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green change makers

CHMKS Capitalisation Plan

Practical Guide for Established and Future HUBs

Document Version: 1.0

BASE

ECOWORLD RHODOPES
Smolyan, Bulgaria
www.ecorodopi.eu

iRIS
SUSTAINABLE DEVELOPMENT

open impact.

PROJECT DETAILS

Project acronym	CHMKS
Project title	Green Changemakers
Project number	2023-2-ES02-KA220-YOU-000177571
Duration	Start date: 01-11-2023 End date: 31-12-2025
Call:	Erasmus+
Topic:	Cooperation partnership in youth
Project website	greenchangemakers.eu
Date of Delivery:	17/12/2025
Status	Version 1.0
Author	BASE
Responsible Author	Maria Ceraolo

AUTHORS

This document was prepared by:

Maria Ceraolo, Project Manager
BASE NGO APS
Via del Quadruviale, 4 - 83014
Office Phone: +393880920085
mariaceraolo@basengo.it

VERSION HISTORY

December 17, 2025	1.0	First version	Maria Ceraolo

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PURPOSE AND RATIONALE

This Capitalisation Plan explains **how CHMKS results will continue to be used and expanded after the end of EU funding**, and **how CHMKS HUBs can concretely apply them to reach new young people**.

The plan is based on the evaluation of dissemination and exploitation activities carried out during the project and translates partners' commitments into **practical, repeatable actions** supported by shared tools and evidence.

The plan is designed as a **practical guide for established and future Changemakers HUBs**, supporting them with clear steps, tools, and strategies to:

- reach out to new young people,
- engage educators, youth workers, and local stakeholders,
- reuse and adapt CHMKS educational resources,
- contribute to the growth and sustainability of the CHMKS HUBs network at local, national, and European level.

PARTNERS' COMMITMENT

All CHMKS partners commit to ensuring that project results remain **accessible, usable, and actively promoted** for at least **five years after the project end (2025)**.

In concrete terms, partners commit to:

- keeping all project outputs available through the project website, partners' websites, and the CHMKS HUBs Platform;
- integrating CHMKS educational materials into their regular training and youth work activities;
- supporting external organisations and HUBs interested in reusing CHMKS results;
- encouraging and supporting follow-up initiatives and national-level spin-offs.

These commitments are implemented through existing organisational activities and networks, ensuring continuity beyond the project lifetime.

How partners enable the HUBs

Partners do not only keep results online; they **actively enable HUBs to use them**.

To do so, partners commit to:

- providing HUBs with free access to all CHMKS educational resources and tools;
- publishing and updating practical materials on the CHMKS HUBs Platform (Capitalisation Plan, Dissemination Kit, templates);
- organising webinars and peer-learning opportunities to support young people and HUB coordinators;
- facilitating connections between HUBs and schools, local authorities, CSOs, and other stakeholders;
- monitoring HUB activities and using collected evidence to improve support tools.

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EVIDENCE BASE: LEARNING FROM DISSEMINATION AND EXPLOITATION ACTIVITIES

The Capitalisation Plan is informed by:

- the monitoring of dissemination activities (digital outreach, events, partner networks);
- feedback collected from young people, educators, youth workers, and stakeholders through surveys, focus groups, and training evaluations;
- evidence of uptake and reuse of project outputs within partner organisations and local ecosystems.

Key lessons learned include:

- the importance of **face-to-face and local-level engagement** alongside online dissemination;
- the effectiveness of **peer-to-peer approaches** led by trained youth workers and young changemakers;
- the added value of **partner networks and aligned movements** (e.g. youth, environmental and civic networks) for extending outreach beyond the project's direct audience.

Capitalisation objectives

The Capitalisation Plan pursues the following objectives:

- ensure the **continued accessibility and reuse** of CHMKS outputs;
- support HUBs in **replicating and adapting** project activities in different contexts;
- strengthen the **capacity of young people** to act as multipliers within their communities;
- foster **spin-off initiatives and follow-up actions** at national and local level;
- reinforce transparency, accountability, and impact-oriented monitoring within the HUBs network.

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CAPITALISATION ACTIONS AND STEP-BY-STEP GUIDANCE FOR HUBS

A CHMKS HUB is considered active when it:

- uses at least one CHMKS educational resource per year;
- involves young people in at least one activity annually;
- documents activities on the HUBs Platform;
- engages at least one local stakeholder group.

Using CHMKS results does not require creating new structures. A HUB capitalises on the project, with the support of the Consortium, by following **six simple steps**.

Step 1 – Access and reuse CHMKS resources

- **HUBs** access CHMKS materials via the CHMKS Platform and select the resources most relevant to their local context and target groups.
- **CHMKS Partners** ensure materials remain freely accessible online for at least five years after project completion.

Step 2 – Build internal capacity and multiplier effects

- **CHMKS Partners** integrate CHMKS educational materials into internal and external training offers of organisations involved in the HUBs.
- **CHMKS Partners & established HUBs** organise staff seminars and peer-learning sessions led by trained youth workers to transfer knowledge and skills to colleagues and volunteers.
- **CHMKS Partners & established HUBs** encourage youth participants to take an active role as **local ambassadors and facilitators**.

Step 3 – Reach out to young people and local stakeholders

- **HUBs** organise training sessions, information meetings, and local events using CHMKS resources, involving young people directly and encouraging peer-to-peer learning.
- **HUBs & CHMKS Partners** promote HUBs activities through existing youth, environmental, and civic networks (e.g. youth organisations, schools, municipalities), using both online and offline channels to ensure inclusive and accessible outreach.

Step 4 – Activate and strengthen local HUBs

- **HUBs & CHMKS Partners** promote HUBs as **open, participatory spaces** for young people interested in sustainability, civic engagement, and green transition.
- **CHMKS Partners** organise webinars and workshops on project design, management, and civic action to empower young people to initiate their own actions.

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- **HUBs & CHMKS Partners** develop follow-up initiatives and supporting activities for Green Changemakers within the HUBs.

Step 5 – Engage stakeholders and support policy uptake

- **HUBs** organise debates, consultations, and co-creation activities with CSOs, NGOs, green businesses, and public authorities.
- **HUBs** promote and contextualise CHMKS Policy Recommendations at local and regional level.
- **HUBs** support stakeholder-led initiatives that contribute to the implementation of the project's recommendations.

Step 6 – Monitor impact and support sustainability

- **CHMKS Partners & established HUBs** collect qualitative and quantitative evidence on HUB activities, participation, and outcomes.
- **HUBs** share feedback, success stories, and lessons learned through the CHMKS HUBs Platform.
- **CHMKS Partners & established HUBs** contribute to impact studies and follow-up evaluations conducted after the end of EU funding.

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MONITORING, TRANSPARENCY, AND IMPROVEMENT

To ensure transparency and continuous improvement:

- targets and KPIs related to dissemination, participation, and HUB development will be published on the CHMKS HUBs Platform;
- HUBs will be encouraged to document activities, engagement levels, and outcomes using shared templates and tools;
- partners will periodically review HUB contributions and feedback;
- results will be used to inform future adjustments of the capitalisation and sustainability strategy;
- one year after the end of EU funding, partners will organise a HUBs Network Meeting to assess progress, share experiences, and support scaling-up.

Roles and responsibilities

Actor	Responsibilities	
Project Partners	Maintain platform, update tools, provide mentoring	
HUB Coordinators	Implement capitalisation steps locally	
Youth Leads	Peer outreach and mobilisation	
Stakeholders	Support activities and follow-up initiatives	
Action	**Timeline**	**Responsible**
Impact study after project end	+12 months	Open Impact
HUBs network meeting	+12 months	UNO; CHMKS Consortium;
Publication of KPIs & targets	Continuous	UNO; BASE;
Update of Dissemination Kit	Annual	BASE; CHMKS Consortium;

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LONG-TERM VISION AND SCALING-UP

In the long term, the Capitalisation Plan supports:

- the expansion of the CHMKS HUBs network beyond the original partner countries;
- the creation of new HUBs led by young people and supported by local organisations;
- the organisation of periodic HUBs network meetings to exchange practices, celebrate achievements, and co-design future developments.

Through these actions, CHMKS aims to ensure that its results remain **alive, relevant, and impactful**, supporting young people across Europe in becoming active changemakers in their communities.

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