PROJECT FACTSHEET

Funded by the European Union

Green Youth, Green Growth



Duration: 01.03.2024 - 28.02.2027

Countries:
North Macedonia

EU contribution: € 339 065

Total budget: € 376 739

Implementer:
Macedonian Enterprise Development Foundation, Junior Achievement Macedonia, Association Centre for Education and Entrepreneurship "Moznosti"

Project description:

The “Green Youth, Green Growth” project supports North Macedonia’s EU integration process by encouraging young people, schools, civil society organisations, and media actors to actively contribute to the implementation of the Green Agenda for the Western Balkans. It promotes environmental awareness, sustainable practices, and green innovation through education, civic engagement, and public outreach activities.

The project strengthens knowledge and practical skills related to climate change, environmental protection, circular economy, and green entrepreneurship among students and educators. Through trainings, school activities, and green hackathons, young people are encouraged to develop innovative ideas and practical solutions to local environmental challenges.

In parallel, the project provides financial and technical support to local civil society organisations for implementing community-based green initiatives linked to key Green Agenda priorities. Public awareness is further strengthened through digital campaigns, videos, success stories, and public events promoting sustainable lifestyles and positive environmental practices.

By connecting education, civil society, and local communities, the project contributes to stronger youth engagement, greener local development, and wider public support for sustainable transition in North Macedonia.

Expected results:

• Young people develop stronger environmental knowledge, practical skills, and motivation to contribute to climate action and sustainable development.
• Public education institutions and educators improve their capacities to promote environmental awareness and green values among students.
• Students create and promote innovative green ideas and solutions through training, teamwork, and hackathon activities.
• Civil society organisations receive financial and technical support to implement concrete local actions addressing environmental and climate-related challenges.
• Public understanding of Green Agenda priorities and sustainable practices is increased through digital campaigns, awareness activities, videos, and public events.