



TALLINNA TEHNIKAÜLIKOOL
INSENERITEADUSKOND

Ehituse- ja arhitektuuri instituut

KESKKONNAKAMPAANIA „KÜÜNLAÜMBRISTE
JAHT“ MÕJU LASTE JA NOORTE
KESKKONNATEADLIKKUSELE NING SELLE
KAMPAANIA KESKKONNAMÕJU

THE IMPACT OF ENVIRONMENTAL CAMPAIGN CALLED
„KÜÜNLAÜMBRISTE JAHT“ ON CHILDREN’S AND YOUNG PEOPLE’S
ENVIRONMENTAL AWARENESS AND ENVIRONMENTAL IMPACT OF THE
CAMPAIGN

MAGISTRITÖÖ

Üliõpilane: Laura Kurg

Üliõpilaskood: 105317 EAKI

Juhendaja: Kristjan Piirimäe

Tallinn, 2017.a.

12. Kokkuvõte

Käesoleva magistritöö peamiseks eesmärgiks oli leida vastus küsimusele, kas lastele ja noortele suunatud keskkonnakampaania „Küünlaümbriste jaht“ täidab oma kaht peamist eesmärki – suurendada laste ja noorte keskkonnateadlikkust ja vähendada loodusesse sattuvate küünlaümbriste hulka.

Sellele küsimusele vastuse leidmiseks püstitati kolm uurimisküsimust. Töö autor soovis uurida, kas kampaanias osalenud laste ja noorte keskkonnateadlikkus on kõrgem, kui neil, kes kampaanias ei ole osalenud. Teiseks tahtis autor kindlaks teha, kui suur on laste ja noorte keskkonnateadlikkuse muut kampaania ajal ning kolmandaks soovis töö autor uurida, kui palju on küünlaümbriste kogumisest kasu loodusele ning keskkonnale ehk missugused on kampaania keskkonnamõjud.

Uurimisküsimustele vastuste leidmiseks viidi läbi küsitlus kahes osas, et välja selgitada vastajate keskkonnateadlikkus kampaania uue hooaja eel ning hiljem kampaania ajal. Küsitlusele vastasid kooliõpilased 1. – 12. klassini ning lasteaialapsed üle Eesti. Kuna lasteaialaste küsimustik oli lihtsustatud, siis keskkonnateadlikkust mõõdeti vaid kooliõpilastel. Lisaks analüüsis töö autor kampaania korraldaja (MTÜ Tuleviku Heaks) poolt läbi viidud arvamusküsitluse tulemusi ning viis läbi intervjuu e-maili teel kampaania peakorraldaja (MTÜ Tuleviku Heaks) ning kampaania ellukutsuja AS Kuusakoski esindajatega.

Töö tulemustest selgus, et kampaanias „Küünlaümbriste jaht“ osalemine ei muuda oluliselt osalejate keskkonnateadlikkust. Kampaanias osalenute teadmised olid „head“ nii enne kui ka pärast uut kampaaniaperioodi hooajal 2016/2017. „Head“ olid ka kampaanias mitteosalenute teadmised, millest võib järeldada, et kampaania ei mängi olulist rolli laste ja noorte keskkonnateadlikkuse kujunemisel.

Tänu kampaaniale kogutakse kokku suur hulk alumiiniumist teeküünlaümbriseid, mis muidu satuksid ilmselt olmejäätmete hulka. Tööst ei järeldu, et teeküünalde tarbimine kampaania tõttu oluliselt suurenenud oleks.

Tööst selgus, et negatiivseid keskkonnamõjusid põhjustab „Küünlaümbriste jahi“ kampaania puhul küünlaümbriste transport ning hilisem ümber töötlemine. Samal ajal tuleb aga rõhutada, et alumiiniumi puhul on võimalik materjali taaskasutades kokku hoida kuni 95% energiat võrreldes esmase tootmisega.

Laste – ja koolinoorte seas on kampaania väga populaarne. Osalejate arv kasvab aasta-aastalt hüppeliselt. Osalejate huvi on suur. Tööst järeldus, et lapsed- ja koolinoored osaleksid kampaanias ka siis, kui kampaania auhinnafond oleks oluliselt tagasihoidlikum või puuduks sootuks. See viitab sellele, et osalejad soovivad tõepoolest loodust säästa ning keskkonda kaitsta.

13. Võõrkeelne resüme

The aim of this master's thesis is to find an answer to the following question: does the environmental campaign called „Küünlaümbriste jaht“ for children and young people, fulfill its two main objectives to increase children and young people's environmental awareness and save the environment for future generations

To answer this question three research questions were created.

The author wanted to examine whether those who participated in the campaign had increased awareness of the situation, than those who did not participate in the campaign? Secondly, the author wanted to determine by how much did children's and young people's environmental awareness change during the campaign? And, thirdly, the author wanted to investigate how this campaign may affect the environment?

The survey was conducted in two parts in order to find answers to these three research questions. The main purpose of the survey was to measure respondents' environmental awareness before and during the campaign. The respondents are pupils from 1st - 12th grade and kindergarten children from all over Estonia. The survey was simplified for children in kindergarten so they could understand, hence, the environmental awareness was measured only among students. The survey conducted by the campaign organizer was also analyzed. In addition to that, the author interviewed representatives of the campaign organizer (MTÜ Tuleviku Heaks) and campaign initiator AS Kuusakoski.

There were four different questions in both questionnaires, among other questions, to measure pupils' environmental awareness. Results of the survey showed that the campaign "Küünlaümbriste jaht“ did not significantly alter the participants' environmental awareness. Both those who participated in the campaign and those who did not, had "good" knowledge before and during the campaign period of the season 2016/2017. It can be concluded that the campaign does not play a significant role in the formation of children and young people's environmental awareness.

The author found that the campaign has been accompanied by a small amount of learning materials. This indicates that educating children and young people is not an essential part of the campaign. When educational materials are available to anyone at any time from one place, it would certainly be easier for the new entrants to familiarize themselves with everything. During the campaign season 2016/2017 a large amount of information, assistance and educational materials were sent via e-mail/Facebook page. It seems that teachers who have participated in the campaign for longer got more assistance and educational materials than new entrants, hence better results.

The campaign has a monthly newsletter. But unfortunately it was quite difficult to distinguish important and less important information in the newsletter. Therefore it may happen that the reader will skip some parts and important information remains unnoticed.

The campaign has an outstanding prize fund – prize money from Krediidipank, group visits to Kalev Spa, NUKU theatre, Vene theatre, Forum Cinema movie theatre, free bus ride from Go Bus Estonia, ice cream from Unilever and gift bag from Diil full of technology. To make the campaign as a whole more environmentally friendly, the prize fund could also contain school supplies and promotional products made of recycled materials. Also a bog hike or a forest adventure with experienced guide can be as great experience as a cinema or a theatre visit. Results of the survey showed that 89% of school students would participate in the campaign even if there weren't any prizes.

Collected tea candle cups are transported to Kuusakoski recycling nearest collection point by the teachers. In order to do that, they have to spend their off-hour time and automotive fuel. To increase the environmental friendliness of the campaign, cooperation with Eesti Post or any other courier company could be considered. Cooperation with the courier companies would certainly help to save teachers' time and automotive fuel. Courier cars drive from town to town on daily basis sometimes half-empty. Logistics simplification is also expected to increase the the number of participants from more distant and remote regions of Estonia.

The candle cup collecting campaign called „Küünlaümbriste jaht“ has already a smaller sister campaign for collecting batteries called „Patareitäht“. Results of the survey showed that the number of those families who don't know what to do with old batteries or just don't want to do anything with them decreased. But at the same time, the number of those families who already dropped their old batteries into special collection box also decreased.

Results also showed that a large amount of aluminium tea candle cups were collected. This aluminum can be recycled and re-used later. In total 3.9 million tea candle cups were gathered during the campaign season 2015/2016. When in Estonia about 15 million tea candles are burned in a year, children were able to gather around 26% burned tea candle cups.

Results showed no remarkable consumption growth of the tea candles.

Negative environmental effects are caused by transport and recycling. But at the same time, recycling saves up to 95% energy compared to primary production.

This campaign is very popular among children and pupils. The number of participants is growing every year exponentially. Participants' interest is high. The work concluded that children and young people would participate in the campaign even when the campaign prize fund would be much more modest. This suggests that the participants really want to save the nature and protect the environment.