

PRESS RELEASE



#1

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The European Union has increasingly recognized the intersection of sustainability and sport as a vital area for promoting both environmental responsibility and social cohesion. By advocating for sustainable practices within sports organizations and events, the EU aims to reduce the ecological footprint of sporting activities while leveraging the unifying power of sports to raise awareness about climate change and sustainability. Initiatives such as the EU Sport Policy emphasize the importance of sustainable infrastructure, eco-friendly event management, and the promotion of healthy lifestyles, all of which contribute to a greener future. Through funding, policy support, and collaboration with various stakeholders, the EU is fostering a culture of sustainability that resonates within the sporting community and beyond.

In this context, “STELLA”, Sport as a Tool for Environmental Sustainability Learning, has been designed to address the EU's Horizontal priority of Environment and Climate Change by equipping young people and activists with tools and ideas to adopt sustainable behaviors, ultimately reducing their environmental impact within their communities. It aims to empower youth workers and leaders in five participating countries to educate and engage youth on sustainability issues, fostering active citizenship and social entrepreneurship. By highlighting the importance of environmental sustainability, the project seeks to respond to the demands of youth for greater involvement in initiatives that promote a greener society within the EU.

MAIN OBJECTIVES

- Enhance environmental education of youth promoting ethical behaviours through sporting tools
- Provide youth workers and trainers with sport-related NFE tools for environmental awareness for youth
- Promote young people as agents of change in environmental sustainability
- Share best practices and actions on sport as a tool for environmental sustainability among youth
- Promote youth work at EU level for networking of different stakeholders to use sport as a tool for change



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By strengthening youth participation in Eurpo's environmental initiatives, the project addresses the EU's need to build a better, greener, digital, and inclusive future through the direct involvement of young people and youth organizations, especially those who are active in sports.

The project unites five European partners, in particular:

- TDM 2000 ODV, Italy (Coordinator)
- Terra Di Mezzo (TDM) 2000 MALTA, Malta
- Entrepreneurship and Social Economy Group (EKO), Greece
- Associacao Juvenil Synergia (SYAJ), Portugal
- Active Zone Outdoor, Cyprus

During the 24 months (March 2024 – February 2026) duration of the project, partner organizations and young people will take part in several engaging activities, such as:

- Development of a Toolkit on Environmental Sustainability Education through Sport Activities with best practices, inspiring talks, and a training kit
- A training of 20 trainers in Malta
- A series of 25 local workshops involving at least a total of 500 youth
- Online campaign with inspirational contents on sports and environment reaching out to 100.000 people
- A final international round table on sport and environment with 125 attendants

Finally, STELLA foresees an impact analysis and maximization phase, during which a Toolkit will be developed to provide youth organizations with effective methods and approaches to foster youth's active involvement in society and equip them with valuable personal skills. The final multiplier events will take place in all participating countries where STELLA results will be presented. It will provide a space for direct dialogue between young people and decision-makers, as well as an opportunity to discuss the project results, along with youth policies.