



PHOTO BY MICHAL VRBA ON UNSPLASH



# A Practical Guide to Train and Empower Youth to be Advocates of Sustainable Production and Consumption

EU-WISE Toolkit including Policy Recommendations



# Table of Contents

<b>INTRODUCTION</b>	3
<b>TRAINING OF YOUTH LEADERS</b>	5
Pilot School	5
Asociația De Tineri Din Ardeal (ATA)	5
Equo Garantito (EG)	6
Fair Trade Advocacy Office (FTAO)	7
Polish Fair Trade Association (PFTA)	7
The Fair Share Platform	8
SWOT Analysis of the Training of Youth Leaders	9
<b>LOCAL PILOT ACTIONS</b>	10
1 - Climate and Fair Trade - Brussels, Belgium	10
2 - Communication - Belgium	11
3 - Fair Trade Fashion Show - Gent, Belgium	11
4 - Podcasts on Deforestation - Belgium	11
Activities Carried Out in Poland, Slovenia and Spain by the Young Fair Trade Advocates	12
5 - City Tour - Vicenza and Ponte San Giovanni, Italy	12
6 - Fair Game - Italy	13
7 - Fashion Revolution - Vicenza and Torino, Italy	13
8 - 6 for Climate - Gdańsk, Poland	14
9 - Advocacy Visit to MEP Łukasz Kohut - Katowice, Poland	14
10 - Cooking Workshop and Picnic - Piekary Śląskie, Poland	14
11 - Fair Trade field games - Siemianowice Śląskie, Poland	15
12 - T-Shirt Recycling and a Memorial Stamp - Siemianowice Śląskie, Poland	15
13 - Baby Running and Healthy Food Lecture - Cristuru Secuiesc, Romania	15
14 - Keresztúr Food Fest - Cristuru Secuiesc, Romania	15
15 - Medicinal Herbs Workshop - Saint George, Romania	16
SWOT Analysis of Local Pilot Actions	17
<b>EVALUATION, FOLLOW-UP OF YOUTH LEADERS WITH LESSONS LEARNED</b>	18
Evaluation of the Training Courses	18
Follow-up Methodology and Conclusions	20
Conclusions and Lessons Learned	21
<b>POLICY RECOMMENDATIONS ON TRAINING AND EMPOWERING YOUTH TO BE ADVOCATES OF SUSTAINABLE PRODUCTION AND CONSUMPTION</b>	22

# Introduction



© DIDIER REYNAUD / PHOTOGRAPHY

The EU-WISE: Young Citizens Consumers project was an Erasmus+ KA3 project focusing on Social inclusion and common values that has started in December 2020 - and ended in November 2022. This pan-European project was led by 5 organisations from Belgium, Italy, Poland and Romania.

The main aim of the project was to build civic awareness, involve and empower 120 young people, from Belgium, Italy, Poland, and Romania in promoting responsible consumption and the Sustainable Development Goals, focusing mainly on Fair Trade and the slow food movement.

Another aim was to increase the acquisition of social and civic competences, understanding of values and fundamental rights by young people. To achieve this, during the implementation of the project, youth took part in debates, activities, as well as in the promotion of new consumption patterns. As initiators of changes,

they were involved as organizers of diverse activities that were primarily intended for local communities.

The EU-WISE project also strived to collect and disseminate good practices supporting the role of young people as agents of change and active partners in the implementation of SDG4, which supports quality education and SDG12 on sustainable production and consumption.

This toolkit is an initiative of the partners of the EU-WISE: Young Citizens Consumers project, it aims to present our project and to highlight two different phases of the project. One phase consisted in carrying out training courses for young people, called Youth Leaders in the four different countries (50 hours), another, in having these Youth Leaders participate and carry out local activities (education, advocacy, awareness raising, communication etc.), called Pilot Actions.

The toolkit presents the methods applied, SWOT analysis, evaluations, lessons learned and policy recommendations gathered during these two phases of the project.

It also has feedback and content from more than 20 CSOs who were not directly part of this project but who attended a workshop in Brussels that analysed the EU-WISE project results through this Toolkit and who have shared from their own experiences, expertise and recommendations.

The toolkit is designed to allow you -whether you are an NGO or a civil society organisation- to be inspired to either create trainings and Pilot Actions with young people or to improve your existing practices.

The Policy Recommendations are for decision makers to take into consideration in their policies connected to sustainable production and consumption.

# Partners in the project



**ASOCIAȚIA DE TINERI DIN ARDEAL (ATA)** [www.ata-ro.eu](http://www.ata-ro.eu) (the Youth Association from Transylvania in English) is an organization set up in the end of 2011. Its founders all have extensive experience in the NGO field, by writing, managing and organizing local and regional projects, Youth in Action and Erasmus+ Exchanges and Training Courses, European Solidarity Corps projects and Strategic Partnerships. The objective of the association is to enable socially disadvantaged youth from the Romanian region of Transylvania (the Hungarian and Roma minority) to discover the European Union and its values and to enable European youth to learn about the local products, traditions and sustainable practices of Transylvania.



**EQUO GARANTITO (EG)** [www.equogarantito.org](http://www.equogarantito.org) is the National Assembly of Italian Fair Trade organizations – a non-profit organization that promotes the values of Fair Trade and fair economy in Italy through awareness raising activities for citizens, students, consumers. They offer training for their members, Fair Trade professionals, teachers, companies, do lobbying and advocacy at local, national and international level and monitor their members according to the Italian Charter of Fair Trade and WFTO principles. The EG network is composed by 69 member organisations around Italy, counting on the support of more than 4000 committed volunteers and working with 200 Producer Organizations in Asia, Africa, and Latin America. We provide space for producers, exporters, importers, retailers, and consumers to connect and work together, exchange best practices, forge synergies and speak out for Fair Trade – all working towards a sustainable and fair global economy.



**FAIR TRADE ADVOCACY OFFICE (FTAO)** [www.fairtrade-advocacy.org](http://www.fairtrade-advocacy.org) speaks out on behalf of the Fair Trade Movement for Fair Trade and Trade Justice with the aim to improve the livelihoods of marginalised producers and workers in the South. The FTAO is a joint initiative of Fairtrade International, the World Fair Trade Organization and the World Fair Trade Organization-Europe. The FTAO was born in 2004 when the Fair Trade networks set up an informal advocacy cooperation mechanism. In December 2010, the Fair Trade networks formalised their commitment and set up the FTAO as a legally independent foundation 'Fair Trade Advocacy Office'.



**POLISH FAIR TRADE ASSOCIATION (PFTA)** [www.spolecznosci.fairtrade.org](http://www.spolecznosci.fairtrade.org) was founded in 2003 by a group of enthusiasts of Fair Trade who wanted to help the poor in the Global South, to fight against poverty in the Global South, to assist in the sustainable development of marginalized producers of Global South, to promote gender equality and to advocate for Fair Trade and trade justice. As a pioneer of the Fair Trade movement in Poland the organization since its beginnings has been involved in global education, campaigning for Fair Trade and sustainable development. Since 2010 it has been a member of the World Fair Trade Organization. For the last ten years in coalition with two other CSOs, PFTA holds the responsibility for Fair Trade Towns (FTT) campaign in Poland. Launched in 2010 in the UK, the International FTT campaign has spread on 34 countries on six continents, includes more than 2000 towns and thousands of schools and universities. The organization is a member of the European Fair Trade Advocacy network organized by FTAO.



**PROJECT SCHOOL (PS)** [www.projectschooleu](http://www.projectschooleu) aims to increase the quality of initiatives and projects with a social impact by working on everyone's skills. From young people in schools to associations, from aspiring designers and social entrepreneurs to public bodies that want to invest their resources in effective projects. Classroom training, online training, individual and organizational consultancy, workshops, and events: all our services can be customized according to the needs of the users. Using the most innovative design techniques in the social field, Project School intends to create a generation of professionals capable of designing ambitious and sustainable initiatives, able to solve some of the most difficult challenges of our society: education, work, environment, migration, etc.

# Training of Youth Leaders

This part of the project was led by the Polish Fair Trade Association, and it had three main aims:

- recruiting at least 30 Youth Leaders (120 in total) aged 16–25 years old in Italy, Belgium, Romania and Poland who took active part to the training delivery;
- co-designing a capacity building programme with the support of the local stakeholders aimed to empower Youth Leaders with the tools for understanding the principles of Fair Trade and sustainable consumption, and using them for activating pilot community actions;
- delivering the capacity building programme to the Youth Leaders for a minimum of 50 hours in each country.

Envisaged results were:

- Recruitment of 120 Youth Leaders aged 16–25 years, 30 per country – this was achieved and passed because Italy and Belgium did the trainings courses online for far more people so more than 250 Youth Leaders were recruited and trained. The age limits were also extended to include youth aged 16 to 30.
- Co-design of a comprehensive training programme to be delivered in the partner countries, including training material.
- Delivery of the training programme to the Youth Leaders for a total of 50 hours, including offline (ATA and PFTA) and online modules (FTAO, EG and PFTA), ranging from: campaigning methods, knowledge on sustainable consumption and production methods and practices, non-formal education, etc.

Working on this part of the project had its challenges mainly in the initial phases when we had to change the original plans due to COVID-19, so the co-designing was done online by the international partners and in some cases with extra co-design meetings on national level, together with stakeholders (Poland and Romania) to tailor make the training content based on the needs of the Youth Leaders in their countries. Then, the training, as explained above was done mainly online because of the same restrictions, except in Romania,

where the team waited till October 2021, when the restrictions were lifted and face to face trainings could be done.

## PILOT SCHOOL

The EU-WISE Pilot School was organised from the 28th of March until the 1st of April by Project School in collaboration with the other partners of the consortium, targeting the 42 most active Youth Leaders of the training courses and the staff members in Milan at the premises of Spazio 78, they organised a series of workshops, labs, and field visits in order to boost the capacities of the Youth Leaders of designing and delivering impactful sustainability actions in their communities. The event was joined by external experts who complemented the knowledge and competence coming from the project's partners. The approach used was the edutainment one i.e. education with the goal of making learning enjoyable, using different games and participatory educational techniques including non-formal education.

The impact we had on the Youth Leaders through this mobility is linked to creativity, active participation and design &



project management skills in the field of sustainability, showing different insights in relation to sustainable behaviours. A Youth Leader confessed, "To have that kind of international program is so important for Europe and even for the world, I think. You have seen what happened during the workshops, but we had also conversation with Poland about Ukraine, about homophobia, with Italy about migratory crisis... this exchange of point of view was incredible and essential in my opinion".

This is how each partner did the training of Youth Leaders:

### ASOCIAȚIA DE TINERI DIN ARDEAL (ATA)

ATA organized a bit more than 50 hours of face-to-face training sessions for 30 Youth Leaders in our office, in Cristuru Secuiesc.

The training courses were done in 4 different occasions and were done in 7 days. They started in November 26 and on that occasion, it lasted 3 days, 22 hours, then they continued with two 1-day long occasions that were 7 hours each, on December 3 and 10 and they ended on January 14 and 15 with a 2-day long occasion that lasted 16 hours.

These were all physical events. Because we are a grassroots entity representing the socially disadvantaged Hungarian Minority of Romania, we needed to involve local youth to the training sessions.

Most of the training courses were done by the youth workers, volunteers and trainers of ATA from which Attila Nagy the project coordinator did the most, around 35 hours of interactive activities connected to the EU-Wise project, sustainability, fair-trade and slow food. Then Réka Györgyi did around 3 hours about event management, Borbála Ungvári around 3 hours about communication on various social media platforms and Antonio Crea, around 3 hours about the slow food movement. Regional and international guest experts supported them.

Molnár Judit, manager of the Helyenvalo Helyi local product shop from Odorheiu Secuiesc, did a 2-hour workshop about



local products, the slow food movement and sustainability. Fabian Richter from FTAO, did a 1-hour presentation about Advocacy for Fair Trade via Zoom.

Councilor Endre David from Odorheiu Secuiesc Mayors Office, did a 2-hour lecture about advocacy at local level. Marta Fracasso from Unicomondo, Italy, spent an hour presenting a Fair Trade shop from Italy via Zoom. Councilor Faluvégi Bartha Noémi from Cristuru Secuiesc Mayor's Office, did a 2-hour interactive workshop about fundraising and gatherings sponsors.

The main target groups were youth belonging to the Hungarian minority of Romania, aged 16-20 from our local community interested in the topic. 24 Youth Leaders were from this group, from the 3 local high schools. The other 6 were former high school from the previous target group, now university students in various universities from Transylvania, aged 20 to 3. They were all recruited through 2 open calls.

The topics tackled were the EU-WISE project, the Fair Trade movement, the Slow Food movement, local production and consumptions, advocacy on local and European level, climate change, SDGs 4 and 12, food supply chains, communication, through regular media and social media platforms, event, project organizing and management, fundraising and sponsorship gathering.

The 30 participants have developed themselves in some topics they did virtually nothing about, mainly Fair Trade, slow food and advocacy.

ATA, as an entity working on grassroots level have managed to firstly extend their network of local and regional stakeholders and experts they can ask for support within their local activities and secondly, they have extended the knowledge base of their core staff in the areas they had to do the training courses in having to research a lot of topics they were only aware of

but not yet experts in. Judit, one of the Youth Leaders who benefited from the training said, "During the project, we gained knowledge related to the concepts of Fair Trade, local products or the circular economy, things we knew virtually nothing about."

### EQUO GARANTITO (EG)

Equo Garantito organised a series of online training course about Fair Trade, Social Economy, Sustainable Consumption and Activism. The sessions were done from June to December 2021. These ranged from 2 to maximum 4 hours, in the morning or afternoon.

The training activities were done with the support of an external trainer, Marta Fracasso from Unicomondo, who developed the program in accordance with Equo Garantito's needs. Some lessons were run by her entirely, most involved expert contributions: 23 inspiring role models from the Fair Trade movement and from the social and solidarity economy have been involved to present their best practices.

The course was developed into 18 thematic meetings, totaling 50 hours. The first 7 meetings (until 15/07/21) were always attended by more than 50 people. Thereafter attendance dropped to a minimum of 30 Youth Leaders and a maximum of 48.

Being a national association, EG recruited candidates for the training from all over central and northern Italy, through the involvement of EG members, and in particular, young volunteers from Civil Service. This and the Covid-19 pandemic made EG go for an online training.

Most of the people who joined the training were extremely interested in Fair Trade, so it was the most de-

veloped content, with a strong accent on all the links to other movements and to SDGs. Particularly to support the group of Youth Leaders with educational obstacles, every lesson of the training used a non-formal education approach. The training was developed with methodologies that are specific for the online student's engagement, such as online surveys, "ice-breaking" games, "rooms" divisions for group works, which took place in every session. At the end of every meeting there was a moment to collect free comments and feedback about the training session in order to assess the meeting and to provide to the Youth Leaders a chance to express their own thoughts and comments.

Particularly appreciated by the trainees were the testimonials, the group work, the ice-breaking activities and the variety of resources made on hand.

The topics of the training sessions were Fair Trade, advocacy, responsible tourism, social agriculture, slow food, social activism, communication campaigns, the organization of events and Pilot Actions and the awareness events and workshops with schools.

The course made it possible for EG to work for a long time with a group of motivated and enthusiastic Youth Leaders.



Despite the big commitment and effort to organise and keep track of everything, the experience was positive for both EG and the Youth Leaders.

The group of Youth Leaders involved could improve their knowledge about Fair Trade, learning from the experience of important player in the national and international scene; they improve their knowledge about advocacy and sustainable consumption; they had the opportunity to experiment by working in groups; they had the chance to practice designing Pilot Actions, awareness-raising events, and educational initiatives.

Cristina stated, "During the EU Wise training course we covered not only Fair Trade, but also the many related issues and different points of view. What has remained with me most of all is the willingness to act and the realization that teaming up is necessary to be seen and heard."

#### FAIR TRADE ADVOCACY OFFICE (FTAO)

The Fair Trade Advocacy Office organised a two-part programme named Young Fair Trade Advocates. The first part consisted of online training in English which allowed FTAO to extend the programme to a wider audience outside Belgium. First, they recruited 146 Youth Leaders, whom they trained for 50 hours. The courses covered issues such as sustainable development, Fair Trade (campaigns, basics, stories, etc.), slow food, advocacy, EU institutions, supply chains and social networks. During the second part, through online workshops, they accompanied Youth Leaders to carry out Pilot Actions in Belgium and in Europe.

The training courses started in September 2021 and ended in May 2022 and were done in the evenings, after 6 PM and lasted on average from 1.5 to 2.5 hours maximum. The approach of doing online training courses was chosen out of necessity. Indeed, with COVID-19 and the lockdowns coming back, it was preferable to carry them out from July onwards. This resulted in an international students' network with 50 of them being resident in Belgium. The approach of live sessions and then of sessions recorded allowed as many people as possible not to miss anything. Also, conducting the classes in English proved to be the most inclusive way to allow everybody to



attend the classes.

Several of FTAOs team were involved in this programme. Under the leadership of Sergi Corbalán, the director, they also had a consultant who created other sessions through a second funding FTAO obtained (European Climate Foundation), and their junior communication officer. The project manager was Didier Reynaud.

To recruit the Youth Leaders they created a form, a web page and asked candidates to submit a motivation letter and a CV. To enhance the number of successful candidates, besides making communications through social networks, FTAO also sent more than 500 emails to their Belgian and international

networks.

Targets groups were citizens, students, young professionals, jobseekers, volunteers between 18 to 30 years old.

The sessions were coordinated by the FTAO team and they called on multiple experts, academics, NGO members, or members of the extended FTAO team to conduct them. The sessions were co-constructed with the speakers. To motivate the students, various question and answer sessions were scheduled throughout the course.

A power point presentation and a summary were then made available to the students to go along with the lecture. Some of them were more interactive and some were also shaped as workshops where students in small groups worked on different topics as in the supply chain course. Usually they had between 1 and 4 experts during the modules. To make them dynamic, they added videos to be broadcast during the course, created power points, background screens etc... to harmonize the whole and through Zoom, their sessions were recorded to allow Youth Leaders to review them at their own pace. 10 sessions were edited and released for free through the Fair Share Platform and the FTAO Youtube channel <https://www.youtube.com/playlist?list=PLURoHEcwJMb-MHEPrxDPX-FMQHHWX8ultr>.

These trainings had a double impact as they mobilised both our network and our team. It was the first time that FTAO had organised such a significant work with Youth Leaders. It allowed us to become a 'grassroots' organisation in a way. For this we developed multiple documents, had to do research on insurance, on the development of contracts and agreements and we also developed safe spaces rules.

A Youth Leader said "...all the information and content has been extraordinary, and I will keep all the material to consult and refresh information when I need it. Thank you for bringing us closer to policy management at the European level and making us see that another way of working is possible!"

#### POLISH FAIR TRADE ASSOCIATION (PFTA)

The training programme of PFTA involved 50 hours of training which comprised of face to face sessions in individual schools in small groups, a 3-day leadership convention done in War-

saw and 4 online sessions. The training was prepared by experts and trainers working with PFTA. It was attended by representatives of 7 schools recruited for participation from Gdańsk, Katowice, Siemianowice Śląskie, Warsaw, Działdowo and one out-of-school educational institution from Piekary Śląskie - Youth Centre.

The 3-day training done for Youth Leaders and teachers was held in Warsaw, in the Batory Foundation conference room, between 3-5 November 2021.

The main aim was to train the already created teams on some crucial topics, agree on an action plan and to prepare for the Pilot Actions. The methods used were peer-to-peer and shared learning, job shadowing, group work, meetings with people of interest and outdoor tasks.

The program included a lecture about Fair Trade done by Tadeusz Makulski, presentations of schools' activities in the thematic scope of the project done by the students themselves, workshops supporting the implementation of the thematic tasks in the project, a journalism workshop "How to write short texts well?" done by the journalist and practitioner Andrzej Saramonowicz, a photography workshop with photographer Łuksza Sokół, a social media and web communication workshop with Iga Woźniak and an action planning and group presentations done by the seven teams.

The online sessions were led by teacher-leaders and experts on a job shadowing basis and the messages were then shared with the school community on a peer-to-peer basis.

Session topics were an introduction to Sustainable Development Goals, slow food, responsible consumption, and the perspective youth look at the world. The online meetings were attended by all teachers and Youth Leaders from the 7 partner schools (approximately 20-30 people each). The Youth Leaders were well prepared for the Pilot Actions and had direct contact with each other, including between groups from different cities. They were also more willing to meet online.

The organisation and the team had a sense of planned implementation of the tasks and confidence that the next objectives would be well achieved.



## THE FAIR SHARE PLATFORM



Part of the training content of the EU-WISE project and a myriad of resources connected to sustainable production and consumption can be found on the Fair Share Platform (<https://fairsharetraining.eu/>) which is a training and learning platform for students, teachers and citizens interested in Fair Trade and sustainability: it is an integrated set of interactive online services that provide trainers, learners, and others involved in education with information, tools and resources to support and enhance education delivery and management.

The platform was developed by the University of Helsinki in the framework of a Lifelong Learning Programme project founded by the European Commission and since the end of the project in 2016, Equo Garantito owns and manages it. It has more than 1500 registered users and more than 50 courses in different languages.

Fair Share is also a place where young people can learn, keep informed and confront themselves with societal and economic challenges and learn from Fair Trade enterprises and associations experience about innovation, community resilience and labor market. This will help them to develop new green skills, stimulating a different and more sustainable sense of initiative and entrepreneurial attitudes.

Subscribe to the EUWISE project's courses on [fairsharetraining.eu](https://fairsharetraining.eu/) to learn sustainable development tools and strategies for youngsters.

Equo Garantito and the Fair Trade movement hope to go beyond: they envisage a digital environment where the users can get information, participate, train, exchange opinions and advice.

They're fundraising to add to the platform, as an evolution of a physical meeting point, like Fair Trade Shops are, different sections: blog, news from the Fair Trade movement, online events, meetings with Fair Trade producers, a section for participatory activism (like signatures collection campaigns for specific causes and lobbying activities) and a section dedicated to crowdfunding.



# SWOT Analysis of the Training of Youth Leaders

## STRENGTHS

The 5 partners:

- managed to create new partnerships with CSOs, schools, MEPs and other entities;
- recruited and trained more than 250 Youth Leaders from whom many are now willing to cooperate in new initiatives;
- created various tailor made training programmes that meets the needs of Youth Leaders with various levels of knowledge and expectations;
- created of a committed project team of coordinators, trainers, experts, communicators whose expertise has also risen.

Those who did the training sessions online, could extend the program to much more interested youths than initially planned.

The variety and professionalism of the guest speakers, who were experts, decision makers, etc. gave an increased quality and interactivity boost to the content delivered.

Some Youth Leaders got recruited in the teams of the entities who trained them.

FTAO:

- Because they did their training sessions in english, they could later on share the recordings online for everyone to use as webinars.
- The creation of a specific naming, branding and graphic chart with logo was a real plus.
- Are already thinking of creating a second generation of Youth Leaders.

## WEAKNESSES

- Because most Youth Leaders were either high school students (Poland and Romania), or university students (Italy and FTAO's International Team), it was very complicated to schedule face to face or online training sessions on specific dates and hours.
- The motivation of some youth to attend the trainings was difficult to keep because many had a high commitment to high school or university and study/tests/exams connected to these.
- Some final year students tended to think more about closing their high school or university studies successfully and getting into a good university or into a good job.
- The planning of the training courses was made to add up to 50 hours in total, to have sessions not last too long and also to be engaging all the while being tailor made for the needs of each partner's youth. This was difficult to achieve especially with all the experts invited and sometimes there were challenges with finishing a session on time.
- For those who did everything online, the 50 hour long training course was very long.
- The Youth Leaders were very different across countries and did not have a face to face rapport with one another internationally and due to this on the long run, it was also difficult for some of them to connect internationally.
- Some partners had difficulties creating balance between their field of expertise (ATA, local production, EG, Fair Trade, FTAO, advocacy) and other themes they had to cover in the training courses.

## OPPORTUNITIES

- In most cases, the strategy of including a larger group of Youth Leaders made it possible to maintain the commitment ultimately required.
- The collaboration and regular meetings (online and offline) with Youth Leaders allowed better relationships to be established and commitment to be maintained.
- Many new outside experts are now in contact with our entities.
- Webinars recorded by FTAO allows anyone to watch the training afterwards.
- Awareness on sustainable production and consumption raised for more than 250 Youth Leaders who showed great liveliness and interest in the training.
- The new networks of stakeholders can become and will continue to be a great resource for each entity's movements in the future.
- The model of doing the co-designing and later on the tailor made training sessions in this way can be replicated in the future by us in other topics of interest.

## THREATS

- The main problem was Covid-19, which forced us to postpone planned events or implement some online, which was not expected by the Youth Leaders and reduced engagement and caused discouragement.
- Initially the uncertainties mainly caused by Covid-19 made us not know if and how we can select youth, if they will be motivated to join online or offline, if they will carry on doing Pilot Actions after the training, etc.
- Schedule and time slots for the training weren't suitable to all Youth Leaders.
- Fifty hours were too much for some of the Youth Leaders even though they applied and knew in advance that it will be so long.
- Difficulty in keeping all Youth Leaders involved once the course is over since they are either from different, distant cities or have different life plans.

# Local Pilot Actions

This phase of the project was led by Project School. It included activities leading the trainees to become ambassadors of the project and deploy citizens' engagement activities aimed to spread the project at local level which were called Pilot Actions. Supported by partners, groups worked for developing an action plan, starting from the definition of a vision to be pursued, and choosing the specific actions to deliver as well as identifying partners and defining audience and media to use for channelling messages.

The main objectives of this phase were:

- develop specific actions plans at local level to be used by the Youth Leaders as guidelines for the delivery of the citizens' engagement strategies;
- pilot the engagement strategies at local level in order to build momentum and present the messages developed during the project to a wider audience;
- collect data and information on the knowledge pillars of the programme for creating toolkits to be made available for replicating the project's actions in other cities and countries;
- design a plan listing actions and activities that will keep the project alive after the end of EU funding.

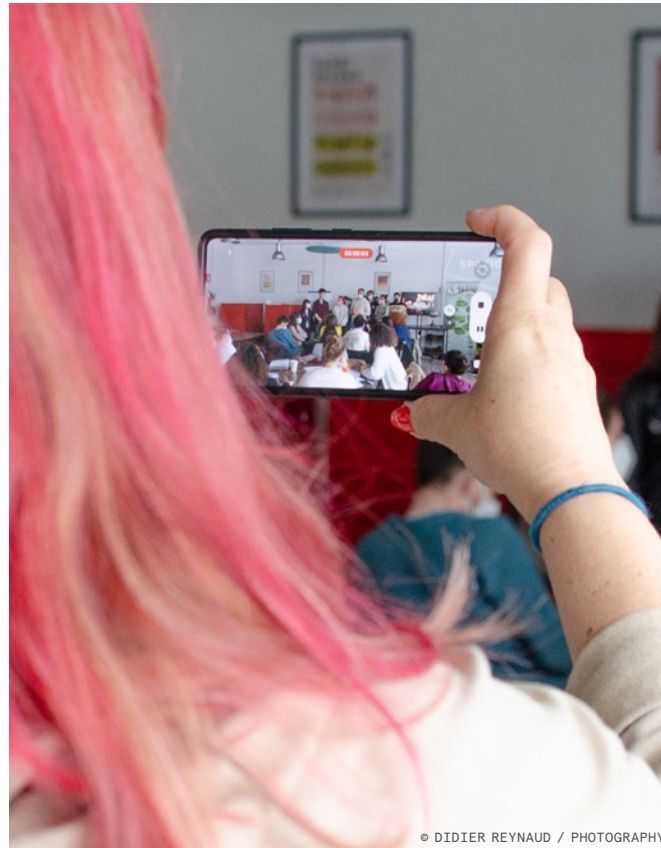
Envisaged results included:

- the organizing of a Pilot School in Milan, aimed to equip Youth Leaders with project management and advocacy tools able to generate impact in their community with Pilot Action;
- a minimum of 4 Local Pilot Actions, one per country. In the end 18 were organized in these 4 countries and 3 more in other non-partner countries. 5 were done in Poland, 4 in Belgium (plus, because the Belgian trainings were done online through their Young Fair Trade Advocates program, Polish, Slovenian and Spanish Youth Leaders did Pilot Actions in these countries also), and 3 in Italy and Romania.

Just before finishing the training courses in all countries, the team of Youth Leaders from each partner, decided on some

Pilot Actions they might want to implement and from these groups were created who wrote their pilot plans before going to the Pilot School in Milan.

This part of the EU-WISE project was the culmination of the past 14 months of preparation and training, because Youth Leaders could finally meet one another in Milan and then start doing their Pilot Actions which exceeded all expectations in all four countries. These Pilot Actions were quite diverse and clearly reflect the different levels of knowledge regarding Fair Trade, advocacy, slow food and other sustainable production and consumption practices and the varied capacity to implement events and movements across the European Union.



© DIDIER REYNAUD / PHOTOGRAPHY

This is how the Local Pilot Actions were done by the trained Youth Leaders:

## 1. CLIMATE AND FAIR TRADE BRUSSELS, BELGIUM

The group of 4 Young Fair Trade Advocates (YFTAs) carried out an action to raise awareness on climate and Fair Trade. It was done at Ozfair Fair Trade concept store in Brussels and online <https://www.youtube.com/watch?v=rttN8YMeEyU> in the afternoon of the 29th of April 2022. The target group was composed of EU politicians and civil society citizens. Unfortunately, no politicians showed up to the event despite being invited multiple times, but different actors of the civil society were.

FTAO supported the group by providing a budget (to buy material, drinks, snacks, transport). Also, they assisted them in contacting politicians, NGOs, experts etc. through numerous workshops (online and physical). Likewise, some of the FTAO' team members took part to the event.

The event was shaped as a hybrid informal meeting aiming at increasing awareness on climate change through a discussion of the participants' emotions on the subject. The first part consisted of a self-reflection on the subject in a safe space. Even though it did not lead to finding the silver bullet to end the climate crisis, it provided the participants with a common ground of support and digestion of our emotions. The second part presented key notions about the climate crisis and a last one aimed at empowering participants.

The action was a success because we were able to go against a dehumanized system in a state of vulnerability and support. This is the essence of change, to be able to confront one's emotions and to reconnect to the essential. The Power Point presentation on the Climate Crisis was also an important tool to raise awareness on the reality of the crisis. Four FTAO team's members were involved together with experts, CSOs, local partners, as well as a public audience. In total, 15 people were present. It was interesting to discuss Fair Trade through Climate Change and emotions.

Some participants told an organizer that “they held back tears during some of the sharing, especially Bruce’s words (founder of the Fair Trade Towns movement). I must admit that I held back as well, because I had to keep leading the workshop until the end.”

## 2. COMMUNICATION BELGIUM

In this group, 3 Youth Leaders created an Instagram account. <https://www.instagram.com/yftasquad/>. The roles of these youth were the creating of the Instagram account, creating a graphic chart, special logo, finding followers, creating contents and following other groups. FTAO supported them through numerous workshops and online meetings and especially aided them in setting up the group and clarifying any legal/privacy related issue to creating such an account.

Finally FTAO offered travel finances to the Youth Leaders. They launched the Instagram account in early February, and they managed it until mid-June.

While managing the account, they also created online contests which resulted in gifts for the winners, which were provided by FTAOs local partners. They mainly carried out actions to support the other groups and carried out a small information campaign. They went to the Nourrir Liège festival and the Fair Fashion Fest in Gent. Finally, during our stay in Milan they made stories. This group set up a new logo and thought of creating their own graphic charter. They had the support of a social media expert and in a short time they had a lot of support and more than 153 followers.

Most activities were done online, on Instagram, but also physically by partaking to the different Pilot Actions that took place in Belgium. FTAO needed to create an Instagram account in order to centralize any sort of communications with the rest of the YFTAs. They also wanted to get a better understanding about how social medias can become a tool to advocate for social change other than gaining new skills. With more than 156 followers, many viewers, and many impactful actions their Instagram had a positive impact,



helping valuably all other teams and groups, while also amplifying the posts of other Civil Society organisations.

A Youth Leader stated, “Firstly, thanks to the FTAO team, we were able to receive training and advice on how to optimise the management of our Instagram page and the creation of our publication designs. The contacts of the FTAO also allowed us to quickly grow and connect with many people related to Fair Trade, including people from Fair Trade Belgium or WFTO with whom we made a small collaboration on one of their projects. This project finally allowed me to develop new communication skills and to increase my global knowledge of Fair Trade as well as the one of the 150 people who followed Sophie and me on Instagram!”

## 3. FAIR TRADE FASHION SHOW GENT, BELGIUM

The third group organised a Fair Trade fashion show from A to Z during the Fair Fashion Fest in Gent on April 23rd and 24th 2022. Around 15 people were involved in this action which had the objective to support and advocate for a more ethical, transparent, and sustainable textile industry. In particular, they were showing the importance of considering human rights and environmental impacts when talking about fashion. They chose this approach to do advocacy and at the same time awareness raising activities. It was also a real entrepreneurship project. The main target groups were citizens, brands and MEPs.

The FTAO supported them through trainings and workshops, connecting them to local partners, (such as Fair Trade Gent) and by providing key pieces of advice. Their advocacy intern on textile who is also a YFTA was assisting them as well.

The activity came in three parts. First they had a stand to inform guests about the EU HREDD legislation and the EU textile strategy. Then, they prepared a statement to stress the importance of including SMEs within the scope of the proposed EU Corporate Sustainable Due Diligence (CSDD) Directive and to include purchasing practices as part of the due diligence process.

To end, they organized a Fashion show to present example of Belgian and international sustainable brands as part of the solutions to the environmental and ethical challenges in the fashion industry. They reached their objectives, having recruited 5 ethical brands to showcase as part of their show, staffed a full show of volunteer models, created audio-visual content to be displayed and connected the EU-WISE project with their aims and pulled off a successful show. Furthermore, they were able to connect with citizens thanks to their advocacy. Finally, they researched and drafted a statement with which they successfully raised awareness of ethical fashion brands in relation to the EU sustainable textile strategy. The signatures collected were used to engage EU policymakers. Mathilde confessed, “The most important learning for me was how the fashion industry works and how to organise such an event. We worked together for months and I was really happy to see the result. I think it was really nice to be able to connect people from all over Europe in one subject and be able to construct it together little by little. It was the first time for me to organise a project of that importance and I also learned a lot about teamwork, and I loved it!”

## 4. PODCASTS ON DEFORESTATION BELGIUM

Finally, the fourth group of about 15 people produced a series of podcasts on the subject of deforestation. It was done from February to the end of summer 2022 when the podcasts were released most of the work was done online but there were also some physical meetings.

As Young EU consumers, at first their goal to target an audience who could understand them and be moved by the same issues. This is the reason why they participated in the festival Nourrir Liège Campus to meet other students and exchange about advocacy, volunteer engagement and their main topic of interest: deforestation and food. Secondly, aiming at raising awareness on a global level, with the podcast, they targeted a broader audience of European citizens interested in the topics of environment, Fair Trade and food, and they hope to reach citizens beyond this first circle of initiated people.

FTAO supported them through workshops and trainings where

they provided advice and joined them at the European Parliament to carry out meetings. Also, they played an instrumental part in linking them with politicians and with the creation of the podcast through their graphic designer partner, Both Nomads. One of their team's members also trained them on the Deforestation legislation. Their principal action was the creation of a podcast (several episodes) telling the story of their involvement in the YFTA academy and raising the topic of the link between deforestation and food. Besides to this podcast creation they organised several meetings with NGOs, food producers and EU stakeholders (MEP) to learn more and better understand the topic of deforestation for each group and record their opinion on it to build our podcast, participated in the festival Nourrir Liege to present their action and meet young European consumers.

All the Youth Leaders managed to learn more about deforestation and related topic, develop some skills (project management; communications; event planning etc), learn how to adapt to new tasks, work with an international team and as a team despite the COVID-19 pandemic, learn more about NGOs and cooperation in this field and deconstruct Fair Trade and the ideas they had before on food, deforestation and climate change.

One YFTA said, "The YFTA Academy is a great project to get Young people involved in civil society, to get them acquainted with NGO work and EU advocacy. We hope this project can continue and we will be happy to share our experience to the next Young Fair Trade Advocates".

#### 5. CITY TOUR VICENZA AND PONTE SAN GIOVANNI, ITALY

This Pilot Action consisted in a ride through cities with fresh eyes to discover the places. Not giving lectures but showing people concrete examples of sustainable economy, social inclusion and Fair Trade of sustainability.

It was done on May 14th during World Fair Trade Day in 2022 in Vicenza and Ponte San Giovanni, near Perugia. In both cases it was a walking trail in stages where at each stop you can encounter a new experience and learn new things.

A fun, convivial, sustainable, and inclusive event that is easy

### ACTIVITIES CARRIED OUT IN POLAND, SLOVENIA AND SPAIN BY THE YOUNG FAIR TRADE ADVOCATES

#### POLAND STANDS UP FOR SUSTAINABILITY

A Polish YFTA and her team organised workshops on advocacy, EU policy, responsible consumption and sustainable development in a High Schools in March 2022 with the support of Fairtrade Poland. The evaluation took place at the end of March. On that day, the youth prepared a flash mob, referring to the climate crisis and read their appeal to the MEPs. It was empowering to address MEPs during a public action. The participants learned to speak out, to stand for their rights.

The organizer stated, "The most important lesson for me was how to successfully communicate my knowledge about EU policies to young people. We also gained valuable experience in organizing such an event."

#### SLOVENIA / GLOBAL TRADE WITHOUT EXPLOITATION

Organised by a Slovenian YFTA, the main objectives were to connect with local activists and organizations that participate in the Fair Trade movement and in sustainable development and to offer them a platform to share their experience and knowledge and, therefore, to raise awareness among our audience. They managed to organize a talk in spring 2022 in Ljubljana on the topics of the new EU Textile Strategy, human rights environmental due diligence (and upcoming legislation), circular economy approach in clothing brands, materials used for creating clothes (issues of cotton and plastic), proposed recommendation for the Slovenian government about lowering the tax for the second-hand sector and how to reach transparency in supply chains and certificates system.

They collaborated with the bar where the event was held to provide Fair Trade cookies to the audience. The cookies were made exclusively for this event by a local producer. 60% of the ingredients are produced in Slovenia, bought directly from farmers, while the remaining 40% were

bought from a Fair Trade shop and came from other countries (Dominican Republic, Philippines). They also prepared some postcards that presented an infographic showing the origin of each ingredient.

#### SPAIN / "CAFÉ DE COMERCIO JUSTO CON EURODIPUTADOS ESPAÑOLES"

The Spanish group of YFTAs organised an online round table on April 26th with the Spanish MEP Inmaculada Rodríguez Piñero. It lasted about 1 hour and during that time they asked her about topics related with Fair Trade, Human Rights and environmental impacts of the future EU-MERCOSUR treaty possibility of a feminist trade policy, trade policy and the Paris agreement on climate change, legislative proposal on due diligence and cities for Fair Trade.



to implement with few resources. They were organized by the Youth Leaders with the support of Equo Garantito and their local members (Unicomondo and Ponte Solidale, two Fair Trade cooperatives).

The tours involved not only Fair Trade organizations but also other solidarity economy organizations such as a pastry shop that uses Fair Trade ingredients run by AGENDO, a cooperative of people with down syndrome, and charity shops.

The Youth Leaders organized the tour, made contacts with the organizations involved, and managed the communication and promotion of the event.

Local Fair Trade organizations provided their space (Fair Trade shops) and the support of their staff and volunteers.

Equo Garantito supported the Youth Leaders with advice and suggestions.

The pilot was successful in reaching more than 60 persons (42 in Ponte San Giovanni and 26 in Vicenza), half of them were new contacts. It also made it possible to strengthen the relationship between the local organizations involved.

The group of Youth Leaders had the opportunity to experiment by working in groups; they had the chance to practice designing and running awareness-raising events.

Youth Leaders were able to meet and socialize with new people, spending time together in a relaxed atmosphere.

They were also able to learn about Fair Trade and social and solidarity economy realities and find out about related projects.

Cristina stated, "I contributed to the realization of the city tour: an opportunity to network with very different realities, united by being part of the same territory. For me, it also meant getting to know an important Fair Trade organization up close and taking home their story, doubts and hopes about the future."

## 6. FAIR GAME ITALY

This Pilot Action consisted in the creation of a new tool, a fun card game to raise awareness among a large public about economic injustice and inequality in an inclusive, simple, and exciting way, creating an opportunity for discussion among

participants.

In Fair Game players take turns drawing cards until someone draws an "explosion" card: environmental exploitation, child exploitation, green washing, and inequality cards in fact get you out of the game! You continue by taking turns drawing until only one player remains. Alternative cards, or Fair Trade principles, save from elimination, but care is needed because danger is around the corner. In the face of poor wages, record deforestation, worker exploitation and inequity, it is up to all of us to try to win this game. Each card has its effect indicated in both Italian and English. The complete deck consists of 56 cards. The game allows for the involvement of a minimum of two to a maximum of 5 players (9 players in the case of combining two decks of cards), ages 6 and up.



The Youth Leaders designed the game, defined, translated the rules and cards into English, contacted a graphic designer and an illustrator for card images.

Equo Garantito supported every phase of the implementation, helped the Youth Leaders to coordinate themselves and managed the budget to print the game. The designing of the game took place between end of March 2022 and May 2022 through online meetings.

In May 2022 Fair Game has been provided to 65 Equo Garantito's member organisations: they will use the new card game in the education activities they run with schools and youth centers, with a waterfall effect for the project.

EG also created a workshop proposal related to the card game and presented Fair Game at the International Fair Trade

Education meeting in Paris (RIECE) organized by Federation Artisan du Monde in June 2022.

Elena, one of the Youth Leaders said, "For me it was an incredible feeling to start from a sketchy project and to get, within a few months, to have in my hands the card game created by us. Despite the distance, we were able to create it and print it in record time and the satisfaction with the result was great. I have often led the group, and I've been one of the creators of the cards (choice of the topics, matching with the images): it was a very stimulating activity as the themes are very dear to me. I see the making of our Pilot Action as material proof of the world I want, and I'm sure this project has given me more tools to achieve it."

## 7. FASHION REVOLUTION VICENZA AND TORINO, ITALY

These were two one night events during which the participants got the chance to improve their knowledge about fast fashion by participating in a quiz game and assisting to a fashion show with sustainable and ethical clothes. An aperitif with Fair Trade products was offered. The first one was done on the 22th of April 2022 in Vicenza and the second on the 13th of May 2022 in Torino.

In Vicenza the event took place by Porto Burci, a community cultural centre and in Torino the event venue was the local Fair Trade Shop in the historical centre of the city run by Mondo Nuovo cooperative. These actions were organised by the Youth Leaders with the support of Equo Garantito and their local members (Unicomondo and Mondo Nuovo, two Fair Trade cooperatives).

In one case, the pilot involved not only Fair Trade organisations but also other solidarity economy organisations and an environmental organisation.

The Youth Leaders organized the actions, made contacts with the organizations involved, and managed the communication and promotion of the event.

Equo Garantito supported the Youth Leaders with advice and suggestions. Local Fair Trade organizations provided the support of their staff and volunteers. The pilot was a great way to reach and inform at least 30 people who attended a Fair

Trade event for the first time. The group of Youth Leaders had the opportunity to experiment by working in groups; they had the chance to practice designing and running awareness-raising events.

Participants were able to meet and socialize with new people, spending time together in a relaxed atmosphere. They were also able to learn about Fair Trade and social and solidarity economy realities and find out about related projects.

Francesca confessed, "I had a great time. The quiz was an opportunity to get involved, meet new people. I found out so many things I didn't know."

#### 8. 6 FOR CLIMATE GDAŃSK, POLAND



The event took place at High School Complex No. 6 in Gdańsk on the 25th of March 2022. It was done by students from this school with support from PFTA and teachers in order to make the invited decision-makers aware of the risks associated with climate change, the students created a simulation of the seabed in the school premises.

In this way, they showed that failure to support positive changes, like creating sustainable supply chains and preventing deforestation, would involve rising water levels and flooding of the school.

The invited decision-makers at the event also answered a number of questions related to the theme of the event and their proposed solutions to the problems.

At the end of the event, students, headmasters and invited

guests jointly signed an appeal that called for changes in line with the Sustainable Development Goals.

Among the signatories were school students, staff and decision-makers MEP Janusz Lewandowski, MEP Agnieszka Pomaska and Deputy Mayor of Gdańsk Piotr Borawski.

#### 9. ADVOCACY VISIT TO MEP ŁUKASZ KOHUT KATOWICE, POLAND

Twenty Youth Leaders from 3 Silesian cities (Piekary Slaskie, Bytom and Siemianowice Slaskie) were involved in promoting the idea of Fair Trade and spreading information on human rights, Fair Trade, sustainable development and environmental solutions by meeting with MEP Lukasz Kohut at the "Silesian Embassy" in March 2022.

The meeting was held as part of previously planned advocacy activities.

The students had previously taken part in workshops to raise awareness of the scale of climate change, the negative impact of the textile industry on the environment and to prepare for advocacy activities - becoming advocates for sustainable development.

They visited the office of a Member of the European Parliament in Katowice and presented their demands on climate and responsible consumption, while asking for their group to be represented in Parliament.

Thanks to the meeting, the Youth Leaders learned how they



can influence the creation of laws and regulations on various topics and established permanent contact with a representative of the European Parliament.

#### 10. COOKING WORKSHOP AND PICNIC PIEKARY ŚLĄSKIE, POLAND

Between January to June 2022, cooking workshops were held once or twice a month in the Youth Cultural Centre No. 2 building and garden in Piekary Śląskie to promote climate-friendly eating: reducing or rejecting meat and zoonotic products (vegetarianism and veganism), using local and seasonal produce and not wasting food.

One of the more notable events was a Fair Trade picnic for workshop participants and the local community on 14 May 2022, with picnic baskets, blankets and their own provisions, participants came for breakfast on the grass.

There was also a Fair Trade coffee and tea, the final of an art competition with its exhibition of "Good / Bad for the World" posters, a cooking workshop "Cuisine for the climate" with tasting of vegetable pastes and homemade bread, games and other outdoor activities such as the creation of a small edible garden and planting of plants.

The events were prepared by Youth Leaders from the Youth Cultural Centre No. 2 in Piekary Śląskie for their local community: children, young people, parents and representatives of the city authorities and various local institutions.

The Youth Leaders worked with mentors and tutors from the cultural centre, the assistance consisted in supporting the preparation of the scenario and the necessary materials, as well as providing information to all interested parties (posters, social media, emails).

The Youth Leaders believed that eating, cooking together and having a nice time in the garden brings people together, so they decided to go in this direction.

It has proved to be a success. They have managed to reach a notable impact through knowledge and changing the habits of many people during this time, but they also built up a large community of wonderful people who have not previously been in contact with Youth Cultural Centre No. 2. Cooperation with new organisations has also been established.

### 11. FAIR TRADE FIELD GAMES SIEMIANOWICE ŚLĄSKIE, POLAND

Youth Leaders from the COGITO School Complex prepared a scenario for a field/school game on the theme of sustainability, climate and responsible consumption, including Fair Trade "A better world in your hands" and carried out such games in the primary schools in their city.

The aim of the game was to reach as many representatives of the local community as possible: children, young people and teachers, in order to communicate the content of the project in the form of gamification and play.

The games "A Better World in Your Hands" and "Green and Fair Economy" were played alternatively. The game was conducted in all 8 primary schools in Siemianowice Śląskie for older youngsters in March 2022.

The Cogito youngsters had already been involved in creating and carrying out city and field games. As this is an educational method that young people like, they decided to use it again. Organising the games engaged both parties educationally - both the Youth Leaders creating the game and the participants.



### 12. T-SHIRT RECYCLING AND A MEMORIAL STAMP SIEMIANOWICE ŚLĄSKIE, POLAND

In this activity done on the 25th of June 2022 on the school premises in Katowice - III Secondary School, the Youth Leaders were looking for a connection between the events already planned at the school, which would bring together a large number of people, and the theme of the project, Fair Trade and sustainable production and consumption.

They wanted to involve as many people as possible in the project activities and raise awareness. Consequently, the Youth Leaders invited participants in the celebrations of the school's 150th anniversary (students, teachers, as well as alumni and city representatives) to bring second-hand T-shirts and decorate them with a commemorative stamp designed and prepared especially for the occasion - a commemorative print of the anniversary.

Instead of producing new commemorative T-shirts for the school's 150th anniversary, visitors were invited to bring their own old T-shirts and use a commemorative stamp specially made for the occasion. Through this large and unusual campaign, both school students, teachers and alumni were informed about the EU-WISE project's activities and encouraged to live in the spirit of zero waste and responsible consumption.



### 13. BABY RUNNING AND HEALTHY FOOD LECTURE CRISTURU SECUIESC, ROMANIA

This team organized a baby running followed by a lecture, on August 6, 2022, during the festival of our hometown, Cristuru Secuiesc, Romania. It was done by Biro Bence in the role of photographer, videographer and logistics manager and by Norbert Vonya as coordinator and communication manager. Partners were the Helyénvaló Helyi Local Products shop from Odorheiu Secuiesc. Target Groups were babies aged 1-3 and

their parents. ATA helped this team with financial resources, constant monitoring and advice when needed.

During the activities, little kids came outdoors, and they exercised a little, running on a 24 meter long track and then their parents and other guests could listen to the lecture and presentation about Slow-Food, local products, healthy life. The team had only 5 competitors and they gave them T-shirts with the event's logo. The kids really enjoyed the running, and

on the presentation afterwards there were 10 people, later that day, they we gave prizes to the top 3 competitors.

The two Youth Leaders wanted to promote healthy lifestyles through sport and awareness raising on the importance of eating healthy local foods.

They also expected 40 babies to attend the running and around 20 parents and their kids to stay on for the lecture, but only a few people who showed up enjoyed themselves in the running and learned a lot of controversial but informative things about the state of affairs with connection to local food production and consumption trends in the region. 40 T-Shirts were made so these can be used in the second

edition of this event, next year.

Norbert confessed, "Organizing the event was a new experience for me, with which we gained a lot of experience on how to organize an event, these experiences will also come in very handy in future events I will organize."

### 14. KERESZTÚR FOOD FEST CRISTURU SECUIESC, ROMANIA

This was a one-day event, on August 6, 2022 integrated in a cooking competition done during the festival of our hometown, Cristuru Secuiesc, Romania. It was done by Fülöp Anna who was the main cook, Kacsó Dániel in the role of cook helper and organizer, Simófi Kinga, another cook helper and Balog Zsuzsanna, a cook helper, organizer, local products and responsible for EU-WISE awareness raising.

Partners were the "Farmer" meat shop from Cristuru Secuiesc and the Town Hall of Cristuru Secuiesc. The target group were the general community in general and more specifically, the socially disadvantaged members of the community, like the Roma minority. ATA helped this team with financial resources, constant monitoring and advice when needed.

The event was done to raise awareness in the community and the target groups about the importance of keeping supply chains as short as possible, the health benefits of this approach and to help socially disadvantaged members of the community. It started at the local market, where they purchased ingredients for the cooking competition. Then they started prepping the ingredients, while also promoting the importance of local products, slow food.

A big batch of Hungarian bean goulash and also gave a short

little speech on the main goal of their team. In total, they had around 90 portions and submitted 5 portions for the cooking competition, where they won a special prize, due to using exclusively local ingredients. They finished up the day with some cleaning and some well-deserved resting time.

Over a hundred people were reached in verbal form, learning about the EU-WISE project, short supply chains, slow-food, sustainability and around 70 socially disadvantaged people directly benefited from the project in the form of a warm meal.

#### 15. MEDICINAL HERBS WORKSHOP SAINT GEORGE, ROMANIA

This was a full day long workshop was done to 22 women aged 17-50 about 20 different medicinal herbs that grow in the region. The event was done on the 2nd of July 2022 in the town of Saint George.

It was done by Etelka Babett Szombatfalvi who took care of poster editing, conference room reservation, filling in the pilot plan, buying the necessary items for the workshop, arranging the conference room and by Judit Tünde Kovács who managed writing the text for the event, finding the best trainer for the workshop, meetings with her, planning the activities and the timetable of the workshop, gathering the invoices, buying the necessary items for the workshop, arranging the conference room. Partners were the Unitarian Church of Saint George who offered the location.

The target groups were women aged 17-50 interested in medicinal herbs. ATA helped this team with financial resources, constant monitoring and advice when needed. This was a full

day long workshop was done to 22 women aged 17-50 about 20 different medicinal herbs that grow in the region. This was the topic that was most interesting for the Youth Leaders, they wanted to learn about this and also many target groups who they knew. During the workshop the participants gained knowledge about 20 medicinal herbs and essential oils that play the most important role in our environment.

After the workshop a Facebook group has been created where members share their experiences where different herbs can be collected and for what they can be used for.

After doing the workshop Judit wrote, "I consider it essential to draw attention to the values and resources that are given in our region and from which, with the right knowledge, local products can be born that can stand their ground anywhere in the world."





# SWOT Analysis of Local Pilot Actions

## STRENGTHS

- Diversity of ideas in the national groups offered great opportunity for observation and inspiration among the groups but also to the entities coordinating them.
- The diverse involvement from European advocacy level to local grassroots actions and community outreach was a great achievement.
- Having a budget to finance some actions was a real boost to many of the Youth Leaders and to the quality of their Pilot Actions.
- All Pilot Actions helped not only the Youth Leaders become better organizers and learn new things in the topics they tackled but also their varied target audiences.
- Some Youth Leaders got recruited as staff, interns for volunteers in our entities.
- The Pilot Actions done by the Youth Leaders were original and fun compared to the status quo and had topics that are important for the community where they were done, so these were received with warmth.
- All partners managed to empower their Youth Leaders in such a way that the Pilot Actions became true youth-led initiatives.
- There was a skilled pool of experts among project partners who improved the learning activities of Youth Leaders and their target groups.

## WEAKNESSES

- Even though the minimum requirements were met, there were some cancellations of some Youth Leaders due to graduation or being too busy with other obligations.
- Some partners had lack of experience with working with Youth Leaders or at grassroots level and for this a lot of energy and staff was needed.
- In some cases, there were not enough material to help Youth Leaders to communicate.
- Despite all Pilot Actions fit into the scope of the EU-Wise project, not all were related to some entities main area of focus, like advocacy.
- Not all actions reached completely the imagined number of (new) people.
- Some partners faced difficulty in finding the right balance between independence of the Youth Leaders' group and support.
- Because some Youth Leaders concentrated on the topics more familiar to them not all the topics of sustainable production and consumption were covered, this led to a mismatched implementation of Pilot Actions.
- Difficulties of keeping the national groups cohere internationally.

## OPPORTUNITIES

- The contacts established or strengthened with new and old stakeholders, policy makers and other entities allows the cooperations to continue on national and international level.
- The involvement of local partners and their experts in all countries made the implementation of some Pilot Actions possible and raised their quality.
- The fact that the selected Youth Leaders were not only highly motivated but that they had very different levels of knowledge on international and national level, ensured a great diversity of Pilot Actions.
- Now that we know that the local youth can be trained to do their own Pilot Actions, we are able to replicate this method in the future in other fields of interest.
- A strong network of 'green' and "Fair Trade" activists has been created with great potential in lobbying and advocacy raising the possibility for Youth Leaders of being heard at policy-level.

## THREATS

- Inflation and rising prices and the impoverishment of society is clearly becoming a threat to the idea of responsible consumption and the promotion of Fair Trade products.
- For many Youth Leaders it was the first time to organise events and this asked for a lot of tailor made support.
- Constant uncertainty of the possibility to do some of the Pilot Actions because of Covid-19 and the war in Ukraine.
- Some local partners didn't react all the time when we really needed them.
- Difficult to motivate some Youth Leaders all the time.
- Youth Leaders moving on and not being able to utilise their newly gained experience for future actions and programs after the Pilot Actions are over.
- Age gap among Youth Leaders at an international level.

# Evaluation, Follow-up of Youth Leaders with Lessons Learned

## EVALUATION OF THE TRAINING COURSES

In order to tailor make the training courses and then to evaluate the learning achievements of the Youth Leaders, all partners did a baseline evaluation before starting the training courses and a final one after ending these. Below are the conclusions of these evaluations.

### ASOCIAȚIA DE TINERI DIN ARDEAL (ATA)

Our evaluation had 7 statements where the Youth Leaders had to rate their level of knowledge from 1 to 10 where 1 was "not at all" and 10 was "absolutely."

Here are the main findings:

#### ***I know what Fair Trade is.***

Initially 86% of the Youth Leaders chose 2 which was "I heard about it but I do not know what it is" and after the trainings ended, 92% answered with 8, 9 or 10.

#### ***I know what the Slow Food movement is.***

Initially all Youth Leaders chose 5, 6 or 7 showing that they know that it is the opposite of Fast Food but not really knowing more details about it.

By the end, 98% of them chose 8, 7 or 9 confirming that the training sessions focusing on this topic have been beneficial.

#### ***I know sustainable production and consumption trends.***

98% chose 7 or 8, saying that kitchen gardening or other short supply chains refer to these. By the end of the training courses 90% feel that they are at 9 or 10.

#### ***I know what the Sustainable Development Goals are.***

70% chose 1 and 28% choose 3 underlining a huge lack in the

Romanian education system where there is zero effort put on teaching about SDGs. By the end of the training 94% chose 7, 8 or 9.

#### ***I know what a carbon footprint is.***

76% chose 3 stating that they understand the concept but know very little about it.

The rest chose either 1 or 2 and 4 or 5, all similar to the rest of the Youth Leaders. By the end, this has shifted to 60% knowing precisely what it is and the rest being equally spread on 6, 7, 8 and 9.

#### ***I know how to organise an awareness campaign, how to advocate for my and my peer's wishes among decision makers.***

Here the respondents to this question were 66% spread equally between 2 and 5 while the rest were on 8, 9 and 10, mainly our local volunteers with whom we already did awareness raising campaigns in the past.

By the end of the training though we changed the question to advocacy only and this time, 94% of the Youth Leaders chose equally between 7, 8, 9 and 10.

#### ***I know how to organize an event.***

16% said no (until 3), 78% said "kind of" while only 6% said "absolutely". After doing quite a lot of activities about this, we got the answer that all have a really good or perfect idea on how to organize events.

All in all, we can conclude that the 30 Youth Leaders we selected were not knowledgeable about most of the main topics of this training and by the end of it their understanding of these concepts, movements, trends and practices has increased tremendously.

Also, compared to other countries in the project, it is clearly apparent that for example the Belgian and Italian partners chose target groups who already had a very high baseline in Fair Trade and similar topics so they could go in-depth to spe-

cific niches while we could only concentrate on covering the basics, very similarly to the work that had to be done by our Polish colleagues.

### EQUO GARANTITO (EG)

Our evaluation had 6 questions about which Youth Leaders had to give a self-assessment of their knowledge on a scale of 1 to 5.

The first obvious finding to emerge is the halving of the sample between the first and second surveys (from 61 to 34 responses).

Regarding the answer to the first question, of a general nature: "How do you evaluate your knowledge about Fair Trade?" if in the initial sample some answers were in the low-medium range (2 and 3), in the self-assessment the lowest range (2) disappears, with a noticeable increase in those who perceive their knowledge as good (4) or excellent (range 5).

There is an increase in the medium-high bands for all other questions as well, in particular:

#### ***How do you rate your knowledge about the Slow Food movement?***

A good portion of the sample (30 percent) considered their knowledge about it to be low or none, and no one placed themselves in band 5. In the second survey, however, there is a marked change, with most of the sample rating their knowledge as good (47%) or very good or excellent (41%).

#### ***How do you rate your knowledge about other responsible production and consumption practices?***

The initial sample was fairly optimistic about their knowledge on this point (81% rated it as good to excellent). In the second survey, the results move further forward, with 47% rating their knowledge as very good (4) and 97% rating it as good to excellent overall.

**How do you rate your skills regarding communication?**

The initial sample was clearly from the middle up (90%), with only one response in band 1. However, responses in 1 and 2 remained stable even in the second survey (11.7 percent) with, however, a slight increase in those who felt their exit skills were excellent (29.4 percent) and some who felt a little less confident after training was completed (going from 4 to 3).

**How do you rate your skills regarding advocacy?**

In the first survey, skills regarding advocacy were rated fairly optimistically (4 responses in the lowest range, 10 responses in the highest range). In the second survey there is a slight shift forward, especially with the increase in bands 3 and 4. However, it is interesting to note the sharp decrease in those who consider their knowledge to be excellent (only 2 responses in this band).

In conclusion, there was generally an improvement in knowledge regarding the various topics covered, a sign that those who followed the training to the end did so with interest and saw themselves enriched by the course taken.

**FAIR TRADE ADVOCACY OFFICE (FTAO)**

The six questions we asked to 153 Youth Leaders at recruitment and 74 who graduated, focused on how they evaluated their knowledge on the following topics:

**Sustainability issues in general:** there was an increase of more than 15% who now consider themselves experts (30% now, 15% before).

**International Trade:** there were over 11% of candidates who had no knowledge, by the end of the programme, only 2%. 66% versus 43% of candidates have a good to expert level, an increase of over 20%.

**EU Institutions and Policies:** 72% of Youth Leaders compared to 58% previously have a good to expert level.

**Climate changes impacts:** 90.53% of those certified have a good or expert level compared to 79%, moreover, there are

now more than twice as many Youth Leaders claiming to be experts as before (38% compared to 17% before).

**Human Rights:** more than 80% of respondents, compared to 64% before, say they have a good or expert knowledge of these subjects, a very significant increase.

**Sustainable production and consumptions:** on this subject, almost 83% of Youth Leaders now rank themselves as good or expert, compared to 67% at the time of the programme's launch.

Overall, we can see a gradual change in level of around 15-20%, so Youth Leaders have moved from either a fair level to a proficient level or from a good level to an expert level. We can see that the Youth Leaders are now equipped with new knowledge and skills and above all, in accordance with our expectations, there is no regression.

Finally, we also carried out an additional evaluation following the programme on the following topics: Fair Trade, Advocacy, Social Media and Project Management. We are pleased to note that all of our Youth Leaders gained a good knowledge of advocacy, that they all had a good knowledge of social media and project management, and that all Youth Leaders had a good to expert knowledge of Fair Trade.

**POLISH FAIR TRADE ASSOCIATION (PFTA)**

The questionnaire made in Poland was also one that had a baseline and endline part, but it was much complex with more than 30 questions that went in depth to see the development and the learning in the Young Leaders. For this reason, in this summary, we will highlight only the most striking achievements.

Initially only 36,4% of the Youth leader has heard about responsible consumption and knew what it is. By the end, this went up to 68,3%. Also, from 21,2% who heard about it during extracurricular activities, this grew to 56,1%.

Then, from 45,5% who were open to supporting responsible consumption initiatives online, the number grew to 58,5%.

With regards to Fair Trade, from 66,7% who have heard about

it and knew what it is, this grew to 92,7% and similarly to before, if in the beginning only 36,4% learned about it during extra-curricular activities, by the end this was 63,4%. Furthermore, if initially only 30,3% of these youth thought that they can support Fair Trade by buying Fairtrade certified products, this went up to 63,4%.

To the question "Have you ever participated in or organised anything related to Fair Trade, responsible consumption or climate change?" the initial answer was 69,7% and this grew to 92,7%.

Within this from a value of 56,5% being events at school, this went up to 81,6% and from 30,4% having done workshops, this went up to 50%.

More than 90% of youth gained new knowledge or deepened existing knowledge thanks to the training. Then 85% of youth got new competences in teamwork and more than 90% improved existing teamwork skills. 75% acquired new communication skills and 88% improved them. 87% gained new competences in working with new media and promotion and 81% improved in this. lastly, 92.8% became more aware responsible consumers and 87.8% changed their habits in terms of responsible consumption.



## FOLLOW-UP METHODOLOGY AND CONCLUSIONS

After the Pilot School ended, Project School had the task to follow-up on how the Youth Leaders implement their Pilot Actions by attending at least one of the Pilot Actions in Italy, Poland and Belgium and remotely review the work done in Romania by carrying out interviews with Youth Leaders and staff members involved as well as by checking their pilot plans and reports. The questions asked were the following:

### GENERAL QUESTIONS

*What did you already know about sustainability?, Did participation in the project activity increase your knowledge?, Why did you join the project?, Any regrets? Room for improvement? and How was the interaction with your peers?*

### DESIGN QUESTIONS

*Did you receive support from partners?, Was it sufficient? How?, Did you think it would have been feasible to develop Pilot Actions? and What were your expectations?*

### DELIVERY QUESTIONS

*How did you feel after the Pilot Action? And now? What will you take home with you from this experience?, How did you communicate your activities?, Would you do it again? and Did you expect something different?*

### SUSTAINABILITY QUESTIONS

*Do you think your Pilot Action is replicable? Would you do it again?, If there was to be the possibility, would you like to be an EU-WISE ambassador? and Would you like to work in the field of sustainability in the future?*

The main indicators that were assessed were the following:

*interaction with citizens, diversity of people engaged, number of people engaged, replicability, lesson learnt and feeling of empowerment.*

### WHAT WORKED

All Youth Leaders stated that they benefited from their involvement in the project and that the process of the design and delivery of Pilot Actions made them more accountable. The social aspect was also deemed very relevant, indeed all Pilot Actions fostered the links among the Youth Leaders themselves in Italy, it was an occasion to network among participants partaking in the civil service in the sustainability field; in Belgium, it was the chance for socialising among people with different ages and profiles, interested in advocating for the environment. Pilot Actions were also considered important for what concerns the creation/strengthening of bonds with the local community in all countries. This was the case of Poland which involved pupils belonging to different schools and youth centres, which involved their peers in sustainability actions as well as younger children; similarly, in Romania all Pilot Actions were held at a community level, targeting children, women and the general public across different activities. Another important aspect was the feeling of being part of something greater and having the possibility to impact on issues they care about - this was a transversal feature for all countries. In addition, the programme has evidence of having worked with all but two respondents said they would like to become EU-WISE ambassadors and remarked it was a great learning experience.

### AREAS FOR IMPROVEMENT AND RECOMMENDATIONS

The diversity of the people engaged may have been greater in some countries, namely Italy and Belgium who had similar target groups; conversely in Poland and Romania, even though they might have had lower numbers in some pilot activities, the interaction with citizens of a variety of backgrounds was greater.

Possible recommendations may be to include this aspect in the planning phase as a way to maximise the impact and make sure "no one is left behind" at community level.

The planning of the pilots also played a part as some plans turned to be too 'optimistic' leading Youth Leaders and their trainers to reimagine the Pilot Actions on the go - this could be avoided with a timely review of the pilot plans which includes a feasibility check, thus minimising the risk of frustration and improvisation.

Another challenge was presented by having the pilots taking place in different locations, which was an opportunity to further spread the impact of the activities, but - at the same time - posed some organisational constraints.

The Covid-pandemic also posed some restraints as for all the groups mentioned it had a heavy impact on their work and things speeded up and got better once they connected face-to-face; nonetheless, the forced online setting of the activities at the beginning of the project meant that some Youth Leaders could join even not physically in the implementation cities at the time of the training.

Finally the mismatch in timing among partners' initiatives meant that the local pilots did not fully benefit from peer-to-peer feedback as expected; nevertheless, the latest partners may have benefitted from knowing the 'dos' and 'don'ts' of the rest of the Consortium.

## CONCLUSIONS AND LESSONS LEARNED

After managing to do all these training and Pilot Actions with more than 250 Youth Leaders all the partners share their conclusions and lessons learned that could be helpful for those CSOs or other entities reading the tool who might be interested to train and empower youth to be advocates of sustainable production and consumption or other social initiatives.

### ASOCIAȚIA DE TINERI DIN ARDEAL (ATA)

We should be open for new concepts, trends and movements but we should not forget the values and needs that our own communities have. We should not force ourselves, our youth or the community to catch up with the intricacies of Fair Trade, it should happen organically at everyone's own pace.

From the coordinator's point of view we feel that COVID-19 and all the complications that came with it have taught us how to adapt constantly to the changing landscape of project management that strengthens us as an NGO managing EU projects.

### EQUO GARANTITO (EG)

More and more young people are interested in participating in initiatives that allow them to be protagonists: to live an experience, to be able to contribute first-hand to the conception, implementation of an idea. Activism should be a creative, original experience, also meaningful in terms of relationships. Meeting new people, in a fun and stimulating environment seems to be the key to success.

### FAIR TRADE ADVOCACY OFFICE (FTAO)

We created innovative courses and successfully turned the COVID-19 crisis in an opportunity by managing to recruit more youth and doing courses in English.

Training should be better spread out, instead of several months, they should be given over a few days during, maybe in a summer camp and with fewer hours. Not all Pilot Actions were related to our usual advocacy actions, which is good because FTAO created new communication and partnerships with grassroots entities.

Giving youth the opportunity to create an action from scratch is very time and energy consuming; in the future we are thinking of giving already designed actions.

### POLISH FAIR TRADE ASSOCIATION (PFTA)

More careful selection of partners or a large target group should be recruited in order to avoid the risk of reducing the number of Youth Leaders in the project.

When recruiting Youth Leaders, consideration should be given to the

age of the Youth Leaders, their educational level and their determination to participate so that they will not be in the situation of having to quit because they have to graduate or similar foreseeable situations.

An impact of COVID-19 is that the youth have a growing aversion to online meetings and a strong preference for 'live' training meetings.

Choose partners carefully and be open to working with entities outside of school, ones that work with youth who participate by choice and not by obligation.

It is important that teachers are aware that participating in a project gives them additional benefits, like a title for the school, certificates of professional development that can be used in their career path and others.

There are large disparities in digital competences among youth and teachers.

### PROJECT SCHOOL (PS)

The pilot school was an occasion for Project School to test our methodology with a younger target group compared to the one we are used to. It was a learning process which involved the whole of Project School as a team, pooling together our different skills and experiences. The choice of the restaurants and hotel suggestions could have been different during the Pilot School.

For the future, we will improve our awareness and use of inclusive terminology through intercultural diversity training.

Being part of this project taught us more about youth engagement and prompted some reflections over how best to respond to young people's learning needs.

All in all, we felt energised by Youth Leaders' willingness to improve the communities around them and take ownership over collective Pilot Actions.

#### ***All these were then presented to 20 CSOs and some of the Youth Leaders and after a workshop the lessons learned from them are:***

Young people from different countries use different communication app and social media so trying to make them all use the same is not useful. A solution can be appointing 2 communication managers among them per country: one to spread and gather information among the national group and one other to share them at international level with project's partners.

In order to reach young people and involve them, the connection with a like-minded teacher / educator / mentor is strategic: this person will have the role of ambassador of the CSO in the young people environment.

Regularity makes communication stronger: it's important to find a sustainability in the future to make the pilot action, and the values they carried, known. For example, in the workshop about herbs: a new

Facebook community was born. Card game: youth who created it want to launch a campaign to spread it more.

Feeling of belonging: if young people feel they are part of the design and implementation of activity, they will become "micro-influencers" sharing it on their social media profiles, so reaching their young contacts, and spreading it by word of mouth in their community. This is how CSOs can effectively reach young people through young people.

A training of young people works if trainees have a feeling that they can't ignore the reality of unsustainability or poverty in the world and feel uncomfortable by doing nothing. Also, shaping the program of training jointly with trainers in a consensual way, building relations with trainers and trainees ensures more effective participation.

The best way to support youth in becoming active is by offering them a room to come together, creating a community, offering learning and networking opportunities and infrastructure (contacts, twitter account, meeting formats, etc.)

Youth need feedback: a pilot school should include evaluation and assessment sessions, brainstorming and design sessions motivating them to participate in, have a participatory, inclusive approach, allowing youth to take ownership of the things that are developed in such events; it is important that they can relate their daily lives with the project. It should also allow to move from design to practical execution of the pilot actions.

It is difficult to find people (organisers and users) interested in developing pilot schools at local level. A solution might be to set up of sessions where people based in rural and urban places might meet and exchange

Sustainability oriented school – SOS, as example of good practice should be replicated, addressing schools and their students; in addition, in France they have the eco-festivals which are similar in their purpose and approach, these should be studied more.

It is important to make sure that youth understand the sense of what they are doing: for recommendations explain the context and make sure they understand what the potential impact of the recommendations they are contributing to produce is.

Teaching by doing has proven to be effective, starting from the little ones; a very practical toolkit should thus also be developed, addressing very little kids

Recommendations should be linked to the everyday life of youth, so that they are more shared and more easily accepted.

Building consensus among youth works better through sociocracy: asking everybody to add content without pushing for expressing agreements through votes

Young people wish to be an active part of the process, yet it is important to identify the right topic with the aim to understand it and gain better knowledge.

# Policy Recommendations

## on Training and Empowering Youth to be Advocates of Sustainable Production and Consumption

1. Schools and universities should create opportunities to meet and exchange with politicians, to "institutionalize" meeting with youth (for instance links with schools and universities on different topics sustainability, fair trade) to have a both ways exchange.
  2. Sustainable Development Goals, Fair Trade, Slow Food and similar climate or sustainability movements have some difficulties to attract young people in the last years. Solving this challenge requires time and many efforts. Education plays a crucial role for reverting the trend: training and transferring knowledge on these since childhood may help in raising aware citizens, who can become activists when they grow older, so these should be taught all over the EU, not just some countries. Conversely, teachers at school need to be more educated on these movements to be able to teach it: NGOs/CSOs need to play a role in there.
  3. When deciding about youth related policies, consultations with youth by policy makers should be done both on EU and National levels
  4. Policy makers should not only listen to the recommendations and petitions of youth, but also check their feasibility and take measures to implement these if possible.
  5. High-schools should do "event management training sessions" followed by youth having to put what they learn in practice through "pilot actions".
  6. The perspective of youth on sustainable development is connected to climate change, human rights and poverty. Youth see natural disasters, droughts, food supply problems, migration and they try to do slow fashion and they are sympathetic to these but do not have a long term perspective on their consequences. Having more youth led, grassroots local actions to contribute to sustainability where other local youth and adults can be the ones who support them from their communities can be the way to move forward in these times.
  7. There are a lot of tools on EU level, such as the HREDD frameworks, the deforestation directive, the Green taxonomy, but these are far from the perception of young people. There should be more down to earth tools on local level such as the Toolkit we created, with concrete examples, that contributes to youth being able to understand and get closer to the EU Tools
  8. The consequences of the War in Ukraine cancel all the efforts of the EU connected to sustainable energies, CO2 reduction, because almost everyone is turning back to coal. A possible avenue is turning back to Brussels, trust the policies, global decisions. Using the tools already provided by the European Parliament on its websites and informing schools about these tools can be the first step.
  9. Institutions should foster networking between Social and Solidarity Economy organisations, who have already been tackling social inequalities and climate change, and youth organisations in order to overcome the generational gap and build stronger common strategies: they can create support programme for this kind of partnership but also favour this kind of consortium in public tenders and calls.
  10. Reconciliation with youth, who moved away from politics like many other segments of the population, should start from listening to youngsters' needs and proposals, even very practical ones like those connected to responsible consumption and production, and integrate them in the policies and political framework, without fear of innovating.
  11. We recommend to increase the exchanges among institutions and grassroots organisations so as to increase mutual understanding and effectiveness in the sustainability actions.
  12. Young people should be at the centre of the activities, feeling as if they have the space to have a say and the power to change what they care about. They should also be let to be free to take responsibility and to be creative in the design of local actions and campaigns. Sometimes they feel constrained by adults who tell them what to do as if they don't trust youth for taking actions and/or managing a group. Young people want to have the possibility to make mistakes too.
  13. We recommend to use edutainment, creativity and originality while carrying out training with young people so as to keep their engagement and motivation high.
  14. The projects where young people are more committed and engaged are those where they feel part of something bigger, part of a community. It is important to give a purpose to young people, and that they are left free to create a community which works and acts for the same purpose.
- Here are three other, more specific Policy Recommendations created by Youth Leaders during their Pilot Actions:
- [Young Fair Trade Advocates Policy Recommendations](#)
  - [Textile Statement for SMEs](#)
  - [German Young Fair Trade Advocates Position Demand Paper](#)



**EU-WISE**  
Young Citizens-Consumers



This report was produced with the financial support of the European Union.  
Its contents are the sole responsibility of the authors, and do not necessarily reflect the views of the European Union.



This publication is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International (CC BY-NC-SA 4.0).

