

## 4th ARTICLE

The Greenentre4deaf Project



Our world has been, is and will always be on an evolutionary path, in an effort to get ahead, to become better, to improve. Unfortunately, in this path, we leave some behind, either because they do not want to run at our own pace, or because they cannot, or entirely because we do not have the patience to wait for them, to take them by the hand and pull them closer to the future.

Today's man cannot work in a team, he has not learned it. At school, our raised finger seeks to prevail over others. At work, competition wins over cooperation every day. While even in the family, daily worries and problems lead its members to function as separate units and not as a team, hence the rapid increase in divorces in recent years.

In this social context, not only everyday people, who function within a normality, but also people with difficulties, physical, psychological or even social, are called upon to stand up and pursue their dreams. For these people, the future is more distant and their evolutionary path is slower, with greater obstacles and no acceptance and respect from those around them. This group also includes deaf or hard of hearing people, whose hearing loss sometimes also becomes a loss of social support and acceptance. A problem that has so many ways and alternatives to be addressed, without any real difficulty, due to social indifference and ignorance, becomes a brake on the daily lives of these people, preventing them from pursuing their personal and professional dreams.

This fact could be understood in conventional work environments, where tradition, rusty minds, ignorance and lack of education, create the conditions where stereotypes and prejudices thrive. But when we refer to professional spaces that promote innovation, the future, a reversal of conventional thinking and new technologies, the existence of exclusion is at least disappointing.

And the reference is clear and targeted at green business, which from the beginning of the emergence of this trend of businesses to turn towards environmental protection, the main model proposed to overturn the way of thinking, to try new technologies, new ways of

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operating, new forms of energy... but where is the effort to eliminate the stereotypes we carry? Where is the effort to include all the people around us in our evolutionary path, regardless of characteristics, gender, age and disabilities? Where are the actions we take to give opportunities to all its inhabitants to contribute to the effort to protect our planet?

A person may not hear with their ears, but they listen with their eyes, so they can communicate, and be educated and work and contribute.... We just have to give them their chance.

A person may not be able to express their feelings with their mouths, but that doesn't mean they don't have them, find ways to help them share them.

A person may not hear you, but they see you and feel you.

