

FINAL REPORT

PROJECT TITLE **SAFE AND FRIENDLY ENVIRONMENT FOR FUTURE GENERATIONS**

Project Ontology

One sunny spring day, an envelope appeared on the table of the Head of the Department of Economic Development and Integration. It was the letter from the International Awards for Liveable Communities “LivCom” with a tempting proposal to participate in the annual contest 2010 organized for liveable communities from around the world. The letter contents were taken with a usual routine-bureaucratic seriousness and with a pinch of salt. No one believed that a casual letter from yet unknown in Ukraine organization could become a splendid opportunity for the community not only to participate in the contest, but even be selected as the finalist and sequentially, become the winner in “Bursary Award 2010” nomination. It is the true story of how it was indeed.

The participation in the finals wiped away misbeliefs and brought the comprehension of the challenge the community would be obliged to deal with within a 12 month-period of project implementation.

Project Implementation

According to the Project on **Safe and Friendly Environment for Future Generations** the following outcomes were anticipated:

- 1 Publication of brochure or environment memo for pupils **Count to Three** with further dissemination among pupils at city secondary schools and at school of Rybne Village.
- 2 Making a film about adverse impact of leachate on local community of Rybne village, danger of landfill as well as the call for waste sorting in households.

The film and the brochure are used for upbringing of environment friendly attitude towards nature within urban environment. The film is expected to be broadcasted in local schools, when the brochure is handed out to pupils at schools.

Within the implementation of the project, we have decided to diversify the list of project activities with some extra ones, namely:

Design and Publication of the Brochure Count to Three

On the initial stage of the project the brochure had to be mono-lingual intending to inform the pupils and younger generation about the necessity to sort waste as well as provide tips on waste sorting. Within the frameworks of brochure design, we made up our mind to design an English-Ukrainian brochure as the first ever environment memo for pupils in the city. It helps the pupils not only learn facts about pollution, tips on waste sorting but also get familiarized with key environment-related terms and collocations in English.

While working on brochure contents we intended to show the adverse impact of waste on environment and to inform the readers about advantages of waste sorting. Hence, the examples of waste sorting in European countries and in the USA were provided.

When working on brochure design we used different information resources, such as environmental web sites, reports from local waste management enterprises and the interviews with the chief manager of the landfill. We would like to thank for the cooperativeness the chief of the landfill who always facilitated our work within the project, be it organization of visit to the landfill for pupils or cameraman’s attempt to film the site.



Organizing an Open-air Study Visit

The second innovative approach ever used in the city was an open-air study visit to the landfill. The purpose of the visit was to show the true scale of the landfill and to raise in the head of pupils questions like “Why is it so big, the landfill?”, “What will the landfill look like in 10 years?”, “What can we do to slow down the spread of waste?”

The trip took place on 10 June, the last day of pupils’ syllabus internship.

The school bus full of pupils and accompanied by two supervisors took course to the municipal landfill, a spooky landmark. On the way to the landfill the pupils were informed about the project, its purpose and expected outcomes, about landfill and its impact on environment, got familiarized with new environment vocabulary. Even those pupils who were not very enthusiastic about the trip in the morning were happy and in a good mood at the end of the trip. We think some of them definitely became environment-friendly adapts in their families.

Making a Film Entitled BUT

The script to the film had been finished by May 2011. Everything looked wonderful and colourful, at least on the paper. However, when it came to making film on the spot a great deal of unexpected issues popped in:

The producer wanted the kids to look natural and not to overplay
Rebelling weather hampered filming etc.

It was very important not to upset the kids as they are very vulnerable individuals and not to oppress their self-esteem requesting them to speak casually, without preparation, feel natural and forget about video-camera and the fact of being filmed. It was extremely important to express true attitude of kids towards waste and its impact.

We had to re-film some scenes with the girl in school premises and completely alter the style of the boy of village school. Finally, we reached the summit. No pains no gains.

Thus, the film entitled BUT, lasting almost 11 minutes, was produced.

Film broadcasting and brochures dissemination at schools are the next step. The environment friendly campaign is underway.

Last Words

The issue of waste sorting is a hot one and we will not be able to achieve the desirable result at once. Day-by-day, school-by-school we spread the message “The dos and the don’ts of waste”. The challenge requires energy as well as persistence and is, indisputably, a time-consuming mission. Nevertheless, we believe it is worth being faced. Environment evolution is in pupils’ minds but in our hands.

Let’s go green together!!!

