

UUD STRATEGY FOR LITHUANIA

USEFUL USABILITY DISPOSABILITY (UUD)

Project no. 2015-1-RO01-KA204-015258

2015-2017



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European Social Entrepreneurship and Innovative Studies Institute participates in project „Useful Usability Disposability“ and creates an electronic learning platform for individuals operating in different communities including youth, seniors, artists, families, etc. The Institute is responsible for the creation of effective methodology for the civic events organization. Methodological tool will enable practitioners to develop community awareness through public social campaigns, public events, which will form the context of responsible consumption and responsible treatment of plastic waste topics. Fun and engaging activities will aim to build public awareness for wasting.

To develop an effective civic organization according to the event methodology, the Institute will be organizing by the Ambassadors program 2016 04 - 2017 04 and 2017 04 -2017 12 by its own initiative. Ambassadors program, educational activities will apply innovative methods of education. Ambassadors' program implementation aims to develop more effective methodology and ensures sustainability of the project results. After the training youth leaders will become ambassadors in their own regions, where they will organize the socio-civic events promoting creative use of waste sorting, plastic processing, recycling.

The methodology for educational process of ambassadors program will be implemented in a practical way by organizing Ambassadors summer camp activities. Camp activities will be filmed and all received videos will be prepared as methodology - video lessons, which will be posted on Moodle platform.

1.1. Ambassadors program realization'2016

Ambassadors program - combined leadership and group management program designed to prepare volunteers (Ambassador) who will be able to organize, prepare and motivate community members to achieve common goals, organize group work processes, proper allocation of community roles in the group, create security and confidence in the communities, develop personal and group creativity, ingenious thinking, communication skills, and contribute to public awareness of plastic waste prevention, sorting and responsible treatment of waste in the area.

Ambassadors programme implementation stages:

1.1.1. Motivational youth events in educational communities (2016 April-May.)

Target audience: grades 9-12, students, teachers, education specialist.

One of the event total duration: 2 hours.

One of the event the number of participants: ~ 200 participants.

8 events are organized in the following regions: 1. Vilnius 2. Kaunas 3. Klaipėda 4. Panevėžys 5. Alytus 6. Telšiai 7. Utena 8. Ignalina

Event Concept:

- ✓ Ambassadors programme and camp (selection conditions, terms and benefits). Tasks relating to plastic packaging management and recycling or reuse. Short film presentation.
- ✓ Demonstration show “Eko Lab” - theatre of science, which aims to change thinking about the negative impact of waste on the environment by interesting, unusual but effective method.

Eco Lab program has been developed exclusively through the waste pyramid, experiments demonstrated treatment of waste strategies from the most desirable strategy (waste avoidance, waste reduction, reuse) the transition to the least desirable actions (recycling, energy recovery and landfilling). Each stage of the pyramid was based on an experimental test during which participants will be involved to make it.

1.1.2. Ambassadors selection (2016 June)

After the events information about the camp and application form will be sent for each registered person. Young people wishing to become Ambassadors will be invited to complete the application form



and perform a creative task (take a “selfie” video, which provides a justification of motivated desire to participate in the camp, and presents a creative solution - to adapt / use / recycle empty plastic Coca-Cola bottle. Also, participants will have a video interview. 20 most powerful, creative and with the greatest motivation participants will be selected.

1.1.3. Signing of volunteering contracts (2016 July)

Participants' documents will be signed in July 2016. 7.

1.1.4. 7 day summer camp (training) for civic event organization (2016 July)

Educational methods: personal and team coaching sessions; experiential learning; workshops; meetings with the leaders; psychological exercise to exchange roles of the group members; intervision and supervision; creative challenges that leads to leave the comfort zone; team building, practical teamwork experiences; practical civic-event organization: from the conception to the implementation.

Subjects: a leader role; simulation; communication skills; group motivation; organizing work at groups; conducting a constructive dialogue; coaching; detailed plan organization of different activities for civic events, search for sponsors and partners, organization of the civic events.

Results: find 20 initiative persons, who could motivate young people and have all necessary competencies to share knowledge about reduction of plastic consumption, they will refine needed skills in order to organize civic-events in their own regions.

1.1.5. Remote consultation course (2016 July-December)

Mentor's consultations in the online group for the preparation of civic and environmental initiatives in their own regions.

1.1.6. Excursions to the recycling places (2016 in August.).

Purpose of educational tours - to encourage and assist the Ambassadors to become responsible and competent experts in the field of waste management, develop their self-confidence, provide theoretical and practical knowledge through the experience of a real plastic recycling processes.

1.1.7. Civic event organization by ambassadors. (2016 August 2017 March).

1.1.8. Awards and certificates for volunteering work will be given for the Ambassadors (2017 April).

1.1.9. Analogical Ambassadors program implementation in 2017.