CASE STUDY:
GRASSROOTS ACTIVATION BONAIRE

#GOGREENFORTHEBIGBLUE
Together with WWF-NL, Sea Going Green designed a 10 part workshop series and mentorship program to inspire select local community leaders to create their own grassroots organization to tackle the biggest sustainability challenges on the island of Bonaire under the umbrella of the 2030 UN Sustainability Goals.

**THE CHALLENGE:**

As a small-island developing state, Bonaire has been facing several environmental, socio-economic and growth challenges, such as plastic pollution, water and food insecurity, brain drain (mass immigration), lack of employment opportunities, education and skill gaps, reliance on imports and climate change threats. In order to overcome these barriers to growth and sustainable development, Sea Going Green provided a grassroots workshop series in cooperation with WWF-NL and Bonairu Duradero.

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**Workshop series**

This series aimed to help facilitate grassroots action by providing incremental, manageable and actionable steps to community leaders laying the groundwork to create sustainability champions.

Seven Bonairians including a local professional mentor identified youth education, brain drain, resource insecurity and climate change impacts as the key issues needed to be addressed for the sustainability issues on the island to be resolved. Here, “Trasame” was born, derived from the Papiamentu word for work (traha) and the Dutch word for together (samen).

The group was given concrete examples and engaged in discussions on the power of grassroots activation in the 10 part series, where they learned about past mobilization efforts and how and why some movements succeed or fail.
The Trasame’ movement is based on three pillars, otherwise known among the group as the “Bonairified SDGs” based on the UN Sustainable Development Goals adapted to the context of the island. The movement’s holistic and unified approach to solving some of Bonaire’s most pressing challenges is clearly reflected by SDG 17, Partnerships For The Goals, which aims to stimulate cross sector collaboration and boost interconnectedness.

Like the mentorship and business-oriented sessions coined by many startup accelerator programs, we provided the group with the self-exploratory tools to find access to funding, develop ties with business mentors, identify community resources and build relationships with donors to get their initiative registered and launched, a common obstacle for community-led programs.

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Sharon Bol - WWF

“What I like about Sea Going Green is that they are knowledgable, but also adaptable and pleasant to work with. Meaning they really listen to your needs and wants as a client, offering flexibility in their service. At the same time they provide you with their professional insights, to help steer the project towards the desired deliverables.”

Trasame’s projects to date:

**Sushi Dushi Campaign**: Series of videos about single-use plastics. #SUSHIORDUSHI2020 on social media. Challenging young people to a 10-minute clean up, posting a before and after pic on Instagram highlighting how litter affects Bonarians and the island itself.

**Goat Video**: Highlighting the issues of free-roaming goats on the island including their impact on agriculture, the economy, environment and human consumption, but especially dive tourism, which is a large contributor of GDP on Bonaire.

**Learning by Doing Educational Program**: educational program aimed at the students of PRO. The lesson plan will revolve around 5 topics with the activities of: a cleanup competition, a runoff science experience on the impact of overgrazing, plastic recycling, planting trees and creating a habitat for the Lora (local tropical bird), fruit and vegetable planting for self-sufficiency.
OBJECTIVES MET

- Community engagement
- Creation of a local organization
- Creation of educational program
- Awareness campaign about single use plastics
- Awareness building on local challenges

& MORE

I WANT THIS FOR MY COMMUNITY

WANT TO KNOW HOW YOU CAN SUPPORT GRASSROOTS ACTIVATION AND EMPOWER YOUR COMMUNITY?

Are you a member of an island community yourself and do you want to learn more about how to empower your community or do you want to contribute to the empowerment of other small island communities, don’t hesitate to contact us!

LET’S BUILD A SUSTAINABLE COMMUNITY!

SCHEDULE A FREE CALL