



Ambassador Program

**Go Green
New learning path
promoting green
entrepreneurship**

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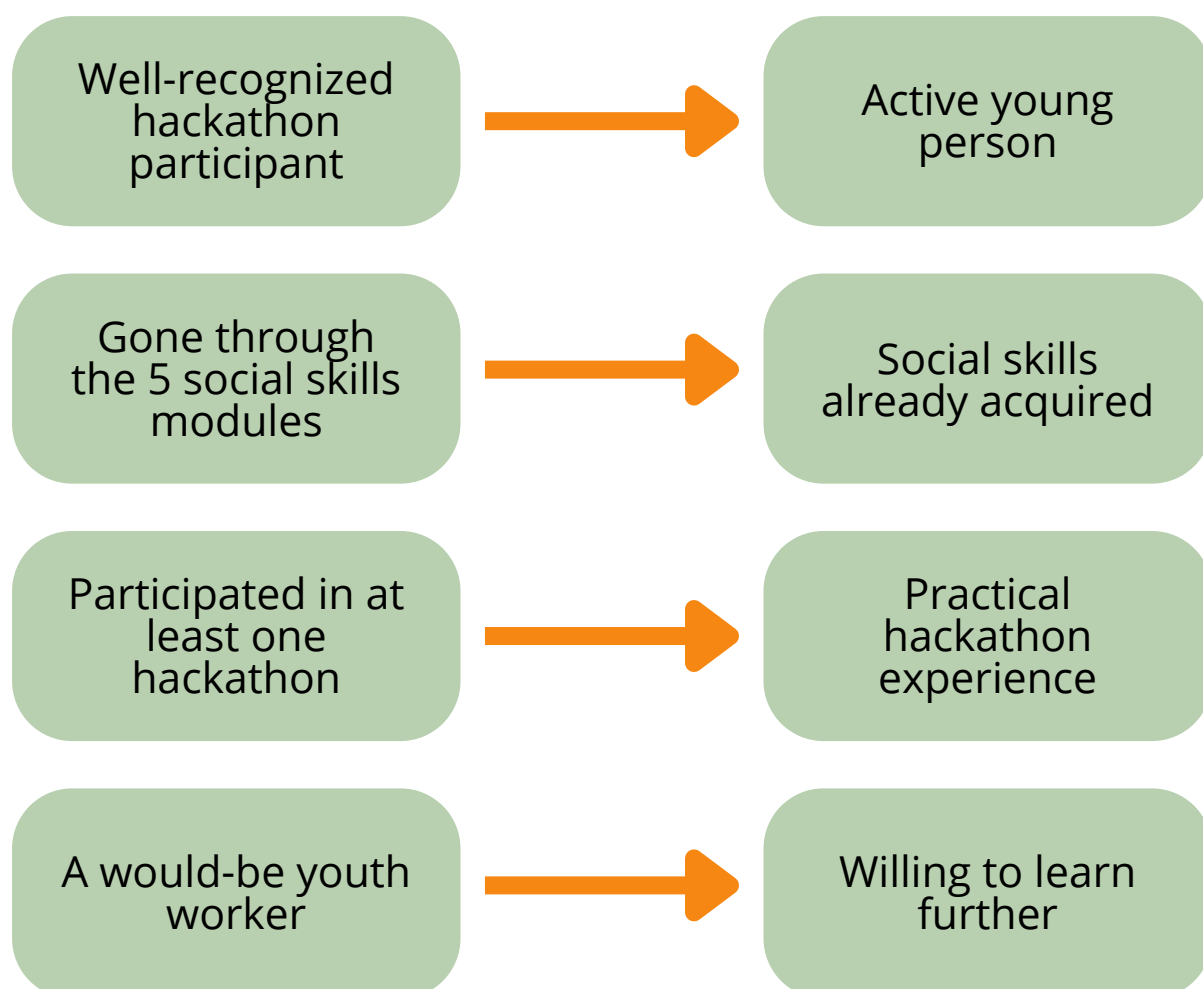
**Prepared by:
Vyara Foundation**

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What does it mean to be a GO GREEN ambassador?

Ambassador profile

The Green Hackathon Ambassadors are active young people who are ready to take their learning one step further. Building on their social skills training and practical hackathon experience, they are motivated to develop their competences, inspire others, and contribute to sustainability initiatives in their communities.



Ambassador role

Green Hackathon Ambassadors turn their previous learning and experience into action. They act as community leaders, facilitators and advocates, inspiring and supporting other young people to engage in innovation and sustainability.

Management and Leadership

Continue or expand their hackathon ideas into real mini-projects
Mobilize local resources

Community Building

Create local green clubs or eco-communities
Represent their organization in the GoGreen youth network and other relevant networks



Networking

Connect with local businesses, schools, community leaders, etc.
Promote circular economy and green solutions

What is the aim of the ambassador programme?

The Ambassador Program represents the next step in the learning journey of young people who have participated in the Green Hackathons. Its purpose is to empower these young innovators to move from participation to active leadership by engaging them in sustainability awareness, green entrepreneurship, and community-based environmental initiatives, starting within their local communities.

By completing the Ambassador Program, participants will strengthen a set of practical competences that enable them to lead initiatives, engage their communities and build meaningful connections with local stakeholders. The learning outcomes are organised around three complementary areas.



Learning outcomes

Management & Organizational Skills



Lead peers by demonstrating initiative, responsibility, and positive influence during sustainability activities



Expand green ideas into real mini-projects

Community Building skills



Design and lead small-scale eco-activities that engage and mobilize peers or community members



Create a sense of belonging by using inclusive communication and collaboration practices

Networking & Stakeholder Engagement Skills



Initiate and maintain connections with local stakeholders (schools, NGOs, eco leaders, businesses) to support sustainability initiatives



Confidently present ideas and projects in conversations, meetings, etc.

Participation and selection

Participation in the Ambassador Program is **voluntary** and is intended for young people who have already taken an active role in the GoGreen learning journey.

Selection criteria

- Youth targeted by the GoGreen project
- Having completed the social skills training and participated in a hackathon
- Having demonstrated teamwork, critical thinking, adaptability skills during the hackathon activities
- Having demonstrated passion for sustainability and community development
- Digital literacy, content creation skills
- Having participated in a hackathon organization/implementation
- At least two ambassadors per participating country

Incentives (in case of not enough volunteers)

- Featured profiles on the GoGreen website and/or GoGreen social media channels
- Ambassador kits: (e.g., T-shirts, bags, eco-badges, stickers, posters)
- Free participation in fun social events (green picnic/brunch/dinner with an environmental activist/youth NGO representative/local green entrepreneur, etc.)

Long-term benefits for ambassadors

Becoming a Green Hackathon Ambassador offers participants opportunities that extend beyond the training itself. Ambassadors gain recognition for their contribution, strengthen their international connections and have new opportunities to showcase and further develop the ideas created during the hackathons.

What the ambassadors receive:

- Recognition (Green Ambassador Badge), Youthpass Certificates
- Access to an international youth network and initiatives
- Opportunities to showcase their hackathon projects locally



Methodology of the program



Designed as the teach each others block of the **PoL**



Use and build on the previous learning blocks:

- The practice by doing, demonstration and discussion block of the PoL
- The experience gained, and the lessons learned during the implementation of the **hackathons**
- **Social skills module** and the GO GREEN platform



Final tasks designed to fit different age ranges of the targeted youth partners work with teenagers and 19+ youth: participants will be able to choose between tasks focused on advocacy and small-scale environmental events (teenagers) and tasks focused on small-scale green entrepreneurship management and implementation projects (19+ youth)



Integration of the PoL components

(demonstration, discussion, practice by doing, teaching other) within the Program



Demonstration

The topics **Management & Leadership, Networking, and Community Building** are supported by a carefully curated collection of learning resources, including articles, videos, practical guides, and other relevant materials. These resources will enable ambassadors to deepen their knowledge and continue their learning beyond the training sessions.

Discussion

Discussions will be based on young people's hackathon experience and real examples from the hackathons in Ireland, Hungary and Bulgaria.

Reflection template/s will assist self-study and self-reflection prior to online sessions facilitated by trainers/youth workers, where participants will share and discuss their prior learning experience within the project framework.

Note: Apart from their peer learning aspect, the discussions have the potential to provide the project team with useful feedback about the participants' learning experience during the hackathons as different participants will have participated in different hackathons and possibly in different activity formats. Ambassador reflections will be published as articles/interviews on GoGreen SoMe to inspire others.

Practice by doing

Create local green clubs or eco-communities, organize small-scale green events/green mini hackathons, further develop their green hackathon ideas into mini-projects, etc.

Teaching others

By inspiring and leading peers, by demonstrating initiative and responsibility when organizing local small-scale green events

By confidently presenting their ideas and projects to peers and stakeholders when further developing their green ideas from the hackathons in local settings

By building and maintaining connections when implementing the first two

Content proposal

Management of green solution implementation

Turning a green idea into action requires more than a good concept. Ambassadors must bear in mind the following actions

- ✓ Mobilizing and managing resources: human, financial and time.
- ✓ Engaging stakeholders and participants
- ✓ Integrating sustainability into design and implementation
- ✓ Monitoring and evaluation
- ✓ Measuring and communicating social impact

Community engagement in implementing green solutions

Successful green initiatives depend on the involvement of the community.

- ✓ Engaging and motivating local communities: story telling skills (elements of a compelling story: problem, solution, impact); digital media for outreach
- ✓ Building trust and safety: public speaking and presentation skills; tailoring messages to diverse audiences (youth, sponsors, policymakers)
- ✓ Sustaining community engagement beyond events



Building networks to drive green solutions

Strong networks can turn small ideas into collaborative initiatives with greater impact

- ✓ Building meaningful connections
- ✓ Approaching mentors, partners, sponsors
- ✓ Digital networking
- ✓ Turning connections into collaborations

Assessment and recognition

Assessment and recognition is based on completion of a practical task/s (participants will have to choose between two/several options), and evidenced by uploaded pictures, videos, short text or video reports, etc. on the GoGreen platform



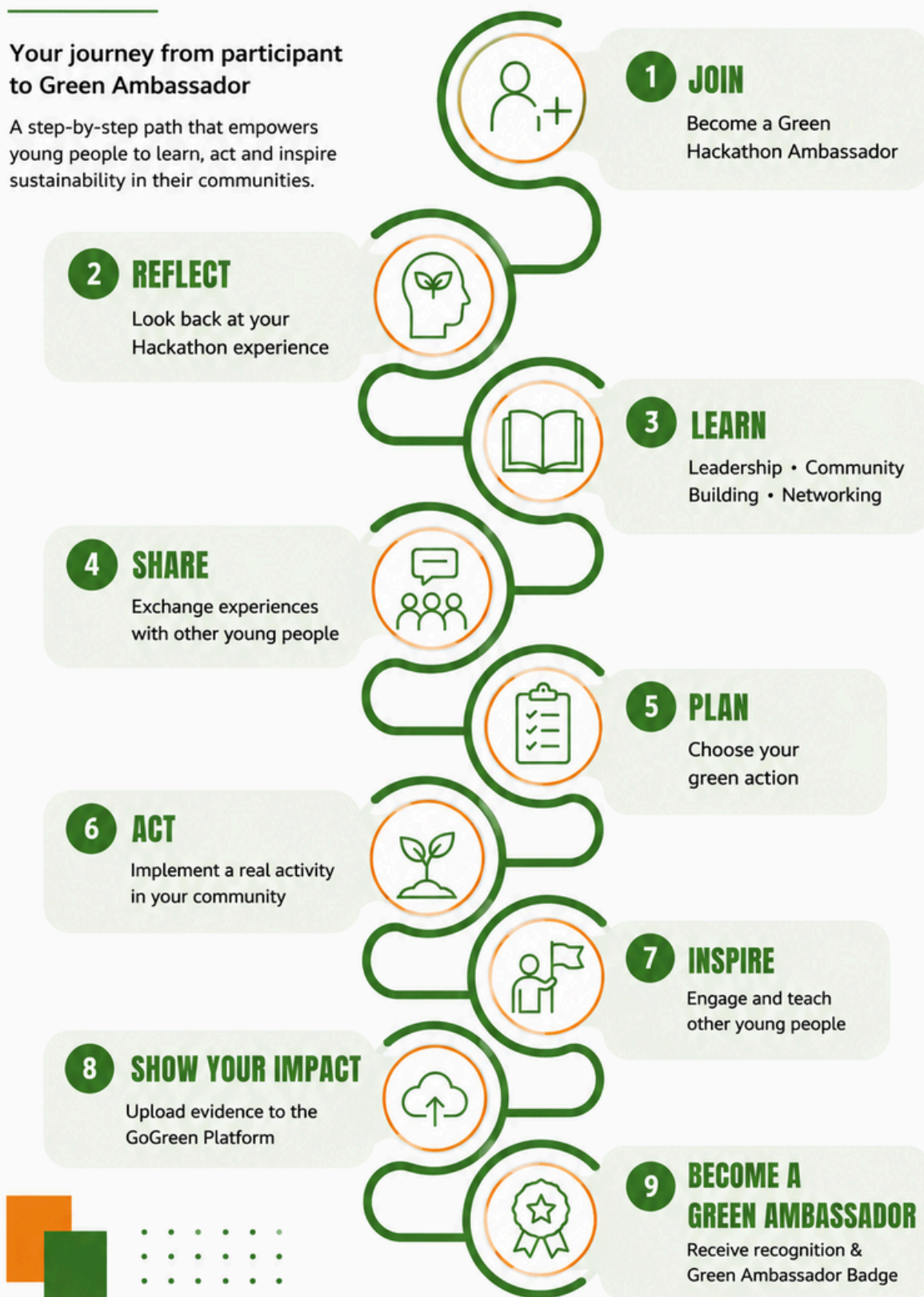
Final task

Participants will have to choose one among two/several practical tasks according to their age and/or interests. Task completion is a requirement for recognition, certification and badge award. Evidence needs to be uploaded on the GO GREEN platform: pictures, videos, short text or video reports, etc.

THE AMBASSADOR PROGRAM AT A GLANCE

Your journey from participant to Green Ambassador

A step-by-step path that empowers young people to learn, act and inspire sustainability in their communities.



ANNEXES

Annex I : Pre-Training Self-Reflection Template

Purpose:

Before beginning the Green Hackathon Ambassador Training, take some time to reflect on your experience of participating in the GoGreen Hackathons. Your reflections will help you recognize your learning journey, identify your strengths, and set the foundation for your role as a Green Hackathon Ambassador.

Please answer the following questions honestly and provide examples from your own experience. There's no right or wrong answer, feel free to express yourself! This is a project by and for you.

Self-Reflection Questions

1. Management and Leadership

What did you discover about yourself as a team member or leader during the GoGreen Hackathons?

Think about how you organised your work, made decisions, dealt with challenges, or helped your team.

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2. Community Engagement

How did you help create a positive and supportive team or hackathon community?

Think about how you encouraged others, included people, shared ideas, or helped your team work together.

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3. Networking

Who did you connect with during the GoGreen Hackathons, and how could these connections be useful in the future?

Think about other participants, mentors, organisers, experts, or people you met from Ireland, Hungary and Bulgaria, or other countries.

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Annex II: Literature for the Ambassador Program

Management and Organization Resources



Source: Corporate Finance Institute, Management Skills - **Types and Examples of Management Skills**, 11 November 2018. [Read the full article on CFI](#)



Source: YouTube. Leaders Talk - ThinkEduca. **10 Management Skills Every Manager Should Have.** [Watch the video](#)



Source: Forbes, Nir Bashan, **Creativity Isn't A Spark. It's A System.**, 23 June 2026. [Read the full article on Forbes](#)



Source: TED Talks. Drew Dudley **Everyday Leadership.** [Watch the TED Talk](#)



Source: TEDx Talks, Frank Wijen, **Sustainable Business.** [Watch the video](#)



Source: United Nations Environment Programme. **Five Young Entrepreneurs Embracing Sustainable Business Models.** [Read the full article on UNEP.](#)

Networking and Community Engagement Resources



Source: Forbes Coaches Council. **How To Network Like A Pro Without That 'Icky' Feeling: 20 Expert Tips, 2 June 2025.** [Read the full article on Forbes](#)



Source: U.S. Department of Housing and Urban Development. **HUD Community Engagement Toolkit.** [Open the toolkit](#)



Participation Pool. **Youth Participation Toolkit.** [Open the toolkit](#)



Source: **European Climate Pact.** [Visit the official website](#)



Source: **Erasmus for Young Entrepreneurs.** [Visit the official website](#)



Source: TED Talks. Matthew Smith. **The Art of Networking: Blending the Personal and Professional.** [Watch the TED Talk](#)

Community Building Resources



Source: Orgo. **What Is Community Building?** Read the full article on Orgo



Source: YouTube. **Community Building.** Watch the video



Source: Salto Youth. **Salto Green.** Visit the official website



Source: Community Tool Box. **Learning How to Be a Community Leader.** Read the full resource on Community Tool Box



Source: Council of Europe. **Youth Peace Ambassador Training Guide.** Open the training guide



Source: UNESCO. **Meaningful Youth Participation – Practical Toolkit.** Open the toolkit



Source: Drawify. **Illustrating Community Building Tactics.** Read the full article on Drawify

Annex III: Examples of final tasks

1

Mini “Green Storytelling” Challenge

Skill focus: community engagement, digital communication

Instructions: create a 30–60 second video or carousel post explaining a green problem (fast fashion, food waste, water waste, etc.) and giving a simple solution anyone can apply today

Evidence: upload to a shared folder or post on social media with GoGreen hashtag

2

Build a local Green Club

Skill focus: community building, leadership, organization

Instructions:

- Identify 3–10 youth in your organization/community who care about sustainability
- Invite them to join a simple “Green Club” (in person or online)
- Host an introductory meeting (15–30 minutes) to discuss: what sustainability topics they care about; what small activities they want to try; what goals they want as a group
- Define one concrete micro-goal (e.g., organize a clothing swap next month, create and distribute a poster on food waste).

Evidence: group photo or screenshot of online meeting; short summary report of the first meeting + the agreed micro-goal

3

Organize a Small-Scale Green Community Event (e.g., clothing swap, clean-up activity, poster exhibition on food waste, DIY upcycling workshop, waste materials art exhibition, etc.)

Skill focus: event management and organization, leadership, teamwork, communication

Instructions:

- plan the event (date, time, location, materials and other resources needed, who will help you, create simple promotional message)
- implement the event with 2–10 participants
- collect basic data: number of participants, photos, outcomes, etc.

Evidence: 2–5 photos of the event; event summary (10–15 sentences) including number of participants and key outcomes

4

Organize a Green Mini-Hackathon

Skill focus: collaboration, leadership, etc.

Instructions: gather 3–6 friends/peers, choose a topic (e. g., fast fashion, food waste, water use, plastic reduction, etc.), facilitate a 30-minute brainstorm (e. g., identify a local problem, identify the people affected, brainstorm 3–5 solutions, pick the best one), create a text summary of your idea.

Evidence: photo of the group; the idea summary (PDF or image), including 3 things

5

Develop or improve your green hackathon idea into a mini-project

Skill focus: project management, leadership, communication and collaboration, innovation

Instructions: pick the green solution you developed during the hackathon and refine it into a small doable project (no budget needed); identify one real-world test you can run in 2–4 hours, such as: prototyping a poster campaign; running a quick user interview; testing a new upcycling method; creating a simple awareness tool (video, guide, infographic)

Evidence: one-page mini-project plan (e.g., problem → idea → test → what happened); photo/video/screenshot of the test; 3–5 sentences reflection on the results

6

Conduct a Community Survey on Local Environmental Issues

Skill focus: networking, communication, stakeholder engagement, community insight

Instructions: speak to 10–15 people (peers, family, neighbors, small shops) and ask 3 short questions, then summarize the answers:

- What environmental issue worries locals most?
- What small solution could help?
- Would you join a small community eco-activity?

Evidence: a short infographic or text summary with key trends and number of people surveyed; 1–2 sentences on how these insights will help design future activities

7

Create a local partnership connection on sustainability

Skill focus: networking, stakeholder engagement, communication

Instructions: choose one potential local partner to contact (e.g., local youth/environmental NGO, small eco-business, community center, municipality youth office, etc.); introduce yourself as a youth green ambassador; ask one simple question: what environmental challenge do you think our local community should focus on first?

Evidence: screenshot or photo of your message/email (personal information blurred if needed); full or summary of the partner's response; 1-2 sentences reflection on what challenge they identified



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