

## **4BsHive – collaboration in green mapping across Europe**

The '4BeesHive' is a transnational project between four river cities: Bristol (UK), Berlin (Germany), Budapest (Hungary) and Bistrita (Romania). The project will set in motion a collaborative, green map-making process within and between these four European partners. This will involve the creation of online and/or paper maps charting local resources for more sustainable living. These maps will use the internationally standardized Green Map System (GMS) of icons.

Local adult learners will be recruited from disadvantaged and under-represented social groups including older people and those without basic qualifications. Participants will have the opportunity to gain new ICT skills and learn more about sustainability issues locally and internationally. They will be able to exchange experiences and learn about other European communities. This will be achieved through a participatory process that is creative, enjoyable and enhances confidence. The process may include for example; storytelling, photography and film-making through group and public events.

A shared online space will form the hub of the project to facilitate the exchange of learning and experience. The project will be promoted internationally through the Green Map System. The online format and documentation will be disseminated in an easily accessible and replicable digital form. (199 words)

Green Bristol intends to collaborate with Knowle West Media Centre (KWMC) as its local partner in this project. KWMC is located in a disadvantaged area of South Bristol. Its Mission Statement is “To act as a creative focal point for the community, providing access to project facilities, training and mentoring”. KWMC is currently running the Carbon Makeover Programme, which includes a green mapping element. The proposed 4BsHive project integrates well with ongoing activity at KWMC.

### **Budapest**

Through this project Tudatos Vasarlok Egyesulete and its learners will have a chance to explore new patterns, models and approaches to sustainable consumption as practised in other European towns and cities especially in regards to the role of green mapping. The experiences gained during the study visits will provide an 'out-of-the box' perspective: new solutions will be realized, while the already existing practices will be approached critically. TVE aims to use the possibility of visiting other European towns and their green mapping communities for conducting comparative analysis of the regulatory environments in some priority areas on which the organization is actively working (e.g., the marketing situation for local food, the legal context of car sharing). The results of these studies will be integrated into the curriculum of TVE, and will be disseminated via the activities of the association (education, advocacy, publications, etc.).

### **Bistrita**

We at Asociatia Ascendent (Ascendent Association) believe that a direct relationship exists between learners' active involvement, participation and integration as well as persistence in the partnership environment. Personal contact with learners from the other organisations during the visits is important to successful development of the partnership. The study visits for many are the only events when involvement may take place. Enhanced group experiences positively influence learners' persistence in the project. Establishing and maintaining motivation in the project is the critical step for our staff who wish to promote successful

learning. Cooperative learning through activities such as green mapping in the city, field trip evaluations or feedbacks will stimulate the learners and we will provide encouragement along with guidance and demonstration. Further specialized orientation workshops and seminars will help the learners, staff or volunteers of our association become more familiar with different social, ecocultural and economic aspects of the cities of the other partner organizations.

## Berlin

Querspur Verein, in cooperation with Greenmap Berlin, will assist the learners with technical and practical guidance so that they are able to gain knowledge and express this effectively. The form of this expression will vary from the use of video mapping techniques to an introduction into GIS (Geographical Information Systems) and modern internet mapping techniques. These skills will be provided by the professional assistance of Bjela Prossowsky (professional filmmaker) and Peter van de Loo (Geographer and GIS Professional).

## Objectives:

1. To reshape European identity for the 21st century in a more sustainable manner.
2. 'Cross pollination' between Partners in order to exchange experiences; motivate adult learners to take part in green mapping.
3. Participants will learn new skills e.g. GIS/green mapping and enhance their European awareness.
4. To provide pathways for improving knowledge and competences on/in local development issues, citizenship (environmental and social awareness, responsibility).
5. To promote "green" tourism for each Partner city.
6. To promote sustainable lifestyles.
7. To provide experiential learning opportunities for adult learners from vulnerable/disadvantaged social groups

## Problems to be addressed:

- Controversial urban development patterns
- The accessibility of appropriate information supporting sustainable lifestyle choices
- The lack of marketing possibilities for community initiatives and local sustainable solutions
- Low level of ICT literacy (especially in CEE countries)
- Isolated communities and the lack of a broad perspective over opportunities
- Decline/lack of participation and citizenship (especially in CEE countries)

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## Approach:

The project will use informal teaching methods, and engage adult learners in an active learning process. Participants will be recruited regarding their interest in the common project and are guided to meet their own objective within the project under consideration of their skills and needs. An additional benefit for the participants is the fact that they are gaining solid professional knowledge in Green Mapping techniques and professional communication.