



Iceland 
Liechtenstein **Active**
Norway **citizens fund**

Implemented by:



MAIN AIMS OF THE PROJECT



- The main aim of the project is to create the first Academic Center for Practical Education on Ecology in our country for students of economics, finance, management and administration.
- We want to create a special education and practice program that stimulates ecological empathy and teaches how to properly manage local natural resources. For other educators of sustainable development, we want to create a Handbook on methods and practical activities stimulating students to change their behavior to pro-ecological.

IMPLEMENTERS



- The Association of Friends of the Knyszyn Forest „Wielki Las”
 - Foundation Center for Initiatives for Society
 - University of Finance and Management in Białystok
 - Innovation Circle Network (www.innovationcircle.no)
- The project Leaders of Eco-Change is financed by the Active Citizens Regional Fund Program (EEA Funds).*

IMPLEMENTERS



- **The University of Finance and Management in Białystok (Wyższa Szkoła Finansów i Zarządzania w Białymstoku)** is the oldest, non-public business university in the region with experience and potential in educating finance, management and administration (with MBA).
- 24175 graduates
- 45 partner universities
- 27 specialisations

IMPLEMENTERS



- **The University of Finance and Management in Białystok (Wyższa Szkoła Finansów i Zarządzania w Białymstoku)** in a dynamic period of development educated around 7,000 students at the same time in various courses in sub-regional cities (branches) in Ełk and Ostrów Mazowiecka.

IMPLEMENTERS



- WFSFiZ coordinates:
- Ecological Empathy course (3 Modules: Eco-Leader, Eco-Influencer, ecological practice)
- Scientific group the Ecological Empathy Center (together with the ecological education laboratory)
- Eco-Influencer Film Studio

IMPLEMENTERS



- **The Association Friends of the Knyszyn Forest - Great Forest** has been operating for over a dozen years at the Knyszyn Forest Landscape Park located in the area of the agglomeration of the city of Białystok. It is one of the largest and most biodiverse forest complexes in Poland. The Great Forest Association carries out the mission of active nature protection and education of various groups of the local community about the care and proper management of this extremely valuable natural and cultural area. The association operates non-profit continuously, realizing its mission and cooperation with institutions nature, forest districts and local government administration.

IMPLEMENTERS



- **Innovation Circle Network** is a main coordinator from Norway, represented by Secretary General Alf S. Johansen, who will bring his experience and knowledge about sustainable development in various regions and cities of the European Economic Area, including Norway, which will allow us to create a chapter in the Handbook devoted to international good practices in ecology in various aspects. We plan to continue our joint mission after the completion of the schedule of planned activities.

IMPLEMENTERS



- **The FCIS Center for Social Initiatives Foundation** has the mission of respecting human and civil rights and promoting sustainable development and the knowledge-based society. It initiates and supports innovative solutions in the protection of law and in the development of civil society. It has 12 years of experience in monitoring and civic participation, therefore it will lead the Student Alert for Mother Earth - civic monitoring practice in ecology.

PROJECT ACTIVITIES



- Planning, coordination, monitoring and evaluation
 1. Recruitment of participants
 2. Academic Center for Ecological Education and Practice
 3. A training camp for nature educators
 4. Student Alert for Mother Earth – civic monitoring
 5. Communication, information and promotion of the project

PLANNED PROJECT RESULTS



- **Products:**
- Ecological Empathy subject program (3 Modules: Eco-Leader, Eco-Influencer, ecological practice)
- Training camp for nature educators
- Scientific group the Ecological Empathy Center (together with the ecological education laboratory)
- Eco-Influencer Film Studio
- 20 Eco-Diploma works – films promoting pro-eco practices

PLANNED PROJECT RESULTS



- Festival for Mother Earth
- 1st Plogging Championship
- Civic monitoring report with Eco-positive Intervention Map (electronic form)
- Manual for educators (electronic form)
- Eco-Leader Knowledge Bank (e-learning platform)
- subpage int. and 2 social-media profiles
- conducting 160 hours of training, workshops and apprenticeships in the subject of Ecological Empathy
- carrying out 48 hours of a training camp for educators

PLANNED PROJECT RESULTS



- **The results:**
- increase in knowledge and competences in the field of pro-environmental activity of 100 students through training, internships and an educational campaign,
- increasing the skills of 20 educators in the tools of involving citizens in activities for the proper management of their natural resources through a training camp,
- involvement of 15 Eco-Student Leaders in the activities.

STUDENT INVOLVEMENT



- Project participants will be able to choose two paths to follow together with WSiFiZ and the invited experts:
- blue path - eco-participation, eco-volunteering, eco-mediation, eco-influencer (social-media, photography, nature protection and ecology films) course
- green path - ecology course and direct inclusion in the practice in the Knyszyn Forest Landscape Park, Ecological Empathy Science Club, Civic Monitoring in Ecology and in the professional Eco-Influencer Film Studio

STUDENT INVOLVEMENT



- We will encourage participants to take part in the green path - it will allow the student to obtain the Ecology Credibility Certificate and to enter the acquired skills into his or her supplement to the higher education diploma

STUDENT INVOLVEMENT



- In addition to classes on Ecological Empathy, we will organize two large open events for the community of the entire region:
- the 1st Plogging Championship - a run combined with a happening
- the Festival for Mother Earth - an open event where various local ecological products, film screenings, and workshops with experts from ZERO WASTE will be presented, tree protection, eco cooking, eco cleaning, eco tourism, etc.

COOPERATION WITH PARTNERS



- Innovation Circle Network has extensive experience working with various international actors to reinforce the focus on climate-friendly energy, transport and industry, including green mobility solutions. ICN implements educational projects, such as the Innovation Circle Project, Young Eyes Project, international camps for young people and regular annual international conferences on sustainable development in the Baltic Sea Region.

COOPERATION WITH PARTNERS



- Cooperation with ICN will allow:
- to strengthen transnational cooperation and increase the awareness of the project recipients about ecological practices in other regions and cities of Europe,
- the implementation of policies based on cultural diversity.
- to participate in a broad context of internships in other Baltic countries
- contact with decision-makers, specialists, business people, volunteers and young people from different countries.

COOPERATION WITH PARTNERS



- ICN will bring its experience and expertise in the development of the Tool Manual for Science Educators. We believe that due to the support of ICN experts, we will achieve better results of our activities.

COOPERATION WITH PARTNERS



- Project activities, local activities, including the activities of each of us, have an impact on the implementation of the sustainable development goals. The problem we diagnose concerns:
- progressive degradation of the natural resources of our region at the expense of economic development
- We checked that this is the effect of the low knowledge and environmental sensitivity of the inhabitants, the so-called pro-ecological attitudes

COOPERATION WITH PARTNERS



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- progressive degradation of the natural resources of our region at the expense of economic development which is the effect of the low knowledge and environmental sensitivity of the inhabitants, the so-called pro-ecological attitudes
- There are no forms of education about the proper management of natural resources, which means that citizens are involved in ecological activities in their surroundings to a small extent.

COOPERATION WITH PARTNERS



- The Strategic Diagnosis of the Podlaskie Voivodeship from 2020 indicates that our community has a growing sense of individual impact on the environment.
- Pro-ecological declarations made by the inhabitants of the region are mainly motivated by economic reasons and the desire to save.
- There is no culture (customs) of the so-called ZERO WASTE;
- Environmental friendliness in purchasing and resource conservation remain marginal
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COOPERATION WITH PARTNERS



- The participation of residents in the conducted social consultations on landscape and nature is the lowest in the country, as is the participation in social activities and eco volunteering.
- In local companies and institutions, conducting ecological programs is negligible. This was confirmed by a survey conducted on 170 participants of the project:
- as many as 146 respondents do not participate in environmental consultations and do not know how to do it effectively;

COOPERATION WITH PARTNERS



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COOPERATION WITH PARTNERS



- as many as 124 need practical skills in the field of responsible purchasing and saving resources,
- as many as 80 people would like to increase their knowledge on recycling and 75 on energy and water saving;
- more than half of the participants need a workshop on waste segregation and protection of nature resources.

COOPERATION WITH PARTNERS



- Leaders of Eco-Change project responds to the needs of the recipients and is in line with the main strategic goals of the region:
- creating environmental awareness through environmental education, including shaping awareness,
- arousing people's interest in interrelated economic, social, political and environmental issues,
- enabling the acquisition of knowledge and skills necessary to improve the condition of the natural environment, including the creation of new patterns of pro-ecological conduct (including wise consumption).

ADDITIONAL INFORMATION



- University of Finance and Management in Białystok - www.wsfiz.edu.pl (English version available)
- Innovation Circle Network - www.innovationcircle.no
- Foundation Center for Initiatives for Society - www.fundacjafcis.pl

ADDITIONAL INFORMATION



- Thank you for your attention
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