

A new European initiative that seeks to awake the sustainable awareness of the youngest begins

The GREEN Factor project aims to change the mentality and promote the initiative of young generations in response to the climate emergency and the need of environmental protection.

Although the problems associated with the environment occur at global level and require a large-scale response in all sectors of activity, and with the participation of governments of all countries and large companies, individual change, or the so-called "POWER OF ONE", also plays an important role in the fight to protect our planet, our home, and thus make our life here sustainable over time.

As also established by the European Green Deal (2019), the main challenge at European and international level is "to **promote changes in social practices and in the behavior of individuals, communities, public and private organizations, which can be achieved through collective and participatory processes or through a sense of environmental citizenship and climate justice**". Addressing these issues requires research and experimentation on behavioural, social and cultural change across Europe, and requires the analysis of social practices and behaviour change processes, including the exchange of good practices, tools and resources."

To face this great challenge at European level, the Erasmus + project, **GREEN Factor- eco and entrepreneurial pathways to boost young people's factor of change** arises.

This Erasmus+ project has partners from six European institutions: E-Juniors (France) as project coordinator, Institute of Entrepreneurship Development (Greece), JO CONSULTING SRL (Catania – Italy), Kveloce I+D+i (Spain), Cultural and Environmental Association Permaculture Cantabria (Spain) and Spolek PELICAN, z.s. (The Czech Republic).

The main challenge of the project is to promote the change of mentality and the sense of initiative especially in the young generations, as a necessary step to raise and develop their awareness of sustainability and empower them becoming a "true factor of change".

In this context, the necessary actions are the creation of tools and opportunities to educate and engage young European citizens, in order to develop a new mindset to generate more sustainable behaviours, choices and ideas that have a short/long term impact. Since GREEN Factor aims to especially promote the awareness of young people, as they will become the adults of tomorrow and those responsible for future generations, the project will focus mainly on the needs and attitudes of young people (from 16 to 30 years old) and professionals working with youth, to influence them more effectively and in the long term (youth workers, staff of youth and ecological associations).

We put at the service of young people our commitment to help them take action to protect the future of our planet, our home.

Project website: <https://greenfactor-project.eu/>

Twitter: <https://twitter.com/GreenfactorP>

Instagram: https://www.instagram.com/greenfactor_project/

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