

# Environment as an important resource

*Best practices related to the theme of sustainability that are related to business ideas, productive activities that could create a value that is not only economic.*

## Describe the BEST PRACTICE

Proposer Country : Italy



To which subject of the Sustainability does it refer?

15 – Life on Land

Who does it practise ?

This best practise has been started by the ‘‘WWF Taranto’’ group.

Where? (If it belongs to B type, please indicate the geographic place)

**In Taranto City – in Apulian Region – in the second bosom of Mar Piccolo.**

**When?**

In 1987.

**Why do you think that this best practice can be exported?**

I think that this best practice can be exported because it is an essential place for animals and plants and it can also be an important resource for the economy.

**Describe the activity**

The natural reserve “Palude La Vela” is a protected area where you can find particular animals and plants.

La Vela oasis is a treasure for the natural heritage of the city of Taranto. Rich flora mainly halophyte type (species adapted to live in brackish environments) and even more rich and interesting fauna characterized by both sedentary species (herons, egrets, cormorants etc.) and migration (flamingos, knights of Italy , shelduck, avocets, spoonbills and many others). This natural jewel needs all of us to resist degradation and to be accessible to as many people as possible: we all learn to know in order to love and defend it!

Every week the WWF guides takes families and students to discover the place. It is now called “Oasi la Vela” because it is located near the sea.



## WEBSITE

<http://www.waftaranto.com/oasi.php?LANG=EN>

<http://www.waftaranto.com/gallery.php?LANG=EN>

## VIDEO

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# **The students of the Primary School in Taranto have studied the environmental questions**

The students of the Primary School in Taranto have studied the environmental questions proposed by the Erasmus+ Project "G.R.E.E.N IN EUROPE" starting from the discussion of what they think environment is! Working in pair or in group they have immediately shown great interest towards the environmental education and the activities proposed by their teachers.

All the subjects have been involved in this training period: science, foreign languages , geography as well as the study of the ICT have been instruments to lead the students to think about the environmental questions. Looking around their own territory they found out what are the "environmental problems" of their town and which "GOOD PRACTICES" the town and its citizens can improve to solve its own environmental problems.

At the moment they are focusing the "best practices" linked to the exploitation of TARANTO SEA and its treasures (the benefit of aquatic plants, the mussels collectors ,dolphins safe, tortoise health).

At the same time , in order to get a "green lifestyle" ,they started finding real "green actions" to do every day at school and at home (recycle of water and plastic bottles, clean up of their classrooms..., bedrooms...)!

[ERASMUS\\_PLUS\\_Bilbao\\_presentation\\_SP\\_ICR\\_Moro\\_Taranto](#)

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# Masseria Cappella: green example for food, environment and breed

*Best practices related to the theme of sustainability that are related to business ideas, productive activities that could create a value that is not only economic.*

**Describe the BEST PRACTICE**

**Proposer Country : Italy**



**To which subject of the Sustainability does it refer?**

11 – Sustainable Cities and Communities

15 – Life on Land

**Who does it practise ?**

The Trisolini Family.

**Where? (If it belongs to B type, please indicate the geographic place)**

In the Apulia Region, more in detail in Martina Franca (Itria Valley) in Southern Italy.

**When?**

The activity has been starting around 1800, three generations ago.

**Why do you think that this best practice can be exported?**

We think that this best practice can be exported because it helps the tourism of the Apulia region to grow up. And it is a

good practice even at company level. Infact, Masseria Cappella makes you taste its dairy and bakery products made in a natural and biological way in the farm.

### **Describe the activity**

Masseria Cappella offers a unique experience ranging from gastronomy to discover beautiful landscapes, culture, relaxation involving schools, too. Masseria's educational activity makes the farming practice accountable and endowed with pedagogic role ensuring value and devotion to the environment through the fostering of the land, giving it the chance of "schooling".

Moreover, holiday farm offers a warm welcome to all the guests that come to this old structure, surrounded by wide open spaces, woodland, carefully cultivated crops and animals free to graze into the nature; the ideal spot for those who appreciate the peace and quiet of the countryside and at the same time the proximity of the wonderful tourist sites of Puglia. Finally, it makes bakery and dairy products made in a natural and biological way in our farm where you can find horses, cows and goats.







WEBSITE



<http://masseriacappella.it/en/>

<https://en.wiktionary.org/wiki/masseria>

VIDEO

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# Let's make the world green with Hemp!

*Best practices related to the theme of sustainability that are related to business ideas, productive activities that could create a value that is not only economic.*

**Describe the BEST PRACTICE**

**Proposer Country : Italy**



## **To which aspect of Sustainability does it refer?**

11 – Sustainable Cities and Communities

15 – Life on Land

## **Who does the practise ?**

Vincenzo Fornaro is a Tarantino entrepreneur and farmer who manages Masseria Carmine: a place where he had grown food for his flocks until, over time, it had become polluted.

## **Where? (If it belongs to B type, please indicate the geographic place)**

Apulia, specifically Taranto, a city in southern Italy. The best practice has developed in a particular area in Taranto: between the district of Paolo VI and Ilva, one of the the largest Italian steelworks. Just to let you know, “Masseria” is a set of rural buildings used for typical farms in southern Italy and in particular in Apulia region, which takes its name from “household” (furnishings, furniture, peasant and pastoral use tools, food stores for people and animals) that they were stored and protected within large stone buildings where peasants, shepherds and owners lived.

## **When?**

The first seeding (that is the beginning of the best practice) was on 5th April 2014 and thanks to it, Vincenzo Fornaro has demonstrated the importance of not giving up. That day was the first one of rebirth of Masseria Carmine, because Fornaro had, a few time before seeding hemp, been forced to abandon his crop because it was found full of dioxins.

## **Why do you think that this best practice can be exported?**

This best practice should be exported because it is a good example of Green Economy and it has allowed a place to rebirth

using well an environmental resource to eliminate pollutants. This best practice is a good example of job opportunity, too because hemp, as well as cleaning up the area, allows work in many areas. In fact, hemp is used to make food, glasses, clothes, cars cover and even houses.

### **Describe the activity**

Every year, since 2014, at the end of winter season (end of March) Vincenzo Fornaro uses seeding hemp to clean the pollution from his ground. The plant cleans-up the ground in a natural way, thanks to Phytodepuration, a natural system that allows it to absorb the harmful substances. The climate is wet and in 3-4 weeks the seedlings already reach 30 cm in height. After that it is collected and used for different purposes.

The main use for the hemp cultivated by Vincenzo Fornaro is to build a boat which will transport passengers around Mar Piccolo (Small Sea that surrounds Taranto) to let them admire the spectacle that the sea offers. Promotion of the region, environmental protection, agricultural production, development of tourism: four goals achieved in the name of Green Economy!



### **WEBSITE**

<https://www.masseriacarminc.it>

<https://www.masseriacarminc.it/canapa/>

### **VIDEO**

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# Thanks to the Winner of “A Common Logo Contest”- The Erasmus+ G.R.E.E.N in Europe project has its official logo

Finally we know the winner's name of “A Common Logo Contest”.

We thank all participants for bringing in their creativeness and for designing several interesting logos. But only one of them could be voted as the most representative logo of **The Erasmus+ G.R.E.E.N in Europe project**.

All 6-14 aged students of all partner schools (Italian, Bulgarian, Basque and Welsh) could take part to the contest. They had to design a logo representing all countries involved in the project and the green and eco-friendly development idea for the environmental safeguard of all countries.

The logo had to show, at least, a symbol representing the countries involved and to make reference to the Erasmus+ project. It had to be creative and colorful and focus on the positive aspects of each country. Furthermore, the participants could refer to the following tags to get inspired: green, Europe, environment, nature, research,

action, eco-friendly development.

Here is the winning logo following the vote on the **project official Facebook page**:

<https://www.facebook.com/greeneurope/>

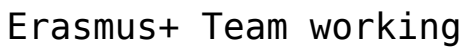


The logo was designed by **Claudia Bulli** a student of the Italian I. C. "**Renato Moro**" junior high school, coordinator of the project.

Special thanks are due to all people who voted on the logo album or only visited our Facebook page:

<https://www.facebook.com/media/set/?set=a.611017982420264.1073741832.568501750005221&type=1&l=5b3ac6f2b0>





# **Il vincitore del concorso “Un Logo Comune – “Concorso per la scelta di un logo per il Progetto Erasmus+ G.R.E.E.N in Europe “**

Finalmente abbiamo il vincitore del concorso **“Un Logo Comune – “Concorso per la scelta di un logo per il Progetto Erasmus+ G.R.E.E.N in Europe “** . Molti sono stati i logo realizzati dagli allievi di tutte le scuole partner del progetto e ringraziamo tutti i partecipanti per aver messo in gioco la loro creatività per rendere più bello il nostro percorso Erasmus+!

**Solo un logo, però, poteva aggiudicarsi il podio come logo rappresentativo del progetto “G.R.E.E.N in Europe” .**

**Ricordiamo che il concorso vedeva coinvolti tutti gli alunni della fascia d'età compresa dai 6 ai 14 anni dei quattro Istituti dei paesi presenti nel progetto (Italia ,Bulgaria, Spagna, Galles) che dovevano ideare e disegnare un logo raffigurando tutti i paesi coinvolti e che **simboleggi l'idea dello sviluppo “green” ecosostenibile per la salvaguardia dell'ambiente di tutti i paesi.****

Il logo doveva riportare almeno un simbolo che rappresenti i paesi coinvolti con dei riferimenti al progetto Erasmus +. A tal proposito si poteva far riferimento ai seguenti “tag” che

potevano ispirare l'ideazione del logo stesso: **green – Europe – ambiente – natura – ricerca – azioni – sviluppo ecosostenibile**. Il logo doveva essere colorato, creativo e doveva mettere in evidenza i particolari positivi di ogni paese.

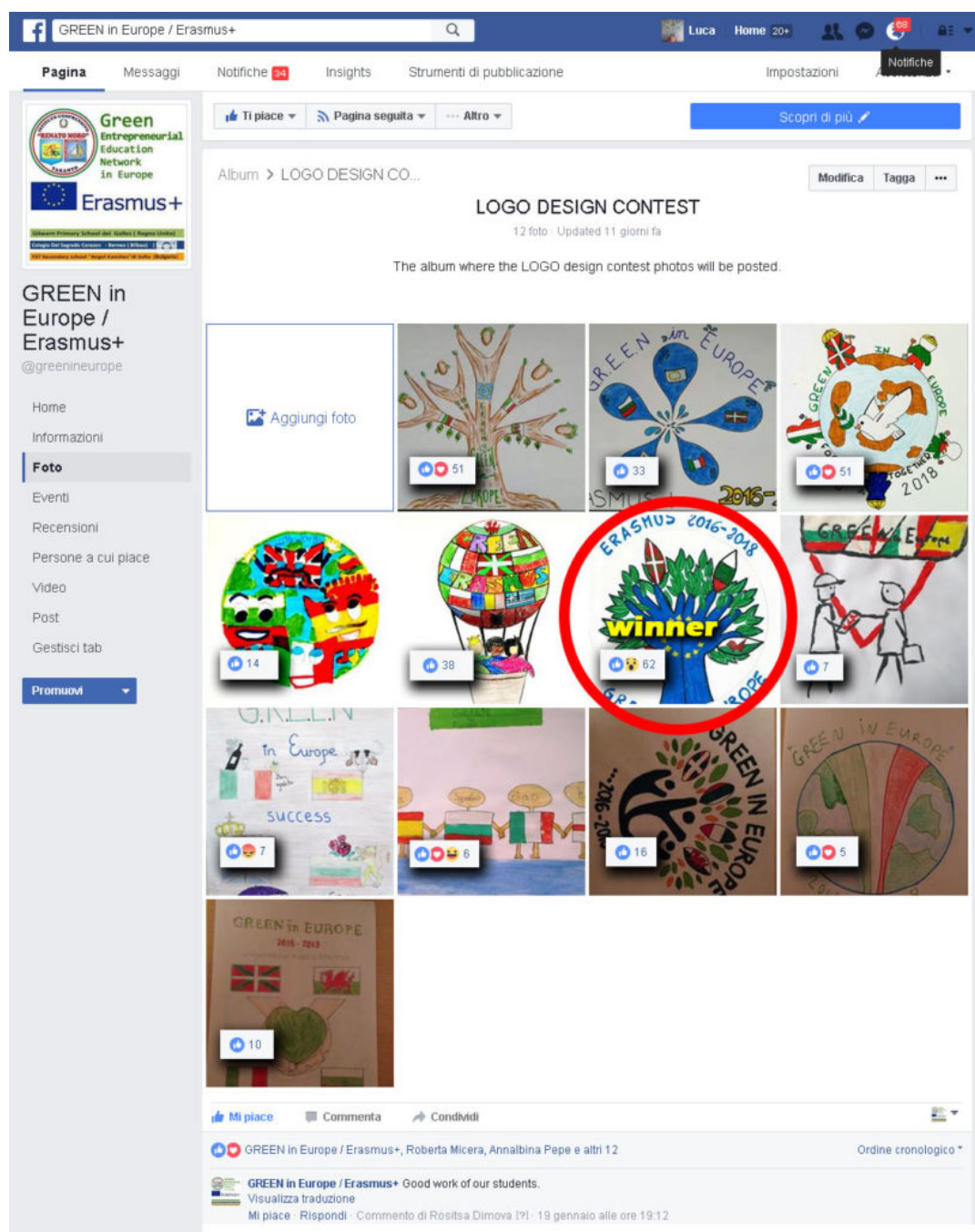
Ecco quindi il logo vincitore dopo la **votazione avvenuta su Facebook sulla pagina ufficiale** del progetto :  
<https://www.facebook.com/greenineurope/>



Il logo è stato realizzato da **Claudia Bulli** della scuola secondaria di primo grado dell'**Istituto Renato Moro di Taranto** della scuola capofila del progetto (Italia).

Uno speciale ringraziamento va inoltre alle **tante persone persone che hanno partecipato alla votazione** sull' album dei logo selezionati per il concorso sulla nostra pagina Facebook:

<https://www.facebook.com/media/set/?set=a.611017982420264.1073741832.568501750005221&type=1&l=5b3ac6f2b0>



Oltre mille proposte grafiche di logo e più di 3mila visualizzazioni e 300 like totali raccolti dai vari logo selezionati.

Il Team working Erasmus+

I.C. "R. Moro" – Taranto

