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PYRAMID OF LEARNING

A STRUCTURED LEARNING
PATH FOR GREEN
ENTREPRENEURSHIP

Go Green

**New learning path promoting
green entrepreneurship**

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Introduction

The GO_GREEN project – New learning path for promoting green entrepreneurship – was developed in response to a pressing European challenge: how to equip young people with the competences needed to actively contribute to the green transition while strengthening their employability, initiative, and entrepreneurial mindset

Across Europe, young people are increasingly aware of climate change, sustainability challenges, and social inequalities. However, traditional education systems often fail to provide them with the practical, socially adaptable, and entrepreneurial competences required to address real-life environmental problems. At the same time, youth workers need innovative non-formal tools that combine green skills, social competences, and experiential learning methodologies.

GO_GREEN addresses this gap through the development of a comprehensive, mentorship-based collaborative learning framework: the **Pyramid of Learning (PoL)**.

Why a Pyramid of Learning?



The Pyramid of Learning is not merely a visual model, but a structured competence development pathway. It integrates four interconnected learning blocks that reflect how young people learn most effectively:

- Demonstration – access to tools, examples, and digital resources;
- Discussion – social skill development and reflective learning;
- Practice by doing – real-life problem solving through hackathons;
- Teaching others – community leadership and ambassador roles;

This structure builds on non-formal education principles and experiential learning theory, recognising that active engagement significantly increases retention, motivation, and skill transfer.

The model was designed to:

- empower youth from diverse social and geographical backgrounds,
- strengthen green and entrepreneurial competences,
- foster collaborative problem-solving capacity,
- promote active citizenship and community-based sustainability initiatives.

The European dimension

GO_GREEN is implemented by a transnational partnership of youth organisations, innovation agencies, schools, social enterprises, and training providers across Ireland, Hungary, Slovenia, Bulgaria, North Macedonia, and Spain.

This diversity ensures:

- cross-cultural exchange of practices,
- integration of rural and urban perspectives,
- inclusion of youth with different socio-economic backgrounds,
- European-level visibility and impact.

By combining green entrepreneurship, social competence development, and collaborative hackathon methodology, the Pyramid of Learning creates a scalable and adaptable framework that can be implemented beyond the project partnership.

Purpose of this guide

This guide presents the conceptual foundations, structure and practical application of the GO_GREEN Pyramid of Learning.

It explains:

- the pedagogical logic of the model,
- the role and interaction of each learning block,
- the progression pathway from awareness to community leadership,
- how the PoL supports youth workers and organisations,
- and how the model contributes to European priorities such as green skills, entrepreneurship education, and employability.

The PoL is not a one-off training tool.



It is a complete competence development ecosystem, designed to transform motivated young people into capable green innovators and community ambassadors.

Model structure & conceptual framework

The GO_GREEN Pyramid of Learning (PoL) is structured as a four-level, competence-building ecosystem. Each level represents both:

- a distinct learning methodology, and
- a developmental stage in the learner's progression.

The model is intentionally cumulative: each layer builds on the previous one, increasing depth of engagement, autonomy, and social impact.

The four structural levels are:

1. Demonstration – Access and inspiration
2. Discussion – Reflection and social competence development
3. Practice by Doing – Application and Innovation
4. Teaching Others – Leadership and Community Multiplication

This structure reflects a transition:

from receiving knowledge → to co-creating solutions → to leading change

The conceptual framework of the PoL integrates several complementary educational principles:

Non-formal education	The model operates outside rigid curricular systems and emphasises: learner-centred design, voluntary participation, peer learning, competence-based outcomes.
Experiential learning	Learning occurs through: action, reflection, feedback, iteration. The hackaton component especially embodies rapid experimental cycles.
Collaborative learning	Youth work in teams, supported by mentors and youth workers. Knowledge is constructed socially, not transmitted unilaterally.
Mentorship-based development	Mentors support: idea validation, critical thinking, stakeholder orientation, project development.
Green entrepreneurship orientation	All learning blocks are anchored in real environmental challenges such as: waste management, circular economy, carbon neutrality, sustainable consumption,

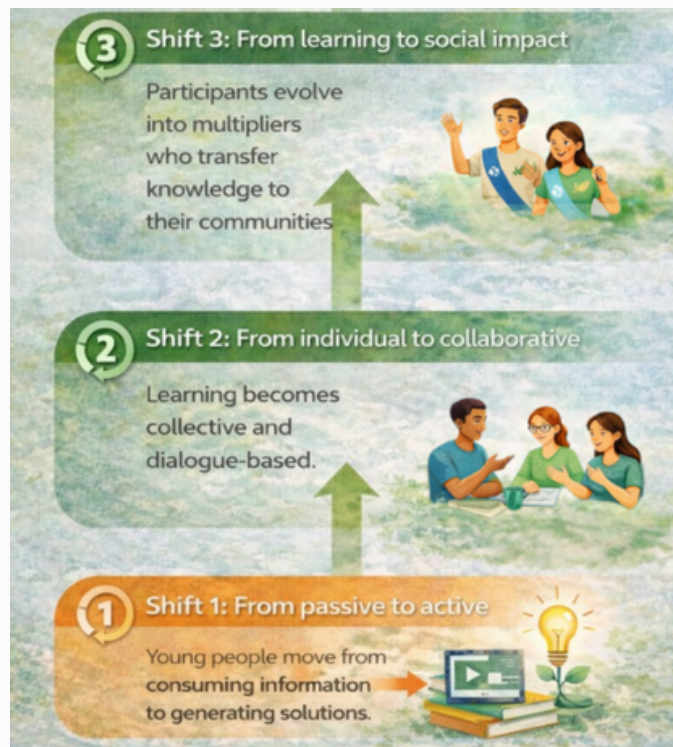
Developmental logic of the model



The Pyramid is not simply thematic. It represents a competence progression pathway. The progression follows three shifts.

While the Pyramid is visually vertical, its implementation is dynamic and interconnected.

- The HUB supports all other levels digitally.
- Social skills modules reinforce hackaton performance.
- Hackaton experiences feed into ambassador reflection.
- Ambassador initiatives generate new content and inspiration for the HUB.



This creates a **learning loop** rather than a linear path.

Level	Learner role	Core competence focus	Impact level
Teaching others	Community leader	Leadership & stakeholder engagement	Community
Practice by doing	Innovator	Problem solving & entrepreneurial action	Project
Discussion	Reflective collaborator	Social & critical skills	Group
Demonstration	Explorer	Awareness & digital access	Individual

The role of Youth Workers

The PoL model is designed not only for young participants, but also as a structured and practical toolset for youth workers. It provides a clear methodological framework that supports professionals in guiding, facilitating, and sustaining green competence development processes.

Within the model, youth workers take on multiple interconnected roles: they act as facilitators of reflective discussion, organisers of experiential hackathon-based learning environments, mentors and connectors within local ecosystems, and supporters of ambassador-led initiatives.

Through this multi-layered engagement, the PoL strengthens youth empowerment while simultaneously enhancing professional youth work practice and fostering collaboration across local stakeholders. In doing so, the model contributes to the development of a resilient and innovation-oriented community ecosystem.

Innovation Architecture of the PoL

1. It transforms hackathons from purely product-focused events into competence-building environments.

2. It integrates green entrepreneurship with social competence development.



3. It creates a full-cycle pathway from awareness to leadership.

Structured yet flexible framework

Pyramid of Learning Model

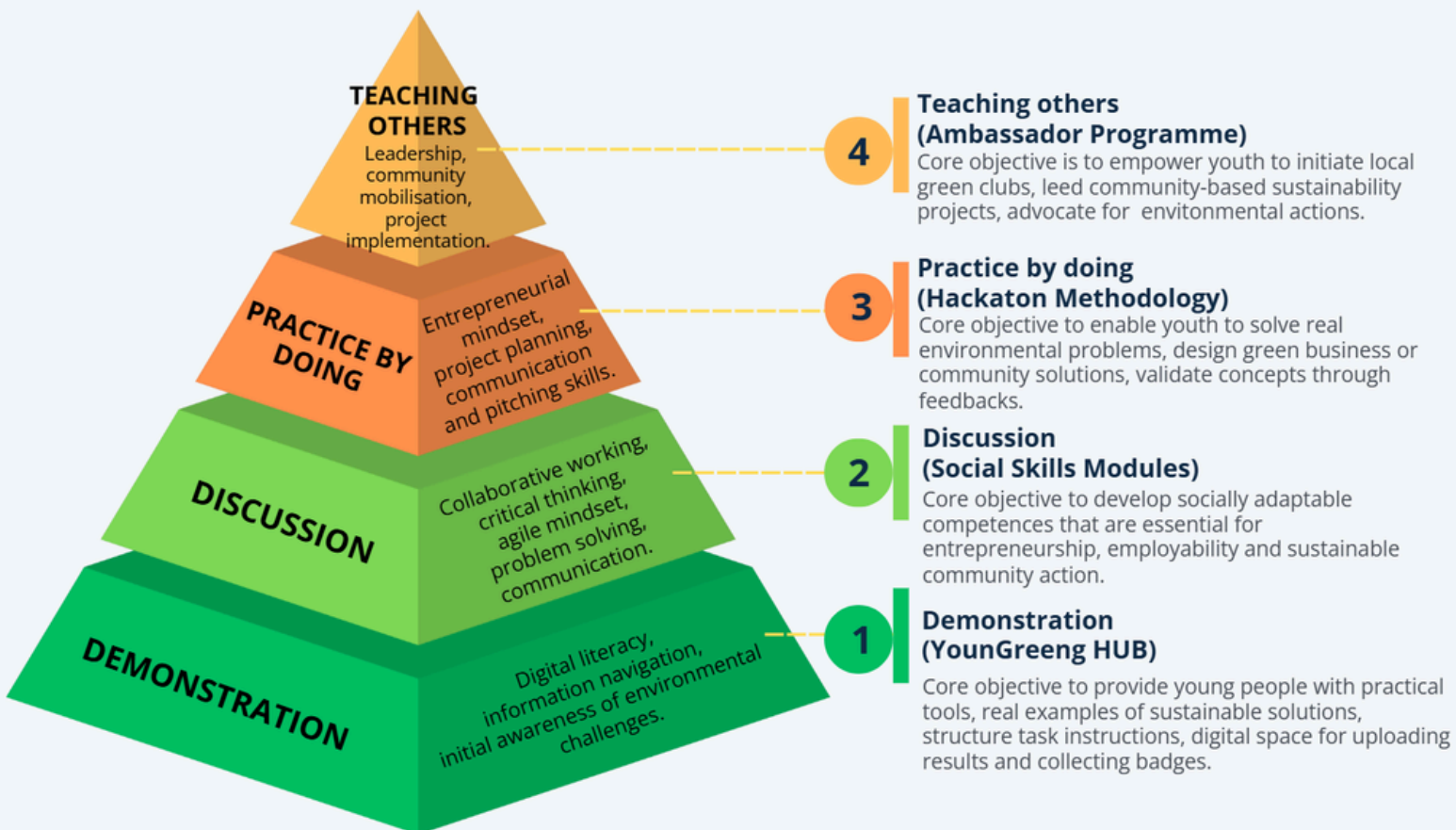
This section provides a detailed description of the four learning blocks that structure the Pyramid of Learning model. Each block represents a distinct pedagogical function and competence focus within the overall development pathway.

The Demonstration level (YoungGreen HUB) establishes the digital and conceptual foundation by ensuring structured access to tools, resources, and practical examples of green entrepreneurship.

The Discussion level (Social Skills Modules) deepens learning through reflective dialogue, critical analysis, and collaborative problem framing, enabling participants to internalise and examine sustainability challenges from multiple perspectives.

The Practice by doing level (Hackathon Methodology) operationalises previously developed competences in real-world contexts, guiding participants through structured, mentor-supported innovation processes.

Finally, the Teaching others level (Ambassador Programme) shifts the role of participants from learners to multipliers, focusing on leadership, community mobilisation, and the practical implementation of sustainability initiatives. Together, these blocks function as interconnected yet distinct components, each contributing specific objectives, pedagogical mechanisms, and competence outcomes within the PoL framework.





Conclusion

The GO_GREEN Pyramid of Learning (PoL) represents more than a training structure.

It is a strategically designed competence development ecosystem that connects awareness, skill development, practical innovation, and community leadership into one coherent pathway.

By integrating digital access, social competence development, experiential hackathons, and ambassador-based multiplication, the model ensures that learning does not stop at knowledge acquisition but evolves into measurable social impact.

From awareness to agency

Young people begin as explorers, gaining inspiration and access through the digital platform. They evolve into reflective collaborators through structured social skill development. They become innovators when applying their competences in hackathon-based problem-solving environments. Finally, they emerge as community leaders who initiate change beyond the project framework.

Innovation of the model

The GO_GREEN Pyramid of Learning introduces a new approach by:

- embedding hackathons into a structured competence pathway,
- linking social skill development directly to green entrepreneurship,
- positioning youth not only as learners, but as multipliers of sustainability.

Rather than delivering isolated activities, the model creates a continuous learning loop supported by digital tools, mentorship, and peer collaboration.

Long-term impact and sustainability

The PoL ensures sustainability at multiple levels:

Individual level: participants develop transferable competences that strengthen employability, entrepreneurship readiness, and civic engagement.

Organisational level: youth organisations gain a structured methodology that integrates green entrepreneurship, social skills, and experiential learning into their regular practice.

Community level: ambassador-led initiatives extend the project's impact into local ecosystems, building green clubs, micro-hackathons, and small-scale environmental actions.

European level: through transnational cooperation and shared digital infrastructure, the model contributes to the broader European objectives of:

- green transition,
- youth empowerment,
- social inclusion,
- entrepreneurship education.