

YOUTH  
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YOUTH FIT FOR 55

Awareness Guide



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# Introduction

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# Why have we created this GUIDE and what is it for?

As we look around, the world is overwhelmed with challenges. From the rapid advancements in technology to the most pressing concerns related to health, food and clean environment, our generation is witness to profound shifts that touch upon every aspect of our daily lives. We are facing big questions, impossible to ignore, and we need to finally address the elephant in the room. That elephant is climate change, subtly linked to every choice we make, from the energy we consume to the products we buy.

In response, the global community has embraced the principles of sustainability and sustainable development, an approach which was solidified in 2015 with the United Nations' 2030 Agenda, also known as The Sustainable Development Goals (SDGs), a set of objectives designed to secure a healthy planet and a prosperous society. A few years later, in 2019, the EU came with its own flavor on sustainability - the European Green Deal - which, compared to UN's SDGs, is more ambitious and extremely more action-oriented.

So, we have created this Guide to raise the awareness and commitment of the younger generation, the leaders of tomorrow, to our current most demanding concern. Through this Guide we aim to empower young people to become confident social innovators and active participants in shaping a sustainable future.

To achieve this, we will first dive into the intricacies of the European Green Deal, also referred to as the Green Transition, a very dynamic effort that demands a huge, collective effort. This is followed by a collection of best practice examples to demonstrate how others have achieved or are striving to address these issues. Finally, as we aim to engage you in the green transition, we take you through the stages of creating and mainstreaming an Awareness Campaign, so that, in turn, you can replicate our model and further engage your local community.





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## About the Youth-Fit-for-55 Project

02

# The YFF55 project and the partners

This Awareness Guide is created in the framework of the YOUTH fit-for-55 project, funded through the Erasmus+ Key Action 2, Cooperation partnerships in youth.

YOUTH fit-for-55 project's main ambition is to engage its main target audience, including young people, youth workers and leaders, in the Green Transition.

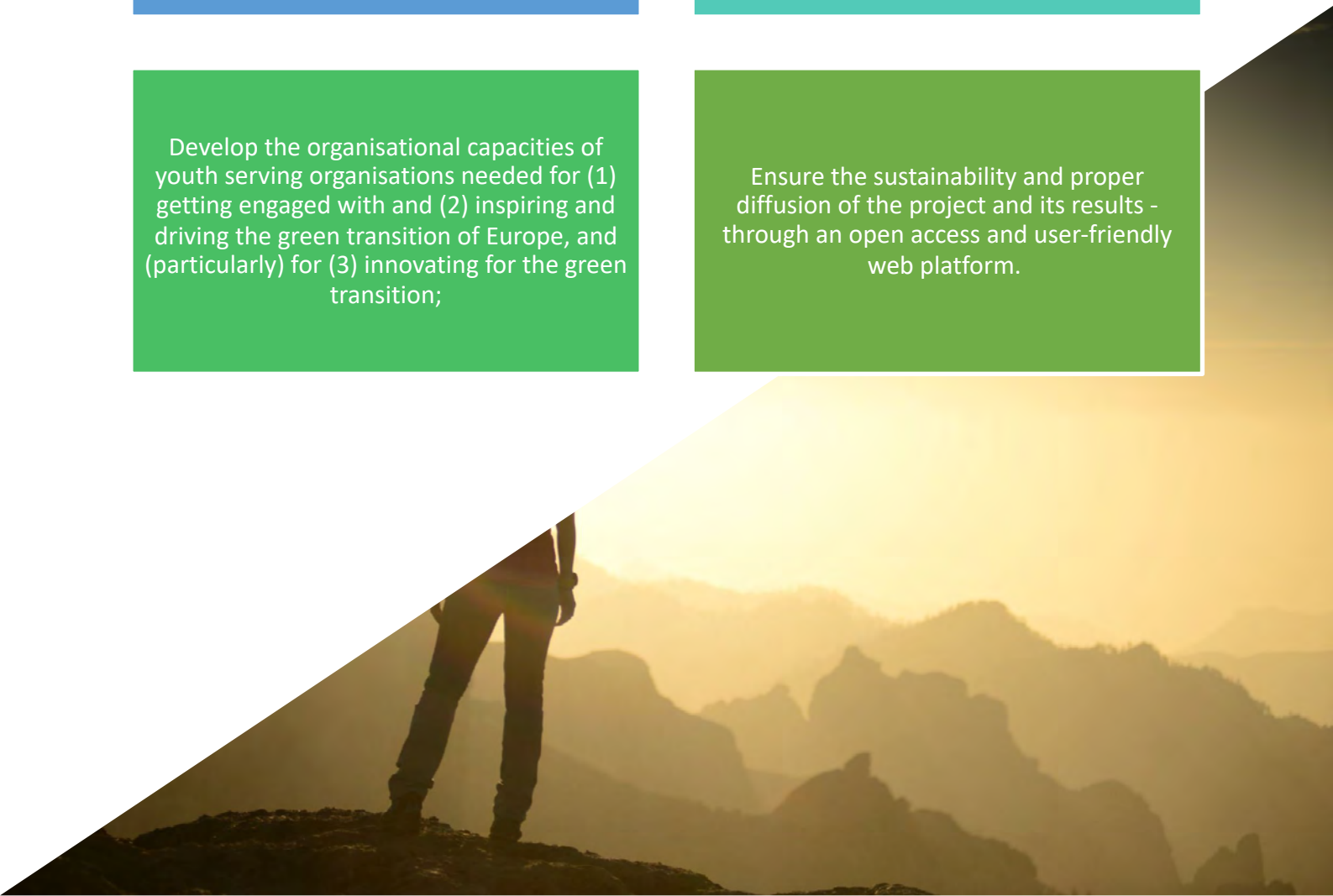
The project's specific objectives are:

Raising awareness, understanding and commitment to the green transition and its core values, challenges, implementation methods and solutions, to start a constructive dialogue with the youth sector and underpin the need and the sustainability.

Develop the critical skills of youth educators for getting engaged with and shaping the green transition of Europe.

Develop the organisational capacities of youth serving organisations needed for (1) getting engaged with and (2) inspiring and driving the green transition of Europe, and (particularly) for (3) innovating for the green transition;

Ensure the sustainability and proper diffusion of the project and its results - through an open access and user-friendly web platform.



# Project Partners



Asociația IDEI is a nonprofit organisation from Romania, active in the field of education that coordinates educational opportunities and mobility projects/exchanges, in the field of youth, on topics such as sustainability, digital transformation, democracy and equal rights.



Le LABA (Laboratoire d'Arts basé en Aquitaine) is a non-profit association based in New Aquitaine that supports the development of cross-sectoral projects in the fields of creation, education, digital skills, local development, tourism, youth and sport policies.



TDM 2000 International is an independent organization which strives to foster cooperation through the institution of an extensive European network of well-established youth NGOs. They work to create links between young adults, policy makers, media and other stakeholders promoting the involvement of young people in the decision-making process underlining their key role for our societies.



Momentum is an Irish youth education organisation focused on developing progressive learning programmes and platforms for education with special focus on the sustainable economy.



Research Factory is a start-up established in Romania providing consultancy in project-writing services, macroeconomic, regional, as well as industry comprehensive economic studies on demand. With a high interest in research, the start-up aims to provide access to databases and repositories on a wide range of issues and to deliver information through advanced visualization tools for better policy making or documented business decisions and strategies.



European E-learning Institute (EUEI) has experience in instructional design, teaching and technology to assist partners and learners achieve their goals through creative, non-traditional teaching methods.



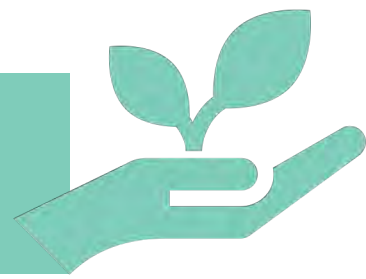
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## The European Green Deal and its Impact

03



# Sustainability - the talk of our times



The term sustainability has become a buzz word in our contemporary dialogue, often thrown around in discussions ranging from corporate boardrooms to college classrooms. But behind its popularity, lies a complex approach that has evolved in time. So, sustainability isn't just about "going green", but rather about fostering a harmonious existence between humanity and nature, ensuring that our actions and developments do not compromise the well-being and existence of either. Moving a step forward, sustainable development represents a journey towards sustainability or, as the United Nations eloquently puts it, "[sustainable development] meets the needs of the present without compromising the ability of future generations to meet their own needs".

Sustainability comprises several dimensions to ensure that everyone can enjoy the full set of human rights, while affecting as little as possible those of the future generations: environmental stewardship, social inclusion and economic development. There are discussions about the existence of a fourth dimension, namely cultural sustainability. This aspect focuses on preserving and fostering cultural identity and diversity, nurturing creativity, honoring the role of art and heritage, and embracing spirituality and memory as integral parts of community planning.

This holistic understanding of sustainability and sustainable development lays the groundwork for a deeper exploration into its key dimensions:

- **The environmental protection pillar** refers to the efficient management and use of natural resources like water, air, minerals, carbon reserves. It considers the effects of various human activities on biodiversity and the environment.
- **The social pillar** focuses on ensuring equitable access to basic human rights and needs. It encompasses the pursuit of equality, the practice of democracy, upholding human rights, and advancing social justice. Social sustainability is also about building resilient communities that can adapt and thrive amidst environmental challenges, ensuring that everyone has a fair chance to lead fulfilling lives.
- **The economic viability pillar** revolves around sustainable practices in production, resource use and management. It addresses concerns related to consumer behavior, technology, labor, and the fair distribution of wealth. The focus is on creating economic systems that can support long-term human and ecological well-being, without depleting the resources future generations will rely on.



# What exactly is the European Green Deal?

Plainly put, the European Green Deal is Europe's sustainable development plan for the upcoming decades. It is a blueprint to modernize and transform the EU's economy to do as little damage to the environment as possible, to tackle the current environmental challenge.

Understanding the Green Deal will ensure that you are better prepared for the future, taking advantage of current opportunities and minimizing potential setbacks.

Think of the Green Deal as the EU's action-packed journey towards the UN's Sustainable Development Goals (SDGs). These 17 goals, set in 2015, are like a global to-do list for a better world by 2030, and the Green Deal is our way of ticking off those tasks.



Figure 1 – The United Nations Sustainable Development Goals

The European Green Deal aims to turn the EU into a climate-friendly and resource-efficient economy, where growth does not cost the earth.

Its Key Objectives are:

- **Achieving climate neutrality by 2050** - This means the EU plans to balance out the amount of greenhouse gases produced and removed from the atmosphere, effectively reducing its carbon footprint to zero.
- **Economic growth decoupled from resource use** - The goal is to grow the economy in a way that doesn't rely on using up more natural resources. This is about smarter, more sustainable growth.
- **No person left behind** - The goal is to make sure these changes are fair and beneficial for all.



# What exactly is the European Green Deal?

These objectives end up affecting all aspects of our lives (and businesses) including how we travel, the energy we use, the buildings we live and work in, the way food is grown and what we eat, how industries produce goods, how we deal with pollution and waste, and even aspects like taxes and social benefits



Figure 2 – The European Green Deal



# Main Action Fields of the European Green Deal:

## Main Action Fields of the European Green Deal:

These are some of the key areas in which EU is acting, creating new rules, and providing funding opportunities to make a big positive impact:



**Sustainable Mobility** – Promoting more sustainable means of transport.



**Clean Energy** – Opportunities for alternative, cleaner sources of energy



**Building and Renovating** – The need for a cleaner construction sector



**Sustainable Food** – Ways to ensure more sustainable food systems



**Sustainable Agriculture** – Sustainability in EU agriculture and rural areas thanks to the Common Agricultural Policy (CAP)



**Sustainable Industry** – Ways to ensure more sustainable, more environmentally-respectful production cycles



**Circular Economy** – Ensuring reuse and regeneration of materials and products



**Pollution and Waste** – Action to prevent pollution from being generated as well as measures to clean and remedy it



**Biodiversity** – Measures to protect our diverse and fragile ecosystem



# How Might the European Green Deal Impact You?

Embracing the objectives of the Green Deal in your daily life, whether it's through personal choices, community projects, or even future business ideas, can have several benefits. Just by aligning with EU standards and regulations, you might find opportunities for funding, incentives, and support. More importantly, adopting sustainable practices ensures that your lifestyle, initiatives, or future businesses stay relevant and avoid sustainability issues as the world shifts towards a greener future.

This could mean making eco-friendly choices in your daily routine, getting involved in community projects that focus on sustainability, or even considering the environment when planning future career paths or entrepreneurial ventures. The Green Deal isn't just about big companies; it's about empowering each of us to play a part in shaping a greener, more sustainable world.

Now that we've covered the basics of the European Green Deal, let's dive into specific areas where you, as a young individual, can make a real impact. We'll be exploring different sectors like transport, food, biodiversity, agriculture, and energy, and see how small changes in our daily choices and actions can contribute significantly to a sustainable future.



# The European Green Deal

## Policy Area – TRANSPORT

### Transport

- Currently, transport accounts for 25% of the EU's greenhouse gas emissions. This includes the **transport of people and goods**.
- To achieve climate neutrality, a 90% reduction in transport emissions is needed by 2050.
- The Green Deal aims to support affordable, accessible, healthier and cleaner alternatives for the transportation of people. It aims to support the shift to rail and waterborne transport, including short-sea shipping for goods.

The European Green Deal could significantly affect you by promoting cleaner air, water, and a healthier environment, leading to improved overall well-being. It aims to make Europe the first climate-neutral continent by 2050, which might result in stricter environmental regulations impacting businesses and consumers alike. You could see an increase in green jobs and industries, but also potentially higher costs for goods and services that are not environmentally friendly.

### How can you make a difference?



**Choose local** - Try to minimise the gas emissions by using, as much as possible, locally sourced materials and products, or goods that have been transported in sustainable ways. This will get easier in time, as The Green Deal also aims to make the environmental impact of products more transparent, so that you can make informed decisions.



**Smart Transport** - Think about how you travel. Can you walk, bike, or use public transport more often? Every car journey you avoid helps reduce emissions.

#### Cool Transport Fact!

Any material or product you use, from your phone to your sneakers, has traveled some distance to reach you. The further it came from, the bigger the gas emission.



# The European Green Deal

## Policy Area – ENERGY

The way we produce and use energy accounts for **more than 75% of the EU's greenhouse gas emissions**. **Decarbonising the EU's energy system** is therefore critical to achieving carbon neutrality by 2050.

**How can you make a difference?**

### Cool Energy Fact!

Denmark is leading the way in the rapid adoption of renewable sources. This country generates over 50% of its electricity solely from wind and solar power.



**Choose Renewable Energy** - You need to consider how the energy you use is produced. Ideally, **try to use energy from renewable sources**: solar and wind energy, hydropower (harnessing the power of moving water), geothermal energy (harnessing the heat coming from the core of the Earth), biomass energy (energy derived from burning plant remains)



**Energy: Smart appliances** - Equip your facilities with smart appliances that are designed to save energy and be more efficient. This not only reduces your carbon footprint but can also save you money on energy bills.



**Everyday Energy Efficiency** - Small actions are often underestimated. Be more mindful of your energy consumption patterns. This includes turning off lights when leaving the room or unplugging devices when not in use



# The European Green Deal

## Policy Area – CONSTRUCTION

The construction, use and renovation of buildings accounts for 40% of the energy used in the EU. Moreover, the construction sector uses mineral or non-renewable resources such as sand, gravel, cement. Also, transporting these resources from their extraction site to the construction site generates gas emissions. Needless to mention that the debris left over from construction sites generates waste and pollution.

**How can you make a difference?**

### Cool Construction Fact!

Hempcrete is a sustainable alternative to traditional concrete and is made from hemp fibers, lime, and water. Benefits of this eco-friendly material include not only a lower carbon footprint but also excellent insulation, which significantly reduces energy consumption for heating and cooling.



**Value heritage** - In the context of the current environmental crisis, *the preservation and reuse of old buildings* is no longer an act of reverence to the past, but *a rational use of existing resources*.



**Local inspiration** - Try to derive inspiration for materials and shapes from traditional local buildings, as they probably have the best design, adapted for that region and climate, and perfected by local communities over long periods of time.



# The European Green Deal

## Policy Area – FOOD

The link between healthy people, healthy societies and a healthy planet puts sustainable food systems at the heart of the European Green Deal.

This is why the EU's **Farm to Fork Strategy** is one of the most important elements of the Green Deal. It aims to cut the use of pesticides by half, reduce fertilizer use by 20%, and increase organic farming to 25% of agricultural land by 2030. This strategy is a game-changer, transforming how food is produced, sold, and consumed in the EU to make it healthier for people and the planet

### Cool Food Fact!

Worldwide, there's a notable shift towards plant-based diets while Europe is experiencing a fascinating growth in algae-based food products. Consumers are increasingly opting for meat alternatives, available in a wide variety across supermarkets and restaurants. Algae, known for its environmental friendliness and health benefits, is emerging as a popular choice in this context.

### How can you make a difference?



Try to buy locally sourced food as it minimizes the impact of transport on the environment, and it helps local farmers/members of the local community.



Try to buy food from **sustainable, environmentally-friendly farms**.



Try to **cook with seasonal, locally grown ingredients** as they are probably the best options Mother Nature has produced for that region and climate.



Try to **produce as little waste as possible** and produce a plan for reusing generated waste (for example, as compost).

# The European Green Deal

## Policy Area – CIRCULAR ECONOMY

Global consumption of materials, both biomass (organic material that comes from plants and animals) and non-renewable resources (such as fossil fuels, metals and minerals), is ever increasing, and so is the waste that it generates annually.

Extracting these limited resources that we use once and then discard is irresponsible and irrational. In fact, half of total greenhouse gas emissions and over 90% of biodiversity loss and water stress are attributed to resource extraction and processing. Clearly, the traditional model of "take-make-use-dispose" is not working.

**How can you make a difference?**

### Cool Circular Economy Fact!

Did you know that the EU's push for a unified charging standard has led to major changes in the electronics industry? For instance, Apple Inc., known for its unique lightning chargers, is transitioning to the Type-C model across its devices. This move towards a universal charger type not only simplifies things for consumers but also significantly reduces electronic waste.



**Support Sustainable Products** - Choose products that are designed for a long life, can be easily repaired, upgraded, or recycled. When buying, prioritize quality and durability over quantity. Also, you can support products with a high percentage of recycled content and encourage others to do the same.



**Reduce, Reuse, Recycle** - Avoid single-use items and products designed for a short lifespan. Reduce what you buy, reuse what you can, and recycle what you can't.



**Rent instead of buying** - Explore and use services where you can borrow, rent, or share products instead of owning them, reducing the overall demand for new products.



# The European Green Deal

## Policy Area – BIODIVERSITY

Europe's seas, oceans, and environment are a source of natural and economic wealth for Europe. This [Green Deal](#) pillar includes protecting our biodiversity and ecosystems, reducing pollution in air, water, and soil, moving towards a circular economy, improving waste management, and ensuring the sustainability of our blue economy and fisheries sectors.

**How can you make a difference?**

### Cool Biodiversity Fact!

Bees are responsible for the pollination of about 75% of the food crops we consume. Without them, many of the fruits, vegetables, and nuts we rely on for our daily nutrition would fail to reproduce. The decline in bee populations is mainly due to human activities such as habitat loss, intensive agriculture, and pesticide use.



**Conservation Efforts** - Participate in or support local conservation projects that aim to protect habitats and species. This can include volunteering for clean-up drives, tree planting events, or wildlife surveys.



**Travel responsibly** - When traveling, choose eco-friendly options and respect natural habitats and wildlife. Avoid activities that harm the environment or contribute to habitat destruction. For instance, avoid exploring natural areas with motorised vehicles

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## From Principles to Practice: Real world Applications of the European Green Deal

04



# From Principles to Practice: Real-World Applications of the European Green Deal

Having explored the various facets and objectives of **the European Green Deal**, it's clear that this ambitious initiative is more than just a policy framework – **it's a call to action for transformative change across all sectors.**

The true measure of the EGD's success lies in its practical implementation, where principles meet real-world applications.

This is where we shift our focus to inspiring case studies of businesses and organisations worldwide that have successfully integrated sustainability into their core practices, products, and services. These examples serve not only as a testament to what is already being achieved but also as a source of inspiration and guidance for others looking to embark on a similar path of sustainable transformation.





# Fashion

# International

## DEPOP



DEPOP is a marketplace that allows users to buy and sell second-hand fashion and lifestyle items.

Users can create their own virtual storefronts, where they can sell items such as clothing, accessories, shoes, beauty products, and home decor.

DEPOP also offers resources and education on sustainable fashion and encourages users to repair and upcycle their items to extend their lifespan.

To find out more head to, <https://www.depop.com/>

# DEPOP

**DEPOP's main objective is to change the way we shop, by keeping clothes that already exist passing from person to person. They are taking steps to promote a more circular fashion industry and bring circular fashion to more people. DEPOP encourages users to repair and upcycle their items to extend their lifespan, reducing the need for new products and the associated emissions.**

The company has developed a sustainability plan for 2021-2022 which serves as guidelines for all changes and improvement that needs to be made in this area. This document is available to all on the website and the company also publish a yearly update on their progress. Compared to other second-hand marketplaces, they are strongly committed to sustainability and low-carbon fashion and are implementing 3 main actions to reach this objective.

## **Reach carbon neutrality**

To reduce its carbon footprint, DEPOP is investing in renewable energy sources and committing to sourcing 100% renewable energy for its offices and data centres by 2022. They are also implementing energy-efficient practices in their offices and encouraging sellers to use sustainable shipping methods and eco-friendly packaging materials.

DEPOP has partnered with Carbon Trust to offset its remaining carbon emissions by investing in renewable energy and carbon reduction projects.

## **Systematic preference for circular or responsibly made fashion for collaborations**

Depop partners with brands and sellers to bring circular collections to their community. They also partner with TV and entertainment industries to bring circular fashion to large audiences, contributing to normalising second-hand in pop culture.

## **Provide educational resources and mentorship opportunities to help entrepreneurs, creatives or small businesses from underrepresented groups grow their businesses sustainably.**

The Now/Next mentorship programme focuses on supporting and accelerating the sustainable efforts of the community. There is one dedicated to businesses wishing to scale circularity to their project and another one to smaller-scale projects.

DEPOP's commitment to sustainability is transversal and extends to all areas of the company. The company aim first to educate and empower customers to make more sustainable choices when buying and selling second-hand items. DEPOP encourages users to repair and upcycle their items to extend their lifespan, reducing the need for new products and the associated emissions. The platform also promotes sustainable shipping practices and encourages sellers to use eco-friendly packaging materials.

DEPOP's employees are also impacted by the company's sustainability efforts, as sustainability is integrated into the company culture and is a key consideration in decision-making processes. The objective is to formally embed sustainability and diversity, equity and inclusion (DEI) in the management team's, training efforts and key departments' objectives where relevant. DEPOP provides training and educational resources to its employees to promote sustainable practices and behaviours. This includes workshops and presentations on sustainability topics, such as waste reduction, energy efficiency, and sustainable sourcing.

# UNILEVER



Unilever is a multinational consumer goods company that offers a wide range of products, including food and beverages, cleaning agents, beauty and personal care products.

They have implemented various actions towards green transition. They have committed to achieving net-zero emissions from their products by 2039 and have pledged to make their operations carbon-neutral by 2030. Unilever is focused on reducing greenhouse gas emissions, improving water efficiency, sourcing sustainable ingredients, and promoting recycling and waste reduction throughout its value chain.

## Consumer goods International



Unilever's commitment to a greener future is driven by a combination of leadership direction and the dedicated Corporate Sustainability and Responsibility (CSR) department. Their efforts involve collaboration across departments and the engagement of employees at all levels.

The green transition of Unilever began with an internal assessment of their environmental impact through thorough audits, including measuring their carbon footprint. They went beyond internal operations and evaluated the impact of their suppliers and customers to assess their entire value chain and identify areas for improvement.

These green transition efforts by Unilever have a positive influence on various stakeholders. Customers are empowered to make more sustainable choices, employees actively engage in sustainable practices, suppliers are encouraged to adopt greener approaches, and local communities' benefit from environmental initiatives.

Unilever takes an internal approach to integrate changes throughout the company structure and employee mindset. They provide training and workshops to raise awareness about sustainability, encourage employee engagement in environmental initiatives, and incorporate sustainable practices into their management style. They have established a Sustainable Living Plan with specific targets to guide the integration of sustainability into their products, operations, and culture.

To support their green transition and sustainability goals, Unilever employs a range of measures:

**Unilever has developed a comprehensive Sustainable Living Plan** that outlines their commitments and targets in key areas such as climate change, water stewardship, waste reduction, and sustainable sourcing. This plan serves as a roadmap for their sustainability efforts.

**Unilever enforces sustainability practices within their supply chain** by setting stringent requirements for their suppliers, including environmental standards, ethical sourcing, and responsible manufacturing practices. Suppliers who do not comply may face consequences such as contract termination or loss of business opportunities.

**They promote employee engagement through workshops, training programs, and internal communication channels.** They educate employees about sustainability issues, provide guidance on sustainable practices, and encourage them to contribute ideas and initiatives that support the company's green transition.

**Through their management style, Unilever integrates sustainability by incorporating it into decision-making processes, performance evaluations, and employee incentives.** They foster sustainable thinking and behaviour across the organisation, aiming to embed it within the company's culture.

**Unilever focuses on developing products with a reduced environmental impact.** They invest in research and development to create sustainable innovations, such as concentrated formulas that require less packaging, recyclable materials, and eco-friendly ingredients. They also aim to minimize the use of harmful chemicals.

# CABARET VERT

Culture

France



"Le Cabaret Vert" is a music festival that takes place every year in Charleville-Mézières, a city in northeastern France. The festival has been running since 2005 and has grown to become one of the most popular music events in the country.

The organisers have implemented several strategies to minimise its environmental impact, and the festival has received recognition for its sustainability efforts and has been awarded the prestigious "Greener Festival Award" for several years in a row.

To find out more, head to - <https://cabaretvert.com/>

# CABARET VERT

The festival was founded by a group of friends who were passionate about music and wanted to create a new cultural event in their hometown. The festival was originally a one-day that attracted around 4,000 attendees and featured a lineup of mostly local and regional musicians. Today, the Cabaret Vert festival is a four-day event that takes place every August and attracts around 100,000 attendees.

The festival has also become known for its **commitment to sustainability and environmental responsibility** and has received several awards for its efforts to reduce its environmental impact. The organisers of the Cabaret Vert festival began implementing sustainability measures in the early 2010s as a response to growing concerns about the environmental impact of music festivals, including the carbon emissions associated with transportation and energy use, and the waste generated by large crowds. They were also driven by a desire to serve as a model for other events and organizations in the region. The festival's sustainability efforts have been recognized with several awards and certifications, including the ISO 20121 certification for event sustainability management, and the European Ecolabel for Green Events.

The Cabaret Vert festival has implemented a wide range of measures to promote sustainability, including a charter or roadmap detailing 12 ambitious actions and targets to be met by 2025 that serve as a guiding document for the festival's sustainability efforts. There is also a **specific low-carbon strategy** which started in 2022 with the establishment of a carbon assessment of the 2022 edition to identify the main challenges, risks and opportunities of the strategy. The following 2023-2027 action plan is setting targets and trajectories to be compatible with the goal of limiting global warming to 2°C agreed by the Paris Agreement in 2015.

Here are some examples of sustainable initiatives implemented by the festival that help reach the zero-carbon objective:

**Waste management plan** to minimise waste & maximise recycling. The festival provides recycling bins & encourages attendees to bring their own reusable bottles and cups to reduce the use of disposable items.

Collaboration with local artists and organisations to **reuse and repurpose materials** used during the festival. For example, used banners are transformed into bags and old fences are turned into furniture.

**Actions in favour of the local biodiversity**, such as leaving part of the ground in its natural state without watering, mowing, fertilizing or planting seeds for part of the year.

**Food and beverages are locally sourced**, reducing the carbon emissions associated with transportation and supporting local producers.

**Green energy sources** such as solar panels and wind turbines to power its operations. This reduces its carbon footprint and reliance on fossil fuels.

Encourages **sustainable modes of transport** such as public transport, cycling or walking. They also provide shuttle buses and secure bike parking facilities.

To have a bigger impact, the festival also takes part in national campaigns, such as the **Drastic on Plastic** campaign which brings together and accompanies more than a hundred French festivals wishing to say no to disposable and single-use plastic. They are also part of European networks to disseminate and improve good practices, such as the **DECARB-ON! EU project** which aims to experiment and share inspiring concrete avenues for the decarbonization of major festivals.



# Culture

# France

# 5

## JOURNALISM CHARTER



The initiative “Upgrading journalistic practices to tackle the ecological emergency” (or “Charte pour un journalisme à la hauteur des enjeux écologiques”) is a charter for responsible journalism on environmental issues that includes 15 commitments that media organisations can adopt to integrate environmental issues into their reporting and operations.

To find out more, head to - <https://chartejournalismeecologie.fr/upgrading-journalistic-practices-to-tackle-the-ecological-emergency-a-charter/>

# JOURNALISM CHARTER

In March 2022, the media outlet Vert.eco launched the idea of a "manifesto for a media ecology". Considering that the French are poorly informed about the climate and that this misinformation prevents climate awareness and action, the idea is to find a way to reconcile citizens with journalists and the media in an approach that combines issues related to the climate, the living world and social justice. It is also about bringing together actors from the media, civil society and scientists.

The charter that came out of this initial idea promotes responsible journalism practices that focus on environmental issues and the urgent need for a green transition. It highlights the **importance of covering all stories related to climate, biodiversity and social justice in an interdisciplinary manner, including informing on actual solutions, but also of transparency, independence, fact-checking and scientific approach, cooperation, educational approach and constant training in journalism** to fully address these issues.

It is worth noting that the initiative is voluntary, and there are no coercive measures or penalties for failing to meet the commitments. However, by signing the charter, media organisations are making a public commitment to change their journalistic practices and promote sustainable practices.

The charter has been signed by an impressive number of editorial boards, production companies, journalists' unions, associations and collectives, journalism schools and training centres, and by more than 1 500 journalists as individuals. In addition to these media organizations, the charter has also been endorsed by several experts and scientists and civil society members.

Here are 3 examples of articles included in the charter that show how it is a very important initiative that will contribute to the low-carbon emission objective of the European Union. Of the audience and visibility that media have, their educational and information role is central and cannot be overlooked.

## **Cover all stories related to climate, biodiversity and social justice in an interdisciplinary manner.**

They are intricately intertwined. Ecology can no longer be limited to a separate column; it must become a prism through which stories are approached.

**Gear up for "low carbon" journalism.** Lower the carbon footprint of journalistic activities, using more environmentally-friendly tools and means, without refraining from necessary fieldwork. Encourage newsrooms to rely on local journalists whenever possible.

**Widen the scope of coverage.** Refrain from solely calling on individuals to take responsibility and action and consider upheavals as a systemic problem requiring political responses.

As a journalist or a media representative, you can sign this charter directly online:



This initiative concerns mainly the French medias, but similar ones exist elsewhere:

- International:  
<https://coveringclimatenow.org/>
- Germany:  
<https://klimajournalismus.de/charta/>

# BEYOND MEAT

Consumer goods

International

Beyond Meat is a Los Angeles-based producer of plant-based meat substitutes.

“WE BELIEVE THERE’S A BETTER WAY TO FEED OUR FUTURE. By shifting from animal to plant-based meat, we can positively affect growing global issues such as constraints on natural resources and animal welfare.”

To find out more, head to <https://www.beyondmeat.com/en-GB/mission>



# BEYOND MEAT

The company was founded with the mission of addressing four global issues: **human health, climate change, constraints on natural resources, and animal welfare**. From the start, Beyond Meat has used a life-cycle analysis approach to understand and minimize the environmental impact of its products.

Beyond Meat's environmental initiatives impact a wide range of stakeholders, including consumers who eat its products, retailers who sell them, and the broader global community which benefits from reduced greenhouse gas emissions. The commitment to environmental sustainability is driven by the company's leadership and is central to its business strategy. The company also conducts ongoing research and development to improve the environmental footprint of its products further.

Beyond Meat's **core business model and objective** of producing plant-based meat substitutes is itself a green initiative. Traditional meat production is a significant contributor to greenhouse gas emissions, and by creating tasty alternatives that are plant-based, Beyond Meat aims to reduce the environmental impact of the food industry.

**Line of production** – in recent years, BM has been moving forward, expanding its focus beyond products to incorporate the operation of the business. They aim to create not only the most sustainable products but to produce in the most sustainable way:

- Sustainable packaging
- Operational efficiencies (water & energy management, waste management, Green-Building-Certified Facilities)

**Strategic Community Partnerships** - BM engage in a variety of social impact partnerships to advance their shared objectives (environment, social and governance) and support the identification of new markets, products, and consumer bases.

**According to a life-cycle analysis by the University of Michigan, Beyond Meat's Beyond Burger generates 90% less greenhouse gas emissions, requires 46% less energy, and has 99% less impact on water scarcity than a traditional beef burger.**

BM also have a strong internal approach to integrating sustainable changes, involving employees in the process, via surveys, onboarding strategy, diversity and inclusion principles, and technical and management training programmes: **“We recognize that if our organization wants to tackle the global challenges we face, we must start with engaging our employees”**.

BM commits to transparency and reports on their production impact and progresses: <https://investors.beyondmeat.com/esg/>

# Fashion

# International

## PATAGONIA

Patagonia is an outdoor clothing and gear brand that actively promotes environmental conservation and sustainability through practices such as using recycled materials, advocating for public lands protection, and supporting grassroots activism.

To find out more, head to <https://www.patagonia.com/activism/>

# PATAGONIA

Patagonia's commitment to environmental responsibility and sustainability started with its founder, **Yvon Chouinard**, who was an avid outdoorsman and conservationist. His love for the outdoors and firsthand experience with the impact of human activities on the environment shaped the company's core values and approach to business. This led to Patagonia's early adoption of environmentally responsible practices, long before CSR became a common business practice.

**Patagonia's journey towards sustainability began with their decision to switch to using organic cotton in 1996** after realising the environmental impact of conventionally grown cotton. This move marked the beginning of the company's focus on evaluating the environmental footprint of its operations, materials, and supply chain.

Over the years, Patagonia has expanded its sustainability initiatives and conducted various assessments to measure and reduce its environmental impact, all of which help reach the zero-carbon objective.

**Focus on sustainable, low-impact materials and supply chains**, such as recycled polyester, organic cotton, and responsibly sourced down.

**Implementation of energy-saving measures to improve energy efficiency**, such as incorporating energy-efficient lighting and heating, cooling, and ventilation systems.

**Reducing carbon emission offsets** by investing in projects that help reduce or remove greenhouse gases from the atmosphere, such as reforestation or methane capture.

**Investment in renewable energy** solutions to power their facilities and stores. They participate in programmes like the EPA's Green Power Partnership and strive to increase the share of renewable in their overall energy consumption.

**Support grassroots environmental organisations** through the "1% for the Planet" programme. This helps drive climate action and promote awareness of the importance of reducing carbon emissions.

**Carbon footprint analyses**, of direct (company-owned or -controlled sources) and indirect (upstream and downstream activities in the value chain) emissions.

**"Since 1996, all the virgin cotton in our line has been grown organically, without the use of harmful chemicals (and we make clothes with recycled cotton, too). By using organic cotton, we save water and reduce CO<sub>2</sub> emissions by 45% compared to conventional cotton."**

Patagonia's environmental commitment impact everyone from suppliers to consumers and employees.

**Suppliers** are required to adhere to strict environmental and social standards, which can lead to improvements in working conditions, environmental practices, and overall sustainability.

**Employees** are encouraged to embrace the company's values. "Enviro days" are organised for all new hires, learning opportunities are provided (on Zero Waste, carbon footprint, bike to work week, etc.), and they are encouraged to volunteer for environmental causes.



# SEPHORA



Sephora is a multinational retailer of personal care and beauty products. The main practice implemented to support the green transition is the reduction of energy consumption by seeking out alternatives to traditional electricity. They also use safer ingredients alternatives for their products and design eco-efficient packaging.

To find out more, head to <https://www.sephora.com/>

## Beauty

## International

# SEPHORA

Sephora seeks to reduce the carbon footprint of their stores, headquarters, and distribution centres by 50% by 2026, to have more responsible sourcing of materials, and reduce, reuse and recycle as much as possible.

Part of specific networks such as the EPA Green Power Partner, a voluntary programme that encourages organisations to seek **alternatives to electricity**.

Implementation of **energy-saving solutions** in stores and facilities across the globe: they have achieved 100% renewable energy in France, Italy, Portugal, Spain, and the United States.

**Screening suppliers** for their ethical, social and environmental performance before working with them.

**Natural, safe, vegan, recyclable and eco-designed packaging** - over 25% of sales in Europe and the US are a part of this selection.

**The “Take-back” solution for empty beauty packaging** started in France in 2016 and is expanding globally (every year over one million products are diverted from waste).

A 14% reduction in products containing **chemicals** deemed problematic by both clients and environmental and health organisations.

All these actions were imposed from the top and they have been implemented at an international level, at most of their facilities (stores, distribution centres, offices etc.) and at every level/aspect of the business: architecture, store operations, logistics, products, etc.

Besides having a positive impact on the environment, these measures impact the customers, as they have endorsed transparency by increasing the number of products with ingredient information (by 15%) and are using safer alternatives of ingredients for their products. They also improve workers' lives by improving the sustainability and safety of the product. These measures are written in the Charter “Sephora Public” Chemical Policy.

There are also Indirect changes to the structure:

- influencing the companies that are part of the supply chain, since 5% of emissions are concentrated in companies' direct operations, while 95% of emissions stem from within the supply chain. They are checking their suppliers through the EDICOM platform or Novi platform (supply chain transparency platforms);
- influencing other brands in their portfolio to endorse their sustainability endeavours by launching the Clean Planet Positive programme (climate commitment, sustainable sourcing, responsible packaging, environmental giving).



# Mobility

# International

555

**PORSCHE**



Porsche is a German automobile manufacturer created in 1931 by Ferdinand Porsche and specialising in high-performance sports cars, SUVs and sedans, headquartered in Stuttgart, Germany. They have an ambitious decarbonisation programme that includes carrying on CO2-neutral production processes and work on synthetic, carbon-neutral eFuel production.

To find out more, head to <https://www.porsche.com>



The Porsche company have elaborated the **Sustainability Strategy 2030** which highlights the company's key challenges under six strategic areas of action. One of the major incentives for that was the Paris Agreement signed in 2015 by 196 countries, which aims at reducing the risks and impacts of climate change. Hence, Porsche has committed to the climate protection targets agreed upon in Paris.

The ambitious **decarbonisation programme** has set a target of 2030 for Porsche to achieve a CO2-neutral balance sheet across its entire value chain. The sub-objectives are:

1

80% of Porsche cars have electric motors in 2030.

2

CO2-neutral Taycan production.

3

100% renewable energy for all its production facilities.

4

A sustainable supply chain - more than 90% of Porsche suppliers have a valid S-rating.

5

High-voltage battery cells are manufactured using sustainable energy.

6

Usage of recycled, renewable materials.

The production within the German factories is already CO2-neutral, and regular energy inspections as well as workshops for the different disciplines are taking place. On top of that, Porsche implements numerous projects to preserve biodiversity: honeybees and numerous native wild animal species live in harmony with nature and the factory on the plant's own off-road grounds.

"Fun fact"! Even Porsche Gastronomy is more sustainable (locally sourced fruits and vegetables and meat; using AI to reduce overproduction and food waste; improved ergonomics in the kitchen equipment).

These measures have an impact on the overall pool of producers, to commit to the zero-carbon objective since they select their suppliers who are switching to certified green power and are working with Porsche to reduce CO2 emissions in the supply chain.

It also impacts customers and communities since they will experience a less polluted environment.

Likewise, Porsche's sustainability strategy has an important part to play when it comes to preparing the next generations of employees:

- focuses on the future in terms of training its skilled workers;
- focuses on intelligent systems and data science in the IT study programmes;
- new digitalised offerings have evolved to complement the existing training methods.

Concretely, Porsche launched an innovative internal learning format called the Online Learning Lab in 2021. Here, up to 100 Porsche employees jointly hone their mindset, in other words how they think and their inner attitudes.

Porsche launched a digital employer branding campaign called Sustainable Career in 2021. This focuses on employees who are reducing the company's environmental footprint in a variety of ways.

# IKEA



## Consumer goods

## International

Ikea is a multinational retail company that produces ready-to-assemble furniture, Kitchen appliances, home accessories and other homeware products.

Ikea has implemented a range of sustainable practices and initiatives towards green transition, including investment in renewable energy, responsible sourcing of materials, circularity practices, and energy-efficient store and product design.

To find out more, head to <https://about.ikea.com/en/sustainability>

The company launched its "**People & Planet Positive**" **sustainability strategy**, which set ambitious goals for the company to become more sustainable and help customers live a more sustainable life at home. It includes even more ambitious goals, including becoming a circular and climate-positive business by 2030. Since then, Ikea has continued to implement new sustainable practices and initiatives across its operations, products, and supply chain.

Ikea's implementation of sustainable practices and initiatives towards green transition **helps reduce the company's carbon footprint and keep materials in use for longer:**

Investment in <b>renewable energy</b>	Adoption of <b>circular practices</b> like product take-back and recycling	<b>Sustainable sourcing of materials</b>
<b>Energy-efficient</b> stores and product design	Use of <b>electric vehicles</b> for home deliveries	<b>CO2 removal with natural processes:</b> reforestation, better forest and agricultural management

In 2015, IKEA launched **IKEA Home Solar**, offering their customers, the availability of getting **renewable energy for their homes**. They aim to have it available to offer to customers in 30 markets by 2025. In 2018, they ran a pilot test in the UK, leading to 5,500 IKEA customers switching to clean energy. Their next steps are to add services and benefits, such as energy storage. Meaning people can store the excess energy and use it when needed, further saving them money on their bills.

IKEA even plan to go beyond their own company, with their goal to **become climate positive and reduce more greenhouse gas emissions**, they will take an extended responsibility for the climate footprint of their customers, suppliers and sourcing. They plan to achieve this by enabling customers to generate renewable energy at home, as well as transforming their suppliers' entire factories or operations to renewable energy – not just the part used for their production.

These changes have been driven by a strong will the direction, with several departments' support and **involvement of employees** by providing sustainability training, creating a network of sustainability ambassadors, setting sustainability goals and performance metrics, encouraging employee engagement in sustainability initiatives, and promoting a corporate culture that values sustainability.

Ikea's sustainability initiatives affect a wide range of people, including its customers, employees, suppliers, communities, and the planet. By adopting these measures, Ikea is striving to create a more sustainable and responsible business model and to reduce its impact on the environment.





### DANONE



Danone is a multinational food products company that has made sustainability a key focus area and has implemented several actions and practices towards green transition. The company has set ambitious targets to reduce its environmental impact and promote sustainable practices across its value chain.

To find out more head to <https://www.danone.com/about-danone/sustainable-value-creation.html>

Danone's commitment to sustainability and green transition can be traced back to the early 1970s when Antoine Riboud, the company's then-CEO, introduced the concept of "social responsibility" into the company's operations. Riboud believed that a company should consider the impact of its activities on society and the environment, and that business success should be measured by more than just financial performance.

Since then, Danone has developed various sustainability programs and initiatives over the years. Recently, Danone has renewed its commitment to sustainability and has launched the "One Planet. One Health" sustainability programme that set ambitious targets to reduce the company's environmental impact and promote sustainable practices across its value chain, via two main axes of work:

**Carbon neutrality** reached for its full scope 1 and 2 emissions, and commitment to becoming carbon neutral for its full value chain by 2050.

To achieve this, Danone is investing in renewable energy, such as wind and solar power, and is committed to sourcing 100% renewable electricity for all its operations by 2030. The company has also implemented several measures to reduce its carbon footprint, such as improving the energy efficiency of its factories and offices and reducing the carbon intensity of its transportation.

**Regenerative agriculture programme** to support its farmers in transitioning to more sustainable and regenerative practices and is committed to sourcing 100% renewable electricity for its operations by 2030. Additionally, the company is taking steps to become water positive and has launched several initiatives to promote circular economy.

Danone's sustainability and green transition initiatives can affect a wide range of people, including consumers and investors.

The company also provides training and education programmes to raise awareness about sustainability issues and engages **employees** in various initiatives to encourage participation and innovation in sustainability initiatives. Danone also emphasises the importance of sustainability in its corporate culture and values, which helps to integrate sustainability into the company's operations and decision-making processes.

The company sets internal targets and performance indicators to track progress and ensure accountability. Danone believes that its employees are key drivers of change in achieving its sustainability goals and works to empower and involve them in the company's sustainability efforts.

# GOOGLE

## Digital

## International



Google is an American multinational technology company focusing on artificial intelligence, online advertising, search engine technology, cloud computing, computer software, quantum computing, e-commerce, and consumer electronics. Google has implemented several actions towards green transition, including using 100% renewable energy, improving energy efficiency, purchasing carbon offsets, reducing waste, and working with suppliers to reduce environmental impact.

To find out more, head to <https://www.google.com/>



# GOOGLE

Google's commitment to sustainability and green transition started with an **internal audit** of the company's environmental impact and carbon footprint. The company has focused on addressing its carbon footprint (Scope 1 and 2 emissions) and has also expanded its efforts to include suppliers and customers (Scope 3 emissions) to promote sustainability throughout its organisation and customer base.

Google has set ambitious goals and implemented a range of initiatives, such as renewable energy procurement, energy efficiency improvements, and employee education and engagement, to reduce its carbon footprint and promote sustainability. These actions promote sustainability, reduce waste, and decrease the reliance on fossil fuels, which are major contributors to carbon emissions, and thus are essential to reach the zero-carbon objective.

1

Operating on 100% renewable energy.

2

Offsetting carbon emissions.

3

Using energy-efficient technologies.

4

Promoting a circular economy.

5

Encouraging sustainable transportation.

The company's sustainability efforts are led by a dedicated team, including the Chief Sustainability Officer. Google's efforts are also integrated into the company's overall business strategy. The company has recognised that sustainable practices can lead to cost savings, improved customer loyalty, and increased employee satisfaction, among other benefits. As a result, Google **has made sustainability a part of its business model, rather than treating it as a separate initiative.**

Google's sustainability efforts affect its customers, employees, local communities, and the environment. The company's sustainability initiatives aim to reduce its environmental impact, promote renewable energy, and create job opportunities in the green economy. Google provides **sustainability education and training to its employees**, which teaches employees to become sustainability advocates within their teams and offices.

# Finance

## Italy

### BANCA ETICA

Banca Etica is a cooperative bank that operates on ethical principles. They promote a socially responsible economy and support businesses, organisations, and individuals who share their values and finance projects that have a positive impact on society and the environment, such as renewable energy, fair trade, and social enterprises.

To find out more, head to <https://www.bancaetica.it/>



# BANCA ETICA

Banca Etica's focus on sustainability and social responsibility has been a core part of its mission since the bank was founded in 1999. The bank uses its customers' deposits to finance projects that have a positive impact on society and the environment, such as renewable energy, fair trade, and social enterprises, **which can contribute to reducing emissions from energy, agriculture and land use.**

Banca Etica also aims to be transparent in its operations and decision-making processes and to involve its customers in the bank's governance.

The bank has carried out internal and external audits to identify areas for improvement and has developed a sustainability plan to guide its operations. Banca Etica has also conducted a carbon footprint analysis to assess its own emissions, as well as the emissions associated with its lending practices.

The main tools used by the bank to contribute to a low-carbon society are:

Financial support to sustainable and **environmentally-friendly projects, such as:**

- Organic & proximity farming
- Organisations combating climate change via renewable energy & efficiency, education, etc.
- Circular economy and environment protection, incl. recycling, reuse, wastewater treatment, etc.

**Micro-credits** - small loans to support people and the virtuous economy also for the weaker segments of the population, often considered 'non-bankable' because they do not have sufficient guarantees.

**Range of products and services** that promote sustainability and social responsibility, such as green loans and credit lines and investment funds that prioritize sustainability and social impact.

Banca Etica's sustainability initiatives affect a wide range of stakeholders, including customers, employees, and the broader community. By financing sustainable projects, the bank contributes to creating positive social and environmental impacts that benefit society.

Banca Etica has developed a **comprehensive approach to integrating sustainability into its operations and culture.** The bank provides training and education programmes for employees on sustainability topics, including climate change, social responsibility, and ethical finance. Banca Etica also encourages employee participation in sustainability initiatives, such as reducing energy consumption and promoting sustainable mobility. Additionally, the bank has developed a **"Sustainable Finance Academy" to educate customers and stakeholders on sustainable finance** and encourage the adoption of sustainable practices.

The bank has also implemented internal sustainability initiatives, such as reducing its own carbon footprint and promoting sustainable practices in its operations.



# DAVINES GROUP



Beauty

International

Davines is a company that specialises in the production of professional hair care and skin care products formulated with natural ingredients designed to minimise environmental impact. Davines implements a range of practices to support its commitment to environmental responsibility, including using renewable energy, reducing waste, and sourcing natural and organic ingredients.

To find out more, head to [www.davines.com](http://www.davines.com)

# DAVINES GROUP

The commitment to sustainability and reducing the environmental impact of its operations has been a part of Davines' core values since the company was founded in Parma, Italy, in 1983. However, in recent years, the company has made a more concerted effort to formalize its sustainability strategy and goals and to measure and report on its progress towards these goals.

In 2011, Davines conducted the first internal **audit of its environmental impact**, which included calculating its carbon footprint and identifying areas where the company could improve its environmental performance. Davines has since conducted several other audits of its environmental impact and has expanded the scope of these audits to include not just its own operations, but also those of its **suppliers and customers**. The company uses a variety of methods to measure and report on its carbon footprint, including the **Carbon Trust Footprint Expert software**, which helps to calculate emissions across the entire supply chain.

Davines also uses a range of other tools and frameworks to guide its sustainability strategy and goals, including the **United Nations' Sustainable Development Goals (SDGs)** and the **B Corp certification standards**. By using these tools and frameworks, Davines can ensure that its sustainability strategy is aligned with global standards, and that it is making meaningful progress towards sustainability.

## Renewable energy:

Davines has installed a photovoltaic system at its headquarters in Italy. They use 99,7% electricity from renewable sources in the manufacturing plant and in all commercial centers worldwide.

## Road to Net Zero:

Since 2018 Davines is a Carbon Neutral Company. In 2019, they committed to becoming Net Zero emissions by 2030, joining the efforts with other 800 B Corps in the world.

## Sustainable transportation:

Implemented a policy of using electric or hybrid vehicles for its company fleet, and encourage employees to use public transportation, bicycles, or carpooling to reduce their carbon footprint.

**Green products** that are designed to have a minimal impact on the environment and are formulated with natural and organic ingredients.

**B Corp:** The company has had a B Corp certification since 2016.

**Emissions Reduction:** In 2022, the company signed the pledge to reduce emissions with SBTi (Science Based Targets Initiative) which guides the companies on the path to limiting global warming to 1,5°C above pre-industrial levels.

These main actions have an impact on carbon emissions and impact consumers, suppliers, but also employees. Davines has implemented several internal approaches to integrate its sustainability goals and changes into the whole structure and minds of its employees, via **training programmes, workshops, seminars** (on waste reduction, energy efficiency, etc.), **green bonus programme** for those who make significant contributions to the company's sustainability effort, or **cross-functional teams** and collaboration on sustainability initiatives.

Since 2015, Davines has drafted the **Carta Etica**: a collection of values that guides the relationships between collaborators within the company. The charter provides a framework for the company's sustainability initiatives and helps to ensure that all employees are aligned with the company's sustainability goals.



# From Principles to Practice: Real-World Applications of the European Green Deal

As we transition from examining large-scale, global companies leading the way in sustainability, we now turn our focus closer to home.

This section of our guide presents a collection of smaller, local businesses across Europe, each embodying the principles of the European Green Deal in their unique ways.

These interviews, conducted by project partners, bring the concept of sustainability to a more relatable and tangible level, showcasing how individuals and smaller enterprises are also making significant strides. Their stories are a testament to the fact that impactful environmental action is not just the domain of big corporations but is equally within reach for local communities and entrepreneurs.

To watch the series, visit [our project website](#).



# How to run an Awareness Campaign

Sub-Heading

Click to type..


# 05

# Steps on how to run an awareness campaign

An awareness campaign is a communication activity designed to inform, educate, and mobilise a specific audience about a particular issue or cause.

In the context of the "YouthFitfor55" project, the awareness campaign aims to engage and enlighten young individuals on the green transition.

Our campaign seeks to inspire among youth positive actions and promote a sense of responsibility, encouraging the younger generation to play an active role in shaping a better future for themselves and the communities they inhabit.



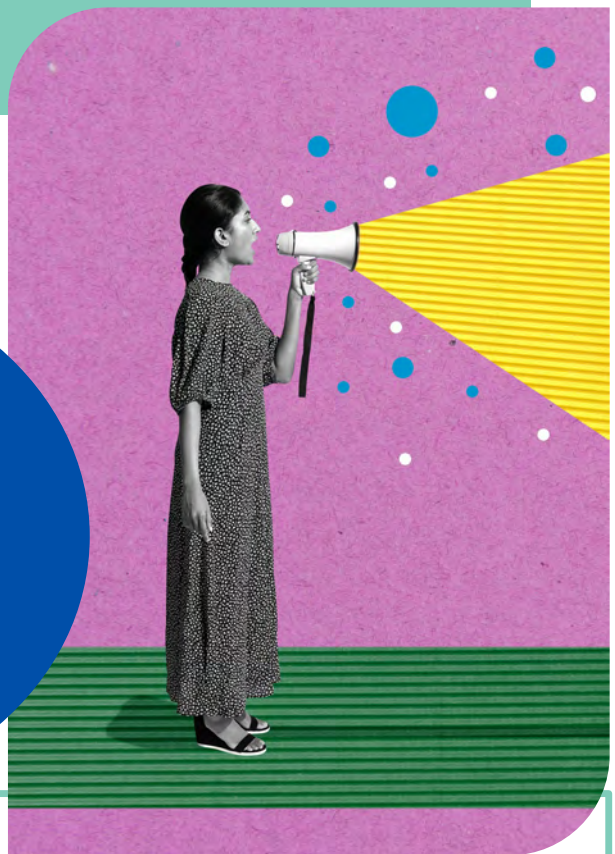
If you "Google" or ask "ChatGPT" how to run an awareness campaign, you will most likely find thousands of resources telling you how to do it. There is plenty of information but one thing that you will never find is how to "run your awareness campaign".

An awareness campaign is personal and unique. While designing your campaign, you must consider many variables rendering a one-size-fits-all formula impractical.

In this short guide, we aim to outline key steps derived from our own project experiences. While these steps are fundamental, they are intentionally broad, allowing for flexibility and adaptation to diverse contexts.

# Steps on how to run an awareness campaign

We encourage you to tailor these guidelines to align with the unique requirements of your campaign, recognising that each initiative possesses its distinctive character and objectives.



## **STEP 1: Define your message and target group**

Develop clear and compelling messages.

Profile your group of interest- consider aspects such as age, interests, location, and behaviour.

## **STEP 2: Develop the multimedia content (campaign materials)**

Craft compelling content that resonates with your audience.

Use visuals, infographics, and videos to convey information effectively.

## **STEP 3: Choose communication channels**

Choose the most effective communication channels for your audience.

Leverage social media- regularly post content on platforms like

## **STEP 4: Create a campaign timeline**

Outline a schedule for each phase of the campaign.

Set specific milestones and deadlines. Take into consideration the time you have at disposal and plan accordingly.

## **STEP 5: Promote, Promote, Promote**

Post regularly and with consistency.

Collaborate and partner up with other organisations, schools etc.

## **STEP 6: Monitor and evaluate**

Use analytics to monitor the audience engagement and adjust accordingly.

Use the collected insights to improve future campaigns.

## **Extra Step: Interactive Challenges**

In our case the youth ideas “Contest” on sustainable living. Check the following section to learn more about.





**Youth Fit for 55 Model  
– A Practical Guide on  
how to run an  
Awareness Campaign  
on Sustainable Living**

# Steps on how to run an awareness campaign

The awareness campaign of the project “Youthfitfor 55” was structured in 2 main activities:

1. Awareness Campaign as an instrument for building knowledge, skills and attitudes on climate change and sustainable development
2. Youth Ideas Contest on sustainable living – an award meant to highlight and award the best social innovation idea from youngsters for ideas or initiatives related to sustainable lifestyle in all its dimensions such as social, environmental, urban, behavioral etc.

## Main objectives of the awareness campaign:

Raise awareness, understanding and commitment to the green transition

Focus youth attention on the urgency for enabling the green transition

Motivate young people to become confident social innovators enabling the green transition

## Message

*“What are the best sustainable and local initiatives in Europe to drive the zero-carbon transition? In the framework of YOUTH FIT FOR 55, we researched 12 amazing projects you could get inspired from: over the next weeks, we will unveil interviews of project leaders from France, Italy, Ireland, Romania. Check them out starting from today!”*



# Youth Fit For 55 Interviews



YOUTH  
FIT  
FOR

55



Co-funded by  
the European Union



# Steps on how to run an Awareness Campaign

The target group were youth serving actors such as youth organisations, schools, educational centers, youngsters etc.

## Content development - Presentation of good practices

The idea of the awareness campaign was to highlight the main aspects from our video interviews with the local entrepreneurs in the field of sustainability conducted in the prior phase of the project. The goal was to transform these insights into a message tailored and that can serve the youth sector.

Following a long brainstorming session, it was agreed to extract the sustainability elements of the interviews and explore how these elements could be transferred and embedded in diverse scenarios.

At the ultimate stage of the content development, as the sustainability elements were pinpointed from the interviews with entrepreneurs, a short text for posting on social media was created.

## Harmonisation and Visual identity

A template aligned with the visual identity of the project was prepared and disseminated across social media platforms such as Facebook, Instagram and LinkedIn.



Figure 3: Template Instagram



Figure 4: Template LinkedIn

# Social media calendar

The awareness campaign took place only on social media platforms, necessitating the creation of a social media calendar. This simple tool helped for both planning and monitoring the campaign, enabling partners to remain consistent and efficient in the activities.

The calendar played a crucial role in facilitating the collaboration between the partners involved. Its function extended beyond mere scheduling; ensuring that all partners were aligned regarding the content schedule and overarching strategy, fostering a harmonised and unified approach.

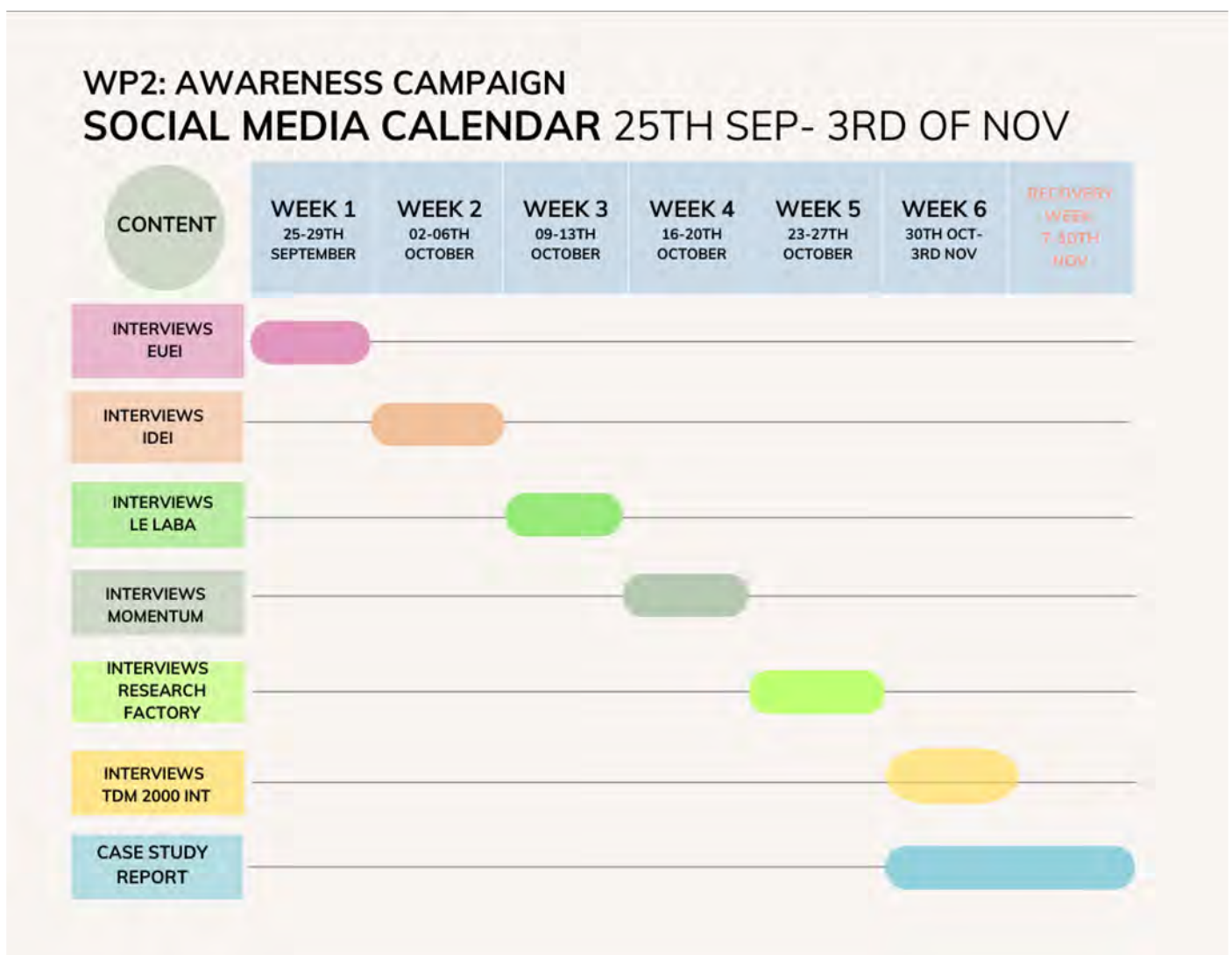


Figure 5: Youth-Fit-for-55 Social Media Calendar





REWARDING

THE BEST IDEAS AND PROJECTS

FOR SUSTAINABLE LIVING

07



# Rewarding the best ideas and projects for sustainable living

“Youth Innovations for Sustainable Living” is a contest implemented within the *Youth-Fit-for-55* project from mid-November 2023 until mid-January 2024. It represents a European call designed for young individuals focusing on sustainability and innovation in alignment with the objectives of the European Green Deal.

The objective of this contest is twofold: to honor creators of sustainable projects, highlight their initiatives and award the best social innovation ideas, while also stimulating creativity and innovation by showcasing successful examples. The prize intends to motivate young people to become drivers of change and make a first step towards social entrepreneurship and lead a greener, more sustainable and zero carbon way of life.



# Rewarding the best ideas & projects for sustainable living



Upon its conclusion, the contest collected in total 28 eligible applications. The selection of the top-three winners was carried out by all partners' representatives based on the following criteria: relevance, attainability, clarity, innovation, impact and transferability, scored from 1 to 10.

**Below we present the winners of the “Youth Innovations for Sustainable Living” Contest**, whose initiatives and projects received the highest score according to the jury's vote. What follows are summaries or key excerpts from the winning applications highlighting the most innovative and impactful elements of each project, providing a snapshot of their vision and dedication to sustainability.



**1<sup>st</sup> PRIZE**

**AlgherArt**

**Eco-Art Festival**

**5F55**



# 1st prize - AlgherArt | Eco-Art Festival



**Location:** Sardinia, ITALY



**Social Media:** <https://www.instagram.com/algherart/>



**Type of project**

Diffused Eco-Artistic Festival

## About the project

AlgherArt Festival especially focuses its efforts towards addressing the following topics: Arts&Culture, City-Design, Green-Transportation and Well-Being.

**Slow-Tourism:** We aim at promoting a different approach to Alghero's exploration and tourism, based on valuable experiences, contact with nature and interactions with the local community that are going to make everybody's stay in Alghero unforgettable.

**Culture:** We enhance the union of Catalan and Sardinian cultural heritage in Alghero, a small Sardinian town that has been at the crossroads of cultures, stories, languages and narratives for centuries through the sponsorship of relevant site-specific artworks that are going to be our legacy to Alghero; while at the same time deeply focusing on contemporary and performing practices as well. We want locals and visitors to get involved with each other and to become part of the same ecosystem.

**The Festival:** The Festival is mainly going to be implemented across a 6 km bike line already present in Alghero, that follows the coastal geography of the city. Upon this road, we have selected 9 main checkpoints that are going to be turned into hotspots for the city-life: they're going to host events, workshops, contemporary art exhibitions, interactive games and more (see the section Project Activities for more information).

# 1st prize - AlgherArt | Eco-Art Festival

## Project Activities:

1. **TEX-TILE:** traditional wicker basket workshop and tile-making and painting workshop provided by local artisans.
2. **PERFORMING SUSTAINABILITY:** performative play held in the big square, the act needs to be focused on sustainability, green practices and zero-carbon way of living. The artist will be selected through an open call, they can be local / international.
3. **BUSKER BAY:** street artists are welcome to implement their own art form, that being music / visual art or folkloristic practice. There is always going to be some music playing and a dedicated dancing space.
4. **ARTDOCK:** commission of a statue that represents Alghero's cultural heritage in relation with the sea as road of migration. The artwork will be interacted with through a QR code with visual, sound and video support.
5. **BAYALAPLAYA:** photographic contest for the participants - upload your photo on the webapp and win fabulous prizes! The photo must contain the following items: the beach, the sea, and a person holding a refreshing drink. The drink can be purchased from the local vendor stand super close by.
6. **SOUNDWALK:** soundwalk experience with a Sound Artist that will be selected through an open call. This activity will be held 3 times per week (a total of 6 times throughout the festival), it will last for 1 hour during the afternoon.
7. **CONTEMPORARY CORAL:** pop-up contemporary art exhibition to be implemented in an existing space around the historical importance and contemporary interest of the red coral, symbol of Alghero.
8. **NATIVE SYMPHONY:** in the whimsical pine forest close to the beach, we'd like to implement openair concerts of traditional folkloristic Sardinian / Catalan music. The concerts will be held at midnight every day.
9. **SUNSET THEATER:** in the incredible location of an open-air amphitheater, we'd like to create a small theater festival in collaboration with both local theater companies ("Teatro d'Inverno") and an international one that is going to be selected through an open call. We'd like to offer 4 different plays that rotate throughout the 14 days of the festival. Each one of the plays is going to be held every night at sunset.

55



2<sup>nd</sup> PRIZE

BIBO



## 2nd prize - BIBO



**Location:** Libourne, Nouvelle-Aquitaine, FRANCE



**Social Media:**

<https://linktr.ee/biboboissons>



**Type of project** - Startup

### About the project

While there is a growing interest among consumers in sustainability and locally-sourced products, there are relatively few options available in the beverage category that meet these criteria. Coffee and tea production volumes have doubled in volume over the past 20 years. Meanwhile, coffee and tea trees are affected by intensive farming practices and by global warming which threatens their natural environment. The environmental and social impact of their production, supply chain and daily consumption are not sustainable.

BIBO offers an alternative and creates a modern culture of French sustainable drinks. More than an inspiration of the existing, BIBO innovates by using new processes, only French ingredients (cereals, roots and seeds), and by offering unique original recipes for all consumers.

**We conducted a study with Bordeaux Sciences Agro to assess BIBO's CO2. In comparison to coffee, BIBO is 10 times less emitting CO2. How we do it?**

**Sourcing from French organic agricultural cooperatives.**

#### **Roasting and Blending in our craft workshop located in Bordeaux Area**

Roasting consists of heating the grains at a high temperature to dry them and develop their flavor and aroma. The grains are prepared, heated in an oven, continuously stirred, and undergo a Maillard chemical reaction which creates rich aromas. Once the beans are roasted individually, we assemble them. Different roasts and different grains create unique blends.

#### **Packaging at a handicap-friendly company in La Rochelle Area**

BIBO has a first product on the Market, "L'original" : a blend of chicory, barley, spelled and buckwheat grains. It needs to be infused for 2 to 4 minutes in water at 100°C to appreciate all its flavors which have hints of toasted bread, roasted hazelnuts and caramelised cereals. Milk, sugar or syrups can be added to create gourmet recipes.

BIBO contributes to our zero-carbon goals through its eco-friendly practices. With locally sourced ingredients and sustainable production methods, BIBO minimizes its carbon footprint. Our commitment to the environment extends to every cup, making it a green choice for conscious consumers.



3<sup>rd</sup> PRIZE

DIY

Developing

Intergenerational Yarns

# 3rd prize - DIY- Developing Intergenerational Yarns



**Location:** Krakow, Poland



**Social Media:** this innovative project is currently in the conceptual stage.



**Type of project** - Intergenerational Community Engagement Project

## About the project

DIY project aims to connect young people and the elderly to combat the environmental impact of fast fashion through intergenerational dialogue, sharing life views, practical skills exchange, and collaborative events.

DIY bridges the generational gap, combating elderly loneliness by providing them with meaningful and regular social interaction, while skills-sharing fosters a sense of belonging and purpose.

It is more than a project, it's a movement towards a more inclusive, sustainable, and interconnected future, where the yards of knowledge and understanding are woven across generations for our planet's wellbeing.



# 3rd prize - DIY- Developing Intergenerational Yarns

## Project Activities

### 1. Awareness Workshops

Organising engaging workshops focused on sustainable fashion, covering ethical consumption, the environmental impact of fast fashion, and the importance of responsible and sustainable living.

### 2. Sustainable Dialogues

Creating material for a Spotify Podcast - an inspiring exchange of views where generations share insights, stories, and valuable lessons about sustainable practices.

### 3. Skill Exchange and Upcycling Workshops

Older individuals share traditional skills like sewing, stitching, knitting, upcycling, etc. while younger participants offer insights into safe internet use and exploring online sites for design inspiration.

### 4. Community Clothes Exchange

Coordinating action where people can participate in the clothes exchange, promoting a circular fashion economy and reducing textile waste, while encouraging active participation in sustainable practices.

### 5. Runway - Fashion Day Showcase

Organising a fashion show to display the tangible results of intergenerational collaboration, attracting media attention for visibility, and spotlighting the creativity of participants.

**Showcasing the upcycled creations on a runway brings a celebratory aspect to the project.**

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