



“A Tale of Two Futures”
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Carbon Handprints Manual

Looking at Carbon Handprints

(not just Footprints)

INTRODUCTION

The Surefoot Effect (UK), Dom Spain (Spain) and Ziniu Kodas (Lithuania) have participated in an Erasmus+ 3-year long project called 'A Tale of Two Futures'. The main focus of this project was providing educators in the non-formal sector with the knowledge, basic skills and key competences to train groups of people in climate change, energy use, and the options that individuals and organisations have to reduce their environmental impact, the use of fossil fuels and conserving energy and resources.

One of the Intellectual Outputs (IO3) of our project was to carry out a Carbon Handprints Programme. This programme is described here so that others can easily use the Carbon Handprints approach.

This document will describe the 'Carbon Footprint' and 'Carbon Handprint' concepts, used during the project, specifically as used during the completion of IO3, their meanings and importance in theory and in practice. In addition we will provide you with a set of related activities with the specific long-term aim of starting actions in your own community to raise awareness about and to tackle dangerous climate change; all of this work has been an effort to influence people to get started creating their own Carbon Handprints – positive efforts to promote and protect the environment and tackle climate change.

In this manual, we will highlight the working principles of the 'Carbon Handprints' approach and how it differs from the 'Carbon Footprints' approach. We will also add recommendations to achieve the best results and to act in the future. We encourage you to create your own Carbon Handprint Programme.

The *Carbon Handprints Manual* covers the following:

A. Get to know more about the Carbon Handprint approach

- Background
- Spaces of change

B. Become an influencer. How to Start?

- Raise Awareness!
- Motivation
- How to keep up an environmentally-friendly lifestyle and influence those around you

C. Examples of how to do it

- Main topics supported
- Case Studies
- The experience of the partners
- The use of art and a photo exhibition

Conclusions and Recommendations

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A. GET TO KNOW MORE ABOUT THE CARBON HANDPRINTS PROGRAMME

'Carbon Footprint' is a concept that is often used in environmental conversations about the environmental impact of a person, an organisation, or a country. It is understood to be measured in carbon emissions, or the amount of greenhouse gases a person an organisation or a country produces expressed in its carbon dioxide equivalent (CO₂e or CO₂ for simplicity).

The '**Carbon Footprint**' concept has nearly universal negative connotations as we see a foot stepping on the ground, killing the grass. The Carbon Footprint always asks for people to do less: less energy use, less consumption, less water usage, less travel, less meat in our menus. We at the A Tale of Two Futures project felt the need to change the focus on what we are responsible for in negative terms and emphasise those things that we do that bring positive effects. In short, the concept of a '**Carbon Handprint**' is about positive change to lower carbon emissions to tackle dangerous climate change. In other words, the Carbon Handprint, as opposed to the Carbon Footprint, is a positive indicator, which represents positive action.

A second aspect of the Carbon Handprint is that it encourages us to think of collective change instead of only individual actions that aim at reducing our personal carbon footprint and asks us to work collectively as communities to create wider change. Your individual action does make a difference! Working together can make an even bigger difference! The impacts of the devastating climate emergency can be changed if we all collaborate and work together.

Here is a bit of the background about the creation of the A Tale of Two Futures Project, which will help you to understand how we ourselves started to use the Carbon Handprint approach.

BACKGROUND

A previous project: Carbon Handprints at the University of Edinburgh

After leading activities for a student-focused energy-saving campaign at the University of Edinburgh, a small team, including The Surefoot Effect's Pamela Candea and Euri Bartolome Vidal prepared a 5-week energy-saving project based on the method 'face-to-face' engagement for one high-energy consuming building on campus. The campaign focused on initiatives developed by staff volunteers who had no previous knowledge of experience saving energy but who were willing to explore new ways to do so. These volunteers, with support from our team, managed to save 9.2 tonnes carbon dioxide (TCO₂) and offset the costs of pilot in just 8 weeks, saving £1,480 (€1,650)– more than £1,250 (€1,400) invested in staff time. This would translate into an annual saving of £8,880 (€9,900) and 55.2 TCO₂. The success of the pilot led to a roll-out of the project to 20 more buildings for one year, saving a total of £80,000 (€89,000). It eventually led to the set up of the Sustainability and Social Responsibility Department of the University of Edinburgh, currently managing a budget of £3M.

Perhaps the two most important things to consider that made the project successful were:

- 1) The project focused on behavioural changes – changes required little or no funds to be implemented as they focused on behaviour change.
- 2) The activities that made the project successful were initiated by staff volunteers, with the team supporting them only. The team gave them the opportunity to come up with ideas by asking them to help us. The team also offered to help them speak with the different stakeholders or communicate the changes widely within the department to reach out to

more people. Staff volunteers wanted to take part in the projects because they wanted to help – so asking for help was essential. They also led activities because they found it interesting – it was a way for them to learn about something, to research something and come up with solutions. It was also a way for them to improve their working environment.

The model developed at 'A Tale of Two Futures' follows the rationale of the University of Edinburgh energy project: that by creating spaces and inviting people to help we can create synergies that save more energy and resources than if individuals took actions alone.

This project is also supported by the research and the experience of people who have created wider change almost by themselves by creating 'spaces of change.'

SPACES OF CHANGE

A change in your life - it could be just a habit change or even a lifestyle change - is essential to environmental protection and fighting against dangerous climate change.

One example is an account the authors Dan Heath and Chip Heath give in their book "Switch. How to Change Things When Change is Hard". It is the story of Jerry Sternin, who travelled to Vietnam in 1990 to help the government reduce malnutrition amongst children in rural areas. Sternin was well-versed in the academic literature on the complex systemic causes of malnutrition – poor sanitation, poverty, lack of education and others. However, Sternin realised early on that those were things he could not change. Sternin then changed the focus of his work. By understanding that not all children were malnourished and taking the example of the behaviour of the families of those children who were better nourished, and by finding a culturally acceptable and engaging way to motivate others to copy these families, Sternin managed to improve the situation of 2.2 million children in 265 villages at almost no cost.

Another example to consider is that of Jadav Payang. This case is linked to the activities of this project. Jadav lives on the Indian island of Majuli. The island became deforested and barren at some point. In 1979, Jadav decided to plant one tree every day for the rest of his life. Forty years later, he managed to grow a forest twice the size of Central Park, or 479 football fields. Globally, we are losing 27 football fields worth of forest every minute, so Payang is offsetting the deforestation equivalent to 17 minutes. The forest Payang has grown hosts more than 1,000 trees. Not only that, but he also got the return of animals, including 115 elephants to live there, as well as Bengal tigers, Indian rhinos and deer.

With these examples, we want to highlight that one person or a few people can start activities and projects by influencing others to start or join in activities that can make a huge difference. It does not cost much to start an environmental action! Your motivation is enough to start positive behaviors, to figure out how to motivate others and make tackling climate change relevant in your own community. And we want to encourage people to do just that.

B. WOULD YOU LIKE TO BE AN INFLUENCER? HOW TO START?

Firstly, it is essential to know how to start motivating people to change their behaviour and lifestyle into a more ecological and environmentally friendly one. For this reason, we are providing you with some ideas on how to encourage your community members or team members of your organisation to make some environmentally friendly changes.

RAISE AWARENESS!

1) *Carbon Conversation groups*

The Carbon Conversations Programme is one of the best methodologies and was also used during the project “A Tale of Two Futures”. Carbon Conversations are held in 6 two-hour sessions, according to the following topics: climate change, food and water, consumption and waste, travel and transport, and energy-efficient houses. You can always contact project partners, find more information on the Internet and on our project website to get started! www.tale2futures.eu

2) *Organise a discussion about climate change and other current environmental issues*

It is a good strategy to involve more people, who perhaps are not so interested or involved in the environmental field. During these discussions, those who care deeply about ecology and climate change will begin to influence those who are not addressing environmental issues through their lifestyles. This is an effective way to involve more people and inform them about climate change and other environmental issues.

3) *Use the 'ideastorm' technique to generate ideas for action*

Ideastorming is a group creativity technique, which is a great method to find more information and form the group to engage it in a specific problem. While *ideastorming*, you can find similarities and differences with other participants in your group, their ideas about climate change and other environmental issues and also to present and communicate all the information.

MOTIVATION

1) *The achieved results*

An important motivation is the ability to see results of lowering your carbon footprint, which could be monitored by estimating the reduction in CO₂ emissions from individual actions.

Here is a link where you can see the impact a new action might have on your carbon footprint: <http://tales2futures.eu/surveys/list.php> Also you can follow the best practice cases, many of which are provided at www.tales2futures.eu as project cards reporting on projects all over Europe and worldwide.

2) *Highlight the importance of the actions*

Actions should be done with an understanding of their impact to the participants. Discussions and ideastorms, which were mentioned above, could be a good way to find out what is the point and main goal of each action and their positive effect on the participants.

3) *Look for environmentally-friendly ways to spend time*

Being out in nature is first on the list – walking, hiking, wandering along a river or beach. Safe cycling by yourself or with friends. Spending time with others in artistic pursuits – singing anyone?

HOW TO KEEP AN ENVIRONMENTALLY-FRIENDLY LIFESTYLE AND INFLUENCE THOSE AROUND YOU

1) *Create traditions*

To continue positive actions and to maintain environmental awareness, you should initiate and create some traditions, for example – doing a cleaning up action once a week in the nearest forest or meeting up once a month to discuss progress with others engaged in this

work. This approach could be also a great way to unify a group of people or your organisation and spend some quality time together.

2) *Continue organising actions and initiatives*

If the initiative is organised only once a year, it is a good example and might make an impact on some people, but the effect will not last for a long time. For this reason, we recommend trying to ensure a continuity of positive actions in your community or your organisation. This could be done by reaching out to more people and involving them. We recommend checking the calendar and acknowledging environmental days, such as Earth Hour, World Ecology Day, International Day of Forests, Car Free day, etc. Try to organise an initiative corresponding to one of these dates.

3) *Leave recommendations*

Share your good experience with others! It could be done by simply adding some posters in a visible place, reporting on social media, holding discussions or seminars about your experiences.

4) *Include Carbon Handprint initiatives in your group or organisation values or as a part of a strategy*

Make the handprints mission one of the official tasks of your group/company! This way the actions would become part of your group identity and will be a permanent common goal.

C. EXAMPLES OF HOW TO DO IT

MAIN TOPICS SUPPORTED

This project began by looking at four main areas that partners agreed: energy use, transport, food, and consumption (use of materials) and waste. Partners later added two categories: water consumption and biodiversity. Out of the 50 activities that partners have supported to get initiated in this area, most of them have focused on food and the use of materials, waste and recycling. However, we include below a transport project as an example.

Food projects that encourage local, seasonal food and vegetarian and vegan diets can have a significant positive impact on lowering carbon emissions to tackle dangerous climate change and the environment in general. Plant-rich diets have also been singled out by the United Nations as leading to long-term good health. This project has also shown that food projects are a great way to engage with children, youth and youth educators and teachers. The impact of the food we eat is not only very significant because of our habits; it is important because everyone eats every day, whereas transport and waste management do not necessarily take place on a daily basis, food is the one activity that has an impact most often, surpassing even the use of energy at home, which depends to an extent on location and season (although it is hard to think of a day that goes by without using any energy at all).

Projects that encourage minimal and efficient use of resources, minimising waste can also have a significant positive impact on lowering carbon emissions to tackle dangerous climate change and the environment in general.

This project has shown that people are interested in the 6 R's:

- Rethink - our current lifestyles and what we really need;
- Refuse - don't buy it;
- Reduce - what you buy or use;
- Repair - instead of buying new;
- Re-use - pass it on or re-purpose it;
- Recycle - last resort if you must completely discard something.

In order to make a sustainable change, you have to make a conscious effort to do so. You can notice that the final five R's are dependent on the first one – **rethinking**. It is the recognition of the current problem that can create changes – the rest of the R's.

CASE STUDIES

Of the 50 projects fostered by A Tale of Two Futures, we want to highlight the following six. We hope that these activities present the case for other organisations and individuals to start new ones, adapting ideas to the context of the circumstances and places where they live.

Eco-campaign "Food footprint"

ZINIU KODAS

During the event participants found out more about the food footprint – from production, packaging, transporting and to processing - 4 stages, which every product has to pass before getting to our table and what carbon footprint leaves in every stage. Also, the participants had a chance to share organic apples, which are amongst the products that we can eat with the lowest level of CO2 emissions. Hopefully, participants will keep a promise to eat more local foods, especially those grown in their gardens to reduce carbon emissions.



This activity also highlights one of the rules of thumb of a low carbon choice in food: that organic, local, vegetarian and non-processed food has a lower carbon footprint. Home gardens are an excellent place to obtain food in this way. Remembering this rule is also one of the best thirty things that a person can do to reduce their carbon footprint, according to Caledonian University.

Carbon Handprints idea: try buying only local food for a week and encourage your family and friends to do so as well! This could easily become one of the new habits and a positive change in your life!

Eco-friendly Ways To Travel

ZINIU KODAS



The initiative focused on reducing carbon emissions on employees' travel. For this reason, participants were invited to play the Carbon Conversations Travel game to understand the reasons and consequences of travelling. The cards and the game board are divided into three themes: policy changes, smart travel, and lifestyle changes. Electromobiles and their positive impact were mentioned frequently as one of the hopes for the future. Participants also shared their own experience of environmentally-friendly ways to travel, such as lift-sharing and using a bicycle or

public transport for transportation. In this way, people can not only save money but also reduce air pollution, traffic and carbon emissions. This activity is particularly relevant to this project because a modification of travel patterns is key to reducing a person's carbon footprint, and flying less is the single best thing that someone can do to achieve that.

Carbon Handprints idea: if you work with younger people, you should use games and visuals – this not only helps to involve everyone but also to raise awareness in a more effective and fun way!

Vegetable Gardens and recycling at “Els Ganxets” school

DOM SPAIN

The children of the primary school of “Els Ganxets” in Reus have created vegetable gardens where they are cultivating food for themselves. This project contributes to reducing the amount of fertilizers used to grow food and also reduces the carbon emissions with the transporting of the food had the children's bought these food items in a shop. The children also created recycling spaces to separate waste into different categories, also contributing to reducing the carbon emissions attributable to the production of things using raw materials.



Working in the area of sustainability in a school offers a great opportunity to work with children at an early age and made them aware of the possibilities that working in sustainability-related activities involves. Consuming vegetables, fruits, pulses and grains is also one of the best things that someone can do to reduce their carbon footprint. According to Caledonian University, reducing the number of dairy products by 100% is the single best thing

someone can do to reduce their carbon footprint in the area of food and the 8th best thing overall.

Carbon Handprints ideas: you can use waste plastic containers for growing vegetables or plants in your home / flat!

Community gardens – a single piece of land gardened collectively – are getting more popular nowadays, you could start your own too with your neighbours!

Bloomsbury: a studio-workshop focusing on reusing old objects

DOM SPAIN

This initiative was all about transforming old objects (most of which are found on the streets or in trash bins) into functional, unique and unrepeatable pieces. These are sold as artworks and have the aim of raising awareness among people about the short life span we are giving to some objects.



Reusing any kind of materials is one of the easiest way most people have to contribute positively to the improvement of our environment. The reuse of certain devices such as a laptop also reduces a person's carbon footprint considerably.

Did you know...

... that Antoni Gaudí, the famous Catalan-Spanish architect who designed the church La Sagrada Familia and who was born in Reus, the home city of Dom Spain, made use of a technique called 'trencadís' which used discarded tiles to make colourful compositions. An example of these are the fanciful chimneys located on the terrace of Palau Guell in Barcelona, one of his most famous designs; designs that 'upcycle' materials can create great aesthetic, human and economic value. Today, "La Sagrada Familia" is the most visited monument in Spain and the second most visited church in the world, after St. Peter in the Vatican.



Chimneys at the terrace of Palau Guell



Wood Reuse Project at Transition Stirling

THE SUREFOOT EFFECT

Transition Stirling has reported that a lot of people in the community talk about using waste pallets for building furniture and raised beds, but struggle due to the

practicalities of getting the wood together and the time-consuming nature of getting the pallets ready to use. The organisations will build a network to receive larger quantities of pallets and waste wood, use planer-thicknesser to make them ready to use and sell the wood, encouraging people to recycle waste wood rather than purchasing new. Transition Stirling will then put together and sell flat-pack kits so people can build their own furniture with instructions to help and lend the tools to make it possible. This activity also highlights the opportunity of refurbishing larger items and transforming them into new things for daily use.

Carbon Handprints idea: organize a workshop with the aim to create a needed item or even art from the waste materials! Later on you could initiate an exhibition in your community to show everyone the results of creativity and environmentally - friendly lifestyle!

Reducing the carbon footprint of the UWC National Committee of Uruguay

THE SUREFOOT EFFECT

The United World Colleges is an international organisation that aims to promote international understanding, peace and an environmentally sustainable future amongst secondary school students. The organisation has national offices or committees in 140 countries, and The Surefoot Effect worked with several of these to help them reduce the carbon footprint of their main activities. The office in Uruguay has offered this Erasmus+ project the opportunity to become truly international. The committee in Uruguay took measures such as offering only vegetarian meals during its annual selection process for students of the United World Colleges schools. The committee also avoided the use of disposable plastic bottles and recycled paper, containers and plastic and managed food waste and turned it into compost.

This activity covered most issues in people's carbon footprints, from food to waste to transport. It was particularly relevant because people studying at one of the schools that the organisation sponsors will have the opportunity to develop some of the concepts learned during the selection process and take them into further studies and work later on.

THE EXPERIENCE OF THE PARTNERS

Dom Spain and Ziniu Kodas joined 'A Tale of Two Futures' with a keen interest to work with communities and individuals to encourage them to reduce their environmental impact and carbon footprints and to create spaces for them to start new projects. This grassroots bottom-up approach to tackling environmental problems has been a new experience for both organisations. Below is a summary of their experience working in this project and what it has meant for them to become involved in the area of sustainability to learn about different topics and support people and new activities. The Surefoot Effect CIC's main purpose since founding is to encourage and support communities in projects which tackle dangerous climate change. This project sprung out of their desire to share knowledge and tools with other European countries.



Dom Spain

“Our experience has been positive so far as in our community, it’s quite easy to encourage people and organisations to start taking actions using the models already

working in other communities/countries, i.e. replicable projects from the “Tales of 2 Futures” platform, or launch their own eco-initiatives. The most favourable environment to start such projects are schools and educational centres. We think it would be beneficial to develop materials for educators to support them in developing eco-projects in their educational centres. If you want to make a change, start with yourself 😊 That’s what we did and do. Thanks to the project platform, Carbon Conversations and the list of actions prepared by The Surefoot Effect, both students and educators of our centres have revised their usual daily activities and found out how to adjust lifestyles and habits to save CO2.

The platform seems to be an ideal place to tell others about the eco-initiatives launched in our community/country and to look for other projects that can be transferred to our local context. The most significant outcome for our organisation is to become part of the network of enthusiastic people and entities ready to and/or are taking actions concerning climate change.”

Ziniu Kodas

“The most important outcome is that the participants after participating in Carbon Conversations are indeed changing their habits into more environmentally-friendly ones. Some of them are even starting their own initiatives and encouraging others to choose a more low-carbon lifestyle. Replicable projects are the best



opportunity for enterprises, schools and communities to fulfil their ideas in the environmental field. In addition, this is how team members are encouraged to take an interest in acting on climate change. After CC groups, one of the participants started to organize “Friday for Futures” in Lithuania. During this project our organization has become more environmentally-friendly - we started to recycle trash, also, for this reason, we got recycling bins. We are encouraging our team members to take some actions in the office and in their personal lives as well. In addition, we often discuss eco-lifestyle action and talk about the possible solutions to decrease our consumption. Our organization now is more powerful in the field of environmental action as we have made many contacts with other organizations, which are working in this field or are interested in eco-behavior. This network helps us to ensure a better impact on the actions on society. Our experience was wonderful - we have met a lot of interesting people, made a lot of new contacts. We found out that in fact more people than we thought nowadays are interested in the environment and are seeking to find solutions to environmental issues.”

The Surefoot Effect CIC

“Our main purpose as an organisation is to raise awareness and support those tackling dangerous climate change. In working on this project we were able to share our experience with Carbon Conversations and other methods we have used to help our partner organisations to become more able to help those they work with understand the serious climate chaos issues (drought, flooding, sea-level rise, ocean acidification, climate refugees) that are arising worldwide due to accelerating human emissions of dangerous carbon emissions. It has been wonderful to work with our partners on this project to enable them to reach even more people to spread the knowledge of how to

decrease carbon footprints. Even more heartening has been seeing the great carbon-reducing, environmentally-friendly projects our partners have been able to inspire their Carbon Conversations participants to begin. We have also had the privilege of training new CC facilitators and facilitator trainers connected with our partners. These individuals now have the ability to spread the word even further. The creation of the project platform and its varied carbon reduction projects will continue to help us and our partners inspire more action to tackle climate change."



THE USE OF ARTS AND PHOTO EXHIBITION

A few projects supported by partners have taken on an artistic angle, in order to encourage environmental action while also making it interesting and appealing to the participants.

Ziniu Kodas organised two photography workshops with the goal to display the works of the participants at an exhibition under the name "Environmental protection: yesterday, today and tomorrow" organised at VDU Educational Academy gallery. During the event, there was an unexpected debate about the importance of the environment for today's people and future generations amongst participants who were invited to taste



Lithuanian apple juice. The exhibition showed photographers' works, where the beauty of Lithuanian landscapes dominated the displays. **Over 100 people attended the exhibition**, which allowed for those who might not have a background in the science of climate change and other environmental issues to get to know the subject from a different angle and become interested in it.

As part of the same activity, DomSpain organised an online photography content in October 2017 under the motto "The time to act now, prevent climate change" in which

took part more than 50 participants who shared their artistic vision of eco-actions, eco-future, and “small changes” to make the environment cleaner, greener, and healthier.

The winners were announced in November. The first prize was participation in the youth exchange project “Co-create in green”, co-funded by the Erasmus+ Youth programme. In this way, Dom Spain also opened the artistic space for people to learn about environmental problems and solutions.

Participant’s comments:

- Gintarė from Lithuania:

“The photography exhibition “Environmental protection: yesterday, today and tomorrow” has been absolutely amazing! I had the chance to participate in the opening of this wonderful exhibition and it really inspired me to rethink my lifestyle and start making some ecological changes in my life and, thus, save our nature for future generations. Also, I was very surprised that the amateur photographers, not professionals, took all the pictures. This is proof that anyone can achieve anything! Thank you, Ziniu Kodas for the meaningful and fantastic exhibition.”

- Esther from Spain:

“Taking part in the photo contest was great fun. Not only did I meet new people who were also interested in the environment and wanted to contribute somehow to raise awareness about the issue, but I also gained self-confidence about my photo creations. Thanks to the contest, I also got to know the Tales of 2 Futures project and all the people from Reus that are involved in it. From that moment onwards, I have been in contact with them and regularly informed about the activities they carry out.”

CONCLUSIONS AND RECOMMENDATIONS

To sum up the Carbon Handprints Approach, we highly recommend and encourage everyone to make changes in their personal lifestyle to reduce their environmental impact. This document has shown how people can take on other activities that have a larger impact – in the areas of food, transport, energy consumption at home and consumption in general, including waste management and recycling. We do believe that a person can have a large impact, and that is why we encourage anyone interested in sustainability to initiate new activities. For many ideas on what positive activities you can do to make the world more sustainable, please visit our website <http://www.tales2futures.eu/>. On this platform, you can find a lot of varied initiatives which tackle dangerous climate change, which were organised all over the world. We invite you to replicate one or more of these initiatives in your own community to order to increase environmental awareness and educate yourself and those around you.

In addition, we have provided educational information (including case studies, ideas of art/photo exhibitions, experiences shared, how to become an influencer and others) which is flexible, easy to use and adapt to any target group of any age.

Testing and adapting the materials and methods to the Lithuanian and Spanish contexts enabled us to make a bigger impact, thus, before providing any information, we strongly recommend checking particularities of your country, your community and the latest updates of the provided information.

Please note that now the ‘carbon handprint -virus’ is alive. It means that probably in the first stage you will meet people who are already involved in similar activities, and you will notice that people, who were not so active in the field, become more and more involved with environmentally-friendly activities.

We hope you can use the tips provided in the section “Would you like to be an influencer? How to start?”, which could be useful in order to make sustainable changes in your life and encourage others to do so as well. Also, we believe you can find at least one activity that you will be willing to adapt to your circumstances and replicate at the place where you work, where you live, or at home with your family and friends.

CONTACTS

If you have any questions or need any information regarding the project, please contact us!

Partners:



THE SUREFOOT EFFECT (United Kingdom)

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