



WP5

Sustainability Plan



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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

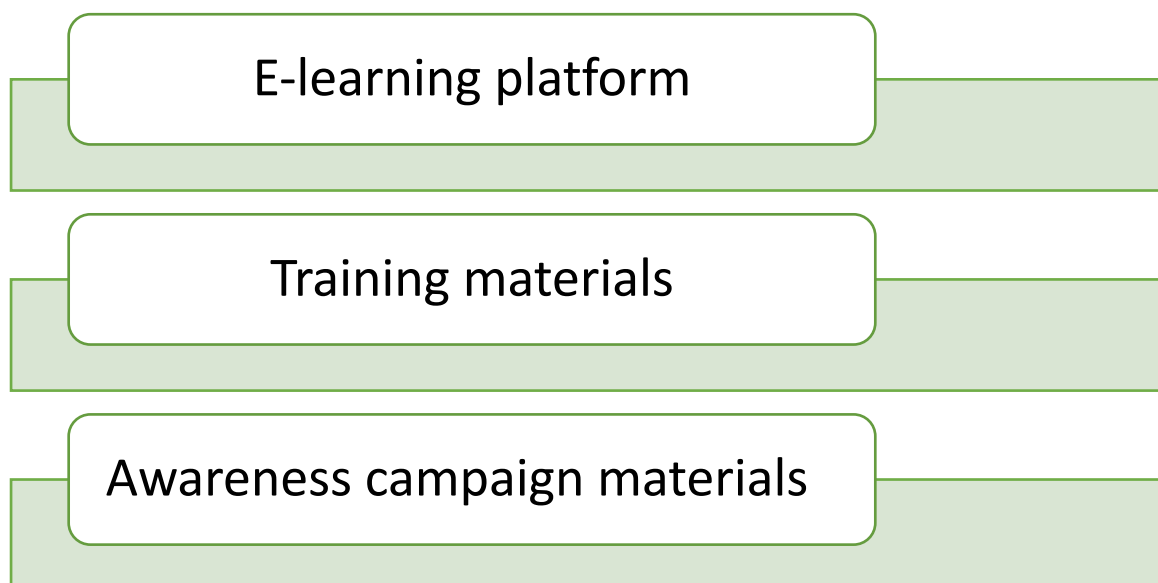
(see project application)

SUSTAINABILITY PLAN

The partner entities will develop a **Sustainability Plan**, which will outline the **objectives, expected results, actions, and indicators** to ensure that the project's initiatives are sustained over time. This plan will guarantee that the project's actions continue to be utilized both by young people residing in rural municipalities of the EU and by other stakeholders involved in their training for employment and labor market integration.

(see project application)

Products to be exploited



Actions from project partners

Each partner has committed to **specific sustainability actions** that align with their expertise and networks. These actions **extend the project's lifespan**, ensuring that **young people, educators, and stakeholders** continue benefiting from Green Up Yourself.

FSMLR

ACTION 1

DESCRIPTION	Promote and maintain a virtual community through social media or the mentoring space of the online platform
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	where young people can share experiences, receive mentoring and access green entrepreneurship resources.
TIMELINE	Within 12 months after the end of the project.
RESOURCES NEEDED	Communication team, community moderators, budget for platform management, digital tools (Facebook, LinkedIn, Discord).
POSSIBLE KPI	<ol style="list-style-type: none"> 1. Number of active members in the community. 2. Number of monthly publications and interactions. 3. Number of entrepreneurs who access mentoring.
PARTNERS/ STAKEHOLDERS	Fundación Santa María la Real in collaboration with other project partners and local green entrepreneurs.

ACTION 2

DESCRIPTION	Adapt and publish GREEN UP YOURSELF training materials on open access platforms (such as Moodle, Coursera or environmental education websites) to ensure their long-term availability.
TIMELINE	Within 12 months after the end of the project.
RESOURCES NEEDED	Technical team for content adaptation, budget for hosting and maintenance, agreements with educational platforms.
POSSIBLE KPI	<ol style="list-style-type: none"> 1. Number of downloads or accesses to training materials. 2. Number of institutions or individuals using the resources. 3. Number of courses completed by users.
PARTNERS/ STAKEHOLDERS	All project partners, universities, e-learning platforms, vocational training centres.

ACTION 3

DESCRIPTION	Hold an annual event (congress, webinar or job fair) where experts, entrepreneurs and young people can share experiences,
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	generate networking and learn about job opportunities in the green sector.
TIMELINE	First event within the first year after the project, then annually thereafter.
RESOURCES NEEDED	Physical space or online platform, organising team, budget for logistics, communication and dissemination.
POSSIBLE KPI	<ol style="list-style-type: none"> 1. Number of people attending the event. 2. Number of invited speakers and experts. 3. Number of job opportunities shared.
PARTNERS/ STAKEHOLDERS	All project partners in collaboration with green companies, public administrations and educational centres.

CIAPE

ACTION 1

DESCRIPTION	CIAPE has developed a new format, "CIAPE Vibes", that serves as an incubator for Erasmus+ projects. This initiative will provide training opportunities for young people in Italy - especially those from disadvantaged backgrounds - leveraging materials created during various projects we have contributed to. By integrating the Greenup Yourself materials, we ensure their long-term use and impact.
TIMELINE	This activity will be carried out throughout 2025 and 2026, as part of CIAPE ongoing initiatives.
RESOURCES NEEDED	CIAPE staff, trainers and Greenup Yourself e-learning platform.
POSSIBLE KPI	<ol style="list-style-type: none"> 1. Number of training session conducted (at least 2 per year). 2. Number of young people engaged (at least 30 per session).
PARTNERS/ STAKEHOLDERS	CIAPE network, youth training centers, and educational institutions.

ACTION 2

DESCRIPTION	The materials related to green entrepreneurship and sustainability will be
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	used in school lessons (within the Startup Management Course). Additionally, they will be used in “CIAPE Academy”, where we provide experiential training for young people and adults.
TIMELINE	This activity will be carried out throughout 2025 and 2026, as part of CIAPE ongoing initiatives.
RESOURCES NEEDED	CIAPE staff and Greenup Yourself e-learning platform.
POSSIBLE KPI	<ol style="list-style-type: none"> 1. Number of students involved in schools (at least 20 per year). 2. Number of young people and adults involved in “CIAPE Academy” (at least 10 per session).
PARTNERS/ STAKEHOLDERS	CIAPE network, schools (Fondazione Green)

ACTION 3

DESCRIPTION	In order to maintain visibility and accessibility of the project outcomes, CIAPE will actively promote the e-learning platform and disseminate key results through our organization social media channels and newsletters. This will ensure continuous engagement and potential new users.
TIMELINE	This activity will be carried out throughout 2025 and 2026, as part of CIAPE ongoing initiatives.
RESOURCES NEEDED	CIAPE staff and social media platforms.
POSSIBLE KPI	<ol style="list-style-type: none"> 1. Social media engagement rates. 2. Newsletter open rates.
PARTNERS/ STAKEHOLDERS	CIAPE network.

IED

ACTION 1

DESCRIPTION	The project and platform will be presented to the High School of Gonous in Larisa to raise awareness and encourage engagement with the project's outcomes. The session will include an overview of the project's objectives, benefits, and how
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	students can utilize the platform for learning.
TIMELINE	The presentation will take place in March.
RESOURCES NEEDED	Staff for the presentation, digital tools (e.g., laptop, projector, internet connection)
POSSIBLE KPI	1. Number of students involved in the class (25 to 30 students)
PARTNERS/ STAKEHOLDERS	IED staff, in collaboration with a school

ACTION 2

DESCRIPTION	The platform will be disseminated through our newsletter, ensuring continuous promotion and engagement with the target audience. Regular updates, features, and key insights from the project will be included to maintain visibility and encourage usage.
TIMELINE	Ongoing activity as part of our dissemination strategy.
RESOURCES NEEDED	Staff for content creation and newsletter management
POSSIBLE KPI	1. IED newsletter (at least 20,000 receivers)
PARTNERS/ STAKEHOLDERS	IED staff

ACTION 3

DESCRIPTION	The project results will be integrated as a lesson into JOIST's school visit programme. As JOIST hosts daily school visits, this activity will use the existing structure to introduce students to the Green Up platform and its educational benefits. The session will include interactive activities and discussions on green entrepreneurship.
TIMELINE	May 2025
RESOURCES NEEDED	Staff, presentation materials
POSSIBLE KPI	1. Number of students (300 students in total)
PARTNERS/ STAKEHOLDERS	JOIST Innovation Park and IED's staff member

CARDET

ACTION 1

DESCRIPTION	CARDET will maintain and update the Website and Green Entrepreneurship Learning Platform to ensure ongoing accessibility and usability. This includes managing website hosting, updating content, and incorporating user feedback. Additionally, CARDET will promote the platform during relevant events and workshops. The platform will be maintained as a non-password-protected free and open resource to maximize accessibility and user engagement.
TIMELINE	Platform maintenance and updates: Ongoing for at least 5 years after the project ends. Promotion activities: Quarterly social media posts and annual presentations at relevant events, both on the CARDET website
RESOURCES NEEDED	Staff: Web developer, content manager, and marketing personnel. Budget: Website hosting, marketing costs, and staff time.
POSSIBLE KPI	1. Frequency of platform updates. 2. Follow-ups and further support with Green Mentors from Cyprus and their activities
PARTNERS/ STAKEHOLDERS	Green Mentors from Cyprus

ACTION 2

DESCRIPTION	This activity focuses on strategically disseminating the project's outputs, website, and resources at national and international events, workshops, and conferences beyond the project's official timeline. The goal is to increase the visibility, usability, and influence of project results, ensuring they continue to support youth employment, green entrepreneurship, and professional training efforts across Europe. Through this initiative, Green Up Yourself will remain an active reference for rural youth,
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	job counselors, employers, and policymakers even after its formal funding period ends.
TIMELINE	CARDET will identify potential events related to the thematic area and topic and continue post-project dissemination activities. This dissemination can be virtual or in-person
RESOURCES NEEDED	Mapping of Key Events & Networks. Participation in event with relevant scope and target groups of Youth and Young Professionals
POSSIBLE KPI	1. Frequency of dissemination activities post project completion platform updates.
PARTNERS/ STAKEHOLDERS	Greenup Yourself CSC. CARDET Communication team

ACTION 3

DESCRIPTION	Building on the success of the Green Up Yourself project, this follow-up initiative (Green Up Yourself 2.0 or similar initiatives) will aim to expand and enhance its impact by integrating advanced digital learning tools, developing more specialized green employment pathways, and strengthening collaboration with businesses in the sustainability sector. The project will focus on scaling up green entrepreneurship training, increasing direct employment opportunities for rural youth, and institutionalizing green skill development in formal and non-formal education systems. A key component will be securing long-term funding through Erasmus+, Interreg, or Horizon Europe to sustain and expand the initiative across new EU regions.
TIMELINE	Applied within the next 2 years after the project completion
RESOURCES NEEDED	Project manager (Project design implementation/lessons learned). Business analyst (Stakeholder & Policy Mapping - Review existing regional,

	national, and EU-level green job policies and funding mechanisms to align the follow-up project with strategic priorities). Researcher (Upscaling assessment of Gaps in Green Skills Training)
POSSIBLE KPI	1. N. of proposals submitted (minimum 1 proposal with related objectives)
PARTNERS/ STAKEHOLDERS	Educational & Training Institutions. Employment & Entrepreneurship Support Organizations. Chambers of Commerce & Business Incubators. EU Business Networks. Project partners

STEP

ACTION 1

DESCRIPTION	We will share the Green Up Yourself materials and strategies with other youth and environmental organizations. By incorporating these resources into their ongoing initiatives, these organizations will enhance their activities, fostering long-term awareness and engagement among young people.
TIMELINE	By the end of March.
RESOURCES NEEDED	Trainers, E-learning platform
POSSIBLE KPI	1. Number of youth organizations engaged (at least 3 organizations) 2. Number of young people reached (at least 100 young people by the end of the year)
PARTNERS/ STAKEHOLDERS	Youth Centre Žalec. Side Quest (a group of young people establishing a youth and non-formal education institute). Gaia-S Association - dedicated to making environmental protection accessible and creative for people

ACTION 2

DESCRIPTION	We will showcase Greenup Yourself materials at the Soundgarden Festival, engaging young people through interactive workshops, informational booths, and digital content. This festival offers a unique platform to connect with a broad audience passionate about sustainability, environmental activism, and green entrepreneurship.
TIMELINE	During Soundgarden Festival 2025 (June)
RESOURCES NEEDED	Event space at Soundgarden Festival Promotional materials (flyers, posters, digital content, social media promotion) Trainers/Facilitators to engage with festival attendees
POSSIBLE KPI	1. Number of festival attendees engaged (at least 200 people)
PARTNERS/ STAKEHOLDERS	Soundgarden Festival organizers

ACTION 3

DESCRIPTION	To ensure the long-term impact and accessibility of the project's outcomes, STEP will actively promote the Greenup Yourself e-learning platform and share key findings through various digital channels. By utilizing social media, newsletters, and partnerships with organizations, we aim to sustain the dialogue on sustainability and engage new learners with the platform.
TIMELINE	This promotional campaign will run throughout 2025 and 2026, integrating with STEP's ongoing outreach and engagement efforts.

RESOURCES NEEDED	Dedicated STEP staff will oversee content creation and communication, ensuring consistent and engaging outreach. Social media platforms (Facebook, Instagram, LinkedIn) will be leveraged to build awareness, foster engagement, and amplify the project's impact.
POSSIBLE KPI	<ol style="list-style-type: none"> 1. Growth in social media interactions (likes, shares, comments) 2. Increase in newsletter engagement (open and click-through rates) 3. Higher user registrations on the e-learning platform
PARTNERS/ STAKEHOLDERS	STEP's partner network. Youth organizations and green initiatives

LAG AGRO LIDER

ACTION 1

DESCRIPTION	Workshops within the platform Green Up Yourself - providing workshops for Green Up Yourself modules for young people on the territory of rural municipality Krivogashtani
TIMELINE	May 2025
RESOURCES NEEDED	Youth workers/educators, digital tools
POSSIBLE KPI	<ol style="list-style-type: none"> 1. Number of participants trained (25 young people)
PARTNERS/ STAKEHOLDERS	Local Action Group AGRO LIDER in collaboration with a school "Manchu Matak" Krivogashtani

ACTION 2

DESCRIPTION	Youth Green Initiatives - LAG AGRO LIDER in collaboration with youth organization and High School "Orde Chopela" Prilep will implement and
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	promote green initiatives implemented by the students. The students invented ECO panel, they made and maintain Mini ECO FARM etc.
TIMELINE	June 2025
RESOURCES NEEDED	Teacher/educator, waste paper, organisation staff
POSSIBLE KPI	1. Number of students participating (at least 20 students)
PARTNERS/ STAKEHOLDERS	LAG AGRO LIDER, High School "Orde Chopela" Prilep

ACTION 3

DESCRIPTION	Towards circular economy. Through promotion of "green" skill to encourage young people to contribute to green initiative in green economy particularly circular economy. Linking young people with green businesses, and also involve young people in "green" activities
TIMELINE	June 2025
RESOURCES NEEDED	LAG AGRO LIDER' staff, volunteers
POSSIBLE KPI	1. Number of youths engaged in circular economy activities (at least 30)

Conclusion and long-term plan

This Sustainability Plan ensures that project outcomes continue to create impact through four key strategies:

- **Maintaining and updating the Virtual Learning Platform** for long-term accessibility (proposed mainly by CARDET, Fundación Santa María La Real, CIAPE, STEP).
- **Expanding awareness via events, workshops, and festivals** (proposed mainly by CARDET, STEP, IED, Fundación Santa María La Real, LAG AGRO LIDER).
- **Integrating training materials into schools and universities** (proposed mainly by CIAPE, IED, LAG AGRO LIDER, Fundación Santa María La Real).
- **Developing new partnerships and securing funding** for future growth (proposed mainly by CARDET, Fundación Santa María La Real).

By committing to these actions, the **Green Up Yourself** project will foster a lasting culture of green entrepreneurship, will support rural youth in building sustainable careers and will keep on upskilling trainers and youth workers.