



## **The development of the activities of public institution ‘The Institute of Cultural Ideas’**

‘The Institute of Cultural Ideas’ was established in 2006 and started its activity as a non-governmental and non-profit organisation. At that time there was no information and education concerning environmental protection and ecology in Lithuania. Therefore, the eco enthusiasts who made up a nucleus of this organization wanted to create the tools for such spread of information.

The first successfully developed project is the only environmental publication in Lithuania, the guide of eco-culture ‘Ozonas’. Even if the turnover of the organization in these years has been quite high, still the nucleus of the team remained the same, thus becoming more and more professional.

In 2007 the organization in addition of publishing ‘Ozonas’ started to implement educational projects on environmental protection designed to public at large but oriented towards youth. It is quite impossible to enumerate all the events and projects that were initiated and implemented by ‘The Institute of Cultural Ideas’. At the same time ‘Ozonas’ presence is a must in all the major environmental events in Lithuania.

In 2011 the organization started implementing one more project which has several parts. One of the most significant parts is a new web portal [www.ekologija.lt](http://www.ekologija.lt) (to be launched in September 2011). It is an interactive informational and educational portal on environmental issues, sustainability, alternative energy, human ecology, alternative lifestyles etc. In addition to the informational and educational mission of the portal, there will be public lectures for schoolchildren, business people and general public on different environmental issues given all over Lithuania.

## **The present activities of public institution ‘The Institute of Cultural Ideas’**

- Publishing the periodical eco-guide ‘Ozonas’
- ‘Integrated project of education and information conveyance for the society concerning environmental protection and responsible lifestyle promotion: Create Future Responsibly’. This project includes environmental education and the spread of information in mass media and the Internet, integration of environmental education programmes into the formal curriculum as well as involving the private sector and businesses into practical environmental activities.
- Project implementation on corporate social responsibility (CSR) relating to environmental protection. A new strategy of environmental protection is being designed and applied in the largest logistics company in the Baltic States.
- Web portal [www.ekologija.lt](http://www.ekologija.lt): environment, ecology and sustainability related news and analytical articles, interactive tools for maintaining a constant dialogue between the media, politicians, business people, consumers, activists and experts.

## **Continuation of the former activities**

- Public institution ‘The Institute of Cultural Ideas’ continues the project ‘Eco generation’ which was implemented in 2009-2010. Youth initiatives are being implemented and lectures are being delivered in children’s home and various educational institutions. Small gardens and green zones are being nurtured together with youngsters.

- In 2010 a new international children film festival was organized for the first time. The festival integrates educational activities in its programme as well as forms responsible attitude towards the environment and the impact of human activities.
- The institute also organizes responsible and purposeful activities for the youngsters. Young people and children can participate in different events, creative workshops and trainings for free. In summertime young people have the opportunity to spend some time in environmental protection oriented camps.

The main objectives of all the projects, events and initiatives are to inform as many people as possible about the environmental problems and possible solutions, possibilities to get involved in various activities. Constant and systematic information about the environmental issues, promotion of renewable energy sources, their value and prospects, the advantages of organic foods and organic farming, the use of sorting out the rubbish and recycling as well as saving and reducing the consumption.

### **The team of ‘The Institute of Cultural Ideas’**

The nucleus of the organization is the team that gathered in 2006 and they all became professional and appreciable experts in the society:

- The Director of the institution who is a lecturer and initiator of the projects.
- Executive editor and the editorial board.
- Project group manager, the volunteers and initiative youth groups.

### **How it differs from other environmental education and information media?**

From the time ‘The Institute of Cultural Ideas’ was established several organizations that work in environmental education and information field were founded, however the activities carried out by ‘The Institute of Cultural Ideas’ are unique in Lithuania. The periodical ‘Ozonas’ and participation in all activities and events are free of charge. ‘Ozonas’ as a medium tool does not belong to any business or political organization; therefore, it is impartial and is not under any influence. As a result, ‘The Institute of Cultural Ideas’ holds the idea that environmental education must be available to everyone and in the most attractive way. The community appreciates that and trusts ‘Ozonas’ and other projects of the institution.

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**OZONAS**

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