



THE SUSTAINABILITY GUIDE

Created by the participants of the TC Sustainable Organizations,
co-funded by the Erasmus+ programme.



Co-funded by
the European Union

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The Project

Sustainability is a synergy of social justice, ecological health, and economic vitality.

The training course “Sustainable Organizations”, co-funded by the Erasmus+ Programme, responds to the growing interest in sustainable development and conveys the necessity for action not just on individual, but on organizational level. It aims to provide NGOs with the tools, information, and inspiration needed to introduce a wide variety of sustainable practices as well as to encourage the exchange of good practices and ideas on the topic between the youth workers and organizational representatives.



Introduction

The **Sustainability Guide** is an essential resource for those aspiring to foster a greener and more sustainable future. This guide dive into successful examples, practical tools, and the pivotal role of raising awareness campaigns. Its comprehensive approach, supported by data-driven infographics and engaging design will drive you in this transformative journey towards sustainability.

It was created by the participants of the TC Sustainable Organizations, co-funded by Erasmus+.



The Main Pillars

Sustainability is a synergy of social justice, ecological health, and economic vitality. This project responds to the growing interest in **sustainable development** and conveys the necessity for action not just on individual, but on organizational level. It aims to provide NGOs with the tools, information, and inspiration needed to introduce a wide variety of sustainable practices as well as to encourage the exchange of good practices and ideas on the topic between the youth workers and organizational representatives.

Environmental

Social

Economical





Sustainable Organizations

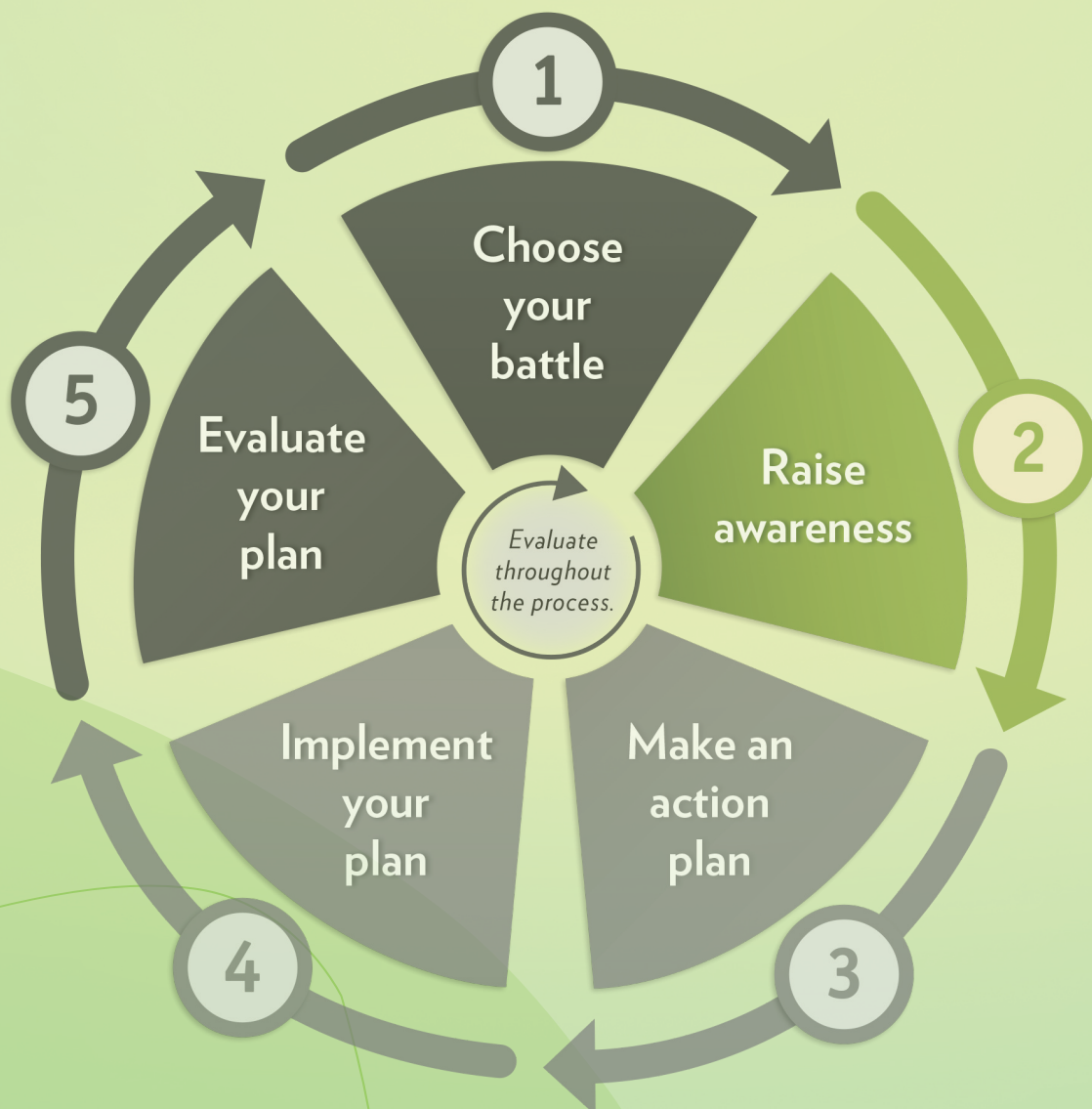
A sustainable organization is one that efficiently balances **economic, social, and environmental** considerations in its operations, aiming to meet present needs without compromising the ability of future generations to meet their own needs.

But how do we measure how sustainable an organization is?

The triple bottom line is a framework that assesses a company's performance based on three dimensions: economic, social, and environmental. It goes beyond traditional financial measures by considering social and environmental impacts, emphasizing the importance of people, planet, and profit in evaluating sustainability.

Strategy Plan

Developing a sustainable organizational strategy plan is crucial for the long-term success of any non-governmental organization (NGO). It helps to ensure that the organization has a clear direction, is able to effectively allocate resources, and can adapt to changing circumstances.



Model of a Sustainable Organization

Mission and Values

1. Clearly defined mission and values
2. Activities aligned with the mission for social impact

Programs and Initiatives

1. Impactful programs addressing social issues
2. Monitor and evaluate program effectiveness

Community Engagement

1. Strong relationships with the community
2. Community involvement in decision-making
3. Raising awareness events

Funding and Sustainability

1. Funding diversification for financial stability
2. Sustainable fundraising strategy
3. Efficient allocation of resources to ensure longevity

Advocacy and Awareness

1. Advocacy for social and environmental issues
2. Various communication tools for effective awareness campaigns
3. Collaboration with like-minded organizations

Governance and Compliance

1. Transparent and ethical governance
2. Compliance with legal and regulatory requirements
3. Regular assessment

Communication for Sustainability

1. Digital Platforms for eco-friendly messaging
2. Educational events to promote sustainability awareness
3. Collaborative campaigns with other organizations for joint sustainability campaigns

Successful Examples Patagonia



Recycle and reuse



Free life-time guarantee



Activism



Social action



patagonia[®]


REDUCE
WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR
WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE
WE help find a home for Patagonia gear you no longer need
YOU sell or pass it on*

RECYCLE
WE will take back your Patagonia gear that is worn out
YOU pledge to keep your stuff out of the landfill and incinerator

REIMAGINE
TOGETHER we reimagine a world where we take only what nature can replace



patagonia[®]

LEADERSHIP ✓	WORKERS ✓
MONITORING ✓	GIVING ✓
EMISSIONS ✓	ACTIVISM ✓
RECYCLING ✓	TRUTH ✓
INITIATIVES ✓	STRIVING ✓

The 3 sustainability areas of Patagonia



Patagonia's main sustainability programs include:

- Worn Wear Program (Product)
- 1% for the planet (Donation)
- Action Works (Activism)

Successful Examples Patagonia

Commitments:

- Conserve water
- Eliminate toxins
- Reduce emissions



70%

Environmentally preferred raw material

100%

Traceable down and organic growth



Renewable energy for its facilities

100%

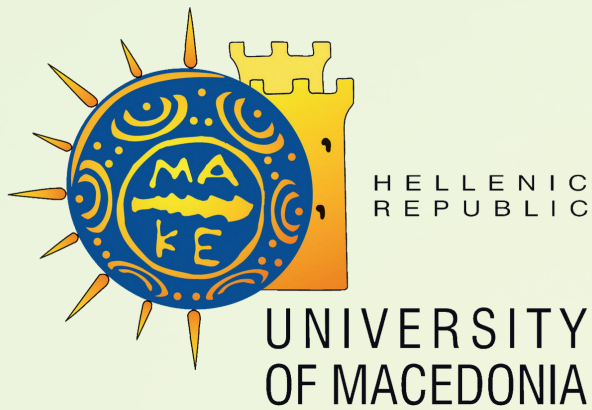


Successful Examples



The University of Macedonia is **the first 'Green' University in Greece**, having achieved Environmental Management certification in recent years and establishing itself as a pioneer in the field of the environment. It is the only university in Greece with **a certified Environmental Management System**, in accordance with the European EMAS standard (EU Regulation 1221/2009) since 2005.

In 2016, it was **honored by the European Commission** for maintaining its certified Environmental Management System for 10 consecutive years, marking a significant achievement among previous EMAS registrations in Greece.



In cooperation with the office of the Environmental Team of the University, there are **19 different materials that can be recycled** in the area, raising awareness among both students and professors.

Additionally, in the university's outdoor area, volunteers have established **vegetable and fruit gardens** that are accessible to everyone, promoting the gathering of sustainable and nutritious food. This initiative allows students to connect with the earth, learn the concept of recycling, and cultivate a habit that is both civic and sustainable for themselves and the environment.



Successful Examples Cans For Kids

Charity organization with the aim of collecting cans, selling them, and using the money raised to buy the much-needed machines that would upgrade the standard of care at Cyprus' central pediatric hospital.



Good Practices

On Individual Level



Daily behaviour practices

Cold shower, sustainable diet, transport, facilities, recycling practices and sharing awareness.



Low impact shops

Thrift boutique, packaging-less shops, local stores, bio-based market and 0-km foods.



Green AID

Can be both from the government and from business companies.



Sustainable ADVs

Share environmental awareness through media and social channels.



Embracing renewable energy

Using renewable energy source is indeed a good practice; both if from a company or PV.

Good Practices

On Individual Level



Implementing vegetation

Especially in the city to minimize heat island phenomenon.



Adopt Autarchic behaviors

Food, energy and clothing self-sufficiency are inevitably beneficial for the environment.



Consciously investments

Investing in environmentally friendly companies promote them and their work.



Mindful travel

Reducing the impact of travel through choices like eco-tourism and offsetting carbon emissions.



Remote work shift

In different cases it can reduces travel, conserves energy and minimizes resource use.

Good Practices

On Organizational Level

Waste reduction and recycling

Set up recycling bins for paper, plastic, glass, and other recyclable materials in the office. Encourage staff to reduce waste by using reusable water bottles, coffee mugs, and lunch containers.

Flexible work arrangements

Implement telecommuting and flexible work policies to allow staff to work from home or alternative locations. This reduces commuting-related emissions and energy consumption while promoting work-life balance.

Green office initiatives

Implement green office initiatives such as encouraging staff to adopt and sustain green practices. Organize friendly competitions or challenges such as reducing waste, sustainable purchasing and commuting, etc. Track progress, recognize achievements, and offer prizes or incentives for participation.

Good Practices

On Organizational Level

Save energy

Implement measures as insulating office spaces, weatherizing doors and windows, using energy-efficient appliances and lighting. Encourage staff to turn off lights and electronics when not in use and during non-business hours.

Water conservation

Install water-saving devices such as low-flow faucets and toilets in the office. Fix leaks promptly and consider rainwater harvesting or greywater recycling systems if applicable.

Sustainable commuting and transportation

Encourage staff to use public transportation, carpool, bike, or walk to work whenever possible. For work-related travel, consider eco-friendly options or alternatives such as hybrid or electric vehicles or video conferencing when possible.

Sustainable procurement

Source products and services from suppliers prioritizing sustainability and ethical practices.

Good Practices

On Organizational Level

Use eco-friendly materials

Use recycled paper and eco-friendly office supplies. Choose office furniture made from sustainable materials and non-toxic and biodegradable cleaning products.

Paperless Process

Use online collaboration platforms to facilitate communication, file sharing, and project management. Minimize printing and transition from paper-based documentation to digital formats whenever possible. Use electronic signatures for contracts and official documents.

Green events

Host eco-friendly events by minimizing waste, using digital tools for registration, providing vegetarian / vegan catering options, and arranging for waste diversion and recycling services.

Engage your community

Organize educational workshops to raise awareness about environmental issues and promote sustainable practices within your community. Collaborate with local schools, businesses, and other NGOs to amplify impact.

Raising Awareness Campaign?

Votre texte de paragraphe

A raising awareness campaign is an organized effort to **inform the public** or a specific **target audience** about a particular issue, cause, or topic with the aim of increasing understanding, knowledge, and consciousness.

These campaigns are often used by **non-profit organizations, government agencies, or advocacy groups** to draw attention to social, environmental, health, or other important issues.

Running a Nonprofit Awareness Campaign: 10 Steps



1. Set goals and identify KPIs



2. Select the right date for your awareness campaign



3. Identify and define your audience



4. Invest in the right tools



5. Craft your awareness campaign message



6. Engage ambassadors in peer-to-peer fundraising



7. Secure your awareness campaign's sponsors



8. Set up your awareness campaign's online presence



9. Create a multichannel marketing plan



10. Celebrate and promote fundraising milestones

Raising Awareness Campaign: Step by Step

1 Research and Understand the Issue

2 Define Your Purpose and Audience

3 Craft Clear Messages

4 Choose Communication Channels

5 Develop Engaging Visuals

6 Encourage Audience Participation

Tools

There are different tools that can be used in order to share and spread awareness. Some of them are the following.



Artistic disciplines

Designing workshops that focus on art is an example.



Photography

This tool can be use widely to immortalize moments and emotions.



Memes

Using funny tools is a good way to attract attention.



Music and dance

This tools stimulate other senses.



Storytelling

It is a means for sharing and interpreting valuable experiences.



Personal Impact and Knowledge

Have you ever wondered what is your personal impact on Earth or how you can measure it?

We have prepared two quizzes.

The first one you can use to measure personal impact in your work with young people or to assess your own impact.

The second one you can use to test your knowledge or the knowledge of the youths' you are working with on sustainability.



The Erasmus+ Programme is an EU initiative enabling youth workers and young individuals to engage in educational and cultural activities, promoting international mobility, skill development, and cross-cultural experiences for personal growth and enhanced global prospects.

Erasmus+



Thank You

We would like to **thank to all of our participants** who put a lot of effort and thought in the creation of the Sustainability Guide.

Dear reader, we hope that you will find the information useful and it will **inspire you** to lead a sustainable life and implement sustainable practices in your work and organization.

Also, to **our partners** who made this project possible: thank you! We hope to continue our cooperation in the field of sustainability and work together towards a brighter future.

Organizations



Here and Now Bulgaria



Active Green Solution



ASCIS



Avrupa Entegrasyon Derneği



Best Practice Lab



CEIR



Maek APS



Make it Happen



Rakonto



SYTEV



Youth Empowerment Association



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