

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: | 6 - garagErasmus ASBL (garagErasmus) |
| PIC number: | 899790140 |
| Project name and acronym: | Ec(h)o-cultures — ECHOCULT |

| EVENT DESCRIPTION | |
|----------------------------------|---|
| Event number: | 12 |
| Event name: | EC(h)O -CULTURES CAMPAIGN – Belgian target |
| Type: | seminar |
| In situ/online: | online |
| Location: | Belgium |
| Date(s): | 12.09.2024, 10.10.2024, 11.10.2024, 11.12.2024, 14.01.2025, 24.01.2025, 30.01.2025, 14.02.2025, 14.03.2025, 21.03.2025, 28.03.2025, 10.04.2025, 07.05.2025, 21.05.2025, 30.05.2025, 03.06.2025, 05.06.2025, 06.06.2025, 11.06.2025, 13.06.2025, 22.07.2025, 24.07.2025, 06.08.2025, 30.09.2025, 17.10.2025. |
| Website(s) (if any): | |
| Participants | |
| Female: | 171 |
| Male: | 90 |
| Non-binary: | |
| From country 1 [Belgium]: | 112 |
| From country 2 [Italy]: | 94 |
| From country 3 [Spain]: | 17 |
| From country 4 [Greece]: | 10 |
| From country 5 [Czech Republic]: | 3 |
| From country 6 [France]: | 15 |

| | | | |
|-------------------------------|-----|---------------------------------|---|
| From country 6 [Romania]: | 5 | | |
| From country 7 [Portugal]: | 9 | | |
| From country 8 [Slovakia]: | 1 | | |
| Total number of participants: | 261 | From total number of countries: | 8 |

Description

Provide a short description of the event and its activities.

WP12 focused on the implementation of the EC(h)O-CULTURES online campaign and a cycle of short online meetings addressed primarily to citizens in Belgium (and, secondarily, to interested participants from other EU countries), with the aim of informing them about the ECHOCULT project, raising awareness on climate change and the European Green Deal, and collecting their questions, ideas and perceptions for the project's policy work. Throughout the project period, garagErasmus maintained a constant online presence through social media and mailing lists, publishing informative and interactive content on sustainability, eco-friendly behaviours and project activities, and inviting citizens to join regular online meetings. These meetings, usually lasting around 45 minutes and scheduled over lunch breaks or early evening, combined a brief presentation of the project and of a specific sustainability topic (e.g. links between everyday choices and the Green Deal, green skills and future jobs, examples of eco-sustainable practices) with an open space for questions and discussion. In this way, WP12 created a recurring, accessible and informal environment in which citizens could understand the project, reflect on their own habits, and feel empowered to contribute to the debate on the green transition.

Over the course of the project, a total of **24 online meetings** were organised under WP12, some days hosting more than one session to address different topics or audiences. The meetings took place on the following dates: 12.09.2024, 10.10.2024, 11.10.2024, 11.12.2024, 14.01.2025, 24.01.2025, 30.01.2025, 14.02.2025, 14.03.2025, 21.03.2025, 28.03.2025, 10.04.2025, 07.05.2025, 21.05.2025, 30.05.2025, 03.06.2025, 05.06.2025, 06.06.2025, 11.06.2025, 13.06.2025, 22.07.2025, 24.07.2025, 06.08.2025, 30.09.2025, 17.10.2025. Participation was open and free of charge; interested citizens registered via a simple online form and joined from Belgium and several other EU countries. While several sessions successfully attracted large audiences, some meetings—particularly those held during busy academic or work periods—recorded lower attendance. To compensate for the variability in participation rates, garagErasmus strategically decided to organise additional online sessions throughout the project period. This approach ensured that citizens with different schedules and interests could join at least one event, and it allowed the project to progressively build a solid and engaged audience. As a result the series successfully engaged a wide and diverse audience, reaching in **total 261 citizens directly**, including students, young professionals, educators and local community members. The consistent attendance throughout the project demonstrates the public's growing interest in the environmental transition and in understanding how European initiatives like the Green Deal translate into concrete action at local level.

Online sessions:

12.09.2024 – Strategies for improving eco-sustainability in the working environment (4 participants)
During this meeting we discussed practical measures organisations can adopt to reduce their environmental impact, including limiting energy consumption, enhancing recycling habits, reducing paper use and promoting staff awareness campaigns.

10.10.2024 – Enhancing sustainability in Higher Education Institutions (32 participants)

The screenshot shows a Zoom meeting interface. On the left, a banner for the event 'Bringing Higher Education Towards Sustainability' is displayed. It includes the BRIGHTS logo, the European Parliament logo, and a drawing of a plant growing from an open book. The event details are: 11 October, 2024, 9:30 - 13:00, at the Info Hub, European Parliament, Esplanade Solidarité 1980, Brussels. It is co-funded by the European Union. On the right, a list of participants is shown, including Valentina Presa (Guest), Alberto Forte (non verificato), Barbara Tasser (non verificato), Bergamotti Daniela (non verificato), Bertoldi Arturo (non verificato), Chiara Danio (non verificato), Chiara Delfini (non verificato), Cindy Regnier (non verificato), and dalla formica (non verificato). A 'Co-funded by the European Union' logo is also visible.

We explored strategies for greening university governance, integrating sustainability into teaching, involving student bodies and improving campus operations to reduce their ecological footprint.

11.10.2024 – The private sector perspective on green skills for tomorrow's jobs (39 participants)

The screenshot shows a Zoom meeting interface. On the left, a banner for the event 'Bringing Academia and Enterprise: the private sector perspective on green skills for tomorrow's jobs' is displayed. It includes the logo of Eduiren and the names of the speakers, Daniela Bergamotti and Arturo Bertoldi. The banner is co-funded by the European Union. On the right, a list of participants is shown, including Valentina Presa (Guest), Alberto Forte (non verificato), Barbara Tasser (non verificato), Bergamotti Daniela (non verificato), Bertoldi Arturo (non verificato), Chiara Danio (non verificato), Chiara Delfini (non verificato), Cindy Regnier (non verificato), and dalla formica (non verificato). A 'Co-funded by the European Union' logo is also visible.

Highlighted emerging professional profiles linked to the green transition, focusing on employers' demand for climate literacy, circular-economy competences and sustainability-oriented innovation skills.

11.12.2024 – Improving digitalisation skills to enhance sustainability (8 participants)

The screenshot shows a Zoom meeting interface. On the left, a grid of nine video feeds shows participants: Formação IPN, Maria Iliopoulou, Agenda CDC, Veronica Agliozzo, Maria Asteriou, Andrea Campos, Maida Pieper, Alma Orazi, and Valentina Presa. On the right, a list of participants is shown, including Valentina Presa (You), Agenda CDC, Alma Orazi, Andrea Campos, and Formação IPN. A 'Co-funded by the European Union' logo is also visible.

The meeting showed how digital tools support greener workflows through virtual collaboration, cloud archiving, reduced printing and the optimisation of administrative processes.

14.01.2025 – Sustainable and inclusive practices in project implementation (17 participants)

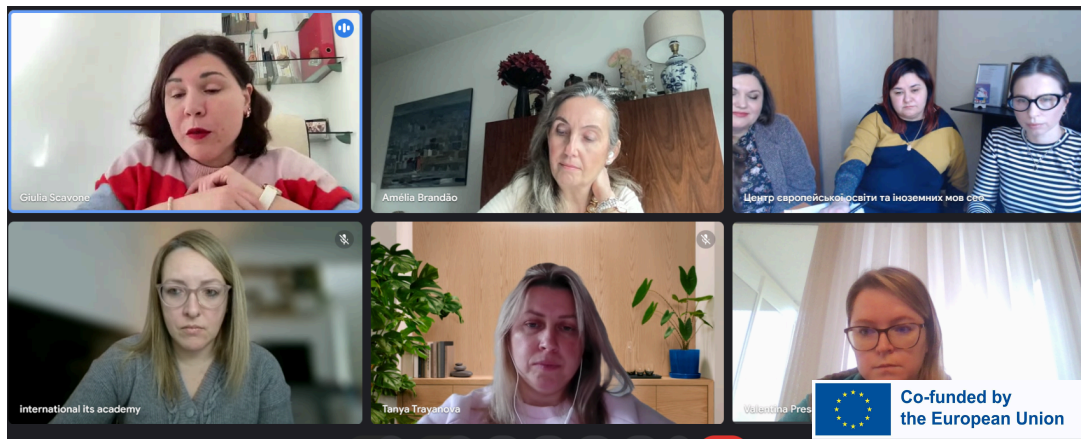
Explained how sustainability principles can be embedded throughout all stages of project work, from

planning and procurement to dissemination, ensuring low-impact logistics and inclusive stakeholder engagement.

30.01.2025 – Simple tricks to reduce waste of resources in everyday activities (5 participants)

Presented easy and actionable eco-friendly behaviours—reducing single-use plastics, making sustainable food choices, lowering water consumption and reusing household items.

14.02.2025 – Improving eco-sustainability in project management (7 participants)



Focused on how project managers can structure activities, meetings and documentation in more sustainable ways, including digital-first approaches and low-impact event planning.

14.03.2025 – The use of micro-credentials for green skills' recognition (12 participants)

Discussed how micro-credentials help certify learners' sustainability competences and support the employability of citizens engaging in green education pathways.

21.03.2025 – Sustainability for students' mobility (7 participants)

Explored ways for students to adopt climate-friendly habits during international mobility experiences, including transportation choices, responsible consumption and local environmental engagement.

28.03.2025 – Waste reduction in the working environment (office) (12 participants)

Addressed office-based waste streams, promoting practical solutions such as improved recycling stations, digital documentation practices and staff awareness campaigns.

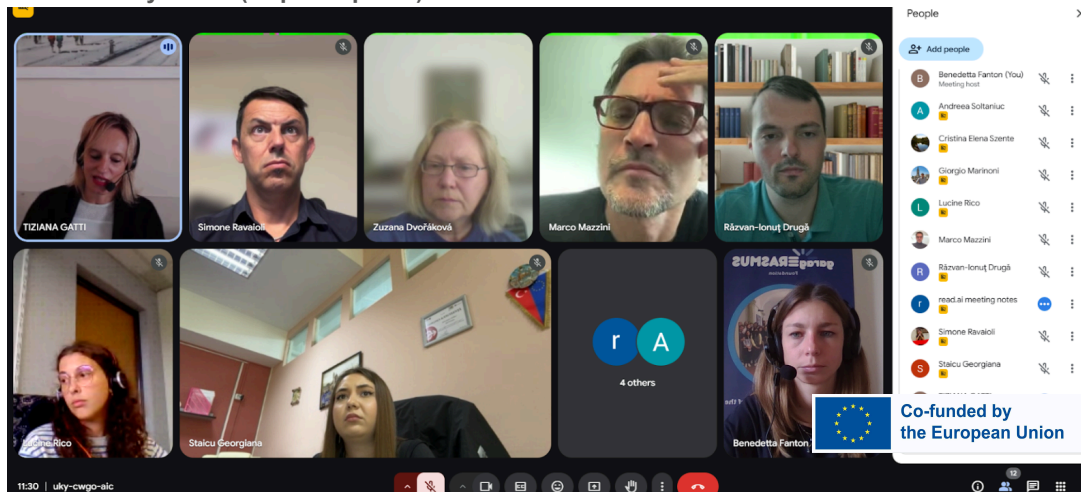
10.04.2025 – Sustainability in VET schools (5 participants)

Analysed how vocational training centres can incorporate sustainability into practical workshops, curricula, building management and school-community initiatives.

07.05.2025 – Eco-Communication: Making Environmental Awareness Part of Organisational Culture (9 participants)

Focused on effective internal and external communication to promote sustainability values, including visual campaigns, behavioural prompts and organisational storytelling.

21.05.2025 – Greening the Skills of the Future: Matching Labour Market Needs with Sustainability Goals (11 participants)



Highlighted the connection between future employment trends and the EU's sustainability priorities, emphasising green competences relevant across multiple sectors.

30.05.2025 – Sustainable Partnerships: Integrating Environmental Priorities in EU Projects (4 participants)

Explored how cross-border project partnerships can incorporate sustainability principles into cooperation, resource management and long-term planning.

03.06.2025 – Erasmus Without Papers: Ensuring Sustainability in Administrative Tasks (12 participants)



Explained how digitalising Erasmus procedures reduces paper waste, streamlines workflows and enhances long-term sustainability in educational institutions.

05.06.2025 – Sustainable Transnational Mobility (7 participants)

Reviewed practices to reduce emissions in cross-border cooperation, including hybrid mobility models, strategic travel planning and greener transport solutions.

06.06.2025 – Building a Sustainable Internationalisation Strategy (VET sector) (4 participants)

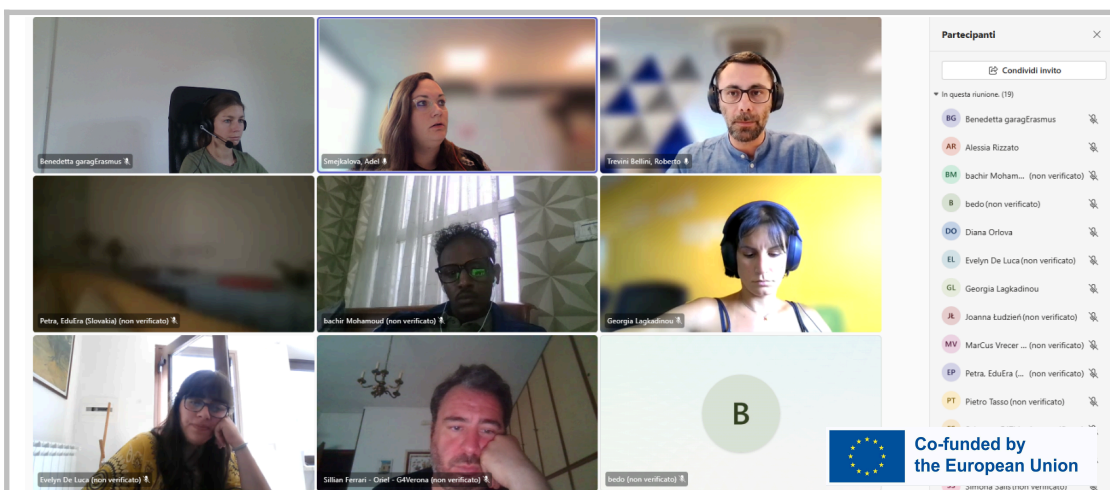
Presented strategies for embedding environmental considerations into the internationalisation frameworks of VET institutions.

The screenshot displays a Zoom meeting in progress. The main view is a grid of six video feeds. The participants are: Marco Mazzini (top left), Georgi Fattisov (top middle), Tiziana Gatti (top right), Giorgio Marinioli (bottom left), Lucine Rico (bottom middle), and Stalcu Georgiana (bottom right). A seventh participant, Benedetta Fantoni, is shown in a smaller window on the right side of the screen. The interface includes a sidebar on the right with a search bar, a 'Waiting to join' section, and a list of participants. The bottom status bar shows the time as 11:07 and the user's name as rtw-fjra-jul.

13.06.2025 – Empowering Youth for the Green Transition (12 participants)

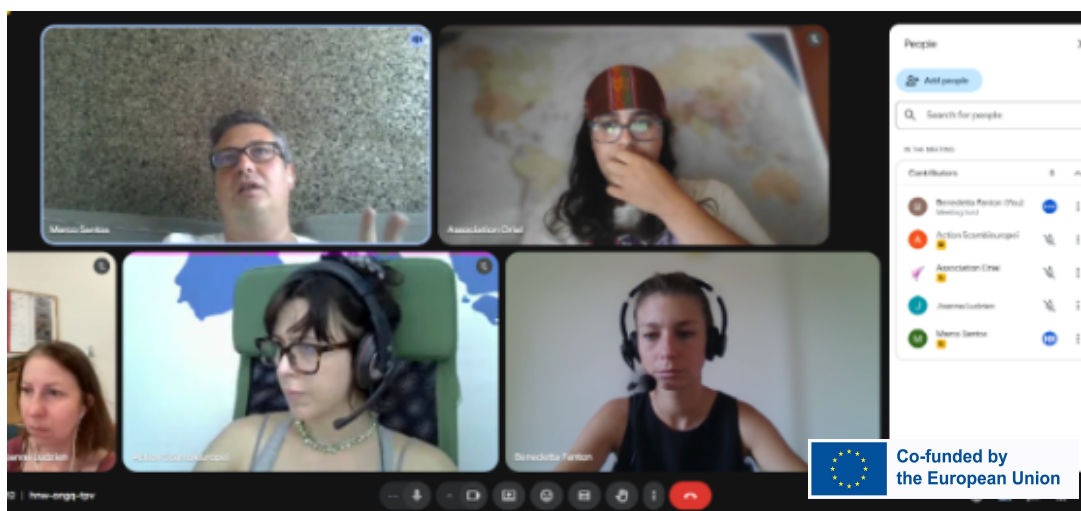
22.07.2025 – From Local to European: Building Cross-Border Networks for Sustainable Action
(6 participants)

24.07.2025 – Sustainability Meets Creativity: Inspiring Eco-Behaviour through Arts and Culture
(8 participants)



Highlighted how artistic and cultural activities can enhance public engagement with environmental issues and foster imaginative eco-solutions.

06.08.2025 – From Awareness to Action: Engaging Citizens in Everyday Climate Solutions (5 participants)



Focused on concrete habits that individuals can adopt to reduce their ecological footprint, emphasising actionable and replicable lifestyle changes.

30.09.2025 – Sustainability as a Soft Skill: Preparing the Next Generation of European Citizens (3 participants)

Explored sustainability as a transversal competence relevant to citizenship, employability and civic participation.

17.10.2025 – Inclusive Sustainability: Ensuring No One Is Left Behind in the Green Transition (25 participants)

Discussed how environmental policies and actions must consider social inclusion, ensuring that vulnerable groups benefit equally from the green transition.

The online campaign accompanying the meetings generated a high level of interaction on different platforms, with citizens reacting to posts, polls and questions, and actively suggesting discussion topics. The combination of these actions proved effective in fostering dialogue and strengthening citizens' sense of participation and ownership in sustainability-related initiatives. The number of meetings, participants and online interactions reached—and in some cases exceeded—the quantitative targets fixed in the project proposal, demonstrating the strong engagement capacity of garagErasmus and its ability to mobilise audiences across Europe. The content generated through these activities, including citizens' feedback, local challenges and proposed solutions, was systematically collected and shared with the partners responsible for the project's policy outputs, ensuring that the insights emerging from grassroots engagement were reflected in the project's transnational advocacy and final deliverables. WP12 thus played a central role in bridging communication between citizens and policy makers, while enhancing visibility for the ECHOCULT

project and consolidating garagErasmus' leadership in promoting civic engagement and environmental awareness at European level.

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.

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