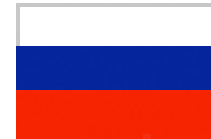
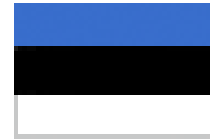




EST | RUS

Cross Border Cooperation
Programme



Co-funded by the European Union,
the Republic of Estonia and the Russian Federation

ER101 GreenMind Project

**Raising Environmental Awareness in Estonian-
Russian Border Area**

Olga Vasilenko,
Project Manager

Estonia – Russia Programme =

1. 2-side funding programme between Russia and Estonia
2. To develop joint cooperative initiatives between border regions
3. Different thematic priorities

GreenMind project =

Priority “Increasing awareness of environmental protection and efficient use of energy resources”



Partners: NGO “Lake Peipsi Project (Pskov)” (RU)

Pskov regional center of the development of gifted children and youth (RU)

NGO “Peipsi Center for Transboundary Cooperation” (EE)

Tartu Environmental Education Centre (EE)

Support: Estonia – Russia CBC Programme 2014-2020, <https://www.estoniarussia.eu>

Objective:

to contribute to increasing of public green minding for creation of environmentally-oriented, energy-efficient and attractive living conditions and recreation in the transboundary Peipsi/ Chudskoye region.

Duration: August 2019 – January 2022, 30 months

Project thematic focus - 3 key environmental challenges of the Peipsi/Chudskoye lake region:

- **anthropogenic eutrophication,**
- **waste management,**
- **and energy efficiency.**

Project approach

- to capitalize environmental knowledge and environmental awareness practices directed to environmental protection and rational use of natural resources of transboundary Lake Peipsi region,
- to develop methodological and educational tool-kits for the long-run,
- to educate existing and future environmental education practitioners to work with the project products,
- to facilitate the establishment of a wider societal context that will secure the sustainability of the project results.

Project logic – to provide with expertise on

- 1) what to do (addressed by the consolidation of environmental knowledge and preparation of comprehensive, motivating and easy-to-follow information materials) and
- 2) how to do (addressed by practical approbation of the products within the awareness campaigns).

Direction 1: (What to Do / development of instruments and knowledge):

- Textbook on environmental issues
- Peipsi eco-website
- Concept of eco-education for the Pskov Region
- Environmental board games
- Booklet on green schools
- Booklet on educational methodologies
- Handbook on eco-friendly events
- Learning seminars and roundtables

Direction 2: (How to Do / Testing instruments and knowledge):

- “Eco-family” contest
- “Eco-advertisement” sketches contest
- Handbook on eco-friendly events
- Teaching seminars and study trips
- Summer camps for children
- Peipsi campaigns
- Multi-use campaigns



NGO “Lake Peipsi Project (Pskov)”

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