

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:	2
Event name:	ONLINE COMMUNICATION CAMPAIGN AND ADVOCACY STRATEGY
Type:	seminar
In situ/online:	online
Location:	Belgium
Date(s):	24.01.2025, 13.02.2025, 07.03.2025, 12.05.2025, 18.04.2025, 15.07.2025, 05.06.2025, 23.09.2025, 17.10.2025, 21.10.2025, 27.11.2025
Website(s) (if any):	
Participants	
Female:	175
Male:	135
Non-binary:	
From country 1 [Belgium]:	16
From country 2 [Italy]:	254
From country 3 [Spain]:	18
From country 4 [Greece]:	6
From country 5 [France]:	2
From country 6 [Portugal]:	5
From country 7 [Romania]:	3
From country 8 [Finland]:	2

From country 9 [Bulgaria]	4		
Total number of participants:	310	From total number of countries:	9

Description

Provide a short description of the event and its activities.

Work Package 2 played a central role in ensuring the visibility, engagement and advocacy dimension of the EC(h)O-Cultures project. Its objective was to reach citizens across Europe through a structured online campaign, gather their perspectives on eco-sustainability, and create a meaningful channel of dialogue between citizens and policy makers at local and EU level. WP2 combined online conferences, social media engagement, communication strategy development and an advocacy plan, supported by continuous monitoring of outreach and impact.

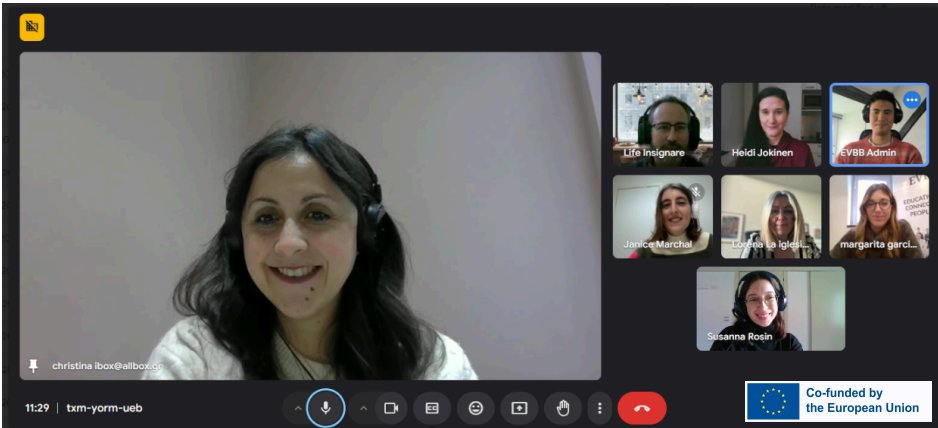
As part of the EC(h)O-Cultures online communication and advocacy strategy, a cycle of thematic webinars was organised between January and November 2025. Each session targeted citizens, young adults, community members, and Erasmus Alumni from different countries, offering accessible spaces for discussion, learning, and participation on various aspects of sustainability and the green transition. The webinars were designed as short, interactive events (45 minutes on average), combining expert inputs, examples from everyday life, and opportunities for participants to share questions and perspectives.

All sessions were held in compliance with GDPR; participants were informed of the purpose of the meetings and gave explicit consent for screenshots to be taken during the webinars.

Below is a detailed account of each webinar, including topic, content, aims, and reflections from the discussions.

1. 24 January 2025 – Green Travel and Staff Mobility

Participants: 6



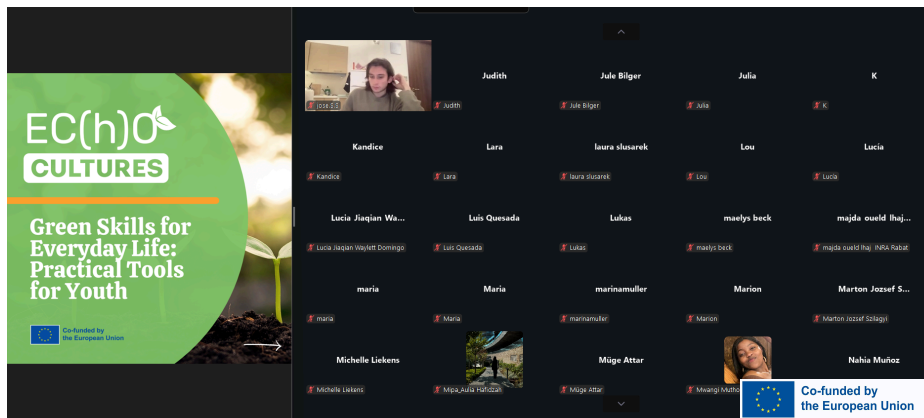
This first webinar explored how mobility choices can substantially reduce the ecological footprint of individuals and organisations. The session opened with an introduction to the environmental impact of travel and the role mobility plays in institutional sustainability strategies. The speaker guided participants through practical examples: adopting train-first policies, promoting slow travel, planning routes based on carbon-conscious criteria, and identifying feasible alternatives to air travel for short- and medium-distance trips.

Participants discussed their own travel habits, the challenges of choosing greener routes due to price or time constraints, and how institutions—especially within Erasmus mobility—can create favourable conditions for sustainable travel. Several participants suggested integrating incentives, such as compensating train travel time or prioritising train routes for staff training. The session concluded by

highlighting the need for a cultural shift that values time, environmental impact, and comfort over speed.

2. 13 February 2025 – Green Skills for Everyday Life: Practical Tools for Youth

Participants: 25



This webinar addressed the increasing relevance of green skills in everyday life, not only in the labour market but also in personal and community contexts. The facilitator introduced the concept of green competences, such as climate literacy, sustainable decision-making, responsible consumption, and circular-thinking abilities.

Through real-life examples, the webinar showed how young people can apply green skills daily—reducing waste, choosing sustainable products, understanding energy usage, and participating in community-led actions. Participants worked together on identifying simple, realistic changes that can be adopted at home or school, such as reducing water use, choosing local food, extending the life cycle of clothing, and organising peer-led sustainability activities. The session ended with a reflection on how youth can act as multipliers within families and friend groups.

3. 7 March 2025 – Involving Local Communities in the Fight Against Climate Change


Participants: 18

This session focused on community mobilisation and the role of collective action at local level. After a brief introduction on the importance of grassroots initiatives, the facilitator presented examples of successful community-based environmental programmes—including urban gardens, neighbourhood repair cafés, plastic-free school corridors, and local clean-up days.

A large part of the discussion revolved around barriers to engagement, such as lack of time, limited awareness, and the fear of not having enough knowledge to participate. Participants shared cases from their territories and reflected on effective strategies to engage citizens, such as face-to-face outreach, involving schools as community hubs, using social occasions (festivals, markets), and providing opportunities for people to contribute in small, accessible ways. The session concluded by emphasising that community activation requires continuity, visibility, and leadership from trusted organisations.





4. 18 April 2025 – Echo-Influencers: How Young People Shape the Green Transition

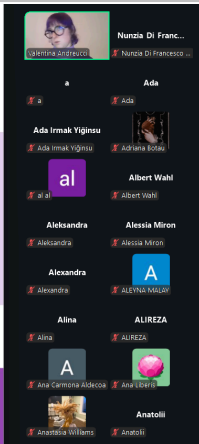
Participants: 18



Eco-Influencers: How Young People Shape the Green Transition

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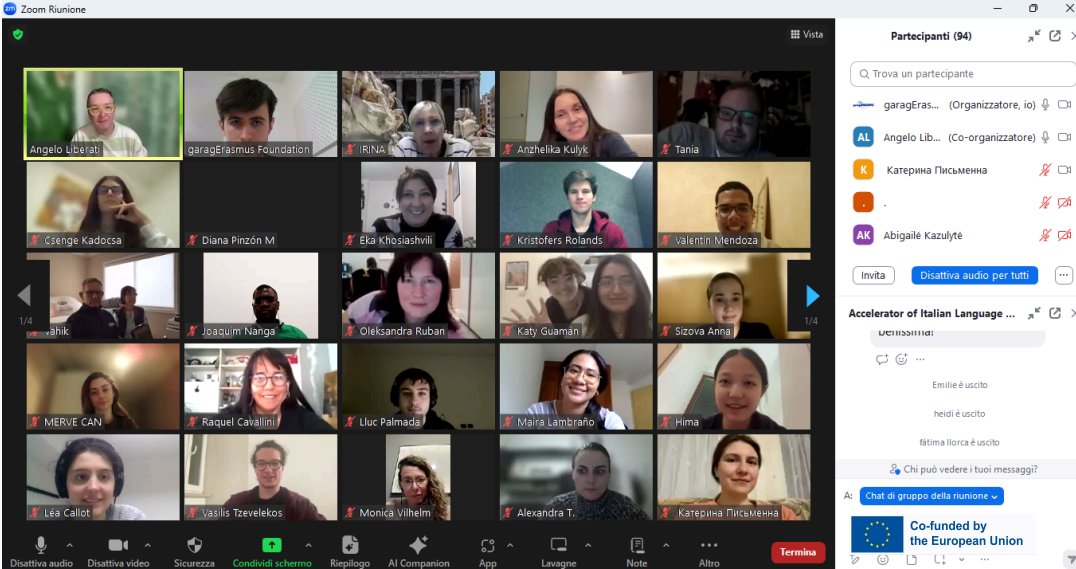


This webinar highlighted the central role of young people in shaping public awareness and advancing the ecological transition. The term *Echo-Influencers* was introduced to describe young citizens who, even without large online followings, generate positive environmental impact through consistent behaviours, storytelling, and peer influence.

Participants discussed how youth activism and small-scale initiatives—such as sharing sustainable habits on social media, volunteering, organising events, or promoting eco-friendly choices at school—can have ripple effects within communities. Case studies included youth-led awareness campaigns and micro-influencer stories from Erasmus Alumni networks. The session underscored the importance of recognising and empowering youth leadership and ensuring young voices are heard in institutional decision-making.

12 May 2025 – Eco-sustainability Across Cultures: Different Perspectives, Shared Challenges

Participants: 94



The image shows a Zoom meeting interface. The main window displays a grid of 20 video feeds of participants. The sidebar on the right shows a list of 94 participants, including organizers and attendees. The bottom of the screen shows the Zoom control bar with options like 'Disattiva audio', 'Disattiva video', 'Sicurezza', 'Condividi schermo', 'Riepilogo', 'AI Companion', 'App', 'Lavagne', 'Note', and 'Altro'. A 'Termina' button is also visible.

This webinar explored how eco-sustainability is understood and practiced in different cultural contexts. The facilitator introduced examples from various countries, showing how historical traditions, social values, economic conditions and local environmental challenges shape each community's approach to ecology. Participants discussed cultural attitudes toward waste reduction, energy use, food practices, and community responsibility, highlighting both differences and common ground. Several attendees shared perspectives from their own countries, offering insights into cultural barriers, innovative community solutions, and the importance of respecting diversity when promoting sustainable behaviour. The session concluded by emphasising that, although cultures may adopt different paths,

sustainability remains a shared global commitment that benefits from intercultural dialogue and mutual learning.

5 June 2025 – Sustainability in the Erasmus and Alumni Alliance

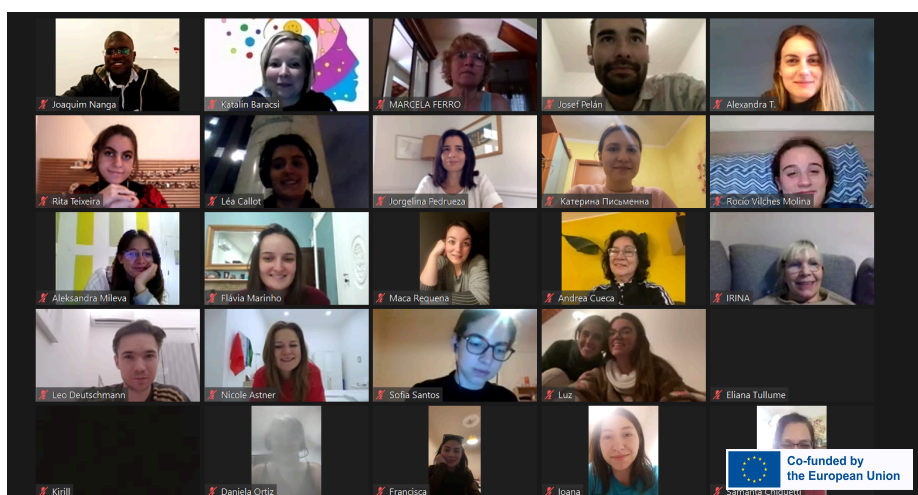
Participants: 5

This session focused on the role of **Erasmus Alumni** as ambassadors of sustainability. The facilitator presented examples of alumni-led projects promoting eco-friendly behaviours, green mobility, and sustainable internationalisation practices.

The conversation centred on how alumni networks can support organisations in implementing greener practices: promoting low-impact travel for mobility programmes, encouraging virtual exchanges when appropriate, and developing sustainability-themed events across Europe. Despite the small group size, the discussion was rich, with participants expressing interest in joint initiatives and new ways to connect Erasmus experiences with ecological values.

5 July 2025 – Digital Tools for Green Citizenship: Using Technology to Support Sustainable Habits

Participants: 25



This webinar focused on how digital tools can help citizens adopt and maintain more sustainable lifestyles. The facilitator introduced a range of accessible technologies (such as apps for tracking energy use, platforms for repairing or giving new life to objects, digital mobility planners, and community-sharing networks). Participants explored how technology can make eco-friendly choices easier, more visible and more engaging, particularly for young people. Several examples were shared, including local apps promoting circular economy practices and online challenges encouraging low-waste habits. The session highlighted both the opportunities and limits of digital solutions, stressing the importance of combining technology with community involvement and personal motivation. The discussion concluded with practical suggestions on how citizens can integrate digital tools into their daily routines to support long-term ecological behaviour.

6. 23 September 2025 – Measuring What Matters: Tracking Impact and Sustainability in Project Management

Participants: 4

This technical webinar introduced participants to evaluation tools and methods for monitoring sustainability performance in organisations and projects. Participants explored how indicators such as energy consumption, waste management, carbon footprint, and behavioural change can be integrated into project cycles.

The session presented user-friendly tools suitable for small organisations, including simple dashboards, checklists, and qualitative evaluation methods. Participants exchanged experiences from their own workplaces, highlighting the challenges of collecting data and the importance of embedding sustainability monitoring into everyday routines. The webinar concluded with practical suggestions on how to design impact-oriented project proposals.

17 October 2025 – Sustainable Project Management: Integrating Ecology into Projects

Participants: 66

This webinar explored how ecological principles can be integrated into project management. The session introduced key practices such as reducing the environmental impact of project activities, adopting digital-first approaches, choosing low-impact logistics, and planning events with minimal waste. Participants learned how to embed sustainability from the early design phase, setting environmental goals, assessing ecological risks, and selecting greener alternatives for each work package. The discussion was enriched by examples shared by participants, showing how organisations are already experimenting with carbon tracking, virtual participation tools, and responsible procurement. The session highlighted that sustainable project management is both achievable and essential for aligning projects with today's ecological priorities.

7. 21 October 2025 – Ecosustainable pills

Participants: 25

This interactive webinar offered a series of short, accessible “eco-pills” designed to raise awareness on daily-life sustainability. Each pill focused on a practical theme: reducing domestic energy waste, choosing sustainable household products, preventing food waste, conscious mobility choices, and quick actions for climate-friendly lifestyles. We shared personal tips and small successes, creating a participatory environment. The facilitator emphasised how the accumulation of small individual actions can generate collective change. The session concluded with a call to experiment with one new sustainable habit per week.

8. 27 November 2025 – Innovating for the Planet: Young Minds, Green Solutions

Participants: 24



The final webinar celebrated youth creativity and innovation as key drivers of environmental solutions. The facilitator introduced stories of young innovators in Europe—students developing eco-design objects, youth groups promoting circular practices, and grassroots initiatives transforming local spaces. Participants were invited to reflect on problems in their communities and to brainstorm small-scale innovations that could improve sustainability. Ideas ranged from upcycled school materials to youth-led environmental clubs, to digital campaigns promoting climate action. The webinar closed the cycle with a positive and hopeful tone, emphasising the transformative potential of young people when given space, tools and recognition.

Conclusions

Across all webinars, participants expressed strong interest in practical knowledge, shared solutions, and accessible ways to contribute to the ecological transition. The sessions confirmed that:

- youth engagement is essential for long-term environmental action;
- communities need support, clear information and visible opportunities;
- digital spaces offer powerful tools to connect citizens and policy makers;
- small group settings can foster deep and meaningful discussion;
- online events complement in-person initiatives by reaching broader audiences.

The webinar series successfully met its objectives of raising awareness, collecting perspectives, facilitating dialogue, and empowering citizens to reflect on sustainability and the Green Deal.

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