

YRS TRAINING COURSE
“GREEN VOICE OF YOUTH IN MEDIA: innovations and environmentally responsible consumer behaviour”

Dates: 20-25 August 2018 (19th is the arrival and the 26th departure day)

Place: Veliki Gaj, Republic of Serbia

Activity type: training course

For participants coming from: Italy, Greece, Iceland, Italy, Czech Republic, Portugal, Germany, Serbia

Deadline to apply: 15 June 2018, 23:59 CET

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ABOUT THE PROJECT

By adopting the sustainable green living concept and green purchase behaviour in many countries, little focus was put on influence of youth in its dissemination. We recognized that green advertising is a tool to promote an eco-friendly, environmentally responsible behaviour among young people. It is also important in promoting green innovations in order to boost future ones as an attempt to minimize the size of our ecological footprint. Combining effectiveness of this tool and listening to the voice of youth, the project idea was created.

The aim of the training course is to empower and build capacities of youth and environmental organizations for communicating and promoting sustainability (environmentally responsible consumer behaviour) and green innovations in media in a youth friendly way.

Partner organisations and number of participants:

	Participants	Trainers and Support Staff
YOUNG RESEARCHERS OF SERBIA , Serbia	1	3
MINE VAGANTI , Italy	2	
Ecological Movement of Thessaloniki , Greece	2	
SEEDS - SEE beyond border , Iceland	2	
LEGAMBIENTE , Italy	0	1
LUNARIA , Italy	2	
INEX – SDA , Czech Republic	2	
ROTA JOVEM , Portugal	2	
IJGD , Germany	2	
YOUTH AND ENVIRONMENT EUROPE , Czech Republic	1	

LEARNING AND OTHER OUTCOMES OF THE PROJECT

The objectives of the training are:

- Transferring knowledge of the basics of sustainable green living concept covering production made with social and environmental concern and its eco-labels
- Raising awareness about the importance of involving young people and how media such as social networks and blogs can be useful
- Sharing tools to disseminate importance of those sustainable parameters via media for youth
- Sharing tools to disseminate green innovations and empower youth in green entrepreneurship
- Building skills of youth workers and youth leaders on how to develop messages that engage targeted audience
- Stimulating sharing of young people's interests and knowledge connected to environmental issues
- Creating space for exchanging examples of best practices; for networking and exchanging experiences

Apply for this training if you want to:

- Spread green voice of youth in media
- Learn about new online methods in promoting green topics
- Learn more about sustainable green living concept
- Develop messages for targeting desired audience
- Find out how to develop your green idea
- Empower youth and yourself in green entrepreneurship
- Meet other passionate young environmentalists or youth workers to exchange ideas and experiences and build partnerships

Profile of the participants:

- 18+ years old
- Good knowledge of English
- Want to exchange best practices and learn new tools and methods
- Youth workers (leaders) in organizations who have experience with using media for youth for promotion and dissemination of sustainable and environmental issues
- Youth workers (leaders) in organizations do not have enough experiences in using media for youth as a tool to raise awareness and boost their active participation;
- Inspiring youth workers who want to learn tools for empowering youth in green entrepreneurship
- Willing to do small research before the training and continue with follow up activities
- Able to transfer and apply gained tools and skills
- Team worker and capable to work in multicultural atmosphere

PRACTICAL INFORMATION

Food and accommodation will be covered 100%.

All your travel costs will be reimbursed according to the travel band allocated per country. To receive reimbursement **it's necessary to send back all the original tickets and boarding passes together with the reimbursement form** which we will give you at the training.

If the travel costs will be higher than the amount mentioned in the table below, participants will be required to cover the difference.

Country	Travel. Reimb.per participant
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Italy	275 EUR
Greece	275 EUR
Iceland	530 EUR
Czech Republic	275 EUR
Portugal	360 EUR
Germany	275 EUR
Serbia	20 EUR

We strongly encourage you to travel by train or bus – more environmental means of transport. Do not take plane (if it's really not necessary)! You need to prove that there is a real need for you to travel by plane (if travel by train or bus takes longer than 24 hours). According to the Erasmus + programme rules, participants cannot stay in the country for longer than 7 days before or after the project so please try to find the best connections according to these rules.

DO NOT BUY THE TICKETS BEFORE THE SELECTION PROCESS IS FINISHED AND BEFORE CONSULTING WITH US FIRST!

The reimbursement will be done by bank transfer once we receive all originals of tickets and reimbursement forms.

It is very important to consult your travel details first before buying tickets with Jelena Ristic Beronja j.ristic@mis.org.rs

Young Researchers of Serbia is a Serbian non-profit, non-governmental organization founded in 1976, whose vision is to be the driving force for all those whose aim is to make our planet a more peaceful, just and healthy place.

Driven by science and education, their mission is to contribute:

- to environmental protection and nature conservation;
- to development of volunteerism and its values;
- to scientific creativity and active youth participation.

www.mis.org.rs



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