



Civil Society Platform on SCP

DelibProcessSCP Project

Project Idea Pool

New project ideas in sustainable food, housing, mobility
and cross-cutting topics



This project is supported
by the EU-FP7-program



UNEP/WUPFERAL INSTITUTE COLLABORATING
CENTRE ON SUSTAINABLE
CONSUMPTION AND PRODUCTION



REGIONAL ENVIRONMENTAL CENTER



The Centre for
Sustainable Design



Get inspired to make collective actions for SCP!

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During and after the second conference of the CSOPlatform on SCP Project, participants created new project ideas to promote sustainable consumption and production. The best ideas are published here.

For project ideas which included the proposer's contact details, the owners of the project ideas are listed in the References slides at the end.



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1. Couch People in Sustainable Food

In order to spread sustainable food consumption ideas, sustainable food tips (organic, less meat, local, seasonal, fair trade) can be assembled. Alternatives must be made usable (recipes, local farmers, fair trade products,...) through a small group's effort. One activity can also include gathering barriers to sustainable food consumption and through bundled activities, structural changes can be made.

(Anonymous)

2. Dig for Sustainability

A EU-wide project to get people growing their own food. This would reconnect people with food.

3. Vegetarian Cooking Course

Arrange vegetarian cooking courses for home economics teachers and young people (15 to 17 years old) and introduce this course in the school curricula.

(Anonymous)

4. Traditional Food Brand

To create a brand for traditional food in order to support local producers in the Carpathians.



5. Priority Change

Put green product information before or parallel to consumer information on health related topics. This would raise awareness on the central role of food and build up food knowledge and skill to consume more sustainably.

6. One Vegetarian School Meal per Week

Vegetarian food is healthy, climate and resource friendly, and supports the attitude to change towards more sustainable food consumption.

This project can be conducted in countries where schools offer meals. It is a campaign for behavioural change for **schools to offer only vegetarian lunch at least once a week**. Schools who are doing it can challenge other schools, and local media can be involved.

(Anonymous)

7. Celebrities practice One Vegetarian Day per Week

A petition to get celebrities to practice a one vegetarian day per week in order to release a material-based campaign.

(Anonymous)



8. Social innovations towards a sustainable food future

How social innovations with CSO's – can contribute to the sustainable food production and consumption? Example: Community Supported Agriculture (CSA)

What are the success indicators of these innovations?

What policy support is necessary?

9. Mapping Innovation in Local Food

Short description of the project: National/regional GIS-based mapping of innovative local food. We offer the mapping – need to co-operate on the criteria for “innovation”.



10. Greenternet Café

An Internet café functioning as a green informal social center. This can be a strong partnership between entrepreneurs and one or two NGOs (information on environmental CSO's SCP initiatives, brochures, etc). Local and fair products can be served, lectures, debates, short films, exhibitions and small cultural events could be organised. A SCP club and the computers' desktop would provide the visitors with links to web pages of local SCP initiatives.

11. Half a minute for the whole world

Send an MMS of an EAN-code on a product in a supermarket to a database and get back a SMS with short information back within 30 seconds : advisable, carbon footprint, w/o child labour, flight... If the product is not advisable, an alternative product should be proposed.



12. Sustainable Cook Book

A cook book that includes chapters about responsible sourcing (local, US imported, etc) and human needs to make it more than one cook book. It could be adapted according to countries and regions to catch regional specifics goods and recipes. Specify recipes according to seasonal changes (spring, autumn). To get well known celebrities get on board to support the project by writing chapters or developing recipes (e.g. J.Oliver). A general chapter on SCP and food, a chapter on sustainable cooking : water use..., on historic development of cooking (meat in medieval times) and change of “value” of food over time – but it should not be too educational and include fun as much as lessons to learn for the environment. The cooking recipes could take into consideration economic social and environmental aspects of food production and present a diet through the year according to the food availability, transport costs, etc. while praising the advantage of this kind of food what means concretely, regional differences. The booklet can lean on the idea of One Planet diet cook book from WWF.



13. Gourmets Go Green

An education project for restaurants or cooks in order to learn gourmet (or normal) food on a vegetarian basis and for managers to learn understanding vegetarian food as a full alternative to meat (alternatives that are so good that even meat-eaters want to eat them).

(Anonymous)

14. Health Canteens For Senior Citizens / Health Food Assistants

With the time passing by, people tend to choose easy solutions: buy ready and industrial food. Most healthy actions are targeted at young public. There is a need to have a possibility to “re-educate” senior citizens and offer them an opportunity to “learn again” (with maybe a little help of a slow-healthy assistant network).

(Anonymous)

15. Food Can Kill

Similar to the labelling law for cigarettes. Food with unhealthy ingredients such as sugar and fat should be labelled with relevant stickers e.g. “this product causes heart attack”.



16. Greening The Trade Networks

The project overall aims are to increase the healthy and bio products availability in the big supermarkets and call the consumers attention of these products in an more concrete way. To instigate the regional differences in the common patterns between the western and the CEE countries. Another goal is to influence the big trade network to change their advertisement policy in order to increase the proportion of advertisement about healthy and bio-products instead of the prices and promotions.

(Anonymous)

17. Obligatory CO2 Labelling of Food Products

There is a need to raise the awareness of consumers about climate impact of food products. The CO2 label allows them to compare and could be extended to all greenhouse gases and other important environmental impacts.

For reasons of fair efficiency and fair competition, it should be obligatory and based on same LCA methodology. This idea can be used as basis for introducing economic incentives (e.g. taxes or tax rebates)



18. “National Food Accounts” Campaign

Stimulating public to eat local food is an interesting way of contributing to climate change prevention. Besides that, consuming only seasonable vegetables and fruits can also support this.

This motivation towards sustainable food consumption can also end up with healthier lives and can become a sustainable lifestyle.

Following this stimulation campaign, the contribution of it can be assessed via statistics registered during the motivation phase of the campaign.

(Anonymous)

19. Vegetarian Monday

Program cutting meat (and dairy) consumption 1/7 : including many other project ideas : cookbook, veggie-menus in school, only veggie-recipes on Monday in Newspapers and cooking shows on TV, menu in restaurants..

Policy level : campaign for cutting subsidies for meat production, advertisements with CO2 per kg

Research : communicating impact (social, individual, environmental)



20. Public & Private partnership in “sustainable food”

Scoping study on production and consumption of food chains in 2-3 countries in order to share and promote sustainable foods focus on organic agriculture local markets campaign with several “big and famous” brands targeting “general public”.

21. Use Leverages

CSO’s worldwide join hands to create transparency pressure on policy makers/producers to the more improvement.



22. Paradise is Here

Paradise is here is about networking and promotion of intercultural gardens, producer-consumer initiatives, common gardens (Gemeinschaftsgärten), edible landscapes, perm culture and to make it a common way of living an producing your own food.

23. Design of Productive Reforestation Models in the Panaela as Important Agricultural Industry in Colombia

The Panaela Agricultural Industry makes an environmental impact using three different species of trees. From those the producers get on agglutination agent to clarify the juice of the sugar cane (base to the Pamela). The project is finding a sustainable way to use this plants to the productive process through participative and active action of community in the construction of models of productive forestry.



24. Small and Medium Enterprises (SME) and SCP (EU)

Fact: By now, many European SMEs are aware of what SCP is. Not so many are aware of the necessity to involve SCP in their business.

Challenge: Because even less SMEs have the know-how to set up an effective policy for SCP within their own economy, a lot of the momentum to incorporate SCP policies in European companies is lost. The challenge is to bridge the know-how gap between larger players and SMEs.

CSO response: The project aims to offer real options for action to European SMEs. It will do this by sharing the knowledge that is available from larger companies, NGO's and governments (theoretical knowledge, best practises, etc), thereby creating a network of know-how and keeping a focus on action. The 'SME and SCP' project will focus on the one side on creating awareness on SCP within SMEs, and on the other side on offering policy options to enlarge SMEs positive impact on SCP.

Benefits: The project will help smaller companies with little means to improve their knowledge of SCP and offer them concrete options to improve their behaviour.

Possible partners: European SME's, CSO(s), any company with an effective SCP-policy, any other institution with either knowledge on the subject or with possible solutions at hand.



Food and Drink



Housing



Mobility



Cross-cutting



1. Housing Models and SCP

To assess and record how different types of social housing support (or do not support) transition to SCP and low carbon living. Pilot projects conducted in four different countries to inform national policy on energy and housing.

2. Country Small Hotels – Example of Good Housing

Successful stories from country small hotels becoming well known by the public. Implementation of the main SCP requirements and SCP approaches in small country hotels located in popular tourist destinations.

3. Sustainable Communities Action Research Network

A small network of action research projects co-ordinated online with web-conferencing seminars for training and online discussion to transfer knowledge. The projects apply expertise to define and develop new housing until 5 years after people move in. The progress monitored will produce outcomes such as demonstration projects, conceptualised expertise for countries without a strong record on housing and recommendations for policy needs.



4. Connecting Communities to Sustainable Best Practices

Coordinator: SCP in Africa

Fact: Lack of sustainable lifestyles.

Challenge: To teach sustainable lifestyles in illiterate communities.

CSO response: Waste management may be a way to teach best practice to illiterate communities. The general response is to contribute to the global promotion of sustainable lifestyles by training communities on their best practices. The project aims to supply beneficiaries with means to participate efficiently in a sustainable manner. Another aim is to get local development involved and take part in decision-making and disseminate data at every level. Women and young informal producers are the target group. The result, creating a viable organization and training mechanism to support women and improve their know-how.

Benefits: Women and young informal producers in the target areas are the main beneficiaries of the project. The objective is to drastically improve their living conditions through sustainable lifestyle patterns.

Partners: SCP in Africa, local authorities



5. Eco-housing demonstration project (Ukraine)

Fact: Small-scale eco-technologies for water supply and treatment, energy generation and saving exist, but domestic applications are not well known.

Challenge: To promote sustainable housing.

CSO response: An Eco-housing demonstration project is planned to be used as a permanent training centre with special curricula on environment and sustainable development issues. The setting of the project will be designed and developed accordingly to available natural resources, landscape and infrastructure, and in a way to provide balanced development of areas and ecosystems, using the context of young architects applying best project design to such a centre building. It is planned to use natural or any other environmentally safe materials, e.g. straw-bales or wood, at the same time meeting energy and cost-efficiency requirements. Combinations of various small-scale eco-technologies e.g. dry toilets, wind energy facilities, solar collectors, heating pumps, air ventilation, cooking biogas production, etc. will be applied to support optimal indoor conditions taking into account their costs, efficiency and safety. The visitors will be able to study through environmentally friendly technologies applicable and practical in daily-life.

Benefits: Opportunity for Ukrainians to get more knowledge about environmentally friendly technologies and skills applicable in daily life.

Possible partners: Swedish Society for Nature Conservation (SSNC, Sweden), Renewable Energy Agency (REA, Ukraine), INFORSE-Europe Network and Scientific-technical centre Biomass (Ukraine)



6. Selling the Service Rather than Products

Fact: Over the half of the total e-waste - electronic and electrical equipment (EEE) waste - is generated by “large household appliances”.

Challenge: Right now, the practice of “leasing and/or servicing” - in which the products are not sold, but rented and then returned after the period of use to the „leaseholder“ - work only in the case of professional electric or electronic equipment. The challenge is to implement leasing and/or servicing practices in “large household appliances” such as TVs, freezers and washing machines, which represent the largest waste saving potential.

CSO response: Producers, consumers and retailers together with researchers develop a strategy to target consumers and implement this idea of “leasing and/or servicing” in the private sector.

Benefits: Reduction of the quantity of household e-waste

Possible partners: Producers, consumers, retailers



7. Building Sustainable Homes with Local and Traditional Knowledge and Experience

Fact: The local knowledge and practise of traditional nature friendly building techniques are getting lost, a common experience all over the country.

Challenge: As a result the people who have the experience and knowledge are generally the last direct source of nature-friendly building techniques. Unfortunately the new building techniques do not find and apply solutions to the many disadvantaged fast enough, especially in rural areas with the existing limited local resources.

CSO response: To work in different areas with different cultural, geographical, social and economical conditions to find out about the traditional building techniques, materials and especially practitioners. The project will use these resources to build new sustainable homes as case studies for each chosen region and put all the data together for the dissemination of it both theoretically and also in the construction that is built in each region representing up to date practise. The focus is living masters, training new apprentices and creating the difference, even during the project implementation whilst also collecting theoretical data.

Benefits: The understanding of sustainable, modern building in Turkey changes: from a single focus of expensive, modern techniques to hybrid, cheaper, easier to apply techniques. At the same time, local examples to learn from and base research on are created.

Possible partners: Universities architecture departments, local communities



8. Monitoring by Remote Control the Performance of Electronic and Electrical Equipment (EEE)

Fact: Over the half of the total e-waste - electronic and electrical equipment (EEE) waste - is generated by “large household appliances”.

Challenge: To reduce the amount of new products sold, we need to know the real “useful life” of appliances.

CSO response: Knowing when an appliance is broken or is about to fail will help to predict the time of final disposition of the EEE. We assume that the consumer (owner of the device) will soon reject it or buy a new one. This is the real „useful life“ of the appliance.

This will lead the retailer or manufacturer to implement a “repairing service” and reduce the sale of new products.

Benefits: Reduction of the quantity of household e-waste and knowing the exact time and place, will let us know if the appliance was properly disposed of and finally we will reduce the high costs of the activity of „manual inspection“.

Possible partners: Producers, consumers, retailers



Food and Drink



Housing



Mobility



Cross-cutting



1. To „Map" the Mobility Needs of Vulnerable Groups

A project that “maps” the mobility need of vulnerable groups in cities (women, ethnic minorities, kids, elders) and provide them with sustainable solutions. E.g. Youth: night trains or busses to go out, good walking/cycling opportunities. The goal is to create win-win situations, both social and environmental benefits.

2. SusTraNet

A network aimed at supporting EU cities towards better walking, cycling and public transport conditions by creating a wide international and easily accessible platform for cooperation, gathering of best practices and exchange of knowledge about urban road infrastructure.

3. Urbanization trends and mobility

Urbanization migration to/from cities has implications for mobility. We can see several different trends in urbanization migration to/from cities in Europe and outside Europe. These have different implications on mobility. If we are get to know these trends, we can learn from them and make a connection to urban planning.

(Anonymous)



4. Mapping innovation in sustainable transport

A GIS-based map of innovative transport schemes across Europe to show both why it is good, and how to visit.

5. Citizens' involvement in the "Move together" method

Replication of the "Move Together" project's methodology at national and local level, involving citizens through workshops. With a CSO leading the process, choosing one representative for a district/city/county/region to work together on a kind of declaration for the local/national government.



6. Mapping innovation in sustainable transport

A GIS-based map of innovative transport schemes across Europe to show a) why it is good, and b) how to visit.

7. Urbanization trends & mobility

Urbanization migration to/from cities – implications on mobility

We can see several different trends in urbanization in Europe and outside Europe. These have different implications on mobility.

If we are getting to know these trends, we can learn from them – connection to urban planning!

(Anonymous)



8. Encouraging Sustainable Local Instead of Long-distance travel

Fact: The environmental impacts of tourism constitute a large share of the environmental impacts of our lifestyle. Many people enjoy travelling a lot and feel that it is the best option for really getting away from everyday life and relaxing.

Challenge: Changing long-distance travel to more local options seems not to be an option for the majority of people.

CSO response: Roughly assessing the greenhouse gas emissions and natural resource consumption of a few local travel options compared to long-distance travel options. The local travel destinations chosen for the assessment should be accessible by foot, bicycle or train. Conducting interviews with active travellers to examine the drivers for long-distance travel and the possible actions that could be taken to encourage more local travel instead of long-distance travel. What kind of features local travel options should have for them to be more attractive than long-distance travel? Interviews could also be made with travel agencies to map out the way they see the possibilities of local travel options and how they could advertise more sustainable alternatives more actively.

Benefits: Information on the measures needed to replace long-distance travel with local travel.

Possible partners: Travel agencies, local tourism associations



9. Environmental Impact (LCA) of Construction and Maintenance of Transport Infrastructure

Fact: Most comparisons of environmental impact of transport modes do not take into account the infrastructure associated with means of transport, which is part of the total impact of passengers per km.

Challenge: The missing knowledge about Life Cycle Assessment (LCA) of the transport infrastructure should be researched in order to answer the question: What is the environmental cost of the construction and maintenance of the transport infrastructure?

CSO response: The goal is to inform consumers and governments about the actual environmental impact of transport infrastructure through the Life Cycle Assessment (LCA) tool, as well to lobby governments to take the findings for future decision making into account.

Benefits: The evidence will rise awareness of the transport infrastructure impact on environment and improve better political decisions, take infrastructure into account and raise awareness among consumers.



Food and Drink



Housing



Mobility



Cross-cutting



1. Transition Leadership Training

Successful change organisation need good leadership – not dictators, but people with the personality and skills to facilitate a group towards action. Therefore there is a need to establish a funded programme to work with potential community leaders through transition towns and build a stronger network of “change agencies”. Study the effectiveness of their groups.

2. SCP Soaps on T.V.

- Get SCP ideas included in the story links of television soaps, with ideas for why it is important, what people can do and how much fun it can be when they do.
- For business, have a TV programme presenting SCP business ideas and competing to win funding.



3. SCP Social Media Dot Com

To complete an inventory and analysis of social media applications as well as of other new media tools developed for SCP and CSOs. This will analyse the impact and effectiveness of tools.

4. Sustainable Communities Action Research Network

Small network of action research projects co-ordinated online with web-conferencing-seminar for training sessions and online discussion for knowledge transfer.

Project apply expertise in defining & developing new housing, monitoring progress until 5 years after people move in.

We already know the basis of how to address SCP with housing – let's transfer knowledge through action!

Outcomes: demonstration projects, conceptualised expertise for countries without a strong record on housing, recommendations for policy needs.



5. Sensitisation of Urban Indian Woman to Sustainable Consumption

Fact: As countries develop, two important phenomena are evident: urbanisation and increasing role of women in making purchasing decisions.

Challenge: Companies carefully target the urban Indian woman for their marketing messages. In contrast, Governments and NGOs often ignore demographic changes; a large part of the effort on sensitizing consumers to the environmental impacts of purchasing decisions, goes wasted.

CSO response: The project creates the correct media mix (articles in women's magazines, Bollywood films, TV soaps, celebrity endorsement, etc.) It seeks to target the urban Indian woman to make her aware of the environmental consequences of her purchasing decisions and create a set of messages, which will enable her to make the environmentally correct purchasing decisions. „Test-marketed" in four urban centres in India, the project establishes a model to present to the Government for expansion, for instance in the European Union.

Benefits: The greatly enhanced sensitivity of the target group and their changed purchasing habits towards more sustainable goods and services, as well as reduced "wastage" in promotional messages for sustainability issued by the Indian Government. Also creation of a replicable model for expansion.

Partners and possible stakeholders: One European government (former Soviet controlled economy), one European government ("developed"), Indian Marketing Faculty of a Management Institute, consumer groups, environmental groups and NGOs on women's issues.



6. Towards Strong Sustainable Consumption

Fact: The dominant approach reaching sustainable consumption focused on products and services, technological improvements towards more efficiency, as well as marketing campaigns for more green product demand in addition to economic growth, is highlighted as a tool towards more sustainability. This approach has not led to the necessary shift in resource use so far.

Challenge: An emerging concept towards a fundamental shift of unsustainable consumption is “de-growth”. Researchers and CSOs commonly intend to develop visions as well as concepts how a substantial reduction of environmental burden can be organised in a non-growing economy without harming well-being.

CSO response: Cooperation of research and civil society organisations are of vital importance in this process, because they are the two societal actors with least dependence on the growth paradigm. Also because society needs solid research to point out the positive development of de-growth and engaged NGOs to foster a debate on well-being and to develop experiments in how this can be reached independently from economic growth.

Benefits: On the one one hand, to open up the political debate on all levels from its focus on efficiency and greening markets, to increased sustainable consumer demand. On the other hand, to foster the societal discourse on the non-economic aspects of well-being

Partners and possible stakeholders: ANPED, EEB, SERI, the academic de-growth community, EEA.



7. Blueprints for a Sustainable Future

Fact: We need to change in unsustainable consumption patterns and that progresses through awareness rising.

Challenge: A change in unsustainable consumption patterns to adopt a new lifestyle that is sustainable.

CSO response: To collect good application-oriented examples on an internet platform to make them available. They could easily be copied. A sort of blueprint on how to change lifestyles.

Benefits: Collection and access to concrete examples on how to change our behaviour. Conservation of the examples and a large distribution.



8. Do It Yourself: Learning Craftwork as a Tool to promote SCP

Fact: We are facing a mass production and consumption epidemic generating daily disposable products around the world. We know neither how products are made nor their original nature and so we feel alienated.

Challenge: Lifestyles where people (do not) question what they are consuming and therefore (do not) develop critical thinking in their choices.

CSO response: To promote the learning of craftworks such as carpentry, jewellery, pottery, weaven, woodwork, metalwork, knitting, weaving and silver work. It will engage people to cover some of their needs with their own hands. By providing people with specific tools and skills, the project will empower them to produce what they need and also take control over circumstances. Craftwork is a transforming work through which a material form acquires a shape without losing its wool, wood, silver, clay or stone essence. Participants will need to use raw materials and therefore they will be in contact with nature and it will foster their sensitivity towards it.

Benefits: It will raise awareness of environmental issues. It will create a sense of ownership and emotional relationship with the objects that will prevent the owner from throwing them away. It will allow people to develop their own creativity and personality. It will increase people's personal satisfaction as they will be capable of doing something by themselves and they will feel free to do it in their own way.

Partners and possible stakeholders: Local government, Schools/universities (inclusion in Curriculum), Community centres, Artisans (teaching)



9. Young Artists Care about Design for SCP

Fact: There is no school that teaches sustainable design in Ukraine.

Challenge: A number of interesting art projects in Ukraine already exist. Young artists and students develop and implement ideas to adopt environmental friendly life styles. Additionally, many NGOs are dealing with SCP and are looking for possibilities and new approaches to promote SCP to a wide public. The engagement of young artists is a good way to do this.

CSO response: The goal is to start up a new philosophy of design and the promotion of sustainable consumption and production in Ukraine. To arrange experience exchanges with German artists and develop common examples of SCP promotion. This includes one week training course for Ukrainian artists held by German professors (SCP philosophy and design) together with Ukrainian experts (SCP and sociology). A selected Ukrainian group of young artists would then travel to Germany. They would develop a campaign on SCP promotion in Ukraine (e.g. a competition for creating a Carpathian regional trademark).

Benefits: Creation of practical examples on how to engage young artists for SCP and sustainable lifestyle promotion.

Partners and possible stakeholders: EIDOS (Arts Development Foundation), ecosign, Institute of Applied Arts



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