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VADEMECCUM GREEN



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ABOUT THIS VADEMECUM



Welcome to Vademecum Green – your essential guide to sustainable travel!

At a time when environmental awareness is paramount, Vademecum Green provides a comprehensive toolkit for adult learners, students and everyday commuters alike, empowering them to make journeys that are not only convenient but also environmentally responsible.

Whether you're a seasoned traveller or simply commuting to work or school, this document will serve as your compass to greener travel practices. Incorporating the simple yet effective tips outlined in Vademecum Green will reduce your carbon footprint and contribute to a healthier planet for future generations.

At its core, Vademecum Green aims to educate individuals on the importance of sustainable travel from an environmental and ethical perspective. By adopting the recommended strategies, you'll become a more conscientious traveller, a better planner, a sharper observer of your surroundings, and a proactive participant in the global movement towards environmental stewardship and social responsibility.

What's more, Vademecum Green is not just for individual travellers – it is a valuable resource for adult education institutions wishing to teach their students the principles of sustainable travel. With its user-friendly format and practical insights, educators can effectively educate and motivate learners to adopt greener travel practices and foster a culture of environmental awareness and responsibility within their communities.

So whether you're on your daily commute or planning your next adventure, let Vademecum Green be your trusted companion on the road to a more sustainable future. Let's take one step at a time towards a greener, cleaner planet!

CHAPTER 1

INTRODUCTION TO SUSTAINABLE TRAVEL-RELATED MEDIA AND INFORMATION LITERACY



1.1. POINTING THE PROBLEM

It's sad that sustainability has become a controversial topic, like so many other things today. This is mainly due to the worrying spread of fake news and irrational scepticism, undermining the honest efforts that are so badly needed to help tackle the adverse effects of global warming. Unfortunately, some people with financial interests and some conspiracy theorists are trying to make things more complicated than they need to be. They're trying to make us doubt the existence of the climate crisis and our ability to fight it. It's a battle for truth, facts and the survival of our and future generations. And it's being fought primarily in the field of media and information.

It's sad to see that people are being swayed by irrational fears and emotions and that those who deny climate change and promote unlimited consumption are winning. But we can change this! We can fight back with rationality, healthy scepticism, and action to fight climate change.

CHAPTER 1

INTRODUCTION TO SUSTAINABLE TRAVEL-RELATED MEDIA AND INFORMATION LITERACY

We can all make a difference by being informed and responsible consumers of news and information. It's not always easy to understand the issues around global warming and sustainability, but we can trust scientists, environmentalists, and other experts to guide us through the maze of misinformation, misconceptions, and honest mistakes toward effective attitudes and actions to preserve the environment.

It all starts with the right attitude. To separate fake news and manipulation from factual information, you need to adopt an honest and sceptical attitude. Scepticism is often portrayed as bad and unproductive, and it can be if it is dishonest and irrational, which is often the case with climate change deniers or 'sceptics'. However, rational and honest scepticism seeks to find the truth and the facts, regardless of our biases and selfish motives.

Being sceptical means examining claims and information presented to us in an honest attempt to determine the truth. It means using critical thinking skills to ask probing questions to help us determine whether a source of information is reliable or is trying to manipulate us. Asking, "Who is saying this? (Are they an expert? Do they know what they are talking about?)", "What are their sources? (Is what they are saying a fact or an opinion?)", "What are their motives? (What is their goal? (Are they trying to help me or manipulate me?))", "Who are they representing? (Are they presenting their beliefs or someone else's?)." will, in most cases, help us to separate reliable sources of information from the unreliable.

By identifying reliable media and information sources, we can really begin to expand our knowledge of the environment and sustainability. It starts with understanding the vocabulary and key concepts. Only by knowing what a carbon footprint is or recognising greenwashing can we act sustainably and this is where our media and information literacy is key.

Another important aspect of media consumption is building resilience against those who constantly try to convince us that climate change is inevitable and that we can't and shouldn't try to do anything about it. Resilience comes from being a critical, honest but also mindful consumer of information. It is important not to fall into the trap of constantly checking information, as this can lead to "catastrophizing" and "doomscrolling", i.e. looking for negative scenarios and expecting them to come true.

In order to become mindful and balanced consumers of information, we need to understand that protecting the environment, while important, is not our sole responsibility and should not consume us. Our goal should be to contribute to the collective environmental effort.

Media and information literacy requires an individual who is part scientist, part journalist and part responsible citizen. We can become that individual by using the tools at our disposal – critical thinking skills, a sense of environmental responsibility and many real experts who can provide us with quality information.

CHAPTER 1

INTRODUCTION TO SUSTAINABLE TRAVEL-RELATED MEDIA AND INFORMATION LITERACY

1.2. MEDIA AND INFORMATION LITERACY IN SUSTAINABLE TRAVEL

1.2.1. UNDERSTANDING SDG GOALS

First, it is essential to highlight how the United Nations took the lead in developing the 17 Sustainable Development Goals. So, on the United Nations website, we can find a little history of these goals.

All UN member states adopted the 2030 Agenda for Sustainable Development in 2015, establishing a typical plan to promote peace and global prosperity. Its 17 Sustainable Development Goals (SDGs) call for action by all countries, highlighting the need to fight poverty, improve health and education, reduce inequality, promote economic growth and tackle climate change.

This initiative builds on previous commitments such as Agenda 21 in 1992 and the Millennium Development Goals in 2000. Adopting the 2030 Agenda in 2015 was a milestone, accompanied by major agreements such as the Sendai Framework and the Paris Agreement. The UN Division for Sustainable Development Goals (SDG) supports the implementation of the SDGs, promotes the participation of all stakeholders and assesses progress through the High-Level Political Forum on Sustainable Development.

Following this line of development, we will highlight these 17 Sustainable Development Goals:



United Nations. (n.d.). *Sustainable Development* | Naciones Unidas
<https://www.un.org/es/teach/SDGs>

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INTRODUCTION TO SUSTAINABLE TRAVEL-RELATED MEDIA AND INFORMATION LITERACY

1.2. MEDIA AND INFORMATION LITERACY IN SUSTAINABLE TRAVEL

1.2.3. UNDERSTANDING CARBON FOOTPRINT

To help us understand the carbon footprint, we will use Greenpeace to explain what it is all about.

Greenpeace states that carbon dioxide (CO₂) is the most impactful greenhouse gas due to its long-lived presence in the atmosphere and oceans. In addition, CO₂ accounts for 80% of the increase in radiative forcing from 1990 to 2019, mainly caused by human activities. The CO₂ concentration in 2018 was 147% higher than in the pre-industrial era.

It is essential to understand that the carbon footprint measures mass emissions of greenhouse gases in CO₂ equivalent, which is essential for understanding and addressing global warming. As an example of how to reduce emissions, measures are being promoted at an international level, such as the Paris Agreement, which has been in force since 2016 and was developed within the United Nations Framework Convention on Climate Change (UNFCCC).

At an individual level, knowing one's carbon footprint allows us to take action to reduce emissions, contributing to a sustainable future and highlighting the importance of environmental awareness.

Another important aspect highlighted by Greenpeace about the carbon footprint is the importance of not confusing the terms 'carbon footprint' and 'environmental footprint'. In this case, the environmental footprint seeks to assess the environmental cost of an item throughout its life cycle, allowing organisations to take mitigation and reduction measures. Despite the similarities, the carbon footprint focuses on quantifying greenhouse gas emissions related to climate change. In contrast, the environmental footprint provides a more comprehensive view of the overall impact of a product or organisation on its environment.

1.2.4. METHODOLOGY AND ETHICS OF FACT-CHECKING

To continue, we will establish a relationship between fake news and innovation in sustainability.

Firstly, the definition of fake news is unclear due to factors such as the phenomenon's diffuse nature, its equation with other forms of false and misleading content, and its interchangeability with misinformation. This ambiguity is exacerbated in sustainability research, further complicated by the diversity of existing definitions.

We will continue to focus on the true definition of fake news, which refers to various false narratives or information, mostly shared online, intending to mislead, attracting attention or attracting readers for financial, political or other purposes. However, some exceptions exist, such as disinformation, which is not intended to mislead the audience, and deliberate manipulation with malicious intent, called disinformation.

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INTRODUCTION TO SUSTAINABLE TRAVEL-RELATED MEDIA AND INFORMATION LITERACY

1.2. MEDIA AND INFORMATION LITERACY IN SUSTAINABLE TRAVEL

Following the relationship between the two terms, we see that in the context of sustainability research there are examples where the debunking of climate change initiatives is addressed, but terminology associated with scepticism and delegitimation is used rather than explicit terms such as disinformation.

One initiative to combat fake news can be found in fact-checking, which the European Commission considers essential to improving media literacy. These measures aim not only to refute fake news, but also to educate users and journalists on how to identify truthful information.

In addition, transparency in the verification process, promoted by bodies such as the International Fact-checking Network (IFCN), increases the usefulness and reliability of the services offered by fact-checkers. Nor should we forget the crucial communicative activity of fact-checkers, whose success can make a significant contribution to curbing the spread of hoaxes and fake news, thus promoting transparency in the information environment.

1.2.5. EXPLORING CHALLENGES TO FACTUAL UNDERSTANDING

In discussing the challenges faced by those who want to make their travel more sustainable, one of the most important challenges, as explained above, is the accessibility of reliable sources to facilitate understanding of sustainability-related concepts, some of which can be complex or controversial. Communicating scientific and environmental issues is often challenging, highlighting the need for accurate and careful treatment to counter misinformation.

In addition, the field of sustainability faces a dilemma between economic interests and environmental protection. The public often lacks the tools to distinguish between misleading and truthful communication, especially in advertising, consumer products, and the media.

Another critical challenge for sustainability is "greenwashing", which consists of providing misleading or incomplete information about a company's environmental policy or the environmental benefits of a product or service, thereby contributing to false environmental news. Combating this practice requires a joint effort by the media and companies to contextualise information, particularly on climate issues.

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INTRODUCTION TO SUSTAINABLE TRAVEL-RELATED MEDIA AND INFORMATION LITERACY

1.2. MEDIA AND INFORMATION LITERACY IN SUSTAINABLE TRAVEL

1.2.6. UNDERSTANDING THE SOURCES AND VISUAL CONTENT

First, there are several techniques for recording brain activity and brain patterns when viewing audiovisual content. One of these uses functional magnetic resonance imaging (fMRI) to study patterns of visual perception, showing how narrative segmentation in films activates specific brain regions.

Another technique, inter-subject correlation (ISC) analysis with fMRI, shows similarities in viewers' brain responses, demonstrating that film content can collectively influence brain responses. Electroencephalography (EEG) also addresses perception, showing how cuts and visual events affect electrical brain responses. Flicker timing, measured by electro-oculography (EOG), is linked to viewer interest in the narrative.

Another aspect to note is that we perceive reality based on constant sensory predictions. Although reality can have interruptions, films constantly interrupt continuity with cuts. The increase in screen time has led to studies of how screen viewing affects flicker rate and its relationship to attention. Although we distinguish between reality and fiction on the screen, little is known about the differences in the perception of narrative content in a live versus on-screen presentation.

Finally, it is worth noting which content-related and stylistic elements in audiovisuals influence the viewer's perception. Cuts, as stylistic events, influence visual perception and flicker frequency. Although cuts interrupt continuity, filmic narratives remain comprehensible to the viewer. Editing blindness" suggests that editing changes go unnoticed. Directed actions in the narrative manage the viewer's attention, while storyless videos do not synchronise the flicker rate.

1.2.7. WHY IS VERIFYING THE SOURCE AND VISUAL CONTENT IMPORTANT?

As mentioned above, one of the most common marketing techniques companies use today is 'greenwashing.' Based on misleading the consumer about a service, this practice aims to make it appear that the company is committed to sustainable development.

The importance of verifying all information that reaches the public about sustainable travel is linked, for example, to effective communication that can lead to awareness of the benefits associated with sustainability for customers, such as physical, mental, and emotional health. It also involves avoiding information bubbles on social media and using information verifiers when in doubt.

Identifying these practices starts with paying particular attention to terms such as "ecological," "green," "environmentally friendly," or "sustainable," which may be used in an ambiguous or unclear manner. Then, analyse labels, advertisements, declarations, and press releases and claims that are imprecise, exaggerated, or lacking sufficient substantiation.

One of the main problems of sustainable development is countered by verifying information and detecting fake news. Focusing on denialism underlines the importance of approaching this phenomenon from an informed and truth-based perspective.

CHAPTER 2

BEFORE TRAVEL



2.1 TRANSPORT

We all know that every trip starts and ends with using some form of transport to take us to our destination and back again. It doesn't matter how far we're going; transportation significantly impacts our trip's carbon footprint. It's so tricky to avoid the negative impacts of transportation, isn't it? But don't worry; there are lots of ways we can minimise them by choosing the greenest option available to us. It's not always obvious what that is, though; many factors can confuse us and even mislead us to choose the more environmentally harmful way of travel. The good news is that we can apply some tried and true strategies to determine the greenest transportation option for our trip.

Educate yourself about the impacts of transportation on the environment:

The mobility pyramid is a great place to start when choosing the greenest way to get around. As a general rule of thumb, avoiding flying and driving petrol cars is always a good idea. Public transport like buses and trains are great options for getting around. And for short distances, cycling and walking are always a fantastic choice!

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BEFORE TRAVEL

2.1 TRANSPORT

Things to consider

- ▶ While following the mobility pyramid is a good start, be aware that each trip is different, and many factors determine which mode of transport is best for your trip. This means you should always consider factors like travel distance, number of passengers, the energy source used to power your mode of transport and more.

Adapt your choice of transportation to your travel distance:

It's so important to think about how far you're going when you're choosing how to get there. For instance, flying and driving a petrol car is kinder to the environment the further you go, and it can even be a great choice! On the other hand, the shorter the distance, the more harmful these options are. We all know that travelling less is better for the environment, so it's important to choose the right transport mode for your journey.

While there is no universal classification, for planning purposes, we can divide the travel distances into 3 categories:

- 300 km or less or short-distance travel (with distances of up to 10 km considered micro-mobility)
- 999 – 301 km or medium-distance travel
- 1000 km or more or long-distance travel

Things to consider

- ▶ For short trips, it's always a great idea to avoid driving and using public transport, biking, or even walking for short distances instead. Driving isn't a great idea, especially if you're alone.
- ▶ We'd still describe flying as the worst option and public transport as the best for medium-distance travel. Driving is a great option, especially with a full car or when you're using a hybrid or electric car.
- ▶ Regarding long-distance travel, it's a bit of a mixed bag. The differences between the different modes of transport are less noticeable. Sometimes, flying can be a good environmental option, maybe even a little greener than a bus or a car!
- ▶ Knowing what's best for medium and long-distance travel is a bit more tricky, but we'll get there! Using a carbon emission calculator to figure out which transportation option is the best for longer distances is always a great idea.

Calculate emissions of various transportation options to find the actual greenest one

We're here to help you find the most environmentally friendly way to get from A to B! To do so, use a carbon footprint calculator. The calculator is really helpful for getting a good idea of the carbon footprint your chosen mode of transport will create.

We highly recommend the Erasmus Goes Green calculator, which offers many different parameters.

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We think you'll find the calculator helpful! It'll give you a much clearer idea about your transportation emissions and help you decide on your mode of transport, especially for medium and long-distance trips where the results might differ from what you would expect.

The great thing about this calculator is that it even has an option to calculate your secondary carbon footprint, which is the footprint you create by choosing your clothing, the amount of food you buy, and so on. There are many more similar calculators available online, and you can choose any one to help you decide on the optimal mode of transport.

Things to consider

- ▶ A few other things can affect your carbon footprint, too. The number of passengers you have with you, the amount of luggage you're carrying, and the age and model of the vehicle you're traveling in can all play a part. It's always a good idea to keep the number of passengers and the amount of luggage to a minimum to cause less emissions.
- ▶ When driving with a car, more passengers equals less emissions per person, so carpooling is a great way to go. Choose traveling companies that use newer and more fuel-efficient vehicles if you can.

Think about some other pros and cons of different ways of getting around

We've all been there. You do your research on different modes of transport, and you're left with mixed results. Sometimes, the results are not as clear as you'd like, or they suggest a transportation option that isn't your first choice. It might be slower or even more expensive than a different, less environmentally friendly option.

In this case, think about some other pros and cons of your options. For example, you know that taking a train is greener than driving or flying, but it will take a little more time and cost you a little more. To decide in favour of the greener option, remember all the lovely things about train travel like:

- it is one of the safest ways to travel
- it is stress-free
- you can enjoy the scenery
- you get to meet other travelers
- you can work during the travel

Things to consider

- ▶ Think about making a two-kilometre trip to the supermarket. Instead of hopping in the car like most of us do, why not walk or cycle to the supermarket? There are so many great reasons to walk or cycle to the supermarket! It's really good for you, you get to enjoy the great outdoors, you save money on petrol and it's kind to the environment.

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2.1 TRANSPORT

Think about some other pros and cons of different ways of getting around

There are always a few extra things you can do to make sure your journey is as kind to the planet as possible:

Flying

If you cannot avoid flying, we have a few tips to help you make the most eco-friendly choice!

- Choose direct flights (take-off uses the most fuel during a flight)!
- Fly economy class!
- Choose budget airlines!
- Fly longer distances (flying is less harmful to the environment the further you go)!
- Choose newer aircraft!
- Pack light, use reusable items, and eat plant-based food!

Driving

If you've chosen to drive, here are a few friendly tips to help you!

- Carpooling is a great way to save fuel and reduce your carbon footprint!
- Drive efficiently, avoid unnecessary braking and acceleration, and keep your tyres well-inflated to save energy and money!
- Use sustainable fuels to help the planet!
- Remove your roof rack to decrease aerodynamic drag and save fuel!

Bus and train

If you're looking for a more eco-friendly way to travel, we've got some tips for you!

- Avoid printing tickets!
- Pack light!
- Take longer journeys on sleeper trains!
- Bring your lunch and refill your water bottle to avoid plastic waste!
- Choose modern trains and buses!



Does social media have something to say about it?

Dedicated travel blogs are a fantastic source of information and inspiration for using sustainable modes of transport. The bloggers are passionate and experienced travellers with a wealth of knowledge about green transportation choices. With their help, you'll definitely learn something new and gain a new appreciation for sustainable modes of transportation. You might even discover new and exciting ways to travel!

CHAPTER 2

BEFORE TRAVEL

2.1 TRANSPORT

Looking for Sustainable Travel influencers? Check some of them for inspiration!

- ✿ The savvy backpacker. Complete guide to train travel in Europe. Travel blog.
<https://thesavvybackpacker.com/complete-guide-to-train-travel-in-europe/>
- ✿ GreenCitizen. Carpooling 101: Everything you need to know for a sustainable ride. Travel blog.
<https://greencitizen.com/blog/carpooling/>
- ✿ Green travel blog. Travel and lifestyle and green tips.Blog.
<https://green-travel-blog.com/>

Conclusions

- ✦ We all love a bit of adventure, but when it comes to flying and driving a petrol car, it's probably best to save it when you have to. Trains and buses are a great alternative! Plus, the further you go, and the more people you're travelling with, the less polluting your journey will be.
- ✦ It's always a good idea to check out one of those handy carbon footprint calculators to see exactly how much CO2 you produce. And if you can, try to travel light and avoid having too many passengers and luggage. It'll make a big difference!
- ✦ There are also many clever ways to reduce your carbon footprint, like printing your tickets on both sides (or better not printing at all), choosing direct flights and carpooling.

2.2 PACKING

Over the past few years, global environmental protection has been gaining increasing interest. Sustainable packaging is a relatively new concept that has attracted much attention recently. Indeed, fulfilling sustainable development goals with social and economic implications is crucial[1].

So, you're getting ready to travel light? That's great! It's a wonderful way to make your journey more enjoyable. But there's more to it than just packing light. You also need to think about what you need for your trip. Before you start packing, take some time to think about the specifics of your journey. Think about how long your trip will be, what you'll be doing, the weather at your destination, and any cultural or social norms you'll need to stick to.

Once you understand these things, you can tailor your packing list to make sure you've got everything you need!

Consider what you need

It can be tricky to know what to pack, but we're here to help! It's easy to get carried away and pack many things you don't need. Instead, focus on the essentials – the items that will make your trip more comfortable, safe and enjoyable.

CHAPTER 2

BEFORE TRAVEL

2.2 PACKING

Things to consider

- ▶ We all love to travel, but being kind to the planet is so important! One way you can help is by choosing the right luggage or backpack. Going for lightweight options can significantly affect how much fuel is used during travel, which means fewer carbon emissions.
- ▶ When looking for luggage or backpacks, why not consider options made from recycled plastic, organic cotton, hemp, natural fibres like jute or bamboo, or recycled polyester or nylon? These materials have a lower environmental impact than traditional synthetic materials, which is great for the planet!

Consider what you need

Identifying and prioritising the essentials according to their importance and benefits can be helpful. This will help you decide what to pack and leave behind.

Things to consider

- ▶ We all love to travel, but we also want to do our bit for the planet! One of the best ways to do this is to use digital travel documents. By choosing electronic boarding passes, itineraries, maps and guidebooks, you can make a big difference to the environment. Digital documents are more accessible to carry, access and update, which makes them a great choice for modern travellers who want to have a smaller impact on the planet.
- ▶ Toiletries, medications, and personal care items are really important for comfort. It's a great idea to choose biodegradable toiletry containers and refillable options. Also, choose small refillable containers and try not to pack more than you need. These simple adjustments will help reduce waste and support sustainable travel practices.
- ▶ Staying hydrated on the go is a breeze with a reusable water bottle! Look for stainless steel or BPA-free plastic to keep your bottle strong and safe. You'll be happy to know that many airports and public spaces offer water refill stations, so you can say goodbye to single-use plastic bottles! By adopting this eco-friendly practice, you'll be reducing waste and making travel a greener experience for everyone.

Versatility

Choosing items that serve multiple purposes or can be used in different situations is always a great idea. This way, you can make the most of each item and pack fewer things in your bag!

Things to consider

- ▶ Choosing clothing and accessories that are kind to the planet and reduce waste is important. Look for lightweight, wrinkle-resistant fabrics that are easy to pack and transport. This helps reduce the need for bulky luggage and saves energy and resources for washing and ironing.

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2.2 PACKING

- ▶ We all know how tricky it can be to pack for a trip! One great tip is to make the most of multi-purpose electronics to help you pack fewer devices. Why not use your smartphone or tablet as a handy all-in-one for communication, navigation, photography and entertainment?
- ▶ It's always a good idea to consider whether you must pack all those extra gadgets, like e-readers or portable gaming devices, for your trip. You can meet your needs in other ways!
- ▶ It's so important to make sure we're charging our devices in the most energy-efficient way possible! This means charging only when we need to and unplugging our chargers when we're not using them. This helps to avoid standby power consumption, which is also known as vampire power. It's also a great idea to make sure we're using renewable energy sources when we're charging up at public points. Many cities and airports now have solar-powered charging points, a fantastic step towards greener travel!

Mindfulness

Just a quick heads-up! When you're packing, it's good to think about the impact your choices might have. For example, do you need to pack everything you think you do? And how heavy is your luggage going to be?

Things to consider

- ▶ It might be worth considering the environmental impact of overpacking and the practical implications of carrying heavy luggage. Not only will you be more comfortable if you pack lightly, but you'll also be doing your bit for sustainable travel practices!



Does social media have something to say about it?

Have you ever considered following sustainable travel bloggers? It's a great way to learn, engage, and contribute to the growing movement towards responsible and eco-friendly tourism! It's a great way for individuals to become more mindful travellers. You'll learn lots of practical tips and strategies for reducing your carbon footprint, minimising waste, supporting local communities, and respecting cultural heritage while travelling. They can share helpful tips and tricks, like packing lists, green product recommendations, and ways to offset travel emissions.

Looking for Sustainable Travel influencers? Check some of them for inspiration!

- ✱ Ben & Ciara. Eco travel. Plant-based living. Instagram.
Instagram Handle [@goinggreenmedia](#)
- ✱ [Christine Williams](#). Sustainable travel & lifestyle. Instagram.
Instagram Handle [@dontforget2move](#)
- ✱ [Bret Love & Mary Gabbett](#). Ecotourism, wildlife conservation & cultural preservation. Instagram.
Instagram Handle [@green_global_travel](#)

CHAPTER 2

BEFORE TRAVEL

2.2 PACKING

Conclusions

- ✦ Lighter luggage not only means more flexibility in terms of transport, but it also saves CO₂.
- ✦ Heavy luggage consumes more fuel.
- ✦ Packing only what you need saves fuel and energy—whether travelling by car, train, plane, or boat.
- ✦ Packing light doesn't mean compromising on essentials. It's about replacing disposable items with sustainable alternatives.

2.3 AT YOUR TARGET LOCATION

It's so great to see that more and more people are becoming aware of the importance of environmental protection! It's so great to see that people are more aware of their actions and the impact of these actions. This means that they're making more conscious decisions in their daily lives, which is fantastic! Even on the road, we can still make sustainable choices! From picking a green hotel to sharing our resources, we can all do our part to make a positive impact.

Plan ahead

When you're away from home, it can be tricky to find a place to stay, somewhere to eat and things to do. It's easy to get carried away and indulge in luxuries and extravagances, but thinking logically and choosing options that suit your environmental ideas is important.

Things to consider

- ▶ We all want to do our bit for the environment, don't we? So why not choose environmentally conscious accommodation? It's also a great idea to check that they have sustainability certifications. There are lots of accommodation booking websites where you can filter by their possession of recognised sustainability certificates.
- ▶ It's always a great idea to look for small or private accommodations that don't require a lot of electricity or water.

Inform yourself

It's always a good idea to do a little research before you go, just to make sure you know the different environmental policies in the country you're visiting. It's also a great idea to find out about the recycling options there, as well as other ways you can help the environment.

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2.3 AT YOUR TARGET LOCATION

Things to consider

- ▶ Good news! In most EU countries, you'll find recycling garbage cans in many places, like airports and streets. These are there to help you properly dispose of your waste.
- ▶ It's so great that many governments are encouraging recycling! They're offering rewards like money-making plastic recycling machines.

Decide what you want to do

There are so many exciting things to do when you're in a new city! To make the most of your time and money, it's a great idea to have a plan of what you want to do and how you can make it happen.

Things to consider

- ▶ List the places you want to visit and how to get there. Think logically and make a plan with sites close by that can be reached using the minimum number of means of transportation.
- ▶ Check if there are discounts to visit several tourist attractions or do several actions, this will save you time and money.

Go local

Make the most of your trip by discovering all the wonderful things your destination offers. Before you go, find out what local food and produce are available and try some to help support the local economy.

Things to consider

- ▶ Why not look for some lovely local eateries, like tavernas, or you could even try some street food? These places can be included in your activity plan, making your trip much more fun and efficient!
- ▶ We'd love for you to learn about the type of local agriculture and handicrafts to try on your visit! Not only will you get to try new things, but you'll also be helping the local economy and its producers.



Does social media have something to say about it?

Planning a trip can be stressful, especially when trying to be sustainable. That's why we've rounded up some of the best tips from social media influencers and broadcast accounts on making your trip as green as possible! Whether you're travelling for work or pleasure, these tips will help you travel more sustainably.

CHAPTER 2

BEFORE TRAVEL

2.3 AT YOUR TARGET LOCATION

Looking for Sustainable Travel influencers? Check some of them for inspiration!

- ✿ Transforma. 6 tips for sustainable travel. Instagram.
Instagram Handle : @transformaglob
Threds @<https://www.threads.net/@transformaglob>
- ✿ Business travel tips to travel and consume more sustainably, find hotels, restaurants, shops and more. Instagram.
Instagram link <https://www.instagram.com/biospheresustainable/>

Conclusions

- ✦ We can all benefit the planet by choosing eco-friendly accommodation with sustainability certifications and small, private lodges. This helps to reduce electricity and water consumption, which is great for the environment!
- ✦ Doing a little research before you go is always a great idea! Checking out the destination's environmental policies and recycling options is a wonderful way to make sure you're properly disposing of your waste and taking eco-friendly actions.

Efficient planning of activities minimises transport use, allows nearby sites to be visited sequentially, and facilitates time and money savings.

CHAPTER 3

DURING TRAVEL



3.1 TRANSPORT

Once you arrive at your destination, your transportation needs and circumstances will naturally change. The good news is that the distances you'll be covering will probably be much shorter, around 10 km or so, which is what we call micromobility. It's so important to keep a positive attitude towards green travel, even for short distances! It's so important to remember that even short journeys can make a significant impact on the environment. It's a shame that many of us don't think about it as much as we should. Let's make sure we're not one of those people! The good news is that most urban areas have many great options for micromobility. So, all you need to do is get to know them and start using them, whether travelling or just exploring your hometown. Many factors can confuse us and even mislead us to choose the more environmentally harmful way of travel. The good news is that we can apply some tried and true strategies to determine the greenest transportation option for our trip.

Know micro-mobility transportation options at your destination

Have you heard of micromobility transportation? It's a great way to get around, and it's kind to the environment! There are many different options, like bikes, e-bikes, e-scooters, and walking. It's always a good idea to do a little online research before you go, and if you know any locals, they'll probably be happy to give you some tips on how to get around. Happy exploring!

CHAPTER 3

DURING TRAVEL

3.1 TRANSPORT

Things to consider

- ▶ We're sure you'll find it helpful to know that most cities have dedicated websites to find information about transportation options in the area. Have a little look around, and you'll find all the information you need, including ticket prices, where to buy them and which type of ticket is best for you. This will help you save time, money and any unpleasant surprises when you get there! If you know anyone who lives at your destination, ask them about micromobility options! They'll be able to give you the best advice based on their experience.
- ▶ Search for transportation apps for your destination. They're super easy to use and a great source of information about public transport in the area you're visiting. By familiarising yourself with an app, you'll learn so much about the available public transport options, the location of important stops, travel times, ticket prices and more. This will help you plan your commute more effectively, leaving you more time to enjoy your trip!
- ▶ It's always a good idea to check the weather report for the place you're visiting. We all know how unpredictable the weather can be! Bad weather or extreme heat might mean you can't use some form of micromobility, which could force you to change your plans.

Prioritize walking

Let's not forget walking! It's a wonderful way to get around and deserves a special mention and lots of attention. Walking is the greenest, healthiest and most natural way of getting from A to B. There are so many benefits to walking! It can help to reduce blood pressure, blood sugar and body fat, as well as stress, improve sleep quality and cognitive functions. Even small amounts of walking are beneficial. It is also the cheapest way to get around. There are no downsides to walking! It should be your first choice of mobility whenever and wherever possible.

Things to consider

- ▶ Walking as much as possible's always a great idea! Plan your activities so you know how far you'll be going. Use navigation tools like Google Maps to plan the best walking routes. If you can, book accommodation within walking distance of the places you want to visit.
- ▶ If you plan to go for a lovely long walk, wear comfy shoes and clothes and take some water with you, especially if it's a scorching day!
- ▶ We all need a little motivation sometimes, and walking is a great way to get it! Think about all the wonderful things walking can do for you. Use it to explore and experience the city or area you're visiting. Set a goal for yourself, whether a certain distance or a number of steps. And remember, you don't have to reach 10,000 steps per day to feel the amazing benefits of walking!

CHAPTER 3

DURING TRAVEL

3.1 TRANSPORT

Consider micro-mobility transportation

We know walking isn't always an option for everyone, and that's okay! Micromobility transport can be a great second choice. Many places offer affordable and convenient bike rentals, so you can explore your destination with a smile while staying green! While micromobility isn't as natural as walking, it's still a wonderful option, especially biking. It's easy on the environment and a great way to stay healthy! Plus, it's budget-friendly.

Things to consider

- ▶ Just like walking, planning and knowing the routes and distances you need to cover is always a good idea. This way, you can choose the best form of micromobility for you. You'll save time and money, and you'll have other options if something doesn't go as planned.

Make use of public transport

Even if micro mobility options are limited or non-existent, some form of public transport will be available at your destination. Public transport is still a good option, and it is certainly better than driving a car. Buses, metros, trams, or even local trains are good and reliable ways to travel inside a city and even around a region you visit, extending your range to tens of kilometres or even over a hundred kilometres. As these vehicles often run on electricity or natural gas, they are also quite environmentally friendly.

Things to consider

- ▶ We know that the public transport system can be a little overwhelming for first-time users, so do a little research in advance to find out which lines you need to take to reach your destinations, where the stops are, and so on. It's also a great idea to learn about the different types of tickets. Tickets valid for a longer period can often be cheaper than a one-time ticket!
- ▶ Buy tickets online or using an app to avoid using tickets printed on paper. You can also buy a rechargeable public transport ticket that you can recycle properly after you stop using it or give to someone who needs it.



Does social media have something to say about it?

Social media can show just how fun and engaging cycling or walking around a city can be! Inspiration is often the most important motivator for ditching the car and opting for a micro mobility option.

Looking for Sustainable Travel influencers? Check some of them for inspiration!

- ✱ Momentum Mag. Smart living by bike. Instagram. Instagram Handle @momentummag
- ✱ Amsterdamcyclechic. Sharing Amsterdam's bicycle culture with the world. Instagram. Instagram Handle @amsterdamcyclechic
- ✱ Comodule_iot. Empowering micromobility with Connectivity solutions. Instagram. Instagram link: <https://www.instagram.com/momentummag/>

CHAPTER 3

DURING TRAVEL

3.1 TRANSPORT

Conclusions

- ✦ It's always a great idea to research the different ways you can get around the city or area you're visiting. It'll make your trip so much easier!
- ✦ If you're looking for a quick and easy way to get around town, say for a trip of about 10 km or less, then micromobility transportation is the perfect choice!
- ✦ Micromobility transportation is a lovely term for small, lightweight vehicles like bicycles, e-bikes, e-scooters and e-mopeds.
- ✦ There's nothing better for your body and your planet than a nice, relaxing walk! It's the perfect way to get around when you're short on time.
- ✦ It's so great that public transport is available everywhere! It's definitely a better option than driving a car.
- ✦ Just a heads up! It'd be great if you could avoid printing tickets and use rechargeable public transport tickets instead when you're catching the metro or a bus.

CHAPTER 3

DURING TRAVEL

3.2 PACKING

Travelling is a wonderful way to explore new places and cultures, but it's also important to remember that we have a responsibility to the environment. One simple way to reduce our impact is through mindful packing and unpacking practices. This approach helps travellers like us minimise our environmental footprint and encourages responsible tourism practices that respect local environments and communities.

The idea of sustainable tourism has gained popularity recently and aims to create a healthy balance between the positive economic effects of travel and its possible drawbacks. The dynamic and significant industry of tourism can influence the future of ecosystems and communities all around the world.

Adopt a correct approach to unpacking your belongings

It's so worthwhile to unpack thoughtfully and keep your space organised! It benefits you personally and helps make your travel more sustainable and respectful. It's a small yet significant way to make a positive impact on your journey and the places you visit.

Things to consider

- ▶ Just a friendly reminder! The more stuff you bring, the more time you'll spend unpacking when you arrive. Packing lightly is always a good idea so you can spend more time enjoying your trip and less unpacking!
- ▶ We all know that knowing where everything is can save time searching for items later and allow you to focus more on enjoying your trip. And keeping things tidy reduces waste and clutter and minimises your environmental impact while you're here. So, take a breath, unpack respectfully, and enjoy a more organised and eco-friendly stay!

Consider what to buy

We all love to treat ourselves on the road, but have you ever considered the impact of buying new items while travelling? Manufacturing and transporting goods use up precious natural resources and contribute to greenhouse gas emissions. The packaging these products come in adds to the waste we're all trying to reduce.

Things to consider

- ▶ It's always a good idea to check how much free space you have in your backpack or luggage before you set off on your travels. Buying extra luggage while you're away isn't the most sustainable approach, and it often comes at a cost, whether you're travelling by bus, train or plane.
- ▶ Before you head into stores and malls, remember that it's great to focus on experiences over material goods and to make conscious decisions about what we consume. This helps us to travel in a more environmentally friendly and thoughtful way.

CHAPTER 3

DURING TRAVEL

3.2 PACKING

Prioritize reusable essentials you have with you

We all love travelling, but we can make it even better for everyone by following the 'take out what you put in' principle. This means thinking carefully about how we use resources and affect local communities. So, let's explore the world with as many reusable essentials as possible, like water bottles, bags and personal care items in refillable containers.

Things to consider

- ▶ Just a little reminder that by avoiding the continual purchase of bottled water while travelling, you can make some lovely financial savings over time. It's also a great way to make a wise economic decision! And there's more! Carrying a reusable bottle is also really convenient when you're travelling.
- ▶ By including reusable bags in your travel plans, you're helping to reduce plastic waste and make a positive impact on the environment. And you'll enjoy the practical benefits of durability, convenience, and cost savings throughout your journey! There are so many ways to use reusable bags while travelling: shopping, beach and pool days, day trips, sightseeing, and so much more. Did you know that reusable bags can even serve as emergency rain covers for electronics, picnic blankets, or seat covers when needed?

Mindfulness in terms of energy-efficient charging practices

There are many ways you can help reduce the energy used to charge devices while travelling and promote environmentally responsible travel habits.

Things to consider

- ▶ You can make a difference by incorporating simple energy-efficient charging habits into your routine. It's a great idea to charge your devices when they're low on battery rather than leaving them plugged in all the time. Unplugging the charger from the wall socket is a great idea when your devices aren't charging. Some devices have these great energy-saving modes or settings that help to make charging more efficient. It's a great idea to enable these modes when you can, as they'll help to reduce energy consumption during charging. It's best to avoid overcharging your devices, as this can reduce battery life and waste energy. Once your device is fully charged, it's time to unplug it! This helps to save energy.
- ▶ It's also a good idea to consider how much we rely on grid electricity, which might not always come from sustainable sources. It's great to charge your devices using renewable energy sources like solar chargers or power banks that are charged from renewable sources whenever possible.

CHAPTER 3

DURING TRAVEL

3.2 PACKING



Does social media have something to say about it?

We all love a good travel blog or social media post, right? They're packed with helpful information that can make your packing and unpacking process a breeze! By tapping into the wisdom of seasoned travellers, you can become more organised, efficient and prepared for your next adventure.

From detailed checklists to packing tutorials and product reviews to real-time community advice, these platforms are brimming with invaluable resources to help you navigate the complexities of packing and unpacking confidently and easily.

Looking for Sustainable Travel influencers? Check some of them for inspiration!

✿ Tortuga. Packing isn't the fun part of travelling. We'll take care of it so you can focus on having a great trip. Blog.

Link: <https://blog.tortugabackpacks.com/>

✿ CleanHub. The Complete Guide to Sustainable Beauty. Blog.

Link: <https://blog.cleanhub.com/sustainable-beauty-guide>

✿ Express VPN. From charging phones to mining Bitcoins: The energy use of everything. Blog.

Link: <https://www.expressvpn.com/blog/energy-use-of-everyday-tech/>

Conclusions

✦ We can all do our bit for the environment by reducing our purchases and refraining from acquiring additional luggage during our travels. It's a great way to minimise our impact on the planet and foster sustainable travel practices!

✦ Unpacking can be just as stressful as packing, especially when settling into a new place quickly. Getting your backpack or luggage organised is always a good idea so you can easily find what you need and set up a nice, comfy space in your hotel or rental.

✦ Efficient unpacking is a great way to settle in quickly and make sure your belongings are easily accessible throughout your stay. It's a good idea to designate a specific area for your essentials, such as toiletries, electronics, and chargers. This helps keep everything in one place and prevents you from losing items.

✦ Another handy tip is to collect all your electronics and set up a charging station on a desk or bedside table. You could even bring a multi-USB charger to charge multiple devices at once!

CHAPTER 3

DURING TRAVEL

3.3 AT YOUR TARGET LOCATION

Learning a few local tips and tricks is always a good idea when we're in new places! After all, we want to make sure we're respecting the rules and keeping things sustainable while we're away. Whether staying in our accommodation or exploring the city, it's always a great idea to consider how our actions affect the environment.

Behaviour

Behave in the most environmentally friendly way during your stay in the accommodation. Some accommodations offer us many facilities and things to try, and we may decide to make the most of it.

Things to consider

- ▶ Just a little reminder to be careful and only use what you need in the right measure, okay? For instance, just take a nice, relaxing shower as you would at home. Even if you don't pay the electricity or water bill, being kind to our planet is still important!
- ▶ It's so important to set realistic temperature settings, my friends! Like electricity and water, using too much of these can be wasteful. We often get so comfortable in our accommodation that we forget to check if the air conditioning or heating is on. And we sometimes don't realise we should turn them off when we leave the room. It's a good idea to ensure the windows are closed to make the most of these air conditioning systems. And to turn them off when they're not in use.

Use what is at your disposal

It's lovely that in many places, we can find different recycling bins and even machines that give us benefits such as discounts or dihedrals in exchange for recycling. Cities offer so many facilities, and we can use them to continue with our ecological behaviour.

Things to consider

- ▶ On your trip, consider buying food or products wrapped in plastic. If you can't find a recycling bin nearby, why not save the wrapping and dispose of it when you find a suitable container? It's a simple thing to do that makes a big difference to the environment!



Does social media have something to say about it?

Have you ever thought about how you can make your travels more sustainable? Well, you're in luck! So many wonderful influencers are out there sharing their tips and tricks on reducing your carbon footprint, choosing eco-friendly accommodation, carrying reusable bottles, avoiding single-use plastic, and supporting local businesses by buying sustainable products and services. It's a great way to learn about different actions that contribute to the protection of the environment and embrace a more responsible and conscious lifestyle. So, why not give it a try?

CHAPTER 3

DURING TRAVEL

3.3 AT YOUR TARGET LOCATION

Looking for Sustainable Travel influencers? Check some of them for inspiration!

✿ Ruteando con Marco: ¿Seguro que viajar es insostenible?
<https://www.tiktok.com/@ruteandoconmarco/video/7286138456898604321?lang=es-es&q=como%20hacer%20viajes%20de%20empresa%20sostenibles&t=1708683546739>

✿ Love of Earth Co. : 10 sustainable features in my sustainable hotel
<https://www.tiktok.com/@loveofearthco/video/7279529035246652718>

Conclusions

- ✦ We can all help the environment by following local regulations and taking sustainable actions, even in unfamiliar environments.
- ✦ It's important to use electricity and water responsibly and to follow household habits when setting heating and cooling levels. This helps to reduce energy consumption.
- ✦ We can all help with proper waste management by making the most of recycling bins and machines that offer rewards, as well as saving recyclable waste when immediate disposal is not possible.

CHAPTER 4

AFTER TRAVEL



4.1 TRANSPORT

Once you've finished your trip, it's time to look back and think about the different ways you got around and how they affected the environment. This will help you see where you could have done better and give you ideas for next time. It's a great way to learn and become a better, more environmentally conscious traveller!

Calculate the carbon footprint of your trip

Once you've finished your trip, please make a list of all the different ways you used to get around and how far you travelled by each of them. To make sure you have the most accurate data, it'd be really helpful if you could save any tickets you bought or keep a simple travel log so you can easily refer back to it later. Then, you can use the Erasmus Goes Green calculator or a similar tool to work out the emissions from each mode of transport and add them together to get your total score.

CHAPTER 4

AFTER TRAVEL

4.1 TRANSPORT

Things to consider

- ▶ Don't be discouraged by the results. If your emissions are high, it simply means you have a lot of room for improvement. On the other hand, if your results are very good, try to see this as motivation to improve even more and become a truly green traveller. Also remember that emission calculators are not perfectly accurate, they simply give you a good approximation of your emissions. Some calculators may offer more calculations for more modes of transport than others so use different calculators to get the most accurate result.
- ▶ Another good way to check and understand the amount of emissions you calculated for your trip is to compare them with the emission numbers from trustworthy on-line sources. To find trustworthy data, use official governmental sites or the sites of established international organizations devoted to the protection of the environment. These sources don't have the motivation to mislead you with biased data.

Reflect on your transportation choices and look for improvements

Take a moment to think about the emission score and consider it critically. Why not try out the calculator to find some more environmentally friendly ways of getting around? You can even look at the options that generated the most emissions and see if you can find something greener. Think about all the ways you get around and see if you can create more eco-friendly choices. Thinking about your experiences with transport providers is also a good idea. Are they doing their bit for the environment? Do they give you options to be more environmentally friendly as a passenger? Look online to see what other customers have to say about them.

Things to consider

- ▶ It's really important to be honest when considering your transport options. It's so important to be open to feedback and to think critically about the data you're looking at. That's the only way you'll be able to make improvements!
- ▶ Accept the fact that to travel greener, some compromises must often be made. Usually (but not often) this means a little less comfort, a bit longer travel times or higher costs. Don't dismiss greener transportation options in advance because you think they will be less convenient for you. Research the options to see what they entail and maybe you will be surprised. Remember that making greener transportation choices, and greener travel choices in general, is also a reflection of your values.

Use what you learned in your future trips

Use what you've learned on your next trip to make even greener choices! You need to pay more attention to carpooling, or switching to another flight provider will make a big difference. Perhaps you realised that taking a train instead of flying would take the same amount of time and cost roughly the same amount. Consider the changes you can make and incorporate them into your next trip. Then, repeat the process to improve even more!

CHAPTER 4

AFTER TRAVEL

4.1 TRANSPORT

Things to consider

- ▶ Keep going with this process, and you'll soon have the perfect transportation strategy for all your long, medium and short-distance travel needs! It'll be especially useful if you're heading back to the same place a few times, as each trip is a chance to make things even better!
- ▶ And please don't be discouraged if you make a mistake. Becoming the best green traveller you can be is a process that takes time and practice, and you've got this!
- ▶ Don't try to be perfect. We all know that chasing perfection can sometimes make us feel bad if we fail, and it can also take away our motivation. Instead, focus on implementing green transportation strategies that are viable for you. In time, you can improve and try new, even greener strategies.



Does social media have something to say about it?

We all want to do our bit for the environment, which means reducing our carbon footprint for many of us. But did you know that transportation emissions are just one part of your overall footprint? There are so many sources of your carbon footprint, some unexpected and unusual. Even the most conscious green traveller cannot understand how their footprint is created. But don't worry! Blogs by experts and experienced environmentalists are an excellent and reliable way to learn about it. This will help you improve your transportation strategies and so much more!

Looking for Sustainable Travel influencers? Check some of them for inspiration!

- ✱ Ethical Influencers. A Digital Community Doing Good. Blog.

Link: <https://ethicalinfluencers.co.uk/>

- ✱ Greenly. Carbon footprint: everything you need to know. Blog.

Link: <https://greenly.earth/en-gb/blog/company-guide/carbon-footprint-calculate-reduce-and-offset-your-impact>

Conclusions

- ✦ Once you've had a chance to catch your breath from your trip, why not take some time to reflect on your transportation choices?
- ✦ It can be really helpful to use a carbon footprint calculator to get a sense of your choices' impact on the environment. And it's always good to consider ways to make changes to reduce your carbon footprint.
- ✦ You don't have to be perfect, just make a few small changes during your next trip and see how it goes!

CHAPTER 4

AFTER TRAVEL

4.2 RE-PACKING

We all love travelling, but staying green and environmentally friendly when unpacking after a trip can be tough. It takes a little conscious effort and planning, but it's worth it! Reusing and recycling packing materials, looking for reusable containers, practising eco-friendly laundry habits, minimising single-use plastics, and choosing sustainable travel gear can significantly reduce your ecological footprint. These mindful practices help protect the environment and promote a more sustainable and responsible approach to travel.

Promote energy-efficient unpacking

Let's all do our bit for the environment by being mindful of energy consumption. After all, energy consumption is one of the main causes of climate change.

Things to consider

- ▶ Just take your time and think about the best time for you to unpack. We know how it is when you've just got in from travelling and you're tired! Is it really necessary to unpack during the late-night hours?
- ▶ Using natural light during the day is a great way to be kinder to the planet! It's a sustainable alternative to artificial lighting, which helps us to reduce our reliance on electricity. By adopting these lovely, energy-conscious practices, you can actively contribute to conservation efforts and cultivate a beautiful, greener lifestyle.
- ▶ Washing clothes in a machine consumes substantial water and electricity, while detergents can release harmful substances into the environment. Adopting sustainable washing practices involves washing less often and being mindful of when clothes truly need cleaning. Rather than washing your clothes after every wear, consider a different approach. If your clothes aren't heavily soiled or sweaty, they may not require immediate laundering. Instead, hang them on a hanger outside your wardrobe or a drying rack to air out. This simple step can refresh them effectively, making them ready to wear again while conserving water and energy.

Reuse packaging materials

Reusing packaging materials offers significant benefits, including conserving resources, reducing waste and pollution, saving costs, protecting the environment, promoting sustainability, providing convenience, and enhancing corporate responsibility. These advantages make it a simple yet powerful practice for anyone looking to reduce their environmental impact and contribute to a greener future.

Things to consider

- ▶ Reusing cotton bags or any reusable bags after travel provides numerous benefits. They are versatile and can be used for various purposes beyond travel, such as carrying grocery items, gym clothes, or storing items at home.

CHAPTER 4

AFTER TRAVEL

3.2 RE-PACKING

- ▶ By finding creative ways to reuse bubble wrap and tissue paper, you can extend their life cycle, reduce waste, and save money. Whether protecting fragile items, insulating your home, engaging in crafts, or organizing your belongings, these materials offer versatile and practical solutions for everyday needs.
- ▶ Did you know that bubble wrap can be used as a temporary window insulator if you attach it to your windows in winter to reduce heat loss and keep the heat out in summer? Have you heard that lining coolers or lunch bags with bubble wrap can help keep food and drinks cold for longer? You can also wrap bubble wrap around pots or plants to protect them from frost in colder months.
- ▶ You can reuse tissue paper for multiple crafts and art projects or even fill gift bags, adding a decorative and protective layer around the gift. It is also well known that you can place tissue paper between folded clothes to prevent wrinkles, especially when packing for your next travel.
- ▶ Stay sustainable and do not throw away or “forget” your reusable water bottles and refillable containers in your travel bag! Cleaning your reusable water bottles and refillable containers regularly provides numerous benefits, including promoting better health by preventing bacterial growth and odours, supporting environmental sustainability by reducing waste and conserving resources, saving money through decreased reliance on single-use items, and ensuring convenience and practicality in daily use. Additionally, it maintains the aesthetic appearance and extends the lifespan of your reusable items, making them a reliable and eco-friendly choice for everyday hydration and food storage needs.

Adopt eco-friendly storage solutions

By choosing sustainable storage solutions, you're helping the planet and making your home more beautiful and functional. There are many ways to go green in storage, from choosing sustainable materials to repurposing items and embracing minimalist principles. And the best part is, while keeping your home organised, you're also preparing it for future adventures!

Things to consider

- ▶ Consider repurposing travel-related items for everyday use or future trips rather than buying new ones. This reduces waste and extends the life cycle of your belongings.
- ▶ Instead of disposing of your luggage or backpack after a trip, store it for future use. Wash it only if necessary, and use eco-friendly detergents. Air-dry your luggage or backpack when possible to save energy before storing it to maintain its condition and prevent mould or mildew.
- ▶ Store belongings in a dry and cool place to prevent damage from humidity or temperature fluctuations. This helps maintain the quality of fabrics, electronics, and other sensitive items, extending travel gear's lifespan and reducing the need for new purchases. Store smaller items or souvenirs in reusable containers made from bamboo, glass, or recycled plastics. Avoid single-use plastic bags or packaging.

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- ▶ Pack items organised to maximise space and make it easier to find things when needed. Use packing cubes or dividers made from sustainable materials. Look for biodegradable storage bags or containers made from natural fibres that can break down faster than traditional plastics.
- ▶ If you no longer need certain travel items or souvenirs, consider donating them to charity or recycling them responsibly to reduce landfill waste.



Does social media have something to say about it?

Social media is a great place for travellers to share their unpacking routines, storage solutions and eco-friendly practices. It's a wonderful source of inspiration and advice for anyone looking to optimise their post-travel organisation! People often share their personal experiences and stories related to unpacking after travel. This can be anything from funny anecdotes to challenges faced during unpacking or unique cultural items collected during trips.

Looking for Sustainable Travel influencers? Check some of them for inspiration!

- * Lynsey Queen Of Clean. Focusing on eco-friendly cleaning products that work, TV cleaning expert Lynsey provides us with simple life hacks and solid advice on how to make cleaning quick and easy. Instagram.
Link: https://www.instagram.com/lynsey_queenofclean/
- * Zero Waste Living – Agnes Mike. Waste less, buy less, live more. This page features many hacks, tips, and tricks for greener, healthier living. Instagram.
Link: <https://www.instagram.com/wasteless.at/>
- * Future Earth Foundation. Follow this if you're interested in daily reminders about why the fight for climate justice is so important. Instagram.
Link: <https://www.instagram.com/futureearth/>

Conclusions

- ✦ Correct unpacking is essential in extending travel gear's lifespan and reducing the need for new purchases.
- ✦ Repurposing travel-related items for everyday use or future trips rather than buying new ones is important for sustainability.
- ✦ Adopting sustainable storage solutions can contribute to sustainability efforts while organizing belongings practically and aesthetically pleasingly.
- ✦ Reusing packaging materials offers significant benefits, including conserving resources, reducing waste and pollution, saving costs, protecting the environment, promoting sustainability, providing convenience, and enhancing corporate responsibility.
- ✦ Mindfulness of energy consumption promotes a green and sustainable environment. Energy consumption is one of the significant contributors to climate change.

CHAPTER 4

AFTER TRAVEL

4.3 AT YOUR TARGET LOCATION

Welcome back! We hope you had an amazing trip. Just a quick reminder that your travels don't end when you get home. There are still many little bits and pieces to take care of before you can return to your normal routine. While you've been away, lots of different things have happened that have affected the environment. It's really important to think about these things. Looking at your spending and thinking about what you did is a great way to make sure you travel more efficiently in the future. You can use many online tools, forums and social networks to share your experiences with other people, get their advice and learn from each other. This helps us to create a community of responsible and sustainable travellers!

Analyse the activities undertaken and their financial implications

It's not just about sticking to a budget, it's also about understanding the impact your trip is having on the environment. By looking at your spending and thinking about its effect, you can see where you've made sustainable choices and could do better. This process helps you think about your consumption habits and encourages you to make sustainable choices, so you can plan your next trip with a greater understanding of how it affects the environment.

Things to consider

- ▶ Retaining receipts from purchases and conducting a detailed budget analysis allows travellers to monitor financial expenditures and assess the ecological footprint of their trip. Travellers can identify areas where eco-friendly choices were successfully made and where improvements can be implemented to enhance sustainability practices during future travels.
- ▶ Reviewing purchasing decisions and their environmental impact encourages conscious consumption habits that minimize waste and promote sustainable practices. This process empowers travellers to make informed choices to reduce their ecological footprint while ensuring their trips align with personal sustainability goals.

Reflect on your eco-attitude during the trip

It's normal for the first decisions you make when visiting somewhere new not to be 100% eco-friendly. It's important to think about how sustainable the things you do on your trip are. This helps you understand your impact on the environment and find ways to improve it. For example, you could think about how you get around, where you stay and what you buy. Making a few small changes like this can make a big difference to the environment in the future.

Things to consider

- ▶ Implementing all planned sustainable actions may not be feasible depending on the destination. Therefore, thorough research and planning regarding eco-friendly policies and practices are recommended to minimize environmental impact. Learning from experiences and identifying areas for improvement signals the development of an eco-conscious mindset.

CHAPTER 4

AFTER TRAVEL

4.3 AT YOUR TARGET LOCATION

Sharing experiences

Sharing authentic experiences from fellow travellers facing similar challenges or objectives provides valuable insights. Whether accommodations didn't meet expectations or transportation logistics didn't go as planned, sharing these experiences can greatly benefit other travellers.

Things to consider

- ▶ Numerous websites, tools, and social media platforms offer opportunities to share experiences, highlight challenges, or suggest improvements. These shared opinions and insights facilitate mutual learning, fostering a community dedicated to environmental preservation and sustainable travel practices.

Does social media have something to say about it?

After a sustainable trip or visit, it's really important to share your experience on social media in a way that's professional but also shows your personality. Take photos and videos, and share them on Instagram or Facebook Stories. Let your followers see what you got up to!

Looking for Sustainable Travel influencers? Check some of them for inspiration!

- ✱ The Top 8 Influencers of Responsible Tourism. Blog.
Link: <https://www.ticpymes.es/marketing/el-top-8-de-influencers-de-turismo-responsable/>
- ✱ Travel Tips & Tricks: theultimatevacation. Instagram.
Link: https://www.instagram.com/theultimatevacation_/

Conclusions

- ✦ The reflection on your green attitude while travelling encourages conscious decision making and helps improve sustainability practices for future trips.
- ✦ Tracking expenditures and assessing their environmental impact encourages conscious consumption and supports sustainable travel practices.
- ✦ Sharing authentic experiences fosters a community dedicated to sustainable travel, enriches knowledge and encourages responsible decision-making.

CHAPTER 5

GOOD PRACTICES PROVIDED BY ERASMUS+ PROGRAMME



5.1 ENVIRONMENT AND FIGHT AGAINST CLIMATE CHANGE AS ERASMUS+ PROGRAMME PRIORITY

Environment and climate action are key priorities for the EU now and in the future. In line with the European Green Deal, the Erasmus+ programme has the environment at its heart and has defined environmental sustainability as one of its priorities for the 2021-2027 period. The Erasmus+ programme is key to building knowledge, skills, and attitudes on climate change and supporting sustainable development within the European Union and beyond. The Programme supports the use of innovative practices to make learners, staff and youth workers true actors of change (e.g. save resources, reduce energy use, waste and carbon footprint, opt for sustainable food and mobility choices).

5.2 ERASMUS+ PROJECTS FOSTERING SUSTAINABILITY IN EDUCATION AND MOBILITY TO LEARN FROM

Our Green Edu Trips project is a testament to our commitment to sustainability. We have carefully selected a range of Erasmus+ projects to enhance your understanding and inspire you to make more sustainable mobility decisions. These projects are designed to motivate and empower you to embrace environmentally conscious practices, particularly in travel and mobility, whether at an individual or institutional level.

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GOOD PRACTICES PROVIDED BY ERASMUS+ PROGRAMME

In alignment with the overarching goals of the Green Edu Trips project, we are proud to showcase six Erasmus+ projects that actively contribute to fostering sustainability in education and mobility. These projects focus on the following key objectives:

- **Enhancing the Capacity of Institutions for Greener Travel:** These initiatives are designed to increase various institutions' ability and long-term capacity—especially those involved in adult education—to permanently adopt more sustainable travel practices. By doing so, these institutions can lead by example, embedding greener mobility solutions into their operations and making a lasting impact on the environment.
- **Empowering Institutions to Educate and Inspire Sustainable Mobility:** Another key goal of these projects is to strengthen institutions' ability to implement sustainable travel practices and pass on this knowledge. This includes equipping educators, trainers, and other key staff with the tools and strategies to teach, train, and motivate their learners to adopt greener travel habits. By fostering a culture of sustainability within these institutions, they can influence broader behavioural changes among their learners and communities.
- **Shifting the Perception of Sustainability:** The projects also aim to promote a fundamental shift in how sustainability is perceived. Rather than seeing it as an individual responsibility, these initiatives advocate for a more holistic understanding of sustainability that encompasses systemic, collective, and personal actions. This broader perspective encourages participants to recognise that sustainable change requires collaboration at multiple levels and that individual efforts, combined with systemic support, can lead to profound and meaningful impacts on our planet.

5.2.1 LEAF – LEARNING ECOLOGIC ATTITUDE FUNDAMENTALS

If you want to learn valuable lessons on how specific educational approaches can help you become a more informed and proactive traveller, the LEAF project is just for you! It will give you a better understanding of how education and skills development can lead to positive change in a variety of areas, including travel. It can also inspire you to adopt similar practices in your travel routine, thus minimising your environmental impact and contributing positively to a sustainable future.

Project Number: 2022-2-IT01-KA210-VET-000101300

Aim of the project: The LEAF project aims to create a methodology for professional training focused on Green professional profiles, specifically targeting Green Marketers. A digital platform was developed during the project to equip users with the necessary skills to carry out sustainability-related work. The project supports the growing need for Green skills in an eco-sustainable economy and focuses on preparing adults and young adults for future job opportunities in this sector.

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GOOD PRACTICES PROVIDED BY ERASMUS+ PROGRAMME

What we all can take as a sustainable and green practice: The LEAF project shines a spotlight on the power of continuous learning and skill development in embracing greener practices. Just as LEAF equips individuals to thrive in a green economy, travelers, too, need to cultivate a mindset of lifelong learning when it comes to sustainable travel. This means staying ahead of the curve by exploring the latest green technologies, understanding how travel choices impact the planet, and tapping into invaluable resources like the Vademecum Green and the Green Travel Protocol to make smarter, more eco-friendly decisions.

Link to the project website: <https://leaf-project.eu/>

5.2.2 WE: REAL-WORLD EDUCATION TO FOSTER ENVIRONMENTAL AWARENESS

If you're passionate about enhancing your ecological awareness and want to dive into dynamic, highly engaging learning content, this project is for you!

Through the WE project, you'll not only gain valuable insights into sustainability, but you'll also have the chance to earn an Open Badge—a digital recognition of your achievements that highlights the specific skills you've developed, all aligned with the ESCO framework. Your newly acquired skills will be clearly described and recognised across various learning experiences.

And it doesn't stop there! These badges aren't just for show. You can curate and display them in your e-portfolios, and even share them with potential employers or other third parties as verified proof of your learning. It's a powerful way to demonstrate your commitment to sustainability while building a future-ready skill set.

Project Number: 2022-1-LV01-KA220-ADU-000087786

The aim of the project: to produce a series of tools to support the introduction of the skills of ESD and environmental awareness in adult education, contributing to the creation of a learning path for both adult educators and adults.

What we all can take as a sustainable and green practice: Margaret Mead, an anthropologist frequently featured writer and speaker in the mass media, said: "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has". No one is 100% green, but every change you make in sustainability reinforces your conviction to do more and signals to your neighbours — and the marketplace — about the need for change. Learn how to overcome misconceptions about environmental issues.

Link to the project website: <https://we-world.eu/>

CHAPTER 5

GOOD PRACTICES PROVIDED BY ERASMUS+ PROGRAMME

5.2.3 BUILDING A EUROPEAN ZERO WASTE ACADEMY

If you're passionate about speeding up the transition to zero waste in your community, this project is tailor-made for you! Discover how you can help implement bold and effective waste prevention strategies at the local level. Learn firsthand how local groups and activists are gaining the knowledge, tools, and experience they need to empower municipalities on their journey to zero waste. Whether you want to make an impact or join forces with like-minded changemakers, this is your chance to be part of something big!

Project Number: 2020-1-HU01-KA204-078710

The aim of the project: to kick-start a European network of zero waste trainers to implement this framework in their local communities.

What we can all take as a sustainable and green practice: Learn from a robust curriculum designed to drive the movement of zero-waste cities across Europe. Discover how even the most minor steps can lead to the significant changes our planet urgently needs, whether you're travelling locally or venturing abroad. Get ready to be part of a growing movement that's transforming communities and making sustainability a reality—one action at a time!

Link to the project website: <https://zerowastecities.eu/project/bezwa/>

5.2.4. C-EN – CIRCULAR ENTREPRENEURSHIP FOR UNEMPLOYED WOMEN

If you're excited to discover how the circular economy can fuel entrepreneurship and environmental responsibility, this project is perfect! Gain valuable insights into the circular economy, where waste is minimized through ongoing reuse and recycling. You'll learn how to apply these principles to your travel habits by embracing various eco-friendly practices. Get ready to impact the planet while advancing your entrepreneurial mindset positively!

Project Number: 2022-1-ES01-KA210-ADU-000083018

The aim of the project: To raise awareness of the circular economy model, which is based on reuse and recycling at every stage of the production and consumption process, minimising waste and encouraging unemployed people, especially women, to implement an entrepreneurial idea.

What we can all take as a sustainable and green practice: This project highlights the powerful impact of circular economy practices in real-world scenarios, providing you with a practical blueprint to apply to your travel habits. By delving into these real-life examples, you'll gain the insights to make informed decisions that align with a greener lifestyle. Exploring C-EN will deepen your grasp of broader sustainability principles and strengthen your dedication to adopting eco-friendly travel practices. Prepare to transform your approach and make a meaningful difference for the planet!

Link to the project website: <https://c-enproject.eu/>

CHAPTER 5

GOOD PRACTICES PROVIDED BY ERASMUS+ PROGRAMME

5.2.5. GREEN ERASMUS

This project is perfect if you're eager to explore guidelines for promoting sustainable behaviours and lifestyles! It provides practical insights into environmental activities that encourage positive change. Additionally, the project offers valuable results on how to boost civic engagement and foster intercultural dialogue. Discover how you can contribute to a more sustainable and connected world!

Project Number: 2020-1-BE01-KA203-074971

The aim of the project: To decrease the negative impact of the Erasmus+ Programme on environmental sustainability.

What we can all take as a sustainable and green practice: Discover how sports and outdoor activities can be powerful tools for achieving various environmental goals! This project showcases inspiring examples of how these activities can protect nature, promote biodiversity, and support a circular economy. Learn how embracing slow and sustainable travel, enhancing urban green spaces, reducing waste, and boosting recycling efforts can significantly impact. See how these initiatives encourage wildlife protection and foster a deeper connection with the environment. Get inspired by how your passions can align with meaningful ecological actions!

Link to the project website: <https://project.greenerasmus.org/>

5.2.6 GOING BACK TO GREEN FUTURE

If you want to explore effective practices for integrating the Sustainable Development Goals (SDGs) within organisations, this project is tailored for you! Gain valuable insights into successful strategies from various countries and see what has proven most effective. Using the self-assessment tool developed by the project, you can evaluate how well your organisation is incorporating the SDGs into daily operations. This overview will provide practical examples and a clear framework to enhance your commitment to sustainable development.

Project Number: 2020-1-SI01-KA204-076058

The aim of the project: To improve the capacity of adult education organisations to integrate the Sustainable Development Goals into their strategies and create opportunities for adult learners to become more environmentally responsible citizens.

What we can all take as a sustainable and green practice: Discover well-crafted plans for daily initiatives that can be seamlessly integrated into your routine. Benefit from practical examples and a clear framework designed to guide you in making impactful changes. Whether you're looking to enhance your sustainability practices or seek inspiration for new initiatives, this project offers the insights you need to drive meaningful progress in your journey towards a greener future.

Erasmus+ project results page: <https://erasmus-plus.ec.europa.eu/projects/search/details/2020-1-SI01-KA204-076058>

CLOSING REMARKS

Dear Readers,

In Vademecum Green, our goal has been to support adult learners and daily travelers—no matter the distance or purpose of their journeys—by offering simple tips for greener travel and explaining why these practices matter from both environmental and ethical viewpoints. We hope that by following the recommendations within, adult learners will not only become more thoughtful planners and keen observers of their surroundings but also more engaged in environmental and social responsibility.

We also envisioned Vademecum Green as a valuable resource for adult education institutions. It is designed to serve as an easy-to-use tool and motivator for learners, helping educators to efficiently teach the essentials of green travel.

Our hope is that you find Vademecum Green a valuable and inspiring resource for reducing your environmental impact, making you a more eco-friendly traveler and a more socially responsible individual.

Together, we—Neotalentway, EVA-93, and DISORA—have worked to enhance our capacity to educate swiftly and effectively about green travel. Remember, small steps today can lead to significant changes tomorrow. Stay green and travel responsibly!

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ANNEX 1

VADEMECUM GREEN CHECKLIST FOR INDIVIDUAL TRAVELLERS

This checklist is structured into three essential parts, each addressing vital aspects of eco-conscious travel. These sections will guide you through mindful decisions, from planning to execution, ensuring that your journey aligns with environmentally responsible practices.

Part 1: Transport Choices Evaluation

This section encourages you to critically assess your transport options at every journey stage—before, during, and after travel. From selecting low-emission vehicles to optimizing routes and carbon offsetting, you'll explore making more sustainable choices while on the move.

Part 2: Packing and Repacking Practices Evaluation

Here, we focus on the art of mindful packing. This involves evaluating what you bring, how you repack during the trip, and what you take home. By minimizing waste, reducing single-use items, and choosing eco-friendly alternatives, this part ensures that your luggage reflects a commitment to sustainability.

Part 3: Target Location Evaluation

In this final section, we delve into the responsible exploration of your destination. Before arrival, you'll assess the sustainability of your chosen location; during your stay, you'll engage in eco-conscious activities; and after your trip, you'll reflect on how your travel has impacted the local environment and communities.

Part 1: Information described in Vademecum Green regarding transportation before/during/after travel or your transport choices evaluation

- ☐ I educated myself about the impacts of transportation on the environment
- ☐ I adapted my choice of transportation to my travel distance
- ☐ I calculated emissions of various transportation options to find the actual greenest one
- ☐ I thought about some other pros and cons of different ways of getting around
- ☐ I used provided simple strategies to make my travel even greener
- ☐ I learned about micro-mobility transportation options at my destination
- ☐ I prioritized walking at the travel destination
- ☐ I considered micro-mobility transportation at travel destination
- ☐ I made use of public transport when possible at my travel destination
- ☐ I calculated the carbon footprint of my trip after return
- ☐ I reflected on my transportation choices and looked for improvements for the next trips after return

Part 2: Information described in Vademecum Green regarding packing and repacking before/during/after travel or your packing and repacking practices evaluation

- ☐ I considered what I truly need for my trip
- ☐ I selected items that serve multiple purposes or can be used in different situations
- ☐ I identified and prioritised the essentials according to their importance and benefits
- ☐ I considered the environmental impact of overpacking and the practical implications of carrying heavy luggage
- ☐ I adopted a correct approach to unpacking my belongings when at the travel destination
- ☐ I considered what to buy when at the travel destination
- ☐ I prioritized reusable essentials I have with me
- ☐ I reduced the energy used to charge devices while travelling
- ☐ I promoted energy-efficient unpacking after the return
- ☐ I reused packaging materials after the return
- ☐ I adopted eco-friendly storage solutions

Part 3: Information described in Vademecum Green related to target location before/during/after travel or your target location evaluation

- ☐ I planned ahead my stay at the target location
- ☐ I did a little research before travelling, just to make sure I knew the different environmental policies in the place I am visiting
- ☐ I had a plan of what I wanted to do at the target location and how I could make it happen in a sustainable way
- ☐ I tried to go local as much as possible
- ☐ I behaved in the most environmentally friendly way during my stay in the accommodation
- ☐ I explored local facilities and used them to continue with my ecological behaviour
- ☐ After return, I analysed the activities undertaken and their financial implications
- ☐ After returning, I reflected on my eco-attitude during the trip
- ☐ After return, I shared my experiences with other travellers



GREEN EDU-TRIPS

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