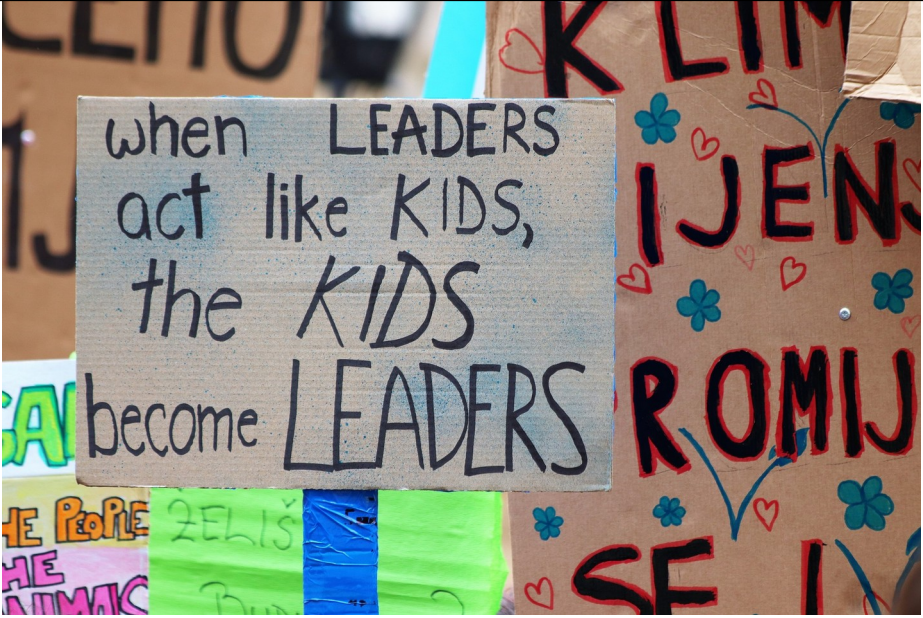


ENGAGE Project Database of Best practices collected at EU level

Purpose: To offer a gallery of best practices examples to be used as examples and motivations for the youth leaders in their activities when raising young people’s awareness of UE values and motivating them to get engaged in democratic life.

Title of the initiative	Climate Heroes: Youth Voices for Sustainable Living
Representative image of the initiative	
Website/Social Media account of the initiative	Website: WWF Adria – Climate Heroes EUKI Project Page: Climate Heroes – EUKI
Country of implementation	Bulgaria, Czech Republic, Romania, Serbia
Representative organisation/ individuals	Lead Organisation: WWF Bulgaria Partner Organisations: WWF Adria – Serbia WWF Danube Carpathian Programme – Romania United Nations Association of Bulgaria

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

	Czech Environmental Partnership Foundation																								
Field of action	<table border="1"> <tr> <td>EU values & human rights</td> <td><input type="checkbox"/></td> <td>Citizenship</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Cultural identity</td> <td><input type="checkbox"/></td> <td>Digital citizenship</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Diversity and inclusion</td> <td><input type="checkbox"/></td> <td>Gender, social, economic and health</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Social justice</td> <td><input type="checkbox"/></td> <td>Leadership & mentorship</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Democratic life</td> <td><input type="checkbox"/></td> <td>Other</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Climate change, sustainability</td> <td><input checked="" type="checkbox"/></td> <td></td> <td></td> </tr> </table> <p>If other, please specify</p>	EU values & human rights	<input type="checkbox"/>	Citizenship	<input type="checkbox"/>	Cultural identity	<input type="checkbox"/>	Digital citizenship	<input type="checkbox"/>	Diversity and inclusion	<input type="checkbox"/>	Gender, social, economic and health	<input type="checkbox"/>	Social justice	<input type="checkbox"/>	Leadership & mentorship	<input type="checkbox"/>	Democratic life	<input type="checkbox"/>	Other	<input type="checkbox"/>	Climate change, sustainability	<input checked="" type="checkbox"/>		
EU values & human rights	<input type="checkbox"/>	Citizenship	<input type="checkbox"/>																						
Cultural identity	<input type="checkbox"/>	Digital citizenship	<input type="checkbox"/>																						
Diversity and inclusion	<input type="checkbox"/>	Gender, social, economic and health	<input type="checkbox"/>																						
Social justice	<input type="checkbox"/>	Leadership & mentorship	<input type="checkbox"/>																						
Democratic life	<input type="checkbox"/>	Other	<input type="checkbox"/>																						
Climate change, sustainability	<input checked="" type="checkbox"/>																								
Type of action	<p>Educational workshops and training programs</p> <p>Youth-led climate action initiatives</p> <p>Development of educational materials and toolkits</p>																								
Target group	<p>Young people aged 15–24</p> <p>Youth organizations and networks</p> <p>Educators and mentors</p>																								
Main partners or stakeholders	<p>European Climate Initiative (EUKI) of the German Federal Ministry for the Environment</p> <p>WWF offices in Bulgaria, Serbia, and Romania</p> <p>Czech Environmental Partnership Foundation</p>																								
Short description of the initiatives	<p>"Climate Heroes: Youth Voices for Sustainable Living" is a project aimed at empowering young individuals aged 15–24 in Central and Eastern Europe to become active leaders in climate action. Through educational workshops, mentorship, and support, the initiative trained approximately 120 young</p>																								

	<p>people who subsequently launched 47 climate action initiatives, engaging over 3,300 peers and community members. The project focused on raising awareness about the climate crisis, promoting sustainable lifestyles, and enhancing civic participation among youth.</p>
<p>Activities and methods implemented</p>	<p>The Climate Heroes initiative utilized a multi-layered approach combining education, youth empowerment, and community engagement to foster climate-conscious leadership among young people across Bulgaria, Czech Republic, Romania, and Serbia.</p> <ul style="list-style-type: none"> ● Youth Climate Education Workshops: Each participating country hosted national workshops where around 120 young participants (ages 15–24) received training in sustainable living, climate justice, advocacy, and communication. These workshops covered practical aspects of sustainable lifestyles, climate science, and how to influence public opinion and policies. ● Mentorship for Action: Participants were encouraged and supported to develop their own youth-led climate action initiatives. These projects included campaigns, clean-up actions, school education sessions, local partnerships, and events designed to raise awareness or drive behavioral change in their communities. ● Production of Educational Resources: A toolkit titled “How to Become a Climate Hero?” and four educational videos were developed and shared widely. These resources served both as learning tools and as a means to replicate the initiative in other regions.
<p>Key Success Factors</p>	<p>This initiative was successful due to a combination of strategic design, meaningful youth participation, and a focus on real-world impact. The following factors contributed significantly:</p> <ul style="list-style-type: none"> ● Scalable Educational Materials: The production of adaptable educational resources (toolkits, videos) extended the project’s reach and provided continuity beyond the direct participants. ● Transnational Collaboration: The regional forums fostered a sense of shared purpose and connection among young people from different countries, enriching their understanding and motivation through cultural exchange and solidarity. ● Community Involvement: Engaging over 3,000 additional community members created ripple effects and established young people as legitimate actors in climate dialogues at the local level.

