

Positive example

Be Round the World! - Campaign stimulating sustainable way of life and behaviour patterns

Country, region: Hungary, Northern Hungary

Name of the organisation which implemented the project:

Ifjú Botanikusok Baráti Köre (Society of Youth Botanists)

Total size of the project in EUR: 33 015 583 HUF; 114 074 EUR

Amount of EU funding: 95%; 31.364.785 HUF; 108 371 EUR

Name of the EU fund that supported the project:

Structural Funds (ERDF)

Name of the Operational Program:

KEOP (Environment and Energy Operational Programme)

Short description of the project, aims, targets, project activities

The goal of the project called “With open eyes in Hungary” was to strengthen harmonic and sustainable relationship between the local society and the local natural environment using community programmes in 10 settlements, school awareness raising programmes in 11 schools, as well as awareness raising for local authorities and NGOs through a conference. To achieve these goals the natural environment of the settlement and the sustainable livelihood and behaviour patterns was presented in the following fields: respecting the local natural values, spending leisure time in nature, choosing local and organic food linked to natural sites, using natural materials and environment-friendly transport.

Estimated impacts on biodiversity and ecosystem services

The campaign has several ecological, social and economic benefits. As a result of the project the behaviour patterns linked to natural values (recreation, transport, choosing food, use of materials) become more sustainable; the knowledge and respect for local natural values in the local communities increase; the

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use of local natural values becomes more sustainable; thus the ecological condition of these local natural values improve.

Those local citizens who know and value their local environment put much less burden on their local natural environment. They understand the essence of ecosystem services, that nature provides the basic needs for life (soil, water, climate, ecosystem services). On the other hand they understand that the unconscious overconsumption destroys these essential resources. The direct connection strengthens the emotional attachment, which directs the behaviour towards protecting local natural values, keeping them in good condition and using them in a sustainable way.

Strengthening the connection with the local natural environment helps people to change from the dominance of material values to intellectual and spiritual values, which is necessary for reaching long term sustainable consumption. Knowing the local natural environment, developing emotional attachment and respecting nature lead to changing behaviour patterns linked to nature towards sustainability.

How did stakeholders tried to multiply positive impacts, if project had any?

One of the key elements of the project was achieving change in the personal behaviour of local council decision makers and local civil society organisation representatives because of their role in the decision making in the settlement as well as their role in setting examples. This is why there was a conference organised to political decision makers and civil society organisations about preserving local natural values and creating local sustainable consumption frameworks linked to the natural environment, supplemented with a study tour. Besides this the organizers of the project made co-operation with civil society organisations in 10 settlements, thus multiplying the number of citizens reached. There was substantial media coverage about the project in the local media (newspapers, television, radio) and also posters, flyers, exhibitions advertised the events.

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Annex - <http://www.igyleszkerekavilag.hu>

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