

EVENT DESCRIPTION SHEET

(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.)

 Please provide one sheet per event (one event = one workpackage = one lump sum).)

PROJECT	
Participant:	[1] - [FONDAZIONE CAPTA] (CAPTA
PIC number:	[880994159]
Project name and acronym:	[Ec(h)o-cultures] — [ECHOCULT]

EVENT DESCRIPTION			
Event number:	11		
Event name:	EC(h)O -CULTURES CAMPAIGN – Italian target		
Type:	seminar		
In situ/online:	online		
Location:	Italy		
Date(s):	03.10.2024, 11.10.2024, 18.10.2024, 11.11.2024, 15.01.2025, 03.03.2025, 11.10.2025		
Website(s) (if any):			
Participants			
Female:	45		
Male:	13		
Non-binary:			
From country 1 Italy	58		
Total number of participants:	58	From total number of countries:	1
Description			
<i>Provide a short description of the event and its activities.</i>			
<p>Work Package 11 focused on the implementation of an online communication format designed to maintain a continuous dialogue with citizens on topics related to eco-sustainability, the Green Deal and the future of Europe. The initial plan foresaw online webinars responding directly to a key question raised by citizens through the campaign. This structure aimed to create a clear interaction cycle: an online question, public reactions through polls and quizzes, and a concise webinar offering expert input and space for discussion.</p> <p>Although the online engagement remained active throughout the project, the implementation phase showed a significant shift in citizens' preferences: after the COVID-19 period, many participants expressed a stronger desire for in-presence activities, valuing direct interaction, social connection and</p>			

hands-on experiences over online formats. As a consequence, despite the quality and relevance of the online events, the number of webinars carried out was lower than initially foreseen, and participation numbers reflected this broader societal trend.

In total, 7 online meetings were organised under WP11. Each session remained fully aligned with the original objectives: addressing concrete questions raised by the public, providing clear and accessible information on sustainability topics, and producing short recordings to support dissemination on social media. The webinars were scheduled during lunch breaks or at the end of the working day to facilitate attendance, and they continued to contribute to the overall mission of engaging citizens, collecting reflections and amplifying awareness on the ecological transition.

All participants involved in the webinars provided their consent for screenshots to be taken during the sessions, in full compliance with GDPR and project guidelines.

1. 03.10.2024 – Local Engagement in Sustainability Issues

This first webinar explored how citizens and local organisations can work together to address sustainability challenges at community level. The session introduced different forms of local engagement, showing how neighbourhood associations, cultural centres, youth groups, schools and grassroots organisations act as key drivers in mobilising residents around environmental goals. Participants discussed concrete examples such as community clean-up days, shared gardens, waste reduction hubs, and local climate action groups.

A significant part of the conversation focused on active citizenship, emphasising how participation in small, accessible initiatives can build a stronger sense of community responsibility and environmental awareness. The webinar also highlighted the importance of collaboration between municipalities and civil society, showing that well-connected local networks can make sustainability more visible, inclusive and achievable for everyone. Participants shared their experiences and reflected on how to engage harder-to-reach groups, demonstrating that local engagement works best when it responds to community needs and invites people to contribute in simple, meaningful ways.

2. 11.10.2024 – Everyday Eco-Choices: Small Actions, Big Impact



This session explored how small daily decisions, energy use, water consumption, food choices, mobility habits, can significantly influence the environment when practiced collectively. The webinar provided practical tips and simple tools to help participants integrate sustainability into their routines without major lifestyle changes, highlighting the link between personal responsibility and broader ecological impact.

3. 18.10.2024 – Sustainability in the Professional World

This webinar addressed how sustainability can be integrated into professional settings. Participants learned about green office practices, low-impact commuting, sustainable procurement, and how companies are increasingly adopting environmental criteria in their internal policies. Discussion also covered the growing importance of green skills in the labour market.

4. 11.11.2024 – Ecology in the Vicenza Territory

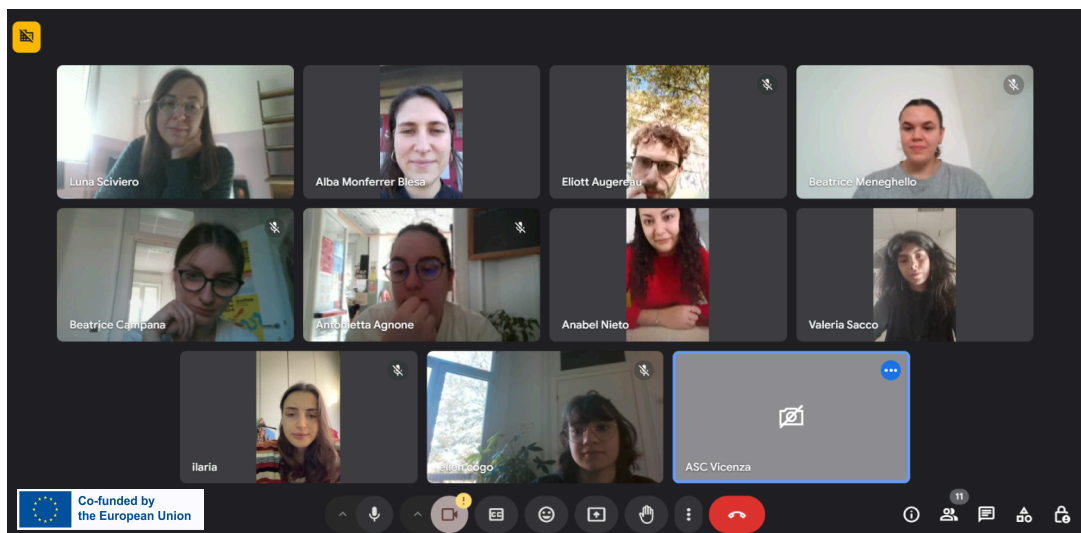


The session focused on the environmental specificities of the Vicenza area, including local biodiversity, water and air quality challenges, and examples of virtuous territorial initiatives. Participants explored how local institutions, associations and citizens collaborate to protect the environment and how small territories can become models for ecological transition.

5. 15.01.2025 – Green Resolutions: How to Start a Sustainable New Year

Held at the beginning of the year, this webinar was designed to help citizens make realistic and achievable eco-friendly resolutions. The facilitator introduced ideas such as reducing plastic use, switching to greener mobility, adopting seasonal diets, and participating in community environmental activities. Participants were encouraged to set one personal sustainability goal and share how they planned to implement it.

6. 03.03.2025 – Understanding the Green Deal: What It Means for Citizens



This session offered an accessible overview of the European Green Deal, explaining its objectives, timelines and the concrete changes it introduces in citizens' daily lives. Topics included renewable energy, energy efficiency, circular economy measures, and the role of education and civil society. The webinar helped participants understand how EU policies connect with local initiatives and personal behaviours.

7. 11.10.2025 – The Future of Sustainability: Young Voices and New Ideas

This webinar celebrated youth engagement and innovation in sustainability. Through short presentations and open discussion, participants explored how young people are reshaping environmental action through creativity, activism and community leadership. Examples included

zero-waste school projects, youth-led awareness campaigns and digital tools supporting eco-friendly habits.

The implementation of WP11 confirmed a significant change in citizens' participation habits. While the online format was designed to offer accessible, short and informative sessions responding to questions collected through the digital campaign, participation levels remained lower than expected. Throughout the project, it became evident that the Italian target group showed a clear preference for in-presence activities, especially those organised locally by partner organisations. Workshops, debates, community events and face-to-face meetings consistently attracted higher numbers of participants and generated more interaction than online webinars. This reflects a broader post-pandemic shift: after years of digital-only engagement, citizens are now more inclined to join physical events that offer social connection, shared experiences and hands-on learning.

Although the online sessions remained valuable for those who attended, WP11 demonstrated that future initiatives with similar target groups may benefit from prioritising hybrid or fully in-presence formats, ensuring that sustainability discussions remain accessible, engaging and adapted to evolving community preferences.

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).