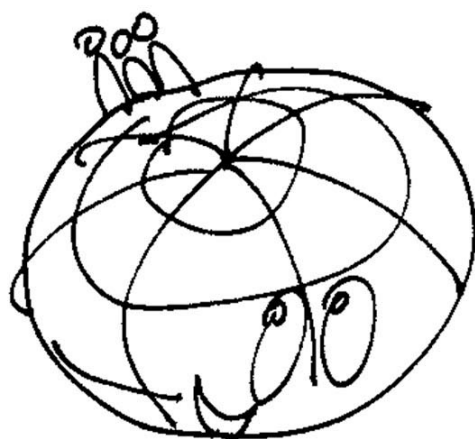


# LOLA

Looking for Likely Alternatives



## REPORTER BOOK

A didactic process to approach sustainability investigating of lifestyles.

Name: \_\_\_\_\_

Class: \_\_\_\_\_

Year: \_\_\_\_\_

Subject: \_\_\_\_\_



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# Objectives:

Suppose you are now a reporter searching for more environmentally friendly and social ways of living everyday...

What is the best for the planet? And for sharing with your friends?

In many countries, people organize themselves in groups to buy organic food grown near by at a fair price, using less packaging. This way, they can care for the environment, help local farmers to produce, each other becoming friends and their families providing good healthy food. This initiative is called a Purchase Group.

Your task, as a reporter is to find in your town other initiatives like this one, helping to reduce our impact on the environment and to share more activities with others around you. Search in your neighbourhood for groups of people that together work out an original and more environmental and friendly way to live...

When you find this promising ways, take pictures, interview people, try to understand how it is organised... discuss it with your friends and teachers and publish it on the website to make our catalogue of initiatives bigger for better living on the planet... Good luck!



# Criteria:

In order to check if the initiatives you find are better solutions for people around you and the planet; and if its worth recording, you must ask yourself the following questions:

- How is this initiative for you a new and alternative way to organise daily life? Why can we describe it as a **new lifestyle**?  
Is it new to you?

For example: People who organize a “Purchase Group” don’t use the supermarket to buy most of their food. They volunteer and take turns to do the buying in big amounts to then distribute the products to all members and collect the money. They want to be sure that what they are buying is grown without chemicals, fresh and that it comes from someone in the countryside.

Just buying biological products does not change or build up a “lifestyle”, but making a choice to belong to a purchase group is. Instead of buying in the supermarket they are part of a new kind of “own yet collective store” in which they participate at least once a week.

Notice the difference that this is not charity, because they are all sharing and benefiting, not just one way, like a soup kitchen could be...

Now look through your answer; if the answer is yes, you can go on to answer the questions on the next page; if not, find and discuss another initiative.

# Criteria:

- **What are the good things for our society of the initiative? How will it make us share, help and understand each other more?**

For example: The people involved in a Purchase Group care about making a better, more fair society. That is why they volunteer to help each other to turn an activity of everyday life (shopping for food) into a healthier and respectable way towards the planet. They also want to be sure that the farmers are well paid. Needless to say that they also make new friends!!

- **Does the initiative reduce damaging the planet? How? How we consume less material and energy? How does it reduce pollution?**

For example: a Purchase Group can help to promote eco-friendly farming which is good for the planet and your body; it also reduces packaging use and might be less polluting in transport (because it comes from near by)...

- **Could you also do this in your own neighbourhood? Can this initiative settle and prevail in daily life and get the same benefits for all of us and for the environment permanently?**

For example: You could organize your own Purchase Group!! Some of them are more than 5 years old!! If there where people willing to give their time to this project in your neighbourhood. Look into it, there might be one already near by...

**Again, look into your answers: If the answer is positive to at least 1 of these questions, then go on to the draft description.**



# Draft description (1 of 2) :

Fill out this questions to describe the initiative you have just found:

- name of the initiative or how people refer to it:
- where is it found? place, city, country:
- what is it about ? How does the initiative work?
- put here a photo or make a drawing of what you would try to show to others of the initiative... (it doesn't matter if it's not pretty, just try to explain it):

A large, empty rectangular box with a thin black border, intended for the user to provide a photo or drawing of the initiative as described in the list above.



# Draft description (2 of 2) :

- how was the situation before for the organizers? Which problems did the initially face?

- describe in more who does what, where and when?

- why is it better for the planet? for the people? Could the initiative also be negative for the planet or for people?

- where did you find this initiative?

- your name(s):

**Prepare the discussion with your class; While you discuss, circle the answer if is yes or no:**

- is it a new way to do your daily life with others? YES / NO
- do you share more with others? YES / NO
- is it better for our planets environment ? YES / NO
- is it possible for people to do it it somewhere else? YES / NO

If you have at least 3 "yeses" then go on!!! If not, try to find another initiative...



# Interview guide (1 of 2) :

Use these questions to make sure you ask everything you want to know during the interview and write the questions and answers in the next pages .

## 1. THE STARTING POINT

Could you tell me how your project started?  
Who had the initiative? Why?

## 2. THE PEOPLE WHO USE IT

Please tell me, who are the people who use this initiative? How many are they?

Why do you think they choose to take part? What do they have to do to participate? Could you please describe a typical user?

## 3. THE INITIATIVE

How does it work? Which service/goods are given? By whom and how?  
Do they use specific tools, place, technology...?

Could you please draw a schematic diagram of the organisation of your initiative in this piece of paper? (Note to self: and now you give them the paper!!!)

What works very well in the solution and why?

What doesn't work so well and could be improved and why?

Remember to be polite during the interview, saying please, hello, good bye and thank you!!!



# Interview guide (2 of 2) :

## 5. BENEFITS

What are the benefits for participants?  
Are there any disadvantages? Which ones?

What are the benefits for the organisers and providers of the initiative? Are there any disadvantages? Tell us which ones.  
Please tell us who else might benefit from your initiative?

What are the benefits of the initiative for the society?  
Can it create any disadvantages? If so, which ones?

What are the benefits for the planet and people?  
Can the initiative also create disadvantages in the same area?

## 6. ORGANIZATION

How many people (volunteers or employers) are involved?

How many participants does the initiative contact per month?

What is your status: an association, a company or maybe a group of friends?

## 7. PERSPECTIVES

Do you know of other similar cases? What could you explain about them?

How do you think that your initiative will develop in the next 3 to 5 years?

Are you confident in the future of your initiative's future?  
What you might be afraid of?

Thank you very much for your time.





# Interview :

Use this pages to write down the answers of your interview. But let's start with a little introduction you can say to the person you are interviewing:

*Hello, my name is \_\_\_\_\_ and i come from the \_\_\_\_\_ school. We thank you for letting us ask you some questions about your initiative. So let's get started!!! The first question is...*

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# Scheme of the initiative :

Please draw here a simple scheme of how your initiative works. Keep it simple; it's not art!!!



# Picture check-list:

When you are visiting the case, take a picture or make a drawing of:

## Context:

- the general view (i.e. landscape, surroundings, buildings...)
- the up close view (i.e. the neighbourhood, ...)
- the place of the initiative from outside (i.e. building, house...)
- the entrance (i.e. signs, access door, ...)
- the place from inside (i.e. rooms, private place, ...)

## Participants:

- 2 or 3 people using the initiative (portrait/standing, ...)
- 1 or 2 people working for the initiative (portrait/standing, ...)
- a badge, logo or something that identifies the initiative.
- could you take a picture of many of the people involved?

## Initiative:

- could you show step by step (between 5 and 8 pictures) how the initiative works?
- could you take a picture of some object (product, goods, place...) involved in the initiative?

Could you try to show:

- participant benefits? organiser benefits? collective benefits? environmental benefits? economical benefits?

!!! don't forget to have all people sign the "consent agreement" for the publication of the picture you take from them !!!





# Story-board (draft):

Could you make a story-board draft based on the images you have taken or simple drawings to show how the people you interview organise their initiative...

This is to explain and resume the process, so you don't have to be an artist!! You can draw with sticks, make a collage from magazines or make a little play and take pictures Use between 4 or 8 spaces.



1. \_\_\_\_\_  
\_\_\_\_\_  
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2. \_\_\_\_\_

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3. \_\_\_\_\_

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Use these pages as a draft and post the final version in your class blog !!!



4. \_\_\_\_\_

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5. \_\_\_\_\_

\_\_\_\_\_

Use these pages as a draft and post the final version in your class blog !!!



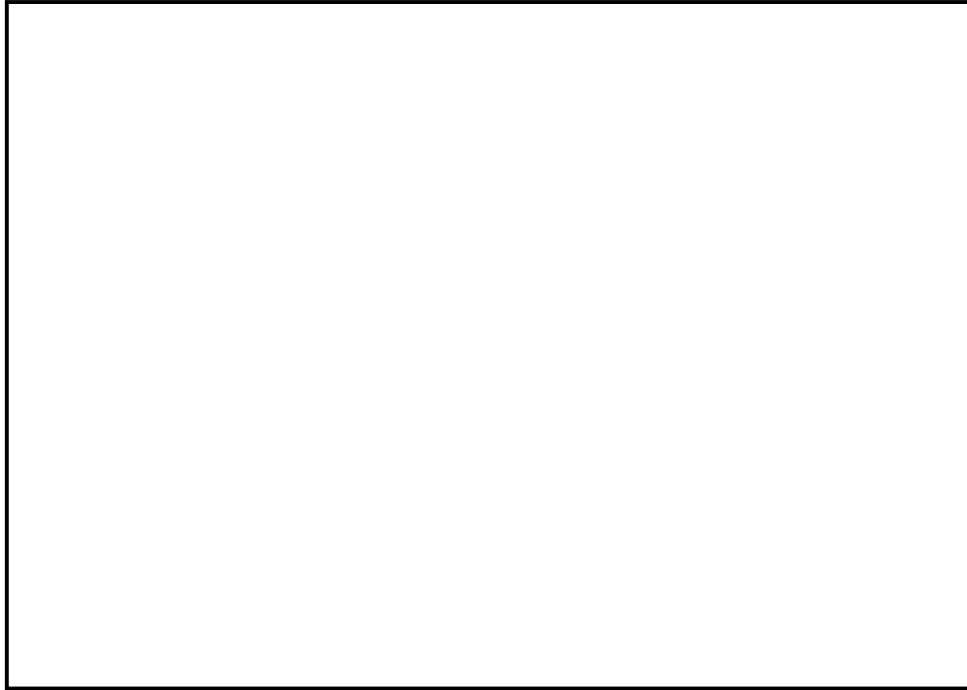
6. \_\_\_\_\_

\_\_\_\_\_

7. \_\_\_\_\_

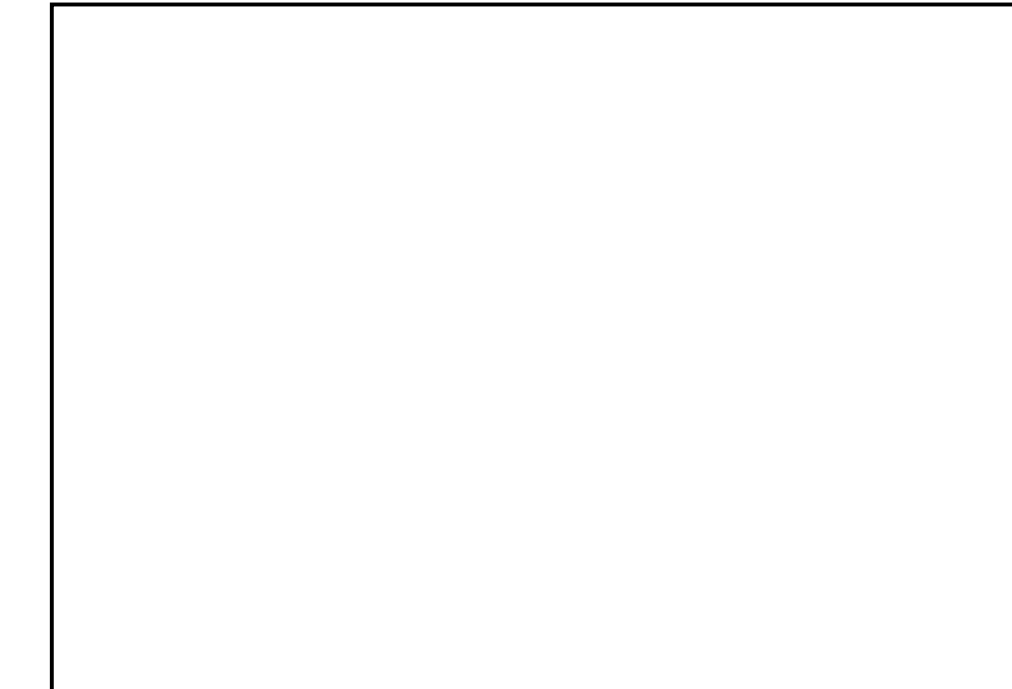
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Use these pages as a draft and post the final version in your class blog !!!



8. \_\_\_\_\_

\_\_\_\_\_



9. \_\_\_\_\_

\_\_\_\_\_

Use these pages as a draft and post the final version in your class blog !!!



# Personal comments:

Add here write down your personal comments...

What do you think about the initiative you have studied? Do you think its a good thing to be a part of? Did you have fun making this investigation? What did you learn about people and the planet? How can we improve the initiative?

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# More notes...:

A series of horizontal lines provided for writing notes, spaced evenly down the page.



# Consent agreement:

(for the people of the initiative)

Name :

Surname:

Address:

Country:

Herewith I authorise the reproduction, the publication and the displaying within the LOLA project of the pictures taken today.

With this consent, I certify that I renounce any kind of financial reward and I will not interfere with any future promotional and diffusion actions that will be taken. I grant as well that the visual material does not belong to a third party.

Place:

Date:

Signature:



# Consent agreement:

(for the reporters)

Name :

Surname:

Address:

Country:

Herewith I authorise the reproduction, the publication and the displaying of my work in the LOLA project.

With this consent, I certify that I renounce any kind of financial reward and I will not interfere with any future promotional and diffusion actions that will be taken. I grant as well that the visual material does not belong to a third party.

Place:

Date:

Signature: