



ZELENE DOSJE

International charitable organisation Information Center "Green Dossier" Annual report 2011

Charity Information and Publishing Centre "Green Dossier" officially registered in September 1994. In 2006 re-registered as an international charitable organisation "Information center "Green Dossier". Our main aim is to educate people, especially youth, providing knowledge in humanities, environmental issues and sustainable development. We educate people in sustainable development by preparing publications, articles and TV-stories for mass media, collecting environmental information, doing publicity for EcoNGOs and local communities based organisations, organising direct actions.

Our mission is:

- to engage as many people as possible in addressing problems of environment and sustainable development
- to encourage public participation in decision making on these matters at different levels.

During 17 years by Green Dossier implemented more than 70 projects.

Our hot theme for now is implementation of two UN conventions: Aarhus Convention and the Carpathian Convention. We participate in international movement on the conventions implementation (UNEP current activities including intergovernmental global and European conferences and meetings, international networks, etc).

We produced more than 20 publications on different environmental issues and filmed about 20 TV-documentaries.

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Projects' activists and experts

Partners and Support

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Overview of the Projects Implemented in 2011

Carpathian Initiatives

Our organization is working in the Carpathian region during 10 years, including active participation in the implementation of the Carpathian Convention. We implemented about 20 projects there mostly focused on sustainable development of the region. Practical participation and implementation of the Carpathian Convention is in a high priority. There are several issues we worked at. First of all, we follow all information and activities under the convention and inform Ukrainian organisations through a network called "Carpathian Convention" (moderated by Green Dossier). Participate in ANPED Carpathian working group activity.

- ANPED campaign on *Carpathian Cultural Heritage Inventory (since 2008)*:
 - o Identification, Protection and Promotion of Carpathian Heritage: a consultation process with stake-holders from the regional and national level. ANPED recommendations presented and approved by the COP2.
 - o Pilot Actions in 4 targeted regions in Ukraine and the Czech Republic (2010 – 2011): a mechanism of the Inventory creation was established, tested and presented to COP3 (May 2011, Bratislava).
 - o Organising Ukrainian performance at cultural event at COP3.
 - o Presentation at the International Hutsul Festival (Kosiv, August 2011).
 - o Participation in UNEP publication of the Carpathian Fairy Tails collection.

- *Green innovations for reconstruction of traditional agriculture in the Ukrainian Carpathians (2011 – 2012)*: training tour "people-to-people", educational tools for practitioners.

We are sure, that it is possible to support local initiatives aimed to the traditional agriculture developing and the Carpathian nature conservation using innovative approaches based on international experience, including mechanisms of a Green Economy.

We collected examples of successful small businesses based on cultural traditions and respect of nature, using modern technologies as well. There are not many of such examples, they are unusual for Ukraine, innovative, and we see them as practical examples of implementation of green economy approaches, even if those people don't think about Green Economy. Together with those people (we call them "green economy initiators") we prepared a moving training, "people-to-people" practical courses, which started in October 2011 in two neighbour Carpathian regions (village level). The trainings included investigation of local traditions and needs, possibilities for developing of successful small traditional businesses, practical examples and consultations. These trainings were focused at milk/cheese businesses, drying forest production (mushrooms, berries, herbs), environmentally friendly tourism in rural area, wooden handicrafts. Topics on environmental management, nature conservation and green economy were given as theoretical part of the trainings.

We met a number of active people in the regions, ready to use existing experience learned from the neighbours; some steps forward were already done by them after trainings. In such way we create a network of green economy initiators in the Ukrainian Carpathians. All participants of our project are sure that this experience may be used as a practical example for other mountain regions.

The project is supported by MATRA program, Embassy of the Kingdom of the Netherlands in Ukraine.

- *Research on creating Carpathian trademark* (financed by Swiss State Secretariat for Economic Affairs SECO and FIBL, 2011).

Green Dossier experts provided a research on creating Carpathian trademark for support local traditional businesses. About 120 people took part in this investigation. The main result is that Carpathian producers working in accordance to sustainable production principles need to be supported by creating the Carpathian brand, are ready to collaborate and come to common agreements for building a relevant system. The consumers in Ukraine, from the other side, need to have clean production and services from the Carpathians and trust to them, the Carpathian trademark will give them a guarantee.

Sustainable Consumption and Production (SCP), Green Economy

In agriculture:

- Government To Government program, project "Harmonisation of the Rural development policy in Ukraine with EU standards; bilateral exchange of views and experiences": assistance in organising meetings, study-visits, workshops, materials and translation.
- Support of organic exhibitions and festivals.
- Cooperation with FIBL (Research Institute of Organic Agriculture, Switzerland) programs.

Environmental certification (eco-labeling) of tourism business in Ukraine

"Green Dossier" had elaborated a system of environmental certification for small and medium-sized hotels, which incorporated international experience on that field, and after series of pilot studies and consultations with local and international expert it was adjusted to the specifics of Ukrainian regions. The aim of our certification system is to introduce environmental management standards, to give an instrument for responsible behavior in environment, efficient resource use and improvement of environmentally responsible business image and popularization of these among general public through guests.

All Ukrainian campaign, launched in 2010, continue for promotion of the certification system, supported by Ukrainian and international experts, tourism industry, hotels and restaurants associations, the Council of Tourism and Resorts, the experts of the ministries of culture and tourism and environmental protection of Ukraine, suppliers of goods and services for tourists. The next event of this campaign took place at the International exhibition "EcoHolidays – 2011". A new certified hotel (Carpathian region) was presented to participants of the exhibition.

Energy and Climate Change

- Solar Day in Ukraine

The first Solar Day in Ukraine was arranged on May 21 in the frame of "EcoHolidays-2011" exhibition. The event and the item were interesting for the participants and visitors, approximately about 20 000 people were involved into the Solar Day events during the day. There were different categories of public: those who came especially for the Solar day events (interested companies and organizations, eco-mobilists, journalists); people deal with tourism businesses from the whole Ukraine; young people interested in world music; ordinary people coming to relax in a nice place (often – with children). We are sure that all of them are now better informed about the possibilities of solar energy. The messages on promoting the solar energy were prepared for each category of people and reached them.

Green Dossier continue to follow the solar events and the item with further informing those people and structures who were involved into the project; a kind of database was created during the project.

In general, European Solar Days attracted more than half million people around Europe this year, about 8 000 events were arranged in 18 countries. Ukraine joined the European Solar Days campaign for the first time. We continue our cooperation with European Solar Days.

The program of Solar Day celebration included "Sunny caravan" - outdoor show featuring artists and musicians; demonstration of the best practices of solar technologies; presentation of "solar" innovations (with participation of Louis Palmer – Swiss "solar pioneer", organizer of Zero Emissions Race and "solar" taxi trips around the world); performances by musicians on the "solar stage" including Estonian-Ukrainian folk band "Svjata Vatra" (Holy Fire).

Support and partners: Swiss Embassy in Ukraine, Estonian ministry of culture, Zero Emissions Race, AutoExpo exhibition company, DIXI group, TV "Tonis".

<https://picasaweb.google.com/101723320886785627341/SolarDaysInUkraine>

Media initiatives

Environment and mass media (EMM) network: is operating during 10 years and unites now more than 60 environmental journalists from different regions of Ukraine (moderated by Green Dossier). The network activities include informing about environmental issues, invitations for journalists, a lot of consultations. The network is a good tool for involving journalists into important events, items, processes, which are very important but not on a top of national priorities. A special blog called "Porada" (advice) set up last year continues to work. Environmental news is placed at the web-site regularly.

Information campaigns

- *Solar Day.* As the European Solar Days were not known in Ukraine we initiated the information campaign, which started since March 24. We distributed a colored flyer of the Solar Day at International tourism exhibition, 3d Business Climate Summit (UN Global Compact), international Roundtable "Ukrainian Solar Energy Market: Removing Barriers for Growth", European Sustainable Energy Week. Announcement about the Solar Day were distributed through UNIAN agency, friendly networks, media partners, placed in face-book, skype etc. For involving more Kiev citizens to the exhibition place we produced and placed announcements in public transport (light-boxes at Metro stations, buses, trolley and trams going to the ExpoCenter direction and other popular routs).

2 radio programs (Radio "Freedom" and 1st National channel) recorded stories about Solar Day.

Our TV partner, Tonis, broadcasted one life program before the event and a special story afterword.

At the EcoHolidays opening press-conference a representative of State green investments agency (vice-director) presented the item and event to mass media.

During the project period we sent out 6 press-releases.

A flyer (post card with announcement and folk riddles was produced and distributed before and during the event).

A leaflet with information about solar issue in Europe and Ukraine was produced and distributed to the visitors and mass media.

- *THE PEP.* Information campaign included announcements in public transport, art-action "I want a tram" with artists and musicians participating.

Corporate Social and Environmental Responsibility

Green Dossier is a member of **UN Global Compact** and its' environmental working group and mass media working group. The issue of environment became one of the most important for UN GC. Among the GC environmental activity are **Go Green!** campaign, climate change forums, *Clean up the planet* actions etc. Green Dossier actively participated in those actions, gave expert support for the group, informed journalists via the EMM network, presented own projects for the GC partners. In February-April this year Global Compact Network Ukraine conducted contest for journalists on the topic of the role of business in sustainable development. Green Dossier set up a special award for a journalist covered the issue.

Tourism

We continue active cooperation with All-Ukrainian tourism public council: write articles to relevant media, provide trainings and presentations on sustainable tourism and environmental management in tourism sector, participate in exhibitions and the Council's decision making process. Participation in the main tourism exhibitions in Ukraine.

Transport

Cooperation with the Transport, Health and Environment Pan-European Programme (**THE PEP**) that was established in 2002 by the Member States of the UNECE and WHO/Europe. THE PEP aims to support healthier and more environmentally friendly transport in the Pan-European region through the implementation of integrated policy actions involving the transport, health and environment sectors on

an equal footing. This year international staffette workshop "Working Together for Sustainable and Healthy Urban Transport: a capacity-building workshop under THE PEP" was managed by Green Dossier in Kyiv, June 2011.

<https://picasaweb.google.com/101723320886785627341/THEPEPKyivWorkshop>

Environmental policy

A project on integration of Ukrainian environmental policy into European policy implementing by a group of organisations, environmental NGOs among them. Green Dossier is one of the project partners, doing investigations on relations between Ukrainian governmental structures and EEA, monitoring Ukrainian obligations and following of existing agreements.

As a member of international movement on environmental democracy, Green Dossier participates Pan-European EcoForum activities, including the Conference of Parties to the Aarhus Convention (June, Moldova), where produced EcoForum's press-releases and public events. Tamara Malkova got ***The Order of Knight of the Aarhus Convention*** for promoting the principles of environmental democracy this past decade.

Art, festivals, exhibitions

Exhibition "EcoHolidays-2011"

A new type of exhibition called "EcoHolidays" was organised in Kiev in May in a partnership by AUTOEXPO Ukrainian Exhibition Company, Union for Promotion of Rural Green Tourism Development in Ukraine and "Green Dossier". "EcoHolidays" is a platform where environmentally responsible producers, tourism companies and ordinary people meet together. Such cooperation of business and civil society organization allows to engage a wide public and to raise awareness about issues covered by the exhibition. This combines with cultural events (art and music), which is also helpful for promotion certain issues. Solar Day in Ukraine was arranged for the first time in the frame of the exhibition.

Estonian-Ukrainian folk band "Svjata Vatra" (Holy Fire) – tour around Ukraine (Donetsk – Dnipropetrovsk – Kyiv).

Cultural event (music performance) at the Meeting of the Parties to the Carpathian Convention (May, Bratislava, Slovakia).

Swedish – Ukrainian caricatures exhibition "+1" (Climate change): Green Dossier assisted the project and arranged a special event – discussion on of a famous **Murray Bookchin** book (Russian translation of several chapters prepared by Green Dossier experts) - **The Ecology of Freedom: The Emergence and Dissolution of Hierarchy.**

Publications in 2011



"Green innovations for reconstruction of traditional agriculture in the Ukrainian Carpathians".

Collection of the Carpathian success stories. Special issue of regional newspaper "Dumka"

Other activities

Participation in...

- Meetings of the Aarhus Convention Task Force on Public Participation in International Forums; of the Working Group of the Parties to the Aarhus Convention (UN, Geneva)
- Meetings of the Carpathian Convention Implementation Committee (UN, Vienna)
- THE PEP 2011 Symposium: "Inclusive and Innovative Urban Mobility", the ninth session of THE PEP Steering Committee (Geneva)
- European Solar Days network meeting (Prague)

Public council of the Ministry of foreign affairs of Ukraine

Projects' activists and experts

Anastasya Malysheva – media work and web-site

Valery Kovaliov – video production

Iryna Petriv – media, Carpathians initiatives

Tamara Malkova – media, Carpathians, environmental policy, general management

Nadya Shevchenko – projects' coordinator (energy, climate, eco-labelling, sustainable consumption)

Olga Ignatenko – researcher, expert (sustainable consumption and eco-management)

Kateryna Malkova – project coordinator (agriculture, food and transport items)

Natalya Horban - media, Carpathians initiatives

Inna Datsyuk – events management

Aleksandra Knyazyeva – event management

Valery Gladunets - art-events management

Alina Kopytsa – upcycle-art

Natalya Fedyay - cartographer

Partners and Support

- UN ECE
- Carpathian Convention Interim Secretariat (UNEP – Vienna)
- Northern Alliance for Sustainability (ANPED)
- PUM (Netherlands)
- Milieukontakt International (the Netherlands)
- DLG (Dutch Government Service for Land and Water management, the Netherlands)
- European Solar Thermal Industry Federation (ESTIF)
- WWF-DCP
- UN Global Compact in Ukraine
- Embassy of Sweden in Ukraine
- Dutch embassy in Ukraine
- Swiss embassy in Ukraine
- US Embassy in Ukraine
- Pan-European EcoForum
- Ministry of agriculture of Ukraine
- Ministry of health of Ukraine
- Ministry of environment of Ukraine
- Ministry of infrastructure of Ukraine
- Ministry of foreign affairs of Ukraine
- Ukrainian State Agency of Environmental Investments
- Kiev City administration
- FiBL (Research Institute of Organic Agriculture, Switzerland)
- Organic Federation of Ukraine
- EnvInt network
- Center of Civil Society Problems Investigations
- Center of public initiatives (Kosiv)
- All-Ukrainian Public council on tourism
- All-Ukrainian association of small hotels
- All-Ukrainian hostels association
- Union for Promotion of Rural Green Tourism Development
- Radisson Blu Hotel Kiev
- AUTOEXPO company
- DIXI-group
- Private Company "Ecoprom"
- TV Tonis
- Estonian music band "Svyta Vatra"
- Music band PoliCarp (Ukraine)
- Music band "TopOrchestra" (Ukraine)
- Carpathian network
- Environment and media network