ECOActiZenship

PROJECT REPORT







Just Act

ecoactizenship.eu

Welcome to EcoActiZenship

About the project



EcoActiZenship encourages youth to become more civically engaged while enhancing their digital background and identity as active eco-citizens of this world.

Date of Implementation

1/12/2022 – 31/5/2024

Italian and Greek youth get familiarized with active citizenship and civic engagement through activities linked to nature and training dedicated explicitly to digital literacy. Through digital and on-the-ground practical activities, the project empowers and educates the future agents of social change, getting them to know and experience the importance of civic engagement through the lens of sustainability, eco-friendly practices, and digitalization.

Objectives

Empower

To **empower** and educate the future agents of social change, getting them to know and experience the importance of civic engagement through the lens of sustainability, eco-friendly practices, and digitalization.

To **equip** Italian and Greek youth with the tools and skills of the 21st century, securing their participation in decision-making, civic engagement, and EU processes.

Skills like critical thinking and media literacy, green skills, and digital competencies will be at the project's core.

Discover

To **provide** young people with fewer opportunities, especially from rural and peripheral areas, with **valuable experience** to discover and improve themselves through awareness and engagement, including in the activities participants from remote areas that will feel part of a joint project.

To **create links** of communication and understanding between the participants, youth, and decision-makers, helping the first ones feel like they are part of a common community and the last ones to actively listen to the demands and needs of youth while accelerating the democratic process and participation.

Consortium

The **Io Per l'Altro – IPA** is a non-profit, non-governmental, social, and humanitarian organization that operates nationally and internationally. It aims to improve the quality of life for people through emergency assistance, permanent projects and local development to help those in need, balanced personal and social development, and accountability actions.

Youthmakers Hub (YMH) is a European non-profit organization based in Greece, specializing in Capacity Building and Communication & Dissemination for impact-driven projects in Europe and Africa. The organization's vision is to cultivate a new generation of empowered young individuals who create positive change in their communities. YMH's mission is to serve as a catalyst for social change by providing the necessary tools & knowledge and fostering collaborations between Europe and Africa.

Target Audience

People with fewer opportunities

a. NEETs: Obstacles related to education and training systems

b. Living in residential care: Social obstacles

c. Youth from under-developed regions and from marginalized social, ethnic, and economic communities and backgrounds.

d. Living in areas far from Europe, in suburbs and rural areas: Geographical obstacles

Trainers, Experts, Youth workers 18 - 30

University students (18-25)

Youth < 18 and schools

Policymakers (local, national, European level)

Youth organizations and CSOs

April 2023

Training for trainers, Sicily, Italy

Participants: 20



Between April 26th and 30th, 2023, the EcoActiZenship project's "Training for Trainers" initial mobility was held in Cefalu, Sicily. This mobility marked the beginning of the project and provided a foundation for understanding its themes in a non-formal way.

The main aim of the activities was to encourage civic engagement and develop participants' environmental consciousness. The trainers, **MarcoValerio Battaglia** and **Francesca Salmeri** from **IPA**, used informal teaching methods to highlight the relationship between humans and the natural world, emphasizing the importance of incorporating eco-friendly and sustainable practices into daily life. Participants and team members from Greece and Italy were asked for feedback and brainstorming ideas to promote environmentally responsible, socially equitable, and economically viable behavior and practices that support long-term ecological balance and human well-being.

The first day started with exploring the environment and creating a board map depicting the participants' daily morning mood. Participants then had the opportunity to explore the seaside and connect with a natural element using a digital tool to learn more about it and share their connection with the team.The following activities focused on team building in natural environments. Participants worked together to build a lasting fortification from rocks at the seaside and then went blindfolded to feel nature, and their partners were guided to a specific point.

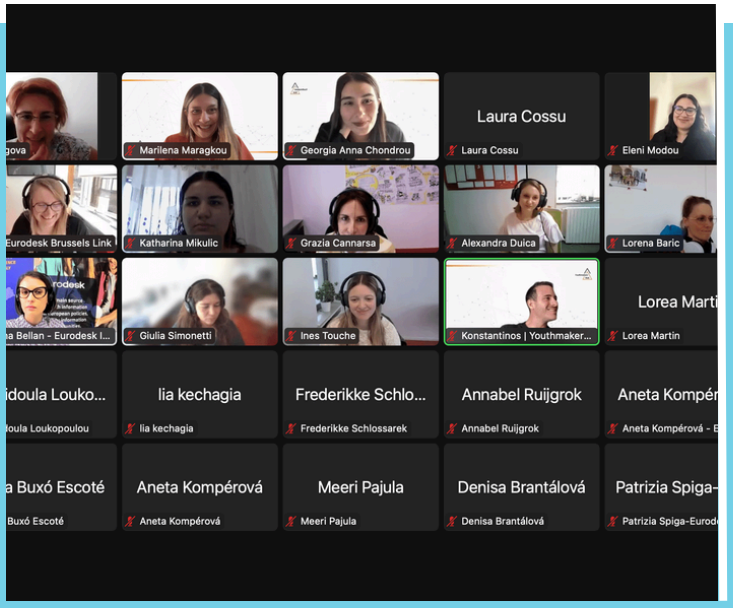
On the third day, participants cleaned the beach and surrounding area and then discussed actions that the project and they could take to promote eco-activism in groups.The fourth day was a team activity in the mountains of Cefalu. Participants explored and reflected on the change from the seaside to the woods, connecting with memories that this environment may have evoked.

The final day closed with a sports activity in the Rocca of Cefalu. Participants hiked to the top of the hill together In conclusion, this 5-day mobility not only promoted practices but also made the participants reflect on the educational processes they can adopt and promote in their training.

June 2023

Digital tools for civic engagement

Participants: 67



On 7 June 2023, in the framework of the "Youth-friendly content for Social Media & TikTok" webinar organized by **Eurodesk Brussels**, a training session named "**Digital tools for civic engagement: Unveiling the Secrets of Youth-friendly content for Instagram**" provided participants with insights and knowledge about utilizing social media platforms to engage young people effectively.

This training served as a "first step" to the main one that followed in October 2023.

Georgianna Chondrou, Communications Lead of Youthmakers Hub, and **Eleni Modou**, Project and Communications Assistant, gave the audience insightful tips and strategies for creating engaging and user-friendly content on Instagram. They emphasized the importance of understanding the target audience, young people, and tailoring content to meet their preferences and interests. They shared techniques for optimizing Instagram posts and stories to drive meaningful conversations and inspire civic engagement.

On the same month, a similar "**Digital Tools for Civic Engagement**" workshop took place with Italian participants. Firstly there were organized activities to set up the group after non-formal activities with digital items (GPS, Google Lens, canva); at the end, they prepared, in subgroups, an activity to promote sustainability with digital tools in their communities.

October 2023

Digital tools for civic engagement & Transform your idea into a project with EU

Participants: over 130 in total

On 14 October 2023, under the "umbrella" of the "Transform your idea into a project with EU" training that was about to take place the following days, some non-formal activities took place to set up the group in the "**Non-Formal Activities Preceding EU Project Training**" workshop. The participants learned about the Erasmus program and opportunities through a presentation; they explored tips on how to write a project and the cycle of a project. The event's impact was evident since some of the participants' ideas were submitted in an Erasmus call in February.

On 17 October 2023, the "**The use of AI & digital tools in personal branding**" workshop explored various aspects of personal branding, such as crafting an effective CV or social media profiles, while emphasizing the transformative potential of AI tools. The event also encouraged active participation, with attendees receiving hands-on guidance on creating impactful documents and fostering professional connections. 63 participants got insighful tips on how to use digital tools for civic engagement.

On 18 October, the "**Transform your idea into a project with EU**" training equipped 50 attendees with the skills and knowledge needed to bring their innovative concepts to life through EU funding. It also provided insights into the European Solidarity Corps Programme, offered guidance on project design, and assisted in preparing funding proposals. During the event, our speaker, **Spyridoula Loukopoulou**, emphasized addressing critical questions and assembling the right team before submitting a proposal. Participants were organized into groups to collaborate and brainstorm ideas for solidarity projects. Under Spyridoula's expert guidance, these ideas were refined into practical project proposals eligible for funding. The webinar achieved notable success, deepening participants' understanding of the **European Solidarity Corps** Programme and the project development process. It equipped them with the tools and knowledge required to create impactful projects and secure funding, underscoring the significance of such educational initiatives in empowering young individuals to contribute to their communities and actively promote solidarity.





October 2023

Greening the Future: EcoActiZenship Capacity Building Mobility in Raches, Greece

Participants: 22

Imagine spending five days surrounded by the beauty of Raches, engaged in a transformative training experience that combines a unique journey that merges learning, outdoor fun, and a commitment to positively impacting the environment. From composting board games to workshops on reusable materials, this 5-day training, from 2 to 6 October 2023, was a holistic experience for those looking to embrace sustainable living. The first day started with a series of ice-breakers and introductions, setting the tone for the days ahead. Participants quickly formed a strong community, all sharing the goal of becoming eco-citizens. The group bonded over their love for adventure and nature.

The program included sessions on storytelling and tips and tricks on two significant aspects of eco-activism: carbon footprint and e-waste. An exciting turn came with workshops on creating reusable notebooks and producing reusable pads. These sessions were led by **Wheeling2Help**, which is dedicated to making the world a better place. Participants were shown how to upcycle old materials into beautiful, sustainable notebooks and reusable pads. It was a hands-on experience that empowered everyone to make their own eco-friendly stationery. The participants expanded their eco-knowledge and connected with nature profoundly as they explored the waterfalls. As they left Raches, they were now armed with the tools and mindset to change the world positively.

The impact of this 5-day training goes far beyond Raches; it serves as a reminder that individuals can influence change through conscious choices. Each participant left with a commitment to eco-activism and a strong sense of responsibility to protect our planet. By fostering a sense of community and environmental consciousness, we have demonstrated how adventure and sustainability coexist beautifully, making the world a better place, one eco-citizen at a time.





November 2023

Embracing Sustainability: A Recap of the Capacity Building Mobility in Italy

Participants: 22

From 20 November to 24th, a **transformative event** took place in the heart of Italy, bringing together individuals passionate about sustainable living, environmental conservation, and fostering trust among communities. The Capacity Building Mobility held over four days and celebrated non-formal activities designed to empower participants to become stewards of a brighter future.

The journey began with a focus on building trust among participants. Ice-breaking activities, group discussions, and team-building exercises paved the way for open communication and collaboration. Participants shared their diverse perspectives on sustainability, setting the stage for a collective understanding of the importance of trust in creating positive change.

The second day was dedicated to equipping participants with practical knowledge of sustainable living. The emphasis was on cultivating habits that promote a sustainable lifestyle, fostering a deeper connection between individuals and the environment. The heartbeat of the event echoed on the third day as participants delved into activities centered around environmental issues. The day served as a powerful reminder of the interconnectedness of all living beings and the vital role each person plays in safeguarding the planet.

The final day encapsulated the essence of the entire experience – caring for our future. Participants engaged in reflective sessions, sharing their commitments to sustainable living and community trust-building. A collective vision for a brighter, greener future emerged, shaped by the newfound knowledge and connections forged during mobility. The event concluded with a pledge to carry these values forward, creating a ripple effect in their communities and beyond.





January 2024

Roundtable Discussion: Shaping a sustainable future in the EU

Participants: 68

On 26 January, EcoActiZenship's **Roundtable Discussion** activity occurred in the 2nd Evening Vocational School of Tavros, Athens, Greece. It was a vibrant confluence of ideas centered on sustainable living and environmental stewardship. Participants delved into the essence of sustainable citizenship, emphasizing the profound impact of individual actions on the global ecosystem. The discussion highlighted the European Union's struggles and strides towards sustainability, discussing the challenges of carbon footprints, waste management, and biodiversity loss.

On January 28, the event "**Roundtables the need of my community, the action I would like to do**" took place in Rome, Italy. Participants were divided in subgroups for a Roundtable discussion on how to utilize Canva, Powerpoint, and Theatre. The groups presented the need and the action they want to implement in their communities. A follow-up of this roundtables event was the combination of local projects presented under KA154 or ESC30.





April 2024

Reflecting on Impact: Next Steps

On 4 April, the **project reunion** brought together past participants in a collaborative effort to delve into the profound impact and lasting implications of their collective endeavors. Assembled within the backdrop of shared commitment to environmental sustainability, digital empowerment, and civic engagement; the meeting served as a platform for introspection, dialogue, and envisioning the road ahead.

Throughout the gathering, participants engaged in vibrant discussions, reflecting on the diverse range of activities undertaken during the project's duration. From community-led sustainability initiatives to the innovative integration of digital tools for environmental advocacy, each aspect was meticulously examined and celebrated for its contribution to fostering a culture of eco-conscious citizenship..

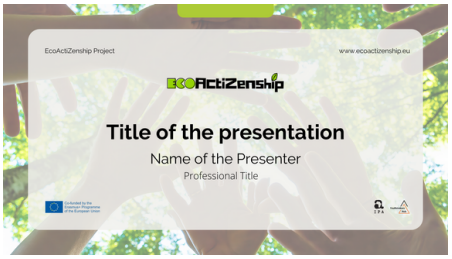
Amidst the reflections on past achievements, the conversation seamlessly transitioned towards charting the course for the future. Embracing a forward-looking mindset, participants collectively reaffirmed their commitment to the cause, emphasizing that the conclusion of the project should not mark an endpoint but rather serve as a springboard for continued action and innovation. As one participant, Monica Rocca aptly remarked, "*The most important thing is to see this as the beginning of something new and not the end. The project gave me inspiration.*"

In essence, the project reunion was not merely a retrospective exercise but a rallying cry for sustained momentum and collective action. It underscored the ethos of resilience, adaptability, and perseverance in the face of environmental challenges, inspiring participants to embark on a new chapter of meaningful engagement and impactful change.



Communication & Dissemination

The project's brand identity kit encompassed various elements crucial for establishing and maintaining a consistent brand image. It included logos in different formats appropriate for printed and online use, a comprehensive standards manual, and a range of brand assets such as presentation templates, pitch decks, notepads, stickers, and certificate templates.











The **website** creation formed a significant part of the brand's online presence. The creation of a dedicated website at the project's onset made all research information and deliverables publicly accessible, serving as an official information and dissemination channel.

A Communication Plan was implemented, facilitating outreach and engagement through the partners' social media channels, ensuring effective communication and dissemination strategies. For the dissemination of all activities of the project, the social media accounts of Youthmakers Hub were used with a base of 10K followers in total.

Infographics

- #1 Five actions for the environment
- #2 The Power of Community: Building Sustainable Futures

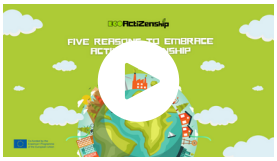


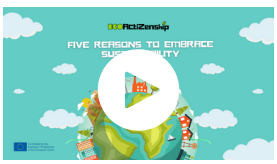


These infographics aim to showcase the potential for positive change when citizens come together to address environmental challenges, inspiring others to take action and make a difference in their own communities. They are available on the project's website and were promoted through all the channels of YMH.

Animation Videos

- **Five reasons to embrace active citizenship | EcoActiZenship**
- **Five reasons to embrace sustainability | EcoActiZenship**





This series of videos encouraged viewers to embrace sustainability & active citizenship as guiding principles in their personal and professional lives. It emphasized the importance of collective action in addressing global challenges and building a more sustainable and resilient world for future generations.

They were uploaded to the YMH YouTube channel and shared from the partners' accounts.

Communication & Dissemination

Social Media Campaigns

#FuturePlanet Campaign

















Empowering individuals to become proactive Eco-Citizens by sharing practical tips and insightful information that promotes sustainable living and active engagement in environmental conservation. The campaign aimed to foster a sense of responsibility towards the planet, emphasizing how small actions can collectively make a significant impact.

The content shared was around the topics:

- **Green Living Starts at Home**
- **Eco-Mobility Matters**
- **Nature Nurturing**
- **Sustainable Consumer Choices**
- **Water Wisdom**
- **Eco-Education Spotlight**
- **Green Innovation Showcase**
- **Eco-Friendly Tech**

The campaign was shared to more than 4K Followers on Twitter and Facebook, achieving a direct reach to 2K accounts.

#EcoAction Challenge





The EcoAction Challenge is an engaging Instagram quiz series designed to empower individuals to make a positive impact on the planet while having fun. Participants expected a dynamic exploration of various environmental topics, including sustainable living practices, wildlife conservation efforts, and renewable energy solutions. This interactive experience not only tested participants' knowledge but also educated and inspired them to take action for a greener future.

At the end of this campaign, the project gathered 330 answers in total and 2048 direct views, while 1984 accounts were reached.

EcoActiZenship Newsletters

Through carefully crafted content and compelling visuals, newsletters captured the attention of recipients and encouraged them to stay informed and connected with the project. Three issues were published through the Youthmakers Hub LinkedIn Newsletter basis (1236 newsletter subscribers).

EcoActiZenship

Impact of the project



The project's impact on over **300 young** Italians and Greeks has been profound, extending far beyond the initial design and implementation phases.

Through their participation, they have forged valuable connections with peers on national and international levels, forming a sustainable network focused on personal and professional development. These relationships, cultivated during the project, continue to thrive, driving youth engagement in public movements and dialogue centered around environmental issues and digitalization.

EcoActiZenship has catalyzed cultural and behavioral change, creating ripple effects beyond its specific activities. Participants have gained essential skills, from digital literacy to life skills, positioning them for future employment and mentorship opportunities. They have interacted with decision-makers and stakeholders across sectors, gaining firsthand insights into shaping the future of their communities and Europe as a whole.

At a broader level, the project has uplifted European youth, fostering a sense of European citizenship and belonging. Rooted in a European framework, it has highlighted European values and priorities, empowering participants to act as agents of change within an EU-wide community.

Through various activities, participants have acquired diverse and complementary competencies that align with frameworks. They have honed media literacy, communication, teamwork, and problem-solving skills, equipping them to navigate complex challenges and contribute meaningfully to society.

Moreover, EcoActiZenship has instilled a strong sense of civic engagement and empowerment, empowering young people to advocate for causes and negotiate with decision-makers effectively. As active citizens in the European Union, they are well-rounded and equipped to shape the future positively.

EcoActiZenship

Next steps



Looking ahead, the impact of the EcoActiZenship project will continue to resonate far into the future, fostering a legacy of empowered, environmentally conscious citizens across Europe.

Ongoing community engagement and outreach efforts are crucial to disseminating this impact. Building upon the established network of participants and stakeholders, the project will continue organizing events, workshops, and discussions on sustainability, civic engagement, and digital literacy. These activities will reinforce the knowledge and skills gained during the project and reach new audiences and communities.

Additionally, leveraging digital platforms and social media channels will be crucial for maintaining visibility and relevance in the years to come. By sharing success stories, testimonials, and resources online, the project can inspire and inform a wider audience about the importance of youth empowerment and environmental stewardship.

Furthermore, partnerships with local organizations, educational institutions, and government agencies will be vital for sustaining the project's impact. Collaborative initiatives, joint projects, and shared resources will ensure continued support and investment in youth development and sustainable practices.

Looking forward, through a combination of grassroots initiatives, policy advocacy, and educational programming, the project will continue to empower young people to become active agents of positive change in their communities and beyond. By fostering a sense of responsibility, agency, and belonging among participants, the project will contribute to a more resilient and sustainable future for all.

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