

Green

in

EVERYDAY

LIFE



The Green4Life International Network

Green4Life is the name of the future International Green Homes Network, one of the key outputs of the Erasmus+ ***Green in Everyday Life*** project, the international version of Hogares Verdes Programme, coordinated by the Spanish Association **Columbares** in partnership with **Consorzio abn** (Italy), **Global Playground Stockholm** (Sweden), **Bassin Guir** (Morocco), **Insider Access** (UK), **WE Center** (Jordan) and the Spanish Public Body **CENEAM**, the reference centre for environmental education working under the Ministry of Agriculture, Food and Environment.

What is its scope?

- ✓ a virtual space of green 'thinkers' to combine international exchange of experiences, transfer of methodologies, educational materials and knowledge transfer in ***Green in Everyday Life*** related areas, which continues to function after the project is completed.
- ✓ The network will work in a similar way as **Hogares Verdes** network works, and it will offer both the Spanish members and other international members to spread and increase the experience of Hogares Verdes Programme and ***Green in Everyday Life*** project.

How it will work internally?

Green4Life will work on a voluntary membership basis. First unit is composed by the current partnership of the ***Green in Everyday Life*** Project:

- **Association Columbares - Spain**
- **Consorzio abn - Italy**
- **Global Playground Stockholm - Sweden**
- **Bassin Guir - Morocco**
- **Insider Access – UK**
- **WE Center – Jordan**
- **CENEAM – Spain**

Which internal instruments?

- free services from **Google** for storing files online and access them anywhere and simultaneously using the cloud (i.e. Google drive)
- an internal communication email greenforlife@gmail.com (to be created)
- a google group **Green4Life** (to be created)

How to become a member?

New members must:

- fill in a **form** (Google Modules) to be published on the website of the project – <http://green4life.world/>, explaining the objectives, interests and fields of expertise, level of membership.

There will be **2 levels** of Membership:

❖ **Green4Life Friend level**

❖ **Green4Life Champion level**

All the members will be added to a **database** (one for G4L Friend and one for G4L Champion), which internally will be shared through google drive for the simultaneous creation and maintenance of the updated list between administrators.

Why become a member? What are duties and benefits of members?

Benefits of **Green4Life Friend level** members:

- ✓ access to a set of information for saving energy and water, reduce waste, improve sustainable consumption and sustainable mobility, as well as the methodology to develop projects similar to ***Green in Everyday Life*** or Hogares Verdes Programme.
- ✓ take inspiration from published resources, presentations and educational materials for conducting audits and awareness rising activities in their contexts.
- ✓ send queries to the email address greenforlife@gmail.com and ask for customised advices, tips/suggestions.

Why become a member? What are duties and benefits of members?

Benefits of Green4Life Champion level Members:

- ✓ take part of an International Network of organisations/enterprises and share experiences/knowledge/best practices.
- ✓ Take advantage from opportunities of visibility of their environmental commitment.
- ✓ Participate actively to environmental initiatives and workshops.
- ✓ Send invitations for adding new members.
- ✓ Participate to the annual Skype Conference of **Green4Life** Champion members.
- ✓ Benefit of a **virtual badge** for their environmental engagement.

Duties&Responsibilities of Green4Life Champion level Members:

- ✓ Deliver annual reports about activities and results under the mark of **Green4Life**.
- ✓ Contribute to the maintenance of the network: numbers of invitations to be sent, updating of the members database.
- ✓ Contribute to the creation of new materials, uploading into the google drive folders relevant documents.
- ✓ Contribute to the dissemination strategy of the network: communications of news/information to advertise, updating of the social channels, dissemination through their local communication channels.

What are the main activities within the International *Green4Life* Network?

- ❖ contribute to the general **reflection on Earth**, how to preserve it and how to promote daily **green behaviours**
- ❖ supervise, through a peer-to-peer approach, the **membership process**
- ❖ monitoring of educational materials and resources
- ❖ organise the **Annual Skype Conference of *Green4Life* Champion members**

Annual Skype Conference of *Green4Life*

- is the annual virtual meeting of **Green4Life Champion members**
- new members will introduce themselves and they will have a brainstorming for reflecting on structure, **improvements** and **upcoming opportunities** for the developing of the *Green4Life* International Network
- a yearly **in-rotation mechanism** between Champion members will lead the **distribution of tasks** between members. Tasks include also the definition of the agenda for the annual conference, minutes and organisational activities.

How to disseminate the International *Green4Life* Network activities?

During the first stage of the network implementation we should:

- **Design a brochure** with the basic information of the *Green4life* network, which will be translated into all participants countries languages → **First half of June**
- **Send the brochure** through e-mail, post or other media, to **relevant stakeholders**, for promoting the International *Green4Life* Network and add new members → **From second half of June to first half of August**
- **Organize public presentations and/or send press releases to relevant stakeholders**, for promoting the International *Green4Life* Network and add new members → **From second half of June to first half of August.**

Who are the relevant stakeholders?

- **Target groups** we have worked with during the *Green in Everyday Life* project
- Local/National/International **policy makers** (i.e. public environmental services, such as Ministry of Agriculture, Food and Environment)
- **Hogares Verdes** Network
- Local/National/International **environmental associations** (i.e. Greenpeace, WWF)
- Local/National/International **media**, including at least 4 print press media, 5 online media, TV, radio, etc

Contents of communication documents should focus on:

- Description of the network, its **mission** and its **vision**.
- Launch of a **Call of Interest** for members.
- The added value of becoming part of the network.
- **Duties and benefits** of members.

Which online channels?

1. Official website: <http://green4life.world/>
2. Facebook page:
<https://www.facebook.com/Green4life.eu/>
3. Twitter account: [@green4life_eu](https://twitter.com/green4life_eu)
4. Use of the hashtag: #Green4life

IDEAS?

DOUBTS?

COMMENTS?

REFLECTIONS?

