



MY HEART IS BLUE 4 YOUTH

NEWSLETTER 01

PROJECT NUMBER: 2023-1-EL02-KA154-YOU-000149425



Introducing Blue4Youth

We are thrilled to launch My Heart is Blue 4 Youth an Erasmus+ KA154-YOU project focused on strengthening youth participation in environmental policy, ocean sustainability, and the European Green Deal.

This initiative supports the EU Youth Strategy 2019–2027, especially Youth Goal #9: Space and Participation for All and Youth Goal #10: Sustainable Green Europe.

The project brings together youth from across Europe to engage in dialogues with policymakers, explore the blue economy, and lead change for a greener, more inclusive future.

• Fostering Youth Eco-Innovation and Green Entrepreneurship

We support youth-led sustainable initiatives and ideas with mentoring and visibility, promoting the blue economy through creativity and innovation.



• Project Goals

• Strengthening Youth Participation in Sustainability and Ocean Policy

We aim to build knowledge and action around EU environmental strategies especially those related to climate change, biodiversity, ocean protection, and the circular economy.

• Creating Dialogues Between Youth and Policymakers

Young people will actively participate in structured dialogues with local and EU-level policymakers to shape blue and green policies.





- **Raising Awareness on Marine Sustainability**

Through podcasts, local events, and online campaigns, we'll inspire youth-led activism and show how everyone can contribute to ocean preservation.

- **Encouraging Marginalized Youth Voices**

Young people from coastal, rural, and underrepresented communities will play a central role in shaping Europe's sustainability vision through inclusive participation.



● **Meet Our Project Partners**

GREEN AND BLUE DEVELOPMENT SOCIAL COOPERATIVE ENTERPRISE (Greece)

- As the lead coordinator of Blue4Youth, this innovative Greek cooperative focuses on promoting sustainable development and environmental stewardship in marine and coastal regions. The organization specializes in empowering local communities especially youth and women through education, entrepreneurship, and blue economy advocacy. It supports initiatives at the intersection of ecology, civic engagement, and economic resilience. Their work is deeply rooted in coastal livelihoods, biodiversity conservation, and circular innovation.

DRYMA ERGODOTISIS EKPEDEFYSIS NEOLEAS – IEEN (Cyprus)

- IEEN brings extensive experience in youth development, with a strong focus on improving youth employability, entrepreneurship, and civic skills. The organization works to foster intergenerational solidarity and support young people in accessing quality non-formal education, including programs related to green transitions, democratic participation, and social inclusion. In Blue4Youth, IEEN leads activities such as youth labs and roundtables with policymakers and business leaders.

Social Innovation and Cohesion Institute (Greece)

- Based in Thessaloniki, this civil society organization champions social innovation as a vehicle for inclusive growth, human rights, and democratic participation. The institute is known for its work with youth, refugees, and underrepresented communities. In Blue4Youth, it plays a vital role in promoting structured youth-policy dialogue and strengthening youth policy literacy through workshops, mentoring, and advocacy training.

Associació Educativa i Cultural Blue Beehive (Spain)

- Blue Beehive is a forward-thinking Catalan youth organization dedicated to promoting inclusive education, cultural heritage, and media literacy. It empowers youth through creativity, audiovisual storytelling, and civic engagement. Within the Blue4Youth project, Blue Beehive coordinates communication campaigns and the podcast series "The Blue Challenge," bringing young voices into the conversation on climate action and ESG through digital tools and storytelling formats.

● Our Activities

• Youth Participation Events Without Mobilities

Youth Forum (Greece)

- Empowering marginalized coastal youth to shape Europe's sustainable blue economy and engage in mentorship with policymakers.

Youth Podcast Series – “The Blue Challenge” (Spain)

- Youth and experts discuss environmental, social, and governance (ESG) factors and investment in blue and green futures.

Youth Local Talk (Greece)

- Exploring how young people can co-create frameworks to protect marine ecosystems and climate equity.

Youth Lab and Round Table (Cyprus)

- Hands-on workshops with businesses and policymakers to build youth policy-shaping skills for sustainable development.

Youth Participation Mobility

Debatable Hackathon with Politicians (Greece)

- A dynamic mobility event where youth from across Europe become Climate and Blue Economy Ambassadors, debating policy proposals with European political leaders.



● Explore Our Website

- **Visit us at:** blue4youth.eu Here's what you'll find:
- **Home:** Overview of Blue4Youth, latest events, and how to get involved.
- **About the Project:** Learn about our vision, goals, and our passionate partners.
- **Toolkit:** Access materials on youth-led sustainability, the blue economy, ESG and civic dialogue.
- **Events:** Discover where and when our youth-led forums and hackathons are taking place.
- **Youth Mobility:** Information on our pan-European Hackathon and youth policy labs.
- **Newsfeed:** Read articles, updates, and get inspired by youth stories.
- **Contact Us:** Reach out to the Blue4Youth team with your questions, ideas, or partnership requests.