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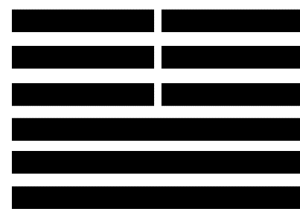
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Project GYW

2022-1-PL01-KA220-YOU-000085715

E-course “Green Skills for successful employment and work in the process of the transition to a more ‘green’ and environmentally sustainable economy” for young people at risk of marginalization



Education Centre "Socialization"

Module IV

MODULE IV

Learning Objectives

This module explains the fourth competency area of GreenComp; "Acting for Sustainability". It goes into detail about the competences involved in this area, namely 'Political Agency', 'Collective Action' and 'Individual Initiative'. The main learning objectives are:

- Understanding what Acting for Sustainability means and how individuals can apply this competence
- Recognise the relevance of Acting for Sustainability to the achievement of the UN Sustainable Development Goals.
- Be aware of the knowledge, skills and attitudes related to Acting for Sustainability
- Learn to recognise the core competencies of Acting for Sustainability in real life situations.

Acting for Sustainability

Introduction

Multilateral Action is needed

Currently, a pressing issue in society is ensuring environmental sustainability. This can only happen through education, because knowledge, skills and abilities are important, and attitudes must be changed. As part of the project, it is planned to be implemented through three essential blocks:

1. The political aspect

An important role in changing habits and ensuring sustainability is played by existing legislation related to environmental issues, as well as plans developed by the state to ensure public welfare. An analysis of the following documents will be provided, how it affects the future of the world/Europe and Latvia:

- UN Sustainable Development Goals;
- European "Green Course" - pros and cons;
- Latvia's sustainable development plan for 2021-2027
- environmental sustainability in Latvian legislation; environmental law;
- waste management policy.

Acting for Sustainability

Introduction

2. Public, collective action

An important role is played by society's involvement in deciding various political issues, respecting the principles of justice and democracy, as well as the ability to recognize problems and offer possible solutions. One of the aspects of ensuring sustainability is the introduction of circular economy. The following topics will be addressed:

- The theoretical model of circular economy;
- Circular economy business models;
- Circular economy strategy for Latvia (in the social, economic and ecological fields), circular economy obstacles
- Bioeconomy

3. Individual initiatives

Understanding of the relevance of sustainability issues will also be ensured through the personal actions of each individual, participation and involvement in the processes. As a result, everyone will be able to make recommendations for successful behavior change. Opportunities for participation will be updated during the project:

- Cradle to Cradle certification;
- Eco school
- Green purchases
- Zero waste;
- Innovativeness and innovations in the field of packaging.

Acting for Sustainability

Introduction

Acting for Sustainability

As specified in the Greencomp methodology, Learning for environmental sustainability can help us, as individuals, to identify steps, mechanisms, and actions and, as a reflective, determined and caring society, to reduce our impact on the environment and build a better future for the generations to come. The aim of the following paragraphs are specified as the following:

POLITICAL AGENCY

The aim: To navigate the political system, identify political responsibility and accountability for unsustainable behaviour, and demand effective policies for sustainability.

Knowledge of the relationship between sustainability and the political system will be acquired, political stakeholders will be exposed to ensure sustainability in their community. They will acquire knowledge about the possibilities of cooperation for creating a sustainable policy and determining responsibility for environmental damage.

Course participants will learn the skills to analyze the impact of power structures and political systems on sustainability, engage in democratic decision-making and civic activities for sustainable development, and will also be able to offer sustainability development opportunities.

Acting for Sustainability

Introduction

COLLECTIVE ACTION

The aim: To act for change in collaboration with others.

Course participants know the possibilities of communication with sustainability stakeholders, as well as the principles of observing democracy in common activities.

Course participants engage in collective action for sustainable development, are able to identify the strengths of stakeholders, and are motivated to collaborate to build an inclusive sustainable future. Collective action prioritizes sustainability values and interests and commits to change for a more inclusive and fairer future.

INDIVIDUAL INITIATIVE

The aim: To identify own potential for sustainability and to actively contribute to improving prospects for the community and the planet.

Knows the potential of each individual to create positive changes in the environment, obligations towards society and the environment, knows that every action creates an impact on the environment. Knows that preventive measures should be taken if a certain action or inaction can harm human health and all life forms.

The following principles can be applied: using fewer resources, doing better with fewer resources, and reusing the same resources. Able to take personal initiative to achieve sustainability goals, motivate others to adopt more sustainable choices and overcome resistance to change.

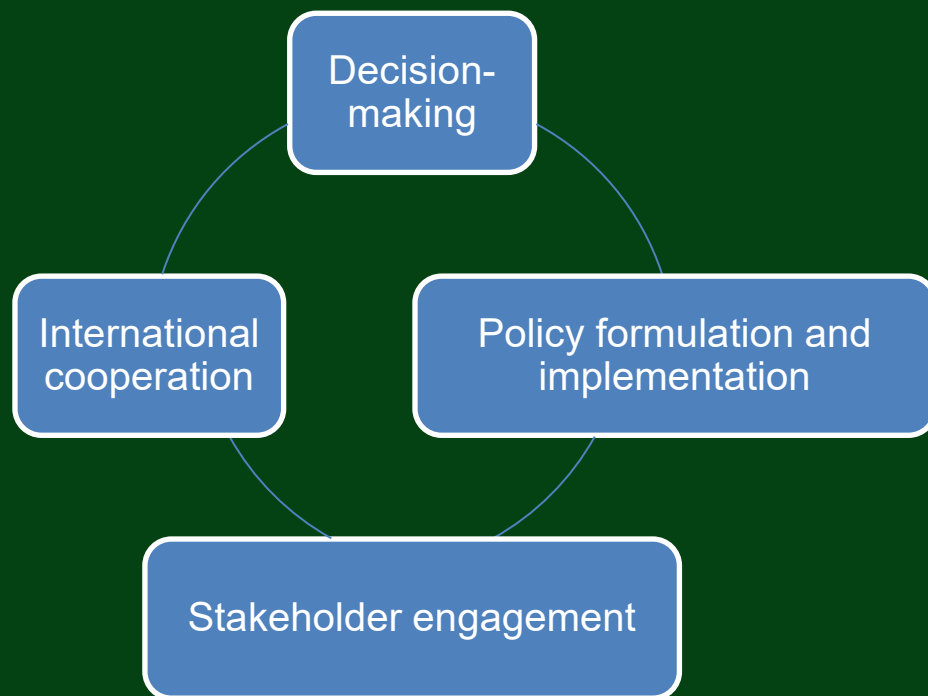


ACTING FOR SUSTAINABILITY

| POLITICAL AGENCY

WHAT DOES IT MEAN POLITICAL AGENCY

Political agency in sustainable development refers to the ability and capacity of political actors, such as governments, policymakers, and international organizations, to influence and drive sustainable development initiatives. It involves the power to make decisions, implement policies, and take actions that address social, economic, and environmental challenges while ensuring long-term sustainability. Political agency in sustainable development encompasses several key aspects:



Effective political agency in sustainable development requires strong leadership, political will, and institutional capacity. It involves creating enabling environments for sustainable practices, aligning policies with long-term sustainability goals, and fostering collaboration across sectors and nations. By exercising political agency, decision-makers can shape policies and actions that drive sustainable development, address societal challenges, and promote a better future for all.

IMPORTANCE OF POLITICAL AGENCY

Political agency plays a crucial role in sustainable development for several reasons. Here are some key points highlighting the importance of political agency in achieving sustainable development:

Policy Formulation

- Political agency is responsible for formulating policies and strategies to address sustainability challenges

Decision-Making and Planning

- Political agencies have the authority to make decisions that impact economic, social, and environmental aspects of a society

Resource Allocation

- Political agencies control the allocation of resources, including financial, human, and natural resources.

International Cooperation

- Sustainable development is a global challenge that requires international cooperation and collaboration.

Public Engagement and Awareness

- Political agencies have the power to shape public opinion and foster public engagement on sustainable development

Monitoring and Accountability

- Political agencies are responsible for monitoring progress towards sustainable development goals and holding stakeholders accountable for their actions

KNOWLEDGE, SKILLS, ATTITUDES (KSA)

COMPETENCY OF POLITICAL AGENCY

1. Knowledge	<ul style="list-style-type: none">▪ Understanding of Sustainable Development▪ Policy and Legal Frameworks▪ Interdisciplinary Knowledge
2. Skills	<ul style="list-style-type: none">▪ Policy Development and Analysis▪ Stakeholder Engagement and Collaboration▪ Strategic Planning and Implementation
3. Attitudes	<ul style="list-style-type: none">▪ Long-term Vision▪ Commitment to Equity and Social Justice▪ Adaptability and Learning Orientation▪ Transparency and Accountability

KNOWLEDGE, SKILLS, ATTITUDES IMPORTANCE

Developing and nurturing these KSAs can significantly enhance the effectiveness and impact of political agencies in advancing sustainable development agendas.



THE SKILL OF POLITICAL AGENCY

REAL-LIFE APPLICATION EXAMPLES

The skill of political agency plays a crucial role in advancing sustainable development goals. Here are some real-life application examples that highlight how political agency can be utilized for sustainable development:



Climate Change Policy and Negotiations



Renewable Energy Promotion



Natural Resource Management



International Aid and Development Assistance

These examples highlight the importance of political leadership, policy formulation, collaboration with various stakeholders, and the ability to navigate complex political landscapes to achieve positive environmental, social, and economic outcomes.



ACTING FOR SUSTAINABILITY

COLLECTIVE ACTION

WHAT DOES COLLECTIVE ACTION MEAN ?

Collective action involves bringing together different perspectives, expertise, and resources to foster synergistic solutions and maximize the impact of sustainability initiatives. It often involves partnerships, alliances, networks, and multi-stakeholder platforms where participants share knowledge, pool resources, and collaborate on common goals. Examples of collective action in sustainable development include:



Overall, collective action in sustainable development recognizes the interconnectedness of global challenges and the need for collaborative, inclusive, and coordinated approaches to achieve a more sustainable future.

It encourages active participation and engagement from various stakeholders to address the complex and interrelated environmental, social, and economic dimensions of sustainable development.

IMPORTANCE OF COLLECTIVE ACTION

Collective action plays a crucial role in sustainable development. Sustainable development refers to the process of meeting the needs of the present generation without compromising the ability of future generations to meet their own needs. It requires addressing social, economic, and environmental challenges in an integrated and balanced manner. Here's why collective action is important in achieving sustainable development:

Collaboration
and
Partnerships

- Sustainable development requires collaboration and partnerships among various stakeholders, including governments, civil society organizations, businesses, and individuals.

Shared
Responsibility

- Sustainable development is a shared responsibility that transcends national borders.

Scaling up
Impact

- Many sustainability challenges, such as climate change, deforestation, and poverty, are systemic and interconnected.

Knowledge
Sharing and
Learning

- Collective action provides opportunities for knowledge sharing, learning, and capacity building

Mobilizing
Resources

- Sustainable development requires significant financial, technological, and human resources.

KNOWLEDGE, SKILLS, ATTITUDES (KSA)

COMPETENCY OF COLLECTIVE ACTION

Knowledge	<ul style="list-style-type: none"> • Understanding of sustainable development principles and goals, including social, economic, and environmental dimensions. • Knowledge of local and global sustainability challenges and their interconnections. • Familiarity with relevant policies, regulations, and frameworks related to sustainable development. • Awareness of the impact of individual and collective actions on sustainable development outcomes. • Knowledge of best practices and case studies demonstrating successful collective action for sustainable development
Skills	<ul style="list-style-type: none"> • Collaboration and teamwork: Ability to work effectively with diverse stakeholders, including government agencies, civil society organizations, businesses, and local communities. • Negotiation and conflict resolution: Ability to navigate conflicts of interest and find mutually beneficial solutions. • Project management: Skills in planning, organizing, and coordinating collective action initiatives. • Data analysis and monitoring: Ability to collect, analyze, and interpret data to assess the impact of collective action efforts. • Problem-solving and critical thinking: Capacity to identify barriers, assess opportunities, and develop innovative solutions for sustainable development challenges
Attitudes	<ul style="list-style-type: none"> • Commitment to sustainability: A personal belief in the importance of sustainable development and a willingness to take action to achieve it. • Open-mindedness and flexibility: Willingness to listen to different perspectives, adapt strategies, and learn from diverse stakeholders. • Empathy and inclusivity: Valuing diverse voices and actively seeking to include marginalized groups in decision-making processes. • Resilience and persistence: Ability to navigate challenges and setbacks while maintaining focus on long-term sustainability goals. • Leadership and empowerment: Willingness to take initiative, inspire others, and empower stakeholders to contribute to sustainable development initiatives

KNOWLEDGE, SKILLS, ATTITUDES IMPORTANCE

Collaboration and partnerships

- fosters collaboration and partnerships among stakeholders. It encourages dialogue, trust-building, and the sharing of responsibilities, promoting a sense of ownership and collective responsibility.

Scale and impact

- Collective action facilitates the scaling up of initiatives, enabling actions at various levels, from local to global.

Policy and institutional change

- Collective action can exert pressure on decision-makers, advocating for policy reforms that promote sustainability.

Long-term perspective

- Collective action encourages sustained collaboration and commitment, ensuring the continuity of efforts beyond short-term interests.

THE SKILL OF COLLECTIVE ACTION

REAL-LIFE APPLICATION EXAMPLES



The Paris Agreement is a global initiative to combat climate change.



The SAC is an industry-wide alliance of leading apparel, footwear, and textile companies, NGOs, and academic institutions.



The FSC is an international non-profit organization that promotes responsible forest management.



The CE100 is an innovation program led by the Ellen MacArthur Foundation, which brings together businesses, governments, and academia to accelerate the transition to a circular economy.



Many local communities around the world are actively engaged in collective action for sustainable development.



ACTING FOR SUSTAINABILITY

INDIVIDUAL INITIATIVE

WHAT DOES INDIVIDUAL INITIATIVE MEAN ?

UN's Sustainable Goals are huge and ambitious – but even the smallest individual initiatives count in the effort to save our planet. So be inspired by 5 (of the 169) targets related to the SDGs and make a difference!

Goal 3	Goal 12	Goal 10	Goal 8
<ul style="list-style-type: none">• Good health and wellbeing, target 3.5	<ul style="list-style-type: none">• Responsible consumption and production, target 12.3• Responsible consumption and production, target 12.5	<ul style="list-style-type: none">• Reduced inequalities, target 10.2	<ul style="list-style-type: none">• Decent work and economic growth, target 8.6

Basically, "individual initiatives" refer to any actions of an individual that can be implemented in his personal behavior and contribute to the formation of sustainable thinking and attitudes.

IMPORTANCE OF INDIVIDUAL INITIATIVE

Innovation and Entrepreneurship

- Individual initiative encourages innovation and entrepreneurship, which are vital for sustainable development.

Awareness and Education

- Individuals who take the initiative to educate themselves and raise awareness about sustainability issues can have a significant impact on their communities and beyond.

Sustainable Lifestyles

- Sustainable development requires a shift in individual behaviors and lifestyles. By taking the initiative to adopt sustainable practices in their daily lives, individuals can significantly reduce their ecological footprint.

Collaboration and Networking

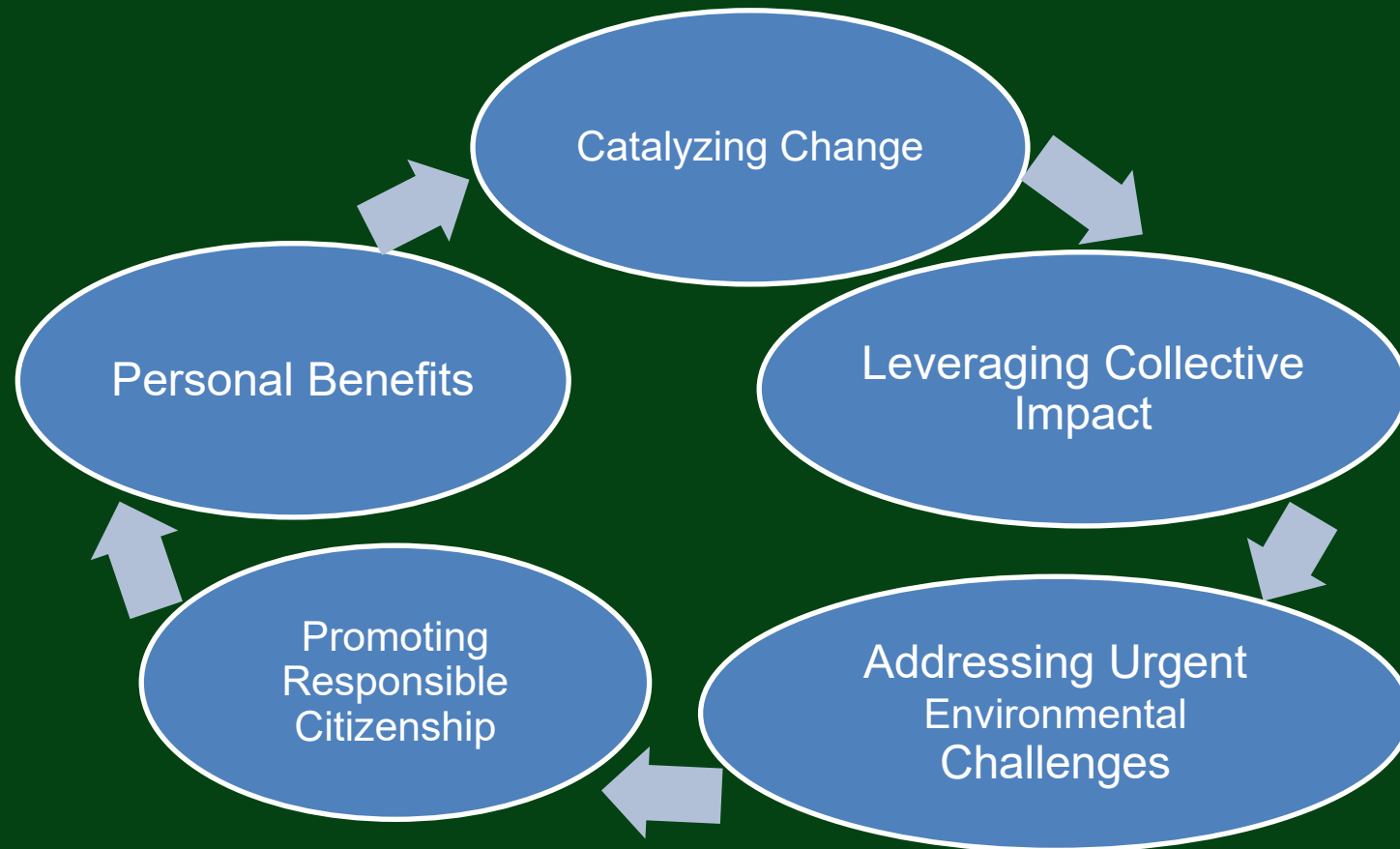
- Individual initiatives can lead to collaboration and networking among like-minded individuals, organizations, and communities.

KNOWLEDGE, SKILLS, ATTITUDES (KSA)

COMPETENCY OF INDIVIDUAL INITIATIVE

Knowledge	<ul style="list-style-type: none">▪ Awareness: Having a broad understanding of the environment, trends, and opportunities relevant to one's field or area of interest.▪ Expertise: Possessing specialized knowledge, skills, or qualifications that enable individuals to pursue their goals effectively.▪ Self-awareness: Understanding one's strengths, weaknesses, values, and interests to make informed decisions and set meaningful goals.
Skills	<ul style="list-style-type: none">▪ Proactivity: Taking the initiative to identify and pursue opportunities, rather than waiting for instructions or external direction.▪ Problem-solving: Analyzing challenges, generating creative solutions, and implementing action plans to overcome obstacles and achieve desired outcomes.▪ Decision-making: Assessing available options, evaluating risks and benefits, and making informed choices independently.▪ Adaptability: Being flexible and responsive to changing circumstances, adjusting strategies as needed to maintain progress towards goals.▪ Time management: Effectively prioritizing tasks, setting deadlines, and allocating resources to optimize productivity and meet objectives.
Attitudes	<ul style="list-style-type: none">▪ Appreciation for Nature: A profound respect for nature and an understanding of its intrinsic value beyond human use.▪ Self-motivation: Having an internal drive and ambition to excel, persisting in the face of setbacks, and maintaining a positive attitude towards achieving goals.▪ Accountability: Taking responsibility for one's actions, acknowledging mistakes, and learning from failures to continuously improve performance.▪ Confidence: Believing in one's abilities and ideas, having the courage to take risks, and being comfortable with uncertainty and ambiguity.▪ Resilience: Bouncing back from challenges, setbacks, or failures, and maintaining a determined mindset to overcome obstacles.▪ Initiative: Taking action without being prompted, seizing opportunities, and going beyond what is expected to make a positive impact.

KNOWLEDGE, SKILLS, ATTITUDES IMPORTANCE



KNOWLEDGE, SKILLS, ATTITUDES

REAL LIFE EXAMPLES



Bea Johnson, a prominent advocate for the zero waste lifestyle, embarked on a personal journey to reduce waste in her own home



The Solar Sister Program, founded by Katherine Lucey, empowers women in rural Africa to become entrepreneurs and distribute clean energy solutions in their communities



Plastic-Free July is a global movement that challenges individuals to refuse single-use plastics for the entire month of July and beyond



Alisa Smith and J.B. MacKinnon, two Canadian authors, embarked on a year-long experiment to eat only food sourced within 100 miles of their home



Bike-sharing programs have gained popularity in many cities around the world, offering an alternative to car travel and reducing carbon emissions.

These examples demonstrate how individuals can take action to promote sustainable development in various aspects of life, from waste reduction and renewable energy to food consumption and transportation. Through their personal initiatives, these individuals have not only made a positive impact on the environment but also inspired others to follow suit and contribute to a more sustainable future..

Acting for Sustainability

Self-assessment of knowledge after the course

1. What is the importance of the circular economy in the context of sustainable development?

Promote accurate use of resources and minimization of waste.

Develop only those industries that are profitable and profitable.

Increase production volumes to stimulate economic growth.

Focus on achieving unlimited growth and profits.

2. What is the cradle-to-cradle certification standard?

- 1) methodical transition to the development and production of more sustainable products
- 2) continuous production process
- 3) pay for processing and expenses
- 4) social benefits - new jobs, etc.

3. In your opinion, why is it important to operate in a circular economy? What is its potential?

4. Which of the following is NOT a main focus of the circular economy?

- 1) Design and production corresponding to the principle of circulation
- 2) Closing the cycle of recovered materials
- 3) Promote new business opportunities
- 4) Strengthening consumer engagement

Acting for Sustainability

Self-assessment of knowledge after the course

5. How much waste is generated annually in the EU?

- 1) less than 2 billion tons
- 2) more than 2.5 billion tons
- 3) less than 2.5 billion tons
- 4) more than 4 billion tons

6. Do you know what Zero Waste is? What are the 5 basic principles

7. What is the principle of the circular economy?

- 1) Produce, use, throw away
- 2) Produce, use, burn
- 3) Produce, use, recycle
- 4) Produce, sell, buy, use, dispose of

8. What is the main goal of the bioeconomy?

- 1) waste processing;
- 2) waste disposal;
- 3) Preservation of biological diversity;
- 4) to use renewable natural resources in the production process in a sustainable and thoughtful way to produce food and feed, industrial products and energy.

Acting for Sustainability

Self-assessment of knowledge after the course

9. A green purchase is:

- 1) collective trademark used by traders, service providers and product manufacturers/distributors to mark goods and services that are the most environmentally friendly and have the least impact on the environment.
- 2) a collective mark used by manufacturers/distributors to mark the least impact on the environment.
- 3) a collective mark used by traders to mark goods that are the most environmentally friendly.
- 4) collective trademark for goods in green.

10. Which of the following is not a UN Sustainable Development Goal?

- 1) Eradicate hunger, achieve food security and improved nutrition, promote sustainable agriculture
- 2) Achieve gender equality and ensure full opportunities for all women and girls
- 3) Ensure access to water and sanitation for all and sustainable management
- 4) Guarantee free education for all

Workshop

Individual initiatives and and environmental sustainability

Workshop duration 120 min.

The main goal of the workshop is to provide participants with knowledge and motivate them to think about environmental sustainability and their role in this issue.

Achievable results:

- 1) **Understanding of Environmental Sustainability:** Participants gain a clear understanding of the meaning of environmental sustainability and its importance in both global and national contexts.
- 2) **Knowledge of environmental issues in the host country:** participants are aware of the most important environmental issues in the host country, such as climate change, biodiversity protection and waste management.
- 3) **Understanding individual impact:** participants understand that they have an important role to play in protecting the environment and that they can affect positive change through individual initiatives.
- 4) **Inspiration and motivation:** participants are inspired to act in the field of environmental sustainability by participating in initiatives or creating their own projects.
- 5) **An environmental sustainability initiative and concept developed:** a specific environmental sustainability initiative and concept was created during the workshop, which could be implemented in the host country.
- 6) **Willingness to continue work:** Participants are ready to continue working on their initiative and take action to promote environmental sustainability.

Workshop

Individual initiatives and and environmental sustainability

Workshop plan

1. Introduction (5 min)

- A brief introduction to environmental sustainability and its importance. Repetition, a small discussion about initiatives in the world and in the host country, which contribute to the relevance of environmental sustainability issues and specific actions (presentation "ENVIRONMENTAL SUSTAINABILITY ENSURING: INDIVIDUAL INITIATIVES")

2. State environmental sustainability situation (15 min)

- Statistical data and facts about the state of the environment in the country.
- Challenges facing the country.

For Example: Statistics

1. Carbon level: Latvia is one of the European countries with the lowest carbon emissions per capita, they mainly come from the energy production and transport sectors.
2. Biological diversity: Latvia is rich in biological diversity, which includes many protected species of plants and animals. There are several territories of nature reserves and parks in the country.
3. Waste processing: active waste processing is carried out in Latvia, and the country has developed a waste hierarchy system in which priority is given to waste reduction, recycling and the use of processing waste.
4. Renewable energy: Latvia has developed renewable energy production possibilities, especially in the field of wind energy and biomass.

Workshop

Individual initiatives and and environmental sustainability

Challenges

1. Climate change: The effects of climate change observed in Latvia include an increase in temperature, an increase in rainy periods and the effect of temperature on biological diversity.
2. Waste management: it is necessary to improve the waste management system and reduce waste deposition, as well as increase the level of recycling.
3. Pollution: Industrial and agricultural activities continue to cause pollution, especially to water resources and soils.
4. Biodiversity: Challenges in protecting protected species and their habitats.
5. Energy efficiency: it is necessary to take measures to increase energy efficiency and reduce energy consumption.
6. Society education: There is still a need for public education and information about the importance of environmental sustainability and ways to invest individually.

3. Individual initiatives and their benefits (15 min)

For inspiration - <https://www.youtube.com/watch?v=6T6so0x8eig>

- What are the individual initiatives in the field of environmental sustainability?
- What are the advantages and benefits of getting involved?
- Examples of successful individual initiatives (presentation of concrete stories and examples of people and organizations in the host country who have made positive changes in the field of environmental sustainability).

Workshop

Individual initiatives and and environmental sustainability

Group work (40 min)

Task: to devise and present an environmental sustainability initiative and concept that could be implemented in the country.

- What should be included in the narrative or presentation?
- What environmental problems do you want to solve?
- Statistics and facts about these problems in the country.
- Why are individual initiatives important in the context of environmental sustainability?
- What is the main idea and purpose of your initiative?
- A detailed description of your initiative and its operating principles.
- How could it be implemented in the country?
- What will be the positive effects of the initiative on the environment and society?
- In what ways can people participate and benefit from it?

If the audience has difficulties to figure it out on their own, then option 2 - offer directions in which they can get, for example:

1. **Renewable energy resides in the earth:** Show how it uses renewable energy such as wind and solar power to reduce carbon emissions and diversify energy sources.
2. **Environmentally sustainable building and residential planning:** Discuss building and residential planning initiatives that promote energy efficiency and green infrastructure.
3. **Waste management and recycling:** Emphasize waste management and recycling initiatives that help reduce waste volumes and environmental impact.

Workshop

Individual initiatives and environmental sustainability

4. **Environmental education and outreach:** Show how education and outreach campaigns raise public awareness of environmental issues and motivate people to take action.
5. **Biodiversity and conservation:** Emphasize initiatives aimed at conserving and protecting biodiversity, including nature reserves and parks.
6. **Environmental sustainability strategies in business:** Discuss how business can affect the environment and how businesses can implement sustainable practices and initiatives.
7. **Climate change and adaptation:** Show how the country is addressing climate change and taking steps to adapt.
8. **Food sustainability and agriculture:** Emphasize food-origin initiatives and sustainable agricultural practices.
9. **Development of public transport and cycling network:** show how improving public transport and creating cycling infrastructure contributes to environmental sustainability and reduces traffic congestion.
10. **Community involvement and volunteering:** Emphasize how people's involvement and volunteering contribute to the achievement of environmental sustainability goals.

5. Group presentations (40 min)

Each group presents their developed idea and shares their thoughts. Discussions.

6. Feedback (5 min.):

feedback and ideas about the workshop, evaluation.

Ensuring environmental sustainability: individual initiatives



Understanding sustainability issues

- Understanding of the relevance of sustainability issues can be ensured through the personal actions of each individual, participation and involvement in the processes. As a result, everyone can give suggestions for successful change of habits.
- Opportunities for participation in the country :
 - Cradle to Cradle certification;
 - Ekoschool;
 - Green purchases (procurement);
 - Zero waste;
 - Innovativeness and innovations in the field of packaging.

Green purchases

- "Green purchase" is a collective mark used by traders, service providers and product manufacturers/distributors to mark goods and services that are the most environmentally friendly and have the least impact on the environment. "Green purchase" goods include goods produced in an environmentally friendly way.
- Early adopters and supporters of the product brand

- Freko (stationery sales)
- Little Ansis (guest house)
- Valmiermuižas alus (beer production)
- Daugmale John's honey (honey production)
- Maiznīca Liepkalni (bakery and pastry shop),

- Herz Auto (car rental)
- Jodo (design, production of calendars)
- Valters un Rapa (book sales)
- GVG (food wholesale and retail)
- Damps (distributors of spices) u.c.

"Green" public procurement

- "Green" public procurement is a process in which public authorities seek to purchase goods, services and construction works that would have a lower impact on the environment throughout their life cycle than goods, services and construction works with the same primary functions, but which would have been purchased by applying other procurement principles.
- The aim:
 - reduce environmental impact - every purchased product (or service) has an impact on the environment at all stages of its life cycle (production - use - recycling for secondary use or landfilling);
 - promote social improvements – with the help of conditions built into the procurement procedure, it is possible to ensure better working conditions, for example in construction, or to ensure the accessibility of new buildings for the disabled;
 - achieve savings in the budget - when planning to purchase a product or service, real needs are first assessed, thus reducing the amount of purchases. Second, an assessment of the product's life cycle costs is made. In this way, it is possible to take into account all factors (not only the initial price of the product or service, but also the costs of operation and waste management) and in the end achieve an economy of means.

Green procurement in Latvia

- In Latvia, the Ministry of Environmental Protection and Regional Development (VARAM) is responsible for promoting green procurement and developing policies.
- Explanations and regulatory acts, frequently asked questions, as well as the Green Procurement Calculator are available on the VARAM website.
Published guidelines for the application of Regulation No. 353 of the MK.
- Guide to Green Procurement

ECO LABEL

- The eco-label is one of the methods that provides the consumer with information about the impact of products on the environment.
- Before any product is eligible to receive the eco-label symbol, it must meet certain criteria. These criteria are usually determined by experts, studying and analyzing the impact of each product group on the environment, taking into account the full life cycle of the product - from the cradle to the grave - what raw materials are used in production and how they are obtained, how the product is produced and what happens to it during use and stages of utilization, whether the product can be recycled, what is its packaging, as well as many other factors. However, both environmental conditions and available technologies are changing, and therefore these criteria must be constantly improved.
- The green label catalog created by the European Commission
- The Green Guide created by the public environmental protection and environmental education organization "Green Freedom".
- The European Union ecolabel award section of the website of the State Office for Environmental Supervision

Cradle to Cradle certification

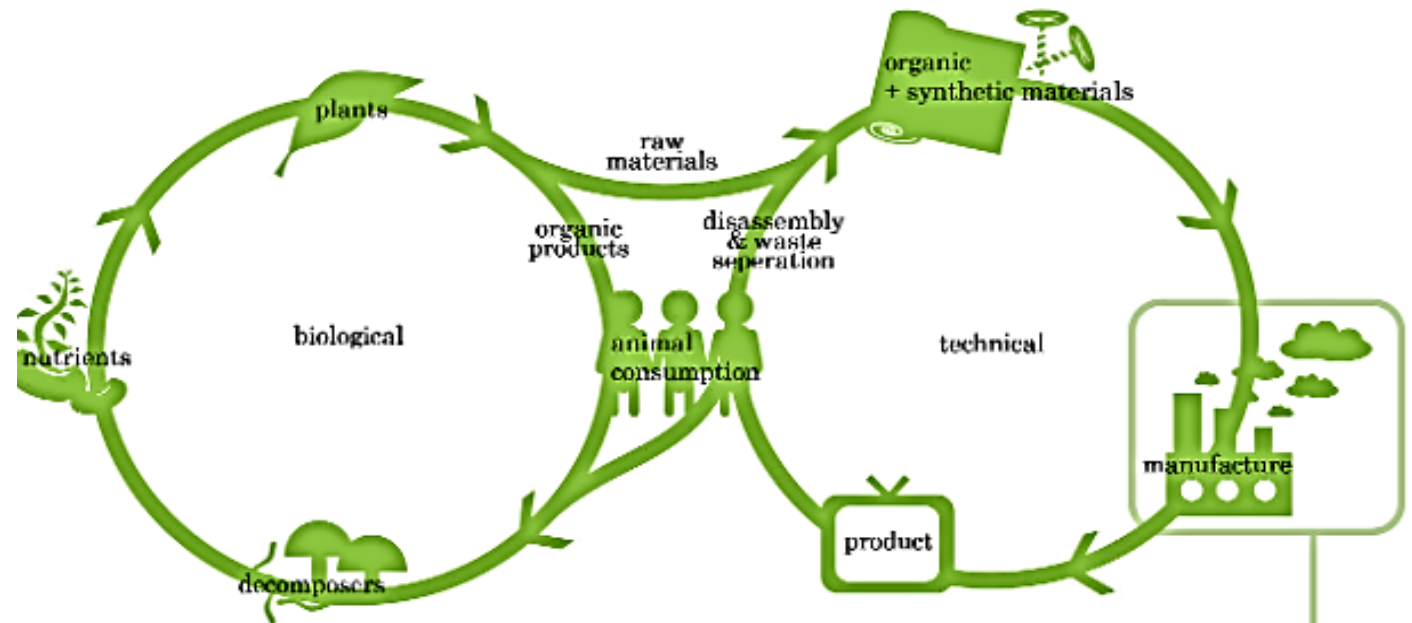
- In order to make it easier for companies to implement the principles of circulation and sustainability in their business operations, various certification standards have been created that give a systematic approach to the management of company processes.
- The Cradle to Cradle certification standard is a methodology for transitioning to more sustainable product development and production. To receive the certificate, the product is evaluated according to environmental and social indicators in five categories:
 - material health,
 - reuse of materials,
 - renewable energy and carbon management,
 - water management,
 - social justice.

Cradle to Cradle certification

- The Cradle to Cradle concept describes a vision of a zero-waste economy, where raw materials are continuously used in closed cycles. The authors of this ideology are the German professor of chemistry and technologist prof. dr. Michael Braungart and American architect William McDonough. The "Cradle to Cradle Certified™" (C2C) product standard certifies circular products in various industrial fields, such as textiles, consumer goods, cosmetics and packaging.
- After evaluation, the product is assigned a level in each category :
 - basic,
 - bronze,
 - silver,
 - gold,
 - platinum.
- The certificate must be renewed every two years.

Cradle to cradle biological and technical cycles

- ISO 14062 – an environmental management standard that deals with the integration of environmental aspects into the design of a product during its development phase.
- ISO 14000 standards provide practical tools for all types of companies and organizations to help implement an environmental management system and build environmentally friendly and responsible businesses.
- ISO 14001:2015 determines the basic criteria and methodology of the environmental management system, which can be used in any company, regardless of the industry or type of activity.



- 1 100% Renewable Energy Use
- 2 Water Stewardship clean water output
- 3 Social Responsibility positive impact on community
- 4 Material Reutilization recyclability / compostability
- 5 Material Health impact on human & environmental

Cradle to cradle good practice examples

- Desso rugs
- AHREND office chairs
- CLIMATEX fabrics
- TRIGEMA clothes
- VAN HOUTUM (Satino black – toilet paper, paper towels, soap WC piederumi)
- PHILIPS ECONOVA TVs
- Transplantation of PET bottles
- AGION antimicrobial agents
- G Diapers diapers
- METHOD products (home cleaning products, body care products, laundry detergents)
- PENDLETON (ecological pillows and curtains)
- PLAYWORD SYSTEMS (playgrounds)

Environmental Education Foundation

- Cooperation with ECOSCHOOLS program
- Founded with the aim of promoting sustainable development through environmental education
- Implements 5 programs



Zilais karogs



Ekoskolas



Zaļā atslēga



mana jūra
tīra jūra vieno



Jaunie vides
reportieri

Eco school

- The Eco-Schools program is one of the most comprehensive and popular models of environmental education in the world.
- The program is based on the creation of a simple, freely applicable and effective environmental management system in the school.
- But the program is not limited to environmental management at school - it promotes understanding of the environment, linking it to all learning areas, strengthens 21st century skills, forms attitudes and values, interest and, therefore, the desire to act.
- It is important that not only school representatives are involved in the process, but also the surrounding society, thus contributing to the overall development of environmental awareness.

Topics covered by the Eco School

- Energie
- Waste
- Food
- Water
- Transport
- School environment and surroundings
- Forest
- Environment and healthy lifestyle
- Climate changes
- Biological diversity

Blue flag

- The Blue Flag program is one of the most experienced globally recognized initiatives implemented by FEE International. During its operation, it has grown from an environmental initiative with the aim of drawing public attention to water pollution into the world's most popular and recognizable eco-certification system for tourism.
- The purpose of the Blue Flag program is to promote sustainable development, focusing on the health and viability of coastal and aquatic ecosystems, as well as reducing and preventing the negative impacts of tourism. It sets strict criteria in four categories - water quality, environmental management, environmental education, as well as safety - encouraging municipalities and managers to meet the highest standards and promote cooperation between hospitality and environmental protection institutions and organizations at local, national and international levels.
- The eco-certificate is awarded in three categories - Blue Flag for swimming areas, Blue Flag for yacht harbors, as well as Blue Flag for tourist boat operators.

Zaļā atslēga

- Programmas galvenie mērķi ir:
 - palielināt videi draudzīgu un ilgtspējīgu darbības metožu un tehnoloģiju izmantošanu, tādējādi samazinot kopējo resursu izmantošanu;
 - paaugstināt izpratni un radīt izmaiņas tūrisma iestāžu viesu, darbinieku un piegādātāju uzvedībā;
 - palielināt videi draudzīgu un ilgtspējīgu metožu izmantošanu un izpratni, lai radītu uzvedības izmaiņas viesmīlības un tūrisma nozarē kopumā.

Green key

- The Green Key is the leading standard of excellence in the field of responsible attitude towards the environment and sustainable operations in the tourism industry at the global level. The Green Key, since its establishment at the international level, has become the fastest growing tourism eco-certification system in the hospitality industry.
- Membership in the system reflects the company's or institution's commitment to high environmental standards. Membership in the system is like a promise to everyone in the company that by choosing to stay and visit here, they are helping to make a difference at the level of the environment and sustainability. The expected high environmental standards are ensured by implementing a series of criteria in all areas of customer communication and resource management, ensuring strict documentation and regular quality control.
- The Green Key is awarded to:
 - Hotels and hostels;
 - for campsites and holiday parks;
 - for small tourist accommodation;
 - restaurants and cafes;
 - museums, theme parks and centers;
 - conference centers.

"My Sea" campaign

- The purpose of the "My Sea" campaign is to unite Latvian society - residents, municipalities, businessmen - in common efforts to protect our coast and the Baltic Sea.
- The basic theme of the campaign is Marine Polluting Litter (MLL), which is not only the biggest problem affecting the sea and the coast, but also a proactive indicator.
- As part of the campaign, a Green Expedition is organized almost every year in the summer, during which the expedition team, together with friends made over the years and new interested parties, measures the entire coast of Latvia in a month.
- Along the 500-kilometer road, marine polluting waste is monitored every day, which allows us to understand the real situation of our coast and forms the basis for practical actions to find solutions for sustainable coastal management.

Young environmental reporters

- Young environmental reporters is an environmental education program for young people aged 11-25 with the aim of researching, learning about environmental problems, popularizing solutions and learning modern media tools for informing the public.
- Every year, the authors of the best works are nominated for the international competition, whose works are evaluated by experts from the board of the International Foundation for Environmental Education, the United Nations Environment Program (UNEP), the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the European Environment Agency (EVA), as well as the media. Authors of the best works have the opportunity to gain international recognition, certification and publicity.
- The program of new environmental reporters in Latvia is implemented by the Environmental Education Fund, whose operation in Latvia is supported by the Latvian Environmental Protection Fund..

Zero waste

The goals of the Zero Waste Latvia association are:

- Reduce the negative impact of pollution caused by Latvian society on the environment;
- Promote the development of Latvia in accordance with the principles of sustainable development;
- Create and support environmentally friendly alternatives to polluting habits, services and goods, and promote their adoption in the wider society;
- Popularize the principles of waste-free lifestyle and circular economy;
- Provide support to those who wish to implement and promote zero-waste practices.

Zero waste

5 principles of a zero-waste lifestyle

1 / Refuse

Get rid of the excess by not buying new things you don't need. Avoid impulse purchases.

2 / reduce

Reduce the number of things in the house that are not used by giving them away or reselling them. Reduce the amount of packaging you buy.

3 / reuse

Reuse what is already found in your home. Buy used goods, repair what is broken, rent what is rarely needed.

4 / recycle

Recycle the waste that is still generated by placing it in the appropriate sorting containers or visiting the sorting areas

5 / rot

Compost or sort biodegradable waste - it often makes up to 40% of your everyday waste!

Attëls:<https://keepmassbeautiful.org/what-we-do/waste-reduction-recycling/zero-waste-in-massachusetts.html>



Innovativeness and innovations in the field of packaging

- Packaging from seaweed and biomass ("Seaweed Packaging")
- Cheese casing and biodegradable packaging made from whey
- Reusable packaging/bag etc.

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