

# ecogenia

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## **Vision**

Ecogenia's vision has three parts to it: people, planet, prosperity. Young Greeks activated through civic service to address national sustainability needs, while securing a viable future for themselves. We aim to become a national program that retains Greece's eager workforce and galvanizes them to become the next generation of sustainability leaders who will help build a sustainable, inclusive, and prosperous future for the country. Our civic engagement and skills-building program aims to cultivate the underutilized workforce and provide a viable path for green career prospects, and ultimately retain the country's talent. As the first program in Greece to simultaneously address unemployment and climate change in a cost-effective way, we are committed to empowering young Greeks to reshape their country's economic, social, and environmental trajectory.

## **Offering**

We offer civic engagement as an entry point to elevating the sustainability agenda in Greece. Our driving belief is that an activated society will be pivotal in Greece's trajectory to becoming a lighthouse of sustainable growth for Southern Europe. Our model promotes a skills-first and localized approach to sustainable development and prosperity. We provide paid service programs for youth (18-28) who are unemployed, beginning their careers, or shifting industries. Cohorts are created based on skills and interests, and partnered with organizations, or 'host sites,' to undertake a project that responds to a community need and advances local sustainability goals. Throughout the program, the host site provides soft and hard skills training and professional development.

## **Priorities**

As regional and national efforts focus on promoting Green Deals, post-COVID recovery, and uplifting future generations, we are hoping to use this momentum in our foundational phase. We seek to be both responsive and visionary. As such, we place particular emphasis on ensuring that our offering complements and elevates our partners' missions and that our programs are tailored to each context and driven by stakeholder input. To this end, we are currently focusing our efforts on testing our model through two pilot projects, one in Dorida and one in Chania, that are set to launch in 2022. We are also continuing to build our network of strong partners and advisors, particularly because we recognize collaboration as being critical to advancing the global sustainability imperative as formulated in the UN's Agenda 2030. Finally, as we secure foundational resources, we are prioritizing diversifying our funding streams to ensure financial viability and sustainability. To this end, we are looking to establish substantive partnerships and relationships with stakeholders from across sectors and industries.