

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:	[2] - Arci Servizio Civile Vicenza] ([ARCI])
PIC number:	923150456
Project name and acronym:	Echocultures — ECHOCULT

EVENT DESCRIPTION			
Event number:	8		
Event name:	UPCYCLING OUR FUTURE		
Type:	WORKSHOP		
In situ/online:	[in-situ]		
Location:	ITALY, Vicenza		
Date(s):	30/11/2024; 30/03/2025; 27/08/2025		
Website(s) (if any):	https://padlet.com/vicenza/upcycling		
Participants			
Female:	60		
Male:	1		
Non-binary:			
From country 1 [Italy]:	58		
From country 2 [France]:	1		
From country 3 [Spain]:	1		
From country 2 [US]:	1		
Total number of participants:	61	From total number of countries:	3
Description			
<i>Provide a short description of the event and its activities.</i>			
<p>The “Upcycling our future” initiative took place at Porto Burci, a civic space dedicated to environmental and cultural education, and involved local adult citizens in informal learning experiences focused on upcycling and creative reuse. Through hands-on experiences, creative processes and community interaction, participants were encouraged to adopt more sustainable</p>			

behaviors and share the acquired knowledge within their own social circles, producing the intended “echo effect” at the local level.

Therefore, the overarching goal of these activities was to promote a shift in everyday practices and consumption habits, demonstrating how individual choices — from repairing clothing to reusing waste materials — can contribute to a broader cultural change aligned with the ecological transition promoted by the European Union.

The creative and ecological dimensions of the activities fostered inclusive learning environments where participants acted as community ambassadors for sustainable living. Across the three sessions, the “Upcycling Our Future” cycle reached a total of over 60 adult participants, engaging both individuals already active in environmental causes and citizens new to such initiatives. Actually, most of the participants were women (around 98%). While this reflects women's strong commitment to promoting sustainable lifestyles and caring for the community, key dimensions of ECHOCULT's approach, the predominance of female participation may also be linked to the type of workshops offered — fabric repair, embroidery, and natural dyeing — which, although open to all, tend to attract an audience already familiar with or interested in these crafts.

Although this gender imbalance was not intentional, it offers valuable insights for the future development of the project: communication and awareness-raising strategies could be designed, as well as more targeted workshop proposals, with the aim of increasing the involvement of men and other underrepresented groups in creative sustainability actions.

Moreover, the workshops provided qualitative insights into participants' perceptions of sustainability, circular economy, and everyday ecological responsibility. The initiative successfully translated ECHOCULT's principles into concrete local action, combining creativity, environmental education, and community engagement. By integrating traditional craft skills with ecological awareness, the activities offered citizens a space for experimentation and collective reflection on how to build a sustainable culture for the future — one based on care, reuse, and the conscious relationship between humans and the environment.

1st Session – 30 November 2024 - Hand Mending and Creative Repair Workshop

The first workshop introduced participants to the fundamentals of hand mending and creative repair, exploring techniques to prolong the life cycle of garments and reduce textile waste. Led by Greta Pigatto, fashion designer and sustainable fashion expert, the session combined practical learning with reflection on the social and environmental impact of the fast fashion system. Participants: 10 This activity effectively contributed to ECHOCULT's objectives of adult environmental education and awareness raising, enabling participants to rediscover manual skills as tools of environmental responsibility and empowerment.

2nd Session – 30 March 2025 - Botanical Themed Workshops

The second event took place during a broader community day dedicated to seed and plant exchange (“Invasati”), reinforcing the connection between ecological practices, community exchange and sustainable creativity. Throughout the day, participants attended three thematic workshops, each focusing on the creative reuse of materials normally considered waste:

a. Creative Embroidery Workshop

Facilitated by Eleonora Zerbetto, embroiderer and artist, this session guided participants through basic embroidery stitches to give a new aesthetic value to their own garments. By learning to repair and decorate clothing with personal creativity, participants experienced how small, accessible actions can counteract overconsumption and promote emotional durability in fashion. Participants: 11

b. Botanical Printing and Natural Dyeing on Fabric

Led by Federica Sgambaro, the workshop explored the use of natural pigments derived from vegetable scraps, dried flowers, and other organic materials. Participants experimented with eco-printing and natural dyeing techniques, discovering the potential of waste as a resource while reflecting on the environmental consequences of industrial textile treatments. Participants: 9 This activity contributed to raising awareness about the circular use of resources and the ecological footprint of production chains.

c. Building Insect Houses from Recycled Materials

Conducted by Simone Tiso, naturalistic guide and science communicator, this workshop combined manual construction and environmental education. Using recovered materials such as corks, fruit crates, and wood scraps, participants built small shelters for insects to support urban

biodiversity. Participants: 18 The activity fostered reflection on the interdependence between human actions and the natural world, creating sustainable relationships between people and ecosystems.

3rd Session – 27 August 2025: “Dr(ink) and Print”

The third and final session addressed the environmental impact of single-use packaging, inviting participants to rethink the material value and potential of everyday disposable items. Guided by Roberta Feoli De Lucia, artist, the workshop focused on creating printmaking matrices using recycled food-grade Tetrapak. Participants then produced small artistic works using plant-based inks, transforming discarded materials into creative, durable, and meaningful artifacts. Participants: 13

This session emphasized the transformative power of creative reuse and its role in questioning consumer culture and planned obsolescence. It allowed participants to engage critically with the issue of packaging waste and to experience firsthand how artistic practice can become a form of environmental advocacy and education.

Impact and Participants’ Feedback

The “Upcycling Our Future” initiative generated a strong positive impact at both individual and community levels. Participants consistently reported increased environmental awareness, practical confidence in reusing and repairing everyday materials, and a sense of empowerment in making more sustainable lifestyle choices. Many underlined how the workshops inspired them to reflect critically on consumer habits and to value creativity as a form of environmental action.

Qualitative feedback collected through informal discussions and follow-up exchanges revealed that the experience encouraged participants to integrate newly learned practices into their daily routines, from mending clothes to creatively reusing waste at home. Several participants also shared their experiences with family members and friends, amplifying the “echo effect” that the initiative sought to achieve.

The initiative succeeded in creating a welcoming and intergenerational learning environment where young adults, families, and environmentally conscious citizens could collaborate and learn from one another. The combination of hands-on learning, artistic expression, and ecological reflection proved particularly effective in translating the objectives of awareness raising, engagement in practice, and community-level change into concrete outcomes.

At the project level, the activities implemented in Vicenza contributed directly to ECHOCULT’s broader mission of promoting cultural participation as a driver for ecological transition and social innovation. The workshops served as a local laboratory for testing methodologies of environmental education through creativity, generating valuable insights for future replication across partner countries. They demonstrated how community-based cultural initiatives can support the European Green Deal objectives, foster active citizenship, and strengthen the role of adult learning in shaping a sustainable cultural ecosystem.

HISTORY OF CHANGES

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