



WP5

Awareness rising campaign



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Introduction

THE PROJECT

The **GREEN UP YOURSELF** project aims to "Promote entrepreneurship and employability of young people living in rural areas in Europe, through training in green and entrepreneurial skills, as well as through the promotion of green entrepreneurship".

The **Objectives** (O) that are expected to be achieved after the completion of the "Green Up Yourself" project are:

- O.1 - "Identify training needs, green employment niches and good practices related to green employment in the European Union".
- O.2 - "Develop a training programme and innovative digital tools for the promotion of green skills and entrepreneurship for young people".
- O.3 - "Train professionals working with young people in green and entrepreneurial skills for young people".
- O.4 - "Promote the employability of unemployed young people, located in rural areas of the European Union, through training in green skills, promotion and awareness of green employment opportunities".
- O.5 - "Promote networking at European level and support other entities working to improve the labour insertion of vulnerable groups and the promotion of green employment".
- O.6 - "Raise awareness among the population of the European Union on issues related to employment and green entrepreneurship, and emerging market niches in rural areas".

The **activities** that will be implemented are:

- Research on employment niches and training needs of young people residing in rural environments, in terms of employment and green entrepreneurship.
- Creation of a Training Module on employment and green entrepreneurship.
- Creation of a Virtual Learning Platform to promote employment and green entrepreneurship.
- Training for young people and professionals, for piloting the tools developed.
- Development of an awareness campaign on this subject in the EU.

(see project application)

WP5 SUMMARY

CIAPE will elaborate a **Dissemination Plan** that will be presented at the Kick-off Meeting and validated by the rest of the partner entities. Each partner organisation will include at least **100 contacts** of organisations in the Dissemination Plan, which will be recipients of the dissemination materials.

CIAPE will create the **project website**. This design will be aligned with the design of the Virtual Learning Platform (WP3) created by CARDET, which will be included into the website

itself. In this sense, communication will be fluid between both entities, to ensure that the corporate image and branding of the project is maintained.

CIAPE will be in charge of creating the **project's Facebook and Instagram accounts**. All entities will have access to the users, so that they can make publications according to a rotating system of publications elaborated to guarantee the participation of the whole consortium in the dissemination. At least **48 publications** about the project will be made on social networks and on the website.

CIAPE will be in charge of the creation of the **4 newsletters** and **4 press releases**. The other entities will translate them into their respective languages. All entities will publish information about the project on their respective websites and social networks.

CIAPE will be the entity in charge of elaborating the **campaign strategy**, with the support of the other partners. It will receive the support of the partners for the elaboration of **campaign dissemination materials**. **12 posters** related to the main ideas of the awareness-raising campaign will be created. At least **24 publications** will be produced within the framework of the awareness-raising campaign. CIAPE will contract a company for the production of **two short films**.

CIAPE will elaborate the **Sustainability Plan** of the project, and the rest of the entities will participate in its development. Each partner organisation will include at **least 3 actions** in the Sustainability Plan.

WP5 Results & Activities

Result 5.1: Project Dissemination Plan. (Apr 23)

- A.5.1.1. Elaboration of the Dissemination Plan. Deadline: Apr 23

Result 5.2: Website and dissemination materials. (Mar 23 - Feb 25)

- A.5.2.1. Development of the website. Deadline: Jun 23
- A.5.2.2. Elaboration and publication of dissemination materials. Deadline: Feb 25

Result 5.3: Project awareness raising campaign. (Jul 23 - Dec 24)

- A.5.3.1. Elaboration of Campaign Strategy. Deadline: Dec 24
- A.5.3.2. Publication of the Awareness Campaign. Deadline: Dec 24

Result 5.4: Multiplier Events. (Feb 25)

- A.5.4.1. Multiplier Events (Spain, Cyprus, Italy, Slovenia and Greece). Feb 25
- A.5.4.2. Final Conference of the project (Republic of North Macedonia). Feb 25

Result 5.5: Sustainability Plan. (March 23 - Feb 25)

- A.5.5.1. Elaboration of Sustainability Plan *. Deadline: Feb 25

(see project application)

AWARENESS RISING CAMPAIGN

An awareness-raising campaign will be developed to highlight the main milestones of the research, as well as the various actions of the project. Two short films will be produced: one focusing on the research and the other on the project's activities. Posters and publications featuring the campaign's key messages will also be created. (*see project application*)

Awareness rising Campaign infographics

CAROUSEL TEMPLATE AND KPIS REACHED

A carousel template has been created for Green Up, consisting of a cover page, three content pages, and a closing page.



14 infographics have been designed and published on social media:

<https://www.facebook.com/GreenUpYourselfEUproject/>

<https://www.instagram.com/greenupyourself/>

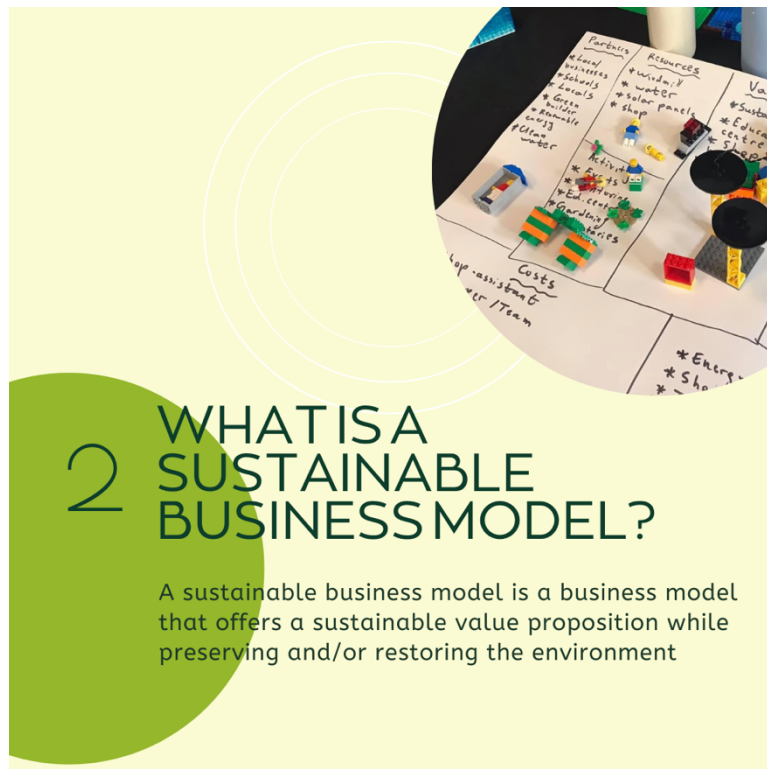
INFOGRAPHIC N. 1



1 WHAT ARE GREEN JOBS?

Green jobs are identified as those that contribute to achieving sustainable development; those jobs that contribute to preserving and restoring the environment (ILO)

INFOGRAPHIC N. 2



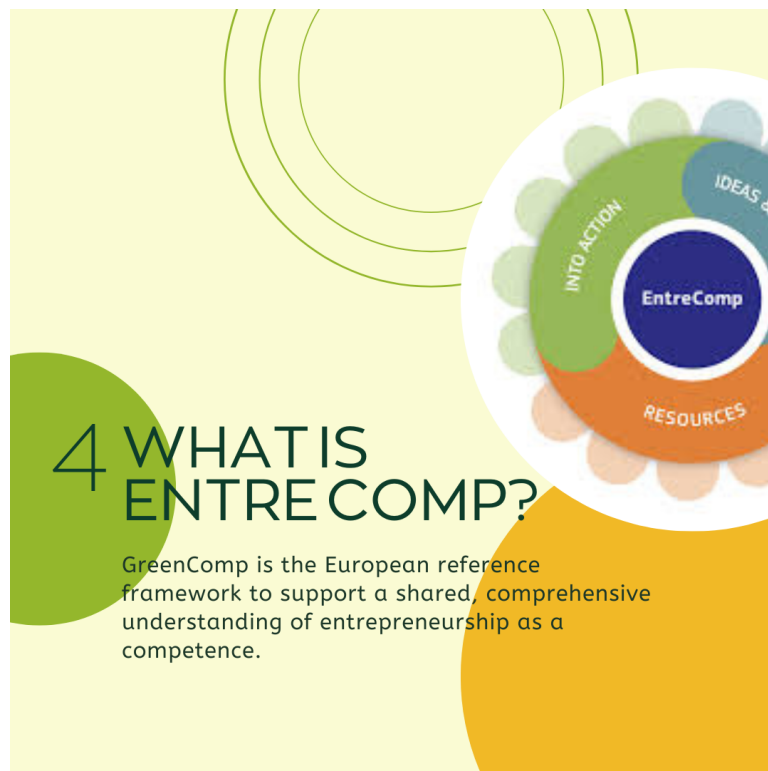
2 WHAT IS A SUSTAINABLE BUSINESS MODEL?

A sustainable business model is a business model that offers a sustainable value proposition while preserving and/or restoring the environment

INFOGRAPHIC N. 3



INFOGRAPHIC N. 4



INFOGRAPHIC N. 5



INFOGRAPHIC N. 6



INFOGRAPHIC N. 7



INFOGRAPHIC N. 8



INFOGRAPHIC N. 9



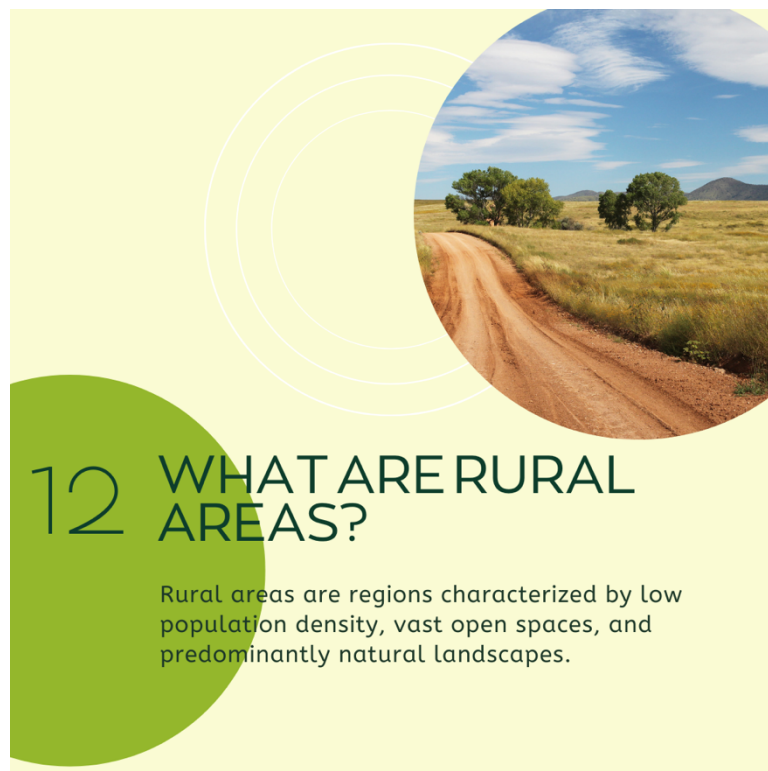
INFOGRAPHIC N. 10



INFOGRAPHIC N. 11



INFOGRAPHIC N. 12



INFOGRAPHIC N. 13

The infographic has a light green background with abstract circular shapes in green and yellow. A circular inset photo shows a woman in a green jacket packing a cardboard box in a clothing store.

13 WHAT IS SOCIAL ENTREPRENEURSHIP?

Social entrepreneurship combines business principles with a mission to solve social, environmental, or cultural challenges sustainably.

INFOGRAPHIC N. 14

The infographic has a light green background with abstract circular shapes in green and yellow. A circular inset photo shows a lush green garden with various plants.

14 WHAT ARE COMMUNITY-LED GREEN INITIATIVES?

They are grassroots efforts where local communities come together to tackle environmental challenges and promote sustainability