



# 1st Newsletter

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## LEAF

### Learning Ecologic Attitude Fundamentals

We are delighted to bring you the first edition of the LEAF Newsletter, your gateway to all the exciting developments and updates about our project.

LEAF, which stands for Learning Ecologic Attitude Fundamentals, is an innovative initiative aimed at revolutionizing vocational training within the Green Marketer job profile.

**Let's dive into the details!**

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#### 1st TPM IN SKOPJE

SKOPJE, 18-19.05.2023

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# INTRODUCTION OF THE PROJECT

## Let's introduce our partners!

Lead Partner: **Cuore S.r.l. Impresa Sociale (Italy)**

Other partners:

**Nodibinājums "Smart Minds" (Latvia)**

**FONDACIJA AGRO CENTAR ZA EDUKACIJA - FACE (Republic of North Macedonia)**

**STOWARZYSZENIE ARID (Poland)**

**Neotalentway S.L. (Spain)**

These organizations have joined forces to bring their expertise and knowledge to the table, ensuring the success of LEAF.



## What is the duration of the project?

LEAF will be executed from 1st April 2023 to 29th February 2024, during which we will work tirelessly to achieve our specific objectives.

## What is the general objective of the project?

The general objective of the LEAF project is to implement a comprehensive training pathway that focuses on the acquisition of knowledge and skills through a workshop methodology inspired by the "Network Boomerang Technology" and the contents shared on it. This methodology will serve as a valuable support activity to classroom training, providing learners with practical and hands-on experiences.



## To achieve our objectives, we have planned a series of activities:

### Activity 1 - 'Network Boomerang' Platform:

We will establish a robust online platform called 'Network Boomerang' to facilitate the exchange of knowledge, resources, and best practices among learners, trainers, and industry experts.

### Activity 2 - Platform Experimentation:

Through this activity, we will actively test and refine the 'Network Boomerang' platform to ensure its seamless functionality and user-friendly interface.



## 1st TPM IN SKOPJE

We are excited to announce the successful completion of the first Transnational meeting of the LEAF project partners, which took place in the vibrant city of Skopje on the 18th and 19th of May. The meeting served as a valuable platform for fruitful discussions, knowledge sharing, and strategic planning as we delve into the realm of learning about the basics of environmental attitudes.



During the event, participants engaged in insightful conversations, exploring various perspectives on environmental attitudes and their impact on society. The meeting fostered a strong sense of collaboration among project partners, paving the way for future synergies and innovative approaches in the LEAF project.

## NEXT STEPS

In the upcoming period, the partners involved in the project will undertake several activities as outlined below:

1. Platform implementation: the partners will collaborate to implement the platform for the Network Boomerang Technology (NBT). This platform will serve as a repository for the co-created Training materials.
2. Co-creation of materials for the boomerang network: Each partner will contribute their expertise and skills to develop materials that will subsequently be incorporated into the NBT for the course: Introduction to Green Marketing: Understanding the concept, principles, and benefits of green marketing.

These activities will enable the partners to implement a platform to store and share co-created materials, and develop relevant content for the Network Boomerang Technology. By working together and leveraging their respective strengths, the partners aim to enhance the knowledge and capabilities of professionals in the chosen area of expertise.





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