

Name of the Partnership/Initiative

Ecological activate of local communities

Date of initiation: January 2002

Expected date of completion: December 2004

Partners Involved:

Governments: Ecological and Educational Departaments in Poland, Slovakia, Hungary and Czech. Local authorities of 60 cities in Poland, Slovakia, Hungary, and Czech.

Intergovernmental organizations:**Major groups:**

Small shops and shops of retail chains, enterprises (producers of consumption goods, banks, insurance companies, security companies and others), public institutions (tax departments, social insurance departments and others), primary and secondary schools, NGOs.

Leading Partner:

Eco Idea

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Main objectives of the Partnership/Initiative

Please provide a brief description: The actual state of natural environment depends on everyday decisions taken at the local level (at household, institutions, business and trade). The importance of environmental protection is obvious for every citizen and local stakeholder. But at the same time sustainability in everyday life, decision making in industries, institutions shops etc. is not considered. Acting for environment is not attractive at the marketing level. When we want to achieve any ecological result we have to arrange project for various players of locality.

There are three subprojects:

- 1) For sustainable consumption (focused on noncommercial informational system for consumers) addressed to trade – consumers – schools – local authority.
- 2) For sustainable management (focused on reduction of paper, energy and heating use) addressed to business and institutions – local authority – media.
- 3) For youth eco-activation (focused on out of school activity closely coordinated with local eco policy) addressed to schools – local authority – households.

We start with pilot delivery of our projects in 10 cities. And then we expand our project for the rest of participants. We still negotiate expanding our project for next countries. For supporting our activity we publish two magazines “Poison” about dilemmas, choices between traditional, harm for social and natural environment and sustainable styles of life. And “Antidote” about social marketing for environment and cooperation between sectors at the local level.

Please also provide a brief description of the relationship of the Partnership/Initiative with the objectives of Agenda 21 as well as relevant goals and objectives of the United Nation Millennium

Declaration:

The initiative will assist the implementation of Chapter IV of Agenda 21 on Changing unsustainable consumption and production patterns, in developing countries and economies in transition.

Expected results:

Please provide a brief description:

Marketing results:

- building ecological image of the community as a important part of the local identity,
- creating state, when environmental protection is valuable and profitable for every social player of local community,
- establishing new local teams acting for environment.

Material results:

- more interest in environmental friendly products,
- reduction of paper and energy use,
- changing everyday life patterns for more sustainable.

Specific targets of the Partnership/Initiative and timeframe for their achievement:

Pilot projects: January – December 2002

Expanding for Poland, Slovakia, Hungary and Czech: January 2003 – December 2004

Expanding for other countries: January 2004 – December 2004

Publishing magazines: 2002 four issues, 2003 three issues, 2004 three issues.

Cycle of training: January 2002- December 2004 three cycles a year.

Evaluation, reporting – November – December 2004.

Coordination and Implementation mechanism

Please provide a brief description of expected coordination/implementation mechanism of the Partnership/Initiative.

The project expands asper the agreements between NGOs and local authorities. For implementing pilot project we have sign 9 agreements with local authorities and about 130 with institutions, business, shops, schools.

Next we will carry out training for partner NGOs for simulatelously implementing project in various places.

From the November 2002 magazines will be publish in 5 languages (4 countries + english).

Arrangements for funding

Please describe available and/or expected sources of funding for the implementation of the Partnership/Initiative (e.g. donor government(s); international organization(s)/financial institution(s); foundation(s); private sector; other major groups, etc.)

2002: 100.000 euro (30.000 – National Found For Environmental Protection and Water Management, 50.000 local authorities, 20 business).

2003: 160.000 euro

2004: 200.000 euro

Arrangements for capacity building and technology transfer

Please include information if the Partnership/Initiative provides for training, informational

support, institutional strengthening and/or other capacity building measures:

There are two magazines for technology transfer and training closely connected with them.

Poison. The first magazine („Poison” – 40 pages per issue) locates environmental problems among cultural and social contexts. People are not interested in ecology and we decide to mix and compose environmental topics with values, which are important for building cultural picture of the world, self-identity. We build issues of this magazine not around typical environmental topics like water management, solid waste, air pollution and so on, but around important cultural and social topics like *responsibility, modernity, diversity, advertising* and so on.

Antidote. The second magazine (“Antidote” – 32 pages per issue) is focused on technology of social marketing for achieving environmental goals at the local level and cooperation across sectors.

Training. Subprojects are addressed to business, institutions, shops, and schools. But there are many types of schools, shops, business plants... Because of that our subprojects have to be flexible. During trainings we work about assessing and implementing subprojects in real situations.

Please also provide here a brief description of expected arrangements for technology transfer (if applicable).

Technology transfer is crucial for arrangement of the project. We never implement projects ourselves. We establish local teams and prepare them for implementing the project, for immediate working with local stakeholders.

Links of Partnership/Initiative with on-going sustainable development activities at the international and/or regional level (if any)

Please provide a brief description:

This project is develops thanks partnership between of “ASHOKA. Innovators for the Public fellows”.

Monitoring Arrangements

Please describe expected arrangements for monitoring of progress in the implementation of Partnerships/Initiative after it will be launched at the WSSD:

(e.g. frequency/modalities of preparation of progress reports; electronic updates, news-letters, etc)

Three times a year we publish new issue of our magazines. There are monitoring of the project included. The web-site start in November 2002 and it will be monthly updated.

Other relevant information:

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