



# GREEN FACTOR

Eco and entrepreneurial pathways to boost young people's factor of change

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## WE ARE LAUNCHING OUR FIRST PROJECT RESULT!

**GREEN Factor project aims to create tools and opportunities to educate and engage young European citizens, in order to develop a new mindset for generating more sustainable behaviours, choices and ideas to be impactful in the short/long term.**

The first step of the project has been the elaboration of the GREEN Factor pathway for behavioural changes and environmental awareness of young people and environmental challenges, as foreseen also by the European Green Pact.

The behavioural change of young people will be the turning point to become more aware citizens and informed green entrepreneurs, through acquiring practical knowledge about green behaviour in their daily life as citizens.



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**PR1** includes a **Catalogue of Good Practices** based on the collection of good practices from Europe and partner countries on green behaviours, with the aim of driving behavioural change among young citizens. For its development, surveys have been carried out to identify the most relevant behavioural gaps of young people in areas of everyday life to achieve effective long-term impact (e.g. food consumption, shopping, cosmetics, reduction of energy use and waste, etc.).

We will be able to see good practices on:



Also related to...

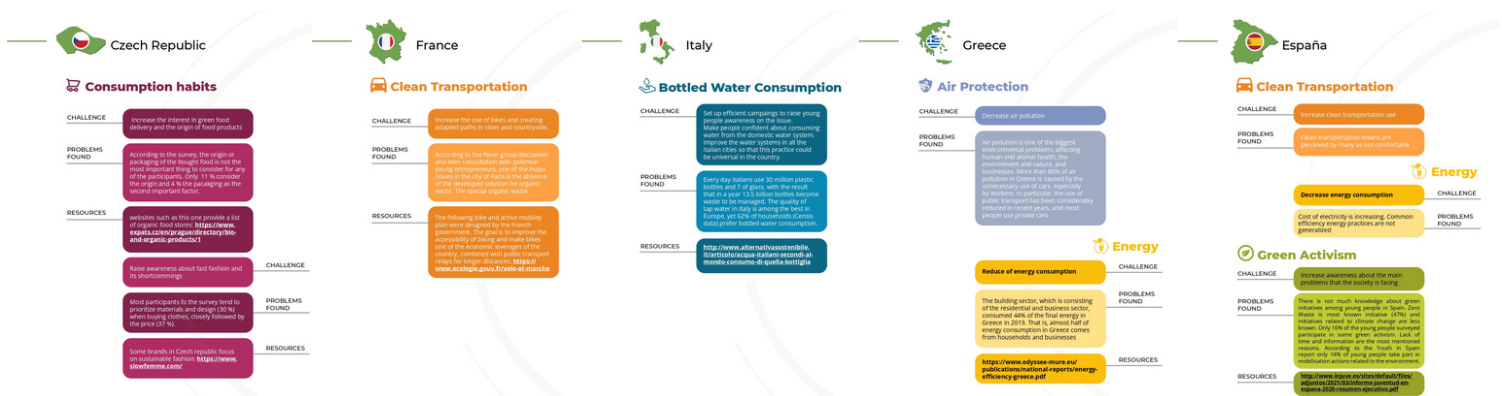


**Impact information**  
The impact of this type of communication on brand image is well known: according to the Denjean & Associés survey, for 67% of French people, a positive CSR policy improves their perception of a company that they do not like at first.

“ ”  
Focus on the benefits of sustainable initiatives and communicate them!

**Additional link**

The second part of PR1 focuses on the **Green Challenge**, analysing current trends in green entrepreneurship and its diffusion in Europe, with a special focus on the partner countries. The report is based on research and focus group interviews conducted at national level.



# PROJECT MEETING



Last November, the **first transnational face-to-face meeting of the Green Factor project** took place in **Paris**, bringing together partners from Italy, Spain, Greece, Czech Republic and France. It was hosted by the coordinator, eJuniors, whose office is located in the 20th arrondissement of the city.

The partners met and discussed the main achievements of the project, as well as the tasks ahead and the resources that each of them will have to produce.

First of all, they finalised the contents of the Green Factor Route, the first resource of our project, led by KVELOCE R&D&I (Spain).

The next steps of the project to be carried out were also planned:

**Green Factor video tutorials (PR2).** This set of videos will be developed to give practical instructions and tips to influence the mindset, lifestyles and daily choices of young people. Our main goal with this resource is to show young citizens that they can be active participants of change. Spolek Pelican, our partner from the Czech Republic, will coordinate the videos, but each partner will produce one or two videos on the selected topics, which are: dissemination and transport for eJuniors, waste for Pelican, water and consumption habits for KVELOCE, green initiatives for Permacultura Cantabria, energy for JO Consulting and green entrepreneurship for IED.

**Virtual gamified course (PR3).** GREEN Factor, which will consist of five modules:

Module 1 - Skills for becoming an entrepreneur developed by Pelican

Module 2- Writing a Business Plan developed by eJuniors

Module 3- Marketing and Communication developed by KVELOCE

Module 4- Investment Planning developed by IED

Module 5- Designing a project idea developed by Permacultura Cantabria

Finally, Permacultura Cantabria presented the programme for our youth **training** which will be held in Penagos (Spain) from 30 May to 6 June 2023 with a total of 12 participants.

 **Follow us to find out about all the project's achievements!**

