

**SMALL**

# **HANDBOOK OF REWARDING IDEAS**

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**FOR  
ORGANISATIONS  
THAT ENCOURAGE  
PEOPLE TO MAKE  
ENVIRONMENTALLY  
FRIENDLY CHOICES**

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[www.canva.com](http://www.canva.com)

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<https://stocksnap.io/>

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This publication was created by Judit Suveges, EVS Volunteer at Youth and Environment Europe as her personal project. Youth and Environment Europe (YEE) is a network of 42 youth non-governmental organisations coming from 26 European countries. YEE's activities aim to promote sustainable development, environmental protection and nature conservation. All our activities are organised and carried out by and with the involvement of young people under the age of 30.

[www.yeenet.eu](http://www.yeenet.eu)

The Erasmus+ programme funds and offers young Europeans the chance to make a real difference to the world and to their own lives - through the European Voluntary Service. European Voluntary Service (EVS) is a programme that gives young people the opportunity to spend up to 12 months abroad as volunteers helping in local projects in various fields (environment, work with children, youth and elderly people, culture, sport, etc.). In this way, it seeks to develop solidarity, mutual understanding and tolerance among young people, thus contributing to reinforcing social cohesion in the European Union and to promoting young people's active citizenship.

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# INTRODUCTION

This brochure was created to inspire you with the ideas of rewarding environmental activities that you can organise in your community to make people aware of managing their daily life in the most environmentally responsible manner.

## Why rewarding?

To break an unsustainable bad habit, it's helpful to reward yourself for engaging in the positive behavior. The reason rewards have significant benefits is because you will get dopamine. Dopamine is a chemical in your brain that affects your emotions, movements and your sensations of pleasure, briefly, it makes you feel and do happy things. Over time, your brain will start to associate this new, positive behavior with the dopamine surge coming from the reward. Due to this positive feeling, you can be sure that it's something that you truly want and will enjoy. Rewards will have the strongest effect if you do them constantly and push yourself towards environmental protection. The positive behavior will lead to habits and making environmentally friendly choices in long term.

With these online guidelines I would like to invite you to create your rewarding actions to raise awareness on environmentally friendly behavior and motivate young people to take initiative.

Judit Süveges  
YEE EVS Volunteer



# BREAKFAST FOR CYCLIST

Significant amount of greenhouse gas emission comes from transportation. That's why it is needed to promote and encourage the usage of carbon-free transportation options, like cycling. With this workshop idea, you can reward and invite those for a breakfast who has already chosen this sustainable way of getting from A to B.

- Find healthy food producers or local farmers in your area.
- Invite them to support the event as a sponsor with their products which are suitable and healthy for breakfast (for example: orange juice, fresh fruits, muesli, pastry).
- Set up an exact place, date and hours for your event.
- Spread the info about your cyclists' breakfast event on social media platforms, on your website, in schools, on posters etc.
- Set up a friendly and visible stand with energetic music and with the goodies for breakfast at a busy junction of your village, town, city.
- Invite every cyclist for breakfast.





# COLLECTING PLASTIC CUPS/CANS FOR A GIFT

All of us like to go out, especially when the weather allows to spend our free time outside. Event organisers also know that well, however open-air happenings usually lead to significant amount of disposable waste. With the following action you can make people aware of their impact and reduce the ecological footprint of an open-air event.

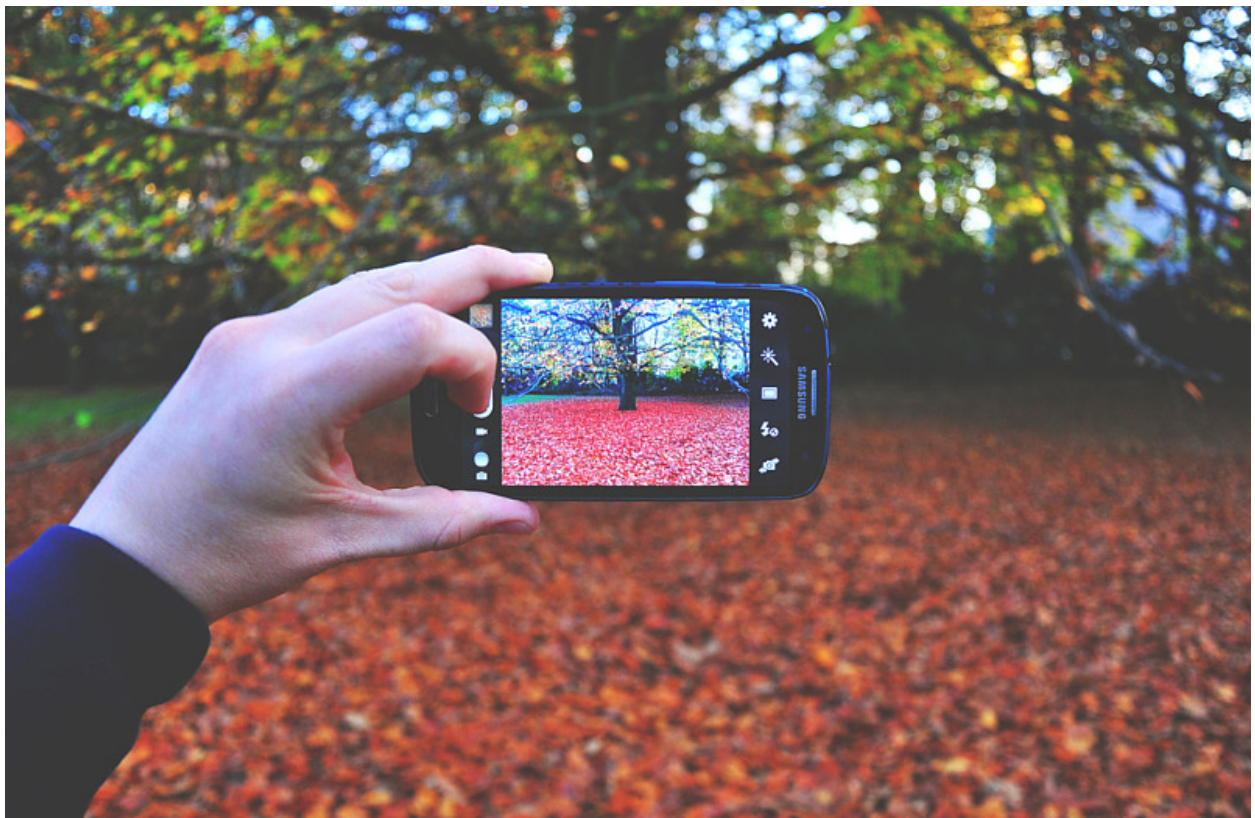
- Arrange a place for your NGO's stand with the organisers of a festival or other big public event.
- Set up your attractive stand with your organisation's promotion materials that you will spread as gifts.
- Announce your offer written on a visible board, with a text like: "For 30 collected plastic cups/cans you can choose one of our gifts".
- Give a gift to each person who collects at least 30 plastic cups/cans.
- Finally, find recycling buyers in your area, bring and sell them your collected cans and cups.
- Get information from the buyers about their transportation, paying conditions before you organise your action.
- If it is needed, arrange the transportation of your collected trash from the festival to buyer in advance.



# ECO-LIFESTYLE COMPETITION

Competitions help to engage people, to trigger creativity and exchange of ideas. The topic of the following competition motivates people to act in an environmentally-friendly way in their daily life.

- Create and announce an online competition where people can get “Facebook likes” by taking a photo of a sustainable action to promote their everyday eco lifestyle. Examples of sustainable actions can be: carpooling, urban gardening, using cloth bags to carry groceries when shopping, travelling by train or by bicycle, etc.
- Each sustainable action needs to be proven with photographs.
- Create a Facebook page for your competition and promote it with the expected final reward before starting the competition.
- The participants need to send and post their pictures on the Facebook page.
- Set a safety setting on the competition Facebook page, when the admin needs to approve the sent pictures before posting on its wall/news feed.
- The participant needs to collect “Facebook likes”, as many as they can.
- The more “likes” a person has, the higher the participant's ranking is by the end of the competition.
- During the competition you can count and note the participants’ “likes” and announce their results from time to time.
- After the final day of your competition, announce the final result and the winner.
- The winner's price will be a free participation in one of the organisation's trainings / Voucher of a BIO-shop / Gift box with the organisation's promo materials etc.





# VOTING WITH YOUR TRASH

How can you make waste collection in a more interesting and unique way? You can find the answer by trying out the following creative idea. Additionally to the reward: people can make their opinion visible and have a fun way to collect waste.

- Check your municipality's conditions about putting trash bins on public places and negotiate with them about your garbage collecting idea, the maintenance of bins.
- Create small stands for garbage with two different transparent separated trash bins.
- Put different questions on each garbage stands, above the two trash bins e.g.: Who is better football player? Messi or Ronaldo? Cats or dogs? Day or night? Clean or dirty?
- Look around in your neighbourhood and define the busiest and dirtiest junctions that you would like to make cleaner. Put your stands on those places.
- Let local people choose their answer to the question of the stand and vote by putting their garbage in the transparent trash bin which belongs to their chosen answer.
- Check the quality of your bins from time to time.



# REWARDING MESSAGES ON STICKERS

This idea with stickers will help people to discover how their actions can affect the planet and think over their future acts at home for a more sustainable everyday lifestyle. The messages on the stickers are good way to make people aware and give them support to continue their positive behavior.

- Create different sticker designs with motivating messages for environmentally friendly households, acts. People can put them in the different part of their house, flat.
- At first, create your messages.

Examples:

Sticker on a heater:

"By reducing the temperature of your flat by only with 1 C, your heating cost will be reduced by 6%."

Sticker in the kitchen:

"Heating water without using lid requires 3-4 times more energy than when using a lid during your cooking."

Sticker on a fridge:

"Well done, you didn't throw away food today, you avoided to waste precious resources, water and energy which was also required to produce your food."

- You can also put the logo of your organisation and your funder on the stickers.
- Find a sticker printer who offers you the best deal and uses the most eco-friendly materials, papers, glues.
- Cover the costs of the sticker printing by using project funding or other fund which is suitable for promotion, publication, creating bigger visibility.
- Print the amount of stickers that you think will be enough, but not too much, to spread during your events, local actions, projects.
- You can promote your designed stickers on your website, Facebook page, you can even make them downloadable to public for free.





# EXCHANGING CLOTHES AND BOOKS

We all have things we do not want, like clothes that do not suit us anymore or books we do not read. But we know that “one man’s trash is another man’s treasure”. Most probably other people would be interested in the things that you do not need anymore. You can organise a swap party and exchange some old or not needed things with other people. This way you will also protect the environment, saving precious resources by giving things a new life rather than just throwing it away.

- Find a spacious place, for example outside in a park or inside in a cultural center, where you can organise your swap exchange event.
- Your place should be suitable for local people who can bring their old or unused clothes, books and exchange them among them.
- Set the exact place, date and hours, create a poster or picture with the information and rules.
- Announce and spread the news of your event on social media, green and cultural centers, schools, universities etc.
- At the entrance of your venue, give the visitors a number on a little piece of paper which refers to the number of their brought items (clothes and books all together).
- Let visitors know about the rules: they can choose new items according to their received number on their paper.
- For having a smooth process of counting clothes/books and giving the numbers on paper to visitors at the entrance, you will need at least two volunteers' work.
- The collected clothes and books at the entrance can go to two separated different tables.
- Let the visitors look around and pick their new clothes/books.
- At the exit, check whether the participants' collected items are equivalent with their received numbers at the beginning.
- If everything is ok, visitors can leave your event and bring their new “treasures” home.

