


# Partners





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

KA220-YOU-FE45FE92



Co-funded by  
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This project has been funded with support from the European Commission. This content reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



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**The environmental question is becoming one of the most urgent global issues that policy makers and communities need to face concretely for the future sustainability of the planet.**

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.

This great challenge requires a profound adaptation in lifestyles and behaviors, addressing citizen engagement and social innovation through innovative approaches, for a just and inclusive transition.

## Our project

GREEN Factor is an Erasmus + project whose main objective is to raise awareness of the global need for environmental protection. To this end, it aims to promote a change in mentality and a sense of initiative, especially in the young generations, raising and developing their green consciousness and empowering them, turning them into a “true factor of change”.

The purpose is to promote the awareness of young people so that they become the adults of tomorrow and responsible for future generations.

### Target group:

- young people (16-30 years old)
- professionals working with young people

## Results

### **The green factor pathway for behavioural changes and environmental challenges:**

- A Good Practices Catalogue based on the collection of good practices from Europe and partner countries about greener behaviours.
- A Green Challenge Report recording the current trends of Green Entrepreneurship.

### **My green factor video tutorials to boost citizens' behavioral changes:**

A set of video tutorials will be developed to give practical tips and instructions to truly affect the mindset and lifestyles of the target groups in order to make users active participants of change.

### **My green factor gamified e-course for aspiring green entrepreneurs:**

The e-course will provide knowledge and tools on how to develop a green business idea and how to write a business plan.

### **The green factor replicability guide for youth workers:**

Has the main scope to provide youth workers with instructions on how to guide young people in the process of becoming active promoters of their locally green-economic landscape.

In addition, there will be a one-week-training in Spain and several conferences and events in our different countries.