

School Impact Report



EcoPsych@HHVV

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Rama de @ecopsych_ en Hermanas Vicentinas 🇦🇷
Estudiantes transformando la escuela en un espacio más sostenible 🌱

Introduction

Student Ambassador: Maria Felicitas Rols
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School: Instituto Nuestra Señora de Luján
HHVV

Location: Luján, Buenos Aires, Argentina

Reporting Period: October - December 2025

Impact in Numbers



8

Number of
Student Advisory
Board Members



3

Number of
solutions
implemented



200+

Number of
individuals
impacted

Solutions Implemented

#1 Bottle Cap Collection

- Problem Observed: Despite living in city with the country's biggest trash burning center, none of the school's waste was recycled, and plastic was sold in enormous quantities at the school kiosk.
- Behavioural Insight Applied: Informational messaging
- Intervention Implemented: Implemented a campaign with the slogan: 'The best residue is the one that is not generated'. Placed signs next to the school kiosk and around the school, made an informative post with stats and data about current plastic usage on instagram. Organised informational workshops about the consequences of pollution and the benefits of recycling disposable products. Placed 6 trash cans, collected and recycled 500+ bottle caps.



#2 Native Plant Donation

- Problem Observed: Not enough greenery in the city, students do not value plants enough, and native biodiversity is highly endangered.
- Behavioural Insight Applied: Availability heuristic, promoted engagement with biodiversity by gifting native plant trees to students
- highlighted the importance of biodiversity on the workshops, and valued the trees by presenting it as the prize for the games and making the kids give each one a name, while promising to take care of them.
- Intervention Implemented: Received a donation of 5 native trees from a local plant shop. Gave out these trees as winning prizes in 5 workshops. Asked young students to name the trees and promise to look after them. 2 trees donated to the school sports field and 4 given to the local childhood center.



#3 Environmental Campaigns

- Problem Observed: Students are not aware of the environmental impact of their daily decisions.
- Behavioural Insight Applied: Used nudge theory to place signage in strategic locations. Placed signage about water wastage in bathrooms and waste reduction next to the school kiosk.
- Intervention Implemented: Implemented two campaigns under the slogans "Every drop counts - use water responsibly" and 'The best residue is the one that is not generated'. Placed signage accordingly and promoted these efforts on Instagram page.

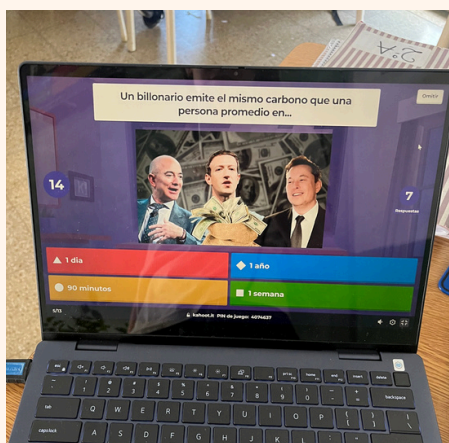


School Event



- November 18th to November 25th 2025.
- Held 5 workshops on sustainability for 165 students in grades 7 to 9.
- Educated students about the causes of environmental issues, the consequences they could have on our lives, and effective measures to address them on a daily basis. In the end, also mentioned a few Argentinian environmental organisations and encouraged students to get further involved in environmental e.g. by joining the 2026 EcoPsych Student Advisory Board. The 40-minute workshops ended with a Kahoot game where the winner took away a native plant tree.

After the workshops ended, over 22 students applied to become their school's next EcoPsych ambassadors for 2026. The three supervising teachers were well-pleased with the initiative and added their own insights especially the Geography teacher, Ms Estella.



Testimonials

"My experience with EcoPsych at school was highly enriching. Through the workshops, I learned about environmental care and the importance of taking action in order to undo the damage."

- Victoria Diez, Design in Charge Student Advisory Board

"For me, the workshops were very interesting and raised awareness among students, because we learned to take care of the environment and also reflect on our actions."

- Lourdes Chidichimo, 7th Grade Student

"EcoPsych is an interesting project that raises awareness among young people about the importance of protecting and caring for our planet."

- Liliana Prato, English Teacher