



GREEN CHANGEMAKERS - CHMKS

KA220-YOU-9EC39DB5

CHMKS HANDBOOK

**A PRACTICAL GUIDE EQUIPPING YOUNG
CHANGEMAKERS WITH TOOLS FOR
SUSTAINABILITY, CLIMATE ACTION, AND
SOCIAL IMPACT.**

**DEVELOPED THROUGH AN
INTERNATIONAL COLLABORATION
ACROSS SPAIN, ITALY, BULGARIA, AND
SWEDEN.**



**Co-funded by
the European Union**



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**DISCOVER MORE ABOUT THE PROJECT
HERE:**

[HTTPS://WWW.GREENCHANGEMAKERS.EU](https://www.greenchangemakers.eu)



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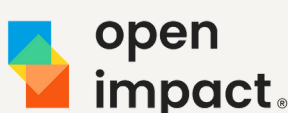


TABLE OF CONTENTS

Chapter 1: Introduction.....4

Chapter 2: How to Become a Green Changemaker: Small Steps, Big Impact.....7

Chapter 3: 15 Non-Formal Education (NFE) Workshops.....18

Chapter 4: Social Campaign Kit.....77

Chapter 5: Testimonials from the First Generation of Green Changemaker.....89

Chapter 6: Conclusion.....93

CHAPTER 1

Introduction

General Overview

The Green Changemakers Handbook is a comprehensive, interactive resource designed to equip young people and youth workers with the knowledge, skills, and tools needed to drive sustainability, climate action, and environmental leadership in their communities. Developed through collaborative co-design and stakeholder engagement, this handbook serves as a practical guide for individuals looking to transition from awareness to action, making tangible contributions to a greener and more sustainable future.

As part of the Green Changemakers project (KA220-YOU-9EC39DB5), this handbook integrates interactive educational tools, practical activities, case studies, testimonials, and campaign strategies, making it a dynamic and adaptable resource for youth engagement. The content has been validated through stakeholder feedback and tested in both online and offline settings, ensuring its relevance and effectiveness across diverse communities.

The handbook is being co-developed between October 1, 2024 – March 31, 2025, incorporating best practices and insights from youth workers, educators, environmental experts, and grassroots changemakers. It serves as a foundational tool for young people eager to engage in climate action, sustainability advocacy, circular economy initiatives, and green entrepreneurship.

International Collaboration

The Green Changemakers project is an Erasmus+ initiative that brings together a diverse network of organizations from Spain, Italy, Bulgaria, and Sweden, all dedicated to fostering environmental awareness and youth engagement through practical, solution-driven approaches.

This strategic partnership ensures that the handbook reflects local, national, and global perspectives, creating a truly European-level tool for empowering young people to become active changemakers.



Consortium

- Asociación Uno (Spain) – associaciouno.eu
- Base NGO APS (Italy) – basengo.it
- Ecoworld Rhodopes (Bulgaria) – ecorodopi.eu
- IRIS Sustainable Development (Sweden) irissd.org
- OPEN IMPACT SRL (Italy) – openimpact.it



CHAPTER 2

How to Become a Green Changemaker: Small Steps, Big Impact

How to become a Green Changemakers

The world is facing serious environmental challenges: climate change, biodiversity loss, pollution, and overconsumption of natural resources. But here's the good news: *every one of us has the power to make a difference.*

Becoming a **Green Changemaker** means adopting sustainable habits, protecting the environment, and inspiring others to do the same.

And you don't have to do it alone!

Overview

In this chapter, you'll find a step-by-step guide to making a real impact at three levels: at home, with friends, and in the community.



Scope

Whether you're just getting started or looking for ways to step up your green game, these actions will help you make the world a cleaner, healthier place, one small step at a time.





Level 1

At Home – small steps, big difference

Making a difference begins with your daily habits. The best place to start is at home, where simple choices can reduce waste, shrink your carbon footprint, and protect nature. **Small, consistent actions add up to meaningful change.**

So, where to start?

1

Before throwing something away, ask yourself: can I reuse or recycle this?

Waste management is one of the simplest ways to live sustainably. Reducing what you waste and reusing items as much as possible can significantly lessen your environmental impact. From being mindful of what you buy to refilling water bottles, using reusable shopping bags, or composting food scraps—there are many ways to make a real difference

What does this mean?

Reduce

- Only buy what you need and use what you buy.
- Choose loose fruits and vegetables instead of heavily packaged ones.
- Sign up for paperless billing and banking.
- Buy products with refillable packaging, such as cleaning supplies or cosmetics.
- Invest in long-lasting items like rechargeable batteries and real crockery instead of disposables.

By making these small changes, you're taking steps toward a more sustainable future



Reuse

- Carry a reusable water bottle, coffee cup, and shopping bag.
- Repurpose glass jars, plastic containers, and cardboard boxes for storage.
- Reuse wrapping paper and gift bags.
- Donate usable clothes, books, and household items to charity shops.
- Repair clothes by sewing on buttons or fixing zippers instead of buying new.

Recycle

- Learn how recycling works in your area and follow local guidelines. Apps like **Junker** or **Recycle Coach** can help.
- Compost food waste if you have the space.
- Sort waste properly: remember, not everything belongs in the recycling bin!



Bonus Tip

Try a "waste audit" for a week. Write down everything you throw away, then brainstorm ways to reduce that waste.

2 Save Energy and Water

No matter where you live – on your own, with family, or with friends – small changes in how you use energy and water can help lower bills and reduce waste.

Lights & Electronics

- Turn off lights when you leave a room.
- Unplug chargers and devices when they're not in use: **phantom energy** still drains power!

Water-Saving Habits

- Take shorter showers and turn off the tap while brushing your teeth.
- Use cold water for laundry: it saves energy and helps clothes last longer.
- Collect rainwater (if possible) for watering plants or repurpose cooled cooking water to hydrate houseplants instead of pouring it down the drain.
- Fix leaks ASAP: a dripping tap can waste over 3,000 liters of water per year!

Eco-Friendly Appliances

- If you or your family are getting new appliances, go for energy-efficient ones (look for the **Energy Label**).
- Swap old bulbs for LED lights: they use up to 90% less energy and last way longer!
- Use power strips to easily switch off multiple devices at once.



Eat Sustainably

3

Did you know that food production is responsible for one-quarter of global greenhouse gas emissions? The way we eat affects the planet, but small changes can make a big impact.

Reduce Food Waste

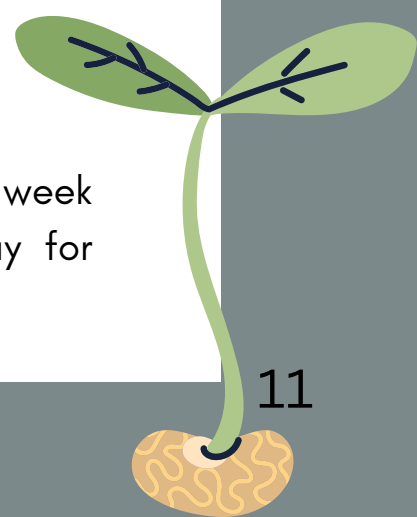
- Plan meals ahead to avoid buying excess food.
- Store food properly to keep it fresh longer.
- Get creative with leftovers: there are plenty of **ideas** for making the most of what you have!
- Use apps like Too Good To Go to save surplus food from restaurants and grocery stores.

Eat Local & Seasonal

- Choose local produce: it supports local farmers and reduces emissions from transportation.
- Eat seasonal produce: it's fresher, tastier, and better for the environment.
- Check out **solidarity_purchasing_groups**, food co-ops, farmers' markets and shops to buy directly from local producers.

Try a Plant-Based Meal

Even replacing meat with plant-based alternatives once a week reduces water and land use. Start with Meatless Monday for delicious, planet-friendly recipes.



4 Eco-Friendly Shopping

Every time you buy something, you're casting a vote for the kind of world you want to live in. Shopping sustainably means choosing quality over quantity and supporting ethical brands.

Fast Fashion vs. Slow Fashion

The fashion industry is one of the biggest polluters, especially fast fashion. Instead of buying cheap, trendy items that don't last and end up in landfills, try thrifting, swapping clothes with friends, or shopping from sustainable brands. Use apps like Good On You to find brands that focus on ethics and sustainability.

Minimalist Mindset

Before buying something new, ask yourself: Do I really need this? Owning less means less waste and clutter.



Bonus Tip

Repair and reimagine your clothing items. Instead of discarding worn-out clothes, try mending them or get creative with upcycling! Turn an old T-shirt into a tote bag or patch up a pair of jeans. Giving new life to your clothes can reduce waste and inspire your creativity.



Level 2

With Friends – Influence and Inspire

Once you've got your sustainability habits down at home, it's time to spread the word and get your friends involved! Turning sustainability into a group thing makes it way more fun, interactive, and impactful.

But how?

Green Challenges with Friends

1

Friendly competition can motivate each other to adopt sustainable habits. Try these challenges together:

- **Plastic-Free Week:** Who can avoid plastic the longest?
- **Meat-Free Challenge:** Try plant-based meals together for a week and discover new, delicious meals!
- **Energy-Saving Contest:** Who can save the most energy by turning off lights, unplugging stuff, and being mindful of usage?

Bonus Tip

Set up a group chat to share your progress, cool tips, and keep each other inspired. It'll keep everyone pumped up and ready to take on the next challenge!



2 Upcycling & DIY Projects

Turn trash into treasure with some fun upcycling projects! Here are a few ideas to get you started:

- **Old Jeans → Tote Bags:** Cut up your old jeans and turn them into a stylish, reusable bag.
- **Tin Cans → Plant Pots:** Save your tin cans and use them to create cute plant pots for your room.
- **Scrap Paper → Handmade Cards:** Use leftover paper to make your own greeting cards. They're personal, eco-friendly, and awesome to give!



Sustainable Hangouts

3

Think about how your group activities affect the environment. Instead of going to a fast-food restaurant, try:

- A **picnic with homemade snacks**: pack your own eco-friendly goodies and enjoy nature!
- A **second-hand shopping day**: skip the fast fashion and hunt for cool vintage finds instead.
- A **beach or park clean-up**: get outside, clean up, and then chill with your friends while enjoying the outdoors.



4

Educate & Share Knowledge

Your voice is powerful—use it to spread the word about sustainability and inspire others!

- Start a social media page to share eco-tips, challenges, and inspo with your friends and followers.
- Make TikTok/Instagram Video: post about climate action or sustainability in a fun and creative way.
- Recommend your favourite eco-friendly apps and brands to friends.



green
change
makers

Want to get even more
involved?

Try out some of the activities of
the CHMKS e-course to learn
climate activism for young
people—perfect for turning your
passion into action!

CHMKS e-course





Level 3

In the Community – Be a Leader of Change

Ready to level up your sustainability game? It's time to take action in your community and become a **Green Changemaker** for the planet! Leading change can inspire others and make a huge difference where you live.

But how?

1

Green Challenges with Friends

Hosting events is a fun way to bring people together and raise awareness about sustainability. Here are some ideas:

- **Clothing Swaps:** get people together to exchange clothes instead of buying new stuff. It's a fun way to refresh your wardrobe while reducing waste! You can host a local swap at a community center, school, or even online.
- **Community Clean-Ups:** organize a clean-up event at a nearby park, beach, or around your neighborhood. Provide trash bags, gloves, and make it a team effort! Not only will you help clean up, but you'll also inspire others to care for public spaces.
- **Tree-Planting Days:** trees are amazing for the environment! Organize a tree-planting day with local organizations or community groups. You'll be helping nature while creating green spaces for everyone to enjoy.



Bonus Tip

Want to make your event even bigger? Partner with local businesses for sponsorships, ask your school to get involved, or create a social media event page to attract more volunteers!

Find or Create a CHMKS Hub

2

One of the best ways to start a movement in your community is by joining an existing CHMKS Hub or creating a new one. These hubs bring together green changemakers who share knowledge, organize events, and support each other in making their communities more sustainable.

- **Find a Hub Near You:** go to greenchangemakers.eu and find the closest Hub! You can also check out CHMKS social media to see if there's one nearby!
- **Start Your Own Hub:** No hub yet? No problem! Gather a group of friends or like-minded people who care about the environment. Start small with local clean-ups, tree-planting, or organizing sustainable campaigns. *You'll find info and support to start a CHMKS Hub on greenchangemakers.eu*

3 Advocate for Change



Advocacy is all about speaking up for what you believe in and pushing for positive change. Here are ways to get started:

- **Talk to your school or local government:** if your school or local government isn't doing enough to protect the environment, let them know! Ask for things like more recycling bins, bike lanes, or energy-saving initiatives.
- **Start a petition:** if there's an environmental cause you care about, start a petition on Change.org or gather signatures in your community to show support. The more people who back the cause, the stronger your voice will be!
- **Join Youth-Led Climate Groups:** organizations like Fridays for Future give young people the platform to advocate for climate action. Join a group, attend marches, and make your voice heard on a global scale!

AND NOW WHAT??

The world needs changemakers: people like you who take action, inspire others, and create a positive impact. Whether you start with small changes at home, motivate your friends to join in, or take the lead in your community, **every step counts**.

Sustainability isn't about being perfect: it's about making better choices, one action at a time. Maybe today you'll choose to bring a reusable water bottle, tomorrow you'll organize a clothing swap, and next month you'll start a petition for more recycling bins at your school. *Every action, big or small, adds up to a greener future.*

And remember, you're not alone! Join forces with like-minded people, learn from others, and share your journey. Together, we can build a world where sustainability is second nature, where protecting the planet is just part of how we live.

So, what's your next step? / Are you ready to be the change? Your journey starts now.



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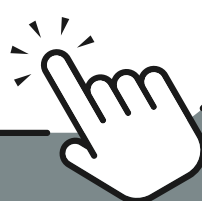
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CHMKS



CHAPTER 3

15 Non-Formal Education (NFE) Workshops

NFE Workshops

The Green Changemakers Handbook is designed to empower youth workers and young people to take meaningful steps toward environmental sustainability. At its heart are 15 innovative Non-Formal Education (NFE) workshops aimed at inspiring participants to become proactive Green Changemakers in their communities. These workshops were uniquely co-developed during the International Training held in Smolyan, Bulgaria (21-25/10/2024), in collaboration with participants and trained youth workers. This co-creation approach ensures that each workshop reflects diverse perspectives, practical experiences, and creative solutions.

These workshops combine interactive methods, practical activities, and reflection to engage participants deeply and foster long-term change. By participating, individuals will gain the skills, knowledge, and motivation needed to lead environmental actions in their local contexts.

Overview

Non-Formal Education (NFE) workshops are interactive, learner-centered sessions designed to foster practical skills, critical thinking, and creativity. Unlike traditional education, NFE workshops use participatory methods such as group activities, role-playing, and hands-on projects to ensure active engagement and meaningful learning experiences. These workshops aim to empower individuals to take action, especially in addressing environmental and sustainability challenges.



Scope

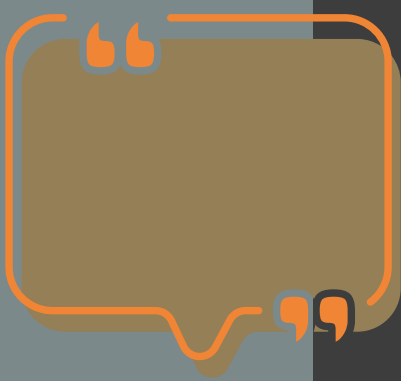
Target Audience: Young people, youth workers, educators, and community leaders.

Focus Areas: Environmental awareness, leadership, sustainability, and community engagement.

Goals:

- Enhance understanding of pressing environmental issues.
- Develop practical skills for addressing these issues.
- Foster collaboration, creativity, and innovation.

Each workshop aligns with the broader goal of enabling participants to become changemakers in their communities, promoting sustainable practices and values.



Structure of the Workshops

Each workshop follows a structured format to maximize engagement and impact:

Objectives

Each workshop begins with a brief outline of its main objectives. These objectives provide a clear understanding of the workshop's focus, outlining the specific goals and what participants are expected to achieve by the end of the session.

Outcomes

Following the objectives, each workshop presents its expected outcomes. These outcomes describe the practical skills, knowledge, and personal or community-level impacts participants can anticipate gaining.

Icebreaker

The session begins with an interactive icebreaker designed to energize participants and introduce the workshop theme in a fun, engaging way.

Main Activities

The core part of the workshop features dynamic, hands-on activities. These exercises encourage creativity, collaboration, and the practical application of knowledge.

Additional Materials

Where applicable, participants are provided with templates, tables, visuals, and other resources to enhance understanding and aid in post-workshop implementation.

Reflection and Discussion

Every workshop concludes with a group reflection and discussion, using tools like Kahoot quizzes to reinforce learning and spark further conversations.

What to Consider

When implementing these workshops, keep the following in mind:

Participant Engagement

- Foster an inclusive and supportive environment to ensure everyone feels comfortable contributing.
- Encourage active participation and peer learning.

Diverse Learning Styles

- Use a mix of visual, auditory, and kinesthetic methods to cater to various preferences.
- Adjust activities to accommodate the unique needs of the group.

Environmental Context

- Tailor examples and activities to resonate with participants' local experiences and challenges.
- Highlight the global implications of their local actions.

Time Management

- Allocate sufficient time for each section of the workshop while keeping the pace dynamic and engaging.

Eco-Friendly Practices

- Use sustainable materials and minimize waste during workshops.
- Encourage participants to bring their own supplies, such as notebooks and pens.

Additional Resources, Directions, and Tips

Pre-Workshop Preparation

- Share workshop outlines or brief reading materials to help participants understand the session's goals.
- Ensure the venue is equipped with necessary tools, including a stable internet connection for Kahoot quizzes.

Facilitator Guidelines

- Adopt an approachable and engaging facilitation style.
- Be prepared to adapt activities based on time constraints or group dynamics.

Post-Workshop Follow-Up

- Provide participants with additional resources, such as printable templates, infographics, or recommended readings.
- Encourage them to share what they've learned with their peers or communities.

Digital Tools

- Use platforms like Jamboard for brainstorming, Mentimeter for polls, and Kahoot for interactive quizzes to maintain engagement.
- Share editable digital resources for participants to use in their future projects.

Sustainability Advocacy

- Reinforce the importance of applying what participants learn in the workshops to their everyday lives.
- Provide examples of small, actionable steps they can take immediately.

List of Workshops

1. **Art for the Environment** - Communicating Green Messages through Creativity
2. **Biodiversity in Your Backyard** - Exploring Local Biodiversity - Protecting Nature at Home
3. **Water Conservation and Management** - Every Drop Counts - Sustainable Water Practices
4. **Climate Action 101: Understanding the Crisis** - Foundations of Climate Change: Causes, Impacts, and Solutions
5. **Climate Justice: Equity in Action** - Ensuring Fairness in the Fight Against Climate Change
6. **From Trash to Treasure** - Reduce, Reuse, Reimagine: Transforming Waste into Sustainable Fashion
7. **Green Design Thinking** - Designing Solutions for Environmental Challenges
8. **Policy and Advocacy 101** - Empowering Voices: Advocating for Green Policies
9. **Eco-Social Entrepreneurship** - Innovating for the Planet: Creating Sustainable Business Models
10. **Circular Economy Basics** - Closing the Loop: Introduction to Circular Economy
11. **Renewable Energy Exploration** - Harnessing Nature's Power: Renewable Energy 101
12. **Green Leadership for Change** - Leading the Way - Inspiring Change Through Green Leadership
13. **Sustainable Food Systems** - From Farm to Fork - Building Sustainable Food Practices
14. **Conscious Consumption and Mental Wellness** - Mindful Choices: Connecting Sustainability with Mental Wellbeing
15. **Reviving Communities Through Circular Solutions** - ReGeneration - Applying Circular Thinking to Community Revitalization

Art for the Environment

Title: Communicating Green Messages through Creativity

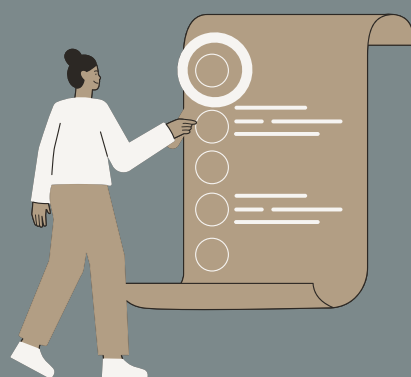


Objectives

- Understand the power of art as a medium to raise awareness about environmental issues.
- Develop creative skills to produce eco-friendly and impactful art.
- Inspire participants to express their environmental concerns and solutions through visual storytelling.
- Foster teamwork and community engagement through collaborative art projects.

Expected Outcomes

- Enhanced creativity and artistic expression.
- Improved teamwork and collaboration.
- Practical skills in upcycling and sustainable art-making.



ACTIVITIES

Icebreaker: Art and the Environment (20 minutes)

Steps:

- Show examples of impactful environmental art (murals, sculptures, campaigns).
- Group discussion: What messages do these artworks convey? How can art inspire change?

Materials: Projector or printed examples of environmental art, discussion prompts.

Upcycled Art Project: Turning Waste into Art (60 minutes)

Steps:

- Divide participants into small groups.
- Provide waste materials (e.g., old bottles, cardboard, fabric scraps).
- Groups create sculptures, collages, or installations that convey an environmental message.

Materials: Recyclable materials, glue, scissors, paint, brushes.

Eco-Mural Creation: A Collaborative Art Piece (90 minutes)

Steps:

- Brainstorm a theme: e.g., "Our Green Future" or "Protect Our Planet."
- Divide the mural into sections for individuals or teams to design.
- Participants paint the mural together on canvas, paper, or a wall (if feasible).

Materials: Large canvas or wall, eco-friendly paints, brushes, drop cloths.

Storytelling and Presentation (30 minutes)

Steps:

- Each group presents their upcycled art or section of the mural.
- Discuss the environmental message and its potential impact.

Materials: Presentation space, microphone (optional).

Additional Materials

VISUALS AND INSPIRATION

Gallery of Green Art: A slideshow or printed collection of impactful environmental art, such as:

- Eduardo Kobra's climate-change-themed murals.
- Washed Ashore Project's sculptures from ocean plastic.
- Banksy's works highlighting environmental issues.



ADDITIONAL RESOURCES

- Banksy. (n.d.). *Banksy's Works and Environmental Messages*. Retrieved from <https://www.banksy.co.uk>
- Creative Climate. (n.d.). *Creative Climate Movement Resources*. Retrieved from <https://juliesbicycle.com>
- Earth Day Network. (n.d.). *Art for the Earth Campaigns*. Retrieved from <https://www.earthday.org>
- National Geographic Society. (n.d.). *Impact of Art on Environmental Awareness*. Retrieved from <https://www.nationalgeographic.org>
- TED. (n.d.). *TED Talks on Art and the Environment*. Retrieved from <https://www.ted.com>
- Sustainable Brands. (n.d.). *Creative Campaigns for Sustainability*. Retrieved from <https://sustainablebrands.com>
- Washed Ashore Project. (n.d.). *Art to Save the Sea*. Retrieved from <https://washedashore.org>

Biodiversity in Your Backyard

Title: Exploring Local Biodiversity – Protecting Nature at Home

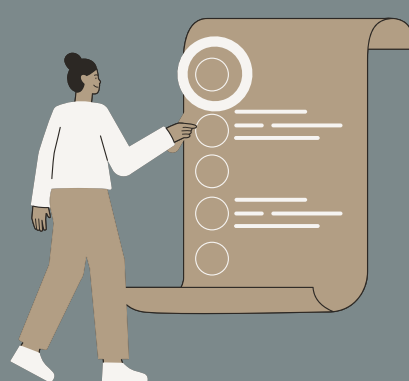


Objectives

- Understand the importance of biodiversity and its role in ecosystem health.
- Identify local species and their interactions within the environment.
- Develop skills to assess and protect local biodiversity.

Expected Outcomes

- Participants gain knowledge of local species and their ecological roles.
- Increased awareness of threats to biodiversity and how to mitigate them.
- Practical skills in observation and data documentation.



ACTIVITIES

1 Icebreaker: Biodiversity Hunt (15 minutes)

Steps:

- Ask participants to name or spot 3 types of plants or animals they see nearby.
- Share findings as a group and discuss their roles in the ecosystem.

Materials: None or optional checklist.

2 Nature Scavenger Hunt (30 minutes)

Steps:

- Participants explore a nearby natural area to identify plants, insects, birds, and other species.

Materials: Checklists of species, binoculars, magnifying glasses, notebooks.

3 Biodiversity Mapping (40 minutes)

Steps:

- Groups map the area and document species they've observed, categorizing them into plants, animals, and insects.

Materials: Large sheets of paper, markers, sticky notes.

4 Discussion: Protecting Local Biodiversity (20 minutes)

Steps:

- Discuss the challenges faced by local ecosystems and brainstorm solutions.

Materials: Whiteboard or flip chart for notes.

Additional Materials

INTERACTIVE TOOLS

Field ID Apps: encourage participants to use free apps for species identification, such as:

- iNaturalist (<https://www.inaturalist.org>).
- Seek by iNaturalist (https://www.inaturalist.org/pages/seek_app)
- BirdNET for bird sound identification (<https://birdnet.cornell.edu>)

Virtual Biodiversity Mapping Tools:

- Platforms like Google Earth or ArcGIS for participants to create digital maps of observed species.
- Video Resource: share a short video, such as a TED Talk on biodiversity or a local conservation project.



Local Ecosystem Map:

- A printed or digital map showing key natural areas around the workshop venue.



The Importance of Biodiversity in Ecosystems

WHAT IS BIODIVERSITY?

Biodiversity is the variety of all living things on Earth, including plants, animals, microorganisms, and the ecosystems they form. It encompasses the diversity of species, genetic variations, and ecosystems, ensuring balance and sustainability in nature.

ECOSYSTEM PRODUCTIVITY

Ecosystem productivity refers to the rate at which producers, such as plants and algae, convert sunlight and nutrients into energy through photosynthesis. This energy supports all other organisms in the ecosystem. High productivity ecosystems, like rainforests and wetlands, generate abundant resources, fostering greater biodiversity and ecological balance.

DECOMPOSITION AND SOIL FERTILITY

Decomposition is the process by which organic matter, like dead plants and animals, is broken down by decomposers such as fungi, bacteria, and insects. This releases essential nutrients like nitrogen and phosphorus back into the soil, enriching its fertility and supporting plant growth. Decomposition is vital for recycling nutrients and maintaining healthy, productive ecosystems.

POLLINATION AND SEED DISPERSAL

Pollination and seed dispersal are essential ecological processes that sustain plant reproduction and biodiversity. Pollination occurs when animals like bees, birds, or wind transfer pollen between flowers, enabling fertilization. Seed dispersal ensures plants spread to new areas, facilitated by animals, wind, or water. Together, these processes maintain healthy ecosystems, support food production, and promote genetic diversity.

Additional Materials

ADDITIONAL RESOURCES

- BirdNET. (n.d.). *AI-Powered Bird Sound Identifier*. Retrieved from <https://birdnet.cornell.edu>
- Ecological Society of America (ESA). (n.d.). *Understanding and Protecting Local Ecosystems*. Retrieved from <https://www.esa.org>
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- Royal Society for the Protection of Birds (RSPB). (n.d.). *How to Identify Birds and Support Local Habitats*. Retrieved from <https://www.rspb.org.uk>
- Seek by iNaturalist. (n.d.). *Plant and Animal Identification App*. Retrieved from https://www.inaturalist.org/pages/seek_app
- United Nations Environment Programme (UNEP). (2021). *Biodiversity and Ecosystems Resources*. Retrieved from <https://www.unep.org>
- World Wildlife Fund (WWF). (n.d.). *Local Biodiversity Conservation Toolkit*. Retrieved from <https://www.worldwildlife.org>

Water Conservation and Management

Title: Every Drop Counts – Sustainable Water Practices

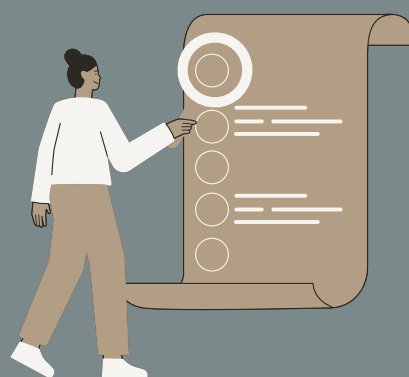


Objectives

- Understand the global and local challenges of water scarcity.
- Learn techniques for conserving water in daily life.
- Promote community-based water management initiatives.

Expected Outcomes

- Participants understand their personal water footprint.
- Practical skills in water conservation and DIY solutions.
- Awareness of community-driven water management strategies.



ACTIVITIES

Icebreaker: Water Footprint Challenge (15 minutes)

Steps:

- Ask participants to guess how much water they use daily for activities like showering, cooking, or cleaning.
- Share averages or surprising statistics to spark a brief discussion about water conservation.

Materials: List of water usage statistics for common activities.

Water Audit (30 minutes)

Steps:

- Participants calculate their daily water usage and identify wastage points.

Materials: Worksheets with water usage data, calculators.

DIY Water-Saving Solutions: Greywater Recycling System (50 minutes)

Steps:

- Groups design and build a simple greywater recycling system to filter water for non-potable uses.

Materials: Plastic containers or buckets, gravel, sand, activated charcoal, coffee filters, fabric, scissors.

Discussion: Community Water Solutions (20 minutes)

Steps:

- Brainstorm ideas for implementing water-saving techniques in the community.

Materials: Flip chart for brainstorming.

Additional Materials

ONLINE WATER AUDIT LINKS

- **Water Calculator:** <https://www.watercalculator.org>
- **EPA WaterSense Water Use Calculator:** <https://www.epa.gov/watersense/start-saving>
- **Home Water Works Calculator:** <https://www.home-water-works.org/calculator>

DIY WATER SAVING PROJECT

Building the System:

In groups, participants build their own mini greywater filtration systems using layered materials.

Instructions:

- Use a plastic container or bucket as the base.
- Add layers of gravel, sand, and activated charcoal to create the filter.
- Place a coffee filter or fabric on top to catch larger debris.
- Pour “dirty water” (simulated with dirt or food coloring) through the filter and collect the cleaner water in a second container.

ADDITIONAL RESOURCES

- Alliance for Water Efficiency. (n.d.). *Residential Water Audit Guide*. Retrieved from <https://www.allianceforwaterefficiency.org>
- FAO. (2016). *Coping with Water Scarcity: An Action Framework for Agriculture and Food Security*. Retrieved from <https://www.fao.org>
- Global Water Partnership. (n.d.). *Water Conservation in Communities Toolkit*. Retrieved from <https://www.gwp.org>
- TeachEngineering. (n.d.). *Water Conservation Lesson Plans and Activities*. Retrieved from <https://www.teachengineering.org>
- UN Water. (n.d.). *Water Scarcity and Conservation Resources*. Retrieved from <https://www.unwater.org>
- Water.org. (n.d.). *Water Conservation Awareness and Community Initiatives*. Retrieved from <https://www.water.org>

Climate Action 101: Understanding the Crisis

Title: Foundations of Climate Change:
Causes, Impacts, and Solutions

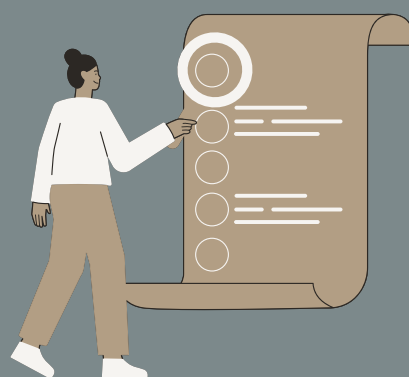


Objectives

- Build foundational knowledge of climate change science and its global impacts.
- Identify the role of individuals and communities in mitigating climate change.
- Encourage proactive climate actions.

Expected Outcomes

- Participants understand key concepts of climate change.
- Increased awareness of local impacts and potential solutions.
- Confidence in discussing and advocating for climate action.



ACTIVITIES

Icebreaker: Climate Word Cloud (10 minutes)

Steps:

- Ask participants to shout out one word they associate with “climate change.”
- Write their responses on a board to form a word cloud, then discuss common themes.

Materials: Whiteboard, markers.

Interactive Climate Quiz (20 minutes)

Steps:

- Use a digital or printed quiz to test participants’ baseline knowledge about climate change.

Materials: Quiz sheets, projector (optional).

Global and Local Impacts Mapping (40 minutes)

Steps:

- Create maps that show the effects of climate change globally and locally.

Materials: Maps, stickers, markers.

Role-Playing Debate (30 minutes)

Steps:

- Participants take on roles (e.g., government official, activist) to discuss climate solutions.

Materials: Scenario cards, fact sheets.

Additional Materials

INTERACTIVE CLIMATE QUIZ: SAMPLE QUESTIONS

1. What is the role of water vapor in climate change?

- A) It is a direct driver of climate change.
- B) It amplifies warming as a feedback mechanism.
- C) It cools the atmosphere by reflecting solar radiation.
- D) It has no impact on the climate system.

Answer: B) It amplifies warming as a feedback mechanism.

2. Which feedback loop has the potential to accelerate climate change the most?

- A) Increased volcanic activity
- B) Melting permafrost releasing methane
- C) Increased plant growth due to CO₂ fertilization
- D) Decreased solar radiation

Answer: B) Melting permafrost releasing methane

3. What is the concept of “carbon budget”?

- A) The financial cost of transitioning to renewable energy
- B) The maximum amount of CO₂ humanity can emit to limit global warming to a specific level
- C) The allocation of emissions between developed and developing countries
- D) The amount of CO₂ that can be stored underground through carbon capture

Answer: B) The maximum amount of CO₂ humanity can emit to limit global warming to a specific level

4. Which industry is the largest contributor to global greenhouse gas emissions?

- A) Transportation
- B) Agriculture and land use
- C) Energy production
- D) Manufacturing and construction

Answer: C) Energy production

5. What is “climate forcing”?

- A) The energy imbalance caused by changes in the Earth’s atmosphere
- B) The practice of geoengineering to combat climate change
- C) A policy mechanism to enforce emission reductions
- D) The impact of ocean currents on weather systems

Answer: A) The energy imbalance caused by changes in the Earth’s atmosphere

Additional Materials

INTERACTIVE CLIMATE QUIZ: SAMPLE QUESTIONS

6. Which of the following statements about the ocean's role in climate change is FALSE?

- A) Oceans act as a heat sink, absorbing much of the Earth's excess heat.
- B) Increased CO₂ absorption by oceans leads to ocean acidification.
- C) Oceans have unlimited capacity to absorb CO₂.
- D) Melting ice sheets contribute to rising sea levels.

Answer: C) Oceans have unlimited capacity to absorb CO₂.

7. What is the "albedo effect"?

- A) The warming effect caused by methane in the atmosphere
- B) The cooling effect of aerosols in the stratosphere
- C) The reflection of sunlight by ice and snow surfaces
- D) The effect of volcanic ash on global temperatures

Answer: C) The reflection of sunlight by ice and snow surfaces

8. Which of the following technologies is considered a form of "negative emissions"?

- A) Solar panels
- B) Carbon capture and storage (CCS)
- C) Nuclear energy
- D) Wind turbines

Answer: B) Carbon capture and storage (CCS)

10. How does the concept of "climate justice" relate to global climate policies?

- A) It ensures equal reduction of emissions for all countries.
- B) It prioritizes the rights of vulnerable populations disproportionately affected by climate change.
- C) It focuses solely on legal mechanisms for climate change lawsuits.
- D) It advocates for the replacement of fossil fuels with renewable energy.

Answer: B) It prioritizes the rights of vulnerable populations disproportionately affected by climate change.

Additional Materials

ADDITIONAL RESOURCES

- Intergovernmental Panel on Climate Change (IPCC). (2021). *Climate change 2021: The physical science basis*. Retrieved from <https://www.ipcc.ch>
- NASA. (n.d.). *Climate change and global warming: Evidence and causes*. Retrieved from <https://climate.nasa.gov>
- National Aeronautics and Space Administration (NASA). (n.d.). *The causes of climate change*. Retrieved from <https://climate.nasa.gov/causes>
- Our World in Data. (n.d.). *CO₂ and other greenhouse gas emissions*. Retrieved from <https://ourworldindata.org/co2-and-other-greenhouse-gas-emissions>
- United Nations Framework Convention on Climate Change (UNFCCC). (n.d.). *The Paris Agreement*. Retrieved from <https://unfccc.int/process-and-meetings/the-paris-agreement/the-paris-agreement>
- Union of Concerned Scientists. (2019). *The science of global warming: What is causing climate change?*. Retrieved from <https://www.ucsusa.org/resources/science-climate-change>
- World Resources Institute (WRI). (2020). *Climate solutions: Reducing emissions and building resilience*. Retrieved from <https://www.wri.org>
- WWF. (n.d.). *What is climate change? Causes, effects, and solutions*. Retrieved from <https://www.worldwildlife.org>

Climate Justice: Equity in Action

Title: Ensuring Fairness in the Fight Against Climate Change

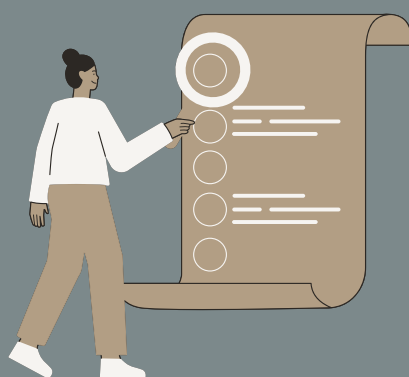


Objectives

- Explore how climate change disproportionately affects different communities.
- Build empathy and understanding of marginalized perspectives.
- Develop solutions that incorporate equity and inclusivity.

Expected Outcomes

- Participants understand climate justice and its importance.
- Empathy towards vulnerable communities.
- Solutions that prioritize inclusivity and fairness.



ACTIVITIES

Icebreaker: Unequal Distribution (15 minutes)

Steps:

- Distribute resources unevenly (e.g., candies, tokens) among participants.
- Discuss how this unevenness relates to climate justice and resource inequality.

Materials: Small candies or tokens.

Simulation Game: Unequal Burdens (40 minutes)

Steps:

- Participants represent countries or communities with varying resources and responsibilities in a climate crisis scenario.

Materials: Role cards, tokens representing resources.

Storytelling Session (30 minutes)

Steps:

- Share stories or videos of real-life communities affected by climate change.

Materials: Pre-selected videos or case studies.

Equity Brainstorm (20 minutes)

Steps:

- Groups brainstorm inclusive solutions to climate challenges.

Materials: Flip chart, markers.

Additional Materials

IDEAS FOR THE SIMULATION GAME: UNEQUAL BURDENS

Objective: Highlight the disparities in resources, responsibilities, and impacts faced by different countries and communities in addressing the climate crisis.

Scenario: Participants simulate a global climate summit where countries/communities must negotiate solutions to a shared climate crisis. Each group represents a country/community with unique challenges, resources, and emissions profiles.

Roles and Descriptions:

1. Wealthy Industrialized Nation:

- High emissions, high resources, strong infrastructure.
- Responsibilities: Provide funding for climate mitigation and adaptation in vulnerable countries.
- Challenges: Balancing economic growth with reducing emissions.

2. Developing Country with High Population:

- Moderate emissions, limited resources, vulnerable to climate impacts.
- Responsibilities: Reduce emissions while addressing poverty and growth.
- Challenges: Dependence on international aid and technology transfers.

3. Small Island Nation:

- Low emissions, very limited resources, highly vulnerable to sea-level rise.
- Responsibilities: Advocate for urgent global action to mitigate climate change.
- Challenges: Relocation and adaptation for displaced communities.

Additional Materials

IDEAS FOR THE SIMULATION GAME: UNEQUAL BURDENS

4. Emerging Economy:

- Increasing emissions due to industrialization, moderate resources.
- Responsibilities: Balance industrial growth with climate commitments.
- Challenges: Pressure to adopt renewable energy while maintaining competitiveness.

5. Non-Governmental Organization (NGO):

- Advocates for vulnerable populations and the environment.
- Responsibilities: Push governments for strong climate policies and equity in resource distribution.
- Challenges: Limited decision-making power but significant influence through advocacy.

Variations:

- Add “climate shocks” during the game (e.g., a hurricane hits the island nation, requiring emergency aid).
- Include media roles that report on negotiations and influence public opinion.
- Introduce a time limit to increase urgency.

IDEAS AND RESOURCES FOR A STORYTELLING SESSION ON CLIMATE CHANGE

1. Stories of Small Island Nations

Focus: Communities in island nations like the Maldives or Tuvalu facing rising sea levels.

- Video: “The Island President” (Documentary about the Maldives and rising seas)
- Trailer: <https://www.youtube.com/watch?v=fAR1GaCzHUY>
- Case Study: United Nations Development Programme (UNDP) resources on small island nations’ climate challenges.
- Link: <https://www.undp.org>

Additional Materials

IDEAS AND RESOURCES FOR A STORYTELLING SESSION ON CLIMATE CHANGE

2. Indigenous Communities and Climate Change

Focus: Indigenous peoples in the Arctic facing melting ice and habitat loss.

- Video: "On Thin Ice: Climate Change and the Inuit" (National Geographic)
- Link: https://youtu.be/eShMq6_aXIM?si=ywmlafm4i_q9qPJb
- Case Study: Arctic Council's report on the impacts of climate change on indigenous communities.
- Link: <https://arctic-council.org>

3. Farming Communities Facing Droughts

Focus: Farmers in Sub-Saharan Africa struggling with prolonged droughts.

- Video: "Tipping Point: Agriculture on the brink" (PBS NewsHour)
- Link: https://www.youtube.com/watch?v=vTwWsFsOH_E
- Case Study: World Bank stories on sustainable farming in drought-prone regions.
- Link: <https://www.worldbank.org>

4. Urban Flooding in South Asia

Focus: Cities like Dhaka, Bangladesh, experiencing frequent flooding due to monsoons and rising seas.

- Video: "Climate Refugees of Bangladesh" (Al Jazeera English)
- Link: https://youtu.be/1_MGvDoaN7M?si=qdlo8nakZrzYljpl
- Case Study: Case studies from Climate and Development Knowledge Network (CDKN).
- Link: <https://cdkn.org>

5. Coral Bleaching in the Great Barrier Reef

Focus: Communities reliant on marine tourism and fishing affected by coral reef destruction.

- Video: "Chasing Coral" (Netflix Documentary)
- Trailer: <https://www.youtube.com/watch?v=aGGBGcjdjXA>
- Case Study: NOAA's coral bleaching impact reports.
- Link: <https://www.noaa.gov>

Additional Materials

ADDITIONAL RESOURCES

- Climate Justice Alliance. (n.d.). What is climate justice? Retrieved from <https://climatejusticealliance.org>
- Intergovernmental Panel on Climate Change (IPCC). (2022). *Climate change 2022: Impacts, adaptation and vulnerability*. Retrieved from <https://www.ipcc.ch/report/ar6/wg2>
- NASA. (n.d.). *Understanding climate justice: Bridging the gap*. Retrieved from <https://climate.nasa.gov>
- Oxfam. (2020). *Confronting carbon inequality: Putting climate justice at the heart of the global recovery*. Retrieved from <https://www.oxfam.org>
- Our World in Data. (n.d.). *Climate inequality: Emissions and impacts*. Retrieved from <https://ourworldindata.org>
- United Nations Framework Convention on Climate Change (UNFCCC). (n.d.). *Climate justice and the Paris Agreement*. Retrieved from <https://unfccc.int>
- United Nations. (2019). *Climate justice for a sustainable future*. Retrieved from <https://www.un.org>
- World Resources Institute (WRI). (2020). *Equity in climate action: Global progress and local solutions*. Retrieved from <https://www.wri.org>
- World Wildlife Fund (WWF). (n.d.). *Climate justice: What it means and how to achieve it*. Retrieved from <https://www.worldwildlife.org>

From Trash to Treasure

Title: Reduce, Reuse, Reimagine:
Transforming Waste into Sustainable
Fashion

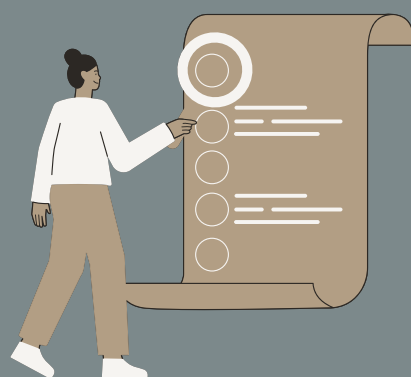


Objectives

- Explore the environmental impacts of textile waste and the importance of reducing, reusing, and recycling in fashion.
- Develop creative skills in upcycling discarded textiles into wearable or functional items.
- Empower participants to adopt sustainable habits and advocate for waste reduction.

Expected Outcomes

- Participants gain awareness of textile waste and its environmental impact.
- Enhanced creativity and practical skills in upcycling and sustainable design.
- Understanding of how individual and collective actions can reduce waste.



ACTIVITIES

Icebreaker: "What's Your Waste?" (15 minutes)

Steps:

- Ask participants to name one clothing item or textile they've recently discarded or no longer use.
- Discuss alternatives to discarding (e.g., repair, donate, upcycle).

Materials: Flipchart or whiteboard, markers.

Problem Awareness: Fast Fashion and Textile Waste (20 minutes)

Steps:

- Show a short video or infographic on the environmental impacts of fast fashion and textile waste (e.g. water usage).
- Highlight the importance of reducing, reusing, and recycling.

Materials: Projector, infographic, or video on textile waste.

Upcycled Fashion Project: From Waste to Wearables (60 minutes)

Steps:

- Provide participants with discarded textiles (e.g., old t-shirts, jeans, fabric scraps) and basic crafting tools.
- Assign groups to create one of the following: a tote bag, scrunchie, or patchwork item, an accessory, etc.

Materials: Discarded textiles, sewing kits, scissors, glue, paint.

Reduce, Reuse, Recycle Campaign: Advocating for Change (30 minutes)

Steps:

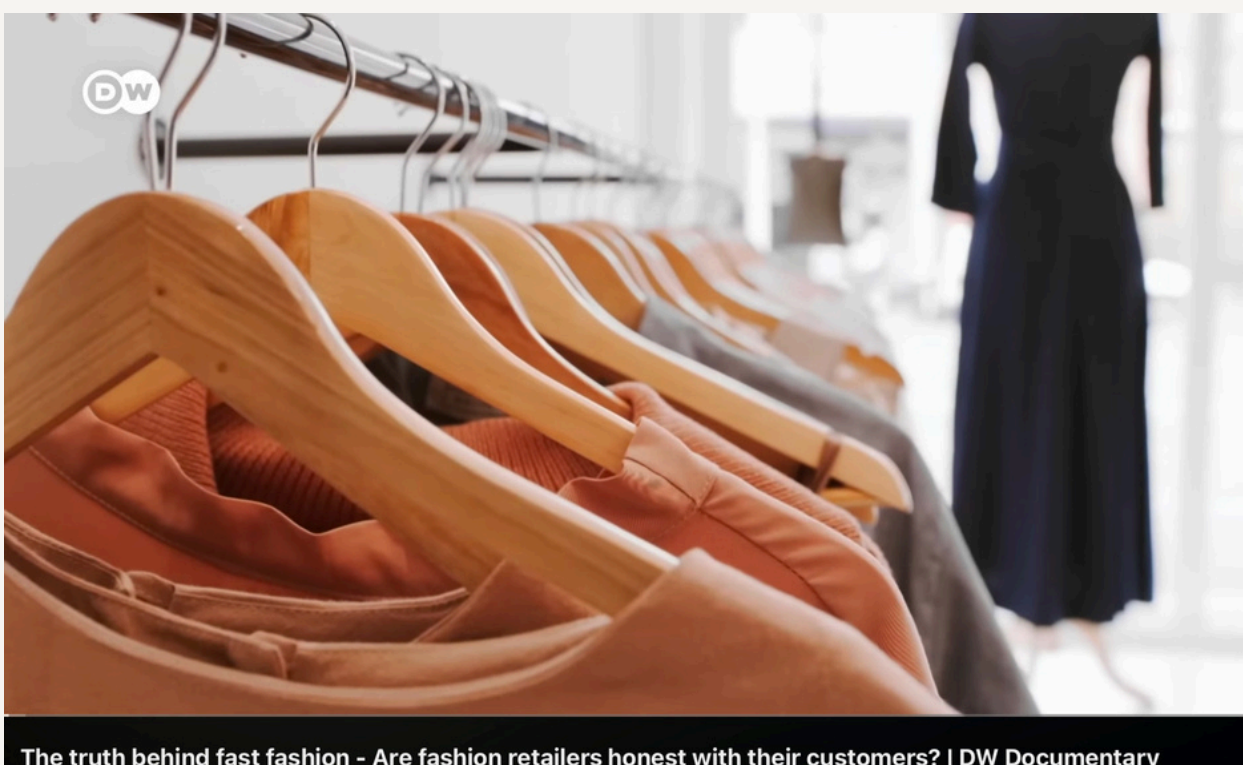
- Brainstorm ideas for a local or personal campaign to encourage waste reduction.
- Groups create posters, flyers, or a short skit advocating for reducing textile waste and reusing materials.

Materials: Paper, markers, presentation space.

Additional Materials

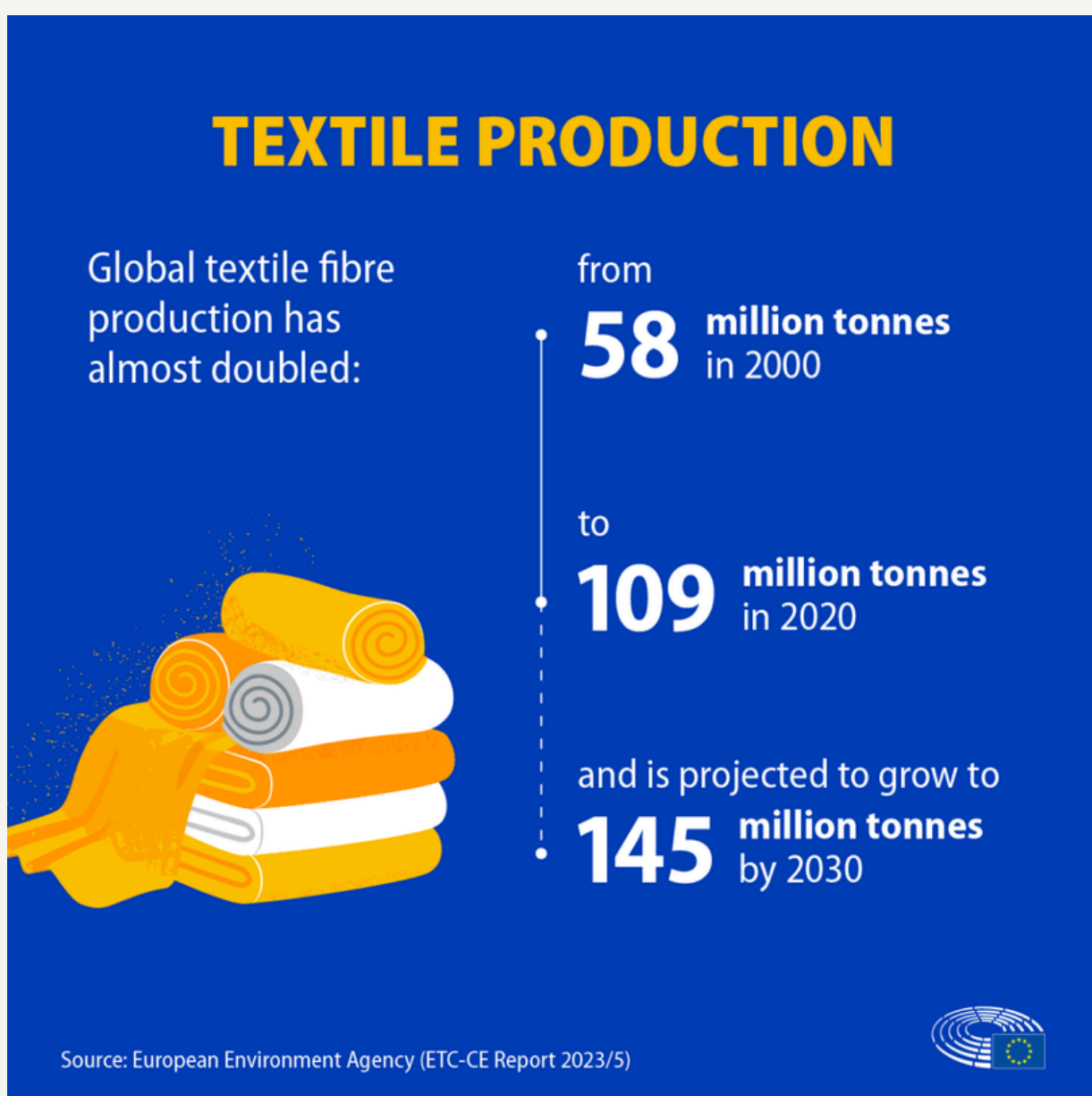
THE IMPACT OF FAST FASHION: SHORT DOCUMENTARY

<https://youtu.be/23vUvQN-R1Y?si=plAodlKdVpg7AeoJ>



THE IMPACT OF TEXTILE PRODUCTION AND WASTE ON THE ENVIRONMENT (INFOGRAPHICS): EUROPEAN PARLIAMENT

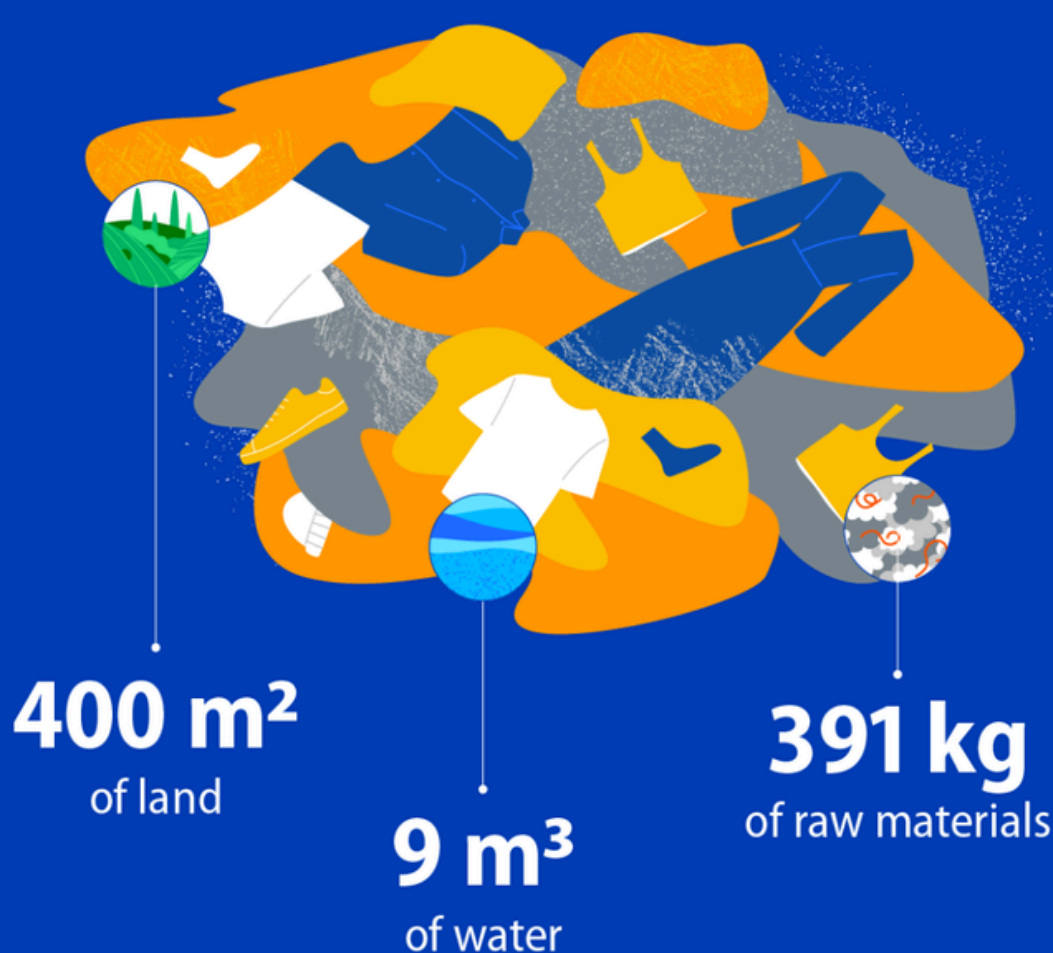
<https://www.europarl.europa.eu/topics/en/article/20201208STO93327/the-impact-of-textile-production-and-waste-on-the-environment-infographics>



Additional Materials

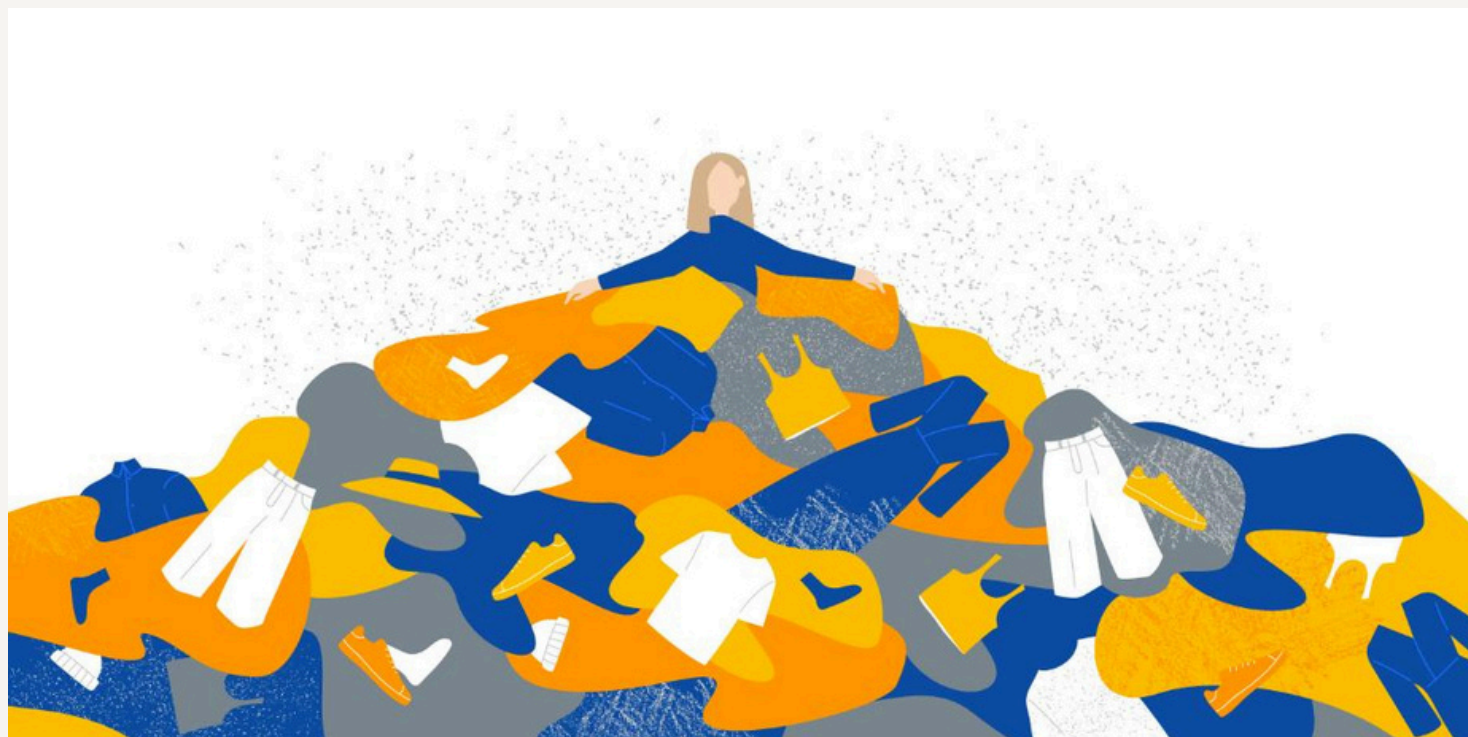
THE ENVIRONMENTAL IMPACT OF TEXTILES

In 2020 textile consumption
per person in the EU required on average:



And caused a carbon
footprint of about **270 kg**

Source: European Environment Agency (2023)



Additional Materials

ADDITIONAL RESOURCES

- Ellen MacArthur Foundation. (n.d.). *A new textiles economy: Redesigning fashion's future*. Retrieved from <https://www.ellenmacarthurfoundation.org>
- European Environment Agency. (2019). *Textile waste and the environment*. Retrieved from <https://www.eea.europa.eu>
- Fashion Revolution. (2020). *The true cost of fashion: Environmental and social impacts of fast fashion*. Retrieved from <https://www.fashionrevolution.org>
- Global Fashion Agenda. (2020). *Pulse of the fashion industry*. Retrieved from <https://www.globalfashionagenda.com>
- Greenpeace. (2017). *The environmental price of fast fashion*. Retrieved from <https://www.greenpeace.org>
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- National Geographic. (2020). *The hidden toll of fashion on the environment*. Retrieved from <https://www.nationalgeographic.com>
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- WRAP. (n.d.). *Sustainable clothing action plan: Reducing textile waste*. Retrieved from <https://www.wrap.org.uk>
- WWF. (2021). *Fast fashion and its environmental impact*. Retrieved from <https://www.worldwildlife.org>.

Green Design Thinking

Title: Designing Solutions for Environmental Challenges

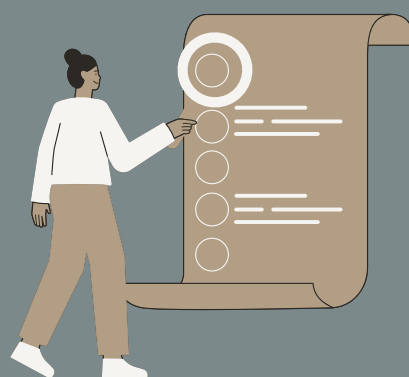


Objectives

- Introduce design thinking as a problem-solving approach.
- Apply the method to real-world environmental challenges.
- Encourage innovative and practical solutions.

Expected Outcomes

- Practical understanding of design thinking.
- Innovative solutions to local environmental issues.
- Improved collaboration and creativity.



ACTIVITIES

Icebreaker: Everyday Challenges (15 minutes)

Steps:

- Ask participants to think of a small environmental problem they encounter daily (e.g., plastic waste, energy use).
- Have them share their challenges briefly with the group, focusing on why they think it's an issue.

Materials: Whiteboard or flip chart to list challenges.

Problem Identification (30 minutes)

Steps:

- Participants identify key environmental issues in their community.

Materials: Sticky notes, whiteboard.

Prototyping Solutions (60 minutes)

Steps:

- Groups create prototypes of solutions using simple materials.

Materials: Craft supplies, recycled materials.

Green Innovation Pitch (20 minutes)

Steps:

- Groups present prototypes and gather feedback for improvement.

Materials: Presentation tools.

Additional Materials

GREEN INNOVATION PITCH: STRUCTURE

Green Innovation Pitch (20 Minutes)

Objective:

Help participants refine and communicate their green design ideas effectively, focusing on their solutions' environmental impact, feasibility, and potential scalability. This activity develops their presentation, collaboration, and critical thinking skills.

Steps:

1. Preparation (10 Minutes):

- Each group prepares a 2-minute pitch to present their prototype or solution.
- Provide participants with a simple pitch template to organize their presentation:

-Problem: What environmental issue are you addressing?

-Solution: What is your proposed solution?

-Impact: How will it benefit the environment and community?

-Feasibility: Why is your solution practical and achievable?

-Call to Action: What support or next steps are needed to implement the solution?

-Encourage groups to assign roles (e.g., speaker, slide designer, visual aid creator).

2. Pitch Presentation (15 Minutes):

- Groups take turns presenting their pitches to the audience (other groups or facilitators).
- Pitches should be concise, engaging, and focused, with visuals or sketches to support their ideas.

3. Feedback and Q&A (5 Minutes):

- After each pitch, other groups and facilitators provide constructive feedback, focusing on:

-Strengths of the solution and presentation.

-Areas for improvement (e.g., scalability, practicality, or communication).

-Suggestions to make the solution more impactful.

-Encourage participants to ask clarifying or challenging questions to stimulate critical thinking.

Additional Materials

GREEN INNOVATION PITCH: STRUCTURE

Materials:

- Pitch Template:

Provide a printed or digital version of the pitch structure to guide participants.

Example template:

- Title of Solution
- Problem:
- Solution:
- Impact:
- Feasibility:
- Call to Action:

Presentation Tools:

- Whiteboard, flip charts, or markers for visual aids.
- Laptops or tablets for creating simple digital slides (if available).

Variations:

- Judging Panel:

Introduce a panel of judges (workshop facilitators or peers) to provide feedback and “score” the pitches based on creativity, feasibility, and impact.

- Audience Voting:

Use Mentimeter, Kahoot, or sticky notes for participants to vote on the most innovative solution.

Benefits:

- Encourages participants to clearly articulate their ideas.
- Fosters teamwork and collaboration within groups.
- Prepares participants for real-world situations where they might need to pitch environmental initiatives to stakeholders, funders, or community leaders.

Additional Materials

ADDITIONAL RESOURCES

- Brown, T. (2009). *Change by design: How design thinking creates new alternatives for business and society*. Harper Business.
- Ellen MacArthur Foundation. (n.d.). *What is circular design?* Retrieved from <https://www.ellenmacarthurfoundation.org>
- IDEO. (n.d.). *Design thinking toolkit*. Retrieved from <https://www.ideo.com>
- McKinsey & Company. (2018). *Designing for impact: The power of design thinking in tackling environmental challenges*. Retrieved from <https://www.mckinsey.com>
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- United Nations Environment Programme (UNEP). (2020). *Design for sustainability: Practical solutions for businesses and communities*. Retrieved from <https://www.unep.org>
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- WRAP. (n.d.). *Circular design guide*. Retrieved from <https://wrap.org.uk>
- Zomerdijk, L. G., & Voss, C. A. (2011). *Service design for experience-centric services*. *Journal of Service Research*, 13(1), 67-82. <https://doi.org/10.1177/1094670509351960>

Policy and Advocacy 101

Title: Empowering Voices: Advocating for Green Policies

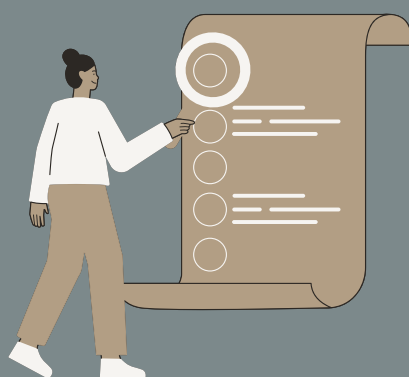


Objectives

- Teach the basics of policy-making and advocacy.
- Empower participants to engage with local and national policymakers.
- Develop communication skills for effective advocacy.

Expected Outcomes

- Participants understand the basics of policy-making.
- Improved communication and advocacy skills.
- Empowered to engage with policymakers and communities.



ACTIVITIES

Icebreaker: "If I Were a Policy Maker" (15 minutes)

Steps:

- Ask participants: "If you were a policymaker, what is one environmental policy you would create?"
- Have them share their ideas with the group, emphasizing why they think their policy is important.

Materials: None, or optional sticky notes/whiteboard to record ideas.

Introduction to Policy (20 minutes)

Steps:

- Explain how environmental policies are created and implemented.

Materials: Handouts or a presentation on policy basics.

Advocacy Role-Playing (40 minutes)

Steps:

- Participants act as policymakers, activists, or citizens to simulate the policy process.

Materials: Scenario cards, discussion prompts.

Campaign Planning (30 minutes)

Steps:

- Groups design mini-campaigns for an environmental issue of their choice.

Materials: Templates for campaign outlines, markers.

ENVIRONMENTAL CAMPAIGN SAMPLE

The Importance Of

Environmental Sustainability



Environmental sustainability involves making responsible choices that ensure the long-term health of our planet.



why does it matter?

Our world faces severe environmental challenges, including climate change, loss of biodiversity, and resource depletion.

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These challenges impact our daily lives...

From extreme weather events and health concerns to the loss of natural beauty.

It's time to recognize the relevance of sustainability in our own experiences.

Practices for a Sustainable Future

This section will introduce sustainable practices like efficient and responsible resource use as part of the solution to these challenges.

- Reduce, Reuse, Recycle
- Conserve Water
- Energy Efficiency
- Sustainable Transportation
- Reduce Single-Use Plastics



- Reduce Food Waste
- Green Energy Sources
- Reduce E-Waste
- Buy organic grown produce.
- Community clean-up



Community and Global Initiatives

Here are programs and projects aimed at addressing environmental sustainability:



Clean Water Initiative

A program focused on ensuring access to clean and safe drinking water and improving water resource management worldwide.



Plastic Pollution Coalition

A global alliance of organizations and businesses working to reduce plastic pollution and promote sustainable alternatives.



Green Energy Revolution

A global movement to transition from fossil fuels to renewable energy sources, such as solar, wind, and hydropower.



the Power of Collective Action

STRENGTH IN NUMBERS



When individuals unite for a shared goal, their collective voice has the potential to influence policies, practices, and industries.

ADVOCACY AND AWARENESS



Campaigns often lead to increased public consciousness, which, in turn, drives changes at local, national, and international levels.

ECONOMIC TRANSFORMATION



The collective push for sustainability has the potential to reshape businesses towards more sustainable practices.

it's time to take action!



Additional Materials

ADDITIONAL RESOURCES

- Birkland, T. A. (2019). *An introduction to the policy process: Theories, concepts, and models of public policy making (5th ed.)*. Routledge.
- Climate Reality Project. (n.d.). *Advocating for climate action: A guide to grassroots organizing*. Retrieved from <https://www.climate realityproject.org>
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- United Nations Environment Programme (UNEP). (2021). *Environmental policy toolkit: Engaging communities and policymakers*. Retrieved from <https://www.unep.org>
- World Resources Institute (WRI). (2019). *Building better policies for a sustainable future*. Retrieved from <https://www.wri.org>

Eco-Social Entrepreneurship

Title: Innovating for the Planet: Creating Sustainable Business Models

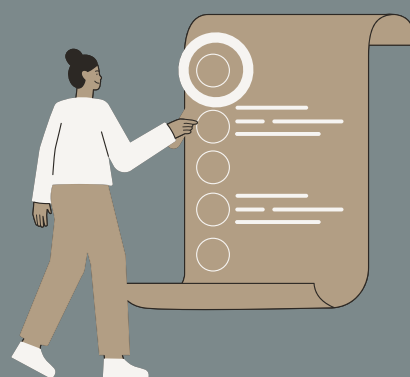


Objectives

- Introduce design thinking as a problem-solving approach.
- Apply the method to real-world environmental challenges.
- Encourage innovative and practical solutions.

Expected Outcomes

- Participants gain familiarity with the Business Model Canvas as a planning tool.
- Awareness of the balance between profitability and environmental sustainability.
- Participants leave with actionable ideas and structured plans for sustainable ventures.



ACTIVITIES

Icebreaker: Green Business Ideas (10 minutes)

Steps:

- Ask participants to name one problem they'd solve with an eco-business.
- Share their ideas briefly with the group for inspiration.

Materials: None

Eco-Business Case Studies (30 minutes)

Steps:

- Facilitate a discussion on successful eco-businesses (e.g., companies promoting zero-waste products, renewable energy startups).
- Highlight elements that make these businesses sustainable and profitable.

Materials: Case study handouts, projector for visuals.

Introduction to the Business Model Canvas (20 minutes)

Steps:

- Explain the key sections of the Business Model Canvas (e.g., Value Proposition, Customer Segments, Revenue Streams).
- Provide an example of a completed canvas for an eco-business idea.

Materials: A large example canvas, handouts with blank Business Model Canvas templates.

Pitch Session (30 minutes)

Steps:

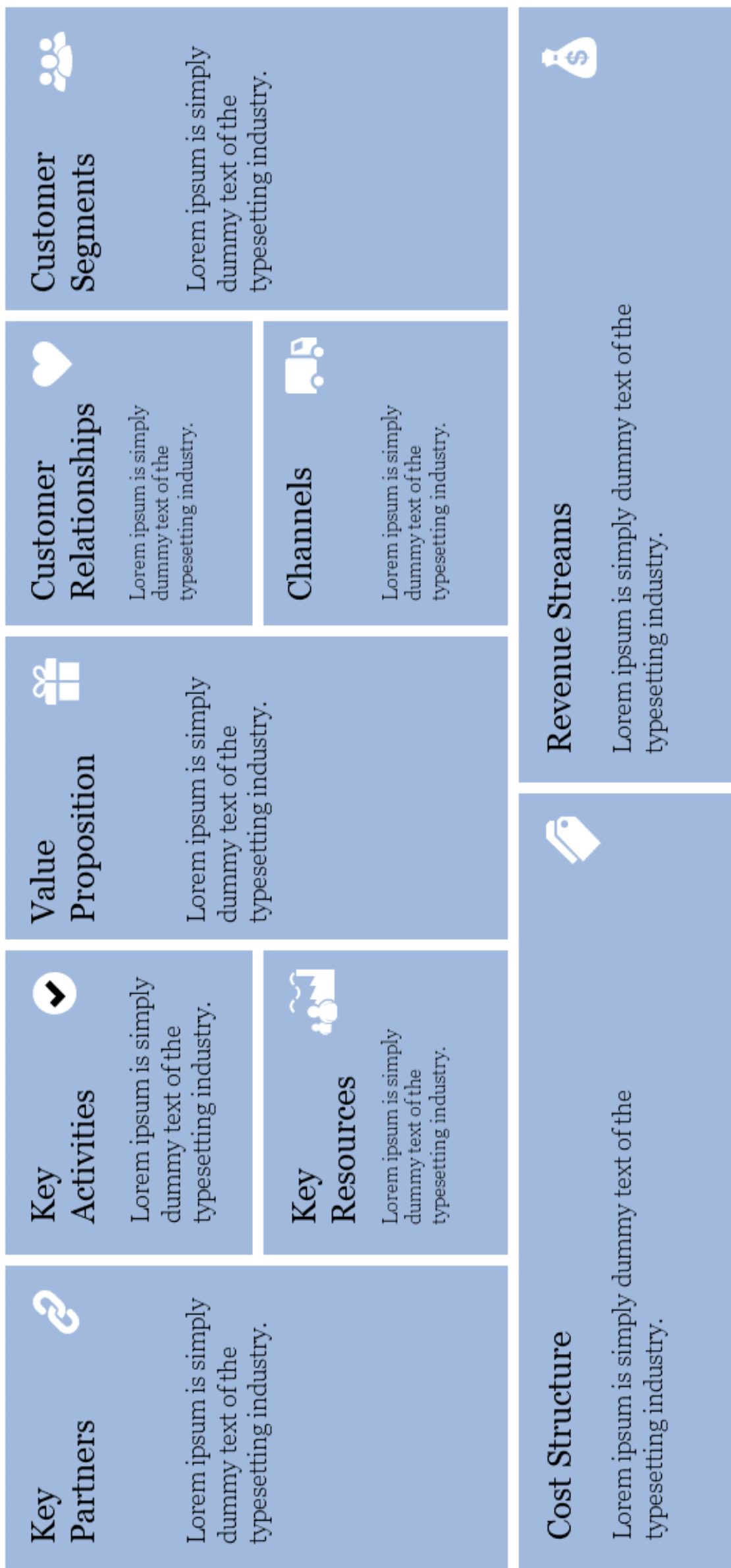
- Groups present their Business Model Canvas to the rest of the participants.
- Encourage constructive feedback focusing on innovation, feasibility, and sustainability.

Materials: Presentation space, timer for pitches.

Additional Materials

BUSINESS MODEL CANVAS TEMPLATE

Business Model Canvas Layout



Additional Materials

ADDITIONAL RESOURCES

- Blank, S., & Dorf, B. (2020). *The startup owner's manual: The step-by-step guide for building a great company*. Wiley.
- Ellen MacArthur Foundation. (n.d.). *Circular economy business models*. Retrieved from <https://www.ellenmacarthurfoundation.org>
- European Commission. (2020). *Social entrepreneurship and sustainable business models*. Retrieved from <https://ec.europa.eu>
- Grassl, W. (2012). *Business models of social enterprise: A design approach to hybridity*. ACRN Journal of Entrepreneurship Perspectives, 1(1), 37–60.
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- United Nations Development Programme (UNDP). (2018). *Empowering social entrepreneurs for sustainable development*. Retrieved from <https://www.undp.org>
- World Economic Forum. (2021). *Social entrepreneurship: Designing innovative business models for a sustainable future*. Retrieved from <https://www.weforum.org>
- WRAP. (n.d.). *Business models for a sustainable future*. Retrieved from <https://wrap.org.uk>

Circular Economy Basics

Title: Closing the Loop: Introduction to Circular Economy

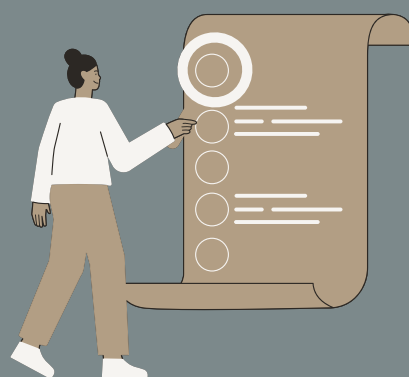


Objectives

- Understand the principles of a circular economy and how it differs from the linear model.
- Learn about the benefits of reducing, reusing, and recycling.
- Explore ways to apply circular economy principles in daily life and businesses.

Expected Outcomes

- Increased understanding of circular economy principles.
- Practical skills in upcycling and waste reduction.
- Ideas for integrating circular economy concepts into projects or businesses.



ACTIVITIES

Icebreaker: Linear vs. Circular Economy (15 minutes)

Steps:

- Show two images: one of a linear economy (e.g., "take, make, waste") and one of a circular economy (e.g., "reuse, recycle").
- Discuss as a group which model they encounter more often in their lives.

Materials: Projector or printed visuals.

Lifecycle Analysis (30 minutes)

Steps:

- Participants analyze the lifecycle of a common product (e.g., a plastic bottle) from production to disposal and brainstorm ways to "close the loop."

Materials: Diagrams of product lifecycles, markers, whiteboards.

Upcycling Workshop (40 minutes)

Steps:

- Groups use recyclable materials to create new, functional items (e.g., planters from plastic bottles)

Materials: Used bottles, paper, cardboard, scissors, glue, paints.

Circular Economy Brainstorm (20 minutes)

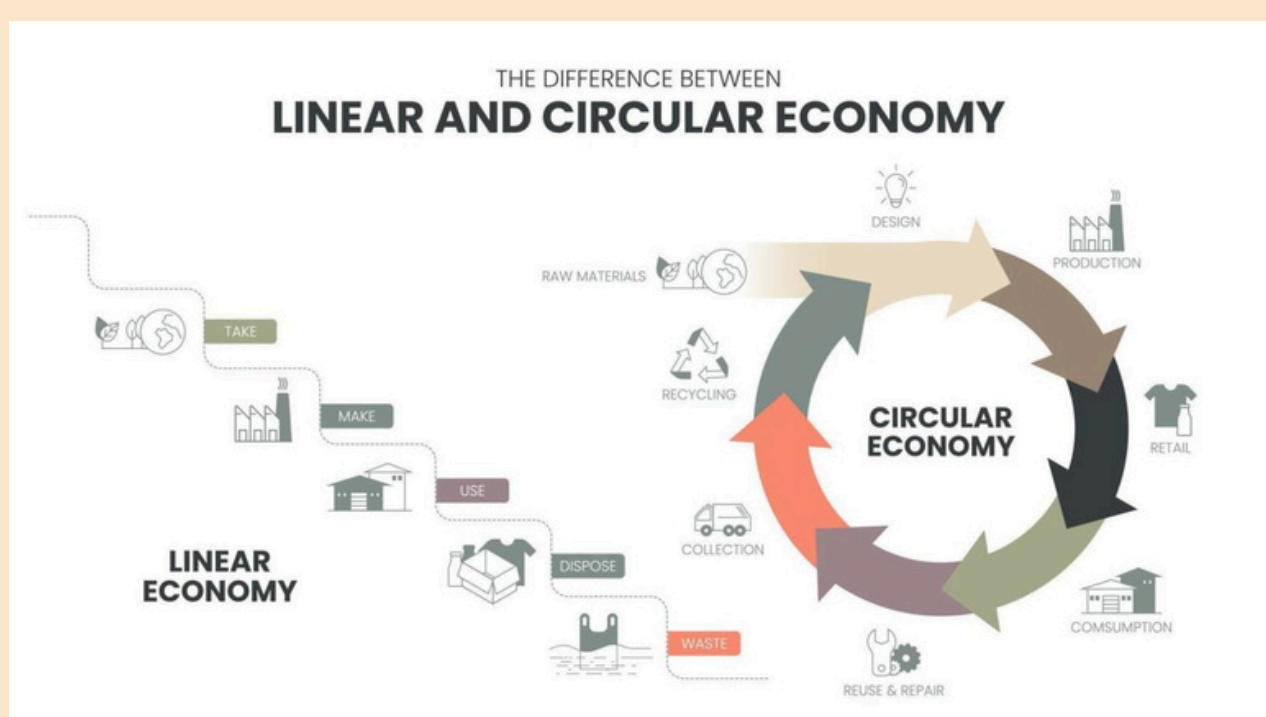
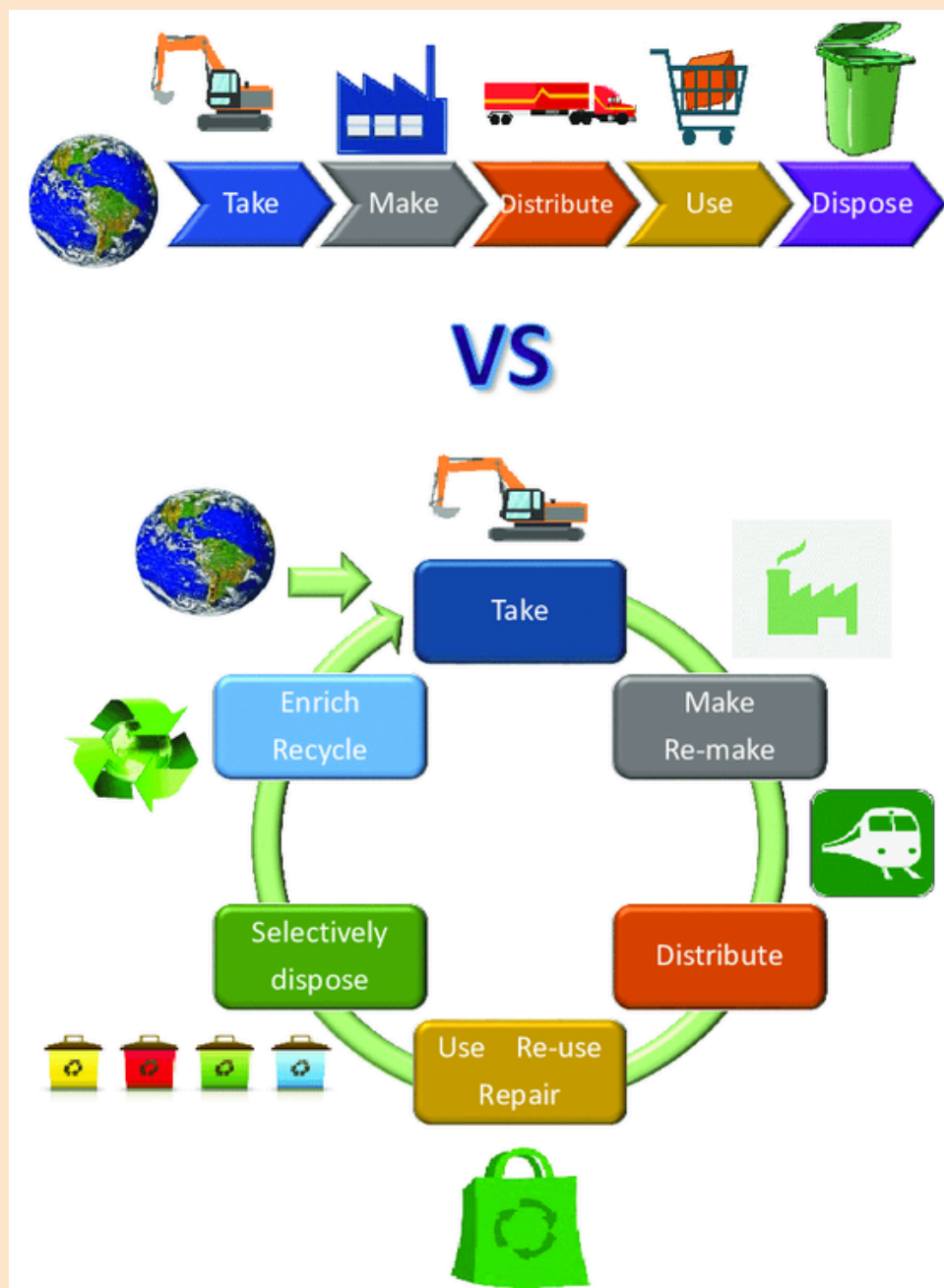
Steps:

- Discuss ideas for applying circular principles in community projects or businesses.

Materials: Flip chart, sticky notes.

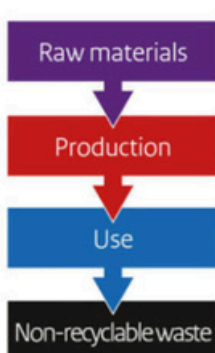
Additional Materials

IMAGES OF LINEAR VS CIRCULAR ECONOMY

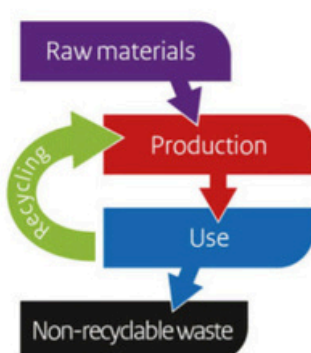


From a linear to a circular economy

Linear economy



Reuse economy

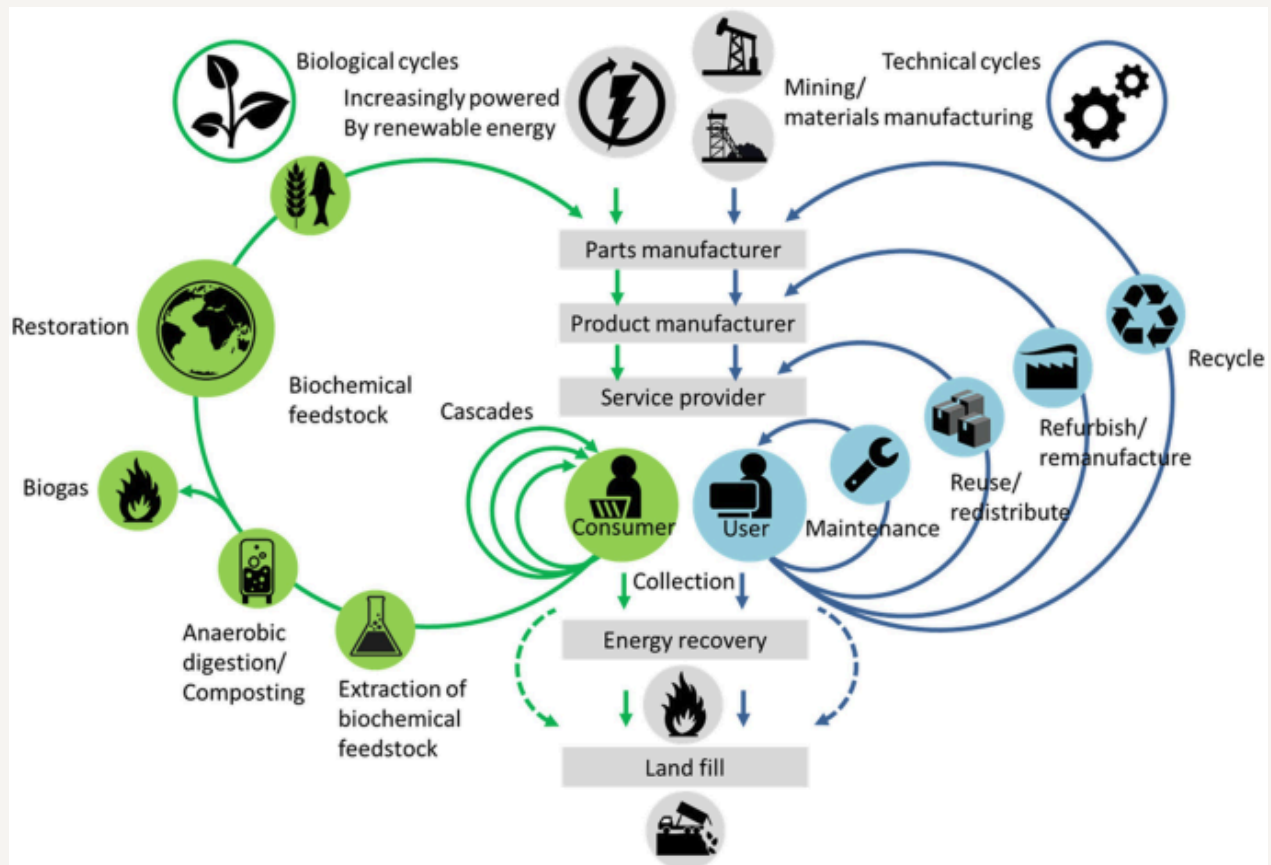


Circular economy



Additional Materials

REVERSE LOGISTICS AND CIRCULAR ECONOMY



Circular Economy Debate:

Objective: Explore differing perspectives on circular economy strategies.

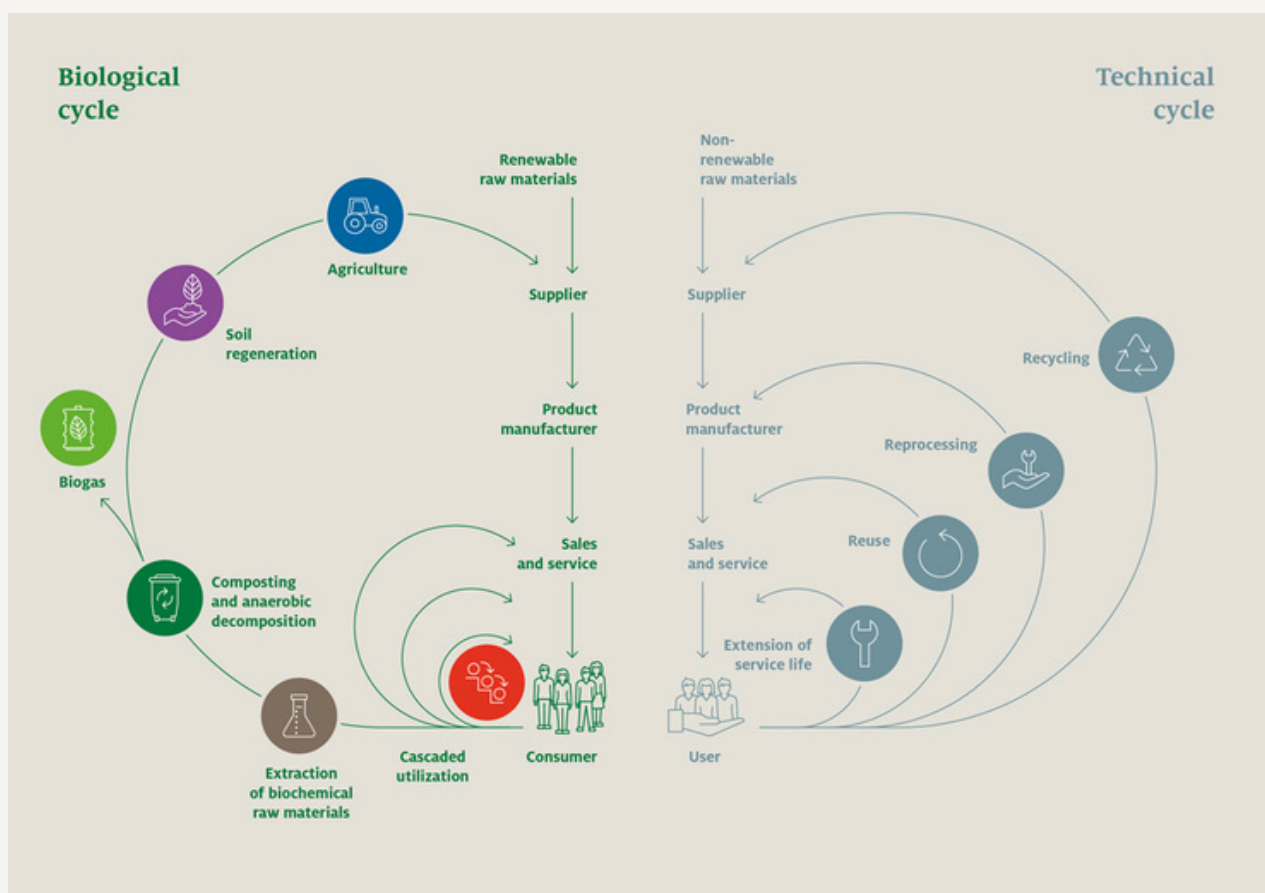
Steps:

- Split participants into two groups: one advocating for circular economy adoption, the other focusing on the challenges and costs.
- Debate questions like:

–“Should governments mandate reverse logistics programs for all businesses?”

–“Are circular economy models profitable for companies?”

Materials: Debate prompts, whiteboard for note-taking.



Additional Materials

ADDITIONAL RESOURCES

- Ellen MacArthur Foundation. (n.d.). *What is a circular economy?* Retrieved from <https://www.ellenmacarthurfoundation.org>
- European Commission. (2020). *A new circular economy action plan for a cleaner and more competitive Europe.* Retrieved from https://ec.europa.eu/environment/strategy/circular-economy-action-plan_en
- Kirchherr, J., Reike, D., & Hekkert, M. (2017). *Conceptualizing the circular economy: An analysis of 114 definitions.* *Resources, Conservation and Recycling*, 127, 221-232. <https://doi.org/10.1016/j.resconrec.2017.09.005>
- McKinsey & Company. (2016). *The circular economy: Moving from theory to practice.* Retrieved from <https://www.mckinsey.com>
- OECD. (2020). *The circular economy in cities and regions.* Retrieved from <https://www.oecd.org>
- Stahel, W. R. (2016). *The circular economy.* *Nature*, 531(7595), 435-438. <https://doi.org/10.1038/531435a>
- United Nations Industrial Development Organization (UNIDO). (2020). *Circular economy: The new normal.* Retrieved from <https://www.unido.org>
- World Economic Forum. (2018). *Circular economy in action: Lessons from leading companies.* Retrieved from <https://www.weforum.org>
- WRAP. (n.d.). *What is a circular economy?* Retrieved from <https://wrap.org.uk>

Renewable Energy Exploration

Title: Harnessing Nature's Power:
Renewable Energy 101

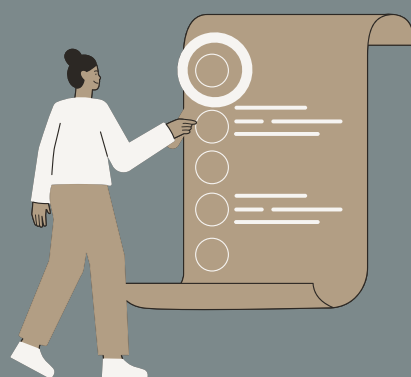


Objectives

- Learn the basics of renewable energy sources and their benefits.
- Understand the difference between renewable and non-renewable energy.
- Inspire action by exploring renewable energy solutions.

Expected Outcomes

- Understanding of renewable energy sources and technologies.
- Hands-on experience with a renewable energy project.
- Increased awareness of local energy challenges and solutions.



ACTIVITIES

Icebreaker: Energy Quiz (10 minutes)

Steps:

- Present 3-5 quick questions (e.g., "Which is renewable: coal or wind?").
- Discuss the correct answers with the group.

Materials: Quiz sheets or verbal questions.

Renewable Energy Quiz (20 minutes)

Steps:

- Interactive quiz on types of renewable energy (solar, wind, hydro, etc.).

Materials: Quiz sheets or digital quiz tools, projector.

DIY Solar Oven Project (40 minutes)

Steps:

- Participants create a simple solar oven to understand solar energy.

Materials: Pizza boxes, aluminum foil, plastic wrap, tape, scissors.

Discussion: Local Renewable Solutions (30 minutes)

Steps:

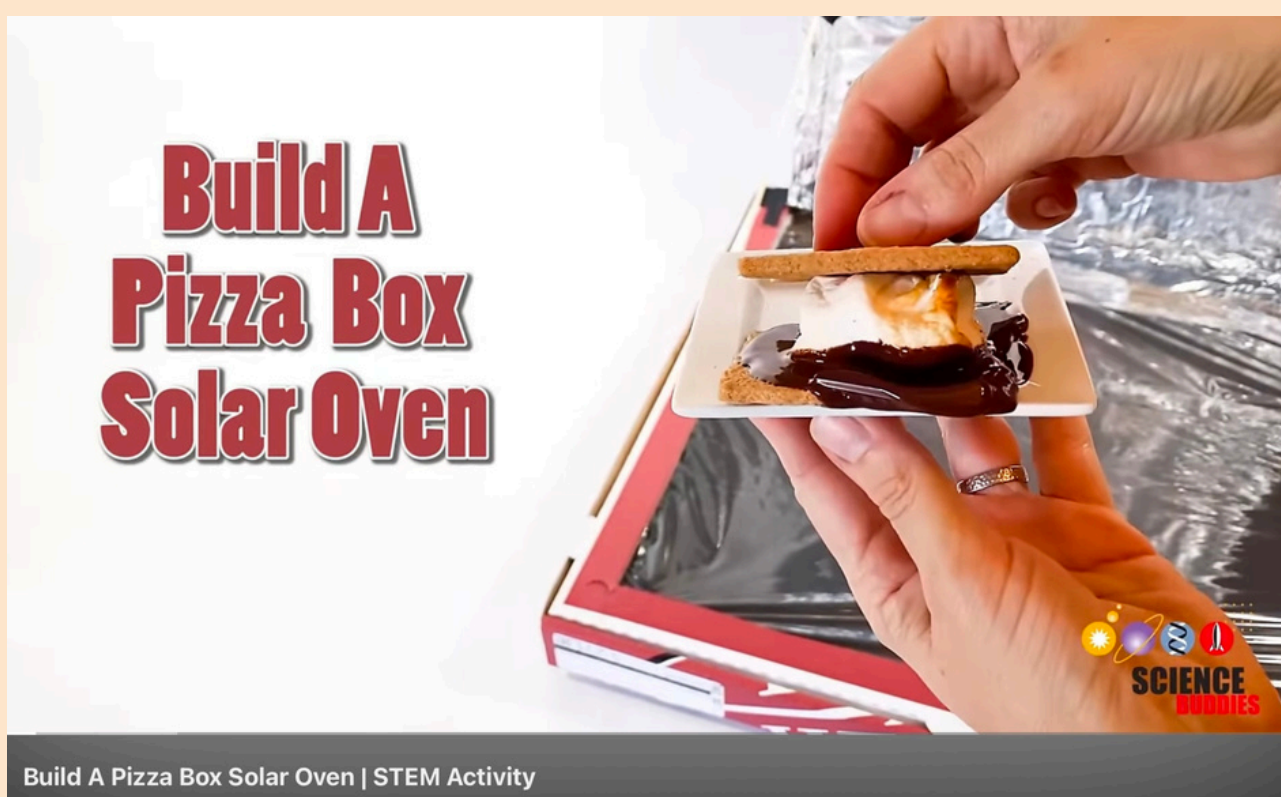
- Brainstorm renewable energy applications suitable for their local area.

Materials: Whiteboard or flip chart.

Additional Materials

EDUCATIONAL VIDEOS

<https://youtu.be/nhgNh3BdMsc?si=McsuSPbiZ1L18pQT>



SUN PATH TRACKING

A handout explaining how the angle of sunlight affects solar oven performance, encouraging participants to adjust the angle of their reflectors.

Here are some sun path tracking apps that can help participants understand how sunlight angles impact solar energy projects like the DIY solar oven:

- SunCalc.net
- Sun Surveyor (iOS & Android)
- Photopills (iOS & Android)
- Solar Compass (iOS)
- Sun Position Demo (Android)

ADDITIONAL RESOURCES

- Energy.gov. (n.d.). *Renewable Energy Basics*. Retrieved from <https://www.energy.gov>
- Exploratorium. (n.d.). *Renewable Energy Science Activities*. Retrieved from <https://www.exploratorium.edu>
- International Renewable Energy Agency (IRENA). (n.d.). *Global Renewable Energy Resources*. Retrieved from <https://www.irena.org>
- My NASA Data. (n.d.). *Solar Energy and Climate Educational Resources*. Retrieved from <https://mynasadata.larc.nasa.gov>

Additional Materials

ADDITIONAL RESOURCES

- National Renewable Energy Laboratory (NREL). (n.d.). *Renewable Energy Research and Data*. Retrieved from <https://www.nrel.gov>
- Our World in Data. (2020). *Renewable Energy Global Data and Trends*. Retrieved from <https://ourworldindata.org/renewable-energy>
- Renewable Energy Hub. (n.d.). *Interactive Tools and Educational Resources*. Retrieved from <https://www.renewableenergyhub.co.uk>
- TeachEngineering. (n.d.). *Renewable Energy Lesson Plans*. Retrieved from <https://www.teachengineering.org>
- Union of Concerned Scientists. (n.d.). *Renewable Energy Explainers*. Retrieved from <https://www.ucsusa.org>
- World Resources Institute (WRI). (n.d.). *Renewable Energy Policy and Tools*. Retrieved from <https://www.wri.org>

Green Leadership for Change

Title: Leading the Way – Inspiring Change Through Green Leadership

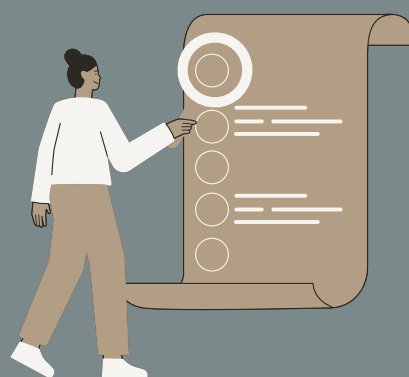


Objectives

- Develop leadership skills to advocate for and implement sustainable initiatives.
- Build confidence in leading teams and projects with an environmental focus.
- Learn how to inspire and mobilize others for climate action.

Expected Outcomes

- Participants gain leadership skills for sustainability initiatives.
- Increased confidence in public speaking and project management.
- Concrete ideas for green leadership projects.



ACTIVITIES

Icebreaker: Defining Leadership (15 minutes)

Steps:

- Ask participants to list one word they associate with “leadership” on sticky notes.
- Group the traits on a board and discuss which are most important for green leadership.

Materials: Sticky notes, markers, whiteboard.

Leadership Case Studies (30 minutes)

Steps:

- Discuss examples of youth leaders driving environmental change and identify key leadership traits.

Materials: Case study handouts, projector for visuals.

Role-Playing Scenarios (40 minutes)

Steps:

- Participants act as leaders solving an environmental challenge (e.g., reducing plastic use in their school or community).

Materials: Scenario cards, discussion prompts.

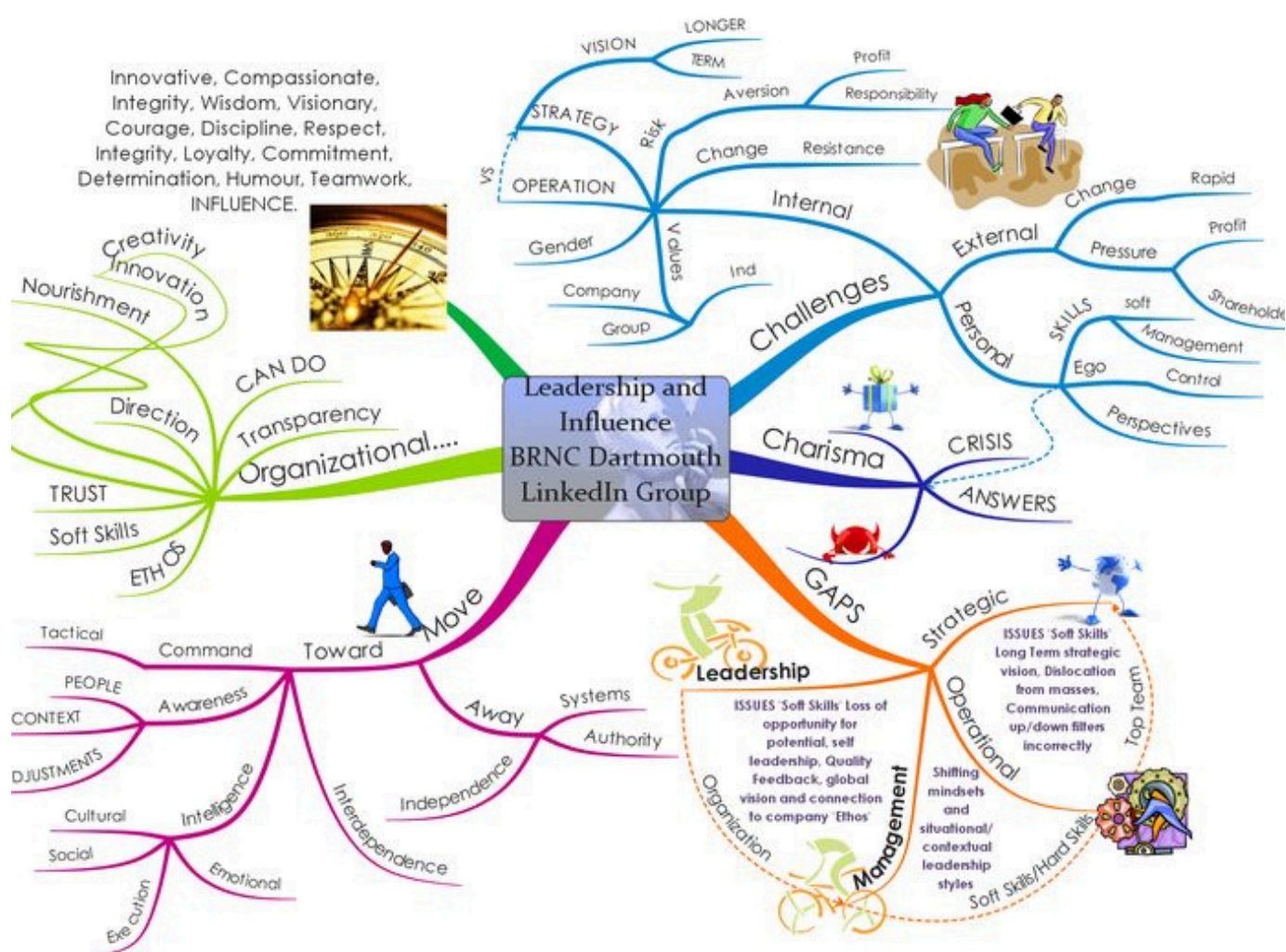
Leadership Action Plan (20 minutes)

Steps:

- Groups outline steps to implement a small-scale green project: a “Leadership Traits Mind Map”.

Materials: Planning templates, markers.

LEADERSHIP TRAITS MIND MAP EXAMPLE



01 Identifying the Problem

02 Diagnosing the Problem

03 Discover Alternatives

04 Evaluate Alternatives

05 Select the Best Alternative

06 Implementation and Follow-up

- **Scenario:** A local school generates significant plastic waste from single-use water bottles and snack wrappers. The leadership team must develop and implement a plan to reduce plastic use while engaging students and staff.
- **Roles:**
 - School Principal: Focused on logistics and school-wide implementation.
 - Student Representative: Advocates for student participation and input.
 - Local Business Owner: Provides alternatives like reusable bottles or biodegradable packaging.
 - Environmental NGO Representative: Shares expertise on reducing plastic waste and organizing awareness campaigns.

Additional Materials

LEADERSHIP ROLE-PLAY SCENARIOS: ENVIRONMENTAL CHALLENGES

2. Saving a Local Park

- **Scenario:** A local park is threatened by a proposed development project that would remove green spaces and harm biodiversity. The group must rally community support to advocate for preserving the park.

- **Roles:**

—Environmental Activist: Leads public awareness campaigns and petitions.

—Local Government Official: Balances environmental concerns with economic development goals.

—Community Member: Represents local concerns about losing recreational and natural spaces

—Journalist: Covers the story and ensures the community is informed.

3. Organizing a Zero-Waste Festival

- **Scenario:** A community festival generates large amounts of waste annually. The leadership team is tasked with organizing a zero-waste festival by introducing sustainable practices and alternatives.

- **Roles:**

—Event Organizer: Oversees logistics and ensures waste-reduction measures are feasible.

—Vendor Coordinator: Works with food and merchandise vendors to use sustainable packaging.

—Sustainability Consultant: Provides advice on composting, recycling, and waste management.

—Volunteer Coordinator: Recruits and trains volunteers for waste segregation and education.

4. Tackling Water Pollution

- **Scenario:** A nearby river is polluted due to industrial waste and littering. The team must devise a plan to address the pollution while collaborating with local stakeholders.

- **Roles:**

—Environmental Scientist: Provides data and suggests technical solutions.

—Industry Representative: Represents a factory's perspective and negotiates cleaner practices.

—Local Resident: Shares concerns about health and water quality impacts.

—Policy Advocate: Proposes new regulations and strategies to prevent further pollution.

5. Promoting Renewable Energy in a Neighborhood

- Scenario: A residential neighborhood relies heavily on fossil fuels, and the team needs to promote renewable energy adoption, such as installing solar panels or wind turbines.

- Roles:

—Community Leader: Encourages neighbors to support renewable energy initiatives.

—Solar Panel Installer: Explains the technical and financial aspects of solar energy.

—Local Government Official: Discusses subsidies or grants for renewable energy projects.

—Skeptical Resident: Voices concerns about costs or feasibility and needs convincing.

Additional Materials

ADDITIONAL RESOURCES

- Earth Day Network. (n.d.). *Environmental Leadership Toolkit*. Retrieved from <https://www.earthday.org>
- Leadership Traits Mind Map Template. (n.d.). Retrieved from <https://www.example.com>
- Mentimeter. (n.d.). *Real-Time Polling and Q&A Platform*. Retrieved from <https://www.mentimeter.com>
- National Geographic Education. (n.d.). *Leadership and Environmental Change Resources*. Retrieved from <https://education.nationalgeographic.org>
- TED. (n.d.). *Inspiring Talks on Leadership and the Environment*. Retrieved from <https://www.ted.com>
- The Leadership Challenge. (2017). *The Five Practices of Exemplary Leadership*. Retrieved from <https://www.leadershipchallenge.com>
- United Nations Environment Programme (UNEP). (n.d.). *Youth Leadership Resources*. Retrieved from <https://www.unep.org>
- Youth Leadership Toolkit (UNESCO). (n.d.). *Guide to Developing Leadership Skills in Sustainability*. Retrieved from <https://www.unesco.org>

Sustainable Food Systems

Title: From Farm to Fork – Building Sustainable Food Practices

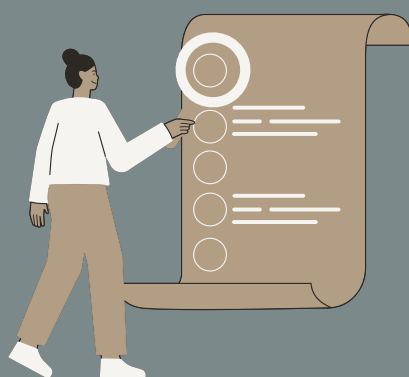


Objectives

- Understand the environmental impact of food production and consumption.
- Explore sustainable food practices, such as reducing food waste and eating seasonally.
- Encourage action by planning community-based food initiatives.

Expected Outcomes

- Knowledge of sustainable food systems and their importance.
- Practical skills in low-impact cooking and waste reduction.
- Ideas for collaborative community food projects.



ACTIVITIES

Icebreaker: Defining Leadership (15 minutes)

Steps:

- Ask participants to list one word they associate with “leadership” on sticky notes.
- Group the traits on a board and discuss which are most important for green leadership.

Materials: Sticky notes, markers, whiteboard.

Food Footprint Calculator (20 minutes)

Steps:

- Participants calculate their food-related carbon footprint using online or printed calculators.

Materials: Food footprint handouts or online tools.

Local & Seasonal Cooking (40 minutes)

Steps:

- Participants prepare simple dishes using locally sourced and seasonal ingredients.

Materials: Local ingredients, basic cooking tools, recipe cards.

Community Food Project Brainstorm (30 minutes)

Steps:

- Groups design initiatives like community gardens, food sharing apps, or zero-waste cooking events.

Materials: Flip charts, sticky notes, markers.

Additional Materials

ONLINE FOOD FOOTPRINT CALCULATORS

- WWF Environmental Footprint Calculator:
<https://footprint.wwf.org.uk>
- BBC Food Carbon Calculator:
<https://www.bbc.com/news/science-environment-46459714>
- MyEmissions Food Carbon Calculator:
<https://myemissions.green>

INDICATIVE CARBON EMISSIONS TABLE

Food Type	Carbon Emissions (kg CO ₂ per serving)
Meat	
Beef (100g)	27
Lamb (100g)	39
Pork (100g)	12
Chicken (100g)	6.9
Turkey (100g)	10
Fish and Seafood	
Farmed Salmon (100g)	11.9
Wild-Caught Fish (100g)	5.4
Shrimp (100g)	18
Dairy and Eggs	
Milk (1 glass, 250ml)	1.2
Cheese (50g)	5
Butter (10g)	0.7
Eggs (1 egg)	0.6
Yogurt (1 cup)	0.8
Grains and Starches	
Rice (1 cup)	1.3
Pasta (1 cup)	0.5
Bread (1 slice)	0.3
Potatoes (1 cup)	0.2
Fruits and Vegetables	
Apples (1 medium)	0.2
Bananas (1 medium)	0.4
Tomatoes (1 cup)	0.2
Lettuce (1 cup)	0.1
Avocado (1 medium)	0.8
Beverages	
Coffee (1 cup)	0.4
Tea (1 cup)	0.2
Beer (1 bottle, 330ml)	0.3
Wine (1 glass, 150ml)	0.4
Soda (1 can, 330ml)	0.2

Additional Materials

ADDITIONAL RESOURCES

- Cool Food Pledge. (2021). *Interactive Tools for Reducing Food-Related Emissions*. Retrieved from <https://www.wri.org/initiatives/cool-food-pledge>
- Eat Low Carbon. (n.d.). *Interactive Food Carbon Calculator*. Retrieved from <https://www.eatlowcarbon.org>
- FAO. (2016). *Food Loss and Waste Database*. Retrieved from <https://www.fao.org/platform-food-loss-waste/en>
- FoodPrint. (n.d.). *Interactive Guide to Sustainable Eating*. Retrieved from <https://foodprint.org>
- My Emissions. (n.d.). *Food Carbon Calculator for Everyday Choices*. Retrieved from <https://myemissions.green>
- Our World in Data. (2020). *Global Food Emissions Interactive Visuals and Reports*. Retrieved from <https://ourworldindata.org/food-emissions>
- The Cool Climate Network. (n.d.). *Interactive Household Carbon Footprint Calculator*. Retrieved from <https://coolclimate.berkeley.edu/calculator>
- UNEP. (2021). *Think.Eat.Save Initiative: Interactive Food Waste Reduction Tools*. Retrieved from <https://www.unep.org/thinkeatsave>
- YouGov. (2022). *Interactive Polling on Consumer Awareness of Food Sustainability*. Retrieved from <https://www.yougov.com>

Conscious Consumption and Mental Wellness

Title: Mindful Choices: Connecting Sustainability with Mental Wellbeing

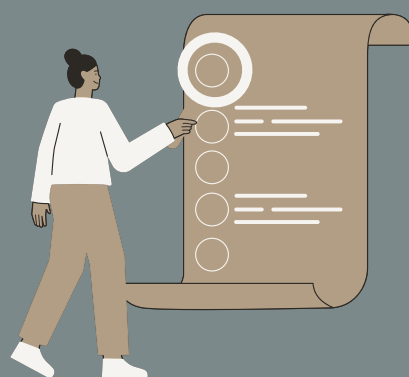


Objectives

- Develop awareness of how overconsumption affects both the environment and mental health.
- Inspire participants to adopt conscious habits that reduce environmental impacts and promote personal well-being.

Expected Outcomes

- Understand the connection between overconsumption, sustainability, and mental health.
- Distinguish between wants, needs, and “villhöver.”
- Learn strategies to reduce overconsumption and adopt mindful habits.



ACTIVITIES

Icebreaker: Consumption Scavenger Hunt (20 minutes)

Steps:

- List or draw five consumed items (e.g., food, products, media).
- Identify needs vs. wants and discuss overconsumption’s impact on mental well-being.

Materials: Sticky notes, markers, whiteboard.

Understanding Eco-Anxiety and Its Impacts (20 minutes)

Steps:

- Introduce the concept of eco-anxiety, explaining its connection to environmental concerns and mental health.
- Facilitate a group discussion: How does environmental news or overconsumption make you feel? What strategies can help manage these emotions?

Materials: Projector, video or infographic on eco-anxiety.

Reconnect with Nature Through Outdoor Yoga (30 minutes)

Steps:

- Guide participants through a gentle outdoor yoga session, focusing on mindfulness and gratitude for the environment.
- Conclude with a short reflection, asking participants to share how being in nature affected their mood and mindset.

Materials: Outdoor space, yoga mats, optional soft music.

Storytelling and Presentation: Personal Commitments to Mindful Consumption (30 minutes)

Steps:

- Each group presents their section of the mural or their upcycled self-care item.
- Participants share one mindful habit they will adopt to reduce overconsumption and improve mental well-being.

Materials: Presentation space, microphone (optional).

Additional Materials

ECOANXIETY REPORTING

<https://www.irissd.org/eco-anxiety-reports>

Participants can navigate through the website of the NGO IRIS SD and gain an overview of eco-anxiety rates in 20 countries, thus a better understanding of how the climate crisis affects mental health identifying possible differentiation on eco-anxiety causes

Outdoor Yoga

8 New Places to Practice

[www.thetrippingyogi.com/outdoor yoga blog](http://www.thetrippingyogi.com/outdoor-yoga-blog)

Community Parks

Parks have well-maintained grass and shade trees. Playgrounds use mulch or rubber matting to cushion the ground. Practicing yoga in the grass or playground makes you feel like a kid again.

Fields

Soccer, football, baseball fields are flat, the grass is short and free of pebbles/sticks. Use the bleachers to challenge your standing poses. Or do seated and lying down poses.

Trails & Tracks

Trails can be dirt or paved. Find great spots on the side of a trail.

Running tracks often surround football fields, are cushiony and urban place to practice. Depending on the time of day paths leading to fields, courts or trails may not be in use. Roll out your mat on the path.

Beach & Water

Any beach—white, pink, brown, or black sand. Use a beach towel, not a mat.

Other water venues include lakes, ponds, streams, creeks, riverbeds, and reservoirs. Practice on the shores of all these. Look for an area where you can put down a mat, or do standing poses.

Golf Courses

Golf courses are huge and may let you practice on out of the way areas before or after the course opens or closes for the day. The scenery is always beautiful. Don't be shy about asking.

Courts

Tennis, basketball, or pickleball courts are flat and maintained. The court surface is typically a soft rubber coating. Courts may be lighted for a nice evening practice.

Additional Materials

ADDITIONAL RESOURCES

- Albrecht, G. (2011). *Chronic environmental change: Emerging 'psychoterratic' syndromes*. *EcoHealth*, 7(1), 71-75. <https://doi.org/10.1007/s10393-010-0379-x>
- Ellen MacArthur Foundation. (n.d.). *Circular economy and mindful consumption*. Retrieved from <https://www.ellenmacarthurfoundation.org>
- Kasser, T. (2003). *The high price of materialism*. MIT Press.
- National Geographic. (2021). *The hidden toll of consumption on the environment*. Retrieved from <https://www.nationalgeographic.com>
- Pihkala, P. (2020). *Eco-anxiety and environmental education*. *Sustainability*, 12(23), 10149. <https://doi.org/10.3390/su122310149>
- Stanford d.school. (n.d.). *Mindfulness in design thinking: Balancing sustainability and innovation*. Retrieved from <https://dschool.stanford.edu>
- TED-Ed. (n.d.). *How overconsumption impacts the environment and mental health*. Retrieved from <https://ed.ted.com>
- UNEP. (2021). *The mindful consumer: Strategies for reducing overconsumption*. Retrieved from <https://www.unep.org>
- WWF. (2020). *Eco-anxiety: Coping with environmental stress*. Retrieved from <https://www.worldwildlife.org>

Reviving Communities Through Circular Solutions

Title: ReGeneration – Applying Circular Thinking to Community Revitalization

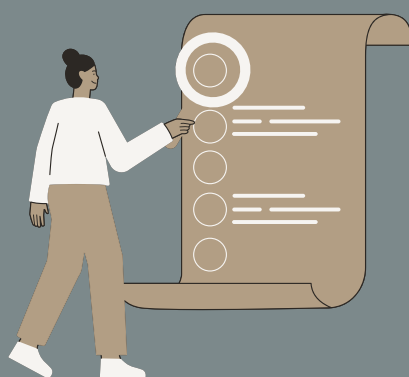


Objectives

- Explore how circular economy principles can be applied to solve environmental and social challenges.
- Develop actionable ideas for improving local communities through circular practices.
- Foster collaboration, critical thinking, and creativity in designing sustainable solutions.

Expected Outcomes

- Participants define the circular economy and understand its key principles.
- They identify areas in their community that could benefit from circular practices.
- Participants create actionable solutions and leave inspired to implement them.



ACTIVITIES

Icebreaker: ReGeneration Chain (10 minutes)

Steps:

- Form a circle where participants pass a ball of string. Each person names one resource or item they use daily and says how it could be reused or repurposed.
- Continue creating a “web of resources” to visualize the interconnectedness of circular thinking.

Materials: A ball of string.

Case Study and Group Brainstorming (30 minutes)

Steps:

- Share a real-life case study of a non-circular system (e.g., excessive packaging waste in supermarkets).
- Divide participants into groups: brainstorm ways to apply circular practices to the case study and improve the system.

Materials: Flipchart paper, markers.

Practical Assignment: Reimagining Community Spaces (40 minutes)

Steps:

- Groups of three brainstorm and sketch solutions for how to introduce circularity in their chosen space.
- Examples: turning old benches into planter boxes; setting up a community repair station for broken items; creating a compost area for food waste.

Materials: Paper, markers, optional digital tools for sketching.

Circular Economy Role-Play (30 minutes)

Steps:

- Divide participants into small groups and assign each group a role within a system (e.g., consumers, producers, policymakers).
- Groups share their solutions and discuss how their roles

Materials: Scenario handouts, flipchart for notes.

Additional Materials

CASE STUDY AND GROUP BRAINSTORMING: GUIDE

Steps:

1. Present a real-life case study highlighting a non-circular system, such as:

- Excessive Packaging Waste in Supermarkets: Plastic-wrapped fruits and vegetables contribute to waste and environmental harm.
- E-Waste Management: Old electronics are discarded without proper recycling, leading to resource loss and pollution.
- Food Waste in Restaurants: Leftovers are thrown away instead of being repurposed or composted.

2. Divide participants into small groups. Assign each group the task of brainstorming practical circular solutions for the case study, such as reusable packaging, buy-back programs, or waste-to-energy initiatives.

3. Groups present their solutions to the larger group, focusing on feasibility, innovation, and community impact.

CIRCULAR ECONOMY ROLE-PLAY: GUIDE

Steps:

1. Assign Roles:

Divide participants into groups as:

- Consumers: Focus on reducing waste and adopting sustainable habits.
- Producers: Design durable products and reduce packaging waste.
- Retailers: Promote eco-friendly practices like reusable options.
- Policymakers: Create incentives or regulations for circular solutions.
- Waste Managers: Improve recycling and composting systems.

2. Present Scenarios:

- Food Waste: Excessive food is wasted in homes and stores.
- Plastic Overflow: Single-use plastics dominate local supermarkets.
- E-Waste: Electronics are improperly discarded, losing valuable materials.
- Textile Waste: Fast fashion creates landfill issues with discarded clothing.

3. Develop Solutions:

Groups brainstorm solutions based on their roles. For example:

- Consumers: Reduce, reuse, donate.
- Producers: Create durable, repairable products.
- Policymakers: Enforce recycling laws or composting initiatives.

4. Present Ideas:

Groups share their solutions. Facilitate discussions on collaboration and challenges between roles.

Additional Materials

ADDITIONAL RESOURCES

- Ellen MacArthur Foundation. (n.d.). *What is the circular economy?* Retrieved from <https://www.ellenmacarthurfoundation.org>
- European Environment Agency. (2020). *The circular economy in Europe: Delivering a sustainable future*. Retrieved from <https://www.eea.europa.eu>
- Kirchherr, J., Reike, D., & Hekkert, M. (2017). *Conceptualizing the circular economy: An analysis of 114 definitions*. *Resources, Conservation and Recycling*, 127, 221-232. <https://doi.org/10.1016/j.resconrec.2017.09.005>
- McKinsey & Company. (2021). *The circular economy opportunity: Creating sustainable and inclusive systems*. Retrieved from <https://www.mckinsey.com>
- OECD. (2020). *Circular economy in cities and regions: Synthesis report*. Retrieved from <https://www.oecd.org>
- PACE (Platform for Accelerating the Circular Economy). (2021). *Circular economy action agenda*. Retrieved from <https://pacecircular.org>
- Stahel, W. R. (2016). *The circular economy*. *Nature*, 531(7595), 435-438. <https://doi.org/10.1038/531435a>
- UNEP. (2021). *The role of the circular economy in achieving sustainable development goals*. Retrieved from <https://www.unep.org>
- World Economic Forum. (2020). *The future of circular economy: Driving innovation and sustainability*. Retrieved from <https://www.weforum.org>
- WRAP. (n.d.). *Sustainable business models: Circular solutions for a better future*. Retrieved from <https://wrap.org.uk>

Reflection Guidelines

Start with a Summary of Key Learnings

Begin the reflection session by summarizing the main takeaways from the workshop. Highlight key activities and concepts discussed, connecting them to the workshop's objectives. This helps participants consolidate their learning and sets the stage for meaningful reflection. For example, mention how a specific activity reinforced a critical idea or skill.

Facilitate an Open Discussion

Create a space for participants to share their thoughts and feelings about the workshop. Ask open-ended questions like, "What surprised you the most today?" or "How has this workshop changed your perspective?" Encourage everyone to contribute by making the environment inclusive and supportive. Using a whiteboard or flip chart to capture key points can visually reinforce the discussion.

Engage with Interactive Reflection Tools

Use interactive tools like Kahoot or Mentimeter to make the reflection more dynamic. For example, you can create a Kahoot quiz with reflective questions, or use Mentimeter to create live word clouds where participants share one word that describes their experience. These tools make the session engaging while collecting valuable feedback in real time.

Incorporate a Creative Element

Encourage participants to express their reflections creatively. For example, you can use a "Feedback Tree" where participants write their takeaways, improvements, or questions on sticky notes and place them on the tree. Alternatively, you can use an "Emotion Spectrum," where participants indicate how they feel about the workshop by placing sticky notes on a line ranging from "Overwhelmed" to "Empowered."

Reflection Guidelines

Focus on Practical Applications

Ask participants to reflect on how they can apply what they've learned in their daily lives or communities. Questions like, "What specific action will you take after this workshop?" or "How will you share this knowledge with others?" help ground the learning in real-world contexts. Encourage participants to share their commitments with the group to foster accountability.

Gather Feedback for Improvement

Provide opportunities for participants to give feedback about the workshop format, content, and facilitation. This can be done through a quick Google Form, a Padlet board, or an anonymous feedback box. Focus on questions like, "What did you enjoy most?" and "What could be improved?" This feedback is essential for refining future workshops.

Close with a Group Activity

End the session with a simple, unifying activity, such as forming a circle and passing around an object made of recycled materials. As each participant receives the object, they share one thing they will do differently because of the workshop. Conclude with a collective cheer, high-five, or group photo to celebrate the shared experience.

Follow Up After the Workshop

To maintain engagement, share a summary of the workshop's reflections and key learnings with participants via email or a shared platform. Include resources, photos of the activities, or additional reading materials to encourage ongoing learning and action. This step ensures the impact of the workshop extends beyond the session itself.

CHAPTER 4

Social Campaign Kit

Social Campaign Kit

In today's digital world, social media and online advocacy play a crucial role in shaping public opinion, mobilizing communities, and driving environmental action. As a Green Changemaker, your voice has the power to inspire change, influence behaviors, and push for sustainable solutions at both local and global levels. However, creating an impactful campaign requires more than just posting content –it demands strategic planning, engaging storytelling, and a clear call to action that motivates people to participate.

Overview

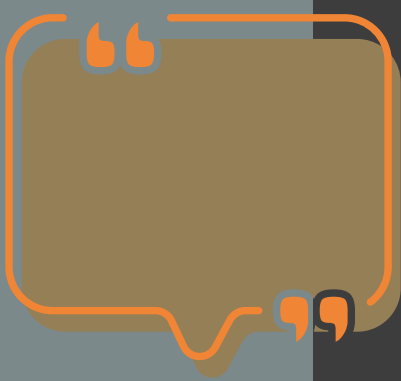
This chapter serves as a comprehensive toolkit to help you design, launch, and manage effective social campaigns for environmental sustainability. Whether you're raising awareness about plastic pollution, advocating for climate policies, or promoting a circular economy, this kit provides you with ready-made social media content, best practices, and practical guidelines to maximize your reach and impact.



Scope

You will learn how to craft compelling messages, choose the right platforms for your audience, and use digital tools to track engagement and measure success. Additionally, you will explore real-life examples of successful environmental campaigns that have mobilized thousands of people worldwide. By the end of this chapter, you will be equipped with everything you need to plan, execute, and sustain a powerful social campaign that drives real change.

Now, it is time to turn your ideas into action and become a digital advocate for the planet.



Structure of the Chapter

1. Guidelines: Practical Tips for Planning and Executing Campaigns

- This section outlines a step-by-step guide to designing a successful campaign, from setting clear objectives and identifying target audiences to choosing the right platforms and content formats.
- It provides tips on crafting compelling messaging, leveraging storytelling techniques, and using interactive tools like polls, challenges, and live videos to drive participation.
- The section also highlights best practices for maintaining consistency, tracking engagement through analytics, and adapting strategies based on audience response.

2. Social Media Content: Ready-Made Posts with Hashtags, Captions, and Graphics

- This section provides pre-written posts, engaging captions, and relevant hashtags tailored for different environmental themes such as climate action, zero waste, conscious consumerism, and circular economy.
- Each post is designed to be easily customizable and adaptable across multiple social media platforms, including Instagram, Facebook, Twitter, and TikTok.

3. Best Practices: Examples of Impactful Social Campaigns

- This section showcases real-life examples of successful environmental campaigns, such as #TrashTag, #WhoMadeMyClothes, and #ClimateStrike.
- It analyzes what made these campaigns effective, including their messaging strategies, use of visuals, and community engagement tactics.
- Lessons learned from these campaigns are provided to help changemakers apply similar strategies to their own initiatives, ensuring their message reaches and inspires a broad audience.

Guidelines: Practical Tips for Planning and Executing Social Campaigns


1. Define Your Purpose and Objectives

- Before launching your campaign, clearly define what you want to achieve. Are you raising awareness, encouraging behavioral change, or advocating for policy action? Use the SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound) to set clear objectives.
- **Example:** Instead of *“promote plastic-free lifestyles”*, set a goal like *“encourage 500 people to switch to reusable water bottles within one month”*.

2. Identify Your Target Audience

- Understanding your audience helps tailor content and engagement strategies. Define:
 - Who you are trying to reach (youth, businesses, policymakers, local communities).
 - What platforms they use most (Instagram and TikTok for younger audiences, LinkedIn for professionals, Facebook for broader outreach).
 - What motivates them (climate anxiety, personal well-being, social justice).
- **Example:** If targeting students, highlight cost-saving benefits of sustainable habits. If reaching local businesses, focus on corporate responsibility.

3. Craft Engaging and Shareable Content

- To capture attention, your campaign must be visually appealing, emotionally compelling, and action-driven.
- Best practices for content creation:
 - Use high-quality images and videos – posts with visuals get 2.3x more engagement than text-only posts.
 - Keep captions short, clear, and impactful – people scroll quickly, so get to the point.
 - Use storytelling – real stories connect better than just facts and statistics.
 - Include interactive elements – polls, challenges, quizzes, and live Q&A sessions boost engagement.
 - End with a strong call to action (CTA) – tell people exactly what to do next (e.g., *“Join our cleanup”*, *“Sign the petition”*, *“Tag a friend”*).
- **Example:** Instead of just saying, “Plastic pollution is a big problem” post an image of a beach covered in plastic with the caption, *“This is what 8 million tons of plastic in the ocean looks like. Say NO to single-use plastics!  #PlasticFreeChallenge”*.

Guidelines: Practical Tips for Planning and Executing Social Campaigns

4. Choose the Right Social Media Platforms

Different platforms serve different purposes:

- Instagram & TikTok: Best for short-form videos, reels, infographics, and viral challenges.
- Facebook: Great for organizing events, creating groups, and sharing longer posts.
- Twitter/X: Ideal for quick updates, trending hashtags, and advocacy.
- LinkedIn: Effective for engaging professionals, businesses, and policymakers.
- YouTube: Perfect for in-depth storytelling and educational videos.
- **Example:** If launching a petition, post updates on Twitter and LinkedIn while using Instagram stories for direct engagement.

5. Plan Your Content and Posting Schedule

Consistency is key! Create a content calendar to organize posts and track progress.

- Recommended posting frequency:
 - Instagram/TikTok: 3-4 times per week (use reels and stories).
 - Facebook/Twitter: Daily updates and
- **Guidelines:** Practical Tips for Planning and Executing Social Campaigns

Creating an impactful social campaign requires strategic planning, engaging content, and consistent execution. Follow these key steps to ensure your campaign is effective and reaches the right audience.

6. Collaborate for Greater Impact

- Partner with eco-influencers, NGOs, and sustainability brands to expand your reach.
- Encourage user-generated content (e.g., campaign participants sharing their experiences).
- Engage with other environmental movements and campaigns to strengthen collective action.

7. Track Engagement and Measure Success

- Use analytics tools (e.g., Instagram Insights, Facebook Analytics) to track reach, engagement, and impact.
- Monitor metrics like:
 - Shares & Retweets: Indicate campaign virality;
 - Comments & Messages: Show audience engagement and interest;
 - Hashtag Use: Helps measure participation.

Social Media Campaigns

Campaign Theme: Reduce, Reuse, Recycle

Post 1:

📌 Every small action counts! Before throwing something away, ask yourself: Can I reuse, repurpose, or recycle it? Let's keep our planet clean! ♻️ #SustainableLiving #ReduceReuseRecycle #GreenChangemakers

📌 Call to Action: Post a photo of something you have upcycled or repurposed and tag us!

Post 2:

Did you know that 91% of plastic waste is never recycled? 🌍 Let's change that by making sustainable choices daily! Say NO to single-use plastics and YES to reusables! ❤️ #BeatPlasticPollution #ZeroWasteMovement #EcoWarriors

📣 Call to Action: Challenge a friend to go plastic-free for a day!

Campaign Theme: Climate Action Now!

Post 1:

🔥 Climate change is real, and its effects are happening NOW. What can you do?

- ✅ Reduce energy consumption.
- ✅ Support renewable energy.
- ✅ Demand climate policies!

❤️ The time for action is today! 🌍 #ActForClimate #GreenFuture #SustainableChange

📌 Call to Action: Share this post and tag 3 friends who inspire you to be more eco-friendly!

Post 2:

📣 Your voice matters! Youth are leading the fight for climate justice, and we need your help to amplify the message. Join the movement to demand action from leaders! 🌱 #YouthForClimate #EcoActivism #SaveOurPlanet

!! Call to Action: Write to your local representatives or join a climate march in your city!

Social Media Campaigns

Campaign Theme: Sustainable Food Choices

Post 1:

🥬 Food waste is a bigger problem than you think! Did you know that one-third of all food produced globally goes to waste? That's enough to feed millions of people! Reduce food waste by:

- ✅ Planning meals and buying only what you need.
- ✅ Storing food properly to extend its shelf life.
- ✅ Getting creative with leftovers!

💚 Small actions make a BIG impact! #ZeroFoodWaste #SustainableEating #FoodForThought

📌 Call to Action: Share your best food waste reduction tip or a creative meal you made from leftovers!

Post 2:

🍏 Your diet has an environmental footprint! The food we choose to eat affects the planet. Switching to a more sustainable diet can:

- 🌿 Reduce greenhouse gas emissions.
- 💧 Save water and natural resources.
- 🐄 Lower the demand for industrial livestock farming.

Start small by eating more plant-based meals, supporting local farmers, and reducing processed foods! 🌍 #EatSustainably #ClimateFriendlyFood #GreenChangemakers

📌 Call to Action: Try a plant-based meal this week and tag us in your creation!

Campaign Theme: Protect our oceans!

Post 1:

🌊 Our oceans are drowning in plastic! Every year, 8 million tons of plastic end up in the sea, harming marine life and ecosystems. How U can help:

- ❌ Say no to plastic straws and cutlery.
- ♻️ Bring your own reusable water bottle and bags.
- 👤 Join or organize a beach cleanup!

The ocean gives us life, protect it! 💚 #SaveOurOceans #PlasticFreeFuture #EcoWarriors

📌 Call to Action: Take the #PlasticFreeChallenge for a week and share your progress!

Post 2:

🐠 Did you know that coral reefs are dying at an alarming rate? Rising ocean temperatures and pollution are causing massive coral bleaching events. But we can help by:

- 🌿 Reducing carbon emissions (use less energy, walk or bike more).
- 🛑 Choosing reef-safe sunscreen.
- 🚫 Keeping our beaches and waterways clean.


Every action matters! 🌍 protect marine biodiversity. #CoralReefRescue #ProtectMarineLife #ClimateActionNow




📌 Call to Action: Share a photo of your favorite ocean spot and pledge to protect it!

Social Media Campaigns

Campaign Theme: Green Cities and Urban Development

Post 1:

 What if your city was greener? Imagine streets full of trees, clean air, and better public transport. We can make this a reality by:




-  Planting more trees and supporting green spaces.
-  Choosing biking, walking, or public transport.
-  Advocating for sustainable city planning.

Cities should work for the planet, not against it! Let's push for greener urban spaces. 🌍 #GreenCities #SustainableLiving #EcoUrbanism

📌 Call to Action: Share an example of a green space or eco-friendly initiative in your city!

Post 2:

 Did you know that cars are a major source of urban pollution? If we replaced just 10% of car trips with cycling or public transport, we could significantly reduce emissions!

-  Walk or bike short distances instead of driving.
-  Use public transportation when possible.
-  If you must drive, consider carpooling or electric vehicles.




Cleaner air starts with us! Let's make urban mobility more sustainable. #EcoTransport #GreenMobility #ClimateAction

📌 Call to Action: Try a car-free day and tell us how you did!

Campaign Theme: Youth Activism and Community Action

Post 1:


 Change starts with YOU! Youth activists around the world are making a difference by:

-  Advocating for climate policies.
-  Organizing local cleanups and eco-events.
-  Starting green initiatives in schools and communities.

You don't have to be an expert – just start where you are! Every voice matters. #YouthForClimate #ActForChange #GreenLeaders

📌 Call to Action: Tag a young activist or organization doing great work in sustainability!

Post 2:

 Want to make an impact but don't know where to start? Here are simple ways YOU can get involved:

- ◆ Sign petitions for climate action.
- ◆ Volunteer for environmental organizations.
- ◆ Educate and inspire others through social media!

Every small action adds up! Be the changemaker our planet needs. #TakeAction #EcoActivism #GreenChangemakers

📌 Call to Action: Share one action you'll take this month to protect the environment!

Best Practices: Examples of Impactful Social Campaigns

1. #TrashTag - Turning Cleanup into a Viral Challenge

Overview:

Originally launched in 2015, #TrashTag gained widespread popularity in 2019 when social media users began posting dramatic before-and-after photos of cleaned-up polluted areas. The campaign encouraged individuals, schools, and organizations to pick up litter, take photos of their efforts, and challenge others to do the same.

Why It Worked:

- **Visual Impact:** Before-and-after images clearly showed the difference individuals can make.
- **Simple & Actionable:** Anyone could participate with little effort.
- **Community Engagement:** The challenge aspect encouraged social participation.
- **Viral Potential:** Social media sharing helped it spread rapidly.

Lesson for Green Changemakers:

- Make your campaign visually engaging and easy to replicate.
- Encourage user-generated content to amplify reach.
- Use challenges and hashtags to boost participation.

Adaptation Idea: Organize a community-wide cleanup event with a unique hashtag for tracking impact!

Best Practices: Examples of Impactful Social Campaigns

2. #WhoMadeMyClothes – Fashion Revolution’s Call for Transparency

Overview:

Started by the Fashion Revolution movement, #WhoMadeMyClothes was created to demand greater transparency in the fashion industry. Consumers were encouraged to ask brands about their production practices and hold companies accountable for unethical labor conditions and environmental harm.

Why It Worked:

- **Empowered Consumers:** Encouraged individuals to demand change.
- **Social Justice & Sustainability Connection:** Combined ethical labor concerns with environmental sustainability.
- **Brand Engagement:** Forced fashion brands to respond publicly.
- **Strong Visuals:** The campaign used striking images of garment workers and factories.

Lesson for Green Changemakers:

- Link sustainability to ethical and social justice issues.
- Give people a direct action they can take (e.g., asking brands tough questions).
- Use storytelling to highlight real human and environmental impacts.

Adaptation Idea: Create a campaign asking “*Where does my waste go?*” to push for transparency in waste management.

Best Practices: Examples of Impactful Social Campaigns

3. **#ClimateStrike - Mobilizing Millions for Climate Action**

Overview:

#ClimateStrike became a global movement after Greta Thunberg's solo protests outside the Swedish parliament in 2018. Within months, students worldwide were walking out of schools and workplaces to demand stronger climate policies. The movement organized major events like the Global Climate Strike, gathering millions of activists worldwide.

Why It Worked:

- **Youth-Led & Inclusive:** Gave young voices a platform to demand change.
- **Political Impact:** Pressured governments and corporations into action.
- **Mass Mobilization:** Combined online activism with in-person protests.
- **Compelling Messaging:** Used urgent, direct slogans like "Our house is on fire".

Lesson for Green Changemakers:

- Mobilize people both online and offline for greater impact.
- Use strong, action-driven messaging to create urgency.
- Make it accessible and inclusive to reach diverse groups.

Adaptation Idea: Organize a digital "*Green Week challenge*", where participants take daily sustainability actions and share them on social media.

Best Practices: Examples of Impactful Social Campaigns

Key Takeaways for Green Changemakers

1. Make It Visual & Engaging – Campaigns with before-and-after photos, infographics, or personal stories generate more engagement.
2. Keep It Simple & Actionable – People are more likely to participate if the action is clear, easy, and impactful.
3. Leverage Hashtags & Challenges – Creating a sense of community and accountability makes movements spread faster.
4. Combine Digital & Real-World Action – Online movements are more effective when they translate into offline action.
5. Encourage Storytelling & Advocacy – People connect more deeply with human-centered narratives than with statistics alone.

By applying these lessons, Green Changemakers can design campaigns that resonate, inspire, and drive real change in their communities and beyond.

CHAPTER 5

Testimonials from the First Generation of Green Changemakers

Testimonials



Karin Albuquerque

Sending Organization:
IRIS Sustainable Development

Participating in the International Training Seminar under the Erasmus+ project “Green Changemakers” (2023-2-ES02-KA220-YOU-000177571) in Smolyan, Bulgaria, from October 18th to 24th, 2024 was worth it. During my time in Bulgaria, I was a part of a meaningful and enriching experience on youth engagement and sustainability. It was a fun and inspiring project where I met lovely people from various countries – Bulgaria, Italy and Spain, and Sweden (my homeland). Trisha's energy and knowledge left a strong impression on me, reminding me of the value of putting effort into something meaningful – work that feels good and benefits the planet. Beyond the training sessions, I also had the chance to learn about Bulgarian traditions and dances. I am very grateful for this opportunity!



Maxine Åkerström

Sending Organization:
IRIS Sustainable Development

I participated in the International Training Seminar under the Erasmus+ project “Green Changemakers” (2023-2-ES02-KA220-YOU-000177571) in Smolyan, Bulgaria, from October 18th to 24th, 2024. While relatively short it was a great experience where I had the chance to grow a lot, both as an individual and professional.

Together with other participants from countries such as Spain, Bulgaria, and Italy, we worked with important projects and interactive workshops while also visiting local sites with sustainable initiatives. Together with the other participants we had the opportunity to exchange ideas regarding creating positive environmental impact, exploring youth empowerment, and discussing social innovation while also bringing our own experiences and cultures into the discussions.

This experience truly deepened all of our understanding regarding sustainability and it motivated us to apply these learnings further in the future in our respective careers. I am grateful to have been part of such a meaningful and collaborative event

Testimonials



Joselyn Rivera Davila

Sending Organization:
Asociación Uno

I feel super satisfied and happy to have been able to participate in the International Training Seminar in the framework of the Erasmus+ project “Green Changemakers” (2023-2-ES02-KA220-YOU-000177571) in Smolyan, Bulgaria, from October 18 to 24, 2024. Without any doubt, it has been wonderful to have the constant support of Ecoworld Rhodopes Association and UNO Association to develop comfortably in the seminar.

Together with my colleagues, I was able to learn more about the environmental impact on our communities and the world. The daily interaction we had with the organized activities allowed me to enjoy the program while learning valuable situations related to sustainability, youth leadership and non-formal education, a learning methodology that changed my life. I'm now very motivated to continue exploring this field and apply it in my community and academic/professional life.

Teresa Ariza Ávila

Sending Organization: Asociación Uno

I am very glad that I was able to participate in the International Training Seminar under the Erasmus+ project “Green Changemakers” (2023-2-ES02-KA220-YOU-000177571) in Smolyan, Bulgaria, from October 18th to 24th, 2024. This experience gave us the opportunity to learn in a comfortable environment where we were able to share our thoughts with the rest of the participants from across Europe.

We explored different topics such as sustainability, circular economy and re-use practices by engaging in various activities and discussions that provided us with theoretical knowledge, practical skills and innovative tools that help us become more active in our local communities. I am truly thankful to have been part of this inspiring project.

Testimonials

Nicola

Changemaker, participant to CHMKS events organised by BASE at local level

Joining the hikes was a truly enriching experience. As someone who has always been passionate about the environment, I appreciated how the hikes combined outdoor exploration with important conversations about climate change and sustainability. The discussions were insightful, and we came up with practical ways to engage with our community, especially young people, to raise awareness on these urgent issues. It was inspiring and I left feeling more empowered and motivated to be an active part of the solution in protecting our planet.

Danila

Changemaker, participant to CHMKS events organised by BASE at local level

The nature hikes I participated in were an eye-opening experience. Not only did we have the opportunity to explore the beauty of our local mountains, but we also engaged in meaningful discussions about critical environmental issues like climate change and conservation. The sessions were incredibly interactive, where we not only learned but actively planned campaigns and activities to raise awareness in our local community and among young people. It was inspiring to see how these discussions turned into tangible actions that could really make a difference. This experience has deepened my commitment to environmental protection and strengthened my belief in the power of community-driven change.



Lovisa Kaldemark

Sending Organization:
IRIS Sustainable Development

The trip was fun and educational! I got to learn a lot and meet new friends.

Testimonials

Yulia Milkovska

Sending Organization: Ecoworld Rhodopes

I'm grateful to have attended the Green Changemakers Erasmus+ International Training Seminar (2023-2-ES02-KA220-YOU-000177571) in Smolyan, Bulgaria, from October 18-24, 2024 and also to the organisation Ecoworld Rhodopes for taking me in on it. Though brief, the experience was incredibly valuable.

It was inspiring to connect with like-minded young people as we learned, collaborated, and engaged in meaningful activities. The program covered impactful and relevant topics, providing useful insights for today's world. Beyond the workshops, we also exchanged cultural traditions, enriching the experience even further.

This seminar not only deepened my understanding of sustainability but also motivated me to take action in my own community. I look forward to applying what I've learned and staying connected with the amazing people I met.



Yaroslava Romaniyk

Sending Organization:
Asociación Uno

Taking part in the Erasmus+ training seminar "Green Changemakers" in Smolyan, Bulgaria, from October 18th to 24th, 2024, was an incredibly enriching experience. Organized by Ecoworld Rhodopes Association and supported by my sending organization, this seminar gathered people from across Europe to dive into topics of sustainability, the EU Green Deal, and environmental policies.

The combination of workshops, practical activities, and visits to local sustainable projects gave me valuable tools and knowledge for creating positive change. It was amazing to meet so many passionate people from different countries, exchange ideas, and learn from each other's perspectives. The event has not only deepened my understanding of the environmental issues we face but has also inspired me to bring these insights back home and contribute to a more sustainable future. I'm truly grateful for the opportunity to be part of this seminar.

CHAPTER 6

Conclusion

Conclusion

The Green Changemakers Handbook is more than just a guide – it is a tool for action, equipping young people with the knowledge, skills, and confidence to drive sustainable change in their communities. Through interactive activities, practical strategies, and real-world case studies, this handbook provides a comprehensive roadmap for youth engagement in environmental advocacy, circular economy practices, and climate action.

With contributions from experts, youth workers, and changemakers across Spain, Italy, Bulgaria, and Sweden, this resource is designed to be inclusive, adaptable, and impact-driven. The collaboration of international organizations ensures that the handbook reflects diverse perspectives and innovative approaches to sustainability while remaining practical and actionable at the local level.

By engaging in hands-on activities, launching social campaigns, and advocating for policy change, young people will be empowered to lead the sustainability movement and create tangible, lasting impact. The Green Changemakers project does not end with this handbook – it is a starting point for building a dynamic, interconnected network of youth leaders who are committed to shaping a greener future.