



GREEN FACTOR

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

KA220-YOU-FE45FE92



DRIVING CHANGE IS POSSIBLE

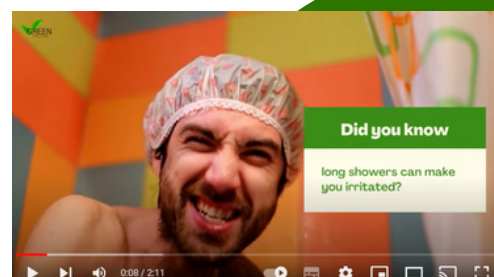
The **GREEN Factor** project seeks to influence the mentality and lifestyles of young people through educational video tutorials.

We present the latest finalised result of our project: a series of video tutorials carefully designed to make a difference in the mindset and lifestyle of citizens. These videos are at the heart of our effort to drive real change in society.

Our video tutorials are an endless source of practical tips and instructions aimed at influencing your daily choices and actions. We are proud to provide you with concrete tools that will make you an active participant in the cause of change.

The topics covered are based on the Good Practice Catalogue (PR1), focusing on areas that have the greatest impact on your daily life. From reducing waste to promoting sustainable practices at home and at work, these video tutorials will give you the tools you need to make a difference.

Spolek Pelican, our partner from the Czech Republic, has coordinated the videos and each partner has produced videos based on dissemination and transport, waste, water and consumption habits, green initiatives, energy and green entrepreneurship.



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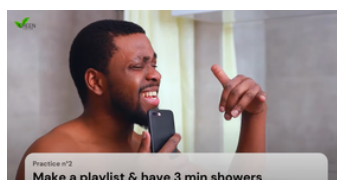
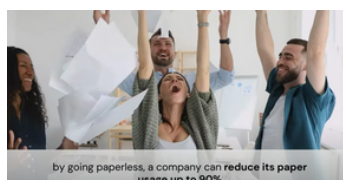
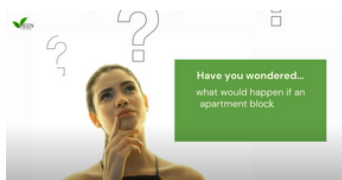
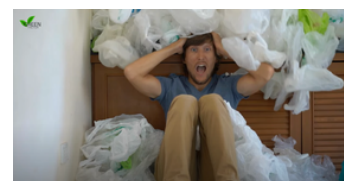
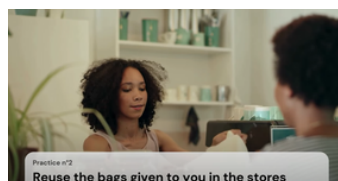
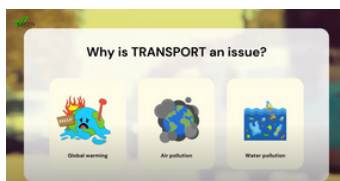
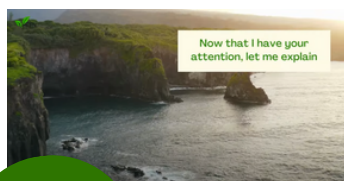
Each year, we produce amount of garbage which equals 1200 times the weight of the Eiffel Tower.









The **GREEN Factor Catalogue of Best Practices** is based on the collection of best practices from Europe and partner countries on green behaviours, with the aim of driving behavioural change among young citizens.

We will be able to see good practices in:



The GREEN Factor tutorials aim to change the mentality and lifestyle of young people, based on practical advice that affects their daily decisions and actions.

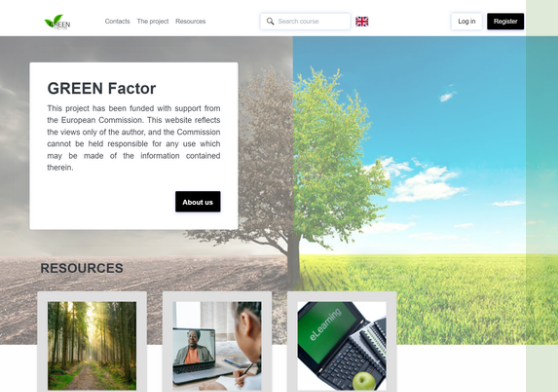
In this way, they will be able to carry out environmental challenges, follow models of sustainability and behavioural changes in a fun and easy way. What better way to do this than to spread them via YouTube 

GREEN Factor does not only aim to change the attitude of young people in everyday life, but also to improve the quality of life and foster their mentality. The more young people acquire this knowledge of green behaviour in their everyday life as citizens, the wider the range of green attitudes, ideas and initiatives they generate and green initiatives, creating a cascade effect of personal, social and economic benefits in the short and long term   



[Learn more about GREEN Factor's results!](#)

NEXT RESULT...



Gamified virtual course (PR3)

PR3 aims to provide resources focused on green entrepreneurship to two key groups: **young people already trained** as conscious citizens through PR2 and **young workers**. To this end, a gamified e-course has been developed that aims to reduce unemployment in Europe and promote active citizenship. Young people will design green business ideas to address specific environmental problems, while young workers will help disseminate this resource.



Gamified virtual course (PR3). GREEN Factor, which will consist of five modules:

- Module 1- Skills for becoming an entrepreneur developed by Pelican
- Module 2- Writing a business plan developed by eJuniors
- Module 3- Marketing and Communication developed by KVELOCE
- Module 4- Investment planning developed by IED
- Module 5- Designing a project idea developed by Permacultura Cantabria

Where will it be available?



It provides...

knowledge and tools for developing green business ideas and business plans, using innovative digital learning methods in five modules that address technical and behavioural skills needed by green entrepreneurs.



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



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