

“Impact Network”: a net of considerate communities. We invite you to change the future!

1. Our local problem in Tambov is a low level of social activity and a lack of knowledge how to build an effective interaction between the local society and the government or within the society between its members. For this reason there are a lot of troubles in different spheres of everyday life including ecology especially like reasonable consumption. The citizens feel like change something but they don't know how to start. This problem relates to Goal 11 the UN 2030 Agenda “Sustainable cities and communities”.

A library can't solve political or social problems but it can be a place collecting active people, giving actual information and inspiring. Our Tambov State Universal Library (<http://www.tambovlib.ru/>) is known in the town as a comfortable and responsible place open to all. So we can be a good and effective platform to find a solution to communities problem. Also we have enough information in a fund including books, newspapers and magazines, digital data bases, ecological reports and others.

For this project we used an innovative model as network and a scheme “Content. Context. Connection”. Our inspiring message sounds so: “My dear caring and passionate friends! You know our library as a comfortable inclusive and eco-friendly place. We begin a new project. We want to bring together all active citizens to start important changes in our urban environment. You can learn us and each other to make it better. We can live in a city of our dream with the help of your activity and ideas. We invite you to change the future!”

2. We started with an information campaign to find the future members of our community. First of all we made inspiring emails for our users and partners to ask them to answer some questions about local ecological situation and to invite them to be a part of our project. We found some active citizens who are interested in separate waste collection and reasonable consumption. With the help of social media we encouraged our users to be part of World Cleanup Day on 15th September in our town. A group of librarians cleaned points of action in Tambov. So it was a good way to find new active members and to involve them in our network. To the end of September we have formed already a group of 15-17 activists.

Entrepreneur's lecture by Asya Voronkova (Saint Petersburg)

The shop without packing owner will tell how we can refuse the plastic bags and how we can make every day more environmentally friendly, even visiting a store using plastic.



<https://vk.com/pokupaipravilno>

Pushkin's Library

November 10

15:00

Free of charge!

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To inspire our group we planned two lectures about ecology. The first was about separate waste collection. Ilya Semyonow, a journalist of «Activatica», described the situation of this problem in Russian cities and gave advices how to start waste separation in each family and courtyard. The next lecturer was Asya Voronkova, a social entrepreneur, who started a shop without package in Saint Petersburg (<https://vk.com/pokupaipravilno>). In our cities it is hard to imagine how can we do shopping without plastic bags, disposable tableware and others. 30 % of our every day purchase is waste. So

this business is very innovative for Russia. Asya explained how each of us can make our usual shopping more ecological.

The lectures were full of inspiration and concrete advices, it was a good start for our own activity. Also we got interesting examples and learned more about current environmental trends. The librarians collected information about modern ecological programs and local reports and presented it to the audience.

3. We organized a constant place for this work in our library. There are 2 computers, a microphone for making pod-casts and interview, big collection of books about ecology, social activity, team building. Our members can use this place for planning new actions, discussing, making survey.

The first survey is named “Are you ready to share things?”. You can answer online or use special points, for example, near to our battery collection containers or bookcrossing-shelves. The main part of research participants (68 %) declared they are ready. So it gave us an idea about our first event.



There are different people in our team: eco-activists, social entrepreneurs, librarians, The ecological department, mass media. Among them – a curator of social media group that contains information about points of separate waste collection in our town Tasha Sibirtseva

(<https://vk.com/recycle68>)

and a leader of a social project about sharing clothes “The kind point” Alena Zymbal

(<https://vk.com/dobrt>). They

offered to organize a big freemarket in Christmas time to involve people sharing things and thinking about reasonable consumption. The group of event:

(<https://vk.com/freemarket68>)

During this action you can

give and take clothes, shoes, bags, indoor plants, books. Also you can use our battery collection containers, take part in master-classes and communicate. It will be the first freemarket in our town and our team is going to host this action regularly.

The other project is for young-adults. We have concluded a cooperation agreement with local schools. Our idea is to involve youth in our project and interest them in reasonable consumption. We bought portable boxes and shelves for collecting batteries and book-crossing which can be placed in a school for a month. Near to the boxes we will install an information stand about

environmentally friendly consumption. We think it is a good way to pay attention young people to ecological problems.

4. Our main goal is achieved – we collected an effective team of 20 active citizens who plan and host events together basing on library's information. Now we are going to share our ideas with other local libraries to encourage them. Our next goal is common work of all Tambov libraries and activists. We are going to present results on meaningful conference for cultural workers on 18th December 2018. It will help to find new partners and opinion leaders. We hope the number of involved citizens will increase.

Also we achieved our library's goals: to be a center of local community, to involve new users in our events, to make the eco-practices more popular, to show how a modern library can be an important part of sustainable development.

The model of our project is innovative for us — a network. Additionally it is a new way for us to integrate ecological theme to all library's events. For example we have constant places in our building for collecting batteries and bookcrossing, we give information about reasonable consumption during all our events (including readers clubs, festivals and others). So it is a new model of project and a new model of our library that will be open to everyone and future-oriented.

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