



FUND for  
SUSTAINABLE DEVELOPMENT

# ALCOA Sustainability and Conservation Program for Russia We Are in Charge of the Future (2006-2009)



## 2008 Contest

### Contest Organizers

**Alcoa Foundation** – a global philanthropic financial organization that invests in social programs in countries where Alcoa operates. Alcoa, a world producer of primary aluminum, aluminum products and aluminum oxide, manufactures and markets consumer goods under the trademarks of Reynolds Wrap, Alcoa, and Baco. Alcoa Foundation allocates grants for community development programs.

**Fund for Sustainable Development (FSD)** – an independent, nongovernmental, non-profit Russian fund founded to carry out social and conservation programs in communities and support socially responsible development across the Russian Federation. The mission of FSD is to enhance public-private cooperation in fulfilling targeted projects that emphasize sustainable regional and community development.

Moscow 2008

## **Alcoa Foundation and Alcoa’s industrial facilities in Russia (Samara Metallurgical Plant, Alcoa Metallurg Rus OJSC and CSI (Vostok), jointly with a Russian partner, the Fund for Sustainable Development, are implementing the Sustainability and Conservation Program for Russia “We Are in Charge of the Future”**

**The Goal of the Program** is to support sustainable development on partnership areas in Russia, including conservation activities in three communities - Samara, Belaya Kalitva and Lubuchany Settlement (Chekhovsky Raion, Moscow Oblast) - through educating youth and assisting local NGOs.

**Program Strategy** – mobilizing local community resources for sustainable development. The process of training and designing and fulfilling own projects promotes youth involvement in active environmental protection activities and offers students new opportunities to broaden their horizons and find like-minded-people in their communities.

**Key Program Partners** – schools in Belaya Kalitva and Samara, participants in Alcoa Foundation’s previous educational project that was carried out by Alcoa’s subdivisions in Russia and by Andy Warhol Museum. The students who have been provided with technical equipment under this project are now successfully using new computer technology in their independent work. The goal of this Program is to involve young activists in new socially significant projects in their communities.

**Program Summary.** The Program consists of several components:

- Needs assessment and stakeholder involvement (2006-2007);
- Environmental education programs for partner schools and NGO’s in communities (2007-2009);
- Contests of projects promoting sustainable development and support to local NGOs in cooperation with children’s educational institutions (2007-2009).

### **Component 1. Needs assessment and stakeholder involvement**

Under the first component, a survey was conducted (jointly with Levada Center) in the three selected regions among 186 respondents of the target group that included teachers, parents, schoolchildren, NGO staff and local officials. The purpose of this survey, entitled “Social and Environmental Challenges and Needs Assessment in Conservation and Sustainable Development in Areas Located in Samara, Belaya Kalitva and Lubuchany Settlement”, was to learn the opinions of decision-makers and small and middle-sized businesses on the most critical issues of sustainable development. This knowledge was to be used for carrying out special purpose projects under the Program with the participation of public organizations, teachers and students.

After analyzing the results of the survey, the following priority issues were identified for each area of sustainable development:

- Social: lack of facilities for after-school activities for children and youth;

- Economic: unemployment and impossibility to find professional jobs;
- Environmental: unauthorized dumps, including on nature and recreation areas;
- Health: growing numbers of smokers, including women and minors.

Environment and environmental culture were found to be the most critical issues in all three areas.

Proceeding from the identified needs, priority topics were determined for developing projects under Component 3 of the Program.

## **Component 2. Educational programs for partner schools and NGOs in communities**

This component involves training school teachers, after-school education instructors, children and youth in the cities of Samara and Belaya Kalitva and Lubuchany Settlement in the principles of conservation and sustainable development. The training is based on educational programs and practical socially significant activities tested in 1999-2006 in many regions of the Russian Federation under the National Children’s Telecommunications Project “Environmental Commonwealth” (implemented by the Institute of Ecological Soil Sciences at Moscow State University) and the project “Clean City with Children and for Children” (implemented by the City of Pushchino Departments for Education and Youth and Public Affairs, Moscow Oblast).

In the spring of 2007, FSD consultants from Moscow State University, St.Petersburg and Pushchino, participants in the projects “Environmental Commonwealth” and “Clean City with Children and for Children”, conducted a series of master classes at 19 schools and 8 after-school education centers (environment and biology centers, young natural scientists’ centers, children’s creativity centers and children’s homes and rehabilitation centers) in Samara, Belaya Kalitva and Lubuchany Settlement. A total of 65 students and 41 teachers attended training.

### **Training topics include the following conservation areas:**

- Water body study and protection; water quality standards and primary pollutants and their impact on human health; and chemical and biological water body status control;
- Biodiversity preservation and protection of rare species; schoolchildren participation in national surveys and conservation activities in the subject areas “Early Spring Flowers”, “Rare Plants of My Region”, “The Planet of Insects”, “Birds Are Our Friends”, and “The Reserve is Asking for Help”;
- Soil study and protection; anthropogenic soil transformation; possible areas of soil science studies in schools; and conservation of soil resources;
- Waste management and sustainable community development involving schools and teachers;
- Organizing the work of schools and additional education centers in the framework of the national telecommunications project “Environmental Commonwealth”.

Sixteen most active teams were presented with certified chemical field laboratories for conducting their own research work. In the summer of 2007, the Program’s project activities included

environmental camps and expeditions during which the children became acquainted with the flora and fauna of the land where they live; learned to measure and analyze the characteristics of water bodies; obtained a basic knowledge of the methods of water body studies; and provided help to specially protected nature areas.

From May through October 2007, the participants in the program “We Are in Charge of the Future” drew over 450 water and 60 soil samples; attended 54 lessons on ecology and conservation; and carried out over 20 environmental activities, such as cleaning river banks of debris, cleaning areas around streams, planting trees and shrubs in schoolyards, creating and installing billboards devoted to the protection of rare plant species, training younger schoolchildren, building environmental trails, and improving sites around nature monuments.

Under the Program, 15 scientific papers by students from schools in Samara, Belaya Kalitva and Lubuchany were presented at the IX National Conference “Children Will Save Russia’s Nature”. In 2007, 118 works by schoolchildren from 12 regions of the country and 2 regions of Byelorussia were presented at the Conference. In March 2008, the winners were invited to Moscow, to a school conference and a prize awarding ceremony.

### **Component 3. Grant competition for local NGOs in cooperation with partner schools**

Starting from the summer of 2007, in the course of one year, 12 projects were carried out for a total of 1,534,798 rubles. These projects involved research and monitoring of small rivers, streams and lakes and cleaning their banks from trash; improving the sites of nature monuments Karaul-Gora and Tsaryov Burial Mound; building environmental trails in Belaya Kalitva and Lubuchany; planting trees and lawn grass in schoolyards; and conducting environmental lessons. Over 1,000 children took part in socially significant activities in the three locations of the Program, making their land cleaner and better.

In the summer of 2008, eight new project initiatives of schools and NGOs were granted supported under the Program: new nature monuments will be protected by schoolchild in Samara Oblast; the development of the first environmental trail in Belaya Kalitva will be continued; and the area of the Olympic Reserve Rowing Center will be improved. It is important that in 2008, the Program will be joined by children with limited physical abilities who will have a chance to visit unique nature sites and take part in improving the streets on which they live.

In the autumn of 2008, environmental master classes will be resumed in schools, and environmental lessons will be conducted in selected kindergartens. The works created by the winners in the interregional children’s summer contest “We Are one Family: Nature and People” will be displayed at traveling exhibitions and will be included in the final booklet of the Program with a description of all useful conservation activities carried out by the children. An exchange of exhibitions between the cities of Samara and Belaya Kalitva that is planned for 2009, will become a new form of active contacts between youth responsible for their future.

## Samara



**The Program is carried out in Kuibyshevsky District of the city of Samara, where Samara Metallurgical Plant, a Program partner, is located.**

Samara (population - 1,152,000 people) is situated on the left bank of the Volga River at its middle reaches and at the influx of Samara River and the Volga River.

Samara is one of Russia's major industrial, cultural and scientific centers with a host of well-developed industries that include the following: aircraft building, machine building, metallurgical, electrical engineering, cable works, oil refinery and the light industry.

### **Projects:**

1. School Patronage of Nature Monuments in Samara Region
2. Environmental Relay: Four Seasons at the Blue Lake
3. Landscape Design Fantasies
4. The Springs of Zhigulyovskiye Mountains

## Project

### School Patronage of Nature Monuments in Samara Oblast

**Requested amount 162 690 rub. Grantee contribution 113 240 rub. Total cost 275 930 rub.**

**Organization:**

Ecology and Life Safety Education Center, a non-government educational institution

**Category:** non-profit

**Profile:**

Youth environmental and life safety education; introduction of programs advertising healthy life styles; and training seminars for schoolchildren.

**Start date:** September 1, 2008

**End date:** April 30, 2009

**Location:** Schools ## 150, 72, 147 and 96 in Kirovsky and Krasnoyarsky Districts of Samara

**Project summary:**

- Organizing the following activities: a) high school students, participants in the Environmental Hour Program, will conduct seminars for elementary school pupils; b) conducting a children’s environmental expedition to clean the area of the nature monument Krasnaya Gora (Red Mountain) from debris and install information posters; c) schoolchildren will conduct a sociological survey in the community; d) a traveling exhibition of children’s photos We Will Preserve Nature!; and e) holding a contest of school environmental research projects and awarding winners.
- Continuing school lectures under the Environmental Hour Program.
- Trips to monitor the nature monument Tsaryov Kurgan (Tsar’s Burial Mound).
- Developing the Charter and the marks and symbol of the movement of schools’ patronage of nature monuments in Samara Oblast.

**Anticipated results:**

- Installing information posters around the nature monument Krasnaya Gora, cleaning 15 hectares of land and conducting geo-botanical studies;
- A contest of school environmental research projects and two trips to monitor the nature monument Tsaryov Kurgan where samples of water and soil will be drawn;
- Distribution of the “Charter of School Patronage of Nature Monuments in Samara Oblast” (200 copies) among schools in Samara and Samara Oblast; publication of a booklet about the project entitled “School Patronage of Nature Monuments in Samara Oblast” (100 copies) and its presentation on CD-ROM discs (50 copies); preparation and publication of guidelines for schoolchildren entitled “What is PNA?” (200 copies); preparation and publication of a leaflet for sociological studies in the community (300 copies);
- Delivering 40 lectures in schools under the Environmental Hour Program for at least 200 students;
- Organizing high school student patronage of younger children (6 seminars will be conducted);
- We Will Preserve Nature! – a traveling exhibition of children’s photos (including at least 30 photos sized 20x30 cm);
- Making 300 bandannas with the symbol of the School Patronage of Nature Monuments in Samara Oblast Movement and the emblems of the Ecology and Life Safety Education Center, Alcoa Foundation and the Fund for Sustainable Development.

**Project impact:**

- Instilling in children a feeling of responsibility for the unique nature areas of their land and, thus, motivating them to participate in environmental activities that are a healthy and useful pastime.
- Teaching children to independently conduct research work;
- Helping children to set goals and make them understandable to others;
- Acquainting schoolchildren with the environmental culture and involving them in conservation regardless of their choice of future professions.

**Project coordinator:** Irina Zubkova, deputy director of Ecology and Life Safety Education Center

**Contact information:** 325Novosadovaya St., Samara 43125, t: 846-953-18-03, f: 846-245-30-69, e-mail: [eco-prof@mail.ru](mailto:eco-prof@mail.ru), [Ir\\_photo@mail.ru](mailto:Ir_photo@mail.ru).

## Project

### Environmental Relay: Four Seasons at the Blue Lake

**Requested amount 164 906 rub. Grantee contribution 49 420 rub. Total cost 214 326 rub.**

**Organization:**

M.B.Ovodenko School # 133

**Category:** municipal educational institution

**Start date:** September 1, 2008

**End date:** April 30, 2009

**Location:** Samara

**Profile:**

Bringing up citizens integrated into modern society and ready to improve it; and instilling in students civic awareness, patriotism, respect of the rights and freedoms of others and friendly attitudes to the natural environment.

**Project summary:**

Continuing to monitor the nature monument Blue Lake during all seasons by means of an environmental relay.

The environmental relay involves 3-day seasonal trips to Blue Lake by the members of the school’s conservation team. Each season, practical tours of the school’s Environmental Contest will be carried out for the students. During these tours, the members of the conservation team will walk along a specific route with the help of a GPS navigator and will carry out specific assignments. Theoretical tours of the Contest will take place in the school. Before each field trip, the members of the conservation team will attend special training in school, during which they will prepare for the practical tour of the Contest. The students will create a video film and a photo exhibition “Four Seasons at the Blue Lake”. They will also grow tree seedlings for the schoolyard.

*An important component of this project is the participation of children with limited physical abilities in the conservation team.*

**Anticipated results:**

- 1.5 hectares of the nature monument will be cleaned and improved;
- 70 trees will be planted;
- Small tree nurseries will be created in three schools ( 9 sq. m each);
- Three excursions will be organized for 75-90 students of schools in Kirovsky District;
- A environmental relay will be planned and carried out; it will include one theoretical and three practical tours for 90 students from partner schools (including handicapped children);
- A photo exhibition consisting of 125 photos will be organized and a video film about the Blue Lake will be created.

**Project impact:**

Conducting an information seminar for geography teachers from Samara devoted to project results – to further disseminate the experience of effective and active school patronage of nature monuments in the region.

**Project coordinator:** Vera Malinovskaya, geography teacher from School # 133

**Contact information:** 52 Prospekt Metallurgov, Samara, Samara Region 443034, t: 8-846-958-52-86; e-mail: sc133@mail.ru, rubus31@yandex.ru.

## **Project**

### **Landscape Design Fantasies**

**Requested amount 164 700 rub. Grantee contribution 15 402 rub. Total cost 180 102 rub.**

**Organization:**

Residence School # 158 - Special Educational Institution (Correctional) for Orphans and Children Left without Parental Care

**Category:** government

**Start date:** September 1, 2008

**End date:** November 30, 2008

**Location:** Kirovsky District, Samara

**Profile:**

Educational activities

**Project summary:**

The teachers and pupils will improve the area adjacent to the school and plant trees and shrubs; clean 0.5 hectares of land around the school; build 3 playgrounds and a recreation site; and plant 9 flowerbeds, 50 seedlings and grass on an area of 0.5 hectares.

The students will attend a course in landscape designing.

**Anticipated results:**

- 120 orphans and children left without parental care will take part in improving the area of the school yard;
- 30 high school students will be trained in the basics of landscape design;
- 20 trainers from among high school students of the residence school will mentor younger students;
- Summarizing experience gained during the project and writing guidelines entitled "Socialization of Orphans and Children Left without Parental Care and with Limited Physical Abilities through Environmental Education".

**Project impact:**

Project activities will involve 120 students who will participate in practical activities, such as improving the area around the school, and will learn the basics of landscape design. As a result of collective work, the area around the residence school will be improved and trees and shrubs will be planted. This area will become a recreation site not only for the children from the residence school, but also for those from School # 73 and also from the surrounding community. Project results will be summarized and presented in guidelines entitled "Socialization of Orphans and Children Left without Parental Care and with Limited Physical Abilities through Environmental Education" that will be distributed among all children's homes and residence schools in Samara Oblast. In the future, over 300 orphans with development disorders will be able to take part in the project We Are in Charge of the Future.

**Project coordinator:** Natalya Martynova, deputy director for education of Residence School # 158 - Special Educational Institution (Correctional) for Orphans and Children Left without Parental Care.

**Contact information:** 47 Maiskaya St., Samara 443105, tel/fax: 846-933- 21-56,  
e-mail: [vlad-pimenov@yandex.ru](mailto:vlad-pimenov@yandex.ru)

## Project

### The Springs of Zhigulyovskiye Mountains

**Requested amount 158 556 rub. Grantee contribution 15 660 rub. Total cost 174 216 rub.**

**Organization:** School # 162

**Category:** government

**Start date:** September 1, 2008

**End date:** April 30, 2009

**Location:** Samara

#### **Profile:**

Environmental education in schools; and instilling in children a love for one's native land and motivating them to study its past and present.

#### **Project summary:**

- An expedition to the springs and sources of Zhigulyovskiye Mountains;
- Taking samples of water sources;
- Observing the life of springs;
- Popularization of the cultural and historical heritage;
- Involving younger pupils and disabled students into environmental activities.

#### **Anticipated results:**

- Formation of conservation teams from among schoolchildren, students and citizens; and organizing a promotional team;
- Involving school students and physically disabled children in joint conservation activities;
- Conducting expeditions to 9-10 springs in Zhigulyovskiye Mountains; monitoring water sources (chemical analysis and visual observations); identifying and mapping all springs and water sources; cleaning areas and restoring springs and adjacent territories; and creating certificated for the springs;
- Public education activities in the community; involvement of at least 60 schoolchildren, college students and citizens in project activities; and training participants in a number of methods (4 training sessions by groups);
- Using collected and processed data to create presentations, an environmental Website, a video film, five scenarios of tea parties and tea ceremonies of other countries);
- Creating and displaying a photo exhibition; and establishing contacts with conservation, social and tourist organizations.

#### **Project impact:**

- Increased awareness of schoolchildren, college students, citizens and children with limited physical abilities who are actively involved in community affairs;
- Environmental education for adolescents and the community;
- Holding youth actions to protect local water sources;
- Development and implementation of new environmental programs devoted to water bodies of the Volga River watershed in Samara Oblast, during which the participants acquire the skill of visual observation and experimental identification of the content and properties of water.

**Project coordinator:** Irina Konstantinova, a teacher from School # 162

**Contact information:** 28-a Yelizarova St., Samara 443077. tel: 846-9542078; fax: 846- 9968104; e-mail: [School162z@e-sam.ru](mailto:School162z@e-sam.ru), [Gleboz\\_const@mail.ru](mailto:Gleboz_const@mail.ru).

## Belaya Kalitva



**The city of Belaya Kalitva** (population – 46,200) is the capital of Belokalitvensky Raion in Rostov Oblast. It is situated at the confluence of the rivers Belaya Kalitva and Seversky Donets, 168 km from Rostov-on-Don. The city's industries include well-developed metallurgical production represented by the Belokalitvensky Metallurgical Production Association (BKMPO) owned by the US company Alcoa; coal-mining; agriculture; machine-building; a poultry factory; food production (meat packing, dairy and bread baking); and construction materials production. There is a folklore museum in Belaya Kalitva.

**Program Partner – Alcoa Metal Rus OJSC**

### **Projects:**

1. We Are One Family: Nature and People
2. Live Spring-2
3. Children, Fresh Air and Clean Water!
4. We will Make Our City Clean with Our Own Hands

## **Project**

### **We Are One Family: Nature and People**

**Requested amount 165 000 rub. Grantee contribution 60 000 rub. Total cost 225 000 rub.**

#### **Organization:**

Belaya Kalitva City and Raion Department of the National Russian Red Cross Public Organization

**Category:** public

**Start date:** September 1, 2008

**End date:** April 30, 2009

**Location:** Belaya Kalitva

#### **Profile:**

Prevention of suffering, protection of human life and health and strengthening humanitarian law and universal humanitarian principles; and charitable activities.

#### **Project summary:**

The project is aimed at increasing public awareness about concerns connected with disabled children (there are 350 such children in the city) and involving children with limited physical abilities into conservation activities (25 activities);

- Planting trees and grass on the area surrounding the building of the Red Cross Organization;
- Computer training for disabled children (10 adolescents);
- Contest of drawings and photos entitled “We are One Family – Nature and People!”
- Excursions for 30 disabled children;
- Conducting public information activities (lectures) on the subject of conservation for disabled children and other community members (for a total of 1,000 people).

#### **Anticipated results:**

- Socialization of disabled adolescents (30); involving over 100 schoolchildren and adults to carry out environmental actions together with disabled children;
- Planting 15 trees and grass and creating a flowerbed;
- Creating three exhibition stands showing Red Cross activities and conservation measures.

#### **Project impact:**

Socialization of disabled children and improvement of the environment in the city.

**Project coordinator:** Tamara Lipovaya, chairman of Belaya Kalitva city and district sections of the Red Cross National Public Organization.

**Contact information:** 17Dzerzhinskogo St., Belaya Kalitva, Rostov Oblast, t/f: 8 863 83 26 9 44;  
e-mail: [redcross@Kalitva.Donpac.ru](mailto:redcross@Kalitva.Donpac.ru).

## **Project Live Spring! - 2**

**Requested amount 128 100 rub. Grantee contribution 38 590 rub. Total cost 166 690 rub.**

**Organization:**

Belaya Kalitva City and Raion Department of the National Russian Red Cross Public Organization  
(jointly with School # 2)

**Category:** public

**Start date:** Start date: September 1, 2008

**End date:** April 30, 2009

**Location:** Belaya Kalitva

**Profile:**

Prevention of suffering, protection of human life and health and strengthening humanitarian law and universal humanitarian principles; and charitable activities.

**Project summary:**

Project activities will include improving the area of the first environmental trail in the city and increasing public awareness about protecting the environment on Prigarka Recreation Site (completing the environmental trail “Live, Spring!”). Students from School #2 will mentor children from the Topolyok Kindergarten and disabled children: conduct environmental lessons, help prepare drawings for the environmental and local lore guidebook of the trail, plan and lead excursions along the trail, and organizing festivities devoted to Earth Day and Water Day. The community will be involved in conservation activities through questionnaires, special activities and practical work on the trail.

**Anticipated results:**

- Building a botanical and zoological sites at the environmental trail;
- Creating signs, banners and posters and removing trash from the trail;
- Taking photographs and arranging photo exhibitions for the contest “We Are One Family: Nature and People:”
- Printing booklets and instruction sheets for the visitors of the environmental trail; and completing the environmental and local lore guidebook of the trail (with children’s drawings and translations of legends into English);
- Monitoring and caring for 290 tree seedlings planted in the spring of 2008.

**Project impact:**

- Involving students from School # 2 into conservation activities, as well as disabled children, pre-schoolers, parents and sponsors;
- Environmental education for the community by organizing activities and monitoring streams and plants;
- Improving the environment by reducing the amount of trash and increasing the number of trees;
- Studying nature monuments and conducting artistic and aesthetic training that promotes one’s appreciation of local nature.

**Project coordinator:** Alexander Sidnenkov, headmaster of School # 2

**Contact information:** 242 M. Gorkogo St., Belaya Kalitva, Rostov Oblast 347040; tel.: 8 (213) 26757.