



Final Report

ESCAR - European strategic partnership
for Sustainable Consumption and Awareness Raising

Project Number: 2014-1-SE01-KA202-000963



Summary

Complex, affects everybody and difficult to achieve are all words that are mentioned in conjunction with the term Sustainable Consumption. The phrase is often formally defined as the use of services and products which respond to basic needs while at the same time minimizing the use of natural resources. Many different professions work within the area, and the Vocational Education and Training (VET) is therefore constantly evolving. Environment, lifestyle and behaviour patterns are questions that everyone must take increased responsibility for. This problem looks the same no matter where in the EU you are. Although environmental awareness is increasing, most people find it difficult to relate their consumption habits to large-scale problems such as climate change. To reverse current trends, consumers need to be well informed and know which habit changes will have the biggest impact. At the same time, the occupational groups who work in the field feel they lack the tools to work in the area. They also need to work closer together and be more accessible to the public.

Objectives

The ESCAR project has strived to improve the VET within the field of sustainable consumption, with the goal to strengthen the skills of the affected professionals and give them tools that increase their professional development. In order to strengthen the VET, the ESCAR project has produced a Best Practice Guide with good examples on how to work with sustainable consumption, which is available online and free for anyone to use. The good examples have been collected from Learning, Teaching and Training (LTT) activities, and from Local Stakeholder Panels (LSP). The Best Practice Guide facilitates practitioners to carry out their work in a better, more coordinated manner, receive knowledge on consumer behaviour, citizen participation and how VET could adapt and capitalize of this knowledge.

The partnership

The EU is encouraging more sustainable consumption as part of different policies. This is not a local phenomenon and all partners entered the project with a need to develop their work. The partnership was very suitable to carry out the project, since they all had different backgrounds they could contribute with, and represented both an NGO, municipalities and a science center carrying out VET.

Project activities

- Exchanged experiences on different themes and best practices on sustainable consumption.
- Carried out LTT activities in order to develop the Best Practice Guide.
- Carried out a common activity on the topic of sustainable food, resulting in a booklet of recipes.
- Carried out LSP's in order to get input to the VET and the creation of the Best Practice Guide.

Results and impact

The Best Practice Guide is this project's main result. The guide can be found online at www.sustainableguide.eu. In this way the results are available for everybody interested in using the material produced within the project. The main impact of ESCAR is that the professionals working in the field have gotten new tools and training material in order to support citizens to make sustainable choices. Decision makers have been a part of the LSP's, which have given them and other stakeholders better decision support.

Conclusions

Some of the main conclusions of the project are; that it's important to involve both heart and brain in activities in order to achieve behavioural change; with international contacts a local project gains credibility and bigger interest; that the municipality can play an important role as an enabler of grassroots' ideas.

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Objectives

Erasmus+

Erasmus+ is the EU's programme to support education, training, youth and sport in Europe.

This project is part of the Erasmus+ Key Action 2 Strategic Partnership for VET (Vocational Education and Training). The purpose of this programme is development, transfer and application of innovative methods, and the implementation of common activities to promote cooperation, mutual learning and exchange of experiences.

ESCAR

The main objectives for this project were:

- To improve the VET within the field of Sustainable Consumption.
- To strengthen the skills of the affected professionals and give them tools that increases their professional development.
- To produce a Best Practice Guide with good examples on ways to promote Sustainable Consumption.

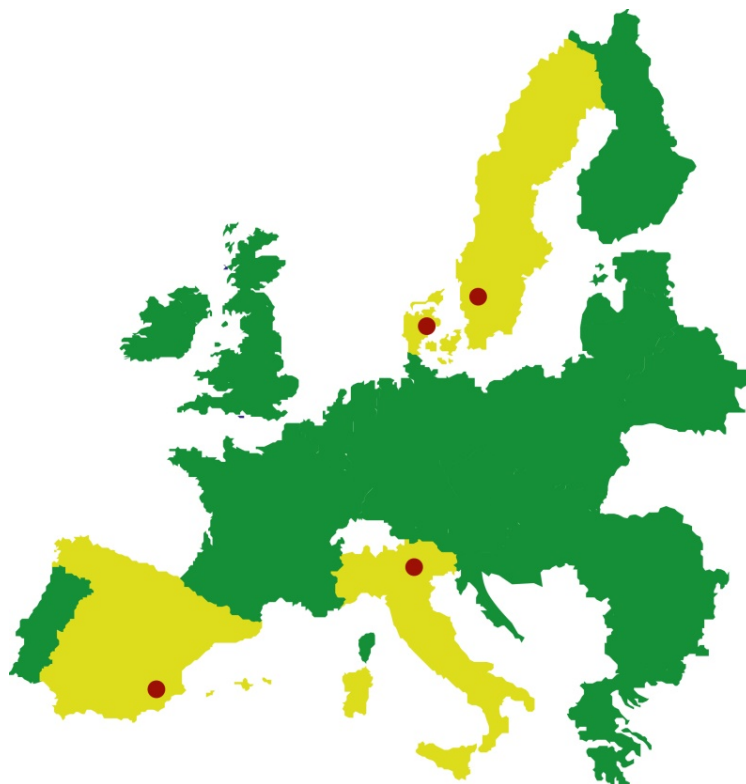
Strategic Partners

The partners within ESCAR had different backgrounds, representing an NGO (Columbares), municipalities (Borås, Santorso, Skanderborg) and a science centre (Navet) carrying out VET. Since sustainable consumption is a complex area that affects everybody, and not a local phenomenon, this partnership was very suitable to carry out the project.

Municipality of Borås, Sweden

The Municipality of Borås has 110 000 inhabitants. About 10 000 people work in the municipality. Borås has signed the Covenant of Mayors and in 2014 adopted a climate and energy strategy. In June 2015 a venue called Orangeriet (“The Orangery”) was inaugurated in the city park. Orangeriet offers environmental and consumer advice, public lectures and other activities on the theme of sustainable development.

Starting point for this project: In Borås the energy, climate and consumer advisers work on an individual basis. The accessibility to the public is often inadequate and there is a need to influence their attitudes on sustainable consumption.



Navet Science Center, Borås, Sweden

Navet is a science centre, a place where everyone has the opportunity to experience science, mathematics, technology and sustainable development in a meaningful, playful and creative way. Navet is located in Simonsland, an area in the middle of Borås’ long textile history.

Starting point for this project: Navet has a long experience in educating within sustainable consumption. Navet also has a broad network of local and regional actors. Although Navet is located in Borås, they participate as a separate partner.

Asociación Columbares, Murcia, Spain

The Columbares Association is situated in the city of Murcia, with about 450 000 inhabitants. The association was founded in 1986 and since then has been promoting, supporting and developing projects of educational, environmental, cultural and welfare interest. Within the environmental area Columbares has developed projects related to themes such as energy saving and good use of natural resources.

Starting point for this project: Columbares is a large organisation offering VET (Vocational Education and Training). They have experience in working with different methods for changing consumer behaviour. As an NGO they have a different mission and background compared with the public partners in the project, and contributes with the NGO perspective.

Municipality of Skanderborg, Denmark

The Municipality of Skanderborg is situated between Aarhus, Horsens and Silkeborg. The municipality has 59 000 inhabitants. Around 5200 people work in the municipality. Skanderborg has since 2009 been a Climate Municipality and has undertaken to reduce CO₂ emissions from municipal buildings by at least 2 % each year until 2025. Already in 2015 the municipality had reached the promised reduction of CO₂ emissions for 2025.

Starting point for this project: In Skanderborg they work with a high level of citizen involvement. Their experience on working closely with the citizens to come up with the best solution to address the challenges with sustainability is of interest.

Municipality of Santorso, Italy

The Municipality of Santorso has a population of about 6000 inhabitants. The municipality is the leader of many projects involving several municipalities and a large number of citizens. They are engaged in the construction of new territorial governance with the aim of involving local stakeholders on issues of ecological conversion. Santorso has signed the Covenant of Mayors and set up a SEAP, Sustainable Energy Action Plan.

Starting point for this project: Santorso has a solid regional anchorage, both leading the Provincial Environmental Educational Laboratory and is the promoter of the Mayors Statement of Alto Vicentino.



Orangeriet (“The Orangery”) in Borås.



View from “Sky Mountain” in the municipality of Skanderborg.

Implementation

Project Management

Lead partner

The Municipality of Borås was the lead partner of the project, which meant that they assumed the overall responsibility in the management and coordination of the project. A person from the Municipality of Borås was appointed as Project Manager. The Project Manager had the overall responsibility of the project planning, development and progress control.

Steering Group

The Steering Group was chaired by the Project Manager and composed by one representative from each of the partners. The Steering Group approved and monitored the work in the project, including communication and dissemination activities. It was also the place to discuss and solve questions and conflicts inside the project structure. Meetings were held over the web, in conjunction with LTTs, and as separate Transnational Project Meetings.

Transnational Project Meetings

The plan in the application was that each of the four phases of the project would start with a Transnational Project Meeting consisting of a Steering Group meeting and a workshop, followed by an LTT activity. This was implemented for the most part, but not exactly as planned. The original plan was based on the misconception that it was possible to use money for Transnational Project Meetings during the same travel as an LTT. Therefore Steering Group meetings were held in conjunction to the LTTs even though there was no funding of them. The Transnational Project Meetings budget was then used for three separate meetings, resulting in more project meetings being held than originally planned.

Meetings in conjunction with LTTs (not funded):

Project Meeting in Santorso 12/04/2015
 Project Meeting in Murcia 02/11/2015
 Project Meeting in Borås 25/01/2016
 Project Meeting in Skanderborg 09/05/2016

Meetings funded by the Transnational Project Meetings budget:

Project Meeting in Copenhagen 21/06/2016 - 22/06/2016
 Project Meeting in Borås / Final conference 20/09/2016 - 21/09/2016
 Project Meeting in Santorso 26/10/2016 - 27/10/2016

The main purpose of the meetings in conjunction with the LTTs was planning and coordination of the upcoming LTT activities. The continuous work with the Best Practice Guide was also a standing item on the agenda. During the meeting in Murcia the idea about a common activity took form and at the meeting in Borås the details for this activity were discussed and determined.



Project Meeting in Santorso.



During the Copenhagen meeting there was also time for visits, e.g. the Environmental Department and “Pop-up farmen”.

The purpose of the Transnational Project Meeting in Copenhagen was to finalize the Best Practice Guide and to plan the Final Conference (see below). The meeting was held in Copenhagen instead of Skanderborg, so the project group could have the opportunity to do some study visits in conjunction with the meeting. Copenhagen is one of the leading cities in the world on sustainable issues so the choice of this venue was well motivated.

The Transnational Project Meeting in Borås was also the project’s Final Conference. As described in the application the purpose was to present the Best Practice Guide for project partners, local stakeholders and the public. This was also a time to collect ideas and feedback before completion of the project. For more about the Final Conference see section “Results”.

The Transnational Project Meeting in Santorso had focus on summarizing and evaluating the whole project, in order to produce good inputs to the final report.

The meeting in Copenhagen and the final meeting in Santorso were not originally planned, but proved vital for the success of the project. It would have been possible to have web meetings instead, but it would have been difficult to finish the project with the same quality that way. It would probably also have meant that the Project Manager would have had to shoulder a greater responsibility. This way the cooperation and the joint responsibility was underlined and aided.

Local Stakeholder Panels

In order to have a long-lasting impact one has to understand the regional particularities of the consumer behaviour and the interaction of stakeholders and consumers. In order to meet this challenge and to collect information about consumer behaviour, Local Stakeholder Panels were set up consisting of a core group (project partners), selected market actors, VETs, citizens and decisions makers on a political level from the partner cities. These were both the target group for the project and end-users of the results.

The cooperation and communication with the stakeholders worked in varying degrees for the partners. Some of the partners had difficulties in engaging the local stakeholders in the project, while some partners had a very active Local Stakeholder Panel. The partners also had very different ideas on how to work with the Local Stakeholder Panel, which was discussed and resolved by the Steering Group. For a similar project in the future it would be important to do a better definition of what the Local Stakeholder Panel is, and why it’s needed. It’s also important to firmly establish this role with the Local

Stakeholder Panel itself, before the project begins. Otherwise it will be difficult to activate the Local Stakeholder Panel, as seen with some of the partners in this project.

Participants

Participants in the project were chosen based on their profession. Since the goal of the project was to strengthen the skills of affected professionals within the field of sustainable consumption, the participants involved had the following professions:

- Energy and climate advisors - gives impartial information to citizens, organisations and companies on how to reduce greenhouse gas emissions and how to use energy more efficiently.
- Environmental strategists - works with green procurement, civil dialogue, communicating sustainability issues, promotes behavioural impact.
- Consumer advisors - offer citizens legal counselling on consumer rights and provides practical consumer tips. They also work preventive with school groups and associations.
- Environmental educators - pedagogues with special focus on environmental issues.
- Climate coordinators - develops and implements climate policies, energy savings and efficiencies. They work both within the municipality and towards private households.
- Planning officials - works in the municipality with special focus on climate change and sustainability.

Planning and implementation

The project's main activities were the Learning, Teaching, and Training (LTT) activities. See next section for more about these. Project Management funds were used by the local organizer in order to implement the LTT in each country. These funds covered expenses not covered by the LTT budget post, i.e. other things than travel and subsistence, for example entrance fees, guide fees and salary.

The original idea in the application was to divide the project in four phases focusing on different themes. This proved difficult and not even desirable, since it would have stopped us from visiting some very interesting projects only because they fell outside of a theme. Instead the overall topic of Sustainable Consumption and Awareness raising was the theme for all phases of the project. Each partner was responsible for choosing what to do and see within this topic during the LTT in their country.

Beyond what was stated in the application one common activity was added, supported by the grant for Project Management. It was a cooking contest on the topic of sustainable food, carried out at the same time in the four countries. Read more about this under the next section.

Each partner was responsible for carrying out Local Stakeholder Panels in order to get input to the VET and the creation of the Best Practice Guide. The work on the Best Practice Guide was done continuously during the project period.

Continuously during the project each partner worked with dissemination and communication of results and progress. This was done through websites, social media, newsletters, radio, TV, articles in newspapers etc.

Monitoring and evaluation

To guarantee the project's quality, continuous evaluations were made. In conjunction with each LTT a Steering Group meeting has been held where the project's progress has been evaluated. After each LTT

a questionnaire has been sent to the participants, containing questions concerning areas such as services given, methods and projects presented, expectations, gained knowledge, possible improvements, conclusions and reflections. This secured a continuity and comparability between the LTTs. It also made it possible for the Steering Group to take corrective actions during the course of the project in order to improve the following LTTs and the continuous work with the Best Practice Guide. This approach secured a constant quality improvement during the project.

The main tool for measurement of impact was questionnaires aimed at the project participants. In order to establish a baseline regarding the project objectives, such as knowledge of sustainable consumption and its implications on delivering VET in this area, a competence inventory was made in the first phase of the project. In the end of the project the same questionnaire was used in order to examine to what extent the participants had gained knowledge, or in other words, how well the project's main objective had been reached.

The evaluations all together served as a solid base for the project's final evaluation. During the last Transnational Project Meeting a final evaluation of the project was made, based on total reflection of the overall project.



Some of the participants during the first Learning, Teaching and Training activity in Santorso, Italy.

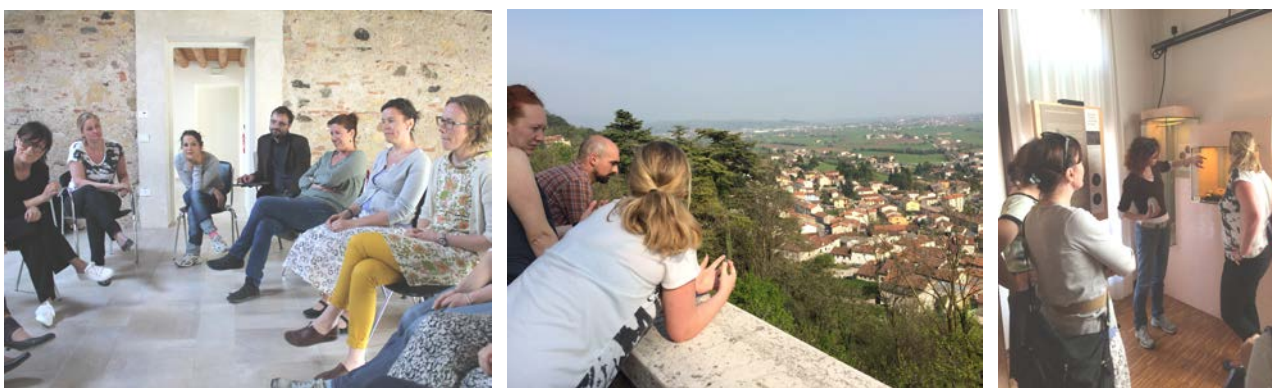
Activities

Learning, Teaching and Training activities

Four Learning, Teaching and Training (LTT) activities were carried out, one in each country. The purpose was to exchange experiences and best practices on how to work with sustainable consumption and awareness raising. Each partner was responsible for choosing what to do and see within this topic during the LTT in their country. Good examples were collected from the LTTs in order to develop the Best Practice Guide.

Santorso 13/04/2015 - 17/04/2015

13/04/2015



- Presentations of the strategic partners.
- Presentation of the Environmental Education Laboratory.
- Workshop about communication strategies during educational activities.
- Presentation and visit to the Villa Rossi Park.
- Presentation of characteristics and environmental problems of the northern territory of Vicenza.
- Visit to the Alto Vicentino Archeological Museum.

This was the first time the partners met. This first meeting showed that all the parties are engaged in services for citizens, activities in favour of the environment and environmental education.

14/04/2015



- Visit to Fenice Green Energy Park in Padua - a centre of research and experimentation with eco-friendly systems. The park is located in a suburban area between the city of Padua and the industrial

zone. Weaving together a number of projects and relationships with entities from business and science of Veneto, Fenice Foundation and its park are the centre of a network of new projects within sustainable development. The visit to the park gave reflections on the recovery of a suburban area, and concrete examples on educational activities and workshops for schools that aim to provide information on the economic and environmental sustainability and on the possible advantages and disadvantages.

- Public Meeting: “Sustainable cities - What are other European Communities doing?”

Borås and Skanderborg presented their experiences on environmental education, energy plans and sustainable policies. The meeting was an opportunity for local citizens to meet and talk with the project partners about environmental issues.

15/04/2015



- Visit to some of the main centres for the collection and monitoring of groundwater in Vicenza, made by the European project LIFE+ project AQUOR:

- Visit to the site of groundwater recharge in the municipality of Sarcedo.
- Visit to the Water Center in the municipality of Novoledo.
- Visit to the forest of the municipality of Carmignano di Brenta called “Bosco limite”. A forest with 2300 trees whose purpose is to increase the fauna and the availability of water resources a short walk from the River Brenta, in the province of Padova; the place is also called Forest Area of Infiltration. These types of forest have the task to facilitate the entry of surface water into the subsoil and groundwater recharge.
- Visit to the site of the municipality of Ancignano: an infiltration watercourse located in Sandri-go Municipality.

- Participation in a local cooking class in Santorso, learning recipes of the local tradition, using products from nearby places. The participation uncovered a new way to engage citizens and teaching sustainable environmental behaviour.



16/04/2015



- Trekking, on foot and by bicycle, on the hills of the Val Leogra, one of the hilly areas of the territorial district of the Alto Vicentino area where the Laboratory of Environmental Education is working. The area has a great wealth of landscapes, economic activities, cultural traditions; it is characterized by many small and scattered settlements in the territory called “Contrada”. In recent decades, they have been depopulated due to changes in lifestyle habits which brought to emigration to the cities of the plain. The experience allowed observation of the methods of involvement of citizens and tourists in favour of sustainable tourism that takes into account the specific social, economic and historical territory.

17/04/2015

Final meeting to reflect on the experiences during the mobility in Santorso, evaluate the LTT, and plan future actions and the next LTT.

Murcia 02/11/2015 - 06/11/2015

02/11/2015

- Presentations of what the partners have been working with since the last LTT.
- Discussion about arranging a common activity.

03/11/2015



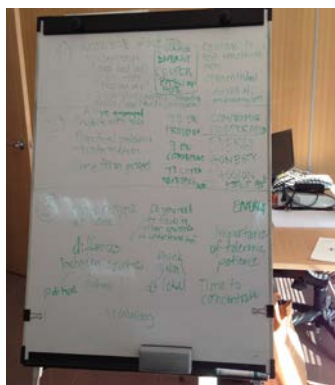
- Tour of the city.
- Visit to Itaca - a coffee bar-library that promotes local artists, local organic products and gives a local cultural offer to the citizens.

- Visit to Abarca Shoes - a traditional shoe store that makes all the shoes with natural/organic material.
- Visit to Zagaleco - an ecological food store.
- Visit to Intermon Oxfam - an NGO that works against poverty, and has a lot of different projects that involves awareness about responsible consumption.
- Visit to La despensa de San Lorenzo - a food store where you can buy ecological products in bulk.
- Visit to La Ropería - a second hand clothing store included in a labour inclusion project where people in risk of exclusion is hired to work repairing and preparing the clothes to be ready for sale. The project is coordinated by the Catholic Church entity “Caritas”.

04/11/2015

- Responsible consumption activity at the local market:
An example of an educational activity that the Columbares Association do with pupils in one of the daily markets in the city. The activity explains what is in season, what is available locally, what organic means etc.
- Presentations of different local organizations/projects:
 - Los pájaros, ateneo huertano - a socio-cultural space in the garden of Murcia that includes a lot of different activities and cooperation with other projects. All based in sustainable economy. They work with art and culture activities, environmental and ecology activities, and socio-politics projects like ethics bank, social inclusion projects, health and education.
 - La Revolica - a consumer cooperative of organic garden products, vegetables and fruits farms.
 - Brújula Sur - a fair trade cooperative, online sales of many different products, a lot of them associated with a social project.
 - Colectivo Modalogía - develops sustainable fashion actions. A project with the goal of reducing consumption of clothes by interchanging it, in good conditions, between citizens in general providing the space for it.

05/11/2015



- Workshop about the Best Practice Guide:
 - What do I need from the other partners to improve my work?
 - Tell the others about a project that was succeeded. What made it successful?
 - Which is the most important knowledge/insight that you’ve gained during the project this far?
 - What made me engaged in sustainable development and environment issues?
 - How do we make the guide last longer than the project?
- Discussion about the website.
- Discussion about the common activity.

06/11/2015

- Discussion: What is sustainable consumption? Do we mean the same thing?
- Planning of the common activity: “Cooking for the future”.
- Reflection and evaluation of the LTT.

Borås 25/01/2016 - 29/01/2016

25/01/2016

- Presentation of Orangeriet (“The Orangery”) and their sustainable consumption activities.
- Lecture: “Detox your everyday life”
- Presentation and guided tour of the “No Limit” street art around town.
- Presentation of the municipality’s Energy and Climate Strategy.
- Presentation of municipality projects: Fairtrade City, Mobility management, Climate compensation.

26/01/2016



- Day at Navet Science Center:
 - Guided tour of the building and the exhibitions.
 - Presentation and concrete examples of their way of working with different themes and educational methods, including drama and creative activities.
 - Planning of the Best Practice Guide.
 - Planning of the common activity.

27/01/2016



- Day at Rya åsar and Ramsulan nature reserve:
 - Guided tour in the nature reserve.
 - Lecture: “The right of public access”

28/01/2016

- Day at Textile Fashion Center:
 - Guided tour and presentation of the building.
 - Presentation of “Re:design” - a project aiming at creating structures for circular models in the textile industry.
 - Presentation: Decontamination of the river Viskan and soil pollution due to textile production.
 - Guided tour of the Textile museum.
 - Presentation of current projects at the Swedish School of Textiles at the University of Borås.
 - Visit to 'The wardrobe - a “library” with clothes.
 - Visit to Fashion gallery - a place that sells locally, small-scale produced clothes.
- Workshop open to the public, at Orangeriet: “How to make chemical free make-up”.

29/01/2016

- Visit to Återbruk - a place that turns waste into a resource by repairing and redesigning things.
- Presentation of Minimeringsmästarna (“Minimizing masters”) - a project that aims at reducing the waste in households. About 30 families in the region participated in the project and they were challenged to change behaviour within different areas in order to reduce the amount of waste.
- Evaluation of the LTT.

Skanderborg 09/05/2016 - 13/05/2016

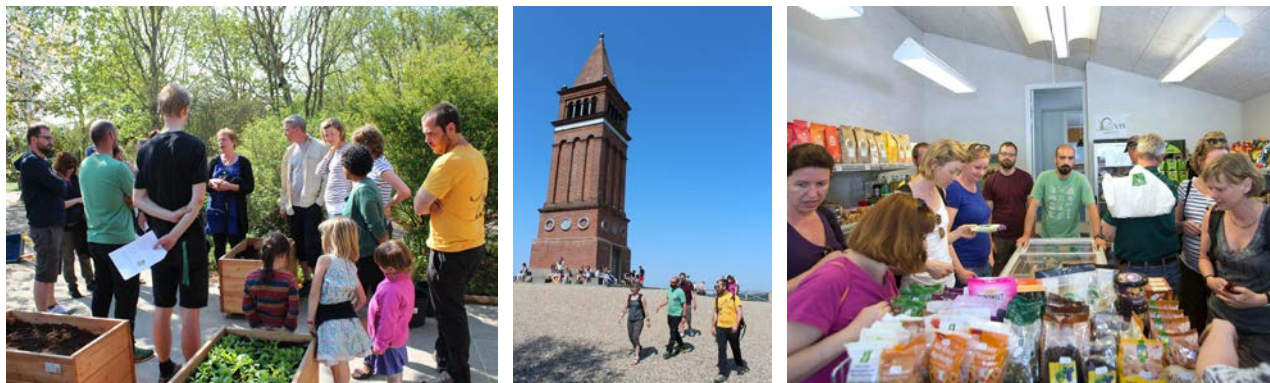
09/05/2016



- Visit to Hertha Living Community. Hertha is a village with 140 inhabitants, about 30 of these are mentally disabled. The disabled have a morning meeting each day after which they go to different workshops: bakery, farming (10 cows for milk), nursery garden and creative workshop. The disabled and normal people live and work together.
 - Lecture about Hertha, the history and ideological foundation.
 - Guided tour of the village and the workshops.
- Evaluation of the common activity.

- Visit to Nøjsom - a shop in Skanderborg that sell redesigned and upcycled things, made by people that are unable to have a normal job.
- Guided history tour of the town.

10/05/2016



- Visit to Bjedstrup School - a school with integrated outdoor teaching.
- Presentation of Mobile Gardens - an educational gardening project. The idea is to make it easy for any school to incorporate nature into their lectures, by offering complete boxes and video instructions, for gardening and teaching - also in subjects such as math, history and languages.
- Visit to Living By Heart - a small upcycle company using waste from different kinds of local businesses.
- Visit to Himmelbjerget (“Sky Mountain”).
- Guided tour at Johannesminde - a free range, organic pig farm.
- Visit to Alken grocery store - a store established by local active people. In the building people can meet to eat or have a party, and the building has a library where you can place and borrow books.
- Presentation of “Life in the villages” - a group of people from Alken and four small villages nearby. The group has worked with establishing the grocery store, and among other things they now have a project where people meet in small groups and eat together in private homes.

11/05/2016



- Visit to Sdr. Ege beach - a public-private partnership with buildings, benches and planches with information about life in Lake Knudsø.
- Visit to a cow pasture. The citizens own and look after the cows that keep the biodiversity of the area by eating the grass, bushes and trees that otherwise would take over the area.
- Visit to Ry Forest garden - a garden created by local citizens for local citizens, in cooperation with the municipality.

- Meeting with Transition town Ry.
 - Public meeting in Ry: “Sustainable cities - what do other European communities do?”
- Presentations were made by the project partners, followed by a discussion on how to work with sustainability as a local citizen and how to cooperate with the municipality.

12/05/2016

- Visit to Renosyd Value Park. Here people come with their waste and sort it, so it can be re-used/recycled.
- Lecture on what waste can tell us about human behaviour, through historical research.
- Presentation of how Renosyd work to change the meaning of waste into value, e.g. treasure hunting at the Value Park for children.
- Visit to the Value Centre. Things from the Value Park that can be resold end up in this second hand/upcycle store.
- Discussion and planning of the Best Practice Guide.

13/05/2016

- Day at Vestermølle - a public place with restaurant, workshops, meeting rooms and rooms for organizations.
- Guided tour of the workshops for people that for a period of time cannot have ordinary jobs.
- Evaluation of the LTT and discussions of next steps.

Common cooking activity: #MySustainableFood

The project carried out a common activity on the topic of sustainable food. This was done as an extra activity, not mentioned in the application. It was a cooking contest, carried out at the same time in the four countries. The activity was built upon the knowledge and experience the partners had gained from each other during the first three LTTs. It was very motivating for the local participants that the contest was international. A conclusion from this is that with international contacts a local project gains credibility and bigger interest. In other words, a good reason for working with EU projects.

The impact of this contest was big, and helped a lot in the dissemination of the project. In Sweden the contest was based on social media, where it got a lot of attention locally. In Denmark it was arranged together with schools, which had an impact on the food served - the participating schools changed some of their food consumption permanently, and repeated the activity on their own. In Italy the activity was a dinner with municipality staff linked with a lecture on sustainable food. In Spain the event got a lot of media attention, with newspaper articles and reports on both local radio and TV. All of this resulting in a clear awareness raising on issues concerning sustainable food.

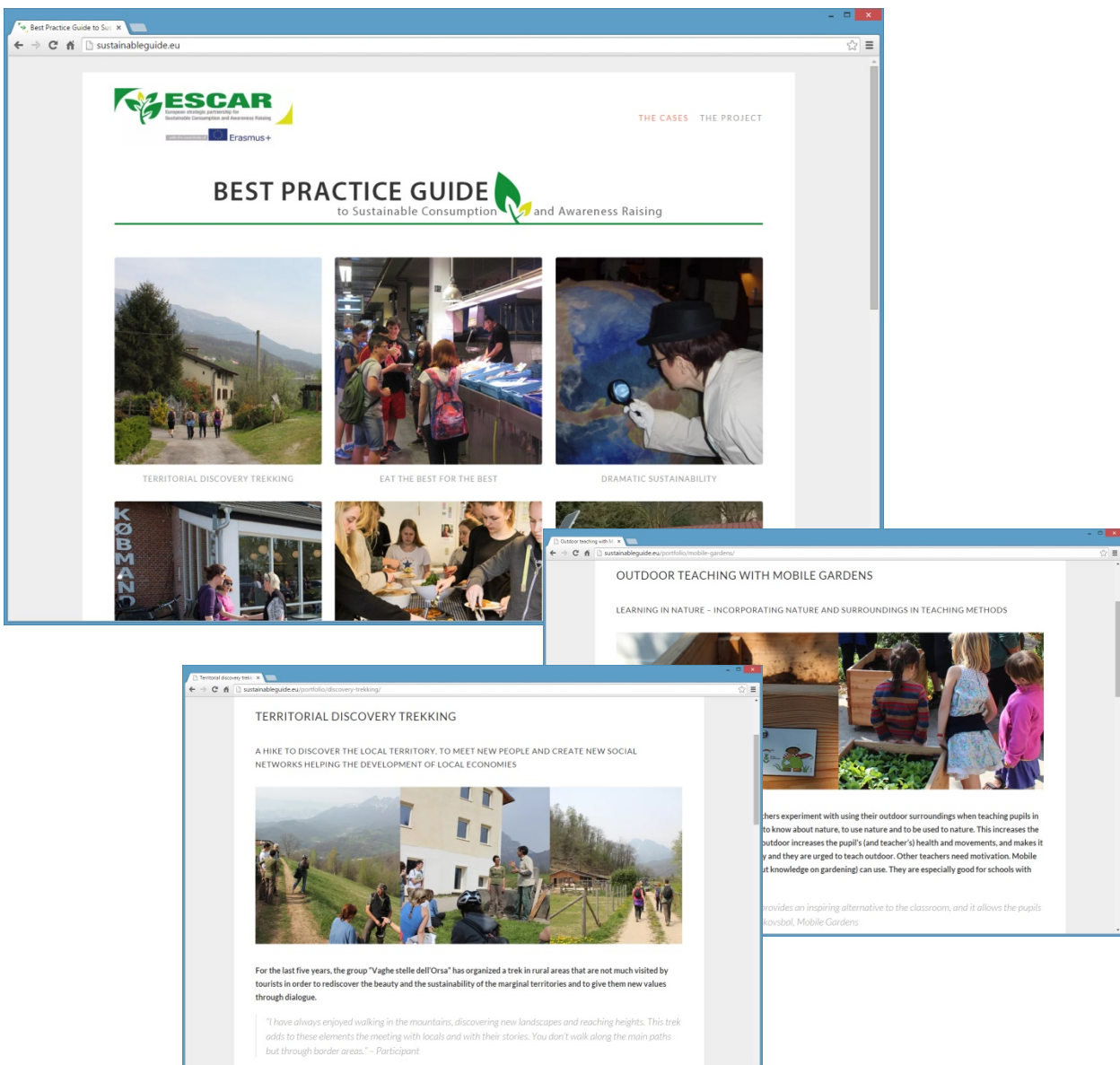


Development of the Best Practice Guide

The work on the Best Practice Guide was done continuously during the project period. Locally each partner gathered inputs from their Local Stakeholder Panel regularly. In conjunction with a common oral evaluation after each LTT the visited projects were discussed and two cases from each LTT were chosen for addition to the guide.

It was stated in the application that the participating partners were expected to have different focuses and therefore this would “likely result in the development of different instruments/methods/tools for different regions”. This was partly true, but instead of developing a Best Practice Guide with local focus, the project partners wanted to find what we have in common, both concerning challenges and opportunities. The guide was therefore developed for use in all of the EU.

The content was selected and evaluated cross-cultural. The cases were selected based on the five partners combined experiences. An important question in the selection of the best practices was: Can this project work in other countries as well?



Results

Strengthened professionals

The project has strengthened the skills of the individuals who participated, and given them tools that increase the possibility of continued development in their professional role. They have received new innovative ideas, gained knowledge about the EU and gotten broader cultural perspectives. Meeting other cultures has made the participants better at tackling people with other cultural backgrounds in their everyday work. The project has also strengthened the partners' views on the importance of being involved in EU projects.

The project has not only given new knowledge within the field of sustainable consumption, but has also given new insight on how to work with people, inside administration, with pupils and how public services are organized. This will have an impact on the development of future projects and organisational changes.

In order to measure this result competence inventories were made before and after the project. There the participants stated that they had gained a lot of knowledge and inspiration on how to work with sustainability.

The project has also strengthened people working with local projects, by getting to know about other projects in the local area and similar projects from other countries. They also gained pride by being held up as role models for partners from other counties.

Another effect of the project is that staff, through the work with the Local Stakeholder Panels, has become more coordinated between different occupational groups and local organisations. This has a positive impact on the daily work at local level. Also, colleagues who aren't working directly with sustainability issues have gained understanding on sustainable consumption.

Best Practice Guide

In order to strengthen the VET, the ESCAR project has produced a Best Practice Guide with good examples on how to work with Sustainable Consumption, which is available online and free for anyone to use. The good examples have been collected from Learning, Teaching and Training (LTT) activities, and from Local Stakeholder Panels (LSP). The cases were chosen on the condition that they should work in other countries as well. In this way the guide consists of cases that not only work in their local environment but also has a good chance of working everywhere. The Best Practice Guide facilitates practitioners to carry out their work in a better, more coordinated manner, receive knowledge on consumer behaviour, citizen participation and how VET could adapt and capitalize of this knowledge.

The guide is not printed, but instead made available at www.sustainableguide.eu. Through this way the project both saved the environment and money, and at the same time made the guide easily accessible worldwide. In the application it said that the website would not be completed by the end date of the project, but only a drafted demo. The project partners didn't see any reason for this though, so the website was created as a fully functional site. It has also been developed so that other best practices outside the project can be added continuously, after the end of this project.

Impact

Dissemination

For communication and presentation of the ongoing project externally, a website was developed. It contained information about the partners, the project's objectives and a blog reflecting the progress of the project. The address is <http://escarpjct.wordpress.com>



In order to spread the knowledge about the project further, a Facebook page was set up. This was used, among other things, to show the project's progress, invite the public to meetings, and disseminate the Best Practice Guide. The address is <http://www.facebook.com/escarpjct>

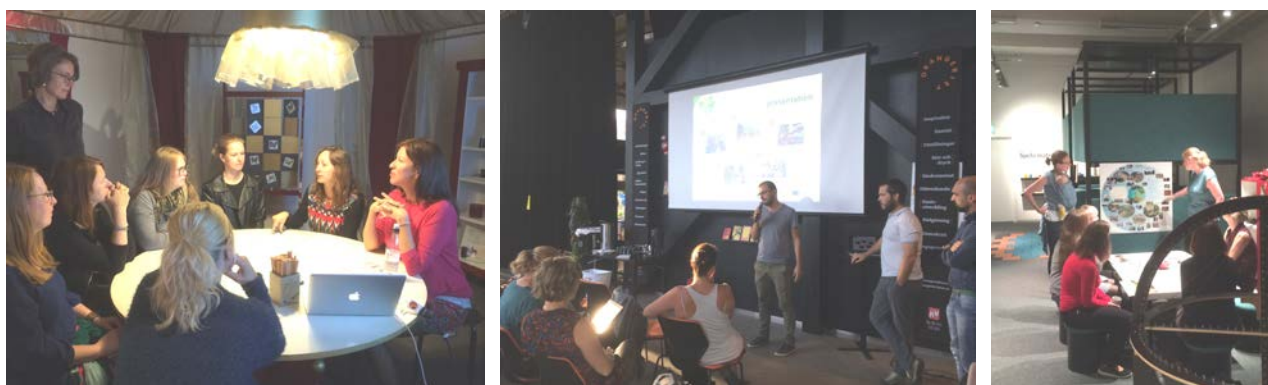
Each partner was responsible for disseminating the project locally. This was done primarily through presentations at different meetings and conferences, both internally and externally. Participating in external events related to sustainable consumption was also a way of networking and spreading the knowledge of the project. Press releases and media contacts were used as well, and of course the partner's own websites and social media networks.



A common activity, called #MySustainableFood, was planned and carried out (see above). This was one of the most successful ways the project got attention. It was picked up by media, with both newspaper articles and reports on local radio and TV, and many posts on social media.

A concrete result of the common activity was the creation of a booklet of recipes, printed and distributed by the partners, which further added to the impact of the activity.

Final conference



The Final conference was the main dissemination event of the project. It was held as part of the Transnational Project Meeting in Borås, 20th - 21st of September 2016. It consisted of two meetings, both with the purpose of disseminating the project's conclusions in general and the Best Practice Guide in particular:

- A breakfast meeting was held at Navet Science Center, addressed specifically to all interested stakeholders.

- A public meeting was held at Orangeriet in the evening, in cooperation with the Transition Network in Borås.

The feedback from these meetings was very positive. The breakfast meeting was concise, but the participants showed great interest and the spontaneous feeling was that the Best Practice Guide could be useful. During the public meeting there was more time for questions and discussion. The participants took the chance of asking the project partners about more details on the cases than is published at the Best Practice Guide website. There were discussions about which of the presented cases would work best in a Swedish context, and would be worth trying in Borås. Since this project has noticed the importance of the grassroots it was very suitable to do the public meeting in cooperation with the Transition Network, and their feedback confirmed this conclusion and also the selection criteria for the Best Practice Guide.



During the Transnational Project Meeting in Borås, which included the Final Conference, the participants also did some visits, e.g. an excursion to Torpanäset nature reserve and Hofsnäs Mansion, which is owned by the Municipality of Borås.

Conclusions

It is difficult to measure how habits and attitudes change. This is an issue where you cannot expect quick results, people's behaviour and attitudes is a process that you will have to work with continuously. Views on what sustainable consumption is will also change, and therefore the professional roles.

A main conclusion, after visiting successful projects during the LTTs, is the importance of involving both heart and brain in activities, in order to achieve behavioural change. This was an important aspect taken into account when selecting cases for the Best Practice Guide.

The conditions vary in different parts of the EU, which gives rise to different areas of interest and approaches when it comes to communicating sustainability. These varying viewpoints have enriched



The international cooperation was a key to success for this project.

the project greatly. The project would never have shown the same results and impact

if only carried out in one country. The different partner organisations represent different cultures with different settings and relationship to sustainable consumption. Their experiences were in some ways very similar, but in other perspectives very different. With the approach of this project it's been possible to locate ideas that work independent of local and regional circumstances. This makes the project's impact bigger, since it gives local decision makers good arguments and a good foundation for implementing future projects.



It's important to include both heart and brain in activities.

Some particular questions were highlighted in the application, see below. They were answered by summarizing evaluations of the LTTs, feedback from LSPs and public meetings, and workshops with the project partners.

Is a top-down method (laws, restrictions) or a bottom-up method (information, subsidies, contribution) a more effective method to influence consumers' attitudes and behaviour?

A top-down method can have effect on specific areas, such as where a law applies, but not otherwise. A bottom-up method on the other hand focuses on a change of heart, which will give a wider and more permanent effect.

The Municipality of Borås has recently built Orangeriet, a meeting place in the city centre where the politicians want to meet the citizens, and also give the citizens a possibility to meet. The politicians in the municipality board decided how the place would be formed and used. One of the greatest insights the ESCAR project have gotten is that a meeting place cannot be built with a top-down perspective. You cannot tell people to meet in a place if they do not want to.

Secondly it takes time to form a living place. Some of the best places the project group have visited started 20-30 years ago and has since then developed and formed by the people who use it. Time and bottom-up perspective must be taken into account in order to form a social sustainable place. A conclusion the project makes is that the most important role for the municipality is as an enabler of grassroots' ideas.

What are the different cultural obstacles and challenges regarding awareness raising on sustainable consumption?

There are big differences in the cultural and political minds in the different countries. This has been confirmed during all four LTTs that have been carried out. In general, one can say that in the northern European countries (Sweden and Denmark) the people trust the politicians and the state. This is good, but the problem is that the public in general is more difficult to engage in democratic and sustainable issues, because they think that the society will solve all problems. On the other hand, in the southern European countries (Italy and Spain) the people do not trust the politicians and the state. Since they have experienced war, poverty and corruption they have learnt to form networks at grassroots level. In general, it is therefore easier to gather people in order to work for a sustainable change.

A conclusion is that we all are facing democratic problems but they look different in the four countries. The different level of trust in society influence which tools can be used in order to achieve a change. We all have a work to do, politicians as well as citizens, and we need to do it step by step with focus set on the long-term effects.

Durability and future development

Durability

The Best Practice Guide is the main result of the project. The guide has been developed as a website where new Best Practices continuously can be uploaded. In this way, the results are available for everybody interested in using the material produced within the project, and the guide can also live on after the end of the project.

As the lead partner, the Municipality of Borås takes responsibility for the continuation of the website containing the Best Practice Guide. The domain (sustainableguide.eu) is owned by the Municipality of Borås, which ensures continued operation. In the project application the website was planned to be managed and updated within the framework of the Orangeriet business, but this is no longer possible since the Borås City Council has decided to transfer the responsibility for Orangeriet to a different department. Responsibility for activities linked with ESCAR, such as the maintenance of the website, will therefore be maintained by the Environmental department.

To assure the durability of the project achievements it's been important to involve the policy-making level in the project. All partners have been responsible for involving and reporting to local/regional decision makers, which guarantee that the results will be known and potentially applied by the policy makers.

The Project Report and other outputs of the project have been uploaded to the Erasmus+ Project Results Platform. In this way anyone interested can easily get a deeper knowledge and understanding of the project. This is particularly important if someone wants to do a similar project in the future.

Future development

Since the Best Practice Guide website has been designed to be able to add new content, it would be easy to continue with a new similar project based on the results from this. For example you could use the same approach, but with new partners from other EU countries, which probably would give new inputs to the Best Practice Guide, and in that way further improve it.

However, given that the objective is to promote sustainable consumption, the usefulness of doing a new project with similar approach must first be evaluated. During this project travelling has been made primarily with flights, which has a major impact on the climate. An important issue for future projects is therefore whether the project's positive impact on the climate will be greater than its negative (e.g. flights and consumption). Since flights at present are cheaper than any other form of long-distance transport, and the LTT travel budget is limited, this puts projects like this in a dilemma.

It would be very interesting to do a similar project but only use trains and buses as means of transportation. But this would probably require a change in the Erasmus+ programme, so that environmentally sustainable projects get a bigger travel budget. Otherwise projects will very likely tend to search for the cheapest travel possible, which within the foreseeable future is not benefiting the climate and the environment.

The project has resulted in a strong cooperation between the strategic partners, which may lead to further cooperation in the future. The created network lives on, and the aim is to develop a new project together, for further exchanges of experience and inspiration.