

Environmental change

Environmental change in European start-ups thinking and acting – the solution for common sustainable development

NEWSLETTER 3 – May/2022

Environmental app for startups

Supporting the uptake of innovative approaches and digital technologies to enhance skills and knowledge of startups and young entrepreneurs

The Environmental Change mobile app aims to ensure that startups, young entrepreneurs and VET providers take advantage of digital technologies to develop their skills and competences in the field of environmental change, and thus be prepared to influence sustainable processes.

A mobile app was chosen as we believe it is **the best and the most adapted way to reach the young generation of startups and entrepreneurs**. It includes free access to environmental personalised training contents and self-assessment exercises. It is also expected to be used in VET and adult education contexts.

Partners meeting in Lisbon

The Environmental Change consortium is gathering in May in Lisbon for a meeting hosted by [Mindshift Talent Advisory](#), to close outputs production, discuss the upcoming project activities, including national piloting and multiplier events.



The environmental application for startups

Transnational project meeting in Lisbon

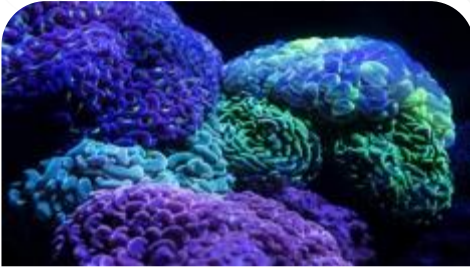
Towards developing new skills and knowledge in companies to influence climate change



www.environmentalchange.erasmus.site



www.facebook.com/environmentalchangeproject



Benefits of eco-design

- higher quality products
- more efficient production
- fewer emissions
- more sustainable industries
- market differentiation
- happier consumers

Eco-design for sustainability

Sustainable design or eco-design is gaining importance with the increased awareness of consumers to consider environmental, social, and economic impacts on their lives. From a trend to a strategy, the approach has changed not only behaviours but also products and services. Nowadays, **the integration of environmental protection solutions are part of the product or service lifecycle.**

Although it is key to consider the impact from the initial phases and not at the product's end of life, experience and effective planning will influence this decision-making process. That is why **startups and young entrepreneurs should possess the knowledge and skills to influence sustainable processes.**

The United Nations have been advocating for the optimal use of resources and energy, but also sustainable infrastructure, improving the access to basic services, and the creation of high-quality green job opportunities.

The end of plastic waste starts...now!

The production of plastic has grown exponentially in just a few decades, and with it plastic waste. Although a hazard to the environment, **ending plastic waste is ambitious and comes with many challenges**, such as the lack of capacity, technology or financial resources to treat waste by companies or countries or the lack of awareness by people.

So, what are the solutions? In 2018, the United Nations provided the 1st global guidelines and certification for reduction of plastic waste. In that same year, the EU put forward a proposal to address plastic marine litter and, as part of its Green Deal initiative, proposed that 55% of plastic waste should be recycled by 2030, leading EU countries and companies to devise effective plastic waste management strategies.

Nowadays, **plastic seems to be a huge environmental concern for companies**, and more initiatives to reduce, reuse or recycle plastic in the workplace and among employees are being shared around the world.

PARTNERSHIP

