

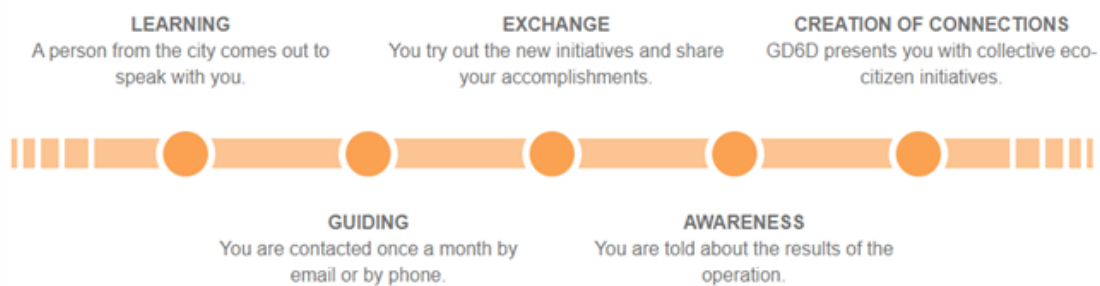
## E3D ENVIRONNEMENT'S GD6D METHODOLOGY



GD6D (pronounced "j'ai décidé" in French which means "I decided") is a solution developed by the lead partner of MED-InA Project: E3D-Environnement.

This pioneering eco-citizenship system uses a unique communication method that makes it possible to offer individualised support to a large number of inhabitants at a controlled cost. This method places people at the heart of the approach. Inhabitants, employees and shopkeepers are not spectators; on the contrary, they become actors of the system.

- In concrete terms, the GD6D system combines direct contact with residents (with visits by trained agents in the field) and automated individualised follow-up (by e-mail, telephone, mail, etc.)
- The GD6D system offers simple everyday gestures with tangible repercussions. The objective is to demonstrate to inhabitants that everyone, at their own level, can act on their immediate environment and achieve results that make them want to continue.
- This "step-by-step" method not only triggers virtuous environmental behaviours, but also makes it possible to perpetuate them once adopted.



Source : [www.gd6d.eu](http://www.gd6d.eu)

The MED-InA Project aims to implement such a method in Mediterranean cities, starting with the 3 pilot cities: La Marsa in Tunisia, Irbid in Jordan and Carcaixent in Spain.

