



Creating a Culture of Innovation

The COVID-19 outbreak had tragic effects on our societies & economies, leading to the loss of a number of jobs and hindering opportunities for many young people to integrate the labour market in the near future. It also urged a worrying rise in the amount of waste disposal of single-use materials such as PPE, And, while reduced traffic in European cities has led to a drop in air pollution, this is likely to quickly rebound unless lasting structural changes are created. Thus, while COVID-19 forced our societies to a halt, it also posed an opportunity to challenge systemic unsustainable practices.

But, in order to start reverting environmental degradation, our societies must implement long-term measures, which fundamentally demand **AWARENESS BUILDING, MINDSET CHANGING & the CREATION OF SUSTAINABLE AND CIRCULAR ALTERNATIVES**. In this matter, the **CREATIVE SECTOR** has the potential of offering solutions to promote circularity in the use of resources.

EDUCATION is crucial to transparently disseminate knowledge and to prompting the change of mentalities in an enduring manner.

Educating today's YOUTH and involving them in the process of creatively conceptualizing circular practices is key to empowering youngsters to lead the journey towards a more circular future.

IN THIS CONTEXT, YOUCREATE PROJECT:

- acknowledges that the Cultural & Creative Industries (CCIs) represents the entering sector for many young people into the labour market, and that the triggering of a green and circular economy demands creatively developing alternatives to unsustainable practices. It also recognizes the role of EU projects as innovation drivers, however identifying the wasteful character of some practices of EU project conceptualization, management & dissemination.
- builds on the notion that **CREATING BRIDGES** between the CCI and the CE can be resourceful to improving the future of our planet, societies & youth.
- perceives that this is especially true when targeting youth from different cultural backgrounds, given their creative and innovative potential, and when empowering them with educational tools and connecting them with the field of EU projects. This bridge is also opportune to building awareness and knowledge about CE, CCI and EU PROJECTS, while **DEVELOPING SKILLS** that will aid our youth's transition into working contexts.

It is also key to prompting new and transferrable perspectives among youth workers around EU project development and management. Finally, the project will deploy a participatory methodological approach in the development of its outcomes, involving youth and valorising their perspectives and needs in all of its stages.



Main objectives:

- raise awareness to using the creative and digital tools within the CCI regarding the ideas of CIRCULARITY and ECO RESPONSIBILITY;
- deliver sustainable working instruments based on innovation and CREATIVE SKILLS within project conceptualization, management, and implementation;
- EMPOWER youth workers and young people and prompt their familiarity with the CCI by building their skills and capacity to make EU projects more environmentally responsible through education and training; creativity and environmental responsibility; and cooperation and solidarity;
- encourage transnational COOPERATION and intercultural interconnections, and the exchange of sustainable practices between young people, youth workers, and organizations;

Expected Results & Activities:

- interview with 2 environmental experts; roundtable with 40 youngsters and youth workers;
- a manual for trainers introducing innovative narrative-based learning techniques;
- a digital training composed of 6 modules;
- a learning & teaching activity with 12 youth workers to learn how to utilize the manual and digital training;
- a testing activity of the digital training with a workshop to develop creative new ideas for circularity within EU projects in each country with 20 young people in total;
- 8 videos in total displaying the activities and reflections of the project;
- an “EDUcreateBAG” collecting the videos and all ideas and practices identified and developed during the project, available online. Contributions will still be possible after the end of the project.



The partnership of the project YOUCREATE is composed by:



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