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»»» SHIFT2GREEN NEWSLETTER #1 «««

POWERING TOMORROW WITH SUSTAINABLE CHOICES!



CHECK OUT THE
SHIFT2GREEN
GAMIFICATION



Fachhochschule
des Mittelstands



KLAIPĖDA
CHAMBER OF COMMERCE,
INDUSTRY AND CRAFTS



EKOPOTENCJAŁ
PRZESTRZEŃ MOŻLIWOŚCI



CLEANTECH
BULGARIA

»»» Welcome to **Shift2Green**, where the main mission is to **empower SMEs, communities and individuals** to embrace **sustainable living** and make **environmentally conscious choices during work and daily life**. The vision of the project is a **greener, cleaner future for everyone**, and we believe that small shifts in our daily habits can lead to significant positive changes for our planet.

PROJECT GOALS

- To encourage SMEs to adopt eco-friendly practices starting from recycling and composting to reducing single-use plastics, by providing practical tips and resources to help introduce sustainability at the workplace, circular economy models and to promote managers and employees to lead a more eco-oriented lifestyle.
- To support green innovation by highlighting the latest advancements in green technology and sustainable products, showcasing how innovation can lead to a more sustainable world.
- To promote green procurement and supply chain management to speed up the transition to a greener future.
- To build a community by fostering a sense of support among like-minded organizations and individuals committed to making a positive impact on the environment.
- To promote renewable energy by advocating for the use of renewable energy sources such as solar, wind, and hydro power to reduce our carbon footprint and combat climate change.



SHIFT2GREEN GAMIFICATION

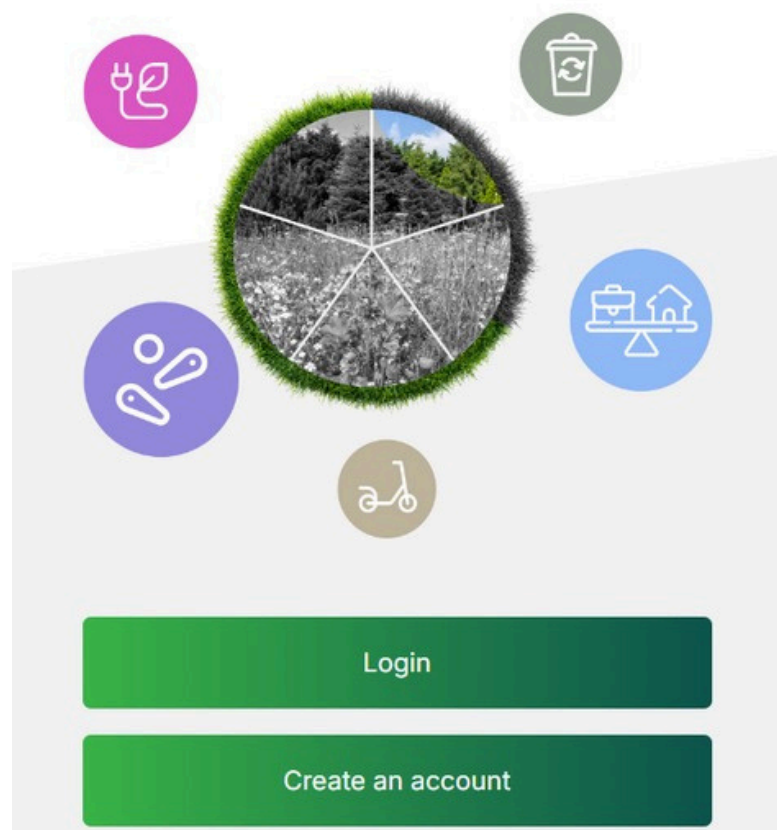
➤➤➤ **Gamification is a powerful tool of the Shift2Green project, leveraging game design elements to engage and motivate individuals and organizations to adopt sustainable practices.**

Gamification is integrated into our initiatives by:

- Competing in Eco-Challenges and competitions where users can participate in daily or weekly challenges such as reducing water usage, biking to work, or minimizing plastic use. Participants earn points and badges for completing tasks in different challenges. Companies, employers and colleagues compete to achieve the highest levels of sustainability, fostering a sense of community and friendly rivalry.
- Using a reward system, the participants earn points and badges for completing sustainable actions, such as recycling correctly, participating in clean-up events, performing assessment and research, workshops, etc.
- Completing interactive learning modules along with quizzes educate users on environmental issues and sustainable practices. Correct answers and high scores earn rewards. Browsing through daily eco-friendly tips and tasks that encourage users to adopt greener habits in real life. Completing tasks earns points and unlocks new levels. Users can track their sustainability progress, set goals, and see the impact of their actions over time.
- Collaborating in group missions and leveraging team work together to tackle larger sustainability projects such as planting trees, setting up community gardens, or organizing local recycling programs. Successful completion results in collective rewards. Collaborative efforts are rewarded with shared badges and recognition, fostering teamwork and community spirit.



Play the application and change your lifestyle in the direction of environmental friendliness



- The Shift2Green Gamification encourages more people to participate and stay committed. By rewarding sustainable actions, gamification helps individuals form long-lasting eco-friendly habits. Competitions and group missions foster a sense of community and collective purpose. Interactive and fun learning methods increase awareness and knowledge about environmental issues and solutions.
- By integrating gamification into the Shift2Green project, we make the journey towards sustainability engaging and rewarding. Join us in turning sustainable living into an exciting and impactful game. Together, we can make a difference, one eco-challenge at a time!

THE
SHIFT2GREEN
GAMIFICATION
MAKES
SUSTAINABILITY
FUN AND
ENGAGING

- Shifting to green is easier than you think. Whether you're just starting your sustainability journey or looking to deepen your commitment, Shift2Green is here to guide and inspire you every step of the way. Together, we can power tomorrow with the choices we make today.



➤➤➤ STAY TUNED FOR MORE TIPS,
STORIES, AND UPDATES ON HOW
YOU CAN MAKE A DIFFERENCE!

CHECK OUT THE
SHIFT2GREEN
WEBPAGE



**REMEMBER, EVERY SMALL ACTION COUNTS. LET'S SHIFT TO GREEN
AND CREATE A SUSTAINABLE FUTURE TOGETHER!**

**VISIT THE SHIFT2GREEN WEBSITE FOR MORE
INFORMATION AND FOLLOW US FOR UPDATES ON
OUR SOCIAL MEDIA CHANNELS:**

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