Tools for a sustainable future
Green Pack and related products grow social awareness through education
Inspired by the political process “Environment for Europe”, in 2000 the Regional Environmental Center for Central and Eastern Europe (REC) launched a programme on education for sustainable development (ESD), sponsored by Toyota. This included the development and introduction of an innovative multimedia educational kit, the Green Pack, for school teachers and their students in Central and Eastern Europe. Other ESD tools similar to the Green Pack have been developed and introduced in recent years to address different target groups.

After 14 years of project implementation, the Green Pack has been introduced in 18 countries in Europe and Asia. Since 2001, around 40,000 teachers and over 4.5 million students have been educated, fundamentally changing the way in which the teaching of sustainability is approached. Each project has been developed in cooperation with businesses, governments, professional organisations and NGOs in order to foster community support across a broad spectrum of society. Many donors from the international, governmental, business and private communities have supported this process.

The Green Pack has been presented at many international forums, including the Fifth Ministerial Conference “Environment for Europe” in Kiev (2003), the Green Week initiative of the European Commission in Brussels (2003), the UN ESD Decade opening conference in Beijing (2004), the European Parliament in Brussels (2007 and 2011), and the UNESCO ESD Conference in Nagoya (2014).
*This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence.
Green Pack

Goals and objectives
The Green Pack programme goals are to build capacity, to transfer know-how, and to improve the quality of education for sustainable development in Central and Eastern Europe and worldwide through the introduction of a tailored and flexible multimedia toolkit. The concrete objectives of the programme are to:

• raise teacher and pupil awareness of environmental and development-related issues, and to thereby raise overall social awareness;
• encourage individuals and groups to address environmental issues and concerns in the context of the sustainable development concept; and
• invest human resources and capacity building into education, teacher training and public awareness raising.

Implementation involves three basic phases: a feasibility study, country-specific Green Pack development, and teacher training and Green Pack dissemination.

Product structure and components
The Green Pack is a multimedia environmental education toolkit primarily intended for use in primary schools. It emphasises the formation of new values and behavioural models for all social environments — school, home and society.

The toolkit covers between 22 and 25 topics related to environmental protection and sustainable development, and includes a teachers’ handbook with lesson plans and factsheets for students, a collection of animated clips and educational films, an interactive CD-ROM with a valuable store of information on environmental and development topics, and a dilemma game.

Lesson plans feature complementary video presentations and additional information, which are included on the CD-ROM with links to relevant websites.

Green Pack topics are gathered into five chapters:

• Environmental components: air, water, soil and biodiversity.
• Threats to the environment: urbanisation, noise, waste, radioactivity, electromagnetic fields, landmines and chemicals.
• Human activities and impacts: energy, transport, industry, agriculture, forestry and tourism.
• **Global challenges:** climate change, ozone depletion, acidification, desertification, mountains and glaciers, and issues affecting seas and oceans.

• **Values:** consumerism, human health and the environment, citizens’ rights, and responsibility for the Earth’s future.

Each of the main Green Pack components — the CD-ROM, teachers’ handbook, film collection and dilemma game — follows this same structure.

**Innovations**

The Green Pack materials interpret the sophisticated messages of a number of political processes and initiatives (e.g. “Environment for Europe”, the Post-Rio process, the UNECE Strategy on ESD) as they relate to the implementation of the sustainable development concept in countries undergoing political and economic transition. The Green Pack adapts those messages for targeted groups of educators, teachers and students in the following ways:

• Specific challenges are presented in their global, national and regional contexts, as well as at the level of the individual citizen.

• Sustainability is conveyed in a compelling, accessible way and in multiple formats. Lesson plans and activities include complementary videos, role-playing exercises, an interactive dilemma game and discussions, and additional information from a multimedia CD-ROM with Internet links.

• Emphasis is placed on the formation of new values and behavioural models. Most importantly, students and teachers work as partners in activities, discussions, role-playing exercises and decision-making situations.

• Students are encouraged to take a proactive approach towards environmental and local development challenges, and are asked to share their new-found knowledge and skills with family members.

• Discussions are initiated with local community stakeholders on ways to achieve sustainable development.

The development and adaptation of the Green Pack involves close cooperation at national level (authorities responsible for economic, social and environmental development); professional level (institutions, organisations, universities and NGOs with expertise in the field of sustainable development); individual level (educators, scientists, politicians and decision makers involved nationally or internationally in the practical implementation of sustainable development);
and international level (political, business and not-for-profit organisations that promote sustainable development worldwide). This methodology encourages the active involvement of local partners in the adapting and upgrading of the Green Pack and allows them to take charge of teacher training and Green Pack dissemination. This in turn motivates local partners to improve the quality of the materials, produce new editions and train new groups of teachers.

Other ESD tools

Green Pack Junior

The REC developed a junior version of the Green Pack to provide teachers of children aged between seven and 10 with simple, accessible materials promoting sustainable development. It helps younger children to grasp the concept of sustainability by focusing on the environmental impacts of choices made at home, in the supermarket, at school, in the park and on holiday. The materials, divided into between 10 and 12 topics, explore interactions between the environment, society and economic development. A structured lesson plan is provided for each topic, along with supporting materials required for course planning and delivery. Each lesson plan provides teachers with background information on the topic, lesson objectives, the methodology used, the materials and time required, and suggested locations. Related factsheets, handouts, simple tests, dilemmas and stories are available at the end of each lesson plan.

Green Steps

This multimedia toolkit aims to raise public awareness about sustainable lifestyles, citizens’ environmental rights, and changes that individuals can make in their everyday lives to contribute to sustainable development. The primary targets are members of civil society organisations, but there is also valuable information for educators, students and families. The Green Steps awareness-raising materials, which will be tailored to individual countries in the future, are divided into four sections: a virtual tour around a number of locations typically visited in the course of everyday activities; information on 25 to 30 topics related to environmental protection and sustainable development; a series of around 50 factsheets that can be used in educational and group activities; and an encyclopedia containing information on up to 300 species common to Europe.
Partnership on ESD

Forming an efficient partnership with a large number of diverse institutions and organisations has been a crucial precondition for the effective implementation of REC initiatives and projects related to ESD.

We extend sincere thanks to the following donors, partners and supporters:

- **International organisations**: Organization for Security and Co-operation in Europe (OSCE); EC LIFE Third Countries Programme; UNESCO, UNDP, GEF Small Grants Programme.

- **Governmental organisations from donor countries**: Ministries of the Environment of Finland, Sweden and Norway; the Ministry of Foreign Affairs of the Netherlands, the Italian Ministry for the Environment, Land and Sea; the Austrian Development Agency; the Ministry of Development Cooperation of the Netherlands; and the Swedish International Development Cooperation Agency (Sida).

- **Governmental organisations from recipient countries**: Ministries of Education as well as Ministries of the Environment of Albania, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Czech Republic, Hungary, Former Yugoslav Republic of Macedonia, Montenegro, Poland, Serbia, Slovakia, Turkey and Ukraine; the Polish National Fund for Environmental Protection and Water Management; and the Slovak Environmental Fund.

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- **Our sister organisation the Regional Environmental Centre for Central Asia (CAREC); and a number of NGOs, educational organisations and universities from throughout Central and Eastern Europe and the Commonwealth of Independent States.**

Their understanding and trust has provided encouragement throughout 14 years of hard work on a growing line of ESD interactive multimedia tools.
REC ESD tools online

Green Pack
www.greenpackonline.org

Green Pack Junior
gpjuniор.rec.org

Green Steps
greensteps.rec.org

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