

EU Green Tour Press Release



Press Release August 2026

EU Green Tour Launches an International Online Magazine Created with Young People for a Greener Future

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The Erasmus+ EU Green Tour project is preparing for the official launch of its international online e-Magazine, bringing together sustainability, digital media literacy and the voices of young people from Italy, Sweden, Greece and Ukraine.

The EU Green Tour e-Magazine has been developed as much more than a project dissemination tool. It forms a central part of the project's educational approach, giving students the opportunity to apply their green and digital competences through practical experience in online journalism.

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From green education to digital journalism

The creation of the e-Magazine has been built into a broader learning process. EU Green Tour first strengthens sustainability education through an **interdisciplinary Green Curriculum**, while students also develop competences in digital media literacy. These skills are then put into practice through work-based learning activities connected with the development and management of the online publication.

This approach responds to one of the project's central objectives: enabling students to move from being recipients of information to becoming active **“eco-digital creators”** capable of researching, critically evaluating and communicating sustainability issues.

The project brings together educational and training expertise from **Italy, Sweden, Greece and Ukraine**, with partners contributing complementary experience in vocational education, sustainability, digital critical literacy and journalism/media education.

Stories rooted in communities

The e-Magazine provides a digital space where sustainability can be explored through the realities of communities and territories. Its content is designed to highlight environmental resources, sustainable tourism and the responsible development of local areas through formats including **articles, interviews, video reports and mini-documentaries**.

The online publication includes sections such as **Focus On, Off the Beaten Paths, Secrets Of and Erasmus Diaries**. Current stories explore issues including sustainable tourism, environmental protection, food waste, sustainable fashion, nature-based solutions, mobility and cultural heritage.

In this way, students do not simply study sustainability: they learn how to investigate it, communicate it and connect it with their own surroundings.

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A platform with value beyond the project

EU Green Tour aims to strengthen vocational education by connecting learning with the skills increasingly needed in a green and digital economy. Through participation in the e-Magazine, students can develop practical competences in **communication, teamwork, digital content creation, critical thinking and responsible digital citizenship**, while gaining experience in a professional-style publishing environment.

The project now invites **schools, VET providers, educators, sustainability organisations, tourism stakeholders, public authorities, media representatives and other interested organisations** to explore the publication and help extend its reach.

Sharing the e-Magazine through educational, professional and community networks will help the young contributors' work reach audiences beyond their classrooms and participating countries.

A Press Conference with journalists is planned for September 2026, providing an opportunity to present the initiative, its development process and the experiences behind the EU Green Tour e-Magazine.



Discover the publication and follow its continuing development!

EU Green Tour e-Magazine

[EU Green Tour e-Magazine](#)

About EU Green Tour

EU Green Tour is an Erasmus+ Cooperation Partnership in Vocational Education and Training running from **September 2024 to January 2027**. The project combines sustainability education, digital media literacy and work-based learning to strengthen young people's green and digital competences and encourage active participation and digital citizenship. Its two main educational results are an interdisciplinary Green Curriculum and the EU Green Tour online publication.

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