

What's going on?

We live in a world full of choices: what to buy, what to watch, what to post, what to eat. But have you ever stopped to think about what's behind those choices? How much of what we consume—online and offline—is really our decision?

Young people today are bombarded with messages, ads, influencers, and trends that shape how we live, what we wear, and what we believe. Many of these choices have an environmental or ethical cost we don't always see. That's where YOUR RESPONSE comes in.

The project

YOUR RESPONSE is a European project that wants to spark a conversation with young people about ethical, sustainable, and conscious consumption. Through creative tools, digital learning and the power of youth work, we're helping young people ask the right questions and take action.

We're not here to tell you what to do — we're here to empower you to decide *how* you want to live.

Our mission

Support young people in understanding how media, influencers and digital marketing affect our choices

Promote eco-friendly and ethical behaviours through gamified learning

Give youth workers the tools they need to talk about sustainability in a creative, inclusive and fun way

Create a safe space where young people's voices are heard — because you *are* the response to today's global challenges

CONSCIOUS CHOICES



Meet the partners

This project brings together amazing organisations from three European countries:



MORE – Laboratório Colaborativo Montanhas de Investigação (Portugal)

Coordinator of the project

Profile: MORE CoLAB is a private non-profit association that has been recognized as a Collaborative Laboratory by the Foundation for Science and Technology (FCT) since 2018. MORE CoLAB is the result of a consortium of research units, laboratories, higher education institutions, technology centers, companies and intermediate and interface institutions.

Strengths: Expertise in regional development, youth engagement, stakeholder networking, and science communication.

RRINOVA OÜ (Estonia)



Profile: Forward-thinking organisation dedicated to turning ideas into impact through research, co-design, and training. From cutting-edge digital solutions to empowering training programs, we work to support learners, educators, and organisations.

Strengths: Environmental psychology, gamification, and platform development tailored to youth audiences.

Zdravi Grad (Croatia)



Profile: Zdravi Grad's projects and programs promote the idea of innovative, healthy, sustainable, and comprehensive development of individuals, organizations, and local communities in the Republic of Croatia and beyond.

The Association has carried out a significant number of projects and activities that have made it recognizable and recognized not only in Split, but also in Croatia and abroad. Today, the Association brings together a growing group of professionals, expert associates, and volunteers in the implementation of various programs, projects, and activities.

Strengths: Strong experience in training youth workers, participatory methods, and working with vulnerable groups.

Hemisfério Didático (Portugal)



Profile: Organisation specialising in non-formal education and educational media.

Strengths: Pedagogical design, creative content development, and expertise in visual/interactive learning tools. Also offers consulting services in European funds, financial management, production of educational materials, and event organization.

What are we going to do?

Here's a sneak peek at what's coming:

-  Focus Groups with young people and youth workers — we want your ideas, stories and experiences;
-  Gamified Booklet — a creative and interactive tool to explore the world of responsible consumption;
-  Digital Platform — fun, accessible and full of useful content for youth and educators;
-  Workshops & Events — in Portugal, Croatia and Estonia;
-  Training for Youth Workers — tools and strategies to bring sustainability into youth work;
-  Multiplier Events & Final Conference — where everything comes together and we celebrate what we've built together!

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