The Green Pack — focusing on the young

The goals of environmental protection and sustainable development can only be reached with the commitment of the young, who are in an ideal position to assume the vital role of ambassadors of change. The Green Pack, an innovative multimedia educational toolkit developed by the Regional Environmental Center for Central and Eastern Europe (REC), provides excellent opportunities for donors to support this process in both Asia and Europe.

The Green Pack is intended primarily for secondary-school teachers and their students. Each Green Pack is adapted to a particular country, with national and regional information supplementing the core material. Since 2001, the Green Pack has been implemented in 14 countries, including Poland, Hungary, Russia, Azerbaijan and Turkey. Over 28,000 Green Packs have been produced, more than 20,000 teachers have been trained to use it, and some 2 million students have been taught through its interactive multimedia materials.

Through the Italian Trust Fund (ITF), Italy is proud to be among the donors that contributed to the adaptation of the Green Pack to the Turkish language and to the dissemination of the Turkish version. The Green Pack initiative in Turkey was implemented in close and efficient cooperation with governmental, regional and international institutions, local educators, NGO representatives and teachers.

By means of a teacher’s handbook, lesson plans, multimedia tools and dilemma games, the tailor-made Turkish version attractively presents information on environmental threats and solutions specific to the country, and can be integrated into existing school curricula. The focus of the Green Pack is on nurturing new values among students and on forming new models of behaviour at school, at home and in society, rather than simply on the accumulation of knowledge in particular environmental areas.

With the support of the ITF, a presentation was organised in the European Parliament in 2007. Senior officials and MEPs participated in the event and were able to learn about the success of the REC’s Green Pack.