



The power of bottom-up  
movements  
- lessons to be learned



# Green Lie by Werner Boote

<https://www.youtube.com/watch?v=Kon48ssPfCU>





A collection of approximately 15 glass jars of various sizes, filled with different types of grains, seeds, and legumes. The jars are arranged in three rows on a green grassy surface. The top row has six jars, the middle row has five, and the bottom row has four. The contents include white rice, brown rice, quinoa, lentils, chickpeas, and various types of beans and seeds. The jars have different colored lids: green, red, yellow, and brown. The text is overlaid on the image, centered in the upper half.

**Key message from the movie**


**The responsibility for sustainability is pass  
to us - the consumers**

So what we (consumers) can do ?  
We try our best ...



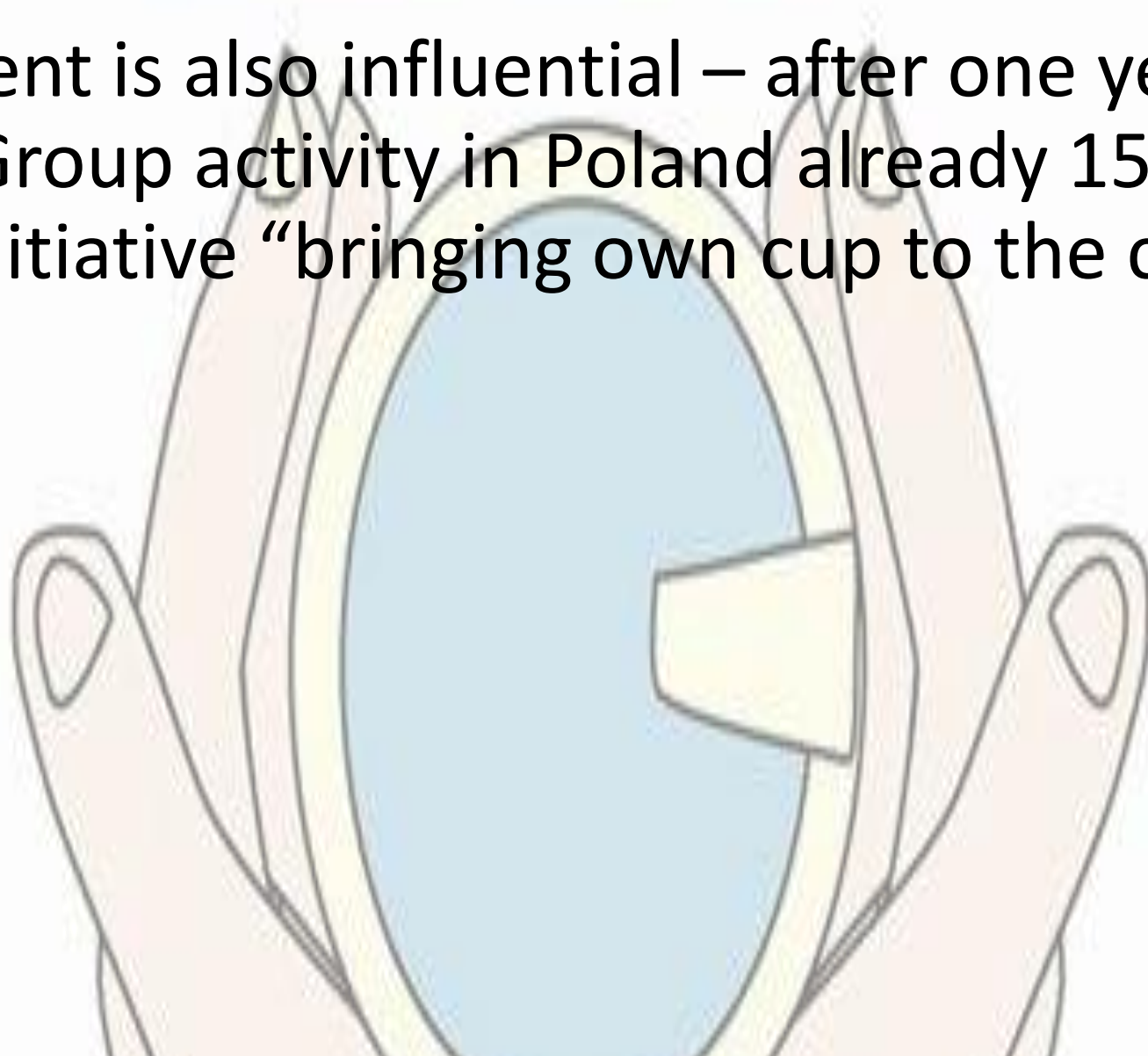
**In Poland during the first year of ZeroWaste movement there are already 20 000 active participants.**





**Polish ZeroWaste Group** is very active and quite radical movement in Poland . Everyday there are stormy discussion about what to do with for example tangerine' peels or dog's fur. There are many recommendation how to organise zerowaste garden party, make own cosmetics and so on ....

The movement is also influential – after one year of ZeroWaste Group activity in Poland already 150 cafes joined the initiative “bringing own cup to the cafes”.



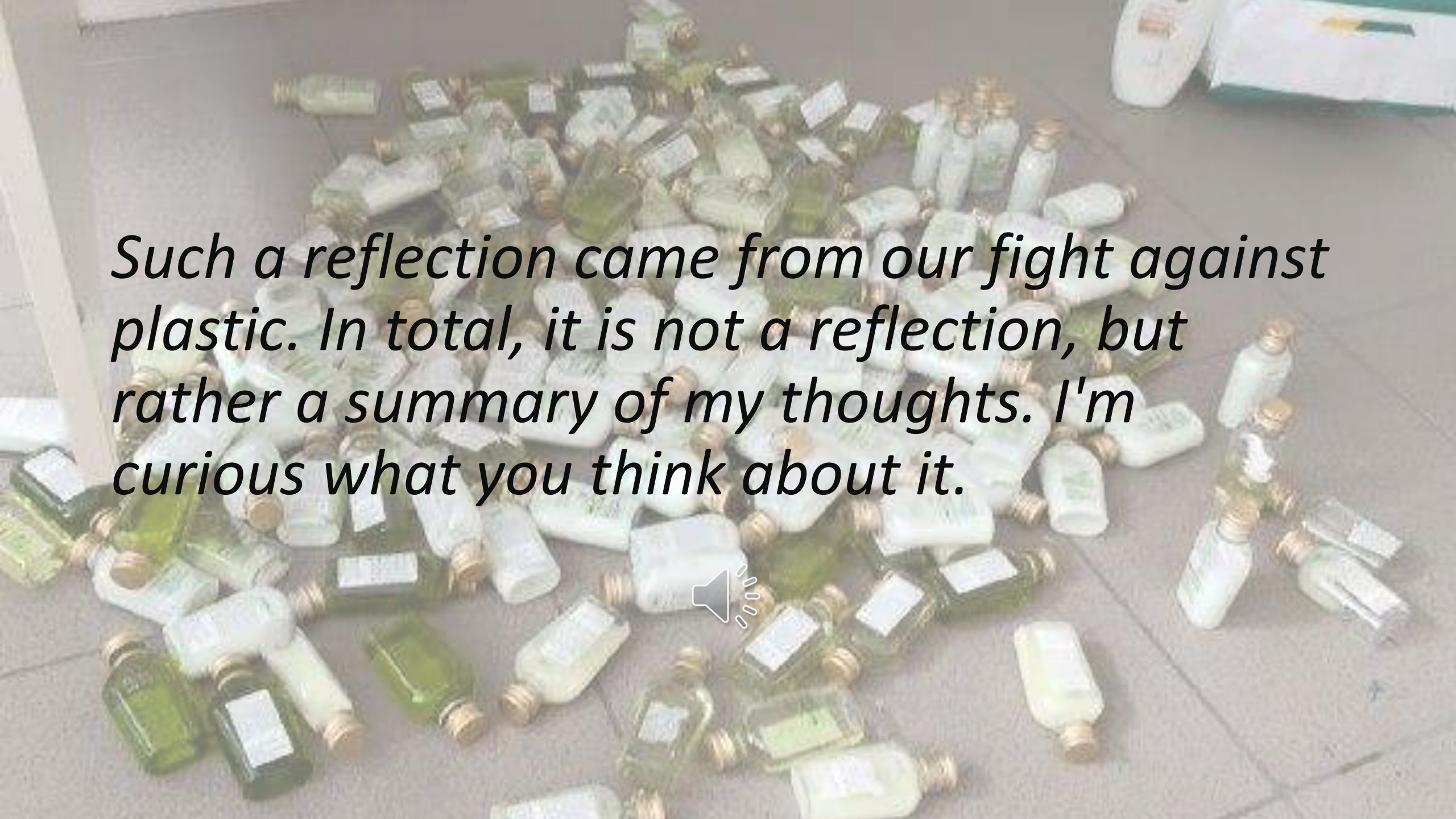
But there are also many hesitations and uncertainty among the group about what really means zerowaste ? Is it possible ? Is the recycling solution ? Can we trust certifications ? And so on....

200

BIO WATTESTÄBCHEN

Watte aus 100 % Bio-Baumwolle  
aus kontrolliert biologischem Anbau



A large pile of discarded plastic bottles, mostly clear and white, with some green ones, scattered on a light-colored sidewalk. The bottles are of various shapes and sizes, some with labels, and are capped with gold-colored screw caps. The background shows a concrete curb and a white container in the upper right corner.

*Such a reflection came from our fight against plastic. In total, it is not a reflection, but rather a summary of my thoughts. I'm curious what you think about it.*






*In my opinion, ignorance is the main problem. Until recently, I thought that plastic is recyclable. I did not know that there are different types of plastic ! If the authorities say that they are recyclable that's great! And I did not see the problem.*







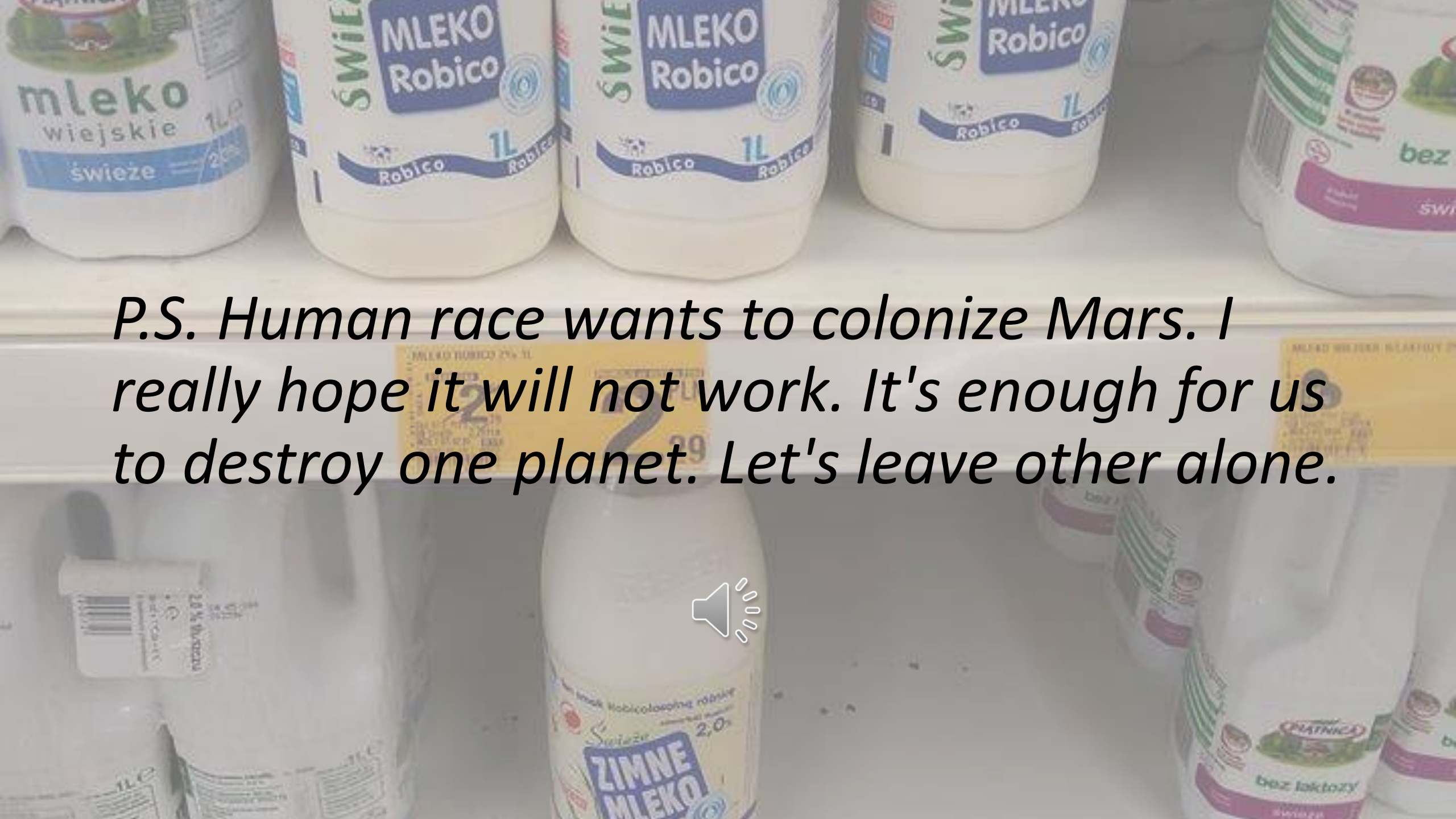
*Only recently I found out that all this is a bullshit. It turned out that we can not process many types of plastic, there are also illegal dumps (which are set on fire). I realized that I was cheated.*





*Many people do not know yet that they are being cheated. Because advertisements and media still lie or hide the problem with supposedly ecological solutions.*





*P.S. Human race wants to colonize Mars. I really hope it will not work. It's enough for us to destroy one planet. Let's leave other alone.*






# Bottom up movements - people with ESD competences

<https://www.facebook.com/PolskieStowarzyszenieZeroWaste/videos/1745696785486365/?t=21>

Are the Zero Waste Persons lonely in their struggle with the system ?







# What can we (academics) do about this ?

*„ESD competences models are still under much debate and developement...”*

UNESCO, MGIEP: *Textbook for Sustainable Development. A Guide to Embedding*, United Nations Educational, Scientific and Cultural Organization Mahatma Gandhi Institute of Education for Peace and Sustainable Development (UNESCO MGIEP) , 2017

# The bootom up movments

(persons with ESD competences)

## **Strengths**

The persons with ESD competences  
exists

## **Weaknesses**

They can count only on themselves

## **Opportunitiess**

## **Threats**



- *Citizen action will never work on its own - change by business is needed*
- *Governments will only change when forced by people*
- *Most businesses resist environmental change unless they can make a profit from it.*

• **I agree**

**I disagree**

**I don't know**

*Thank You*

Anna Batorczak a. batorczak@uw.edu.pl

**University of Warsaw**

**University Centre for Environmental Studies and Sustainable Development**