

Deliverable Number 5:

Summary of Proposed Projects



Summary of proposed projects for first field research phase

This document briefly outlines the projects selected by the ESDinds consortium for field testing of indicators. Five projects were selected for field visits between December 2009 – April 2010:

1) People's Theater Youth Year of Service- Germany

People's Theater is a non-profit program, which uses drama workshops to help school children explore social responsibility. Field work with People's Theatre will focus on the 'Youth Year of Service'. This is an important part of the People's Theater approach, where 10-15 youth aged 18 to 25 who wish to do voluntarily service for one year come together, work fulltime for People's Theater, and live together in several flats. These youth carry out and develop between 500 and 800 theater based performances in schools in and around Offenbach. The Performances aim at helping pupils become aware of actions and their consequences and aim to prevent violence and assist in the development of moral and ethical values. The performing youth themselves undergo a big change in their attitude in the course of their year and really develop in to strong resources for promoting positive change within themselves and within the society around them.

2) Lush Cosmetics - Italy

Lush is a handmade cosmetics company headquartered in the UK. There are more than 600 stores in 43 countries. Lush is known for its ethical and environmental principles: Lush products are not tested on animals, 100% vegetarian, and use minimal packaging and preservatives. Lush also supports environmental, animal welfare and humanitarian charities and campaigns through it's "Charity Pot" scheme. Field work with Lush will be with the Italian branch of the company.

3) Youth Empowerment for Red Cross – Sierra Leone

Field work with the Red Cross and Red Crescent Societies (IFRC) will focus on a capacity building project in Sierra Leone for vulnerable youth in priority communities. This project seeks to address wide-spread youth unemployment, youth criminality, youth exploitation and trafficking. The program is based on the Youth as Agents of Behavioural Change (YABC) peer education program developed by the Principles and Values team of the IFRC. YABC is an interactive, non-cognitive way of teaching the principles and values of Red Cross/Red Crescent. YABC integrates innovative platforms for social mobilisation such as art, dance, music, theatre etc. which fit within the African cultural heritage. A target group of 550 youth will be trained by their peers in vocational skills, managerial skills, business skills, leadership skills and behavioural skills to inspire non-violence, social inclusion and peace.

4) Juatarhu Michoacan ECI Initiative – Mexico

Juatarhu is a peer to peer environmental youth project, inspired by the Earth Charter. Using the arts as their primary medium, Juatarhu empowers indigenous Purepecha youth from Michoacan, Mexico, to connect with and preserve their environment, and to connect others to that mission, through direct exposure to the land, getting to know the forest ecosystem, through murals, reforestation brigades, concerts, graphic novels, interviews, researching local legends, festivals and more. They collaborate closely with other NGOs, social enterprises, local and national government.

5) University of Guanajuato ECI initiative – Mexico

The University of Guanajuato has mainstreamed Earth Charter into its work, and also initiated a youth project called Youth Promoters of the Earth Charter. Under this program, undergraduate students receive training to be sustainability leaders using the Earth Charter as a tool. They train Earth Charter youth promoters locally and nationally, and also have a train the trainers programme, integrating an environmental, social and spiritual dimension. The University of Guanajuato is also about to embark on a national evaluation of the use of the Earth Charter by 152 academic institutions in Mexico.

(Note: the Consortium agreed that if researcher time was limited, this project could be abandoned or postponed)

Field testing with ARC and EBBF

In addition to these five field projects, two smaller projects will be undertaken by EBBF and ARC to apply and refine the indicators within their own organisation, and to consider how the cultural variations between their diverse partners may be addressed within the indicators proposed. The researchers will support staff within each organisation to complete this work.

Additional projects

Six further projects were considered for field testing in this phase, but were not chosen. These projects may be used as replacement projects if any of the proposed projects are unable to proceed. They may also be reconsidered for field testing in the second phase, from May – November 2010. These projects are:

- 1) Conciencia Ecologica Los Cuartos, ECI Initiative - Mexico
- 2) Fundacion Valores, ECI Initiative - Spain
- 3) Foundation to Support Civil Initiatives, ECI Project - Tajikistan
- 4) Youth Development and Empowerment Initiative - Nigeria
- 5) Conservation International, Islamic Boarding Schools Initiative - Indonesia
- 6) Working for Water Program, Eco-Coffins initiative – South Africa