



ECO**H**ARMONY

PROJECT ERASMUS+ KA152 YOU



Współfinansowane
przez Unię Europejską





EcoHARMONY

ABOUT THE PROJECT

EcoHarmony was an international youth exchange organized under the Erasmus+ programme, held between May 25th and June 1st, 2025, in Poland. The project brought together young people from Poland, Greece, Romania, and North Macedonia who shared a common goal: to learn, exchange experiences, and take action for the environment through the lens of zero waste living.



Throughout the week, participants took part in a variety of workshops, lectures, field trips, and intercultural activities, gaining knowledge about sustainability while developing soft skills, creativity, and social responsibility.





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WORKSHOPS AND ACTIVITIES SUMMARY

DEBATE ON THE IMPORTANCE OF THE ENVIRONMENT FEATURING LOCAL PEOPLE

This open debate, enriched by the voices of local community members, allowed participants to reflect on environmental challenges and the role of individuals and communities in shaping a more sustainable future.

MINI-LECTURES: CAPSULE WARDROBE, SECOND LIFE OF CLOTHES, VINTAGE SHOPS

This trio of short lectures focused on sustainable fashion:

- Capsule wardrobe: how to build a minimalist, conscious closet.
- Second life of clothes: creative upcycling and reuse.
- Vintage shops: insights from an expert on how second-hand fashion contributes to a circular economy.



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WORKSHOPS AND ACTIVITIES SUMMARY

DIY: MAKE THE PLUSHIE

Participants created plush toys using recycled materials – a fun and mindful way to rethink waste and explore the potential of upcycled textiles.





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WORKSHOPS AND ACTIVITIES SUMMARY

WORKSHOP: MAKE YOUR OWN CUP!

A hands-on session where participants designed and created their own reusable cups, promoting sustainable habits and reducing single-use plastic in everyday life.





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WORKSHOPS AND ACTIVITIES SUMMARY

VISIT TO GIGABLOK WASTEWATER TREATMENT PLANT

An educational visit that revealed the behind-the-scenes processes of water purification, highlighting the importance of urban infrastructure in protecting natural resources.





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WORKSHOPS AND ACTIVITIES SUMMARY

MARKETING – THE BLESSING OR THE CURSE OF THE 21ST CENTURY?

This workshop explored the dual nature of marketing – its power to influence both consumerism and positive social change. It provided a foundation for creating responsible and impactful ecological campaigns.



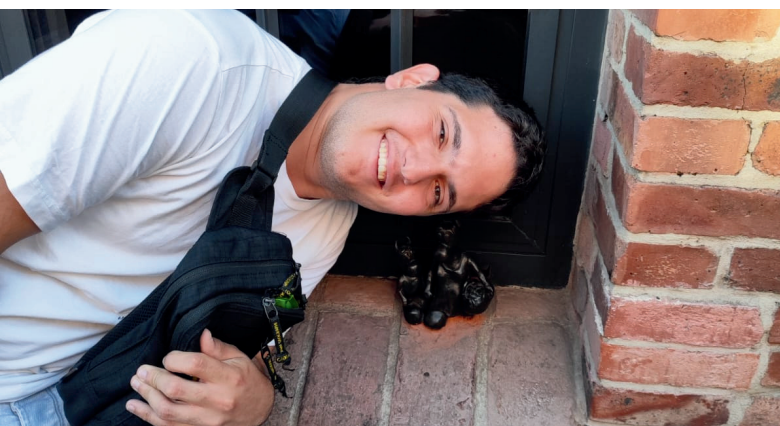


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WORKSHOPS AND ACTIVITIES SUMMARY

TRIP TO NIKISZOWIEC – THE GAME: FIND THE BEBOKS!

A cultural field trip to Nikiszowiec, a historic district of Katowice, combined with an interactive game where participants discovered the mythical Beboks, deepening their understanding of local heritage through storytelling and exploration.





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WORKSHOPS AND ACTIVITIES SUMMARY

SOCIAL CAMPAIGN DEVELOPMENT

Across four sessions, participants developed original social campaigns under the theme: “EcoHarmony. Daily Tips on Zero Waste”. They worked in international teams, crafting slogans, visuals, and strategies to raise awareness of sustainable lifestyles.





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PROJECT OUTCOMES

The EkoHarmony project led to a number of lasting and measurable results:

- Creation of 4 original social campaigns promoting everyday zero waste practices.
- Increased environmental awareness among youth from four European countries.
- Development of soft skills such as teamwork, public speaking, creativity, and intercultural communication.
- Strengthened intercultural competencies through daily collaboration and evening integration sessions.
- Hands-on experience in sustainable living – from zero waste workshops to eco-fashion practices.
- Inspiration and motivation for local ecological actions after returning home.





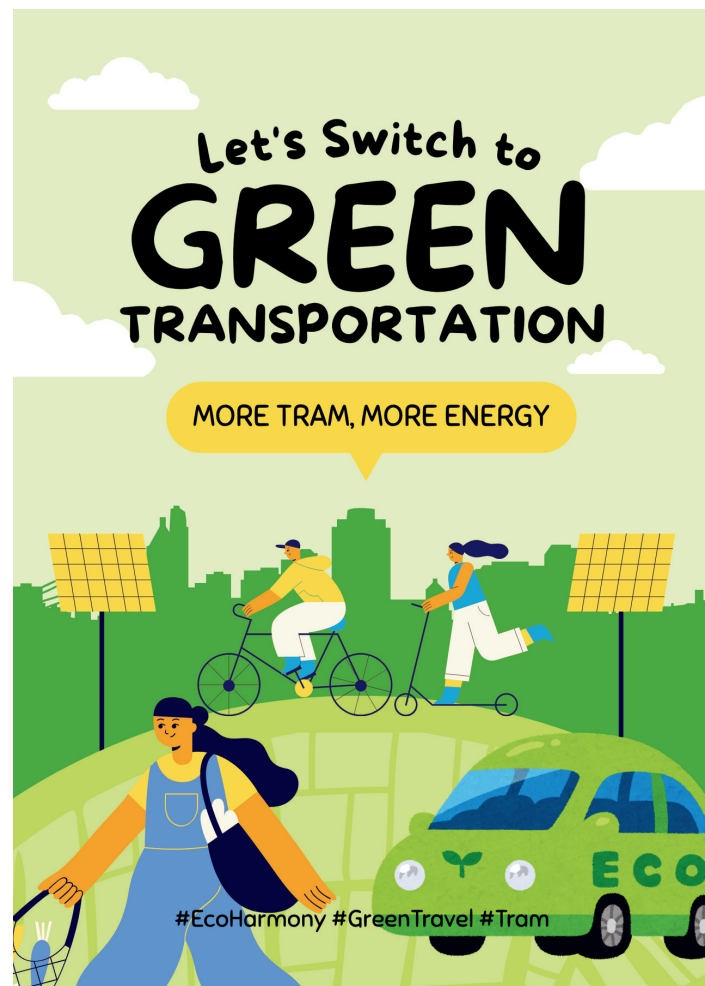
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SOCIAL CAMPAIGN

CAMPAIGN: GREEN TRANSPORTATION – MORE TRAM, MORE ENERGY

Group 1 focused on promoting eco-friendly modes of transportation, encouraging people to shift from cars to public transport, bicycles, scooters, and walking. The slogan “More tram, more energy” highlights how choosing sustainable travel options helps preserve natural resources and supports a greener future.

The poster uses clear, colorful visuals to present alternatives to private transport and inspires everyday, environmentally conscious choices. The campaign emphasizes how individual decisions on mobility can significantly impact air quality and the climate.





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SOCIAL CAMPAIGN

CAMPAIGN: THE TREE PROBLEM – PLANT FOR THE PLANET

Group 2 tackled the issue of deforestation and its devastating effects on the climate, biodiversity, and everyday life. Their campaign raises awareness of the main causes of forest degradation, such as logging, overgrazing, and road construction. The slogan "Plant for the Planet: Leaf it better!" inspires people to take action by organizing local tree-planting initiatives.

The poster blends facts, visuals, and a clear call to action – showing that everyone can make a difference in improving air quality and protecting the planet through simple, local efforts.

THE TREE PROBLEM

Did you know?

The loss of trees and other vegetation can cause climate change, desertification, soil erosion, fewer crops, flooding, increased greenhouse gases in the atmosphere



What causes deforestation?

The primary causes of forest degradation are logging activities, livestock grazing, and the construction of roads. Deforestation is a particular concern in tropical rain forests because these forests are home to much of the world's biodiversity.



PLANT FOR THE PLANET: LEAF IT BETTER!

Trees actively remove pollutants from the urban atmosphere. Let's organize local tree planting events to save our city and the air we breathe!





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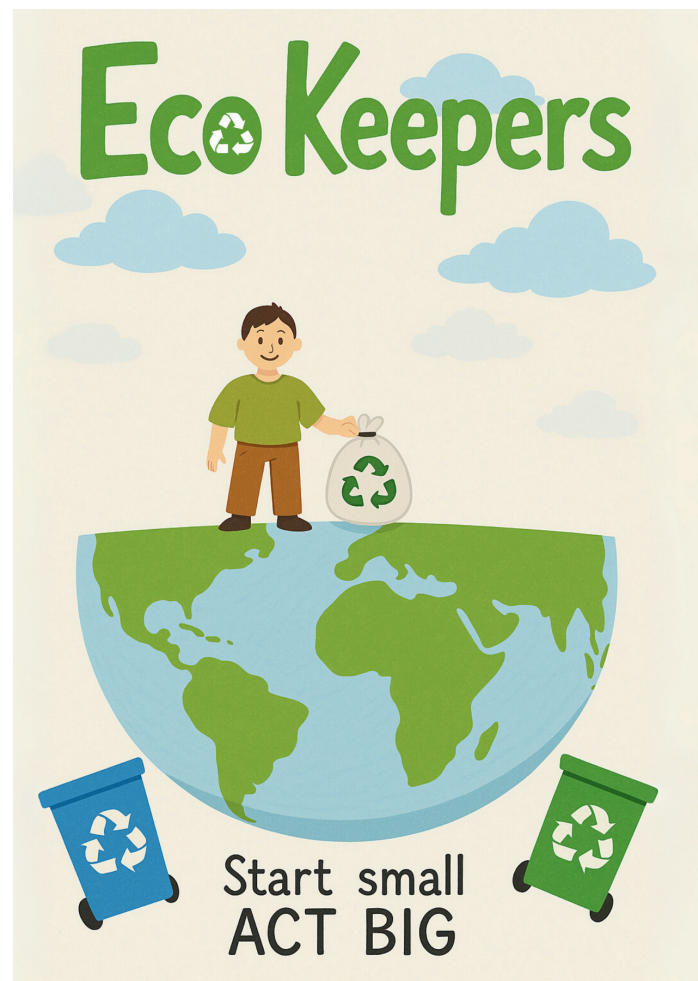
SOCIAL CAMPAIGN

CAMPAIGN: ECO KEEPERS – START SMALL, ACT BIG

Group 3's campaign, titled "Eco Keepers – Start Small, Act Big", sends a powerful message: even the smallest actions matter when it comes to protecting our planet. The group focused on promoting simple, everyday eco-friendly habits like waste sorting and local clean-up efforts.

The warm and friendly visuals deliver a clear "think global, act local" message, encouraging individuals to take responsibility for their surroundings.

The campaign inspires everyone to become a keeper of the Earth – no matter their age or where they live.





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SOCIAL CAMPAIGN

CAMPAIGN: REDUCE, REUSE, RECYCLE

Group 4 created an educational campaign focused on the 3Rs – Reduce, Reuse, Recycle, emphasizing the importance of waste reduction and conscious consumption.

Their three posters present practical actions for cutting down plastic use, reusing everyday items, and sorting waste properly.

Slogans like “Say no to plastic”, “Let’s recycle”, and “Reduce overconsumption” encourage individuals to adopt sustainable habits. The campaign is vibrant, accessible, and full of positive energy – a reminder that everyone can help protect the planet, one step at a time.



EcoHarmony Project Social Campaign 2025



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CONCLUSION

The EkoHarmony exchange was more than a week of learning – it was a journey of growth, awareness, and action. Participants proved that sustainability is not just a topic, but a lifestyle that starts with mindful daily choices.

The project demonstrated that young people from different parts of Europe can unite around shared values and work together for the planet – with energy, creativity, and a sense of purpose. Though the exchange has come to an end, the spirit of EkoHarmony continues to live on in the actions and attitudes of its participants.

