

HAND BOOK

GREEN SCOUTS

PHASE 1



Preparing students for phases 2 & 3

- learning about sustainability and the GreenScouts Criteria
- introduced to the GreenScouts Strategy Template
- informed about the next steps

PHASE 2



Reflection Phase for students

- undertaking reflection and research activities
- developing first strategy ideas with the support of teacher mentors and project staff
- filling in GreenScouts Strategy Template

PHASE 3



Strategy Collection and Presentation

- exchanging ideas strategies with other students (in Dresden)
- finalising strategies (with ongoing support)
- winning strategies will be selected by WBL companies (based on GSC)



A GreenScout is a Vocational Education and Training learner who acts as a change agent within their workplace. Their mission is to drive positive change by identifying opportunities and formulating innovative strategies for environmentally friendly practices. While they may not directly implement these strategies, their insights and recommendations serve as valuable contributions to the organisation's green transformation. GreenScouts have a positive mindset and be curious about environmental sustainability, eager to learn and open to exploring new ideas and practices.

KEY ACTIVITIES

ASSESSMENT & ANALYSIS

By the means of critical observation, conduct an initial assessment of the workplace/processes to find areas where sustainable practices could be integrated (perspectives of various stakeholders, including colleagues and management, should be considered).

Identify room for improvement in at least one of these sustainability areas:

Research best practices and industry trends related to the identified sustainability area(s).

Develop a feasible strategy tailored to the organisation's context, considering cost-effectiveness and impact.

Engage with colleagues, supervisors, teachers and management to discuss proposed strategies.

STRATEGY DEVELOPMENT

COMMUNICATION & ADVOCACY

Prepare a presentation or information material on the proposed strategy to raise awareness about sustainable practices within the organization.

NETWORKING

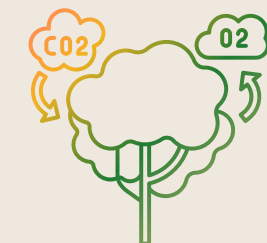
Connect with other GreenScouts (possibly across different institutions).

Share experiences and learn from each other.

reducing resource exploitation



reducing carbon footprint



halting biodiversity loss



minimising pollution



reducing waste





Environmental Literacy

- Understanding ecological systems, climate change and the impact of human activities on the environment.
- Recognizing the interconnectedness of environmental, social and economic factors.



Sustainable Practices

- Applying sustainable principles in daily life, work and decision-making; this includes using digital technology for monitoring and improving sustainable practices.
- Promoting resource conservation, waste reduction and energy efficiency.



Systems Thinking

- Analysing complex environmental issues holistically.
- Considering the long-term consequences of actions and policies.



Critical Thinking

- Evaluating information related to sustainability.
- Identifying biases, misinformation and greenwashing.



Collaboration & Communication

- Working effectively in interdisciplinary teams.
- Communicating environmental concepts to diverse audiences.



Innovation & Creativity

- Generating novel solutions for environmental challenges.
- Encouraging creativity in sustainable practices.



Adaptability & Resilience

- Navigating changes in environmental conditions.
- Learning from failures and adapting strategies.



Global Awareness

- Understanding global environmental issues and cultural differences.
- Taking responsibility and advocating for international cooperation.



Lifelong Learning

- Continuously updating knowledge about sustainability.
- Participating in workshops, courses and self-directed learning.

IMPACT

The strategy must have a positive impact on the environment, in at least one of the sustainability areas. *

FEASIBILITY

The strategy should be feasible given the resources, skills and expertise available within the company. It should also be aligned with the values and mission of the organisation.

SMART OBJECTIVES

The strategy should contain specific, measurable, achievable, relevant and time-bound objectives (SMART).

INNOVATION

The strategy should demonstrate an element of innovation in terms of work process, product or service. Strategies can focus on small-scale improvements ("even small steps count") that can ultimately change the behaviour of many employees and employers.

IDENTIFYING CHALLENGES

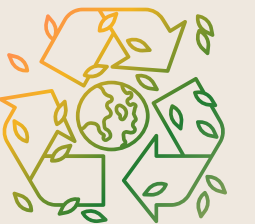
The strategy should identify potential implementation challenges and suggest steps for their mitigation.

ADAPTABILITY

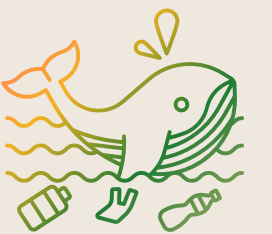
The strategy should illustrate how it can be adapted to different work contexts.

MONITORING AND EVALUATION

The strategy should include some suggestions on how its effectiveness could be monitored and evaluated. This could involve setting up key performance indicators (KPIs), regular audits or third-party assessments.



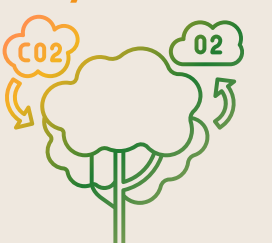
reducing waste



minimising pollution



halting biodiversity loss



reducing carbon footprint



reducing resource exploitation

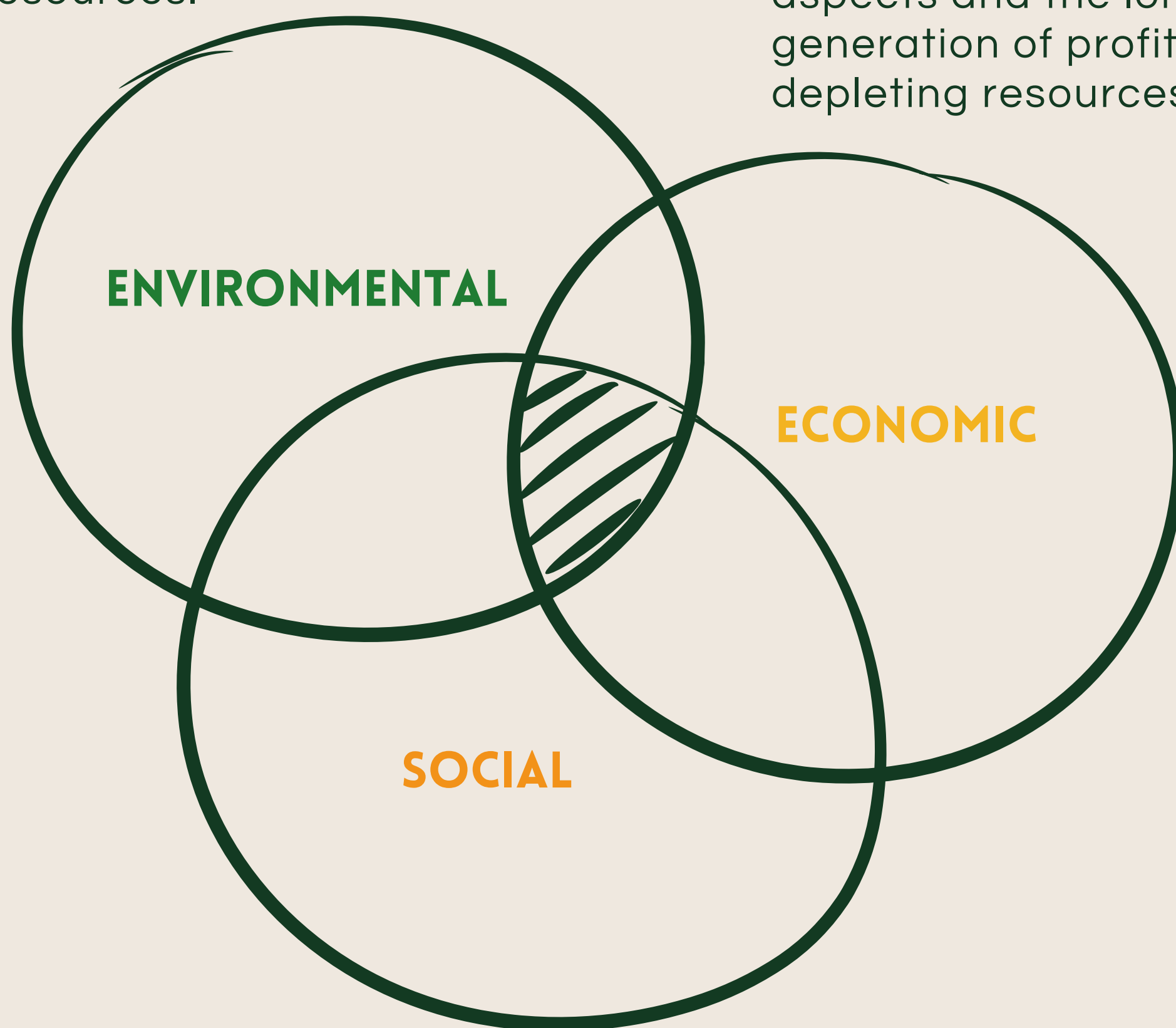
IMPACT

SUSTAINABILITY

Your strategy must have a positive impact on the environment, in at least one of the sustainability areas. The project GreenScouts focuses primarily on environmental sustainability to ensure a feasible scope. The project recognises that all three dimensions - social, economic and environmental - are important and interdependent.

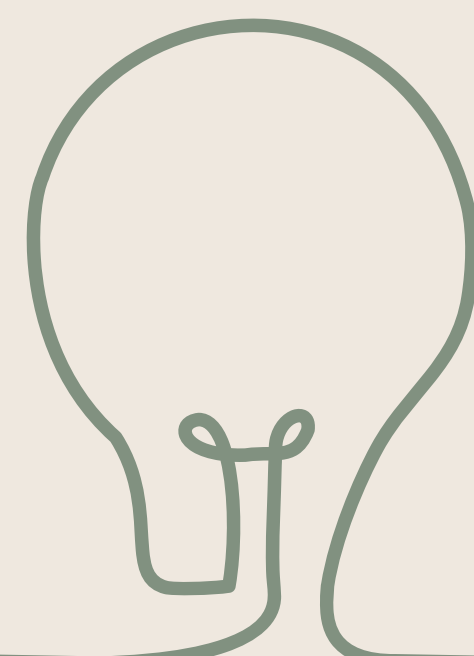
Environmental Sustainability focuses on ecological and environmental aspects to protect and preserve the earth and its natural resources.

Economic Sustainability is centered around economic aspects and the long-term generation of profit without depleting resources.



Social Sustainability focuses on creating a stable, fair and inclusive society in which everyone can participate to ensure human dignity and respect for human rights across multiple generations.

Checkout for the [GreenScouts Glossary](#) for more details and links to relevant materials.



Source: www.myclimate.org



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IMPACT

SUSTAINABILITY AREAS

REDUCING WASTE



zero waste

recycling

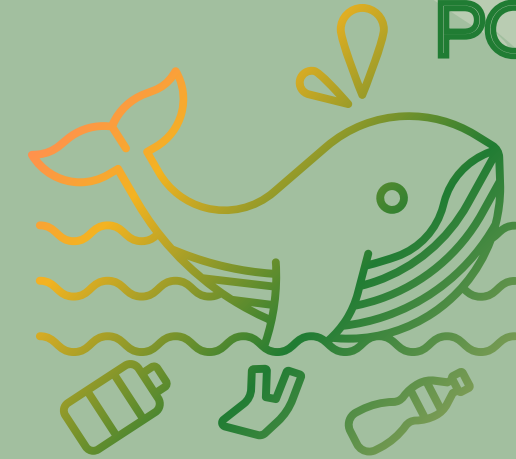
waste prevention

repair

upcycle

circular economy

MINIMISING POLLUTION



waster water management

regulate overfishing

reuse

responsible consumption

protect natural habitats

reduce energy consumption

combat poaching protected species



HALTING BIODIVERSITY LOSS

REDUCING RESOURCE EXPLOITATION



saving water

reduce meat consumption

responsible production

energy-efficient transport

sustainable farming

energy-efficient housing

increase renewables

reduce emissions

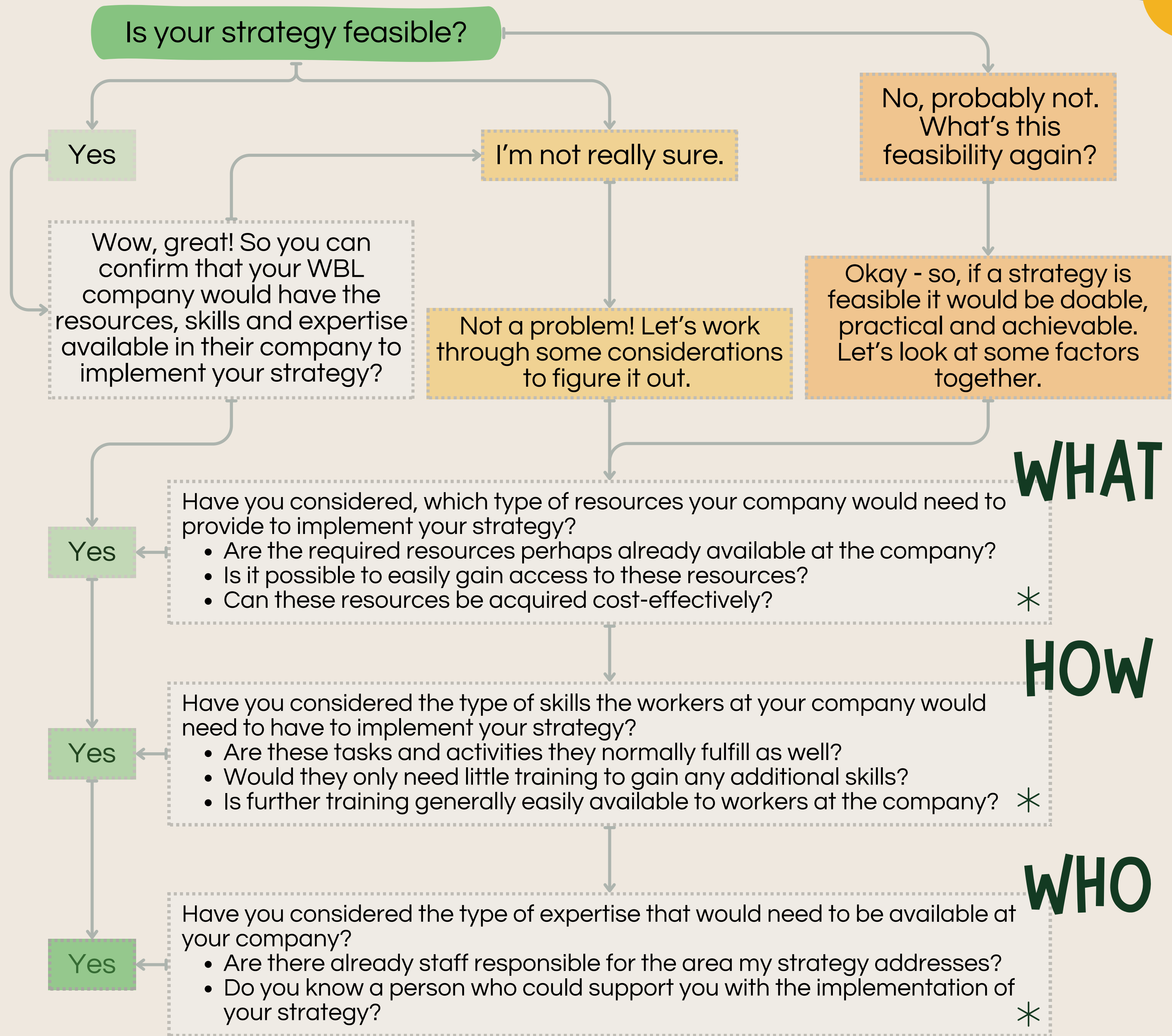


REDUCING CARBON FOOTPRINT

GREEN SCOUTS

FEASIBILITY

Your strategy should be feasible given the resources, skills and expertise available within the company. It should also be aligned with the values and mission of the organisation.



* Make sure you have considered all relevant work processes that would be involved in implementing your strategy.



SMART

Your strategy should contain specific, measurable, achievable, relevant and time-bound objectives (SMART).



- reducing carbon footprint by 10% over the next two years
- reducing the energy consumption in company buildings by 15% by the end of this financial year
- increasing the use of local ingredients in a restaurant's menu to at least 30% within a year
- increasing the use of recycled or refurbished parts to 50% of all repairs by the end of 2025
- transitioning to using 100% biodegradable packaging for all parts and products within the next 12 months
- reducing the average repair turnaround time by 25% within the next 6 months by optimizing workflow processes
- ensuring all cleaning products used in a company are eco-friendly and biodegradable within 6 months
- increasing the proportion of organic food used in the hotel restaurant from 20% to 35% within two years
- increasing the life cycle of corporate electronics by offering 100% of discarded functional electronics to non-profit organizations for further use, starting immediately
- increasing the availability of recycling bins on company grounds within 1 year so that they are located a maximum of 30 metres of each worker's place of work
- increasing the percentage of waste recycled at the company from 50% to 75% within the next 12 months
- planting 1000 trees in the company's green spaces over the next 3 years
- reducing water usage by 20% in the next 24 months through the installation of water-saving devices and employee education

SMART

Examples of “not-so-smart” objectives.



- increasing the use of renewable energy sources
- reducing commuter emissions by forcing 90% of staff to ride to work
- developing the ability to optimise energy management and efficiency in hospitality economics, with a specific focus on reducing a hotel's energy consumption
- developing the ability to plan and implement sustainability initiatives in the hospitality economy, with a specific focus on waste management and reduction
- enhancing sustainable practices in electrical installations
- promoting e-waste recycling among customers
- implementing eco-friendly practices for all mobile operations within the next 3 months
- increasing the recycling rate of discarded material, for example from scrap or residual material
- improve air quality over the next few months by airing regularly
- reducing food waste within the company (from events, in the canteen etc.) weekly
- making office practices more sustainable and create more awareness and discussion around sustainability-related issues through monthly seminars over the next 9 months
- finding and implementing solutions to filter toxins
- measuring the use of energy over the next six months to identify potentials to reduce energy consumption
- developing the ability to reduce waste

INNOVATION

Your strategy should demonstrate an element of innovation in terms of work process, product or service. Strategies can focus on small-scale improvements (“even small steps count”) that can ultimately change the behaviour of many employees and employers.

processes

Switch-Off Campaign: Implement a company-wide policy to switch off lights, computers and other electronic devices when not in use.

Avoiding Harmful Chemicals: Using environmentally-friendly cleaning products and practices to reduce pollution.

Reusable Packaging: Avoiding single-use materials and using reusable or returnable packaging materials for shipping and receiving goods.

Supply-Chain Localisation: Food processing company increases the share of suppliers from the region in which the company operates.

Extending Office-Electronics Lifecycle: The renewal frequency of electronics will be extended to be driven more by product functionality and less by a fixed renewal frequency.

Paperless Office: Transition to a fully digital workflow to minimize paper usage.

Saving Water: Introduce a rainwater harvesting system to reduce the use of mains water for non-drinking purposes.

products

services

Sustainable Transportation Options:

Providing hotel guests with information about public transportation, bike rentals and walking tours to encourage sustainable travel choices.

Green Canteen: The company cafeteria aims to eliminate single-use plastics and food waste.

Bee-Happy: Introduce bee-friendly plants in company grounds to support pollinator populations.

Sustainable Sustenance: The company's canteen switches to a plant-based menu.

Own Production Garden: The company cafeteria will establish its own garden where it will grow vegetables, fruits and herbs using environmentally-friendly practices.



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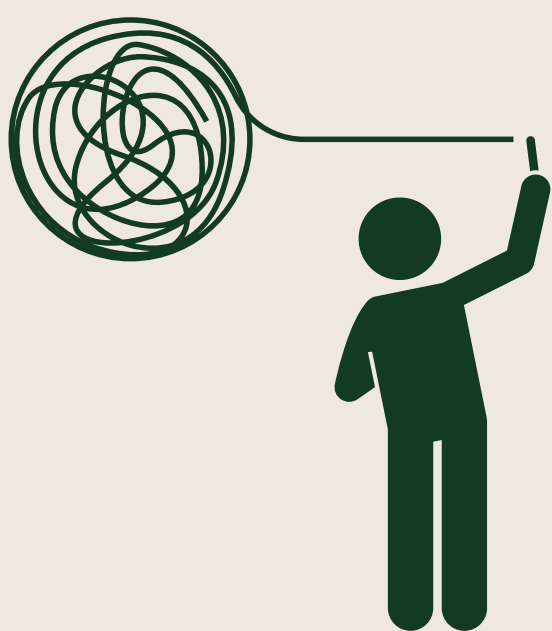
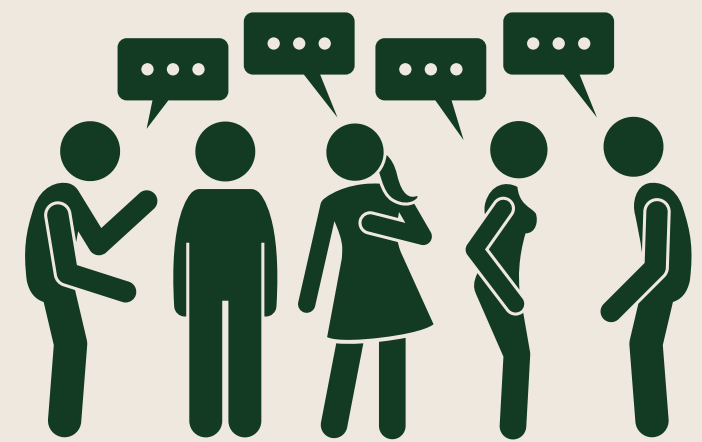
IDENTIFYING CHALLENGES

Your strategy should identify potential implementation challenges and suggest steps for their mitigation.



Look at your strategy: How would you know whether the strategy was a success (or a failure)? Which factors (i.e. indicators) tell you that it succeeded (or failed)?

Consider, which processes and/or staff would be affected by your strategy. If necessary, collect feedback from others (colleagues, stakeholders, experts, teachers) to find out.



Make sure you also consider current trends and changes (e.g. in the market). You can use problem-solving tools like SWOT or brainstorming to identify further challenges. This can also help you find possible alternatives and formulate mitigation strategies.

Regularly re-visit your strategy and its goals to reflect on potential challenges.



IDENTIFYING CHALLENGES

DEFINING MITIGATION SUGGESTIONS



You have identified a challenge for the implementation of your strategy.

Try to clearly define this challenge and any potential impact it may have on processes or staff.

Brainstorm possible solutions: What would need to be done to effectively mitigate the challenge?

Make sure you evaluate potential solutions based on their feasibility, cost and time required (as well as alignment with the company's values and mission, if applicable).

Don't forget to seek feedback from others for inspiration or ideas on how to tackle the identified challenge.

Choose the most promising solution and develop a plan for its implementation. Ideally, this should include clear steps, responsibilities and timelines.

ADAPTABILITY

Your strategy should illustrate how it can be adapted to different work contexts.

Office Work Environment

Paperless Office: Transition to a fully digital workflow to minimize paper usage.

Hotel Service

Paperless Check-In/Out: Implementing digital check-in and check-out processes to reduce paper waste and improve efficiency.

Furniture Manufacturer

Sustainable Wood: Implement a no-deforestation policy and ensure all wood and paper products are sustainably sourced.

Office Work Environment

Extending Office-Electronics Lifecycle: The renewal frequency of electronics will be extended to be driven more by product functionality and less by a fixed renewal frequency.

Hotel Service

Guest Education: Educating guests about the hotel's sustainability initiatives through in-room information, digital displays and staff training to encourage eco-friendly behaviors.

Electrical Goods Retailer

Customer Education on Sustainable Practices: Educate customers on how to maintain their devices to prolong lifespan and reduce electronic waste by decreasing the frequency of repairs and replacements.

MONITORING AND EVALUATION

Your strategy should include some suggestions on how its effectiveness could be monitored and evaluated. This could involve setting up key performance indicators (KPIs), regular audits or third-party assessments.

120,000 repurposed items sold through Patagonia's Worn Wear Program.

50% reduction of waste going to landfill with Schiphol Airport's Zero Waste Program.

73,368 pairs of Nudie jeans repaired in 2023.

68% of returned clothes resold by H&M's Close the Loop Campaign.

86% of water saved when using a refurbished smartphone.

120 MILLION meals saved by "Too Good To Go" in 2023.

11% fertilizer cost reduction due to precision farming.

421 million watts of electricity produced by solar panels in empty spaces.

9% plastic usage reduction with introduction of strawless lid by Starbucks,

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IMPACT

Which sustainability area(s) do you want to focus on?

FEASIBILITY

Which specific resources will you need?

Which skills would be necessary to implement your strategy?

Who in your company can provide the necessary expertise?

SMART OBJECTIVES

Which SMART objective(s) will your strategy address?

INNOVATION

Does your strategy introduce some kind of new element into the work processes of your company? Or does it improve a product or service of your company?

IDENTIFYING CHALLENGES

Have you thought about things that could go wrong when your strategy would be implemented?

Are your objectives appealing to others as well?

How would you determine if your strategy was a success or not? Which factors could impact your strategy negatively?

Have you considered talking to others (co-workers, management, etc.) about it and ask them of their opinion?

In case you detected a challenge, what could be a solution?

ADAPTABILITY

Can your strategy be implemented in another context (e.g. in a different industry)? What would be necessary to do that?

How can your strategy be scaled up or down? What resources would be needed for scaling?

MONITORING AND EVALUATION

Is there a way you could measure the effectiveness of your strategy?

Name at least 1 relevant KPI for your strategy. Maybe you already thought about a way to measure its effectiveness when defining measurable objectives.