



# GREEN FACTOR

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

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## GREEN FACTOR: INSPIRING THE NEXT GENERATION OF GREEN LEADERS

Welcome to the latest edition of the GREEN Factor newsletter! After an exciting journey of collaboration and learning, we are delighted to share the achievements and final results of this project, dedicated to boosting environmental awareness and green entrepreneurship among the younger generation. Throughout these months, GREEN Factor has worked to provide tools, resources and learning opportunities to help young people become true agents of change in their communities.



In this edition, we present to you the final multiplier events organised by each of our partners 🍀  
Thank you for being part of this mission and joining us on the road to a more sustainable future! 🌱❤️

***'What you do makes a difference, and you have to decide what kind of difference you want to make.'***

Jane Goodall

# GREEN FACTOR MULTIPLIER EVENTS

## CANTABRIA (SPAIN)

On 27 September, **Permacultura Cantabria** organised in Sarón, Cantabria, the multiplier event of the GREEN Factor project, aimed at disseminating the results of the project and encouraging green entrepreneurship among young people and local actors. The event brought together 41 participants, including young people, youth workers and representatives of environmental organisations, in a day of learning and cooperation. The president of Permacultura Cantabria, Óscar Argumosa, kicked off the day with a presentation of the four main achievements of the project: the Catalogue of Good Practices, the Environmental Challenges Report, the Video Tutorials and the gamified E-course for green entrepreneurs.

The activities, which included a video tutorial demonstration, an interactive gamified E-course workshop and a roundtable discussion on green business ideas, allowed participants to explore practical tools to promote sustainability and behaviour change. In addition, the event facilitated the exchange of ideas and experiences among attendees, who expressed their enthusiasm to continue applying what they learned in their own communities, reinforcing the commitment towards a more sustainable future.



## PARIS (FRANCIA)

On 3 October, **E-Juniors** organised an event in Paris to present the results of the GREEN Factor project, where 28 professionals from the youth field actively participated. Representatives of associations and youth centres from our local network (Tiers Lieu Faire-Liens, Institut des Jeunes sourds, Canopée, M3Cube, Empower'Her, Association Camplus, Jeunes Talents, M3Cube, INALCO), as well as professionals committed to the green transition, such as Carrefour and Orange, attended the event.





During the session, the attendees showed special interest in the platform and the project's training videos, highlighting their usefulness for working on environmental awareness among young people. Finally, we organised a Kahoot quiz on climate change that made the day more dynamic and a networking session that facilitated the exchange of experiences and strengthened the network of collaborators committed to sustainability.

## VALENCIA (SPAIN)

On 16 October 2024, **Kveloce** organised the GREEN Factor Final Conference in Valencia, at the premises of ADEIT, the University-Business Foundation of the University of Valencia. This event focused on promoting environmental awareness and encouraging green entrepreneurship among young people, addressing crucial topics such as green jobs and sustainability. Attendees, which included students and youth workers, as well as professionals in sustainable development, energy and agricultural entrepreneurship, actively participated in a dynamic format that combined presentations of innovative initiatives with a round table focused on sustainability.

During the conference, ideas were exchanged on how to generate new opportunities and solutions in the field of green entrepreneurship. With the participation of representatives of green initiatives in the Valencian Community and entities such as the Polytechnic University of Valencia, Europe's commitment to climate action and the well-being of the planet was reaffirmed. This meeting not only highlighted the relevance of sustainable development, but also served as a platform to inspire and connect young people on their way to a greener future 🌍

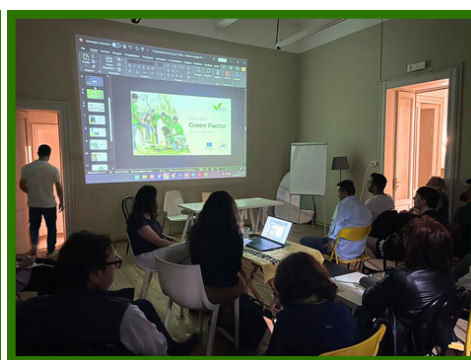
In addition, a composting initiative was also presented, carried out in a town in Valencia (Carrícola) and based on self-management ❤️



## CATANIA (ITALIA)

The GREEN Factor event in Italy, held on 24 October in Catania, was organised by **JO Consulting** in collaboration with the environmental association Legambiente and gathered 30 participants, mainly young adults between 18 and 40 years old, including professionals working with young people and citizens interested in environmental sustainability. The day began with an introduction to the 'JO Group' cluster by the project manager, Sofia Sicilia, and continued with the presentation of all the results of the GREEN Factor project.

The attendees actively participated in the video tutorials and in the gamified course designed for future green entrepreneurs, key tools of the project to promote environmental awareness and sustainable entrepreneurship. The event concluded with a networking session where participants were able to exchange ideas and establish connections to continue promoting sustainable initiatives in their own communities.



## BRNO (CZECH REPUBLIC)

The GREEN Factor event in the Czech Republic, held on 25 October at the **PELICAN** language school in Brno, brought together 33 young people aged 18-25 with an interest in the environment and entrepreneurship. Participants had the opportunity to learn in depth about the results and tools developed in the project, including training resources and activities designed to foster green entrepreneurship and promote behavioural change for sustainability.

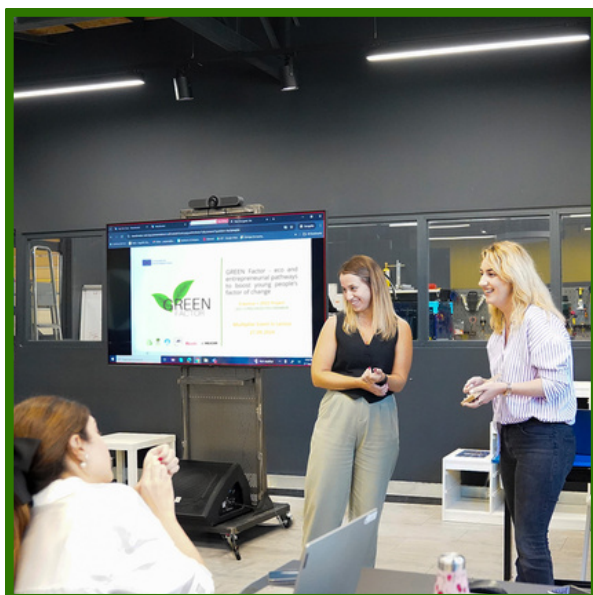
Through a series of activities and presentations, attendees explored how these tools can help them take an active role in creating sustainable solutions within their communities. The session also provided a space for exchange and collaboration, highlighting the potential of green entrepreneurship as a way to address environmental problems and, at the same time, generate business opportunities in tune with a more responsible and environmentally conscious future.



## LARISSA (GREECE)

The GREEN Factor event in Greece, organised by the **Institute of Entrepreneurship Development (iED)**, was held on 27 September 2024 at the JOIST Innovation Park in Larissa, bringing together 20 local participants, including young people, youth workers, policy makers and representatives of green associations and educational institutions. This event was a key opportunity to disseminate the project's results and promote its mission to engage youth in environmental and sustainable initiatives.

In addition to the presentation of GREEN Factor's resources and achievements, attendees received a 'Green Ambassadors' certificate, symbolising their commitment to promoting sustainable practices in their communities. This recognition sought to motivate them to continue using the project's resources and to remain active in raising environmental awareness, thus boosting the project's long-term impact.



With the closing of the GREEN Factor project, we would like to express our gratitude to all the participants, partners and collaborators who have been part of this incredible journey. Your enthusiasm and commitment have been instrumental in promoting environmental awareness and fostering green entrepreneurship among young people. Through our initiatives, we have been able to create a positive impact on communities and provide valuable tools for those who wish to become agents of change. Although this project is coming to an end, GREEN Factor's legacy will live on through the connections and knowledge shared. Thank you for joining us on this journey towards a more sustainable future! 🌱❤️



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



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