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*Young Women's leadership for  
Collaborative Sustainable  
Communities*

# #WECOLEAD INSPIRATION ACTIVITY CHART FOR ENVIRONMENTAL SUSTAINABILITY

#WECOLEAD TOOLKIT 2  
SUPPORTING MATERIALS



There are a lot of different places that you can find inspiration for your future activity.  
Be open, be smart, try to combine important issues, think outside the box or even  
better break the box!

## 1. Activity Inspiration | Find your Activity Theme

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### a. What is your **Activity Theme**?

#### **Information / Education / Empowerment Activity**

(e.g. Informing on laws that support women at work/home, Creating educational activities for minors or adults, Empower women on specific local issues, etc.)

#### **Supportive / Inspiration Activities**

(e.g. Create an activity that supports women to an everyday barrier that they face, as creating a community daycare for single mothers, Showcase good examples and practices in bussiness/ academic environment, etc)

### b. Where do you want to **Focus On**?

#### **Activities that raise awareness on gender stereotypes**

(e.g. work with young children on gender roles, work in bussiness/academic environment, etc)

#### **Opening space for discussion between specific groups**

(e.g. enlight sexist behaviors in bussiness/academic environment, promote "unconventional" role models, etc)

#### **Platforms where women support women**

(e.g. inspiration storytelling, mentoring, support groups, etc)

#### **Supporting the development of a healthy system at home**

(e.g. working with families, create safe spaces for discussion/sharing/support, etc)

#### **Working with all genders**

(e.g. including men in the discussion)

*Source: Inspired from the harvest of #WeCoLead research. Developed in 5 countries, Greece, Sweden, Italy, Luxembourg, Hungary, participating 128 people (young women and representatives of community organizations) in June-September 2022.*

## 2. Women Empowerment and Environmental Sustainability

Working towards sustainable communities.

Connecting young women empowerment with environmental sustainability is one way to achieve sustainable communities in the future. Below you will find a chart of inspirational examples to support you develop your own ideas for activities. In the examples you will find activities that use environmental sustainability field as the example, the opportunity or probable theme of activities to developed for women empowerment.

### a. A re-use & recycle workshop as a safe space for sharing

A supportive activity example.

Creating a safe space where women can share, discuss, support and inspire one another.

**Context:** You live in a working class area where most women don't work and have no higher education. The domestic abuse rates are really high and there is no victim support system by the state, either by an ngo in your town. On the other hand, you have noticed that women tend to participate more in cultural, educational activities. In addition, you have seen more and more women participating and engaging in recycle, zero waste, etc. activities in your local community the last year.

**Your goal:** Create a safe space where women can come together, share, create bonds, create a supportive system in their community.

**Additional goal:** Give the opportunity to women to develop skills / practice crafts that could potentially develop to an income source.

**Restrictions/Risks:** You need to find an "innocent" activity that brings women together for all the above reasons that doesn't raise any suspicions abusers.

**Your idea:** How about we create a weekly craft workshop? "How to make jewelry from recycle and re-use materials". We would target especially young women and we can use word of mouth to bring more women in as time goes by.

We can also ask women from our community who already have small hand-made businesses or women who work with recycle and re-use materials to come give small lectures and share their stories once a month! We could even ask a psychologist to come and talk to us about the benefits of crafting and creative work in our mental health (that could be a smooth way to introduce a mental health expert to potential victims)!

We could start our weekly workshops with a small cycle of "getting to know one-another" and we can engage participants to be more open with their sharings after a while. In parallel we can create a facebook group where women can connect in a

personal level if they want to.

At the end of the year we could make an small bazaar to sell our jewelry and we can all agree on where we want to donate our profit!

## b. Energy crisis at home, a storytelling sharing from stay at home dads

An inspiration / educational activity example.

Creating a safe space where women can share, discuss, support and inspire one another.

**Context:** You live in a big city and you want to engage conversation on family roles. You know that the roles have slowly shifted in the last 10 years and there are studies that show this change. You know that this issue could interest a local newsportal that has developed a series of interviews on the matter the last year. In parallel, during the last 5 months there has been a major discussion on the energy crisis and as winter is coming in few months you know this is something that will affect all households. Studies show that women tend to be more eco conscious and refers also to energy consumption management at home.

**Your goal:** Initiate a conversation about family roles.

**Additional goal:** Reach out to as many people as possible from different socio-economic backgrounds. **Restrictions/Risks:** You have been offered a space for your event with no cost. The space can only fit 50 people.

**Your idea:** How about an inspiring storytelling event? "A storytelling sharing from stay at home dads". We can ask 2 stay at home dads to share their experience, why did they make that choice? The benefits and barriers of their choice, their relationship with their partner, the household roles and responsibilities, the social stigma from their choice, etc.

But maybe this is not something that would interest the wide audience that we want to reach? How about we connect this story with an issue that everyone is interested in, the energy crisis! "Energy Crisis at home, a storytelling sharing from stay at home dads". We can discuss about family roles through the perspective of energy management at home based on the study that women tend to be more eco conscious than men! At the end of the sharings we can moderate a conversation with questions from the audience.

The local newsportal will be very interested to cover this story, maybe we can ask them to make a communication sponsorship! If that happens we can livestream the event on social media through their channel and even if we can only fit 50 people in our live space we can reach hundreds more via social media.

## c. Communal car sharing system for women

An supportive / empowering activity example.

Creating a system that supports women to move around safely for work or/and education.

**Context:** You live in a village 20 min from the main town, where there is no opportunity for work or higher education. Just outside the village there is a big factory producing electric cars where most of the men in your community work. There is a big number of young women, some of them with families, still living in your village with few means of transport. There is no frequent public bus connecting your village with the main town. Most women are afraid to use the public transport as the bus stop is in a remote part of the village and there have been sexual assaults in the past. When you talk to young women in your community you see that they are eager to work and study but they don't want to move to the city either by choice (they like their life in the village) either due to financial struggles.

**Your goal:** Create a safe transport system for women.

**Additional goal:** Support the conversation about environmental protection that is very active in our community due to the many environmental sustainability activities that the local factory organize.

**Restrictions/Risks:** You don't know if you will have enough resources (volunteers, vehicles) to support your cause.

**Your idea:** How about we create along with a small women's group a car sharing system that women can use throughout the day to transport back and forth to the city for work and study? "Communal car sharing system for women". We can self organize and take turns on who is driving depending on the day and each participant's schedule. We can support morning, mid day, afternoon and evening rides to make sure all of us can reach the city and chase our dream/need for work or education. We can find support by the local factory to provide us one or two of their electric bussiness vehicles as part of their csr (corporate social responsibility) program. This way we can also support the environmental sustainability conversation that take place in our community.

## d. Women head of eco-friendly bussiness

An inspirational / informative activity example.

Using environmental sustainability as a reason to hear inspiring women role model stories.

**Context:** You want to support women endeavors to create their own bussiness. In your community you notice a lack in women role models in positions of power or women head of bussiness. You want to enlight another aspect of bussiness development, that

of eco-friendly businesses. Inspiration is a personal journey, but stories and personal journeys can inspire, especially if you find similarities with the storyteller.

**Your goal:** Create a space where women who run their own business share their story.

**Additional goal:** Invite women speakers who run eco-friendly or environmental sustainable businesses.

**Restrictions/Risks:** You need to include speakers with a diverse background in order for listeners to relate and find similarities within their story.

**Your idea:** Research your local eco-friendly business to find women business leaders, interview them and ask them to share their story. Select 2-3 women and invite them to come to your event to share their story. Share with them some key points that they need to include in their storytelling (e.g. how they started, the barriers they faced, sexist behaviors they came across, how they manage family and work, what would their advice be to their younger self, why they choose to run an eco-friendly business, what are the difficulties they find due to that decision).

During the event, create a space where the audience can ask questions to the speakers, moderate the conversation. Ask your speakers if they are open to mentor or guide younger women in their endeavors.

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## 3. Tips and Tricks for environmental sustainability

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Develop activities that contribute to the environment

Your actions matter, even the smaller choice can make a difference!  
When you design and implement your activities think on your environmental footprint. Promote and collaborate with people, groups or companies that promote a more sustainable way of living. Make a statement in the details!  
Below you can find some "tips and tricks", some ideas to help you implement eco protocols. Use what works for you, your team or your activity! Get inspired and brainstorm similar solutions with your team!

### Who do you partner with?

#### Who are your collaborators?

When you prepare for an event/activity check your collaborators, your production suppliers. How do you choose your providers? Make sure you add on your criteria list local or small, eco conscious businesses. Support local or hand - made products! Support those who fight for sustainability every day.

#### Who do you ask for support?

If you are looking for funders or sponsor- ships, think also your local/community bussinesses or companies with csr (corporate social responsibility) programs that believe in sustainable development, green energy, eco-sociousness, etc. Link your event or activities with those who believe in the same cause and make a statement together!

### Start small. Start with your team!

#### Paper or digital?

Start from the small details! Do you need to print out your agenda? Can you upload it in your teams digital calendar? Do you need to use post its? Maybe use a digital white board?

#### Transportation

Do you need to transport for your teams meeting? Can you share a car? Can you bike-ride to your destination?

#### Green travel option

Does your production team needs to travel? Sustainable or Green travel focuses on transports that minimize the impact on the local environment and culture. Look into it and find your options!

## Recycle, donate, compost or just limit your waste!

### **Food and Drink! Be eco cautious think on potential waste production during your activity!**

Will you provide food or drink? Think your packaging or cups/plates/etc! Can you use eco friendly solutions? Can you use biodegradable, eatable, or something similar materials? If not, can you limit consumption or use a warranty for participants to bring back after use?

### **Food waste or compost?**

If you provide food think of food-waste or leftovers! Can you provide a compost bin? Can you "donate" your leftovers to a communal garden or your city compost bins?

### **Food sharing**

If you have leftover food from your event? Can you donate it to your local free-meal charity?

### **Water Refill**

You have an outdoor activity? Make sure you can provide a source of water for participants to refill their water bottles!

### **Composting Toilets**

If you organize a big outdoor event or a festival and you have to provide a toilet solution don't go chemical, think about eco-friendly alternatives like composting toilets or eco waterwaste solutions.

### **Communication Material**

If you want to promote a message during your activity, choose to go digital and paperless! Can you provide qr codes where people can access files/announcements etc. Can you use digital screens and not paper posters or plastic banners? Can you flip your fliers to automatic sms messages when someone enters a specific area?

*Source: #WeCoLead team, Young Women Leadership for Collaborative Sustainable Communities (2021-1-SE02-KA220-YOU-000028775 Erasmus+ project).*





YOUNG WOMEN'S LEADERSHIP

# #WeCo LEAD

FOR COLLABORATIVE SUSTAINABLE COMMUNITIES



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DE LUXEMBOURG

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