

# THE USE OF GREEN PRODUCTS IN OUR COUNTRY

## Proposer Country

■ Basque Country

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



- 1    2    3    4    5    6    7    8    9    10    11    12  
 13    14    15    16  
 17

## Who does it practise?

Askora is one of the companies that practises the use of green products.

## Where?

Askora carries out this practise in some schools and other places. One example is our school. Apart from here, it is also carried out in other parts of our area. Askora also render

services in Gipuzkoa, Bizkaia, Navarra, Araba and La Rioja.

The central office is in San Sebastian, Gipuzkoa.

### **When?**

Askora service is always working, but our school only has few highlight days in which we eat ecological or local food.

They started working in 2015, few years ago.

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

This company is committed with local producers so people gets interested. Despite being interested, local products are an advantage for our environment because they do not have to use much transport. So, using local products is a way to pollute less. Because of that, this company can be exported.

### **Describe the activity**

Askora is a group that is committed with local lands, products and producers. The forty per cent of the menus contain local and ecological products. The days that the menu is not highlighted the food is not local or ecological.

### **Foto**



# askóra

## Contigo



### Website

<http://askora.com/eu/>

<http://theinit.com/>

---

## Eco-Schools

Eco-Schools is an international environmental education programme developed by the Foundation for Environmental Education (FEE) in 1994 and run in Wales by Keep Wales Tidy.

Eco-Schools is one of a kind – it's student led which means young people drive the programme (with a little help from their Eco-Coordinator, of course!)

It's designed to empower and inspire young people to make positive environmental changes to their school and wider

community, while building on their key skills, including numeracy and literacy, and encompassing Education for Sustainable Development and Global Citizenship.

The programme is funded by Welsh Government and free for Local Authority schools.

<https://www.keepwalestidy.cymru/Pages/Category/eco-schools>

[Eco-Schools\\_Guide](#)

---

# 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.wwftaranto.com/oasi.php?LANG=EN>

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

## VIDEO

---

# 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://masseriaccappella.it/en/>

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

VIDEO

---

# 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**

