



# Pedagogical Concept Design for Green Theme Days

<b>Acronym</b>	GREEN MEME EFFECT
<b>Full Title</b>	GREEN MEME EFFECT: Greenfluencing microinterventions in physical and digital social space of youth to foster eco-friendly and sustainable behaviours.
<b>Project Number</b>	2022-2-AT01-KA220-YOU-000096509



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## Introduction

This concept has been developed within the Erasmus+ Project GREEN MEME EFFECT. It is directed at actors in the social space of young people and aims to equip them with ideas and materials to plan and implement Green Theme Days.

This concept is designed for you if wish to plan an event focused on green, sustainable behaviours in one of the following settings:

- ▶ Youth centre or other non-formal youth setting
- ▶ School or after-school activity
- ▶ Any volunteering setting with either youth, adults or (depending on the topic) children.

### About the project

The GREEN MEME EFFECT project acts in three phases:



#### **Build GREEN knowledge, skills and competences**

The first step is to equip actors in the physical and digital social space of youth with reliable and attractive materials to build green knowledge, skills and competences.



#### **Implement MEME Micro-Interventions**

The second step is the development unique, visually attractive and innovative collection of micro-intervention materials that capture the attention of young people and "greenspire" them to pursue and maintain a sustainable and environmentally friendly lifestyle.



#### **Create opportunities for impact EFFECT**

The final step is to promote the GREEN MEME methodology and materials by providing real engagement opportunities for young people in their physical and digital social space.

All project results and developed materials are available free of charge on the project website [www.green-meme-effect.eu](http://www.green-meme-effect.eu) in six languages: English, German, Greek, Italian, Portuguese and Swedish.





## Pedagogical Concept of the Green Info Day Idea Sets

### Purpose

This idea set provides the actors in the social space of young people with helpful resources to plan, organise and implement events featuring green, sustainable actions. It will hopefully light a spark of inspiration and by offering ready-made resources that need only little modification, it should pave an easy way to take them and run wild with them. We want to show that everyone can actively contribute to the fight against climate change by adopting and promoting green and sustainable behaviours.

### Methodology

The green theme days are designed to create opportunities to encourage active participation to foster eco-friendly and sustainable behaviours in young people and the actors in their physical and social space.

By planning these events, ideally together with the young people, not just for them, we place them at the centre of their learning process and empower them to explore their environment, learn more about the people and places in it and develop green skills and habits.

All events are designed to engage the young people in active exploration, idea generation and engagement with their social and physical environment. Through active exchange and dialogue, they experience agency and are empowered to become true agents of change in their community.

Our methodology does not foresee a formal evaluation of the outcome of these green theme days, but we are confident that they will positively impact the local communities and the individual life of our target groups.

The proposed green theme day ideas are suitable for repeated implementation as well as one-time events in any youth-related setting. As a professional in youth work or another education setting, we trust that you will be able to adapt our suggestions to the particular needs of your target group.

### Resources

Each green theme day features one or more green topics that the project focusses on and there are learning outcomes designed for each event. The idea set is further supported by the knowledge we provide in the GREEN INFO CARDS, blog posts, quizzes and videos on our website as well as by the methodological guideline to implement MEME micro-interventions in the physical and digital social space of youth.

The Green Theme Day Idea Set includes customisable elements such as to-do lists and ready-made templates (e.g. invitations to insert date, address and name of youth/community centre) which can be implemented either on the spot or with little to moderate preparation time.

You can find them collected in [this document](#) as well as in separate PDF downloads and as blog posts on our [website](#).



## Green Theme Day Topics

The following table shows an overview of the topics.

Title of Event	Topic	Description	Learning Outcomes
1 <b>Book Basar</b>	Circular Economy	Every participant brings books and magazines they no longer need and donates them. Books can also be swapped.	<p>The participants will be able to recognise the value of reusing and sharing resources, such as books, as a practical example of circular economy principles.</p> <p>The participants will be able to demonstrate an understanding of sustainable practices by promoting the exchange of pre-owned books, reducing waste, and fostering a culture of mindful consumption.</p> <p>The participants will be able to develop a positive attitude toward sustainability by participating in collaborative activities that highlight the environmental and social benefits of reusing materials.</p>
2 <b>Clothes-Swap</b>	Sustainable Fashion	The young people bring a few clothing items and swap them amongst each other. This could also be done virtually, for example in a WhatsApp-Group, where they can post a photo of the item they offer to swap (and maybe even express a desired item).	<p>The participants will be able to identify sustainable alternatives to fast fashion by engaging in clothes swapping as a means to reduce textile waste and promote a circular economy.</p> <p>The participants will be able to practice mindful consumption by evaluating the environmental and social impacts of their clothing choices and embracing second-hand fashion.</p> <p>The participants will be able to foster a sense of community and collaboration through the exchange of clothing, emphasizing shared responsibility for sustainable living.</p>
3 <b>Community Garden</b>	Sustainable Food & Nature Conservation	Plant a community garden with the young people. Grow fruits and veggies, or maybe plant a tree or other plants that help bees and other animals.	<p>The participants will be able to apply sustainable gardening practices, such as composting and water conservation, to grow and maintain plants collaboratively in a shared space.</p> <p>The participants will be able to support local biodiversity by designing and building bird boxes and insect hotels, fostering a greater understanding of their role in maintaining healthy ecosystems.</p> <p>The participants will be able to foster teamwork and community engagement by actively contributing to a shared garden space that promotes social and environmental well-being.</p>



Title of Event	Topic	Description	Learning Outcomes
4 <b>Community Potluck against food waste</b>	Sustainable Food	Everyone brings foods that are about to expire and then they can figure out a meal they can cook together. If no ideas come up, they can even ask an AI service for inspiration!	<p>The participants will be able to reduce food waste by creatively repurposing surplus ingredients into shared meals, demonstrating practical approaches to sustainable cooking.</p> <p>The participants will be able to raise awareness of the environmental impacts of food waste by participating in discussions about sustainable food consumption and sharing solutions with their community.</p> <p>The participants will be able to strengthen community connections by collaboratively organizing and enjoying a potluck that promotes mindful eating and resource sharing.</p>
5 <b>Eco-urban-walk through the city to spot areas for improvement</b>	Active Mobility & Citizenship	<p>Go on a walk through the community with the young people. Their challenge is to take photos of areas that are eco-harmful by design.</p> <p>Ideally, if they find litter, they should pick it up and dispose of it correctly!</p> <p>Afterwards, review the photos and discuss, how these areas can be improved.</p>	<p>The participants will be able to identify urban environmental challenges, such as waste, green space scarcity, or inefficient energy use, and propose actionable solutions to create a more sustainable and eco-friendly cityscape.</p> <p>The participants will be able to evaluate the sustainability of urban spaces by observing and analysing factors such as accessibility, biodiversity, and resource efficiency.</p> <p>The participants will be able to collaborate on innovative ideas for transforming underutilized or neglected urban areas into greener, more sustainable, and community-friendly spaces.</p>
6 <b>Everyday Hero Workshop</b>	Energy, Waste and Water Management	Workshop to collect ideas to save water, energy and resources in everyday life. Creation and commitment to a common pact to adopt selected ideas as green habits.	<p>The participants will be able to reflect on their personal consumption habits and adopt meaningful changes that contribute to resource conservation and long-term environmental well-being.</p> <p>The participants will be able to identify practical strategies to save water, energy, and resources in their daily lives, fostering a culture of sustainability.</p> <p>The participants will be able to collaboratively create a “green habits pact” committing to actionable changes that reduce their environmental footprint and inspire others to do the same.</p>
7 <b>Green Art Workshop</b>	Art in the name of nature	Create green artworks together and plan a vernissage to appreciate the artworks.	The participants will be able to create environmentally conscious artwork using sustainable materials and methods, demonstrating a creative approach to resource conservation.





Title of Event	Topic	Description	Learning Outcomes
			<p>The participants will be able to communicate the importance of sustainability through art, using their work to raise awareness about pressing environmental issues and inspire action.</p>
8	<b>Green Skills Day</b>	Green Skills Find role models that can teach various green skills, for example repairing broken objects, sewing and fixing clothes, green gardening and more.	<p>The participants will be able to connect with local role models and experts who demonstrate sustainable practices, and gain inspiration to incorporate these skills into their everyday lives.</p> <p>The participants will be able to learn and apply practical green skills, such as repairing broken objects, mending clothes, and sustainable gardening practices, to reduce waste and promote resourcefulness.</p> <p>The participants will be able to enhance their problem-solving and creative abilities by using eco-friendly techniques to repair and repurpose items, fostering a mindset of sustainability and reuse.</p>
9	<b>Local Business Support</b>	Green Entrepreneurship & Sustainable Food Find local businesses or NGOs that support the green transition by either offering sustainable products and services. If possible, offer to volunteer for the green cause.	<p>The participants will be able to connect with local businesses and NGOs that contribute to the green transition by offering sustainable products, services, or initiatives.</p> <p>The participants will be able to advocate for and promote sustainable local businesses, understanding their role in driving the green transition and fostering a circular economy.</p> <p>The participants will be able to engage in volunteer opportunities with local green-focused organisations, demonstrating a commitment to supporting the community's environmental efforts.</p>
10	<b>Meet &amp; greet with local decision makers</b>	Green Citizenship Invite local decision makers to talk to the young people about their wishes and needs in the community. They can also use the opportunity to teach them what they are doing to fight climate change.	<p>The participants will be able to engage in meaningful discussions with local decision makers, expressing their wishes and needs for a more sustainable and resilient community.</p> <p>The participants will be able to gain insight into the actions taken by local decision makers to address climate change, and understand how policy decisions shape environmental outcomes.</p> <p>The participants will be able to collaborate with local leaders in envisioning and advocating for solutions to climate change, strengthening their role in community activism and environmental citizenship.</p>





Title of Event	Topic	Description	Learning Outcomes
11 <b>Nature clean-up walk</b>	Active Mobility	Pick an area, for example beach, forest, riverside or a park. Provide the young people with protective gear and bags to collect trash as you walk.	<p>The participants will be able to understand the ecological impact of pollution on local ecosystems and learn practical ways to reduce waste in nature.</p> <p>The participants will be able to identify and collect waste in natural environments, demonstrating responsible behaviour and active participation in environmental conservation.</p> <p>The participants will be able to promote community involvement in environmental citizenship by encouraging others to join clean-up initiatives and care for local green spaces.</p>
12 <b>Nature Exploration Walk</b>	Biodiversity protection	Learn about local flora and fauna and how they can be preserved and supported	<p>The participants will be able to identify key local flora and fauna, understanding their role in the ecosystem and the importance of preserving biodiversity.</p> <p>The participants will be able to recognise human impacts on local wildlife and habitats, and propose actions to support conservation efforts and sustainable interactions with nature.</p> <p>The participants will be able to apply knowledge of local ecosystems to advocate for the protection and restoration of native species and habitats in their communities.</p>
13 <b>Recycle Marathon</b>	Waste management	<p>Offer the local community an opportunity to bring their recyclables that are harder to get rid of to your venue and organise that the young people collect and sort them, to bring it to the next big recycling centre. To engage them, you can formulate a goal of a number of recycled items.</p> <p>For example: batteries, old clothes/textiles and more.</p>	<p>The participants will be able to understand and value the environmental benefits of recycling, including reducing waste and conserving resources, and actively participate in the recycling process.</p> <p>The participants will be able to identify and sort various types of recyclable materials, including hard-to-recycle items like batteries and textiles, contributing to proper waste management.</p> <p>The participants will be able to set and achieve measurable recycling goals, demonstrating teamwork and community engagement in promoting sustainable waste practices.</p>
14 <b>Repair, reuse and upcycle workshop</b>	Circular Economy	Either have it as an idea workshop, to brainstorm things that can be repaired, reused or upcycled. If	The participants will be able to to apply creative problem-solving skills to repurpose materials and objects, turning them into functional or artistic items that support a sustainable lifestyle.







Title of Event	Topic	Description	Learning Outcomes
		<p>the young people are motivated, let them bring these items and have a craft workshop!</p> <p>You can also invite role models that can teach the young people how to repair, reuse and upcycle certain items.</p>	<p>The participants will be able to repair, reuse, and upcycle everyday items, reducing waste and giving new life to products that might otherwise be discarded.</p> <p>The participants will be able to advocate for and demonstrate the environmental and economic benefits of repair and upcycling, encouraging others to adopt these practices in their daily lives.</p>
<p>15 <b>Second-Hand Flea Market</b></p>	<p>Circular Economy</p>	<p>Invite the local community to organise a flea market with unused but intact objects, that can be swapped or sold for a low price.</p>	<p>The participants will be able to organise and run a second-hand flea market, promoting the reuse and repurposing of goods to reduce waste and support a circular economy.</p> <p>The participants will be able to identify the environmental and economic benefits of buying and selling second-hand items, fostering a mindset of sustainability and mindful consumption.</p> <p>The participants will be able to engage with their community to encourage sustainable shopping habits and raise awareness about the value of reusing and recycling goods.</p>
<p>16 <b>Wishlist for local businesses/ authorities</b></p>	<p>Green Citizenship</p>	<p>Interactive workshop with young people to write a formal letter to either a business or a local authority to initiate impactful green change (for example the instalment of a bin in a spot where litter accumulates).</p>	<p>The participants will be able to identify key environmental issues in their locality and propose practical, impactful solutions to address these challenges through collaboration with businesses or local authorities.</p> <p>The participants will be able to draft a formal letter to local businesses or authorities, effectively communicating their ideas and advocating for sustainable changes in their community.</p> <p>The participants will be able to enhance their advocacy and communication skills, empowering them to actively engage in local decision-making processes for environmental change.</p>





## Tips for Successful Implementation

1. **Know your target group.** Every group of young people is different and their life realities are extremely heterogenic. You as their contact person or key worker know best, what you can expect from them without under- or overwhelming them.
2. **Promote a participative approach.** Ask the young people in your care what green day idea is most interesting to them and include them in the preparations as much as possible.
3. **Be resourceful.** This applies not only to physical resources, but also to personnel resources. Identify suitable role models in the community that can support your cause, maybe they are parents of the young people or other actors in their social space. Ask them to support the events and invite them as role models.
4. **Set realistic expectations.** This is for you and for the young people. Especially if you are inviting external people to an event, maybe even for the first time, be prepared that there might be just a few that participate. That's okay, every movement that starts small has the potential to grow!
5. **Adapt the suggested topic and timing to your needs.** The topics and timings we suggest are exactly that: suggestions. Feel free to estimate more or less time or to shift the focus of one of the topics to fit your purpose.
6. **Split or combine events.** Do not be afraid to start small and maybe just try one of the idea sets in a smaller scale. If it is successful, plan another iteration of the event or split it in two from the start. If it is already going well or if you are really motivated, plan a series of events that fit together.
7. **Consider local contexts and regulations.** The idea set has been developed by a transnational partnership from various EU-countries, so there might be some elements that are not 100% relatable in your country. It is probably best to double-check what is available and allowed in your region.
8. **Make use of our provided resources.** We offer you to-do lists and ready-made invitations and poster templates. You can download and modify them to your liking! But you are not obliged to use the resources – maybe you and the young people in your care have ideas to create them on your own! Feel free to do so and use ours only as inspiration.
9. **Use our GREEN INFO CARDS as supportive materials.** We have developed info cards, complementary blog posts with quizzes and videos in all our partner languages about the topics behind the green theme days. You can use them to provide a knowledge basis for the events (and even as fun promotion material!).
10. **Have fun!** If you have fun planning and implementing these events, there is a higher chance that your target group will too. Our approach is to empower and enable change through enjoyable experiences and humour (where appropriate).





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and digital social space of youth to foster  
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