Promotor's Guide
The promoter’s guide of the Ecoaldeia de Janas is a support document for the organization and realization of formative activities from the year 2018. It includes the good practices for the organization of the formation, a reference table for the wages, support and services for the promoter, rights and duties and the underlying internal regulations.

The main goal of this guide is to develop and professionalize the education offer of the Ecoaldeia by promoting the establishment of a plan of different activities with formations of short, mid and long duration. Given the increase in the interest from the adherent community and the recent creation of the CESA entity – Centro de Educação para a Sustentabilidade Ambiental [Educational center for the environmental sustainability, TN] it seemed us necessary to enlarge the promoters/collaborators team and diversify the themes and the offers to work on.

CESA – Centro de Educação para a Sustentabilidade Ambiental and the priorities for 2018

Created in the 2017, the CESA wants to be a reference in Portugal for the non-formal education in the sustainability area with a strong focus on boosting the creation of small companies and innovative start-ups in the rural environment.

In the 2018 CESA will seek to see recognised its public interest, together with the responsible entities, and obtain a certification from the Direcção de Serviços de Qualidade [Direction for quality services, TN] e Acreditação da Direcção Geral de Emprego e das relações de trabalho [Accreditation of the general direction of employment and work relations, TN]

Coming from the developing of 50 educational curricula and a team of almost 30 people, the CESA has as a priority for 2018 to digitalize and make available the educational content, with a focus on the implementation of a multimedia e-learning platform.

The CESA structure is horizontal, being the promoters, the teachers (when consulted) and the Associação Dólmen’s direction the decision’s center, which takes the pedagogical responsability by defining the guidelines and the themes program. The number of productors is not limited, being the distribution of the formations for each promoter done in harmony with the following criteria in the quarterly assembly between promoters and the pedagogical team:

- Technical competences of the promoter about the educational themes;
- Availability and motivation of the promoter for the event;
- Fairness of working opportunities between the promoters.

The CESA, having as an aim the cultural promotion, is a branch of the Associação Dólmen, being its activities included in the statute of it and considering the 9th article of the CIVA, and is therefore tax-exempt.

I. Good practices for the organization of the formation

A promoter should incorporate the following values:

- Deep understanding of the environmental and social reality of the Portuguese society and a developed ecological conscience;
- Easiness of oral and written communication;
- Basic graphic design knowledge (Photoshop level 1);
- Knowledge about the development of the social networks and marketing;
- Basic webdesign knowledge (Wordpress level 1);

The promoters follow an initial formation together with the Associação team which includes a program of support and monitor for the first two months.

The programation is quarterly and done on the 20th day of the last month of the previous trimester. The trimester follows the year’s season: Winter: January, February, March; Spring: April, May, June; Summer: July, August, September; Fall: October, November, December.

II. Educational spaces

The Ecoaldeia de Janas can offer the following four educational spaces:
• Workshop – apt for technical and practical formations for at most 12 people;
• The hall – apt for theoretical formation for at most 30 people;
• The common rooms – apt for theoretical formation for at most 15 people;
• Cultural Aldea hall – apt for indoor practical formation for at most 20 people.

A multi-purpose amphitheater is expected to be built in the first trimester of the 2018 in the former parking lot of the Quinta da Luzio with enough room for 100 people.

III. Salary and Support

The distribution of the income from the formation activities (after the payment to the teachers – see the trainer’s guide) will be done in the following way:

• 30% for the Associação Dólmen and the development of the Ecoaldeia de Janas project (see point b);
• 30% for the CESA (see point c);
• 30% for the promoter (see point a).

Economical applications:

a) Money usage in the promoter’s perspective:

Being the Ecoaldeia a project for the environmental and social awareness it is of the uttermost importance for the promoter of any activity to:

• Use the received money in an environmental and socially responsible way, fruitful and constructive;
• Be transparent in his/her professional and personal goals and objectives together with his/her team;
• Keep the sharing cycle open, creating professional opportunities for other people.

b) Money usage in the Associação perspective:

It is of competence of the Associação Dólmen:

• To financiate the payment of the rents and the expenses related to the educational spaces;
• To keep the formative spaces in good working conditions;
• To create new conditions and opportunities for the educational activities, namely by acquiring or building the necessary tools;
• To give direct support in all the formation logistics;

c) Money usage in the CESA perspective:

It is the CESA duty to use the money to:

• Acquire the learning materials and tools;
• Financiate the printing of the advertisement and educational material;
• Financiate the developing of the related website areas like promotional videos and other divulgation material;
• Invest in the developing of the project.

The Board
Associação Dólmen