info cards and brochures

Download it here:  
<https://imprintplus.org/documents/section/3>

# III. RESULTS

**imprint**  
Learn. Act. Connect.

**IMPRINT+**  
**IN NUMBERS**

# IMPRINT+ OFFSET ACTIONS



**20.559**

NATIVE TREES  
PLANTED



**60.000 m<sup>2</sup>**

INVASIVE PLANTS  
CONTROLLED



**204**

WILDLIFE SHELTERS  
CONSTRUCTED



**140**

COMPENSATION  
ACTION EVENTS



**13**

WILDLIFE PONDS  
CONSTRUCTED



**200 m<sup>2</sup>**

ORGANIC VEGETABLE  
GARDENS  
CONSTRUCTED



**6.176**

ITEMS OF GARBAGE  
COLLECTED



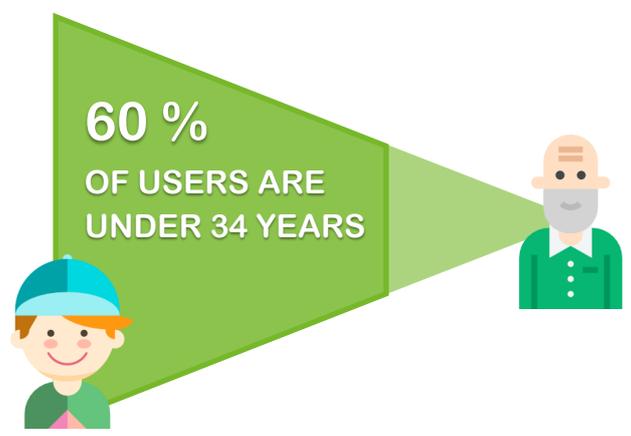
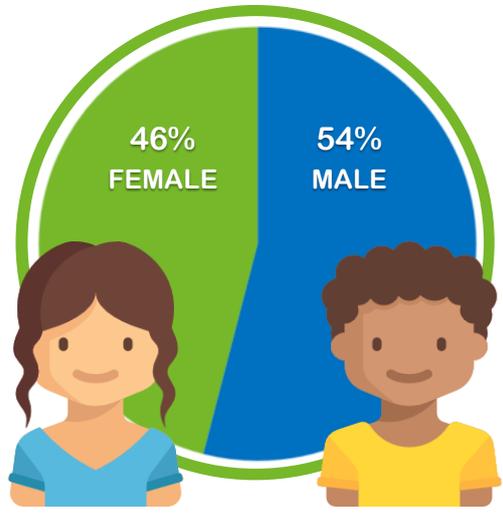
# IMPRINT+ PEOPLE



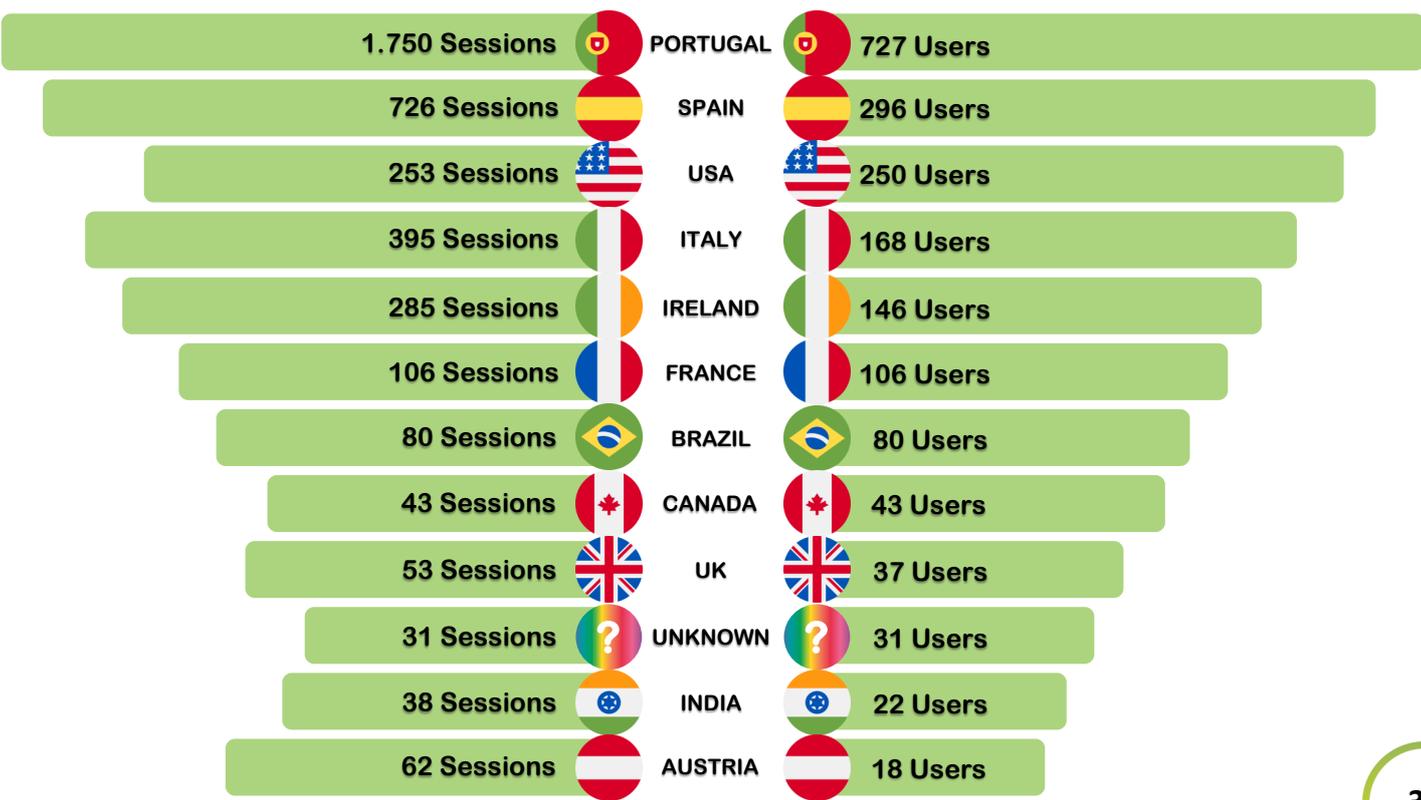
# IMPRINT+ WEBSITE AND WEBAPP STATISTICS



WEBSITE ACCESS — TRAINING COURSE ACCESS — OTHER DOCUMENTS — WEBAPP ACCESS



## TOP 12 COUNTRIES OF 73 COUNTRIES IN TOTAL



**IMPRINT+**  
**IN WORDS**

**What students say**

“What I liked best was to meet people from other countries and get to know other cultures and languages. It has also been a good opportunity to reinforce English”

“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.”

“I feel motivated to use the app. I think the project is appealing for young people.”

“We help the environment, we have fun and with the app we can connect more with nature”

**What trainees say**

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

“The course was well-organised. Trainers were able to transmit contents in a dynamic way.”

“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.”

**What partners say**

**3** QUESTIONS **3** ANSWERS

**WAS THE PARTICIPATION IN IMPRINT+ BENEFICIAL TO YOUR ORGANISATION? PLEASE EXPLAIN.**

**University of Aveiro**  universidade de aveiro departamento de biologia

“IMPRINT+ was the perfect way for us, at University of Aveiro, to experience how much science may contribute to a changing world, when science is properly translated. The much we gave, we received from our partners’ knowledge and expertise and from the exchange of ideas with students and trainees.”

**IES Pedro Jiménez Montoya** 

“IMPRINT+ has raised awareness in our school about the need to protect and use our natural environments in a respectful way. In addition, the motto of the project has been internalized, acting locally to influence globally. In addition, there are structural changes in the school such as the installation of bicycle parking, the creation of a garden and the expansion of green areas and recycling bins.”

**“Cipolla-Pantaleo-Gentile” High School** 

“Yes, it was. It gave my school the opportunity to take part in a high quality partnership and share the best practices about environmental issues in a European context. Furthermore, it was good in increasing awareness of environmental protection for the benefit of nature and individuals in local communities.”

**Municipality of Lousada** 

“IMPRINT+ was the kick-off project for Lousada to develop a whole municipal sustainability agenda! Public perspectives on the environmental and educational programmes changed completely, in a very positive way.”

**E.N.T.E.R.** 

“IMPRINT+ was a valuable and enriching experience for us as a company, even though we were not directly involved in the project’s teaching aspect. Through the successful cooperation and exchange between the partner organizations, we were all able to broaden our horizon and grow on a personal level.”

**Leave no Trace Ireland** 

“Yes. IMPRINT+ gave us a great tool to promote 'Leave No Trace' in our daily lives. The program raised awareness of the ecological footprint but more importantly of the numerous ways that footprint can be offset in a positive manner. Imprint+ raised awareness and increased engagement with our young people to take action in their local community.”

What partners say

3 QUESTIONS 3 ANSWERS

WHAT WAS THE MOST MEMORABLE MOMENT FROM IMPRINT+?

**“Cipolla-Pantaleo-Gentile” High School**



“The most memorable moment from Imprint+ was its training course. It is really important to put theory into practice.”

**E.N.T.E.R.**



“Seeing environmental values being passed on to young people throughout the project was great and the final conference was particularly memorable.”

**IES Pedro Jiménez Montoya**



“The most memorable moment has been the organization of the training course in Baza, by the number of students, teachers and institutions involved in the city.”

**Municipality of Lousada**



“The day we planted 1000 trees in Lousada, with over 120 volunteers!”

**Leave no Trace Ireland**



“Hosting the Imprint Multiplier event in Westport and seeing the young people engaging in the environmental offset activities.”

**University of Aveiro**



“The two days when we received our partners, schools and general public at University of Aveiro and closed IMPRINT+ events with a golden key and very good mood, with the collaboration of all partners and volunteers.”

What partners say

3 QUESTIONS 3 ANSWERS

LOOKING BACK SINCE IMPRINT+ STARTED, PLEASE WRITE A REFLECTION ABOUT YOUR EXPERIENCE WITH THE PROJECT.

### University of Aveiro



“IMPRINT + was a challenge right at the design stage. We had never done anything like it and we were completely out of our comfort area. IMPRINT + was very different from the research projects we were used to. But it was a necessary transition. It makes no sense to study biodiversity, ecology and the planet if we do not use this knowledge to change attitudes and reverse the degradation of ecosystems. Our undeclared aim was the paradigm shift. We do not know if we succeed on that or will ever succeed, but it was what moved us during this project and this is what keeps us moving.”

### Municipality of Lousada



“IMPRINT+ really was a panorama-changing project in Lousada. It lead the Municipality to develop a full agenda for sustainable development, and to implement an environmental education programme open to all: schools, families, NGOs, and private companies. It was surprising how all people embraced the challenges and committed themselves to contributing locally to improve the ecological condition of their garden, street, or parish. IMPRINT+ promoted a genuine step forward a more conscious and active green citizenship in Lousada. The multiplier impact of the project was also achieved, since other Portuguese municipalities are implementing similar environmental public participation programmes.”

### Leave no Trace Ireland



“IMPRINT+t was the first Erasmus project we were involved with, it was interesting learning about environmental works in our partner countries and sharing experiences. Proofreading and editing documents that were translated into English was more time consuming than originally thought, there is a difference between word for word translation and the message that is intended. Communication was very clear between all the partners and a very good working relationship was developed. Co-operation and a passion to protect the environment were the strength of the project. In order for an international programme to be successful it is important to take into the account the culture of each participating country and adjust the programme accordingly.”

What  
partners  
say

**3** QUESTIONS **3** ANSWERS

**LOOKING BACK SINCE IMPRINT+ STARTED, PLEASE WRITE A REFLECTION ABOUT YOUR EXPERIENCE WITH THE PROJECT.**

**“Cipolla-Pantaleo-Gentile” High School**



“Taking part in this really ambitious project was a challenge for my school. We had already taken part in a number of European projects but , for the first time, we were now asked to develop a project together with a very important University, Aveiro University, and some of the most important environmental associations in Europe. It was really hard to complete all the tasks; organize all the mobilities; translate all the documents into Italian, etc...but now we are happy since, during these three years, we have worked well all together owing to the excellent coordination of the Portuguese partners.”

**IES Pedro Jiménez Montoya**



“Any action however small it may seem is important, given that the sum of these small actions can mean a global change. In addition, as important as the actions themselves, is the change of consciousness that occurs in the people involved in the project, and can be transmitted to others, producing a real chain of change and ecological awareness.”

**E.N.T.E.R.**



“Over the past three years, IMPRINT+ has given us the opportunity to work with great partner organisations from across Europe and to increase our understanding for the environmental situation in various European regions. The communication within the project group has been respectful and pleasant, which is an important aspect of successful project work. Timing and schedules regarding project outcomes were well thought-through. On a more general level, environmental awareness has definitely increased in our organisation and we have become more aware of the crucial importance of small, everyday changes, which can eventually contribute to a better world.”

What partners say

## 5 KEY LEARNING POINTS

### “Cipolla-Pantaleo-Gentile” High School



- Knowledge and understanding of the environment and environmental challenges (Theory).
- Successful teaching methods and activities in order to improve or maintain environmental quality (Training course).
- Skills to identify and help resolve environmental challenges (Tutorial, App).
- Learning offset actions (Practice).
- Raising public awareness towards environmental issues (organizing multiple events).

### E.N.T.E.R.



- Environmental awareness
- Sustainability
- Minimising the ecological footprint
- Reflection on environmental values
- Better understanding of the environmental situation in other countries

### Leave no Trace Ireland



- Cultural Differences must be taken into account in design of programme.
- Positive promotion of small collective actions have a greater impact than mass produced messages.
- Experimental learning in the environment is most effective to promote change in behaviour.
- Ratios of group size should be taken into account based on impact.
- Empowerment of individuals is the key to raise awareness and implement change.

### Municipality of Lousada



- Local actors must be engaged with a personal and customised touch. General dissemination is not enough.
- It is very important to know your audience and your territory before implementing any public participation activity.
- School communities must be part of the project from the very beginning.
- When partners truly believe in what they do, and they share the same values, many great things happen, far beyond the established initial goals.
- Using IT and online gaming strategies may not be the best way to engage participants to take environmental action, as they lose interest after a few online registrations.

### IES Pedro Jiménez Montoya



- Need for an Imprint + awareness.
- Need for a change of conduct towards the environment.
- Awareness of the importance of small actions.
- Not only try not to leave a print, but a positive print.
- Start all this change of consciousness with the youngest student possible.

### University of Aveiro



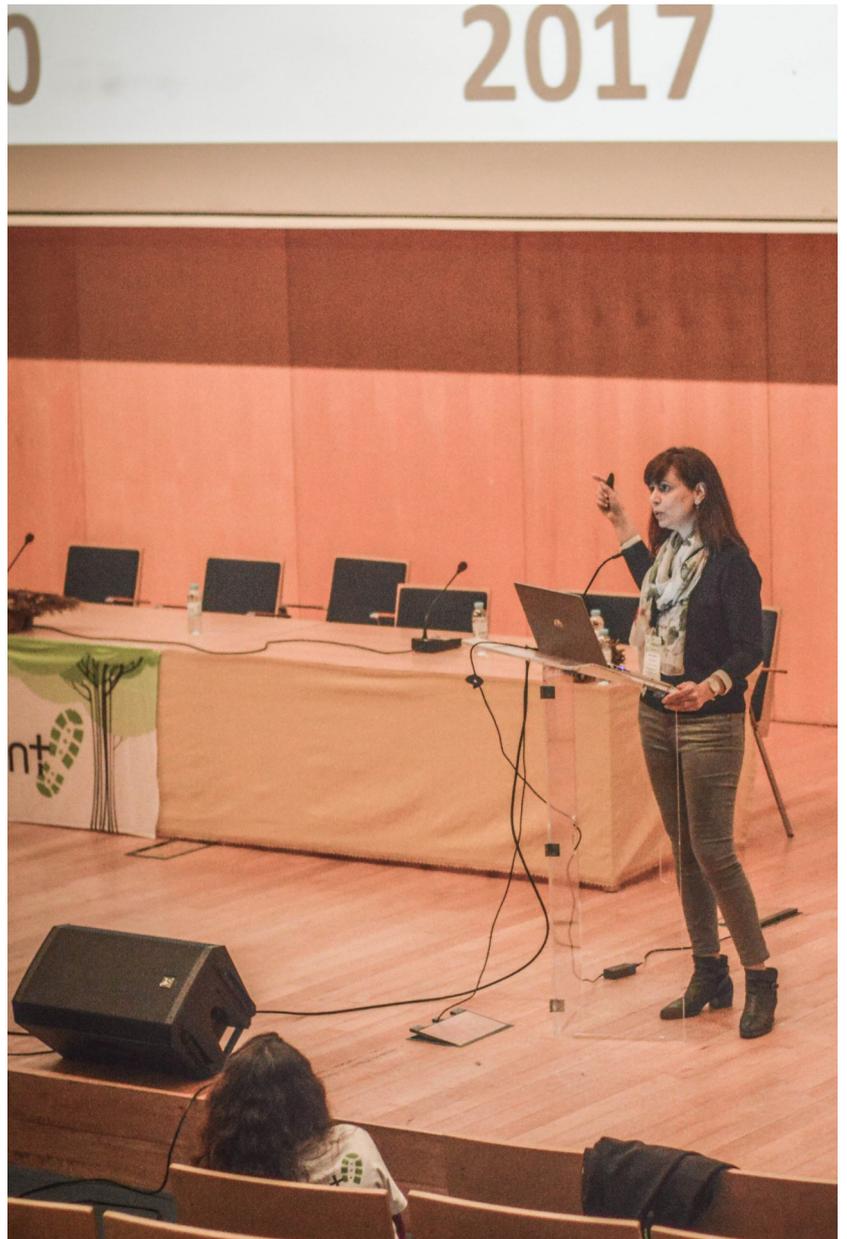
- Establishing strategic partnerships with key stakeholders amplifies project's dissemination.
- Meaningful learning experiences maximizes environmental awareness.
- The importance of non-formal education.
- Good project management is vital for success.
- Choose project partners that complement each other with different expertise.

## KEY INPUTS FROM THE IMPRINT+ INTERNATIONAL CONFERENCE

The conference took place on the 30<sup>th</sup> of May of 2018 at the Auditorium Renato Araújo of the Rectory of the University of Aveiro in Portugal.

The purpose of this conference was to share the results of IMPRINT+ and the experiences of all people involved: partners, students and youth workers. The speakers of the conference were all project partners and two invited keynote speakers. Here is a short summary of the key inputs





**Sara Moreno Pires, GOVCOPP  
University of Aveiro, Portugal  
(keynote speaker)**

**“(Un)Sustainable cities and the  
challenges of Ecological  
Footprint”**

Since the end of the Second World War we are accelerating our impact on the planet which results in great biodiversity loss, increasing greenhouse gases emissions, soil contamination, among other ecological and environmental problems.

With an increasing number of people moving to the urban areas it is estimated that in 2030 there will be 41 Megacities (cities with more than 10 million habitants). Today 50% of all human population lives in cities, which represent 2% of all territory. This poses serious threats to the environment because it is in cities that most energy is consumed (+60%), more greenhouse gas are emitted (70%) and more waste is produced (70%).

However, it is possible to look at these cities as part of the solution and many cities around the world are already looking for solutions to decrease their environmental problems. Calculating the Ecological Footprint of a city it is a very important first step and it can be very effective when searching for those solutions. This calculation analyses how much it is consumed with the amount of land necessary to produce the resources and to absorb the waste generated. Comparing the Ecological Footprint with the biocapacity of a city gives us an idea of the real impact we are creating.



**Armando Alves, Department of Biology/GOVCOPP University of Aveiro, Portugal**  
**“From concept to results: an overview of the IMPRINT+ project”**

The starting point for the IMPRINT+ project was our unsustainable way of life. As such, this Erasmus+ KA2 project aimed to quantify and sensitize for the amount of resources needed to produce what we consume and how we can act to reduce our Ecological Footprint.

From this project resulted 9 Intellectual Outputs including a summary Report, the backbone of the project with an overview about sustainability and case studies; a Training Course for educators to teach them pedagogical techniques for them to replicate with their students; and a Web app, that calculates the Ecological Footprint of our daily acts (transportation, food consumption, water usage, among others) but also tells us which compensatory actions we can do in order to compensate our impact on the environment.

The result numbers for this project show the great success it had: 134 compensatory actions, 20019 native trees planted, 184 wildlife shelters installed, 18000 people, 1075 students and 97 teachers reached are just a few.



**Eugenio Martínez Campo, IES Pedro Jiménez Montoya, Spain**  
**“IES Pedro Jimenez Montoya and Imprint+: Opening pathways for compensation and innovation”**

The IMPRINT+ project allowed IES Pedro Jimenez Montoya to create a lot of change within the school related to sustainability. The school promoted IMPRINT+ as a brand to disseminate their actions, their activities and the range of the project itself.

IMPRINT+ inspired curricular enrichment at this school. The resources created for the project were included in the curriculum of several subjects, e.g. vocabulary about sustainability in English classes, bird nests for Technology classes or using natural spaces to play sports in Physical Education classes. This allows the students to actually take part of the actions and “to awaken love and interest for nature among young people”.

Some changes at the school facilities included: building an organic garden, planting native trees, including fruit at lunch, using more sustainable transportation such as bikes and clean-up actions in the surrounding natural areas.

As for future actions, IES Pedro Jimenez Montoya wants to make more regional partnerships to disseminate the project message, expand the “IMPRINT+ philosophy” to other subjects, diversify pedagogical materials using Imprint+ resources, start spin-off projects based on IMPRINT+ key messages but most of all involve all the community and not just the school students.



**Ms Anna Neri, IISS Cipolla-Pantaleo-Gentile, Italy**  
**“Don't waste your future. Be Imprint plus!”**

IISS Cipolla-Pantaleo-Gentile has a vast experience with European Programs and through those programs and other smaller projects within the school, does a lot of work in order to promote European Citizenship.

IMPRINT+ mostly allowed to start a mentality change within the school community towards sustainability and environmental care. In Sicily there are major environmental problems that need to be addressed and Imprint+ paved the way to students, teachers and the whole community to, first of all, learn about nature and the need to protect it but also how they minimize their impact on the environment, respecting nature and humankind alike.

Their motto was: Learn about the environment; Learn from the environment; Learn through the environment. This way they aimed to include IMPRINT+ in the school daily life and the curricula of their students hopefully transforming theory into practice.



**Gillian Owen Moreira, University of Aveiro, Portugal (keynote speaker)**

**“Educational change through pedagogical innovation – a reflection on the challenges and opportunities facing teachers and learners in higher education”**

Education today faces many challenges that need to be addressed urgently. There is still a lot of inequality without equal chance of opportunity for everyone and it is hard for many to keep up with the evolving digital technologies. Finding ways to provide quality and meaningful education for all in the 21st century is a challenge to educators.

More and more the education system is focused on the learner and not the teacher. The goal is to help the learners to learn more than decide what and how the learners should learn. Students go from spectators to direct participants in the learning process.

In that sense IMPRINT+ ticks a lot of boxes of what learning should be like. It allows to learn other competences and skills that schools don't teach and shows that Education goes beyond scholar levels.



**Milene Matos, Municipality of Lousada, Portugal**  
**“IMPRINT+ in practice. How an Erasmus+ project changed the sustainability agenda of the Municipality of Lousada”**

Lousada was the stage for the IMPRINT+ pilot program. This trial allowed to test and evaluate the best pedagogical methodologies to use and test offset actions in order to choose the best practices for the rest of the project.

This pilot program provoked a big social and environmental change in Lousada and the municipality drew a very ambitious plan for its sustainability and environmental protection. Their goal is to create change leading by example.

Several projects and educational programs were a direct result of the development of IMPRINT+ such as: the first municipal scientific journal “Lucanus”; the environmental education program for all schools “BioEscola”; the employment of 7 biologists that helped restore natural degraded spots; the creation of a network of locally protected areas; the construction of an environmental centre; the investment in LED public lights and electric cars for the municipality workers; among other projects that aim to leave a “legacy that lasts in time”.



**Eithne Larkin, Leave No Trace, Ireland**  
**“Inspiring and empowering environmental ethics in our day to day lives in Ireland”**

The main objective of Leave No Trace is to encourage and inspire people to make better decisions when they are outdoors. As such, IMPRINT+ gave the organisation a major opportunity to learn best practices from the partners that now they can implement within their community.

The organisation integrated the IMPRINT+ philosophy in their existing projects (e.g. Bespoke Youth Environmental Leadership Program). But it was also the precursor to new projects. The young people that got involved in IMPRINT+ decided to take their action further and were able to make Westport the first Irish city to ban plastic straws.

Due to the involvement of the community in the IMPRINT+ project it was possible to sensitize people for the fact that even the smaller acts can have a global effect, and after the three years of the project it is possible to see people changing some of their habits into more sustainable ones.



**Dominika Stiger, E.N.T.E.R., Austria**  
**“Sustainability in EU projects. Imprint+ as a case study”**

It is very important to think about the sustainability of a European Project long term so that it or its benefits can last even after the funding ends making sure that the outcomes are relevant and will be used in the future and that the resources spent were not wasted.

Achieving sustainability requires early planning, engaging and motivating the stakeholders, implementing positive changes in the community, educating people for the problem to be addressed and a strong international project consortium.

IMPRINT+ can be considered a role model for a sustainable project because it not only achieved the proposed goals and produced relevant, high quality and accessible outcomes but it also enabled the partners to continue the project in their communities, use the resources within their schools and keep doing compensatory actions in their local areas.

## POINTS TO NOTE

### **Don't work alone.**

Chances are that much of the area you want to improve or protect is not controlled by you. Engage your community, local government and stakeholders and have them join forces with you. This will likely increase the long-term success of your efforts.

### **Know the territory.**

The first step towards offsetting your impact on the environment is to know the landscape around you and understand the threats it faces. This information will help direct your efforts to where they really matter and make your work more effective.

### **Engage entities directly.**

Personally inviting the organisations (schools, NGOs, companies, etc.) you want to work with is much more effective than advertising your projects and activities through the press or social media.

### **Go beyond schools.**

While IMPRINT+ is focused on school communities, you can further the project's impact by providing opportunities for anyone to join in. One way to do this is to promote environmental actions on weekends and holidays.

### **Change takes time.**

The benefits of many environmental actions, such as reforestation and pond building will not be perceived overnight. Continuously monitor the areas you intervened in and study how they are evolving. This will allow you to evaluate the success of your efforts and correct what went wrong. It is also a great opportunity to deliver environmental education and further engage with your community.

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