

IDEAS & TOOLS: a manual on awareness raising for organisations

Åland - Iceland - Hiiumaa

CHEMICALLY CLEVER ISLAND



ÅLANDS
NATUR & MILJÖ



UMHVERFIS
STOFNUN



Nordic Council
of Ministers



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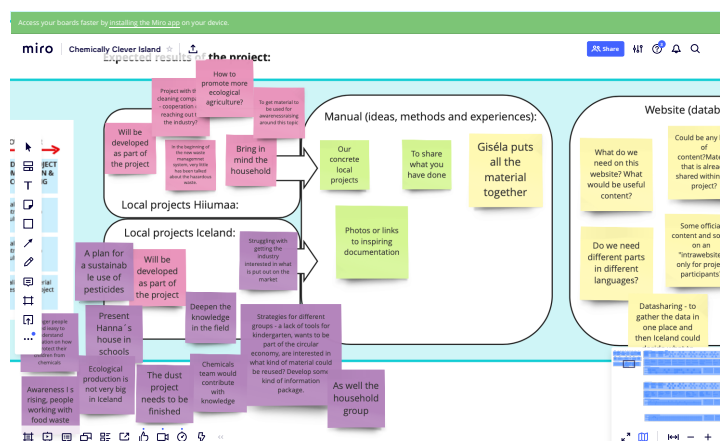
One of the biggest threats to society is the large amount of chemicals which are spread around the planet by mankind. The effects are often indirect or delayed, the problem is complex and hard to explain, and hence the subject rarely gets attention in the media. Not even the scientists know exactly what happens when different substances get mixed in nature and in our bodies (the cocktail effect). The environment gets affected and damaged by emissions of substances foreign to nature. And our increased exposure to chemicals has been connected to diseases like diabetes, overweight, hormonally related cancer, reproductive disorders, learning disabilities, allergies, asthma, autoimmune diseases, heart and vascular disease and Alzheimer's Disease.

Even though chemicals is a difficult and complex topic, it is at the same time very hands on. With just some basic knowledge anybody can make chemically clever, sustainable and healthy choices, and decrease the exposure of many hazardous substances. Awareness raising about chemicals is both important and gratifying.

The project Chemically Clever Island builds on Chemically Clever Åland, a project run by the environmental NGO Ålands Natur & Miljö. It is mainly financed by The Nordic Council of Ministers. The project is related to Agenda



Greetings from the online Åland kick-off! Project leader Gisela Linde and workshop facilitator Erica Scott. Erica introduced us all to the shared and interactive Miro board, which made our Zoom webinars feel... almost IRL :-)



Chemically Clever Island – the project

2030 (Goal 12: Sustainable consumption and production), the coming European strategy for a non-toxic environment and the Nordic cooperation programme on environment and climate 2019-2024. Ålands Natur & Miljö runs the project. The following islands and organisations take part in the project: Iceland; Umhverfisstofnun (Environment Agency of Iceland) and Hiiumaa (Estonia); LAG Hiiumaa.

The primary objective with the project Chemically Clever Island is awareness raising. Supporting customers in making conscious choices leads to higher demands on salesmen and producers and contributes to sustainability as well as to human health. The secondary objective with the project is cooperation between environmental organisations in raising awareness and commitment when it comes to chemicals. By sharing ideas, experience and knowledge, and by supporting each other, we can get a lot done despite limited resources.

We were just starting up the project in March 2020, when the Corona virus hit the world. Countries closed their borders, and societies locked down in quarantine. We had to meet online instead of IRL, and it was difficult to make long term plans or arrange events both together and locally. Maybe we have realized, more than ever, how important it is to meet. To talk to

other people, to learn and share and have fun together. Maybe this is especially true when it comes to awareness raising. Changing behaviour is always difficult and sometimes even scary. We need each other to get motivated.

The three organisations cooperating in Chemically Clever Island are working under very different conditions and have totally different roles in their societies. But we have one thing in common: We want to reach out to people. We want them to listen, to care and to act. This project has not only been about sharing facts and knowledge; WHAT we are communicating (even if you can find that too on the projects' website www.chemicallyclever.com), but also about HOW we are doing it.

Sharing ideas is also the purpose of this pamphlet. In this manual we have gathered experience and methods from the original Åland project as well as from the local projects in Iceland and Hiiumaa, for other organisations to use, adapt and refine according to needs and resources.

Hopefully some of our tools and thoughts can be helpful for you and your organisation.

GISÉLA LINDE
Project leader



We managed to visit Reet Kokovkin in Hiiumaa in August before the borders closed again. Iceland on Zoom: Helga Jonsdóttir, Isak Bragason, Fífa Konradsdóttir, Eiríkur Baldursson, Hildur Harðardóttir, Heiðrún Guðmundsdóttir, Björn Gunnlaugsson.

Studies show that day-nurseries and kindergartens are especially exposed to chemicals due to lots of plastics in different forms. But how about the nursery at home?

Photo: Therese Andersson



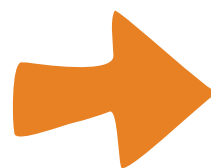
CHEMICALLY CLEVER ÅLAND

It all started with Chemically Clever Åland – a local project that at first wasn't even intended to be a project but a low budget study circle. "Kemikaliekoll Åland" (in Swedish) is a good example of the power of community and commitment, and how one baby step can lead to the next.

2014–2015 Study circle "Everyday chemicals"

Nowadays, when people live with constant stress and information overload, NGO:s often have a hard time finding active members. Ålands Natur & Miljö wanted to offer different ways to engage in the organisation, experimenting with levels between the stereotypes "passive & paying" and "board member for life". One method was facilitating study circles on topics requested by members of the organisation.

The study circle "Everyday chemicals" consisted mostly of parents, worrying about how the cocktail of chemicals in the world would affect their small children. The main focus was to learn more about chemicals. But the more they got to know, the more they wanted to share the information with others. Inspired by the Swedish environmental NGO Naturskyddsföreningen and their Operation Non-toxic pre-school, the study circle initiated a similar project in Åland, investigating the chemical situation in day-nurseries. The first inventories were made by volunteers. Then Ålands Natur & Miljö applied for money to pay a project leader.

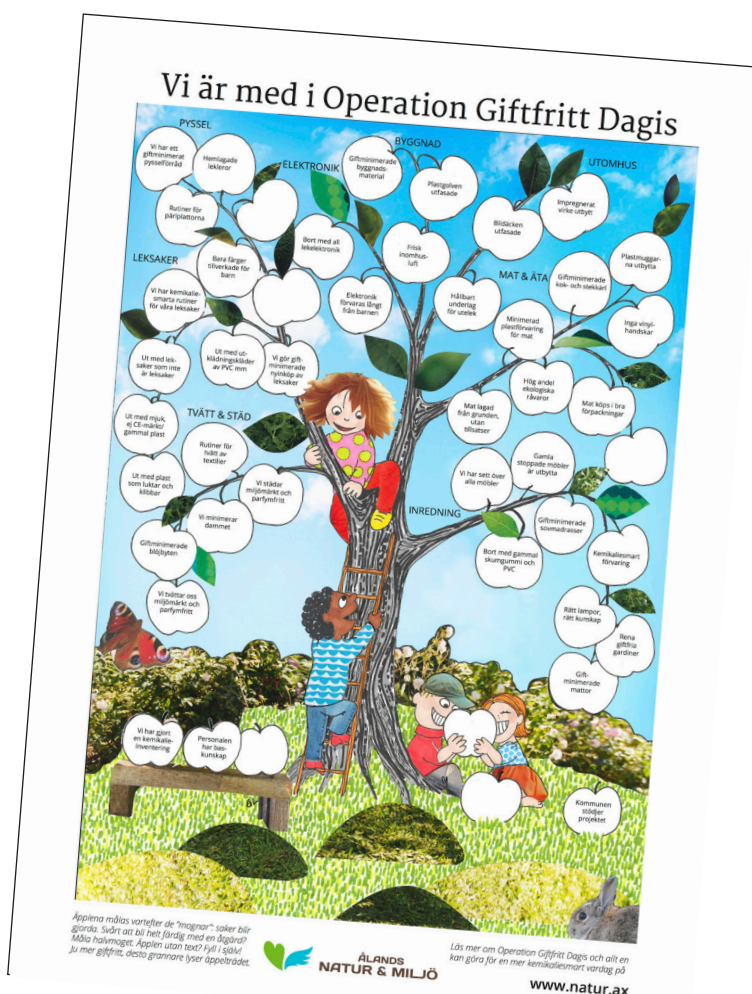


WHAT WE DID RIGHT

- We answered to the commitment of members. There was a need for action, and positive energy is created when peoples commitment bear fruit.
- The project was planned one year at a time. Not always an advantage, but in this particular case, for a small and lowbudget project, it created space for development of the project as knowledge, experience, material and ideas accumulated.
- Good balance between structure & creative freedom.
- We got inspired by and made use of the work of other organisations.
- We tried various forms of cooperation during the project.
- Activities and events became venues for people to meet, learn and get inspired from each other; from "novices" to enthusiasts longing for meeting like-minded people.

The Operation Non-toxic Day-nursery Action Plan came with a poster, visualizing the process of decreasing the chemicals as an apple tree, with an apple to paint for every accomplished task in the Action Plan.

What we did and what we learned



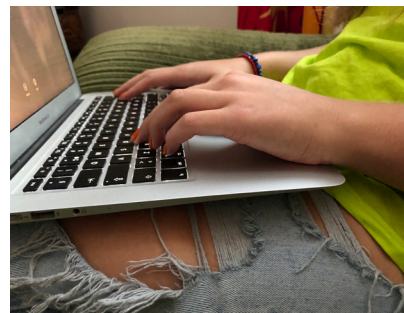
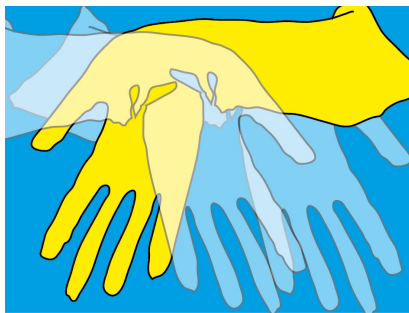
2015–2017 Operation Non-toxic Day-nursery

The inventories were made using questionnaires about anything from toys and furniture to cleaning and eating. The inventory visits turned out to be an important part of the awareness raising for the personnel. Walking around the place together, smelling on plastic toys, discussing electronics and the age of worn-out sofas gave a first hands-on experience of chemical awareness in everyday situations.

The results of the inventories were gathered in a report. The report was launched at a seminar for the day-nursery staff. We also wanted to know what the staff needed in order to proceed. They asked for easy-to-find information, which resulted in a Data Bank at Ålands Natur & Miljö's website and an Action Plan (aimed not merely for the staff, but also for politicians and officials with responsibility for the budget).

CHALLENGES

- Limited resources are limited resources. Most of what you do need to be low budget. There is also limited time and/or money for marketing events, making and keeping in contact with people, or doing follow-ups. In a tight time-schedule long-term planning is a challenge, since the time always seem to be needed to more acute tasks.
- Stressful living and information overload makes it harder to awaken peoples interest. To arrange events or communicate important facts is not enough. You need to inspire people and hit the spot of decision: "I want to read this" or "I'm going tonight" or "I want to make a change".
- A project like this – and the knowledge and experience gathered - is often clearly linked to one person. What happens with the results, contacts etc. when the project is over?



2018

Chemically Clever Åland at Home

Children are the most vulnerable, but adults need to take care of both their health and the planet. When Operation Non-toxic Day-nursery came to an end, we wanted to reach more people with what we had learned. It was not until now we realized that we were already in the middle of a project, wanting to raise awareness about chemicals in all of Åland. Once more we applied for money for the project: 12 weeks pay for a project leader and some extra for activities. Still, we had two challenges.

CHALLENGE 1: How do we portion loads of quite heavy facts into gentle morsels, possible both to communicate and grasp?

CHALLENGE 2: How do we get as much as possible done with limited resources?



2019

Chemically Clever Åland – the house

The last year of the chemical project we focused on buildings. Most people spend 90 percent of their time indoors. Often the air indoors is more contaminated than outdoors, mostly due to foreign substances emitting from the building materials, from chipboard and insulation to sealants, paints, glues and vinyl flooring. This year we visited inspiring pioneers trying to minimize hazardous chemicals in their houses. We also arranged a seminar on sustainable and chemically clever building construction for professionals.

MOST IMPORTANT INSIGHTS OF THE PROJECT

- Chemicals is a paradoxical topic: Complex and difficult to understand, yet very hands-on. It is quite easy to make a visible difference with your everyday choices. Finding alternatives to for example plastics can become a creative challenge, and people get hooked and want to learn more.
- Nothing beats meeting and talking IRL! Most of us live stressful lives with a constant information overload. Facts are not enough – otherwise we would already have solved the problems. We need to get inspired and energized to have the energy to care and engage in the world beyond our own daily commitments. We also need to nourish a feeling of connection and hope: Together we can make a difference!
- Don't underestimate the importance of motivating the ones already caring; "preaching to the choir". They need inspiration and connection too, to have the motivation to carry on.



SOLUTION: 8 ROOMS IN 8 MONTHS.
The typical materials and things in these rooms covers most of what people do and consume in everyday life.

About 6 workdays per room, for research, planning, producing information and arranging events is not much...

SOLUTION: STRUCTURE, DESIGN, REUSE

STRUCTURE

- A clear structure to increase efficiency and free space for creativity and new ideas despite lack of time. Preparing for the next room while launching the current one.
- Monthly: A new room introduced on Facebook and on Ålands Natur & Miljö's webpage, with articles to read and "Advise for a kick start". Radio advertising. Related event.
- Weekly: "Findings" on Facebook. Typical things or materials to be found in the room of the month, like soft plastic toys in the nursery, sunscreen in the bathroom or a laptop in the workroom.

DESIGN

- Graphic profile with fonts etc.
- Templates and modules for recurrent material.
- Logotype, designed to be used either as a whole or in parts, with 8 modules of the logo emblematic of the 8 rooms.

REUSE

- Texts and other material produced to be easily adaptable to different media like Facebook, webpage and press releases or to be used at events.
- The material of every room produced to fit a certain structure, "four pages", including introduction, what stuff and materials were likely to be found (e.g. "Bathroom findings"), advise for a kick start and a deepening article (e.g. chemicals in cosmetics).
- These "four pages" were layouted to be printable, both at home and gathered in a booklet at the end of the year.

A WORKING GROUP

A callout was also made for a working group among Ålands Natur & Miljö's members. This little but committed group, mostly members of the initial study circle, was an important support troop, ready to bounce ideas and offer knowledge and practical help.



1 Pick a problem related to chemicals?

Hazardous waste, microplastics in the sea, health and fertility problems...

2 Human behaviours causing the problem?

*Overconsumption
Industrialized farming & food production etc
Eating convenience food
Choosing products for scent, non-stick, antibacterial, stain proof, stability, anti-mold, long shelf-life, cheap price etc. – without asking what gives the stuff these qualities
= Convenience, profitability/ price etc*

Assumptions behind these behaviours?

*Scented means clean
Color is fun
Convenience is king
Everybody does so
Not enough time
Not enough money
For the kids sake
This is how it is
"Because you 're worth it!"*

Core beliefs?

*Fears & longings
Selfworth & belonging
Safety & power
= Real human needs,
wrong strategies*

It's not just **WHAT** we tell but **HOW** The inner dimensions of awareness raising

How do we reach out to people living stressful lives, facing constant information overload?

Leaders making decisions, companies making trade, industries manufacturing stuff and people working, playing, eating and raising their kids: every kind of human activity going on on this planet in this very minute is a mirror of how we as human beings are viewing the world and ourselves.

We may know that overconsumption is not sustainable, that babies today are born with hundreds of industrial chemicals in their blood and that our planet is facing climate change and mass extinction of species. Still, this knowledge is not necessarily leading to change in our behaviour. Why not? Shouldn't we all be out in the streets by now, demanding courageous decisions of our leaders and working day and night trying to save the world as we know it?

We might think we are too small to make a difference. We might think that we don't have the time or the money to make sustainable choices. Maybe we make our living in a less-than-sustainable occupation, or we are used to measuring our success in material possessions like fashionable clothes or the latest technique. We want to smell good, and we want to live the convenient lifestyle we are used to.

Now, say someone in the street hands us a list like "10 ways to decrease your exposure to chemicals". Will it motivate us to make any brave and inconvenient changes? Probably not.

Awareness raising is not just about delivering hard facts. It is about being human beings wanting to affect other human beings. In other words, it is not just **what** we tell that matters, but **how** we tell it. And it is not only how we tell it while reaching out - it's about how we **work** when nobody's watching. We need to take care of ourselves and each other so **we** can believe that real change is possible. Only then can we convince others.

*"It's easy to get stuck on a level of 'shoulds':
"Leave the car!" "Recycle!" "Buy organic food!"
But we already know that, and we don't do it anyway. It's not the right level for things to happen. To create great change we need to think about where we are going and what we want. And we need to do it together."*

PELLA THIEL

ECOCIDE ACTIVIST, ENVIRONMENTAL DEBATER

"In the past, changing the self and changing the world were often regarded as separate endeavors and viewed in either-or-terms. But in the story of the great turning, they are recognized as mutually reinforcing and essential to one another."

JOANNA MACY
ECOPHILOSOPHER



THE DOUGHNUT: A group exercise used by the Transition Network to visualize why we do what we do, and how problems in the outer world are mirroring our beliefs and our thinking. Draw a "doughnut" on a large paper, asking one question at a time. Begin with naming the problems, then ask why... moving inwards in the doughnut, from human behaviours to human assumptions and needs. What insights do you get?

In our culture, facts are often seen as more important and relevant than feelings. Still, our human longings and fears are at the core when it comes to awareness raising and making change. What is really worth caring and fighting for? Why should I join this organisation? Why should I volunteer for a project, or even visit an activity tonight instead of just staying on the couch watching my favorite series?

What really matters is what we love. Our families and friends. Our pets. Horses, dolphins or lions, birds or bees. The sea. Snow and ice – or the opposite. It is easier to honor the Earth if we remember to recognize it's beauty, feeling gratitude for what it gives us.

Planet Earth, a shimmering little pearl in a vast universe, is our very home. We do not inherit it from our ancestors. We borrow it from our children. Are we treating it accordingly? Life is all about relationships and connectedness, and the more connected we are to nature, the easier it is to care about it. But we also need to connect to other human beings, and feel that we belong.

Some people do get fueled by hard facts and numbers. Others learn better by doing things with their hands. Most of us also need to feel personally and emotionally touched to get the motivation we need to act and make changes. We get motivated by working and having fun together. We get inspired and strengthened by talking to each other, doing things together and learning from each other. Everybody is good at something, and together we can make a difference.

We also need to take care of each other, and consciously create sound groups where we practice hosting ourselves and others, taking responsibility for our contribution to the group. We might even need to set some rules that protect a safe and creative space (like banning smartphones from meetings so nobody starts to scroll on social media when somebody has been brave enough to speak up). Check out the inspiring toolboxes used by movements like the Transition Network and Art of Hosting to learn more.

The more work there is to be done, the more important it is to take care of the people willing to engage. We can't risk people burning out or losing hope. Everybody is needed, and everybody needs to feel safe, included and appreciated. And hey, don't we all want to have fun on the way too!

MORE TO READ

Active Hope. How to Face the Mess We're in without Going Crazy, *Joanna Macy & Chris Johnstone*

The Transition Companion. Making your community more resilient in uncertain times, *Rob Hopkins*

The More Beautiful World Our Hearts Know is Possible, *Charles Eisenstein*

www.transitionnetwork.org , www.artofhosting.org



Kahoot – reaching youngsters

WHAT?

An online quiz about chemicals in the bathroom, aimed at students aged 14-18, to be used in the classroom.

WHY?

Young people, not just girls, use a lot of cosmetics, hair and skincare products, and fragrances. About 7000 different chemicals – like mineral oil, perfume, coloring, surfactants and preservatives are hiding in these everyday products. Some of them are allergenic, others endocrine disruptive, accumulating in the adipose tissue or are otherwise less than sustainable. The good news is, there are more healthy and sustainable alternatives. To make conscious choices you need to be aware of both the problems and the solutions.

HOW?

Kahoot is an internet based quiz tool, much used in schools. There is a "library" of different Kahoots on different subjects, free to use, and you can also make your own. The teacher hosts the Kahoot, showing the pictures and questions of the quiz on a big screen. The students click their chosen answers on their own devices.

Examples of questions from the Kahoot. ↗

The teacher hosts the Kahoot, and the students answer on their own devices. Their answers can be collected as statistics. ↘

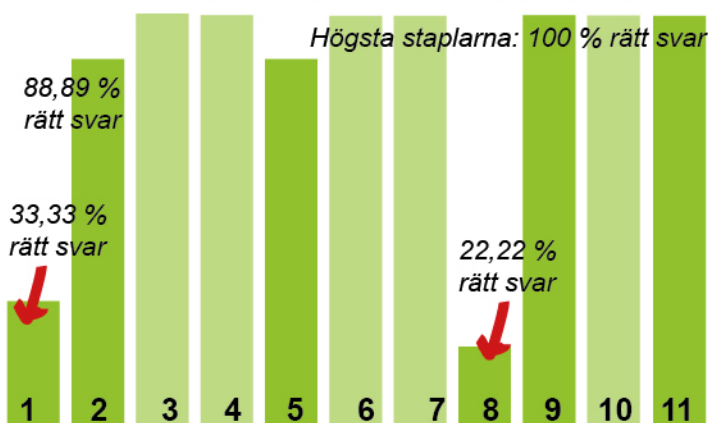


SVÄRAST: Fråga 1 & 8

RÄTT SVAR (MEN DET FANNS FLER KORREKTA ALTERNATIV):

Fråga 3, 4, 6, 7 & 10

KAHOOT: KEMI KALLIEKOLL ÅLAND BADRUM Så här svarade åttorna i Övernäs skola



2. Ever heard the of the chemical cocktail? You can find it everywhere, even in your bathroom cabinet. What does it mean?

- a) That creams and make up taste good
- b) That the stuff is expensive
- c) That we get exposed to a mix of chemicals every day



8. The most toxic thing we do to look good is to dye our hair. Which alternative requires the strongest chemicals?

- a) Lights colors
- b) Black and dark colors with a lot of pigments
- c) Bleaching
- d) Natural henna and other plantbased hairdyes



How do you reach a certain target group? Consult its' members!

This particular project didn't start with an idea about what to do, but with an intention to reach a special target group. Luckily, I had a typical representative for that group in my own house.

I discussed the subject with my teenage daughter: Awareness raising on chemicals in cosmetics and hygiene products, and how to reach young people through school. She dismissed most of my original ideas, including making small films, maybe some kind of anti-advertising, using smartphones.

"We've done films before", she said, "and we never get enough time. Also, it is always the same persons who actually do the work". She suggested dramatical chemical experiments, preferably explosive, instead.

"Maybe not", I said.

Eventually she came up with the Kahoot. It is a format the students are already used to, and though easily digested and playful, it still offers a way to communicate serious stuff.

I'm no digital genius, but the instructions were easy to follow. It was all low budget: The only cost was the working hours. You need to find the right teachers that might be interested in the subject, and you need to deliver some background information so they can familiarize themselves with the material. The challenge is to be ahead of time so the subject can be made to fit into an often already overfull curriculum. The whole process needs to cost the teacher a minimum of effort, and feel inspiring and meaningful for him or her too.

TO DO-LIST

- *Contact a teacher who is used to this tool: Ask how it works and what to think about when a) creating the Kahoot, and b) reaching out to the teachers.*
- *What do you want the kids to learn? Transform the knowledge to easily digested and interesting questions and answer options young people can relate to.*
- *Find - or create - illustrations.*
- *Create the Kahoot (www.kahoot.com)*
- *Find a test audience, e.g. your own teenagers and maybe their friends.*
- *Compile information to the teachers.*
- *Contact schools, find the right teachers: present the project, offer them the Kahoot.*

Prepaid garbage bags for visitors

WHAT?

Orange plastic bags for combustible household waste are sold to visitors for a price including the cost of the waste management.

WHY?

During the tourist season and at big events like festivals and concerts, Hiiumaas population multiplies. So does the amount of waste. It is a temporary but recurrent problem, and the discussion has been going on for ages: Who should pay for the waste produced by visitors? The prepaid garbage bags gives visitors the opportunity to contribute to the recycling system. Everybody pays for their own waste. And hopefully, there will be no more ugly piles of garbage in the forrest, polluting the environment with chemicals and microplastics.

HOW?

The special easy-to-recognize bags of recycled plastic (orange with printed information about how to use them and where to leave them) are produced in Hiiumaa. They are sold in places like food stores, handicraft shops and harbours, and special bins are located in the harbours and other places convenient for tourists. The system is introduced through many different channels like social media, webpages, apps and the municipality newspaper distributed to every household.

In the summer of 2020, Hiiumaa Municipality was the first in Estonia to start a pilot project by offering visitors a convenient way to get rid of household rubbish.

Prepaid 25-liter garbage bag on sale for 1 euro and 70 cents. The purchase price includes the transport and treatment of household waste.

A total of 1,413 prepaid garbage bags have been purchased from Hiiumaa Coop stores, Kõpu lighthouse, tourist information center and Experience Centre Tuuletorn. R-Kiosk bought 1,000 garbage bags for resale on ferries, and 300 bags were distributed to visitors free of charge as part of the Grandmother's Summer Festival campaign.

The bags can be handed over at Hiiumaa waste collection points (which have video surveillance), where municipal waste containers intended for receiving prepaid garbage bags have been installed. Only special prepaid bags are allowed to be placed in these special municipal waste containers.





Solving a problem together in a community

In 2020, the Estonian government implemented a new waste management plan according to the EU regulations. The citizens of Hiiumaa have to learn to separate their waste, and the municipality has to be ready to handle it.

The focus on waste management and recycling highlighted an old and recurrent problem, common at typical tourist resorts: The need of including visitors in the waste management system and finding a way to pay for it.

When a local tourist entrepreneur married a man from the mainland who wanted to establish a plastic factory in Hiiumaa, they came up with the idea of the prepaid waste bags. The bags went from idea to reality in one year. But they could not realize it on their own. The project required cooperation between many actors.

The municipality has the overall responsibility, writing contracts with the different actors.

Hiiumaas five regions (former municipalities) take care of everyday matters, solving practical problems, giving instructions and supervising. Tourist organisations, food stores and other actors meeting the visitors provide information and sell the waste bags. The harbours, under supervision of the national Est Harbour, are also involved, since the bins need to be located in places convenient for the tourists.

So where does LAG Hiiumaa fit in?

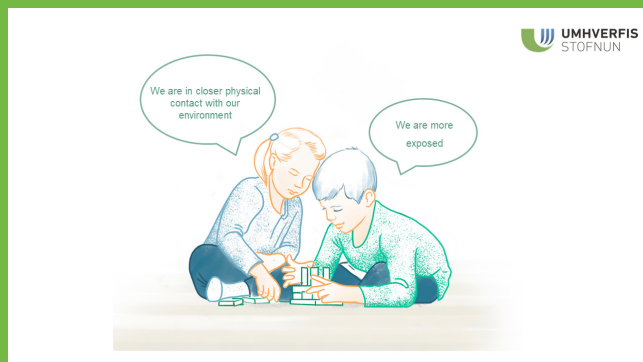
"We are not a formal partner in this project", says Reet Kokokvin. "But in a small community like ours an organisation like LAG Hiiumaa is an important part of the society. I have participated in the discussions, supporting the process with contacts, knowledge and experience. This is just one part of the waste treatment plan we have to realize together in Hiiumaa."

TO DO-LIST

- *What is the problem to be solved? At best you have both a local challenge AND an idea that can benefit from some kind of already existent local resource.*
- *Who needs to be involved? Contact the cooperation partners you need, as well as other people who could support you with knowledge, experience or other resources.*
- *A physical product like the orange waste bags not only needs to go to production, but to be distributed and managed: All the partners and the whole chain should be set.*
- *Make the product and service visible in social media and other channels so people know what it is and how to use it – and feel motivated to contribute.*

Happy baby in a toxic world

ICELAND



THE 26 ALLERGENIC FRAGRANCES



WHAT

A parental café about the everyday chemicals in small children's lives, and how to make chemically clever choices.

WHY

Chemicals are everywhere. Babies are generally more prone to environmental impacts than adults and are more likely to absorb certain substances in the body. Babies and fetuses have a more sensitive nervous system, immune system and reproductive system. Babies also put things in their mouth and taste their environment, and they eat and drink more than adults in relation to body weight. Many young parents are worried about the chemical exposure, and want to know how they can protect their children.

HOW

Café-style lecture with Powerpoint-show, discussion and refreshments. Since the audience needs to bring their babies, the event needs to allow a relaxed atmosphere where the parents can answer to the children's needs while they listen. Chemicals in care-products, textiles, toys and indoor-climate are on the agenda: it is possible to make a big difference by changed habits and consumption.

The parental café could either be arranged by your own organization, or the lecture could be offered to other organizers who are in contact with the target group, e.g. municipality and kindergartens.



THE NORDIC SWAN ECOLABEL

The Nordic Swan label is the official eco-label of the Nordic countries. When it comes to Swan-ecolabelled products targeted to children the requirements are even tougher than for adult products. No substances known to be endocrine disruptors are allowed in the Swan-labelled products, and all products for children come without perfume.

The certification is time limited. When new requirements for a product group such as "care products" are put into place, all manufacturers with Nordic Eco-labelled care-products must document that their products meet the new requirements. Otherwise they lose the right to use the Swan eco-label. When you choose Swan-ecolabelled products, you are therefore helping to influence the companies' product development in a more environmentally sustainable direction.

The flower label is the European Union's ecolabel for a wide range of non-food products.

GOTS, Global Organic Textile standard, is used on textile products like clothes.

Smile and talk with the mothers/fathers and cuddle the babies. Then your audience is positive, calm and ready to receive, and you are more calm and ready to do your speech. It gives a good vibe.

Have some examples of bad and good products. Show the difference in the content-list and highlight the Swan-ecolabel. The Swan-ecolabel is the easy way to check the products. Have a Swan-ecolabel as a big poster.



Stay for a while. There will certainly be some mothers/fathers that would like to talk to you and they might have further questions or would like to take a look at the products you have.

Facilitating a mobile audience

Parents bringing their babies is a very special audience: Interested and active, and at the same time shattered by the somewhat unpredictable needs of their small ones.

The location should have room for strollers and babies, and the atmosphere needs to be relaxed so that mums and dads don't get stressed if a little darling gets displeased. It should feel totally okay to walk around, breastfeed, change nappies or whisper to a toddler. That's why the café-style lecture is the perfect solution. Serving of coffee and tea signals it is allowed to move around. Lots of cold water should be available: Breastfeeding mums are very thirsty. Be receptive to taking a break earlier than you planned to. Look at your audience and you'll see when the time is right.

The size of the group also matters. No more than 25 mothers or fathers with babies enables for the lecturer to be close to the group and interact with them. The smaller the group, the more likely people are to ask questions and contribute to the conversation. A bigger group is also possible, but keep in mind that babies tend to talk too, so in that case you might need a microphone.

Finally, parental cafés are a great way to get to an audience that is very eager to learn and do their best. Just be aware that some parents might be overwhelmed by the information you are presenting. Be vulnerable yourself and explain this is not easy, giving personal examples of how you have dealt with different situations and offer some calm and supportive advice.

TO DO-LIST

- Find a suitable location.
- Advertise the event in appropriate channels according to your target group.
- Prepare the material.
- Set the agenda, 1- 1 ½ hours is enough with a break.
- Arrange refreshments.
- Collect products to showcase – both good and bad examples.

Chemically clever Coffee Breaks

ÅLAND

WHAT?

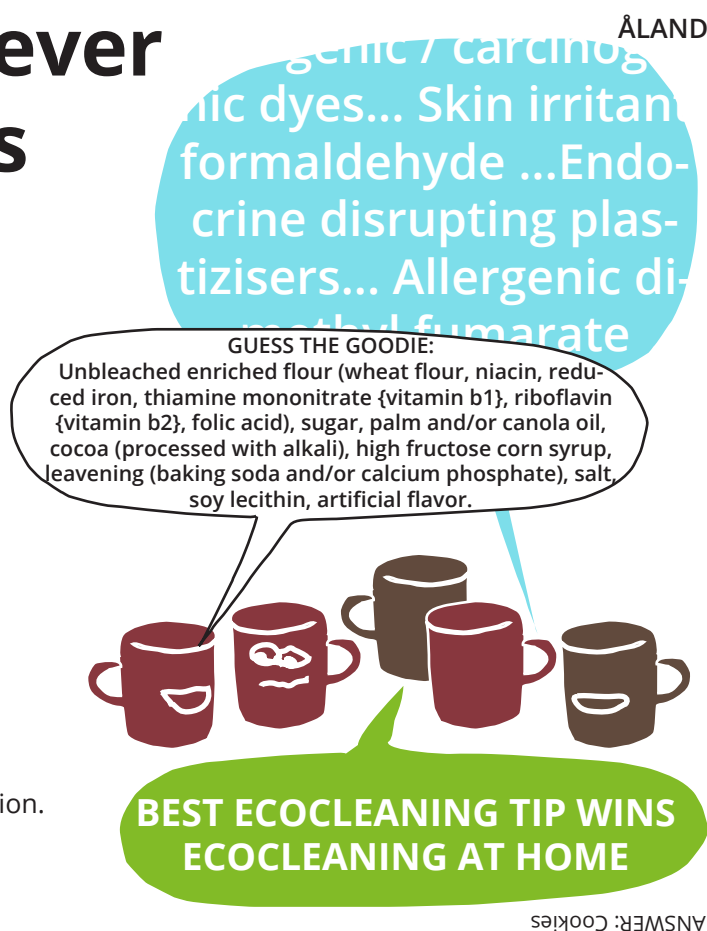
Informal events with serving of coffee, presentation of a special topic, and time for questions and discussion.

WHY?

An easy way to help people meet like-minded, to learn more about chemicals together and share ideas and experiences in an informal way.

HOW?

The topic of the day could be presented in many ways – see some ideas below. The presentation is meant to inspire conversation. Serving coffee or other refreshments reinforces an including and informal atmosphere.



Mini-events: a playground for new ideas

Chemically clever coffee breaks or Cafés might come in different sizes and ambition levels, depending on the budget and other resources. They could be public, or they could be used as a way to connect with or activate the members in your own organisation. Either way, the point is both to offer something interesting, and to create an atmosphere encouraging conversation.

These are some of the coffee breaks Ålands Natur & Miljö arranged:

- In April, the CLEANING CUPBOARD was the topic of the month. We invited a woman running her own environmentally friendly cleaning business to tell do's and don'ts. A competition was held on Facebook and at the event: "Best eco cleaning tip wins eco cleaning at home."
- In May the WARDROBE was the topic, focusing

on the surprising amounts of different chemicals in clothes. We watched a film about toxic fashion together (free from Youtube: Really low budget!) and discussed it afterwards.

- In September the KITCHEN was in focus: both the food and all the containers we use for cooking and storing it. In addition to a little Powerpoint-presentation, we had prepared a special quiz: a basket with slips of paper, each slip presenting a table of contents picked from a real food package at the super market. Anybody around the table could pick a slip and read it aloud, and the rest of the audience got to guess what food it described. This was not always easy, which was both funny and seriously eye-opening.

TO DO-LIST

- *Pick a topic, and brainstorm about how to present it. Just telling facts might not be enough to attract the audience you want to reach. Find a playful or interesting way to deliver your message and awaken discussion.*
- *Book the date, the room and maybe an external lecturer.*
- *Market your event in the right channels, depending on whom you want to reach.*
- *Prepare coffee or other refreshments, preferably organic.*



Chemically clever visits

WHAT?

Visiting houses where inspiring pioneers are trying to minimize the use of hazardous chemicals in building materials.

WHY?

Chipboard and insulation, sealants, paints, glues and vinyl flooring: Many conventional building materials contain or are made of foreign substances. Since most of us spend 90 % of our time indoors, the chemicals in building materials are not only a matter of sustainability, but also of health.

HOW?

Hospitable and engaged individuals, willing to show their work and share their experience, guide a group in their home or in a house during building or renovation.

Building inspiration

During the visits in different houses, we learned about wood and stone, clay and linen, how to mix your own paints and glues and what to ask for in the store when it comes to wallpaper and insulation. We saw everything from birch bark underneath old window sills to the newest cellulose products, and we got to share fiascos as well as pieces of great advice.

After a guided tour through the building, sometimes with demonstrations of certain techniques or materials, we always finished with a coffee break. Some of the audience followed several visits, and the informal conversations about chemicals in building materials seemed to get more and more initiated and focused during the year. You could actually hear the interest and awareness growing.



TO DO-LIST

- Find a host with both know-how and an interesting place to show.
- Book date and time for the visit.
- Make a pre-visit yourself. You need to know what is to be seen, and the host needs to know what you are interested in. At the event you can support him or her by asking good questions.
- Market the visit, and ask for advance registration from the participants: A question of safety for the host, and a way of knowing how much coffee to prepare.

Plastapón onsite & Spjarapón online



WHAT

An environmentally themed hackathon IRL, and then another one online due to the Corona situation.

WHY

A hackathon is an event where people come together to solve problems. It was first used by computer programmers for software development, but the idea has spread to other areas. Gathering people with different competence and perspectives is used as a creative and fun way to get innovative solutions to humanity's problematic relationship with plastics and textiles.

HOW

Plastapón was held in September 2019. The participants received both education and training and got to meet a diverse group of people gathered to create innovative solutions guided by experts. The participants formed teams and worked together to solve challenges the world is facing due to our overuse of plastics. 50 people (max number) registered, and 34 participants completed the hackathon. The Plastathon ran from 9:00 on a Friday until 14:00 the next day. We chose to offer as much vegan and vegetarian food options as possible and have lots of it. Snacks and soft drinks were available the whole time.

TO DO-LIST

- *Decide on the challenges of the hackathon.*
- *Decide who are your target groups.*
- *Create a budget plan.*
- *Decide on the winning prize.*
- *Decide location and max nr of participants.*
- *Organize introduction and expert talks.*
- *Create marketing material.*
- *Send out a press release.*
- *Create a Facebook event.*
- *Create a registration and info webpage.*
- *Create a certificate for the winning team.*
- *Buy post-its and pens for the idea storming.*
- *Organize moderators and their tasks.*
- *Organize a pitch trainer.*

- *Organize a jury.*
- *Decide on food, snacks and beverages.*
- *Hire a photographer.*
- *Send out an info email to participants.*

POST HACKATHON

- *Send out press release with photo of winners.*
- *Send out a thank you note to everyone involved.*
- *Pay bills.*
- *Update financial costs.*
- *Document successes and room for improvement.*



Your guide to throwing a hackathon

A hackathon is an idea workshop where many components need to fit together for a successful event. Hildur Harðardóttir at the Environment Agency of Iceland walks you through the process.

1) The Challenge

What's the problem? Put forth a challenge that covers the problem as extensively as possible.

2) Marketing and registration

What channels do you want to use to advertise the hackathon? Make appropriate marketing material, using logos and brand colors. Set up a simple registration and information website explaining the concept, who can participate as well as the schedule and partners.

The challenges of Plastapon:

How can we solve the challenges we face regarding our overuse of plastics?

- 1. How can we reduce plastic use?*
- 2. How can we increase plastic recycling?*
- 3. How can we prevent plastic pollution?*

Tip: Create social media sizes, GIFs, online banners and Facebook event photo.

3) Expert talks

Choose the expert speakers wisely! You will both need an introduction to the environmental challenge that will be tackled in the hackathon and a presentation about the innovative process and design thinking.

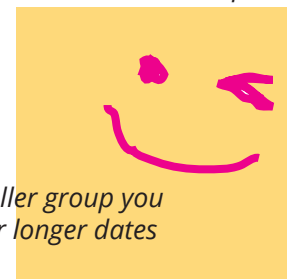
After the teams have formed and started working, offer an inspirational talk that gives good ideas and motivates the participants to keep on going.

(Once the jury is deliberating on the winning team, offer a talk related to the topic e.g. from an NGO while the participants are waiting.)

4) Speed dating

Most participants don't know each other from before. We need to break the ice! Encourage the participants to pair with someone they don't know, and give each pair 3 minutes. "What's your background?" "Why are you here?" Put the timer on and signal when to swap, and then when to switch to a new date. 4 rounds or dates will take around 15 minutes.

Tip: with a smaller group you can arrange for longer dates



THE SCHEDULE

FRIDAY

09:00 Welcome
10:00 Expert talks
10:45 Icebreaker
11:00 Idea storming
12:00 Form teams
12:30 Lunch
13:00 Teams to work
16:30 Breaks
+ inspo talks
19:00 Pizza time!!!
20:00 House closes

SATURDAY

08:30 Breakfast
09:00 Pitch training
10:00 Teams prepare
12:00 Pitch time
13:00 Plastic Free
September
13:30 Reward
ceremony

5) Idea storming

The idea and brain storming consists of two sessions.

1) In the first session the participants discuss the **challenges** concerning the three problems/questions raised and...

2) ... in the second session they focus on **solutions**. Split participants into groups with approximately 6 persons. Each group gets to discuss both challenges and solutions to the three problems/questions.

6) Moderators

At each table you need a moderator who makes sure that everyone gets to speak, encourages participants to write down their thoughts and ideas and recaps quickly what the previous group at their table has discussed.

After the idea storming sessions the moderators confer. They combine similar ideas, put them up on the "idea wall" and present them to the participants.

7) Team building

One moderator per problem/question presents the ideas from the previous phase in front of the whole group. Participants put their name on an idea they want to work on. Ideal team size is 3-5 persons.

8) Team work

Teams split into different rooms. Throughout this phase, participants have access to moderators and experts to help them form their ideas.

9) Pitch training

The teams finalize their ideas and prepare 3 minute presentations for the jury.

Get an expert on pitching to go through the most important things to consider (see the list)

10) The jury and prize

The jury at the Plastapön 2019 consisted of Sigríður Heimisdóttir, industrial designer at IKEA and sustainability teacher at Reykjavik University, Auður Annu Magnúsdóttir CEO of the Icelandic Environmental Association and Einar Bárðarson CEO of the Icelandic Wetland Fund.

The winning idea

Self-service machines for dairy and liquid products in super markets so that customers can dispense the product into reusable packaging themselves. The team consisted of two artists, two students from the Technical College, an engineer and a marketing manager for one of the biggest super market chains in Iceland. The jury concluded that this team won because their idea is a solution to a lot of single use plastic waste and the idea could become a reality in the near future.

With 35 participants in total you need two sets of tables (6 tables, 6 moderators), in order to keep each group at a reasonable size so that everyone gets time to express themselves. The moderators remain at each table but the groups move around between tables.

Tip: give time for a short introduction round the first time the group sits down together.

Moderators should be available during the whole day to provide expert advice to the teams during their work.

**GOOD MODERATORS
LISTEN MORE
THAN THEY SPEAK**

*Participants can also bring pre-existing ideas to the hackathon, pitch them and try to recruit a team. Remember to communicate this option beforehand.
Tip: if many like the same idea – split up and may the best execution win!*

Organizers must explain what the final product should be. Is it only a presentation? Or does the jury also want a one pager? Or maybe something else?

THE PITCH

Why – the challenge

How – the solution

Whom – the target group

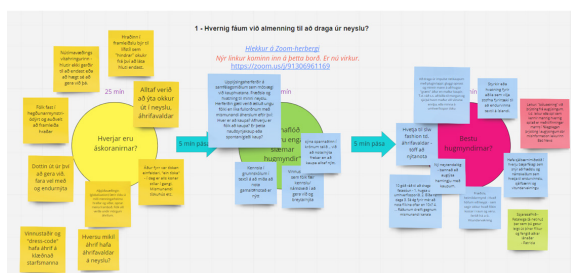
Team – why you

Why now – the opportunity

The winning team received a prize consisting of 10 hours in consultation with the Innovation Center of Iceland as well as 3 months residence at their incubation center, 4 hours in consultation with the Icelandic Environment Agency and various gift certificates.



Hackathon 2: ONLINE VERSION



Due to COVID-19 the hackathon 2020, Spjarapön, was moved to the online world.

The hackathon gathered participants to learn about the problems of the textile industry and to develop solutions to combat textile waste. Experts discussed the status of the problem and the design process – getting a good idea to develop into an effective solution that's both realistic and useful.

The jury consisted of First Lady Eliza Reid, Sigrún Ágústsdóttir director of the Icelandic Environment Agency, Kristján Mikaelsson managing director at Icelandic Blockchain Foundation and Magnæa Einarsdóttir fashion designer and owner of MAGNEA clothing brand. The winning solution was Spjarasafn, an Airbnb for clothes. Spjarapön was held online in August 2020, but the participants and jury were invited to a cocktail event three weeks later to celebrate the success.

ONLINE LEARNINGS

The greatest challenge was to keep the technical side as simple as possible. We used Zoom for presentations and virtual rooms, Miro for visual collaborations and a Facebook group for announcements and communication with participants. We didn't use breakout rooms in Zoom in the idea storming phase, which did cause technical issues and some participants jumped off. However, 14 persons continued and executed great project ideas.

It was very useful to have a manual sent out to everyone involved beforehand and to book experts help with the teams during their working phase.

The beauty of hackathons is that you get a group of people with various expert backgrounds to work on a challenge that they are mutually passionate about. The different backgrounds all bring something valuable to the table and that's where great ideas come to life. The pros and cons of IRL versus online hackathons is quite obvious: IRL you will get a stronger dynamic atmosphere within the group whilst the pros of an online hackathon is that there are no geographical limits to participation.

The challenges of Spjarapön online:

1. How do we get the public to reduce consumption?
2. How do we promote sustainability in the textile industry?
3. How do we get the public to extend the lifetime of their own textiles?
4. How do we ensure a better and more efficient recycling without losing value?
5. How can we encourage the public to contribute to textile recycling?



Exhibition: Chemicals in clothes

WHAT?

A portable exhibition about chemicals in clothes, to be used as part of other events.

WHY?

We use clothes every day, and for most people it seems quite unlikely that ordinary garments may be treated with a lot of harmful substances. On the other hand: if you have the knowledge, many of them can be avoided. A portable exhibition would also serve as a complement to flyers and pamphlets at markets and other summer events: Something tangible that may evoke discussions. The exhibition was also used at the Chemically Clever Fair in October (see page 26).

HOW

A dozen of garments hang on a clothesline with clothespins, together with posters with information about the chemicals typical for each garment. The clothesline can be set up anywhere, depending on the event and the environment: against a wall, between trees etc.

Examples of such garments are weather jackets and children's overalls (PFAS; highly fluorinated substances), denim jeans (pesticides, dyes etc) and sweatshirts with plastic prints (PVC).



TO DO-LIST

- Research textile materials and garments containing chemicals.
- Find garments for the exhibition (second hand, friends etc): a selection representing different kinds of chemicals used in growing, manufacturing and transporting textiles.
- Posters describing the chemicals used.
- Flyers with information about chemicals in textiles, and advise on how to avoid them.
- Clothesline and clothespins. Boxes or bags for keeping and transporting clothes, posters etc: the exhibition should be easy to take along, install and take down.

Recycling stuff and ideas: A low budget exhibition



Everyone can relate to the weather jacket or the baby sweatshirts with cool or cute plastic prints. Once you stop to watch and read, the news are shocking for most people: 0,9- 2,1 kilos of chemicals and 11 000 litres of water for producing just one pair of jeans! 40 000 cotton workers every year dying of toxins in the pesticides! Allergenic dimethyl fumarate, carcinogenic dyes, endocrine disrupting plastizers: So many hazardous chemicals in stuff we are using every day!

On the other hand, since the items are so familiar, you may not even notice there is an exhibition going on. The portable exhibition Chemicals in clothes was a process of both recycling (the clothes, the ideas and the exhibition itself – in different events), and upcycling as we were learning.

Chemicals in clothes was put together by two summer trainees. They gathered the garments, wrote the texts and printed the posters. But when they figured a clothes rack would be more practical than a clothesline, people didn't even

notice the exhibition. They just saw an ordinary clothes rack with quite boring worn-out clothes. At the next market, the clothesline was in place, clothespins and all, with every garment and poster clearly on display. Now people stopped to watch and read. But still the objects were so everyday that the exhibition was almost invisible. What we learned was this: Low budget ideas are OK, but the result still needs to be eye-catching.

Some suggestions of low budget visual improvements:

- *The original posters were printed on ordinary A4 sheets. Neat, but too discrete. A3, maybe glued on black or colored cardboard, would have been more visual.*
- *One or two main colors for the whole exhibition: garments, posters, clothespins, flyers – anything possible – would have kept the exhibition together.*
- *Repetitive forms, illustrations or other visual elements could also have been used for framing and lifting the exhibition. For example, colorful and festive pennants of second hand fabrics between the garments might have fit the theme.*

Eco cleaning on display



WHAT?

An eco cleaning workshop at a fair of local food, which is part of the annual midsummer festivities at Hiiumaa.

WHY?

Conventional cleaning products usually contain strong chemicals, hazardous to human health, the environment and water-living organisms. A workshop in the middle of the festivities was a way of reaching out to as many as possible, showing people how to use environmentally friendly chemicals and less water, and still get a clean home.

HOW?

The Eco-cleaning workshop had it's own market stall at the fair, with environmentally friendly cleaning materials on display and a professional eco-cleaning lady showing her method on a big glass window.

People could also try for themselves.

Material from the Chemically Clever Island project was available as handouts.

Information about ecofriendly cleaning had also been shared in the municipality newspaper, on LAG Hiiumaas webpage and in social media.

DIY: ORANGE PEEL VINEGAR

White vinegar is a eco-friendly multi-purpose cleaner. However, the smell is not so nice. Why not try to make this infusion:

Fill a glass jar with orange peels (or any other citrus peels), and pour white vinegar to cover them. Close the jar tightly and place in dark place for 2-4 weeks. Strain out the peels, and use the nicely orange scented vinegar for cleaning. Mix ¼ -1/2 dl vinegar with 4 dl of water and use for anything from floors and windows to sinks and showers – or use at full strength on hard water stains.

The fair challenge: How to get people to stop by



Cleaning comes with it's own preconceptions. We are used to think that a strong fresh scent is the smell of clean, when it is actually the smell of chemicals and perfume. We also tend to think that a lot of water is needed to rinse the dirt away.

To show people how health and environmentally friendly cleaning works seems like a good idea. And at the eco-cleaning workshop at the midsummer festivities in Hiiumaa, the people who really stopped by thought the workshop interesting and inspiring. The problem was, most of the people didn't stop. They just walked by.

Being part of a larger event, like a fair or a festival, has both advantages and disadvantages. On one hand, you don't need to handle a lot of arrangements and marketing yourself. You can

focus on your small part and still reach out to a lot of people. On the other hand, if the event is not focused on a topic closely related to what you are doing, people might not be tuned in to stop at your stall.

Your main challenge will be to arouse the interest of the passers-by. To offer free icecream to everybody is probably not a solution. So is there anything else you could do that is related to your topic, and yet eye-catching, funny, playful, provocative or curiosity arousing? You need to find the buzz! A game or a competition? Balloons, dolls or other figures used to communicate the message? A confessional for eco-sins? Use your creativity and be bold. You need to make yourself visible and arouse curiosity amidst a diversity of activities.

TO DO-LIST

- *Find the right event for your stall and sign up.*
- *Who needs to be involved? Contact the partners you need when it comes to planning, preparations and following out the workshop. Who has the knowledge, the creativity, the good mood or other resources you need?*
- *What do you want to communicate? How can you do it in an eye-catching and inspiring way that makes people stop by and really get involved? You are competing for peoples interest with a lot of other activities, so just bare information will hardly do.*

The Chemically clever fair



WHAT?

A Chemically clever fair and market, *Kemikaliekoll Åland – detoxa din vardag* ("detox your living"), the 6th October 2018. The main event of the Chemically Clever Åland at Home project.

WHY?

Raising awareness about chemicals in everyday life, AND showing that healthy and sustainable alternatives exist. An event for the whole family; a place to meet, learn and get inspired and encouraged: "It's not as difficult as I thought. I can make a difference to both my family's health and the environment with my choices".

HOW?

A playful and festive fair for all senses (listening, smelling, tasting, touching...), with free admission both for the exhibitors and the audience. Selling of chemically clever products (from cleaning and cosmetics to toys and textiles... even straw module houses) and a wide range of items on the program.

PROGRAM:

- Exhibitioners (about 20)
 - a) Local entrepreneurs selling a wide range of chemically clever products
 - b) Organisations, offering information and things to do, like DIY taco seasoning without food additives, making your own lip balm or bees wrap etc
- Lecturer (Katarina Johansson, Swedish journalist who has written popular books about chemicals)
- Free detox-mocktails to everybody (local apple juice and seabuckthorn, ginger)
- Detox-yoga: asanas and breathing exercises that support the body's detoxification
- Exhibition: Chemicals in clothes
- Competition: Guess the smell! Jars filled with spices, PVC, detergents, etc: What's chemically clever and what's not? First prize: Gift voucher á 100 euro to be used at any of the exhibitors at the fair
- Serving of coffee and snacks

PARTNERS:

- a) The women's organisation The Martha Association; offered room for the fair in their office facilities in a former school building and organized refreshments and DIY-activities.
- b) Ålands Vatten, the main local water supplier, paid half of the cost for the lecturer and informed about chemicals and water.
- c) The Finland Swedish Association Festival: financial support, advise and marketing.



People need to meet and get inspired

When it comes to awareness raising, the success of an event is often measured by the amount of newcomers. We want to reach "new" people. Planning for the Chemically Clever Fair, however, we deliberately focused equally on "ordinary" people and those already dedicated.

During the chemical project, it has become clear how important it is to meet and talk to like-minded people. The chemically clever alternatives are not always easy to find in conventional stores, and to be the ever-conscious, "difficult" customer can be tiresome and lonely. Awareness and facts are not enough: Most of us also need a refill of motivation now and then to carry on. We need to get inspired, to have fun and to feel we are not the only ones making an effort. Planning the fair, we wanted to create a venue where people could meet, learn from each

other and discuss everyday choices with like-minded, experts and newbies alike. Many of the exhibitors were local pioneers and micro-entrepreneurs. At the fair we could offer them a space for networking and marketing themselves for free. We wanted to create a warm and including atmosphere for organizers and exhibitors as well as the audience. Nobody was just serving others or selling things or buying things. The underlying message was: We are all in the same boat, and we need to inspire and support each other.

The market was a success, with hundreds of visitors and happy faces everywhere. Spending time on making each and every exhibitor feel welcome and important, and especially supporting the novices, resulted in a warm and joyful atmosphere from the start.

TO DO-LIST

IN SPRING (long-term planning):

- *The big picture in place. Choose date. Contact cooperation partners (Who is interested? Who offers what?). Book lecturer and facilities, invite exhibitors.*
- *Book travels and hotel for the lecturer.*
- *Meet with the Chemically Clever Working Group: Brainstorming ideas and asking for help before and at the fair (for example arranging the smell competition).*

IN FALL:

- *Create the poster and other material for information and marketing.*
- *Advertising and event information in the local news papers, posters in public places, social media: Facebook, Instagram, website, letter to members of Ålands Natur & Miljö*
- *Keep in touch with all the people involved, checking that everybody is on track and feels included.*
- *Details, arranging, time schedules: more detailed To Do-lists as the event comes closer.*
- *Press gathering with detox mocktails and some of the exhibitors in place.*

Teaching children about hidden hazards in our homes

WHAT?

Hanna's house of Hidden Hazards is an educational material for children about hazardous chemicals.

WHY?

At home we use at least a handful of chemicals in our daily life. Some of them are hazardous. International hazard pictograms are used to warn about possible risks, and it is important to realize what danger they are describing. Irritation of the skin, eye damage and serious symptoms because of inhalation are examples of effects if children are exposed to hazardous chemicals. Therefore, it is essential to reach out to children and guide them about the possible risks to prevent accidents. If the chemicals are used in a safe and correct way according to the instructions on the label, there is nothing to worry about.

HOW?

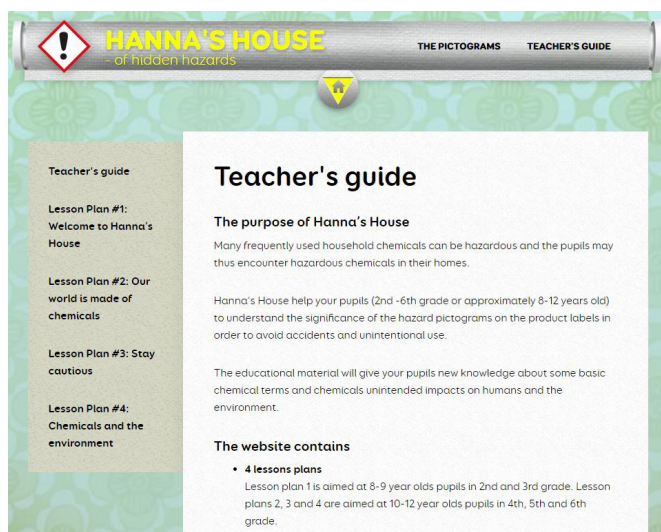
Hanna's house is an interactive website intended to draw attention to hazardous chemicals in the home. Hanna's house is a simple and ready-to-use online educational material intended for pupils approximately 8-12 years old.

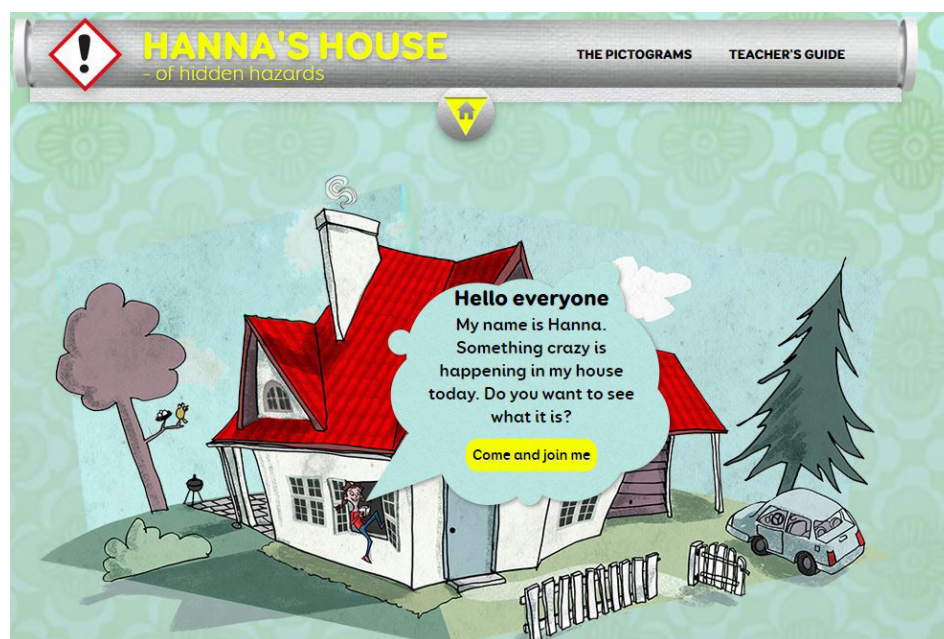
Hanna is following the day-to-day activities in her home where hazardous chemicals are being used. Children can use the website to go with Hanna through different situations where chemicals are being used and take a guess what the relevant pictogram or danger for each product is.

Teachers can use the website in different ways for their students. It contains a guide for the teachers, examples of four different lesson plans and short articles for the students to read.



Hanna's house is available in the Scandinavian languages and in English:
 Denmark: hannashus.dk
 Finland: hannantalo.fi and svensk.hannantalo.fi
 Iceland: honnuhus.is
 Norway: hannashus.no
 Sweden: hannashus.se
 English: english.hannashus.dk





Look what we've got here! A ready-to-use online educational material for children aged 8-12 years, introducing the important 9 hazard pictograms in a fun yet serious way: What are the dangers different chemicals may cause? How can you protect yourself?

Hey teacher! Did you know about Hanna's house?

To ensure safe use of hazardous chemicals, there are international rules about their labelling in the CLP regulation. This material will help children understand the significance of the different hazards to ensure their safe usage.

The 9 pictograms used for the labelling describe 9 dangers a chemical may cause, e.g. flammable, corrosive or acute toxic.

The educational material includes everything needed to get the kids going, including all the support you need as a teacher or leader of an event. It contains a guide on how to use the material and examples of four different lesson plans as well as short articles for the students to read, to give an understanding of the impacts of chemicals on health and the environment.

The website can be used in different ways:

- Teachers can show the students examples of common household products e.g. toilet cleaner, dishwasher detergent or cleaning products that are labelled with pictograms, introducing the pictograms and explaining the dangers or risks for health.

- Teachers can use the articles and introduce the pictograms on the website, ask the students to read the articles and answer the questions related to them, encouraging students to brainstorm and discuss about chemicals and the articles.

- Hanna's house can be used as a project for the pupils or guide them through the material.

- A home assignment can be made for the older pupils e.g. to find out if there are products with pictograms in their own homes.

Hanna's House could be part of the teaching of both science and social science. From online lessons to quizzes and animation, the material is versatile, interactive and ready to use. That, together with the guide, means that the teacher do not need to spend much time to prepare. Maybe your organisation wants to use or promote Hanna's House? Check the TO DO-list!

The CLP regulation: *The Classification, Labelling and Packaging Regulation, based on the United Nations' Globally Harmonised System to ensure a high level of protection of health and the environment, as well as free movement of substances, mixtures and articles*

TO DO-LIST

- *Introduce Hanna's house to the schools.*
- *Arrange an introduction for the schools.*
- *Establish cooperation between schools and your organisation. Your organisation could visit the schools that are interested and have an introduction with examples of products or material related to Hanna's House e.g. posters etc.*
- *Combine information about Hanna's house with other environmental introductions that are being held in schools.*
- *Draw attention to Hanna's house with more publishing, social media, advertising etc.*

Local & organic food to school kitchens

HIIMUMAA

WHAT?

Hiiumaa is happy to still have local school kitchens making their own meals. This project is aimed at increasing the schools' use of organic and local food.



WHY?

More organic and local food on the school menu, containing less pesticides and additives, is healthier for the children. Increased demand for organic crop and animal husbandry decreases the environmental impact of food production. While organic options are not available for the whole range of food, promoting local production is a sustainable choice too. Focusing on the school food you reach out not only to the children but also their parents, teachers, school employees and the municipality.

Hiiumaa is a part of the UNESCO West Estonia Archipelago Biosphere Reserve, and as such a 'learning place for sustainable development'. One aim with the food project is to raise awareness of the impact of food production on the environment.



HOW?

The school food project in Hiiumaa is a part of a larger cooperation project on organic and local food with three other LAG-associations around Estonia: Lannemaa, Saaremaa and Jõgevamaa.

Making study tours and visiting fairs in Estonia and abroad are offered to educate and motivate food producers as well as teachers and municipality employees. Contacts are established between local food producers and schools. The project partners exchange experiences and arrange events. One example is a competition for chefs. Anyone can buy a ticket to the competition dinner for 80 persons, and the guests vote for their favorite dishes.

Since the running project is a follow-up of a previous school food project, a study of the use of local and organic food is planned: What is the current situation, what are the trends and challenges?

TO DO-LIST

- *Get the knowledge you need. Who has the power to decide what food should be bought and served or what activities should be prioritized? Who has a mandate to run a project like this? What regulations or guidelines should be followed?*
- *Find the right people. Contact the cooperation partners you need to accomplish your project. The municipality? Teachers, kitchen staff and other school employed? Parents? Local companies? Food producers?*
- *Map what is needed, what is lacking, what resources you've got and who needs to do what in order to reach your goal ("more organic and local food on the school menu").*
- *Remember: It's all about people. You need engaged and motivated partners. You might need to offer education and inspiration. Take care of people's different competences, personalities and talents in the process.*



Starting all over again: School food as work in progress

MORE ABOUT THE
FOOD PROJECT →

The benefits of feeding school children organic and locally produced vegetables, fruits, meat and dairy might seem obvious. Still, the challenges are legio.

Less chemicals like pesticides and food additives means healthier food for the kids. Organic farming and diminished transports means less impact of food production on the environment. Moreover, promoting local produce is socially sustainable: a way of supporting the local community and its resilience and self-sufficiency.

But. The official regulations concerning procurement are often focused on the price, which favors the cheaper anonymous industrially produced food and might even preclude buying organic and local produce.

The school employees buying the food have their routines and habits. Awareness raising is the key to change.

The previous project concerning school food, Growing Astronauts 2012-2014, was very successful, and appointed to be one of 14 European projects that had really made a difference in 2015. Study tours were made to France and England. The schools started buying local meat as whole animals, processing the meat themselves. And children were so engaged they came earlier to school to chop vegetables or prepare dessert.

"This time it is harder", says Reet Kokokvin,

project leader at LAG Hiiumaa.

"Just in a few years, most of the people involved at that time have moved on to other tasks. What was then accomplished is now forgotten and we have to start from scratch again."

The national regulations have become more complex, and employees everywhere, regardless of occupation, are busy and reluctant to new commitments.

The main question to every school is: What do you need to increase the amounts of organic and local food on the school menu? At this stage the project needs to reach out to parents and schools. When it comes to the food producers, who might be interested in selling their products directly to the schools? In Hiiumaa a mapping has been done: What is there to buy, from whom? The long-term planning is a challenge, though: Since farmers need to know in advance how much crops to grow, big orders (like a school's annual consumption of carrots) need to be made in February or March.

In a small society a few persons in vital positions will make all the difference. Every new idea needs its devoted champions, and a person-to-person approach is important for things to happen. Still, a project should not be totally dependent on one or a few persons. What kind of structures are needed to facilitate long-term planning, contacts and continuity so the project will lead to change in the long run, and not just be a one-off?

Traditional party, trendy food

HIIUMAA

In Estonia there is a custom to host a celebration when it's 100 days left until graduation, both from the elementary school of 9 years and from the gymnasium of three more years. So why not use the occasion to strike a blow for trendy local food?

The traditional graduation party is held in pursuit of wisdom. Before 2020's 100-day elementary school graduation party, like the year before, the students had a special opportunity to acquire knowledge. The Hiiumaa LAG supported a training in how to make snacks at the Principal's reception as part of the LEADER cooperation project "Local trendy food".

Taavi Maiste and Denis Bobrovnikov, chefs in restaurant Ungru during the summer months, praised their young helpers at Kärkla Elementary School.

"We were able to train eighth-grade students with very little experience in cooking to become chefs at a gourmet restaurant level who made snacks with a dozen components", was their brief summary of the six-hour collaboration. "The chefs had a special responsibility to make the festive reception a success", says Liisi Mäeumbaed, the vice principal.

"They had a lot of thinking and figuring out, and they managed it successfully. They could make some preparations in the school's study kitchen, but since it is located at the other end of the house, the final touch was given in the room next to the hall".

The event was a way to seize several local resources:

- Schools in Hiiumaa still have their own school kitchens,
- Hiiumaa is lucky to have connections with two internationally experienced chefs,
- the party as a recurring venue,
- and of course: the locally produced food itself.



IDEA -> CHALLENGE -> NEW IDEA...

Why not eat the fresh local food from Hiiumaa ourselves, instead of just shipping the crop to the mainland as anonymous raw material? It might seem like an obvious idea.

But when promoting the locally produced food in schools, food stores and restaurants, the lack of storage turned out to be a problem.

Nearly every garden in Hiiumaa has its own underground storehouse, but without storage possibilities in larger scale producers are forced to sell their crop without delay.

With support from LAG Hiiumaa a local farmer has applied for Leader project money to build a larger cellar. Another idea in the pipeline is to build storage space beneath solar panels in the solar park, using the solar energy to regulate the temperature.

Local organisations can often see their community from a different perspective than the authorities. ***New ideas and activities – including the challenges that will arise – will create new opportunities that serve and develop the whole community.***

AWARENESS RAISING ONLINE

Umhverfisstofnun, The Environment Agency of Iceland, is working with awareness raising online. These are two projects in the pipeline.

ICELAND

Chemicals in your life – an online presentation

WHAT?

Chemicals in your life - an online presentation to inform the general public of the challenges that chemicals pose in our daily lives.

WHY

People are not aware of the amount of chemicals they are exposed to in their everyday lives. By presenting these chemicals, from the ones added to different materials to give them certain qualities (like plasticisers or PFAS) to more easily recognizable chemicals in special bottles (like detergents or paints), we want to raise awareness to get people involved, wanting them to take action to avoid chemicals or to use them responsibly.

HOW?

A 45 minutes long online seminar with Powerpoint show and discussion, broadcasted on Facebook-live at our Facebook-page. Two or three presenters will discuss different items and substances: "Hey, what do you think about PFAS?", "How about nano chemicals?" or "What's the problem with fragrances in cosmetics, really? Don't we all want to smell good?" The other presenters respond with explanations aided by the Powerpoint slides, giving examples of real life situations where chemicals have had effects on health or the environment.

The challenge:
To make a difficult
topic entertaining

We know chemistry and we have up-to-date information on the legislation and what is in the pipeline. We have digital solutions available, as well as the hardware we need, i.e. computers, cameras and audio equipment. We know the topic is important. And we also know that it is easier than people think to make healthy and sustainable choices, decreasing daily exposure to foreign substances.

But how do we reach out? Parents, one important target group, might be interested because of their kids. But how about young people? How do we make this difficult subject more thrilling than watching sports or a movie? Is it possible to make chemistry and its negative effects on health and environment entertaining?

Arranging the online presentation in the form of a discussion instead of just a lecture is a way to make the seminar more lively and informal – especially important when people are not gathered in the same room, but sit alone at home in front of their own screens. A part of the set-up has to be the possibility to ask questions from the audience or a selected panel.

TO DO-LIST

- *Decide on topics to present.*
- *Find people or partners who are needed to accomplish what you want to do, and make it appealing and exciting to the audience.*
- *Get the technical assistance you need.*
- *Design of the material. Graphics need to look good.*
- *Decide who will be the editor of the on-line event.*
- *Set up an event on your Facebook-page to reach your followers.*
- *Draw attention to the event through your contacts in NGO's, schools, etc.*

Gættu þín!
Er klósetthreinsirinn þinn ætandi?
 Sumar vörur innihalda skaðleg efni
 Hvað getur þú gert til að koma í veg fyrir slys?



UMHVERFIS
STOFNUN

Þekkir þú hættumerkin?

UMHVERFIS
STOFNUN



Þekkir þú hættumerkin?

UMHVERFIS
STOFNUN

Viðarvörn er dæmi um vöru sem getur verið skaðleg umhverfinu



Hazardous



WHAT?

A pictogram campaign to raise the public's awareness of hazardous chemicals in everyday products.

WHY?

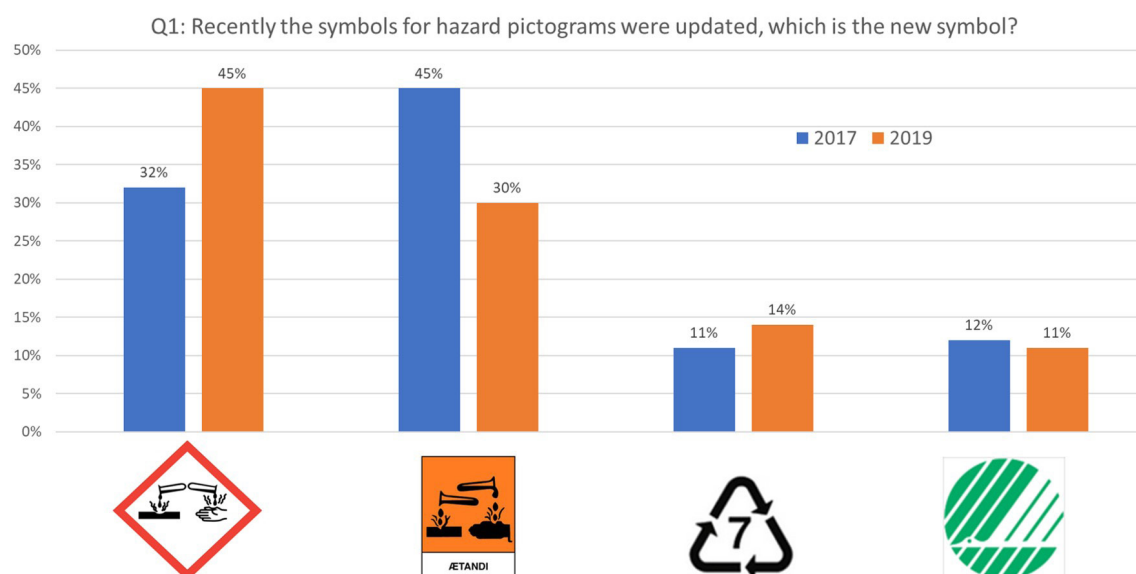
Umhverfisstofnun, The Environment Agency of Iceland, has been conducting a biannual survey for the public to find out if they are familiar with the pictograms of hazardous chemicals and what they mean. The results show that most people are not aware of the pictograms or the meaning of them. We want to raise the public's awareness and knowledge of hazardous everyday products that are labelled with the pictograms to encourage responsible use.

HOW?

The idea is to publish material like texts and graphics, with examples of everyday products or items that are labelled with a pictogram, to catch the viewer's attention. The pictograms are nine in total. The aim is to make one situation linked to a particular pictogram per month. The material will be published on social media e.g. Facebook, Instagram and Twitter, in short articles in magazines, in advertisements etc. By using different social media platforms we want to reach people of all ages.

Chemicals on Social Media

ICELAND



Repetition is needed

The Facebook campaign will be run for the fourth time in 2021. The topic is the same as before: an introduction of the hazard pictograms and a survey for the public to check its knowledge.

The first time the project was launched it was only in terms of a survey. However, the results of that survey showed that there was a need to increase the public knowledge about the pictograms. Since then the surveys have been preceded by a campaigns about the pictograms.

The results from the first survey in the year 2015 was that only 6% of the responders knew the pictograms. In 2017 it was 32% and in 2019 it was 45%.

"The main challenge is to design good graphics that will reach people's attention and explain

the pictograms without too much text or being too formal", says Helga Ösp Jónsdóttir at Umhverfisstofnun, the Environment Agency of Iceland.

"In 2017 we designed our graphics by ourselves. In 2019 we took help of a graphic designer, and we think that these graphics do catch the eye better."

In the surveys two of the questions are related to people's behaviour regarding products containing dangerous chemicals:

"Do you avoid buying products if they are labelled as dangerous?"

"Do you never/sometimes/often/always read the instructions on the label before use?"

Women are more unlikely than men to buy products containing dangerous chemicals – and more likely to read the instructions.

TO-DO-LIST

- Check financial support for the project.
- Prepare the publishing material, new designs and previously used material.
Good graphics are fundamental: Eye catching and simple, still explaining the danger related to every pictogram. Keep the texts short and informal.
- Use examples people can relate to. Pictures say more than words!
- Choose the social media platform.
- Check the possibility of publishing articles in magazines.
- Conduct a survey to check the knowledge after the campaign.

What is a Kahoot?

HOW DO YOU ARRANGE AN ENVIRONMENTALLY THEMED HACKATHON?

More local & organic food in schools

THE CHEMICALLY CLEVER MARKET

ideas & tools

a manual on awareness raising for organisations

Even though chemicals is a difficult and complex topic, it is on the same time very hands on. With just some basic knowledge anybody can make chemically clever, sustainable and healthy choices, and decrease the exposure of many hazardous substances. Awareness raising about chemicals is both important and gratifying.

The primary objective with the project Chemically Clever Island is awareness raising about this often forgotten topic. The secondary objective is cooperation between environmental organisations. By sharing ideas, experience and knowledge, and by supporting each other, we can get a lot done despite limited resources.

In this manual we have gathered experience and methods from Åland, Iceland and Hiiumaa, for other organisations to use, adapt and refine according to needs and resources. Read more about chemicals on www.chemicallyclever.com

Åland - Iceland - Hiiumaa

CHEMICALLY CLEVER ISLAND

www.chemicallyclever.com

