

Greener Act

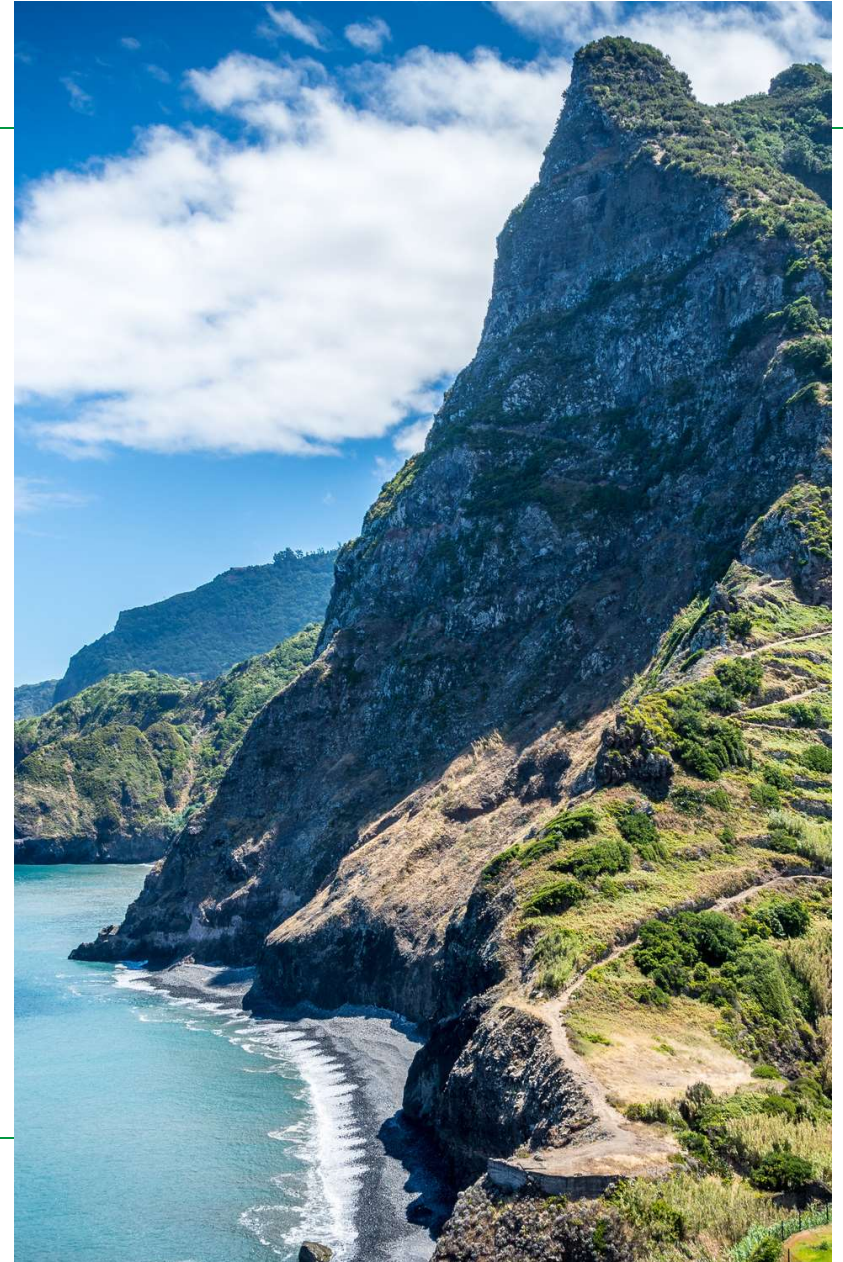
A transformative Platform & App empowering organisations to ACT in a more sustainable way, by leveraging the collective power of their members' individual actions.



ACT IN A MORE SUSTAINABLE WAY

Our Story

- shape a new way of traveling rooted in sustainability and giving back;
- we set out to digitize sustainable practices, making it easier for travelers to connect and contribute wherever they go;
- change begins from within, with each person embracing small actions that, together, create meaningful impact;
- we re-imagine destination as a living eco-system, where everyone has a role in nurturing its beauty and safe guarding its conservation;



Sustainable Summer in Madeira

An initiative that brought together diverse groups and encouraged the community to give back to the island during the busy summer months. Greener Act, alongside partners and supporters, organized 15 Greener Events, including beach clean-ups, clothes swaps, wool workshops, and cigarette butt collections. At the end of the initiative, the three individuals with the most Greener Points received prizes sponsored by Greener Act and its partners.



14

DIÁRIO DE NOTÍ

● REGIÃO

Verão mais 'verde' na Madeira

COMUNIDADE,
SUSTENTABILIDADE
E TECNOLOGIA
DERAM MOTE A 15
EVENTOS EM AGOSTO

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"A Madeira está verdadeiramente a liderar o caminho para um futuro mais sustentável". A garantia é da Greener Act (uma plataforma e aplicação inovadora que permite aos indivíduos adoptarem práticas mais 'amigas do ambiente'), que durante o mês de Agosto dinamizou a iniciativa 'Sustainable Summer in Madeira' [em português: Verão Sustentável na Madeira].

Este programa, que decorreu durante todo o Verão, uniu a comunidade através de 15 eventos "divertidos e impactantes", que "combinaram espírito comunitário, sustentabilidade e tecnologia".

Neste contexto – e utilizando a aplicação Greener Act – os participantes envolveram-se numa vasta gama de actividades (desde limpezas de praia e workshops de compostagem a artesanato com lã, trocas de roupas e manutenção de árvores plantadas no ano passado). O objectivo? "Fazer a diferença de forma positiva", sublinha a organização.

Esta aplicação também dispõe de um 'Greener Market' [Mercado Verde], onde os utilizadores podem vender, comprar, trocar ou doar itens.



'Sustainable Summer in Madeira', promovido pela Greener Act, terminou com celebração no Barceló Funchal Oldtown.

Paralelamente, e através do registo na aplicação, os participantes nestas actividades habilitaram-se a ganhar prémios, à medida que foram acumulando 'pontos verdes'.

"Este envolvimento através da aplicação também permitiu à Greener Act medir o impacto positivo que foi feito na Ilha da Madeira neste Verão", salienta a organização em comunicado de imprensa.

A iniciativa culminou numa celebração no último sábado, dia 31 de Agosto, no Barceló Funchal Oldtown, que reuniu a comunidade, parceiros do projecto e serviu ainda para homenagear os três vencedores desta iniciativa de Verão.

"Estamos felizes com o nível de participação durante os eventos e com a energia da comunidade em devolver algo à ilha", disse

Liliana Gonçalves, a coordenadora de Impacto, juntamente com a equipa, Mariana Alegria e Hana Gavlikova, durante o discurso de boas-vindas.

A iniciativa 'Sustainable Summer in Madeira' pode ter chegado ao fim, mas a promessa continua a ter impacto, "trazendo novas actividades sustentáveis e ampliando a comunidade para Lisboa".

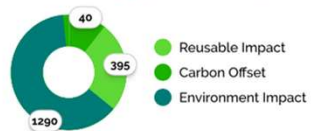
ACT IN A MORE SUSTAINABLE WAY

SUSTAINABLE SUMMER IN MADEIRA

SUMMER DASHBOARD

Updated August 30th < August >

Greener Engagement Snapshot



1725 Greener points

Users of Sustainable Summer



Greener's Profile



Greener Members of the month

[View All](#)



Greener Engagement

Reusable impact

Give a new lease of life to your items through the Greener Act Market Place



- Uploaded Items
- Donated Items
- Resold Items

Environmental Impact

Engage in environmental protection events

15 Greener Events organized
78 Members interested
20 Members participated



Beach Clean up
700kg of trash collected

Carbon Offset

Offset your carbon footprint



Your Carbon capture is...
100 kg of CO2 emissions

Total number of tree purchased

4

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GREENERACT

Part of
eGamesLab





São Tomé e Príncipe

How can we create impact on a destination?

From the Island of Príncipe, co-sponsored by UNESCO/MAB, under the umbrella of the "BIOSPHERE RESERVE" program we ran a successful initiative. Our goal was to significantly cut down on plastic bottle usage across the island by providing sustainable alternatives and increasing access to clean drinking water.

To achieve this, we distributed personalized, BPA-free stainless steel bottles to residents and travelers alike. We also installed purified water fountains throughout the island, making free drinking water readily available to everyone.



Additionally, we organized a monthly collection day, where community members could exchange plastic bottles for a sustainable alternative. For every 50 used plastic bottles, participants received one Biosphere bottle, encouraging waste reduction and contributing to a cleaner, greener island.





QUIZ



question 1

What's your Carbon Footprint for a round-trip flight from Lisbon to São Miguel to attend the ATS conference?

1→ What's your Carbon Footprint for a round-trip flight from Lisbon to São Miguel to attend the ATS conference?

☐ A 7,5 Kg

☐ B 75 Kg

☐ C 725 Kg

☐ D 1.5 Tones





725KG

question 2

How many trees do you think it would take to offset your 725 Kg of CO₂e in 1 year?

2→ How many trees do you think it would take to offset your 725 Kg of emissions in 1 year?

A 1

B 8

C 18

D 28





28 *trees*

question 3

How many times in a year do you use a marketplace platform such as FacebookMarketplace ?
Vinted? OLX?

3→ How many times in a year do you use a marketplace platform such as FacebookMarketplace ?
Vinted? OLX?

☐ A Never

☐ B 1 to 3 times per year

☐ C 4 to 10 times per year

☐ D more than 10 times per year



question 4

How present is the ESG (Environmental Social Governance) concept on your professional life and/or company?

4→ How present is the ESG (Environmental Social Governance) concept on your professional life and/or company?

☐ A Not present at all

☐ B Interested in implementing but have had no time to implement yet

☐ C Part of my companies goals

☐ D Extremely present in company and personal lifestyle



question 5

Would you include sustainable events, like tree planting or beach clean ups, in your company's team-building policy?

5→ Would you include sustainable events, like tree planting or beach clean ups, in your company's team-building policy?

☐ A No

☐ B Have not thought about that

☐ C Would be keen in considering it

☐ D Would definitely do it if I could use an existing framework

☐ E Already doing it in my company



ATS Carbon Footprint

Number of Participants: 412

Estimated Total CO2 Emissions: 113 tones of CO2e

***Number of Trees to Offset: 4.470 trees to offset
in 1 year***





Thank you!

For further questions contact:

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GREENER ACT



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