



# The Green Factor

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# replicability guide

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# for youth workers

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- ◆ The GREEN Factor project seeks to develop tools and opportunities that educate and engage young European citizens, fostering a new mindset geared towards sustainable behaviours, choices, and ideas with both immediate and long-term impact. This initiative primarily targets young people aged 16-30, as well as professionals who work with youth, such as youth workers and staff of youth and environmental organisations, to ensure a more efficient and lasting influence.
- ◆ Welcome to “The Green Factor Journey” interactive guide! This comprehensive guide is designed to provide youth workers with an accessible and friendly format to support and inspire young individuals on their transformative quest towards becoming environmentally conscious active citizens and aspiring green entrepreneurs. May your journey as environmentally conscious entrepreneurs inspire positive change in the world and contribute to a sustainable and thriving future.
- ◆ The environmental question is undoubtedly one of the most pressing global issues that demands urgent attention from policy makers and communities alike, in order to ensure the future sustainability of our planet. In recent years, numerous international agreements have been established to address this critical concern. The Paris Agreement of 2015, a landmark moment, united nations in a common cause to undertake ambitious efforts to combat climate change and adapt to its effects. Concurrently, the Agenda 2030, also set in 2015, committed nearly 200 nations to work towards a more sustainable development for both the planet and its inhabitants.
- ◆ As we confront the environmental challenges of our time, it is evident that collective action and participation are paramount. This sentiment is underscored by initiatives like the European Green Deal in 2019 and the Green Deal Work Programme 2018-2020 under Horizon 2020, which emphasise the need to foster changes in societal practices and individual behaviours. The European and international level has set a clear goal to inspire a sense of environmental citizenship and climate justice, while conducting research and experimentation on behavioural, social, and cultural change throughout Europe.
- ◆ Throughout this guide, we will take you on a purposeful expedition, drawing upon the wisdom and insights from four previous Project results (PRs) that pave the way for a greener and sustainable future. Our journey is divided into two distinct but interconnected stages:



## Stage 1

Becoming an Active Citizen (PR1 & PR2) Our expedition commences with the foundation of The Green Factor Journey - becoming an active citizen. In this stage, participants will embark on a path of understanding, action, and engagement to make a positive impact on the world around them.

Understanding the Green Factor (PR1): We will delve into PR1 - “Pathway for Behavioural Changes and Environmental Challenges,” where we explore the core concepts of environmental sustainability. By understanding the impact of our actions, we can pave the way for a greener tomorrow.

Taking the First Steps (PR2): PR2 - “My Green Factor Video Tutorials to Boost Citizens’ Behavioral” will be our guide as participants learn practical ways to adopt eco-friendly habits. These tutorials offer valuable insights to empower individuals in their green journey.

## Stage 2

Aspiring Green Entrepreneurship (PR3 & PR4) As we progress on our expedition, we transition from active citizenship to aspiring green entrepreneurship. This stage embraces innovation, creativity, and collaboration to shape aspiring green entrepreneurs.

From Ideas to Action (PR3): We will draw inspiration from PR3 - “My Green Factor Gamified E-course for Aspiring Green Entrepreneurs,” as participants channel their passion for environmental sustainability into innovative business ideas. This section emphasises the importance of creative problem-solving and impactful entrepreneurship.

Collaborating for a Greener Future (PR4): In PR4 - “The Green Factor Replicability Guide for Youth Workers,” we explore collaboration and partnership opportunities for aspiring green entrepreneurs. By joining forces with like-minded individuals and organisations, participants can amplify their impact and drive positive change.

“The Green Factor Replicability Guide for Youth Workers,” is not just a guide; it is a transformative experience that empowers young individuals to become active agents of positive change. By making the information available in a friendly format and referencing all previous PRs, we equip participants with the knowledge, skills, and support they need to create a lasting impact on our planet. So, are you ready to embark on this exciting expedition? Let’s take the first steps together and unlock the potential of The Green Factor within us, for a greener, sustainable, and vibrant future for all!



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## Introduction

Welcome to “The Green Factor Replicability Guide for Youth Workers” – an empowering and transformative resource designed to ignite a new wave of environmentally conscious and socially responsible young entrepreneurs. This guide is a response to the urgent global environmental challenges we face today, calling upon youth workers and young people to be catalysts for positive change.

### ➤ Objectives and Purpose of the Guide

At its core, this guide has two primary objectives. Firstly, it aims to equip youth workers with the knowledge and tools they need to nurture the entrepreneurial spirit within young people. By providing a structured framework for training sessions, we seek to develop and amplify the entrepreneurial skills of the youth and encourage them to harness their potential for environmental sustainability.

Secondly, “The Green Factor Replicability Guide for Youth Workers” strives to foster the creation of green enterprises – innovative businesses that prioritise environmental preservation, social impact, and sustainable practices. Through a series of activities and workshops, this guide encourages young entrepreneurs to design enterprises that contribute positively to the planet and society.

### ➤ How to Use the Guide

This guide is designed to be versatile and adaptable, allowing youth workers to conduct training sessions both in-person and online. Each activity is carefully curated to promote active engagement, collaboration, and critical thinking among the participants. The guide builds upon the inputs and insights gathered from previous phases: to create a comprehensive entrepreneurial journey for young people.

- PR1 - Pathway for behavioural changes and environmental challenges
- PR2 - My Green Factor video tutorials to boost citizens’ behavioral
- PR3 - My Green Factor gamified e-course for aspiring green entrepreneurs



Throughout the training sessions, youth workers play a vital role as mentors, guiding the young entrepreneurs in their pursuit of environmentally sustainable business ideas. As the participants progress through the activities, they will refine their business models, gain valuable feedback, and develop networking and partnership strategies.

We encourage youth workers to embrace this guide with creativity and enthusiasm, fostering an atmosphere of innovation and open dialogue. By leveraging the resources and activities presented in this guide, you can inspire a generation of young leaders who are committed to environmental stewardship and societal well-being.

Let “The Green Factor Replicability Guide for Youth Workers” be your companion in cultivating the seeds of entrepreneurship and sustainability in the minds of the youth. Together, we embark on a journey of hope and progress, where small actions today lead to a sustainable and thriving future for generations to come.

We extend our heartfelt appreciation to all youth workers and young entrepreneurs who embark on this transformative journey. Your dedication and passion in promoting sustainable practices will create a lasting impact on the world.

Let us join hands as a global community, united in our commitment to “The Green Factor,” and together, let us create a greener, more sustainable world. Welcome to “The Green Factor Replicability Guide for Youth Workers” – a guide to inspire change, create impact, and shape a better future for all.

“Let’s nurture green awareness in our hearts and minds to harvest a world full of life and balance.”





# 1. Presentation of the project and the green idea (Green Entrepreneurs)

## ➤ Step 1: Introducing the Green Entrepreneurship Vision

Begin the activity by gathering all the young entrepreneurs and mentors in a welcoming and inspiring setting. Set the tone by introducing the vision of green entrepreneurship and its potential for positive impact on the environment and society. Emphasise the importance of creating sustainable business models that align with ecological principles, social responsibility, and economic viability. Encourage participants to embrace creativity and innovative thinking to develop unique green business ideas that address real-world environmental challenges.

## ➤ Step 2: Building a Supportive Environment

As youth workers, it's essential to establish a safe and supportive environment for young entrepreneurs to present their ideas. Emphasise the value of constructive feedback and mutual respect during the sharing process. Encourage active listening and empathy among participants, creating a space where everyone feels comfortable expressing their visions without fear of judgement.

## ➤ Step 3: Presenting Business Ideas

Give each young entrepreneur an opportunity to present their green business idea to the group. Set a specific time limit for each presentation to ensure equal participation and engagement. During the presentations, encourage participants to share their motivations, goals, and how their business contributes to sustainability. As youth workers, take notes on key points for feedback and encourage others to do the same.



### ➤ Step 4: Facilitating Feedback Sessions

After each presentation, facilitate feedback sessions where peers and mentors provide constructive insights and evaluations. Encourage participants to share what they found inspiring and how they envision the idea's potential impact. Also, prompt them to identify potential challenges or areas for improvement. Youth workers should lead by example by offering thoughtful feedback and encouraging others to follow suit.

### ➤ Step 5: Brainstorming Potential Solutions

Following the feedback sessions, initiate a brainstorming exercise. Encourage young entrepreneurs to brainstorm potential solutions to the challenges or weaknesses identified during the feedback process. Foster a collaborative atmosphere where participants can bounce ideas off one another and explore innovative approaches to enhance their business models. As youth workers, provide guidance and support in this ideation phase.

### ➤ Step 6: Refining Business Ideas

Facilitate discussions to help participants refine their business ideas based on the feedback received and the brainstorming outcomes. Encourage critical thinking and problem-solving to overcome potential obstacles. As youth workers, ask guiding questions to prompt participants to think deeper and consider alternative strategies.

### ➤ Step 7: Iterating and Adapting

Remind young entrepreneurs that refining their business ideas is an iterative process. Encourage them to embrace adaptability and a growth mindset. As youth workers, support participants in recognising that each iteration brings them closer to a stronger and more resilient business model.

### ➤ Step 8: Closing and Reflection

Conclude the activity with a reflection session. Encourage participants to share how they felt about presenting their ideas, receiving feedback, and collaborating with peers. As youth workers, provide positive affirmations and commend each entrepreneur for their courage and creativity. Reinforce the importance of collaboration and continuous





improvement in the entrepreneurial journey.

By going through this first step of Activity 1, young entrepreneurs will feel empowered to share their green business ideas, receive valuable feedback, and begin the journey of refining their concepts. As youth workers, your guidance and support create an environment where innovation and sustainability flourish, laying a strong foundation for the entire Green Factor Replicability Guide for Youth Workers.



### AC 1: Presentation of the project and the green idea (Green Entrepreneurs)

“

*“In Permaculture, every act of reuse is a step towards a brighter and less depleted tomorrow.”*

”





## 2. Introduction of Permaculture principles

### ➤ Step 1: Setting the Context

Begin the activity by gathering all the young entrepreneurs and mentors in a welcoming and inspiring setting. Set the tone by introducing the vision of green entrepreneurship and its potential for positive impact on the environment and society. Emphasise the importance of creating sustainable business models that align with ecological principles, social responsibility, and economic viability. Encourage participants to embrace creativity and innovative thinking to develop unique green business ideas that address real-world environmental challenges.

### ➤ Step 2: Exploring Permaculture Principles

Divide participants into smaller groups and assign each group a specific permaculture principle to explore in-depth. Examples of principles could include “Observe and Interact,” “Use Renewable Resources,” “Integrate Rather Than Segregate,” and “Produce No Waste.” Provide written materials, visual aids, and real-life examples to help participants grasp the essence of each principle.

### ➤ Step 3: Group Presentations and Discussions

Have each group present their assigned permaculture principle to the entire gathering. Encourage creative and interactive presentations, such as using role plays, storytelling, or multimedia. After each presentation, facilitate a group discussion to delve deeper into the concept and its potential application in green business practices. Encourage participants to share their insights and how they see these principles shaping their own business ideas.



## ➤ Step 4: Identifying Permaculture Applications in Business

As a youth worker, lead a brainstorming session to identify how permaculture principles can be applied to various aspects of green businesses. Encourage participants to think beyond traditional boundaries and consider how these principles can guide business design, product development, waste management, energy use, and community engagement.

## ➤ Step 5: Permaculture Design Exercise

Divide participants into smaller teams and assign each team a hypothetical green business scenario. Instruct them to apply permaculture principles to design an eco-friendly and regenerative business model for their given scenario. Allow time for group work and creative collaboration.

## ➤ Step 6: Group Presentations and Peer Feedback

After completing the permaculture design exercise, have each team present their business models to the larger group. Encourage constructive feedback from peers and mentors, focusing on how well the permaculture principles are integrated into each design. As youth workers, provide guidance and encouragement during the feedback sessions.

## ➤ Step 7: Permaculture in Practice

Share local-real-world examples of successful green businesses that have effectively applied permaculture principles in their operations. Discuss how these businesses have achieved environmental sustainability, community resilience, and economic viability through permaculture-inspired practices. Encourage participants to draw inspiration from these examples and consider how they can adapt similar strategies to their own business ideas.



## ➤ Step 8: Reflection and Commitment

Conclude the activity with a reflection session. Ask participants to share their key takeaways from exploring permaculture principles and how they plan to incorporate these principles into their business models. Encourage them to commit to sustainable practices and consider the positive impact they can make as green entrepreneurs.

By guiding participants through these steps, you will help them understand the essence of permaculture principles and how these principles can be applied to their green business ideas. This activity lays a solid foundation for integrating sustainability-focused design into their entrepreneurial journey and contributes to the overall success of “The Green Factor Replicability Guide for Youth Workers.”



### AC 2: Introduction of permaculture principles

“

*“Young social entrepreneurs are the architects of positive change, building a sustainable legacy for generations to come.”*

”





### 3. Introduction of Dragon Dreaming Methodology.

#### ➤ Step 1: Introduction to Dragon Dreaming

Commence the activity by introducing Dragon Dreaming as a project design methodology that emphasises building strong relationships and fostering collaboration. Explain the core concepts of Dragon Dreaming, including the four stages: dreaming, planning, doing, and celebrating. Emphasise how this approach encourages participants to create a shared vision, enhance group commitment, and promote meaningful connections among project participants.

#### ➤ Step 2: Understanding the Dreaming Stage

Guide participants through the “dreaming” stage of Dragon Dreaming, where the focus is on generating creative ideas and exploring possibilities. Facilitate brainstorming sessions that encourage free thinking and ideation. Encourage participants to express their aspirations, values, and desires for their green businesses. As youth workers, facilitate discussions that inspire innovative thinking and open up possibilities.

#### ➤ Step 3: Creating a Shared Vision

As a youth worker, guide participants in forming a shared vision for their individual green businesses. Facilitate team-building activities that foster trust and communication among participants. Encourage them to identify common goals and values, laying the groundwork for a united vision that aligns with their passion for sustainability and environmental consciousness.



### ➤ Step 4: Planning for Success

Lead participants through the “planning” stage of Dragon Dreaming, where they develop concrete strategies to bring their shared vision to life. Facilitate collaborative sessions where young entrepreneurs work together to set achievable goals, define roles and responsibilities, and outline actionable steps to move forward with their business ideas.

### ➤ Step 5: Emphasising Effective Communication

As youth workers, highlight the significance of effective communication in the context of Dragon Dreaming. Encourage participants to foster open dialogue, active listening, and respectful feedback within their teams. Guide them in establishing clear channels of communication to ensure everyone’s voices are heard and valued.

### ➤ Step 6: Embracing Flexibility and Adaptability

Discuss the importance of flexibility and adaptability in the “doing” stage of Dragon Dreaming. Encourage participants to embrace change and view challenges as opportunities for growth and learning. As a youth worker, share examples of successful businesses that have embraced adaptability and innovation to overcome obstacles.

### ➤ Step 7: Celebrating Achievements

Incorporate elements of the “celebrating” stage of Dragon Dreaming by encouraging participants to celebrate milestones, achievements, and successes along their entrepreneurial journey. Create an atmosphere of appreciation and recognition, where participants can share their progress and inspire one another.

### ➤ Step 8: Integrating Dragon Dreaming Principles

Facilitate group discussions on how participants can integrate Dragon Dreaming principles into their business operations, decision-making processes, and team dynamics. Encourage them to explore how this approach can foster a positive work culture and strengthen their commitment to sustainability and collaboration.



## ➤ Step 9: Reflection and Commitment

Conclude the activity with a reflection session. Ask participants to share how they feel about applying Dragon Dreaming principles to their green businesses and how they envision these principles shaping their entrepreneurial path. Encourage them to commit to fostering strong relationships and embracing a shared vision as they move forward in their journey.

These steps will be outlined for participants under our guidance, you will enable them to understand the power of Dragon Dreaming in fostering collaboration and shared visions among project participants. This activity contributes to building a strong foundation for the young entrepreneurs' green business endeavours and aligns with the overall objectives of "The Green Factor Replicability Guide for Youth Workers."



### AC 3: Introduction of Dragon Dreaming

“

*“The future doesn't wait, and it's youth social entrepreneurship that will lay the foundation for a greener and more mindful world.”*

”





## 4. Applying Permaculture and Dragon Dreaming

### ➤ Step 1: Recap on Permaculture and Dragon Dreaming

Start the activity by revisiting the core concepts of permaculture and Dragon Dreaming. Recap the key principles from Activity 2 and Activity 3, reminding participants of the significance of sustainability-focused design and collaborative project methodologies in green entrepreneurship.

### ➤ Step 2: Group Formation and Business Alignment

Divide participants into diverse groups, ensuring each group consists of individuals with complementary skills and interests. Instruct them to align with others whose green business ideas resonate with similar themes or share common environmental goals. Emphasise the importance of synergy in fostering creative problem-solving and cross-pollination of ideas.

### ➤ Step 3: Applying Permaculture Principles

Within their groups, encourage participants to apply permaculture principles to their business models. Guide them to analyse how each principle can be integrated into different aspects of their businesses, such as product design, resource management, or community engagement. As youth workers, provide support and resources to help participants explore the potential of permaculture-inspired solutions.





### ➤ Step 4: Integrating Dragon Dreaming Methodology

Facilitate group discussions on how Dragon Dreaming methodology can enhance teamwork and project planning within their green business initiatives. Encourage participants to identify ways they can implement shared visions, effective communication, and flexible decision-making. As youth workers, prompt them to consider how Dragon Dreaming principles can foster collaboration and boost their business's social impact.

### ➤ Step 5: Crafting Effective Messaging and Marketing Strategies

Guide each group in crafting compelling messaging and marketing strategies that reflect the sustainability aspects of their businesses. Emphasise the importance of conveying their green values to potential customers, partners, and stakeholders. As youth workers, provide insights on how to resonate with target audiences and build a brand that embodies environmental consciousness.

### ➤ Step 6: Group Presentations

Have each group present their integrated permaculture and Dragon Dreaming strategies to the rest of the participants. Encourage interactive and engaging presentations that showcase their innovative approaches. Allow time for questions and feedback from the audience, fostering a supportive learning environment.

### ➤ Step 7: Peer Feedback and Collaborative Insights

After each presentation, facilitate a feedback session where participants offer constructive insights and ideas. Encourage cross-group collaboration, with participants providing suggestions and inspirations for improving each other's strategies. As youth workers, prompt participants to find common ground and potential partnership opportunities among their green businesses.

### ➤ Step 8: Action Plans and Implementation

Guide each group in creating action plans for implementing their integrated permaculture and Dragon Dreaming strategies. Assist them in setting achievable milestones and defining specific tasks to progress their green businesses. Encourage participants to support each other throughout the implementation process, fostering a sense of collective success.



## ➤ Step 9: Commitment to Sustainability and Collaboration

Conclude the activity by inviting each participant to reaffirm their commitment to sustainability and collaboration as the backbone of their green business journey. As youth workers, emphasise the importance of long-term dedication to sustainable practices and building a community of like-minded entrepreneurs who inspire and uplift each other.

By following these steps, young entrepreneurs will gain a deeper understanding of how to integrate permaculture principles and Dragon Dreaming methodologies into their green business strategies. This activity encourages teamwork, cross-pollination of ideas, and fosters a culture of collaboration, aligning with the goals of “The Green Factor Replicability Guide for Youth Workers.”



### AC 4: Applying Permaculture and Dragon Dreaming to Business Ideas

“

*“In every sustainable action lies a seed of hope that grows into a forest of transformation.”*

”





## 5. Receiving Expert Feedback

### ➤ Step 1: Expert Panel Introduction

Commence the activity by introducing the expert panel to the participants. These experts could be experienced entrepreneurs, sustainability practitioners, environmentalists, or professionals from relevant industries. Emphasise the value of receiving feedback from experienced individuals who can provide valuable insights and perspectives.

### ➤ Step 2: Presenting Business Ideas and Group Work

Invite each young entrepreneur to present their green business idea and their group's integrated permaculture and Dragon Dreaming strategies. Set a specific time limit for each presentation to ensure efficient use of time. Encourage participants to be clear and concise while conveying the essence of their concepts and strategies.

### ➤ Step 3: Feedback Sessions

After each presentation, facilitate feedback sessions where the expert panel offers constructive insights, critiques, and commendations. Encourage the panel to focus on areas such as the feasibility of the business model, potential challenges, market fit, environmental impact, and opportunities for collaboration. As youth workers, facilitate these sessions with empathy, ensuring a positive and supportive atmosphere for feedback.



#### ➤ Step 4: Open Q&A and Clarifications

Allow participants to seek clarifications and ask questions to the expert panel. This interactive session will further enrich the understanding of the young entrepreneurs and provide them with valuable guidance. As youth workers, encourage participants to be open-minded and receptive to new ideas and perspectives.

#### ➤ Step 5: Reflective Discussions

After all the feedback sessions, facilitate reflective discussions among the participants. Encourage them to share their key takeaways from the expert feedback and how they plan to implement the suggestions received. As youth workers, guide participants in transforming feedback into actionable steps for improvement and growth.

#### ➤ Step 6: Group Feedback and Peer Learning

Encourage participants to share their feedback and insights with each other. Facilitate group discussions where young entrepreneurs can exchange experiences and learn from one another's feedback. As youth workers, foster a culture of constructive feedback and peer learning, emphasising the power of collective growth

#### ➤ Step 7: Identifying Areas for Refinement

Guide participants in identifying specific areas for refinement and enhancement in their business ideas and strategies. Encourage them to prioritise the most impactful changes and develop plans for implementation. As youth workers, offer support in setting achievable goals for the next stages of their entrepreneurial journey.

#### ➤ Step 8: Actionable Feedback and Continuous Improvement

Reiterate the importance of actionable feedback and continuous improvement. Encourage participants to view feedback as an ongoing process, not just limited to this activity. As youth workers, instil a growth mindset, emphasising that feedback is a stepping stone towards a stronger and more resilient green business model.



## ➤ Step 9: Commitment to Progress

Conclude the activity by inviting participants to express their commitment to progress and apply the feedback received. Encourage them to see this experience as a positive contribution to their entrepreneurial growth and a testament to their dedication to sustainability and environmental impact.

Through the guidance provided, participants will navigate these steps, young entrepreneurs will gain valuable insights and guidance from expert feedback, further refining their business ideas and strategies. This activity fosters a culture of continuous learning and improvement, aligning with the objectives of “The Green Factor Replicability Guide for Youth Workers.”



### AC 5: Receiving Expert Feedback

“Green consciousness is the lighthouse that lights our path to a world where nature and prosperity coexist in harmony.”





## 6. Developing Networking and Partnership Strategies

### ➤ Step 1: The Importance of Collaboration

Start the activity by emphasising the importance of collaboration and partnership in the realm of sustainability-focused businesses. Discuss how forming strategic partnerships can amplify the impact of individual green businesses and foster a stronger collective effort in addressing environmental challenges.

### ➤ Step 2: Identifying Potential Partners

As a youth worker, facilitate a brainstorming session where young entrepreneurs identify potential partners and collaborators. Encourage participants to think beyond traditional boundaries and explore connections with businesses, organisations, and individuals who share similar values and goals.

### ➤ Step 3: Analysing Partnership Opportunities

Guide participants in analysing the benefits and potential challenges of each partnership opportunity. As a youth worker, prompt them to consider how each partnership aligns with their business vision, the complementary skills and resources each party brings, and the shared impact they can create together.

### ➤ Step 4: Crafting Collaboration Proposals

Instruct participants to develop collaboration proposals tailored to each potential partner. As youth workers, offer guidance in creating compelling proposals that clearly articulate the mutual benefits and outline the specific ways in which the partnership can contribute to sustainability and community development.



### ➤ Step 5: Networking Skills Workshop

Organise a networking skills workshop where participants can practise effective communication, relationship building, and elevator pitches. Provide tips on how to establish meaningful connections and maintain professional relationships within the sustainability and green entrepreneurship ecosystem.

### ➤ Step 6: Speed Networking Session

Conduct a speed networking session, where participants interact with different potential partners in short, timed intervals. Encourage them to exchange information, ideas, and contact details, laying the foundation for potential collaborations.

### ➤ Step 7: Collaborative Brainstorming

Facilitate collaborative brainstorming sessions where participants work in groups to develop innovative projects or initiatives that can be achieved through partnerships. As a youth worker, encourage participants to think beyond their individual businesses and explore how collective efforts can lead to greater positive impact.

### ➤ Step 8: Evaluating Collaboration Potential

Guide participants in evaluating the potential of different collaborative projects or initiatives. As a youth worker, encourage them to prioritise projects that align closely with their business goals and have the most potential for meaningful and lasting impact.

### ➤ Step 9: Formalising Partnerships

Discuss the process of formalising partnerships, including legal considerations, agreements, and shared responsibilities. As a youth worker, offer support in navigating the partnership development process and connecting participants with relevant resources or legal advisors.



## ➤ Step 10: Commitment to Sustainable Collaboration

Conclude the activity by inviting participants to reaffirm their commitment to sustainable collaboration and partnership. Emphasise the long-term nature of partnerships and the value of nurturing strong and mutually beneficial relationships in the green entrepreneurship community.

By instructing participants on these steps, young entrepreneurs will gain the skills and knowledge needed to develop effective networking and partnership strategies for their green businesses. This activity fosters a culture of collaboration and collective impact, aligning with the objectives of “The Green Factor Replicability Guide for Youth Workers.”



### AC 6: Group work 2 connected with PR2 Green Factor Video tutorial

“*In the wheel of the circular economy, every turn is an opportunity to reduce, reuse, and renew our commitment to the planet.*”







## 7. Refining Business Ideas and Strategies

### ➤ Step 1: Recap and Reflection

Begin the activity by recapping the progress made so far in the green business development journey. Encourage participants to reflect on the feedback received, the insights gained from expert panels, and the collaborative brainstorming sessions. Highlight the growth and learning that has taken place throughout the previous activities.

### ➤ Step 2: Identifying Areas for Further Refinement

Guide participants in conducting a comprehensive evaluation of their green business ideas and strategies. Encourage them to identify areas that require further refinement or improvement based on the feedback received and the changing business landscape. As youth workers, prompt participants to be self-aware and open to self-critique.

### ➤ Step 3: Facilitating Peer Feedback Sessions

Organise peer feedback sessions where participants provide constructive insights and suggestions to one another. Encourage them to share their observations, offer fresh perspectives, and identify potential blind spots. As youth workers, foster a supportive environment where participants feel comfortable receiving and providing feedback.

### ➤ Step 4: Expert Consultation

Arrange one-on-one consultations with relevant experts in the field, such as experienced entrepreneurs, sustainability professionals, or mentors. Allow participants to seek personalised advice and guidance on refining their business ideas and strategies. As youth workers, connect participants with suitable experts and facilitate these consultations.



### ➤ Step 5: Business Model Canvas Review

Guide participants in revisiting and refining their business model canvas. Encourage them to incorporate the insights gained from feedback sessions and consultations. As a youth worker, provide guidance on optimising key components of the canvas, such as customer segments, value proposition, revenue streams, and cost structure.

### ➤ Step 6: Environmental Impact Assessment

Introduce the concept of conducting an environmental impact assessment for their business models. Provide resources and tools to help participants evaluate the potential environmental effects of their operations. As youth workers, emphasise the significance of incorporating sustainable practices and minimising negative environmental footprints.

### ➤ Step 7: Social Impact Evaluation

Encourage participants to assess the potential social impact of their green businesses. Guide them in identifying how their ventures can contribute positively to the local community and society at large. As a youth worker, facilitate discussions on how social impact can be measured and enhanced.

### ➤ Step 8: Financial Viability Analysis

Guide participants in conducting a financial viability analysis of their green business models. Help them evaluate revenue projections, cost structures, and potential funding or investment needs. As youth workers, offer insights on financial planning and managing cash flow in sustainable enterprises.

### ➤ Step 9: Strategic Pivot Considerations

Discuss the possibility of strategic pivots based on new insights and changing circumstances. Encourage participants to be adaptable and willing to adjust their business strategies if necessary. As a youth worker, foster a growth mindset and instil confidence in embracing change as a part of the entrepreneurial journey.



## ➤ Step 10: Finalising Business Plans

Guide participants in finalising their comprehensive business plans, incorporating all the refinements made during the activity. As youth workers, review and provide feedback on the business plans, ensuring they are well-structured, coherent, and aligned with sustainable and collaborative principles.

By following these steps, young entrepreneurs will refine and strengthen their green business ideas and strategies, ensuring their alignment with sustainability goals and maximising positive impact. This activity fosters a culture of continuous improvement and strategic thinking, aligning with the objectives of "The Green Factor Replicability Guide for Youth Workers."



### AC 7: Refining Business Ideas and Strategies

“

*“Young social entrepreneurs don't just dream of a better future; they tirelessly work to turn those dreams into reality.”*

”





## 8. Creating a Pilot Project

### ➤ Step 1: Understanding the Purpose of a Pilot Project

Introduce the concept of a pilot project and its significance in the context of green entrepreneurship. Explain that a pilot project serves as a small-scale trial or test run of a business idea before full implementation. Emphasise how pilot projects help entrepreneurs gather valuable feedback, identify potential challenges, and validate the feasibility of their business models.

### ➤ Step 2: Defining Pilot Project Objectives

Guide participants in defining clear objectives for their pilot projects. Encourage them to outline specific goals they aim to achieve during the pilot phase, such as testing product-market fit, evaluating customer feedback, or measuring the environmental and social impact. As youth workers, offer support in setting achievable and measurable objectives.

### ➤ Step 3: Planning the Pilot Project

Instruct participants to create a detailed plan for their pilot projects. This plan should include timelines, milestones, allocated resources, and a clear outline of activities to be executed. As a youth worker, provide guidance on project management and help participants create a realistic and well-structured plan.

### ➤ Step 4: Implementation and Data Collection

Encourage participants to execute their pilot projects as per their plans. During the implementation phase, emphasise the importance of collecting relevant data and feedback from customers, partners, and stakeholders. As a youth worker, provide resources and tools for effective data collection and analysis.



### ➤ Step 5: Monitoring and Evaluation

Guide participants in monitoring the progress of their pilot projects and evaluating the outcomes against the defined objectives. Encourage them to be receptive to feedback and open to making necessary adjustments during the pilot phase. As a youth worker, facilitate discussions on the importance of learning from both successes and challenges.

### ➤ Step 6: Analysing Results and Insights

Help participants analyse the results and insights gathered during the pilot phase. Encourage them to draw meaningful conclusions and identify key takeaways that can inform their decision-making for the full-scale implementation of their green businesses. As a youth worker, prompt participants to reflect on the implications of the data collected.

### ➤ Step 7: Refining Business Models

Based on the findings from the pilot projects, guide participants in refining and optimising their business models. Encourage them to make necessary adjustments to enhance the sustainability, efficiency, and impact of their ventures. As a youth worker, provide support in incorporating lessons learned into their business plans.

### ➤ Step 8: Communicating Pilot Project Outcomes

Organise a session where participants present the outcomes and insights from their pilot projects to the rest of the group. This allows for knowledge sharing and cross-learning among the young entrepreneurs. As a youth worker, facilitate discussions on collective growth and the potential for scaling up sustainable business practices.

### ➤ Step 9: Celebrating Milestones and Achievements

Celebrate the successful completion of the pilot projects and the achievements made by the young entrepreneurs. Recognise their dedication, resilience, and commitment to sustainable entrepreneurship. As a youth worker, create a positive and encouraging atmosphere for celebrating milestones and progress.



## ➤ Step 10: Scaling Up and Moving Forward

Conclude the activity by encouraging participants to consider the next steps in scaling up their green businesses. Discuss potential funding opportunities, partnerships, and expansion strategies. As a youth worker, inspire participants to continue their journey towards building impactful and sustainable enterprises.

Young entrepreneurs will gain valuable experience and insights through the implementation of pilot projects. This activity allows them to test and refine their business models in a controlled setting, leading to more successful and sustainable full-scale ventures. The activity aligns with the objectives of “The Green Factor Replicability Guide for Youth Workers” in nurturing environmentally conscious and socially impactful entrepreneurs.



### AC 8: Green Pilot Project creation

“

*“Every young mind committed to green entrepreneurship is a spark that ignites the flame of transformation towards sustainability.”*

”





## 9. Organising a Green Factor Day Event

### ➤ Step 1: Introduction to Green Factor Day

Begin the activity by introducing the concept of “Green Factor Day” as a special event to showcase and celebrate the green businesses developed by the young entrepreneurs. Emphasise that this event aims to promote sustainable living practices and raise awareness about environmentally conscious businesses within the local community.

### ➤ Step 2: Defining Event Objectives and Themes

Guide participants in defining clear objectives for the Green Factor Day event. These objectives may include creating a platform for green entrepreneurs to showcase their products and services, educating the public about sustainability, and fostering community engagement. As youth workers, encourage participants to choose a unifying theme for the event that aligns with their shared values and goals.

### ➤ Step 3: Planning the Event Logistics

Instruct participants to plan the logistics of the Green Factor Day event, including date, venue, schedule, and activities. Encourage them to consider eco-friendly event management practices, such as using sustainable materials, minimising waste, and promoting public transportation or carpooling for attendees. As a youth worker, provide resources on event planning and sustainability best practices.

### ➤ Step 4: Developing Promotional Strategies

Guide participants in developing effective promotional strategies to attract attendees to the event. This may include creating engaging marketing materials, utilising social media and online platforms, and collaborating with local media and organisations to spread the word. As a youth worker, offer insights on crafting compelling event messaging and reaching the target audience effectively.



## ➤ Step 5: Curating Exhibitions and Workshops

Encourage participants to curate exhibitions and workshops that align with the event theme and showcase the diverse range of green businesses and products. This may include interactive displays, product demonstrations, and educational workshops on sustainability topics. As a youth worker, support participants in creating engaging and informative event content.

## ➤ Step 6: Coordinating with Partners and Stakeholders

Guide participants in coordinating with potential partners and stakeholders, such as local businesses, environmental organisations, and community leaders. Encourage collaboration and support from various groups to enrich the event experience and expand its impact. As a youth worker, facilitate networking and connections between participants and potential partners.

## ➤ Step 7: Volunteer Management

Discuss the importance of volunteer management for a successful event. Encourage participants to recruit and organise volunteers who are passionate about sustainability and community engagement. As a youth worker, provide guidance on volunteer coordination and appreciation.

## ➤ Step 8: Event Day Execution

Prepare participants for the event day by emphasising the importance of smooth execution and adaptability. Remind them to remain attentive to the needs of attendees and to address any challenges that may arise. As a youth worker, provide on-site support and assistance during the event.

## ➤ Step 9: Post-Event Evaluation

After the Green Factor Day event, facilitate a post-event evaluation session. Encourage participants to assess the event's success in achieving its objectives, gathering attendee feedback, and identifying areas for improvement. As a youth worker, guide participants in using the feedback to enhance future events.





## ➤ Step 10: Celebrating Impact and Community Engagement

Conclude the activity by celebrating the impact of the Green Factor Day event and the community engagement achieved. Recognise the efforts of the young entrepreneurs in organising an event that promotes sustainability and inspires positive change. As a youth worker, encourage participants to continue their journey as ambassadors of environmentally conscious entrepreneurship.

By leading participants through these steps, young entrepreneurs will gain hands-on experience in event planning and community engagement while promoting sustainable businesses and practices. This activity contributes to building a sense of responsibility and leadership among participants and aligns with the objectives of “The Green Factor Replicability Guide for Youth Workers” in fostering sustainable business initiatives.



### AC 9: Organising a Green Factor Day Event

“

*“Today we sow the seeds of change, so that tomorrow we may reap a world where innovation and awareness intertwine.”*

”





## 10. Celebrating Achievements and Sharing Experiences

### ➤ Step 1: Reflection and Celebration

Begin the activity by inviting participants to reflect on their green entrepreneurship journey. Encourage them to celebrate their achievements, milestones, and personal growth throughout the program. As a youth worker, create a positive and uplifting atmosphere to acknowledge their dedication and commitment.

### ➤ Step 2: Sharing Success Stories

Provide a platform for participants to share their success stories and experiences with one another. Each young entrepreneur can take turns sharing their entrepreneurial journey, challenges they overcame, and the impact they have made on the environment and the community. As a youth worker, facilitate these sharing sessions, ensuring that everyone has an opportunity to be heard.

### ➤ Step 3: Guest Speaker Session

Invite a guest speaker, such as a successful green entrepreneur or a sustainability expert, to share their insights and experiences. The guest speaker can inspire and motivate participants by sharing their own journey and providing valuable advice for aspiring green entrepreneurs. As a youth worker, organise and moderate the guest speaker session.

### ➤ Step 4: Lessons Learned and Takeaways

Encourage participants to discuss the key lessons they have learned throughout the program. Prompt them to identify the most valuable takeaways and how they plan to apply these lessons to their future endeavours. As a youth worker, facilitate discussions that encourage self-reflection and goal-setting.



### ➤ Step 5: Impact Measurement and Reporting

Guide participants in measuring and reporting the impact of their green businesses. Encourage them to use both quantitative and qualitative methods to assess their environmental and social contributions. As a youth worker, offer resources and guidance on impact measurement tools and frameworks.

### ➤ Step 6: Networking and Collaborative Opportunities

Create opportunities for participants to network and connect with one another. Facilitate collaborative discussions on potential partnerships and joint initiatives. As a youth worker, foster a supportive community where participants can continue to collaborate beyond the program.

### ➤ Step 7: Acknowledging Supporters and Mentors

Take the time to acknowledge the contributions of mentors, experts, and supporters who have guided and supported the young entrepreneurs throughout their journey. Express gratitude and appreciation for their valuable assistance. As a youth worker, recognise the importance of a supportive network in the entrepreneurial process.

### ➤ Step 8: Showcasing Green Factor Day Event Outcomes

Highlight the outcomes and impact of the Green Factor Day event, showcasing how the event promoted sustainable living practices and raised awareness about green businesses. As a youth worker, create opportunities for participants to share success stories and feedback from the event.

### ➤ Step 9: Commitment to Continued Growth

Encourage participants to commit to continued growth and learning in their pursuit of sustainable entrepreneurship. Discuss ways they can stay engaged in the green entrepreneurship community and support one another in their future endeavours. As a youth worker, inspire participants to be lifelong learners and changemakers.



## ➤ Step 10: Graduation and Farewell

Conclude the activity with a graduation ceremony to honour the young entrepreneurs' achievements. Celebrate their completion of "The Green Factor Replicability Guide for Youth Workers" program and bid them farewell as they embark on their journey as environmentally conscious and socially responsible entrepreneurs.

Participants will be directed through these steps, young entrepreneurs will celebrate their achievements and create lasting connections within the green entrepreneurship community. This activity fosters a sense of accomplishment and camaraderie, aligning with the objectives of "The Green Factor Replicability Guide for Youth Workers" in nurturing a network of inspiring and impactful sustainable businesses.



### AC 10: Celebrating Achievements and Sharing Experiences





## Conclusion

As we draw the curtains on the pages of “The Green Factor Replicability Guide for Youth Workers,” we find ourselves at the precipice of a momentous ending and a promising new beginning. The voyage we’ve embarked upon together has been nothing short of inspirational—a journey that has not only illuminated our paths but has also lit the way for countless youth workers and aspiring young entrepreneurs who dare to dream of a greener, more sustainable future.

In traversing the landscape of this transformative endeavour, we have been bestowed with the privilege of not only disseminating knowledge but also fostering a profound sense of empowerment. As we have unfolded the chapters of this guide, we’ve woven a tapestry of wisdom, insights, and actionable steps, intricately designed to equip our youth workers with the tools they need to spark change. With each page turned, we’ve forged a connection, a bridge between aspiration and action, urging our readers to become architects of transformation.

This journey has been one of convergence—of minds, ideals, and aspirations—converging upon a singular purpose: to empower. We’ve nurtured the flames of ambition within the hearts of young minds, stoking the fires of innovation and instilling a resolute belief that their actions, regardless of scale, possess the potential to reverberate across the world. Guided by the principles of sustainability, we’ve empowered these individuals to embrace their roles as agents of change, champions of a future in which environmental harmony and societal well-being walk hand in hand.

As we stand at the crossroads of conclusion, let us not perceive an end but rather a commencement—a commencement of the ripple effects of our collective efforts. The reverberations of the knowledge imparted within these pages are destined to cascade outward, sparking a chain reaction of positive impact that transcends geographical borders and temporal boundaries. The youth workers who have engaged with this guide are not merely recipients of information; they are torchbearers, entrusted with the responsibility of igniting the torches of awareness and sustainable action in others.

In closing, the journey we’ve traversed is not finite; it’s a chapter in an ongoing saga of progress and change. The pages of this guide may end, but the story they tell is far from over. Our impact will continue to reverberate, carried forth by the youthful vigour, the unwavering dedication, and the indomitable spirit of those who have embraced the mission to integrate green consciousness and social responsibility into their pursuits.



As we part ways with these written words, let us carry forth the inspiration and empowerment that have been our guiding stars. Together, we embark on a future where the footsteps we leave are not just imprints on the sand, but marks of transformation etched onto the annals of time. The legacy of this guide is not in its pages but in the actions it inspires—actions that will cultivate a sustainable world for generations to come

## Acknowledgments

We extend our heartfelt gratitude to our esteemed project partners, whose unwavering commitment and collaboration have made “The Green Factor Replicability Guide for Youth Workers” a reality. Each partner organisation has played a crucial role in bringing this transformative guide to fruition, and their dedication to empowering youth and promoting sustainability is truly commendable.

**E-Juniors (EJU)** (Paris – France), **Institute of Entrepreneurship Development (iED)** (Greece), **JO CONSULTING SRL** (Italy), **Kveloce I+D+i** (Senior Europa S.L.) (Spain), **Asociación Cultural y Medioambiental Permacultura Cantabria** (Spain) and **Spolek PELICAN** (The Czech Republic), – your vision, expertise, and support have been instrumental in shaping the content and activities of this guide. Through our collaborative efforts, we have created a resource that empowers young entrepreneurs to embrace the principles of environmental stewardship and social responsibility.

We extend our gratitude to the organisation staff, participants of the mobilities, and all those involved in this journey. Your contributions have enriched this guide and expanded its impact, igniting the spirit of “The Green Factor” in communities far and wide.

To the youth workers who have dedicated their time and energy to facilitate these transformative training sessions, we thank you for your tireless efforts in nurturing the entrepreneurial spirit within young people. Your guidance and mentorship have been instrumental in shaping the success of this program.

To the young entrepreneurs who fearlessly ventured into the realm of green enterprise, we express our deep appreciation. Your passion, creativity, and resilience have been a true inspiration. By designing innovative and sustainable businesses, you have demonstrated the power of the youth to drive positive change, leaving a lasting legacy for future generations.



We also extend our gratitude to the European Union and the Erasmus+ program, whose support and funding have made this project possible. Your commitment to empowering young people and fostering a sustainable future has been invaluable.

In conclusion, “The Green Factor Replicability Guide for Youth Workers” is a testament to the power of collaboration and collective action. As we look back on this transformative journey, we are filled with hope and inspiration for the future. Together, as a global community, we will continue to champion the cause of environmental sustainability and social responsibility.

Let us move forward, hand in hand, as we nurture a new generation of environmentally conscious leaders. Together, we will shape a future that cherishes and preserves our planet for generations to come.

Thank you to all our partners, youth workers, and young entrepreneurs for being a part of this extraordinary journey. The world awaits the innovative solutions and transformative vision that you will bring forth. Together, let us create a greener, more sustainable world, where the spirit of “The Green Factor” thrives, and where every action we take contributes to a brighter tomorrow.



## A Message of Inspiration

As we bid farewell to this guide, we leave you with a message of inspiration and hope. The journey towards environmental sustainability is not a solitary one, but a collective endeavour that requires the collaboration of youth, communities, and policymakers alike. Each step you take towards greener practices, however small, has a ripple effect that resonates beyond borders and generations.

Remember that the challenges we face are also opportunities for growth and innovation. Embrace curiosity and think beyond conventional boundaries, for it is in exploring new horizons that we find the most profound solutions. As green entrepreneurs, you have the power to reimagine industries, create sustainable products and services, and revolutionise the way we interact with our environment.





## Moving Forward as Green Entrepreneurs

As you venture forth on your entrepreneurial journey, let the values of environmental stewardship and social responsibility be your guiding lights. Embrace the principles of sustainability in every aspect of your businesses, from product design to supply chain management and community engagement. Seek out like-minded partners and collaborators, for together, we can create a web of green enterprises that amplify our collective impact.

Remember that progress may be gradual, but every milestone is a testament to your dedication and perseverance. Celebrate your achievements, no matter how small, and let them fuel your passion to go further.

“The Green Factor Replicability Guide for Youth Workers” may mark the end of this particular chapter, but it is just the beginning of a larger movement. As you embark on this journey as green entrepreneurs, carry the knowledge, skills, and experiences you have gained in your hearts. Let them serve as a compass, guiding you towards a future where sustainable practices and social impact are ingrained in every facet of business and society.

We believe in your potential to create a lasting legacy of positive change. You are the architects of a greener, more sustainable world, and your efforts today will shape a better future for generations to come.

So go forth, young entrepreneurs, and let your businesses bloom with the essence of “The Green Factor.” May you inspire others, collaborate with purpose, and lead with integrity, paving the way towards a thriving and harmonious coexistence between humanity and nature.





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*Dear Reader,*

*Thank you for being part of this extraordinary journey! The world awaits your innovative solutions and transformative vision. Let us move forward, hand in hand, as green entrepreneurs, shaping a future that cherishes, sustains, and celebrates our planet.*

*With gratitude, Manuel Zaballa (Author)*

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## Prize-Giving Ceremony

As a culmination of the Celebration, Closing, and Diffusion activity, we hosted a prize-giving ceremony to honour the remarkable achievements of the participants. The prizes served as tokens of appreciation and recognition for their hard work and dedication throughout the workshop. We believed that celebrating their accomplishments would inspire them to continue their journey towards creating a more sustainable future.

## Types of Prizes

Participants had a chance to win an array of prizes, ranging from certificates, learning experiences, courses, to other forms of recognition tailored to their preferences. We also highly encouraged forging partnerships with local businesses or organisations that shared the ethos of our workshop. These collaborations could yield enhancing the workshop's core values.

For instance, **Asociación Cultural y Medioambiental Permacultura Cantabria** (Spain) offered a sustainable permaculture in school mobility training in Turkey. This prize was complemented by partners like **Kveloce I+D+i Senior Europa S.L.** (Spain), who awarded a horseback ride through nature. Moreover, the winning idea of **JO CONSULTING SRL** (Italy) received invaluable support in the form of business consulting from Angelo Gelardi, empowering them to realise their vision.

Additionally, **Spolek PELICAN** (The Czech Republic), offered an English course to further



augment the skill set of the victorious participant. **E-Juniors** (Paris – France) provided mobility training for the pair on creativity in Malaga. In line with **Institute of Entrepreneurship Development** (Greece) expertise, the prize was a consulting, guidance, and tools session for realising their business ideas.

## Highlighting Accomplishments

During the prize-giving ceremony, we took the time to individually acknowledge the specific accomplishments and successes of each participant. This personalised recognition celebrated their unique contributions and efforts. Furthermore, we provided a platform for participants to share their thoughts and feelings about their workshop experience, fostering a sense of appreciation and gratitude among the group.

## Strengthening the Sense of Community

The prize-giving ceremony served to strengthen the sense of community and connection that had been cultivated during the project. By acknowledging the participants' collective efforts, we reinforced the shared commitment to sustainable practices and environmental stewardship.

## Categories of Awards

To recognize the participants' diverse talents and contributions, we established several award categories:

- 1. Best Green Business Idea:** Participants pitched their green business ideas to a panel of judges. The winning idea was selected based on its feasibility, sustainability, and potential impact.
- 2. Most Creative Solution:** Participants showcased their creative solutions to environmental challenges. The judges selected the most innovative and effective solution.
- 3. Most Sustainable Product:** Participants exhibited their sustainable products, and the judges assessed the product with the most sustainable design, materials, and production process.
- 4. Best Marketing Plan:** Participants presented their marketing plans for their green business idea or pilot project. The judges evaluated the plan based on its effective



messaging, branding, and outreach strategies.

- 5. Most Impactful Pilot Project:** Participants presented their pilot projects, and the judges determined the project with the most significant potential for creating positive environmental, social, and economic impact.

Through the prize-giving ceremony, we aimed to celebrate the incredible efforts of our participants and inspire them to continue their journey as champions of environmental sustainability and social change. Let us come together to honour their achievements and embrace the spirit of collaboration and innovation in shaping a greener and more sustainable world.

## Amplified Information

### Eligibility

All young people under 30 years old who have a sustainable entrepreneurial idea or project in any phase are invited to participate in the event/competition. Whether you are at the initial ideation stage or have already started implementing your green business concept, we welcome you to join this exciting opportunity.

### Registration Process

To be part of this transformative event, follow these simple steps:

1. **Complete the Online Registration Form:** Visit our event website at <https://greenfactor-project.eu> and fill out the registration form. Make sure to provide all the necessary details about yourself and your sustainable entrepreneurial idea or project.
2. **Age Requirement:** Please note that participants must be under 30 years old at the time of the event.
3. **Present ID Identification:** On the day of the event, don't forget to bring a valid form of identification (e.g., national ID card, passport) as proof of your age and eligibility.
4. **On-Site Registration Form:** Upon arrival at the event venue, you will be provided with a registration form. Kindly complete this form to confirm your participation and receive all the event-related materials.



*By following these registration steps, you secure your spot in the event/competition and join a community of like-minded individuals committed to making a positive impact on the environment and society.*

### **What to Expect**

*During the event, you will have the unique opportunity to present your sustainable entrepreneurial idea or project to a panel of judges and fellow participants. This platform allows you to showcase your innovation, creativity, and dedication to sustainability.*

*Engage in dynamic discussions, exchange valuable insights, and receive constructive feedback from industry experts and mentors. The event offers a nurturing environment where you can refine and strengthen your green business concept, taking it to new heights.*

### **Embrace the Green Factor**

*"The Green Factor Replicability Guide for Youth Workers" has inspired the creation of this event/competition, aimed at empowering young entrepreneurs to take action for a greener and more sustainable future. Join us on this remarkable journey, where your sustainable entrepreneurial vision can spark positive change and contribute to building a better world for generations to come.*

*Register today and be part of the movement that harnesses the power of youth and sustainability to shape a brighter tomorrow. We eagerly await your participation and innovative ideas! Together, let's unleash "The Green Factor" and make a lasting impact on our planet and its people.*

### **Jury composition**

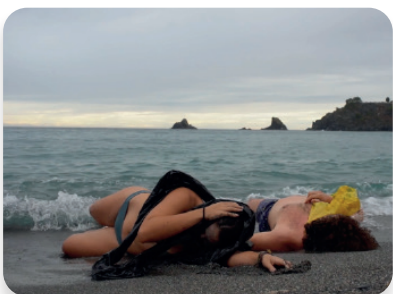
*The jury will be composed of experts in sustainable entrepreneurship and business models, representatives of the organising, collaborating, and sponsoring entities of the event.*



## GOOD PRACTICES FROM PERMACULTURA CANTABRIA - SPAIN

### GOOD PRACTICE 1

#### Project Photo



#### Project Name

Clean and create

#### Participants

People interested in helping environment and in creating activities

\*citizens of...

\*18-30 years old..

#### Country

Spain

### Description

The Clean and Create Workshop offers a distinctive approach to addressing environmental concerns by merging practical cleanup initiatives with artistic expression. It consists of two integral components, each aimed at fostering environmental consciousness through engagement and creativity.

### Additional Information

The workshop spans two activities. Initially, participants dedicate an hour to collecting litter from the nearby beach, emphasising the tangible impact of waste on natural ecosystems. Following this, the focus shifts to a more imaginative endeavour, wherein participants repurpose selected trash items into props or even wearable art pieces. These creations serve as the centrepiece for a subsequent photo shoot or music video, amplifying the message of environmental stewardship and activism.

### Objectives

1. Encourage active participation in environmental preservation efforts.
2. Foster creative thinking by transforming waste into art.
3. Promote awareness of environmental issues through visual media.
4. Inspire community engagement and collaboration towards a sustainable future.



## Benefits

- Heightened environmental consciousness among participants.
- Artistic expression as a means of advocacy for ecological causes.
- Creation of engaging multimedia content for wider dissemination.
- Strengthened sense of community through shared environmental action.

## Concluding Statement

The Clean and Create Workshop offers a dynamic platform where environmental awareness meets artistic ingenuity. By merging hands-on cleanup activities with creative expression, we not only address the immediate issue of waste pollution but also spark a broader conversation about sustainability and collective responsibility. Join us in transforming trash into art and spreading the message of environmental stewardship far and wide.



## GOOD PRACTICES FROM PERMACULTURA CANTABRIA - SPAIN

### GOOD PRACTICE 2

Project Photo	Project Name	Participants	Country
	<p>How to cook zero-waste? – a culinary workshop</p>	<p>individuals interested in cooking, sustainability, and community-driven initiatives home cooks, food enthusiasts anyone keen on minimising food waste</p> <p>18-30 years old</p> <p>European citizens</p>	<p>Spain</p>

### Description

It is a collaborative event that combines cooking skills, the idea of sustainability, and community engagement. The workshop will be concentrated on educating participants on reducing food waste, and showcasing creative cooking techniques that utilise every part of ingredients.

### Additional Information

The workshop will be divided into two parts – the theoretical and the practical one. The participants will be involved in a lecture on the zero waste philosophy and a mindful consumption in the kitchen. Then, they will be part of the culinary workshop, where they will have a possibility to put their knowledge into practice. The highlights include sharing tips on meal planning, proper food storage, utilising scraps creatively, composting organic waste and learning how to prepare meals that maximise ingredients used.



## Objectives

1. Educating participants about eco-friendly behaviour and sustainability.
2. Providing practical cooking skills.
3. Encouraging community involvement.
4. Promoting a zero-waste mindset in the kitchen.

## Concluding Statement

- individuals interested in cooking, sustainability, and community-driven initiatives
- home cooks, food enthusiasts
- anyone keen on minimising food waste

## Benefits

- gaining knowledge about sustainable cooking practices
- obtaining insight into the environmental impact of their food choices
- learning innovative ways to transform ingredients, enhancing their cooking skills and culinary repertoire
- fostering a sense of community and sharing.

## Concluding Statement


The Zero Waste Cooking Workshop will serve as a catalyst for positive change, offering participants practical tools and knowledge to reduce food waste, adopt sustainable practices, and contribute to a healthier planet and community. It will empower participants with skills to minimise food waste, save money, and foster culinary creativity. By embracing efficient cooking methods and mindful consumption, individuals become environmentally conscious consumers, significantly reducing waste, conserving resources, and mitigating greenhouse gas emissions. This collective effort promotes sustainable practices, builds community engagement, and positively impacts both participants and the environment by advocating for responsible consumption and waste reduction.





## GOOD PRACTICES FROM PERMACULTURA CANTABRIA - SPAIN

### GOOD PRACTICE 3

Project Photo	Project Name	Participants	Country
	<p>Reimagining Wardrobe with Harmony and Sustainability</p>	<p>Women 18-30 years old.. individuals interested in fashion, sustainability, and community-driven initiatives anyone keen on minimising their impact on planer english speakers</p>	<p>Spain/Poland</p>

#### Description

Reimagining Wardrobe with Harmony and Sustainability is a transformative workshop tailored for women of diverse age groups. It serves as an interactive platform to impart knowledge about sustainable fashion, recycling practices, and innovative clothing approaches. Through collaborative learning and creative exploration, participants engage in fostering a conscious relationship with fashion while minimising their environmental footprint.

#### Additional Information

This workshop is structured to achieve dual objectives. Firstly, it aims to instil a mindful approach to fashion consumption, emphasising the importance of restoration, alteration, and communal sharing of clothing and jewellery. Secondly, it harnesses the concept of “women circles” to cultivate a sense of belonging and interconnectedness among participants. These circles provide a nurturing environment for personal growth, social cohesion, and collective well-being.



## Objectives

1. Promote sustainable fashion practices by educating participants on DIY clothing techniques and the value of upcycling.
2. Spark creativity and self-expression through collaborative alteration and jewellery re-creation activities.
3. Enhance participants' sewing and crafting skills, empowering them to transform existing garments into new, unique pieces.
4. Foster a sense of community and connectivity through the shared experience of circle dance, symbolising unity and equality among participants.

## Concluding Statement

Reimagining Wardrobe with Harmony and Sustainability holds tremendous potential for success. By equipping participants with knowledge and practical skills in sustainable fashion, the workshop aims to inspire conscious consumption habits and environmental stewardship. Moreover, it seeks to empower women across generations, fostering positive change in their approach to fashion and lifestyle. Together, we can reimagine our wardrobes as agents of harmony and sustainability, contributing to a more resilient and compassionate world.



## GOOD PRACTICES FROM PERMACULTURA CANTABRIA - SPAIN

### GOOD PRACTICE 4

#### Project Photo



#### Project Name

Sustainable Travel Practices Workshop

#### Participants

Olga G

#### Country

Spain

### Description

Embrace the Journey: Creating Conscious Travel Posters invites participants to unleash their artistic talents while advocating for mindful travel practices. Through the medium of poster creation, this workshop aims to inspire fellow travellers to embark on journeys that prioritise environmental sustainability and support for local communities. Together, let's celebrate the allure of conscious travel and its profound impact on both travellers and destinations.

### Additional Information

Participants will be tasked with crafting a poster that embodies the essence of conscious travel. This entails promoting eco-friendly travel habits such as utilising local transportation, patronising community businesses, and immersing oneself in local culture and cuisine. By highlighting these principles, the workshop seeks to foster a deeper appreciation for responsible travel practices and their positive implications for both travellers and destination communities.

### Objectives

1. Encourage participants to reflect on the concept of conscious travel and its significance in today's global landscape.
2. Inspire creativity and artistic expression through the creation of travel posters that promote eco-friendly and community-centric travel practices.
3. Educate participants on practical strategies for adopting sustainable travel habits, such as supporting local businesses and reducing carbon footprint.
4. Foster a sense of empowerment among participants by showcasing the role of individual travellers in shaping a more sustainable and socially responsible tourism industry.



## Benefits

- Increased awareness of the importance of conscious travel and its impact on the environment and local communities.
- Development of artistic skills and creative thinking through poster design and conceptualization.
- Promotion of sustainable travel behaviours among participants, leading to reduced environmental impact and enhanced cultural exchange.
- Cultivation of a community of conscious travellers committed to making positive contributions to the places they visit.


## Concluding Statement

Embrace the Journey: Creating Conscious Travel Posters offers a platform for artistic expression and advocacy for sustainable travel practices. By empowering participants to visually articulate their vision of conscious travel, the workshop aims to inspire meaningful change in how we explore the world. Together, let's champion a new era of travel that celebrates environmental stewardship, cultural immersion, and community engagement.



## GOOD PRACTICES FROM PERMACULTURA CANTABRIA - SPAIN

### GOOD PRACTICE 5

Project Photo	Project Name	Participants	Country
	<p>EcoBelleza: DIY cosmetics workshops</p>	<p>Martina N</p>	<p>Spain</p>

### Description

EcoBelleza is a workshop focused on creating natural DIY cosmetics, blending creativity, education and sustainable development. The workshops aim to provide fundamental knowledge in this area while also serving as inspiration for further exploration and using acquired skills. They revolve around crafting cosmetics from easily accessible, environmentally friendly ingredients, often ending up in the trash or simply found in our kitchens or gardens.

### Objectives

1. **Education and Skill-building:** To equip individuals with the knowledge and skills needed to make informed, eco-conscious choices in their beauty routines, reducing reliance on commercial products and emphasising self-sufficiency.
2. **Promotion of Sustainability:** To instil a mindset of sustainability by encouraging the use of natural ingredients and reducing plastic waste, reducing waste and carbon footprint.
3. **Community Impact:** To build a community of individuals dedicated to personal wellness and environmental responsibility.



## Environmental Benefits

- **Reduced chemical footprint:** workshops promote the use of natural, eco-friendly ingredients, reducing reliance on harsh chemicals typically found in commercial products.
- **Encouraging eco-conscious behaviour:** workshops inspire individuals to make conscious choices about the products they use, thereby contributing to a more sustainable lifestyle and reducing their ecological impact.
- **Less packaging waste:** creating homemade cosmetics can reduce reliance on store-bought products, cutting down on excessive packaging waste that ends up in landfills.

## Social Benefits

- **Empowerment through Education:** Teaching DIY cosmetic workshops empowers individuals by imparting knowledge, enabling them to make informed choices about skincare and reducing reliance on commercial products.
- **Community Engagement:** Hosting workshops fosters community engagement, creating spaces for people to connect, share knowledge, and work towards common environmental goals.
- **Health Awareness:** Promoting natural skincare encourages an awareness of ingredients, potentially leading to better-informed choices about personal health and well-being.

## Economic Benefits

- **Cost-Effectiveness:** Creating homemade cosmetics can be cost-effective in the long run, as it reduces expenditure on commercial products.
- **Local Entrepreneurship:** These workshops could inspire local entrepreneurship, encouraging individuals to create their natural skincare lines or businesses centred around eco-friendly practices.



## GOOD PRACTICES FROM JO CONSULTING - ITALY

### GOOD PRACTICE 1

#### Project Photo



#### Project Name

Creative Recycling:  
from Waste to Resource

#### Participants

Antonio Dalla  
Nora

#### Country

Italy

### Description

Imagine a place where the concept of 'waste' is transformed into a blank canvas for creative expression. Our Creative Recycling Centre is a living workshop where materials considered useless find new life through art and design.

The heart of our centre is a spacious and well-equipped workshop stocked with recycled materials from local businesses, communities and private donors. Artists and creative people can draw inspiration from a wide range of resources, from cardboard boxes to scrap wood, transforming them into works of art, unique furniture or striking decorations.

### Additional Information

To ensure quality resources and a positive impact on the environment, we actively collaborate with local companies and organisations to obtain certified recycled materials and ensure a sustainable supply chain.

The offer is not limited to artistic creation. We also organise workshops and training courses to teach participants upcycling techniques and the creative possibilities that recycled materials offer. These courses involve the community, educating people on how they can turn their everyday waste into artistic works.



## Objectives

1. **Waste Reduction:** The main objective is to actively contribute to the reduction of waste sent to landfills by demonstrating that many objects considered 'waste' can be transformed into valuable resources.
2. **Promotion of Sustainable Art:** To create a platform that celebrates sustainable art, demonstrating that creativity can flourish without contributing to the accumulation of waste.
3. **Community Involvement:** Involving the local community in the creation of collective artworks and upcycling projects, unifying people through creative expression.

## Target Audience

- The Creative Recycling Centre is open to a wide range of participants:
- **Artists and Craftsmen:** Those who seek unique materials for their artwork and wish to contribute to a wider cause through their creativity.
- **Teachers and Educators:** Professionals interested in bringing environmental and creative education into the classroom, promoting awareness and engagement in waste management.
- **Local Community:** Residents interested in participating in workshops, events and collaborative art projects that contribute to the improvement of the local environment.

## Benefits

- **Reduction of Environmental Load:** Every artwork or creative project realised represents a tangible reduction of environmental load through recycling and upcycling.
- **Social Inclusion:** We create an inclusive environment that welcomes people of all ages and ability levels, promoting diversity and social connection through creativity.
- **Environmental Education:** We offer educational opportunities that go beyond theory, allowing people to directly experience how creative recycling can make a difference.

## Concluding statement

The Creative Recycling Centre is more than an art space; it is a movement that combines art and sustainability, demonstrating that creativity can be a catalyst for positive change. Each piece created is a statement that advocates the transformation of waste into resources and promotes a more conscious approach to the consumption and management of materials. We believe that creativity has the power to change the world, and in our centre, we are putting this belief into practice, a project that celebrates art, sustainability and community.





## GOOD PRACTICES FROM JO CONSULTING - ITALY

### GOOD PRACTICE 2

#### Project Photo



#### Project Name

Eco-Tour Operator

#### Participants

Manuela Vita

#### Country

Italy

### Description

The idea was created with the aim of fusing together the world of travel and tourism and a commitment to environmental sustainability. Eco-Tour Operator is in fact much more than a travel agency.

The core of our business lies in the organisation of ecological and sustainable trips, with a keen eye on reducing environmental impact. Through close collaboration with accommodations and local communities committed to sustainability, we ensure that travelling not only respects the environment, but actively contributes to its preservation.

Packages include stays in eco-friendly facilities, where a focus on saving energy, using sustainable materials and eliminating waste is an integral part of the experience.

The Eco-Tour Operator idea also goes beyond the traditional concept of sustainable tourism. During trips, we offer our customers the opportunity to participate in environmental volunteering activities, contributing directly to the conservation of the areas visited. Whether cleaning beaches, reforestation or monitoring wildlife, our trips offer a tangible way to give back to our planet.

### Additional Information

To ensure excellence in sustainability and the full achievement of our goals, we work closely with partners who share our vision. Our collaborations extend to local organisations, tour guides experienced in environmental conservation, and companies that adopt eco-friendly practices.

In addition, the implementation of sustainable technologies is an integral part of our daily operations. From using environmentally friendly vehicles for ground transfers to adopting digital



management solutions to reduce paper usage, we are committed to reducing our carbon footprint in every aspect of our business.

We are aware of the critical role that natural resources play in our travels, and therefore, we promote a 'zero-impact tourism' approach.

## Objectives

1. Eco-Tour Operators set ambitious goals to lead a revolution in the way people experience and view their travels. We want to:
2. Raise People's Awareness: We educate travellers on the importance of making conscious choices during their travels and the positive impact they can have on preserving the environment.
3. Support Local Communities: We contribute to the sustainable development of local communities, ensuring that the benefits of tourism directly reach those living in the areas visited.
4. Promoting Environmental Conservation: We work with local organisations and institutions to protect and preserve natural ecosystems, actively contributing to the conservation of natural resources.

## Target Audience

Eco-Tour Operator is aimed at a new generation of conscious travellers, people who seek more than just a holiday, but an experience that nourishes the mind, body and spirit.

We are in tune with those who believe that travelling should be an act of discovery, but also one of respect and positive contribution to the destinations visited. Our target audience consists of people seeking a deeper connection with nature and local communities, ready to be part of a positive change.

## Benefits

- Unforgettable Experiences: Journeys that leave lasting memories, enriching our clients' lives through unique and engaging experiences.
- Active Contribution: In addition to discovering destinations, our trips offer the opportunity to actively contribute to environmental conservation and the well-being of local communities.
- Authentic Connection: An authentic connection with nature and people, going beyond traditional tourist attractions to offer total immersion in the local culture and environment.



## Concluding statement

Eco-Tour Operator is the catalyst for a movement towards more sustainable travel, inspiring people to explore the world in ways that respect and preserve our planet. Each trip is a step towards building a future where a love of adventure coexists harmoniously with environmental responsibility. With us, travel becomes a celebration of the beauty of our world, with the aim of preserving it for future generations.



## GOOD PRACTICES FROM JO CONSULTING - ITALY

### GOOD PRACTICE 3

#### Project Photo



#### Project Name

Fashion  
Marketplace  
Sostenibile

#### Participants

Claudia Cinnirella

#### Country

Italy

### Description

The Sustainable Fashion Marketplace is a cutting-edge online platform dedicated to selling sustainable clothing, accessories and fashion products. The mission is to revolutionise the fashion industry by promoting ethical practices and eco-friendly materials. The aim is to collaborate with designers and brands committed to creating products that respect the environment and value ethical work.

The platform will present a wide range of sustainable fashion items, from casual to elegant, meeting the needs of those seeking a conscious lifestyle without sacrificing elegance. Each product on the market will be carefully selected to ensure high standards in terms of sustainability, quality and innovative design.

Transparency is key: we will provide detailed information on each product, including materials used, production practices and environmental impact. Consumers will therefore be able to make informed choices, supporting brands that take an ethical approach.

### Additional Information

In addition to providing a marketplace for the sale of sustainable fashion products, the Sustainable Fashion Marketplace serves as an educational resource. A knowledge section offers articles, guides and videos explaining sustainable practices in fashion. This section not only informs consumers, but encourages them to reflect on their consumption habits and adopt a more sustainable lifestyle.

We work closely with emerging designers and established brands to ensure that we promote a wide variety of styles and trends that suit the tastes of every conscious consumer. We also aim to organise online events, such as virtual fashion shows, to present the latest collections and raise



awareness of the importance of sustainable fashion.

To ensure the highest quality and authenticity of products, we will have strict ethical and environmental certification standards for the brands on our platform.

## Objectives

1. Our primary goal is to become the destination of choice for anyone who wants to shop consciously, without compromising on style. We want to stimulate the growth of the sustainable fashion industry by supporting innovative designers and promoting consumer awareness.
2. We aim to expand our global presence by collaborating with new designers and brands from different parts of the world. We want to positively influence people's purchasing choices by demonstrating that ethical fashion can be fashionable, affordable and sustainable.

## Target Audience

The target audience consists of individuals who value fashion and wish to contribute to a sustainable future. We target conscious consumers who are looking for quality products with a positive impact on the environment and the people involved in production.

In addition to consumers, we collaborate with influencers, bloggers and other key players in the fashion industry to expand our reach and inspire positive change throughout the industry.

## Benefits

- Access to a wide selection of sustainable fashion products: Consumers will enjoy a wide choice of items that suit their tastes and preferences, without having to compromise on ethical values.
- Direct support to ethical designers and brands: Every purchase represents direct support to designers and brands that adopt ethical and sustainable practices, contributing to their continued success.
- Continuing Education on Responsible Fashion: The platform will provide educational resources to help consumers better understand sustainable practices in fashion, encouraging them to make more informed choices.
- Guaranteed Traceability and Certifications: Full traceability of every product on the platform is guaranteed. Each item is accompanied by certifications that attest to the use of sustainable materials, ethical production processes and a positive impact on the community. This gives consumers peace of mind that they are making purchases that reflect their values, while



supporting companies committed to transparency and integrity.

- **Recycling and Upcycling Programmes:** We actively promote recycling and upcycling programmes to further reduce the environmental impact of fashion. Customers can participate in the recycling programme by returning old garments, which will then be reused or recycled in a sustainable manner. In return, we offer special discounts on future purchases, creating a virtuous cycle of environmental responsibility and appreciation for sustainability.

### Concluding statement

The Sustainable Fashion Marketplace challenges the traditional fashion industry by promoting a conscious lifestyle.



## GOOD PRACTICES FROM JO CONSULTING - ITALY

### GOOD PRACTICE 4

#### Project Photo



#### Project Name

Programma di Educazione Ambientale per Aziende

#### Participants

Giovanni Carbonaro

#### Country

Italy

### Description

The Environmental Education for Business Programme aims to transform the way businesses approach sustainability by integrating eco-friendly practices into operational processes.

The programme offers customised training sessions, strategic advice and educational resources to help companies understand and implement sustainable practices. From waste management to energy efficiency, from emissions reduction to the adoption of sustainable materials, our integrated approach adapts to the specific needs of each company.

### Additional Information

Through collaboration with industry experts and environmental consultants, we aim to develop targeted training materials. Resources include case studies, practical guides and customised evaluation tools, ensuring practical application of the knowledge acquired during training.

The programme is designed to be flexible and adaptable to different industries and company sizes. From manufacturing to service companies, we develop strategies that meet the specific environmental challenges of each company.



## Objectives

1. **Reducing the Environmental Footprint:** The main objective is to guide companies towards a significant reduction in their environmental impact by promoting sustainable practices in all aspects of their operations.
2. **Regulatory Compliance:** Keeping companies abreast of evolving environmental regulations, reducing legal risks and promoting corporate reputation.
3. **Cultural Change:** Helping to create an organisational culture in which sustainability is embedded in core values, involving employees at all levels.

## Target Audience

The Corporate Environmental Education Programme is aimed at a wide range of companies:

- **Small and Medium Enterprises (SMEs):** Offer scalable solutions that meet the needs of SMEs, providing them with the resources they need to adopt sustainable practices without overloading resources.
- **Large Corporations:** Develop customised strategies for large corporations, helping them manage complex operational processes and implement large-scale initiatives.
- **Specific Sectors:** Adapt the programme to meet the specific needs of various sectors, including manufacturing, technology, food, and others.

## Benefits

- **Reducing Operating Costs:** Implementing sustainable practices often leads to greater operational efficiency, reducing costs in the long run.
- **Improved Corporate Reputation:** Companies that adopt sustainable practices can benefit from improved reputation, increasing consumer trust and attracting new customers.
- **Employee Involvement:** Creating a sense of pride and involvement among employees, motivating them to actively contribute to the company's sustainable initiatives.

## Additional Information

The Corporate Environmental Education Programme is an investment in affirming the role of companies as agents of positive change for the environment. It is not just about regulatory compliance; it is a long-term vision of companies thriving through sustainability. This initiative will guide companies on an educational journey that will not only improve their environmental responsibility, but will profoundly change organisational culture, creating a lasting impact for the good of our planet and future generations.

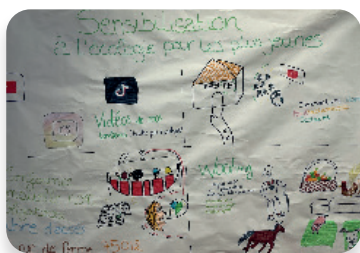




## GOOD PRACTICES FROM E-JUNIORS - FRANCE

### GOOD PRACTICE 1

#### Project Photo



#### Project Name

Ecological awareness for young people

#### Participants

Caro SARR  
Bah BINTA  
Lisa-Marie SUCHÈRE  
Kuham RANJITH

#### Country

France

### Description

Empowering Youth for Ecology: A Multifaceted Approach is a comprehensive initiative aimed at raising awareness among young people about ecological issues through three distinct stages. This project seeks to engage youth through a combination of digital media, educational conferences, and hands-on experience in sustainable farming practices.

### Additional Information

The first stage involves the creation of humorous videos designed to captivate young audiences and be integrated into school curricula throughout the academic year. These videos serve as engaging educational tools, delivering important ecological messages in a relatable and entertaining format.

The second stage focuses on organising conferences on various ecology-related topics, providing a platform for young people to deepen their understanding of environmental issues and actively participate in discussions and initiatives. By facilitating face-to-face interactions and dialogue, these conferences aim to foster a sense of engagement and empowerment among youth.

In the third stage, participants are offered the opportunity to engage in one or two weeks of "woofing" on organic farms. This immersive experience allows young people to step out of their urban environments and directly contribute to nature through hands-on work. By working alongside farmers, participants gain practical knowledge about sustainable farming practices while forging valuable connections with professionals in the field.

This multifaceted approach leverages the power of social networks, interpersonal interactions, and direct experiential learning to reach young people on multiple levels. By involving school classes and their teachers, this project aims to integrate ecological themes into the school curriculum, ensuring sustained engagement and learning opportunities for youth.



## Objectives

1. Raise awareness among young people about ecological issues through engaging and accessible educational content.
2. Foster active participation and involvement of youth in discussions and initiatives related to environmental sustainability.
3. Provide hands-on learning experiences in sustainable farming practices to inspire a deeper connection with nature.
4. Facilitate networking opportunities and professional connections for young participants within the ecological and agricultural sectors.

## Benefits

- Increased ecological literacy and awareness among young people.
- Empowerment of youth to take proactive steps towards environmental stewardship.
- Cultivation of practical skills and experiences in sustainable agriculture.
- Establishment of valuable connections and opportunities for future professional development.

## Concluding Statement

Empowering Youth for Ecology: A Multifaceted Approach is a transformative initiative that seeks to instil a sense of responsibility and passion for environmental conservation among young people. By combining digital media, educational conferences, and hands-on experiences, this project aims to cultivate a new generation of environmentally conscious leaders. Together, let's empower young minds to become advocates for a more sustainable and resilient future.



## GOOD PRACTICES FROM E-JUNIORS - FRANCE

### GOOD PRACTICE 2

#### Project Photo



#### Project Name

Video for ecology

#### Participants

Mohamadou  
CISSE  
Abdelrahman  
MEKI  
Almamy SAKHO

#### Country

### Description

Exploring Ecology: A Multimedia Journey is a dynamic project designed to raise awareness and promote understanding of ecological issues through various forms of media and educational experiences. This initiative encompasses the creation of a video series, interviews with local experts, and engaging exhibitions aimed at shedding light on the intersection of industry, human impact, and environmental health.

### Additional Information

The project begins with the creation of a compelling video focusing on key ecological themes, ranging from biodiversity conservation to sustainable resource management. Through captivating visuals and informative narration, this video serves as a powerful tool for educating audiences about pressing environmental challenges and inspiring action.

Next, the project features an in-depth interview with an herbalist located in the vibrant 20th arrondissement of Paris. This interview offers valuable insights into traditional ecological knowledge and practices, highlighting the importance of biodiversity conservation and sustainable living in urban environments.

Additionally, the project includes an explanation of an upcoming exhibition at the Carré de Baudouin museum, centred around the theme of ecology and its relevance to contemporary society. This exhibition delves into the toxicity of industrial processes on the environment and explores the profound impact of human activities on natural ecosystems. Through thought-provoking displays and interactive experiences, visitors are invited to reflect on their relationship with the environment and consider strategies for positive change.



## Objectives

1. Raise awareness about ecological issues through multimedia storytelling and educational outreach.
2. Provide insights into traditional ecological knowledge and sustainable practices through expert interviews.
3. Stimulate critical thinking and dialogue about the impact of human activities on the environment.
4. Inspire individuals to take proactive steps towards environmental conservation and sustainability.

## Benefits

- Increased public awareness and understanding of ecological challenges and solutions.
- Promotion of local expertise and traditional ecological knowledge.
- Facilitation of meaningful dialogue and community engagement around environmental issues.
- Encouragement of individual and collective action for a more sustainable future.

## Concluding Statement

Exploring Ecology: A Multimedia Journey offers a comprehensive and engaging exploration of ecological issues and solutions. Through videos, expert interviews, and exhibitions, this project aims to inform, inspire, and empower individuals to become stewards of the environment. By fostering greater awareness and understanding, we can work together to create a more sustainable and harmonious relationship with nature.



## GOOD PRACTICES FROM K-VELOCE - SPAIN

### GOOD PRACTICE 1

#### Project Photo



#### Project Name

Sustainable Pathway

#### Participants

Young people between 18 and 30 years old.

#### Country

Spain

### Description

New business concept: A print shop where only recycled paper is used and also offers the service of buying and selling notes between students. This ensures both the sustainability of the paper, giving it a continuous new life, and the sustainable development of paper production.

### Additional Information

Paper manufacturing process

Use of bio-renewable bio-solvents

Plants, when they run out of water, are able to produce their own liquid at room temperature: this liquid, called DES (Deep Eutectic Solvent), of course, bio-renewable, has the property to dissolve lignin at room temperature without additional energy. Using this technology, it is possible to dissolve any type of biomass into lignin and cellulose with minimal energy use, emissions and waste.

The process is also perfect for dissolving fibres and inks in paper recycling. This technology can also be applied to paper for recycling, using these natural solvents to dissolve ink residues from waste paper and separate them from cellulose fibres.



## Benefits

- Energy savings. If paper is made from recycled paper, we will obtain a saving of approximately 70% of the energy that would be used if the manufacture were to come directly from the cellulose of the trees.
- Resource savings. Practically 70% of the materials needed in the paper and board industry could be provided from recycled paper.
- Saving in the reduction of raw material. We are talking about the trees felled. For every tonne of paper that is recycled, the wood of a dozen trees is saved. According to studies, even more trees would be saved.
- Optimisation of the quality of water, air and the environment in general. The recycling of cellulose, cardboard and paper results in a 74% reduction of pollutant gas emissions. In the case of water, the reduction in pollution would be up to 35%.
- Waste is prevented from going to landfill or incineration.
- GHG (Greenhouse Gas Emissions) savings. This is a clear advantage at a time when factors such as climate change are more than relevant for the future of the planet

## Concluding Statement

The main objective of the pulp and paper industry is to significantly reduce carbon dioxide emissions while improving energy and resource efficiency. Today, the whole process of wood pulp manufacturing to insulate cellulose fibres for paper production uses energy-intensive technologies that require the use of fossil fuels. Therefore this initiative collaborates and promotes new ways of ecological development by increasing energy efficiency and resource consumption.



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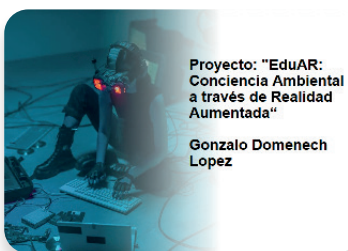
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## GOOD PRACTICES FROM K-VELOCE - SPAIN

### GOOD PRACTICE 2

#### Project Photo



#### Project Name

"EduAR: Environmental Awareness through Augmented Reality".

#### Participants

Local population

#### Country

Spain

### Description

It is a project that takes advantage of augmented reality (AR) to raise environmental awareness and educate the population about local environmental issues in an interactive and accessible way. The augmented reality application will provide real-time information on various environmental aspects, using technology to make environmental awareness an immersive and participatory experience.

### Objectives

1. To raise active environmental awareness and encourage citizen participation in sustainable practices.
2. To provide accurate and up-to-date information on local environmental health.
3. Educate the public on the interconnection between individual actions and overall environmental well-being.
4. Establish a platform to serve as an informed decision-making tool for the community and local authorities.



## Additional Information

- **Real-Time Information:** The application will use environmental sensors and real-time data sources to provide up-to-date information on air quality, pollutant levels, biodiversity indices, among others.
- **Interactive Educational Routes:** It will design interactive educational routes in urban and natural areas, where users can explore and learn about specific environmental issues. By pointing their devices at different points of interest, they will receive detailed information through augmented reality.
- **Environmental Simulations:** It will implement visual simulations that show future scenarios based on current community decisions. For example, the effects of local climate change or the expansion of urban areas on the natural environment could be simulated.
- **Gamification of Environmental Awareness:** Introduce gaming elements to encourage active participation. Users will be able to earn points by taking sustainable actions, such as picking up litter, using environmentally friendly means of transport or participating in conservation activities.
- **Citizen Collaboration:** Will facilitate citizen participation by allowing users to contribute local environmental data, such as wildlife sightings or reports of illegal dumping. This data will be shared in real time with environmental authorities.
- **Educational Programmes and Additional Resources:** It will integrate educational programmes that provide detailed information on sustainable practices, environmental impacts of human activities and solutions to address local problems. It will also offer additional resources, such as links to recommended reading and interactive tutorials.

## Concluding Statement

EduAR: seeks to use augmented reality technology as a powerful means to raise public awareness of environmental challenges, transforming awareness into sustainable action.





## GOOD PRACTICES FROM K-VELOCE - SPAIN

### GOOD PRACTICE 3

#### Project Photo

EcoRail: Transformando el Transporte Ferroviario"

#### Project Name

EcoRail:  
Transforming Rail  
Transport.

#### Participants

Policy  
recommendations  
for future use  
by the local  
population of the  
selected sites.

#### Country

Spain

### Description

To develop an electric railway system that is highly efficient, sustainable and environmentally friendly.

### Objectives

Project components:

- Latest Generation Electric Trains:
- Renewable Energy Sources
- Sustainable Stations
- Recycling of Railway Components
- Education and Awareness
- Environmental Monitoring



## Benefits

- Significant reduction of greenhouse gas emissions.
- Increased efficiency in passenger and freight transport.
- Job creation in the installation and maintenance of green infrastructure.
- Promotion of a sustainable public transport model.

This project will not only contribute to the reduction of the carbon footprint, but will also promote environmental awareness and the adoption of sustainable practices in the rail transport sector.

This project is innovative for several reasons:

- Integration of renewable energies into the rail infrastructure
- Design
- Integral recycling of railway components: Sustainable railway stations
- Continuous environmental monitoring


## Concluding Statement

Taken together, the combination of these elements makes the “EcoRail” project innovative by comprehensively addressing environmental, social and economic aspects of sustainable rail transport. The innovation lies in the implementation of advanced practices and the adoption of a holistic approach to sustainability in the sector.



## GOOD PRACTICES FROM K-VELOCE - SPAIN

### GOOD PRACTICE 4

Project Photo	Project Name	Participants	Country
	Organic Flavour Farming	Local consumers	Spain

### Description

To create a guarantee brand where we can identify on the market only ecological and sustainably produced agri-food products, as well as having a seal of quality, guarantee and excellence of products.

### Additional Information

- Seeks to create: A story, with a sustainable origin and characteristics. The brand would stand out for its sustainable properties, production and territorial links.
- It seeks to ensure that the industries benefit from the promotion strategy by signing agreements at national level with the main distribution chains, national and regional communication campaigns, sponsorship of different actions, and development of promotions of certain products, which increases sales and broadens marketing channels.
- +Flavour” strategy, with labels such as “Sabor Artesano”, “Sabor Ecológico”, “Sabor Social”, “Sabor Saludable” (Healthy Flavour).
- Investment in communication, with nationwide advertising campaigns that have included television, radio, press, internet and outdoor advertising, and where promotional agreements are reached with the main food distribution groups.
- ECOLOGICAL LINE: The concern of a large part of society to care for the environment has led to an increase in the demand for ecological products. This category promotes the consumption and recognition of organic food that respects the environment as much as possible.



## Benefits

- The brand has a national dimension and allows products with tradition, history and name to occupy a privileged place.
- It allows consumers to know the sustainable origin and authenticity of agri-food products.
- It has a positive impact on the environment, as it greatly reduces the transport costs of these products, as well as the time between consumption and harvesting or processing.
- It contributes to sustainable economic development and to the settlement of the rural population. Companies adhering to the brand will benefit from the participation in common promotional campaigns, fairs, publications, etc.

## Concluding Statement

It is a strategy that combines the promotion of sustainable and high quality products with a strong presence in the national market, taking advantage of the growing demand for ecological products and concern for the environment.



## GOOD PRACTICES FROM K-VELOCE - SPAIN

### GOOD PRACTICE 5

#### Project Photo



#### Project Name

Composting at Carrícola.

#### Participants

The residents of the Carrícola

#### Country

Spain, Valencia

### Description

This project describes how one community is managing its organic waste in a more sustainable and community-based way. It intends that this can be extrapolated to other villages or communities.

### Additional Information

- House-to-house organic waste collection: Community members collect organic waste from each household. This waste includes food scraps, paper and other biodegradable materials.
- Transport to composting site: Once collected, organic waste is taken to a designated composting site. This can be a community area or a dedicated composting facility.
- Weighing and waste separation: At the composting site, the waste is weighed to determine the amount of organic versus non-organic material. This helps to monitor the process and calculate the volume of compost produced.
- Compost temperature measurement: The temperature of the compost heap is monitored. When the internal temperature of the compost increases above the ambient temperature, it indicates that the compost is actively decomposing and maturing.
- Removal and sieving of mature compost: Once the compost has reached the proper temperature and is fully decomposed, it is removed and sieved to remove any undecomposed or coarse material. This produces a fine, ready-to-use compost.
- Packaging and distribution of the compost: The sieved compost is packed into sacks and distributed among community members. Each household receives an equal amount of compost for use in gardens, allotments or other green areas.



## Benefits

This initiative has had several benefits for the community. It has significantly reduced the costs associated with waste treatment and disposal, which is reflected in a reduction in the recycling bill. In addition, it has fostered greater environmental awareness and more sustainable practices in terms of consumption and recycling among village residents.

## Concluding Statement

This community composting approach not only reduces waste sent to landfill, but also promotes greater community cohesion and a culture of sustainability.



## GOOD PRACTICES FROM IED - GREECE

### GOOD PRACTICE 1

#### Project Photo



#### Project Name

Eco-Smart Podcast Series

#### Participants

Xanthi Vardou

#### Country

Greece

### Description

The Eco-Smart Podcast Series is an innovative green business initiative designed to harness the power of audio storytelling to educate and inspire young adults about environmental sustainability and green entrepreneurship. This project will provide a digital platform featuring a series of engaging and informative podcasts focused on sustainable living, environmental conservation, and eco-friendly business practices.

Each episode will go into different aspects of conscious living and sustainable business models, equipped with interviews from successful green entrepreneurs, environmental activists, and experts in sustainability. The series is distinguished by its commitment to

showcasing real-life success stories and practical advice, making it a unique tool for promoting environmental awareness and action.

### Additional Information

The primary goal of the Eco-Smart Podcast Series is to foster a community of environmentally conscious listeners who are motivated to incorporate sustainability into their personal and professional lives.

Targeting young adults, the series aims to fill a crucial gap in digital content that combines entertainment with educational value on sustainability topics. Milestones for the project include reaching a wide listener base through strategic marketing, collaborating with notable figures in the sustainability field, and creating a feedback loop that allows the content to evolve based on listener interests and current environmental issues.



## Objectives

The Eco-Smart Podcast Series aims to promote the power of audio storytelling to foster environmental awareness and green entrepreneurship among young adults. By launching a series of engaging, informative podcasts, this project intends to create a digital hub where listeners can explore a wide array of topics related to sustainable living, environmental conservation, and green business practices. Each episode will go into different aspects of conscious living and sustainable business models, providing listeners with the knowledge and inspiration to make greener choices in their daily lives and entrepreneurial ventures.

Highlighting interviews with successful green entrepreneurs, environmental activists, and experts in sustainability, the series aims to showcase real-life examples of how individuals and companies are making a positive impact on the planet.

## Concluding Statement

We are excited about the potential of the Eco-Smart Podcast Series to make a significant impact in promoting sustainability and inspiring the next generation of green leaders. We believe this project will not only inform but also empower our audience to make positive environmental changes.





## GOOD PRACTICES FROM IED - GREECE

### GOOD PRACTICE 2

#### Project Photo



#### Project Name

GreenPath  
Adventures in  
Greece

#### Participants

Georgia Toulka

#### Country

Georgia Toulka

### Description

GreenPath Adventures in Greece offers an innovative approach to travel through eco-friendly adventure tours that blend experiences with education on sustainability. Focused on less-known natural locations in Greece, our tours strive to minimise environmental impact while maximising engagement with the environment. Each adventure, whether it be hiking, kayaking, or biking, is conducted with strict adherence to Leave No Waste principles, ensuring that every activity respects and preserves local ecosystems. This project not only seeks to provide unforgettable experiences but also aims to educate participants on the importance of conservation and sustainable living, thereby inspiring the next generation of eco-conscious travellers and entrepreneurs.

### Additional Information

GreenPath Adventures targets environmentally minded individuals and groups interested in exploring Greece's natural beauty responsibly. Our commitment extends beyond tours to support local conservation efforts, creating positive economic and environmental impacts in the communities we visit. Key goals for the project include establishing partnerships with local eco-friendly businesses, achieving a zero-waste

operation, and expanding our educational outreach to include online resources and workshops on sustainable travel practices. Notable milestones will include the launch of our first series of tours and the development of a community platform for continuous learning and engagement



## Benefits

GreenPath Adventures aims to redefine travel by offering eco-friendly adventure tours that not only provide unforgettable experiences in nature but also educate participants on the importance of conservation and sustainable living. Our mission is to inspire a deeper connection with the natural world and to empower the next generation of eco-conscious travellers and entrepreneurs. We are going to offer adventures to less-known, natural locations in Greece, minimising the impact on the environment and supporting local efforts. The activities will include hiking, kayaking, biking etc. all conducted with respect for local ecosystems. Of utmost importance is educating travellers on the importance of minimising their environmental impact and adhering to Leave No Waste principles during all tours and activities.

## Concluding Statement

We are enthusiastic about the transformative potential of GreenPath Adventures in Greece to redefine eco-tourism and foster a culture of sustainability among travellers. By joining one of our tours, you participate in a movement towards more responsible and impactful travel. Together, we can make travel a powerful tool for positive change.



## GOOD PRACTICES FROM IED - GREECE

### GOOD PRACTICE 3

#### Project Photo



#### Project Name

Living Solutions

#### Participants

Despoina  
Polyteknou

#### Country

Greece

### Description

Living Solutions is dedicated to transforming homes into eco-friendly, by offering a range of sustainable home products. Our product line, made from recycled, upcycled, and biodegradable materials, is designed to reduce the ecological footprint of domestic spaces while promoting environmentally conscious choices among consumers, particularly the young and eco-aware demographic. We focus on items that not only enhance home aesthetics but also support sustainable living practices.

Our offerings include decor items crafted from recycled plastics, curtains made from organic cotton, and unique decorative pieces produced by local artisans employing traditional, eco-friendly methods.

Living Solutions is set on redefining household consumption by making sustainability a standard in home decor.

### Additional Information

Living Solutions targets eco-conscious individuals looking to incorporate sustainability into every aspect of their lifestyle, including home decor. The mission goes beyond simply selling products; it aims to educate consumers on the benefits of sustainable living and the impact of their choices. Key objectives for the business include expanding our product range, establishing a recycling program for used items, and building partnerships with organisations that support environmental conservation. Milestones for Living Solutions will involve launching a flagship store, developing an online marketplace, and achieving recognition as a leading brand in eco-friendly home goods.



## Benefits

Living Solutions is committed to transforming homes into havens of sustainability. Through a line of products made from recycled, upcycled, and biodegradable materials, Living Solutions aims to reduce the ecological footprint of home living and encourage consumers, especially young, eco-conscious individuals, to make more environmentally friendly choices in their daily lives. The focus will be on products that not only beautify the home but also promote a sustainable lifestyle. Decor items made from recycled plastics, curtains from organic cotton, and decorative items crafted by local artisans using traditional, sustainable methods. By offering products that are not only eco-friendly but also aesthetically pleasing, Living Solutions seeks to inspire a shift in how consumers view and purchase home essentials, making sustainability the standard for home living.

## Concluding Statement

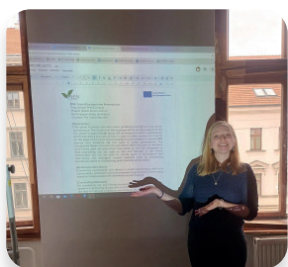
We are passionate about the potential of Living Solutions to revolutionise home living by integrating sustainability into everyday aesthetics and functionality. By choosing our products, consumers contribute not just to the beauty of their homes but also to the health of our planet. Let's work together to make sustainability the norm in home living and inspire a broader change in consumer habits.



## GOOD PRACTICES FROM PELICAN - CZECH

### GOOD PRACTICE 1

#### Project Photo



#### Project Name

Bloom with us

#### Participants

Aneta Vodičková

#### Country

The Czech Republic

### Description

This green business idea will involve gardening and florists that will be autonomous. The location of this business will be on the outskirts of the city, where a large enough space will be created to build a greenhouse, which will reduce the cost of heat in case of colder months. As it will be on the edge of the city it will be possible to use rainwater in several 1000l barrels and therefore will not need to pump groundwater. The ornamental flowers that are not sold will be able to be used at the florist and if they don't sell even there they would go into the composter so that everything can be used as soil and fertiliser in the future. Insecticides will not be used to control pests in horticulture and floriculture, but biological control methods such as introducing beneficial insects or maintaining plant diversity will be used

### Additional Information

Community involvement and efforts to build relationships with local communities, customers and environmental organisations. There is also scope to involve people with disabilities as part-timers.

### Concluding Statement

In conclusion, our eco-friendly horticulture and floriculture business presents a promising opportunity to not only cultivate beautiful blooms but also to cultivate a healthier environment. By embracing sustainable practices such as autonomous gardening, rainwater harvesting, and natural pest control methods, we aim to minimise our ecological footprint while maximising the beauty and quality of our products.



## Benefits

Living Solutions is committed to transforming homes into havens of sustainability. Through a line of products made from recycled, upcycled, and biodegradable materials, Living Solutions aims to reduce the ecological footprint of home living and encourage consumers, especially young, eco-conscious individuals, to make more environmentally friendly choices in their daily lives. The focus will be on products that not only beautify the home but also promote a sustainable lifestyle. Decor items made from recycled plastics, curtains from organic cotton, and decorative items crafted by local artisans using traditional, sustainable methods. By offering products that are not only eco-friendly but also aesthetically pleasing, Living Solutions seeks to inspire a shift in how consumers view and purchase home essentials, making sustainability the standard for home living.

## Concluding Statement

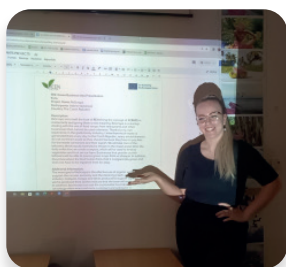
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## GOOD PRACTICES FROM PELICAN - CZECH

### GOOD PRACTICE 2

#### Project Photo



#### Project Name

ReScraps

#### Participants

Valerie Vejnárová

#### Country

The Czech Republic

### Description

ReScraps sets itself the task of REdefining the concept of SCRAPS in restaurants and giving them a new meaning. ReScraps is a startup dealing with the use of food scraps from restaurants and other businesses that cannot be used otherwise. Thanks to my own experience in the gastronomy industry, I know how much waste is generated there every day. In the Czech Republic, many establishments do not sort their waste as they should, because they have to pay fees for bio-waste containers and their export. We will take care of the leftovers, which would normally be thrown in the mixed waste! After the daily collection, we create compost, which will be used to fertilise vegetables and fruit on our farm. Businesses that provide us with leftovers will be able to source grown crops from us cheaper. In addition, they know where the food comes from, that it is organically grown and does not have to be imported from far away.

### Additional Information

The main goal of ReScraps is the effective use of organic waste to support the circular economy and the declining Czech agricultural industry. Compost, biogas and other products to support agriculture will be produced from all the residues that the team will regularly collect. In addition, businesses can use the sustainable food label as an advantage when more and more customers are looking for it.



## Benefits

ReScraps is a startup dealing with the use of food scraps from restaurants and other businesses that cannot be used otherwise. We will take care of the leftovers, which would normally be thrown in the mixed waste. After the daily collection, we create compost and other products, which will be used to fertilise vegetables and fruit on our farm. Businesses that provide us with leftovers will be able to source crops from us cheaper. In addition, they know where the food comes from, that it is organically grown and does not have to be imported from far away.

## Concluding Statement

In conclusion, ReScraps can be a shift towards a sustainable path for restaurant facilities. In return, by offering businesses a benefit for behaving sustainably, we can encourage interest in green behaviour. Not only will we be able to enjoy even tastier food, but we will also strengthen the vision of a green future, for us and the next generation.





## GOOD PRACTICES FROM PELICAN - CZECH

### GOOD PRACTICE 3

#### Project Photo



#### Project Name

GreenRevive

#### Participants

Remonda  
Masallha & Mazin  
Ali

#### Country

The Czech  
Republic

### Description

GreenRevive proposes an innovative solution to address organic waste management challenges in the Czech Republic. This initiative aims to establish a dedicated organic waste recycling facility utilising composting and anaerobic digestion processes to transform organic waste into valuable resources such as compost and biogas.

### Additional Information

The project emphasises the importance of transitioning towards sustainable waste management practices, promoting the circular economy, and creating environmental, economic, and social benefits for the community.

### Benefits

1. Solving Environmental Problems: GreenRevive mitigates climate change and protects ecosystems by diverting organic waste from landfills, reducing methane emissions, and improving soil health and fertility.
2. Promoting the Circular Economy: By converting organic waste into compost and biogas, GreenRevive contributes to resource efficiency, reduces reliance on primary raw materials, and supports agriculture and energy production.
3. Benefits for the Community: GreenRevive creates job opportunities in environmental protection and waste management, fosters skills development, and provides a positive working environment centred on sustainability.



## Concluding Statement

GreenRevive offers a holistic approach to organic waste recycling in the Czech Republic, providing environmental, economic, and social benefits. To ensure its success, further market analysis and stakeholder involvement are essential. Thank you for considering this initiative.





# The Green Factor replicability guide for youth workers

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