



Masterplan for challenge implementation

Scouts for Green Apprenticeship

EU SDG Challenge Award "Scout for GreenApprenticeship"



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Masterplan for Challenge Implementation: EU SDG Challenge Award "Scout for GreenApprenticeship"

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INTRODUCTION

The Scouts for Green Apprenticeship (S4GA) project aims at integrating environmental, economic, and social sustainability into vocational education and training (VET). By qualifying and sensitizing VET learners and staff during learning VET mobilities, the project seeks to prepare them for a labour market increasingly characterized by sustainable development and digitalization.

In line with the European Green Deal, the ERASMUS+ programme will lead by example, by encouraging participants to use lower carbon transport as an alternative to flying. Erasmus funding will also be channelled into building up knowledge and understanding of sustainability and climate action, so that Europeans acquire the world-leading competences needed to create sustainable societies, lifestyles and economies.

Apprentices are the skilled workers of tomorrow, whose future must be made more sustainable and climate-friendly together and who need to be provided with skills that they can use for a long-term sustainable professional life.

“We would want the students to think about not just travelling by land, to the destination that they’re going to, but to choose their living spaces sustainably, to choose their lifestyle, and their food choices sustainably there.” Mika Saarinen, Director of Finland’s Erasmus+ agency

This clear message from Mr. Saarinen must be proactively implemented in daily WBL / Mobility practice with innovative solutions. Rather than enforcing those on the learners, the Scouts4GreenApp project aims at tapping into the ideas and creative concepts of the young generation themselves. They are already more eager to become sustainable than the previous generations, so the EU SDG Challenge Award “Scouts for Green Apprenticeship” wants to recognize their plans and submissions. In addition to the green competencies, they can also win a prize at EU level, getting internationally recognized, which is particularly attractive.

Scope

The Scouts4Green award celebrates exemplary activities and concepts in ERASMUS+ VET mobilities and at the workplace that encourage VET learners to become more sustainable and thus a Scout4GreenApprenticeship.

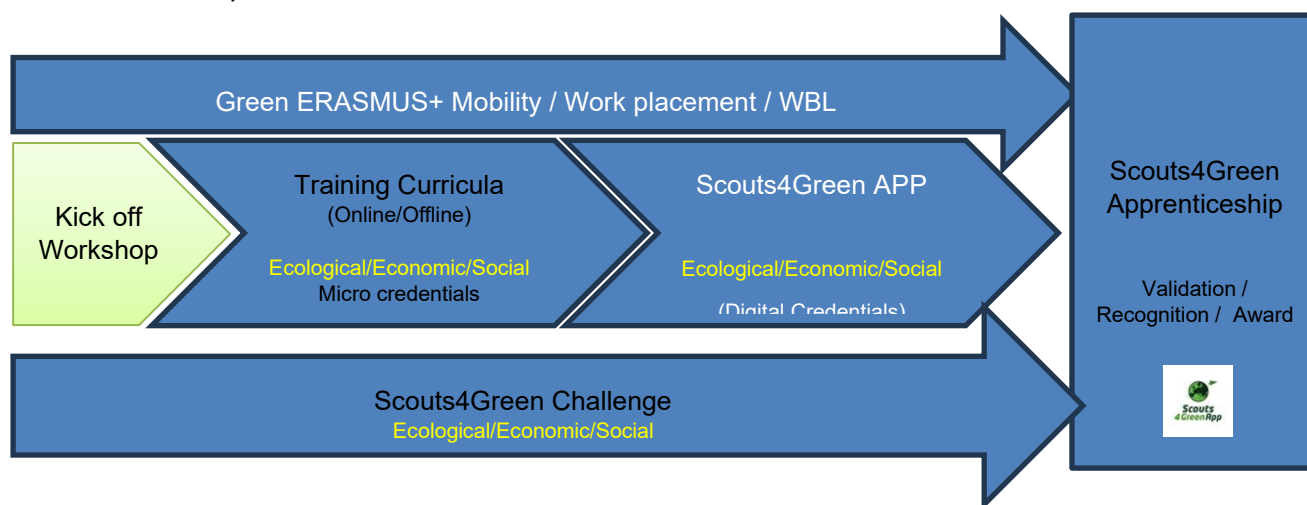
The challenge is the final highlight of the Scouts4GreenApprenticeship additional qualification for the VET trainees, in which they apply their learning outcomes on the topic of sustainability in practice at the workplace and on the road. Furthermore, they can use the content of the Scouts4GreenApprenticeship learning app right on site and follow their characters in making a difference in their (host) company.

Within the context of the Scouts4GreenApprenticeship project, the EU SDG Challenge is the final step of the learning journey that VET learners take. They start off with the curriculum – educating them about economic, ecological and social sustainability – and continue with the Progressive Web App on their own terms, providing insights before, during and after the mobility. All the acquired knowledge is finally cumulated and put into practice in the challenge.

This last step enables the learners to become active within the context of their own companies, at home and abroad. This way the learning content does not only remain theoretical but sustainability is tangible and efforts to achieve it are rewarded.

Unit 0: General Introduction						Sc ou ts 4 Gr ee n A pp	S D G E U C h a l l e n g e
Green Talk 1		Green Talk 2		Green Talk 3			
LEARNING PATHWAY 1		LEARNING PATHWAY 2		LEARNING PATHWAY 3			
Ecological Sustainability		Economic Sustainability		Social Sustainability			
BEFORE	DURING	BEFORE	DURING	BEFORE	DURING		
Unit 1.1	Unit 1.5	Unit 2.1	Unit 2.5	Unit 3.1	Unit 3.5		
Unit 1.2		Unit 2.2		Unit 3.2			
Unit 1.3	Unit 1.6	Unit 2.3	Unit 2.6	Unit 3.3	Unit 3.6		
Unit 1.4		Unit 2.4		Unit 3.4			
Assessment AFTER mobility		Assessment AFTER mobility		Assessment AFTER mobility			
Total of 15 hours		Total of 15 hours		Total of 15 hours			
S4GA Micro-Credential for Ecological Sustainability		S4GA Micro-Credential for Economic Sustainability		S4GA Micro-Credential for Social Sustainability			
When stacked:							
45 hours all together for the Scouts4GreenApprenticeship Micro-Credential							

While the challenge can be accessed on its own and learners can participate without prior use of either the curriculum or the app, the following tables illustrate the entire Scouts4GreenApp material as well as the ideal progress through it that enables a most encompassing knowledge and experience of sustainability in its threefold dimensions.



The Sustainability Challenge: Empowering VET Learners for a Greener Future

As the final step of the project, we develop a significant and multifaceted challenge that aims to bridge the gap between theoretical knowledge and practical implementation in the field of sustainable development. This challenge is designed to revolutionize the way Vocational Education and Training (VET) learners engage with sustainability concepts and apply them in real-world business environments.

Objectives

The main objective of the challenge is to engage VET learners in mobility programs to apply their sustainability knowledge in real-world settings. Through the participation in the challenge we aim to

- encourage hands-on experience in implementing sustainable practices
- foster critical thinking and problem-solving skills in sustainability contexts

Besides the practical engagement with sustainability theory and ideas, the Scouts4GreenApp project means to establish international cooperation. Through the challenge, we foster innovation in host companies through eco-friendly, economically viable, and socially responsible projects. These projects are to be created, designed and at best carried out by the VET learners as skilled workers of tomorrow. In doing so, they

- introduce fresh perspectives and ideas to established businesses
- catalyse sustainable transformations within participating organizations

Furthermore, the challenge also has an international aspect. Learners from all partner countries and beyond are invited to participate, resulting in a diverse range of ideas and projects so that the users learn from each other and profit from best practices in other nations. As the Scouts4GreenApp material and challenge are not limited to one sector, the VET learners establish cross-sector collaboration among young professionals. Next to this wide scope of cooperation, on the smaller scale each and every VET learner in a mobility promotes transnational cooperation between their sending and receiving company, sharing success stories both ways. While doing something specific for the participating companies, the challenge also

- facilitates cultural exchange and diverse problem-solving approaches
- builds networks that span across European borders and industry sectors

All sectors and businesses in the EU are invited to participate since sustainability is a topic for each and every one of them. Only when all of them do their share, a more sustainable future is possible. For this reason, the skilled workers of tomorrow are targeted. They develop crucial skills and competencies for global development and a sustainable future that will remain within the business for as long as possible. The participants thus

- enhance their adaptability, creativity, and leadership skills
- cultivate a deep understanding of the interconnectedness of ecological, economic, and social sustainability

Key Components

In short, the Scouts4GreenApp EU SDG Challenge is a competition for VET learners in a mobility to create sustainability-focused project concepts for their host companies.

More specifically, the challenge targets learners that spend a significant amount of time in another country and company so they learn more about their ways of doing business and find ways to improve that. For this reason we aim at learners that stay abroad for a minimum of four to six weeks. However, this does not exclude anyone going for a shorter amount of time or not participating in a mobility at all. As has been said, sustainability needs all businesses, so also VET learners on shorter stays or those staying in their home company can participate with innovative project concepts. They also profit from sharing those internationally, as will the international community.

- Participants should at best complete a 4-6 week mobility program in another European country
- Project concepts should address specific sustainability challenges within the host organization

As complex as sustainability can be, the VET learners are not expected to come up with project ideas just by themselves. In addition to the Scouts4GreenApp curriculum that can be taught before departing, the utilization of the Scouts4GreenApp progressive web application is highly recommended. It guides learners through the sustainability planning process and gives further insights into the sustainability triangle.

- App provides resources based on SDGs and company-specific sustainability opportunities
- Supports learners before, during, and after their mobility experience

It would not be a challenge if there was no prize, so national and international juries evaluate the concepts handed in. Next to the recognition of the best project concepts, serving as best practices for future initiatives, the winning VET learners are invited to an awards ceremony in Brussels to present their ideas to a wide audience.

- Transparent award criteria to ensure fair and inclusive assessment
- Awards ceremony to celebrate achievements and inspire further action

In the long term, the concepts, examples and contacts of the challenge shall foster a prolonged engagement with sustainability. Therefore, the progressive web app, the website and the Social Media channels of the project serve as a platform for knowledge exchange and inspiration across different countries and sectors. The winning concepts as well as the runners-up are published, but it shall not stop there. All material of the project is available for years to come to reproduce the challenge or to come up with creative, sustainable ideas on a smaller scale.

- Best practices publication translated into all partner languages
- Open-access materials to encourage widespread adoption of successful concepts

Expected Outcomes

The implementation of sustainability-focused vocational education and training (VET) programs and projects across Europe is expected to lead to several significant positive outcomes in the future. These initiatives aim to enhance the quality and sustainability practices within participating organizations and institutions, setting the stage for broader transformations.

Expected Impacts

It is anticipated that VET learners' project concepts are eventually implemented, leading to immediate improvements in sustainability practices within host companies. Over time, these efforts are expected to catalyse a long-term cultural shift towards sustainability in these organizations, fostering an environment where eco-friendly practices become the norm.

Cross-European Collaboration and Transformation

The exchange of ideas between different European educational institutions and businesses is expected to lead to a cross-pollination of innovative sustainability concepts. This collaboration is likely to establish ongoing partnerships focused on sustainable development initiatives, ensuring a continuous flow of fresh perspectives and solutions.

Adaptation of VET Systems

The VET system is expected to undergo significant adaptations to meet the demands of an increasingly sustainability-focused labour market. The Scouts4GreenApp Challenge projects can create enhancements based on real-world project experiences, which increase the relevance and practicality of VET programs and mobilities. As a result, VET graduates are expected to become more employable in sustainability-focused roles, bridging the skills gap in this growing sector.

Best Practices and Innovation

A valuable collection of best practices and innovative concepts is expected to emerge from the challenge, serving as inspiration for companies across Europe. Documented case studies of successful sustainability projects provide scalable and adaptable solutions for various industry sectors, facilitating the spread of sustainable practices.

Developing Future Sustainability Leaders

Ultimately, the challenge is expected to enhance the capacity of VET learners to become future leaders in sustainable business practices. A new generation of sustainability-conscious professionals is anticipated to emerge, equipped with the knowledge and skills to drive meaningful change. This leads to the creation of a network of young innovators committed to advancing sustainable practices in their future careers and industries.

Through these expected outcomes, VET learners' concepts are poised to play a crucial role in shaping a more sustainable future for Europe, aligning educational outcomes with the pressing need for environmental and social responsibility in the business world.

This challenge thus represents a unique opportunity to drive meaningful change at individual, organizational, and sectoral levels. By empowering VET learners to take the lead in sustainability innovation, we are not only contributing to the fight against climate change but also fostering a more resilient, adaptable, and forward-thinking European economy. The ripple effects of this initiative have the potential to influence policy-making, industry standards, and educational paradigms across the continent, ultimately accelerating the transition towards a more sustainable and prosperous future for all.

The Process of the Challenge

The challenge follows a stringent path from the idea of the mobility to the awarding of the prizes. Since sustainability is such a big topic, encompassing so many little things, it needs to be considered from the very beginning. This also explains the longer timeline of this work package. What is done when and by whom is described in detail in the following chapter, giving an in-depth run-through of the Scouts4GreenApp EU SDG Challenge.

Duration: 02/2024 - 10/2025

The activities related to the challenge have a timeline that spans from February 1, 2024, to October 31, 2025, encompassing four main activities led by IHK-Projektgesellschaft in Germany. The project begins with the development of a criteria catalogue and challenge definition, running from February 1 to July 31, 2024. This is the current document, giving detailed information about the challenge, its objectives, key outcomes and process structure. While the paper supports the consortium in establishing the challenge and agreeing to common objectives and tasks, it also serves as a hands-on document for any reader wishing to establish a similar challenge. The details given here shall help others in working competitively on sustainability.

Concurrently, from March 1 to July 31, 2024, the consortium works on defining success factors for sustainable development projects. This results in a guideline for the participants of the challenge, explaining to them what they need to do to hand in a concept and eventually win the prize. Based on the learning outcomes of the Scouts4GreenApp Curriculum, it offers development goals and incentives for further expansion of sustainability. Additionally, the award criteria are detailed here, so the VET learners as well as the staff know exactly what the jury in the award process is looking for.

The implementation of the latter, first and foremost the national challenge, is the longest phase, scheduled from August 1, 2024, to October 31, 2025, involving all participating organizations. They each hold a national challenge in their countries, inviting VET learners at home and especially those going abroad to participate. The activity ends with awarding three winners per country that then advance to the grand finale, the European challenge.

This final activity, the implementation of the European challenge, takes place from March 1 to September 30, 2025. This includes the awarding of the European winner by an international jury and the presentation of the project concepts as well as the award ceremony in Brussels. The date coincides with various Erasmus+ activities held in Brussels, giving this final step and thus the winning concepts the recognition they deserve.

Participants

The challenge involves a minimum of 100 participants from all partner countries combined and beyond, as it is open to all of Europe. The target group consists of VET learners who are either currently in vocational education and training or within one year of completing it. Their mobility period lasts at best four to six weeks minimum and occurs in receiving companies abroad in Europe, accompanied by the use of the Scouts4GreenApp progressive web app.

There are no further restrictions or limitations to allow as many learners as possible to participate in the challenge as sustainability in the business context needs all the creative minds out there. This includes VET learners staying at home. If no international mobility is possible, they can also hand in a concept for their home company.

Key aspects of the participant profile include:

- No restrictions on gender, age or origin
- No limitations on the profile and type of VET
- Participants can be members of any chamber or organization and work for companies in any sector
- Extra financial support is available for participants with fewer opportunities and those choosing "green" travel options, as per Erasmus+ regulations

Despite the VET learners as direct participants, VET staff involvement is recommended but not mandatory throughout the challenge, including before, during, and after the mobility. This includes:

- Mentors and supervisors from sending companies
- Counterparts in mobility agencies and host country companies
- Teachers in VET schools and training centres

The challenge aims to facilitate knowledge transfer between companies and countries through practical application of learned content. Indirect participants who benefit from the program include:

- Co-learners and co-workers in home and host countries
- Mentors in both sending and receiving companies

In the long-term, all employees in participating companies may benefit from the integration of sustainable practices. For this reason, they can also be included in the project concepts handed in for the challenge.

Objectives

The Scouts4GreenApp Challenge is the real highlight of the project, because it is necessary for the VET learners to prove what they have learned in the Scouts4GreenApp workshops and with the help of the digital learning app on the topic of ecological, economic and social sustainability and to apply this knowledge in daily practice in an "award-worthy" way.

The three pillars of sustainability must be taken into account as much as possible in the preparation for an internship abroad, during and after the stay. So it starts with planning the trip and the stay as climate-friendly as possible, designing a sustainable lifestyle on site and, in particular, critically examining and shaping the company workplace.

The Scouts4Green deliverables, in particular the Scouts4GreenApp and the Scouts4Green Learning Diaries actively promote and support this challenge.

Benefits

The created project concepts increase quality in the work, activities and practices of organisations and institutions involved. Through a prize, projects are recognised, documented and published and serve as best practice for the mobilities to come and companies looking to innovate their VET through sustainable development and show how sustainability can be achieved in the business context, thus fighting climate change together.

Expected results

The Scouts4GreenApp EU SGD Challenge award features the following three categories:

- Ecological Sustainability
- Economic Sustainability
- Social Sustainability

While there are no regulations on which aspect of sustainability needs to be addressed by the VET learners, they are asked to keep all three corners of the sustainability triangle in mind and think of their interlinkages.

When awarding the winners, the jury looks at which and how many of these aspects are addressed. The expected results feature all three categories given the diverse range of sustainability issues in companies. This is also the reason why the outcomes can be expected to be more than just the advice to change the light bulbs in factories.

Challenge implementation

The implementation of the challenge is a carefully planned and collaborative process involving all partners, ensuring transparency, fairness, and high-quality outcomes. Here is how the challenge is carried out:

Planning and Preparation

Masterplan Development: During the planning phase, all steps are regularly updated and verified by partners in periodic online meetings. Tasks are distributed equally among partners at the start of the work package.

Guideline Creation: A guideline for developing a VET learner's project is collaboratively created by all partners. This guideline includes at least three award criteria and is tested for comprehension and applicability by ten VET learners, whose feedback is collected through a questionnaire provided by the lead partner and approved by all partners.

Dissemination: The lead partner oversees dissemination efforts, ensuring that at least 50 target group members per partner country are reached. Dissemination materials and an evaluation tool are provided to measure the effectiveness of these efforts.

Challenge Execution

Participation: A minimum of 100 VET learners from all partner countries combined participate in the challenge. Participants from outside the partner countries are also welcome.

National Selection: During the challenge, a jury of three members (comprising project partners and industry representatives with expertise in sustainability) selects the top three participants from each partner country. Winners receive awards at national events and progress to the European Challenge. The national events are also used to promote the Scouts4GreenApp material and sustainability in general.

European Challenge: The top 18 national winners compete at the European level. An EU jury of at least five members evaluates their projects based on a criteria catalogue that assigns up to 10 points per category (with at least three categories). The three best concepts are declared European winners.

Recognition and Dissemination of Results

Awards and Networking: The winning national VET learners (18) participate in the Erasmus Days where they present their project concepts. Furthermore, their good practices are published on the website "Share your story" as part of the EU Skills Week, fostering networking opportunities.

Company Recognition: Participating companies receive a "Green Workplace" label with a certificate (available on [Canva](#)) and digital credential, recognizing their commitment to sustainability. The label is awarded through the platform [badger.com](#), ensuring a verifiable badge that can be added to the company's LinkedIn page or similar outlets.

Evaluation by users: At the end of the challenge, both partners and participants evaluate the process through a questionnaire provided by the lead partner. This ensures continuous improvement for future initiatives.

This structured approach ensures that the challenge not only promotes sustainability but also provides valuable recognition for participants and companies while fostering collaboration across Europe.

Admissibility and documents

To participate in the challenge on the national level, VET learners need to hand in their documents to the consortium via an online form. The form is accessible via the Scouts4GreenApp website and within the progressive web app. All entries are collected in one document to keep track of the amount of traffic and to ensure equal technical accessibility for all learners. To rate and award the national winners, entries are distributed among the partners according to the nationality of the learner. Entries coming from outside the partner organisations' countries are evaluated by the partner IHF since they cater to an international rather than a Belgium audience.

Applications are valid once all fields in the form are filled out and the concept is thus described in detail. They must be submitted electronically with the Scouts4GreenApp-Online-Template and before the submission deadline.

Further documents such as pictures, sketches and mock-ups are not required but encouraged. This way the entry level shall be kept rather simple to allow everyone to participate. In sustainability all ideas matter.

Eligible activities

This competition concerns any VET learner who has successfully participated in a VET mobility or on-the-job-training (WBL) and while doing so developed an idea to improve the economic, ecological and social sustainability of the company. These activities can but do not need to be fully executed in the company as the challenge is aiming to reward concepts and creative ideas aimed at promoting sustainable development goals. In the current business world these goals are not fully established and their implementation often lacks the support of the management. Therefore VET learners shall not be disadvantaged in the challenge if their superiors do not allow the implementation of their concept. Thus, all concepts developed by VET learners to improve the economic, ecological or social sustainability of the (host) company are eligible for submission.

Timetable and deadlines

Preparatory steps	Masterplan for challenge implementation	07/2024
	Guideline for VET learners to participate in the challenge incl. award criteria	07/2024
Implementation steps	Dissemination "Save the date"	08/2024
	Call opening	04/2025
	Deadline for submissions for national challenge	26 September 2025
	National Award Ceremonies in partner countries	09/2025
	EU Award Ceremony in Brussels, Belgium	10/2025
Wrap-up steps	Publication of best practice brochure	10/2025
	Dissemination of results and winning concepts	10/2025

Responsibilities

The implementation of the challenge involves collaborative efforts from all partners, each contributing their unique expertise and resources. IHKPG, as the leading partner of this work package, takes on the primary responsibility for project management, including quality control, time management, and financial oversight of all the preparatory, implementation and wrap-up steps. They also facilitate communication among partners, monitor project progress, and ensure the reusability and European approach of the project's outcomes.

Partners such as CEPROF, Auxilium, SCNG, and Innoventum leverage their extensive experience in organizing VET learner mobilities and disseminate results through their networks. They each organise a national challenge, addressing their VET learners and awarding national champions. All responsibilities connected to the challenges, such as establishing a national jury, collecting the national entries, organising the national award ceremony, translating materials into their respective languages, and providing best practices for publication as well as dissemination in the national language lie in the hands of each partner.

The partner Innoventum, with its proficiency in digital solutions, is tasked with developing the website, app, and social media templates, as well as designing the challenge's corporate identity. This way a congruent outlook of the challenge across all platforms is ensured.

The partner IHF with its wide European network contributes to planning and European-level dissemination, particularly focusing on organizing the European awards ceremony.

Evaluation and award procedure

A minimum of 100 participants from all partner countries combined are expected to participate in the challenge. Furthermore, the challenge is also open to anyone in a VET learning scheme within the EU. For reasons of comparability, the concepts and not the projects carried out are evaluated and awarded. The created concepts have the potential to enable transformation and sustainable change in the receiving as well as the sending institutions. The VET learners are the leaders of improvements and new approaches as future skilled employees. This change can happen at various levels, starting from individual (VET learners), through organisational (companies) up to whole sectors of industry (challenge on European level including different sectors of VET). It enables VET learners and with them the VET system itself to adapt to the sustainable labour market.

With the challenge being executed in two steps – on national and on European level – there are two juries reviewing and rating the submissions.

During the national challenge, there are six national juries, one in each partner country. The national juries consist of three project partners, chambers and industry representatives with experience in sustainability and VET mobility.

A pre-selection by a pre-selection panel takes place in order to select the best six projects per country. These applications are then subject to an evaluation by the jury. Finally the top three per

partner country are chosen by the respective jury. The pre-selection panel and jury usually have a different composition, but jury members may participate in the pre-selection panel as well.

The pre-selection panel as well as the jury evaluates each application against the award criteria. For applications with the same score, the pre-selection panel and jury determine a priority order according to the following approach:

The score for criterion No. 1 is given a weight of 2 and the score for criterion No. 3 is given a weight of 1.5.

If two or more applications still tie for any rank or category, the prize is equally divided and awarded to all applications with the same score.

On the basis of the evaluation by the jury the awarding authority decides on the award of the prize. A winner and two finalists (ranked 2nd and 3rd) are awarded under each category.

All applicants are informed about the evaluation result (evaluation result letter). Successful applications are awarded with a prize. In the national event the winners get an award and ascend to the European Challenge. The three best EU concepts win the challenge, chosen by an EU jury consisting of at least five members.

Award ceremonies

The Scouts4GreenApp challenge culminates in an awards ceremony that serves as a multiplier event at both national and European levels. This ceremony provides a platform for participants to exchange their concept ideas and potentially develop them further.

To recognize the concepts handed in and to make the winners known to a larger audience, they are awarded with a prize in two award ceremonies.

The first takes place in each partner country and highlights the top three entries in each national contest according to the process and award criteria mentioned in this document.

After the pre-selection of the entries, the nominated learners are invited to the ceremony to present their concepts. During the event they each give a short pitch, presenting their ideas to the audience and the jury on site. The latter then decides on the winner in each category (economic, ecological and social) live during the event and awards the national prize to them. Next to the official recognition, the event aims at being a multiplier event for the ideas of the young learners as well as sustainability in general. Thus, the participants are invited to network during the informal part of the event after the presentation and a meeting space for the challenge participants and companies interested in advancing their sustainability is set up. This way both can profit when the learners can share their ideas further and the company representatives receive specific sustainability ideas and concepts they can put into action within their own companies.

The authors of the three winning concepts of each national award ceremony then advance to the European challenge where they present their concepts again. This challenge is tied into the Erasmus Days in Brussels and a two day programme there where the VET learners visit the EU Parliament and the EU Commission Environment. Also participation in the activities of the week is encouraged. Furthermore, the partners IHF in Brussels organise a meeting with one stakeholder at EU level who is a representative of sustainability policies.

For the official awarding of the EU prize, all 18 national champions present their concepts again in a two minute pitch each to an European jury made up of representatives as stated above. Finally, the top three concepts are chosen and awarded with the EU prize.

All concepts that are chosen to be presented during the national award ceremony are presented in the best practice publication. This is compiled and disseminated across Europe to inspire companies to adopt more sustainable practices. This publication is translated into all partner languages to facilitate implementation by national companies. The challenge materials are made freely available, allowing for future implementation on various scales, from individual companies to entire sectors or even countries.

Award criteria

The quality of the contest is ensured by a criteria catalogue giving points for each category.

National and European awards are the result of the implementation of the challenge on the country and the EU level. Especially the European awarding ceremony answers to the needs of a greener European economy, brings added value at EU level and builds the capacity of organisations to work transnationally and across sectors that would not be attained by a challenge carried out in a single country.

If admissible and eligible, the applications are evaluated and ranked against the following award criteria:

- Award criterion 1: Relevance

Depending on each category, to what extent is the concept relevant to improve:

- Ecological Sustainability
- Economic Sustainability
- Social Sustainability

as a direct effect for the business involved, as well as for the sector, country and potentially the entire EU in the long term.

- Award criterion 2: Quality

Quality of the overall design of the project or initiative developed and of the methodology used to implement it, including its creative/innovative character. Quality of the activities implemented in the VET mobility project developed.

- Award criterion 3: Impact

Impact on its sustainable VET mobility, from both a qualitative and a quantitative point of view, according to its budget and the size of the project. The sustainability of the project over time and its replicability in another context of the EU. The communication actions, both online and offline, undertaken by the project.

Award criteria	Minimum pass score	Maximum score
Relevance	20	40
Quality	10	20
Impact	20	40
Overall (pass) score	50	100

Maximum points: 100 points.

Individual thresholds: 20/40; 10/20; 20/40 points.

Overall threshold: 50 points.

Applications must pass both the individual thresholds AND the overall threshold. The prize is awarded to the application with the best score. Other applications are rejected.

Dissemination plan

Part of the success factors of this challenge is that it is known far and wide. For VET learners to apply and hand in concepts, they first and foremost need to know about the challenge. For this reason, the partnership plans to disseminate the challenge intensely and publish about it regularly on the project's website and social media platforms as well as on their own company outlets. Similarly to the overall targets of the project, a focus shall be laid on Instagram to reach the young learners and on LinkedIn to get in contact with the companies. Through the emphasis of these two platforms, communication efforts shall be concentrated, making them as effective as possible.

Furthermore, the networks of all the partners are tapped into. As the Scouts4GreenApp SGD EU Challenge addressed VET learners going on a mobility, the corresponding mobility teams in each partner organisation are a cornerstone of the dissemination. They are personally involved and share the information about the challenge with the current learners going abroad. To do so effectively, an information package is provided and material is shared with the learners personally and also via the mobility teams' social media (see annex).

Throughout the challenge, insights and ideas of the concept development are shared. These can be glimpses into projects already handed in (with the permission of the participant) or further support to create a meaningful project. Here the guidelines on how to write a project that are created for the VET learners are utilized and published in bite-sized chunks, perfect for social media and to gain attention.

While the aforementioned activities mostly aim at the learners themselves, inviting them to participate in the challenge, the contest itself is also used to spread the word about sustainability issues in general and the Scouts4GreenApp project in particular. Here especially the national challenges play a crucial role in generating attention. Anyone interested in sustainability as well as all company contacts for the respective partners are invited to the physical event of the national awards ceremony. Witnessing the success stories of young people is likely going to get the visitors to rethink what is possible in terms of sustainability and having concrete project concepts to execute can make acting on it a lot easier. For this reason, the personal exchange and networking is highly encouraged at the national award ceremonies and dissemination events. While these events count as offline dissemination, they are also covered again for social media and press releases about them are planned.

For the following EU Award Ceremony, each partner additionally invites their country and regional representatives in Brussels, enlarging the audience by a European dimension and opening up further channels for networking for the successful VET learners.

After the finalisation of the challenge, an intellectual output as result in the form of the international best practice online brochure is provided. It shares the success stories from the winners as well as other creative projects to give companies a concrete starting point for their sustainability endeavours. Thus, it has a positive impact not only on its participants and participating organisations, but also on the wider community, stakeholders and associated partners.

Overall, the dissemination of the challenge is steered by the lead partner and needs to include at least 50 target group members per partner country. Dissemination materials are provided and a dissemination evaluation tool is used.

Deadline	Activity	Partner
09/2024	Provision of dissemination material for challenge	Innoventum
09/2024	Information for and coordination with mobility teams	All partners
12/2024	Publication of the challenge on the project's website	IHKPG
03/2025	Social Media posts about challenge on project's Instagram for VET learners	IHKPG + partner
03/2025	Social Media posts about challenge on project's LinkedIn for companies	IHKPG + partner
03/2025	Publication of the challenge on the partners outlets	All partners

04/2025	Press release to kick off challenge in all partner languages	IHKPG + partner
04/2025	National Kick off and Call opening	All partner
04/2025 – 08/2025	Social media campaigns with development updates, insights and support	IHKPG + partner
06/2025	Invitation to National Award Ceremony	All partners
09/2025	Coverage of National Awarding Ceremony	IHKPG + partner
07/2025	Invitation to EU Award Ceremony	All partners
10/2025	Coverage of EU Awarding / Conference	IHKPG + partner
10/2025	Sharing of best practice brochure	All partners