



The publication is created within the framework of the project “EcoRules – YES! Youth – Europe – Strategy”.

About the project

“EcoRules – YES! Youth – Europe – Strategy”

Association Education by the Internet (EPI) is implementing the project “EcoRules - YES! Youth - Europe - Strategy” in the period from 01/09/2024 to 31/12/2025. The project engages young people aged 15–20, attending secondary schools in Kielce (IV Liceum Ogólnokształcące and ZDZ Kielce) as well as in Banská Bystrica (Evanjelické gymnázium – EVG), in cooperation with the non-governmental organization Agency for Development of Gemer Region – APRG (Slovakia).

The project is a continuation of the initiative “Active and Responsible”, previously implemented by the Association for youth in Poland, which focused on the Sustainable Development Goals (SDGs) in schools and local communities.

The project aims to create a space for youth participation in democratic life in Europe, as well as to support and facilitate this participation, providing young people with opportunities for engagement and learning in civic society with a focus on meaningful participation for all youth, especially those with fewer opportunities, in civic, economic, social, cultural, and political life. The project also aims to increase youth awareness of common European values and fundamental rights and to contribute to the European integration process.

The project aims to promote climate change and environmental protection among participants.

EcoRules

During the implementation of the project, suggestions, recommendations, and comments related to youth policy and ecology were collected. These ideas took the form of EcoRules – a set of rules, norms, values, and guidelines for young people in the area of the Sustainable Development Goals (SDGs), with a strong focus on protecting the environment and combating climate change.

EcoRules are not just abstract principles – they also include practical examples of actions that young people can take in their everyday lives at home, at school, online, and in their local communities.

In addition, young participants created various products (such as reels, podcasts, and posters) in 3 languages (English, Polish, Slovak) that demonstrate how to effectively reach peers with EcoRules. The youth-led campaign is now being shared on the social media channels of the Association, allowing EcoRules to spread “from young people to young people.”



FB EPI



IG EPI



EcoRules - YES!

Youth - Europe - Strategy

EcoRules

- » **ECO ACTIONS
AT HOME**
- » **ECO HABITS IN
DIGITAL LIFE**
- » **ECO ACTIONS
AT SCHOOL/YOUTH
SPACES**
- » **ECO ACTIONS
AT SCHOOL/YOUTH
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ECO ACTIONS AT HOME

- ✓ Turn off the water while brushing your teeth.
- ✓ Take a shower instead of a bath.
- ✓ Use the washing machine only when it's full — not for just a few items.
- ✓ Use reusable bottles instead of single-use plastic ones.
- ✓ Turn off the lights when you leave the room. (LED lamps are more eco-friendly.)
- ✓ Switch off devices when you're not using them.
- ✓ Don't wash dishes by hand — use a dishwasher.
- ✓ Sort your trash and use recycling bins.
- ✓ Cook meals using vegetables and fruits from local stores instead of buying pre-packed food.
- ✓ Use homemade cosmetics — they're eco-friendly.
- ✓ Bring your own bags or boxes when shopping.
- ✓ Buy only the food you need — don't overbuy.
- ✓ Make a shopping list to avoid buying unnecessary things.
- ✓ Choose cosmetics in glass or paper packaging to reduce plastic waste.
- ✓ Wear second-hand clothes — they're cheap, and you can find them, for example, on Vinted.



ECO HABITS IN DIGITAL LIFE

Act sustainably on social media

- ✓ Promote eco-friendly brands and second-hand shops
- ✓ Raise awareness about greenwashing and fast-fashion manipulation
- ✓ Use cancel culture responsibly to oppose harmful content

Handle digital devices wisely

- ✓ If functional: donate, resell (e.g. Swappie, Basaar), or share with others
- ✓ If broken: sell parts, reuse components, or give to trusted recyclers (e.g. Zedko, Fundacja Reclaim the Environment)
- ✓ When buying: choose refurbished devices from reliable sources

Promote eco-awareness online

- ✓ Share real content: leaks, videos, podcasts, articles
- ✓ Create educational platforms based on facts and science
- ✓ Collaborate with influencers and experts
- ✓ Use tailored messages for different age groups



ECO ACTIONS AT SCHOOL/YOUTH SPACES

- ✓ Always bring a refillable water bottle and reusable containers.
- ✓ Use refillable markers.
- ✓ Make sure there are at least four bins in each classroom (plastic, paper, bio waste, mixed).
- ✓ Organize swaps or eco events.
- ✓ Pick up litter when you see it, even if you didn't drop it.
- ✓ Buy second-hand books and sell yours to others.
- ✓ Look for programmes that can fund eco-friendly changes in your school.



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ECO MINDSET IN YOUR LOCAL COMMUNITY

- ✓ Start collecting rainwater instead of using drinking water to water community plants.
- ✓ Raise awareness about the five waste categories: bio, paper, plastic, glass, and general.
- ✓ Encourage people to use public transport instead of cars to reduce air pollution.
- ✓ Promote an eco-friendly lifestyle by buying clothes from second-hand stores and using reusable containers.
- ✓ Replace plastic bottles with refillable ones — they're cheaper and more eco-friendly.
- ✓ The city council should organize a community tree-planting event once a year, possibly with a small reward for participants.



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ABOUT ERASMUS+

Erasmus+ is the European Union's programme for education, training, youth, and sport. It supports international cooperation and exchange, giving young people, students, teachers, lecturers, and volunteers the chance to study, train, or take part in projects abroad.

The programme promotes both formal and non-formal education and learning for people of all ages. It helps participants develop new skills, improve their competences, and experience life in different cultures.

With a budget of €26.2 billion for 2021–2027, Erasmus+ is more inclusive, digital, and innovative than ever before. It plays a key role in building the European Education Area by 2025, aiming to make high-quality education and training accessible to all, and to make it easier for learners to move between education systems across Europe.

In Poland, Erasmus+ is coordinated by the Foundation for the Development of the Education System (FRSE).

So far, thanks to the programme in the 2021–2027 perspective:

- €1.05 billion has been allocated to projects,
- Over 11,600 projects have received funding,
- Around 261,000 mobilities have been carried out (including 87,000 using eco-friendly transport),
- Nearly 3,900 institutions benefit from the programme, including 2,400 schools and educational centres,
- More than 7,300 international organisations have cooperated in projects in Poland.

ABOUT EURODESK

Eurodesk is a European Union programme for young people, youth workers, and youth organisations, supported by the European Commission and, in Poland, co-financed under Erasmus+.

Eurodesk operates in 37 countries and includes over 3,000 organisations, providing quick and reliable information on opportunities in Europe — education, training, volunteering, mobility, and funding.

Eurodesk:

- Answers questions about studying, working, and volunteering abroad.
- Shares news on grants, competitions, and EU youth policy.
- Publishes guides and runs workshops on active citizenship, EU programmes, and mobility.
- Supports EU initiatives such as the European Solidarity Corps and DiscoverEU.

Eurodesk helps young people discover Europe, take part in international experiences, and connect with opportunities that shape their future.

Thank you!

We would like to sincerely thank all individuals and institutions who helped make the project “EcoRules – YES! Youth – Europe – Strategy” possible.

Thank you to all the young people for your energy, engagement, creativity, and courage in expressing their opinions – you are truly inspiring!

We also thank the schools, teachers, experts, and everyone who supported the project activities and us along the way.

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