



Case Study

GRASSROOTS ACTIVATION BONAIRE

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CONTEXT

The island of Bonaire is full of community members that want to make a difference in their communities. Our goal was to help them take the first steps towards catalyzing sustainable development from the grassroots level.



The island of Bonaire, located in the Dutch Caribbean, home to world-class diving spots and a plethora of unique marine biodiversity, faces many sustainability challenges from plastic pollution to erosion to the existential threat of climate change. While many community members are looking to make a difference, taking the first steps to tackle such widespread challenges can seem daunting.

This is why Sea Going Green teamed up with WWF-NL to develop and lead a 10 part workshop series and mentorship program aimed to equip a group of selected community leaders with tools to take up grassroots action on their own.

THE CHALLENGE

During the introduction session, participants were asked to identify the biggest challenges facing the island of Bonaire.

Several challenges were identified underscoring the most pressing issues facing Bonaire:

- plastic pollution,
- water and food insecurity,
- brain drain,
- lack of jobs,
- education and skill gaps,
- reliance on imports and
- climate change

Using the United National Sustainable Development Goals for 2030 as an umbrella, custom workshop sessions were developed to provide participants with step by step instructions and tools to start their own campaign targeting an issue of their choosing.





OUR SOLUTION

The workshop series covered the following topics first laying the framework for grassroots action followed up by sessions that brought these practical steps to life.

- Introduction session
- What is a grassroots movement?
- Success vs. Failures: Case Studies
- Why we mobilize, looking at your organizations
- Review session
- Partnerships, donors and funding
- Youth engagement
- Shaping your movement and deliverables
- Youth engagement & education
- Sharing and wrap-up

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 enthusiastically took part in discussions throughout the 10 part series, applying knowledge about past mobilization efforts to their approach for successful project outcomes.





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.

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.

The Bonairified SDGs	
4 QUALITY EDUCATION 	Trasame' will: <ul style="list-style-type: none"> • identify professions where Bonairians are underrepresented (dive instructors and tour guides). • combat student dropout by collaborating with existing institutions to develop interactive programs adapted to student needs, abilities and interests . • involve the local and Dutch government bodies and express the importance of local hires in the work fields that require local knowledge and expertise.
8 DECENT WORK AND ECONOMIC GROWTH 	Trasame' will: <ul style="list-style-type: none"> • promote local skills for youths to help them enter the labor market with relevant skills for work ethic and professionalism. • challenge unfair competition on the labor market to level the playing field and provide a competitive edge for local talents. • aim to bridge the gap for locals to be more competitive and have opportunities for upward mobility.
17 PARTNERSHIPS FOR THE GOALS 	Trasame' will: <ul style="list-style-type: none"> • stimulate and improve cross sector collaboration so that challenges for Bonaire are approached in an integral way creating more opportunities for Bonaire's locals. • demonstrate the interconnectedness of all partners striving towards the sustainable development of Bonaire.



Sharon Bol - WWF

“What I like about Sea Going Green is that they are knowledgeable, 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.”

#Sushi
of Dushi

Join the movement!



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



Awareness campaign about single use plastics



Creation of educational program



Awareness building on local challenges

& MORE

I WANT THIS FOR MY COMPANY





Do you have questions that you'd like to discuss with us? - Get in touch!

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