



2020 TOP 100 GOOD PRACTICE STORY

Title of the Story: AWARENESS FOR ENVIRONMENTAL CONCERN AND EDUCATION

Destination Name: *(include any state, province or region)*

Oeste Portugal

Country: Portugal

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Position: Senior Technician

Nomination Category: *(Please check the boxes that indicate the focus of your story)*

- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Islands & Seaside
- Immediate responses in dealing with the COVID -19
- Post COVID -19 recovery
- One of the 17 SDGs* *(if yes, which one)* Click or tap to choose

*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the Sustainable Development Goals? <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

For further information on Tourism for SDGs: <http://tourism4sdgs.org/>

Find detailed instructions for submitting good practices [here](#)



DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

We have noticed that there is still a lack of awareness regarding the separation of waste, whether domestic or industrial. The concern with the environment depends on everyone and OesteCIM as an organism that welcomes a large number of municipalities was concerned with taking preventive and awareness measures for this theme.

Methods, steps and tools applied

The Intermunicipal West Community (Oeste in Portuguese, having the abbreviation is OesteCIM), representing the 12 municipalities that make up the West Region of Portugal, created a project of education and environmental awareness with its own image and brand – the - Oeste Circular.

This project intends to invest in environmental sustainability, and in 2018 a partnership protocol was presented with the company Novo Verde (Packaging Waste Management Company, which is the company responsible for the collection, recovery and / or recycling of packaging and packaging waste) and with ERP Portugal (Waste Management Entity, the European Recycling Platform was born, the first European platform initially dedicated to the management of Waste Electrical and Electronic Equipment (WEEE), having included in its activity the management of Batteries & Accumulators Waste (RPA) and Packaging Waste (RE) in several countries), for environmental education, aimed at companies, public administration and schools. In addition to these entities, the protocol also includes support from the government, APA (Portuguese Environment Agency), and the Directorate-General for Economic Activities.

This new brand first appeared in public during the conference on environmental sustainability in public procurement, which took place in Peniche in October 2018 and was once again the West Region through its Intermunicipal Community the pilot region for the introduction of decentralized policies, now for environmental sustainability. For this, he created the project and the brand Oeste Circular. This project is very relevant from a strategic point of view for the region, whose genesis is the integration and effort of all those responsible for the municipalities that make up the Region and who intend to go beyond just recycling.

It is an economic enhancement and the OesteCIM has been strongly committed to various initiatives to encourage the implementation of the concept of circular economy within the daily lives of citizens, companies and entities. The 12 municipalities that make up our region have a very significant potential for introducing and reinforcing good environmental practices, which in turn translate into economic and social advantages. The partnership signed with the company Novo Verde and the ERP Portugal, marks the sharing of visions, goals and philosophy of activity, whose axis focuses on the training of citizens.

The partnership of the various entities mentioned resulted in training actions for environmental education, which are intended for public administrations, with regard to circular purchases, for children, through schools, and also



for companies.

Key success factors

Wha The First Secretary of OesteCIM, Paulo Simões stresses that it is “fundamental that the business sector realizes that what today goes to waste can be optimized and made profitable”, for this purpose the Peniche Superior School of Tourism and Technologies, is develop some projects to optimize residual products that have market value, so that it can demonstrate the profitability of raw materials that today, and especially in our homes, may have another type of use. Another specific focus of these interventions in business activity is the local accommodation, especially along the coast, in which inappropriate behavior towards the environment can cause damage to the region, and the West Region has about 160 km of coastline. Here awareness raising has worked not only at the level of entrepreneurs, but also of users.

The application of these policies to public administrations will be mainly related to purchases. The transition to a circular economy is the natural and expectable path for a central purchasing body that has kept in mind, in the most diverse public procurement procedures, concerns about the progressive reduction of the environmental impacts of public procurement, with the following objectives:

- Enhance the trust capital and affirm the Central Purchasing from the OesteCIM and, consequently, the region as being attentive to the best public procurement practices and a precursor in the transition processes to the circular economy;
- Promote the circular economy among the 12 Municipalities and their suppliers, aiming at a broader action than simple waste management, which involves the redesign of processes, products and new business models until the optimization of the use of resources;
- Expose to the suppliers of OesteCIM and the 12 Municipalities the need for a reorganization of the economic model, through the coordination of production and consumption systems in closed circuits;
- Encourage and enhance the circular economy through the introduction of proposal evaluation criteria in the tender procedures opened by the OesteCIM Purchasing Center;
- Develop new economically viable and ecologically efficient products and services. The expected results are to minimize resource extraction, maximize reuse, increase efficiency and develop new business models.

These dimensions of sustainability have been placed in the technical requirements of public tenders, giving preference to products that can be reused. The demand for the OesteCIM purchasing center has been increasing, which shows that there is indeed an awareness in the acquisition of environmentally friendly products..

Lessons learned



In line with the Paris Agreement and the commitment to carbon neutrality, the West Region invests in sensitizing and making young people aware of waste recycling, confirming its position among those who take the lead in combating climate change.

With the signing of this protocol with the aforementioned entities, we intend to play an essential role in raising awareness and education of the various target groups with regard to sustainable behaviors, from a multidisciplinary perspective and transversal to different sectors of society. The active and integrated contribution of all agents is the key to making a difference. This partnership translates our strategy into both complementary aspects of prevention, and awareness, communication and education

The OesteCIM intends to be a reference in raising awareness of environmental education among young people, repeating itself over the next few years, and investment in environmental education has been a great bet, through the promotion of regional environmental promotion actions, that example is the delivery of awareness kits containing educational materials to promote environmental education to students in the West

Results, achievements and recognitions

An example of the success of this partnership between entities was the presence in one of the many actions developed in the different municipalities that are part of the West Region, where about 400 students attending the 1st cycle from the 25 schools in the West Region and they have received an educational kit with an environmental theme. The initiative, which brought together all the students at the Cultural Center in the municipality of Caldas da Rainha on May 30, 2019, and it as aimed to raise awareness among young people about the separation of packaging and waste and thus improve the rates of selective deposition in the West Region. We hope that the success of this project can be the first starting point for a more controlled future and that the younger ones, who will be the men and women of tomorrow, can adopt for the future better environmental practices and in turn pass them on to their future generations

CONTINUATION OF THE PROJECT

The project "Maria"

In line with the European Ecological Pact and the guidelines of the National Strategy for Adaptation to Climate Change (ENAAC 2020), the OesteCIM promoted the elaboration of the Intermunicipal Plan for Adaptation to Climate Change in the West of Portugal (OestePIAAC).

The Plan presents the main climatic vulnerabilities in the West Region of Portugal and the respective adaptation and mitigation measures, being a fundamental instrument to prepare the community for the adaptive path that needs to be started.

In order to carry out the priority actions provided for in the Intermunicipal Plan and carry the message to all Municipalities and the country, the Oeste Intermunicipal Community created "Maria", the face of OesteCIM Projects that contribute to sustainable development in its 3 pillars: development economic, social inclusion and environmental protection.

In the scope of environmental protection, "Maria" was created with the aim of addressing one of the priority themes for the international community - Energy, Climate Change and Environment - and to carry a message of awareness and awareness of the importance of preserving the planet through behavior change.

Additional references



Provide links to further information. Pictures and videos should be available for download either from Youtube, Vimeo or other Cloud-based (Google/ One Drive) download URL.

