REPORT

Green Generators TC



Funded by
the European Union

Place: Varna, Bulgaria
Date: 9-13 June 2025



The purpose of this report about the training course **Green Generators** is to motivate other non-governmental organisations to develop similar projects and initiatives to stimulate youth workers to be active citizens and through their actions, to promote sustainable practices and habits.

Host organisation:
Foundation for Entrepreneurship, Culture and Education, Bulgaria

Partners:
SFERA, North Macedonia
Monomyths, Romania
Creative Youth Academy, Hungary
Pi Youth Association, Turkey
Youth for Equality, Slovakia

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The training course **Green Generators** took place at Golden Sands seaside resort on the Northern Bulgarian Black Sea coast. The chosen accommodation was Detelina Hotel. It proved to be an ideal place for conducting the activities as it is located away from the big city, making it easy to work outside and enjoy the first sunny days of the summer. It is also minutes away from the beach and bus stops, thus giving participants the option to easily explore nearby places.

20 youth workers aged 18+ took part in the training course, from six European Countries: **Bulgaria, Hungary, Romania, North Macedonia, Turkey and Slovakia**.

The participants arrived at the hotel on 8 June and left on 14 June.







GREEN GENERATORS
TRAINING COURSE

Green Generators aims to foster green learning practices among youth workers as a catalyst to promote learning and environmental sustainability in their communities. Within the training course the participants were introduced to the United Nations' 17 SDGs, discussed various sustainable practices and created Green Protocols containing practical steps to protect the environment.

The topics of the project were:

- 11 European Youth Goals (focusing on #10 Sustainable Green Europe)
- 17 Sustainable Development Goals (SDGs)
- Youth organisations and sustainability
- The promotion of environmentally-friendly habits among different target groups

Various non-formal learning methods and activities were used:

- Ice breakers
- Role playing and collective games
- Creativity and teamwork
- Discussion, debates, brainstorming and reflection
- Intercultural and experiential learning
- Soft-skill training





The aims of the project were:

1. To deepen awareness of sustainable practices and their significance for a healthy lifestyle for future generations
2. To acquire knowledge on developing sustainable strategies and methodologies, designing environmentally-friendly initiatives
3. To advocate for and promote sustainable lifestyle choices, including waste reduction, energy conservation, and responsible consumption among young people
4. To develop new knowledge, skills and competencies to live, work and act in a sustainable manner
5. To raise digital skills and new knowledge on storytelling and interviewing through the promotion of YG #10 Sustainable Green Europe
6. To raise awareness of the European Green Deal and the GreenComp

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THE REACHED RESULTS:

1. Participants gained a deeper understanding and new knowledge about the European Union, its values and goals in the field of youth
2. Participants increased their understanding of sustainability, green practices and sustainable everyday habits
3. Empowered youth workers to become ambassadors of the 17 SDGs and EYG #10 Sustainable Green Europe
4. Participants are more aware of the importance of sustainable living and the implementation of sustainable practices in various fields (incl. project design)
5. Participants further developed valuable soft skills - leadership and negotiation skills, analytical and problem-solving skills, critical thinking, constructive participation in dialogue and debate

The participants were first asked to come up with three words/definitions connected to sustainability and then gathered in groups of two and later in groups of four to come up with one agreed definition on what is sustainability.

What is sustainability?

Sustainability is living in a balance with nature by preserving resources by choosing a green lifestyle, investing in research and development.

Sustainability is economic development, based on the ecological and social needs of today's generations, without forgetting future generations. It means responsible interconnectedness of long-term thinking and resource management with controlled consumption in lifestyle.

Sustainability is a rational usage of resources, recycling, conservation, usage of durable materials and renewable alternatives to maintain good conditions of the environment.

Sustainability is an economy based on recycling and renovating waste in order to opt for more ecological and renewable energy solutions. In fact, environmental policies and education are key aspects to reach either short- or long-term goals towards a prosperous future.

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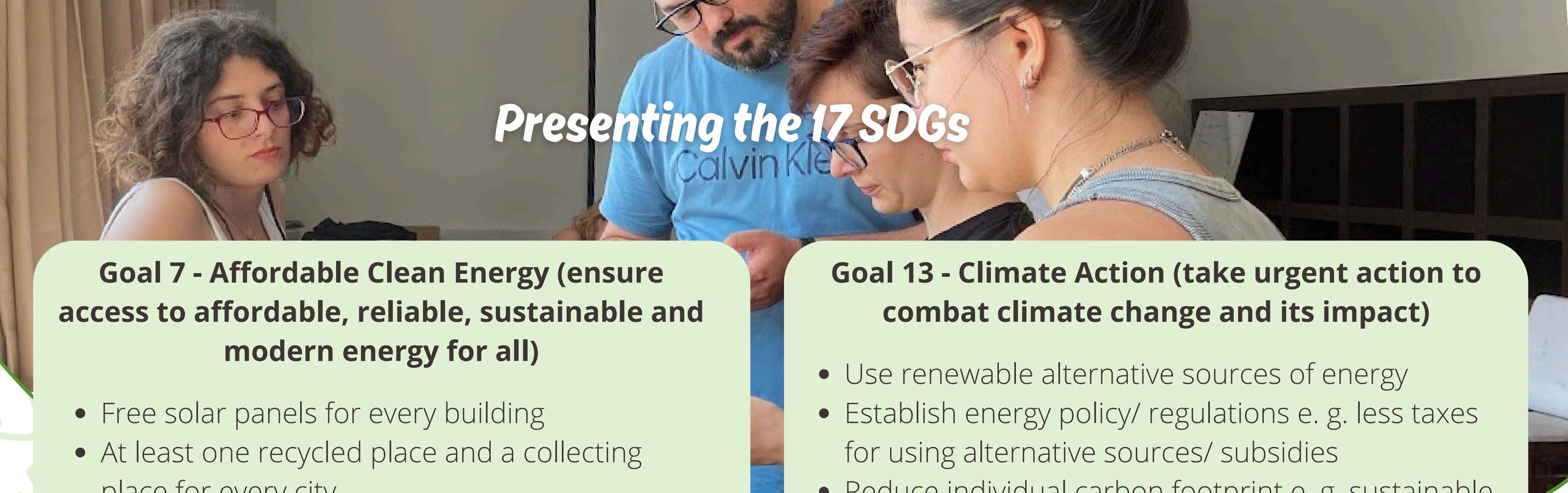
Presenting the 17 SDGs



Four out of the seventeen SDGs were chosen on a random basis. The participants gathered into 4 groups - each one giving ideas how to support and promote the chosen goals.

Goal 5 - Gender Equality (achieve gender equality and empower all women and girls)

- Education Programmes in schools (esp. in rural areas)
- Empowering women to participate in politics (by law)
- Stricter punishment for sexual violence
- Promote gender-neutral language
- Equal wages
- Social benefits for access to job opportunities
- Unisex dress code for job employees
- If a woman or a girl wants to work in “men” jobs (plumber, builder), she should be supported
- Criminalise domestic violence/ stricter punishments



Presenting the 17 SDGs

Goal 7 - Affordable Clean Energy (ensure access to affordable, reliable, sustainable and modern energy for all)

- Free solar panels for every building
- At least one recycled place and a collecting place for every city
- Volunteering activities for cleaning
- Financial support for innovative technologies
- Free charge for alternative transportation and reduced price for electric cars
- Less taxes and subsidies from the government for green energy usage
- Wind turbines & solar panels (farms & hydro)
- Reward sustainable green habits
- Biogas from landfills

Goal 13 - Climate Action (take urgent action to combat climate change and its impact)

- Use renewable alternative sources of energy
- Establish energy policy/ regulations e. g. less taxes for using alternative sources/ subsidies
- Reduce individual carbon footprint e. g. sustainable transportation
- Introducing strict laws for big companies on reducing pollution
- Making cities greener and walkable
- Changing dietary habits
- Awareness-raising campaigns
- Reduce fast-fashion consumption
- Recycling (RRR)
- Don’t waste food



Presenting the 17 SDGs

Goal 17 - Partnerships for the goals (strengthen the means of implementation and revitalise the Global Partnership for Sustainable Development)

- Promoting policy coordination by capacity building
- NGOs should work with the government to achieve goals and make it accessible to the citizens
- The government should support ideas from every institution (not just the NGOs)
- The government should make a list of goals that it wants to achieve to help institutions
- To have an agreement between countries to be obliged to follow energy regulations

Who is greener?

In this non-formal activity the youth workers were divided into 4 groups. Each group was assigned with a specific business. Together they had to come up with ideas on how to make the business more sustainable and eco-friendly.



Giving Tree Gift Shop

- We don’t only sell product, but experience
- We don’t use plastic, but only plant-based materials
- We use eco-friendly printing and water-based ink
- We hire people with disabilities from rural areas
- Our product is made by our own employees
- We care for energy efficiency
- We use electric cars for delivery
- We give allowance to our newly become parents employees (fathers and mothers)
- We have strict policies for recycling and also sell recycled items in our shop

Who is greener?

Flip Phone

- Buy-back system
- Battery recycle box/cables
- Refurbish and resell
- Eco-friendly materials for phone cases
- E-receipts/ e-bills
- Minimise packaging
- Solar power chargers
- Promote glass screen protectors
- Promote durable materials
- Organise projects and activities that raise awareness about recycling and environment and change habits





Bakery

- Try to find suppliers who are as close to the bakery as possible
- Products that are not sold can be offered for free to NGOs and homeless people
- Encourage customers to pre-order
- Using organic ingredients and natural materials
- Promote via a social media campaign
- Provide customer feedback surveys

Who is greener?

Floristry

- Composting (from cut flowers, decoration from waste)
- Water (will be using rain water, not drinking water)
- Sell seasonal plants
- Use old gardening tools for decoration
- Donate flowers to elderly people to make them happy
- Dry the waste and sell it as decoration



The participants were introduced to the Green Ethics project and divided into two teams played the online game - SPACES FOR THE FUTURE tackling the topic of sustainability in fun and interactive way.



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Green Ethics Online Game - SPACES FOR THE FUTURE

Creating Green Protocols

In this non-formal activity, the youth workers were divided into 4 groups. Each group developed Green Protocol with sustainable steps, targeting specific domain - meat and livestock, fast fashion, oil industry and the mining industry.



Green Protocol #1

- Protect local species and ecosystems, creating biodiversity offset zones when necessary.
- Measures to control emissions and dust, ensuring compliance with air quality standards.
- Install treatment systems to reuse at least 60% of process water.
- Weekly monitoring of PH, heavy metals and turbidity in local water bodies
- Programs to monitor the health of employees and contractors, addressing potential exposure to hazardous materials
- Install real-time air quality and monitoring systems
- Protocols for managing investments, incl. capital expenditure and financial reporting.

Creating Green Protocols



Green Protocol #2

- Clothes that are not sold to be donated to NGOs working with homeless people
- Create a restriction for the number of changes for the fashion collection.
- For a higher number you have to use recycled materials and renewable energy
- NGOs workshops with communities where they will show how to recycle clothes
- Influencers can share educational videos
- Companies will put an educational list to the clothing when you buy it - you will get information how to take care of clothes - less damage - less clothes
- Ethical labor - fair wages, safe working conditions

Creating Green Protocols

Green Protocol #3 - Meat Factory and Livestock

- Sustainable production (local raw materials, circular economy, water reuse)
- Energy efficiency (solar panels, LED lights, smart/ optimized machines)
- Waste management (separate waste, composting)
- Animals & Plants (ethical animal treatment, no harmful pesticides, regular quality checks)
- Other (try to sell to local communities to minimise transport & refrigeration)
- Work with local NGOs to promote ecology
- Promote green transport with employees

Green Protocol #4

- Refinery close to the gas/ oil source - to eliminate transportation emissions
- Adhere to ISO standard for use in the oil & gas industry - gas sampling, control devices, gas pressure regulators to prevent leaks and accidents
- Carbon Offset - Planting trees, using alternative energy sources to power the operations, and carbon capture
- Use latest refining technology - improved efficiency, less energy usage
- Research & Development - better and more efficient refining technology, more efficient fuel, lower carbon footprint

In this activity, the participants describe an ideal persona fighting for sustainability. They brainstormed about the persona's vision, creative ideas, goals and values.



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Changemaker Anatomy

Divided into groups, the participants outlined various sustainable products and services. Then they presented them by using the elevator pitch model. Ideas how to raise funds for the created idea were also presented.



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Elevator Pitch & Fundraising for Sustainable Projects

Group 1 - Masktivists

- Plan: produce masks for carnivals from durable/ recycled materials and give them to carnival participants for a volunteering donation of 1 euro
- 2 carnivals in Bulgaria and Turkey
- Produce 1000 masks - 500 for each carnival
- Raise 5000 euro to fund mask production
- Social media: contact Bulgarian and Turkish influencers, set up Instagram and TikTok accounts to promote our mission
- Crowdfunding: aiming to promote cultural heritage, platform: vulve.com, EU-wide reach, personalised support and local visibility, multilingual support, suitable for creative, social or community-oriented project

Group 2 - Green Roots Collective

- SMART Goals:
- Gather funds to promote local companies
- Raise 50 000 euro
- Reach out to 200 Romanian companies (online & offline)
- There is growing public support for the need to promote local products and producers
- 6 months
- Type of crowdfunding: Donation
- Campaign page: Buy local now! Help them before it’s too late!
- Funding Platform: GoFundMe (for pure donation campaigns)
- Social Media: Facebook & Instagram

Elevator Pitch & Fundraising for Sustainable Projects

Group 3 - Youth for Future

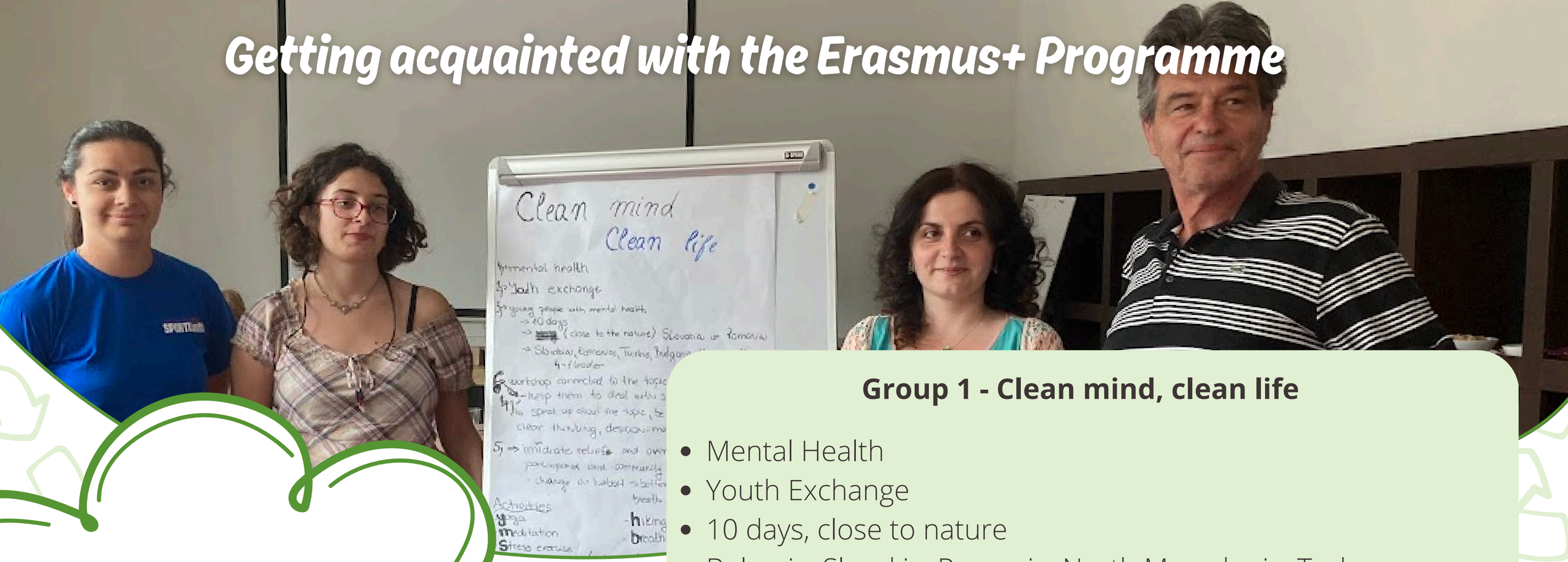
- Our idea is original because we have a unique perspective of raising awareness of young people
- We have an educational plan with goals and teaching materials
- We give our investors a result of our education and training in a monthly evaluation lists and also results of exams
- We need 70 000 euro
- In the first year - education in inclusion and human rights will be given to children
- In the second year - education in community development and social cohesion justice
- Our crowdfunding type is donation
- Campaign name: Youth for future - will raise awareness of young people in social sustainability
- Free program, ideal for non-profit projects

Group 4 - Air for Varna

- Who are we? - students in a technical university, volunteers with the idea of clean air in Varna
- Our product: Air pollution index measuring and displaying system AQD - AI Develop
- 50 000 euro in the first year - to develop the product
- 20 000 euro - testing of the product in Varna during the second year
- 3rd year - results
- Donation - One Earth, University
- Social media campaign with influencers
- air_for_varna
- www.airforvarna.com

Elevator Pitch & Fundraising for Sustainable Projects

Getting acquainted with the Erasmus+ Programme



The youth workers created innovative Erasmus+ projects' concepts.

Group 1 - Clean mind, clean life

- Mental Health
- Youth Exchange
- 10 days, close to nature
- Bulgaria, Slovakia, Romania, North Macedonia, Turkey, Hungary - 5 participants per country
- Workshops connected to the topic in participants' homes - to help them deal with stress and encourage them to talk about mental health
- Relief and well-being of the participants and their communities
- Activities: Yoga, Hiking, Meditation, Breathing exercise, Collective sessions, role play, workshops

Getting acquainted with the Erasmus+ Programme



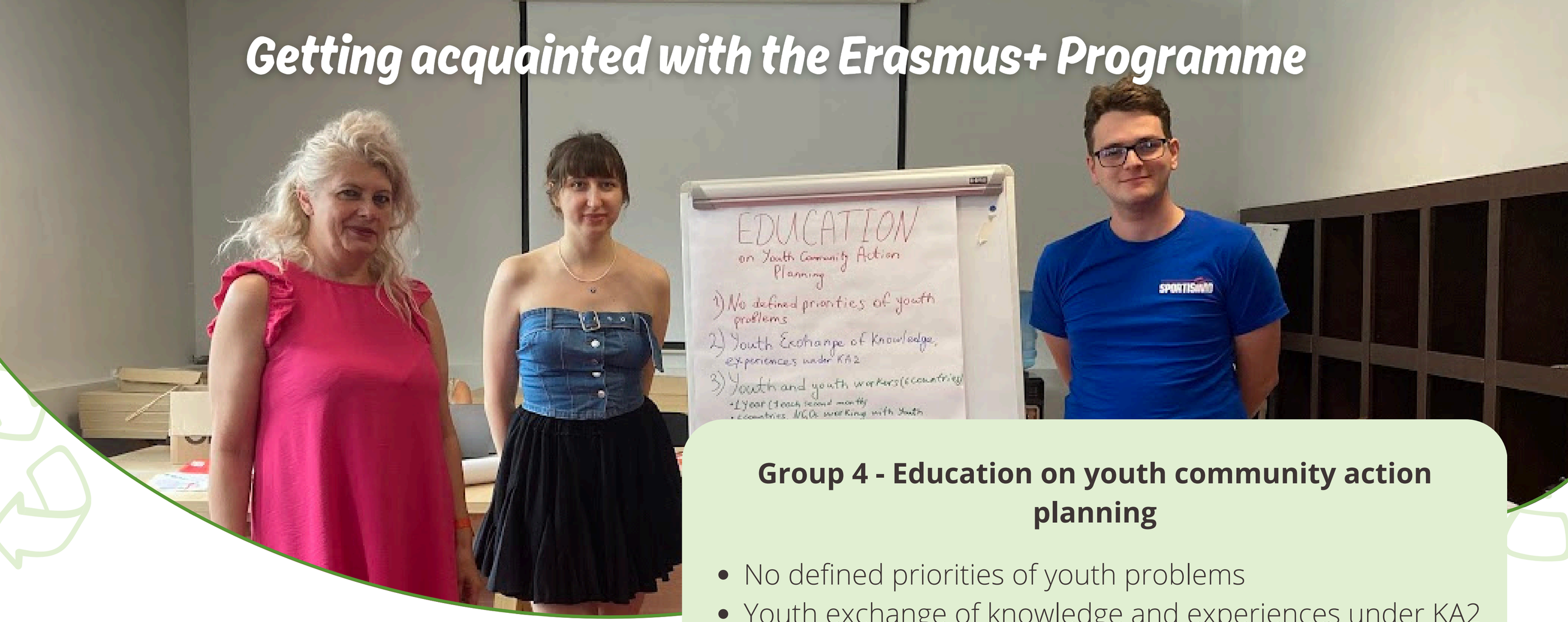
Group 2 - Inclusive Mobility

- Tackles the lack of infrastructure and accessible transportation for people with disabilities
- Lack of digital tools to assist in planning mobility routes
- Target groups and stakeholders: transport companies, NGOs and disability organizations and local authorities
- Activities: mapping accessibility, inclusive mobility toolkit, policy advocacy and initiatives, capacity-building workshops
- Dissemination: social media campaigns, collaboration with educational platforms

Group 3 - Mind over Diploma

- Lack of interest in formal education - devalued diplomas
- Young people and educators from Germany, the Netherlands, Bulgaria, Romania and Hungary
- 1 Semester alternative learning curriculum that can be implemented in schools - non-formal sessions, best practice guide
- Improved participation, higher average exam scores
- School events, online resource portal, youth network

Getting acquainted with the Erasmus+ Programme



Group 4 - Education on youth community action planning

- No defined priorities of youth problems
- Youth exchange of knowledge and experiences under KA2
- Target groups: youth and youth workers
- Overall goals: to define challenges for young people and propose solutions for each participating country
- Project results will be presented to decision-makers, local businesses and financial donors



Intercultural Dialogue

Intercultural Evenings: Non-formal learning and sharing of national culture helped youth workers engage in intercultural dialogue. By organising cultural evenings, participants got the chance to proudly represent their country, while learning about other groups' culture, cuisine, music, dance, and interesting facts. The evenings included videos about different countries, filled with practical and interesting information, traditional foods and drinks, music, and dances. These cultural nights foster the formation of intercultural groups and cultivate a feeling of tolerance among youth workers.

REPORT

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