



# Green Girls` Day

## Concept

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# Green Girls` Day: Empowering Green Future(s)

## 1. Introduction

Women4Green strives to ignite the enthusiasm of young women and girls to pursue careers in the green economy. A vital component of this endeavour is the Green Girls` Day, providing an opportunity for hands-on experience, facilitating connections with potential green employers, and fostering interactions with influential role models from the sustainability field.

### Why Green Girls` Day?

Women4Green recognizes the untapped potential of young women and girls in driving innovation and progress within the realms of sustainability and environmental careers. By creating two dedicated days tailored to their unique needs, Green Girls` Day serves as a transformative experience—an opportunity for exploration, inspiration, and connection.

The Green Girls` Day is strategically crafted to achieve a spectrum of objectives, each aimed at empowering young women and fostering a more inclusive and sustainable future.

#### 1) *Inspiring Girls in Career Orientation Towards Green Jobs:*

**Excitement and Curiosity:** Cultivate a sense of excitement and curiosity among girls, encouraging exploration of the diverse opportunities within green jobs.

**Real-World Role Models:** Showcase real-world success stories of women who have significantly contributed to the green economy, inspiring girls to envision themselves in similar impactful roles.

#### 2) *Combatting Gender Stereotypes:*

**Breaking Stereotypes:** Challenge and dismantle traditional gender stereotypes associated with specific professions, emphasizing the accessibility of green jobs to everyone.

**Promoting Diversity:** Highlight the importance of diversity in the field of sustainability, emphasizing the unique perspectives that women bring to the industry.

#### 3) *Contributing to Gender Equality in the green economy:*

**Envisioning Gender-Balanced Futures:** Encourage girls to see themselves as active contributors to a gender-balanced workforce in environmentally focused careers.

#### 4) *Interactive Learning Experience:*

**Hands-On Exploration:** Design interactive activities that engage participants in a hands-on and experiential approach to learning about sustainability and green careers.

**Diverse Role Models:** Provide role models and mentors from diverse backgrounds to inspire and guide girls, offering varied perspectives on potential career paths.

#### 5) *Building a Supportive Network:*

**Inclusive Environment:** Create a supportive and inclusive environment where girls can connect with like-minded peers, mentors, and professionals.

**Establishing Networks:** Set the foundation for an ongoing network that encourages communication, resource-sharing, and collaboration beyond the event.

In unison, these objectives aim to make Green Girls` Day an impactful and transformative experience, inspiring young women to pursue green careers while actively contributing to a more equitable and sustainable world.

## 2.) Preparations

### 2.1 Target Group Identification:

The target group for Green Girls` Day is 14 to 20-year-old young women in the career orientation phase. It is advisable to collaborate with a suitable institution such as a school, educational program, or youth organization. Take into account the educational level of the participants, as this is crucial for identifying jobs that align with their current stage of education. For instance, presenting a job requiring an academic degree to a group with compulsory school-level education may be unnecessary. Therefore, it is essential to tailor the Green Girls` Day activities to the needs and interests of the specific group.

Once a connection with a group is established, initiate contact with a youth worker or teacher to discuss the details of the event concept. This person is well-acquainted with the needs, interests, and pre-knowledge of the group. Maintaining a close exchange with this contact person will contribute to creating an ideal and tailored experience for the participants.

### 2.2 Selection of the Theme and Company

#### 2.2.1 Selection criteria

Once you have identified your target audience, the next crucial steps involve selecting a theme and a company for the Green Girls` Day. Consider the following aspects during this selection process:

#### **Green Companies:**

Choose organizations that prioritize and implement practices aimed at minimizing their negative impact on the environment and where environmentally friendly impact is a key corporate objective. These companies adopt environmentally responsible strategies across various aspects of their operations, products, and services.

When selecting companies, genuine sustainability efforts should not be confused with greenwashing (and vice versa). Greenwashing and real sustainability represent two ends of the spectrum when it comes to a company's environmental practices. Understanding the difference between the two is crucial for consumers and stakeholders who want to support genuinely sustainable businesses. Here's a breakdown of the distinctions:

*Greenwashing* refers to the deceptive practice of presenting a false or exaggerated image of environmental responsibility to mislead the public.

**Accessibility of Job Sector:**

Choose a company within a job sector that is attainable for the target group. Tailor the experience to align with their current educational level and interests, ensuring that the content is both informative and achievable.

**Hands-On Experience:**

Select a company or site that offers hands-on experiences rather than abstract concepts. For instance, consider choosing a research institute with a laboratory, an eco-farm or green care institutions where the participants can actively engage in activities. Practical involvement tends to be more inspiring and memorable.

**Comprehensive Showcase:**

Opt for a company that can showcase different departments or facets of its operations within the same location. For example, a wind turbine producer that encompasses everything from engineering and production to installation provides a holistic view of the industry.

**Incorporate Female Role Models:**

Opt for a company that boasts a significant representation of female employees. Having female role models on-site can enhance the girls' experience and provide them with relatable figures to interact with throughout the day. In addition, you can also invite potential (female or queer) role models who work in the sustainability sector so that the young women have the opportunity to find out first-hand what opportunities they have.

**Relevance to the Theme:**

Select a theme that effectively encapsulates the impact of the visited company. Ensure that the chosen theme resonates with the goals of the Green Girls` Day, is relevant and interesting for the target group and enhances the overall learning experience. For example, if the company is focused on sustainable agriculture, the theme could revolve around "Green Innovations in Agriculture."

By considering these aspects, you can ensure that the Green Girls` Day is not only informative but also engaging and inspiring, providing the participants with a hands-on and comprehensive understanding of the chosen industry and its impact.

## 2.2.2 Benefits for the Company

The Green Girls` Day presents a valuable opportunity for the excursion company to leverage promotional strategies and demonstrate social responsibility. Beyond being an educational experience for the participants, this event can serve as a platform for the company to showcase its commitment to community engagement and gender inclusivity. It also enables the company to position itself as a potential employer.

When contacting the company, the following benefits can be highlighted in order to motivate companies to collaborate:

**Promotional Opportunities:**

The Green Girl`s Day can be strategically utilized to enhance the company's visibility. By aligning with the event's objectives and actively participating in its organization, the company can leverage

promotional activities such as media coverage, social media engagement, and collaborative marketing efforts. The excursion would also be represented on the Women4Green Social Media platforms, where the company will be visible internationally.

This exposure not only highlights the company's dedication to fostering interest in green careers but also positions it as a socially responsible entity within the community.

### **Community Engagement and Social Responsibility:**

Participating in the Green Girls` Day underscores the company's commitment to social responsibility. By opening its doors to young women and providing them with insights into green jobs, the company contributes to the broader goal of empowering the next generation. This proactive engagement fosters a positive image, emphasizing the company's dedication to making a meaningful impact beyond its core operations.

### **Long-Term Benefits:**

Investing in the Green Girls` Day extends beyond immediate promotional gains. By actively supporting educational initiatives and inspiring young minds, the company contributes to the development of a talent pipeline interested in sustainable and environmentally conscious careers. This long-term investment not only aligns with corporate social responsibility but also positions the company as a forward-thinking and socially conscious industry leader. Furthermore, it establishes connections with prospective employers who express interest in the sector—an imperative consideration given the existing shortage of qualified workers in the industry.

In essence, the Green Girls` Day offers the excursion company a multifaceted opportunity—to promote its brand, demonstrate social responsibility, and contribute to the cultivation of a skilled and diverse workforce passionate about green careers. Embracing these opportunities can create a positive impact that resonates with both the community and the company's stakeholders.

## **2.3 Programme and Activity Development**

Once the company for the excursion is identified, the next step involves developing the program for the day. An example outline is provided under [Point 3](#). Outline, which can serve as a foundation and be expanded upon. Depending on the specific outline, the following aspects need to be prepared and organized:

- **Venue or Seminar Room:**  
Secure a suitable venue or seminar room, preferably within the premises of the excursion company. This ensures a seamless and immersive experience for the participants.
- **Speaker(s):**  
Identify and secure speakers who can effectively convey the key messages and insights related to the chosen theme. Speakers should be well-versed in the industry and capable of engaging the participants.
- **Facilitators:**  
Select and prepare facilitators who will lead workshops, discussions, and interactive activities throughout the day. Facilitators play a crucial role in ensuring the event's success and maintaining a dynamic and engaging atmosphere.
- **Accompanying Persons:**

Coordinate the involvement of accompanying persons, such as youth workers, teachers, or other support staff. These individuals play a vital role in assisting participants, fostering a positive environment, and ensuring the smooth execution of the program.

By addressing these organizational aspects, the Green Girls` Day program can be carefully crafted and executed, providing a structured and enriching experience for the participants.

In the collaborative development of the Green Girls` Day program, proactive engagement with both the selected company and the involved youth worker is paramount. Through scheduled meetings, the aim is to discuss and define specific aspects of the program in alignment with the company's capabilities and the educational needs of the participants. This collaborative approach ensures that the program not only resonates with the objectives of the Girls' Day but also leverages the resources and facilities provided by the hosting company.

Encouraging open communication, the development process seeks feedback and input from all stakeholders. This inclusive approach not only addresses concerns or suggestions but also fosters a sense of shared ownership over the Green Girls` Day program.

Once the program has been thoroughly discussed and refined, it is crucial to share the finalized version with all involved parties. This includes distributing the program to company representatives, the youth worker, and any other relevant personnel. The detailed overview encompasses the schedule, specific activities, and key objectives of the Girls' Day, ensuring that all stakeholders are well-informed and aligned with the planned initiatives.

Furthermore, this collaborative effort extends to confirming logistics and resources, such as venue arrangements, speaker availability, and the materials required for hands-on activities. By proactively addressing these details, the goal is to create a cohesive and well-coordinated Girls' Day experience. In doing so, the event becomes a meaningful and impactful endeavor that meets the expectations of participants while showcasing the commitment and capabilities of the contributing organizations.

## 3. Outline

### 3.1. General Conditions

**Group Size:**

6-10 young girls (14-20 years old), 1-2 youth workers/teachers to accompany the group, optional: 1 facilitator, 1-2 persons from the company (preferably female)

**Duration:** 2 days (1<sup>st</sup> day: 2-3 hours, 2<sup>nd</sup> day: 4-5 hours)

**Documentation:** Participants list and photographs – make sure, to have consent from the participants and the company

### 3.2. Programme

#### a.) Day 1: Getting together & preparing together (2-3 hours)

**Location:** A location that is easily accessible for the participants and where the group can get to know each other.

<p><b>Welcome and Introduction</b></p> <p><b>Duration:</b> 10 min <b>Aim:</b> Allow the group to arrive and establish a welcoming atmosphere</p>	<p>- Introduce the Women4Green Project.</p> <p>- Initiate an introduction round, encompassing participants sharing their names, their dream job, expectations, and motivations for attending.</p>
<p><b>Getting familiar with each other</b></p> <p><b>Duration:</b> 20 min <b>Aim:</b> Breaking the ice between the participants</p>	<p>- Get to know each other bingo (ANNEX)</p>
<p><b>Getting familiar with sustainability &amp; green jobs</b></p> <p><b>Duration:</b> 40 – 60 min <b>Aim:</b> Introduction into the field of green economy and making sure that everyone has the same level of knowledge</p>	<p>Facilitating discussions around open questions in a relatively open setting requires creating an environment where participants feel comfortable expressing their thoughts upon the following questions:</p> <ol style="list-style-type: none"> <li>1. What does sustainability mean?</li> <li>2. What are sustainable companies?</li> <li>3. What are sustainable professions? (+advantages to work there)</li> <li>4. What are green skills?</li> </ol> <p>Here are various methods to encourage open dialogue:</p> <p><b>Think-Pair-Share:</b></p> <ul style="list-style-type: none"> <li>• Participants individually reflect on the open question.</li> <li>• They then pair up to discuss their thoughts before sharing with the larger group.</li> <li>• Encourages more intimate conversations before group sharing.</li> </ul> <p><b>World Café Method:</b></p> <ul style="list-style-type: none"> <li>• Set up small, casual discussion groups at different tables.</li> <li>• Participants rotate to different tables, contributing their thoughts and building on the discussion at each station.</li> <li>• Promotes diverse perspectives and collaborative idea generation.</li> </ul> <p><b>Silent Gallery Walk:</b></p> <ul style="list-style-type: none"> <li>• Participants write down their thoughts on the open question and post them on a wall.</li> </ul>



	<ul style="list-style-type: none"> <li>• Others silently read and respond to the written ideas.</li> <li>• Fosters reflection and anonymous expression.</li> </ul> <p><i>(Make a note of any unanswered questions. You can then ask these during the excursion or when the speaker comes afterwards.)</i></p>
<b>BREAK: 10 – 15 minutes</b>	
<p><b>Get to know the company you are visiting better</b></p> <p><b>Duration:</b> 15 – 25 min  <b>Aim:</b> Preparation for the speaker's visit and for the excursion the next day</p>	<p>In order to make the most of the excursion the next day and the visit of the speaker from the company, it would be good if the participants could familiarise themselves with the company in advance.</p> <p>This should not be too theoretical. It would be best to show a video (from the company or on the topic/objective that the company is addressing).</p> <p>Afterwards, open questions and ambiguities can be noted down together (but not yet discussed, this will be done in the next step). You can also collect questions in advance that the participants could ask the company spokesperson.</p>
<p><b>Meeting a (potential) role model</b></p> <p><b>Duration:</b> 30 min  <b>Aim:</b> possibility to ask questions and get a deeper and realistic insight into green jobs from a female perspective, getting inspired</p>	<p>Participants have the opportunity to meet with a representative from the company, ideally a woman who can serve as a role model. This session will delve into the individual's educational journey, career trajectory, and current responsibilities within the company. To ensure an interactive and engaging experience, participants will be encouraged to ask questions and engage in a dialogue with the speaker. This personal interaction aims to provide valuable insights into the professional experiences of someone working in the field, offering inspiration and guidance for the participants' own career paths.</p>
<p><b>Closure</b></p> <p><b>Duration:</b> 5 -10 min</p>	<p>The group comes together in a circle.</p>



<p><b>Aim:</b> Reflection, collecting open questions and finding a common closure</p>	<p>Firstly, open questions and uncertainties are noted that could be answered during the excursion. This is followed by a round of reflection and a farewell.</p>
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## b.) Day 2: The excursion (4-5 hours)

<p><b>Welcome and Introduction</b></p> <p><b>Duration:</b> 20 min <b>Aim:</b> Allow the group to arrive and establish a welcoming atmosphere</p>	<ul style="list-style-type: none"> <li>- Assemble at the company, preferably in a comfortable and designated space (e.g., a seminar room).</li> <li>- Commence with welcoming remarks from a company representative.</li> <li>- Initiate an introduction round, encompassing participants sharing their names, expectations, and motivations for attending.</li> </ul>
<p><b>Guided Tour: Get familiar with the company</b></p> <p><b>Duration:</b> 1 hour <b>Aim:</b> getting to know the company, see the workplaces, deepen the understanding of the work</p>	<p>Within a guided tour, the company representative provides an overview of the company's operations, effectively introducing the group to its work. This presentation serves as a seamless bridge to the topic of green jobs, illustrating how the company's activities align with and contribute to environmentally sustainable practices.</p> <p>The company representative leads the group on a captivating tour of the premises, providing engaging explanations about the work carried out in each area. The tour is designed to be both interesting and stimulating for the participants</p> <p><i>Optional Game Idea: Green Jobs Hunt</i> The girls shall make a list of all green jobs that are mentioned through out the day. The person with the longest list wins.</p>
<p><b>BREAK – 15 minutes</b></p>	
<p><b>Try Out Time</b></p> <p><b>Duration:</b> 1h+ (depending on the premises) <b>Aim:</b> Facilitate Hands-on experiences</p>	<p>Participants should have the opportunity to actively engage in relevant activities, contingent on the selected company. These activities can occur as a collective group, ensuring that each individual has the chance to actively participate. Depending on the on-site facilities, these activities may also take place in smaller groups at various stations. In cases where the company does not provide such possibilities, suitable alternatives, such as a</p>

	<p>recycling quiz or a rally, can be organized to ensure an interactive and engaging experience for all participants.</p> <p>The more autonomous and longer this experience lasts, the better.</p>
<b>LUNCH BREAK TIME – 40 minutes</b>	
<p><b>Reflection Round</b></p> <p><b>Duration:</b> 30 min</p> <p><b>Aim:</b> Becoming aware of what has been learnt, jointly reflecting on the experiences.</p>	<p>After actively participating in the hands-on activities, the group convenes for a reflection round. This provides an opportunity for participants to share their insights and experiences. Additionally, it encourages a collective discussion on the relevance and impact of the activities in relation to the broader theme of green jobs and sustainability.</p> <p>Reflection Questions:</p> <ul style="list-style-type: none"> <li>• What was the most interesting or surprising aspect of the hands-on activities for you?</li> <li>• Did you discover any specific green jobs or aspects of sustainability that captured your interest during the try-out?</li> <li>• How do you envision the activities you engaged in aligning with real-world green job responsibilities?</li> <li>• How did the hands-on activities deepen your understanding of the company's sustainable practices?</li> <li>• In what ways do you think the company's initiatives contribute to a more environmentally conscious and sustainable future?</li> <li>• How has your perception of green jobs and their impact evolved after engaging in these activities?</li> </ul> <p>Encouraging thoughtful reflections not only consolidates the learning experience but also provides valuable insights into the participants' evolving perspectives on green jobs and sustainability.</p>
<p><b>Closing</b></p> <p><b>Duration:</b> 10 min</p> <p><b>Aim:</b> Clarify open questions, farewell</p>	<p>To conclude the Girls' Green Day on a reflective note, the participants will come together for a closing session. Every participant shall evaluate the Girls' Day (see ANNEX).</p>

	<p>Furthermore, the girls will be invited to join the <a href="#">Women4Green online community</a>, providing a platform for ongoing exchange and collaboration. This community serves as a space for sharing experiences, insights, and furthering discussions related to green careers and sustainability. By joining this online community, participants can extend the impact of the Girls' Day and continue to engage with like-minded individuals, mentors, and professionals beyond the confines of a single event.</p>
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## 4. ANNEX

### 4.1 Evaluation Form

Girls' Green Day \_\_\_\_\_

Place \_\_\_\_\_

Date \_\_\_\_\_

Dear participant,

Thank you for your participation in this workshop of our Women4Green Project. Please fully complete this survey and provide as much information as you can. The results will be gathered anonymously and summarized in a report which will be sent to the Austrian National Agency.

Thank You!

#### 1. How did you hear about this Girls' Green Day? \*

#### 2. Was the topic of the Girls' Green Day clear and adequate? \*

- Yes
- No (if you chose this option please provide more information below)

Comments:

#### 3. Was the Girls' Green Day informative and interesting to you? \*

- Yes
- No (if you chose this option please specify below)

Comments:

**4. Girls’ Green Day assessment - How satisfied or dissatisfied were you with each of the following? \***

	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
The organisation of the Girls’ Day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The discussion rounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your experience with the Teams/Groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

**4. Girls’ Green Day assessment - How are your emotions after the day? \***

	Very	Somewhat	Not	Neutral
Motivated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inspired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bored	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Empowered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Very	Somewhat	Not	Neutral
Curious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**5. What can be done to improve future Girls' Days?**

## 4.2. GET TO KNOW EACH OTHER – Bingo

The goal is to complete a row, column, or diagonal on the card by getting at least 2-3 signatures/ names in all the corresponding squares. The first person to complete a line shouts “Bingo!” and shares a bit about themselves or others based on the filled squares.

So let`s mingle around!

Not a morning person.	Can play one music instrument.	Wears something black today.	Is a rather rebellious teenager.
Likes to talk.	Takes care of the environment.	Has a rather fast walking speed.	Has a hidden talent.
Speaks at least 3 languages.	Listens to rap/hip hop music.	Likes to dance.	Finds sustainability important.
Wears colourful socks right now.	Would like to have a job that helps the environment.	Has stood on a stage before.	Watches horror movies.





 [women4green.eu](https://women4green.eu)



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