

# GUARDIANS OF TRUTH- EMPOWERING YOUTH AGAINST GREENWASHING

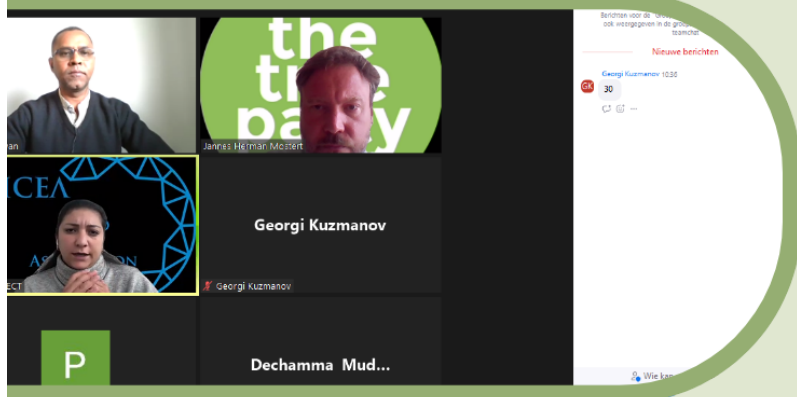


## KICK OFF MEETING

### Introduction

On 8 October 2024, the international partnership of “Guardians of Truth - Empowering Youth Against Greenwashing” officially launched the project with an online Kick-Off Meeting, marking the beginning of a shared journey to combat greenwashing through youth empowerment, research, and education.

The meeting brought together partners from the Netherlands, Germany, Turkey, and Bulgaria: STICHTING THE TREE PARTY, Impact Grid e.V., Nicea Kültür ve Eğitim Derneği, and SDRUZHENIE ALTERNATIVI INTERNATIONAL.



### From Grant Agreement to Impact – Key Messages from the National Agency

A key focus of the Kick-Off Meeting was the presentation of the Grant Agreement and the main feedback from the National Agency, delivered by STICHTING THE TREE PARTY. The discussion highlighted the importance of shared responsibility for communication and dissemination among all partners, the need for additional commitment and accurate time tracking for the State of the Art Report, and the necessity to actively involve youth organizations and young people throughout the project. Ensuring meaningful youth participation from ideation to implementation and achieving measurable impact—supported by structured tools such as the Impact Tool of the Dutch National Agency—were emphasized as central priorities, reinforcing the project’s ambition to deliver long-term, tangible results in the fight against greenwashing across Europe.

### Visibility, Coordination, and Next Steps

The Kick-Off Meeting also addressed key elements related to dissemination, sustainability, and coordination. Partners agreed on the importance of developing a strong visual identity through an early-stage project logo and launching a shared social media channel supported by all organizations. Clear coordination mechanisms were confirmed, including transparent financial planning, shared documentation, and proactive risk management. The next coordinators’ meeting, scheduled for December 2024, will review progress and ensure the partnership remains aligned, engaged, and focused on delivering long-term impact against greenwashing.

