

Think globally  
Act locally  
Change individually



# IMPRINT+

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## IMPRINT+ project raises awareness towards the environmental impact of daily actions and the importance of their compensation

Each person has an **ecological footprint** that should be (over)compensated, if the ecological, social and economical balance is to be achieved. Therefore, IMPRINT+ 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**.

Based on a state-of-the-art research and identified most innovative practices in the field of sustainability and **environmental education** a training methodology actively involving both students and educators will be developed and implemented in different European countries. The project will culminate with a „Tutorial for **Green Entrepreneurship**“ in order to empower youngsters with tools to self-employment in environmentally responsible projects.

### The following specific objectives have been defined:

- ⊕ Build up a strategy for stressing the "I'm a print" concept among young citizens at school age.
- ⊕ Target a positive footprint (I'm a print+), rather than just reducing the negative one (I'm a print-).
- ⊕ Develop outputs that will help young citizens learn how to estimate the footprint of local impacts and to compensate, locally, for those impacts.
- ⊕ Replicate project actions in different European countries: strong dissemination plan, multi-language, online tools, vast public engagement.

### OUTCOMES

#### Training package

for a certified training course for teachers, technicians and youth workers

#### Tutorial for independent assessment

of ecological impacts and design of compensation measures

#### IT application

(smartphone/tablet) for estimating ecological footprint and suggest compensation measures

#### Online Platform

with associated database and mapping features

#### Tutorial for young entrepreneurship

on a green economy



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## News from Europe

Ireland

### “Leave No Trace champions” will use IMPRINT+ App

Leave No Trace is about encouraging responsible enjoyment of our natural environment. The programme encourages people of all ages to take responsibility for their impact on the environment and other people, and introduces techniques that will help reduce those impacts. The Leave No Trace educational programme will be working with IMPRINT+ to create a new syllabus for trainers and tutors which will include educational resource’s IT applications and workshops for students in their teenage years and provide a fun and engaging way to learn about the Leave No Trace message and how they can leave a positive imprint on the environment. At the end, all students will receive an award called the “Leave No Trace champion.”

Maura Lyons, Manager of Leave No Trace Ireland welcomed the development of the new educational programme for students. “We have had a great response from the schools for the Leave No Trace programme and are delighted to further develop the programme to the audience. The new IT app coupled with the workshop puts the negative messaging into a very real context for pupils. The Leave No Trace message with the IMPRINT+ programme of caring for nature is a great opportunity for students to learn how they can put this message into practice in a positive way locally.”

Visit [www.leavenotraceireland.org](http://www.leavenotraceireland.org) for more details.



Portugal

### IMPRINT+ was presented at the National Conference on Environmental Education

Last April, the lovely city of Viseu, in central Portugal, hosted one of the largest events on Environmental Education in the country: the XII Pedagogical Conference on Environmental Education. Under the theme "Crossroads for participation, cooperation and peace", over 100 delegates discussed the role of youth in building more sustainable societies, new approaches for citizenship focused on environmental respect, projects and challenges for national and international cooperation, as well as the principles and values of the Earth Charter and its role in education for peace.

The Erasmus+ IMPRINT+ project was presented during a Round Table on Environmental Education, which involved around twenty teachers and youth workers from Portugal and Brazil. The project’s aims were enthusiastically debated, and the audience praised the partners’ engagement towards raising awareness on environmental consciousness. The outputs of the project, namely the mobile app, currently under construction, are now eagerly anticipated.



## News from Europe

Spain

### Dissemination of the IMPRINT+ brand

The most successful dissemination of Imprint+ image has been at Sports Week, which has had a large impact on local and regional media, both radio and press as well as TV. Also, Sports Week receives approximately 4,000 people including conference attendants and sports activities participants. During this event, Imprint+ has been visible at the various talks and conferences, on T-shirts worn by pupils taking part in competitions and especially at the Sports Award Ceremony held on April 16th, 2016, which was broadcast live on TV.

### Collaboration Agreements

Furthermore, since the meeting in Graz, our School, IES Pedro Jiménez Montoya has managed to establish several collaboration agreements with different administration departments, companies and institutions, which will play an important role in future dissemination activities. Among them, we can mention the following: The Teachers Training Center, Baza City Council, the local foundation that runs the Spanish Open University, The Businessmen Association, and especially "Catalana Occidente" Insurance Company, one of the most important companies in this sector, which has agreed to include the Imprint+ Good Practices Tutorial in its insurance policies, in addition to collaborating in future dissemination actions.

The Imprint+ brand has also been disseminated through radio programs and publications of several specific articles in the press. Additionally, our High School has strongly supported this initiative. Imprint+ appears on school leaflets and websites and also has a place in the European Corner, along with the other European projects being implemented.



### VILLA MARGHERITA

The site I.I.S.S. "Cipolla-Pantaleo-Gentile" has chosen as a case study for urban recovery is a small garden that overlooks Regina Margherita Square (37°67' North ,12°79' East) from which it takes its name, in the city centre of Castelvetrano (Trapani) and on the edge of its first historical nucleus. This recovery project includes a botanical study to identify any problems with the trees ; an intervention on them to remove molds and other infections; cleaning of flower beds and restoration of the sculpture called "Bambocciata". The first site visit to Margherita Villa took place on 26th February, 2016 with the whole staff and with the expert in Forestry and Environmental Sciences, Doctor Cirabisi.

On 28<sup>th</sup> of May, 2016 there will be a local multiplier event , the "Green Day", with the participation of all the schools of the territory and the most important environmental associations in order to sensitize people to be more eco-friendly and restore Villa Margherita.

Italy



## IMPRINT+ Research report

The project started with a research phase in order to develop a common state-of-the art in the fields such as digital technology, biology and nature conservation, communications and knowledge transference, and pedagogy. The research findings will enable 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.

### Research report structure

#### PART I - Framework

Introducing baseline concepts as explanation of ‚footprints‘ as well as other concepts

Global pressure: We only have one planetL

Local pressures: From minus to plus

#### PART II - Case studies

IT and Web based tools for social engagement and environmental education  
Communication and training techniques for young people

Green entrepreneurship and alternatives towards a green and social economy

#### PART III - Bio-geographical guidelines for compensation actions

Which species of trees and shrubs should be planted?

When is the best time of the year to plant?

Where can I find good native shrubs and trees?

Which invasive exotic species are more problematic?

For which species of birds and bats should I construct nest boxes?

Etc...

#### PART IV - Trends and conclusions

Current trends in projects and practices regarding sustainability teaching; environmental education; outdoor education, IT and web tools; etc.,

How will IMPRINT+ be innovative?

#### Glossary

#### Bibliography

## Publication updates

In order to make the most impact of the research report the IMPRINT+ consortia decided to publish the report in two volumes instead of providing one large document.

**Volume I (Part I and III)** will be published as an ebook and will also be available in additional languages than English. Volume I presents a practical tool for teachers and educators to be integrated in activities in the classroom or for organising field activities.

**Volume II (Part II and IV)** will be available in English as document to download for further details and a reference to already existing projects, initiatives, methods and approaches in the field of IT, communication, green entrepreneurship and environmental education.

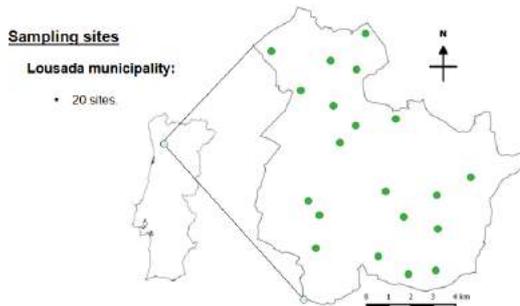
Both volumes can be used as separate or in the ideal form as supplementary documents.

The research report will be available in October 2016.

## IMPRINT+ Pilot Project under scientific preparation

IMPRINT+ will help young citizens learn how to estimate the ecological footprint of daily action and how to compensate, locally, for those impacts. In order to organize compensation measures and hands-on activities, a pilot program is being developed in the Municipality of Lousada (Portugal), involving the local administration, schools and students.

Potential areas for intervention are being characterized in the municipality, and inventories of fauna, flora and habitats are being carried out. Since potential compensation measures aim at particularly threatened species or habitats, a full set of biologists are in the field for a few months now. Many endemic, protected and endangered species were already identified. Check them out!



**Golden-striped Salamander** (*Chioglossa lusitanica*)  
Conservation status: vulnerable; Iberian endemism

**Iberian Painted Frog** (*Discoglossus galganoi*)  
Conservation status: least concern; Iberian endemism

**Iberian Newt** (*Lissotriton boscai*)  
Conservation status: least concern; Iberian endemism

**Schreiber's Green Lizard** (*Lacerta schreiberi*)  
Conservation status: near threatened; Iberian endemism

**Iberian Frog** (*Rana iberica*)  
Conservation status: near threatened; Iberian endemism

## Coming next...

The pilot project in Lousada also serves as good practice example that can be directly explored and integrated in the training activities for teachers from Italy and Spain as well as in the multiplier event for students from Portugal and partner countries. In this 2-days event students will receive training on sustainability, the concept of ecological print, mapping, design and implementation of compensation measures and green entrepreneurship. It will comprehend both theoretical and practical training, delivered in the form of classes, group activities, group discussions and field work.

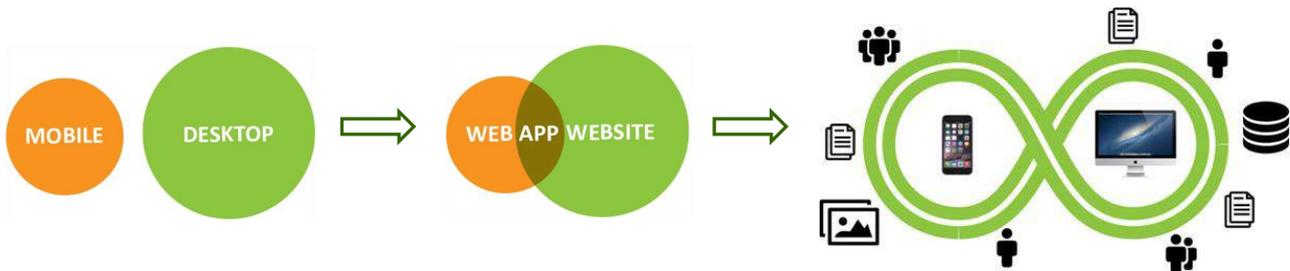
### IMPRINT+ Training activities

The first transnational training activity will take place in **Lousada, PT in November 2016**. The objective is to train participants so that they can spread the IMPRINT+ message and replicate the training and raise awareness in their areas of influence. Course participants from Italy, Spain and Portugal will be mainly **teachers and educators** but is also addressing youth workers. The main message is that most of human activities have an impact on the environment, and each impact should be (over)compensated in order to leave a positive impact, or, at least, a null impact on the environment. The course will start with general concepts of ecology and ecological footprint, approach environmental diagnose and monitoring techniques, and close with restoration and compensation actions, adapted for each biogeographical region. It will also tackle effective communication and engagement, in order to enhance the trainees skills to communicate the specific themes related to nature conservation and outdoors ethics.

The approach of the course will be transdisciplinary and ultimately will provide teachers more specific training skills and knowledge to **engage youth towards sustainability**, empowering young people with more basic skills, knowledge and tools for entrepreneurship, and capacitate them in becoming more aware and active citizens.

The course itself will be delivered in English, allowing a common understanding of all participants. However, all material will be available at the project website afterwards in all partners languages plus French in form of **training package** easy to use also by people not attending the training activities.

## The Web App



IMPRINT+ will develop a Web App combining the two requirements of an application (smartphone/tablet) for estimating ecological footprint and suggest compensation measures and an online platform with associated database and mapping features. The website (in itself) will also be responsive and accessible through the mobile browser. The main interactive features will be shared by the [web] app—integrated either in the mobile or the web experience.



The main components that will be included are:

- 1....an **interactive map** that will allow a large-scale environmental diagnose, and awareness;
- 2....**gaming** feature;
- 3....access to the **documents, network, exchange ideas**;
- 4....a **calculator of ecological footprints** and a repository of suggested compensation measures that will be directly shown in form of a **converter**

The Web App will be available for testing in November 2016!

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