

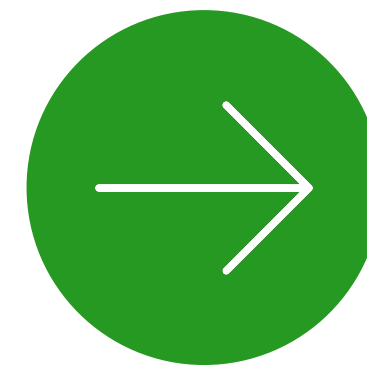


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ENTREPRENEURSHIP IDEAS





JÓVENES A TODO CAMBIO

INTRODUCTION

This entrepreneurial idea stems from the issue that the young people at the Youth Center have identified regarding environmental care and the amount of waste that is generated and discarded in the streets.

PROBLEM

The adolescents and young people at the Youth Center identify as a problem the lack of information on how and why to reuse and recycle.

SOLUTION

Conduct workshops in formal and non-formal educational centers to raise awareness among children, adolescents, and young people about environmental care through interactive and audiovisual workshops led by adolescents and young people from the Youth Center.

ENTREPRENEURSHIP

Jóvenes a Todo Cambio is an entrepreneurial initiative aimed at raising awareness among children, adolescents, and young people about environmental care, seeking to create change through individual behavior.



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HOW ENTREPRENEURSHIP ARISE?

1

WHAT PROBLEMS ARISE?

- Lack of knowledge about how much waste is generated in Montevideo, where it accumulates, how much is recycled, how much could be recycled, how many recycling plants exist, etc.
- Lack of waste bins in the area for sorting.



3

WHAT SOLUTIONS WE CONSIDER?

- Commitment and initiative of adolescents on issues related to environmental care.
- Identification of local leaders who use waste collection and sorting for income generation.
- Foster sustainable and environmentally-friendly habits.

WHY WE CHOSE THIS ISSUE?

Because it is a concern that spontaneously arises from the adolescents, related to the state of hygiene and the lack of proper waste management in their neighborhood.



2

4

WHY WE CHOSE THIS SOLUTION?

We believe it is highly relevant that this initiative is led by adolescents and young people from the Youth Center and is, in turn, directed at their peers. The methodology of the activities, which integrates a playful-participatory component and digital technologies, helps create engaging and motivating activities that involve play, participation, fun, and reflection.

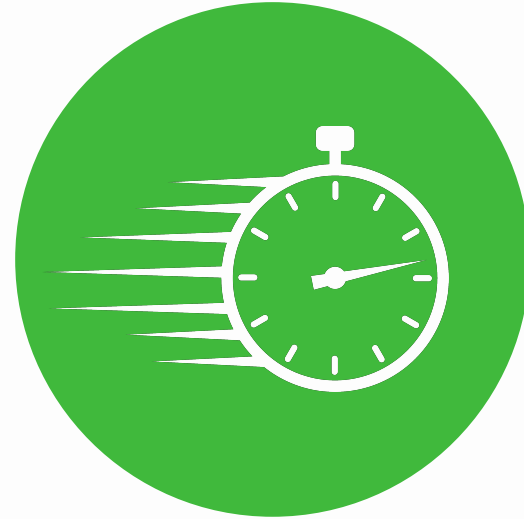


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TOOLS USED

- Theoretical training, information on the topic, and interviews with qualified experts.
- Visits to leading institutions in the issue.
- Planning meetings and the creation of audiovisual products in formats attractive to young people: reels, short films, podcasts.



TIME USED

- 30 hours of workshops to research the topic.
- 4 meetings of 3 hours each to create audiovisual content.
- 4 meetings of 2 hours each to develop activities for the workshops.



CHALLENGES OR OBSTACLES

As an obstacle, we encountered the scheduling of educational centers and how to coordinate actions.

Another challenge is how to generate interest in the topic so that educational centers join the initiative and continue the proposal.



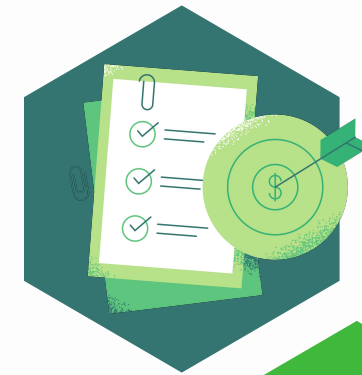
ACHIEVEMENTS

For adolescents and young people at the Youth Center to gain a better understanding of environmental issues and identify individual actions that can help reverse them.

To raise awareness among educational stakeholders so they can influence institutions by integrating sustainability into educational practices.



JÓVENES A TODO CAMBIO



OBJECTIVE

Jóvenes a Todo Cambio is an entrepreneurial initiative aimed at raising awareness among children, adolescents, and young people about environmental care, seeking to create change through individual behavior.



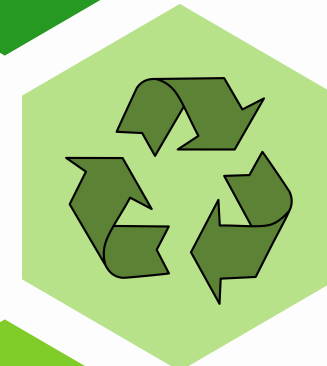
TECHNOLOGY

- Development of playful products and use of digital technologies for workshop development.
- Digital games.
- Resource guide for educational centers to continue learning about and incorporating good sustainability practices.



SOCIAL IMPACT

It has a direct impact on the children, adolescents, and young people who participate in the workshops, as well as on the educators and teachers of the educational centers, by developing or strengthening behaviors and/or habits of environmental care.



ENVIRONMENTAL IMPACT

The development of the workshops creates a great opportunity for the care of public and private spaces, while also improving the quality of life for the neighbors and the community as a whole.



SUSTAINABILITY

Once the workshops are developed and followed up in the educational centers, the creation of a community-based environmental network will be promoted, linking educational centers with other local stakeholders who are working on these issues.



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THE TEAM

Our team is made up of the team and adolescents who are part of the proposal from the Santa Maria Youth Center of Gurises Unidos.

- Mariana Silveira
- Anabel Jaime
- Benjamin Rodriguez
- Diego Pailos
- Agustina Correa
- Camila Reyes
- Santiago Garcia
- Mauri De Lima
- Camila Beltran
- Yohana coccoli
- Brian Rosas
- Carolina De los Santos
- Ezequiel Pereira
- Aarón Soca
- Leandro De los Santos
- Natasha Pedrozo
- Bruno Moreira

And other adolescents and young people who join the activities carried out within the framework of this entrepreneurial initiative.



CONCLUSIONS

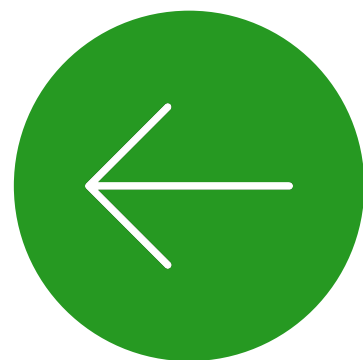
- It is difficult to find a solution that encompasses all the issues and their dimensions.
- Teamwork facilitates the process and complements the approach to the problem.
- Research on this issue has helped us think of different strategies and potential solutions that empower adolescents and young people in this context.
- Different experiences and best practices have contributed and inspired the development of new entrepreneurial ideas.



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