

## “Reduce Reuse Recycle”



### Description of the project including the project's goal

REDUCE REUSE RECYCLE was a Youth Exchange project, that brought together 32 young people from Albania, Georgia, Moldova, Romania, Spain and Turkey in September 2012, near Gura Humorului in Romania, to reflect on what each of us can do to have more healthy and sustainable lifestyles. Following that, by the end of December 2012, we worked on improving our lifestyles and shared our experience with people back at home. During the Youth Exchange, we tried to explore what responsible consumption of resources means and why it is a necessary shift in people's behavior in Europe's local communities and all around the world. We suggested and experimented alternatives to current consumption habits, tried to define traits of a "responsible consumer", explored connections between responsible consumption and sustainable development of local communities. We even came up with some pretty nice ideas of "local green businesses" that could be implemented to develop local communities and have a better environment.

### Project objectives, activities and achievements

#### Objectives:

To have a better understanding of

- the relationship between our consumption habits, environmental protection and social welfare
- the premises of sustainable development of local and regional communities
- our role in building a strong local community as a pre-requisite for a strong national and international community

To develop our participants'

- solution oriented attitude towards sustainable consumption
- entrepreneurial skills
- interpersonal and intercultural skills.

#### Activities:

- 12 days (13-24th of September 2012) of Youth Exchange near Gura Humorului, Romania, where the 32 participants had various workshops, discussions and practical activities on how to reduce the negative environmental and health impacts and to increase our positive impact on the environment, on our health and on the community by choosing to buy or not to buy, to consume or not to consume certain agricultural and industrial products. In addition a public workshop was conducted by project participants for 200 local school children aged 10 -17, to raise their awareness about how to reduce their ecological footprint, and street animation was used to draw the attention of the local population on the importance to reduce waste, reuse objects, and recycle

materials.

- After we returned home: October - December 2012
  - \* Sharing our experience, newly acquired knowledge and skills with our peers by means of organizing various public events in each country. A total of approximately 120 other young people were reached in the local communities of participants.
  - \* Paying attention to what and how much we buy and writing that in our Journal of Responsible Consumption, that during 2 months helped us exercise our awareness of the things for which we pay money. More than half of the participants who used this journal reported a decrease in the amount of products they bought during that time.
- Finished and published a short collection of tips to share with the wider public, which would help us all be more responsible consumers. They were included in a brochure called "Responsible Consumption. What? Why? How?"

### **How young people were involved.**

The project idea came from 4 young women, aged 25-26.  
The project team was made up of 7 young people (volunteers) between the ages of 21-33.  
The participants of the project (direct beneficiaries) were 32 young people aged 17-31.  
Participants were recruited by partner organizations (6 in total), according to the participants' profile, which stated that participants should be young people. The project was part of the SRC plan to educate the young people about the importance to reconsider consumption preferences by reflecting on their consequences on environment, on health and on the local and Global community, and part of the EC objective to promote active citizenship among young people.

### **Project funding.**

The project was funded by the European Commission's Youth in Action programme. The budget was approximately 20.000 Euros, and the money were received following a regular call for projects opened 3 times/year by the Romanian National Agency for YiA programme. The project manager (also a young person) was responsible to sign the financing contract with the National Agency.  
A project report was required, but it is in Romanian. Can be provided upon request.

### **Project's connections to national or international environment processes**

- The project targeted the **European YiA objective to address environmental issues.**
- The project team acted grounded on the commitment of young people stated in **Parma 2010 Youth Declaration to actively follow the Conference's outcomes**, and with a will to strengthen young people's participation in decision making regarding environmental issues, based on our hands-on experience and informed opinions.

### **Project's connections to national or international health processes**

- The project targeted the **European YiA objective to promote healthy lifestyles.**
- The project team acted grounded on the commitment of young people stated in **Parma 2010 Youth Declaration** to actively follow the Conference's outcomes, and with a will to strengthen young people's participation in decision making regarding health issues, based on our hands-on experience and informed opinions.

### **Follow up, outcomes and future plans**

The project is complete. However, the team is now considering next steps that can be taken based on the achievements of this project. Some examples include the translation of the Brochure "Responsible Consumption – What? Why? How?" ([www.reducereuserecycle.ro/#!the-guide](http://www.reducereuserecycle.ro/#!the-guide)) in 6 languages (of the participating countries) and its wider distribution and promotion, as well as developing the Journal of a Responsible Consumer into a smartphone Application.

Outcomes can be seen in detail on project website: [www.reducereuserecycle.ro](http://www.reducereuserecycle.ro)  
More pictures are available on project Facebook page: <https://www.facebook.com/RRRye>