



YOUTH
ECO-ENTREPRENEURSHIP

PROJECT NO. 2023-2-PL01-KA220-YOU-000178470

WP2/A1/T2 TURKISH NATIONAL REPORT

NICEA

O C T O B E R 2 0 2 4

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INTRODUCTION

This national research report presents the findings of a literature review and an online survey conducted as part of the **YEE-HUB project**, aimed at exploring the attitudes of young entrepreneurs towards ecological practices. The first task of this project focuses on gathering insights into how ecological awareness shapes the actions of young business owners, particularly in relation to their roles as entrepreneurs, consumers, family members, and community participants. Furthermore, the study seeks to understand the knowledge, awareness, and perceptions of ecology within these groups.

The diagnosis was carried out in two key stages. Step one involved a detailed analysis of existing research on the attitudes of entrepreneurs—especially millennials and Generation Z—towards ecology. This review provided a foundation for identifying trends and gaps in pro-ecological behaviours among young business leaders.

Step two involved conducting an online survey to collect primary data on the ecological attitudes of young entrepreneurs born between 1990 and 2004. The survey assessed the consistency of their pro-environmental behaviours across different life roles, as well as the key factors enabling or hindering the adoption of sustainable business practices.

The research was conducted across five partner countries: Poland, Turkey, Germany, Italy, and Spain. This report refers specifically to the research conducted in Turkey.

This report consolidates the results of both steps, offering valuable conclusions and recommendations for promoting ecological behaviours among the youngest generation of entrepreneurs. The insights gained will contribute to the selection of character criteria for the ideal eco-entrepreneur.

LITERATURE RESEARCH

METHODOLOGY

The field research methodology for this project involved a comprehensive analysis of eight studies or reports on the pro-ecological behaviour of entrepreneurs in the respective country. These reports, published between 2004 and 2024, were reviewed with a focus on correlating national data with broader European and global trends.

The literature review was guided by several key aspects:

- Entrepreneurs' behaviours in the ecological context

- Factors positively or negatively influencing pro-ecological behaviour
- Pro-ecological behaviours as customers and citizens
- The level of knowledge and awareness about the impact of business on the natural environment
- Challenges faced by companies in implementing pro-ecological activities
- Market and legal conditions affecting the adoption of sustainable practices
- Examples of successful pro-ecological activities that led to financial benefits
- Other relevant insights and findings

This approach allowed for a thorough understanding of the current state of pro-ecological entrepreneurship and the identification of key factors supporting or hindering sustainable business practices.

RESULTS

The document analyzes pro-ecological entrepreneurs' behavior, focusing on several key points:

1. **Increase in Sustainable Sectors:**

There has been a noticeable rise in the number of environmentally friendly professions today. New job opportunities are emerging in fields such as renewable energy, sustainable agriculture, and environmental engineering, increasing interest among young people in these careers. This trend is directly related to the growing awareness of sustainability.

2. **Development of Eco-Friendly Technologies:**

Innovations in technology are significantly contributing to the adoption of environmentally friendly practices. Innovations such as electric vehicles, smart energy management systems, and waste recycling technologies are providing sustainable solutions for both individuals and businesses, increasing investment opportunities in this area.

3. **Community Responsibility Projects:**

Many businesses are actively participating in sustainability through community responsibility projects. These initiatives aim to contribute to environmental protection, education, and social justice. As a result,

both the image of businesses is strengthened, and awareness of sustainability within the community increases.

4. Growing Demand for Ecological Products:

Consumers are increasingly turning to ecological products. The demand for items like organic food, natural cosmetics, and eco-friendly cleaning products is rising, encouraging businesses to innovate in these areas. This trend is also enhancing the overall interest in environmental sustainability.

5. Widespread Adoption of Sustainable Business Models:

Entrepreneurs are striving to make their business models more sustainable. Social enterprises, cooperatives, and circular economy approaches are helping businesses reduce their environmental impact, creating new job opportunities in the process.

6. International Collaborations and Networks:

Countries and organizations around the world are collaborating on sustainability, sharing information and experiences. These international networks facilitate the spread of best practices, accelerating the adoption of sustainable solutions.

7. Role of Policies and Regulations:

Governments are developing various regulations and policies that encourage sustainable practices. Measures such as incentives for renewable energy sources and the taxation of eco-friendly products are significant factors directing businesses towards sustainability.

The documents emphasize the need for more education, collaboration, and the development of innovative policies to support the adoption of sustainable practices.

ONLINE SURVEY

METHODOLOGY

The environmental attitude survey was conducted among young entrepreneurs born between 1990 and 2004. This anonymous survey was designed to gather insights into their attitudes toward climate change, its impact and the ecological actions undertaken.

The questionnaire was divided into five sections:

1. Respondent Profile
2. Business Data
3. Personal Shopping Preferences
4. Citizenship Behaviour
5. Knowledge & Learning Preferences

The survey consisted of 35 open and closed questions, providing both qualitative and quantitative data on the respondents' environmental attitudes and behaviours of young people.

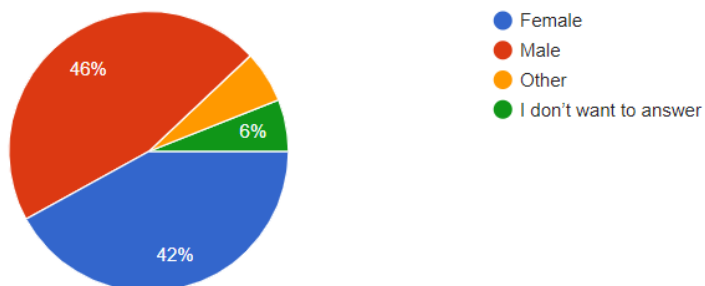
The online survey in Turkey was conducted between 15th September and 29th September, with a total of 50 participants. The data collected were analysed collectively.

RESULTS

Gender

50 yanıt

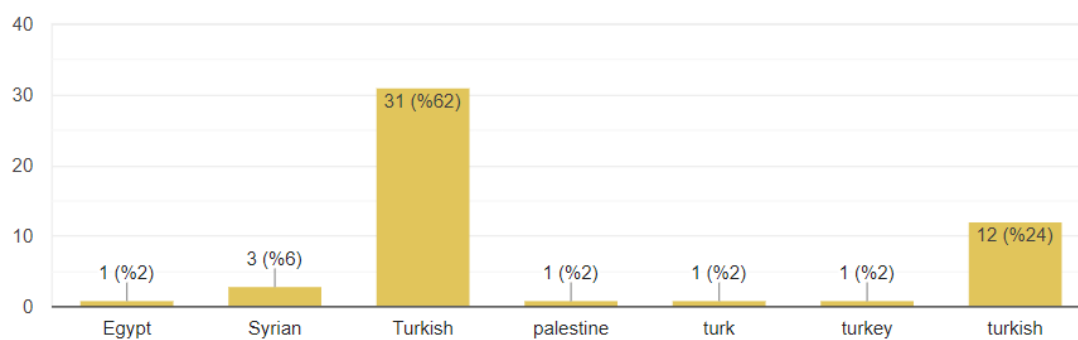
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Nationality

50 yanıt

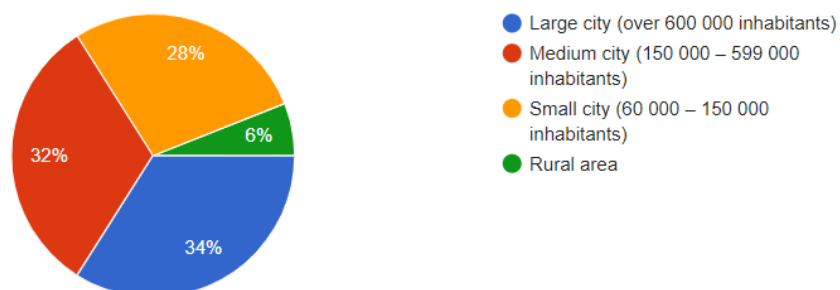
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Place of residence

50 yanıt

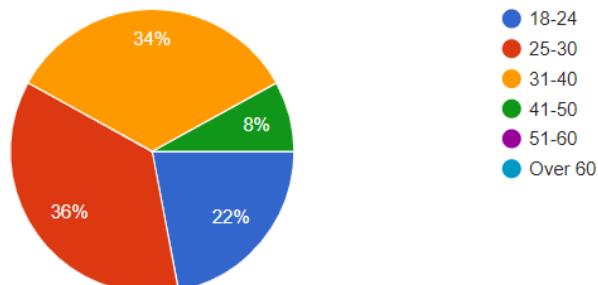
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Age

50 yanıt

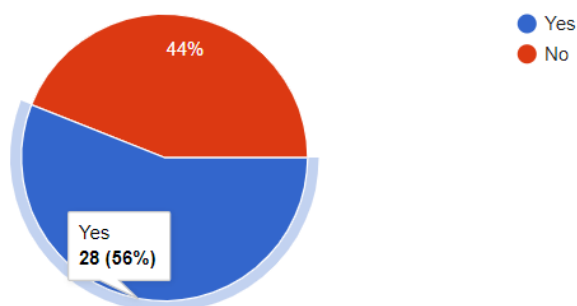
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I have run my own business (I have been self-employed)

50 yanıt

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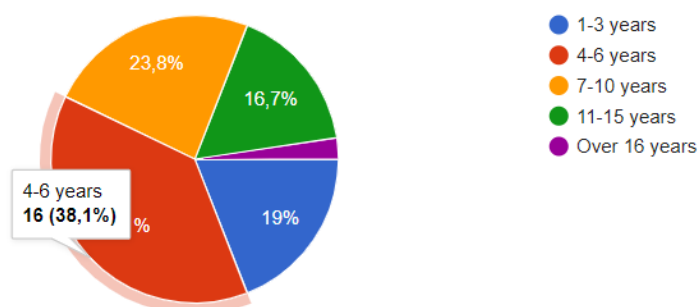


(if you answered 'yes' to the previous question)

How long have you been self-employed?

42 yanıt

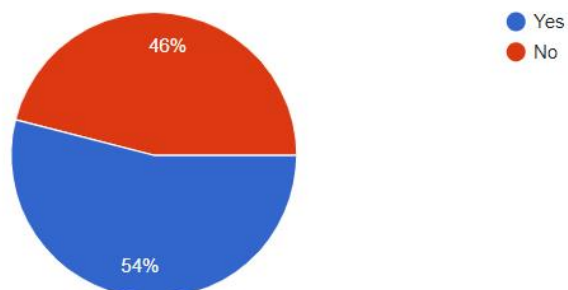
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I employ staff

Grafiği kopyala

50 yanıt

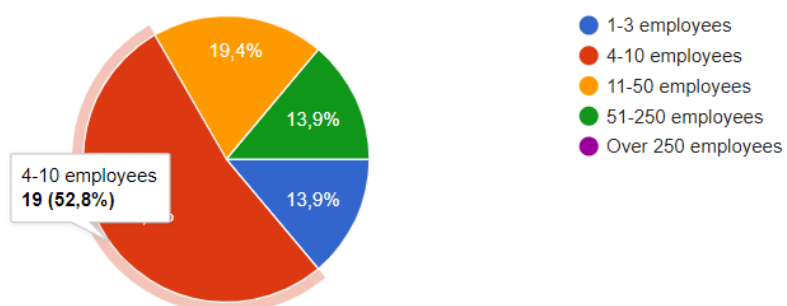


(if you answered 'yes' to the previous question)

How many employees do you have?

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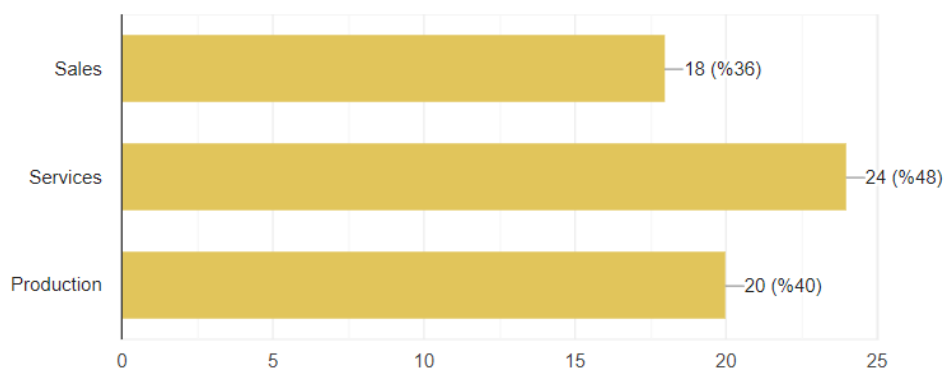
36 yanıt



What is the profile of your business?

Grafiği kopyala

50 yanıt

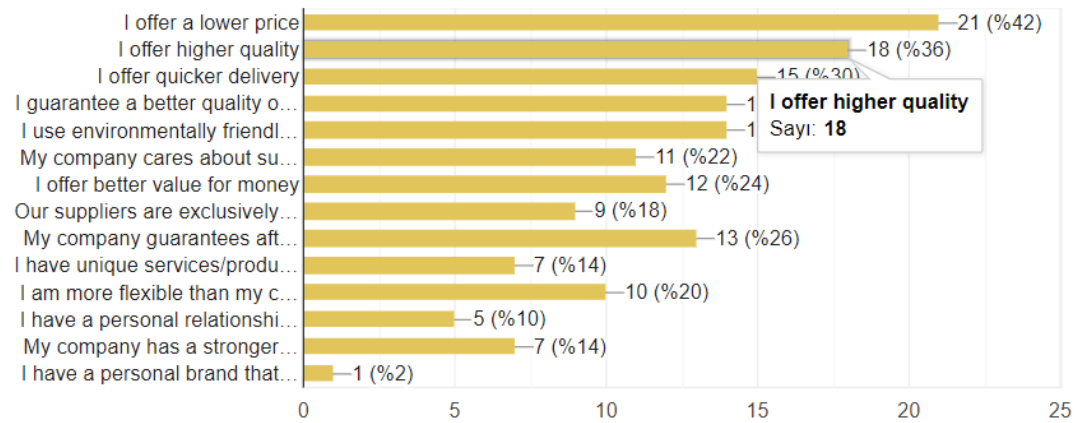


1. What is your competitive advantage? Why do your clients buy from you and not your competitors?

[Grafiki kopyala](#)

You can select up to 3 answers.

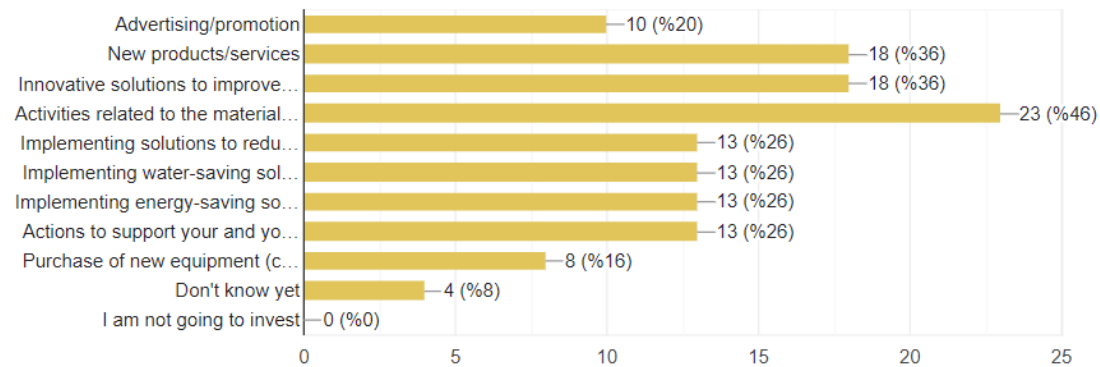
50 yanıt



[Grafiki kopyala](#)

2. When planning your business activities, what do you intend to invest in over the next 6 months?

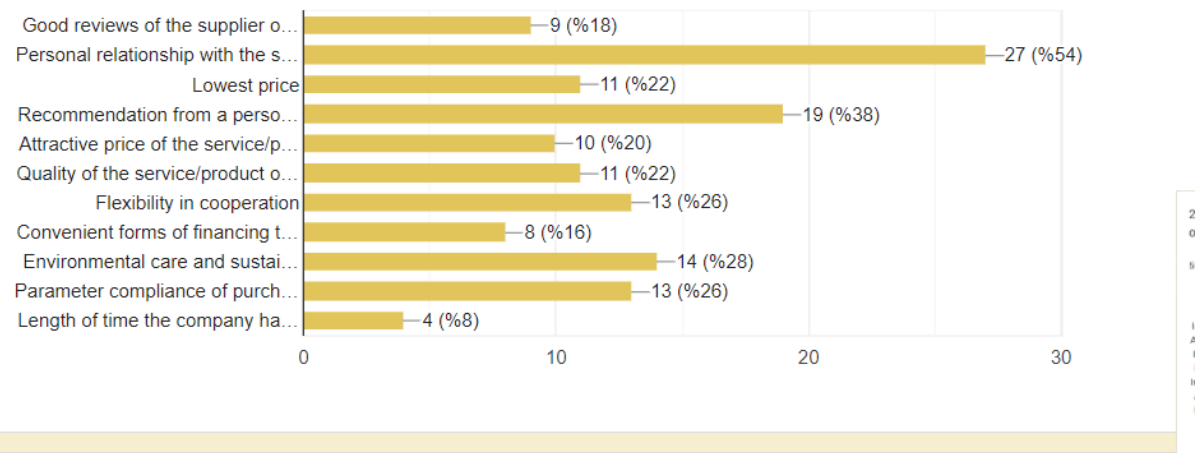
50 yanıt



Grafiği kopyala

3. How do you select service/technology/solution/product suppliers for your business?

50 yanıt



4. What pro-social or pro-environmental action undertaken by you so far are you most proud of?

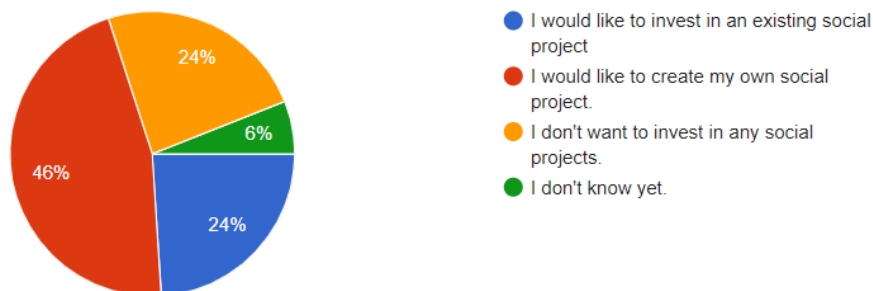
1. Shifting to digital marketing to reduce paper waste.
2. Hosted workshops on upcycling for community members.
3. Started a community garden that provides fresh produce to local families in need.
4. Donating a portion of profits to ocean conservation.
5. Launched a campaign to educate schools on the importance of sustainability.
6. Partnered with local charities to donate a portion of profits to environmental causes.
7. Pro-social Action: Established a community garden.
8. Donating products to environmental organizations.
9. Organized beach clean-ups that engaged over 200 volunteers last year.
10. Pro-social Action: Organized a clothing donation drive for underprivileged communities.
11. Reducing my carbon footprint by optimizing logistics.
12. Created a digital product that helps users track and reduce their carbon footprint.
13. Pro-social Action: Partnered with a non-profit to raise awareness about ocean pollution.
14. Transitioned our packaging to biodegradable materials across all products.
15. Pro-social Action: Led a campaign to reduce plastic usage in schools.
16. Reducing air travel to lower carbon emissions.
17. Pro-social Action: Implemented a zero-waste initiative at my office.
18. Launching an educational campaign on sustainable water use.
19. Advocated for renewable energy adoption at local government meetings.
20. Pro-social Action: Sponsored renewable energy installations in rural areas.
21. Raising awareness about climate change through my social media.
22. Implemented a carpool system within our team to reduce emissions.
23. Pro-social Action: Organized a workshop on reducing carbon footprints for local businesses.

24. Partnering with local recycling firms to ensure proper waste management.
25. Pro-social Action: Promoted eco-friendly products within my business.
26. Funded a local initiative for tree planting in urban areas.
27. Pro-social Action: Introduced paperless operations in my office.
28. Collaborated with a non-profit to promote zero-waste practices.
29. Helping organize environmental awareness events in my community.
30. Pro-social Action: Sponsored tree-planting efforts in deforested areas.
31. Started a mentorship program for young entrepreneurs focusing on eco-friendly business models.
32. Pro-social Action: Developed eco-friendly packaging for my products.
33. Installing solar panels on my business premises.
34. Launched a product line that supports fair trade practices.
35. Pro-social Action: Reduced my company's energy consumption by 30%.
36. Pro-social Action: Launched a campaign to reduce plastic bottle usage at events.
37. Organized a clothing swap event to promote sustainable fashion.
38. Leading a recycling program in the local community.
39. Volunteered time to teach children about the importance of biodiversity.
40. Pro-social Action: Created a community app to organize local eco-events.
41. Pro-social Action: Worked on a project to clean up local rivers.
42. Developed a guide for businesses on how to implement sustainable practices.
43. Implementing a reusable packaging return program for my products.
44. Environmental Regulations: Compliance with bans on single-use plastic in packaging.
45. Switching all company vehicles to electric.

5. Would you like to invest in an existing social project? Or would you like to create your own social project to make your company's resources more efficient and useful?

[Grafīgi kopyala](#)

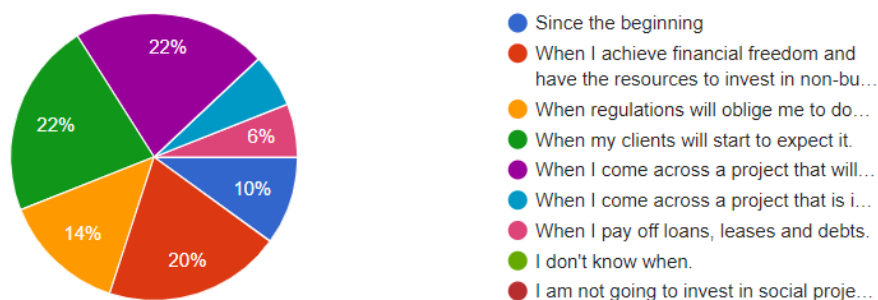
50 yanıt



6. When after establishing your business would you consider investing in social projects?

[Grafīgi kopyala](#)

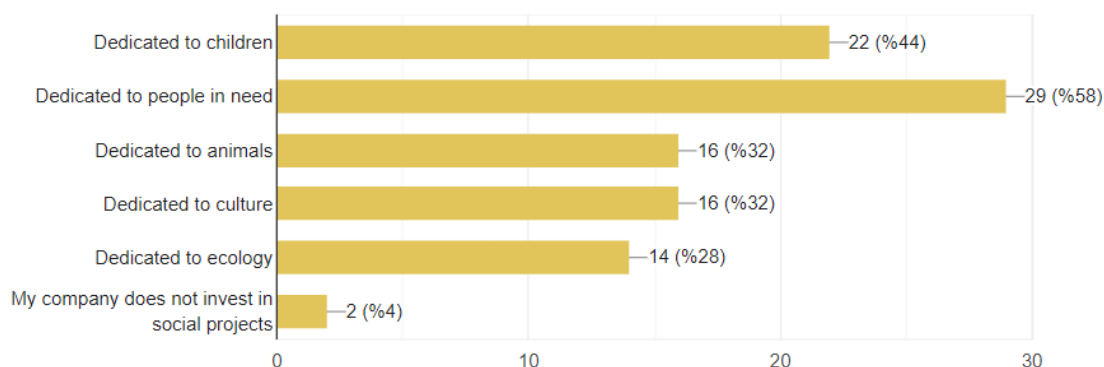
50 yanıt



7. What kind of social projects is your company investing in or would like to invest in in the near future?

[Grafīgi kopyala](#)

50 yanıt



8. What environmental regulations do you know that apply to your business?

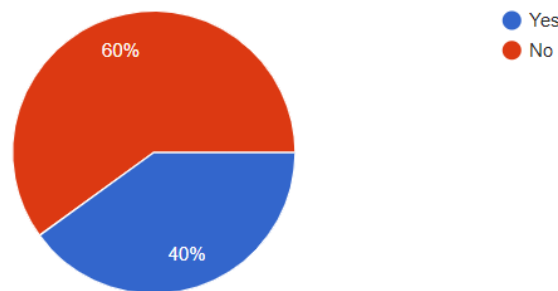
1. Regulations on waste-to-energy projects.
2. The Environmental Protection Act, which mandates regular reporting on our environmental impact.
3. Waste Management Regulations that require us to dispose of waste responsibly.
4. Bans on certain chemicals in production.
5. The Resource Conservation and Recovery Act, which governs hazardous waste.
6. Local zoning laws that mandate green space in commercial developments.
7. Environmental Regulations: Regulations on pesticide usage.
8. Compliance with renewable energy incentives.
9. Energy Efficiency Standards that we must meet for our products.
10. The Clean Air Act, which regulates air emissions from our manufacturing facility.
11. Environmental Regulations: Restrictions on the use of non-recyclable packaging materials.
12. Water usage limitations in industrial processes
13. The National Environmental Policy Act, requiring environmental assessments for new projects.
14. Environmental Regulations: Limits on carbon emissions from office buildings.
15. Water Quality Standards that regulate discharges from our facilities.
16. Water discharge and treatment regulations.
17. Environmental Regulations: Laws requiring proper waste disposal for food and organic waste.
18. Energy Efficiency Standards that we must comply with for our products.
19. Carbon emissions trading for large companies.
20. Environmental Regulations: Compliance with regulations on reducing industrial waste.
21. Compliance with environmental certification programs.
22. Packaging Waste Regulations that impose limits on non-recyclable materials.
23. The Endangered Species Act, which impacts our sourcing of materials.
24. Environmental Regulations: Energy efficiency requirements for buildings.
25. Mandatory recycling of certain materials.
26. The EU's General Data Protection Regulation (GDPR) has environmental implications for data centers.
27. Environmental Regulations: Compliance with air pollution control measures.
28. Environmental Regulations: Adherence to environmental impact assessments.
29. State-level renewable energy mandates that influence our energy sourcing.
30. Air quality regulations for industrial plants.
31. Environmental Regulations: Requirements for sustainable packaging.
32. Local regulations on the use of pesticides in our agricultural products.
33. Regulation on ozone-depleting substances in manufacturing.
34. Environmental Regulations: Compliance with emissions standards for company vehicles.
35. The Clean Water Act, which sets standards for water pollution control.
36. Environmental Regulations: Following guidelines for reducing hazardous materials in production.
37. Laws against illegal logging impacting supply chains.
38. Environmental labeling laws that we comply with for our products.
39. Environmental Regulations: Guidelines for energy conservation in industrial processes.

40. Carbon credit trading schemes.
41. Environmental Regulations: Regulations on proper disposal of electronic waste.
42. The Marine Protection, Research, and Sanctuaries Act, which impacts our coastal projects.
43. Wildlife conservation laws affecting business operations.
44. National Pollutant Discharge Elimination System (NPDES) permits required for our operations.
45. Environmental Regulations: Adherence to water-saving measures in production processes.
46. Environmental Regulations: Restrictions on water usage and conservation.
47. The Toxic Substances Control Act, which governs chemicals used in our production.
48. Regulation of biodegradable packaging materials.
49. Environmentally Friendly Actions: Switching to eco-friendly household cleaners.

9. Do you have an eco-strategy at your company? Do you have regulations specifying how the company cares for the environment?

Grafiği kopyala

50 yanıt

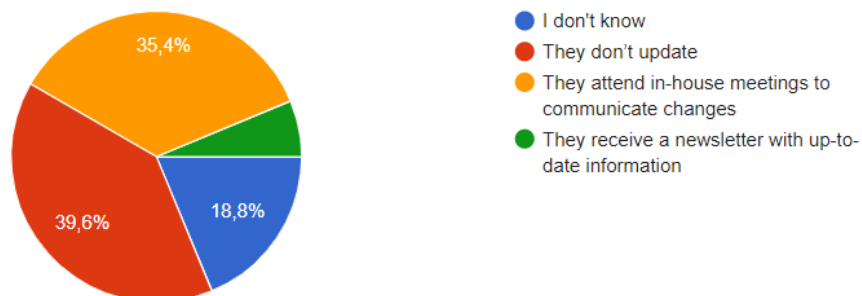


10. (if you answered 'yes' to the previous question)

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How do your employees update their knowledge of the strategy?

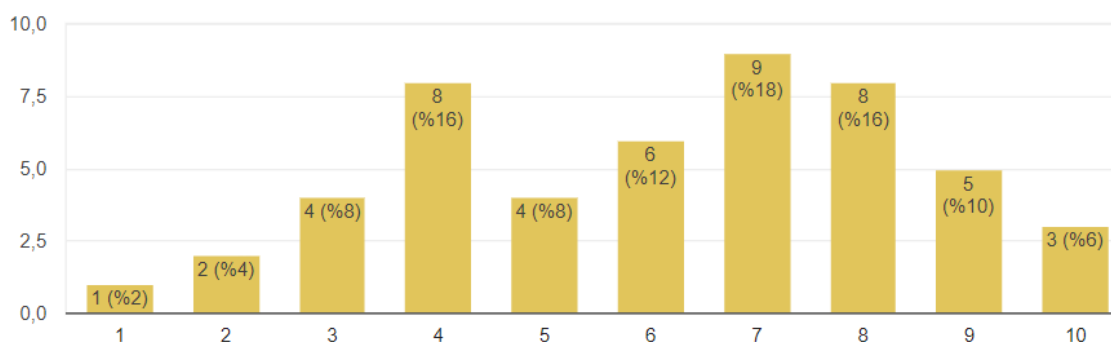
48 yanıt



Grafiği kopyala

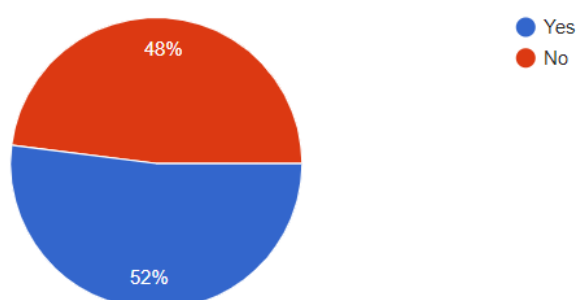
11. Determine on the scale below, to what extent you care about the positive impact on the environment in your company.

50 yanıt



12. Does your company communicate to its customers that it operates in an environmentally friendly way?

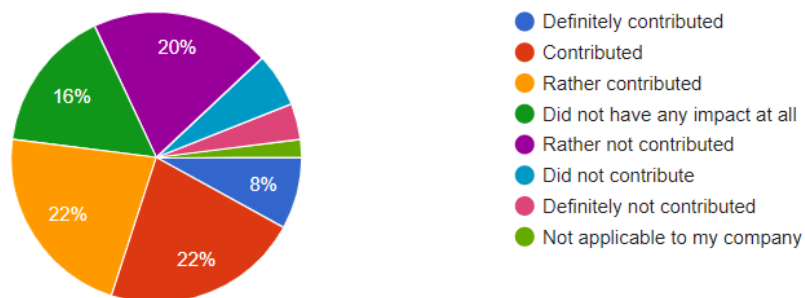
50 yanıt



[Grafoji kopyala](#)

13. To what extent has the implementation of eco-friendly activities contributed to your company's profits?

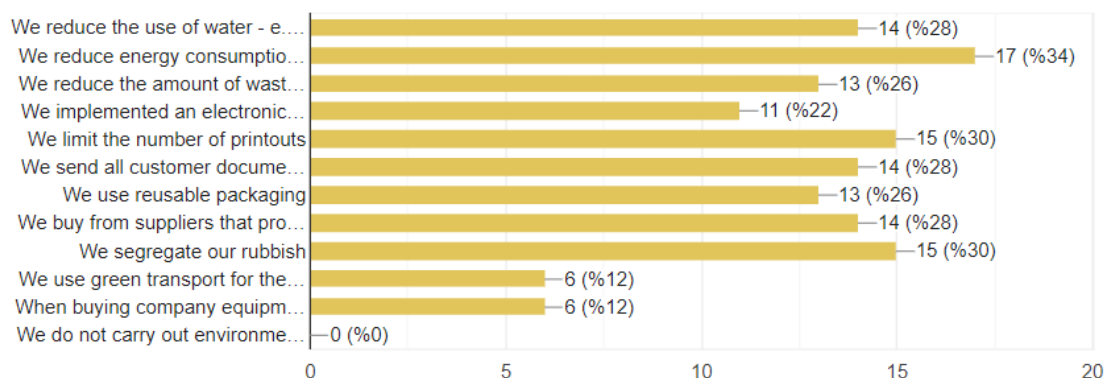
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[Grafoji kopyala](#)

14. Select those environmentally friendly actions you take as a company.

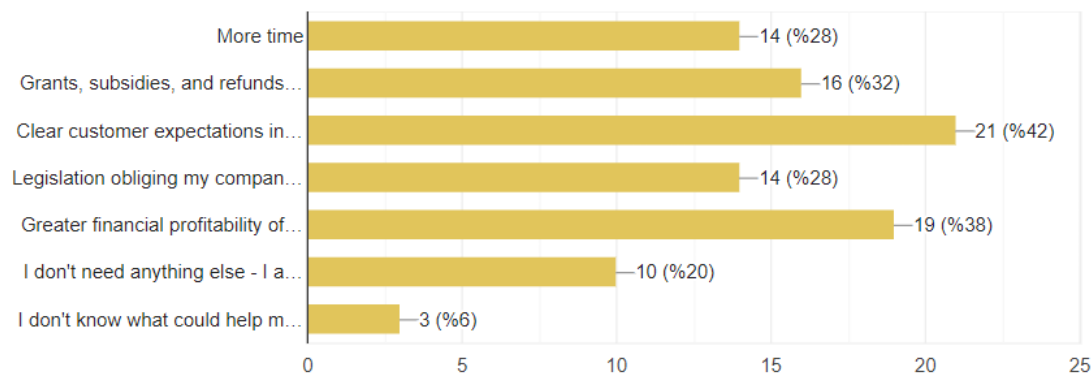
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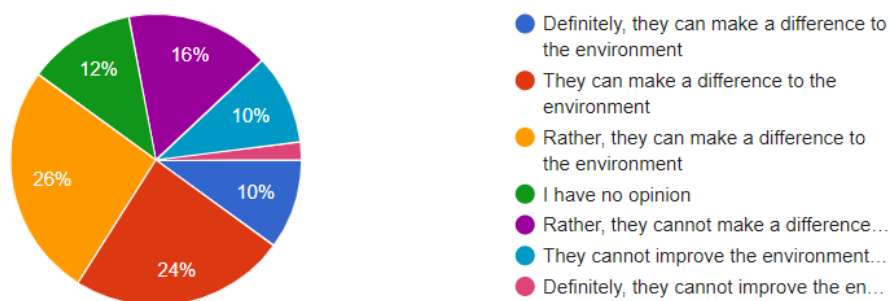
15. In order to implement additional eco-friendly actions, my company needs...

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16. To what extent do you think the environmental activities of entrepreneurs like you can make a real difference to the environment and reduce negative ecological changes, such as the greenhouse effect, pollution of the planet, over-consumption of natural resources, etc.?

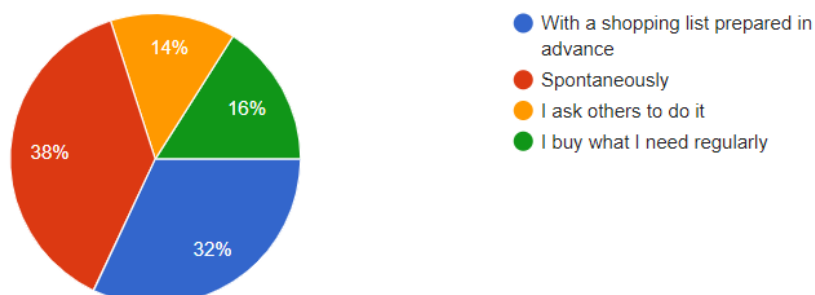
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[Grafīgi kopyala](#)

17. I do my grocery shopping (for my household)

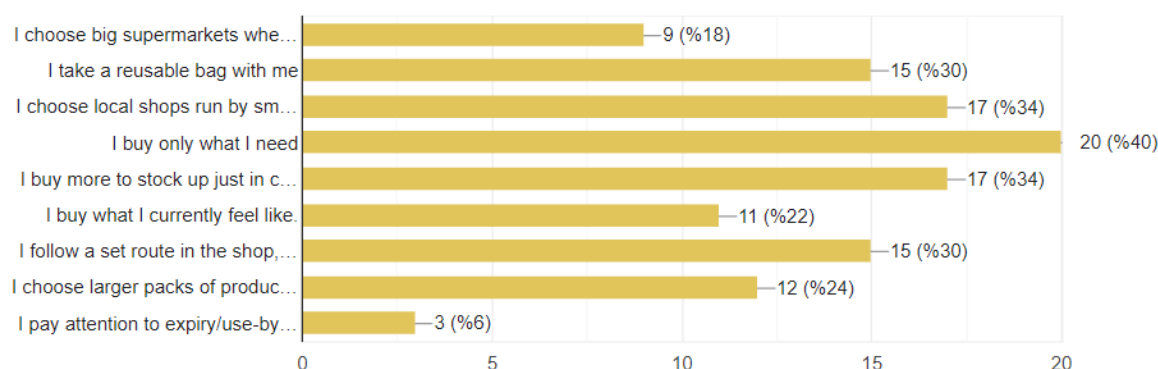
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18. When going grocery shopping (select all the behaviours you undertake):

50 yanit

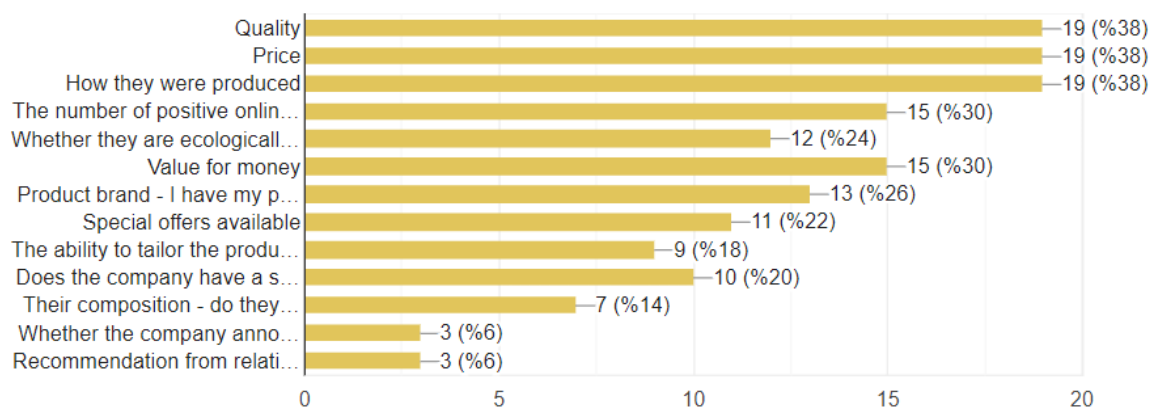
[Grafīgi kopyala](#)



19. When choosing products, I pay attention to ...

50 yanit

[Grafīgi kopyala](#)



20. I usually buy everyday items, clothes, electronics, etc. (not including food)

[Grafığı kopyala](#)

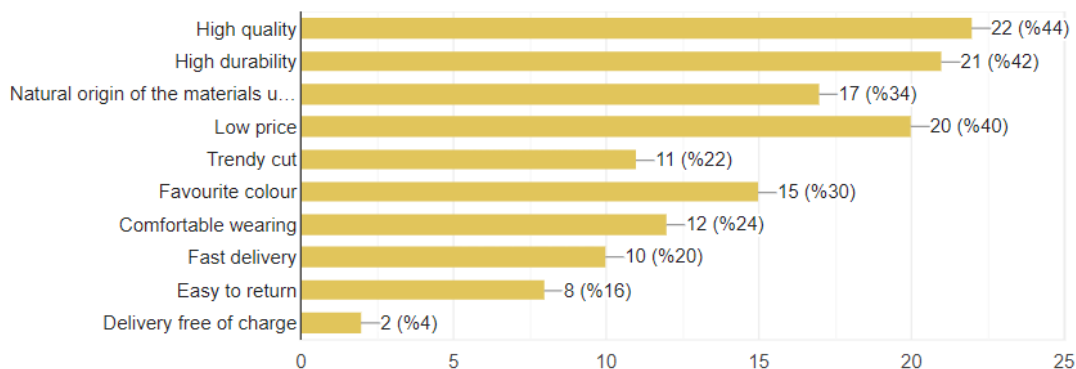
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21. When deciding to buy clothes, I choose primarily by paying attention to:

[Grafığı kopyala](#)

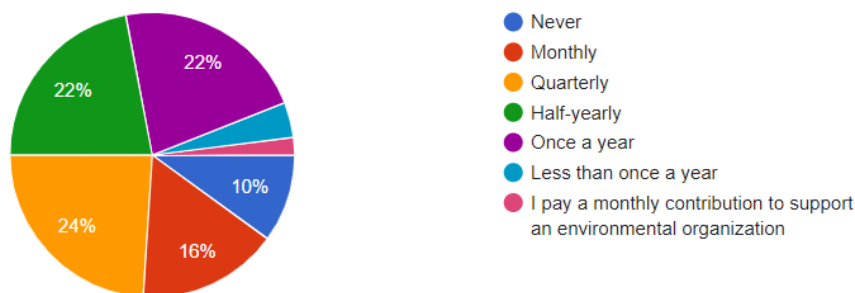
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22. I invest my private funds in environmental activities. (For example: you financially support pro-ecological organisations, such as Green Peace or WWF; you co-finance the collection of electro-waste; you co-finance the cleaning of parks/forests; you are financially involved in tree planting projects, saving endangered animal and plant species; you remotely adopt animals of endangered species).

50 yanıt

Grafiği kopyala



23. As a citizen, I take the following environmentally friendly actions:

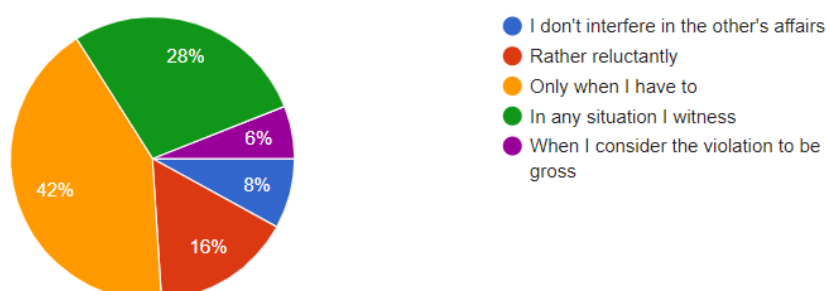
1. I participate in local recycling initiatives.
2. I advocate for sustainability at my workplace.
3. Practicing a zero-waste lifestyle.
4. I compost all organic waste at home.
5. I use public transport instead of driving whenever possible.
6. Installing energy-efficient light bulbs at home.
7. I actively participate in local recycling programs.
8. I shop from local farmers' markets to reduce food miles.
9. Environmentally Friendly Actions: Always bringing reusable bags to the store.
10. Walking or biking for short distances instead of driving.
11. environmentally Friendly Actions: Always using public transportation.
12. Using a bicycle for commuting instead of a car.
13. I avoid single-use plastics and carry a reusable bag everywhere.
14. Environmentally Friendly Actions: Using energy-efficient appliances at home.
15. Supporting policies for renewable energy transition.
16. environmentally Friendly Actions: Composting kitchen waste.
17. Environmentally Friendly Actions: Avoiding single-use plastics.
18. Using reusable bags for shopping.
19. I volunteer for local environmental NGOs.
20. I educate my friends and family about sustainable practices.
21. Environmentally Friendly Actions: Using a bicycle for commuting.
22. I plant trees during community events.
23. Environmentally Friendly Actions: Participating in local clean-up initiatives.
24. Taking part in coastal clean-up initiatives.

25. Environmentally Friendly Actions: Avoiding fast fashion and buying sustainable clothes.
26. I use a refillable water bottle instead of buying bottled water.
27. Using natural compost instead of chemical fertilizers.
28. Environmentally Friendly Actions: Using a rainwater collection system
29. I support businesses that prioritize eco-friendly practices.
30. Switching to plant-based diet options.
31. Environmentally Friendly Actions: Unplugging devices when not in use.
32. I carpool with friends to reduce gas consumption.
33. Environmentally Friendly Actions: Supporting renewable energy projects.
34. Donating unused items instead of throwing them away.
35. I have eliminated meat from my diet to lower my environmental impact.
36. Environmentally Friendly Actions: Growing my own food in a home garden.
37. Carpooling with colleagues to work.
38. Environmentally Friendly Actions: Opting for digital receipts over paper.
39. I use digital documents to reduce paper waste.
40. Composting kitchen waste at home...
41. I participate in local wildlife conservation efforts.
42. Environmentally Friendly Actions: Conserving electricity by switching to LED lights.
43. Environmentally Friendly Actions: Supporting local organic farms.
44. I regularly clean up litter in my neighborhood parks.
45. Avoiding products with excessive packaging
46. Environmentally Friendly Actions: Switching to eco-friendly household cleaners.
47. Opting for metal alternatives.

24. Do you point out to other people that they should take care of the environment with their behaviour? (e.g. dispose of waste in appropriate containers, don't leave rubbish in the forest/park).

Grafiği kopyala

50 yanıt



25. What eco-friendly initiative can you suggest for implementation in your country?

1. A nationwide recycling program with standardized bins.
2. Funding for research into sustainable agriculture practices.
3. A national tree-planting campaign to restore forests.

4. Incentives for businesses to adopt renewable energy sources.
5. Ban single-use plastics in all industries.
6. A comprehensive public transportation improvement plan to reduce car dependency.
7. Implementing a carbon tax to encourage lower emissions.
8. Environmentally Friendly Actions: Reducing paper waste.
9. Promote the use of bioplastics
10. Eco-Friendly Initiative: Installing more electric vehicle charging stations nationwide.
11. Ban single-use plastics in all industries, necessarily.
12. Establishing eco-friendly building standards for all new constructions.
13. Eco-Friendly Initiative: Promoting community-based recycling programs.
14. Mandate energy efficiency for government buildings.
15. Eco-Friendly Initiative: More government support for sustainable agriculture.
16. Promote zero-waste shopping options.
17. Eco-Friendly Initiative: Expanding public awareness programs about climate change.
18. Create stricter regulations on industrial emissions.
19. Offering tax breaks for homes that utilize green technology.
20. Supporting urban gardening initiatives in cities to promote local food.
21. Eco-Friendly Initiative: Financial incentives for businesses to go green.
22. Implement stricter controls on deforestation.
23. Launching a public awareness campaign about water conservation.
24. Eco-Friendly Initiative: Establishing urban gardens in every city.
25. Incentivize companies that adopt green technologies.
26. Eco-Friendly Initiative: Stricter regulation of single-use plastics.
27. Mandating the use of biodegradable materials for packaging.
28. Promote electric vehicle use through tax incentives
29. Eco-Friendly Initiative: Encouraging solar energy in residential areas.
30. Implementing community composting programs.
31. Create green spaces in every major city.
32. Eco-Friendly Initiative: Creating more bike lanes to reduce car usage.
33. Creating local incentives for electric vehicle purchases.
34. Eco-Friendly Initiative: Reducing plastic packaging in all industries.
35. Launch a nationwide clean water initiative.
36. Expanding protected marine areas to conserve ocean ecosystems.
37. Eco-Friendly Initiative: Promoting public composting bins in cities.
38. Establish recycling kiosks in every neighborhood.
39. Eco-Friendly Initiative: Encouraging businesses to use eco-friendly packaging.
40. Developing a national strategy for climate resilience.
41. Offer tax breaks for companies investing in clean energy!!!
42. Implementing energy-efficient upgrades in public buildings.
43. Eco-Friendly Initiative: Educating the public about renewable energy benefits.
44. Eco-Friendly Initiative: More investment in renewable energy infrastructure.
45. Starting a public campaign to reduce meat consumption for environmental reasons.
46. Promote digital solutions to reduce paper waste.

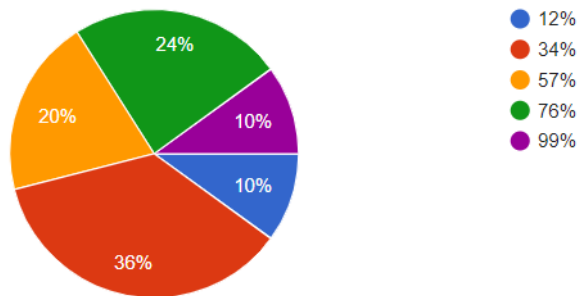
47. Eco-Friendly Initiative: Introducing a national ban on plastic straws and cutlery.

48. Subsidize eco-friendly product development for businesses.

26. What percentage of all companies in Europe are SMEs?

[Grafīgi kopyala](#)

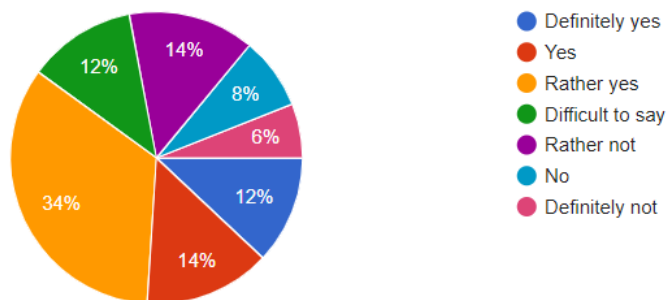
50 yanit



27. Do you think your company has a negative impact on the environment?

[Grafīgi kopyala](#)

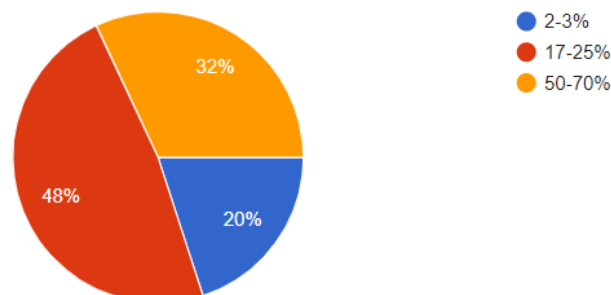
50 yanit



28. What percentage of industrial pollution in Europe are SMEs responsible for?

[Grafīgi kopyala](#)

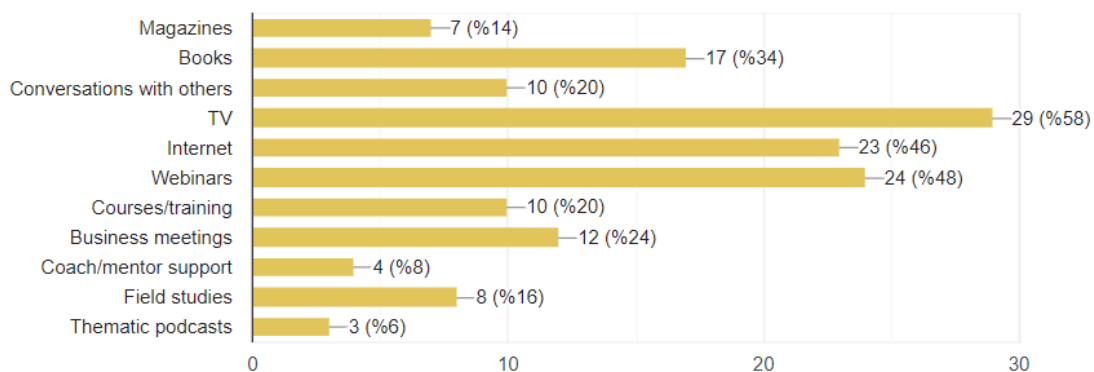
50 yanit



29. What is the main source from which you draw your knowledge about running a business?

[Grafiki kopyala](#)

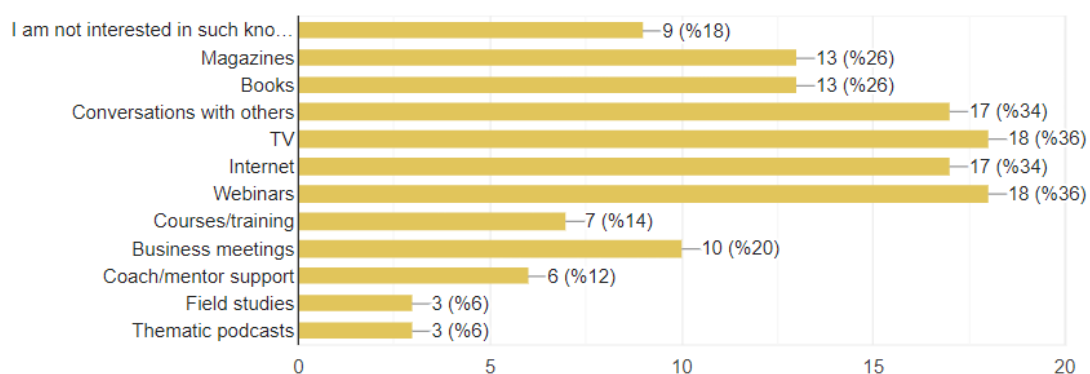
50 yanıt



30. From which sources do you draw your knowledge of the factors affecting environmental pollution?

[Grafiki kopyala](#)

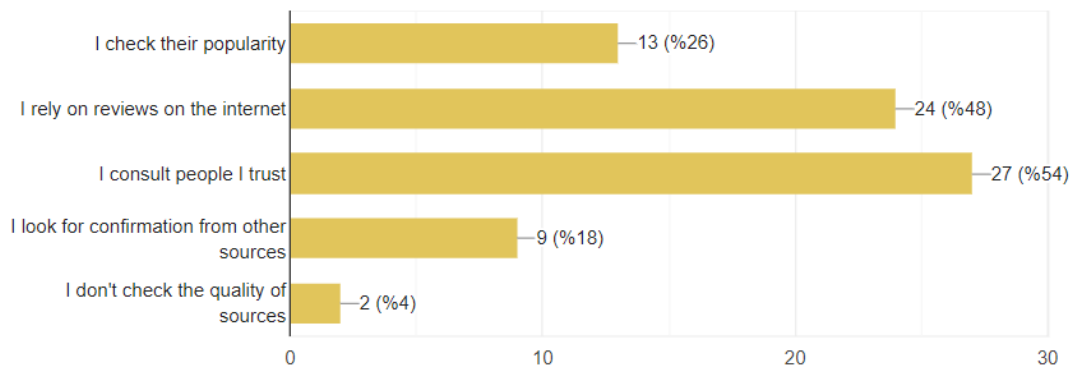
50 yanıt



31. How do you verify the quality of the sources from which you draw your knowledge?

[Grafığı kopyala](#)

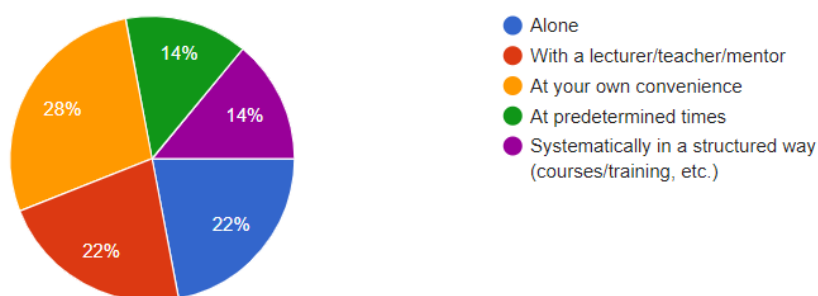
50 yanıt



32. How do you most enjoy learning?

[Grafığı kopyala](#)

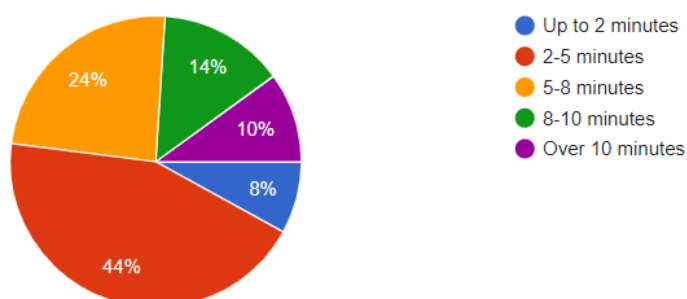
50 yanıt



33. How long should the most convenient learning videos last?

[Grafığı kopyala](#)

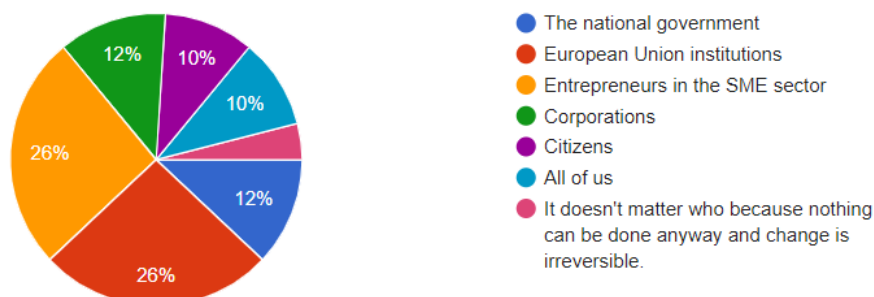
50 yanıt



34. Who do you think should be primarily responsible for environmental action?

Grafiği kopyala

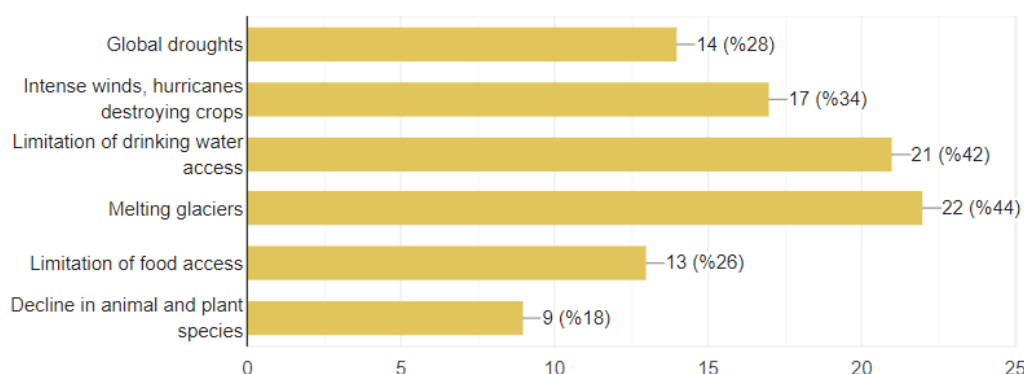
50 yanıt



35. What kind of risks can be caused to the environment by negligence of environmental measures?

Grafiği kopyala

50 yanıt



Thank you for your participation and your time! Is it okay if we contact you about this project to inform you of free training sessions on eco-entrepreneurship? If so, please provide your e-mail address below.

CONCLUSIONS

Pro-social and Environmental Actions

The majority of participants have taken actions that demonstrate environmental awareness. These actions include:

- Switching to digital marketing to reduce paper waste,
- Organizing workshops for local communities,

- Establishing community gardens to provide fresh produce,
- Running awareness campaigns to reduce plastic use and combat environmental pollution.

These types of initiatives reflect the participants' high level of consciousness regarding sustainability and their contribution to society.

Adherence to Environmental Regulations in Business

Participants also demonstrate significant awareness of environmental regulations in their businesses. Among the key areas of compliance are:

- Waste management,
- Meeting energy efficiency standards,
- The prohibition of single-use plastics.

Other prominent regulations include:

- Compliance with policies aimed at reducing industrial waste,
- Initiatives to meet energy efficiency standards,
- Incentives for adopting renewable energy sources.

These findings indicate that young entrepreneurs are committed to adhering to environmental regulations not only at an individual level but also at a corporate level.

Environmentally Friendly Behaviors as Citizens

As citizens, participants also engage in eco-friendly behaviors. Notable actions include:

- Participating in local recycling initiatives,
- Embracing a zero-waste lifestyle,
- Using public transportation and walking for short distances,
- Avoiding single-use plastics,
- Shopping at local farmers' markets to reduce food miles.

Participants are also active in raising environmental awareness through social media and educating their family and friends on sustainable practices.

Suggested Environmental Initiatives

When asked about possible eco-friendly initiatives that could be implemented nationwide, the following suggestions emerged:

- A standardized recycling program across the country,
- Funding for sustainable agricultural practices,
- A ban on single-use plastics,
- Incentives for businesses adopting renewable energy sources,
- Making public buildings compliant with energy efficiency standards,
- Establishing community gardens and supporting sustainable agriculture in cities.

These suggestions show that participants are not only concerned with their own businesses but also advocate for environmentally conscious public policies.

The results highlight the high level of environmental awareness among young entrepreneurs and their efforts to integrate eco-friendly approaches into their businesses. In addition to complying with environmental regulations, they are consciously contributing to society and the environment through pro-social behaviors. Participants adopt various eco-friendly practices on an individual level and suggest initiatives that could be implemented on a national scale. These findings demonstrate that the younger generation supports sustainability both in business and social life.



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Project no. 2023-2-PL01-KA220-YOU-000178470



**Co-funded by
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