YESDGs

YOUTH EMPOWERMENT SUSTAINABLE DEVELOPMENT GOALS

Manifesto

Understanding the impact of fast fashion and identifying sustainable solutions

Ffashion a year of challenges

twelve challenges across twelve months, designed to raise awareness and actively combat the impact of fast fashion throughout the year

11 SUSTAINABLE CITIES AND COMMUNITIES · **12 RESPONSIBLE CONSUMPTION AND PRODUCTION** · **13 CLIMATE ACTION**

Youth voices for peace

European Culture Exchange Platform (ECEP)

an online platform that helps young people overcome social exclusion by sharing personal stories, discovering and engaging with different cultures, and connecting through forums, events and creative contributions within their communities

11 SUSTAINABLE CITIES AND COMMUNITIES · **16 PEACE, JUSTICE AND STRONG INSTITUTIONS** · **10 REDUCED INEQUALITIES**

Understanding the impact of fast fashion and identifying sustainable solutions

REWEAR

a non-profit, transnational campaign that empowers people to dress sustainably and affordably through clothing swaps, upcycling workshops and digital tools that challenge the fast fashion system and promote ethical style

11 SUSTAINABLE CITIES AND COMMUNITIES · **12 RESPONSIBLE CONSUMPTION AND PRODUCTION** · **13 CLIMATE ACTION**

Common ground: Planting seeds of wellness in daily spaces

BridgeU

an app to combat isolation and promote mental well-being by helping young people, especially out-of-town students, connect and transform unused urban spaces into inclusive hubs for social, cultural, and wellness activities

11 SUSTAINABLE CITIES AND COMMUNITIES · **3 GOOD HEALTH AND WELL-BEING** · **10 REDUCED INEQUALITIES**

Greener lands: Solutions to combat deforestation

Forest Fest

a two-day event that combines awareness, community action and culture to fight deforestation, support wildfire-affected communities, and promote reforestation through symbolic events, workshops and outdoor activities

15 LIFE ON LAND · **13 CLIMATE ACTION** · **3 GOOD HEALTH AND WELL-BEING**

Ffashion a year of challenges

The idea:

An Instagram campaign made up of **12 monthly challenges** designed to help people **learn about and change their habits** related to fast fashion. Each month introduces a **simple, hands-on activity** that promotes more sustainable fashion choices.

Examples of monthly challenges:
January: Don't buy new clothes, organize your wardrobe
February: Discover local shops and sustainable brands
March: Host a clothing swap with friends or your community
April: Create a podcast about fast fashion
May: Join a beach clean-up to highlight textile pollution
June: Learn to upcycle or repair clothes
...ending in **December** with a fundraiser to support the cause

Goal:
To **raise awareness**, **encourage action** and help people **reduce their impact** on the environment through fashion - with each challenge tied to one or more **UN Sustainable Development Goals (SDGs).**
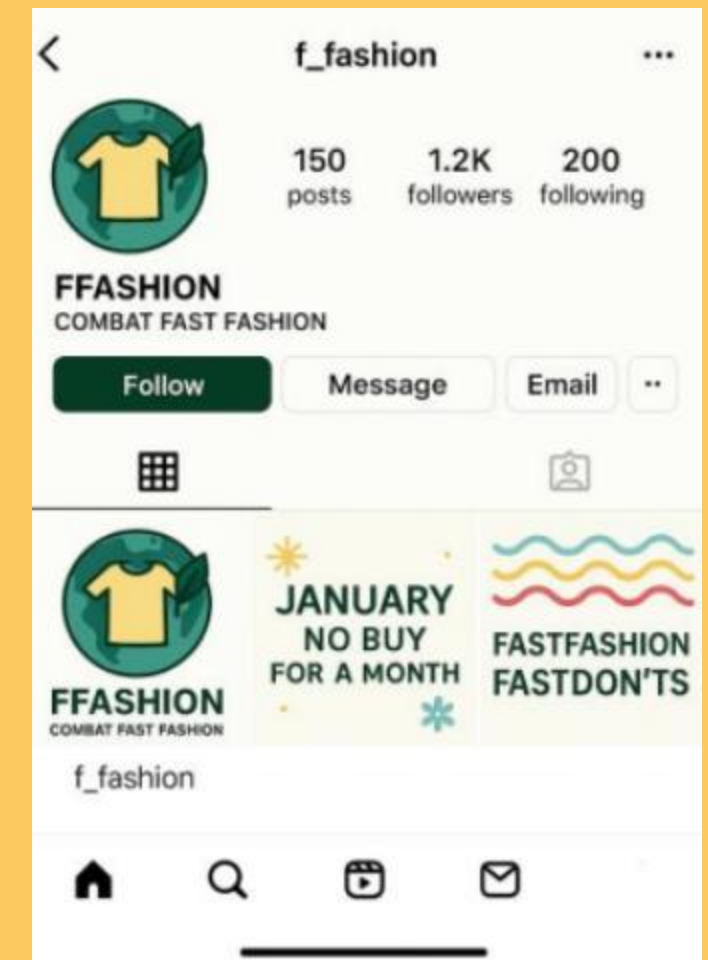
European Culture Exchange Platform (ECEP)
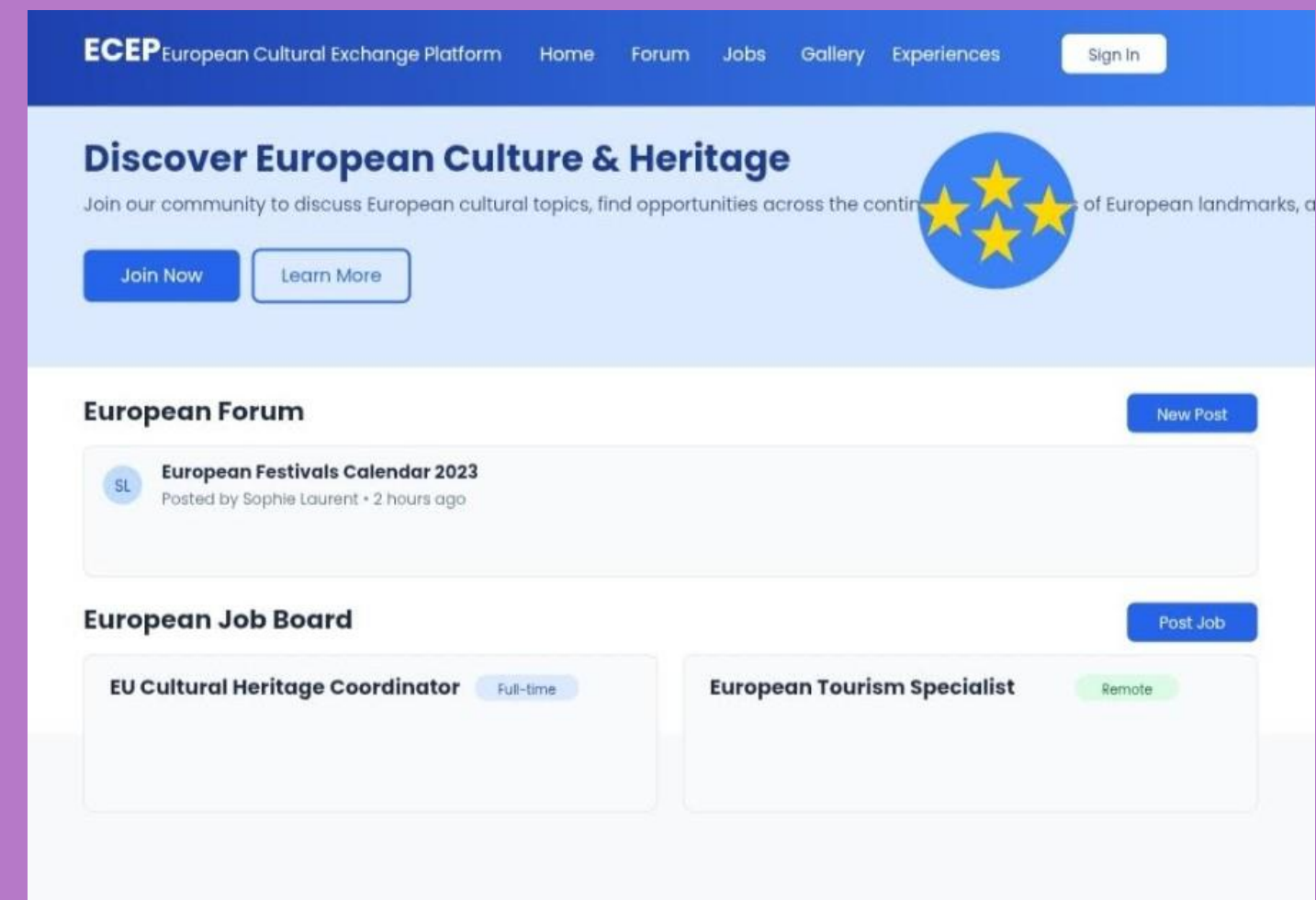
The idea:

A **virtual platform** where young people can **share their cultures, stories and experiences**, while also learning about others within their communities. The goal is to support those facing **social exclusion or limited opportunities**, promoting **empathy, inclusion and cultural connection**.

Key features:
- **Forum & meeting space**: text chats, peer support and Zoom calls
- **Opportunities board:** calendar of cultural events, internships, community projects
- **Story board:** anonymous sharing of real youth experiences
- **Past events gallery:** photo/video archive to celebrate youth contributions

Goal:
To support youth who face **social isolation**, encourage **intercultural dialogue** and foster a **sense of belonging** by connecting people through storytelling, shared experiences and mutual respect.

REWEAR

The idea:

A **non-profit transnational campaign** that encourages people to rethink their fashion habits by exposing the hidden costs of fast fashion. Through digital tools, creative activities and community events, it promotes **sustainable and ethical fashion** that's accessible to everyone.

Key features:
- Interactive digital platform
- Workshops & creative challenges (e.g. clothing swaps, upcycling)
- Map of sustainable shops & events
- Community engagement & collaboration
- Gamification to boost participation
- Impact calculator to track personal progress
- Educational content on slow fashion & eco-responsibility

Goal:
To help people - especially those on a limited budget - make **affordable, sustainable fashion choices,** showing that **style** and **responsibility** can go hand in hand. Every garment can become a tool for positive change. REWEAR aims to grow into a **self-sustaining platform**, expanding its impact on fashion culture and influencing the industry - **without relying on public funding**.

REWEAR
Rethinking Ethical Wardrobes
Empowering Action & Responsibility

BridgeU

The idea:

A blended solution - digital and physical - designed to support students who move to a new city for university and often face loneliness, cultural shock or isolation. BridgeU combines a **mobile app** with the transformation of an **underused urban space** into a welcoming, student-friendly hub for connection, creativity and well-being.

Key features:

- A mobile app where students can create profiles, connect with others and join social or cultural activities and include:
    - a map to discover green and cultural spots near campus, including gardens, chill zones, murals and outdoor study areas
    - a system for writing reviews, inviting others and sharing favorite places
    - a focus on building a multicultural community through shared traditions and open-minded dialogue
- BridgeU also includes the **revitalization of underused public spaces**, turning it into a student-led community area for activities such as yoga, art, music, local language exchange and informal gatherings.

Goal:

To promote student well-being, cultural exchange and community-building by combining digital tools with real-world connection - creating inclusive, vibrant and supportive environments for students navigating life in a new city.
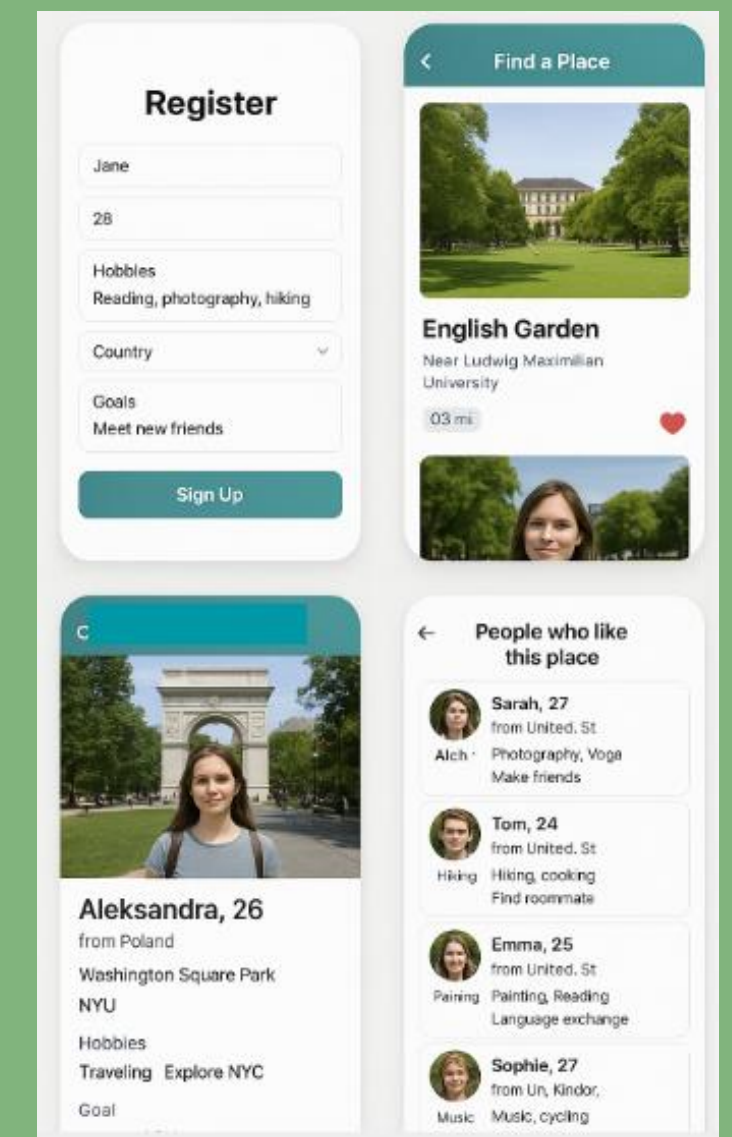
Forest Fest

The idea:

A **two-day festival** dedicated to **raising awareness and taking action against deforestation** and the devastating effects of wildfires.

Key moments:
- Day 1: Forest call – a symbolic marathon to represent forest resilience and collective action
- Day 2: Tree planting, recycling workshops, environmental talks and a live concert to celebrate nature and community spirit

Key moments:
- Reforestation and recycling activities
- Educational workshops and expert talks
- Music, art and cultural programming
- Fundraising for reforestation and community support
- Aid for low-income families affected by wildfires
- Building connections between the public, organizations and environmental initiatives
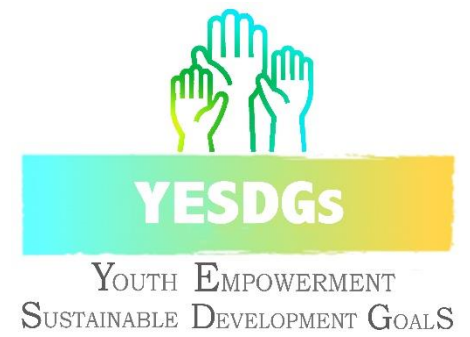
Goal:
To **raise funds**, **mobilize collective action** and **promote environmental regeneration** through an inclusive, community-driven festival that turns awareness into real impact.

How youth create change:
Insights from the hackathon

Although the hackathon challenges were predefined, participants had full freedom to explore, reinterpret and reshape them in light of their own lived experiences.

As a result, the solutions presented in this manifesto do more than simply respond to predefined questions - they reflect how young people experience these challenges in their daily lives and how they choose to address them with creativity, care and conviction.

A closer look at their proposals reveals meaningful insights into the priorities, practices and mindsets of today's youth. These insights are invaluable for educators, policymakers, civil society actors, and institutions cross Europe committed to designing more inclusive, youth-responsive, and participatory initiatives.

- **Use of familiar tools with purpose** - like Instagram, event formats, storytelling spaces and interactive apps. Young people are not trying to escape the current world, but to transform it from within.

- A rejection of top-down, institutional logic in favor of peer-led, horizontal engagement. Whether the focus was mental health, sustainability or inclusion, the emphasis was always on participation, dialogue and shared ownership.

- A desire to combine action with meaning: participants used creativity, fun and culture to make serious topics like climate change or social exclusion more engaging and easier to relate to. Their projects don't just explain problems - they invite people to take part, to feel something and to get involved in new, unexpected ways.

- Participants didn't separate social, emotional, environmental or educational needs - they saw them as deeply connected. Their ideas reflect how young people experience life: not in parts, but as a whole. Above all, they called for authentic solutions - real, relevant, and grounded in their lived experiences.