

# Green

in

# EVERYDAY

# LIFE



The Green4Life International Network

***Green4Life*** is the name of the future International Green Homes Network, one of the key outputs of the Erasmus+ ***Green in Everyday Life*** project, the international version of Hogares Verdes Programme, coordinated by the Spanish Association **Columbares** in partnership with **Consorzio abn** (Italy), **Global Playground Stockholm** (Sweden), **Bassin Guir** (Morocco), **Insider Access** (UK), **WE Center** (Jordan) and the Spanish Public Body **CENEAM**, the reference centre for environmental education working under the Ministry of Agriculture, Food and Environment.

# What is its scope?

- ✓ a virtual space of green 'thinkers' to combine international exchange of experiences, transfer of methodologies, educational materials and knowledge transfer in ***Green in Everyday Life*** related areas, which continues to function after the project is completed.
- ✓ The network will work in a similar way as **Hogares Verdes** network works, and it will offer both the Spanish members and other international members to spread and increase the experience of Hogares Verdes Programme and ***Green in Everyday Life*** project.

# How it will work internally?

**Green4Life** will work on a voluntary membership basis. First unit is composed by the current partnership of the ***Green in Everyday Life*** Project:

- **Association Columbares - Spain**
- **Consorzio abn - Italy**
- **Global Playground Stockholm - Sweden**
- **Bassin Guir - Morocco**
- **Insider Access – UK**
- **WE Center – Jordan**
- **CENEAM – Spain**

Which internal instruments?

- free services from **Google** for storing files online and access them anywhere and simultaneously using the cloud (i.e. Google drive)
- an internal communication email [greenforlife@gmail.com](mailto:greenforlife@gmail.com) (to be created)
- a google group **Green4Life** (to be created)

# How to become a member?

New members must:

- fill in a **form** (Google Modules) to be published on the website of the project – <http://green4life.world/>, explaining the objectives, interests and fields of expertise, level of membership.

There will be **2 levels** of Membership:

❖ **Green4Life Friend level**

❖ **Green4Life Champion level**

All the members will be added to a **database** (one for G4L Friend and one for G4L Champion), which internally will be shared through google drive for the simultaneous creation and maintenance of the updated list between administrators.

# Why become a member? What are duties and benefits of members?

## Benefits of **Green4Life Friend level** members:

- ✓ access to a set of information for saving energy and water, reduce waste, improve sustainable consumption and sustainable mobility, as well as the methodology to develop projects similar to ***Green in Everyday Life*** or Hogares Verdes Programme.
- ✓ take inspiration from published resources, presentations and educational materials for conducting audits and awareness rising activities in their contexts.
- ✓ send queries to the email address [greenforlife@gmail.com](mailto:greenforlife@gmail.com) and ask for customised advices, tips/suggestions.

# Why become a member? What are duties and benefits of members?

## Benefits of Green4Life Champion level Members:

- ✓ take part of an International Network of organisations/enterprises and share experiences/knowledge/best practices.
- ✓ Take advantage from opportunities of visibility of their environmental commitment.
- ✓ Participate actively to environmental initiatives and workshops.
- ✓ Send invitations for adding new members.
- ✓ Participate to the annual Skype Conference of **Green4Life** Champion members.
- ✓ Benefit of a **virtual badge** for their environmental engagement.

## Duties&Responsibilities of Green4Life Champion level Members:

- ✓ Deliver annual reports about activities and results under the mark of **Green4Life**.
- ✓ Contribute to the maintenance of the network: numbers of invitations to be sent, updating of the members database.
- ✓ Contribute to the creation of new materials, uploading into the google drive folders relevant documents.
- ✓ Contribute to the dissemination strategy of the network: communications of news/information to advertise, updating of the social channels, dissemination through their local communication channels.

# What are the main activities within the International *Green4Life* Network?

- ❖ contribute to the general **reflection on Earth**, how to preserve it and how to promote daily **green behaviours**
- ❖ supervise, through a peer-to-peer approach, the **membership process**
- ❖ monitoring of educational materials and resources
- ❖ organise the **Annual Skype Conference of *Green4Life* Champion members**



# Annual Skype Conference of *Green4Life*

- is the annual virtual meeting of **Green4Life Champion members**
- new members will introduce themselves and they will have a brainstorming for reflecting on structure, **improvements** and **upcoming opportunities** for the developing of the **Green4Life** International Network
- a yearly **in-rotation mechanism** between Champion members will lead the **distribution of tasks** between members. Tasks include also the definition of the agenda for the annual conference, minutes and organisational activities.

# How to disseminate the International *Green4Life* Network activities?

During the first stage of the network implementation we should:

- **Design a brochure** with the basic information of the *Green4Life* network, which will be translated into all participants countries languages → **First half of June**
- **Send the brochure** through e-mail, post or other media, to **relevant stakeholders**, for promoting the International *Green4Life* Network and add new members → **From second half of June to first half of August**
- **Organize public presentations and/or send press releases to relevant stakeholders**, for promoting the International *Green4Life* Network and add new members → **From second half of June to first half of August.**

# Who are the relevant stakeholders?

- **Target groups** we have worked with during the *Green in Everyday Life* project
- Local/National/International **policy makers** (i.e. public environmental services, such as Ministry of Agriculture, Food and Environment)
- **Hogares Verdes** Network
- Local/National/International **environmental associations** (i.e. Greenpeace, WWF)
- Local/National/International **media**, including at least 4 print press media, 5 online media, TV, radio, etc

## Contents of communication documents should focus on:

- Description of the network, its **mission** and its **vision**.
- Launch of a **Call of Interest** for members.
- The added value of becoming part of the network.
- **Duties and benefits** of members.

# Which online channels?

1. Official website: <http://green4life.world/>
2. Facebook page:  
<https://www.facebook.com/Green4life.eu/>
3. Twitter account: @green4life eu
4. Use of the hashtag: #Green4life

