



LEAF

# 3rd Newsletter

DATE 29 / 02 / 2024



## LEAF

### Learning Ecologic Attitude Fundamentals

We are delighted to bring you the third 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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#### 3<sup>RD</sup> TPM IN KRAKÓW

Kraków, 02.02.2024

#### NEXT STEPS

# 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 implemented a series of activities:**

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

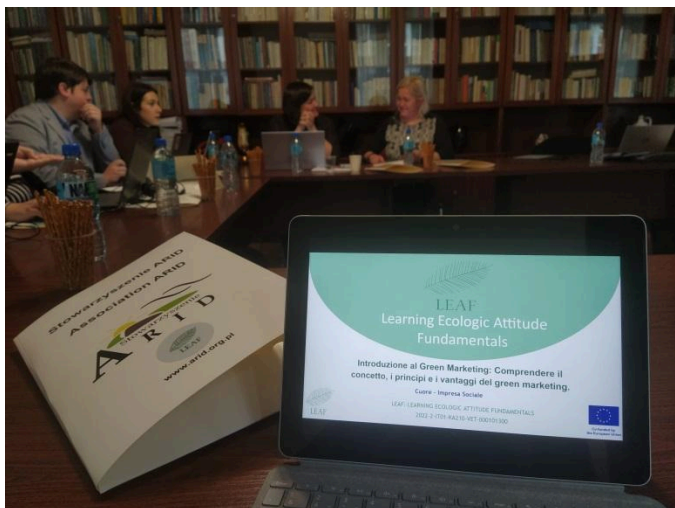
We have established a robust online platform called 'Network Boomerang' to facilitate the exchange of knowledge, resources, and best practices among learners, trainers, and industry experts.

### **Activity 2 - Platform Experimentation:**

Through this activity, we have actively tested and refined the 'Network Boomerang' platform to ensure its seamless functionality and user-friendly interface.

## Last TPM in Kraków

The LEAF project is coming to an end which means, the project consortium met for the last time. This time the transnational project meeting took place in the historic City of Kraków on the 2<sup>nd</sup> of February 2024.



The purpose of this meeting was to discuss the final stage of the project including reports and dissemination of the project results. After presenting the results of the testing phase, the LEAF team agreed to apply last improvements to the modules and the platform in order to publish materials in the highest possible quality for our target group.

The meeting was a success, full of efficient discussions and decisions for the most important stage of the project. It fostered strong relations between partners with great hopes for future collaborations.



## NEXT STEPS

In the last stage of the project, it is most important to focus on the promotion of finished results, which are easily accessible on the LEAF platform:

<https://leaf-project.eu/course/>

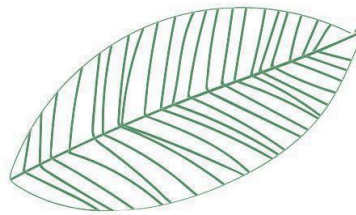
The platform includes the following modules:

1. Introduction of the concept of Green Economy
2. Green Marketing methods
3. Communication about sustainability and social responsibility
4. Building Customer and Stakeholder Relationships
5. Eco-pricing strategies

These five-module course provides trainers, adults and young adults with a comprehensive understanding of the concept, principles and benefits of green marketing.



For more information visit our website and social media profiles on Facebook (LEAF Project) and Instagram (leaferasmusproject).



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IMPRESA SOCIALE

**NTV**  
NEOTALENTWAY

  
Stowarzyszenie  
**ARID**

  
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