

**Interreg - IPA CBC**  
**Bulgaria - Turkey**



**PARTNERSHIP**



***BEST MARKETING PRACTICES FOR POPULARIZATION OF  
NATURE PROTECTION MEASURES AMONG YOUNG PEOPLE***

**STUDY OF BEST MARKETING PRACTICES**



*Project: "Improvement of the capacity for nature protection by enhancement of the cooperation between young environmentalists in Bolyarovo-Kofçaz municipalities", Ref. № CB005.1.12.153"*

*The project is co-funded by EU under Interreg-IPA Bulgaria-Turkey CBC Program*



***Project “Improving of the capacity for nature protection by enhancement of the cooperation between young environmentalists in Bolyarovo-Kofçaz municipalities”, Ref. № CB005.1.12.153”***

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## **ABOUT PROJECT**

**Project Name:** Improvement of the capacity for nature protection by enhancement of the cooperation between young environmentalists in Bolyarovo-Kofçaz municipalities "

Ref No: CB005.1.12.153

**Leading Partner:**

Bolyarova Youth Non-Governmental Organization

Bulgaria

**Project Partner:**

Kofcaz Municipality

Turkey

**Priority Axis:**

Environment

**Project Target:**

Improvement of the capacity for protection and sustainable use of natural resources, as well as management of common natural resources through cross border cooperation initiatives.

**Project Objective:**

General objective of the project is to build capacity and raise awareness among students and teachers living in border area for protection and restoration of ecosystems.

The specific objective of the project is to ensure that the youth participate in and cooperate for environmental issues, as well as to develop and arrange suitable instruments.

**Project Activities:**

- Improvement of environmental course module
- Performing the "Young Environmentalists" training
- Development of Balkan Youth Platform

- Reviewing and developing the best marketing applications in order to ensure that nature protection measures are widely adopted among the youth
- Developing innovative methods for ensuring sustainable use of common natural resources
- Organizing a social media campaign in order to ensure that nature protection and measures are widely adopted among the youth

**Project Outcomes:**

- Balkan Youth Platform which ensures cross border cooperation conditions was established
- Best marketing applications were reviewed in order to ensure that nature protection measures are widely adopted among the youth
- Innovative applications were searched
- A social media campaign was organized in order to ensure that nature protection and measures are widely adopted among the youth

**Target Groups:**

Students and teachers in schools located in the border area

**Project Term:**

12 months

**Total Budget:**

EUR 78 367,03

*Dear Environmentalist Children and Youth,*

*We need to strive to the best of our abilities to protect the environment where we live together with plants and animals, as well as re-balance the ecosystem balance which has been degraded. With your energy and environmentally sensitive approach, we can take favourable steps forward to protect our world. Never forget that the world embraces all living things, and gives us the opportunity to live in peace. We are sure that you will be able to cope with all problems that damage the environment. All living things in the world will be grateful to you for what you have done for protecting the environment.*

*Dear Teachers, Parents, Local Stakeholders, Representatives of Civil Society Organizations (SCOs), and All Adults, our main objective is to teach our children, whom we will entrust our future, how they can maintain a more habitable world. We should also assume important tasks in order to protect our world, nature, and maintain the environmental cycle. This is the only way we ensure that our children act responsibly at early ages, pass our current knowledge from one generation to the other, and achieve radical changes.*

*It is very important for us to make our children and youth to understand the outcomes to be brought as a result of that change. It should be noted and understood that the children and particularly the youth should have the chance to express their opinions about the environment. This is the main motivation of our activity. Children and the youth will come to understand that they can create a different by drawing pictures, writing poems and stories to tell to the people around them and to the whole world what they have learned through practices.*

## **CONTENTS**

### **INTRODUCTION**

#### **I. SECTION:SUSTAINABLE URBAN DEVELOPMENT BASED ON ECOLOGY**

- 1.1. Sustainable Marketing Approach**
- 1.2. Characteristics of Sustainable Societies**

#### **II. SECTION: OVERVIEW OF THE PERCEPTIONS, INTEREST AND NEEDS OF DIFFERENT GROUPS OF YOUNG PEOPLE**

- 2.1. Creation of Environmental Consciousness between Youngsters and Children**
- 2.2. Scope of Environmental Training in Different Levels Örnek Eğitim Programı**
- 2.3. Possible Teaching Materials for Use in Raising Natural and Environmental Awareness**
- 2.4. Sample Training Program**
- 2.5. Use of Mass Communication in Raising Awareness for Environment**

#### **III. SECTION: ENVIRONMENTAL PROTECTION PRACTICES IN THE EUROPEAN UNION**

- 3.1. Best Environmental Protection Practices and Analysis in the European Union**

#### **IV. SECTION: EXAMPLES OF MARKETING APPLICATIONS FOR PROMOTION OF ENVIRONMENTAL PROTECTION MEASURES BETWEEN YOUNG PEOPLE**

#### **V. SECTION: MARKETING CAMPAIGN FOR THE PROMOTION OF ENVIRONMENTAL PROTECTION MEANS BETWEEN YOUNG PEOPLE**

- 5.1. Marketing Campaign Plan**
- 5.2. Financial Plan for Marketing Campaign**
- 5.3. Marketing Budget Control**

**CONCLUSION AND SUGGESTIONS**

**BIBLIOGRAPHY**

## INTRODUCTION

One of the most important problems that the world has faced in the last fifty years is quick degradation of environment, corruption or danger of extinction of environmental value. There have been concerns that the unending and uncontrollable economic growth in societies will, sooner or later, consume up natural resources and systems which are crucial for human life; and that resources in the world may be depleted. The environmentalism concept which is the common agenda of humankind that must fight that problem can be defined as “interest of public in protecting natural resources, eliminating pollution and hazardous wastes, protecting historical and natural resources, preventing extinction of plant and animal species for protection, development and improvement of environment.”

Environmental consciousness has improved and nature protection concept has gained more importance over the world as result of which miscellaneous civil society organizations emerged, and environmental criteria have been incorporated into international quality standards and statutory regulations. Sustainability concept focuses on protecting the ecosystem and preventing environmental problems that have come into existence as a result of economic and technological developments. Handling sustainability concept together with urban concept is a quite new phenomenon that is recently introduced.

Sustainable urbanization concept constitutes the basis for sustainable holistic development. After the Brundtland Report, the sustainable development concept has become widely accepted by the world and has been considered as a system of values applicable for all aspects of life. In Brundtland, it is pointed out that all countries in the world are integral parts that constitute a whole in terms of economic, political and social aspects and such holistic approach can only be implemented if adopted by all countries. Brundtland Report lists following conditions for achieving sustainable development:

- a political system that secures effective citizen participation in decision making.,
- an economic system that is able to generate surpluses and technical knowledge on a self-reliant and sustained basis,



- a social system that provides for solutions for the tensions arising from disharmonious development.,
- a production system that respects the obligation to preserve the ecological base for development,
- a technological system that can search continuously for new sustainable solutions.

One of the most important stages of sustainable development concept is the UN Conference on Environment and Development held in 1992 in Rio de Janeiro. After the conference, sustainable development has become a basic policy, importance of which has been recognized worldwide. The most important contribution of Rio Conference to the sustainable development approach is that Rio Conference emphasized the need for contributions to the implementation of sustainable development approach by means of joint participation and attempts of local governments, civil society organizations, private sector organizations and individuals apart from the central government units in terms of decisions and implementations at political, economic and social levels.

According to the sustainable development approach, coordination is achieved among environmental and economy policies would lead to improvement in the social structure. In this context, it is possible to handle sustainable development in three dimensions: economic sustainability, social sustainability, and environmental sustainability. Of these dimensions, the first involves participation and a strong civil society, the second involves stability of economic capital, and the third involves improving human welfare and protection of natural resources that meet needs of humans.

Sustainable development aims achieving environmental life quality, social life quality and economic feasibility. From this aspect, sustainable development also integrates with urban development concept because human actions and thoughts are directly shaped by cities where people live, and maintain a mutual interaction with urban development. Therefore, applicability of sustainable development policies is conditional upon reflecting such policies on the space. In other words, achieving sustainable development will be possible by realization of policies and applications which will ensure sustainable urbanization.

It is evident that today, as we witness destructive effects of environmental problems, the most important factors behind such problems are human activities and urbanization. Accordingly, before it is too late, it is inevitable to transform current urbanization forms into environmentally friendly forms of urbanization that favour the relationship between the nature and human.

Fast growth of population density in cities and destructive impacts of urban dynamics on the environment which have become noticeable in daily life require transformation from the existing form into a different form of whatever name it is called: eco-city, sustainable city, sustainable destination.

Sustainable development foresees sustainable destinations where environmental protection consciousness is reflected on urban development plans, ensuring wise use of resources, and providing healthy, peaceful and safe living conditions for people. Considering historical roots of city and “city” conditions in the past, we understand that economic development has been the major motivation behind urbanization.

One of the major common characteristics of pre-industrial cities is that those cities had low population. The population could be naturally kept under control as agricultural mechanisation was not fully achieved and difficulties in provision of food due to transportation problems. Manpower and animal power were the main sources of power. There was no significant human impact on the nature so there was no significant environmental pollution and the relationship between nature and humans was maintaining a natural course. However, with introduction of industrial revolution, cities have created their own revolution. With the development introduced by industrialisation, high-rise buildings were erected around production plants, and people started to live in unhealthy settlements with no proper infrastructure as a result of fast development. Manpower and animal power could not more meet energy demand which resulted in introduction of fossil fuel.

Such fuels emitting carbon dioxide as they burn were started to be used for industrial production and residential heating purposes which resulted in air pollution.

Apart from environmental problems caused by air pollution, technological developments in transportation introduced forward dispersed settlement model resulting in cities with

inadequate infrastructure and health conditions. Accordingly, an era witnessing contagious diseases and deaths started as adequate hygiene conditions and access to clean water were not ensured. During that period, the uncontrolled growth of population brought forward certain problems: more water needed, sewer wastes boosted, and people had no idea on how to dispose of wastes.

Against that bad situation, people started to question how they could remain unresponsive to such conditions. However, it was impossible for them to remain unresponsive as they were the main victims of those problems. Against those circumstances which would affect current and future generations, specialists, politicians and local governors started to look for solutions for such problems.

Today, modern cities are considered to be main source of many environmental problems including pollution, carbon dioxide emission, and noise. Unlike what most of us think, the solution should not be moving or migrating from cities to countryside. If we want to protect the rest of nature and improve life quality of developing countries, we need to adopt a new mindset and change current conditions. In this scope, solutions should be produced to ensure integration of sustainability and ecology concepts and principles with all components of city.

Just like the natural ecosystem which features a balanced and complementary production and consumption, we necessarily have to create “environmentally friendly” cities which meet their consumption with their own means of production in an urban ecosystem imitating the nature.

City is a common living space. City residents can be ensured to enjoy basic human rights, including in particular the right to a healthy life, only in a healthy and safe environment. Guaranteeing human rights under laws is not enough alone. Conditions which will enable people to enjoy such rights should be established and maintained in urban and adjacent areas where people live. The most specific aspect of the age of uncertainty is that we are aware of the fact that the energy, water and food resources are limited and at critical levels. According to Keleş, in order to overcome that, the urban development should not be based on industrialization but rather the harmony in nature of which the social life and humans are a part.

We should popularize urban forms that put humans to the core without compromising the relationship between the nature & humans, giving priority to basic needs of local people including food, accommodation, health, education along with advanced living conditions such as wise use of natural resources, wise management of waste, energy efficiency, protection of cultural values, and passing all values to next generations.

In European Urban Conditions, a “sustainable city” is defined as follows:

“An ideal city is a habitat that protects rights of urban dwellers, provides the best living conditions, offers its residents a good lifestyle, and harmoniously embody many sectors and activities (traffic, life, work, recreational needs), considering the people who live, visit, work, trade, look for entertainment, culture and information, and receive education there as its core values.” Considering definition of ideal cities, we understand cities that do not only give priority to protection of environment and nature but also aim providing good life conditions.

## **SECTION I: SUSTAINABLE URBAN DEVELOPMENT BASED ON ECOLOGY**

Ecological approach highlights ecological sustainability within the framework of sustainable development approach. Ecological sustainability, on the other hand, is possible with effective use of economically limited resources. Within this context, protection of physical elements of an ecosystem without degradation and continuity of resources obtained in the system depend on effective use of environmental systems. In terms of ecology, cities constitute an environmental system together with living and non-living elements in a certain area. It is undoubted that elimination of problems arising in such areas and ensuring desired sustainability at a macro scale will depend on maintenance of urban activities in accordance with environmental and scientific principles. In this context, maintaining urban sustainability will be possible through a change process that ensures protection of resources and enhancement of a solid ecosystem, taking measures which will promote economic development. That change process is based on adoption of targets and objectives and implementation of policies that are compatible with the ecological principles.

### **1.1. Sustainable Marketing Approach**

From 1970s to today, environmental problems have been dealt with in marketing literature under various concepts including ecological marketing, environmentally friendly/environmental marketing, environmental protection marketing, and sustainable marketing. Ecological marketing is used in a narrow sense to define marketing activities intended to deal with certain environmental problems (pollution, depletion of energy resources) and prevent such problems using existing technologies.

From a macro point of view, sustainable marketing involves dealing with marketing activities under sustainable development approach. Environmental and sustainable marketing concepts, on the other hand, involve an administrative point of view which includes a wider product category.

Sustainable marketing which first started to be discussed in 1975 but really became popular in early 1990s is defined as “a study relating to positive and negative aspects of marketing activities relating to pollution, consumption of energy and consumption of non-energy resources.” In the most general sense, sustainable marketing is inclusion of natural environmental aspects into marketing activities.

Sustainable marketing means marketing activities that meet demands and need of consumers while achieving production, pricing, distribution and promotion of products, including post-marketing, in an environmentally friendly manner enabling the region in question to achieve its targets. Sustainable marketing requires new marketing and management strategies showing effective efforts in connection with creation and description of environmental products which will attract attention of consumers.

In the literature, the sustainable marketing concept is given various names. Sustainable marketing concept which was not previously mentioned much in the literature was first discussed by participants of a seminar titled: “ecological marketing” organized by American Marketing Agency (AMA) in 1975, and it has started to be mentioned in the literature after that seminar. In the first definitions, sustainable marketing was handled as studies relating to environmental pollution, wastes, use of energy and other resources in the course of marketing activities, and their positive and negative effects.



At first glance, sustainable problems and traditional marketing can be perceived as opposite concepts because while environmental problems caused by excessive production and consumption suggest less consumption, the traditional marketing approach suggests the opposite, i.e. urging us to consume more and more.

Sustainable marketing is a group of activities that are designed to minimize damage to the natural environment and intended to ensure introduction and easy implementation of changes that will satisfy needs and demands of consumers and society. Sustainable marketing is also defined as a reaction to design, production, packaging, labelling, and use of goods and services.

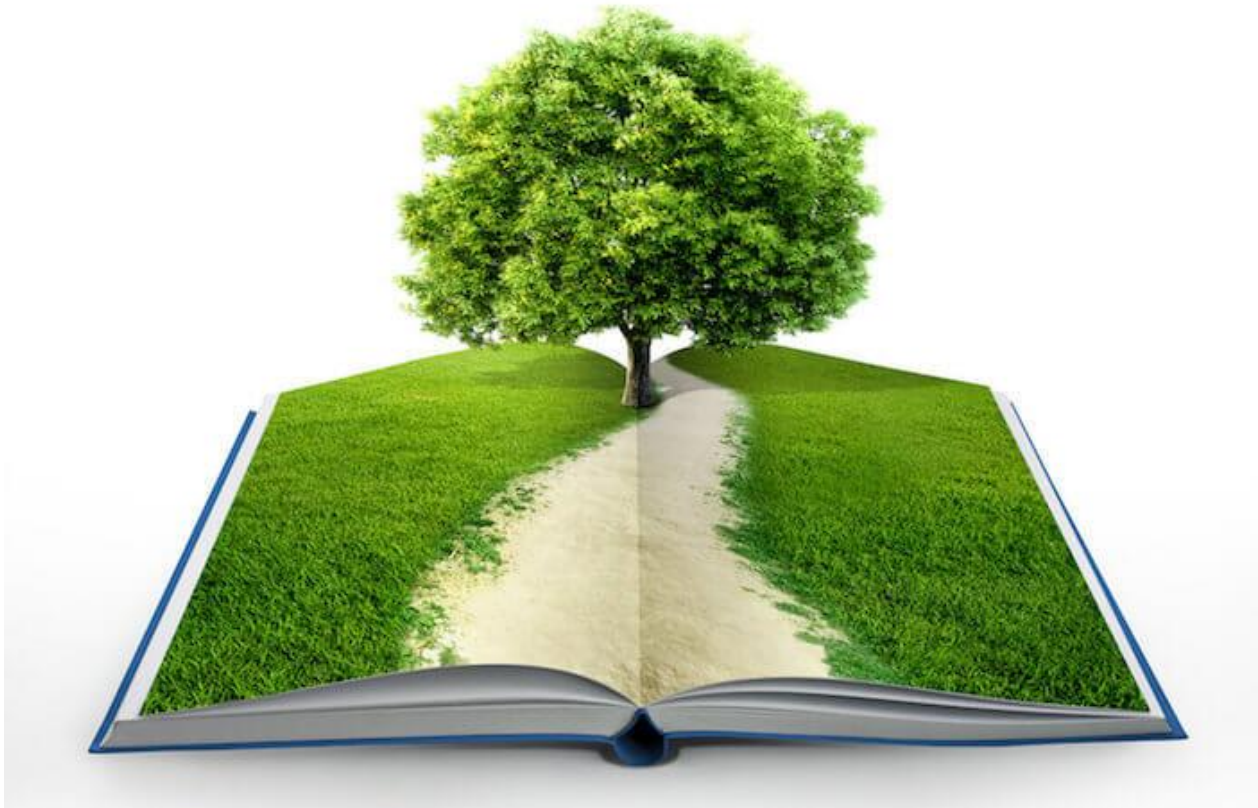
Under current competition conditions, good management of corporate reputation and accordingly considering corporate communication as a management performance are considered as important competitive advantages. It is impossible to claim that problems faced in cities are independent from the society and the environment. Recently, consumers have built environmental awareness and started to welcome cities and organizations that act responsibly in terms of environment which will, of course, influence city governors. Sustainable tourism concept of cities is being determined on the basis of hallmarks such as culture, mission and vision, and

approach of cities to natural environment and other various aspects of environment are considered as important factors affecting brand value and reputation.

In particular in the last 50 years, excessive pollution and degradation of natural environment and corruption and danger of extinction of environmental values have been among the most important problems faced by our world. Every country now has concerns that one day natural resources which people need to live will be depleted as a result of immense and uncontrolled economic growth. People who need to fight that process have agreed on a concept and agenda which can be defined as: “public attention to protect possessed natural resources for ensuring protection, improvement and enhancement of our environment; to prevent waste that cause pollution and pose environmental hazards, protect historical and cultural values and resources; and to prevent extinction of animal and plant species.”



## 1.2. Characteristics of Sustainable Societies



- Activity, inclusion, safety
- A solid local culture, and equity, tolerance and loyalty brought by other common society activities.
- Good governance, active and inclusionary participation, representation and leadership.
- Good transport, transport services that will enable people access their jobs, schools, health services and other services.
- Good service, public, private, social and voluntary services suitable for needs of people and accessible by everybody.

- Environmental sensitivity, spaces arranged for people to live in an environmentally friendly way.
- Good development, a growing, diversified and innovative local economy.
- Good design and natural environment with high quality construction.

Equality for everyone, an approach that includes all present and future societies

Principles which the sustainable urbanization is based on include environmental, economic, social, and administrative principles. Targets of sustainable urbanization in line with these principles are as follows:

- Improvement of life quality
- Availability of development options
- Fighting poverty
- Solutions to employment and nutrition problems
- Meeting basic healthcare needs
- Protecting and improving biological diversity
- Technological restructuring
- Keeping population growth under control
- Using renewable energy resources, access to clean and safe water
- Elimination of risks

For a sustainable urbanization, following criteria should be met:

- a) Implementation of space-saving measures
- b) Conservation of natural habitat
- c) Availability of an urbanization plan
- d) Availability of extensive green areas
- e) Protection of water resources
- f) Use of motor vehicles should not be encouraged
- g) Recycling programs should be in place.

## II. SECTION: OVERVIEW OF THE PERCEPTIONS, INTEREST AND NEEDS OF DIFFERENT GROUPS OF YOUNG PEOPLE

We can see three basic acquisitions are emphasized in guaranteeing sustainability of life on earth: “Knowledge of natural/artificial environment and conception of the interaction between man-nature” and “development of positive perception and feelings toward nature” and “personality development”. In order to guarantee these acquisitions, education strategy based on “research and invention” must be adopted and supported by “innovative learning” and “structuring learning” and proper efficient training methods must be employed.



## **2.1. Creation of Environmental Consciousness between Youngsters and Children**

Environmental problems pose serious threats to existence of man on earth and make our world a place impossible to live. A way to stop this disaster passes through withdrawal of conventional thoughts and behaviors adopted by humanity both now and also in the future. Thus every man must do his/her share of work to find a solution to current environmental problems as soon as possible. Today's environmental problems cannot be solved only through technology or by laws because environmental protection can be achieved only after a deep change in the behaviors of individuals. Such a behavioral change necessitates a change in attitudes, level of knowledge and biases. Development of positive attitude and value judgments toward environment can be possible only by means of environmental education.

Environmental education can be defined as development of environmental consciousness among all segments of the society; integration of environmentally friendly and sustainable values into the society; preservation of natural, cultural and social-aesthetical values; ensuring active participation of society into the environmental protection and active delegation of individuals in the solution of environmental problems. Basic purpose of environmental education is to help individuals to get raised as citizens feeling themselves responsible for the nature and acquiring information and skills that would encourage them to exhibit positive behaviors in connection with the environment.

Environmental education increases environmental sensitivity and knowledge of the individuals and supports them in taking an active role in environmental protection.

Another source gives definition of environmental education as follows:

- Development of awareness and sensitivity toward nature and problems of nature,
- Increasing basic knowledge and understanding about operation of nature,
- Development of positive behaviors and values towards nature,
- Helping acquisition of those skills necessary to define, research and resolve the problems relating to the nature,
- Active participation in the protection of nature.

According to Resulting Report issued by the 6th Commission for “Environmental Education, Development of Consciousness in the Society and Social Participation into Environmental Protection” of VI. Environmental Council of Ministry of Environment, certain measures taken to enhance the quality of environmental education were as follows:

Clause 4: Ministry of Environment and voluntary social organizations must cooperate in preparing training materials (books, magazines, brochures, video, CD etc.) that would render environmental education more efficient and enduring at the official education level.

Clause 12: Providing environmental training to the teachers affiliated to the Ministry of National Education through in-duty training courses and formative teaching courses.

Clause 13: Preparing contemporary teachers having the qualifications in the branches deemed as fit by the Ministry of National Education to the occupation of teaching the course on environment and man at high school level through in-duty and before-duty training programs.

Clause 17: Cooperating with the relevant institutions to ensure that training programs addressing to all age groups are included in TV and Radio programs and in written press so that environmental consciousness is enhanced through media.

Clause 18: Celebrating 5th of June as World Environment Day in all provinces and counties of Republic of Turkey throughout whole week.

Clause 22: Encouraging publication and market release of scientific and ecologic magazines and fairy tale books and story books supporting love of nature and any source books and cooperating with the Ministry of National Education so that these books are available at the libraries.

Clause 27: Encouraging membership to volunteer environmental organizations in order to make these organizations stronger.

If the students cannot achieve the desired level of environmental awareness or cannot get rid of conceptual mistakes about environment, it means that environmental education was insufficient. Therefore training methods increasing efficiency of the training course and making

students active by developing the power of their brain and saving them from unnecessary load of information must be developed and implemented.

One of the methods that could be most efficiently used in any environmental education is the problem solving method. With the help of problem solving method, students can better understand environmental problems they are encountering in daily life and develop methods to solve these problems through systematic thinking and logical steps of reasoning. In this way a healthy environmental consciousness is developed in the students. Apart from that, environmental training based on multiple intellects can support ecologic success of the students better than traditional training methods.

Environmental education given through listening of music is known to make a positive impact on environmental awareness.

Another way to rescuing the students from education methods based on memorizing is to delegate them to develop environmental projects. Project based learning approach is a model suitably chosen in scientific training and makes important contributions to the learning process.

In the process of developing environmentally sensitive students, education given to the students by the school has great importance. Raising students with sufficient environmental consciousness before university education is a quite important issue if we take into account that not all students can get university education in our country. This means that nature of “environmental training programs” taken as a basis in high school education meets necessary requirements in any environmental education.

Environmental training programs must support the students in taking their own decisions easily and developing skills of problem solving and scientific thinking. These programs must be flexible and must be based on practical training helping the students to acquire certain mental and manual skills that would support environmental protection rather than imparting pure knowledge to the students. Therefore any environmental education to be provided to the students must be absolutely based on sustainable development principles.

Booklets developed for teachers and students within the scope of environmental training programs, laboratory guides and various environmental experiments could be used in environmental education in addition to micro environments (such as city, forest, parks, zoos and botanical gardens). These sources will help students to have direct experience of the environment surrounding them and to make direct observations which will support them in defining environmental problems and establishing hypotheses.

Even if we develop very comprehensive and perfect environmental training programs like in other areas of knowledge, teachers who will be responsible for implementing these programs must be environmentally aware with deep belief in the need for environmental training, having necessary skills and know-how about environment and with good motivation on its protection. The teacher must play a good role model about environment for the benefit of his/her students. Negative factors encountered in environmental education are intensity of other courses in the school leaving no room for environmental training, insufficient emphasis on environmental training within the general training course, lack of proper sources and tools for the level of students, lack of proper environmental awareness within the families and incapacity of the teachers about environment.

Besides above mentioned supports, it is necessary for the school management to take environmental education as a team work, ensuring implementation of environmental activities under a proper program and creating an organization in which teachers can discuss, develop solutions for and share experiences about the environmental problems and teachers and students can cooperate for enhancing environmental awareness and encouraging and motivating environmentally friendly behaviors. Development of alternative environmental training programs supported by new training themes and too many comprehensive activities to deal with these themes is necessary for the environmental trainers so that individuals consuming as he/she needs, feeling responsible before future generations about environment and being sensitive to environmental problems can be raised in the society and teachers will also have the chance to choose amongst variable alternative training programs. Activities emphasizing correlation between different areas and environmental protection will help the teachers to reserve time for environmental training in different courses and will prevent any unnecessary interruption in the official course program.



## 2.2. Scope of Environmental Training in Different Levels

### Scope of Environmental Training to be provided to First School Students:



- Principles of bio-political structure and its functions,
- Relations between man and ecosystem,
- Clarification of man's nature as a predator, hunter, commonly living, parasitical and competitive creature,



- Description of actions taken by all species in the nature and actions taken by man with special emphasis on generation and consumption,
- Meaning of evolution; natural selection and creation of species; characteristics of DNA and genes and emphasizing the fact that extinction of species will be irreparable loss in the nature,
- Concepts of population increase and population control; relations in the population and relations between development and increase in wealth and population,
- Principles of photosynthesis; importance of agricultural products and prevention of environmental pollution through the use of fertilizers and pesticides, and
- Controlling environmental pollution and characteristics of natural environment protection.

### **Scope of Environmental Training to be provided to High School Students:**



- Chemical basis of life and impact of economic activities on organic being; reasons of pollution in water, air and land and influence of excessive production and consumption on the extinction of species,
- Biological concepts such as cell structure and functions and inheritance and genetics,
- Viruses and the role they play in inflicting illness; impact of population increase on environmental health and economic cost of a healthy environment,

- Evolutionary process: Comparative description of biological evolution and social and economic evolution of man,
- Biological structure of human-beings and vertebrate and invertebrate species, reptiles and plants and natural relation between them,
- Biotic and non-biotic factors in the ecosystem, mines, use of water, air and soil and their examination in terms of economic profit and benefits, and
- Basic principles of economy and describing those relations between environment-economy-and bio-politics.

***Scope of Environmental Training to be provided to University Students:***

Operation of ecosystems, variability, environmental problems arising from human activities and any suggestions to solve these problems.



### **2.3. Possible Teaching Materials for Use in Raising Natural and Environmental Awareness**

Although Nature itself is a teaching material, teaching materials to be used for teaching for should be supportive and complementary. The fact is that children are much more enthusiastic to learn when they themselves see, touch and experience things. For this reason, materials should be used to support learning in the nature training. Other materials to be used in addition to use of Nature as basic material are designed to be interesting for children, encouraging them for self-learning. All nature training materials are developed so that children may feel themselves a part of the process instead of each being a passive listener. Experience of learning by means of materials to be prepared in cooperation with the education institutions should be so designed to be an interactive experience totally different from in-class experience.

The following principles should be taken into account for production of materials for use in the nature training.

- Materials should be made of nature compatible (recyclable) components;
- Materials should be so designed to allow children to set them up;
- Materials should be designed to be interestingly colourful and visually attractive;
- Materials should be designed in a simple way to prevent diversion of the children's attention,
- Materials should be designed and produced in such a way that children are not exposed to any damage from the materials;
- Materials should be designed and produced in such a way that they do not contradict policies of COB, Ministry of National Education;
- Materials should be organized and produced in accordance with opinion and advices of the experts under a protocol to be signed with the Ministry of National Education.

Education for various age groups to be applied in the Education Centre should be programmed to include both site excursions and theoretical courses. And materials shall be selected in accordance with these two aspects of the program.

### ***Materials to be used***

Materials to be used for the training programs shall be produced according to the training program because it is designed as applicable for both at interior and exterior sites. Materials to be used by the trainer and children shall be designed to be different because the materials to be used by these two groups are different both for their intended use and place of use. Furthermore, another reason of difference between these material groups to be used is for prevention of any

living beings and children in the environment during these expeditions of discovery.

For example, looking at an insect closer under supervision of a trainer would be a behaviour that both prevents any harm to the insect and supports nature training. And, additionally, it would protect children against any harm if the insect is a poisonous one. A magnifier would, for example, be a material to help them concentrate, looking closer at the living beings around them and searching details. Some materials for use during trainings are listed below:

- Magnifier
- Camera
- Binoculars
- Camera-recorder

### ***Preparation of Handbook for the Trainers***

Handbook should be designed to guide the trainers and to give the trainings in an organized way. It will contain descriptive, but succinct information to help the trainers during the trainings, games, exercises and experiments as well as information about significance of the biosphere and activities suitable to perform together with the visitors/ children. Furthermore, it will also contain information on how to treat Nature, how to move in the field, how to observe, listen and take note about the land, animals and plants.

Trainer's handbook may be consisted of five main headings. These are:

- Human and Nature
- Biological Diversity and Significance
- Protection of Nature and Preservation Zones in Turkey
- Nature Training and sample activities

Each section shall be supported by colour and understandable visuals and illustrations and, furthermore, sample exercises for practice of each section in nature.

## **2.4. Sample Training Program**

### ***Target groups***

Pilot schemes shall contain sample group consisting of 11-15 aged children. For the pilot schemes, particularly contribution of local schools should be considered.

### ***Intended age groups to participate in the trainings:***

5–6: preschool children;

7–9: children from first level of the primary school;

10–11: children from the first and second levels of the primary school;

12–15: children from the first and second levels of the primary school and young people;

16–18; children of secondary schools; and

18 and above: young people and adults.

### ***Training groups:***

- Undergraduates (university clubs and groups);
- Scout groups;

- Special groups (companies, tourism specific visitors, etc.)
- Disabled groups (if conditions are adapted accordingly);
- Children from Child Protection Institution and similar entities;
- Non-governmental Organizations.

### **Objectives of the trainings**

Objective of the intended trainings to be applied is to express values of biological diversity, understanding of protection of nature as well as cultural values to the participants/children.

Trainings shall serve for five essential objectives of the nature training:

- Raise Awareness and sensitivity for Nature and nature problems;
- Improve basic information and understanding concerning Nature and its function;
- Enable enhancement of positive behaviours and values towards Nature;
- Ensure getting skills for identification, research and solution of nature related problems;
- Ensure active involvement for protection of nature.



***As a result of participation in the trainings, the visitors/children are expected to:***

- Have information about biological diversity and its importance;
- Acquire an understanding and information about Nature and nature-human interaction;
- Raise their awareness about protection of Nature with such awareness transforming into actual behaviours in future;
- Get information about local way of life.

***Contents of the trainings***

In line with the training objectives described above, the subjects to remain fixed in the contents of the trainings are listed below:

- Biological diversity
- Protection of Nature
- Cultural values and local people

***Management of Training***

“Training in Nature is experimental. It is performed outside the class and based on activity. Training in Nature encourages knowledge by means of activities onsite and other outdoor activities to learn and develop skills by coming into contact with Nature.” Programs to be applied for nature training should be planned interactively and it should make young people and children participate in the learning process actively. Training programs to be applied should be designed

basing on method of learning by means of experience.

Nature training should essentially focus to arouse curiosity. For this reason, in the trainings to be given at the centre and during the presentations to be given indoors, a method to encourage the children and young people to make research and discovery instead of giving them didactic information shall be followed.

Programs covered by the plan shall be put into practice basing on establishment of individual relationship with Nature.

Another important basic of the training method is that the designed programs and all programs to be applied in long term should give opportunities to the children and young people to feel themselves as part of Nature while they are in Nature.

Especially during the training activities to be performed with the children, the concepts of adventure and discovery shall be used essentially, ensuring them to be actively involved with the learning process.

During the trainings, particularly the activities to be carried out with the children shall be designed in form of games.

### ***Trainers***

In the nature training, each trainer is expected to act as a guide for discovery, rather than acting as “teacher” as usual. What is expected from a person who is or will be a trainer in the nature training is to be voluntary, curious for nature training and able to share his/her curiosity with other people.

During practice of the training programs, it is of great important that the local people of the site themselves should transfer to the children and young people information about the location as well as life in that location. For this reason, the local people are both a natural part of the trainings performed at the centre and trainers of the training centre as well. Additionally, in

the activities to be performed in nature such as hiking and observation, discovery of the location by the visitors/children together under guidance of the local people would make it more entertaining and fruitful. Such practice shall also given the local people to adopt the training centre and to introduce the location in which they leave.

## **2.5. Use of Mass Communication in Raising Awareness for Environment**

We may say that media is considered as an important means for environmental training in our country. The Environmental Law (2006) ascribes some important tasks to the media organizations. It provides that “it is essential to have programs focusing on importance of the nature and of raising environmental awareness in the radio and televisions for non-formal education. It is mandatory that television channels owned by Turkish Radio and Television as well as private channels should have education broadcasting for minimum two hours monthly and radio channels should have such broadcasting for minimum half an hour monthly. And it is essential that 20% of such broadcasting should be on air at prime times. Higher Council of Radio and Television is liable to supervise application of this article with respect to the matters.”

Furthermore, public organizations also greatly benefit from media in their activities concerning environmental training. Particularly the Ministry of Food, Agriculture and Livestock is seen to use the media considerably for training of the farmers.

And the media is considered as an important power that affects the society and thereby used as a tool for environmental education to constitute environmental awareness and sensitivity in the society. Although reading rate hovers at low level in our country, it is known that level of watching TV is high and use of the virtual media is also widespread. It is clearly possible to have access to almost the entire society and to communicate effective messages.

Basing on examination of the existing studies and programs about environmental education abroad, it is reported that TV documentaries and programs on ecological changes commissioned particularly by the voluntary organisations are highly effective in the non-formal education. In

addition, great majority of students benefit from internet to get information about environmental issues. Considering that the internet is an important communication network recently, it is possible to take advantage of internet to inform and raise awareness about the environment among the individuals. When the environmental organizations and entities serve in this manner, they should establish cooperation, given that it can have access to an important part of the society. However, in all these activities, measures should be taken to improve knowledge and sensitivity of the students toward the environment in order that the environmental education can be effective.

## **2.6. Effect of the Public Organizations and Non-Governmental Organizations in Raising Environmental Awareness**

### **2.5.1. Effect of the Public Organizations**

In our country, it is observed that the formal or non-formal education is considerably given under effect of the government from the preschool to the higher education. And it is also known that the government determines aspects of the educational system ranging from establishment of the courses to be taught at the schools to the subjects to be taught in these courses. Furthermore, as it can be seen from the educational statistics, the education service in our country is provided through the government in the public schools affiliated to the Ministry of National Education.

Many Ministries in Turkey is directly or indirectly related to the environment with activities about the environment. And it is also known that the matters such as urban planning, energy, culture and tourism are directly related to the environment and there are Ministries performing activities in connection with these matters in our country and these Ministries with wide organizational structure covering the entire country can have access to a greater part of the society. Furthermore, having considerable organizational and supervisory authorization over the people to which they address, these public organizations have also significant effects for education and raising awareness of the society.

### 1)Ministry and Urbanization

### 2)Ministry of National Education

The Ministry of National Education included the environmental education in the curriculums of the preschools, primary schools and secondary schools. Furthermore, it also performs activities for environmental education by means of nationwide projects and through protocols it makes with other Ministries. Some of these projects are:

“Environmental Adaptation Project (Eco-Schools)”,

“Forest in the Schools”,

“Environmental Education Project ‘Small Things Renews Nature’”

“Project on Improvement of Awareness of Environmental Protection”.

Additionally, the Ministry also sponsors ‘International Olympics of Environmental Project’ organized under auspices of INEPO.

The Ministry of National Education serves as the manager of the education system considerably shaped by the government. It is the decision-maker on a great number of issues ranging from the courses to be given at the schools to the education materials. As it is, we may say tha much is expected from the Ministry of National Education.

### 3) Ministry of Health

In cooperation with the General Directorate of Basic Healthcare Services and General Coordination of Health Project, the Ministry of Health published 25 books in total for use under the Environmental Health Program which has been conducted since 1994.

Turkey has participated in for European Conference of Ministers for Environment and Health ever organized so far and committed to prepare and implement ‘National Children’s

Health Action PLAN (UCCSEP) in line with the decisions taken in the Conference. In parallel with his action, the Ministry has established main framework of ‘National Environmental Health Program’ (UCSEP). This program states that the society and personnel should be trained in order to provide an effective environmental health service under this program, emphasizing importance of the education and making some recommendations in this respect.

#### 4)Ministry of Food, Agriculture and Livestock

Task of giving training and raising awareness among a great population professionally engaged with agriculture and livestock, i.e. framers, has been given to the Ministry of Food, Agriculture and Livestock. It is well known that the soil and water is mostly used in the agricultural sector in connection with the agricultural production activities. It is clear that how important is the training of a population which may give harm to the environment and ecosystem most by means of unconscious procedures (e.g. improper agricultural pest control, etc.) by such population that live closely with Nature.

Activities of the ministry in connection with farmers training include projects in the field of agriculture and livestock, TV programs, publications in print, and organization of national photo competitions. Contents of such projects and activities are:

- ☐ Broadcasting Project on Development-Orientation of Agricultural Production
- ☐ Training and Broadcasting Project for GAP Zone,
- ☐ YAYÇEP (Non-Formal Farmers’ Training Project)
- ☐ Eco-agriculture,
- ☐ Fertile Soils,
- ☐ Web Agriculture TV,
- ☐ Agriculture and Human National Photo Competition.

Food, agriculture and livestock sectors as the main domain of the Ministry are directly related to the natural environment and the Ministry focuses on non-formal education of the participants of these sectors in connection with environment.

#### 5)Ministry of Culture and Tourism

Environmental activities of the Ministry is mostly for environment protection and improvement of environmental awareness. The Ministry performs these activities in coordination with the General Directorate of Research and Education, General Directorate of Investments and Enterprises, Branch Directorate for Prevention of Environmental Problems and Undersecretariat of Press and Public Relations.

Branch Directorate for Prevention of Environmental Problems set up in the body of the Ministry in order to conduct environment-related activities conducts activities to improve sustainable tourism to achieve economic and social benefits expected from the tourism in cooperation with the concerned public organizations and entities, private sector, non-governmental organizations, national and international environment organizations and people in general. The Ministry conducts the following activities:

- ☐ Blue Flag,
- ☐ Pest Control in the Tourism Locations,
- ☐ Environmental Impact Assessment (CED).

The Ministry of Culture and Tourism has important responsibilities to protect historical, cultural and natural inheritance of the country and transfer them to the future organizations just as we have inherited. For this reason, the environmental education emphasizing importance of these assets has great important in raising awareness in this respect.

#### 6)Ministry of Energy and Natural Resources

Today, importance of the energy and energy resources is a well-known fact. Gas emissions due to energy use are considered as one of the highest pollutants for the environment and the renewable energy resources are seen as solution. From this perspective, it is considerably important for our country, giving that it is foreign-dependent in this respect, to use renewable energy resources and increase energy efficiency. And as the Ministry of Energy and Natural Resources undertakes these tasks as the expert party of this matter, it is required to perform activities for environment and environment training. As it is, the Ministry conducts activities such as energy efficiency, renewable energy resources and nuclear energy. In this context, it issues regulations and executes international agreements.

The Ministry organizes activities as part of Energy Savings Week in the second week of January each year through the Energy Efficiency Coordination Council. Under these activities, competitions are organized in the field of painting and story among the students of primary schools and in the field of project among the students of high school and equivalent schools in cooperation with the Ministry of National Education and TUBITAK (Scientific and Technological Research Council of Turkey) under the heading of “ENERGY EFFICIENCY”.

Furthermore, the Ministry organizes seminars to raise awareness of the students for energy efficiency and provides a variety of documents to the students and teachers in this respect. And it gives seminars to the public organizations and entities about energy efficiency as part of internal training programs. Additionally, it has prepared spot films on energy efficiency to broadcast alternately on TRT channels in order to increase efficiency of the energy saving studies conducted in our country and enhance awareness among the people in connection with energy efficiency in cooperation with the Energy Efficiency Coordination Council and TRT.

As public organizations, the Ministries conduct activities for environmental education on project basis with respect to the fields of service in their own domain in general. It is seen that the existing activities are related to specific matters addressing to a certain population and that ongoing activities for education of greater part of the national population are rare.



On the other hand, we may say that the Ministries do not use the media as an effective and widespread training tool and the broadcasts of the Ministries are actually outside the prime times, thus proving to be ineffective. In addition to the Ministries involved in these activities, we may say that the Ministry of Transportation and Ministry of Science, Industry and Technology are Ministry having close relation to the environment.

However, both Ministries have no considerable activities for environmental education. Given that industrialization is one of the important factors in connection with the environmental problems, the Ministry of Science, Industry and Technology is expected to more actively take part in the environmental education.

### **2.5.2. Effect of the Non-Governmental Organizations**

We may say that the primary function of the non-governmental organizations is to inform the society. Non-governmental organizations act as pioneers in raising the social awareness and creating political pressure to drive the governments. And this function is also emphasized in the report “Our Common Future” issued by the World Environmental and Development Commission.

Currently, the non-governmental organizations have turned into effective pressure groups in a number of countries. Increasing number of their members as well as income resources has been considerably effective for them to gain their current status. Now the non-governmental organizations are not only considered as organizations for creating public opinion to force the governments to take necessary precautions in connection with the environmental issues, but they are also seen as effective forces which should have effect on the political and strategical decisions to be taken in this respect.

In Turkey, there are a great number of societies and foundations established on voluntary basis for certain objectives concerning nature. Some of these societies and foundations operates

locally, and some of them organized nationwide, addressing to great populations and undertaking significant functions for environmental education.

While some of these organizations remain restricted with some matters, some engage with the environmental matters from a holistic perspective. For this reasons, primary activities seen as important particularly for environmental education as performed by those societies and foundations founded in Turkey dealing with the environment and environmental issues:



### **III. SECTION: ENVIRONMENTAL PROTECTION PRACTICES IN THE EUROPEAN UNION**

#### **3.1. Best Environmental Protection Practices and Analysis in the European Union**

The European Union's Environmental Policies, Targets and Principles Environmental policy in general is defined as the determination of the preferences and objectives of an individual's environment. The environmental policy in its broadest sense constitutes the whole of the measures and adopted principles to be taken for the future for the solution of environmental problems. The objectives of the European Union's environmental policy are, in short, to remove, reduce and prevent pollution, to prevent nature and natural resources from operating in a harmful way to the ecological balance and to ensure their rational management, development, to give direction by improving the environment, to ensure that environmental impacts are more involved in urban planning and land use, and to seek solutions to environmental problems with states outside the Member States, especially international organizations.

Principles underlying the measures to be taken by the Union in the fight against environmental problems are set out in paragraph 2 of Article 130 R of the European Union Environment Treaty. According to this provision, the Union takes into account the principles of "taking care, taking measures", "prevention in the source" and "pollutant pays". The principle of "prevention" is the product of an approach that prefers to take precautions before it occurs trying to avoid harm. This principle is only applicable if there is a concrete danger. If the danger is

based on scientific uncertainty, not "real," the principle of "care-to-guard" comes into play, not the prevention principle. Prevention in the source was first proposed in the Third Environmental Action Program. It is mentioned that pollution and environmental damage must be prevented at the earliest possible stage, that is to say, in the source. If environmental pollution cannot be completely avoided, it should be kept at least as narrow as possible from the outset (Durmaz, 2004). The principle of "integrity" requires that environmental protection principles be integrated into other union policies or, more clearly, when other policies are established and implemented, the protection of the environment must be observed.



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Development of Environmental Policies in the European Union In the European Union, for the first time in 1971, the environmental issue was dealt with seriously and the Commission of the European Communities published the environmental policy of the Union with a declaration. In 1972, The Commission issued a new declaration in line with the proposals from member states and private organizations. This declaration covers the determination of water, air and noise pollution measures, the adoption of measures to protect the natural environment and the harmonization of member state legislation (Egeli, 1996). During the European Summit held in Paris in 1972, nine member states emphasized the importance of EU Environmental Policies and requested that an active program be established. In line with the decisions taken at this summit, the five-year 1st Environmental Action Plan was put into force by the EU on 20 December 1973.

**1. Action Plan:** A plan covering the years 1973 and 1976. Within this plan, the community has created three categories of action; to prevent and reduce pollution and noise factors, to improve living conditions and environment, to develop cooperation with international organizations (Budak, 2000).

**2. Action Plan:** The program carried out between 1978 and 1982 is the continuation and enlargement of the 1st plan. This plan is priority, to prevent pollution of water and air. The

Environmental Impact Assessment (EIA) has also been introduced for the first time. Following these two action plans, the EC took the following decisions.



- Prevention of spoiling is more effective than trying to get rid of it after it has come to the square,
- The principle of "the pollutant pays"
- The principle of taking into account the effect of any activity on the environment,
- It is the principle of dealing with environmental actions at the most appropriate and most convenient level.

**3. Action Plan:** This program from 1982 to 1986 covers topics not covered in the first two action plans. In the context of the program; Harmonization of environmental policy with other policies, preparation of EIA procedure, prioritization of environmental issues in some important points.

**4. Action Plan:** Between 1987 and 1992, the 4th Environment Action Plan was introduced. There are four main topics within this plan. These are, respectively, the prevention of pollution, the regulation of the operation of resources, the development of international activities and supportive means (Egeli, 1996). In addition, drinking water and

sea water are included in the priority items in the 4th Action Plan. In this period, due to the "public health" in the EU agenda, the regulations regarding drinking water quality, water quality and water quality in the aquaculture production areas were made.

**5. Action Plan:** Environmental policy has taken on a new dimension as a result of the new declaration signed at the Maastricht Treaty and the United Nations Conference on Environment and Development, which was signed on 7 February 1992 and entered into force on 1 November 1993 (Budak, 2000). Between 1993-2000, which entered into force this program constitutes pollution in the environment before the main themes of protection and the principle of shared responsibility (Turkey Environment Foundation, 1998).

**6.Action Plan:** This plan, which entered into force on January 24th, 2001 and named "Our Environment 2000 Our Future, Our Choice", has set the main targets for the next decade. Climate change, nature and biodiversity, environment and health, natural resources and waste issues constitute the four main themes of the program (Environment Foundation of Turkey, 1998). This plan was targeted to be completed in 2010.





Environmental Education in the World and in the European Union on Youth Awareness of Environmental Conservation The first studies on environmental education have shown themselves as nature researches and protectionism. Environmental education was first planned on Earth Day in 1970. It informs, gives information and cares about the principles of environmental education. At the international level, the first institution to comprehensively approach the protection of the environment is the United Nations (UN). The UN held its first meeting "Human Environment" in Stockholm in 1972 and June 5, the start date of this conference, is celebrated in all countries as a World Environment Day every year with various activities. In 1975, based on the Stockholm Declaration, the International Environmental Education Program (IEEP) was launched in addition to the United Nations Environment Program (UNEP).

The intergovernmental conference on environmental education in Tbilisi in 1977 was recognized as an extension of UNESCO and UNEP initiatives across the international community, pointing to the need for international co-operation in environmental education. The Declaration and Recommendations of the Tbilisi Conference constitute a milestone for

"environmental education" to take its place in the educational process. These documents together with the broad framework of environmental education at national and international level specify the nature, objectives and pedagogical principles. At the beginning of the International Environmental Education and Training Congress in 1987, held in Moscow in cooperation with UNESCO and UNEP, the international strategy for the environmental education to be carried out in 1990 was to be determined in the framework of the Tbilisi Declaration. In 1987, the "Common Future Report" by the United Nations World Commission on Environment and Development, or "Brundtland Report", brought a new perspective to sustainable development efforts.

The United Nations Conference on Environment and Development, held in Rio de Janeiro, Brazil, on June 3-14, 1992, was held not only for its leaders, but for bringing together representatives of active groups such as international and regional organizations, voluntary organizations, women, children, indigenous peoples, farmers, workers. It is important. This summit published "Agenda 21" and other supplements have added a new dimension to "environmental education". Accordingly, outside the school, civil society organizations have tried to make the participation of the people more effective through this process.

In 1997, in order to contribute to the implementation of the United Nations Sustainable Development Commission's work program, a conference was held in Thessaloniki entitled International Conference on Environment and Society: Education for Sustainability and Community Consciousness.

The Declaration of Conformity states that the Declaration of Tbilisi is still entirely in force and sets out the guidelines for the necessary training in sustainable development.

***Goal, Objective and Principles of Environmental Education According to Tbilisi Declaration.***

Objectives of environment education;

- To develop awareness and sensitivity of the linkages between economic and social, political and ecological events in urban and rural areas;
- To enable individuals to acquire the necessary knowledge, value judgments, attitudes, responsibilities and skills to protect and improve the environment;
- Creating new forms of behavior towards the environment, both in individuals and in society as a whole.



***Purposes of Environmental Education:***

- CONSCIOUS: Ensuring that individuals and societies gain awareness and awareness of all their environment and problems;
- KNOWLEDGE: To ensure that individuals and societies have basic knowledge and experience about the environment and its problems;

- **ATTITUDE:** To ensure that individuals and societies gain certain value judgments and sensitivity for the environment and the desire for effective participation in protecting and improving the environment;
- **SKILL:** To enable individuals and communities to identify and solve environmental problems;
- **PARTICIPATION:** To enable individuals and societies to actively participate at all levels to work on solutions to environmental problems.

The classified general objectives of environmental education adopted worldwide by the Declaration of Tiflis have been turned into four-level special target clusters by the IEEP, including the sustainable development dimension taken at the 1992 World Summit.

I.Level, it is aimed that learners should be informed about ecology so that they can make the right decisions about the environment (fulfill the KNOWLEDGE purposes).

II. Level, KNOWLEDGE AND CERTIFICATE and ATTITUDE class answers objectives; It is about the people's environmental behavior.

III. Level is cognitive process or SKILL level; research, examination and evaluation skills, and the shaping of value judgments.

IV. Level is the level of development of PARTICULAR SKILLS regarding solving environmental problems.

- Environmental education should not be an extra subject to be added to existing education programs, but should be placed in programs for all students regardless of their age.

- The subject must penetrate all formal and informal programs and be part of the same continuous organic process .
- The main purpose is to train students in advance through coordination of multidisciplinary and scientific disciplines or at least to enable people to participate in the decision-making process " (Tbilisi Conference, Final Report, 1977, page 29).

### *Situation in Turkey*

When we look at the general objectives of primary education programs, it can be said that the concept of environment is included. When primary education programs are examined holistically in terms of purpose, content and achievements,

- (1) living beings in the immediate vicinity,
- (2) the student's own / immediate surroundings and
- (3) it is perceived as environmental protection, but the social and cultural environment is neglected.

In addition, concepts related to the environment are mostly considered as a part of the Science and Technology course, and a certain area has been mentioned in the courses of Life Science and Social Studies.



### *Environmental education in European countries*

In Europe's educational programs (Finland, Ireland, etc.), the concept of the environment is a matter that is even addressed in lessons such as visual arts or history. From this point of view, it can be said that the concept of the environment in the program is dealt with a limited understanding which regards the environment as a part of recognition and conservation and as part of science education.

When primary education programs are examined both in terms of both general and specific objectives, it can be said that the issues and achievements in terms of sustainable environmental education are not of the quality and quantity that should be in educational programs.

Among the seven priorities included in the renewed European Union Sustainable Development Strategy in primary education programs,

- 1) climate change,
- 2) social integration, population and migration,
- 3) the struggle against the global hunger,

4) public health threats and

5) it is seen that the issues, units and achievements related to sustainable transport issues are not as much or very few.

In terms of clean energy, the student achievements in the programs are mostly focused on solar and geothermal energy but not on other renewable energy sources such as wind, bio-energy, water and tidal energy. Regarding conservation of natural resources, there have been some gains in ecosystem and biodiversity issues, but some of the issues in the strategy are either limited (recycling) or conservation rather than development (agriculture, forestry).

On the other hand, student achievements are local rather than global, and they are based on national problems. However, the concept of environment should include not only the immediate environment but also the remote environment. In other words, little or no mention is made of environmental issues, protection measures, or developments in the world that are related to Europe or the world. While it is important to emphasize the transformation of environmental education into sustainable environmental education in European Union agreements, it is seen that sustainable environmental education has not yet become a part of our education system. In some European Union country programs, environmental education is offered as a separate course, some of which are taught interdisciplinary or as part of different courses. In general, environmental education is more extensively involved with some courses such as public education, nature and society besides science courses with an interdisciplinary approach.

### ***Impressive Environmental Advertising Practices Abroad***

Influenced by the greenhouse gases released to Atmosphere in the last 100 years; The increase in heat that can be measured on the earth has brought the concept of "Global Warming" into my life. From polar ice caps to desertification, from extinction of species to sea level rise, humanity faces many consequences. Environmental organizations and the brands that support this situation are doing interesting advertising works in order to combat these conditions that the



planet will not be able to return. These advertising campaigns also raise awareness among young people.

1. To help them is to help yourself.



2. Everything you do is returned to you.





3. Your cosmetic product is tested on them first.



4. Our future is our heritage. A dirty beach, a dirty cleaning glove.



5. Our planet costs a very high price for every tree that is cut.



6. A glass bottle thrown into the sea, in 1 million years; 1 plastic bottle disappears at least in 450 years.





7. Kill animals using plastic bags.



8. Think of it as a child



9. Would you like to travel like this?



10. Desertification kills 6,000 species per year.





11. Every passing minute can turn into death for them.



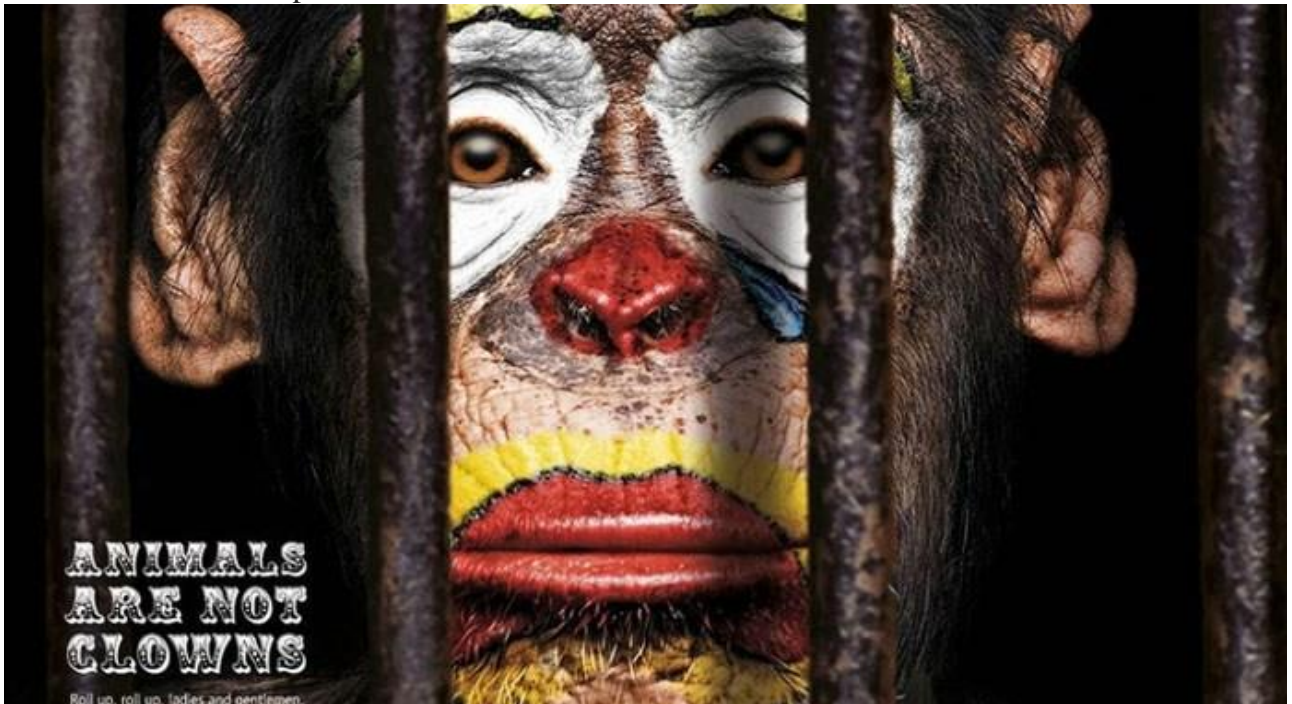
12. Climate conditions are changing day by day due to global warming.



13. How many animals do you pay for your cosmetic product?



14. Animals are not captive clowns.





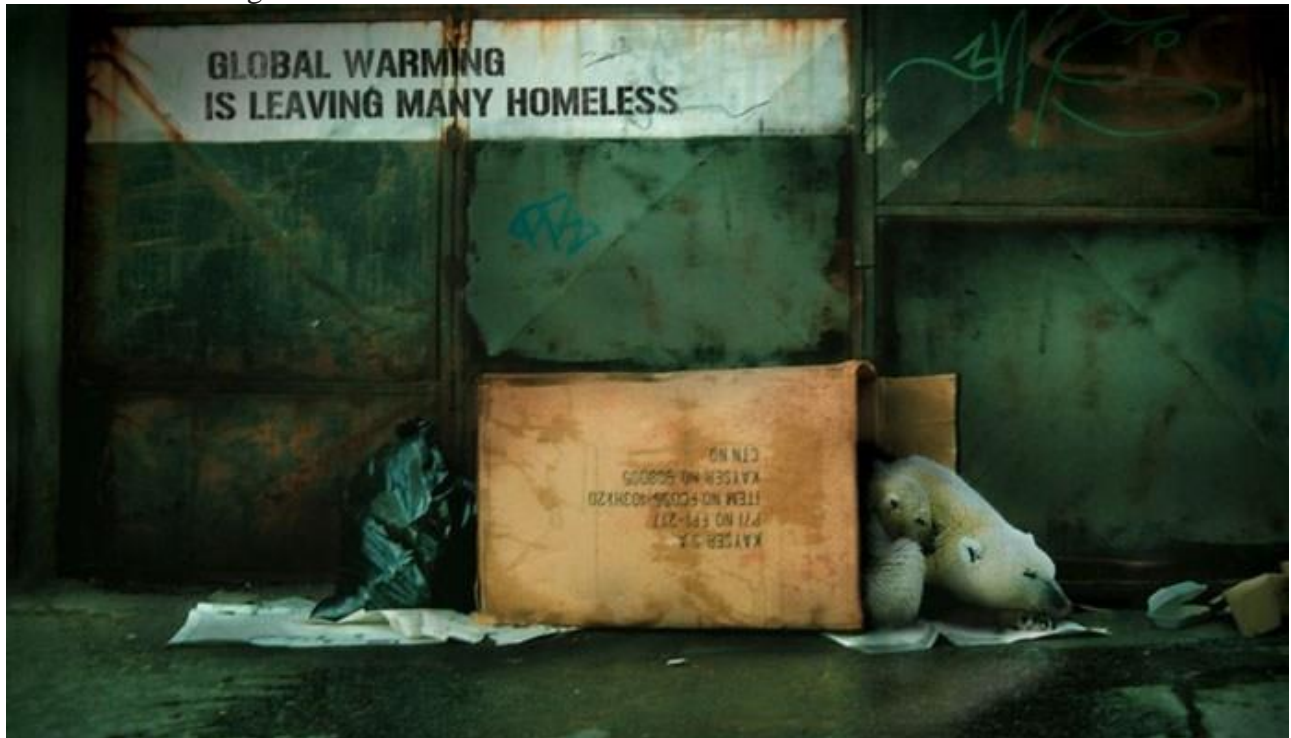
15. Every time you open the light, you contribute to the eruption in the poles.



16. Exotic animals are not souvenirs.



17. Global warming will leave them homeless.



18. It's not a ball you hit.





19. Our friends are for love.



20. Remember that every time you pull the paper, it's a world that's shrinking.



21. You cannot repair them.



22. His eyes only see his house





23. Recycling to protect nature



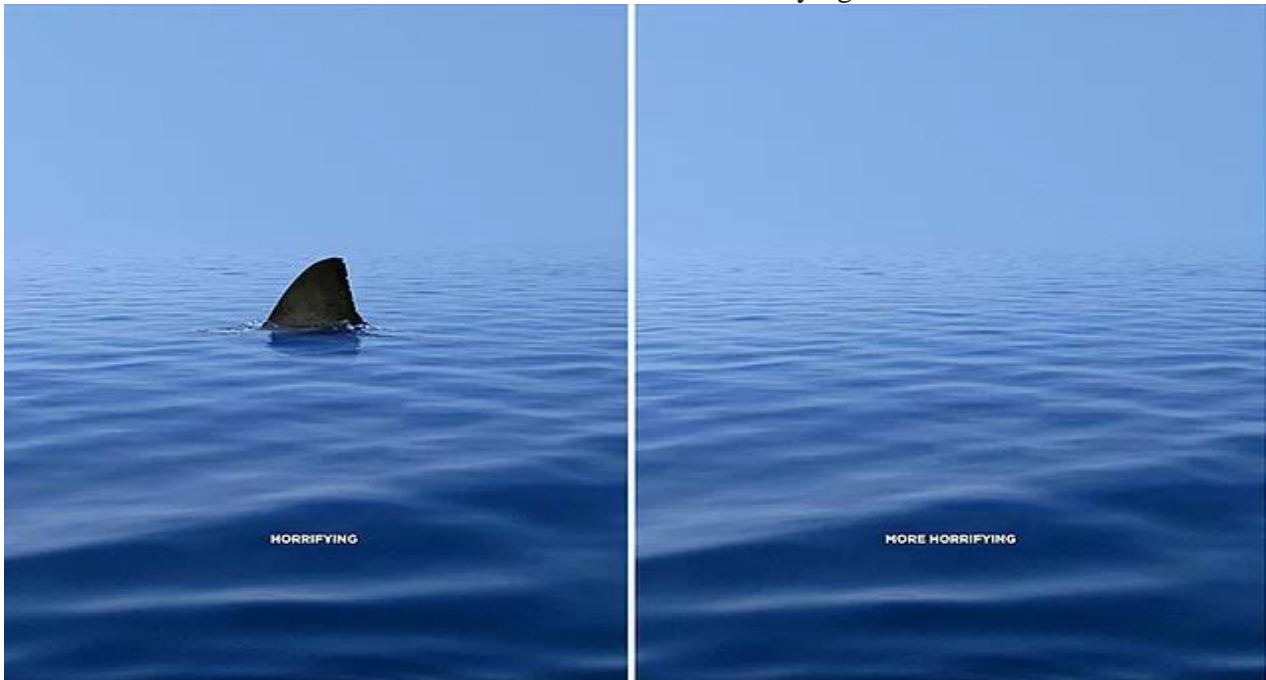
24. It's still not too late for the forests.



25. 15 miles of forest disappearing every minute.



26. Wildlife conservation foundation: Terrible and more terrifying.



EXPLOITING THE ECOSYSTEM ALSO THREATENS HUMAN LIVES.



FOR A LIVING PLANET: [WWF.ORG](http://WWF.ORG)



27. If you don't pick it up, they will.



IF YOU DON'T PICK IT UP THEY WILL.



## **Finland Example:**

World Wildlife Fund (WWF) in Finland "Stop Global Warming" by the World Wildlife Fund. the social responsibility campaign is an informative project that aims to mobilize individuals to draw attention to an emerging ecological problem as a result of largely human-induced actions and irresponsible behaviors, and there is a narrative for the natural environment and ecological sustainability that are among the main objectives of WWF. In 2007, three types of static messages were broadcast by the WWF Finnish Branch to draw attention to biodiversity and to take urgent action.

The messages are provocative, shocking and surprising. In campaign posters addressing the ecological problem, penguins, polar bear and seal fish were used as species threatened by global warming. "Stop Global Warming - Poster Session for the Advertisement Campaign" In the messages, all of these animals have been shown in different places outside their natural habitat.

A common reference is made to these animals, depicted as homeless people living in the quarried streets of the city, if people can not act against the global warming, not only animal populations, but also humans will suffer from earthquakes, tsunamis, floods and nuclear leaks. While the campaign is moving emotions on the other hand, adopts a mixed approach that strives to present the dimensions of rage in a humorous framework. The "Homeless Polar Bear" poster was first displayed in February 2007 on the outskirts of the country because of the climate changes that have arisen due to global warming.







As a result of research conducted by the Global Warming Organization, polar bears have pointed out that they have entered the "extinction animals category" because of the global warming and after 2050, two thirds of the polar bears will disappear. "Today, with the global warming, some of the polar bears, is also starving because of its disappearance in species that meet nutritional needs. They aim to create awareness by describing the polar bear, which is the biggest predator in polarity, with desperation and starvation. As a result of the loss of natural environment and the decrease of environment quality in the whole of the message, a message can be made by emphasizing the necessity of taking a precautionary measure. It is demanded that emergency plans be taken by drawing attention. "Global Warming / Global Warming" is written in red in the linguistic communication with "STOP! / STOP!" And it is desired to underline the "danger" awaiting the living things. In the future, the danger that awaits the living creatures is given in green color and fantastic air is created. "YOU CAN STOP GLOBAL WARMING! / You can stop the Global Warming!" Emphasizes that the solution is actually in your own hands.

In the explanatory text of the message, "Animals around the world are losing their habitat due to climate change." The animals in the world (around them) lose their habitat because of the climate change. (mixed / both gasoline and electric vehicles), or by choosing an environmentally friendly vehicle, you can avoid it by acting now! "It is mentioned that what can be done individually for the sustainability of life is talked about by using environmentally friendly vehicles to prevent air pollution, so that the society is invited to be "sensitive" and is also invited to abandon its existing habits.

The badness of the environment is conveyed through the use of daylight and green light in banner communication, which was created with a certain technical perspective. Various meanings have been formed with verticality and horizontal styles in the poster. Horizontal lines (road, building floor) and vertical lines (building layout) are opposite. The dynamism created by the horizontal lines conveys the sense of firmness with the vertical lines. Vertical Pole bears are only in the poles after 2050, [www.kureselisinma.org/camponet/option.com-sm?](http://www.kureselisinma.org/camponet/option.com-sm?). While the forms are rigid, bad situations are being sent round shapes (head of the moon, drains of the sewers) make emotions. Using the codes in the post, the polar bear is implicitly described as "homeless". All semiotic items used in advertising communication are linked to each other. Thus the viewer sees the transmission clearly and creates a desire to move.

When analyzing the linguistic and visual communication of the "Homeless Polar Bear" advertisement image in the plane of understanding,

- Nature,
- Poverty,
- Non-conformity,
- Death,
- Despair,
- Unconsciousness,
- Biological sustainability,
- It is possible to reach what is shown as vitality.

The main responses that arise in this context are as follows;

- Nature / Culture,
- Enclosure / Existence,
- Death / Life,
- Unconsciousness / Consciousness,
- Biological continuity / Biological absenteeism,
- Vitality/ lifelessness

To be desperate/ be cautious.



#### **IV. SECTION: EXAMPLES OF MARKETING APPLICATIONS FOR PROMOTION OF ENVIRONMENTAL PROTECTION MEASURES BETWEEN YOUNG PEOPLE**

Social marketing emerges as a field that emerged in the 1950s and began to be studied in depth in the 1970s. The role of marketing has been expressed in terms of contributing to an economic change as well as a cultural change. Social marketing also benefits from traditional marketing in order to change individual and societal behavior as desired. This is related to the 'marketing' dimension of social marketing. The 'social' dimension is about what is best for the whole of society. Social marketing has four focal points: health, harm prevention, people's movement and the environment. It is the abolition of environmental problems arising from human behavior and the adoption of environmentalism at the point of creation of the people's will for others. The role of the consumption of individuals in the destruction of the environment is a matter of debate. Therefore, it is stated that the role of the individuals to play in the solution of the environmental problems is gradually increasing. The focus of non-governmental organizations (NGOs) operating in the environmental field is also changing the environmental behavior in the desired way.

The campaign and campaigning, which is evaluated within the scope of social marketing communication, is one of the tools used to draw attention to environmental problems and to ensure the desired change of environmental behavior. In terms of marketing, the campaign is defined as carrying out communication activities to get certain results in a certain part of the society in a certain period and designing the processes that will provide gathering information through the media. There are two basic types of social campaigns, individual behavior change campaigns and public interest campaigns. When dealt with from the point of view of the type of behavior that is intended to be changed, four topics are examined: social marketing campaigns, educational campaigns, action campaigns, behavioral campaigns and value-oriented campaigns. The campaign process will change according to its purpose and purpose. While the communication strategy is being developed, it is stated that an approach should be determined.

Integrated marketing communication means that all elements of the marketing mix and communication activities are carried out in a way that will support and strengthen each other. In campaign communication, it is suggested that all elements should be designed to support each other by starting from this point of view. Kotler and Lee say that the key message should be identified primarily about campaign promotion. Care must be taken that any message to be given during the campaign does not point to the same position and that the message is meaningful, believable and different. Recently, the concept of online campaigning is rapidly developing with the presence of social media. It is explained by the bonds created by people that social media is attractive for social campaigns.

##### ***For example:***

Informative on environmental issues in the world and Turkey and regulate various activities on environmental awareness, many civil society organizations, associations and foundations located. Turkey's large bank institutions beginning from İşbank and Tema (Turkey Combating Soil Erosion, for Reforestation and the Protection of Natural Resources Foundation)

are carried out in cooperation with "Everything started to Protect a tree!" Campaign Maximum style Card Project of profit and at the same time society in favor of the benefits is a campaign with a provider content. To support the Tema Foundation, which has been carrying out activities to educate and raise public awareness about the protection of natural assets and environmental health in our country, the fight against erosion, soil cover and soil and the importance of afforestation, and the Tema Foundation, those who wanted helped the project, including the afforestation work, in line with these targets.

While contributing to the campaign environment in Turkey assign great achievements in areas such as fighting and afforestation erosion Tema Foundation with İşbank's a product of the bank and driven advertise Maximum credit card market as a product that provides social benefits to society, also contribute to the environment by choosing this product communication. Furthermore, it aims to create awareness about the environment of the target group by underlining that the product is produced from recycled card plastics that do not harm the environment by İşbank and that it is produced from materials that do not harm the natural environment.



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"Maximum Theme Card" Poster Sample prepared for "Everything Starts with a Tree" campaign.



In the advertisement poster of the bank card of the project carried out in 2010, there are senders describing the benefits of the Tema Foundation and thus nature for the target group to use this product. An advertising film and three banners for that advertising campaign were created. Different animal images that send "nature" are used in three posters prepared for the advertised product.

It is noteworthy that in the static communication, which persuades the target group to serve a specific purpose, it replicates the product identity of all visual and linguistic messages. Thus, the non-governmental organization contributing to the nature of the society is trying to bring the target group with the institutional names of the Tema Foundation and İşbank, a well-established bank. In the communication with the content of humor, a thoughtful edit has been made, and the society is directed towards the shopping and social purposes in this direction. It is interesting to see that the rabbit is given in the form of an illustration in its mind instead of a true visual. At the same time, it is surprising that a rabbit is presented with a toothbrush with a humorous sense of humor. The whole meaning of the message is not, an implicit or explicit message; in this context, the message is only aimed at individuals who have a specific armament, full of cultural baggage.

When analyzing the linguistic and visual messages of the Maximum Theme Card advertisement image in the understanding plane,

- Nature / Culture,
- Elitism,
- Being conscious,
- Luxury,
- Life,
- Vitality,
- Take precaution,
- It is a matter of reaching what is shown as biological sustainability.

The basic contradictions that arise in this context are as follows:

- Nature / Culture,
- Selective / Casual,
- Consciousness / Unconsciousness,
- Take precaution / Not to take measures,
- Luxury / Ordinary,
- Biological continuity / Biological absences (disappearance of nature),
- Life / Death,
- Vitality / - Insensibility.

## **V. SECTION: MARKETING CAMPAIGN FOR THE PROMOTION OF ENVIRONMENTAL PROTECTION MEANS BETWEEN YOUNG PEOPLE**



It is seen that the environmental, social campaigns in the last 5 years in our country, intensively aim to develop a consciousness about the environment in the society. For specific behavioral patterns, targeting with a specific target group and developing appropriate strategies are targeted behaviors within the scope of campaigns. The topics covered in the campaigns are the reduction of biological diversity, the reduction of forests and desertification, animal rights and global climate change. Nevertheless, there were no campaigns for problems such as air pollution, water pollution, pollution of rivers and lakes, noise pollution, hormonal foods and urbanization / population increase.

It can be argued that new social marketing campaigns are needed as well as existing social marketing projects. It has emerged that a significant number of the campaigns examined

have not been conducted for a specific target group. This can be regarded as a lack of environmental social campaigns. It is considered that market segmentation and target audience selection will be beneficial for the social marketing campaigns to be carried out more effectively.

Environmental, social marketing campaigns, appropriate messages are determined in the communication process, different appeal items are used, and different sex and age message sources are included. In terms of the communication channels used in the campaigns, public relations and personal sales are emerging as an important communication channel with diversity. Social sharing areas are used extensively as communication tools. This shows that environmental NGOs tend to use new means of communication appropriate to the changes in communication in recent years. This trend will be particularly useful in reaching young people who are using social media extensively. Commercial advertising is used extensively in social marketing. There have not been many campaigns in which NGOs cooperate with each other. Many of the campaigns are supported by projects. Some non-governmental organizations seem to be working only on a project-oriented basis and have not launched campaigns.

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### **5.1. Marketing Campaign Plan**

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The impact of environmental organizations is great in ensuring sustainable development. For example; In the analysis of samples taken from the Seville Beirut ship, which came to Aliaga for disassembly, but was opposed by the Greenpeace members, the French flagged Sevilla high amount of asbestos was identified and sent back without dismantling the ship. Environmental organizations are playing a very strong and important role in redesigning the industry. The activity of these groups has increased with the increase of activities related to the

environment. Increase of your environmentalism; environmental degradation depends on factors such as influencing people's daily lives, the development of science, the cost of waste management, the increased speed of media and communication, and the excessive use of nature.

Environmental groups have begun voluntarily to act together for their common interests towards the end of the 1980s. Environmental groups have found that in strong market-based economies, businesses use irresponsibly, many sources they control, and they have begun to cooperate in a sustainable society to support responsible consumption and make the environment cleaner.

Many environmental groups support not only enter- prizewinning industries, but also volunteer, volunteers with creative proposals and develop positive relationships. Well-organized and structured nonprofit organizations are educating the community and are concerned with environmental policy approaches.

### ***Social Marketing***

Social marketing is defined as "the process of developing, implementing and controlling the programs necessary to ensure the adoption of a social thought or an application in target groups of people". In another aspect, "social marketing" is defined as the planning, implementation and control of programs that affect their behavior, as they believe that the marketer is in the interest of the individual or the community. In this context, it is the design, implementation and control of programs that will facilitate the adoption of social ideas by utilizing tools such as social marketing, product planning, pricing, communication, distribution and market research. Social marketing involves efforts to create, maintain, or change attitudes and behaviors towards a particular idea and / or case, independent of the people, organizations and institutions that support it.

The main purpose of social marketing applications is to increase the general welfare and the knowledge level of the society or the related sector. Because of social marketing understanding, NGOs play a major role in solving the problems of their target groups and in meeting social demands. The result of social marketing activities that the NGO will implement

will be more robust and qualified information and more participatory management. At the point of fulfilling such an important function, the social marketing concept that leads to the NGOs, the identification of the targeted target, the target of the target group, the social goods appropriate to their needs and demands, the social solutions in other words, the social price, it is necessary to inform the target group, the society and the administrations of these activities through the promotion. In this way, NGOs have the chance to do the most effective and effective work with the least amount of resources and resources, and they can fulfill their essential tasks in the best way. It is also a requirement of the customer focus to uncover the value of the target group's needs and needs, to be able to reach the desired message to the target group, to gain their interest and sympathy, and therefore to collect donations, which are the source of income of NGOs as non-profit organizations.

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In order to be able to talk about the success of a non-profit organization, it is necessary to look behind the people who support it and the benefits of collecting activities. Where there is a big improvement of the environment in Turkey, but in a period of great responsibility to these

organizations increase the impact of environmental problems are felt most severely in the fall. In order for NGOs to perform these tasks successfully, they must first carry out their work within a plan and program and using new management understanding and practices. One of these insights is social marketing.

The planning of a social marketing campaign for the protection of the environment is mainly carried out in the following stages.

### ***Identification of Problem***

Social marketing cannot be effective unless the problem is settled correctly. The social marketer should keep in mind the psychological, economic, political and cultural influences in defining the problem and define the problem correctly.

For example, increased erosion and loss of soil in agricultural areas in Turkey, is rapidly desertification. Again, the amount of solid waste continues to increase, threatening clean water resources and settlements. These are major environmental problems.

### ***Target Identification***

Since it is not profit-oriented, many non-profit organizations aim to achieve ambiguous (not clear) and often contradictory goals. The target to be reached is determined. The target must be measurable.

For example, a general objective such as "5,000 trees will be planted or so much waste paper will be collected" should be determined within a year. On the other hand, each target market segment can be individually targeted. Setting the target makes it easier to plan and budget. It also becomes a standard in measuring the success of the campaign.



## **Target Market Selection and Analysis**

Profit-free marketing has its own characteristics. These:

- Organizations that are not profit-minded often have target markets that are indifferent or opposed to their own ends.
- Non-profit organizations often have to follow an undifferentiated partitioning strategy. The reason for this is to serve the maximum number of people or to provide economies of scale.
- Organizations that are not profit-minded are seen as private sector organizations, not competitors, but complementary organizations.

In social marketing, segmenting the whole market and choosing one or more market segments as target markets (or target markets) makes social marketing efforts more effective. In addition, each group is subdivided according to their demographic characteristics. This allows the selection of sections to be condensed in the effort.

For example, who or what should be chosen as the target market in the tree planting campaign? Or the waste paper should be selected in the target markets, such as where to collect the total. This goal should be developed to suit social marketing profits.

## ***Development of Social Product***

Three types of social goods can be developed in civil society organizations in accordance with the social marketing approach:

### ***Pricing of Social Goods***

Unlike private sector pricing, pricing for non-profit organizations shows the following characteristics:

- Pricing is usually done to cover the cost fully or partially.
- The products of nonprofit organizations also have costs that are not measured by money. (Waiting in line, struggling, shame, etc.)
- Consumers pay indirectly with the tax they pay for some profit-making organizations products.

It is clear that profit-oriented institutions will be a cost of financing the activities they will undertake. This cost will be reflected in the price of social goods. What is important at this point is to be able to produce high quality and more sophisticated products at minimum costs. This is the way in which you can achieve this without creating social pricing in the pricing of social goods. That is, the services of the NGOs must be presented at prices that their counterparts can afford.

For example, the prices of trees sold for afforestation work and the prices of paper boxes distributed for waste paper collecting should be taken into consideration. The goal here is to reach a wide range of target groups.

### ***Promotion of Social Product***

Non-profit organizations should be able to reflect the truth as strikingly and effectively as possible through their engagement activities. This is because, in particular, these organizations are a "point of sale" in the eyes of the contributors and members of the organization, especially at the point where the activities can be carried out. In social promotion, managers and employees of non-governmental organizations and salespeople, like sales representatives, both in order to promote the mission and services of NGO and to learn the wishes and complaints of their

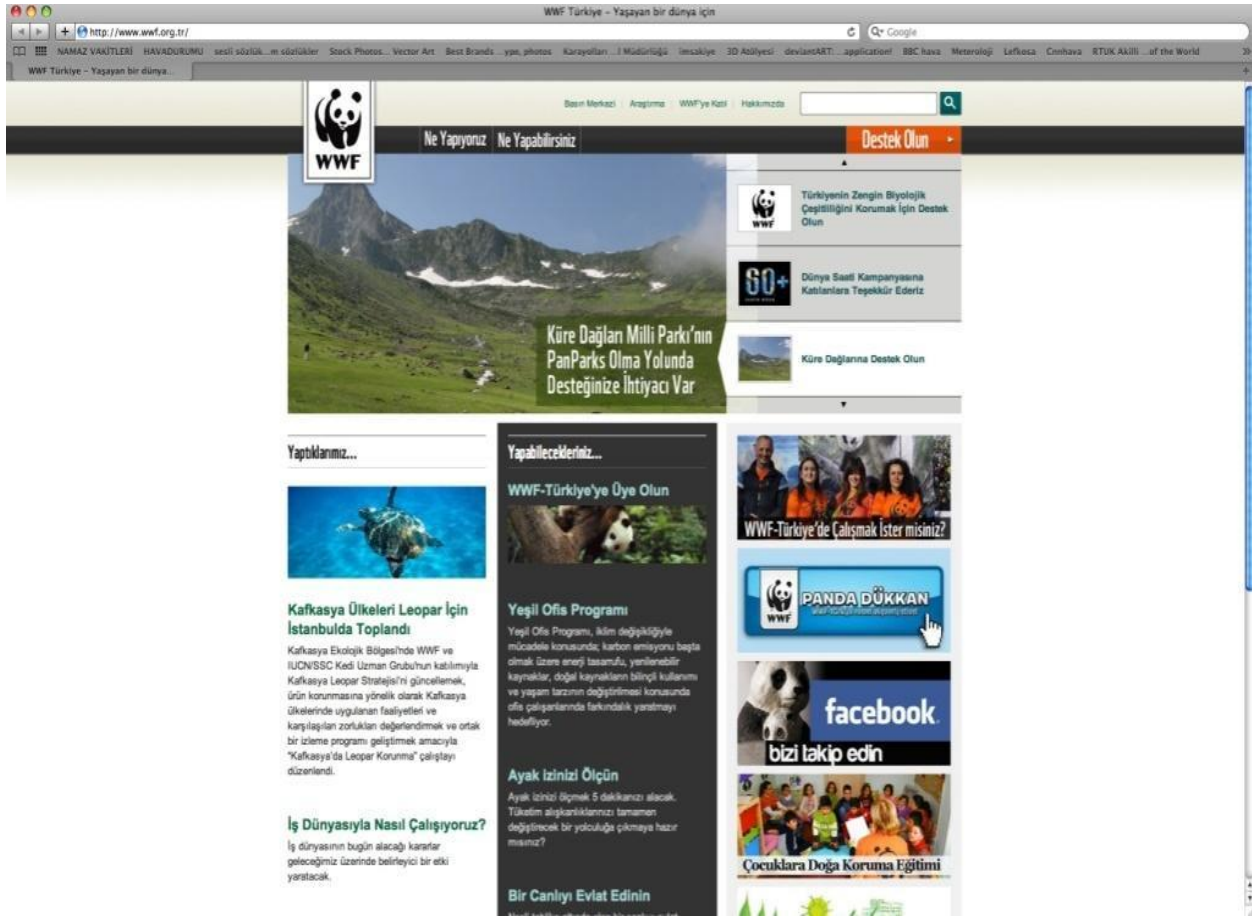
counterparts in the best way. The co-operation of various channels is needed in the implementation of the social marketing campaign.

For example, issues such as publishing messages foreseen by the mass media, training schools in the protection of the environment, getting businesses in strict follow-up, contributing to legal regulations for protecting the environment are determined and analyzed. One or more of these tools can be used.

Communication channels that can be used during the advertising campaign process:

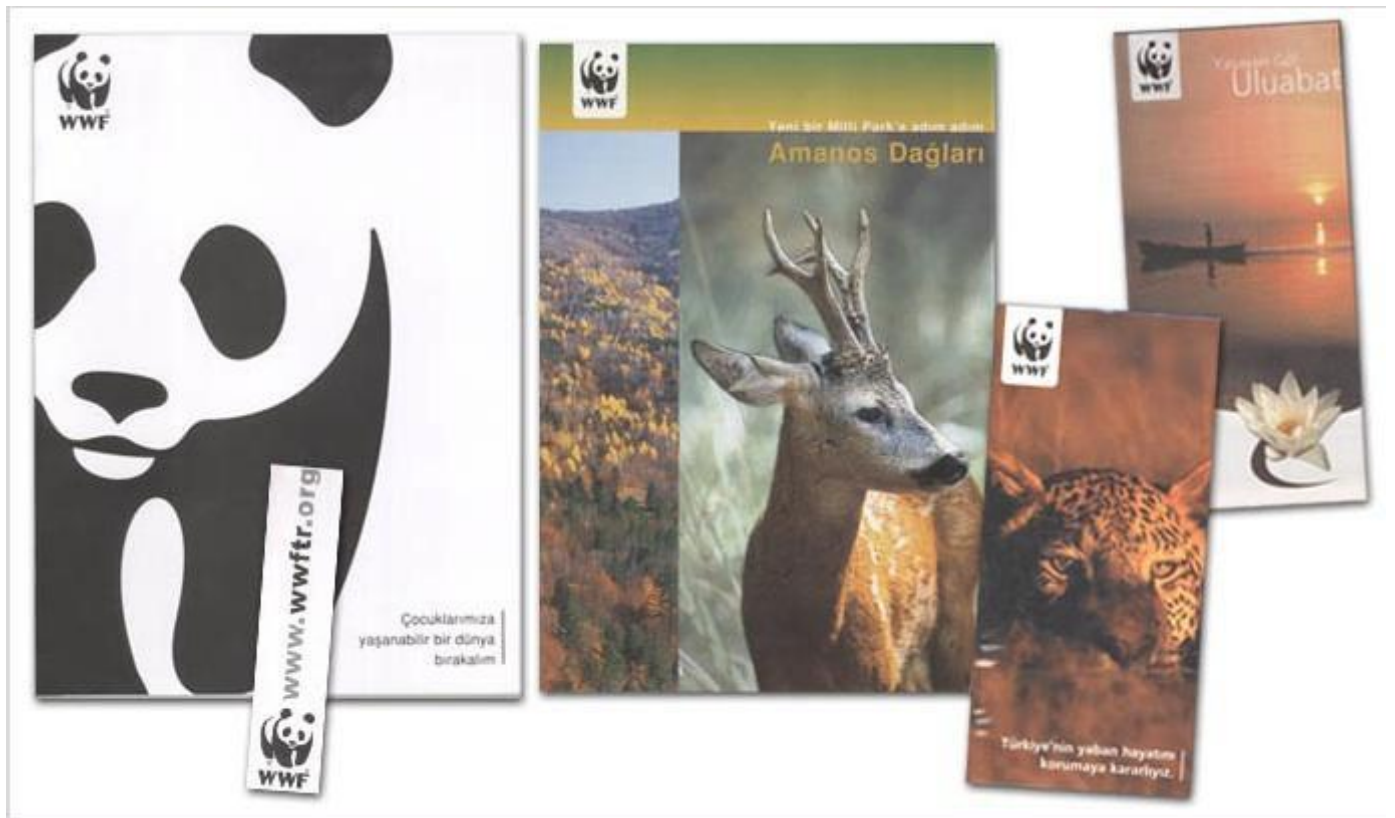
- Internet; the human profile, which is the requirement of today's society, has changed and diversified. Nowadays, the society or people who are able to adapt to the information that can reach the information, the knowledge that it achieves, and to add innovations to it, are accepted as strong. This change is the inevitable consequence of keeping pace, and organizations such as NGOs have to use all sorts of means to ensure that growing communities can access, use and spread information in the most comfortable way.

They can provide financial support for their own projects and work from the institutions and organizations that they place banner or logos on their web sites, or they can honor their supporters and provide more support by separating this opportunity for their supporters. With the Internet environment, organizations can have any information they need and share this information more widely on the Internet. So, when the financial resources of NGOs are considered inadequate and various media are evaluated in terms of price and efficiency, it seems that the Internet is the most suitable medium for responding to NGOs' relational marketing practices today. The Internet shows a structure that is highly relevant to the efforts of non-governmental organizations as a media that individuals are looking for information rather than being exposed to communication and the communication is voluntarily exposed. "The work shows that internet users are using information to buy information rather than shopping online." The Internet offers a much easier way of communicating and reaching customer groups and stakeholders than any other tool available today, It also offers facilities.



- **Printed Materials;** Think about printing materials; brochures, posters and billboards, magazine and newspaper advertisements and e-bulletins. Printed materials designs should be satisfactory in terms of image and information. In other words, with the visual perception of any material to be used, the desired message to be given to the target group will be more effective and will enable the communities to be conscious. In order to achieve this, a creative combination must be studied. All designed and distributed announcement qualified materials must be archived and must have a link and an institution or organization name in their information transmitting material.
- **Brochures;** The careful preparation of the brochure design and the better print quality will contribute to the more prominent presentation of the advertisement. The cost of the brochure is higher than other printed advertising media. "Brochure is an important

part of the identity of the institution, to increase the seriousness and reliability of the institution in the eyes of the client." In this context, the brochures that are directly influential in mass communication will draw the attention of the masses, The prepared brochure should have an easy-to-understand text that contains more comprehensive text from the poster. In addition to this, a description of the subject should be included in the brochure to be prepared, but avoiding accusatory, derogatory or offensive statements.



- **Banners;** The poster is a graphic design product which is a result of using graphic design and visual graphic elements as a message or as a result of designing. First of all, it should be remarkable that the message can be distinguished immediately, especially from other visual materials around it. It is not intended to provide detailed information. The posters in public places should be simple enough to appeal to the average buyer. For this reason, it is important that the visual and slogan to be used is

detailed in terms of being reasonably clear.



**Poster example prepared by Nicholas Hulot Foundation to draw attention to biological diversity**

- ***e-bulletins***; can be defined as complementary or alternate of printed materials. The announcement, which will be announced and attracted attention, can be transferred to the masses via e-bulletins. Nowadays, bulletins sent via electronic mail in the internet environment are preferred because they will spread more widely.

- ***Audio / Visual Materials***; It is interactive systems and requires considerable cost. "There are many different materials such as photo, slide, multivision systems, digital photo, video film, film, audio tape, digital audio files, record, cassette, CD-ROM, VCD, DVD, electronic presentation files. The preparation of these materials basically requires image and sound recording. A wide variety of audiovisual materials can be prepared, thanks to a wide range of images and sound archives.

- ***Mass Media***; As a result of the developments in technology, changes in the means of communication have resulted in the concept of mass communication.





**-Press announcements;** "The articles prepared for informing the public through a press on the one hand, announcing the activities and activities conducted, participating in these activities, reacting or giving opinions. Press announcements are written according to 5 N + 1 K rules. 5 N + 1 K; what, where, when, how, why, and who. The message to be given must be pre-determined and the press announcement must be shaped according to the 5 N + 1 K rule in that frame. In the press announcements, legal and technical terms should be used as much as necessary and no confusion of information should be created. "

Press announcements include television channels, radio and newspapers broadcasting at national and regional level. NGOs can reach wider masses thanks to these channels by sharing the message they want to give with the press announcements or with the media organs they want to announce. The announcement usually has to be long enough not to cross a page. The press announcements should have a headline that will read the writing, be of a striking quality, and never pass a sentence. Underneath the announcements, the name, surname, task and telephone number of the person to be informed about the subject should be included. NGOs should frequently visit their media relations and inform them of the activities they are doing.

Organizing symposiums, seminars and conferences; NGOs have the capacity to create a more detailed discussion on the issue or problem they are on, to listen to experts' experiences and suggestions, to approach the issue from a different point of view, to increase the issue or the issue of the press or official institutions, to reach different groups or persons, should be organized. Through such symposia, seminars or conferences, the differences between the opposing views can be deduced and the common views necessary for the subject are provided.

NGOs will be more effective on the target group as long as they use the right materials in the process of delivering the materials and communications to the target group. Nafiz Guder, "Communication and Campaign Preparation Guide for NGOs", summarizes the qualifications of successful campaigns and what needs to be done during the campaign process; "Targets are realistic, based on the assumption that the target is not interested in transmitting; Just giving information is not enough. Different circles (mass media, mutual negotiations, etc.) are used together to complement each other; Those who plan the campaign should know the habits, lifestyles, values and beliefs, demographic and psychological characteristics of the different groups within the target mass of the campaign.

## **Social Product Distribution**

Most of the products of non-profit organizations are delivered directly to consumers. The capacity to deliver products to potential consumers is the most important factor affecting the success of these organizations. A lot of non-profit organization products can reach the consumers where they want. In contrast, the reciprocal distribution channel - the charity, donation and fundraising channels - must work well.

The NGOs have to develop and price their social goods at the same time and at the desired time and place to reach their targets. If an organization operating in the area of assistance in accordance with the social marketing understanding cannot reach the needy in sufficient and

timely manner while having adequate services in its own territory, this means that the distribution of social goods is not sufficient.

### **Control of Social Markets**

A detailed implementation of the social marketing program should be done on a timetable and budget. In addition, the method of controlling the campaign must be predetermined. If a good control method is not developed, the campaign will not be successful.

For example; did the waste paper reach the specified target in total? If not, the reasons should be investigated.

## Exemplary Plan for Marketing Campaign

### 1) Process and Planning

#### *a- Planning*



Planning stage should be based on following questions:

- Who will prepare?
- What is the type of activity?
- What is the subject matter of activity?
- Who are target group of activity?
- Where will the activity be performed?
- When will the activity be performed?

Exemplary Table of Environmental Activity

	Name and Category of Activity	Target Group and Place	Purpose and Content of Activity	Scheduled Date
1				
2				
3				

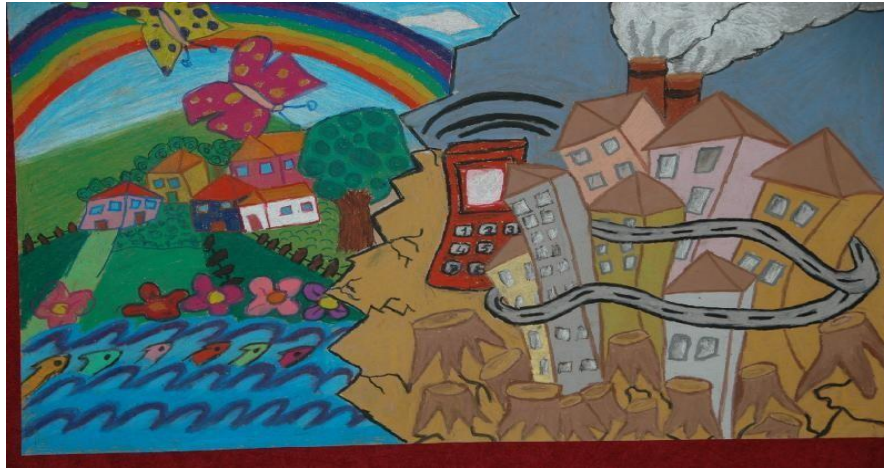
***b- Implementation***

Points to Consider during implementation stage:

- Appealing interest of media







- Proper promotion and reaching large masses







- Cooperation of local units including municipality, associations and unions during implementation process should be achieved
- Photographing, archiving, and documentation

DENİZ  
DÜNYANIN  
CAN DAMARIDIR

DENİZLER HEPİMİZİN  
KİRLİTMEYELİM  
KİRLİTTİRMEYELİM





#### ***c- Reporting:***

- One of the most important stages of this process is reporting operations performed throughout the year.
- In order to achieve a certain standard, a template prepared in word and PPT format should be used.

#### ***General Evaluation of Environmental Activities:***

- In designing activities, focus should be placed on new and different operations to the maximum extent possible. In case of classical activities (i.e. planting trees, environmental cleaning, etc.), we may change their style and the way they are presented.

- A majority of activities performed in the past lack educational qualities. Activities should aim contributing to environmental education of participants.
- People are asked to bring waste oil or used batteries, bins are placed around hotels and schools, garbage available in a certain place are collectively removed but it is not fully communicated why such activities are performed. Such attempts cannot be defined as an education but rather as instant environmentally friendly approaches. Even, a motto like “bring battery and get a reward” leads to collection of unused batteries, throw of objects into recycling bins which actually should not be thrown, and waste are left in the nature assuming that someone else would collect them anyway. All activities to be performed should first aim ensuring that individuals acquire permanent and meaningful behaviours so that s/he will maintain an environmental lifestyle throughout his/her life.
- Activities should have no focus group problem. Same activity may sometimes undesirably involve children, adults, employees all together. Activities should target a certain group to the extent possible.
- Nearby specialists should be ensured to cooperate for activities.
- Contents of trainings and presentations can be presented as a separate file under the project. Presentations which can be easily accessed on the internet and which have no scientific validity should be avoided. Describe briefly content of materials used, and how they are prepared. For instance, preschool children are made to watch films without even telling them the name of film.
- Activities are generally performed after a pollution event or use occurs. Seas or beaches are cleaned after pollution, batteries or oils are collected after use. However, activities intended to prevent any such occurrences or reduce unnecessary use are barely available.

- Selection of target group for environmental education should not be narrowed down.
- Activities should be measured and evaluated. This can be achieved by means of a simple survey or interviews with individuals to be selected from the participant group.

Thus:

- Important activity-related data can be acquired,
- An objective evaluation will be achieved, and
- Organizations and institutions will be able to improve themselves for subsequent activities.

## **5.2. Marketing Financial Plan**

Like traditional marketing, the implementation of the plan in social marketing and the achievement of achievable goals depends on the institution and the CSO management to seriously examine and approve this campaign. The most important factor in this darkness is the application costs of the plan, the comparison of the results of reaching the target group and ensuring behavioral change. The budget, which is the monetary allowance of the plan implementation program, determines how much this activity will cost. Marketing costs in any business include expenditures related to all the activities in the process, from the operation of the product or service to the final target group (children, young people, women, disables, etc.) until reaching the consumer.

### ***Social marketing costs;***

1) Obtaining products or services in activities that provide information about the environment, awareness and behavior change (public relations, advertising, individual interview, persuasion visits).

2) It is useful to divide into the two parts: giving information about the environment, raising awareness and carrying out activities that will change behavior (place of training, instructor, transportation, training material, food, etc.).

For the success of the environmental activity marketing plan, a budget is prepared for each part of the activities such as public relations, advertising, individual interview, persuasion visits, research, education, trainer, transportation, education material, food and beverage. While preparing the marketing budget, the budget preparation rules also take into consideration.

These;

- 1) The relationship between each allocation and its activity and purpose is indicated.
- 2) It is clearly shown how each activity cost is calculated.
- 3) By doing value analysis, opinions are given about what can be obtained with expenditures.
- 4) The budget together with a 'spending plan' that determines how and when the money will be spent.

Thus, 'Cash Flow Chart' is prepared at the institution level and financial planning is also helping.



While distributing its resources among the marketing actions to be developed, the institution must provide the best material and spiritual end result. The efficient and fruitful use of the existing resources of the institution is very important for success. In this process, entrepreneurs can follow a three-step process:

- In the first phase, a budget is created, initially showing estimated costs of spending on actions in the marketing plan.

- In the second stage, it is trying to calculate whether the marketing plan can bring about the end result which will give the target group the expected aim and behavior change.

- In the third and last stage, if the targeted marketing plan is not sufficient in order to achieve the aimed and behavioral change, the budget or marketing actions will be reconsidered and regulated.

### ***Budget Preparation Approaches***

Since the objectives and actions set out in the marketing plan are influential on the formation of the budget, the institution should decide on many factors in the budget. For example, the goal of increasing target groups in more and different regions by 25% will require more staff and promotional materials to be able to reach this region in the institution.

If the Agency is planning to make these campaigns annually, it should decide to choose one of three important methods of expenditure and budgeting for these activities.

- **The percentage of Sales Method:** This method is the most widely used method because it is simple and easy to use. According to the method, the budget can be prepared by multiplying the total target amount reached by a specified percentage. The percentage of the cost of these activities in the past year, next year or region can be taken as a basis. However, when it comes to a new organization and activity, the average of these activities can be a good guide.

- **Competitive Demonstration Method:** based on the principle of preparing a budget suitable for the actions of similar institutions and competitors in the region. It is a method that accepts in advance the fact that the expenditures of the rivals are correct, that there are no different purposes. In particular, considering the competitive environment is a positive aspect of this method. The weakness of this method is that it only takes into account the situation of the competitors and does not consider the effects of the target market.
- **Purpose and Functional Method:** It is based on the estimation of the expenditures to be carried out in the fulfillment of the marketing efforts and actions necessary to identify and achieve the objectives.

As is known, when the objectives are determined, both the target group and the regional conditions are examined. Factors outside the control of the institution are external factors and not a method determined by the institution. For example, past activities are not based on factors such as expenses of the competitors, future activities.

An important part of the budget is the material-spiritual "repayment" analysis, whichever of the budget methods you choose. This analysis examines whether the marketing plan or marketing actions will provide the desired output in response to the expenditures to be made. In the case of insufficiency, objectives and marketing actions are revised and reconsidered.

### ***Marketing Budget Design***

The marketing budget is a very important management tool in terms of reflecting the expenses required to implement a marketing plan. The budget is directly related to the future distribution of resources. Estimated figures in the budget also constitute the standards at the same time, and the opportunity for performance appraisal can arise.

Budgets are both a means of marketing action programs and a means of controlling actions in terms of actual costs, activities and outputs compared to the projected figures in the budget. In the budget design, other elements of the marketing budget, primarily the activity budget, should be

planned. The activity budget shows which events and which regions the institutions will expect to receive and when they will be provided.

There is also the task of harmonizing the different actions and functions of the marketing budget. For example, if the ad is more important than other promotional efforts for this campaign, the ad needs to get more share of the budget than other promotional efforts. In addition to being a quantitative process, the budget has a very important influence on the behavior and morale of the working staff. The distribution of funds is critical in the sense of motivation in the beginning of departments, the development of new programs and managers' careers. It is a trustworthy behavior to create a budgeting process together with the authority to empower the working staff and bring responsibility. Another important aspect is the flexible preparation of the marketing budget in such a way as to respond to possible changes resulting from internal and external factors.

### **5.3. Marketing budget control**

In order to observe the implementation of the social marketing plan, a detailed implementation schedule supported by the budget and control mechanism should be a timetable and its effectiveness measured (Tek, 1997: 53). A detailed implementation of the social marketing program should be done on a timetable and budget. In addition, the method of controlling the campaign must be predetermined. If a good control method is not developed, the campaign cannot be successful (Cemalcılar, 1988: 19). For example; did the waste paper reach the specified target in total? If not, the reasons should be investigated.

Marketing control is a natural consequence of marketing planning. Without marketing control, it is not possible to know whether or not marketing planning is successful. There are three main types of control:

1. Annual plan control: to achieve the goals of the agreed activity and output. Main audit tools; the targeted audience is the targeted behavioral change.

2. Productivity control: It is used to determine whether various marketing functions are efficient.
3. Strategic control: It is aimed at determining whether all the marketing objectives, strategies and tactics of the organization are in accordance with the environmental conditions. Another name for this control is marketing inspections.



## **CONCLUSION AND RECOMMENDATIONS**

The concept of sustainable urbanization combines objective of protection and improvement of natural resources in the region with the social and economic development. This approach contains all environmental (artificial environment/natural environment), social and economic factors which are affected by urbanization and affect the urbanization interactively and in a balance way and that way of urbanization should be decided on participation basis.

Sustainable urbanization requires that the decision related to future of the city should be taken and implemented by participation of all local group stakeholders. Creation and reinforcement of organizational capacities locally is an important objective.

In other words, actors of the sustainable urban development ideal include all local public sector, private sector, non-governmental organizations, academies, professional associates and citizens. Participation of local stakeholders in the process ensures adoption of decisions by the local stakeholders, makes the process transparent and implementation of the decisions.

The district of Kofçaz in the city of Kırklareli is a destination which mostly incorporates the sustainable urban development actors. The central district of Kofçaz, located along the Blacksea cost of Thrace is located at altitude of 700 meters in the middle of a forest region on Istranca (Yıldız) Mountains as part of a mountain range of about 300 kilometres from Bulgaria to the city of Istanbul. Kofçaz is a real mountain settlement with many brooks, trees and all natural assets around.

It is the last settlement centre on the Bulgarian border of Turkey, which was originally settled by the Turkish people immigrated from the Middle Asia 600years ago and later encountered with the Bulgarian and Greek invasions. Although it has no cost, it is a centre of attraction by being among floodplains unique and with its therapeutic effect of its clean air on people with asthma.

However, Kofçaz, as described in section of the current status, experiences both economical and socio-cultural problem. Basing on these facts, we may say that reduction of the agricultural land of the population creates many difficulties in daily life. However, activities and preference of the increasing rural development may prove to be an opportunity for Kofçaz.

These problems considered to be disadvantageous in the region may be turned into opportunities. Kofçaz may be brought to a different status. Awareness of these opportunities should be created among the local people, particularly local and central administration of Kofçaz.

First of all, a SWOT analysis should be conducted to research advantages, disadvantages, threats and opportunities of the current status of the Kofçaz district. Things to be particularly foregrounded should be determined for Kofçaz with its long history and culture ranging over minimum 600 years, Looking at the international tourism trends, it is easy to think that many travellers seeking to have different experience would prefer to visit destinations such as Kofçaz.

As the district of Kofçaz is close to the Bulgarian border, it ensures improvement of border-cross cooperation and spread of projects and increased awareness of environment. Particularly, it should not be neglected that training of the young people would prove to be permanent for environmental awareness.

Consumption of natural resources in an irreversible way is the primary factor among those which cause threat to and deterioration of the ecological balance. However, way of prevention of consumption frenzy is to create a society having an understanding of conscious consumption.

And this may be achieved by means of a systematic environmental literacy which starts from the childhood, one of the most important stages of our life. In this period, the children select many role models for themselves and develop new patterns of behaviour by imitating them. At this stage, a successful education for environmental literacy may be inseminated to the new generations for an understanding of conscious consumption.



Environmental education is an inevitable means to eliminate problems that may cause end of the world. Such education aims to bring up individual with proper awareness of environment. With such characteristics, the environment education differs from the environment science or other trainings with ecological contents.

While the environmental training transfers ecological information, it also ensures development of the individuals for their attitude to the environment, converting such attitudes to behaviours. The environmental training also addresses to the cognitive, affective and psychomotor learning fields for the children.

However, the environmental training is a process for development of attitudes, value judgements, knowledge and skills for protection of environment and display of environment friendly behaviours and witness of their results. The earlier the environmental training starts, the more fruitful results are taken. The reason is that the interests and attitudes gained in the preschool and school period constitute foundation of desirable behaviours in future.

Especially judgment values and attitudes gained in childhood are particularly important for development of empathy in the relations with nature and affection for nature. Creation of these values means display of environment friendly behaviours for protection of environment. These development periods shall prove to be affective knowledge to help develop useful and conscious behaviours for the children and, in turn, for the environment.

In such ages, the children are oriented to play games to make them love nature, gaining experience with nature. Such games and experiences shall create positive emotions with the children, learning to act in an environment friendly way. Once learnt that nature is a value, the children become aware of natural beauty with all their senses, making efforts to protect nature. Humans protect what they love and, therefore, one of the basic objectives of the environmental training should be to make the children love animals and plants.

Environmental awareness studies show that high attitudes of the children for environmental awareness and high knowledge about nature are not sufficient by themselves in

their showing useful behaviours for environment and that transformation of such attitudes to behaviour takes time.

For this reason, it should be taught in natural environments instead of artificial environments in order that they can be converted to practices in daily life. Aiming to introduce nature or to have experience in nature, these trainings should take place among the education programs of the schools, at least in practical sense.

For a sustainable destination marketing, perception and attitude of the local people, children and young people as basic stakeholders of a city with respect to the location in which they live play an important role for awareness, development and introduction of the location. Such awareness shall also affect the local people's sense of belonging to the city as well as their satisfaction of life. Understanding the local people's sense of belonging and how the local people are affected by it would be an important point of view for a social-based planning and development.

Studies show that the local people's sense of belonging differs from the attitudes for introduction of the location and has a positive linear relationship. It is seen that the local people's sense of belonging would contribute more to the economic, social and environmental development of the location.

Understanding the local people's sense of belonging and how the local people are affected by it shall be a significant move for planning and development of a social-based sustainable development. Considering themselves as part of their location, the local people will adopt positive feelings about their location, making more efforts for further development of it.

In this case of Kofçaz district of Kırklareli, if the local people, 2434 in total, gain same sense of belonging for their location and support its development, it would prove to be vitally important for development of the location. Especially such sense of belonging on part of the school students in the range of 6-15 ages, which constitutes about 20% of the local population will provide positive results for generation of such sense of belonging for future.

The reason is that education is one of the most effective means for our development to reach to the desired level of life. Currently, the people try to enhance education and cultural level of wide population for development of their societies. Due to significance of the education, all countries focus on restructuring in the education. According to the reports by the World Bank and the studies made in the developing countries, the investment on education is one of the most important factors that affect economical development.

Particularly children up to 15 years old observe, collect, research, classify, question and inquire. And the research character of the people in the range of 6-15 years old is at climax and they think themselves as “scientists”. The primary task of the teachers and social engineers should be to keep such curiosity of the young people alive and functional. For this reason, they should organize events to easy to perform in order to attract their attention, keep their interests alive, generate concepts, rules and solutions.

Many applications have been developed in order to give the local students information about methods and systems for use to gain sustainable use of the natural resources which is the primary objective of this project with the cross-border cooperation between Bulgaria and Turkey.

These practices shall have positive reflections on all local stakeholders in the entire location, particularly students. The young people receiving and implementing such trainings shall know better, protect, possess the district of Kofçaz with an increased sense of belonging. Furthermore, while it will help leave a liveable world to the future generations, it will also contribute to improve sustainable development of the natural resources of the country.

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