



## **Winning Initiatives For Environmental Sustainability**

### **Summary:**

Under W.I.F.E.S several projects will be created. The main focus will be development of local communities and environmental sustainability promotion . Relevant partnerships will be built.

Green Waters Foundation believes, that everyone can make a difference. It is our aim to reach out to diverse groups and individuals who are not yet participating in development, so as to empower the development engine by more Green Energy (The people).

With more people involved in environmental sustainability initiatives, we will move a step forward towards achievement of UN Millennium development goal 1 – eradication of extreme poverty and goal 7 – Ensuring environmental sustainability.

The first project under W.I.F.E.S is creative recycling. The short term goals for this project are:

- Raise awareness of environmental impact caused by our daily behaviour
- Teach creative recycling skills
- Create product lines which use recycle materials
- Create outlets for the product lines

This project will be done in stages:

### **1. Creative recycling of waste**

We organise workshops that teach different ways of creatively recycling waste materials from households and various industries

### **2. Recycling Centres**

Waste collection centres that will also provide opportunities for internships, entrepreneurship and employment in sectors such as cleaning and sorting of waste, recycling art workshops, awareness workshops, production.

### **3. Environmental sustainability awareness workshops**

Workshops offering various knowledge in environmental management

*We are currently on the first stage.*

## **1.CREATIVE RECYCLING OF WASTE**

We started with creative recycling so as to transfer knowledge (capacity building) about different ways of recycling, that can have a positive impact on our household income and also on environment.

Our motivation is to reduce the ecological footprint (EF).

### **Ecological footprint:**

Ecological footprint (EF) is an idea which was developed with a purpose to make people realise, how their use of earth resources limits the sustainability of the resources. Therefore, in the long run failure to reduce our EF will lead to the decline of the resources and the earth inhabitants won't be able to survive or maintain existing lifestyles.

The earth is portrayed as a dome of which limited earth inhabitants and resources are trapped in. It is up to the inhabitants to learn the best ways of utilizing the resources in order to make them last longer and also to maintain the best quality and the possible renewal of the resources.



## **Our consumer habits impact environmental resources.**

Examples:

### **1. The textile industry uses cotton as one of the main raw materials.**

Cotton production requires use of large plots of land, and also use of pesticides. Most production is done in developing countries of which there is no regulation for use of pesticides such as DDT.

DDT is a highly poisonous pesticide and it's used to kill insects that attack crops, ensuring a healthy crop. However, DDT takes a long time to break down once it is sprayed on the grounds. During spraying, the wind might blow the spraying to non targeted areas, and rainfalls carries DDT into rivers and other water sources used for human consumption and cause health damage, such as poisoning, damage on the immunity system and cancer.

### **2. The paper industry uses different kinds of trees for raw materials.**

Trees are natural habitats for wild animals. Apart from providing living environment they are a main source for modern medicines. They provide us with food and properties to make products such as sweets, chocolates, juices and hot drinks.

Other products made from trees are perfumes, food flavors, rubber, soaps, cosmetics, musical instruments, furniture, boxes, books and clothes.

Trees are used to capture greenhouse gasses emissions. This slows down global warming, which has caused extreme weather changes that have endangered human lives all over the world.

By extending the shelf life of products such as those made from the two examples we have discussed, we are reducing our ecological footprint.

## Ways on how you can recycle textile products

Tired of old fashioned jeans? Make money from them!



## Ways on how you can recycle paper products

Tired of Newspaper advertisements? Why not make money from them?

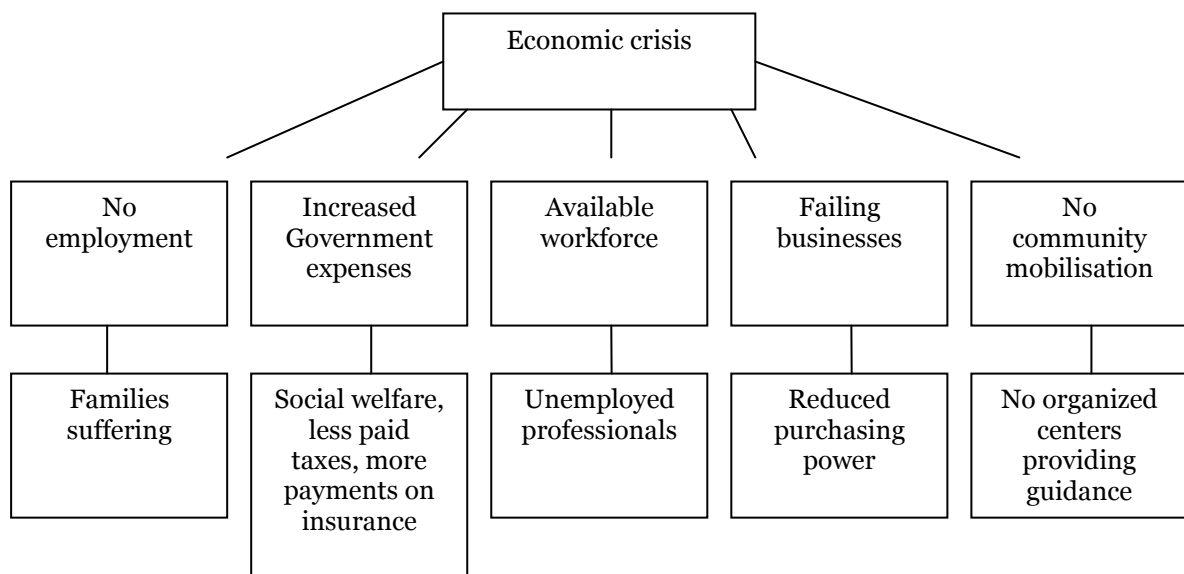


**Project background:**

Habits are established from a young age, therefore family and communities are important in influencing children’s behaviour and developing future values. The values that we learn early in life also influence our environment and the way we act towards each other and during the time of a crisis.

The current economic situation has had a negative impact on household incomes. Job security is not as it used to be, many people are facing unemployment. Governments are facing heavy burdens in health insurance and social welfare because more people can’t afford to pay taxes and more businesses are going bankrupt.

**Problem Analysis:**



**Vision:**

Creative recycling provides opportunities to companies and individuals:

- To re-invent products by using recycled materials from households and industries
- Minimizing costs on acquiring new raw materials
- Creating employment for the unemployed to manufacture product lines
- Increasing income which will increase purchasing power
- Increasing purchasing power will boost businesses
- Flourishing businesses pay taxes and employ more people

**Where are we now?**

Green Waters had pilot creative recycling workshops, which gave us an indication of how creative recycling projects can be implemented and how they are received by target groups.

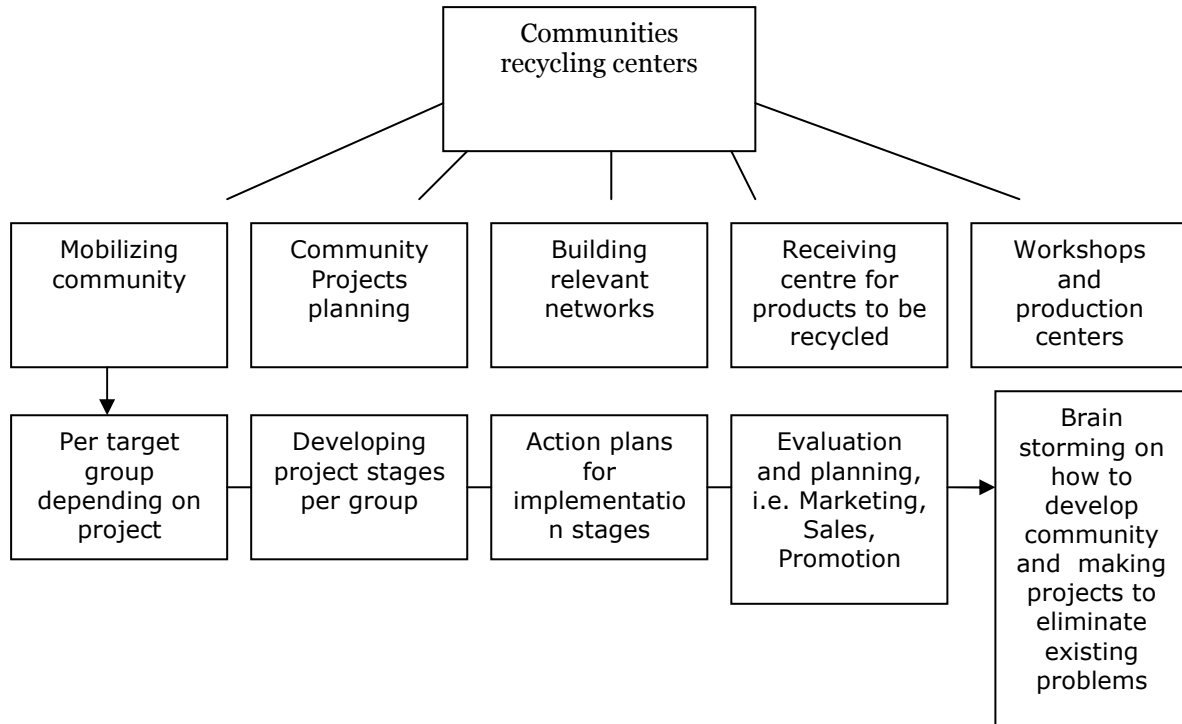
Our workshops were sponsored by Stichting Nieuwe Rotterdamse Cultuur. They were given to a target group of disabled. The artists who gave the workshops were talented and happy to work with the group. The target group was happy and felt included in community projects. Despite their predicament, these are productive members of society.

We have created an online form, so that artists can apply to give a creative recycling workshop to their various target groups. The form can be found at <http://www.green-waters.org/WIFES/index.php/applicationworkshop>

The aim of this tool is to provide artists with a way to earn an income, while we take care of the administration, such as grant applications, to pay for the workshops. Our main objective is to prepare the foundation for the next stage of the "recycling centres" project.

## **2.RECYCLING CENTERS**

### **Objectives analysis:**



## **3. ENVIRONMENTAL SUSTAINABILITY AWARENESS WORKSHOPS:**

Environmental awareness workshops will offer various knowledge on environmental management. Our guest speakers from various organisations will be invited to address existing environmental sustainability issues, which can be alleviated by community participation.

Example of Environmental sustainability issues include:

- the way products are being produced
- Promoting certified products
- On-going environmental campaigns
- Ecological footprint