



CRAFTING CHANGE: NGOS, CSR, ARTS AND SUSTAINABLE SOCIETY





Ciao, ragazzi!

WE are ECOmbare - eco experts from Cyprus

We specialize in CSR activities, assisting corporate employees in better integrating into Cyprus life through participation in unique eco events.

As experts in CSR activities in Cyprus, we are dedicated to fostering positive connections with the local community and environment

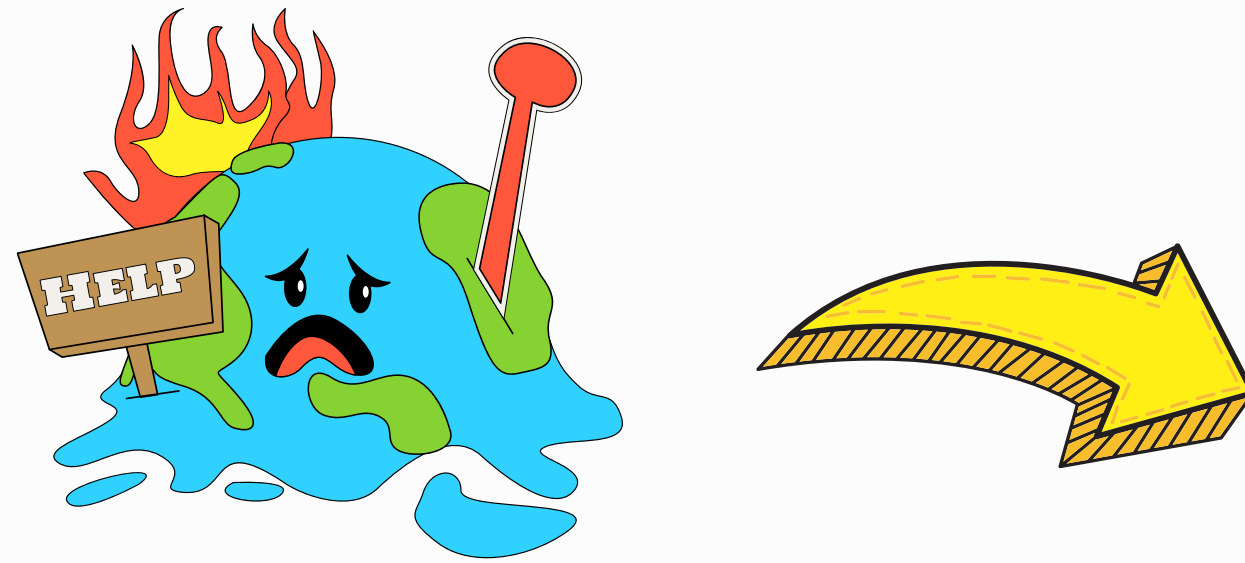


**Marios
Polymniou**



**Kristina
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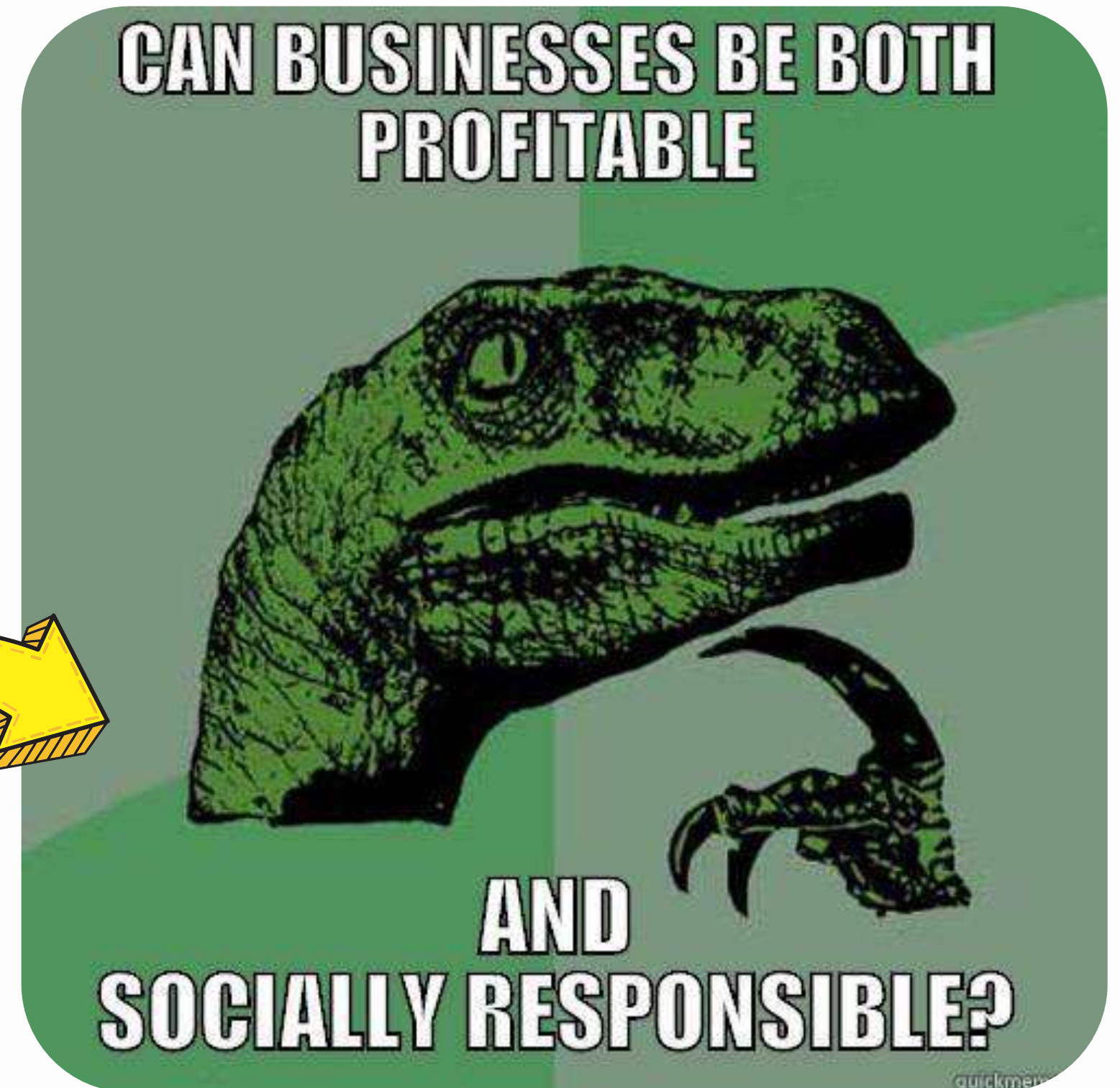
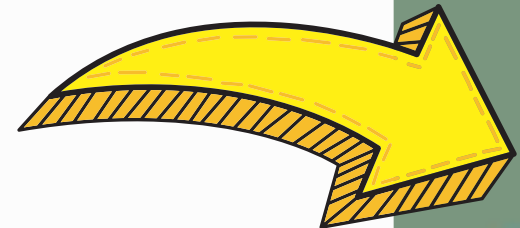
- **WHAT IS CLIMATE CHANGE?**
- **WHAT IS CSR?**
(corporate social responsibility)
- **WHAT IS AN NGO?**
(NON-GOVERNMENTAL ORGANISATION)



● **CSR is...**

(Corporate Social Responsibility)
CSR is a concept in the business world where **companies go beyond just making money**. They take on social and environmental responsibilities. It means that a company cares about more than just their profits.

They might **support community projects, reduce their impact on the environment, or ensure fair treatment of their employees**. It's about businesses being aware of their impact on society and trying to make a positive difference in addition to making money.



● **NGO is...**
(Non-Governmental Organization)

An NGO is a group of people who **team up to fix problems** and make the world a better place.

They're **not part of the government** but work independently to tackle issues like **human rights, the environment, or health.**

NGOs are like the **good guys fighting for a happier and healthier planet.** They usually fund their activities through donations, grants, and other non-governmental sources.



Role of NGOs in modern society



Defenders of Fairness:

NGOs act as defenders of fairness, making sure everyone gets a fair shot at a good life. They fight against unfair treatment and work for equal rights for everyone.



Fixing Big Problems:

They don't just put band-aids on problems; they work to fix the big issues like poverty, lack of education, and health crises. They're like problem-solving experts for the world.



Everyday Heroes:

NGOs and charities are like real-life superheroes, stepping up to help people in need, whether it's providing food, education or medical aid.

Role of NGOs in modern society



● Neighborhood Builders:

NGOs are like builders for communities. They help neighborhoods grow stronger by giving people tools and skills to make their lives better.



● Green Guardians:

Some NGOs are like guardians of nature, fighting to keep our planet healthy. They work on things like stopping pollution, protecting animals and making sure we have clean air and water.



● Speakers for the Silent:

These organizations make sure everyone's voice is heard, especially those who often get ignored. They stand up for people who might not have the power to speak for themselves.

● CSR & NGOs = good for employees

!!!

Better Work Vibes: When a company is into CSR, it kinda brings good vibes to the workplace. You feel proud working for a company that's making the world a better place.

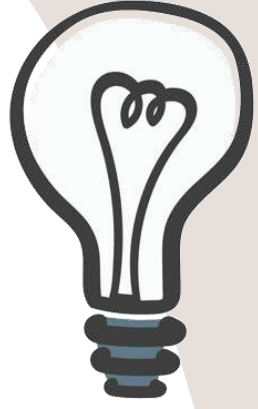


Talent Magnet: Young pros these days dig companies that care about CSR. So, it helps companies attract and keep cool, talented people who share the same good vibes.



Skill Boost: Sometimes, CSR means getting to do cool stuff like volunteering. That's a chance to learn new things and show off your skills.

Feel-Good Factor: Working for a company that's making the world better gives you that warm and fuzzy feeling. It's not just a job; it's making a difference.



Real-life CSR example #1



Coca-Cola Company - Plastic Waste Reduction

Coca-Cola has set ambitious goals to collect and recycle a bottle or can for every one they sell by 2030. They are working to reduce plastic waste and support a circular economy.



Real-life NGO example #1



Cans For Kids – recycling for a good cause



Cans for Kids is a charitable organization that focuses on making a positive impact on the lives of children facing health challenges. Established in 1990, the organization is dedicated to collecting and recycling aluminum cans to generate funds for the purchase of specialized medical equipment for children in need. By engaging the community in the recycling process, Cans for Kids not only contributes to environmental sustainability but also channels the proceeds into improving healthcare services for children.



RECYCLING TIN CANS STATION



The charity organization "Cans for kids" has been collecting aluminum cans across the island for over 30 years



Real-life CSR example #2



RoboMarkets

FR

RoboMarkets - Forest Restoration

RoboMarkets supports biodiversity by planting native trees and rehabilitating areas affected by natural disasters. The company also forms partnerships with local organizations to collectively address environmental challenges and enhance the community.



Real-life NGO example #2



300.000 Trees - Tree Planting Organisation



The NGO "300.000 Trees in Nicosia" has made a big impact by transforming seven parks and planting over 10,000 trees. They work with local universities to teach students about Cyprus's unique trees and raise awareness about the environment.

Their ambitious goal is to plant 300.000 trees, one for each person in Nicosia, to fight climate change by reducing temperature and CO2 levels in the city. Since 2019, they've planted 10,000 trees, knowing it takes time and teamwork to reach their goal.



Planting trees on the fire-affected areas of Cyprus



Ice Watch Paris - Art



An aerial photograph of a vast, snow-covered mountain range. The terrain is rugged and layered, with numerous ridges and valleys. A prominent feature is a wide, winding path of melting ice blocks that has formed a symbolic river, flowing through the mountainous landscape. The sky is a pale, overcast blue, and the overall scene conveys a sense of scale and environmental impact.

Ice Watch Art Project

Ice Watch Paris, an artwork by Olafur Eliasson, turns climate change into a visual story.

Melting ice blocks form a symbolic river, reflecting the urgency of global warming.

The installation connects climate issues to human rights and security, urging viewers to see the link. Eliasson's work calls for action, emphasizing the need to address climate concerns during global discussions.



VEED.IO

arte




ECOMBARE



CSR, NGOs & Arts in Practice





Find your Industry

And group with your
Colleagues

**-G-
Gucci**

Fashion Industry

**-F-
Ferrari**

Car Industry

**-E-
Eni**

Energy Industry

**-M-
Moleskine**

Stationery Industry

**-B-
Barilla**

Food Industry

**-P-
Prosecco**

Wine Making
Industry

**-A-
Alitalia**

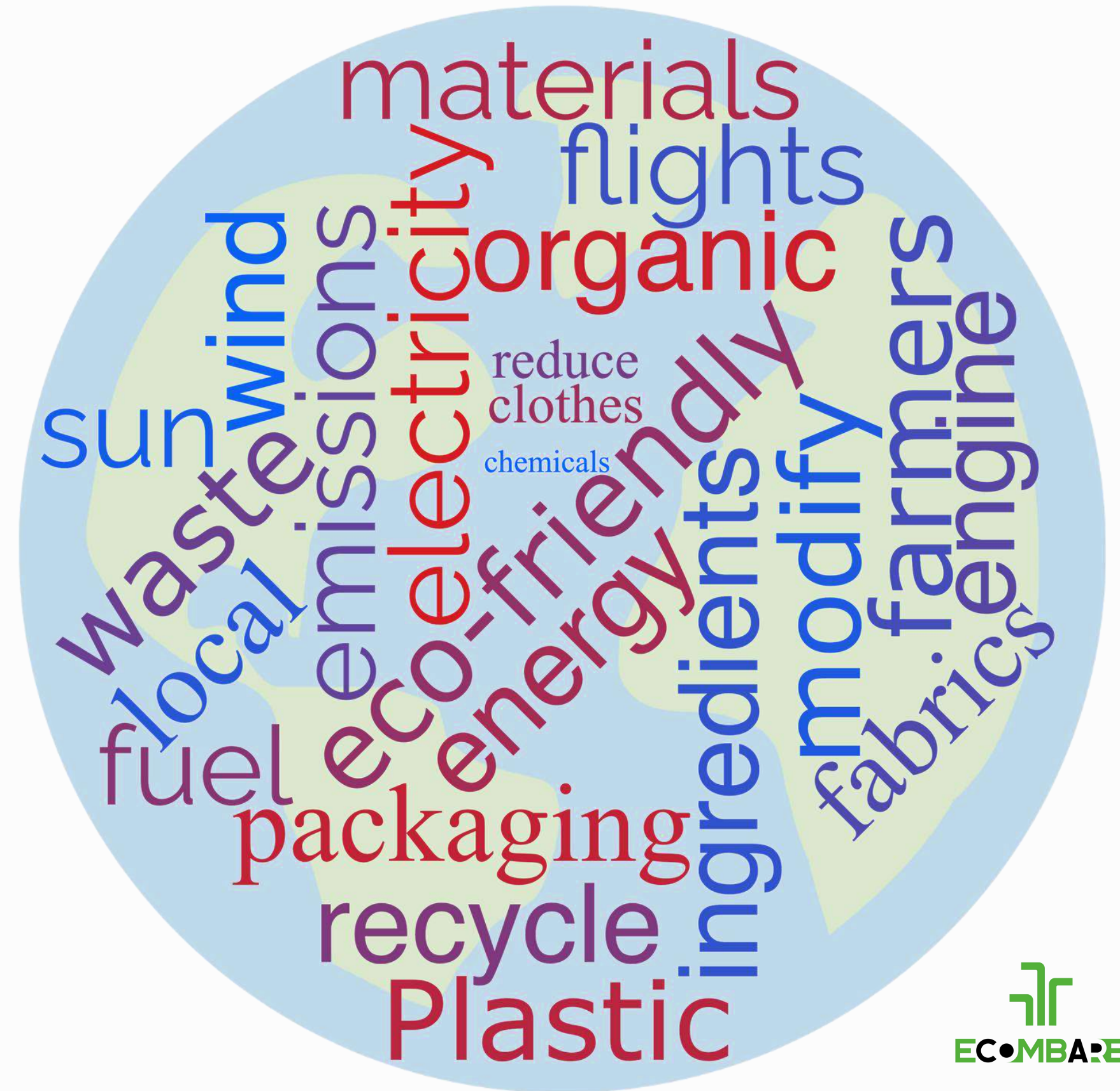
Tourism Industry

**-D-
Dolce Gabbana**

Cosmetics Industry

Rules :

- Assign the spokesperson of your group
- **CSR (C):** As a brand, think of 1 CSR initiative to address climate change and impact your industry positively.
- **Arts (A):** As a brand, think of an Art Object/Installation you can create to raise environmental awareness
- Use keywords from the word cloud for inspiration
- You have 20 minutes to complete the task



CSR, NGOs & Arts in Practice



Questions?

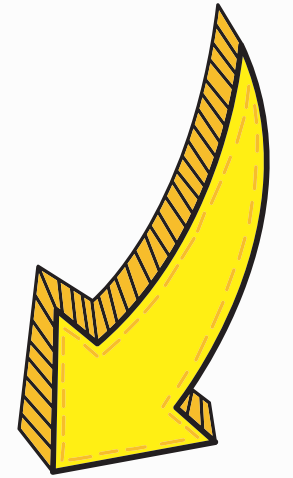


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Stay in touch





ECOMBARE

**Grazie,
Arrivederci**

