

“Greening the Red” winning initiatives

2025

- **Red Cross of Serbia**

DIGITAL ECO-VOLUNTEERS IN AN EMERGENCY: The initiative proposes training young volunteers as “digital eco-volunteers” so that, in emergency situations, they can share key environmental information through social media and digital platforms. The project combines climate action with emergency response, raising awareness about environmentally friendly practices during natural disasters. It also plans to develop accessible digital content and community-targeted campaigns, promoting a more prepared and environmentally conscious society.

- **Italian Red Cross**

CLOSING THE LOOP: The initiative aims to promote a circular economy at the community level by creating a system for collecting and reusing recyclable materials. Through volunteer-led activities, collection points will be set up for clothes, items, and materials in good condition to give them a second life. Additionally, awareness workshops on responsible consumption and creative recycling are planned, with the goal of engaging the local community and encouraging more sustainable habits. The project links environmental action with social inclusion, as some of the collected items will be redistributed to people in vulnerable situations.

- **Palestine Red Crescent Society**

COMMUNITY COMPOSTING STATIONS FOR GREENER EMERGENCY SHELTERS: The proposal aims to implement community composting stations in emergency shelters, with the goal of sustainably managing organic waste and improving environmental conditions in these settings. Through this initiative, the intention is to reduce the organic waste generated in the shelters, transform this waste into compost that can be used locally, encourage community participation and volunteer engagement in environmental actions, and promote ecological awareness in humanitarian contexts.

- **Libyan Red Crescent**

GREEN POINTS AN INNOVATIVE DIGITAL APPLICATION: The initiative proposes the development of an interactive mobile app aimed at young volunteers, with the goal of promoting sustainable habits through gamification. Users will be able to log their daily eco-friendly actions (such as planting trees, recycling, using sustainable transportation, etc.) and accumulate points. These points can then be exchanged for incentives or recognition, thereby encouraging active and consistent participation. Additionally, the app will track the collective impact generated, fostering a community committed to the environment and reinforcing the role of youth in the fight against climate change.

2024

- **Lebanese Red Cross**

CLIMATE ACTION MOBILE APPLICATION: Development of an application as a central platform for coordinating and implementing actions aimed at mitigating environmental impact and promoting sustainable practices.

- **Red Cross Society of Bosnia and Herzegovina**

EMPOWERING YOUTH FOR CLIMATE ACTION: The proposal is related to the Young Climate Champions Summer Program, within which they aim and plan on developing a comprehensive Climate and Environmental Guideline: a mobile application containing educational resources, eco-friendly lifestyle advice and a personal carbon footprint calculator. Moreover, they organize a summer camp to develop a climate strategy tailored to the local context, focusing on education and action planning.

- **Red Cross of Serbia – Pirot**

BE A VOLUNTEER IN AN EMERGENCY: The Red Cross of Pirot will organise a Summer Camp to work on the education and professional development of 21 volunteers for the protection of people and the environment in the city. Due to climate change, there are frequent natural disasters on the territory of the city of Pirot, which seriously endangers the environment. It requires a different attitude of citizens towards the environment.

2022

- **Red Cross Society of Bosnia and Herzegovina**

YOUTH FOR CLAMATE ACTION: Summer camp for 50 young people from different local branches, organised by the Red Cross Society of Bosnia and Herzegovina. The camp has two main objectives: to increase understanding of the adaptation and mitigation strategies and to mobilize youth on climate action. Participants will identify activities to implement at the local level after the end of the camp, as well as plan a joint action for the celebration of the International Day Against Climate Change.

- **Red Cross of Serbia**

ECO CAMP 2022: Summer camp for 24 young people organised by the local branch of Kraljevo of the Red Cross of Serbia, where for the first time, the climate crisis will be the main theme. The camp aims to promote a better understanding of climate change, carry out the first climate change training for youth, and raise awareness and promote reflection on the green response of the national society.

2021

- **Croatian Red Cross**

THE GREEN FRAMEWORK FOR GREENER EVERYDAY LIFE:

Development of a guide of recommendations and best practices for trainers on climate change to raise awareness at local and national offices of the Croatian RC, private sector and the general public.

- **Turkish Red Crescent Society**

MY DREAM TURNED INTO TOYS: Raising children's awareness of reduction, reuse and recycling, stimulating creativity through the roll-out of toy design workshops with recycled material.

- **Red Cross of Serbia**

RECONNECT WITH EARTH: Raising awareness among primary school children on reduction, reuse and recycling through the provision of recycling bins, in the framework of an educational program in schools.

2020

- **Italian Red Cross**

RED CAB APP: development of an app to share vehicles for volunteers and workers to move around and to transport equipment.

- **Red Cross of Serbia**

THE GREEN SOUP KITCHEN: replacement of plastic bags used in food distribution with cotton bags.