

**IMPRINT+ project raises awareness towards the environmental impact of daily actions and the importance of their compensation**

Each person has an **ecological footprint** that should be (over) compensated, if the ecological, social and economical balance is to be achieved. Therefore, IMPRINT+ aims at the promotion of an ecological reasoning based on the changing power of local community and on the participation, empowerment and **entrepreneurship of young European citizens**.

Based on a state-of-the-art research and identified most innovative practices in the field of sustainability and **environmental education** a training methodology actively involving both students and educators will be developed and implemented in different European countries. The project will culminate with a „Tutorial for **Green Entrepreneurship**“ in order to empower youngsters with tools to self-employment in environmentally responsible projects.

The following specific objectives have been defined:

- ⊕ Build up a strategy for stressing the "I'm a print" concept among young citizens at school age.
- ⊕ Target a positive footprint (I'm a print+), rather than just reducing the negative one (I'm a print-).
- ⊕ Develop outputs that will help young citizens learn how to estimate the footprint of local impacts and to compensate, locally, for those impacts.
- ⊕ Replicate project actions in different European countries: strong dissemination plan, multi-language, online tools, vast public engagement.

ADDITIONAL BENEFITS

Mobility and training of students, teachers, educational assistants and municipal technicians in the environmental area

Pilot project demonstrating best practices in the scope of ecological footprint compensation
Municipality Lousada as **living laboratory** for mapping and remediation of degraded areas

Direct involvement of society in offsetting the carbon footprint in form of a European wide „**healthy competition**“