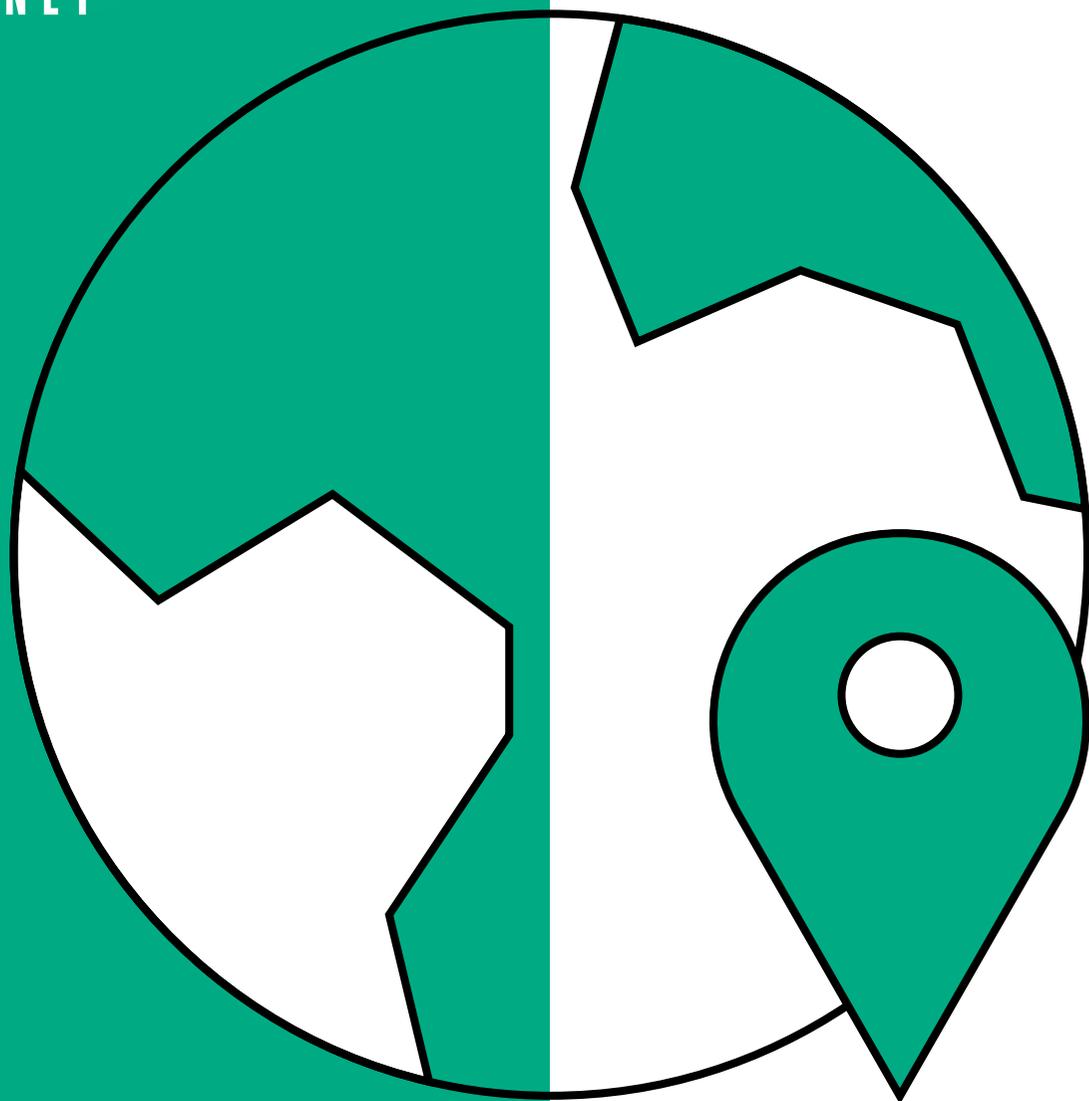


PROJECT

**PEOPLE  
& PLANET**



ENG



DIGITAL PUBLICATION

# ACTING LOCALLY IMPACTING GLOBALLY

COMPENDIUM OF GOOD PRACTICES FOR  
PROMOTING PARTNERSHIPS BETWEEN YOUTH  
AND LOCAL AUTHORITIES FOR CLIMATE ACTION  
AND SUSTAINABILITY



Co-funded by the  
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# LIST OF ACRONYMS

<b>SDG</b>	Sustainable Development Goal	<b>YACC</b>	Youth Advisory Climate Council
<b>DEAR</b>	Development Education and Awareness Raising	<b>SRSvS</b>	Regional Strategy for Sustainable Development in Umbria
<b>EU</b>	European Union	<b>IT</b>	Information technology
<b>LA</b>	Local Authority	<b>WOFT</b>	Water of the Future Campaign
<b>ALA</b>	Association of Local Authorities	<b>SME</b>	Small and Medium Size Companies
<b>CSO</b>	Civil Society Organisation	<b>Q&amp;A</b>	Questions and Answers
<b>YEC</b>	young European citizen		

## TITLE

ACTING LOCALLY, IMPACTING GLOBALLY – COMPENDIUM OF GOOD PRACTICES  
FOR PROMOTING PARTNERSHIPS BETWEEN YOUTH AND LOCAL AUTHORITIES  
FOR CLIMATE ACTION AND SUSTAINABILITY

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European Union.

## AUTHORS:

Asociația Asistentă și Programe pentru Dezvoltare Durabilă - Agenda 21, Brașov  
County Council, Buy Responsibly Foundation (Fundacja Kupuj Odpowiedzialnie),  
Câmara Municipal de Loures, Dornstadt Municipality, FELCOS Umbria, finep,  
Fondo Gallego de Cooperación e Solidariedade, Instituto Marquês de Valle Flôr  
(IMVF), National Town-Twinning Council Netherlands – Nicaragua, LBSNN, The  
Waterford Sustainable Living Initiative (Slí), We World GVC

## EDITING:

Florina Diana Potirniche

## DESIGN

A Cor Laranja

## DISTRIBUTION

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## 01

## FOREWORD



*This project began with the desire to tackle the urgent, shared challenges posed by climate change, at the same time unlocking the potential of collaboration between young people and local authorities. What initially seemed like a simple concept evolved into a powerful four-year journey, uniting diverse communities across Europe and Cabo Verde in the pursuit of sustainable living. By empowering young people as agents of change and integrating their voices into local decision-making processes, this initiative has fostered real, practical solutions that address both local and global environmental needs.*

*This Compendium is the product of the dedication, commitment and hard work of all the project partners who have, over time, designed, tested, implemented and evaluated numerous activities. It stands as a testament to the power of collective action in addressing challenges and working towards building a better home on Earth for all. By showcasing a wide range of innovative and effective practices implemented across participating regions, it provides concrete examples of how collaboration between young citizens and local authorities can lead to impactful actions for sustainability. Each practice featured here highlights effective approaches to bridging knowledge gaps, and strengthening community engagement, all while supporting global sustainability goals.*

*On behalf of our entire project team, we would like to extend our heartfelt gratitude to all those who have contributed to this initiative. We are deeply moved by the dedication, creativity and resilience shown by the young citizens and local authorities who embraced this project and brought their visions to life. It is our sincere hope that this Compendium not only serves as a source of practical guidance but also sparks new ideas and motivates other communities to act locally for a more sustainable and just world. Through collective, inclusive and persistent efforts, we believe we can create lasting impacts both locally and globally.*

**Ricardo Leão**  
Mayor of Loures Municipality

# 02

## BACKGROUND AND OBJECTIVE

The Compendium of Good Practices for Promoting Youth and Local Authorities Engagement for Climate Action and Sustainable Lifestyles was developed by the project People & Planet: a Common Destiny. The project, conducted between 2020 and 2025 and coordinated by the Loures Municipality, aimed to raise awareness, empower and mobilise European youth and decision-makers in response to the pressing issue of climate change and its global impact on water scarcity. Recognising the global nature of this problem, the project worked in eight EU Member States—Germany, Italy, Ireland, the Netherlands, Poland, Portugal, Romania and Spain—and in Cape Verde. The project is financed by the European Commission's [Development Education and Awareness Raising Programme \(DEAR\) and Camões I.P.](#)

The project was structured around two main goals: first, to engage young citizens as future changemakers by equipping them with tools to raise awareness about climate change and promote sustainable lifestyles among their peers; and second, to improve the way local authorities develop policies by allowing youth representatives to engage actively in the process while aiming at the localisation of the Sustainable Development Goals (SDGs).

Climate change is indeed a global issue, but its impacts and manifestations are often experienced at a local level, with specificities that vary greatly depending on geographic, economic and social contexts. Effective climate action requires a nuanced understanding of these specificities to tailor solutions that are both locally relevant and globally impactful. A “glocal” approach aligns with the principles of sustainable development by promoting practices that meet local

needs while considering global sustainability. The Compendium was developed as one of the responses to these challenges, and as a first step in a wider effort to contribute to promoting sustainability at local level and in partnership.

The Compendium aims to offer relevant, practical and effective resources, ideas and materials on climate change and sustainability, aligned with the Sustainable Development Goals. It is designed to support Local Authorities (LAs), Associations of Local Authorities (ALAs), Civil Society Organisations (CSOs) and other interested parties in their efforts to raise awareness, expand knowledge and engage citizens. Additionally, the Compendium seeks to actively involve young European citizens in concrete actions to address climate change and adopt sustainable lifestyle patterns.

## THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

The 2030 Agenda for Sustainable Development is a global framework adopted by all United Nations Member States in 2015, aimed at achieving sustainable development in a balanced and integrated manner. This comprehensive agenda is designed to tackle the world's most pressing issues using a holistic approach, integrating economic growth, social inclusion and environmental sustainability.

Built around 17 Sustainable Development Goals (SDGs) and 169 targets, each addressing critical areas of global concern, the Agenda is characterised by its emphasis on universality, inclusivity and interconnectedness, with the overarching aim of creating a more equitable and sustainable world.

### SUSTAINABLE DEVELOPMENT GOALS



## THE GLOCAL APPROACH:

### BRIDGING LOCAL AND GLOBAL EFFORTS

The concept of “glocalisation” captures the essence of integrating global frameworks with local realities and is crucial for the successful implementation of the SDGs. While the SDGs provide a universal framework for sustainable development, their relevance depends on how well local actions are designed and implemented to contribute effectively to these global goals. This “glocal” approach ensures that local initiatives are not only meaningful within their specific contexts but also significantly advance the global Agenda.

Localising the SDGs involves adapting their goals and targets to reflect the unique conditions and priorities of specific regions or communities. This process ensures that the global objectives are relevant and achievable within diverse local contexts. For instance, a coastal city with a growing population that is facing increased flooding due to rising sea levels and more intense storms caused by climate change will need a different climate action response compared to a city experiencing severe droughts.

A cornerstone of the glocal approach is community involvement. Engaging local stakeholders—such as residents, businesses and community organisations—ensures ownership and that SDG-related activities are inclusive and reflect the needs and aspirations of those directly affected. Special attention must be given to youth, who often bring fresh perspectives and innovative ideas to sustainability efforts. Engaging youth in SDG-related activities and creating opportunities for them to work together with LAs, CSOs or the private sector is of paramount importance.

For the SDGs to be effectively implemented, local policies and strategies must align with the global goals. This involves integrating SDG targets into local governance frameworks and ensuring that policies support both regional needs and global objectives.

## 03

DEFINING A  
GOOD PRACTICE

In the context of this Compendium, a good practice is defined as a technique or methodology developed and tested within the People & Planet project, that has proven to reliably lead to a desired result contributing to either: i) creating meaningful opportunities for active engagement of young European citizens in concrete actions for fighting climate change, or ii) strengthening the capacities of LAs, ALAs, CSOs in promoting citizens' awareness, knowledge and engagement towards climate change and sustainable lifestyle patterns. The good practices highlighted in this Compendium exhibit the following key characteristics:

**1. Relevance:** these practices are directly applicable to the operational and programming areas they target, namely:

- fostering active participation and awareness within communities regarding climate action and sustainability,
- strengthening the skills and knowledge of local decision-makers, associations, and civil society organisations,
- supporting LAs in creating and executing inclusive policies that are both effective and aligned with the SDGs.

Each of them addresses specific challenges and opportunities in their respective contexts and align closely with local needs and objectives.

**2. Innovation:** Some good practices demonstrate originality by introducing new and creative approaches to solving problems: such as activism, gamification for sustainability, guerilla communication or interactive mobile apps. Some go beyond conventional methods, offering fresh perspectives and techniques that effectively tackle issues related to climate change and sustainability.

**3. Impact:** The practices demonstrated positive, tangible results that significantly enhanced the project's delivery. They contributed to achieving meaningful outcomes and mid-term improvements.

**4. Replicability:** These practices serve as effective models that have proven successful in their original contexts. They possess the potential to be adapted and applied in other settings or programmes, offering valuable lessons and strategies that can be utilised more broadly.

While the Compendium intends to inspire and motivate individuals and organisations to take meaningful action, readers should be aware that no single activity, initiative or practice can serve as a universal solution applicable in every context. The good practices highlighted in the Compendium provide valuable examples and innovative approaches, but their effectiveness may vary depending on specific local conditions and needs. Therefore, it is essential to approach these practices as starting points rather than definitive answers.

To maximise their impact, it is important to extract and adapt key insights, principles and models from these practices. By doing so, practices can be tailored to address the unique challenges and opportunities within each community. This process of exploration and adaptation helps ensure that the practices are relevant and effective in the local context. Embracing this iterative approach allows for continuous improvement and ensures that solutions remain dynamic and responsive to evolving circumstances.

## 04

## GOOD PRACTICES

## CAMPAIGNS

Raising awareness of a particular cause is just the first step in the engagement process, albeit a crucial one. Campaigning for climate can be a motivational exercise, as it is intended to both raise awareness and mobilise public concern. To become an effective driver for social change, campaigns can take different forms and shapes, as was the case for the People & Planet project.

## 4.1

WATER OF THE  
FUTURE CAMPAIGN

A pan-European campaign aiming to bring the reality of water scarcity closer to young European citizens and showing how they can make a change.

## IMPLEMENTING ENTITY: PEOPLE &amp; PLANET PROJECT



## GEOGRAPHICAL COVERAGE/WHERE:

International

## ENTITY TYPE: CONSORTIUM OF CSOs AND LAs



## IMPLEMENTATION PERIOD:

22 Mar. 2022 - end of the project



## KEY STAKEHOLDERS AND PARTNERSHIPS:

- Young European Citizens
- Climate activist
- Civil society organisations
- Local authorities



## MAIN OBJECTIVES

- **Raising Awareness on Water Scarcity:** The growing global issue of water scarcity was the main focus of the campaign. It educated young European citizens about this topic and the urgent need to take action in their daily lives to mitigate it.
- **Promoting Sustainable Behaviours:** Younger generations were made aware of the visible and hidden water footprint in everyday products and encouraged to adopt more sustainable practices.
- **Addressing Climate Change Impacts:** The importance of climate action and sustainable resources was highlighted as essential to securing a future for the planet.

## ABOUT THIS GOOD PRACTICE

The “Water of the Future” (WOTF) campaign aimed to raise awareness among young Europeans about water scarcity and inspire them to action. Using the striking visual of a camel wandering through an urban setting, the campaign conveyed the message that water is not always

readily available and that without conscious effort, this vital resource could run out. The slogan, “We Are Not Camels—Without Water, There’s No Future” resonated widely, reaching millions of people across nine EU countries and Cabo Verde, through TV and online communication. The campaign also set the stage for additional climate action activities, emphasising the hidden water footprint in daily life and encouraging

sustainable lifestyles among younger generations. The message has continued to be amplified, including during the UN Year of Camelids in 2024, reinforcing the importance of mindful water use.



Nevertheless, the online format and broad reach of the WOTF campaign made it difficult to directly measure its impact on improving knowledge or changing attitudes and practices. To address this, an evaluation survey was added at the end of each video. The consortium also strategically integrated the campaign's message and visual elements, like the camel symbol, into various activities, especially through local municipality-led initiatives. This approach effectively amplified the WOTF message and helped drive lasting behavioural change towards more sustainable water practices among young European citizens.

## WHAT MAKES THIS GOOD PRACTICE STAND OUT

The WOTF campaign reached an impressive audience of at least 160 million viewers in just two years and led to significant positive outcomes: in late 2023, by the end of the project's third year, 80% of Young European Citizens (YECs) reported a shift in their perception of climate change, recognising it as a critical issue that must be addressed.

This success stemmed from integrating the campaign into a variety of project activities rather than treating it as a standalone communication tool. The involvement of a media company ensured that the campaign's message was relevant and impactful. By embedding the campaign across different materials and initiatives, the project created innovative and engaging activities that resonated with both YECs and the broader public, particularly during the challenging COVID-19 and post-pandemic periods. This approach provided a refreshing shift towards practical, hands-on initiatives that were well received by participants, overcoming the fatigue of online engagement.

Campaigns like WOTF are highly transferable to other contexts, provided the message is adapted to suit the target audience. Collaborating with experts in the field is key to ensuring relevance and impact, a strategy that can be replicated in other settings.

The consortium's multilayered approach, which included hands-on activities based on the campaign, proved effective in engaging both Young European Citizens (YECs) and broader audiences. For non-YECs, the campaign mainly served as a tool to connect with younger generations; for example, municipal services involved in formal education, environmental education, youth programmes, teachers or even parents. While the target groups may differ in similar campaigns, the WOTF initiative highlights the importance of maintaining a strong focus on engaging YECs.



**CLICK TO LEARN MORE**

**Water of the Future Campaign Website**

**CONTACTS**

Diana Alves – [dalves@imvf.org](mailto:dalves@imvf.org)

## 4.2

3RCREATIVE:  
FAST FASHION VS  
SLOW FASHION

A combination of a street action with short, more targeted and interactive learning experiences addressed to young people.

## IMPLEMENTING ENTITY: BRAȘOV COUNTY COUNCIL



## GEOGRAPHICAL COVERAGE/WHERE:

Brașov county/Brașov City, Romania

## ENTITY TYPE: LOCAL AUTHORITY



## IMPLEMENTATION PERIOD:

Mar. – Oct. 2023

## KEY STAKEHOLDERS AND PARTNERSHIPS:



- Young European Citizens
- Climate activist
- Educational institutions
- Local authorities
- Civil society organisations

## MAIN OBJECTIVES



- **Raising Awareness about the Effects of the Fashion Industry:** Young people, who are among the biggest fashion consumers, were made aware of the significance of the fashion industry for global carbon emissions.
- **Promoting Sustainable Behaviours:** Making young people aware of climate actions and how individual behaviour can contribute to climate change and the depletion of natural resources, including water.

## ABOUT THIS GOOD PRACTICE

The 3RCreative campaign about fashion did not rely only on mass media, but rather invested in a combination of actions with the direct involvement of young people to reuse, recycle and repurpose.

Following a call to action in March 2023, students from the Brașov National College Aprilay Layos and other environmental organisations

became involved in creating the collection of clothes and accessories that would then be transformed into exhibits for a fashion exhibition. In parallel, the County Council created a working group with the “Hans Mattis-Teutsch” Fine Arts Vocational High School Brașov and Popular School of Arts and Crafts Brașov, whose students had the creative mission to transform the collected objects into fashion exhibits to be wearable or to shed light on the effects of the fashion industry on climate change and natural resources. The coordination team also created 12

panels with a wide array of information, from the types of sustainable textiles, the effects of synthetic materials on the environment, examples of sustainable local creators, the consumerism of the industry in numbers, the role of social media in fashion consumption, fast fashion vs slow fashion, second-hand as a form of reusing clothes, new technologies and their role in fashion, responsible work in the industry and water consumption in fashion production.

The final exhibition contained more than 40 exhibits made from textile scraps, and other plastic or paper waste, some of which were sculpture and visual arts installations. It was shown in different venues, including the Apollonia Cultural Centre, and on different occasions.



Despite some initial difficulties in mobilising young people to the campaign, namely for the collection of clothes, the final result and its message was widely disseminated in the community.

## WHAT MAKES THIS GOOD PRACTICE STAND OUT

The 3RCreative campaign proved to be an innovative approach to raise the awareness of young people about the effects of the fashion industry. The targeted audience understood that this can become an industry that takes into account the environment and people. By also bringing in a practical workshop, without conceptual restrictions, but rather freedom of artistic expression, the campaign was able to tackle the important role of both individual and collective sustainable behaviour.

Campaigns of this nature are highly transferrable, as they rely on a mix of formal and non-formal education activities. Adding partnerships with local organisations to this formula, this interdisciplinary approach can contribute to the development of a culture of sustainability and the active involvement of young people in climate action.

**CLICK TO LEARN MORE**

**Braşov County Council Website**

**Facebook**

**Instagram**

**CONTACTS**

Ramona Ganea – [ramona.ganea@cjbrasov.ro](mailto:ramona.ganea@cjbrasov.ro)

Alina Drăgan (Szasz) – [alina.dragan@cjbrasov.ro](mailto:alina.dragan@cjbrasov.ro)



# 4.3

## YOUTH ADVISORY CLIMATE COUNCILS

Existing analysis shows that Young European Citizens are significantly concerned about climate change, but only a small percentage is actually engaged in civic activities or in organisations promoting climate action. Ensuring that young people have an active role in their local context encourages a stronger commitment to their local structures and helps build a more critical and engaged citizenship.

The project partners have thus been organising Youth Advisory Climate Council (YACCs) in each context, where young people meet regularly to discuss the local challenges and possible solutions related to sustainable development. Each of these groups is responsible for developing a national or local position paper containing proposed actions and sustainable lifestyles that their local authority can follow.

In the following pages, you will discover several ideas for running, organising and supporting a YACC. These activities provide numerous ideas that tackle the challenges of engaging youth in a meaningful way, fostering awareness and providing platforms for direct involvement in policy-making. More specifically, they focus on:

- **Building awareness and enriching knowledge:** Young people often lack awareness and a deep understanding of sustainable development and climate issues, which can hinder their ability to engage meaningfully in these critical areas. To address this challenge, the activities provide a comprehensive approach through educational programmes, interactive workshops and networking opportunities designed to build their knowledge base. These initiatives aim to not only inform but also inspire young people, equipping them with the skills and motivation needed to take active roles in climate action.
- **Youth engagement in climate action:** A key challenge is that although young people are deeply concerned about climate issues, they frequently face obstacles in organising activities and securing support from local authorities. This disconnect can lead to frustration and a lack of progress in youth-led climate initiatives. To overcome this barrier, the activities offer structured platforms and opportunities that empower young people to actively participate in climate mitigation, adaptation and advocacy. By providing resources, guidance and avenues for collaboration, these initiatives bridge the

gap between the passionate interests of youth and the often elusive support from local governments.

- **Identifying ways to make young people's involvement in local governance and decision-making accessible, engaging, and meaningful, and ensuring it becomes a routine practice for local authorities:** The good practices demonstrate various models, including innovative and non-conventional approaches, all of which focus on encouraging a reflection-action space for young European citizens and on facilitating their direct involvement in policy-making. By integrating youth participation into everyday school activities, creating spaces for dialogue and co-creation with local authorities, and employing diverse, youth-friendly engagement methods, these examples demonstrate practical ways to routinely include young voices in local governance, ensuring their perspectives are not only heard but actively shape policy decisions.

A primary challenge all the YACCs faced was effectively reaching young people and securing young people's commitment and time investment for regular attendance and active participation in the actions developed by the YACC. This was particularly evident when there were long gaps between activities or when projects required continuous involvement without providing immediate, tangible results. Another common issue was keeping participants engaged year after year, especially as they age out of certain programmes. The transition of roles and responsibilities to new participants needed careful management to maintain momentum.

Additionally, coordinating among multiple stakeholders, securing adequate resources and striking a balance between youth empowerment and necessary guidance were all significant hurdles. The involvement of local government and the effective coordination between schools, local authorities and other stakeholders was not always smooth.

## THE 8TH GRADERS COUNCIL

A participation model for young people at the local political level

A group of young people, known as the “8th Graders Council”, worked with the municipal council to propose and implement community projects.

**IMPLEMENTING ENTITY:** MUNICIPALITY OF DORNSTADT GERMANY



**GEOGRAPHICAL COVERAGE/WHERE:**

Dornstadt – Germany

**ENTITY TYPE:** LOCAL AUTHORITY



**IMPLEMENTATION PERIOD:**

1 school year



**KEY STAKEHOLDERS AND PARTNERSHIPS:**

- Local authorities
- Schools

### ABOUT THIS GOOD PRACTICE

In Dornstadt, the participation of children and young people is a key priority, guided by the Baden-Württemberg municipal code, which requires municipalities to involve youth in planning and projects that affect them. Since 2022, Dornstadt has implemented the “8er-Rat” project, involving 8th-grade students who elect representatives to engage with the local council on youth-related issues, ensuring their voices are part of local politics.

As part of their civics class, students selected topics important to them, focusing on local politics, with the conditions that one topic must relate to sustainability and all topics must fall within local government responsibilities. The students’ representatives developed an agenda of potential projects to be implemented in the following school year.

In December 2022, the “8th Graders Council” presented their proposed topics in a public meeting with the municipal council and mayor, leading to the approval, funding and initiation of various projects. To prepare and



implement these projects, the “8th Graders Council” conducted public surveys, gathering input from over 700 citizens on issues like recycling. Some projects were interconnected, such as combining Wi-Fi expansion with solar benches, and designing new waste separation systems with youth-led artistic input. Following project development, the Council held another public meeting to present their results and submit motions, leading to further actions, like annual waste collection campaigns for every school class with financial incentives.

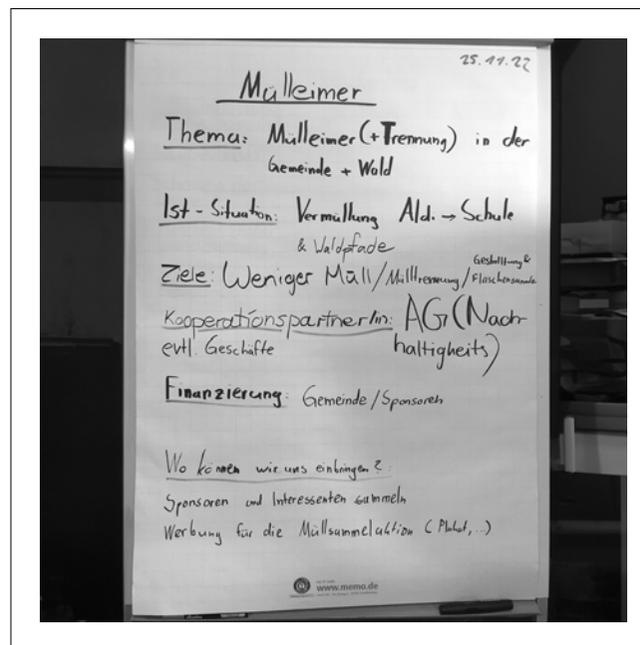
Topics not implemented were carried over to the agenda of the new “8th Graders Council” for the following school year, with former members invited to continue as expert volunteers, ensuring ongoing youth leadership and involvement.

For successful implementation of this good practice, make sure that the working groups’ progress is integrated into everyday school life. Members of the “8th Grader Council” should share updates on their projects during school lessons to keep other students continuously informed about their status. Additionally, the working groups are open to other volunteers, allowing any interested young people to join and contribute to topics that interest them.

## WHAT MAKES THIS GOOD PRACTICE STAND OUT

This success of this youth engagement model relies on a strong partnership with schools, actively involving 8th grade students as leaders in local governance. By connecting civic education to real-world community engagement, students are empowered to identify issues, propose solutions and directly influence local policies. Also, ensuring that all 8th graders across different schools have access to the programme encourages the exchange of experiences, plus inclusivity and equity. The “8th Graders Council” project not only facilitates youth involvement but also makes them the driving force behind initiatives, as they conduct public surveys to gather community input and collaboratively implement their projects. It exemplifies how youth-led projects can effectively bridge the gap between education and active civic participation, ensuring that young voices shape the future of their municipality.

The “8th Graders Council” can serve as a model for other municipalities, demonstrating how legal requirements can be creatively implemented. The local council of Dornstadt aims to make the project a permanent fixture and continue addressing the issues affecting children and young people. Overall, the “8th Graders Council” has proven to be a highly successful model for all involved.



[CLICK TO LEARN MORE](#)

[Dornstadt Website](#)

**CONTACTS**

[susanne.berger@dornstadt.de](mailto:susanne.berger@dornstadt.de)

[info@dornstadt.de](mailto:info@dornstadt.de)

## GREEN TEAMS

The Green Teams initiative in Zoetermeer involves secondary school students in sustainability and global citizenship efforts through student-led teams, supported by teachers and local authorities, to implement environmental actions and influence school policies, ensuring long-term engagement and impact.

### IMPLEMENTING ENTITY: LBSNN – THE NETHERLANDS



#### GEOGRAPHICAL COVERAGE/WHERE:

Zoetermeer – the Netherlands

### ENTITY TYPE: LOCAL AUTHORITY



#### IMPLEMENTATION PERIOD:

1 school year



#### KEY STAKEHOLDERS AND PARTNERSHIPS:

- Local authorities
- 4 schools

## ABOUT THIS GOOD PRACTICE

Engaging young people in international issues and organising them around these topics is a challenge. It requires sustained effort and, above all, an institutional approach. As part of the People & Planet project, LBSNN and the municipality of Zoetermeer, together with four secondary schools, set up “Green Teams” of students. These teams were formed using a structured, institutional method.

Zoetermeer, a city of over 120,000 residents, launched “Green Teams” in late 2020 and early 2021 across four secondary schools, each with about 1,000 students aged 13-18. These teams—“Green Team Alfrink”, “Green Team Picasso”, “Green Team Oranje Nassau College”, and “Green Team Erasmus”—were formed to promote sustainability and global citizenship, rooted in lessons on the UN’s 17 Sustainable Development Goals (SDGs). Each school appointed a teacher to act as a coach in the background, while the students themselves took the lead, planning and executing various actions.



The Green Teams had an annual budget at their disposal to decide how best to use it for sustainability efforts. They initiated activities such as increasing greenery, adding more waste bins, improving LED lighting and organising second-hand clothing swaps and schoolyard cleanups.

Additionally, in collaboration with LBSNN, the Green Teams from the Picasso Lyceum and Alfrink College also worked with a Nicaraguan muralist to create murals inspired by students' drawings envisioning a fairer world. These efforts not only engaged students in meaningful

projects but also helped with recruiting new members to the Green Teams, making them a prominent and lasting feature at their schools. Each year, the Green Teams organise a conference in October, hosted by one of the four schools, during which students meet representatives of local, regional and national authorities. One of the Green Teams has twice addressed the Zoetermeer municipal council on sustainability and global citizenship issues, successfully putting these topics on the local agenda.

## WHAT MAKES THIS GOOD PRACTICE STAND OUT

What makes the Green Teams distinctive is that they are student-led. Teachers play a vital but background role, ensuring the Green Teams' ongoing existence. The institutional setting, where students are already present at school, supports continuity of the Green Team as students age out of them, with school boards and management actively encouraging participation. Green Teams receive significant visibility through school publications and social media, and the boards meet regularly with them, allowing students to influence school policies while learning valuable organisational, negotiation and strategy-building skills.

Over the past four years, more than 100 students have actively participated in the Green Teams, and through their actions, over 10,000 students have been reached. Thanks to the institutional framework and the ongoing support from teachers, the Green Teams have become a permanent feature at the four Zoetermeer secondary schools.



[CLICK TO LEARN MORE](#)

[LBSNN Website](#)

**CONTACTS**

Ronald van der Hijden – [ronald.van.der.hijden@amsterdam.nl](mailto:ronald.van.der.hijden@amsterdam.nl)

**LBSNN**

## YOUTH FORUM FOR SUSTAINABILITY UMBRIA

A dedicated space for young people aged 17-35 to engage in dialogue, discussions and collaborative programming, with the goal of expressing their perspectives, needs and proposals on local sustainability challenges.

### IMPLEMENTING ENTITY: FELCOS UMBRIA



#### GEOGRAPHICAL COVERAGE/WHERE:

Umbria Region – Italy

### ENTITY TYPE: NETWORK OF LAs



#### IMPLEMENTATION PERIOD:

May 2023 – Apr. 2025

### KEY STAKEHOLDERS AND PARTNERSHIPS:



- Umbria Regional Authority
- FELCOS Umbria - network of LAs which includes 31 local, regional, provincial and inter-municipal governmental actors

## ABOUT THIS GOOD PRACTICE

Launched in May 2023 by FELCOS Umbria, the Youth Forum for Sustainability provides a platform for young people aged 17-35 to engage in dialogue, consultation and co-design on sustainability challenges, aiming to contribute to localising the SDGs. The YACC operates as part of this regional youth forum and uses the methodology of the Regional Strategy for Sustainable Development in Umbria (SRSvS). As compared to national bodies, local and regional governments - including at foremost municipalities - appear to be naturally more inclined to an integrated approach to the SDG localisation, as the SDGs are even more strictly interrelated at the local level.

The Forum has the patronage of Umbria Regional Authority and has been included in the compendium of leading practices for the Regional Strategy on Youth Policies under the initiative "Youth policies: support path to the definition of the three-year regional plan" - Mobilise, connect, empower" (2023).

It engages youth in a multi-phased co-planning lab organised into thematic working groups that focus on one or more dimensions of the 2030 Agenda: People, Planet, Prosperity, Peace and Partnerships. Participants begin with a youth-led inquiry into local sustainability issues and significant practices, they then prioritise those with the potential for regional impact, and conduct field meetings and interviews with key stakeholders.

The findings and proposed actions, which aim to address intersectoral impacts across multiple dimensions of sustainable development, are compiled into a position paper presented to local and regional governments for further action. The Forum also includes a parallel communication training programme to build skills and develop a shared vocabulary on sustainability topics, as well as the co-design of a dedicated portal to enhance youth-led communication, showcase the Forum's activities and provide visibility to its initiatives. This portal, driven by youth and for youth, features multimedia content on sustainable development themes.

The Forum's launch was preceded by preparatory activities designed to ensure long-term youth engagement at the local level, including the Clima-X Bootcamp—a three-day residential event focused on sustainable development and co-led by a multidisciplinary team—and a national mobility exchange in Bologna to share best practices in youth participation. Both the labs and training sessions are conducted in hybrid mode using interactive tools like MIRO and Mentimeter, fostering an inclusive and dynamic environment for youth-led sustainability initiatives.



To successfully implement this practice, establish the Youth Forum as a recognised open space and action lab for youth learning, dialogue, engagement and participation in a culture of sustainability by integrating it into the local or regional strategy. This integration will provide the Forum with the necessary structure and continuity for long-term success.

## WHAT MAKES THIS GOOD PRACTICE STAND OUT

The Youth Forum for Sustainability Umbria stands out for its innovative approach to youth engagement: not only does it provide a temporary platform for dialogue, but it significantly integrates young people's involvement into the practical processes of sustainable development at a local and regional level as a permanent body – the Regional Youth Forum. This ensures a structured, continuous and impactful contribution from young people, making it a model for meaningful youth participation in sustainability efforts. Unlike typical youth fora and councils that may focus primarily on discussion and representation, this Forum actively involves young people in the co-design and implementation of sustainability initiatives, making them direct contributors to the localisation of the Sustainable Development Goals (SDGs).



Additionally, the Forum's emphasis on building communication skills through training and the co-design of a dedicated online portal for youth-led content further sets it apart. This portal not only serves as a tool for communication but also as a platform to showcase the Forum's activities and amplify youth voices in sustainability discourse.

[CLICK TO LEARN MORE](#)

[FELCOS Website](#)

[Prezi](#)

**CONTACTS**

[info@felcos](mailto:info@felcos)

## SELF-MANAGED ACTIVITIES TO PROMOTE SUSTAINABLE HABITS

Young people in four Spanish municipalities met monthly to discuss sustainability and design their own activities in order to engage other young people in climate action.

**IMPLEMENTING ENTITY:** FONDO GALEGO DE COOPERACIÓN E SOLIDARIEDADE



**GEOGRAPHICAL COVERAGE/WHERE:**

Galicia – Spain

**ENTITY TYPE:** CIVIL SOCIETY ORGANISATION



**IMPLEMENTATION PERIOD:**

Jun. 2021 – Jun. 2024



**KEY STAKEHOLDERS AND PARTNERSHIPS:**

- Fondo Galego de Cooperación e Solidariedade (association of local governments)
- Municipalities of A Guarda, As Neves, Oleiros and Teo

### ABOUT THIS GOOD PRACTICE

Fondo Galego selected four of its active municipalities—A Guarda, As Neves, Oleiros and Teo—to host Youth Advisory Climate Councils (YACCs) due to their strong engagement in the network and their promotion of youth involvement through children's boards, youth information centres and volunteer groups. These municipalities were responsible for selecting the participating youth. The YACCs, facilitated by the Cooperative Dalle que Dalle, met for one hour each month.

Young participants met with mayors and environmental councillors to find out about sustainable initiatives organised by local government, share their opinions, and voice environmental concerns, including suggested mitigation measures. The YACC members organised activities such as escape rooms, clue games, treasure hunts, photo contests and clean-up events and participated in local initiatives like a monthly climate change podcast, while promoting the YACC goals in high schools and community fairs.



Facilitators employed diverse methods including theatre, video recording, posters, TikTok dances and documentaries to explore various SDGs and topics like sustainable cities, water management, consumption reduction and ethical electronics. Additionally, YACC members attended a regional bootcamp where they developed a position paper on key issues such as forest fires, wind power and water pollution, and discussed topics including sustainable fashion, organic farming, low-meat diets, ecological footprints and responsible energy consumption.

## WHAT MAKES THIS GOOD PRACTICE STAND OUT

This activity stands out due to the fact that young people not only “receive” the activities, but also design and organise them (usually asking for the collaboration of local governments). It is also important to highlight its innovative use of art and play techniques to engage young people in climate action and sustainability discussions. Unlike traditional advisory

councils, this one uses creative and interactive methods such as theatre, videos, posters, dance and documentaries to explore complex topics related to the Sustainable Development Goals (SDGs).

By incorporating self-managed activities like escape rooms, clue games, treasure hunts, photo contests and clean-up events, the YACCs make learning about sustainability engaging and accessible for youth. The distinctive blend of art and play in the YACCs helps demystify sustainability concepts, encouraging active participation and empowering youth to voice their concerns and suggestions in a supportive, collaborative environment.



### CLICK TO LEARN MORE

[Fondo Galego Website](#)

[MociRadio - podcast](#)

[Global Week Website](#)

[News](#)

### CONTACTS

[comunicacion@fondogalego.gal](mailto:comunicacion@fondogalego.gal)

## MENTORSHIP FOR A YACC WORK SESSION

YACC Romania is a youth-led council comprising students and recent graduates from multiple cities. The council, guided by a mentor, addresses key SDGs through research and dialogue, aiming to present their findings and recommendations to national and European decision-makers.

### IMPLEMENTING ENTITY: APSD-AGENDA 21



#### GEOGRAPHICAL COVERAGE/WHERE:

Predeal, Braşov county - Romania

### ENTITY TYPE: CIVIL SOCIETY ORGANISATION



#### IMPLEMENTATION PERIOD:

**Preparation:** 2023, Mar. - May

**Event Days:** 2023, 9-11 Jun. (two-day event)



#### KEY STAKEHOLDERS AND PARTNERSHIPS:

- Association Assistance and Programs for Sustainable Development – Agenda 21 (NGO)
- Braşov County Council (LA)
- 21 high schools
- 8 faculties and universities

### ABOUT THIS GOOD PRACTICE

APSD-Agenda 21 and Braşov County Council decided to involve YACC members in a mentoring and training process as part of their preparation. A mentor was selected a year in advance to guide the council's efforts online, focusing on three SDGs prioritised by young people themselves: 11, 13 and 16. This led to the formation of three working groups, each tasked with researching local issues and developing position papers.

An in-person, two-day work session was then organised to review and refine the initial drafts of these papers. The session began with ice-breaking activities and included an overview of the 17 SDGs. It aimed to align the participants' needs and aspirations with the session's objectives and adjust the content and methods accordingly. YACC members were assigned two SDGs each and, after studying the materials provided by the mentor, took on teaching roles to share their knowledge with others.



The session incorporated role-playing to enhance problem-solving skills and adaptability. Additionally, specific sessions were dedicated to each working group: SDG 11 (improving and expanding green spaces), SDG 13 (raising awareness and enhancing climate change mitigation efforts), and SDG 16 (preventing psychological violence and bullying in schools). The goal of the work session was to enable the council members to collaborate on their position papers with the mentor's guidance.

## WHAT MAKES THIS GOOD PRACTICE STAND OUT

The added value of this practice lies in its integration of mentoring and in-person training, offering youth council members personalised, hands-on learning that strengthens relationships, engagement and skill development. This approach, unlike other youth councils, provided YACC members with access to an experienced mentor who guided them through their learning and action process. It also emphasises deeper interactions, creating a supportive environment where members can connect with peers, gain insights into their community, and develop a strong sense of responsibility and motivation. The YACC's two-day working sessions, in contrast to shorter 1–2-hour activities, allow ample time for members to share experiences, develop skills and form meaningful connections.

To successfully implement this practice, a reserve system could be set up, where substitute members are prepared to step in when some council members opt out, giving them access to session materials and encouraging their participation in online meetings.



### CLICK TO LEARN MORE

Association Assistance and Programs for Sustainable Development – Agenda 21

**Website**

**Facebook**

**Instagram**

Braşov County Council

**Website**

**Facebook**

### CONTACTS

**office@agenda21.org.ro**

## HEAR US - PANEL DISCUSSION

An activity bridging the gap between local authorities and youth by preparing for and engaging young people in a panel discussion organised using a round robin format, Q&A, live notetaking and debriefing.

### IMPLEMENTING ENTITY: WATERFORD SUSTAINABLE LIVING INITIATIVE (SLI)



#### GEOGRAPHICAL COVERAGE/WHERE:

Waterford – Ireland

### ENTITY TYPE: CIVIL SOCIETY ORGANISATION



#### IMPLEMENTATION PERIOD:

**Preparation:** Jan. – May 2022

**Event:** 3h - 23rd May 2022

### KEY STAKEHOLDERS AND PARTNERSHIPS:



- Local Authority – Waterford Council Employees
- Various Party Representatives (Waterford Green Party)
- Sinn Féin and Independent Councillors
- National Teachta Dála Elected Member of Irish Parliament
- YACC – Waterford's Youth Advisory Climate Council

## ABOUT THIS GOOD PRACTICE



SLi wanted to provide a space that did not exist at that moment within any mechanisms, which put young people in front of decision-makers and facilitate the discussion the future of the area. They decided to hold a panel discussion using a specific format. Before holding the panel itself, they conducted dedicated pre-meetings with the YACC participants to thoroughly prepare. They drew up a clear agenda with the help of a dedicated

timekeeper and a professional moderator to ensure smooth facilitation. Invitations to panel attendees (young people, the mayor of Waterford, various party councillors and members of the council climate action department) were sent out at three intervals: two months, two weeks and one week prior to the event, with a simplified agenda provided in advance.

During the panel, the discussion was structured using a round robin format. A round robin format refers to a structured approach where each panellist takes turns responding to questions or discussing topics in a sequential manner. Here's how it worked:

- 1. Sequential Responses:** Each panellist addresses a specific question or topic one after the other, ensuring that everyone has a chance to contribute equally and in an organised fashion.
- 2. Equal Time Allocation:** The moderator allocates equal time to each panellist for their responses, promoting balanced participation and allowing diverse perspectives on the issue being discussed.
- 3. Structured Turn-Taking:** The format ensures that each panellist's viewpoints are heard without interruptions from others, fostering a more orderly and respectful discussion.



The panel also included Q&A sessions to facilitate interaction. Live notetaking was employed to capture key points and discussions in real-time. Following the event, a comprehensive debriefing session was held to gather feedback, discuss any changes, and evaluate the event's effectiveness. This approach fostered a sense of ownership among participants, supported thorough evaluation, and informed future planning, ensuring continuous improvement in engagement practices.

## WHAT MAKES THIS GOOD PRACTICE STAND OUT

This practice stands out because it prioritises meaningful engagement between young people and decision-makers in a way that is youth-centered and action-oriented. Unlike traditional formats where local authorities dominate the conversation, this event focused on creating a space where young people felt empowered to voice their concerns in a neutral setting that encouraged open dialogue. By shifting the spotlight to the young people and the audience, it fostered an environment where participants felt genuinely heard and valued.

The panel has a replicable structure: the layout, organisation and venue of the event are adaptable and can be easily replicated in different settings. Future iterations could incorporate live polls and other interactive technologies to increase engagement and gather real-time feedback. Also, crafting questions tailored to specific issues of interest to various target groups will enhance participation and relevance.

[CLICK TO LEARN MORE](#)

[SLI Website](#)

**CONTACTS**

[info@slewaterford.ie](mailto:info@slewaterford.ie)

## ALL SDGS ARE LOCAL: ACTIVIST CHAT

Activist Chat is a collective and participatory discussion format that brings together young people, activists, policymakers, civil society members and citizens. The event focused on questioning political participation and the democratic processes necessary for achieving meaningful social and climate justice.

### IMPLEMENTING ENTITY: WEWORLD



#### GEOGRAPHICAL COVERAGE/WHERE:

Milan, Bologna – Italy

### ENTITY TYPE: CIVIL SOCIETY ORGANISATION



#### IMPLEMENTATION PERIOD:

**Preparation:** 3-4 months

**Event:** 1 day – Oct. 2023



#### KEY STAKEHOLDERS AND PARTNERSHIPS:

- local authorities & policy makers
- thematic experts
- CSO representatives
- youth from ecological movements and from the YACC “Be A Change Maker”
- Citizens

### ABOUT THIS GOOD PRACTICE

The YACC developed by WeWorld was called “Be A Change Maker”. It gathered young people, offering a training and capacity-building course focused on climate change, sustainability, human and environmental rights, as well as professional and soft skills to empower and amplify youth activism. The “Activist Chat” format was created as an informal advocacy platform to highlight the role of “Be A Change Maker” YECs and foster a participatory dialogue. It brought together local authorities, CSO representatives, activists and citizens engaged in an interactive dialogue to find collaborative solutions for a just environmental transition, aligned with the Agenda 2030 and focusing on SDGs 11, 12, 13 and 17.



The Chat followed a few simple rules that were stated at the beginning of the event:

1. Speakers should be listened to with interest and attention.
2. Turns must be respected.
3. No judging (applause is discouraged between speeches).
4. Informality is encouraged; the moderator may interrupt if needed.
5. The timekeeper signals timing with a bell.

The event featured timed, moderated speaking rounds, beginning with a 15-minute introduction and 5-minute contributions from youth, local authorities and civil society. Afterward, all participants could share 3-minute inputs. It concluded with a summary of advocacy points. Held in a circle format, the Chat aimed to foster open dialogue and bridge the gap between young people and institutions.



The activity requires preparation time to ensure a successful event. It is crucial to inform the speakers about the Chat format and dedicate time to help the YACC spokesperson craft a speech that represents a larger group. Additionally, the young people need support in public speaking to effectively engage with local authorities.

## WHAT MAKES THIS GOOD PRACTICE STAND OUT

The Activist Chat stands out by uniquely bringing together diverse societal segments—youth, decision-makers, civil society organisations and citizens—who rarely interact, to address shared challenges like climate, social justice and sustainability. The Chat not only provides a space for presenting project recommendations, such as the “Manifesto for Citizen Participation for Climate”, but also influences policy, as seen with the “Intergenerational Budget” initiative by the Municipality of Milan, which dedicates funds to youth-inclusive participatory processes.



Overall, the Activist Chat has a flexible, transferable and replicable format. However, it is crucial to maintain a truly horizontal and participatory space for discussion among the various societal groups and to avoid turning the Chat into a mere formality. To preserve its integrity, the core structure of the format should be upheld, including a moderator, timekeeping, equal speaking opportunities for different stakeholders, a diverse range of participants, ample time for discussion and clearly defined topics.

### CLICK TO LEARN MORE

**Video**

**News**

**WeWorld Website**

**Facebook Global**

**Facebook Italy**

**Instagram**

**Linkedin**

### CONTACTS

Camilla Crescenzi Serlupi – [camilla.serlupi@eworld.it](mailto:camilla.serlupi@eworld.it)

Margherita Romanelli – [margherita.romanelli@eworld.it](mailto:margherita.romanelli@eworld.it)

Lucia Imbriaco – [lucia.imbriaco@eworld.it](mailto:lucia.imbriaco@eworld.it)

## YOUNG CONFERENCE - GLOBALLY RESPONSIBLE

### Together for local climate protection

A youth conference gathering young people and local authority representatives from Baden-Württemberg to collaboratively discuss and plan local climate action and climate justice initiatives, fostering networking, exchanging ideas and strengthening youth commitment to political change.

#### IMPLEMENTING ENTITY: FINEP – GERMANY



#### GEOGRAPHICAL COVERAGE/WHERE:

Nürtingen, Baden-Württemberg, Germany

#### ENTITY TYPE: CIVIL SOCIETY ORGANISATION



#### IMPLEMENTATION PERIOD:

**Preparation:** May 2023 – Feb. 2024

**Event:** 29 Feb. 2024

#### KEY STAKEHOLDERS AND PARTNERSHIPS:



- Landesjugendring Baden-Württemberg (main organiser)
- Klima-Taskforce Nürtingen, DEAB, EPIZ, EJW, Staatsministerium Baden-Württemberg, Stadtjugendring Nürtingen, Stadt Nürtingen

*Most of the actors are Civil Society organisations, there is one Local Authority and one Regional Ministry. All organisations are organised in the Network on Young Collective Action of Baden-Württemberg (Netzwerk Junges Engagement)*

### ABOUT THIS GOOD PRACTICE

The YACC conference “Young Conference - Globally Responsible. Together for local climate protection” was organised by the Baden-Württemberg network on young collective action, with Finep and Landesjugendring as the main coordinators. The event brought together 125 participants, including young people and local authority representatives, to discuss and plan joint activities for climate mitigation, adaptation and justice at the local level. Finep invited young people from all over the region and also sent out invitations through the organisation’s network.

The varied programme facilitated participant engagement and experience sharing. The last session in the morning agenda featured a tour with

opportunities to meet other attendees, learn about local climate projects, and interact with politicians. After lunch, participants chose from seven workshops on topics such as: achieving climate neutrality in municipalities, global youth alliances for change, innovative ideas for local climate justice, fashion revolution for sustainability, using social media for climate communication, urban sustainability and sustainable cooking.

The conference ended with a feedback session and encouraged participants to plan future collective actions, imagining the “Land of the Future” and collecting all the ideas on a mural board. The event was shaped by young people who contributed ideas, helped with planning and participated in organising and moderating. Cultural contributions included music by two young people and a closing poem by a poetry slammer on

nature and our connection to it. Young people created videos, photos, and social media content and led workshops. A “market of possibilities” showcased organisations from the young collective action network, providing young people with ideas for further engagement and raising awareness on topics such as water, climate, SDGs and cooperation.



During the conference, young people strengthened their connections and networks and showcased their involvement in local political action, gaining motivation to continue their activities for people and the planet. The event included direct exchanges between youth and local authority representatives, as well as political figures.

## WHAT MAKES THIS GOOD PRACTICE STAND OUT

The Activist Chat stands out by uniquely bringing together diverse societal segments—youth, decision-makers, civil society organisations and citizens—who rarely interact, to address shared challenges like climate, social justice and sustainability. The Chat not only provides a space for presenting project recommendations, such as the “Manifesto for Citizen Participation for Climate”, but also influences policy, as seen with the “Intergenerational Budget” initiative by the Municipality of Milan, which dedicates funds to youth-inclusive participatory processes.



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[Video](#)

[CONTACTS](#)

[info@finep.org](mailto:info@finep.org)

## BOOTCAMP FOR YOUTH ADVISORY CLIMATE COUNCILS

The Bootcamp provided an interactive space for Young European Citizens from national YACCs to share experiences, develop advocacy and leadership skills, and collaboratively create a unified set of recommendations for climate action and sustainability, using participatory methodologies and team-building activities.

### IMPLEMENTING ENTITY: PEOPLE & PLANET – A COMMON DESTINY



#### GEOGRAPHICAL COVERAGE/WHERE:

Lisbon, Portugal

### ENTITY TYPE: CONSORTIUM OF CSOs AND LAs



#### IMPLEMENTATION PERIOD:

19-22 Apr. 2024

### KEY STAKEHOLDERS AND PARTNERSHIPS:



- Fondo Galego de Cooperación e Solidariedade (association of local governments) – Spain
- National Town-Twinning Council Netherlands - Nicaragua, LBSNN – Netherlands
- We World GVC - Italy
- FELCOSlcos – Italy
- SLi – Ireland
- Buy Responsibly Foundation (Fundacja Kupuj Odpowiedzialnie) - Poland
- APSD – Agenda 21 - Romania
- Braşov County Council – Romania
- Maio Municipality – Cabo Verde
- Loures Municipality – Portugal
- IMVF - Portugal

### ABOUT THIS GOOD PRACTICE

The Bootcamp was designed as a space where Young European Citizens from the national YACCs could share their diverse experiences and, through various methodologies, collaboratively develop a common set of ideas. These ideas were then shaped into shared recommendations that could be used as tools for activism and advocacy.

The Bootcamp was constructed as a three-day interactive learning experience for young people with different objectives:

- Engage and exchange with a group of young, aspiring activists for climate action and sustainable development that want to promote collective change.

- Strengthen team-building skills for the effective delivery of joint projects for climate action and sustainability.
- Develop advocacy and leadership skills for an effective role as an activist for climate and sustainable action.
- Inform or be informed by national position papers – to be developed by each national YACC –, as a starting point for exchanging approaches and views, leading to the development of a People & Planet common position.
- Initiate a roadmap for action in each local context, outlining how the guides will be further disseminated, including as part of an advocacy strategy when appropriate.

The activity was structured on four different flowing and interconnected parts: Connect – Impact – Stoke – Integrate. Using different participative methodologies (e.g. Story of us, how might we?, Impact hypothesis, Theory of change, Impact measurement, Burn out 101, Completing the stress cycle, Impact matrix, Origin story, Super conditions, Duct tape challenge, Re-imagining, Building community, The return home), the flow of work enabled participants to reach the goals of the Bootcamp.

The three days of bootcamp, which included activities connecting participants with nature, led to the development of a set of recommendations focused on SDG 13 - Climate Action and targeting decision-makers at the local, national and international level.

at different speeds. These factors required extra effort to harmonise the activities over the course of the three days.

Reaching the Bootcamp's goals also presented some challenges. When participants from the national YACCs joined, they were at different stages of progress in their reflection and of developing their national papers. Some had been involved with the YACCs for varying lengths of time, which meant they were engaging in the reflection-action process

There were also significant differences in the level of active engagement and activism among YECs across different countries. It was therefore important to initiate an inclusive reflection process that allowed everyone to participate equally and feel that their experiences were as valuable as others, following the steps outlined. The various working sessions were structured to extract ideas and proposals that would contribute to the creation of a unified position paper.



## WHAT MAKES THIS GOOD PRACTICE STAND OUT

The first rule of the Bootcamp was “No stages & no screens”. It would have been counterproductive to gather a group YECs and have them sit in a hotel conference room, drinking coffee and listening to endless speakers. The three-day interaction focused on hands-on activities

closely connected to nature, including the ocean, with the facilitation team organising daily micro-adventures.

What made this Bootcamp unique was that all participants had already engaged, to some extent, in a reflection-action exercise within their national YACCs, grounded in their respective contexts. This event provided an opportunity to build on the work carried out by the consortium

partners with these young citizens, so that the different perspectives in the room could converge into a unified position. The Bootcamp thus became a key milestone for the project, where its ‘glocal’ nature came to life. Furthermore, the outcomes became a valuable tool for influencing decision-makers at various levels.

The structure of the Bootcamp, along with the various methodologies employed, can easily be shared with young people and other organisations. The framework developed is easily adaptable for replication in different contexts, including national settings—by bringing together young people from different municipalities—rather than solely international ones, allowing it to suit individual realities.



### CLICK TO LEARN MORE

[IMVF Website](#)

[Video](#)

[Paper](#)

[Instagram 1](#)

[Instagram 2](#)

[Instagram 3](#)

### CONTACTS

IMVF – Instituto Marquês de Valle Flôr

+ 351 213 256 300

[info@imvf.org](mailto:info@imvf.org)

## JOINING VISIONS ACROSS EUROPE

The youth engagement process implemented by the People & Planet project aimed to create a unified European approach to tackling climate change and water scarcity. It empowered young people to become part of the solution at both local and global levels, utilising a blend of online and offline tools to engage them effectively.

### IMPLEMENTING ENTITY: PEOPLE & PLANET – A COMMON DESTINY



#### GEOGRAPHICAL COVERAGE/WHERE:

**8 EU Member States** (Germany, Italy, Ireland, the Netherlands, Poland, Portugal, Romania, Spain) and **Cabo Verde**

### ENTITY TYPE: CONSORTIUM OF CSOs AND LAs



#### IMPLEMENTATION PERIOD:

**2022 – 2024**

### KEY STAKEHOLDERS AND PARTNERSHIPS:



- Young European Citizens
- CSOs
- LAs

### MAIN OBJECTIVES



- **Amplifying Youth Voices in Decision-Making:** One of the key challenges is that young people's perspectives are often overlooked in policies and programmes, leading to “youth-insensitive” solutions.
- **Promoting Youth Engagement in Climate Action:** This activity addresses the challenge of motivating young people to engage critically with global issues like climate change and water scarcity.
- **Connecting Local and Global Climate Efforts (Glocal):** The good practice also tackles the challenge of aligning local and global efforts to address climate change.

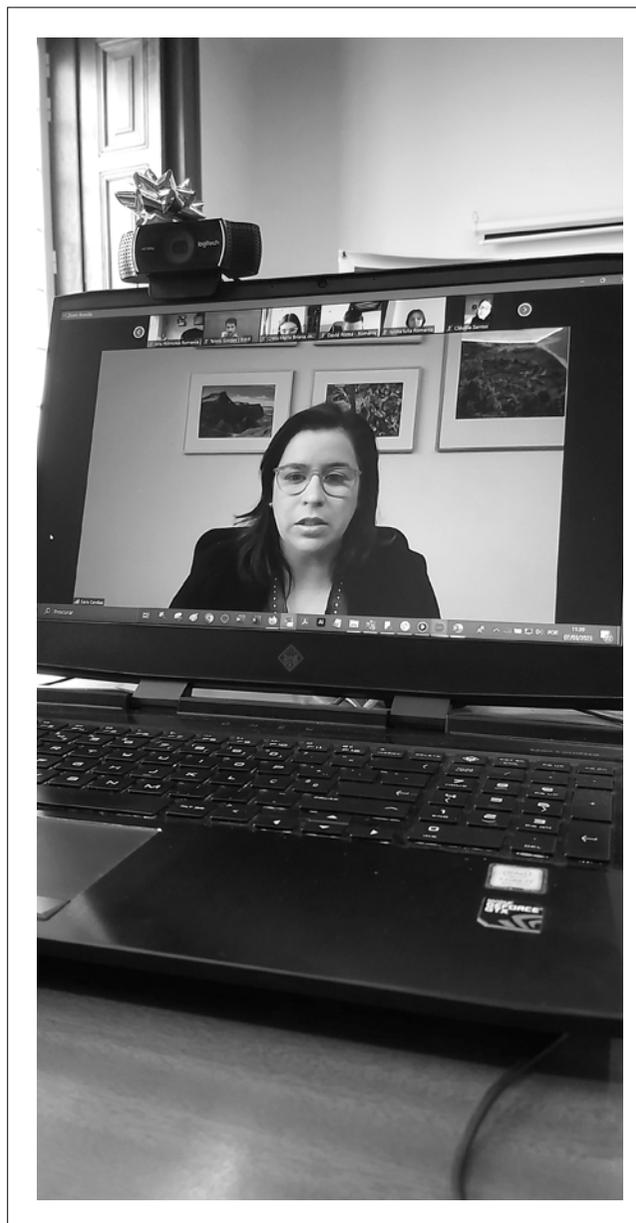
### ABOUT THIS GOOD PRACTICE

The People & Planet project sought to empower young people by providing them with opportunities to enhance their voice and agency as

changemakers. The project operated at a “glocal” level (combining local and global efforts) and worked closely with local authorities to address climate change challenges while promoting sustainable behaviours and low-carbon lifestyles.

Since its inception, the project has engaged European and Cape Verdean youth, amplifying their voices in the fight against global issues, including climate change and water scarcity. The process of joining visions across Europe on climate change and its impact on water scarcity through the People & Planet project was achieved through several key events and tools:

- **Youth Advisory Climate Councils (YACCs):** set up in all partner countries with the aim of encouraging young people to become more critical and engaged in shaping their communities' future on sustainability issues.
- **Young European Citizens Water Declaration:** A major milestone was the creation of this joint declaration ahead of the UN Water Conference in March 2023. YACCs from different countries worked together to reflect on the importance of SDG 6 and address concerns about water consumption and management. This declaration included recommendations for local authorities to take meaningful climate action, merging individual views into a cohesive European statement. Some of the young people had the opportunity to present their views to Ms Sara Cerdas, a Portuguese Member of the European Parliament, during an online discussion. Their recommendations were also communicated to local authorities in various countries.
- **European Year Event in Strasbourg (2023):** This event provided an opportunity for YACC representatives to meet with peers from across Europe. They discussed not only the content of their recommendations but also how to effectively develop and communicate them. This collaborative environment fostered a shared vision and strengthened the unity of their climate action message.
- **Cookbook for Youth Collective Action:** This tool was created as a result of discussions at the Strasbourg event. The Cookbook is a compilation of contributions from YECs across different countries, serving as a practical guide to engage new youth and promote collective action on climate and water sustainability. It helped to further unify European perspectives by offering a shared resource for future engagement.



- **Bootcamp in Portugal (2024):** This bootcamp brought together YACC representatives to develop a common position on SDG 13 (Climate Action). By collaborating in a shared framework, the participants strengthened their unified stance on addressing climate change and its impacts on water scarcity, while also informing national position papers in their respective countries.

The People & Planet consortium is highly diverse, which naturally leads to partners using different approaches to engage and mobilise youth, based on what is most relevant in their local context. Given these varying approaches and differing levels of understanding among YECs, bringing them together was challenging at times, especially when it came to expressing their ideas and recommendations.

To overcome this, it was essential to find common ground in their efforts. For example, when developing messages for the UN Water Conference, the project partners agreed to focus not only on SDG 6 (Clean Water and Sanitation) but also on SDG 12 (Responsible Consumption and Production). [The project's baseline report](#), which revealed that many young people are unaware of the hidden water footprint in their daily lives, was key in shaping this strategic focus. By enhancing the YECs' understanding of the connection between SDG 6 and SDG 12, all groups were able to start from the same foundation and develop their own informed suggestions.

At the European Youth Event (EYE), the diversity of experiences was a core strength. It was crucial to ensure that this variety contributed to the event's overall coherence, while also allowing participants to complement each other's perspectives.

## WHAT MAKES THIS GOOD PRACTICE STAND OUT

In this approach the emphasis is on flexibility, strategic adaptability and the intentional integration of diverse perspectives from young people across Europe. By leveraging opportunities like the UN Water Conference and the European Year Event (EYE), the project demonstrated a responsive approach that allowed for the inclusion of diverse voices and experiences, enhancing the overall impact and relevance of the initiatives.

These activities also stand out for their focus on connecting different visions and experiences across Europe, both online and offline, which promotes a broad and inclusive engagement strategy. Building upon the work done at the individual country level, this approach acknowledges that meaningful youth engagement can occur through various formats, and by validating these opportunities with the YECs, the project ensures that the interactions are relevant and valuable, leading to more comprehensive and impactful outcomes. The commitment to identifying strategic opportunities and validating them with the YECs helps to build

a sense of ownership and ensures that youth voices are authentically represented in the discussions.

## WHAT DO WE WANT?



WE WANT CHANGE TO ENSURE THAT WE CAN LIVE IN A MORE SUSTAINABLE **WATER WORLD**.

FOR THE **PEOPLE**, AND FOR THE **PLANET**.

**LOCAL, NATIONAL AND GLOBAL** AUTHORITIES ALL HAVE A **ROLE TO PLAY...**



### CONTACTS

IMVF – Instituto Marquês de Valle Flôr

+ 351 213 256 300

[info@imvf.org](mailto:info@imvf.org)

## 4.4

## ARTIVISM

Artivism combines art and activism, using the powerful impact of creative expression to raise public awareness about key sustainable development issues. In the People & Planet project, artivism provided young people with the chance to explore both traditional art forms like theatre, music and dance, as well as unconventional methods like serigraphy and graffiti, allowing them to create their own works of art. The emphasis was not on learning or perfecting these techniques, but on engaging young people in the process of creating artistic tools that could be further used as passive tools for raising awareness in a variety of settings and contexts.

EMPOWERING YOUTH  
THROUGH ARTIVISM

The activity uses artivism—a combination of art and activism—to engage young people in creating artworks that promote sustainability and environmental awareness. Through hands-on projects like making SDG cubes, serigraphy, street performances and theatre, participants learn about climate action and develop a deeper understanding of sustainable practices.

**IMPLEMENTING ENTITY:** INSTITUTO MARQUÊS DE VALLE FLÔR,  
BRAȘOV COUNTY COUNCIL



**GEOGRAPHICAL COVERAGE/WHERE:**

Portugal - Romania

**ENTITY TYPE:** CIVIL SOCIETY ORGANISATION, LOCAL AUTHORITY



**IMPLEMENTATION PERIOD:**

Varies according to the event



**KEY STAKEHOLDERS AND PARTNERSHIPS:**

- IMVF (NGO)
- El Warcha (Art Collective)
- Teatro Aloés (Theatre Company)
- Local authorities
- Schools, young people, artists
- Brașov county
- Main objectives:



**MAIN OBJECTIVES**

- **Leveraging Art as an Outreach and Awareness Tool:** The final products of these artivism activities serve as effective tools for outreach and awareness raising. They have a tangible, visual and emotional appeal that can be used to engage wider audiences in sustainability discussions.
- **Increasing Ownership and Connection:** By involving participants directly in the creative process, the activities cultivate a deeper emotional and cognitive connection to the final product.
- **Promoting Sustainable Behaviours Change:** Since artivism involves hands-on, experiential learning activities, that have a final artistic product, participants engage deeply with the themes of sustainability and are more likely to retain and act on these messages.

## ABOUT THIS GOOD PRACTICE

Artworks created by youth themselves for the purpose of climate activism have proven effective in promoting awareness and encouraging sustainable behaviour changes. This approach is particularly relevant because most activism activities focus on upcycling, which emphasises the key principles of the 6 Rs (Reduce, Reuse, Recycle, Refuse, Repair, Rethink). The concept aligns to the saying: “What I hear, I forget. What I see, I remember. What I do, I understand.”



To implement these activities, a team of partners with diverse areas of expertise was assembled. The co-organising partners, including civil society organisations (CSOs), local authorities (LAs) and schools, first identified opportunities for the initiatives. Partners with specialised knowledge in artistic techniques, such as art schools, cultural centres and freelance artists, then suggested appropriate methodologies tailored to each specific case. Preliminary discussions were held with the target group, or representatives of the group, to ensure that the activities met their expectations and needs.

Outlined below are three specific examples of how the activism methodology was applied in the People & Planet project in Portugal.

- 1. SDG Cubes:** Local authorities often need promotional materials related to the SDGs to communicate about the 2030 Agenda. The project seized this opportunity to create SDG cubes with a group of young people. The session began with a discussion about the SDGs, identifying which goals the young participants valued most and what these goals meant to them. The participants were then given a template to create wooden SDG cubes, which they personalised with colours, phrases and symbols highlighting the importance of each goal to them. The result was a durable, portable set of cubes that remained in the school for use in various events, closely connected to the young people’s understanding of sustainable development.
- 2. Serigraphy:** Special days dedicated to celebrating specific themes provide excellent opportunities to explore topics related to sustainability that may not always be in the spotlight. The People & Planet project used these occasions to organise activism sessions, such as those using the serigraphy technique. Serigraphy, also known as screen printing, is a printmaking technique that involves using a mesh screen to transfer ink onto a surface, such as fabric, paper or wood. A stencil is created on the screen, blocking certain areas so that ink only passes through the open sections to form a design. This method allows for the creation of vibrant, layered prints with a high level of detail. It is a visual medium that is tactile and sensory, engaging young people who may not often participate in such creative activities. In this method that reuses old banners as canvas, participants choose their own messages, words, colours, and symbols to express their views, creating a highly personalised piece of art. This technique is easy to learn, allows everyone to participate, and is highly interactive: participants can mix paints and feel a sense of ownership over their final creations.

- 3. Theatre – “All Your Tears Won’t Be Enough”:** Theatre is a powerful medium for promoting sustainability as it engages both the actors and the audience in meaningful reflections on environmental issues. In this project, young participants were involved from the

beginning, contributing to both the acting and the storytelling. This approach allowed them to explore the human connection to climate change deeply and communicate this urgency to the audience. Unlike presenting facts or statistics, theatre brings these issues to life through narrative, character development and visual storytelling. This emotional connection sparks dialogue and reflection, encouraging the audience to think about their roles in the climate crisis and inspiring them to make more sustainable choices in their daily lives.



Artivism was also present in other implementing countries of the project. One such example was Romania: through an institutional partnership, the Braşov County Council and the Braşov Water Company launched a community-based call to action for young visual artists who could paint a mural linked to the Water of the Future campaign. The proposal from the NGOs KunStadt and Urbaniada was selected, through the work of visual artist Alex Baci. The final mural was done in a water tank from the company with a surface of 100 square metres, using environmentally friendly materials. Students from the Braşov "Mircea Cristea" High School were also involved, promoting audiovisual materials of the action that were largely disseminated. It celebrates SDG 6 Water and 13 Climate and introduces the idea that "APA" (water in English) is about life. The mural is visible from almost all the cardinal points of the city of Braşov.

What is essential in this type of activity is to ensure the active engagement of the target group, to avoid the mere commissioning of artwork without their direct involvement. These workshops involved YECs in the conceptualisation and development of the works of art, which nurtured a sense of ownership and connection to the works. The final products were accompanied by a plan on how they would be further used and displayed, maximising their reach and impact.



## WHAT MAKES THIS GOOD PRACTICE STAND OUT

Artivism allows young people to be more actively involved than they would be in activities like debates or passive street demonstrations. Each final piece of art is unique, shaped by the contributions of the participants themselves, which enhances their sense of ownership and can lead to a greater willingness to adopt sustainable practices and behaviours. Additionally, the final artworks can be used by local authorities, schools or youth groups as tools to raise awareness, thereby reaching a wider audience.

Sustainability education is often limited to the natural sciences, but these activities demonstrate that everyone, regardless of their field of study, can contribute to a more sustainable world. Art forms like painting, dance, music and theatre are powerful tools for raising awareness and connecting with a broader audience about climate change.



Finally, the practice in Braşov, based on a public partnership, also simultaneously helped to revitalise public spaces, while conveying a key message for raising awareness.

### CLICK TO LEARN MORE

**IMVF Website**

**Instagram**

**El Warcha Website**

**Instagram**

**Braşov County Council Website**

### CONTACTS

Telmo Simões – [tsimoes@imvf.org](mailto:tsimoes@imvf.org)

Irina Pampim – [irina.pampim@gmail.com](mailto:irina.pampim@gmail.com)

Daniela Sampaio – [teatrodosaloes@sapo.pt](mailto:teatrodosaloes@sapo.pt)

Alina Drăgan (Szasz) – [alina.dragan@cjbrasov.ro](mailto:alina.dragan@cjbrasov.ro)

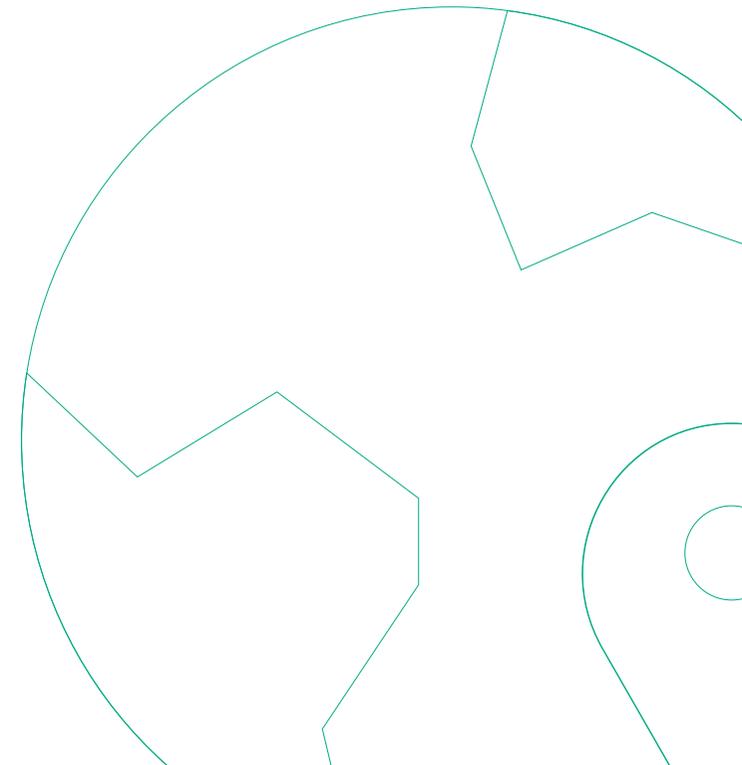
Ramona Ganea – [ramona.ganea@cjbrasov.ro](mailto:ramona.ganea@cjbrasov.ro)

# 4.5

## CREATIVE USES OF **SUB-GRANTING**

This section highlights two examples of using sub-granting mechanisms creatively, with the aim of empowering small organisations, informal groups or individual activists whose access to funding is often limited. Sub-granting is the process of distributing funds from a primary grant recipient to secondary recipients or projects. In the People & Planet project, sub-granting was used to fund street actions and sustainable events, aiming to reach a wider audience and provide financial support for small-scale initiatives. The main focus was on:

- **Providing accessibility and support for local action:** Youth-led organisations, informal groups and activists often struggle to secure institutional funding. Sub-granting helped overcome this barrier by providing financial support to these groups, empowering them to run their own small-scale actions or facilitating their access to larger, well-known festivals where they could execute impactful initiatives aligned with the SDGs.
- **Reaching a wider and more diverse audience:** The range of recipients receiving financial support, combined with the diverse forms of creative expression and the various uses of the final products from these activities, helped expand the overall outreach and impact.
- **Raising public awareness:** These actions highlighted key issues such as sustainable water consumption, climate change, ocean degradation and intersectional environmentalism, which can be complex and challenging to communicate to the general public. The use of artistic expression helped make these topics more accessible and engaging.



## WATER TRANSITION - A MOBILE EXHIBITION

A mobile exhibition that aims to inspire personal commitment to sustainable water use by showcasing practical solutions and historical practices for water management. To support young people in implementing street actions and sustainable events, Finep offered financial support connected to the lending of the exhibition Water Transition and the Water Toolbox.

### IMPLEMENTING ENTITY: FINEP – GERMANY



#### GEOGRAPHICAL COVERAGE/WHERE:

All over Germany

### ENTITY TYPE: CIVIL SOCIETY ORGANISATION, LOCAL AUTHORITY



#### IMPLEMENTATION PERIOD:

**Planning and concept:** Dec. 2021 – Apr. 2022

**Borrowing period:** Jun. 2022 – to present

### KEY STAKEHOLDERS AND PARTNERSHIPS:



- Finep (designed and production)

Type of organisations that borrowed the exhibition:

- adult education centres

- local authorities
- schools
- CSOs

## ABOUT THIS GOOD PRACTICE

Finep developed the Water Transition mobile exhibition to inspire hope and encourage personal commitments to sustainable water use. From the start, the exhibition was designed to be easily packaged and shipped by mail. It was provided free of charge and circulated throughout Germany, with organisations having the option to apply for financial support for their events.

The Water Transition exhibition highlights the urgent need for action on water issues and presents sustainable solutions. It includes examples of how ancient water management techniques can address droughts, aiming to motivate personal and collective commitment to water sustainability. The exhibition consists of five pillars, illustrating what a sustainable approach to water could look like in the future. Examples from all over the world are presented on the following topics:

- **Back to the Roots:** Lessons from historical water supply methods.
- **Nature Shows Us How:** How nature provides guidance on water management.
- **Digital Water:** The role of digital technology in sustainable water management.
- **Do It Yourself:** Personal actions for global water justice and climate protection.

The exhibition is interactive: it features quiz questions that challenge visitors to solve puzzles, with answers revealed by using an enclosed magnifying glass. At the end, visitors can share their own ideas for action and impressions on slips of paper provided.

During the second and third years of the project, Finep offered financial support to individuals and organisations borrowing the Water Toolbox or the Water Transition exhibition. The goal was to encourage groups and young people, even those not formally organised, to implement activities, host keynotes or music events, or shape their initiatives around the educational materials provided by Finep. Sub-grantees applied for financial support, specifying their planned activities and financial budget. After the activity, a report with evidence and all invoices and receipts had to be submitted. This support aimed to foster creative and engaging street actions and sustainable events.



During the lending process and when completing the registration form, borrowers often have questions that require clarification, leading to substantial administrative work. To address this, borrowers receive a [detailed document](#) by email outlining the rental terms, conditions and financial support available. Key information is highlighted within the email text, and answers to frequently asked questions are included. Additionally, a comprehensive [website](#) provides all necessary information for download.

## WHAT MAKES THIS GOOD PRACTICE STAND OUT

The mobile exhibition “Water Transition” exemplifies sustainable design by tackling the often overlooked issue of post-event exhibition management. Traditional exhibitions typically face challenges regarding their fate after a single event, leading to questions like whether they should be recycled, stored or disposed of, all of which have environmental and financial implications. Rather than a one-time display, “Water Transition” is designed for repeated use, being lent out free of charge to various organisations across Germany. This approach extends the life cycle of the exhibition, reducing waste and resource consumption associated with creating new materials for each event. By reusing the exhibition in different locations, it not only maximises the reach and impact of its message on sustainable water use but also embodies the principles of sustainability it seeks to promote. This innovative model encourages other exhibitions to consider long-term usability and the environmental benefits of continuous engagement over single-use displays.



Moreover, by allowing other organisations to borrow the exhibition for free, or by accessing a small grant, even those with limited financial resources can become active in promoting water sustainability. This approach enables broad outreach at a low cost, strengthens networks among educational actors, and supports social and ecological transformation.



[CLICK TO LEARN MORE](#)

[Water Exhibition Website](#)

[CONTACTS](#)

[ausstellung@finep.org](mailto:ausstellung@finep.org)

## SUPPORTING YOUTH ARTIVISM THROUGH SUB-GRANTING

This activity supports youth-led artistic and cultural initiatives that promote environmental sustainability and social justice through activism. By providing sub-grants, WeWorld empowers young people and informal youth groups to use art as a tool for activism, enabling them to gain recognition, influence and create impactful actions that raise public awareness on climate change and sustainable development.

### IMPLEMENTING ENTITY: WEWORLD



#### GEOGRAPHICAL COVERAGE/WHERE:

Milan and Bologna – Italy

### ENTITY TYPE: CIVIL SOCIETY ORGANISATION



#### IMPLEMENTATION PERIOD:

2021 -2023



#### KEY STAKEHOLDERS AND PARTNERSHIPS:

- Municipality of Bologna (2021 and 2022)
- Municipality of Milan, and Lombardy Region (2023)
- Civil society organisations active at local level

### ABOUT THIS GOOD PRACTICE

WeWorld implemented street actions through sub-granting over three years, integrating these activities into existing festivals the organisation has been organising for years:

- **WeWorld Festival** – Held every May in Milan, this festival uses talks, music, photography, film and performances to spark debate and raise awareness about gender equality.
- **Terra di Tutti Film Festival** – Held every October in Bologna, this festival showcases documentaries and social cinema, featuring talks and events both in the city and online, giving voice to marginalised communities.

WeWorld focused on providing financial support to youth-led artistic and cultural initiatives, empowering young people as decision-makers and leaders to raise public awareness on sustainable development and

social justice. The calls for proposals were open to youth organisations and informal groups aged 15-35, who often lacked access to institutional funding. These calls focused on promoting new models of production, consumption and governance, aligned with the SDGs. The sub-grants enabled these groups to undertake impactful actions, build networks and collaborate with established NGOs that share similar goals.

The street Actions carried out include:

- **IMPRONTE (2021)** by Extinction Rebellion, MAMADO APSs and Zero Netto: featured four performances highlighting water use in six different production activities, aiming to raise awareness about sustainable water consumption and the urgency of the water crisis.
- **Green Skin (2022)** by Innest Association APS, Chaos League, and Gulp APS: involved an immersive experience, an advertising campaign and an art installation, all focusing on the impact of climate change on the human body.

- **Can You Sea? (2023)** by the Kirkes School of Acrobatic Arts and the University of Padua: presented an acrobatic theatre performance with a set design made from garbage and sounds of ship propellers, evoking the damage to oceans caused by climate change.
- **It's Up to You (2023)** by Rob de Matt, Errante APS, Promise APS, Eva in Rosso, and Radio 20158 (informal groups): included various actions like participation in the Activist Chat, a public debate, a creative workshop and a procession, addressing climate change, intersectional environmentalism, civil rights and gender equality.

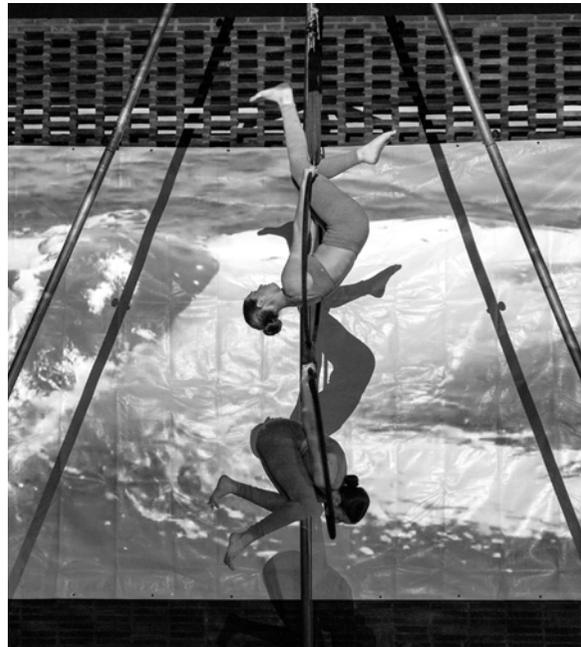
This approach seamlessly integrates activism into public spaces, engaging diverse audiences through creative and impactful expressions of social and environmental issues.



Nevertheless, due to their size and limited experience, sub-grantees often faced difficulties in planning, implementing, coordinating with WeWorld and festival organisers, and reporting on their actions. In response, WeWorld increased its support by providing step-by-step guidance to these sub-grantees. For future improvements, it is recommended that the sub-grant mechanism include capacity-building sessions on strategic frameworks, project cycle management and EU rules, along with periodic updates to help sub-grantees better manage their projects.

## WHAT MAKES THIS GOOD PRACTICE STAND OUT

This good practice stands out for its focus on empowering youth organisations and informal groups to lead change within their local communities through impactful awareness-raising actions. The sub-grants provide these groups with access to funding for addressing challenging issues, often beyond their reach due to limited resources and experience. The integration of these artistic and performative actions into larger, well-known festivals provides these groups with significant visibility and exposure that they might not otherwise achieve. Performing within the framework of established festivals allows these groups to tap into existing audiences, amplifying their message and reaching a wider and more diverse audience.



The artistic and performative actions are not confined to a local context; they can be scaled nationally or across Europe, with adjustments to language and context to suit different audiences. For example, WeWorld's European Circus Show Tour on climate change and migration was successfully staged in multiple EU countries. Additionally, the artistic sub-grants could be expanded into a pan-European initiative where youth organisations and informal groups from across Europe not only carry out their activities locally but also connect and collaborate, forming a stronger network and developing broader projects, campaigns or actions together.

### CLICK TO LEARN MORE

**Video**

**WeWorld Channels**

**Facebook Global**

**Facebook Italy**

**Instagram**

**Linkedin**

### CONTACTS

Camilla Crescenzi Serlupi – [camilla.serlupi@weworld.it](mailto:camilla.serlupi@weworld.it)

Lucia Imbriaco – [lucia.imbriaco@weworld.it](mailto:lucia.imbriaco@weworld.it)

## 4.6

## GAMIFICATION

Gamification is the application of game-design elements and principles in non-game contexts to enhance engagement, motivation and learning. It involves incorporating features such as point scoring, competition, rewards and interactive challenges into activities or processes that are not inherently games. The goal of gamification is to make tasks more enjoyable and engaging, thereby improving participation and outcomes by leveraging the intrinsic motivation and pleasure associated with game-like experiences. Gamification can effectively raise awareness and engagement on sustainability issues by adapting traditional game mechanics into interactive street activities that make learning about environmental topics fun and accessible.

## GAMIFICATION – WATER SCARCITY QUIZ, ABERGARIA MAIS INCLUSIVA, SCOUTSPÓLIO DA ÁGUA, PLANET B!OARD CHALLENGE

The People & Planet project funded three gamification initiatives that adapted board-game mechanics into street activities, raising awareness about sustainability topics like water scarcity and sustainable cities in an interactive and enjoyable way.

## IMPLEMENTING ENTITY: INSTITUTO MARQUÊS DE VALLE FLÔR



## GEOGRAPHICAL COVERAGE/WHERE:

Portugal - Romania

## ENTITY TYPE: CIVIL SOCIETY ORGANISATION, LOCAL AUTHORITY



## IMPLEMENTATION PERIOD:

Varies according to the event



## KEY STAKEHOLDERS AND PARTNERSHIPS:

- Instituto Marquês Valle Flôr (CSO)
- Associação BioLiving (CSO)
- CM Albergaria-a-Velha (LA)
- LEGO (Private entity)
- Corpo Nacional de Escutas (CSO)
- PAR Respostas Sociais (CSO)

## MAIN OBJECTIVES



- **Raising awareness on complex sustainability issues in a fun, approachable and interactive way:** Sustainability topics such as water scarcity, sustainable consumption and climate change can be complex and abstract. Gamification activities can help make these concepts accessible and understandable to participants while maintaining educational value.
- **Promoting inclusivity and engagement:** The four examples presented here set out to adapt common board-game mechanics into street action activities that are accessible, inclusive and encourage active youth participation.
- **Encouraging behavioural change:** By involving participants in interactive, surprising and thought-provoking games, the activities aim to inspire both personal and collective actions towards more sustainable practices and changes in everyday habits.

## ABOUT THIS GOOD PRACTICE

The People & Planet project funded several gamification activities through its sub-granting mechanism. The three examples described by this good practice adapted traditional board-game mechanics into street activities designed to raise awareness about sustainability topics—such as water scarcity, sustainable consumption and sustainable cities—in a fun, accessible and interactive manner.

- **The Water Scarcity Quiz** is a simple multiple-choice activity with important facts on water scarcity. The quiz was printed on a big board and in street actions challenged people to test their knowledge

about the urgency of water scarcity and its social impacts. This was an appealing way to surprise participants with impactful facts while urging them to adopt more sustainable practices.

- **“Albergaria Mais Inclusiva”** is a project by the BioLiving Association that uses LEGO bricks to raise climate awareness among young people, some of which with disabilities. Participants build a large city with LEGO, reflecting their preferences for public spaces. The project unfolds in three stages: first, creating a city similar to their community; second, evaluating the city through sensory experiences (smell, touch, hearing); and finally, transforming the city to enhance accessibility, comfort and resilience against climate change.

- **“Scoutspólio da Água”** is a board game developed by the Corpo Nacional de Escutas. Based on Monopoly mechanics, it includes questions about water resources, the invisible water footprint and migration issues.
- **PLANet B!oard CHALLENGE** is a game created by PAR Respostas Sociais featuring 17 stages. Participants answer sustainability-related trivia, complete challenges or move forward or backward on a person-sized board depending on the card they draw. The first player to reach the finish line wins. After the game, participants are encouraged to tackle 10 additional challenges to make their practices more sustainable.

To successfully implement similar activities consider the following: engaging young people in these activities can be challenging, so events should be scheduled during lunch breaks or after school for better participation. Since completing a full round of some of the games can take 30 minutes or more, offering shorter variations is beneficial. Outdoor activities also face weather unpredictability; shaded areas are needed for hot days, and covered spaces for rain, making scheduling flexibility crucial. Additionally, these activities require careful planning and logistics to handle the transport, setup and storage of game materials.



## WHAT MAKES THIS GOOD PRACTICE STAND OUT

This activity engages participants through gamification and experiential learning, making complex sustainability concepts accessible and enjoyable. Unlike traditional methods, it begins by tapping into participants' existing ideas and preconceptions, whether in building a LEGO-brick city or answering questions in a board game and it introduces

more complex challenges as the game progresses. The approach of "learning by playing" leverages participants' curiosity and creativity and takes the pressure off the participants.

These activities are highly transferable and replicable due to their adaptable nature. By addressing global issues through familiar and playful methods, these activities can be easily customised to resonate with diverse audiences worldwide, making them both unique and universally applicable.



### CLICK TO LEARN MORE

**IMVF Website**

**Instagram**

**BioLiving Website**

**Instagram**

**Corpo Nacional de Escutas**

**PAR Respostas Sociais**

### CONTACTS

Telmo Simões – [tsimoes@imvf.org](mailto:tsimoes@imvf.org)

Associação BioLiving – [info@bioliving.pt](mailto:info@bioliving.pt)

Corpo Nacional de Escutas – [ods@escutismo.pt](mailto:ods@escutismo.pt)

PAR Respostas Sociais – [info@par.org.pt](mailto:info@par.org.pt)

## 4.7

GUERRILLA  
COMMUNICATION

**Guerrilla communication** is a creative and subversive strategy that uses unconventional tactics to capture public attention and convey messages in unexpected ways. It draws from guerrilla marketing principles and employs techniques like fake ads, parodies, street art, flash mobs and other spontaneous public interventions to provoke thought, disrupt routines and spark dialogue.

A series of workshops and public actions where local groups learned creative and subversive tactics to raise awareness on water-related sustainability issues. Participants developed unconventional campaigns—like art installations and interactive exhibits—designed to engage communities and highlight the environmental impact of daily habits, fostering more sustainable lifestyles.

**IMPLEMENTING ENTITY:** FONDO GALEGO DE COOPERACIÓN E SOLIDARIEDADE



**GEOGRAPHICAL COVERAGE/WHERE:**

Spain

**ENTITY TYPE:** CIVIL SOCIETY ORGANISATION, LOCAL AUTHORITY



**IMPLEMENTATION PERIOD:**

Oct. 2022 – Oct. 2024

**KEY STAKEHOLDERS AND PARTNERSHIPS:**



Municipalities of:

- A Pastoriza
- A Pobra
- Bergondo
- Cabanas
- Fene
- Pontecesures
- Pontearreas
- Pontevedra
- Rianxo
- Tomiño

**MAIN OBJECTIVES**



- **Raising Awareness on Sustainability Issues:** The activity uses creative and subversive methods to encourage participants to bring critical sustainability issues, specifically related to water, to the forefront of public consciousness.
- **Engaging Youth in Climate Action:** By offering participatory and creative workshops that use guerrilla communication tactics, the activity empowers youngsters to take ownership of water-related issues, develop their own campaigns and create impactful public actions to address these problems.

## ABOUT THIS GOOD PRACTICE

Fondo Galego organised a guerrilla communication activity in 10 municipalities, bringing together local groups. Facilitators from the Galician Association of Communication for Social Change (Agareso) led

the sessions. The activity was structured into four two-hour sessions: three workshop meetings and a final public action. The first part of the workshop introduced guerrilla communication, a provocative, subversive and creative methodology. Participants learned about various tactics, such as fake ads, parody, collage, ambush and stealth

marketing, all aimed at occupying public space and ensuring the message's impact.

In the second part, participants were provided with information on topics like clean water availability, the invisible water footprint, climate migrations and greenwashing. Based on this data, the young participants chose a specific water issue to address and designed a strategy, considering their target audience, the space and available resources. The municipality supported the logistics, and local authorities often attended the street actions.

With a "glocal" perspective, the participants created unconventional public awareness campaigns, including art installations made from collected plastic waste, a "rubbish market," a giant toilet made from river-collected wipes, a cigarette butt marathon and an exhibition on the water footprint. These actions were intended to raise awareness about the environmental impact of daily habits and inspire more sustainable lifestyles.



### Read more about how guerrilla communication was used here:

- [Continuous suffocation](#)
- [This is the best way to clean your ass](#)
- [The butt marathon](#)
- [The rubbish market](#)
- [Water footprint exhibition:](#)



For successful implementation of this activity, it is important to consider the potential challenges in forming groups, as active young individuals are often engaged in multiple activities. A recommended strategy is to collaborate with local high schools to ensure adequate participation. Attention should be given to the use of guerrilla communication tactics, which may be surprising or unsettling for some local authorities and civil servants. In such cases, educational efforts aimed at familiarising these stakeholders with the approach may be necessary to foster understanding and support.

## WHAT MAKES THIS GOOD PRACTICE STAND OUT

This activity stands out due to its innovative use of guerrilla communication techniques. The unconventional public actions are visually striking and disrupt everyday routines, ensuring that the environmental messages are unavoidable and memorable. Also, by empowering young people and local groups to actively participate in designing and executing their own public awareness strategies, the initiative fosters a sense of ownership and personal investment that sets it apart from more top-down or prescriptive approaches.

Replicating this practice in other municipalities is easy, as water scarcity and pollution are common concerns for both local authorities and young people worldwide. The content should be tailored to the local context, and actions adjusted to the available resources.

[CLICK TO LEARN MORE](#)

[Fondo Galego Website](#)

### CONTACTS

[comunicacion@fondogalego.gal](mailto:comunicacion@fondogalego.gal)

+34 604 040 890

## 4.8

URBAN  
REHABILITATION

**Urban rehabilitation** refers to the process of revitalising and improving existing urban areas, particularly those that are neglected, underused or in decline. It can be a powerful tool to raise awareness and engage young people on sustainability issues by involving them directly in the transformation of their communities.

A hands-on activity that aimed to improve public spaces' resilience to climate change by engaging young people in practical workshops combining climate adaptation strategies with creative community interventions, such as adding shaded areas and water-collecting shelters.

## IMPLEMENTING ENTITY: INSTITUTO MARQUÊS DE VALLE FLÔR



## GEOGRAPHICAL COVERAGE/WHERE:

Amadora, Lisbon, Portugal

## ENTITY TYPE: CIVIL SOCIETY ORGANISATION



## IMPLEMENTATION PERIOD:

Feb. 2024 – 8h work time each activity



## KEY STAKEHOLDERS AND PARTNERSHIPS:

- Instituto Marquês Valle Flôr (NGO)
- CM Amadora (LA),
- Agrupamento de Escolas Dr Azevedo Neves (school)
- El Warcha (Art Collective)



## MAIN OBJECTIVES

- **Adapting Public Spaces to Climate Change:** Many public spaces are not equipped to handle the impacts of climate change, such as higher temperatures, prolonged droughts or unpredictable weather. This activity focuses on making practical improvements to these spaces.
- **Raising Awareness and Connecting Theory to Practice:** The good practice aims to bridge the gap between theoretical knowledge about climate change and the real-life consequences experienced by people in their communities.
- **Strengthening Community Engagement and Support:** By involving local schools, authorities and community members in practical projects, the activity addressed the challenge of engaging the community in activities that give them a sense of ownership and collective responsibility towards the spaces their inhabit.

## ABOUT THIS GOOD PRACTICE

This activity was a partnership between Instituto Marquês de Valle Flôr, the local authority of Amadora, a high school in the city, and

the El Warcha atelier. This art collective facilitated contacts between the school, the young people and the NGO, as they have a more informal relationship with the students. The project was responsible for providing the necessary budget and materials, while the school

organised for the classes to be present during both days of the project's implementation.

The group discussed the topic of climate change adaptation and exchanged ideas on what could be done in the community to better prepare for the impacts of climate change. The groups suggested two places for intervention: a school courtyard where young people usually go to play during break times, and a public garden open to the entire community. The problem with the courtyard was that it was not shaded, making it too hot to be outside during warm days. It was decided to create shade for the space using old tents. These were customised by the youngsters using serigraphy techniques to create not only a functional but also an attractive piece for the public space. For the public garden, it was decided to create a space to sit and hang out. The group started by creating a base with two benches. Then, a cover was added to the benches to shelter people sitting there from the weather. A lining was added to the cover so that, when it rains, the shelter collects water into a container next to it. Finally, a dirt pot was created where aromatic herbs were planted, which can be watered with the collected water from the shelter and used by the community for cooking.



## WHAT MAKES THIS GOOD PRACTICE STAND OUT

These activities and the pieces created through them leave a lasting positive impact on public spaces, whether by enhancing comfort (like adding shades and benches), improving aesthetics (such as creating murals), or promoting sustainability (like installing water reservoirs). Additionally, this practice encourages participants to take ownership of the projects, as the structures they create remain for their use and enjoyment, fostering a sense of personal investment and pride. This method not only improves public spaces but also integrates sustainability into everyday life in a tangible way.



Moreover, these activities demonstrate that learning about climate change and how to adapt to it can be a fulfilling experience, ultimately aimed at improving everyone's lives. By participating in the design and implementation of these projects, students learn about climate adaptation strategies and sustainable resource management, such as water collection and the use of recycled materials.

### CLICK TO LEARN MORE

**IMVF Website**

**Instagram**

**El Warcha Website**

**Instagram**

### CONTACTS

Telmo Simões – [tsimoes@imvf.org](mailto:tsimoes@imvf.org)

Irina Pampim – [irina.pampim@gmail.com](mailto:irina.pampim@gmail.com)

## 4.9

## DIGITAL TOOLS FOR RAISING AWARENESS ON SUSTAINABILITY

Digital tools for raising awareness on sustainability are platforms and technologies that help educate, engage and motivate individuals and communities to adopt sustainable practices. They leverage the reach and accessibility of the internet and technology to engage people in sustainability efforts, making information and action steps more accessible, interactive and impactful.

In this section, you can read about two examples of digital tools developed during the People & Planet project: a consumer app and a water footprint calculator. Both tools effectively leverage digital platforms to raise awareness, educate users and promote sustainable behaviours through accessible, interactive and engaging experiences.

### WHERE TO GO?

A consumer guide in the form of an interactive mobile app that helps users make responsible consumer choices by highlighting sustainable alternatives, such as certified products, repair, rental and upcycling options

#### IMPLEMENTING ENTITY: BUY RESPONSIBLY FOUNDATION (BRF)



##### GEOGRAPHICAL COVERAGE/WHERE:

Poland

#### ENTITY TYPE: CIVIL SOCIETY ORGANISATION



##### IMPLEMENTATION PERIOD:

Online consumer guides which have been developed for many years were transformed into mobile apps in 2021, and integrated in P&P activities since 2023



##### KEY STAKEHOLDERS AND PARTNERSHIPS:

- Buy Responsibly Foundation
- Slowhop
- Main objectives



##### MAIN OBJECTIVES

- **Navigating Environmental Misinformation and Greenwashing:** The app helps users distinguish between genuine sustainable options and misleading or deceptive claims about environmental friendliness, providing reliable information to make informed choices.
- **Accessibility and Availability of Sustainable Alternatives:** By offering a comprehensive guide to sustainable products and services, the app addresses the challenge of finding reliable and eco-friendly options, especially in areas where such resources may be scarce or hard to identify.
- **Promoting Responsible Consumption Among Consumers:** The app addresses the challenge of raising awareness and motivating consumers to adopt more sustainable practices by offering practical solutions and easy access to alternatives that support environmental and social sustainability.

## ABOUT THIS GOOD PRACTICE

In response to the growing environmental awareness in Polish society and the rise in misinformation and greenwashing, BRF developed a mobile application to help people make more informed and responsible consumer choices. The primary focus is on raising consumer awareness and education.

The “Where To Go” mobile app serves as a virtual guide to sustainable alternatives. It highlights high-quality, often certified products and services, organised under categories such as fair trade, organic food, natural cosmetics, responsible fashion or accommodation. It also offers alternatives to traditional buying, such as repair, rental and upcycling options. These suggestions help reduce environmental impact and improve conditions for workers. Users can submit entities through a special application form, or they can be suggested by supporters or discovered by BRF. All submissions are reviewed by BRF experts. The app also features a map for easily locating places, with the ability to save favourites and access to a list of entities from all over Poland.

Although the app targets young people who frequently use smartphones, its intuitive and straightforward design makes it accessible to anyone interested in responsible consumption. The app builds on an [online consumer guide](#) developed over several years. In 2021, BRF decided to create a mobile version to make the guide more accessible and appealing to younger users.

For successful implementation, it is essential to consider cost-effective strategies for app development, as mobile app creation can be expensive. Collaborating with IT experts to create a streamlined version can help minimise both development and operational costs. A responsive support system may be needed to address technical issues, such as errors preventing the app from opening. To ensure a comprehensive and growing database, proactively seeking and adding locations, in addition to relying on user submissions, would be beneficial. Partnerships with environmental organisations to obtain data, along with promoting the app through social media, traditional media and events, can also enhance visibility and community engagement.

PEOPLE & PLANET

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## WHAT MAKES THIS GOOD PRACTICE STAND OUT

The innovation of the mobile application lies in its collaborative development with users, allowing them to influence which locations are included. This active user involvement ensures that the database of places can be continually updated and expanded. BRF conducts educational activities and creates content about climate change and responsible consumption on its social media channels to raise awareness. Unlike many apps that offer paid features, this one is entirely free and inclusive. The app serves as a valuable platform for promoting the regions and locations featured within it.

The core concept of the app —offering information on sustainable alternatives and responsible consumption—is transferable and adaptable to other regions or markets. However, the process of developing a similar app might be costly and time-consuming. One cheaper alternative could be creating a simplified paper version of this concept or a map, by researching notable places in the area and compiling them into a flyer or map. This could include visual markers, such as “pins”, and provide information about each recommended location.

[CLICK TO LEARN MORE](#)

[Spacerownik Wesite](#)

[Download App](#)

**CONTACTS**

[info@ekonsument.pl](mailto:info@ekonsument.pl)

# WATER FOOTPRINT CALCULATOR

A game tool to highlight everyday water use and especially highlight the hidden water footprint.

**IMPLEMENTING ENTITY:** WATERFORD SUSTAINABLE LIVING INITIATIVE



**GEOGRAPHICAL COVERAGE/WHERE:**

Ireland

**ENTITY TYPE:** CIVIL SOCIETY ORGANISATION



**IMPLEMENTATION PERIOD:**

3 months needed for development, research and production



**KEY STAKEHOLDERS AND PARTNERSHIPS:**

- App development company/App development software



**MAIN OBJECTIVES**

- **Increasing awareness about water usage:** the calculator offers information about both the direct and hidden water consumption involved in everyday activities, using engaging, gamified experiences that make water conservation more accessible and understandable.
- **Promoting sustainable water behaviours:** the calculator encourages users to make water-efficient choices by offering actionable tips and interactive scenarios that reward water-conscious decisions.
- **Enhancing further learning and engagement:** the activity provides an adaptable and regularly updated platform that combines gamification, interesting facts, and actionable tips, addressing the challenge of keeping users engaged and inspiring deeper exploration into water conservation topics.

## ABOUT THIS GOOD PRACTICE

This tool uses gamification techniques to highlight both visible and hidden water usage in a fun and engaging way through an accessible

online platform. It not only addresses key issues related to water usage but also provides space for deeper learning with tips, facts, and additional information, inspiring independent research through catchy and unusual facts.

To develop the tool, Waterford Sustainable Living Initiative first located partners who could assist with researching and designing questions, creating a points-based system and integrating additional educational content. Consideration was given to the tool's appearance, functionality and the way results were displayed, with editable components and a completion tracker built into the backend to monitor engagement. After the initial design phase, the project was handed over to app developers for implementation, followed by styling and deployment on the hosting platform. The tool features gamified, interactive learning experiences with point rewards for water-efficient choices and has the potential to expand into a multiplayer format for competitive engagement, increasing its appeal.

Designed to be adaptable, adjustable and easily editable, the tool includes a completion tracker on the backend, which allows developers to monitor user engagement and update content regularly to keep it fresh and relevant. It offers simple, actionable suggestions on how to improve water usage and provides further information for those seeking deeper knowledge. By addressing the often overlooked topic of everyday water consumption and hidden water footprints, the tool made these concepts more accessible to a broad audience. Its remote, online format ensured that it could be used anywhere and by anyone, making it an effective resource for raising awareness about water conservation and promoting sustainable behaviour

## WHAT MAKES THIS GOOD PRACTICE STAND OUT

This good practice offers an engaging and interactive approach to learning through gamification. By incorporating a points-based system and interactive challenges, the tool makes learning about water usage, both visible and hidden, fun and accessible. This gamified experience motivates users to adopt water-efficient behaviours in a way that is more engaging than traditional educational methods, transforming what could be dry information into an enjoyable experience that sustains user interest and encourages real behavioural change.

Additionally, this activity stands out by focusing on under-recognised aspects of water usage, such as hidden water footprints, which are often overlooked in traditional water conservation education. By highlighting these lesser-known impacts, the tool fills a critical gap, making the topic of water conservation more comprehensive and enlightening for users. Also, it provides actionable suggestions and deeper informational content, empowering users with the knowledge and practical steps needed to make a positive impact.

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# WATER FOOTPRINT CALCULATOR

Discover if our blue planet considers you naughty or nice

Answer x simple questions to reveal your water

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**CONTACTS**

[info@slewaterford.ie](mailto:info@slewaterford.ie)



# 05

## LOOKING AHEAD

The Compendium of Good Practices for Promoting Youth and Local Authorities Engagement for Climate Action and Sustainable Lifestyles demonstrates the transformative potential of integrating young people and local authorities into the heart of sustainability action. By adopting a “glocal” approach the practices compiled here show how local actions, when thoughtfully designed and implemented, can significantly contribute to global sustainability goals. These practices have demonstrated to be instrumental in reaching the objectives of the People & Planet – a Common Destiny project, improving local authority engagement and mobilising young European citizens towards adopting more sustainable lifestyles. In fact, about 95% of young people who participated in the project confirmed they had adopted changes in their personal behaviour in line with sustainable development at the time of writing.

As the global climate crisis deepens, the importance of local action cannot be overstated. The good practices presented here offer a blueprint for how communities can engage with the climate emergency through innovative, youth-driven initiatives. However, it is essential to remember that these examples are not one-size-fits-all solutions. Each community has its unique challenges, cultural contexts and resources, so it is crucial that readers adapt these practices to fit their local realities.

Moving forward, continued investment in education, capacity-building and collaboration between youth and local authorities will be critical. These efforts will help sustain momentum and expand the reach of successful models while allowing for necessary adaptations. The path to a sustainable future requires the active participation of all sectors of society, with young people playing a pivotal role. The challenge now lies in scaling these efforts and tailoring them to ensure that climate action and sustainable lifestyles become deeply rooted in communities across Europe and beyond.



## DISCLAIMER

This document was produced with the financial support of the European Union. Its contents are the sole responsibility of the People & Planet: a Common Destiny project and do not necessarily reflect the views of the European Union.