

ASSOCIATION FOR SUSTANABLE  
DEVELOPMENT POZITIVA SAMOBOR

# GREEN ENTREPRENEURS: YOUTH ECO- INNOVATORS INITIATIVE

ERASMUS+ ACCREDITATION IN THE FIELD OF YOUTH  
*II. ACCREDITED YEAR OVERVIEW - 2022./2023.*



Erasmus+



Co-funded by  
the European Union



POZITIVA SAMOBOR  
Udruga za održivi razvoj

# FINANCING

This project was co-financed by the European Union within the Erasmus+ program.

Erasmus+ is an EU funding program that supports activities in the fields of Education, Training, Youth, and Sport. It provides opportunities for individuals and organizations to develop their skills, gain new knowledge, and collaborate across Europe in order to become more competitive and contribute to a more cohesive society. Erasmus+ supports mobility activities, such as student and staff exchanges, and also funds strategic partnerships, capacity-building activities, and policy reform.

# DISCLAIMER

This publication and the information it contains do not necessarily reflect the views or policies of the European Commission, and the European Commission is not responsible for any use that may be made of the information contained herein.



Co-funded by  
the European Union



Erasmus+



AGENCIJA ZA  
MOBILNOST I  
PROGRAME EU

# ORGANIZATIONS



**ASSOCIATION FOR SUSTAINABLE  
DEVELOPMENT**

# **POZITIVA SAMOBOR**

The Association for Sustainable Development Pozitiva Samobor is a non-governmental organization based in Samobor, Croatia. It was founded in 2012 with the mission of promoting sustainable development in the local area through community-based projects and initiatives.

Pozitiva Samobor works to create a better future for the citizens of Samobor and its surroundings by inspiring and engaging young people to take action on issues such as active citizenship, employment and entrepreneurship, ecology and sustainable development as well as healthy lifestyle.

The projects of Pozitiva Samobor are a valuable resource for the citizens of Samobor and its surroundings. Through our initiatives and projects, we are actively working to promote sustainable development in the area.



## ERASMUS+ ACCREDITATION

# IN THE FIELD OF YOUTH

Activities within this project have been implemented within Erasmus+ accreditation in the field of youth, that has been awarded to Association Pozitiva Samobor in 2021.

Erasmus accreditations are a tool for organisations that want to open-up their activities to cross-border exchange and cooperation and that plan to implement learning mobility activities on a regular basis.

The Erasmus Youth accreditation gives simplified access to funding opportunities under Key Action 1 - learning mobility activities in the field of youth.

The award of the Erasmus Youth accreditation confirms that the applicant has appropriate and effective processes and measures in place to implement high quality learning mobility activities as planned and use them to benefit the youth field.



# PROJECT OVERVIEW

**9 COUNTRIES**

**10  
PARTNERS**

**5 ACTIVITIES**

**103  
PARTICIPANTS**

**15 MONTHS**

**48 FEWER  
OPPORTUNITY  
PARTICIPANTS**

# YOUTH EXCHANGE GREEN LAB

The main aim of the project is to contribute to the community in such a way that the participants will gain new knowledge and experiences about nature and using natural products that are very necessary for their future. Young people should think more about sustainable development and for this reason the idea for a project was born in which they will learn the basic techniques of making natural cosmetics and how they are used, for what purpose and how the finished product is actually made for use in the home version.

***The specific objectives of the project are:***

- to learn how to use natural ingredients in making natural cosmetics;
- why should we use natural ingredients;
- what are the potential problems of commercial products in relation to environmental protection;
- how the products we have at home can be used for cosmetic purposes;
- the possibility of choosing the ingredients to be applied to the skin, especially for people who are sensitive or allergic to most commercial products;
- how to preserve nature in such a way as to use its resources such as plants and all the waste obtained by some kind of processing of those same plants;
- how to develop own green entrepreneurship ideas and how to use green marketing to promote sustainable business;
- intercultural awareness of the participants and their sense of a common European identity;
- knowledge of Erasmus+ program and Youthpass certificate.



# ACTIVITY RESULTS

**Physical products;** handmade natural cosmetic products developed independently by the participants through the project: soaps, face creams, stick deodorant and lip balm, with our expert guidance. All products are manufactured under supervision in hygienic conditions.

The participants also developed an entire marketing plan, starting with the creation of a logo, brand name, social networks (Instagram), video promo content, photos and brand presentation.

The activity involved a total of 21 participants from Croatia, Portugal, Bulgaria and Greece. The participants are primarily young people who are interested in changing their lifestyle habits.



# YOUTH EXCHANGE GREEN DEFENDERS

The aim is to enrich knowledge about the environment and its importance, how we can prevent its damage, what we need to know to clean it and how we can maintain it in a healthy and beneficial state for humanity. By participating in this project, not only those who are involved but everyone will gain by spreading the information through any possible medium, be it online, media or real examples through the personal mobilization of individuals in the environments and countries they come from. The development of this project is based on the experience of the participants in their countries and on sharing the information between them. Also the project is aiming to raise the awareness of the waste that we are producing every year by country and how we can improve from a youngest age the understanding of the importance of the 5 R's: Refuse, Reduce, Reuse, Recycle, Rot.

***The specific objectives of the project are:***

- increasing knowledge about natural environment
- increasing the knowledge of the importance of being in nature and reconnecting with the natural environment
- increasing of understanding of the importance of maintenance and maintaining the natural environment
- increasing the awareness in terms of the unhealthy spread of waste in urban, rural and natural environment
- increasing understanding of the importance of the 5 R's
- increasing intercultural sharing and acknowledgement of their sense regarding the level of recycling and reducing waste in order to improve their skills and abilities towards a healthy life through a healthy and sustainable natural environment
- increasing knowledge of Erasmus+ program and Youthpass certificate.





# ACTIVITY RESULTS

The participants had the opportunity to take part in a large volunteer campaign organized as part of the project. We cleaned the forest near Vrhovčak in Samobor and removed a total of over 120 kilograms of garbage, which the participants could take with them and make something completely new and useful out of the waste. They made different sculptures and new things from the waste they found.

Also, as part of the project, we created a special page for the Sustainable development blog, where the participants added new blog posts on a certain topic every day. Also, participants made 3 videos that shows what did they learned on project about sustainable development.

The activity involved a total of 33 participants from Croatia, Portugal, Bulgaria and Greece. The participants are primarily young people who are interested in the topic of ecology, recycling, processing of waste materials, volunteer cleaning actions.



# TRAINING COURSE WHERE INNOVATION MEETS TRADITION

The subject of the training course is the use of STEM tools in youth work related to topics of ecology and agriculture. Participants will have the opportunity to explore STEM perspectives from different industries and learn how to implement them in their youth work. They will have the opportunity to learn to design their own stem lessons for young people, visit local areas where agriculture takes place using STEM tools.

The specific objectives of the project are:

- Improved knowledge about STEM and innovations in industry
- Improved knowledge on various STEM activities for young people
- Improved knowledge on agriculture and farming technologies
- Enhanced ability to design AgroSTEM curriculum/lesson and implement it in practice
- Improved ability to motivate and engage students in AgroSTEM learning
- Working on case studies and guidelines
- Learning about STEM lesson connected to farming, agriculture, ecology
- Knowledge about basic farming technologies and practices
- Knowledge about digital tools to use in STEM lessons
- Knowledge about traditional farming problems and how to solve it
- Intercultural awareness of the participants and their sense of a common European identity;
- Knowledge of Erasmus+ program and Youthpass certificate.



# ACTIVITY RESULTS

The result of the project is a new set of tools gathered in one toolbox for learning. It is a practical guide for youth workers on how to implement projects and workshops that aim to promote agriculture to children and youth.

This toolbox is designed to be used by youth workers and educators for purposes of promoting agriculture to children and young people through STEM. Project ideas and workshops integrated in this publication are designed to be applicable both in national and international context and are adapted to children and young people as the main target groups.

The activity involved a total of 15 participants from Croatia, Bosnia and Herzegovina, Italy, Bulgaria and Greece. Preference in inclusion was given by the partners to participants who have a prominent need to develop competencies in the field of learning about STEM tools and agriculture.

Here you can download our toolbox: [LINK](#)



# YOUTH EXCHANGE ACTIVE CITIZENSHIP FESTIVAL

An active citizenship festival is an event that promotes and celebrates civic engagement and participation within a community. It aims to inspire and empower individuals to take an active role in shaping their society and making a positive impact on issues they care about. Overall, a festival aims to inspire, educate, and mobilize individuals to become active citizens, working towards positive change and making a difference in their communities.

## *The specific objectives of the project are:*

- **Promoting Active Citizenship:** The primary objective is to encourage young people to actively participate in their communities, take responsibility for their actions, and contribute to positive social change. The exchange aims to empower young participants to become engaged citizens who are aware of their rights and responsibilities.
- **Cross-Cultural Learning and Understanding:** The objective is to foster mutual understanding, respect, and appreciation for diversity. Through interactions and shared experiences, participants gain intercultural skills and develop a global perspective.
- **Enhancing Social and Civic Skills:** These will include leadership, teamwork, communication, problem-solving, critical thinking, and active listening. The objective is to equip participants with the necessary skills to effectively engage in civic and community activities.



ACTIVE CITIZENSHIP



**Global problem – local solution!**

# ACTIVITY RESULTS

As a result of our youth exchange, we received 4 new local projects (on active citizenship) that the participants will implement in their countries that participated as partners in the project.

All projects are related to the local community and their problems (lack of knowledge of Erasmus+ projects, polluted environment and too much garbage on the streets, lack of participation in active citizenship and volunteering).

Participants had the opportunity to learn more about active citizenship, recognize problems in their environment and find a solution. They also had the opportunity to become aware of other people's problems, empathy and the society around them.



## TRAINING COURSE

# START GREEN: BRIDGING YOUTH TO GREEN CAREERS

The main aim of this Erasmus+ training course is to equip youth workers and youth leaders with the knowledge, tools, and strategies to facilitate the access of young people to the green labor market by enhancing their entrepreneurial skills, inspiring them to establish their own green startups, and promoting a culture of entrepreneurship among youth.

### *Specific objectives of the activity are:*

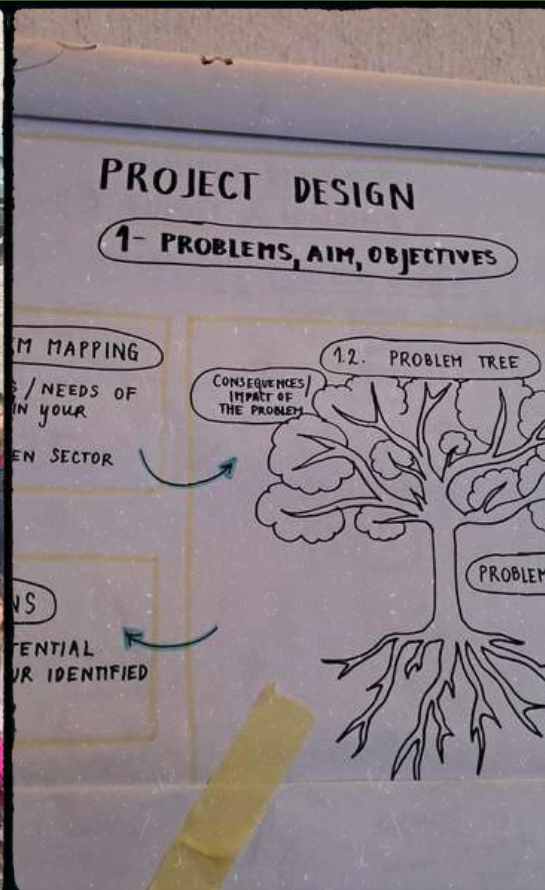
- To equip youth workers with the knowledge and resources in green and sustainable practices, enabling them to transfer these skills to young individuals interested in eco-friendly careers;
- To foster an entrepreneurial mindset among youth workers, emphasizing the importance of innovation, creativity, and risk-taking in green business development;
- To promote green entrepreneurship as a viable career option for youth;
- To familiarize youth workers with available resources, grants, and funding opportunities for green startups, enabling them to guide youth in accessing financial support;
- To encourage youth workers to share success stories and best practices within their networks, communities, and through digital platforms, creating a ripple effect of green entrepreneurship inspiration;
- To promote the Erasmus+ programme and opportunities for mobility of young people and youth workers.



# ACTIVITY RESULTS

With this training course, we encouraged 16 young people to develop their own green ideas through a seven-day guided learning process and informal workshops.

As a result of our training, we received three new Erasmus+ green projects that will take place next year in Croatia, Spain and Italy. The participants had the opportunity to learn how to develop their own idea for green business, face difficulties, determine the budget, design workshops and trainings aimed at young people and green entrepreneurship, and finally had the opportunity to shape all the acquired knowledge into an Erasmus+ project that they will implement themselves.



ASSOCIATION FOR SUSTANABLE DEVELOPMENT  
POZITIVA SAMOBOR

# BUILDING YOUNG AMBASSADORS OF SUSTAINABLE FUTURE

ERASMUS+ ACCREDITATION IN THE FIELD OF  
YOUTH

*II. ACCREDITED YEAR OVERVIEW - 2022./2023.*

## PROJECT TEAM

**ROMINA GALOVIĆ PIŠKULIĆ**  
PROGRAMME COORDINATOR  
ROMINA@POZITIVASAMOBOR.HR

**MAJA RUPČIĆ**  
PROJECT MANAGER  
MAJA@POZITIVASAMOBOR.HR

**MARKO BABIĆ**  
LOGISTIC MANAGER  
MARKO@POZITIVASAMOBOR.HR



Co-funded by  
the European Union



POZITIVA SAMOBOR  
Udruga za održivi razvoj



Erasmus+