



READY FOR THE GREEN CHALLENGE: EU-FUNDED GREEN TRIP IS STARTING

15 young influencers visit over 70 green projects to promote a sustainable lifestyle in Europe.

On 29th October the Green Trip campaign sends 15 young influencers from five European countries to visit more than 70 sustainable projects to showcase existing green solutions and promote a climate friendly lifestyle. Travelling through Belgium, Germany, Greece, Lithuania and Portugal and taking three different routes, each of them will discover innovative ideas, present inspiring projects and talk to green change-makers in the field of mobility, food, housing, preservation, production chains.

“Ding-Dong” is the sound of someone ringing at your door, and that’s exactly what the influencers will do throughout their [#DingDongEU](#) journey. During their trip, they will ring at the door of a variety of local sustainable projects and green ambassadors to get inspired by their climate friendly actions. The followers are invited to jump on various adventures and promote ground-breaking green initiatives together with the influencers. Each influencer’s trip culminates in the organisation of a Big Green Challenge that showcases a specific sustainable initiative enabled by the EU in your region.

The Green Trip, run under the creative concept: Ding-Dong! Ready for the Green Challenge? is a campaign initiated by the European Commission’s Regional and Urban Policy Directorate-General (DG REGIO). The campaign promotes sustainable projects and lifestyles towards young Europeans (16-24 yo). The journeys of the influencers take place between October-November 2020 and the campaign will run until May 2021.

The European Commission is closely monitoring the Covid-19 situation on daily basis and the campaign and the influencers are strictly following all the precautions and measures in their respective countries. Therefore, some elements in the campaign might change according to the new rules and restrictions announced by authorities. All the Green Challenges have digital options in order to respect social distancing and to adapt to the quickly evolving situation.

Follow the Green Trip:

<https://dingdong-challenge.campaign.europa.eu/>

<https://www.instagram.com/euinmyregion/>

You can find below detailed information for each of the five countries:



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Belgium

By following the 3 influencers from Belgium you explore a number of EU funded initiatives and businesses that challenge traditional models of living, farming, consuming and mobility. [Sara Lou](#) meets modern shepherds in Brussels to discover new ways of urban farming, discovers community based sustainable living and shows beautiful bike highways to us. With [Laurafromthedesert](#) you will visit businesses and initiatives that do not just tell – they show that it is possible to radically reduce waste and implement sustainable practices without compromising their commercial success. Last but not least, with [Morane](#) you will be part of a greener and less wasteful food production and consumption movement. You will visit Belgian initiatives and businesses that are at the forefront of sustainable farming.

Germany

Lucy, Astrid, and Charlotte take us on a journey that's explores recycling, green technology, sustainable food & water consumption and greener behavior. [Lucy](#) shows us how people transform trash into treasures, how green technologies and sustainable transition drives long-term economic success and creates a healthier environment. With [Astrid](#) you will explore how to clean and reuse our freshwater systems to improve water access, efficiency, and allocation for people and the environment. [Charlotte](#) will share with you tips and tricks on how to be more sustainable at home. You will meet entrepreneurs and change-makers that help people to make more conscious choices for more ethical and sustainable products.

Greece

With the influencer [Angelo Stavropoulos](#) you will come to see both the destructive and the healing power of water. You will learn about the impact of climate change on marine life and coastal communities and what we can all do to protect our aquatic ecosystems. With [Alexandra Diona](#) you will learn more about circular lifestyle and various recycling principles both from an individual perspective and from a perspective of a large-scale waste management facility. In Crete, with [Eutuxia Prantalou](#) you will learn that attracting more visitors to the island is vital, since that will lead to a more robust economy. But that it's equally important to ensure that tourists are conscientious, and their actions have a low impact on the region. Local cultures and local conservation efforts will be in the focus.

Lithuania

In Lithuania, [Rasa](#), [Aurimas](#) and [Edvinas](#) will meet various green actors. With [Rasa](#) you will learn first-hand about the local importance of preserving biodiversity and why it is vital for both planet and people. You will visit organisations that work hard to stop the degradation of Europe's nature and provide solutions for all, people, and planet. With [Aurimas](#) you will encounter initiatives and





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businesses that demonstrate a commitment to a greener future - be it through reusing waste, growing and sourcing local products, or just reappropriating urban spaces for eco-friendly practices.

Together with [Edvinas](#) you will meet various initiatives and businesses that implement not only green, but ethical practices in their work – helping local communities, addressing their immediate societal problems, and finding new working models that benefit everyone, and not selected few.

Portugal

In Portugal the routes of the influencer [Catarina](#), [Anna](#) and [Afonso](#) are all about zero-waste, marine life protection and sustainable resource management and promoting small everyday habits that can make a difference for our planet. With [Catarina](#) you will learn easy everyday habits and waste reduction techniques that could become the foundations of someone's personal journey towards circular and zero waste lifestyle. With [Anna](#) you will learn more about the impact of pollution and climate change on marine life and our water resources. With [Afonso](#) you will explore that implementing sustainable habits in our everyday lives is not as difficult as it seems – from the food we consume, the clothes and shoes we wear and the way we move around – every little change that counts.



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