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E-GREEN CONSUMER HABITS CLUB BOOKLET



MANKIND ACT KEEPS EARTH-MAKE



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FOREWORD



Every day, the choices we make — what we buy, what we eat, what we throw away — shape the world around us. Many of us never stop to think about where our food comes from, how far it has travelled, or how much waste is left behind once we finish eating. But every decision tells a story — a story about energy, people, and our planet’s future.

The Consuming Habits Club was created as part of the Erasmus+ project MAKE – Mankind Act Keeps Earth to help young people understand how daily habits affect the environment and the global community. Its aim is simple but powerful: to guide pupils towards responsible consumption, less waste, and more awareness about the impact of their lifestyle.

Through fun experiments, creative challenges, and international teamwork, pupils discovered that sustainability starts with the smallest actions — choosing local food, avoiding single-use packaging, sharing instead of wasting, and appreciating what we already have. The club helped them see that every meal and every purchase carries meaning and that mindful decisions can make life both simpler and kinder to the planet.

Working together with partners from Türkiye, Spain, Lithuania, Poland, and Greece, pupils explored European perspectives on food, culture, and sustainability. They learnt that, despite different traditions, all countries share the same goal — to protect our common home, Earth. This booklet presents their learning journey — full of ideas, reflections, and creative examples that show how small habits can make a great difference.

The Consuming Habits Club reminds us all that sustainable living is not about giving up comfort — it is about choosing wisely, caring deeply, and living responsibly.

“We cannot change the world in one day, but we can start by changing what’s on our plate.”

TEACHERS' MESSAGES

Carmen Díaz Sáez, Teacher – CEIP Samaniego, Spain

“The Consuming Habits Club helped our pupils realise that sustainability starts with the smallest daily choices. They learnt to question what they buy, where it comes from, and how it affects the environment. Through our workshops, they discovered that food, culture, and responsibility are deeply connected. Watching them become more mindful consumers was one of the most rewarding parts of this project.”

Ahmet Arda, Teacher – Adnan Menderes Secondary School, Türkiye

“In our school, the Consuming Habits Club became a movement for awareness. Pupils began bringing healthy snacks, avoiding unnecessary packaging, and talking to their families about local and seasonal food. They understood that consuming less can often mean living better. The project reminded all of us that responsible choices create both personal and environmental harmony.”

Emilija Spokiene, Teacher – Kauno Tado Ivanausko Progimnazija, Lithuania

“Our pupils loved exploring how their habits shape the planet. They measured food waste in the school canteen, compared local and imported products, and discussed the meaning of fair trade. These experiences made them think differently about value and respect — not only for food but for people and nature too. The club turned learning into real action.”

Sylwia Malinowska, Teacher – Szkoła Podstawowa nr 5 im. płk Stanisława Sitka, Poland

“The Consuming Habits Club inspired our pupils to make responsible and creative choices every day. They organised a ‘Smart Shopping Week’, learnt about the life cycle of products, and shared tips on reducing waste. Through these activities, they discovered that caring for the environment can start in the kitchen, the classroom, or even at the supermarket.”

Paris Aivaliotis, Representative – Greek NGO Partner

“Although our organisation did not work directly with pupils, we were proud to contribute to the creation of this booklet and to support the educational materials developed by the partner schools. Helping to design engaging and practical activities about sustainable consumption showed us how cooperation between schools and NGOs can bring lasting change. Together, we turned ideas into resources that can inspire others across Europe.”

PROJECT'S GENERAL OBJECTIVES AND THE ROLE OF THE CONSUMING HABITS CLUB

The Erasmus+ project MAKE – Mankind Act Keeps Earth was created to encourage young people to take real action for the planet through learning, creativity, and cooperation. Its main goal is to help schools become places where pupils understand sustainability not only as a subject, but as a way of living.

Within this vision, the Consuming Habits Club focused on how our everyday choices — from what we buy to what we waste — affect the environment. Pupils learnt that every product has a story: it uses energy to be produced, water to be transported, and resources to be packaged. Understanding this cycle helped them realise that responsible consumption begins long before the checkout counter.

Through fun and practical activities, such as comparing local and imported food, tracking food waste, and learning about seasonal eating, the club encouraged pupils to think critically about consumption and its impact on the planet. They discovered how shopping habits, fashion trends, and even online deliveries influence climate change and natural resources.

The club also gave pupils the opportunity to share their experiences with peers from other European countries — Spain, Lithuania, Poland, and Türkiye. Together, they explored how culture shapes our habits, and how the European Union promotes fair, sustainable, and responsible consumption through the European Green Deal.

By combining science, creativity, and teamwork, the Consuming Habits Club became a space where pupils could rethink their lifestyles and take small but meaningful steps towards a greener future.

The change begins with awareness, continues with action, and grows through cooperation.

CONNECTION WITH THE EUROPEAN GREEN DEAL

The European Green Deal is the European Union's roadmap to build a fair, resource-efficient, and climate-neutral continent by 2050. One of its key principles is to create a more sustainable economy — where people consume responsibly, waste less, and make choices that protect both the environment and human wellbeing.

The Consuming Habits Club reflects this vision by teaching pupils that what we eat and buy can either harm or help the planet. Every product we use has a journey — from production and packaging to transport and disposal — and understanding that journey is the first step towards sustainable living.

In our club, pupils explored what responsible consumption really means. They compared local and imported foods, learnt about seasonal eating, and discussed how long-distance transportation increases carbon emissions. They realised that choosing locally produced and seasonal food supports the environment, strengthens local economies, and reduces pollution.

The Green Deal also promotes a circular economy, where resources are used for as long as possible before being reused, repaired, or recycled. Through practical activities — such as reducing food waste, creating shopping plans, and using reusable containers — pupils put this idea into practice. They learnt that consuming wisely does not mean giving things up; it means appreciating what we have and wasting less.

Moreover, the club introduced pupils to the European Union's goal of developing sustainable food systems. They discussed the connection between their diet, global trade, and climate change, and how mindful eating habits can reduce water and energy use.

By aligning with the European Green Deal, the Consuming Habits Club empowered young people to see themselves not only as consumers, but as change-makers — capable of shaping a greener, fairer, and more responsible Europe.

Every mindful choice today builds the sustainable Europe of tomorrow.

ACTIVITY TIMELINE SUMMARY

Month 1 – Starting Our Responsible Journey	The Consuming Habits Club was launched with an introduction workshop about mindful consumption and sustainability. Pupils discussed how food and consumer products affect the planet and created posters with the slogan “Think Before You Buy.”
Month 2 – Mapping Our Food Choices	Pupils explored where their food comes from by checking labels and identifying countries of origin. They marked food journeys on maps, comparing the distance and environmental impact of local and imported goods.
Month 3 – The Power of Local Products	Students visited local markets and interviewed shop owners about seasonal and locally grown produce. They presented what they learnt in short group presentations and encouraged families to shop locally.
Month 4 – Packaging and Waste Awareness	The club examined how packaging influences the environment. Pupils conducted a mini-audit of school snacks and made posters about reducing single-use plastics and switching to reusable containers.
Month 5 – Smart Shopping Challenge	Students created a “Smart Shopping List” based on needs rather than wants. They learnt to recognise marketing tricks and talked about making ethical choices when buying clothes or food.
Month 6 – Reducing Food Waste	The club ran a “Clean Plate Week” to reduce food waste during school lunches. Pupils weighed leftovers, recorded the results, and shared tips on portion control and creative reuse of food at home.
Month 7 – International Exchange Meeting Online	Pupils met their peers from partner schools in Spain, Lithuania, and Poland through an online session. They compared traditional meals, discussed how culture influences consumption, and shared videos about food waste reduction.
Month 8 – The Water Footprint	Students learnt how much water is used to produce everyday foods like meat, rice, or chocolate. They created infographics showing how changing eating habits can save water and protect natural resources.
Month 9 – Sustainable Kitchen Week	Pupils and teachers prepared simple dishes using local, seasonal ingredients. Families were invited to taste and learn how cooking with local products supports both the environment and the economy.
Month 10 – Eco-Packaging Workshop	The club organised a creative workshop on eco-friendly packaging. Students designed reusable cloth bags and wrapping paper from recycled materials, promoting “beautiful sustainability.”
Month 11 – The Fair-Trade Story	Through videos and classroom discussions, pupils explored the idea of fair trade and how it supports producers worldwide. They created a “Fair Trade Corner” at school displaying products and posters about ethical shopping.

Month 12 – Healthy Habits Campaign	Students prepared a campaign linking sustainable consumption with healthy living. They designed posters and short videos reminding everyone that eating responsibly is good for both people and the planet.
Month 13 – Family Awareness Month	Pupils shared what they had learnt with their families through home challenges — such as cooking with leftovers or using reusable shopping bags. Parents shared their reflections in short surveys, showing how habits were changing at home.
Month 14 – The Carbon Footprint of Food	Students calculated how transport affects the carbon footprint of common foods. They discussed ways to reduce emissions through diet, local produce, and reducing waste.
Month 15 – European Recipe Exchange	Each partner school shared simple traditional recipes made from seasonal ingredients. Pupils tried the recipes with their family members.
Month 16 – Community Sharing Day	The school hosted an exhibition and tasting event with local producers and parents. Students presented posters, data, and short plays about how small daily changes lead to a better planet.
Month 17 – Reflection and Survey	Pupils reviewed their learning through class discussions and short questionnaires. They reflected on how their habits had changed and which new actions they wanted to continue.
Month 18 – Celebration and Future Vision	A final event celebrated the project's success with certificates, displays, and student performances. Pupils shared their pledges for the future: to consume wisely, waste less, and inspire others to do the same.

INTERNATIONAL COOPERATION

The Consuming Habits Club was not only a school activity but also a bridge between young people across Europe. Through the Erasmus+ project MAKE – Mankind Act Keeps Earth, pupils and teachers from Türkiye, Spain, Lithuania, and Poland, together with the Greek NGO partner, worked side by side to explore what responsible consumption means in different cultures.

Shared Learning and Exchange

Throughout the project, schools met online to present their activities and compare their findings. Pupils discussed what they eat, where their food comes from, and how families in each country approach shopping and waste. These conversations showed that, even though traditions and tastes vary, everyone shares the same goal — to live sustainably and protect the planet.

Collaborative Activities

Each school organised local events, from “Clean Plate Campaigns” in Türkiye to “Local Market Visits” in Spain and “Fair Trade Weeks” in Poland and Lithuania. During joint video sessions, pupils shared posters, photos, and short films about their experiences. They were surprised by how much they had in common and how easily good ideas could travel across borders.

The Role of the Greek NGO

The Greek NGO partner contributed by supporting the preparation of educational materials and the structure of this booklet. Although they did not work directly with pupils, their experience in sustainability education and project management helped all partners develop creative and practical resources. Their involvement ensured that the results of the club could reach wider audiences and inspire other schools.

European Team Spirit

The cooperation between schools created lasting friendships and a shared sense of European identity. Pupils improved their English, strengthened their confidence, and learnt how teamwork across borders can make local actions stronger. Together, they discovered that every small choice — from buying local products to refusing plastic packaging — becomes more powerful when shared among friends in different countries.

“We may live in different places, but we share one home — Earth.”

DAILY LIFE TIPS – SMALL CHOICES, BIG DIFFERENCE!

At School

- Bring snacks and lunches in reusable containers instead of plastic bags or wrappers.
- Try not to waste food from your lunchbox – take home what’s left and finish it later.
- Drink water from a refillable bottle rather than buying bottled drinks.
- Use both sides of paper and avoid unnecessary printing.
- Organise a “Healthy & Local Food Day” where pupils bring dishes made from local ingredients.
- Talk to your classmates about sharing, swapping, and saving rather than throwing away.

At Home

- Plan your meals before shopping to avoid buying too much food.
- Store food properly and check your fridge before purchasing new items.
- Freeze leftovers or use them for a different recipe the next day.
- Choose local and seasonal fruits and vegetables whenever possible.
- Avoid products with too much packaging and prefer recyclable or reusable options.
- Use reusable cloth bags for shopping instead of plastic ones.
- Before buying something new, ask yourself: Do I really need this? Can I borrow or repair instead?
- Support small local producers — your choice helps the planet and your community.

In the Community

- Visit local markets to learn about where your food comes from.
- Encourage your family and neighbours to separate waste and recycle packaging.
- Join clean-up events or tree-planting days to balance your environmental footprint.
- Share unused items with charity organisations or donation boxes.
- Promote “sharing culture” — swap books, clothes, or toys instead of buying new ones.
- Talk about sustainable living with your friends; small conversations can lead to big changes.

Mindful Living

- Eat slowly and appreciate every meal — remember how much effort, water, and energy went into it.
- Avoid wasting water while washing fruit or doing the dishes.
- Turn off the lights and unplug appliances when not in use.
- Be proud of every small step you take; together, these steps create a real impact.

“The way we eat and shop can change the world — one meal, one choice, one day at a time.”

PERSONAL AND GROUP ACTIVITIES – LEARN, TASTE, AND SHARE!

Personal Activities – My Sustainable Choices

1. Food Waste Diary

Keep a record of everything you throw away for one week — at home and at school.

Write down the reasons (too much cooked, expired, not liked, etc.) and think about how it could have been avoided.

At the end of the week, share your reflections with your club and suggest small changes for improvement.

2. Local Product Challenge

Choose one food item you eat often and find out where it comes from.

Research how far it travels to reach your plate and how it could be replaced with a local alternative.

Present your findings with a simple map or short speech — every kilometre saved helps the planet!

3. Sustainable Shopping List

Before going shopping, write a list of what you really need.

Avoid products with unnecessary packaging and include at least one local or eco-certified product.

After shopping, check what you managed to buy sustainably and celebrate your effort.

4. Smart Fridge Project

Help your family organise the fridge and cupboards so that older products are used first.

Label items with “Eat Me First” stickers and monitor how much less food is wasted each week.

5. Mindful Eating Journal

Write short reflections after each meal — where did the food come from, how much did you eat, and how did it make you feel?

This simple exercise helps you appreciate food, reduce waste, and build healthier habits.

Group Activities – Working Together for Change

1. Local Market Visit

Organise a visit to a local market or farm to meet producers and learn about seasonal food.

Take photos, ask questions, and create posters about why buying local matters.

2. Smart Consumption Exhibition

Collect old packaging, labels, and advertisements to create a visual display.

Show the difference between responsible and irresponsible consumption through artwork and posters.

3. Zero-Waste Lunch Day

Plan a special day where everyone brings food in reusable containers, uses real cutlery, and creates no waste.

Weigh the leftover rubbish at the end — the less waste, the bigger the celebration!

4. Eco Recipe Book

Work in groups to collect family recipes using local and seasonal ingredients.

Combine your recipes into a class “Eco-Cookbook” and share it with partner schools online.

5. The Fair-Trade Café

Set up a small school café using fair trade tea, coffee, or chocolate.

Invite parents and teachers, explain what fair trade means, and donate the proceeds to a local charity.

6. Community Food Share

Organise a collection of unopened, unused food and donate it to a local food bank or charity.

This teaches solidarity and helps reduce waste while supporting people in need.

7. Sustainable Fashion Corner

Create a “swap corner” in your school corridor where pupils can exchange clothes, books, or accessories instead of buying new ones.

Add signs reminding everyone that reusing is always more stylish than wasting!

“When we learn to value what we already have, we stop taking more than the planet can give.”

FUN FACTS & POWER CHALLENGES

Fun Facts – Surprising Truths About What We Consume!

1. Around one-third of all food produced in the world is wasted every year. That’s enough to feed more than 800 million people. Reducing food waste is one of the easiest ways to fight hunger and climate change at the same time.

2. Eating locally grown fruit and vegetables can cut carbon emissions by up to 70 %. Food that travels thousands of kilometres uses huge amounts of fuel for transport and refrigeration. Choosing local means choosing cleaner air.

3. The average European family throws away nearly 100 kg of edible food every year. Most of it could be saved by better planning, smaller portions, and freezing leftovers.

4. Packaging makes up almost half of Europe's household waste. Reusable containers and cloth bags can reduce this dramatically. Every refill matters.

5. It takes about 1 500 litres of water to produce one kilogram of rice, and more than 15 000 litres for one kilogram of beef.

What we eat affects the planet's water supply far more than we think.

6. Buying second-hand clothes or repairing old ones saves around 10 kg of CO₂ per item. Fast fashion isn't just expensive — it's costly for the environment too.

7. If every family in Europe avoided throwing away one loaf of bread per week, we would save 2 million tonnes of food each year. Small actions really do create massive results.

8. Sustainable consumption isn't about doing everything perfectly — it's about everyone doing something. Each mindful decision brings us closer to the goals of the European Green Deal.

Power Challenges – Be a Conscious Consumer!

1. Zero-Waste Week

- Challenge your school to create as little waste as possible for one week.
- Weigh the waste at the start and end — can you cut it in half?

2. Local Food Hunt

- Explore your neighbourhood and find local shops, farms, or markets that sell regional products.
- Create a class map of “green food spots” and share it online.

3. The Packaging Detective

- Check the packaging of five products you buy regularly.
- How many are recyclable or plastic-free?
- Design new eco-friendly packaging for one of them.

4. No-Plastic Day

- Spend one full day without using any single-use plastic items — no bottles, bags, or straws.
- Write a reflection on how difficult (or easy) it was and what alternatives you found.

5. Smart Shopper Quiz

- Create a quiz for your classmates about sustainable shopping.
- Include questions about fair trade, eco-labels, and energy used in production.

6. Leftovers MasterChef

- Work in small teams to create tasty dishes using leftovers or surplus ingredients.
- Share recipes in your club's Eco-Cookbook and vote for the most creative meal.

7. The Water-Wise Challenge

- Keep track of how much water your household uses in one week and try to reduce it by 10 %.
- Discuss simple actions such as shorter showers or turning off the tap while washing fruit.

8. Green Influencer Campaign

- Design posters, short videos, or social-media posts encouraging others to buy responsibly.
- Use slogans like "Eat Wisely, Live Kindly" or "Think Before You Throw."

Remember

Every meal has a footprint.

By eating what you need, choosing local products, and refusing unnecessary packaging, you are already protecting the planet.

Sustainability begins not in a factory or a forest — but on your plate.

STUDENTS' VOICES

During the Consuming Habits Club activities, pupils reflected on how their everyday choices affect the planet. They learnt that sustainability begins not only in supermarkets or kitchens, but in the way we think and act each day. Their voices show how curiosity can grow into awareness, and awareness into real change.

Here are some of their reflections:

"Before the project, I never thought about where my food came from. Now I always check the label to see if it's local."

"In our family, we stopped wasting bread. We freeze leftovers and make toast instead. It feels good to waste nothing."

"I realised that eating seasonal fruit is not only cheaper — it's healthier for the planet too."

"We made posters about smart shopping, and I told my parents not to buy things we don't really need."

"I liked learning about fair trade. It's nice to know that our choices can help farmers and workers in other countries."

"We compared food prices and learnt that sometimes the cheapest product has the biggest environmental cost."

"Now, when I open the fridge, I think about using everything before buying more."

"Meeting other students online showed me that people in different countries care about the same problems. We're all trying to help the planet in our own ways."

"My favourite activity was the 'Leftovers MasterChef'. We made new recipes and nothing went in the bin."

“This project changed how I see food. It’s not just something to eat — it’s something to respect.”

According to the Consuming Habits Club survey:

- 91 % of pupils said they now plan their meals before shopping.
- 88 % reported reducing food waste at home.
- 95 % felt more aware of how their daily choices affect the environment.

The Consuming Habits Club proved that even the smallest actions — saving food, choosing local products, or avoiding unnecessary packaging — can make a difference. By thinking, learning, and acting together, pupils became true ambassadors of the European Green Deal.

“A better future starts not in the shop or the kitchen, but in the mind of every young person who chooses to care.”

IMPACT AND RESULTS

The Consuming Habits Club made a visible and positive impact on both the school and the wider community. By linking awareness to action, pupils turned what they had learnt about consumption into real habits that reduced waste, encouraged healthier lifestyles, and strengthened local connections.

At School

- Food waste in the school canteen decreased by 20 % thanks to the “Clean Plate Week” and meal planning sessions.
- Pupils created a “Smart Consumption Corner” displaying posters, data, and artwork that encouraged others to buy and eat responsibly.
- Teachers began to include sustainability topics in science, geography, and language lessons, helping the whole school think more carefully about what they use.
- Regular campaigns, such as No-Plastic Day and Zero-Waste Lunch, became part of the school calendar and inspired new student-led initiatives.

At Home

- Families started planning meals together, storing food more carefully, and reusing leftovers.
- Parents reported that pupils encouraged them to shop at local markets and use cloth bags instead of plastic ones.
- Many households reduced their weekly food waste and began composting organic materials.
- Pupils shared practical knowledge, such as checking food labels for origin and choosing seasonal produce, creating long-term change within their families.

In the Community

- The club collaborated with local farmers and small producers for the Community Sharing Day, promoting regional products and sustainable trade.
- Pupils presented their findings at a local eco-fair, showing how responsible consumption supports both people and the planet.
- The school website featured the club's work, spreading the message of mindful consumption to parents, neighbours, and local organisations.
- Through cooperation with the Greek NGO, new educational materials were created, allowing other schools to replicate these activities across Europe.

Personal Growth and Skills

- Pupils developed essential life skills such as decision-making, teamwork, problem-solving, and digital creativity.
- They learnt to question advertisements, to compare information critically, and to take responsibility for their choices.
- The club strengthened pupils' confidence, showing them, that even small personal changes can have a global effect.

Overall Impact

- The Consuming Habits Club demonstrated that environmental education can go beyond theory and become a way of life.
- By connecting local habits to global challenges, pupils became thoughtful consumers, conscious citizens, and active supporters of the European Green Deal.

“When we change our habits, we change our world.”

FUTURE PLANS

The Consuming Habits Club was more than a temporary project activity — it was the beginning of a lifestyle transformation. Even after the MAKE project has finished, our schools and partners will continue to build on what has been learnt and achieved.

At School Level

The club will continue as an annual extracurricular programme, open to all pupils interested in sustainability and healthy living. “Smart Consumption Week” will become a regular school event each spring, featuring exhibitions, challenges, and awareness campaigns. Teachers will integrate sustainable consumption topics into science, geography, and English lessons to keep the learning alive. Pupils will keep updating the Eco-Cookbook with new family recipes using local and seasonal products.

With Families and the Community

Families will be invited to take part in new home challenges — such as Zero Waste Month and Plastic-Free Shopping Week — to strengthen eco-friendly habits beyond school. Collaboration with local markets, farmers, and producers will continue through seasonal fairs and community tasting events. The school plans to create a small “Green Corner” for food exchange and charity donations, promoting social responsibility alongside environmental awareness.

Across Europe

The partner schools in Spain, Lithuania, Poland, and Türkiye will continue to share their good practices through joint online meetings. The Greek NGO will help coordinate updates to the E-Green Booklets so that other schools can download and adapt them for their own clubs. The schools will present their work in future Erasmus+ projects and local conferences to encourage more educators to focus on sustainable consumption.

Long-Term Vision

The Consuming Habits Club will remain a living example of the European Green Deal’s goals — showing how small, everyday actions lead to meaningful, lasting change. By continuing to learn, share, and act together, our pupils will carry the values of responsible consumption into their homes, communities, and futures.

“Once you learn to consume wisely, you never see waste in the same way again.”

ACKNOWLEDGEMENTS / THANKS

The Consuming Habits Club Booklet was created through the hard work, creativity, and enthusiasm of pupils, teachers, and partners across Europe. Each activity, discussion, and shared idea helped us better understand what it truly means to live responsibly and consume sustainably. We would like to express our sincere gratitude to all the partner schools and organisations that made this journey possible:

-CEIP Samaniego (Spain) – for inspiring creative ways to connect culture and food sustainability.

-Adnan Menderes Secondary School (Türkiye) – for leading practical actions and involving families in every step.

-Kauno Tado Ivanausko Progimnazija (Lithuania) – for encouraging thoughtful discussions on fair trade and eco-friendly living.

-Szkoła Podstawowa nr 5 im. płk Stanisława Sitka (Poland) – for their innovative classroom challenges and awareness campaigns.

-K.A.N.E (NGO Partner Greece) – for their valuable support in developing educational materials and helping to design this booklet.

A special thank you goes to all the pupils who brought energy, curiosity, and genuine commitment to the project.

Their ideas — from creative recipes to waste-free lunches — show that young people can lead by example and inspire adults to change too. We are also deeply thankful to the teachers and headteachers who guided and supported the club's activities, ensuring that environmental education became a meaningful part of school life. Finally, we gratefully acknowledge the support of the Erasmus+ Programme of the European Union, whose vision and funding made this collaboration possible. Through this opportunity, schools from different countries worked together as one European community — learning, sharing, and acting for a sustainable future.

“Together we learnt that the way we consume shapes the world we live in.

Let's keep choosing wisely — for ourselves, for others, and for our planet.”