



EUROPEAN REGIONS FOR SUSTAINABLE DEVELOPMENT EDUCATION 27th November 2006

ARPAV contribution to sustainable development education

ARPAV for Environmental Education

One of the basic principles of the operative environmental strategies of Regione del Veneto is promotion of culture in terms of research, information, training, communication, and environmental education. The aim is to shift from an exclusive audit and control activity to an innovative approach of "environmental protection", focused on sustainable development. This new methodology is closely based on strategic actions of cultural empowerment of stakeholders, institutions and citizens. ARPAV has been operating for about a dozen years to implement this new approach. Relevant activities, aiming to inform, train, educate and make aware of the possible environmental impacts, have been undertaken along with proper actions of control and monitoring of the environmental matrixes.

This guideline to the "overall environmental education" is presented in this video : ["Un Ambiente nuovo per noi" \("A new environment for us"\)](#) which focuses on some basic keywords "watching", "listening", "researching", "educating" in order to express the proper approach to the complexity of the environmental matter.

The activities mentioned above aimed to support the local educative authorities (schools, training association and entities) and to advise them about the "environmental issues" that actually broods to ethic and social considerations.

As a consequence, all activities of environmental education of the territory are emphasized and gradually connected in a regional network of people and public/private bodies which contribute to sustainability.

Regione del Veneto identified ARPAV as the [Regional Coordinator](#) for the environmental education, information and training and to improve regional [programmes/projects involving the actors who operate in](#) the field of sustainability.

Environmental Education activities

ARPAV arranges seminars, meetings, cultural events, campaigns and teaching aids orientated to different target groups (population, stakeholders, decision-makers, technicians..). Among our activities:

- training [courses](#) addressed to decision-makers and technicians of public and private entities about environmental issues;
- a [web site](#), complete source for news, articles, categorized information and resources, has been implemented;
- specific editorial lines, which include a wide range of [publications](#), are dedicated to general public with the purpose of making them aware of the main environmental issues;
- Projects of research and experimentation are addressed to implement innovative processes in the field of information, training and education for

sustainability. An example of these processes is the [self- assessment Handbook](#) which provides a valid tool for those who are competent about evaluation of projects, structures, resources and education for sustainability.

- In order to improve competences, to diversify and to boost services, methodologies and strategies of the competent bodies, [Periodic surveys](#) on population, young people, and on different actors involved in the sustainable development, are strategic means in the perspective of a sound management of the environment. The results of the surveys provides indicators of the level of know-how, knowledge, awareness about sustainability and highlights spillovers of the environmental policy.

Environmental Education for a sustainable future

The thematic focus of our initiatives is the concept of "sustainable future", based not on quantity but on quality of life. We put the emphasis on human relationships and interaction with our planet, providing new concepts as "discrete" utilization of natural resources. At the end of 2004 ARPAV promoted a campaign ["QB Consumo quanto basta"](#) ("I use just what I need") in the regional territory, turning the traditional concept of "frugality" into a modern good practice, in order to reduce consumption to the necessary own needs and to avoid wasting of limited natural resources.

The outputs of the campaign has been managed through minimalist and direct dissemination on mass media: ..."we saved ink to make you aware of water wasting"... "we do not waste resources, food, materials, energy...words", communicating that essentiality is not deprivation but a modern and aware choice.

To prompt this lifestyle-changing it is necessary to create a new mentality and a different culture with the purpose to set a different educational trend: the "education for sustainability" that foresees an integration of different fields of education - education for environment, peace, health as well as intercultural and naturalistic education - involving operators/educators and coming to an agreement on good practices. Only a harmonized and coherent education of individuals can provide widespread understanding of the critical relationship between people and their environment and the will to make necessary changes toward sustainability.

Environmental communication

Gathering effective means of communication, ARPAV implemented two specific campaigns: ["Viaggiatori! & Viaggiatori?"](#) ("Travellers!& Travellers") about sustainable tourism and ["PopHeart – Un cuore per la montagna"](#) ("PopHeart – A heart for the mountain"), which highlights personal safety besides safeguard of the mountain.

The main purpose is to raise awareness of citizens and tourists on human behaviours in order to adopt a new lifestyle pointed at economical, social and ecological sustainability

The style of the communication of the two campaigns is in line with the strategies of the Agency. Unconventional graphics and languages have been designed and implemented in order to effect on the target groups, provoking emotions and prompting to store of the memory.

The first campaign "Viaggiatori! & Viaggiatori?" presents a short clip designed by Bruno Bozzetto, using an essential and gently-ironic graphics, based on a story board planned out by our Servizio Comunicazione ed Educazione. Eleven cute provocations make aware on habits, behaviours, waste of resources of two characters: the first one is the tourist "on tiptoe" who respects places, sites and people and who tackle the trip

as an opportunity of growth; the second character is a tourist who becomes uninterested, bored, attracted by exotic destination but unable to integrate his habits with the new environment.

The Campaign "PopHeart – Un cuore per la montagna" draws its layout and style on Pop Art - from Andy Warhol and Roy Lichtenstein to Keith Haring – and give some practical prompts to tackle and preserve mountain. The logo design, drew on Wharol's marks, copies three times a heart framed in a square in faded colours; at the end of the sequence the fourth square edges a mountain with the name and the heading of the initiative. Besides the clips other means of communication were adopted: a brochure, some web pages and a bandana head band as a gadget.

Environmental Education at school: "Naturally rebellious"

Among various programmes targeted [on school](#), ARPAV, with enthusiasm and energy, is carrying out a project that aims to make teenagers aware on responsible consumption. Assuming their physiological rebellious attitude, the title of the project is "[Ribelli per natura](#)" ("[Naturally rebellious](#)"). Teachers and pupils jointly identified curricular and extracurricular activities in the field of responsible use of resources and sustainable development.

The project is based on the guides of the [YouthXChange](#) produced by UNEP/UNESCO that show young people how it is possible to translate the wide and global matter of the sustainable use of resources, in simple and everyday actions. The guidelines set out in 15 languages, has been translated in Italian by ARPAV fitting the contents in the regional reality.

Pupils committed in the most relevant actions will be protagonists on 5 television broadcasts of R.A.I. Educational (public national television channel), which have been carried out by ARPAV with the specific purpose of giving visibility to the action and to promote exchange of experiences among the schools.

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