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# WE ARE HANDBOOK AMBASSADORS!

Small-Scale Partnership for Youth  
2022-2-EE01-KA210-YOU-000091278



REPUBLIC OF ESTONIA  
EDUCATION AND YOUTH BOARD



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**WE ARE AMBASSADORS!**





# INTRODUCTION

We Are Ambassadors; is a small-scale partnership in the field of youth, funded by Erasmus and the Swedish National Agency. Our primary objective is to empower young people and educators to prioritize sustainable development in their lives, education, and careers. With over half of the global population under the age of 30, organizations and youth workers play a crucial role in educating and inspiring the future generation of community leaders, consumers, voters, and citizens.

Aligned with the United Nations; Sustainable Development Goals (SDGs) and the European; and European Green Deal; our project focuses on two key targets: Goal 13 - Climate Action and Goal 12 - Responsible Consumption and Production. These targets were chosen through voting among young people, reflecting their concerns and priorities. By working with educators, we seek to transform learning environments worldwide into hubs of education and leadership on the SDGs. Through workshops, field visits, and inquiry-based activities, we aim to develop critical thinking, communication, collaboration, and creativity skills in young people.

Additionally, we strive to increase their global awareness and understanding of the environmental and climate change challenges caused by individual preferences, consumption habits, and lifestyles. Through tangible outcomes such as a project logo, leaflets, posters, a website, and social media accounts, we aim to raise awareness and engage a wider audience. We will also develop a handbook specifically focused on Goals 12 and 13, addressing responsible consumption and production and climate action. Furthermore, an ecological calendar and a comic strip will serve as engaging educational materials.

Ultimately, our project aims to create a network of cooperation and communication among youth workers, educators, and young people to achieve the SDGs. By providing the necessary knowledge, skills, and tools, we hope to equip the next generation to tackle the world's biggest challenges and create a better future.



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# THE GENERAL OBJECTIVES

- improve the 4Cs (Critical Thinking, Communication, Collaboration, and Creativity) skills of young people
- shape young people' Global Awareness which will help them responsibly deal with the world around them and become responsible global citizens
- increase the awareness of young people on SDGs (goal 12-13 ) and green jobs
- promote sensitivity towards different global issues and their understanding, creating responsible citizens who lead sustainable lifestyles
- improve communication skills in English by teaching multi-disciplinary subjects through the foreign language and developing digital materials in English
- to create job alternatives for immigrants/refugees to welcome for better integration



## The Specific Objectives:

1. Developing global and environmental thinking skills of young people (aged 18-25) through the workshops and field visits which will be held with different types of activities during LTTs and local activities.
2. Improving young people understanding of the consequences of their individual preferences, consumption habits, and lifestyles on Environmental and Climate Change challenges through involving them in inquiry-based activities and giving them real-life situations during LTTs and local activities. ( Min.200 yp )
3. Improving youth workers' digital and green skills for adapting their teaching method to allow young people to unleash their creativity in a 'green' context through LTTs



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# INTANGIBLE RESULTS:

- Increased understanding of Climate Change and Environmental Issues
- Promoted educational initiatives by SDGs in education aimed at integrating cross-curricular subjects
- Increased sensitivity towards different global issues and responsibility as global citizens
- Motivated youth communities and local authorities on the local and European levels to create a network of cooperation and communication to support the modernization of education by using new methods, tools, and exchanging good practices.
- Empowered young people to prioritize sustainable development in their lifestyles, behaviors, education, and professional careers
- Increased capacities of youth workers to take action in order to achieve SD Goals 12&13

The objectives are in line with the selected priorities as they focus on environment and climate change, cross-curricular collaboration, creativity, inclusion, and innovative learning approaches and environments, developing competencies in various sustainability-relevant sectors as well as STEAM oriented curricula that better meet the needs of individuals and enabling behavioral changes for individual preferences, consumption habits, and lifestyles.



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## OBJECTIVES

The project aims to transform learning environments globally and make the hubs of education and leadership on the SDGs, ultimately empowering young people and young refugees to prioritize sustainable development in their, lifestyles, behaviors, education, and professional careers.



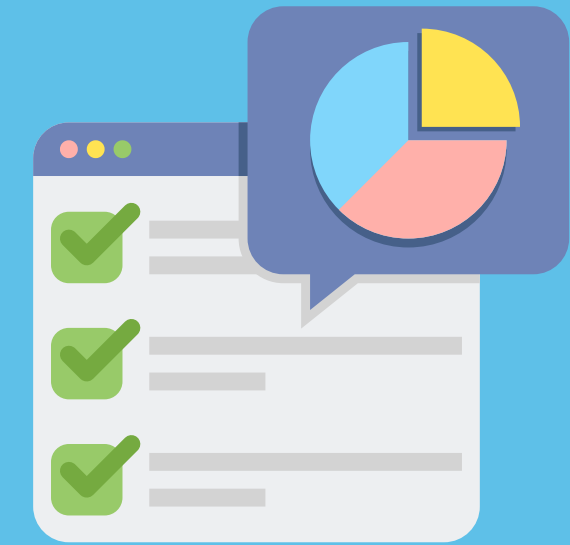
## ACTIVITIES

1. Know - How meeting - was held in Tallin as a crucial starting point for project implementation, had for aim to review tasks and responsibilities of partner organisation, set up communication and dissemination strategy as well to outline further project activities.

### UPCOMING EVENTS

Upcoming project activities:

2. Career guidance on green jobs education (Germany)
3. Understanding Sustainable living - Goal 12 (Turkey)
4. Climate Action-Goal 13 - (Serbia)



## RESULT

Handbook on selected Goals 12& 13  
Ecological Calendar  
Comic Strip



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# 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Goal 12 is about ensuring sustainable consumption and production patterns, which is key to sustain the livelihoods of current and future generations.

Our planet is running out of resources, but populations are continuing to grow. If the global population reaches 9.8 billion by 2050, the equivalent of almost three planets will be required to provide the natural resources needed to sustain current lifestyles.

We need to change our consumption habits, and shifting our energy supplies to more sustainable ones are one of the main changes we must make if we are going to reduce our consumption levels. However, global crises triggered a resurgence in fossil fuel subsidies, nearly doubling from 2020 to 2021.

We are seeing promising changes in industries, including the trend towards sustainability reporting being on the rise, almost tripling the amount of published sustainability over just a few years, showing increased levels of commitment and awareness that sustainability should be at the core of business practices.

Food waste is another sign of over consumption, and tackling food loss is urgent and requires dedicated policies, informed by data, as well as investments in technologies, infrastructure, education and monitoring. A staggering 931 million tons of food is wasted a year, despite a huge number of the global population going hungry.

## Why do we need to change the way we consume?

Economic and social progress over the last century has been accompanied by environmental degradation that is endangering the very systems on which our future development and very survival depend.

A successful transition will mean improvements in resource efficiency, consideration of the entire life cycle of economic activities, and active engagement in multilateral environmental agreements.

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### What needs to change?

There are many aspects of consumption that with simple changes can have a big impact on society as a whole.

Governments need to implement and enforce policies and regulations that include measures such as setting targets for reducing waste generation, promoting circular economy practices, and supporting sustainable procurement policies

Transitioning to a circular economy involves designing products for longevity, repairability, and recyclability. It also involves promoting practices such as reusing, refurbishing, and recycling products to minimize waste and resource depletion.

Individuals can also adopt more sustainable lifestyles – this can involve consuming less, choosing products with lower environmental impacts, and reducing the carbon footprint of day-to-day activities.

### How can I help as a business?

It's in businesses' interest to find new solutions that enable sustainable consumption and production patterns. A better understanding of environmental and social impacts of products and services is needed, both of product life cycles and how these are affected by use within lifestyles.

Innovation and design solutions can both enable and inspire individuals to lead more sustainable lifestyles, reducing impacts and improving well-being.

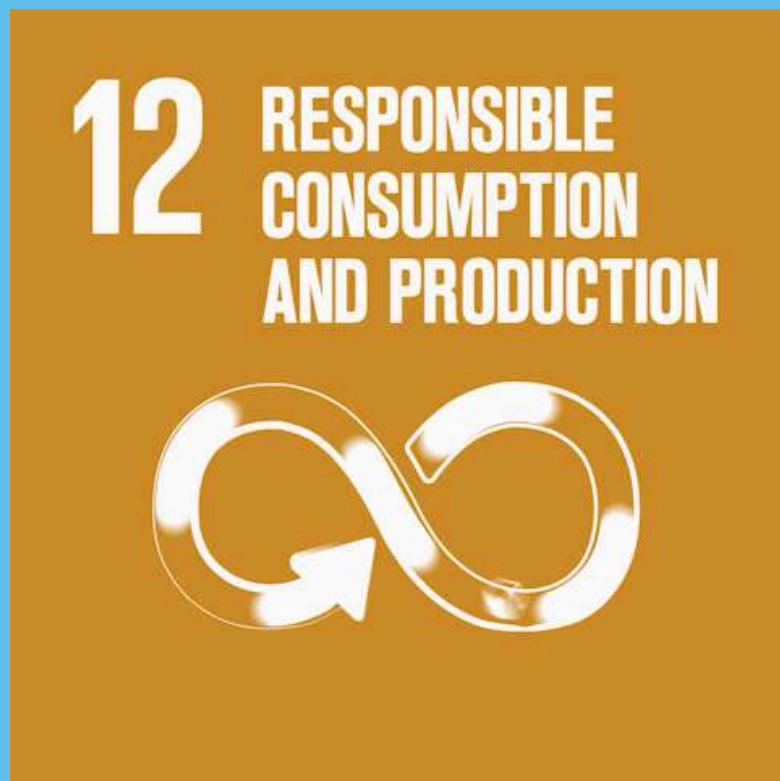
### How can I help as a consumer?

**There are two main ways to help:**

- 1.Reducing your waste and
2. Being thoughtful about what you buy and choosing a sustainable option whenever possible.

Ensure you don't throw away food, and reduce your consumption of plastic—one of the main pollutants of the ocean. Carrying a reusable bag, refusing to use plastic straws, and recycling plastic bottles are good ways to do your part every day.

Making informed purchases also helps. By buying from sustainable and local sources you can make a difference as well as exercising pressure on businesses to adopt sustainable practices.



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# 13 CLIMATE ACTION



Every person, in every country in every continent will be impacted in some shape or form by climate change. There is a climate cataclysm looming, and we are underprepared for what this could mean.

Climate change is caused by human activities and threatens life on earth as we know it. With rising greenhouse gas emissions, climate change is occurring at rates much faster than anticipated. Its impacts can be devastating and include extreme and changing weather patterns and rising sea levels.

If left unchecked, climate change will undo a lot of the development progress made over the past years. It will also provoke mass migrations that will lead to instability and wars.

To limit global warming to 1.5°C above pre- industrial levels, emissions must already be decreasing and need to be cut by almost half by 2030, just seven years away. But, we are drastically off track from this target.

Urgent and transformative going beyond mere plans and promises are crucial. It requires raising ambition, covering entire economies and moving towards climate-resilient development, while outlining a clear path to achieve net-zero emissions. Immediate measures are necessary to avoid catastrophic consequences and secure a sustainable future for generations to come.

## Act Now

The climate crisis continues unabated as the global community shies away from the full commitment required for its reversal. 2010 – 2019 was the warmest decade ever recorded, bringing with it massive wildfires, hurricanes, droughts, floods and other climate disasters across continents.

Climate change is disrupting national economies and affecting lives and livelihoods, especially for the most vulnerable.

Between 2010 and 2020, highly vulnerable regions, home to approximately 3.3–3.6 billion people, experienced 15 x higher human mortality rates from floods, droughts and storms compared to regions with very low vulnerability.



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### What happens if you don't take action?

If left unchecked, climate change will cause average global temperatures to increase beyond 3°C, and will adversely affect every ecosystem. Already, we are seeing how climate change can exacerbate storms and disasters, and threats such as food and water scarcity, which can lead to conflict. Doing nothing will end up costing us a lot more than if we take action now.

### Solving the problem

To address climate change, we have to vastly raise our ambition at all levels. Much is happening around the world – investments in renewable energy have soared. But more needs to be done. The world must transform its energy, industry, transport, food, agriculture and forestry systems to ensure that we can limit global temperature rise to well below 2°C, maybe even 1.5°C. In December 2015, the world took a significant first step by adopting the Paris Agreement, in which all countries committed to take action to address climate change. However, more actions are critically needed in order to meet the targets.

Businesses and investors need to ensure emissions are lowered, not just because it is the right thing to do, but because it makes economic and business sense as well.

### Are we investing enough to combat climate change?

According to the UNFCCC, global climate finance flows reached an annual average of \$803 billion in 2019–2020, a 12 per cent increase compared to prior years. However, this still falls short of the levels needed to limit warming, and fossil-fuel-related flows exceeded climate financing for adaptation and mitigation in 2020.

In 2019, at least 120 of the 153 developing countries had undertaken activities to formulate and implement National Adaptation Plans to enhance climate adaptation and resilience, an increase of 29 countries over the previous year. Furthermore, progress in meeting the 2020 disaster risk reduction target has been slow.

### What can I do to help?

There are many things that each of us can do as individuals. To find out what you can do, go to: [www.un.org/en/actnow](http://www.un.org/en/actnow)

To read more about the UN's efforts on climate change: [un.org/climatechange](http://un.org/climatechange)



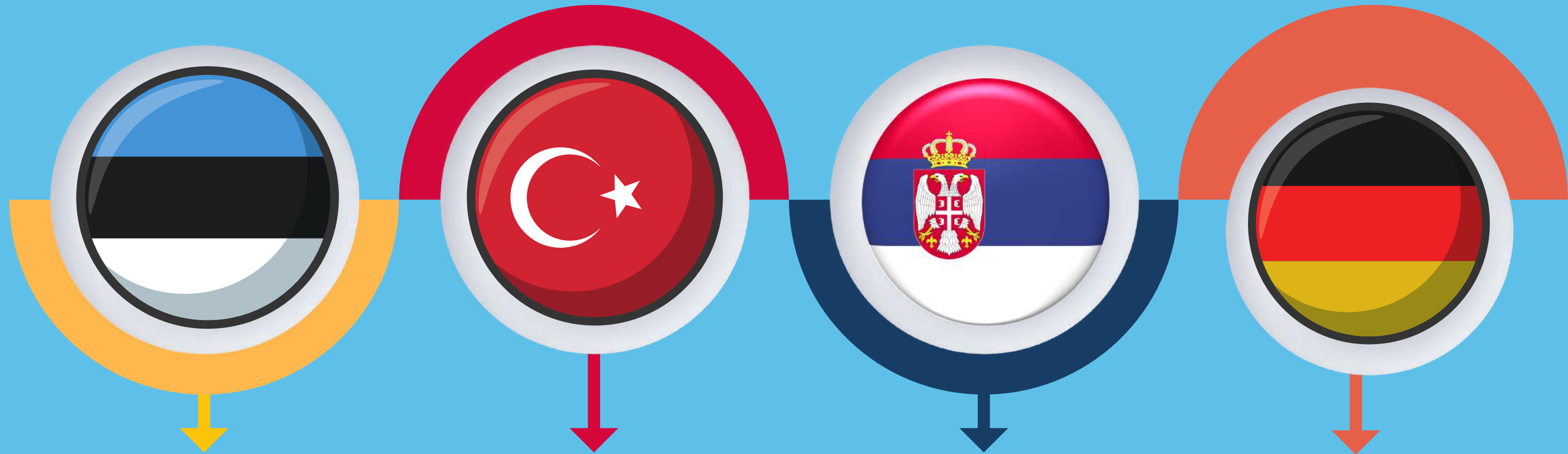
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# PARTICIPATING COUNTRIES



MTU YOUTH PLANET  
(ESTONIA)  
COORDINATOR

MODERN GELİŞİM  
DERNEĞİ  
(TURKIYE)  
PARTNER

EVROPSKA  
ORGANIZACIJA MLADIH  
(SERBIA)  
PARTNER

EU AKTIVISTEN E. V.  
(GERMANY)  
PARTNER



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# COORDINATOR COUNTRY



**MTU YOUTH PLANET  
(ESTONIA)**

We are an organization, which creates opportunities for young people who would like to be active, try and learn something new and gain new experience and knowledge for personal and professional development. We want to enrich the educational, social and cultural life of young people living in our country, mainly young people with fewer opportunities.

We believe that young people must become a driving force in building the society in which they live and therefore we create various opportunities in order to help shape a generation that is determined to change our country/and world for the better. The board of our organizations is already immigrants from Ukraine and Russia, settled in Estonia.



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**MODERN**

**GELİŞİM DERNEĞİ**

**MODERN GELİŞİM**

**DERNEĞİ**

**(TURKIYE)**

Modern Development Association (MDA) came up out of a social initiative conceived by and for young people; creating a non-governmental organization meant for us to give tangible expression to a common idea. The establishment of MDA stands for building knowledge synergy projects, events, training, exchanges, collaborative and strategic partnerships with various counseling. The path to this approach is, according to our acquaintance, the implementation of programs, activities, and strategies with a particular and common interest.

Therefore, the aim of MDA is to:

- Offer training, integration, and education in both international and domestic projects.
- Develop new ideas and promote new forms of innovative practices in different countries.
- Corporate in programs and opening view into various thematic spheres (especially the one relevant to Erasmus+ and European Union).
- Create partnership-building activities with strategic and participating partnerships

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# PARTNER COUNTRIES



## EVROPSKA ORGANIZACIJA MLADIH (SERBIA)

E.O.M is a non-profit youth organization based in Serbia, established in 2014. Our organization is composed of young individuals between the ages of 14 and 30. We are dedicated to promoting and upholding the universal principles of human rights, equality, respect for individuality and minority rights, and social equity and inclusion.

As a member of the Youth Union of Serbia (Omladinski Savez Srbije), E.O.M collaborates with various nonprofit organizations. We work collectively to represent the interests of our members and strive to improve the living conditions and standards for youth throughout the Republic of Serbia.



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# PARTNER COUNTRIES



**EU AKTIVISTEN E. V.  
(GERMANY)**

EU Aktivisten is a non-profit youth organization, established in Germany in 2021th.

The establishment of an association was born from the passion of a few youngsters who wanted to take action and make a change in the society they were living in. NGO founding members have had the desire to give back all the things they have learned and experienced during previous years of volunteering.

Our NGO was created to serve as a learning organization that gathers trainers, youth and social workers, youth policymakers, experts, and volunteers with different levels of competencies to be actively involved in the creation of civic activities with a European dimension and with benefits for their local communities.

The main reason for founding the organization is the desire of young people to connect with the diaspora from the Balkans in order to promote European values and spread ideas to other youth.



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# PROJECT ACTIVITIES

STARTING



12/01 – 15/01/2023  
Estonia

KNOW HOW



18/06 – 23/06/2023  
Germany



14/10 – 20/10/2023,  
Turkiye

THE "UNDERSTANDING  
SUSTAINABLE LIVING – GOAL 12"



18/11 – 24/11/2023,  
Serbia

THE "CLIMATE  
ACTION – GOAL 13"



Implementation of Local  
Activities



ENDING

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## KNOW-HOW | 12/01 – 15/01/2023 Estonia

Know How – is the first project activity with the purpose to facilitate knowledge sharing, capacity building, networking, and local engagement among youth workers

Through workshops and presentations, participants exchange their expertise and best practices, while training sessions enhance their skills in various areas related to sustainable development and youth work.

The activities also provide opportunities for networking and collaboration, enabling participants to establish partnerships and initiate joint initiatives for promoting sustainable development.

Additionally, visits to local organizations and municipalities offer firsthand exposure to local practices, inspiring participants to implement similar projects in their own communities.

The evaluation and reflection sessions ensure continuous improvement and effective planning for future actions. Overall, this activity Know How - aims to empower youth workers, foster collaboration, and equip them with the necessary tools to promote sustainable development and active citizenship among young people.



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## THE "CAREER GUIDANCE ON GREEN JOBS EDUCATION" 18/06 – 23/06/2023, Germany

The "Career Guidance on Green Jobs Education" international activity aims to provide participants with the necessary knowledge and skills to guide young people towards environmentally conscious and sustainable career paths.

Through sessions on creativity, arts-based methods, and ESD methodologies, participants learn how to engage young people's imagination and foster their connection to nature. The activity also explores topics such as biomimicry and understanding the emotional aspect of climate change.

By the end of the activity, participants gain practical experience in leading ESD activities using creative approaches.

They develop strategies to overcome constraints in learning and teaching processes and promote environmental consciousness. This training teaching learning encourages discussion, and future planning, and validates learning outcomes through a Youthpass certification ceremony.



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## THE "UNDERSTANDING SUSTAINABLE LIVING – GOAL 12"

14/10 – 20/10/2023, Türkiye

The "Understanding Sustainable Living - Goal 12" activity aims to involve young people between the ages of 18 and 25 in exploring sustainable consumption and production practices. The purpose is to empower participants to become changemakers in their communities by raising awareness about responsible consumption, recycling, and reducing waste.

During the activity, participants engage in workshops and field visits that focus on various aspects of recycling. Sessions include creating 'mock green companies' to foster environmental entrepreneurship, learning about paper, plastic, and glass recycling, and engaging in hands-on activities such as making seed paper, T-shirt bags, glass bottle lamps, and vases.

Through these workshops, international groups collaborate using web 2.0 tools to create stories, cartoons, and infographics that raise awareness about recycling and its positive impact.



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## THE "CLIMATE ACTION – GOAL 13" 18/11 – 24/11/2023, Serbia

The "Climate Action - Goal 13" activity aims to engage young people between the ages of 18 and 25 in understanding and taking action on climate change.

The purpose is to empower participants to become environmental activists and catalysts for change within their communities.

Throughout the activity, participants engage in workshops and discussions on various aspects of climate change, including its causes, effects, and potential solutions.

They collaborate in international groups, using web 2.0 tools, to create stories, cartoons, and collaborative sketches that raise awareness about climate change and the actions needed to address it. By the end of the activity, participants gain a deeper understanding of climate change issues, are equipped with tools to take climate action, and have formed international connections with peers who share their commitment to addressing this global challenge.



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# EVENTS CALENDAR

**2023 EVENTS CALENDAR**



**APR 14-15 TOIDUPANK/FOODBANK**  
FOOD COLLECTION CAMPAIGNS IN ESTONIA  
VOLUNTEERS ARE ALWAYS NEEDED  
TO PACK FOOD PACKAGES: [WWW.TOIDUPANK.EE](http://WWW.TOIDUPANK.EE)

One of the out team members Tatjana Lavrova and thanks to her we are active in the following projects

\*PERSON OF THE YEAR OF 2018  
RANKED AMONG THE TOP 100 VOLUNTEERS OF THE YEAR 2021!

**MAY 6TH TEEME ÄRA TALGUPÄEV**  
THE LET'S DO IT COLLECTIVE ACTION DAY:  
[TEEMEARA.EE](http://TEEMEARA.EE)

**JUN 11TH PIRITA MERETURVALISUSEPÄEV**  
PIRITA MARITIME SAFETY DAY:  
[FACEBOOK.COM/WATERGRATT](http://FACEBOOK.COM/WATERGRATT)

**16TH CLEANUP DAY PÕHJA-TALLINN**  
[MAAILMAKORISTUS.EE](http://MAAILMAKORISTUS.EE)

**18TH VEEOHUTUSE PEREPÄEV HARKU JÄRVEL**  
WATER SAFETY FAMILY DAY ON LAKE HARKU:  
[VISITHARKU.COM/SUNDMUS/VEEOHUTUSE-PEREPAEV-HARKU-JARVEL.HTML](http://VISITHARKU.COM/SUNDMUS/VEEOHUTUSE-PEREPAEV-HARKU-JARVEL.HTML)

**19-23RD AMBASSADORS! MEETING IN GERMANY**

**SEP 16TH WORLD CLEANUP DAY AROUND THE WORLD**  
[WORLDCLEANUPDAY.ORG](http://WORLDCLEANUPDAY.ORG)

This year's calendar of events that have been and will be on environmental protection in Tallinn for its Green Capital events: [GREENTALLINN.EU/EN/EVENTS](http://GREENTALLINN.EU/EN/EVENTS)



## Our planned activities

- Toidupank/Foodbank
- Teeme Ära talgupäev/The Let's Do It Collective Action day
- Pirita mereturvalisusepäev/Pirita Maritime Safety Day
- Cleanup day Põhja-Tallinn
- Veeohutuse perepäev Harku järvel/Water safety family day on Lake Harku
- World Cleanup Day
- European Green Capital Tallinn 2023
- Kuhuvia - the map (supported by Environmental Investment Centre)
- Kompostiljon - how to compost
- Frogs migration in spring (Estonian Fund on Nature)
- STEP-programm - social program for youth people 16-29 y.o with offences

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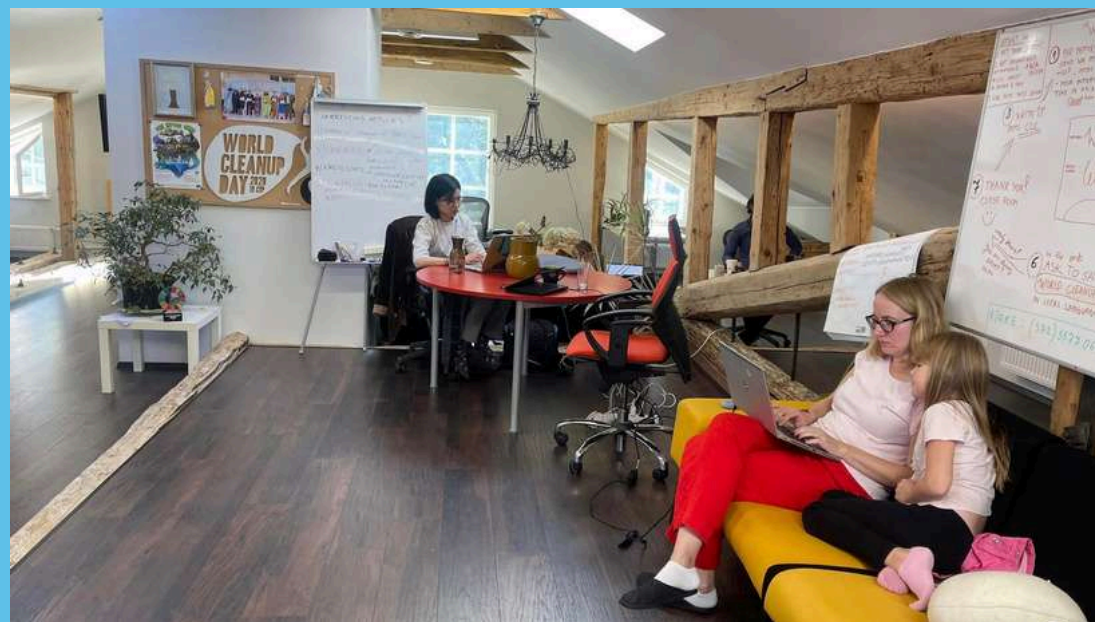


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# LOCAL ACTIVITIES

The main office of the World Cleaning Day  
16/09/2023 Tallinn, Estonia



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# LOCAL ACTIVITIES

## World Cleanup Day 20/09/2023 Tallinn, Estonia



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# Circular Economy Green Garden 2023

01/11/2023 Tallinn, Estonia

LOCAL ACTIVITIES



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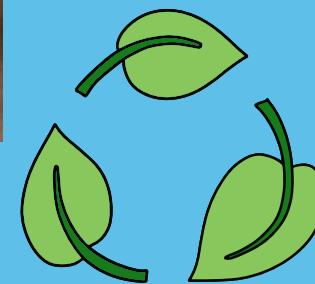


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# LOCAL ACTIVITIES

## Eco Networking 2023 25/11/2023 Tallinn, Estonia



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# REFERENCES



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- <https://sdgs.un.org/goals/goal12>
- [https://sdgs.un.org/goals/goal12#targets and indicators](https://sdgs.un.org/goals/goal12#targets%20and%20indicators)
- [https://sdgs.un.org/goals/goal12#progress and info](https://sdgs.un.org/goals/goal12#progress%20and%20info)
- <https://sdgs.un.org/goals/goal13>
- <https://www.un.org/sustainabledevelopment/sustainable-consumption-production/>
- <https://www.un.org/sustainabledevelopment/climate-change/>

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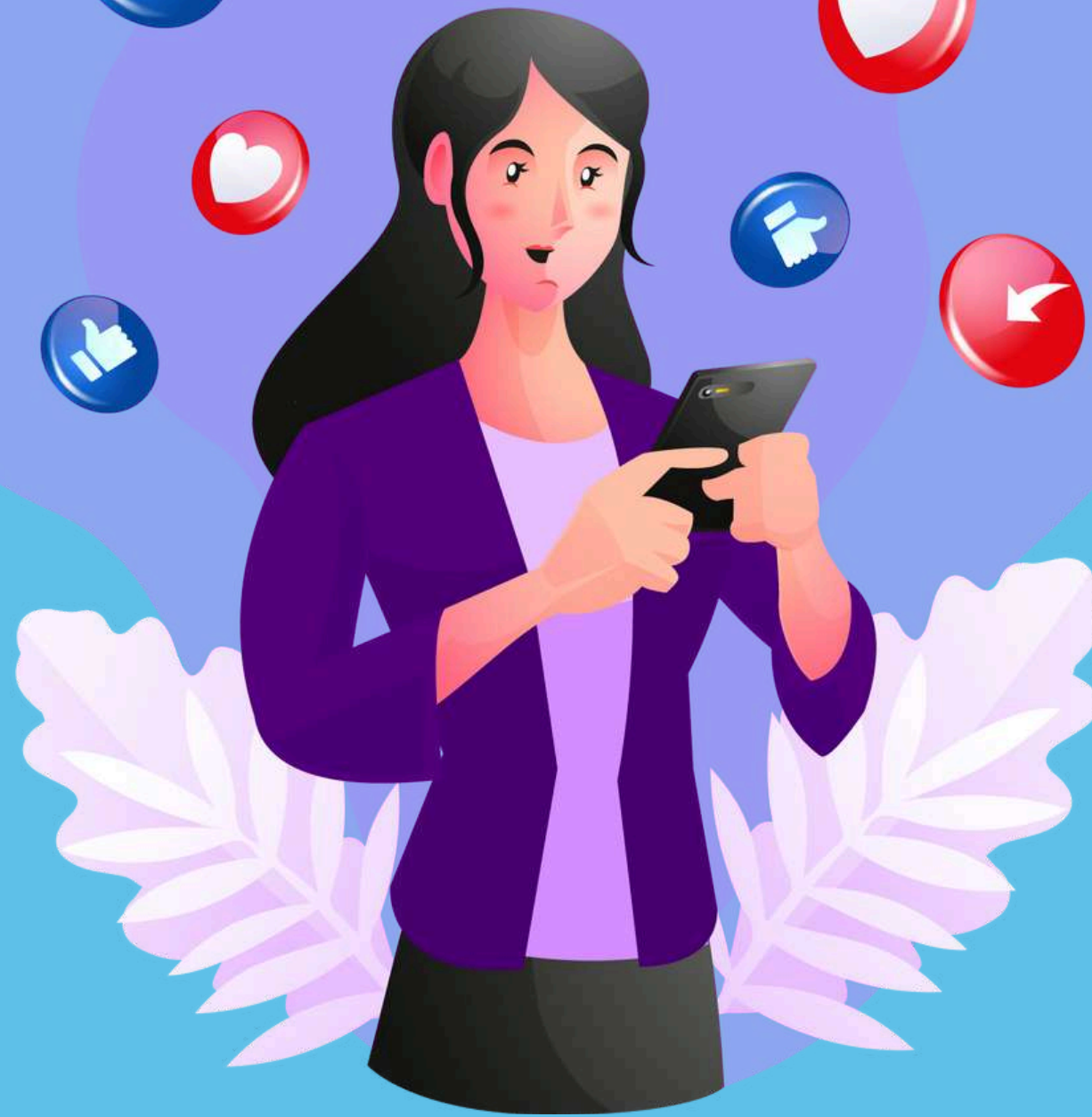
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# SOCIAL MEDIA & WEBSITE



[weambassadors.eu](http://weambassadors.eu)



[instagram.com/weambassadors/](https://www.instagram.com/weambassadors/)



[www.facebook.com/weambassadors](https://www.facebook.com/weambassadors)



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