

„National Activities towards changing Consumption and Production Patterns“

PROJECT “GREEN CHOICE OF UKRAINE”

Ideas of the project were jointly defined by the members of “MAMA-86” from different regions, each of which with its own priorities, of Ukraine. Therefore the activities of the project are also so diverse. These ideas are results of the many years of experience of working in the field of environmental protection and the implementation of the principles of sustainable development. The most important environmental problems in the regions were defined for the project.

By the index of environmental sustainability (which evaluates the progress on the way towards sustainable development) Ukraine holds the last place among the post-Soviet countries and the 110th place among the 122 countries in 2001. For the production of the goods Ukraine used several times more energy than was the case in the EU countries. For increasing the efficiency of the consumption of natural resources, Ukrainian industry demands reconstruction, and enterprises — re-equipment.

One of the most important things in the process of production and consumption is to understand the necessity to set up and reach economic and ecological goals by the businessmen and representatives of the other sectors of the society.

Implementing continuous ecological education, changing of ideology (from “man is the tsar of the nature” to “we are part of the nature”), forming the basic principles/values (with ascent on the health, which connected with the environment), providing efficient use of resources by producers and consumers, wide spread dissemination of information to the public, presentation of the worked out project — these activities will help to change the existing structure of production and consumption in Ukraine and re-orient it toward sustainable development.

The Project is conducted with the financial support of [NOVIB](#) (Netherlands).

The Project is coordinated by the [Central office of “MAMA-86”](#) in Kyiv.

Date of implementation: April 2004 — April 2007.

Goals of the project:

- Forming environmentally thoughtful individual consumer choice by providing people with special information and practical examples (technical solution)/models;
- Increasing citizen's environmental awareness and activity. Empower them to claim their human rights on safe and healthy environment.

Goals of the project will be reached by implementation of the three interconnected pillars on the regional level:

- Sustainable agriculture;
- Economically, Efficient and Safe Building;
- Environmental education.

Activities in the regions are joined by the activity on national level.

The project is based on the information and knowledge obtained through the realization of the National project [Ecotelephone](#), experience of the [Drinking Water Campaign](#), and other projects of MAMA-86.

Sustainable Agriculture

Objectives:

- To improve the safety of food produced in agricultural regions in Ukraine;
- To increase income of farmers.

Activities

The activities of the project can be divided in to two big parts: sharing information about sustainable agriculture in Ukraine and increasing awareness of the consumers, especially women of reproductive age including pregnant women, about the methods of safe nutrition in the conditions of limited options of the food products (safe usage of agriculture products).

Within the framework of the project it is planned to study the current situation and to define the perspectives of the sustainable and organic agriculture in Ukraine. It is also the intention to work out and implement, with farmers, practical models of sustainable or organic agriculture on several farms to share experiences and to promote sustainable agriculture.

The second part of the project includes consulting of women about the questions of safe food products and drinking water and pregnant women about nutrition during pregnancy.

To inform the public the following activities are planned:

- To open in three regions the information service "[Ecotelephone](#)";
- To publish information materials;
- To cooperate with mass media.

Economic, Efficient and Safe Building

Objectives:

- To demonstrate the ways of savings of resources in private life and development of the ecological safe buildings;
- To encourage and stimulate consumers to choose "green" (safe, savings) technologies;
- To develop and implement the model of the "green" house keeping on the basis of selected multi-storage buildings;
- Lobbying for changes of the local and National legislation to secure public involvement in reforming of housing and communal services.

The project will be implemented in two multi-storage buildings in Artemivsk and Odessa. The inexpensive technical solutions, which will improve conformt and decrease the sum of utility payments will be defined and applied. The activities are aimed at:

- Energy conservation;
- Decreasing consumption of water, gas, electricity;

- Separation of municipal wastes;
- Increased safety of building;
- Analysis of consumption of the chemicals in everyday life ("Eco-tour").

An information campaign will be conducted, which will involve the following elements:

- Conducting training for local people, representatives of the authorities and business;
- Information service "[Ecotelephone](#)";
- Cooperation with mass media;
- Publishing and distribution of informational materials.

Environmental Education for Sustainable Development

Tasks:

- To increase public awareness about sustainable consumption and production;
- To stimulate the public to apply practical principles of sustainable development in their day-to-day life;
- To impact the state policy with regard to the introduction of a system of continuous environmental education as the basis for the sustainable development of Ukraine.

The project is providing education activities on sustainable development by conducting an information campaign, including the following elements:

- Information service "[Ecotelephone](#)";
- Cooperation with mass media;
- Publishing and distribution of informational materials;
- Conducting seminars, round tables;
- Organizing children's art competition

and by the formation of Ecological Teams (Eco-teams) at schools. The eco-teams will propagate in practice, the tasks and aims of sustainable production and consumption. Members of the team will be students, teachers and representatives of the public.

Eco-teams will:

- Conduct tours of the supermarkets to study the products which are offered for the consumers concerning good's ecological safety (ecolabeling etc);
- Prepare information actions for consumers;
- Conduct tours to the apartments of volunteers to define the chemicals, which impact the health of the people;
- Conduct children's ecological mini-projects;
- Implement ecological projects at schools;
- Prepare the "Sustainable school" project;
- Exchange experiences in the Forest camp in Sevastopol.

National Level of the Project "Green Choice of Ukraine"

At national level the project "Green Choice of Ukraine" brings together the three pillars of the activities under the common idea of sustainable production and consumption in order to provide an opportunity to impact the national policy. Working on this level on the one hand allows the whole country access to the results and local experience and on the other hand provides support of the local initiatives (access to the national mass media, cooperation with national authorities, involvement of the national level experts).

Our tasks:

- To tell people of Ukraine about the models of sustainable development in the defined project areas;
- To share the models, which will be worked out during the project implementation;
- Through education encourage the public to realize their right on a safe environment;
- To participate in the process, which supports the ideas of sustainable development on the international level.

To reach our goals, we are planning to conduct a broad information campaign among the consumers by:

- Information service "[Ecotelephone](#)";
- Updating information on the web-site of the project;
- Publication of information materials, including MAMA-86 magazine;
- Conducting presentations, press-conferences and consultations.

