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YOUTH FIT FOR 55 NEWSLETTER

Youth engagement and education for realizing the
Green Deal on the "fit for 55" wave

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THE PROJECT

Youth Fit for 55 is a 30-months project funded by the Erasmus+ program. Its aim is to promote the values and principles of the green transition among the youth sector in Europe. The project seeks to equip youth educators, youth-serving organizations, and stakeholders with the necessary skills and knowledge to drive the green transition forward.

The goals of the project will be achieved through the creation of different tools:

- An awareness guide for the youth sector;
- A toolkit for youth educators;
- A blueprint for youth-serving organizations;
- A digital Hub for the green community



Transnational Partner Meeting in Bordeaux

On the 19th and 20th of January the first transnational partner meeting was held in Bordeaux with all partner organizations from France, Romania, Ireland, Denmark and Italy.

Awareness guide

We've made a spirited start on the research phase for our highly-anticipated 'Awareness Guide' an essential component of the 'Youth Fit for 55' initiative. Our dedicated team has embarked on a thrilling journey of discovery, identifying both international trailblazers and local heroes in the realm of sustainability. By meticulously studying and constructing case studies around prominent international brands such as Danone, Patagonia, Davines, and Banca Etica, we aim to shed light on successful sustainability practices on a global scale. These case studies will offer valuable insights into how these companies, renowned for their green commitments, navigate the path toward a more sustainable future.

In parallel, we are excited to take a closer look at our own backyard. We are conducting in-depth interviews with local entrepreneurs who are making notable strides in integrating sustainability into their business models. This local perspective is pivotal as it highlights practical ways in which our communities are contributing towards the EU's ambitious green goals.

These combined efforts will provide a robust reference guide, equipping our youth and our local communities with the knowledge and inspiration they need to be drivers of the green transition. Stay tuned as we delve deeper into our green future!

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