

Key Action: Partnerships for cooperation and exchanges of practices
Action Type: Small-scale partnerships in youth

Project Title

YOUR RESPONSE: Fostering ResponSible Consumption in YOUth

Project Coordinator

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Project Information

Identifier 2024-3-PT02-KA210-YOU-000286211
Start Date May 5, 2025
End Date Sep 4, 2026
EC Contribution 60,000 EUR
Partners RRINOVA OÜ (EE) , ZDRAVI GRAD (HR) , Hemisfério Didático Unipessoal Lda (PT)
Topics Environment and climate change ; Green skills

Project Summary

Objectives

The project focuses on raising awareness and building capacity among youth to practice responsible consumption through a balanced approach, addressing both digital and offline consumption. Our comprehensive strategy integrates social, environmental, and ethical aspects into purchasing decisions, media content consumption, and green nutrition. By tackling various senses—what you buy, what you eat, what you see, what you do and how you interact with your environment—we aim to foster 'YOUR RESPONSE

Activities

Gamified Booklet: Develop an interactive booklet to educate youth on responsible consumption through engaging activities in areas like sustainable purchasing and media literacy.

Simplified Guide: Create a guide explaining the EU Green Deal and national strategies to help youth understand environmental policies.

Youth Worker Training: Conduct a two-day training for 10 youth workers in Croatia to equip them with 'YOUR RESPONSE' techniques.

Pilot Workshops for 30 learners

Dissemination

Impact

Gamified Booklet: An engaging, open-source resource available in multiple languages that promotes responsible consumption among youth.

Simplified Guide: A 20-page document outlining EU green goals and strategies, accessible in English, Portuguese, and Croatian for young people.

Trained Youth Workers: Ten skilled youth workers prepared to implement 'YOUR RESPONSE' techniques in their communities.

Empowered Young Learners

3 Multiplier events

1 Online Conference

YOUR RESPONSE platform

Link to project card: [Show project card](#)