

Think globally  
Act locally  
Change individually



# IMPRINT+

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## 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 Praxis" consisting of three separated but complementary parts:

### Part I - Environmental Sustainability Framework: an Overview

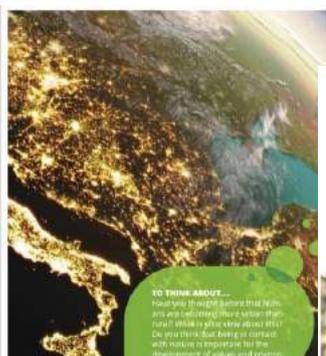
In this part you get all the basic introductory theory and data to contextualise Imprint+.

### Part II - Imprint+ Case Studies

This part presents an overview of selected project case studies.

### Part III - Imprint+ Practical Guidelines for Compensation Actions

This part is all about action and getting your hands dirty!



- CREATE A VEGETABLE GARDEN IN 10 STEPS**
1. When choosing the site consider:
    - Open area for 3-6m by 3m or with several beds
    - In a sunny place (not exposed to wind)
    - Being close to water, electricity and other facilities
  2. Size of the plot should be 1m wide and 20m in length or the double part for small plots and up to 15cm for larger.
- IMPORTANT:** always consider safety issues, especially small square holes and potholes.
3. Make water as far possible, make connection to water a good idea. It should be electric.
  4. Plan your good connections:
    - Make a layout of the site
    - Make the good connections (water, electricity, etc.)
    - The layout and connections to make that you have enough space for the garden.
  5. Mark the perimeter of the garden.
  6. This is when the best options for the garden are the best to be used. You should not have any more options for the garden.
  7. Make the perimeter of the garden. It should be 10cm high and 10cm wide. It should be made of concrete or stone.
  8. Mark the perimeter of the garden. It should be 10cm high and 10cm wide. It should be made of concrete or stone.
  9. The garden should be made of concrete or stone.
  10. The garden should be made of concrete or stone.

## Learn.Act.Connect - introducing the concept

Imprint+ is based on three main ideas that act as guidelines and building blocks for the project's philosophy, objectives and methodology:



### Learn

Learn about yourself, the world and how much you care about it. Use IMPRINT+ to raise your environmental consciousness and ecological thinking to protect Earth. Be aware that this is a planet with finite resources that we all share



### Act

Be the change you want to see in the world! Be a print+ and leave a positive footprint in the planet! Whether by planting trees, collecting garbage or building ponds, act to make a change!



### Connect

IMPRINT+ aims to promote and empower active community networks – sharing knowledge and best practices – as a keystone for solving local environmental problems. The transnational nature of the project will also strengthen the bounds among citizens within a European framework.

## App.Website.Tutorials - introducing the method

The project's methodology includes training of students and educators across Europe and funny educational games/ecological competitions that any citizen may participate in.



#### Use the App to:

- Register your IMPRINT+ profile;
- Explore your ecological impact and learn what you can do to compensate;
- 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.



#### Use the website to:

- Learn about IMPRINT+;
- Discover the Pilot Program in Lousada, Portugal;
- Acquire knowledge about sustainability issues;
- Download reports, course material and other documents;
- Learn about the latest news from IMPRINT+ participants all over Europe;
- Register to IMPRINT+ newsletter.



#### Use the tutorials to:

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

## Training pilot and students' event in Lousada

### Training course for teachers, trainers and youth workers



IMPRINT+ first training course "From the individual environmental footprint to collective action" took place in Lousada, Portugal, from 17 to 21 November 2016. The course was certified and allowed the multidisciplinary audience to address 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 explored the 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. The new pedagogical approaches were immediately put into practice in classroom and field actions with a group of 52 students from Portugal, Spain and Italy.

### Multiplier events and students' activities

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.

## Impressions from Europe



Taking part in IMPRINT+ first training course for teachers, trainers and youth workers represented for our school an excellent opportunity to go beyond regional borders. We could redefine our approaches to instruction and use our professional development as a vehicle for improvement at school and in the community we live in. Meeting experts from other countries allowed us to share good practices and consider ourselves as an active part of an international network.



Now we are trying to put into practice what we learned in Portugal and during other projects of ours, such as Natural Spaces (Erasmus Plus-Greece, Italy, Poland and Spain); Energy for Life (eTwinning project for which we were awarded the **European Quality Label**) by organizing different activities addressed either to students or to the whole community, in order to transform our school into a "green" one.

Multiplier events were really appreciated by both students and teachers. Both the tutorial and the IMPRINT+ mobile app working as a digital game and eco-ranking competition proved to be very useful in drawing teenagers' attention towards such interesting topics. Another important aspect was represented by the possibility to put into practice everything students had learned in a theoretical way during the course.





A group of teachers, local authorities and project stakeholders from Baza (Spain), including the Director of the UNED Associate Center in this city, the Director of the Teachers Training Center or the Environment Councillor, as well as an important businessman in the Insurance field and the School Principal, have participated in the teacher training course where the attendees had the opportunity to analyze and reflect on environmental topics. The course also examined issues such as how to reduce ecological footprint through individual action using a dynamic methodology and promoting the sharing of experiences and views. Undoubtedly, one of the aspects which raised more interest among the members of the Spanish delegation was the implementation of the Imprint+ webapp for compensation, since it is a tool which could be easily used beyond the scope of schools, and reach the vast majority of the population in Baza and its surroundings.



Finally, let us say that thanks to the inspiration and motivation transmitted by the course organizers and trainers, the spread of the imprint+ philosophy will count on the active support of the Catalana Occidente company at a local and probably international level.

Taking part in the multiplier event was just the perfect match for the training course as it let participants apply theory to practice and see how individual actions can really make a difference. The visits to LIPOR and the Gaia Biological Park were extremely instructive for teens, which could observe firsthand and experience the work being done in terms of recycling and biological conservation. Certainly these experiences and the fieldwork carried out in the Urban Park of Lousada by all trainees - adults and teens -will contribute to strengthen their ecological awareness and facilitate their task as eco- ambassadors back in our school.



For the Municipality of Lousada the IMPRINT + project is of enormous importance. First of all because, for the first time, the Lousada territory became a living laboratory to materialize the pilot actions of the project, valuing and disseminating the local natural heritage and creating a collective conscience, afterwards because those actions of investigation already resulted in a remarkable set of activities namely in the scope of the dissemination of biodiversity, such as the BioLousada program. In fact, the designation of 2017 as the Municipal Year of the Environment and Biodiversity results to a great extent from the scientific inputs resulting from IMPRINT + and, through this, from the close collaboration that the Municipality has developed with the Wildlife Unit of the Department of Biology of Aveiro University.

In addition, IMPRINT + has enabled the local community to understand, for the first time, the environmental value of the territory in which lives and, despite the intense anthropization, does not let to preserve important natural resources of considerable importance in terms of conservation and, by that way, of attractiveness in what concerns nature tourism. Promoting entrepreneurship in employment / green projects, safeguarding the value of natural spaces and investing in their renaturalization and environmental revitalization is one of the benefits that results from the collective awareness provided by the implementation of the IMPRINT + project.

Finally, education for the environment, particularly for participatory citizenship, although being the most elementary factor of this project, is a touchstone that will allow, in due time, the most lasting and decisive results of the project. It will be through the actions that involve the school community (students, teachers, operational assistants, parents) that will be launched the seeds that will determine the environmental sustainability of this territory.



Ireland 

A great group of teachers and students took the pilgrimage from across 5 countries in Europe to pilot the first IMPRINT programme. The week brought together a fantastic dynamic of people to enjoy Lousada and Portugal and think about the impacts we make on the local environment. Huge thanks to the local council for letting us traverse the land and even build a wildlife pond!  
We can't wait to travel to Spain in March for the next activities!



Teachers feedback 

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

*It's everybody's task, that's why people should be educated from an early age.*

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

*The course was well-organized. 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.*

*I enjoyed the Exchange of knowledge and experiences between countries.*

Students' feedback 

*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.*

*We had the time of our life!*

*Trainers were well-prepared but they also involved all of us in a funny way!*

*Portugal is a fantastic country !*

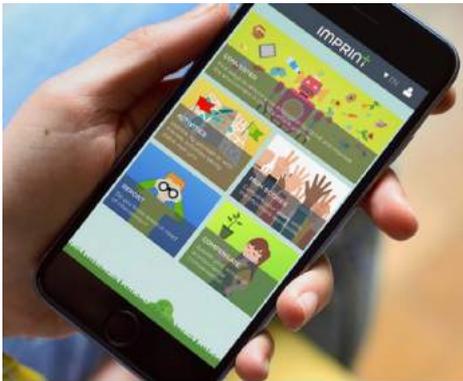
*Being in close contact with nature makes us happy!*

*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.*

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





## The Imprint+ App

<https://imprintplus.org/app/>

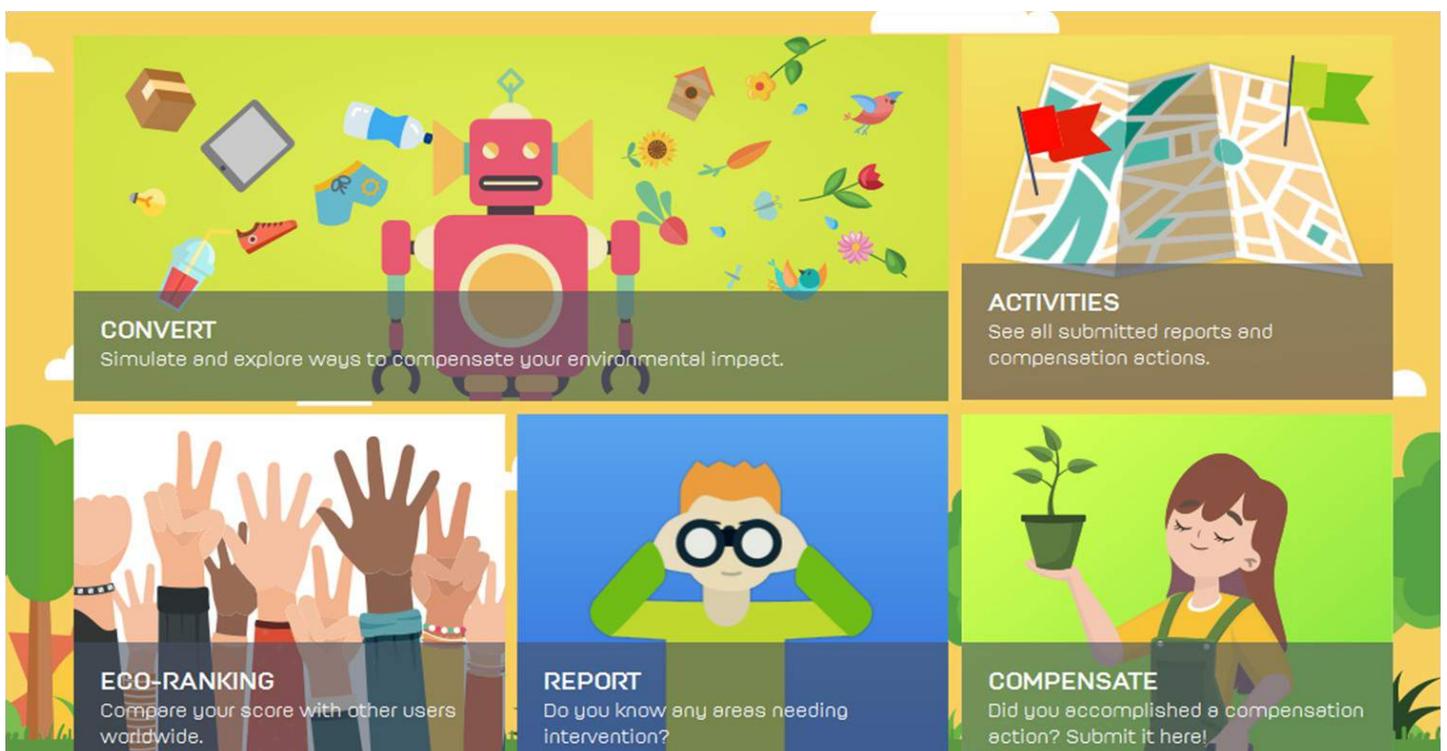
The web app was developed for desktops and mobile devices that will allow people to participate wherever they are.

The Imprint+ App provides different opportunities to learn, act, and connect in form of educational games and ecological competitions that can be used by everyone as separated tool. On the other it can also be used as supporting tool for group and classroom actions in combination with the training package and specific tutorials.

The Imprint+ App will convert actions that have negative impacts on the the planet into suggestions of activities that have positive impacts. Therefore, we use the **IMPRINT+ Converter** that is a tool specifically designed to help you to improve your personal ecological footprint by converting everyday actions into positive environmental actions.

**By interacting with the Imprint+ community you can earn points for different activities, such as:**

- + If you took part in compensation actions you can use the option **Compensate** to describe the project and earn points.
- + If you identified a public area that needs intervention for ecological improvement you can use the option **Report** to launch a call for action and earn points. With interventions it is meant activities such as garbage picking, tree planting, setting up wildlife shelters etc.
- + In **Activities** you will find a visualised map providing an overview of all areas that need intervention and those where compensation actions already took place.
- + The **Eco Ranking** is the section where you will see your raking according to your points in the IMPRINT+ project and discover who are the IMPRINT+ champions of each participating country!



## Coming next...

The publication **'Imprinting sustainability: From Theory to Praxis'** will be available as pdf download online in January 2017. The publication will also be translated into Portuguese, printed and distributed in different schools in the Lousada area.



The next **training event for teachers**, educators and youth workers will take place in Baza, Spain from 25-29 March 2017. Together with the training activities a students' event will be organised (28-29 March 2017). Spanish students will host participants from Portuguese and Italian schools.



The complete **training package** including all presentations, tutorials and exercises will be available on the website for download in March 2017.



The training package, Web App and website will be **translated** into the following languages in the beginning of 2017: Spanish, Portuguese, Italian, German and French.



The next upcoming output developed in Imprint+ project is a tutorial **for young entrepreneurship on a green economy**. This tutorial will present guidelines for young citizens to become green entrepreneurs by introducing skills and competences, possible career profiles and sectors of work in the related field.



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