



# WORKSHEET



GREEN  
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# Worksheet 1

Below are the key communication elements that form the jigsaw puzzle of our green leadership journey. Your job is just like building bridges - to connect words with their meaning, creating a harmonious and meaningful whole.

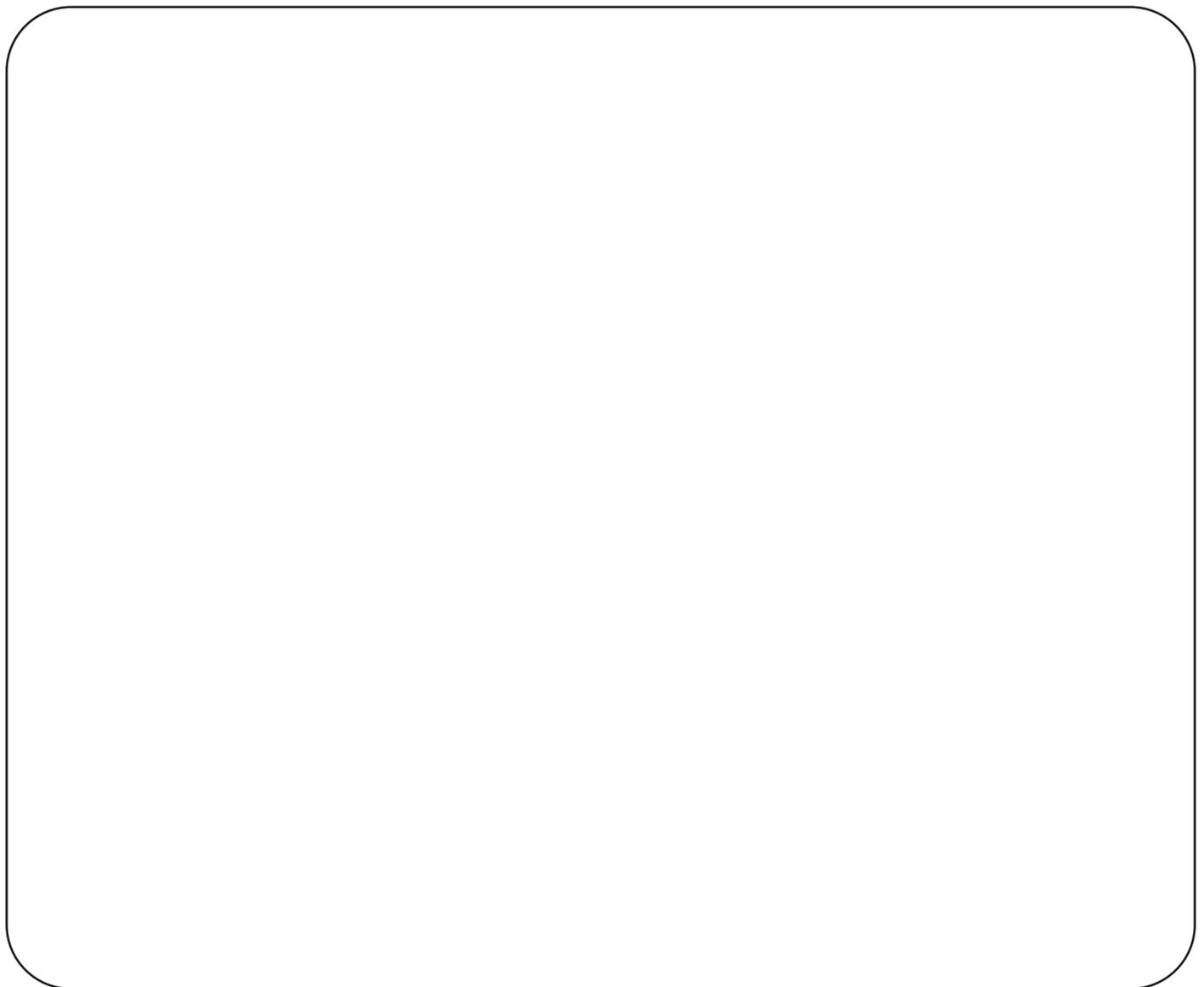
Clarity	requires the ability to empathise with the other person's perspective.
Active Listening	help to understand more clearly the intentions and needs of the other party
Empathy	is based on a clear and comprehensible message.
Non-verbal communication	does not rush, provides appropriate explanations, and pays attention to the needs of the interlocutor.
Questions and Feedback	focuses on listening to the other person with full commitment.
Time and Patience	is a part of communication, i.e. gestures, facial expressions, tone of voice and other signals not directly related to the spoken words

## Worksheet 2

In a world of dynamic change and challenges, even the most committed sustainability projects can reach crisis point. The Clean Future Project is an initiative that engages the local community in actively protecting the environment through regular clean-ups of contaminated sites. A team of green leaders, including Marlena, is determined to create positive change and educate about the importance of sustainable behaviour. During one of the clean-up events, an unexpected conflict arose between Monika and Paul, the volunteers. Paul expressed his dissatisfaction with the organisation of the action, claiming that his ideas were being disregarded and, additionally, that Monika had appropriated them for herself.

The conflict was beginning to grow. Monica was initially surprised by Paul's reaction, but strongly began to defend her position. Paul stressed that he felt unappreciated and robbed of his ideas, which made the situation increasingly tense.

Write down what steps Marlena should take to resolve the conflict?



## Worksheet 3

Being a green leader is a unique vocation. A good green leader is not only committed to sustainability, but is also able to inspire others around him or her. He or she is a person who leads environmental action by setting a good example with the actions taken, mobilising others for positive change. When considering what are the qualities of a green leader, words such as determination, the ability to collaborate, empathy and the ability to inspire and others come up.

While all these qualities are important, one seems to stand out above the others - the ability to communicate. Communicating is not just about passing on information, but also about being able to build bridges between different stakeholder groups. It is the ability to clearly articulate a vision, convince others of your values and listen to the needs and ideas of others. It is in this skill that the potential for shaping common goals and building effective environmental projects lies.

Prepare your opinion on what makes a green leader unique? What qualities make him or her successful, and what specific aspects of communication do you consider key in the context of sustainable leadership. Support your choices with examples.

## Worksheet 4

As part of this task, each team creates a unique campaign with an environmental theme.

Tasks for the Team:

- All teams must set their own goals for their campaigns, such as raising awareness of reducing plastic, promoting recycling, saving energy or promoting tree planting, etc.
- Each group forms a vision for the campaign, which includes the relevant messages, the objectives to be achieved and the chosen paths to achieve the intended results.
- As part of the project, each team works out a plan on how to influence others to get involved in environmental activities and how to encourage them to get involved - how to build communication with the outside world.
- Upon completion of the task, each team will be asked to present the results of their work with the other groups.
- During the presentation, it is important to take into account:
  - purpose of the campaign,
  - main message,
  - communication strategy,
  - mobilisation measures,
  - expected results of the campaign.

## Worksheet 5

It's time for an in-depth conversation and active listening! Get into pairs.

Everyone gets their role:

The first person will share their personal experiences, activities, values related to the environment, ecology, sustainability. You can talk about your completed projects or generally give your opinion on green issues - what they mean to you, what ideas you have.

The other person in the pair will be the person listening. The task will be to actively listen and focus on what your partner is saying; how they are saying it. It is important to pay attention to the whole message: verbal and non-verbal.

After listening to the story, the second person presents to the first person what they have heard, understood. Try to convey the salient points, emotions and message you heard.

Remember that the purpose of this exercise is not only to listen to the words of the other person's story, but also to note non-verbal speech (gestures, facial expressions, tone, emotions, etc.).

When you have finished, swap roles and repeat the exercise.

## Worksheet 6

Prepare a questionnaire for the cooperating volunteers, which you will use as a basis for collecting feedback from your team members on the completed „Clean Up the World“ project. It is important that the questionnaire is carefully structured to receive feedback from the group so that any shortcomings can be rectified.

Let's do this!

## Worksheet 7

Each participant prepares a short presentation on a selected environmental initiative, an environmental slogan, an environmental process.

Before starting your presentation, draw a card with a description of a specific type of non-verbal gesture from the presenter.

You have to present the topic, trying to perform the assigned non-verbal gesture.

## Worksheet 8

The exercise involves analysing and classifying stakeholders into two main categories: internal and external to the environmental action being carried out (to be chosen, for example planting trees in your place of residence).

Use the guiding questions to approach stakeholder identification:

- Who shows interest in our environmental action?
- Who has the potential to influence the successful implementation of the action?
- Who has the capacity to influence the outcome of this project?
- Who has the opportunity to accept or reject our plan?

## Worksheet 9

This exercise builds on the previous exercise, in which you identified different stakeholder groups. Your task now is to create a stakeholder map. You can choose one of the types of map shown below to better understand the dynamics of stakeholder influence and involvement in the project. Suggested types of stakeholder analysis maps:

- Control and benefit degree matrix — With this approach, stakeholders are grouped according to their level of influence on the project and the benefits they can derive from the project. In this way, it is possible to better understand who has the ability to shape the project and who can benefit from its effects.
- Control and impact matrix — The model focuses on the level of influence and control of stakeholders, but additionally takes into account their degree of involvement in the project. This provides a better understanding of who can make decisions and how interested they are in the outcome of the project.
- Impact and change matrix — In this case, stakeholders are classified based on their involvement in the project and their ability to make changes to the project. This identifies those who can have a real impact on the shape of the project and what changes they are capable of implementing.
- Model of materiality— This model groups stakeholders according to three key aspects: the ability to control, the importance of their involvement and the equity of that involvement. This provides an understanding of who has the ability to influence, who is key to the project and who may have moral authority in the context of the project's implementation.

## Worksheet 10

We are excited to continue our green leadership journey! Our previous exercises in implementing environmental initiatives have been amazing, and now it's time to share your success with the world via social media.

Your task is to create three creative and inspiring posts to publish on social media platforms. Remember, the aim is not only to reach out to our existing followers, but also to attract new people to your green community.