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# FOCUSING ON SUSTAINABILITY: A PRACTICAL EXERCISE IN CREATIVITY

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ESCOLA SUPERIOR  
DE COMUNICAÇÃO SOCIAL

# Introduction

Environmental awareness is growing more urgent and needs fresh approaches.



New and inspiring strategies

→ Encouraging discussion about environmental issues

↙  
Students

↘  
Academic community

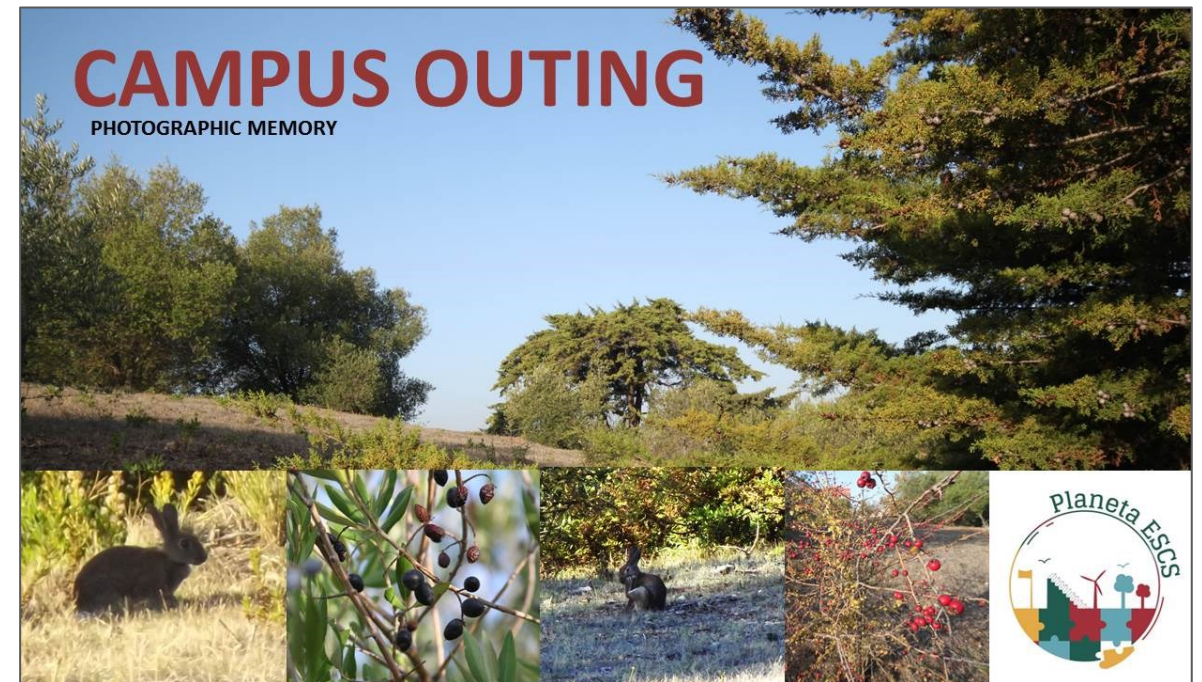


# Integrating sustainability themes into academic activities

This work presents the outcome of a creative experience that merges **creative writing** and **photography**.

Over three weeks, students were asked to join in this creative journey, delving into sustainability from their own creative angles.

By crafting titles, writing texts, and capturing images, they engaged in an exercise that was both expressive and thoughtful.



*Figure 1 – Cover image of the practical exercise statement*



# The education of attention

As people sensitively engage with their surroundings, their environmental awareness grows. This change turns knowledge from **passive to active** as individuals construct their understanding.

**Training our attention** helps us become more sensitive, leading to valuable learning through field experience. This fosters a balanced perception of the environment, where our senses align harmoniously with specific elements of our surroundings.

This tuning arises from the "situated engagement" and attentive accumulation of experiences, in a process of skill development (Ingold, 2010).



# The education of attention

Encouraging a discovery-oriented approach that sparks creativity and explores different viewpoints promotes **hands-on learning**.

In small groups, students are urged to

**observe, listen, and feel,**

adjusting their understanding of the subject based on their senses. Guided by the teacher, they engage in spontaneous experimentation, leading to meaningful rediscovery.



# Creative outcomes



## GREEN COMMITMENT

Green is life,  
the trees,  
the flowers,  
the forest.  
We owe it to  
the remaining nature.

Reduce, reuse, recycle.  
Our environment  
let's preserve.  
Remember the responsibility  
to ensure sustainability!"

Authors: Ana Sofia Leal, Matilde Ricardo  
and Sofia Aleixo





## PATTERNS

In the quiet observation of a plant, intricate patterns unfold,  
Binding us to life's essence, a story ancient and bold.

The Sun's gentle caress, a warm embrace we know,  
Air whispers secrets, within us, it flows.

Water, the elixir of life, its journey we trace,  
Through our bodies it dances, a fluid embrace.

Earth, our steadfast ally, beneath us it stands,  
Supporting our existence, with unwavering hands.

Nature's pulse beats, in rhythm with our own,  
A symphony of life, in patterns finely sewn.

With reverence and care, let us play our part,  
Nurturing the earth, with love in our heart.

Authors: Cristina Baeza and Elena Bravo



## NATURE'S SYMPHONY

Beneath the sun's gaze,  
nature sings its song,  
Through the wind,  
its melody echoes strong.  
With raindrops,  
its rhythm does affirm,  
In pure choreography,  
we live, we learn.  
Long live nature,  
our guiding hand,  
Our maestro in this earthly band.  
We need her, as she needs us too,  
We're the sea, and she, the tide so true.  
Let's heed the science,  
the world's loud plea,  
Time to live consciously, time to be free.  
Let's embrace empathy, let's begin anew,  
For the sake of our planet, let's follow through.  
May the future be marked with wisdom and grace,  
In harmony with nature, let's find our place.  
For nature, for life, for all humanity,  
Let's turn our words into reality.

Authors: Maria Abigail and Carolina Pires



## RECYCLING IN MY HOMELAND

Authors: Ariel Domingos, Diogo Nobre and João Borges



Cycling through lanes, back to where I began,  
I asked myself, "How far have I ran?"  
For many rounds, I've wheeled this way,  
Yet from my bike, I never did sway.

On I rode, across lands far and near,  
Recycling, a habit that's grown quite dear.  
By the bins, others recycle with care,  
I wave from my bike, the message we share.

Oh! Green, blue, and yellow, so bright,  
Ecopoints shining in the day's light!  
But recycling's just part of the score,  
We must also reduce and reuse, and more.

It's the rule of the 3 Rs, you see,  
Follow it close, and we'll set the Earth free.  
Litter on ground, an ugly sight,  
But in the recycling bin, it's worth the fight.

For it's all part of a cycle, you know,  
A circle of life, with room to grow.  
For nothing's lost, everything's reformed.

## BRINGING LIFE

The essence of sustainability, a  
guardian of our Earth's vitality,  
Knows no bounds of age or time, a  
perpetual rhyme.

In nurturing and cherishing,  
we find our duty,  
For in this one-way journey,  
conservation is beauty.

Let us intertwine our hands in unity,  
Shielding our planet  
with unwavering fidelity.

May sustainability echo  
as our anthem, our creed.

In the dance of time, as we tread  
with care and stride,  
Breathing Life into our world, let  
sustainability be our guide,  
For future generations to flourish,  
to thrive.

Authors: André Lin and Victor Borges



## CONSCIOUSLY EMBRACED

With tender care, the environment we shield,  
Nurturing nature's bounty, our greatest yield.  
For in this stewardship, a future blooms,  
Where life's symphony finds its fullest tunes.

Echoes of nature, melodies profound,  
Whispers of freedom in scents around.

Roots reaching, branches sway,  
A fragrance sweet of earth's display.  
Hope ignites with each harvest's embrace,  
Beauty unfolds in tranquil grace.  
In this quiet moment, we hold the key,  
To a future nurtured with reverie.

In our hands lies destiny's decree,  
A conscious path to set life free.

Authors: Andreia Baleiras and Matilde Almeida



## Photographic Memory

2023/2024



## EARTH'S SYMPHONY

In the verdant realm of discovery, texture of hue,  
Ecological, a realm demanding humility's view.  
To honour the earth and its tiller's creed,  
In camaraderie, we find virtue's seed.

In leaves' naturalness, echoes resound,  
Each gesture, an ode to nature profound.  
In life's symphony, harmony finds its voice,  
In green, in earth, the truest wealth's choice.  
Together, let's seek sustainability's sway,  
Nurturing life's essence day by day,  
Sharing love within every community's sphere,  
In this eternal cycle, our mission remains clear.

Authors: Beatriz Silva e Guilherme Antunes



## TOGETHER, WE BUILD THE FUTURE

In the verdant fields, life flourishes,  
Flowers bloom and hope nourishes.  
A river dances among the stones,  
All is calm, the earth atones.  
The sun shines upon the land, fertile ground awaits,  
Birds build their nests, nature's offspring creates.  
Let's tend to them with care, with love and dedication,  
Preserving life in every gesture and aspiration.

In the vast and beautiful fields, life renews,  
Let's nurture the earth with tender clues.  
Let's cultivate hope and harvest sustainability,  
For a better future, for all of humanity.

Working to sustain,  
What we need to attain.  
Caring without refrain,  
Planting and watering again.  
For tomorrow relies on us, the future we sow today.

Authors: Mariana Sérgio and André Carvalho

## SUSTAINABLE HARMONY: JOURNEY AT ESCS

Sustainable ESCS Bootcamp.

A community gathered  
for a greener future.

United by the purpose  
to preserve the planet,  
each action educates and inspires.

Shared moments strengthen bonds,  
and reinforce collective commitment.

Preserving biodiversity,  
keeping minds open  
and hearts in the right place.

Every step is an opportunity for growth,  
in a journey of continuous learning.

Authors: Filipa Oliveira and Mara Tomaz





## PAINTING THE PRESENT WITH FUTURE TONES

At ESCS, sustainability isn't merely an idea. Environmental education isn't just a topic. It's a palette of vibrant hues that define the present and sketch the future. Students, tomorrow's decision-makers, breathe life into their sustainable visions that inspire change. School corridors morph into galleries of ecological art. Gardens become silent witnesses of commitment. And the land is cultivated as much as minds. Each action, each initiative, and each snapshot are promises of a future where the colors of the present intertwine with the hues of a greener tomorrow.

Authors: Cláudio Amorim and Constança Alves





## ROOTS IN EARTH'S HEART

Trees, the invisible maestros,  
Nourish minds and dreams under their  
shadow.

Roots firmly anchored in the soil,  
Weave threads of sustainability.

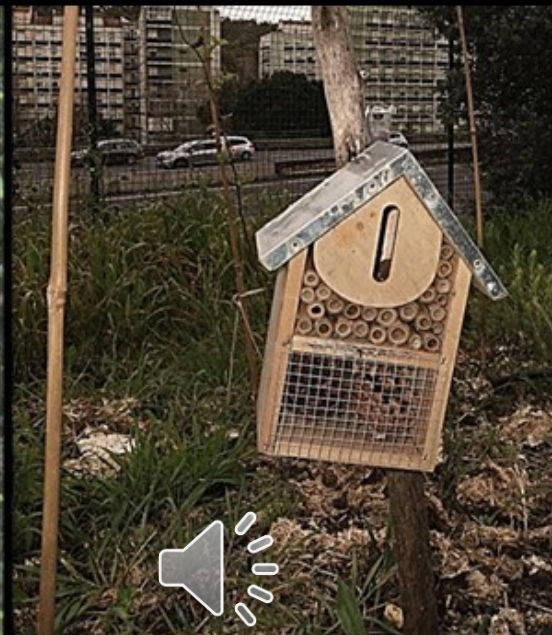
They promise a greener tomorrow,  
A brighter morrow awaits.

In the welcoming shade of silent giants,  
We find inspiration to bloom,  
Like seeds to transform the world.

By planting and protecting the guardians  
of balance,  
We cultivate the legacy of respect  
for the earth and its wonders.

Authors: Beatriz Nascimento, Carolina  
Pedroso and Carolina Guerra





## NATURE'S DANCE

Sustainability dances through  
the seasons' sway, A timeless  
rhythm guiding its way. Second-  
hand treasures, tales to impart,  
Each object a vessel, a fresh  
start.

It's a school delving into the  
unseen, Where verdant realms  
breathe life serene. Sheltering  
fauna, flora, and all, Let's echo  
nature's song, heed its call!  
In nature's realm, rhythm holds  
the key, An eternal sonnet, a  
dance wild and free.

Authors: Beatriz Mendonça and  
Mafalda Pereira



## ECO LOGIC

On the vast stage where life dances,  
A plea for help, here advances.  
The vast forests, they cry for protection,  
In sustainability, we find the solution.

Each tree, a guardian of pure air,  
In their branches, an echo of the future fair.  
Change is the key to our journey's course,  
A verse of love for a well-tended source.

Authors: Catarina Ferreira, Sofia Querido  
and Teresa Carvalho





## GLEAMING DREAMS

With sustainable efforts made,  
We can avert the worst cascade.

Planting, recycling, saving, too,  
All that ESCS does pursue.

Together, we fight for sustainability,  
With love and responsibility.

We sow green dreams,  
reap a bright tomorrow,

Our planet gleams with  
newfound sorrow.

Authors: Joana Silva, Madalena Matos  
and Samuel Castanheiro





## LIVING AT ESCS

At ESCS, behold a sustainable oasis gleam,  
 As you step into its realm, it's a vivid dream.  
 Eco-friendly commitment blooms with grace,  
 In every corner, a green embrace.  
 Ecopoints aplenty, for the 3 Rs to revere,  
 Recycling shines bright, year after year.  
 Water flows freely from the machines,  
 Filling our bottles, reducing plastic scenes.  
 Atop the terrace, basking in sunlight's gleam,  
 Gathered together, in endless dream.  
 Tables, chairs, crafted from the old,  
 Reuse as art, stories untold.  
 Guided by sustainability, ESCS stands tall,  
 Inclusion reigns, welcoming all.

Authors: Ana Sol Melo and Sofia Lemos

As I peek through the windowpane,  
I behold ecosystems and  
biodiversity reign. Spaces aglow  
with light and hue, Sounds and  
textures, a myriad view.

I see hope, a vision so clear,  
Something I cherish, never to  
disappear. Here, I feel at ease, I feel  
alive, Here, I'm free to create, to  
thrive.

So, I make a plea, a heartfelt call,  
For empathy, respect, for one and  
all. Preservation is to value, to  
revere, All that Earth bestows, far  
and near.

To care for our planet, our shared  
abode, Nurturing a future, on a  
sustainable road.

A future where freedom is in our  
hands, The freedom to create,  
where harmony stands.

## FREEDOM TO CREATE



Authors: Joana Espada and Vladislava Sevciuc



## THIS IS NOT (JUST) A SCHOOL

Eco-Schools? Reuse? Circular economy?

We had a Bootcamp to help us explain.

This school is green and cares about recycling and renewable energy, but what about the circular economy? Anything to add?

Of course. The school provides places to give new life to our study guides and books that we no longer use. We can even bring an appliance that no longer works, and the school takes care of its recycling, so that in the near future, that appliance will have another life.

The beauty of circles is that they have no end.

If this doesn't make ESCS a "green" school, then what does?

...because "If we're just a school, we'll be just one more school."

Authors: Afonso Leal, Francisco Belchior and Rui Costa





## MOTHER HOME

In a world overwhelmed with waste's grim tide,  
Where the future's tune sounds a mournful stride.  
In Nature's core, the forest whispers its plea,  
Sustainability, the last vestige we see.  
Nature - our Mother Home, reliant on our care,  
Guarding rivers, forests, and skies so fair.  
Through eco-consciousness, we chart our course,  
Nurturing life with gentle force.

With conviction and love, our future shall shine,  
In the embrace of Nature's design.

Authors: Ana Sofia Santos, Madalena Oliveira and  
Mariana Duarte







## SEEKING HARMONY

We hold the power to make a change, In our small actions, we rearrange. Seeking balance, feeling the unrest, Sustainability, circularity, waste less. Respecting the cycle of life's grand flow, Small shifts in habits, let them grow. Eliminate waste, create anew, a greener world, a planet true.

To sustain human life in balanced flight, honouring nature and its biodiverse might.

Towards a regenerative model, let us strive, Where harmony with Earth truly thrives.

Author: Andreia Pizarro



## BEYOND THE HORIZON

We live in a world where we increasingly encounter and hear the word "sustainability," but are we truly embedding it in our lives, in our actions, and behaviors? Creativity is equally important in this process, since "nothing is lost, everything is transformed," and therefore, it is once again our responsibility to reduce, reuse, and recycle, but also to renew and create from what we waste.

Authors: Margarida Ribeiro and Inês Ribeiro



# Approach to sustainability

This experience emphasis on creativity and exploration allows students to approach sustainability topics

- ❑ from diverse perspectives
- ❑ considering multiple viewpoints
- ❑ fostering a personal connection to environment
- ❑ encouraging students to observe, listen, and feel
- ❑ promoting holistic education



# THANK YOU

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