

Pathway for behavioural changes and environmental challenges

A practical guide to play
your part in the challenge
of the age.



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Acronyms

EU	European Commission
E+	Erasmus+
FG	Focus Group
PC	Project Coordinator
PR	Project Result

Abstract

The GREEN Factor Pathway for behavioural changes and environmental challenges is the first project result (PR1) of the GREEN Factor Project. This product required the implementation of different social research tools (desk research, surveys and focus group interviews), and a collaborative work by all partners. The following document presents the results of this work and field research: the Good Practice Catalogue and the Green Challenge Report.

INTRODUCTION

GREEN Factor project aims to create tools and opportunities to educate and engage young European citizens, in order to develop a new mindset for generating more sustainable behaviours, choices and ideas to be impactful in the short/long term. The project will focus mainly on young people's needs and attitudes (16-30 y/o) and on professionals who work with youth, in order to impact on them more efficiently and in the long term (youth workers, youth and green associations' staff).

The first step in the GREEN Factor project was the elaboration of The GREEN Factor pathway for behavioural changes and environmental challenges (PR1). It will boost young people's environmental awareness and behavioural change, as foreseen also by the European Green Deal.

Young people's behavioural change will be the turning point to become not just more conscious citizens, but also to become informed green entrepreneurs. In fact, in order to have a green entrepreneurial mindset and to build up an eco-oriented business, the crucial precondition is to have the practical know-how to progressively change personal attitude in daily life.

To effectively generate impact, PR1 focused on the following fields of research:

- ◆ How to boost behavioural change among young citizens. The project partners have produced a Good Practice Catalogue based on the collection of good practices from Europe and partners countries about greener behaviours. Surveys were conducted to figure out which are youth most relevant behavioural gaps to be fulfilled in the everyday-life domains to reach an effective long-term impact (i.e: food consumption, shopping, cosmetics, reduce energy use and waste etc). All the aspects that were investigated deal with practical aspects of everyday life, in order to approach them finding effective educational approaches.
- ◆ Identify the main green challenges to be faced by young aspiring green entrepreneurs, focus on green challenges in each partner Country. The Green Challenge Report analyses current trends of Green Entrepreneurship, its diffusion in Europe with particular focus on partners' Countries. The report is based on research and focus group interviews done at national level.

Research desk



Focus Group



Online Survey



Green Challenges Report



Good Practice Catalogue



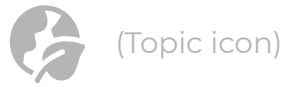
Pathway for behavioural changes and environmental challenges



GOOD PRACTICE CATALOGUE



How to read the catalogue



Main topic

(Secondary topics icon)

Also related to...



Good practice - Title

Explanation

.....

.....

.....

 Impact information / related data

“ ”
Motivational message

Additional link-----

[Link](#)



Consumption habits

Also related to...



Reduce!

In a consumption society, reducing what you buy is one of the most important strategies to decrease our negative impact and be more sustainable. Not only the planet will thank you, so will do your economy! People deciding to save money on smaller purchases find that savings accumulate quickly. Then you can re-allocate money for a meaningful vacation, charity, experience, pay off debt, or to put them into a bank or retirement account.

“ ”

*Do you really need it?
Does it turn the spark of
joy in you?
If not DON'T BUY IT!!*

Additional link

<https://www.becomingminimalist.com/no-buy-year/>



Consumption habits

Also related to...



Purchase local brands instead of mass-produced product

Locally owned businesses make more local purchases — requiring less transportation — and set up shop in town or city centers which generally means less sprawl, congestion, habitat loss, and pollution.

Impact information

By buying locally, you can help to cut carbon emissions and air pollution - whether that's by reduced food kilometers or indeed transportation of any other item. It's better for the planet and helps support the local economy, too.

“ ”

Give a chance to local good products

Additional link

<https://www.euroscientist.com/environmental-impact-local-sourcing/>



Consumption habits

Also related to...



Consider to utilize thermos flasks for water

Do not use plastic bottles but prefer bottles in steel like suitable for transport and daily use. You can make a difference whether you carry your bottle in your gym bag, purse, briefcase, or otherwise. Minimizing single-use plastic bottle consumption is a sustainability effort that anyone can get behind by purchasing — and using— an eco-friendly thermos or reusable water bottle.

Impact information

Even if you only buy one large plastic bottle per day, or the four per day that recommended hydration requires, with a reusable bottle, you save anywhere from 365 to 1,460 plastic bottles per year.

“ ”

Hydrate yourself and let the environment breathe

Additional link

<https://earth911.com/how-and-buy/safe-and-sustainable-thermoses/#:~:text=Even%20if%20you%20only%20buy,1%2C460%20plastic%20bottles%20per%20year.>



Consumption habits

Also related to...



Buy smart, ask for durability

If you are going to buy something, integrate “durability” to your decision criteria. Maybe this product seems more expensive at the beginning, but as they say: cheap can end up being expensive! A list of things that buying cheap can be more expensive include: electronics, clothing, toys or food. Buying the €280 laptop that’s super slow, does not have enough memory and breaks in a year is a waste of resources and money, but buying a well researched computer for 600€ that has a history of longevity and lasts you 5-8 years is the most efficient decision.

“ ”

*Buy things to last, not
to being throw away
every year!*

Additional link

<https://ec.europa.eu/environment/gpp/pdf/ecolabels.pdf>



Consumption habits

See the label and keep informed

It is truth that we as consumers do not manage complete information. And information is what we need to make good consumption decisions. However, labeling practices are improving, giving us better information. More information here: <https://ec.europa.eu/environment/gpp/pdf/ecolabels.pdf>



*Buy smartly, seek for
information. Look for
the LABEL!*

Additional link

<https://ec.europa.eu/environment/gpp/pdf/ecolabels.pdf>



Consumption habits

Also related to...



Fast fashion

In the last 20 years clothes became cheaper, trend cycles sped up, and shopping became a hobby. Fast fashion can be defined as cheap, trendy clothing available in high street stores at breakneck speed to meet consumer demand. The idea is to get the newest styles on the market as fast as possible, so shoppers can snap them up while they are still at the height of their popularity and then, sadly, discard them after a few wears. It forms a key part of the toxic system of overproduction and consumption that has made fashion one of the world's largest polluters. Fast fashion's negative impact includes its use of cheap, toxic textile dyes—making the fashion industry the one of the largest polluters of clean water globally, right up there with agriculture.

Impact information

'The average European creates 11 kilos of textile waste a year, but less than 1% of clothes are recycled into new clothes. It takes an incredible amount of 2,700 litres of water to produce a single T-shirt. By contrast, organic cotton reduces water consumption by 91% as opposed to conventional cotton. A study from 2015 shows that 97% of what goes into making clothes are new resources, with only 3% of it being recycled materials. This adds up to an annual resource input of 98 million tons – including oil to produce synthetic fibres, fertilizers to grow cotton and an endless list of chemicals needed to dye & finish fabric.'

“ ”

*“Buy less, choose well, make it last”
- Vivienne Westwood*

Additional link

<https://goodonyou.eco/what-is-fast-fashion/>

<https://sustainablefashionconsumption.org/>

<https://zerowasteurope.eu/press-release/eu-gets-tough-on-fast-fashion-new-laws-30-march-charge-brands-to-boost-sustainable-clothing-report/>



Consumption habits

Also related to...



Reduce the use of wet wipes and don't throw them to the toilet

From wiping down surfaces in the kitchen and cleaning our hands when we're out and about to removing makeup and changing nappies, it seems that there's a wet wipe for every task. But while they are convenient, they can pose a threat to the environment, particularly if they're not disposed of properly. Wet wipes that have been incorrectly disposed of by flushing also contribute to the formation of fatbergs, the huge plugs of waste, fats and oils that account for around 300,000 sewer blockages each year and which can cause sewer flooding. In fact, flushed wet wipes account for over 90% of the material found in fatbergs, according to data from Water UK

Impact information

'According to the 2017 Great British Beach Clean report, wet wipes are responsible for up to 8% of the plastic to be found in the sea at European shores. Apart from drink bottles and fishing nets, they make up a large part of the plastic waste in our seas. Flushed wet wipes account for over 90% of the material found in fatbergs, according to data from Water UK.

“ ”

Stop Using Wet Wipes!

Additional link

<https://www.zerowastelifestylesystem.com/wet-wipes-the-dirty-truth/>



Dissemination

Use your social media accounts to promote environmental awareness to the public

Using social media in promoting awareness towards climate change and environmental awareness is the best way to create discussions between young people with a special focus to environmental issues.

It could seem as nothing, but social media has had a big impact on spreading information. For instance, Facebook had the largest subscription and dissemination of climate change information. Large majority (77.6%) associated climate change with global warming while burning of fossil fuels.

Impact information

98.3% of the respondents (researchgate.net) heard about climate change through social media while 48.6% discussed it with friends on their networks. Facebook had the largest subscription and dissemination of climate change information. Large majority (77.6%) associated climate change with global warming while burning of fossil fuels is regarded as the main contributor to climate change with 36.7% and 47.6%

“ ”

Let's spread the word:
IT IS TIME TO DO
SOMETHING FOR
THE PLANET!

Additional link

https://www.researchgate.net/publication/312158825_INFLUENCE_OF_SOCIAL_MEDIA_ON_CLIMATE_CHANGE_KNOWLEDGE_AND_CONCERNS



Dissemination

Include sustainability in communication campaigns

Responsible communication aims to raise awareness of environmental and societal issues, but also to change behaviors to move towards greater sustainability. It is regarded as the main contributor to climate change with 36.7% and 47.6%.

Impact information

The impact of this type of communication on brand image is well known: according to the Denjean & Associés survey, for 67% of French people, a positive CSR policy improves their perception of a company that they do not like at first.

“ ”

Focus on the benefits of sustainable initiatives and communicate them!

Additional link

<https://www.conversationnel.fr/content-marketing/communication-responsable-engagement-ethique>



Dissemination

Recommend books, documentaries, or movies regarding the environment issues to your friends

Watching movies or documentaries does not require too many efforts. It could be an interesting way to spread awareness between young people while they are chilling at home. Moreover, reading books can help open new mental horizons of what can happen to our planet.

🔍 Impact information

14.1 million people watched the BBC's 2017 series, "Blue Planet II" making it the most-watched TV programme in Britain that year, according to the BBC. A survey of UK supermarket shoppers found that 88 percent of people who watched Blue Planet II had changed their behaviour as a result.

“ ”

Your hobbies can also
be sustainable

Additional link

<https://www.euronews.com/green/2020/10/07/do-environmental-documentaries-actually-have-an-impact-on-people-s-bad-habits>



Energy

Clean your mailbox!

Believe it or not, emails do leave a carbon footprint. Most emails, including spam ones, unread ones, and those you simply forgot to delete are generally stored on the cloud and huge data centers. Cloud storage requires quite a lot of electricity, which in most parts of the world is still generated by fossil fuels. According to Data Center Knowledge, data centers are responsible for about 1 percent of all electricity consumed in the world each year.

Q Impact information

'Data centers consumed 1% of all electricity consumed in the world in 2020.

Storing an email in a data center for one year emits 10g of CO2.

“ ”

Delete that message from your toxic ex! Quit from all these newsletter subscriptions you never read! Say goodbye to all the spam and advertisement messages! Today we say BYE BYE!!!

Additional link

<https://www.lindependant.fr/2021/03/02/chaque-francais-stocke-entre-10000-et-50000-e-mails-non-lus-a-ce-rythme-la-pollution-numerique-va-t-elle-rattraper-le-transport-aerien-9403643.php#:~:text=En%20>



Energy

Install energy-efficient light bulbs

Compact fluorescent lamps use only around 25% of the electricity as traditional light bulbs to provide the same light. They have a longer lifetime (less money spent on replacements), they are more durable, use less energy, produce less waste and are safer. All PROs!

Impact information

More efficient light bulbs can save up to 80% on your next electric bill and last up to 8 times longer. LEDs use 90% less energy than incandescent bulbs, and CFLs use 25-35% less energy than conventional lighting.

“ ”

We need you to become a LEDer!

Additional link

<https://www.ecowatch.com/energy-efficient-light-bulbs-2655479868.html>



Energy

Washing clothes at cold temperature

Use your washing machine or dishwasher only when you have a full load and select economy programmes and/or the lowest possible temperature. It also has some benefits. For example, cold-water washing means clothing is less likely to shrink or fade and ruin clothes, and it also reduce wrinkles, which saves energy costs (and time) associated with ironing.

Q Impact information

Washing clothes at 30°C (86°F) rather than 40°C (104°F) reduces electricity consumption by around 40% on average.

“ ”

Rock your clothes by saving energy

Additional link

<https://www.energysage.com/energy-efficiency/101/ways-to-save-energy/2655479868.html>



Energy

Replace conditioners air filters

Clean filters are more efficient and put less strain on your system. Moreover, replacing obsolete filters allows dust, moisture, bacteria and any other residue that may be deposited in them to be removed. Molds and dust mites are also capable of undermining the hygiene of filters, which are therefore essential to our good health, an air filter that is clogged means a harder working HVAC system. This can lead to more carbon monoxide and other greenhouse gasses being released than is necessary.

Q Impact information

Reduce energy consumption up to 15% per year.

“ ”

Clean filters, not only good for the environment, but also for your health!

Additional link

<https://www.energysage.com/energy-efficiency/101/ways-to-save-energy/2655479868.html>



Energy

Set the thermostat correctly

Most people set in a wrong way the thermostat, increasing the consumption of energy, and spending much more money. Set the thermostat to a standard temperature (i.e., 6 degrees lower/higher the external temperature) ensures a comfortable environment and lower bills.

Q Impact information

'Increasing the temperature of the thermostat to 1 C°- by- 1 C° grow up also the energy consumption of 7%. On average, a programmable thermostat can save you \$180 (€170.66) per year (10-15% of the bill).

“ ”

Energy saved is Energy generated

Additional link

<https://www.nytimes.com/wirecutter/blog/smart-home-energy-bill/2655479868.html>



Energy

Use natural light

Natural light is one of the keyways of saving energy. Daylighting minimizes the amount of artificial light and reduces electricity and HVAC (heating, ventilation, and air conditioning) costs. Electrical lighting produces a lot of heat, whereas natural lighting generates hardly any heat if it is properly controlled.

Q Impact information

Making use of natural light can save up to 75 percent of the energy used for lighting buildings and reduce cooling costs.

“ ”

*Here comes the sun...
It's alright! Light up
your life! Open your
windows say hi to the
sun!*

Additional link

<https://danpal.com/environmental/the-energy-savings-of-daylighting/#:~:text=Natural%20light%20is%20one%20of,if%20it%20is%20properly%20controlled.2655479868.html>



Energy

Also related to...



Model and encourage climate-appropriate dress codes

Change dress codes and clothing habits so less energy is needed to heat and cool buildings. More suitable clothing allows people to live and work comfortably in cooler buildings in the winter, and warmer ones in the summer.

Impact information

Energy consumption could be reduced by 10% if everyone dressed more appropriately for climate.

“ ”

Save energy while showing your fashionista side

Additional link

<https://www.overshootday.org/portfolio/climate-appropriate-clothing/2655479868.html>



Energy

Insulate your home

Insulate your home help of stabilising the temperature. Proper insulation reduces heat loss or heat gain what have a big impact on energy consumption. Depending on your home there are key places to take into consideration: Attic, ceilings, basement, walls (windows including), and floors. The market now offers many different solutions for issues related to each one of these areas of your home.

And energy saving is not the only benefit, home insulation results in: more comfort, less noise, improvement of resale value and of course improvement of environmental impact.

Impact information

Saving up 20 % of energy consuming in your bills.

“ ”

ReENERGIZE your home

Additional link

<https://www.thisoldhouse.com/insulation/21097080/home-insulation-helps-reduce-energy-bills2655479868.html>



Energy

Also related to...



Unplug devices chargers

The Vampire energy: millions of devices around the world consume electricity even when they are switched off. From computer, TV, and game consoles to electric toothbrush, microwaves and printers, all these household appliances consume electricity even when they are not being used. So, unplugging the unused devices is a simple step in the right direction.

Q Impact information

Unplugging devices could save the average household up to \$100 (€94.86) per year.

“ ”

*Make the first move
and start saving energy*

Additional link

<https://www.cnet.com/home/energy-and-utilities/turns-out-unplugging-your-appliances-really-does-save-you-money/>



Energy

Also related to...



Turn-off your gaming console while you are not playing, instead of leaving it in the stand-by mode

The actual gaming consoles are powerful devices able to perform at the highest level. There is an option you can choose while you're not playing: the standby mode (or rest mode). This option allows you to continue recharge your controllers and download digital products. As a consequence, the console continues to consume energy in things you can do while you're playing actively.

Q Impact information

Leaving your PS4 plugged in 24/7 without using it, will cost you close to 62 cents (€ 0.59) per year. This increase to an estimated \$0.81 (€0.77) if you also leave a PS VR plugged in.

“ ”

Let's avoid a GAME OVER on our planet. Turn off your console

Additional link

<https://ecocostsavings.com/how-many-watts-does-a-ps4-use/2655479868.html>



Energy

If you like running, go for an outside run instead of using a treadmill

Treadmills is surely an important machine useful for people like running, especially in wintertime when the outside temperatures are too cold. Anyway, when possible, an outside run could be the better choice in term of physical wellness, breathing and mental relaxation. How much does it cost? zero.

Q Impact information

On average, treadmills use about 600 to 700 watts of electricity. A treadmill costs an average of \$1.20 (€ 1.14) to use for a month, and \$14.39 (€ 13.64) to use for a year.

“ ”

Run a beautiful world!

Additional link

<https://news.energysage.com/how-many-watts-does-a-treadmill-use/2655479868.html>



Energy

E-mail reduction

Reducing e-mails that are not necessary can help to reduce your footprint. As calculated by Eco2 Greetings, a standard email emits about 4 grams of CO₂e (carbon dioxide equivalent). The source also estimates that an average year of emailing emits about 136 kilograms of CO₂e, which is about the same impact as driving 200 miles (321.87 km) in a gas-powered car.

Q Impact information

Different studies indicate that sending an e-mail can cause between 4 -30 grams of CO₂e.

In the world, 281 billion emails are sent every day.

“ ”

Is that message really essential? Think it twice before pressing SEND

Additional link

<https://www.lindependant.fr/2021/03/02/chaque-francais-stocke-entre-10000-et-50000-e-mails-non-lus-a-ce-rythme-la-pollution-numerique-va-t-elle-rattraper-le-transport-aerien-9403643.php#:~:text=En%20>



Energy

Also related to...



Footprint calculator

'A carbon footprint is the total amount of greenhouse gases (including carbon dioxide and methane) that are generated by our actions. The total carbon footprint of EU-27 was equal to 6.8 tonnes of CO₂ per person in 2019, according to Eurostat.

Q Impact information

'The total carbon footprint of EU-27 was equal to 6.8 tonnes of CO₂ per person in 2019. A reasonable footprint per person is from 2,7 to 7,25 tons per year.

“ ”

To change first we need to know. Use this footprint calculator to know how pollutant your habits are and start the change

Additional link

<https://www.cnet.com/home/energy-and-utilities/turns-out-unplugging-your-appliances-really-does-save-you-money/>



Green entrepreneurship

Footprint calculator

It can be a great environmental practice for your organization to shorten employee commutes. Motivate yourself and your colleagues to bike or walk to work if your company is situated in a convenient location. If you live close to another colleague, you might be able to carpool. Moreover, home-office is a terrific ergonomic solution if your company allows this. If you are a manager, facilitate a green commuting policy for your employees.

Impact information

Transportation (including employee commuting) is the second biggest source of carbon emissions in Europe, after the electricity sector. The amount of total carbon emissions that came from transportation was up by 7.3% in 2021 compared with 2020.

“ ”

Greening your commuting

Additional link

<https://travellifestaybetter.com/transport-emissions/>

<https://ec.europa.eu/clima/news-your-voice/news/emissions-trading-greenhouse-gas-emissions-73-2021->



Green entrepreneurship

Also related to...



**Prefer sustainable materials when printing.
Use sustainable materials like recycled paper to print your
communication campaigns or products.**

Producing paper consumes a lot of energy and involve cutting trees. If you need to print documents, communication campaigns, etc. use sustainable materials like recycled paper.

Impact information

Paper recycling avoids 390,000 tons of CO2 emissions per year in France, equivalent to the annual emissions of 200,000 cars.

“ ”

Use sustainable and recycled materials - save the planet and trees

Additional link

<https://travelfestaybetter.com/transport-emissions/>

<https://ec.europa.eu/clima/news-your-voice/news/emissions-trading-greenhouse-gas-emissions-73-2021->



Green entrepreneurship

Switch off the lights and electronics when the workday is over

One of the easiest ways to adopt environmental habits in a business is to make sure all lights and electronics are shut off at night. An entrepreneur could even install motion-detecting lights, which turn off automatically when no one is around. This option could even save money during the day. Also, leaving a computer monitor turned on consumes as much energy as working on it. Make sure your computer monitor is turned off when you are not working. It can cut energy consumption drastically. And if you are in a management position establish a policy to switch off the lights and electronics at your office



*Become an energy saver also
at work!*

Additional link

<https://blueandgreentomorrow.com/energy/4-ways-to-reduce-energy->



Green entrepreneurship

Also related to...



Use of natural cleaners

By encouraging recycling and reducing the discharge of harmful items, green cleaning solutions help reduce water and air pollution. Basically, hundreds of harsh chemicals that have been related to asthma, cancer, and harm to development and reproduction are included in many cleaning products. Going green with your cleaning supplies benefits both the environment and the health and wellbeing of your staff.

Impact information

Between 80,000 and 140,000 chemical contaminants from cleaning products can be found in our wastewater.

“ ”

Let's invest in sustainable cleaning

Additional link

<https://www.in-tec.com.au/learning-centre/5-benefits-sustainable-cleaning-products-workplace#:~:text=By%20engaging%20cleaners%20who%20use%20environmentally-friendly%20cleaning%20products%2C,also%20>



Green entrepreneurship

Also related to...



Repeal of one-use dishware

Plastic utensils, paper plates, paper cups, and bottled water produce a lot of garbage. When taking your meal to work, prioritize reusable containers instead of one-use dishware because these materials are only good for one or two usages. If you are a manager, you might make huge long-term financial savings and environmental improvements by purchasing reusable plates, cups, and cutlery for your workplace. You can also encourage staff members to bring their food in reusable containers.

“ ”

Tupper ware rules!

Additional link

<https://catalystforbusiness.com/best-environmental-practices-for-green->



Green initiatives

Also related to...



Clean beaches

Land-based waste products end up in seas, oceans, and beaches. Ocean trash affects the health of wildlife, people, and local economies. An entire week to celebrate our beautiful beaches and ensure they stay clean, safe, and lovely for generations to come. While Beach cleanups don't rid the ocean of plastic and trash, they do increase awareness about pollution and educate individuals through action. Overall, beach cleanups are a worthy cause to bring people together to focus on the environment and learn ways to protect it.

Q Impact information

8 million metric tons of plastic wash up in the world's oceans every year - we must take care of our beaches, as they are the gateway to the ocean!

Did you know that the oceans make up 70% of the planet and are home to more than a million known species (and perhaps as many as 9 million unknown ones)?

“ ”

If you go to the beach for fun, always make sure you “leave no trace,” taking everything you brought to the beach back with you.

Additional link

<https://nationaltoday.com/clean-beaches-week/>



Green initiatives

Also related to...



Avoid fresh food waste

We're wasting food that could be used to feed the hungry. Growers and grocers are tossing away food and profits which go to the landfill and contribute to climate change. The emissions that resulted from producing and processing, packaging, shipping, storing, picking up and cooking are also wasted, further exacerbating the problem.

Q Impact information

Reducing food waste ranks third on their list of solutions to reduce greenhouse gases. Solving this problem, according to Drawdown's estimate, would result in saving us 70.53 gigatons of reduced CO₂.

The prefix "giga" means 10⁹, or one billion (1,000,000,000).

“ ”

Don't put more on your plate than you can eat. Don't buy more fresh food than you can consume in a few days.

Additional link

<https://www.zestlabs.com/food-waste-profits-greenhouse-gases/>



Green initiatives

Also related to...



Eat Less Meat

Meat and dairy are responsible for the majority of GHG emissions in the agriculture industry. Farming releases two powerful greenhouse gases: methane from livestock during digestion, and Nitrous Oxide as an indirect product of organic and mineral nitrogen fertilisers. As the majority of emissions are a result of production and preparation of meat and dairy, consuming less meat would be a positive contribution to reducing GHG emissions.

Q Impact information

The Amazon is gradually being cut down and destroyed in order to feed cattle and make space for them to graze. As well as this, animal agriculture is responsible for around 14.5% of greenhouse gas emissions, which amounts to more exhaust from all transportation.

“ ”

Less meat, more vegetables!

Additional link

<https://www.reducetarian.org/blog/2019/1/26/10-reasons-to-eat-less-meat>



Green initiatives

Also related to...



Practice Sustainable Tourism

Sustainable travel has gained popularity as we have become aware of the potential risks and dangers associated with travelling, such as waste or carbon emissions. 5 ways of being more sustainable when travelling:

1. Be mindful of the mode of transportation that you use. Seek for less polluting methods like trains.
2. Be aware of harmful environmental consequences as a result of social activities, such as littering.
3. Contribute to local communities by supporting smaller businesses rather than global ones.
4. Use reusable water bottles when travelling abroad to minimise plastic waste.
5. Choose eco-friendly accommodation. Look for Green Key certified accommodation.

Q Impact information

895 Tonnes of CO2 released by flights in 2018, Cruise ships released up to 10 times the amount of sulphur dioxide around the European coast compared to 260 million cars.

“ ”

This is about being a responsible tourist!

Additional link

<https://www.greenmatch.co.uk/blog/2019/09/sustainable-travel>



Green initiatives

Also related to...



Take part in Earth Hour

It is an excellent initiative that takes place in March every year and promotes awareness and energy saving. Yes, a day when we stop thinking about consuming and think a little about saving and preserving the resources we have. In each country there are different initiatives. Earth Hour is about more than just switching off for sixty minutes. Across the globe, Earth Hour has inspired tree-planting events, beach cleanups, community gatherings, mass candlelit vigils and more. It highlights the environmental issues our Earth is facing and gives us motivation to find solutions.

Q Impact information

Millions of people around the world in over 190 countries and territories take part in Earth Hour as a pledge to help fight for our planet and demand stronger climate action.

“ ”

*Join the Earth Hour Day!
Make an impact beyond the
hour!*

Additional link

<https://www.earthhour.org/take-part>



Green initiatives

Also related to...



Find out more about environment and share what you know

The more informed you are, the more you can contribute and the more impact your initiatives will have. Explain why a healthy environment is essential for a healthy society. Call for more action on climate change, which is damaging natural environments around the world. Talk to your employer, school, or university about being more friendly to nature. Could they do more to encourage recycling and waste reduction? Could they make outdoor spaces greener? Can people get together to grow fruit and vegetables? Do you see companies that could do more to protect the environment? – e.g. selling products in non-recyclable packaging. Find their contact details and tell them why they need to do things better. Speak to friends, family, colleagues and classmates about the threats facing the natural world, talk positively about the changes you have made, the challenges you encountered and how you overcame them.



Be a voice for nature

Additional link

<https://www.greenmatch.co.uk/blog/2015/02/top-100->



Green initiatives

Also related to...



Protect natural spaces when hiking

While nature and the outdoors provide a healthy escape for us, we must not forget that they're homes to countless species of plants and animals. Human trampling affects vegetation on trails by destroying the surface. It also reduces the plant cover, affecting biodiversity. The worst-hit areas are summits and cols, low ridges between mountains. Additionally, it can damage soil, leading to erosion, and reducing nutrient content. These effects have long-term consequences for the plant community. The impacts of trampling are more severe in alpine regions where vegetation has no chance to recover.

Q Impact information

Hiking on trails reduce the impact to the vegetation and the erosion of soil.



Watch your step and stick to marked trails when hiking

Additional link

<https://lifestylelia.com/how-do-hiking-trails->



Transport

Use carpooling whenever you can for any itinerary you take

Carpooling is the sharing of car journeys so that more than one person travels in a car and prevents the need for others to have to drive to a location themselves. If you carpool you do environmentally friendly and affordable way to travel as sharing journeys reduces air pollution, carbon emissions, traffic congestion etc.

There are many apps you can use to find carpooling partners.

Impact information

In 2020 23 million vehicles were used to carpooling and it is projected just under 45 million vehicles will be in global carpooling programs by 2025 (statista.com)

“ ”

If James Corden does it, why don't you? Share your way to becoming greener!

Additional link

<https://en.wikipedia.org/wiki/Carpool>



Transport

Avoid using cars: drive bicycles, go by foot - use your own body energy to transport yourself

There is absolutely no better way of transportation than to use one's body energy, which is 100% unarmful to your society. Big changes are inspired by us as individuals. And together, we can create a collective demand for a world we want to see. By doing so you: reduce air pollution, contribute to biodiversity preservation, foster behaviour changes.

Impact information

Bicycle riding uses minimal fossil fuels and is a pollution-free mode of transport. Bikes reduce the need to build, service and dispose of cars.

“ ”

“Your body, your best transport”

Additional link

<https://www.sustrans.org.uk/our-blog/get-active/2020/in-your-community/how-does-walking-and->



Transport

Electric trains, trams and electric buses

Combine the advantages of green vehicles with those of sustainable transport choices. If you privilege using public and sustainable transportation means you will reduce CO2 emission. Sustainable mobility contributes to the 2030 Agenda for sustainable development.

Impact information

Sustainable transport contributes to a reduction in damaging carbon dioxide (CO2) emissions, and therefore, to a reduction in atmospheric pollution and improved air quality in cities.

“ ”

“When moving, go electrical”

Additional link

<https://climate.selectra.com/en/advice/sustainable-transport#:~:text=Sustainable%20transport%20>



Transport

If no choice - privilege the electric and already used cars

Compared to conventional gasoline vehicles, electric cars are better in light of energy efficiency, performance, convenience, maintenance, and tax credits. They are also greener with much lower emissions. They produce no or fewer tailpipe emissions than internal combustion engine cars.

Using renewable energy for charging an electric car can contribute to reducing CO2 emissions even further. Energy sources like solar, wind, hydro, and geothermal are renewable, unlike gasoline, which can only be used once.

Recycled and bio-based materials are being used in production. The increase in supply and demand will cause better infrastructure, more efficient production techniques, and more options in materials, making our world greener with far fewer greenhouse gas emissions.

Impact information

Here are three main advantages of electric cars: No fuel required so you save money on gas. Paying \$0.10 (€0.095) per kW is the equivalent of driving on gasoline that costs less than \$1 per gallon (less than € 0.095 per 3.78 L).

“ ”

“Light-up your car”

Additional link

<https://www.nytimes.com/interactive/2021/01/15/climate/electric-car-cost.html>



Waste

Composting at home

Composting is a green and great way of disposing of waste. At home, put the food in a bag and while at work, do it in the break room or cafeteria. You can compost the excess fruits, tea bags, eggshells, coffee filters, greasy pizza boxes, and much more. Tightly seal the composting bin or bag to minimize odours and fruit flies. Also, be sure to use compostable bags to easily transfer the waste to your own composting pile. The compost pile will become a good addition to your office or home garden, as it will nourish the soil. Composting, in general, converts and recovers organic matter into stabilized, hygienic, and soil-like products, that are rich in humic compounds that enrich the soil. Proper composting of the organic waste we generate in our daily lives can reduce the dependence on chemical fertilizers, help recover soil fertility, and improve water retention and the delivery of nutrients to plants. More broadly, by reducing food waste, composting also helps to reduce greenhouse gas emissions that affect climate change.

Q Impact information

Food loss and waste generate an estimated 8-10 per cent of global greenhouse gas emissions while using land and water resources increasingly put pressure on biodiversity.

“ ”

Composting is a green and great way of disposing of waste

Additional link

<https://www.unep.org/news-and-stories/story/how-composting-can-reduce-our-impact-planet>



Waste

Recycle Plastic

Reduce our use of plastic by eliminating plastic bags and straws notably. This waste has a huge impact in marine life, microplastics have become a macro problem in the ocean.

More and more governments are proposing measures to reduce the impact of plastic on the environment. In fact, in 2021 Europe banned the sale of single-use plastics. Things you can do to reduce your own use of single plastic are: carry on your own cloth shopping bag, avoid drinking straws, carry your own glass water bottle, buy more bulked food and less packaged products, replace plastic for glass tupperware etc.

🔍 Impact information

Plastic waste makes up 80% of all marine pollution and around 8 to 10 million metric tons of plastic end up in the ocean each year. Research states that, by 2050, plastic will likely outweigh all fish in the sea. In the last ten years, we have produced more plastic products than in the previous century.

“ ”

It's only one straw said 8 billion people

Additional link

<https://oceanliteracy.unesco.org/plastic->

<https://blog.impactplastics.co/blog/sustainability-in->

<https://www.diverbliss.com/ocean-plastic->

<https://www.youtube.com/watch?v=ZHCgA->



Waste

Reduce, reuse, recycle

Recycling saves energy keeps materials out of landfills and incineration, and provides raw materials for new products. Have more bins for collecting recyclables like paper, glass, plastics and many more, which can then be recycled. Where possible, reuse some products like plastic bottles instead of throwing them away as soon as you use them. Reusing keeps these and more products from the garbage bin, conserving the environment. Also, minimize your use of some of these products. For instance, instead of having takeout food in buckets and cups that will end up in the bin, go into the restaurant and have the food there on plates that will be cleaned and used again and again.

Q Impact information

Manufacturing one ton of office paper with recycled paper stock can save nearly 3,000 kilowatt hours. A ton of soda cans made with recycled aluminum saves an amazing 21,000 kilowatt hours. That's a 95% energy savings. A ton of PET plastic containers made with recycled plastic conserves about 7,200 kilowatt hours. Recycling one glass bottle saves enough energy to light a 100 watt light bulb for four hours. Steel recycling saves enough energy to electrically power the equivalent of 18 million homes for a year.

All of these saving just from recycling!

“ ”

Reduce, reuse, recycle!

Additional link

<https://lbre.stanford.edu/pssistanford-recycling/frequently-asked-questions/frequently-asked-questions/>



Waste

Used not useless

Not everything that has been used should be drowned on the trash bin. Sell, donate, or exchange things or clothes you have no use for and just take space at your home meanwhile somebody could be using it. Buy used items. Just because something has been used it doesn't mean it is no longer useful. A second-hand shopping will not just help you save money, but will allow you to get great, unique pieces and most importantly it prevents waste of energy and resources, and related pollution. Why buy a NEW one if there are so many?

The benefits include: reduction of landfill sites, conservation of water and energy, and reduction of carbon footprint. Furthermore, it helps your community and those in need.

🔍 Impact information

If 1,000 people donated/ resell a t-shirt, they would save nearly a million gallons (3.785.411 L) of water that companies would spend on making new ones. In the same breath, it saves thousands of kilowatts each year that companies require to manufacture new clothing.

“ ”

For someone trash for another treasure

Additional link

<https://collectmyclothes.co.uk/how-donating-clothes-helps-the-environment/>

<https://bbbsu.org/environmental-benefits-of-donating-used-clothing/>



Waste

Donating

Not everything that has been used should be drowned on the trash bin. Donate some of the stuff you no longer use or need as they will benefit those who receive them. For instance, restaurants, hotels and grocery stores should donate extra, perishable and prepared food to shelter homes and food banks. Donate soaps, toiletries, shampoos and skincare products, old computers, printers, hardware and other electronics, and old furniture like desks, and chairs to those who might need them. The benefits of donating clothes include: reduction of landfill sites, reduction of water usage, reduction of carbon footprint.



Protect your planet from getting stuck with landfills, donate things you don't need but can help others

Additional link

<https://collectmyclothes.co.uk/how-donating-clothes-helps-the-environment/>



Waste

Go paperless

Despite the world becoming more technologically advanced, most businesses still use paper and ink, which is one of the biggest waste categories. To become sustainably responsible for the environment, we need to cut down the amount of paper and ink we use. Get rid of paper as far as it is possible, and instead implement policies that can allow individuals and businesses to go digital, go online and use cloud storage. Only print when it is absolutely necessary, and when doing so, print on both sides of the paper, and decrease the margins so that you reduce the number of sheets to use. Print in 'draft mode' to cut down on your ink consumption and in the bathroom, switch to hand dryers, to eliminate paper towels.

Q Impact information

Going paperless reduces your impact on forests, decreases the amount of waste that is dumped into landfills, cuts energy use and helps lessen the impact of climate change. According to the environmental advocacy group The World Counts, global production of paper and cardboard will amount to 420,000,000 tons in 2021.

“ ”

Save the forests, use paper only when necessary

Additional link

<https://start.docuware.com/blog/document-management/how-going->



Waste

Also related to...



Promoting a “think before you print” campaign

It is not necessary to print every document we work with. With the actual applications we have at disposition, printing papers is becoming anachronistic. This mind-set could help reduce paper (less deforestation), ink (less production) and preserves energy should be utilized by the printing machine (saving energy).

And, in case you need to print, you can use duplex printing options.

Q Impact information

Implementing print management software has saved many of customers around 20% on their printer costs.

“ ”

*“If you DON’T need it,
DON’T print it!”*

Additional link

<https://www.dnslimited.co.uk/how-print-management-can-boost->



Waste

Zerowaste

Prevention is the key. On daily basis we use an enormous number of things that afterward turns into waste – from food to plastic & paper bags, coffee cups and bottles - and even though many things can be recycled, recycling is not a never-ending process. The majority of the materials can be recycled only a limited number of times. Furthermore, recycling also requires the usage of energy. Try to prevent creating waste in the first place. Many things - food, cleaning supplies, cosmetics, etc. - are available in a zero waste form. You come with your own jars, bottles, bags, etc., and put things directly in them. This way you can prevent a great amount of waste.

Zerowaste conserves resources and minimizes pollution related to extraction, manufacturing, and disposal. This approach reduces the trash we produce but also embodies waste-free and environmentally friendly production and distribution. It ensures that the product's entire life cycle leaves a minimal negative impact on the environment.

Impact information

A zero-waste approach to production, consumption and disposal will significantly reduce the amount of waste sent to the landfill. And this will directly cut down on pollution and reduce greenhouse gas emissions.



The most environmentally friendly products are the ones you didn't buy

Additional link



Waste

Second-hand, thrift shopping

Why produce a new one if there are so many? Thrift shopping can not just help you save money or earn it, but allow you to get great, unique pieces and most importantly protect the environment.

Sell, donate or exchange things or clothes you have no use for and just take space at your home meanwhile somebody could be using it.

“ ”

*Why produce a new one if
there are so many?*

Additional link-----



Waste

Fix, redo, reuse, be creative

Many things have the potential to be used for a different purpose than the original one. Be creative. Use parts from broken ones, redo or fix old things, make them look like new, unique and use them again.

“Useless” items - used glass jars, egg cases, boxes etc. - can be transformed into something useful, unique, and original.

Reusing saves energy, water, reduces greenhouse gas emissions, landscape pollution. It prevents pollution caused by reducing the need to harvest new raw materials. It does not only improve the outside world but also the inner one. Creativity reduces stress, anxiety and generally has a positive impact on your mental health.

Q Impact information

Overall, in Europe, only about 50% of collected textiles are reused (they are, for example, exported to other countries) and about 50% are recycled, of which only 1% is made into new clothes.

“ ”

*Give a new purpose,
give a new life.*

Additional link

<https://www.cbi.eu/market-information/apparel/recycled-fashion/>

http://web.mit.edu/ebm/Publications/reuse_paper.pdf



Waste

Also related to...



Be aware of the materials

“Every material and end product hold an environmental footprint, characterized by their fabrication, processing, design, durability, and reusability.” Materials determine in a great scale not only the durability of products but also the waste management options.

In this line of action, the ability of a material to be recycled has been an increasingly important factor in material selection, incorporating new strategies and technologies that prioritise recyclability, material longevity, biodegradability, lower CO2 emissions, and a well-established circular economy. Choosing the correct material helps reduce our dependency on diminishing resources through reusing certain materials, our global carbon footprint by circumventing many production processes, and our waste that is winding up in the oceans.

Q Impact information

One of the most significant sources of greenhouse gas emissions today is materials production. CO2 emissions from material production have been observed to account for 23% of global emissions. For example, producing polypropylene (PP) with a 70% recycle fraction can reduce the embodied energy by two-thirds from that of virgin PP, to about 25 MJ/kg. Similarly, producing aluminum that is only 30% recycled can result in a reduction of at least 50 MJ/kg from the embodied energy of primary aluminum (~215 MJ/kg).

“ ”

Material... Choose the right one

Additional link

<https://matmatch.com/>



Waste

Drinking tap water

Bottled water consumption is partly explained by subjective factors like risk perception, organoleptic properties (taste), and marketing. Bottled water consumption involves much higher environmental impacts compared to public drinking water supply.

Q Impact information

1.5 L of tap water instead of PET-bottled water saves 0.34 kg CO₂eq. Thus, a PET-bottled water consumer (2 L per day) who changes to tap water may prevent 163.50 kg CO₂eq of greenhouse gas emissions per year.



Ask the waiter in the bar/ restaurant for tap water instead of bottled water. Bring your refillable water when going outside.

Additional link

<https://www.sciencedirect.com/science/article/abs/pii/S1462901111000141?via%3Dihub>



Water

Choose ornamental plants correctly

Choosing the right plants is crucial if we want to have a water-saving garden. Many cities around the world are putting limits to water consumption because of the scarcity. Grass lawns, for instance, can be very water intensive, so it is very important to choose our garden plants taking into consideration their water needs if you live in a water stressed area.

Impact information

Grass lawns on average require around 30 percent of a household's water consumption.

“ ”

Right plant, right place, to save water

Additional link

<https://www.savingwater.org/lawn-garden/plants/>



Water

Water ornamental plants with graywater

As long as you're only putting biodegradable products down the drain, graywater is perfectly safe for irrigating plants. Kitchen sink water is technically considered graywater as well, but because of its grease content it often requires additional treatment before being used for irrigation. Gardens can come alive with the sheer volume of greywater alone as it contains a wealth of micro-nutrients.

Impact information

One class of nutrients found in greywater is organic matter such as skin cells, phosphorous, found in most soaps and commonly used as a fertilizer.

“ ”

Graywater not only allow you to water your plants saving water, it also can fertilize them!

Additional link

<https://www.gwig.org/watering-gardens-with-greywater-plants-that-like-greywater/>



Water

Take showers no baths

Most people use about 136 litres of water for a bath, according to industry estimates. Changing your bathing habits from using the bathtub to only showering can save 79,5 litres of water per bath.

Impact information

79,5 litres of water saved per bath

“ ”

Showers: Faster & Greener

Additional link

<https://www.salamanderpumps.co.uk/blog/5-reasons-why-showers-are-better->

<https://stanfordmag.org/contents/shower-or-bath-essential-answer>



Water

Take a 5 minutes shower!

Shortening your shower time from 10 to 5 minutes you could save about 47,3 litres of water each shower! Assumption: The average person takes 10 minute shower 3 times a week, with water flowing at 11,3 litres per minute.

Impact information

47,3 litres of water saved per shower.

“ ”

If you showered 3 times per week that would make a water saving of 7.378 litres a year!

Additional link

<https://www.salamanderpumps.co.uk/blog/5-reasons-why-showers-are-better->

<https://stanfordmag.org/contents/shower-or-bath-essential-answer>



Water

5 minutes playlists to shower

This is an amusing way to keep your showers short. Pick 2 songs for each shower that last approx 5 minutes in total and enjoy your shower.

You can find 5-minute playlist on Youtube or Spotify, or you can create your own playlist!

Impact information

12 showers you take saves enough water for one bath—about 36 gallons (136.27 L).

“ ”

Sing your heart out while showering while keeping your shower time as short as you can!

Additional link

<https://www.youtube.com/watch?v=UR459Lo6Zkw>

<https://www.youtube.com/watch?v=aqOF0Rld54A>

<https://stanfordmag.org/contents/shower-or-bath-essential-answer>



Water

Close the tab

It could seem as a grain of sand in a desert, but small changes can make a huge difference when we all participate. Close the tab means do not let the water run when it is not necessary, when you are brushing your teeth, washing your hands, or washing the dishes.

Impact information

...In the UK 1 in 3 leave the tap running while brushing – wasting 24 litres of water a day

“ ”

Don't let the water running!

Additional link

<https://www.eea.europa.eu/archived/green-tips/a-dripping-tap-can-waste->

<https://www.mdx.ac.uk/news/2014/05/1-in-3-leave-the-tap-running-while->



GREEN CHALLENGE REPORT



ENVIRONMENTAL CHALLENGES AS A SOCIETY

Climate change is the most resonant issue that young people have in mind when asking about the environmental challenges that we are facing now as a society, and there is a consensus on the need to act quickly and a consciousness about the social and economic consequences that are rapidly becoming in urgent matters on local and global level.

More specific challenges such as glacier melting, lack of water, desertification, soil erosion, pollution, plastic islands, uncontrolled waste, or lack of diversity were also mentioned, having a wide range of knowledge on the different challenges that our society need to face nowadays.

Some young people interviewed were also aware and concerned about the social and economic challenges that need to be overcome and considered if we want to solve environmental issues in a just, sustainable, and resilient way. For instance, when speaking about energy transition and the strategy to electrify the economy using only renewable sources, some participants highlight the importance to consider human rights issues, as batteries need minerals that are extracted in conflict areas related with armed groups and human rights abuses.

On the other hand, focus groups participants stressed the challenges that come when trying to change consumption habits that supposed a big change in the everyday life, and how those challenges get bigger when there is no awareness or information. Some of them went further indicating that changes in law and funding are very important but societal changes are needed, and that comes with education.

Moreover, importance of information, transparency, and data dissemination, was also brought by some participants as an important factor to raise awareness among population.

However, the economic factor was not forgotten in this discussion. Some participants highlighted that more sustainable consumption habits usually represent a higher budget, turning green consumption in an “elitarian” movement.

Environmental challenges	Where they were mentioned
Climate change in general	Czech Republic, France, Greece, Italy, Spain
Lack of diversity	Italy
Glacier melting	Italy
Greenhouse gas emissions	Italy, Spain
Heat waves	Greece, Italy, Spain
Plastic waste	France, Italy, Spain
Water shortage	France, Italy, Spain
Animal welfare	France
Overfishing	France
Forest fires	France
Ocean acidity	France
Increase of extreme weather events	Czech Republic, France
Overproduction of waste	Czech Republic, Greece
Drought	Czech Republic
Loss of biodiversity	Spain
Invasive species	Spain
Desertification	Spain

Social challenges to face environmental issues	Where they were mentioned
Consumption habits	Greece, Italy, Spain
Capitalism model	Italy
Lack of green education	Greece, Italy, Spain
Energy poverty	Italy, Spain
Poverty	Italy
Human rights	Italy
Transparency	Italy, Spain
Elitarian	Italy
Overconsumption	France, Spain
Lack of knowledge or awareness	Czech Republic, Greece
Create a green mindset	Czech Republic, Greece
Political changeevents	Czech Republic
Corporate organizations to take responsibility	Czech Republic
Humanitarian migration caused by climate	Spain
Denialism	Czech Republic, Greece, Spain
Rural depopulation	Spain
Achievement of participatory	Spain
Land usedemocracy	Spain

Economic / Technology challenges to face environmental issues	Where they were mentioned
Energy transition	Italy
Corporate organizations to take responsibility	Czech Republic
Land use	Spain
Environmental changes impact directly in economic activities – water and agriculture / stock breeding / agro-industry	Spain

Green Initiatives

Participants knew about several green initiatives, international, national or local initiatives, led by public institutions, NGOs, private associations and also private organizations including start-ups and companies (See Table X). Some of them participate in some green initiatives or know someone who organize them.

Most known and the ones that brought greater attention from young people interviewed were initiatives related to tree planting, second hand or sharing economy (such as carpooling), carbon footprint, production of green energy, among others.

However, this topic brought them to discuss some important issues such as: greenwashing, and the importance of provide right information.

They called big companies out on using **greenwashing** practices used to obscure unsustainable impacts they caused by organising green initiatives well disseminated.

They also discussed the necessity to **provide right information** when launching an initiative, as they are aware of campaigns based on fake news or false data that turned out to be discouraging and unreliable.

Initiative	Description	Link
Fridays for future	Youth-led and -organised global climate strike movement	https://fridaysforfuture.org/
Beach cleanup	Initiative that works to keep our beaches clean, to fight the pollution of our oceans and to raise awareness in our society.	https://cleanbeachinitiative.
Climate Fresk	Brings people and organisations on board with the climate transition through climate education and shared understanding of the challenge that climate change represents.	https://climatefresk.org/org/
Treedome	Platform that allows to plant a tree from a distance and follow the story of the project online.	https://www.treedome.net/en/
Too good to go	Anti-food waste app that lets to rescue unsold food from businesses to save it from going to waste.	https://toogoodtogo.org/en/
Vinted	An app to sell second hand clothes.	vinted.com
Terracycle	Innovative waste management company	www.terracecycle.com/
Fairphone	Sustainable smartphone manufacturer taking into account responsible material sourcing and workers' welfare.	www.fairphone.com
Back market	Platform that sells renewed devices considering both the appearance and technical condition.	www.backmarket.com
Solidarity grocery	Grocery stores where people in precarious financial situations can buy products at very low prices	

Initiative	Description	Link
Share and allotment gardens	The idea is that aspiring gardeners can lease gardening plots to hone their skills and grow their own greens.	
Composting	Movement that promotes composting either through private organizations or at home	
Eco labeling	Voluntary method of environmental performance certification and labelling that identifies products or services proven to be environmentally preferable within a specific category.	
Greenpeace	global network of independent national and regional Greenpeace organisations that uses non-violent creative action to pave the way towards a greener	https://es.greenpeace.
Uklidme Česko / Let's clean up the Czechia	volunteer cleaning events that take place throughout the Czech Republic (and even in a few places outside of it). Its goal is to clean up illegally created black dumps and mess.	https://www.uklidmecesko.cz/
Fakta o klimatu / Facts on Climate Change	collect various climate change data provided by Czech and international research and monitoring institutions (CHMI, NASA, Eurostat, etc.) and present this data in our graphs and infographics for further use.	https://factsonclimate.
Ekologický institut Veronica	provides education about ecology and promote discussions about the respectful relationship to nature	https://www.veronica.
Extinction Rebellion	decentralised, international and politically non-partisan movement using non-violent direct action and civil disobedience to persuade governments to act justly on the Climate and Ecological Emergency	https://www.veronica.
Limity jsme my	civic movement against coal mining and coal burning	https://limityjsmemy.
Global Footprint Network	charitable organization that makes available robust Ecological Footprint data	https://www.footprintnetwork.org/

Initiative	Description	Link
Bike renting systems	Public or private systems that rent bikes within a city or town, promoting the use of bikes	
Ecosystem Restoration Camps	network of ecosystem restoration camps and is an initiative that aims to promote the creation of these camps in different farms around the world, where people can volunteer, live, exchange experiences and help regenerate the land.	
ALVELAL project	lighthouse project at a European level and it arises as an association of people, above all of producers, of farmers, who try to make an impact through regenerative agriculture and change a vast territory of 1 million hectares that make up the steppe plateau of the southeast of Spain.	
Commonland: the four return	organisation that promotes and finances projects for the regeneration of agriculture lands in the world	
REAS: Social and solidarity economy network	promotes an alternative economy in which people are at the centre, not money. Its pillars are linked to ecology and sustainability.	
Germinando	women's cooperative that is currently working on urban gardens and is introducing gardens in many schools, which are used in school canteens.	
WWF's GreenSpaces	app allows users to identify and then pin green spots around town onto an online map, rate and write reviews, comment on what's good, what's bad and what needs to be done. By marking these nature spots, users can help create one of the most integrated interactive urban spaces maps country wide.	
Beat plastic pollution - Athens international airport	recycling contest for its employees to set the example and at the same time replaced all single-use plastics with environmentally friendly alternatives. As part of its social responsibility policy, they developed an integrated system for the management of all airport-generated waste, while providing financial incentives to third parties to recycle.	

Initiative	Description	Link
Computer Power	Establish a business policy to shut down any computers that are not in use or utilize power management software such as NightWatchman or Greentrack	
Green Customers	incentivize your customers to help reduce waste for the long term go green. Providing vouchers, whether it's for a discount or a free lesson, for your eco-friendly customers is a great idea.	

Sustainability factors in an entrepreneurship

There were discussions when trying to define what a green entrepreneurship is what is needed to become one. Different ideas were mentioned:

Things to have in mind when starting a sustainable entrepreneurship

- Waste prevention
- Use renewable and sustainable energy
- Avoid pollution (air, noise, water, etc.)
- Take durability as a determining factor that your product must have
- Analyse the whole value chain, sustainability principles have to be respected in the whole value chain, from employees and suppliers to customers
- Optimization of resources (energy, raw material, water, etc.) is a MUST
- Gather information of the effects that the enterprise has in the environment, then find solutions
- See the whole picture, starting for small decisions (cleaning products, use of paper, waste recycling system), and then go big (production technologies, production process, raw material used, circular economy, etc.)
- Analyse the whole product life cycle
- Be transparent with sustainability related information
- Take into consideration the 3 legs of sustainability: environment, economy and society

Green entrepreneurship challenges

The focus group conducted in partners' countries congregated 57 participants, 16 of them were green entrepreneurs. They shared their opinions, experiences and challenges faced when start the entrepreneurship. The following table summarizes these challenges.

Challenges for green entrepreneurship	Description
Certified knowledge	Although sensitivity and a change of mindset are needed to be motivated and do not be discouraged when finding obstacles, objective knowledge is needed, preferable specific or certified education in sustainability. Otherwise, there are cost of learning or the risk to end up thinking wrongly that just making a company with a recycled product is enough to be considered sustainable, when it is not.
Costs / lack of funding	Initial costs are significant specially for young people that do not have considerable savings. In consequence there is a necessity of funding, being public funding important to act where private investment do not find incentives.
Lack of link between social and sustainability - Holistic approach	It is important but also complex and difficult to integrate the social factor to a green/sustainable entrepreneurship. Without the social part there is no sustainability.
High degree of bureaucratization	Too much bureaucracy is an important barrier. Funding access and formalisation of an entrepreneurship come with complicated and messy bureaucratic processes with information scarcity. In addition, people find corruption and lack of meritocracy, discouraging young people to apply.
Lack of activism: individual motivation / preparation	Being an entrepreneur or an activist involves specific characteristics that nor everyone have. There are some cultures that promote entrepreneurship more than others. According to the results of the survey there is a lack of activism / entrepreneurship initiative among young people.
Technologies	Technology development needs to respond also to social problems. Low technology development. Obstacles to adapt existing industrial processes. Open innovation

Challenges for green entrepreneurship	Description
Lack of consumer responsibility: green labels	Although there is a perception that consumers are starting to be more sensitive to sustainability issues, there is an important lack of information and awareness. Green labels are not working correctly.
Political lobbying for unsustainable corporate interests	Resistance to change and forces trying to keep the status quo is also perceived in political lobbying representing corporate interest that slows down the response to the climate emergency
Cultural resistance in business world	unwillingness to abandon old patterns and distrust of new ideas or ways to do things
Belief that sustainable business is not profitable	There is a belief that sustainable businesses are not profitable because of higher costs and a reduced market, what would make it difficult to reconcile environmental, social and economic aspects of the entrepreneurship.
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Belief that sustainable business is not profitable	There is a belief that sustainable businesses are not profitable because of higher costs and a reduced market, what would make it difficult to reconcile environmental, social and economic aspects of the entrepreneurship.

Challenges for green entrepreneurship	Description
Dependency problems	High purchase price of raw materials.
Lack of faith	The lack of motivation in young people is also link to a lack of faith in the system, in humanity or in that there is something that people can do to change the actual path.
Competitive disadvantages of sustainable products: price	Higher prices of sustainable products make it more difficult for green entrepreneurships to compete in markets of basic products such as food, shrinking their target population.
Resistance to change / conservative thoughts / untrustworthiness to sustainability	In a time of fake news and generalized untrustworthiness, climate change and the environmental emergency denialism has become an important force of resistance to change. For instance, participants from Czech Republic stressed the difficulties they find to break through conservative ideas, untrustworthiness, and resistance to change that they see, for example in older generations.

The background features a large, thin green circle in the center. Surrounding this circle are several concentric, light green circular lines of varying thicknesses. In the top-left and bottom-right corners, there are clusters of stylized green leaves in various shades of green, some overlapping the circular lines.

Green Challenges by Country



Czech Republic

Consumption habits

CHALLENGE

Increase the interest in green food delivery and the origin of food products

PROBLEMS FOUND

According to the survey, the origin or packaging of the bought food is not the most important thing to consider for any of the participants. Only 11 % consider the origin and 4 % the packaging as the second important factor.

RESOURCES

websites such as this one provide a list of organic food stores: <https://www.expats.cz/en/prague/directory/bio-and-organic-products/1>

Raise awareness about fast fashion and its shortcomings

CHALLENGE

Most participants for the survey tend to prioritize materials and design (30 %) when buying clothes, closely followed by the price (37 %).

PROBLEMS FOUND

Some brands in Czech republic focus on sustainable fashion: <https://www.slowfemme.com/>

RESOURCES



Energy

CHALLENGE

Increase the interest in green food delivery and the origin of food products

PROBLEMS FOUND

70 % of the participants consider price as the most important thing when buying an electrical appliance. Only 41 % consider the efficiency label as the second important thing



Green Entrepreneurship

Stimulate business ideas, provide resources and opportunities to acquire skills

CHALLENGE

According to the survey, non of the participants thought of starting a green entrepreneurship because of a lack of a green business idea.

PROBLEMS FOUND



Green Initiatives

CHALLENGE

Increase awareness about the main problems that the society is facing

PROBLEMS FOUND

According to the survey, Czech people know Zero Waste organization (97 %) but scarcely know any other.

RESOURCES

EU advices countries to promote education of sustainable lifestyle and green activities in schools: <https://education.ec.europa.eu/cs/focus-topics/green-education/about>



Water

CHALLENGE

Support the reduction of water consumption

PROBLEMS FOUND

According to the survey, 33 % almost always and 22 % always use shower and never bathtub but only 4 % use all possible tricks to reduce water consumption, most of the participants use some hacks (56 %), mostly avoiding water running (89 %) and turning on the dishwasher or washing machine when it is full (81 %).



Waste Management

Improve and Increase recycling practices

CHALLENGE

According to the survey, 48 % of Czech people mostly do recycle but it can require too much effort sometimes.

PROBLEMS FOUND



France

Clean Transportation

CHALLENGE

Increase the use of bikes and creating adapted paths in cities and countryside.

PROBLEMS FOUND

According to the focus group discussion and later consultation with potential young entrepreneurs, one of the major issues in the city of Paris is the absence of the developed solution for organic waste. The special organic waste composting bins are only available in a very few neighbourhoods and it's not getting better. For instance, only the 2nd, 12th and 19th arrondissements of Paris proposes this kind of a garbage bins (the brown ones). However, since March 2020 the City of Paris organizes the collection of food waste at local markets.

RESOURCES

The following bike and active mobility plan were designed by the French government. The goal is to improve the accessibility of biking and make bikes one of the economic leverages of the country, combined with public transport relays for longer distances. <https://www.ecologie.gouv.fr/velo-et-marche>



Waste Management

CHALLENGE

Increase recovering and save rainwater practices

PROBLEMS FOUND

One idea that emerged during the focus group discussion relates to the floodings in Paris and the fact that water management needed to take this environmental issue into consideration.

RESOURCES

The municipality of Paris has elaborated the “Plan Paris Pluie” in order to make it a permeable city and restore the water cycle in the urban environment by managing rainwater at the source. This new management strategy as well as the urban planning recommendations of the zoning aim to better take into account stormwater in development and construction projects to make Paris a sustainable city, adapted to the effects of climate change. <https://www.apc-paris.com/actualite/plan-parispluie-valoriser-ressource-eau-dans-projets-damenagement>

CHALLENGE

Being careful about food packaging

PROBLEMS
FOUND

According to the survey report, only 5% of french youngsters consider food packaging when making their consumption choices. DS Smith is a company producing ecological friendly food packaging. Here is the data they give to justify their existence: Approximately 60% of all plastics produced in the world are used for food packaging. This means that of the 380 million metric tons of plastics produced in 2015, 228 million metric tons was food packaging alone.

RESOURCES

Resource <https://blog.dssmith.com/fr/emballage-alimentaire-%C3%A9cologique-comment-se-lancer>

CHALLENGE

Promote and increase the idea of composting of organic elements in each household

PROBLEMS
FOUND

According the focus group discussion and later consultation with young wanne-be-entrepreneurs, one of the majour issues in the city of Paris in the absence of the developed solution for organic waste. The special organic waste composting bins are only available in a very few neighbourhoods and it's not getting better. The government and the city of Paris makes it impossible to composte and recycle the organic waste due to the high density of the population in the buildings. For now, only 16% of French separate their comestible waste.

RESOURCES

the official data on the waste management by French people: <https://www.citeo.com/le-mag/les-chiffres-du-recyclage-en-france>
Key figures for sorting and recycling of household packaging 2021

CHALLENGE

High number of cigarette stub on the public floors and low consciousness of the population

PROBLEMS FOUND

In France alone, 54.4 billion cigarettes were sold in 2008 according to the manufacturer British American Tobacco, or 1,725 cigarettes sold and burned every second (not counting the black market in cigarettes).
In 2011, 53.69 billion cigarettes were sold in France, a good half of which ended up on the sidewalk.
In 2009, during the World Coastal Cleanup Day alone (organized by Ocean Conservancy), 2,189,252 cigarette butts were collected!
In Paris, 315 tons of cigarette butts are collected each year, without the Paris City Council specifying what proportion is collected on the sidewalks or via the gutters and sewers. Despite the growing evidence of the toxicity of cigarette butts, which has now been demonstrated in all species of fish, it remains difficult to assess the actual impact of cigarette butts on the aquatic environment (i.e., on a broader scale). More research is needed on the compounds involved, as bioaccumulation potential refers to the ability of organisms to absorb and concentrate certain chemicals. The fine for throwing the cigarette butts on the ground is only 38 euros which is almost never controlled and doesn't stop the citizens from throwing it

RESOURCES

Statistics on the number of the cigarette butts in the world and in France
<https://www.francebleu.fr/infos/climat-environnement/chiffre-du-jour-10-milliards-de-megots-de-cigarettes-jetes-dans-la-nature-chaque-jour-1559276996>



Greece

Air Protection

CHALLENGE

Decrease air pollution

PROBLEMS FOUND

Air pollution is one of the biggest environmental problems, affecting human and animal health, the environment and nature, and businesses. More than 80% of air pollution in Greece is caused by the unnecessary use of cars, especially by workers. In particular, the use of public transport has been considerably reduced in recent years, and most people use private cars

Energy

Reduce of energy consumption

CHALLENGE

The building sector, which is consisting of the residential and business sector, consumed 44% of the final energy in Greece in 2019. That is, almost half of energy consumption in Greece comes from households and businesses

PROBLEMS FOUND

<https://www.odyssee-mure.eu/publications/national-reports/energy-efficiency-greece.pdf>

RESOURCES



Green Entrepreneurship

CHALLENGE

Increase sustainable tourism

PROBLEMS FOUND

Greece is one of the largest tourist destinations in Europe and worldwide. However, although the tourism sector is so developed, it has significantly limited environmental and sustainable applications.



Green Initiatives

CHALLENGE

Increase awareness about the environmental challenges

PROBLEMS FOUND

Although efforts are being made in Greece for a sustainable and environmental transition, information on green practices is quite limited.

RESOURCES

<https://conferenceindex.org/conferences/environmental/greece>



Waste Management

CHALLENGE

Increase

PROBLEMS FOUND

Greece landfills the majority of its municipal waste (81%, compared to 31% for the EU average), with only 16% being recycled (EU: 27%) and 4% composted (EU: 15%), the EU Commission stated in an Environmental Implementation Review on Greece in February 2017.



Italy

Bottled Water Consumption

CHALLENGE

Set up efficient campaigns to raise young people awareness on the issue. Make people confident about consuming water from the domestic water system. Improve the water systems in all the Italian cities so that this practice could be universal in the country.

PROBLEMS FOUND

Every day Italians use 30 million plastic bottles and 7 of glass, with the result that in a year 13.5 billion bottles become waste to be managed. The quality of tap water in Italy is among the best in Europe, yet 62% of households (Censis data) prefer bottled water consumption.

RESOURCES

<http://www.alternativasostenibile.it/articolo/acqua-italiani-secondo-al-mondo-consumo-di-quella-bottiglia>

Clean Transportation

CHALLENGE

Set up efficient campaigns to raise young people awareness and incentive them to take clean transport means. Improve the infrastructure system.

PROBLEMS FOUND

According to the survey report, Italy presents the worst performance among the partners (only 23% of clean transportation frequent users). The main cause seems to be the distance between transportation points

RESOURCES

<https://theicct.org/publication/europe-ldv-preparing-italys-charging-infrastructure-rapid-vehicle-electrification-mar22/>

Further Lectures
https://www.transportenvironment.org/wp-content/uploads/2021/07/2019_01_EUKI_IT_report_FINAL_0.pdf

Energy Efficiency

Stimulate the use of LED lights and temporizers. Encourage laundry washes at low temperatures

CHALLENGE

According to the survey report, young italian citizens could be more aware in energy efficiency. Only 4% of the surveyd declared to utilize temporizers even if, it is possible they are not independent yet in the household energy management. Other sectors could be improved: the use of LED lights and the laundry washes at low temperatures (in this case also, they might be not independent yet).

PROBLEMS FOUND

ENEA initiative to spread awareness among young citizens:<https://www.eai.enea.it/component/jdownloads/?task=download.send&id=1285&catid=62&Itemid=101>

RESOURCES



Green Entrepreneurship

CHALLENGE

Stimulate business ideas, provide resources and opportunities to acquire skills

PROBLEMS FOUND

According to the survey report, only 6% of young Italians surveyed declared thinking about starting a green entrepreneurship. This might be influenced by the age of the surveyed



Public Transport

Support the public transport and Improve its connections

CHALLENGE

Most Italians still use mainly the car, although of average age 12 years, therefore more polluting and with high consumption. In fact, the new car is no longer for everyone. On the one hand, the average purchase price has increased by 32% in the last decade, from 18,857 euros in 2012 to 24,891 euros in 2021 (UNRAE data), on the other hand the average purchasing power has decreased. According to the survey report, 76% of surveyed declared the main cause is the lack of connections.

PROBLEMS FOUND

<https://www.ecodallecitta.it/mobilita-in-italia-ci-si-muove-di-meno-ma-sempre-di-piu-in-auto-o-a-piedi-in-calo-mezzi-pubblici-e-bici/>

RESOURCES



Waste Management

CHALLENGE

Increase the availability of differentiated waste containers in all the Italian cities.

PROBLEMS FOUND

According to the survey report, 91% of Italians indicated the lack of containers as a limiting cause of separate waste collection, despite the good percentage of the country in recycling.

RESOURCES

Map-Recycling Per Regions
<https://www.youtrend.it/2022/06/15/quanto-e-diffusa-la-raccolta-differenziata-in-italia/>



España

Clean Transportation

CHALLENGE

Increase clean transportation use

PROBLEMS FOUND

Clean transportation means are perceived by many as not comfortable



Energy

Decrease energy consumption

CHALLENGE

Cost of electricity is increasing. Common efficiency energy practices are not generalized

PROBLEMS FOUND

Green Activism

CHALLENGE

Increase awareness about the main problems that the society is facing

PROBLEMS FOUND

There is not much knowledge about green initiatives among young people in Spain. Zero Waste is most known initiative (47%) and initiatives related to climate change are less known. Only 16% of the young people surveyed participate in some green activism. Lack of time and information are the most mentioned reasons. According to the Youth in Spain report only 14% of young people take part in mobilisation actions related to the environment.

RESOURCES

<http://www.injuve.es/sites/default/files/adjuntos/2021/03/informe-juventud-en-espana-2020-resumen-ejecutivo.pdf>



Green Entrepreneurship

CHALLENGE

Stimulate business ideas, provide resources and opportunities to acquire skills

PROBLEMS FOUND

Only 13% of young people surveyed stated to be thinking about that possibility. According to the study "Emerging sectors of entrepreneurship for young people at risk of exclusion" (2017), in Spain the job creation potential for people under 29 years of age in these sectors is 202,600 jobs, of which 23,400 would be self-employment.

RESOURCES

<https://tomillo.org/wp-content/uploads/2017/04/Estudio-Sectores-Emergentes.pdf>



Waste Management

Reduce waste

CHALLENGE

According the 2020 Environmental profile of Spain, each Spaniard produced 476 kg of waste in 2019. On the other hand, the circularity rate in Spain was only 10% in 2019, lower than the 11,8% found in the EU-27, ranking tenth in this group.

PROBLEMS FOUND

<https://repurpose.global/>

RESOURCES

CHALLENGE

Reduce clothing waste

PROBLEMS
FOUND

Most of young people do not consider Durability as a factor to buy clothing, while fast fashion brands have conquer the clothing market: "in 2017 alone, each Spaniard bought 34 annual garments and, in turn, threw away an average of 10 to 14 kilos of textile waste", according to data included in an Asirtex report. However, a movement against fast fashion is starting to appear.

RESOURCES

<https://spainsnews.com/goodbye-to-fast-fashion-in-spain-shame-on-buying-new-clothes-increases/>

CHALLENGE

Improve and Increase recycling practices

PROBLEMS
FOUND

In 2019, only 18% of waste was recycle in Spain, according the 2020 Environmental profile of Spain. Recycling systems seems to be too difficult and requires to much effort for young people, according the field research done.
Many products have an excesive or unnecessary packaging in products, sometimes people feel that they do not have a choice when buying products.

RESOURCES

https://www.miteco.gob.es/es/ministerio/servicios/informacion/pae2020_es_tcm30-533854.pdf



Water saving

CHALLENGE

Decrease water consumption

PROBLEMS FOUND

Forecast indicate that there will be less water availability, which requires greater efficiency in its use and a reduction in the use of water, with global objectives around at 5% and 15% reduction in the 2030 and 2050 horizons.



GREEN FACTOR



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