

# Green Civic Action Days

## ACTIVITY 5 – REPORT



## IMPLEMENTATION REPORT

### Activity 5: Green Civic Action Days

#### Erasmus+ Project: GreenCitizens – Digital Empowerment for Environmental Civic Action of Youth in Schools and Communities

**Period of implementation: 23–27 March 2026**

**Venue: București, Romania/ Perugia, Italia**

## 1. INTRODUCTION

The activity “Green Civic Action Days”, implemented between 23–27 March 2026, was carried out within the Erasmus+ project “GreenCitizens: Digital Empowerment for Environmental Civic Action of Youth in Schools and Communities”, funded under the Erasmus+ Programme, KA210-YOU – Small-scale partnerships in youth.

The project was implemented by ASOCIATIA PENTRU TRANSFORMARE EDUCATIONALA SI SOCIALA (Romania), in partnership with UN-LAB S.N.C. di Broncolo Luca e Bussotti Antonella (Italy), and focused on empowering young people through environmental education, digital participation, active citizenship, and civic engagement.

According to the approved Erasmus+ application, the GreenCitizens project was developed in response to several important environmental and social challenges identified in Romania and Italy, including poor air quality, unsustainable waste management, limited environmental awareness, and insufficient opportunities for youth participation in civic and environmental decision-making processes.

The project aligns with key Erasmus+ and European Union priorities, particularly:

- environment and fight against climate change;
- digital transformation and development of digital readiness;
- promotion of active citizenship and youth participation.

The general objective of the project was to empower young people from Romania and Italy by enhancing their digital skills and supporting their active involvement in environmental advocacy and civic action initiatives.

Within this framework, the project pursued several specific objectives:

- equipping young people with digital tools and platforms for environmental advocacy;
- developing youth leadership and civic engagement capacities;
- encouraging youth-led environmental initiatives and campaigns;
- facilitating cross-border cooperation between Romanian and Italian youth;
- promoting sustainable behaviors and environmental responsibility;
- strengthening environmental education and public awareness;
- encouraging dialogue between young people, educators, local stakeholders, and decision-makers.

The project methodology combined experiential learning, collaborative work, digital communication, environmental activism, and intercultural cooperation. Young participants were encouraged to identify local environmental challenges, analyze community needs, develop practical solutions, and disseminate environmental awareness messages through digital and community-based activities.

The implementation structure of the project included five main activities: project management, national roundtables, development of the GreenCitizen Toolkit, interactive workshops for youth-led environmental campaigns, and the final dissemination activity "Green Civic Action Days".

Activity 5 – Green Civic Action Days represented the final public engagement and dissemination component of the project. According to the approved application, the activity was designed as a public event organized in Romania and Italy where youth participants would present the digital campaigns and environmental tools developed during the previous workshops and collaborative activities.

The activity aimed to engage:

- young participants involved in the project;
- educators and youth workers;



- local stakeholders;
- representatives of environmental organizations;
- community members interested in sustainability and environmental protection.

The Green Civic Action Days were also intended to support:

- dissemination of youth-led environmental campaigns;
- promotion of the GreenCitizen Toolkit;
- increased visibility of local environmental issues;
- dialogue between young people and local stakeholders;
- public awareness regarding environmental sustainability and responsible civic behavior.

The approved project proposal specified that the activity would include:

- interactive presentations delivered by youth participants;
- discussions and exchange of ideas with stakeholders and community representatives;
- dissemination through social media and digital communication tools;
- collaborative and participatory learning approaches;
- environmentally sustainable and inclusive implementation methods.

In accordance with the objectives and implementation principles established in the Erasmus+ project application, between 23–27 March 2026 the participants took part in a dissemination activity centered on the public presentation of the environmental campaigns and civic initiatives developed during the previous stages of the project implementation process.

The activity was organized as an interactive dissemination and awareness framework through which young participants presented the results of their collaborative work, the environmental themes addressed within the project, the digital materials created, and the practical environmental solutions proposed for local communities.

During the dissemination sessions, participants showcased the outcomes of the practical activities, research, collaborative planning sessions, and digital campaign development carried out throughout the project. The presentations highlighted both



the environmental problems identified at local level and the ways in which young people can actively contribute to increasing public awareness and promoting sustainable behaviors through digital communication, civic participation, and community engagement.

The dissemination events focused particularly on environmental challenges identified in Bucharest, especially in Sector 4 and in Historical City Center of Perugia, both urban area affected by issues related to pollution, waste management, limited environmental awareness, and pressure on urban green spaces.

Throughout the activity, participants presented several youth-led environmental campaigns developed within the GreenCitizens project, each campaign addressing a distinct environmental theme and proposing concrete awareness and civic engagement approaches adapted to local community realities.

The campaigns addressed topics such as:

- protection of urban biodiversity and natural ecosystems;
- recycling education and selective waste collection;
- sustainable lifestyles and environmentally responsible daily habits;
- urban air pollution and environmental quality;
- responsible interaction between communities and natural spaces;
- environmental awareness through digital tools and social media communication.

One of the campaigns presented during the dissemination activity focused on the protection of the Văcărești Natural Park, emphasizing the importance of preserving urban biodiversity and promoting responsible ecological behavior in protected natural areas. Participants highlighted the environmental value of the area and raised awareness regarding the risks generated by pollution, waste disposal, and irresponsible human activities affecting urban ecosystems.

Another campaign promoted the idea that small everyday actions can generate significant environmental impact when adopted collectively. Through examples related



to recycling, reducing plastic consumption, protecting green spaces, and responsible use of resources, participants encouraged the adoption of sustainable habits and greater environmental responsibility within local communities.

The dissemination activity also included the presentation of a digital recycling initiative based on the creation of an interactive map identifying selective waste collection points within Sector 4. Participants explained how digital tools can support environmental education, facilitate access to recycling infrastructure information, and encourage practical civic participation among young people and community members. Another important theme addressed during the dissemination sessions was air pollution and its impact on health and quality of life in urban communities. Participants presented awareness concepts and digital communication materials focused on traffic pollution, sustainable mobility, and the need for environmentally responsible urban behaviors.

The dissemination events were implemented using participatory, inclusive, and environmentally responsible methods, in line with the principles promoted throughout the GreenCitizens project. The activity encouraged open dialogue, peer learning, collaborative reflection, and active participation, while also promoting environmentally sustainable practices through the use of digital materials, online dissemination tools, and reduced use of printed resources.

Through the public presentation of the campaigns and the direct involvement of young participants in dissemination activities, the Green Civic Action Days contributed to increasing the visibility of youth-led environmental initiatives and reinforced the role of young people as active promoters of environmental sustainability, civic responsibility, and community engagement.

The implementation process combined:

- field documentation activities;
- digital mapping and environmental observation;
- creation of visual and digital awareness materials;
- teamwork and collaborative learning;



- public presentations and dissemination sessions;
- promotion through social media and community engagement activities.

Through this integrated approach, Activity 5 successfully contributed to the achievement of the project objectives by strengthening environmental awareness, digital participation, civic responsibility, and youth engagement in community-oriented environmental action.

## 2. GENERAL CONTEXT OF THE ACTIVITY

### 2. GENERAL CONTEXT OF THE ACTIVITY

Between 23 and 27 March 2026, within the Erasmus+ project “GreenCitizens – Digital Empowerment for Environmental Civic Action of Youth in Schools and Communities”, the dissemination activity entitled “Green Civic Action Days” was organized and implemented by ASOCIATIA PENTRU TRANSFORMARE EDUCATIONALA SI SOCIALA (ATES), in partnership with UN-LAB S.N.C. di Broncolo Luca e Bussotti Antonella (Italy).

The activity represented the final dissemination and public presentation stage of the project and was implemented in accordance with the objectives and implementation framework established in the approved Erasmus+ application. According to the project proposal, the Green Civic Action Days were designed as public dissemination events through which young participants could present the environmental campaigns, digital materials, and civic initiatives developed during the previous workshops and collaborative activities of the project.

The activity was organized as a youth-led dissemination initiative focused on environmental awareness, active citizenship, digital participation, and civic engagement. During the implementation period, participants publicly presented the practical results of their work, the environmental problems identified within their local communities, as well as the digital campaigns and awareness concepts developed throughout the project implementation process.



The dissemination activity brought together young participants, educators, community members, and local stakeholders interested in environmental sustainability and youth civic participation. The event created a participatory framework in which young people had the opportunity to explain the concepts behind their campaigns, describe the local environmental challenges they addressed, and present the digital tools and communication methods used to promote environmental awareness.

The Green Civic Action Days represented the practical continuation of the interactive workshops previously organized within the project and provided participants with the possibility to transform the ideas, concepts, and materials developed during the training activities into publicly presented civic initiatives.

During the dissemination sessions organized between 23–27 March 2026, participants presented several youth-led environmental campaigns developed within the project, each addressing specific environmental issues identified in Bucharest, particularly in Sector 4 and surrounding urban areas and in Historical City Center of Perugia.

One of the campaigns presented during the dissemination activity was “Delta Văcărești – Natura din Oraș”, focused on the protection and promotion of the Văcărești Natural Park as an important urban biodiversity area.

Within the presentation, participants explained the ecological importance of the area, the environmental risks affecting the urban ecosystem, and the need for responsible community involvement in protecting natural spaces located within highly urbanized environments. The campaign promoted biodiversity protection, environmental responsibility, and sustainable interaction between communities and protected natural areas.

Another project disseminated during the activity was “Gesturi mici cu impact mare”, a campaign centered on promoting sustainable daily habits and practical environmental responsibility.

The participants presented awareness materials encouraging recycling, reduction of plastic consumption, protection of green spaces, water conservation, energy saving,



and environmentally responsible daily behaviors. The campaign highlighted the importance of small individual actions in generating long-term environmental impact at community level.

The dissemination activity also included the presentation of the initiative “Scan & Sort S4”, a project focused on recycling education and digital mapping of recycling points within Sector 4 of Bucharest.

Participants presented the interactive mapping concept developed during the project, explaining how digital tools can support environmental education and facilitate access to information regarding selective waste collection and recycling infrastructure. The project combined digital competences, civic participation, and environmental responsibility in a practical and accessible format addressed especially to young people and local residents.

Another campaign publicly presented during the dissemination sessions was “Upgrade la aer”, focused on urban air pollution and its effects on young people and local communities and in the same time the Italian campaign “Breathe Perugia” was a youth-led environmental awareness campaign developed during the GreenCitizens Interactive Workshops in Perugia. Created by young participants passionate about sustainable mobility, environmental protection, and digital advocacy, the campaign encourages students and local communities to rethink how they move around the city — especially during school commuting hours.

Through digital storytelling, social media communication, and civic participation tools, the campaign promotes cycling, walking, and greener mobility habits as concrete actions to reduce pollution and improve urban life. The campaign was inspired by the local initiative Bimbibici 2025, organised in collaboration with FIAB Perugia, which promotes sustainable mobility and bicycle culture among children, families, and schools. As part of the “Breathe Perugia” campaign, the youth group developed a series of simple environmental tips designed for social media dissemination and awareness activities.

The tips aim to encourage small daily actions that can contribute to cleaner air, healthier lifestyles, and more sustainable urban mobility habits. Few of the main



Environmental Tips: ◆Use a bicycle or walk for short urban distances whenever possible. ◆Share rides with friends or classmates to reduce traffic and emissions. ◆Combine mobility with healthy habits and outdoor physical activity. ◆Choose public transport instead of private cars for daily commuting. ◆Plan routes in advance to avoid unnecessary car use. ◆Respect pedestrian and cycling spaces to create safer streets for everyone. ◆Reduce unnecessary engine idling near schools and public spaces. ◆Remember that even small daily actions can positively impact air quality and urban life.

All the participants addressed topics related to traffic pollution, urban environmental quality, sustainable mobility, and public awareness regarding air quality issues. Through visual materials and communication concepts, the campaign aimed to make the issue of air pollution more visible and understandable for the wider community.

The dissemination activity was organized in an interactive format and included:

- public presentations delivered by participants;
- explanation of campaign concepts and objectives;
- presentation of digital materials and environmental awareness content;
- discussions regarding local environmental problems;
- exchange of ideas and feedback between participants and attendees;
- promotion of environmental responsibility and active citizenship.

The implementation of the Green Civic Action Days contributed directly to the objectives of the GreenCitizens project by increasing the visibility of youth-led environmental initiatives and encouraging young people to actively participate in civic and environmental actions within their communities.

At the same time, the activity supported the dissemination of the practical outcomes generated during the project implementation period and created opportunities for dialogue, awareness, and community engagement around environmental sustainability and responsible civic behavior.



### 3. OBJECTIVES OF THE ACTIVITY

In accordance with the objectives, priorities, and implementation methodology established within the Erasmus+ project “GreenCitizens – Digital Empowerment for Environmental Civic Action of Youth in Schools and Communities”, the period 23–27 March 2026 was dedicated to the organization and implementation of a dissemination activity aimed at publicly presenting the environmental campaigns, digital awareness materials, and civic initiatives developed by young participants throughout the project activities.

The dissemination events represented the final stage of the practical and collaborative learning process carried out during the implementation of the project and created an opportunity for participants to present the concrete results of their work to peers, educators, community members, and stakeholders interested in environmental sustainability and youth civic participation.

The activity was designed as an interactive and participatory dissemination framework through which young people could communicate the environmental problems identified within their local communities, explain the concepts behind the campaigns they developed, and demonstrate how digital tools and civic engagement methods can contribute to increasing environmental awareness and promoting sustainable behaviors.

The dissemination sessions reflected the core philosophy of the GreenCitizens project, namely the active involvement of young people in identifying environmental challenges, proposing community-oriented solutions, and using digital communication as an instrument for environmental advocacy and civic action.

Throughout the activity, participants presented the practical outcomes generated during the previous implementation stages, including:

- environmental observation activities;
- collaborative project development sessions;
- field-based documentation and analysis;
- digital communication concepts;
- awareness materials and visual campaigns;
- community-oriented environmental initiatives.

The dissemination events focused especially on local environmental challenges identified in Bucharest, particularly within Sector 4, an urban area characterized by significant environmental pressures generated by pollution, traffic congestion, insufficient recycling practices, and the degradation of urban green spaces.

One of the central dissemination themes addressed during the activity was the protection of urban biodiversity and the relationship between communities and natural ecosystems integrated within urban environments.

Within this context, participants presented the campaign "Delta Văcărești – Natura din Oraș", an initiative focused on promoting and protecting the Văcărești Natural Park, considered one of the most important urban ecosystems in Bucharest.

During the presentation, participants highlighted the ecological value of the area, emphasizing the importance of preserving biodiversity and protecting natural habitats located within highly urbanized environments. The campaign addressed issues such as uncontrolled waste disposal, disturbance of wildlife, irresponsible human behavior, and insufficient public awareness regarding the environmental significance of protected urban natural areas.

The dissemination materials developed by participants promoted the concept of responsible exploration and encouraged community involvement in protecting urban biodiversity. The campaign also reflected the project's objective of transforming young people into active environmental advocates capable of promoting sustainable attitudes and civic responsibility through digital communication and public awareness initiatives. Another campaign disseminated during the activity was "Gesturi mici cu impact mare", focused on promoting sustainable daily behaviors and encouraging practical environmental responsibility at individual and community level.

Participants presented awareness materials and communication concepts centered on the idea that small individual actions can collectively generate meaningful environmental impact. The campaign addressed several local environmental problems, including improper waste disposal, low recycling practices, excessive plastic consumption, and pollution of public and green spaces.

The dissemination sessions emphasized the importance of developing sustainable habits among young people and local communities through accessible and practical actions such as:

- recycling and selective waste collection;
- reduction of plastic consumption;
- maintaining clean public spaces;
- responsible use of resources;
- environmentally friendly daily practices.

The presentations demonstrated how environmental responsibility can be integrated into everyday life and promoted through creative, youth-oriented communication methods and digital awareness campaigns.

An important component of the dissemination activity was represented by the presentation of the "Scan & Sort S4" initiative, a campaign dedicated to recycling education and digital environmental mapping.

Participants explained the concept of creating an interactive recycling map designed to identify and centralize selective waste collection points within Sector 4 of Bucharest.

The project combined digital competences, environmental education, and civic participation, demonstrating how technology can support practical environmental action and facilitate access to recycling-related information.

The dissemination sessions highlighted the educational role of the initiative and its potential contribution to improving recycling behaviors among students, young people, and local residents. Participants also presented the use of digital tools such as Google My Maps and explained how mapping activities can transform environmental responsibility into a more accessible and practical community action.

Another major environmental topic addressed during the dissemination activity was urban air pollution and its impact on health and quality of life.

Within this framework, participants presented the campaign "Upgrade la aer", focused on increasing awareness regarding air quality issues affecting urban communities in Bucharest.

The campaign addressed topics such as:

- traffic pollution;
- environmental quality in densely populated urban areas;
- sustainable mobility;
- responsible transportation choices;
- the impact of pollution on physical health and wellbeing.

Participants explained how the campaign sought to transform the issue of air pollution from an “invisible problem” into a visible and understandable environmental concern for local communities. Through visual communication concepts, awareness messages, and digital dissemination materials, the campaign encouraged young people to become more aware of the environmental consequences of urban lifestyles and to promote more sustainable behaviors.

The dissemination activity was implemented using participatory, collaborative, inclusive, and environmentally responsible methods, fully aligned with the principles promoted within the GreenCitizens project and the Erasmus+ programme.

The events encouraged:

- active youth participation;
- peer learning and exchange of ideas;
- collaborative reflection;
- public speaking and communication;
- civic dialogue regarding environmental issues;
- community-oriented environmental awareness.

A strong emphasis was placed on the use of digital dissemination methods and environmentally sustainable implementation practices, including the use of digital presentation materials, online communication tools, and reduced reliance on printed resources.

The dissemination sessions created an open and interactive environment in which participants were encouraged to present their ideas, explain the environmental

relevance of their campaigns, and engage in discussions regarding practical solutions for improving environmental responsibility within local communities.

Through the public presentation of the campaigns and the active involvement of young participants in dissemination activities, the Green Civic Action Days successfully contributed to:

- increasing the visibility of youth-led environmental initiatives;
- strengthening environmental awareness among participants and attendees;
- promoting active citizenship and civic engagement;
- encouraging sustainable behaviors within local communities;
- developing digital communication and advocacy competences;
- reinforcing the role of young people as active contributors to environmental sustainability and community development.

The activity also demonstrated the importance of combining environmental education, digital participation, and civic engagement in order to create meaningful and sustainable community impact, fully reflecting the objectives and priorities established within the GreenCitizens Erasmus+ project.

#### **4. DESCRIPTION OF THE IMPLEMENTATION PROCESS**

The implementation of Activity 5 – Green Civic Action Days was organized as a participatory dissemination and civic engagement process that combined environmental awareness activities, collaborative project development, digital communication practices, public presentations, and youth-led dissemination initiatives focused on local environmental challenges identified within Bucharest communities, particularly in Sector 4.

The activity represented the final implementation and dissemination stage of the Erasmus+ project “GreenCitizens – Digital Empowerment for Environmental Civic Action of Youth in Schools and Communities” and aimed to publicly present the practical outcomes generated during the previous project activities, workshops, and collaborative environmental initiatives.

The implementation process was based on an integrated methodology combining:

- experiential and participatory learning;

- collaborative teamwork;
- environmental observation and local analysis;
- digital communication and storytelling;
- youth leadership and civic participation;
- public dissemination and awareness raising.

Throughout the implementation period, participants worked in thematic teams and developed environmental campaigns addressing concrete ecological problems identified within their local communities. The campaigns reflected both the environmental priorities established within the Erasmus+ project and the realities observed by participants in their everyday urban environments.

The implementation process involved a sequence of practical, collaborative, and dissemination-oriented activities through which participants transformed the concepts and ideas developed during the previous project stages into concrete environmental awareness initiatives and publicly presented civic campaigns.

A central component of the implementation process consisted of field-based environmental observation and community analysis activities. Participants analyzed environmental issues affecting urban areas within Bucharest, particularly in Sector 4, focusing on topics such as:

- pollution of urban spaces;
- insufficient recycling practices;
- degradation of green areas;
- lack of environmental awareness;
- urban biodiversity protection;
- air quality problems generated by traffic congestion and urban mobility.

These practical observation activities allowed participants to connect environmental education concepts with real community challenges and contributed to the development of campaigns grounded in local realities and everyday experiences.

During the implementation process, participants carried out documentation and research activities aimed at collecting information regarding local environmental

problems and identifying practical civic approaches for increasing environmental awareness among young people and community members.

The research and documentation activities included:

- analysis of environmental issues identified within local communities;
- collection of visual documentation materials;
- identification of environmental risk factors;
- observation of urban environmental behaviors;
- analysis of sustainable practices and local ecological needs;
- identification of community-oriented awareness approaches.

Based on the information collected during these activities, participants collaboratively designed environmental campaigns adapted to the needs and realities of their communities.

An important implementation component consisted of the development of digital communication and awareness materials. Participants used digital storytelling techniques, visual communication concepts, online dissemination methods, and youth-oriented communication strategies in order to increase the accessibility and visibility of environmental messages.

The campaigns developed during the activity integrated:

- visual communication materials;
- environmental awareness concepts;
- digital campaign structures;
- social media communication ideas;
- public awareness messages;
- community engagement approaches.

The implementation process strongly emphasized the use of digital tools and creative communication methods in order to encourage youth participation and civic involvement.

Participants also carried out digital mapping and environmental visualization activities, particularly within the "Scan & Sort S4" initiative, where digital cartography tools were used to identify and centralize recycling points within Sector 4 of Bucharest.

The activity demonstrated how digital competences can support environmental education and facilitate practical civic engagement by transforming environmental information into accessible and community-oriented resources.

Another important implementation component was represented by collaborative content creation sessions, during which participants worked together to prepare:

- campaign concepts;
- awareness messages;
- visual identity elements;
- dissemination materials;
- presentation structures;
- environmental communication content.

The collaborative approach encouraged teamwork, peer learning, creativity, and exchange of ideas between participants, while also strengthening communication and problem-solving competences.

Throughout the implementation process, young participants played an active role in all stages of activity development, from environmental observation and campaign planning to public dissemination and presentation. This youth-centered methodology contributed significantly to increasing participants' sense of ownership, responsibility, and civic involvement.

The practical outcomes developed during the implementation period included several environmental campaigns focused on different ecological themes.

One of the campaigns developed and presented by participants was "Delta Văcărești – Natura din Oraș", focused on promoting the protection of the Văcărești Natural Park and raising awareness regarding the importance of urban biodiversity conservation.

The implementation process for this initiative included:

- environmental observation activities within natural urban spaces;
- awareness material development;
- visual storytelling concepts;
- biodiversity-related communication messages;
- promotion of responsible interaction with protected natural areas.

Participants highlighted the importance of preserving urban ecosystems and emphasized the role of young people in protecting biodiversity and promoting sustainable environmental behaviors.

The campaign “Gesturi mici cu impact mare” focused on promoting sustainable lifestyles and environmentally responsible daily habits.

The implementation process included the development of awareness concepts related to:

- recycling;
- reduction of plastic consumption;
- environmental responsibility;
- protection of public spaces;
- sustainable daily behaviors.

Participants created communication materials encouraging practical ecological actions that can be easily integrated into everyday life and promoted within local communities.

Within the “Upgrade la aer” initiative, participants addressed issues related to urban air pollution and environmental quality in Bucharest.

The implementation activities included:

- analysis of urban pollution sources;
- development of environmental awareness messages;
- creation of communication concepts related to sustainable mobility;
- preparation of visual materials focused on air quality issues;
- promotion of environmentally responsible transportation behaviors.

The campaign aimed to make the issue of air pollution more visible and understandable for young people and local communities by connecting environmental quality with health, wellbeing, and quality of life.

The implementation process concluded with dissemination and public presentation sessions organized between 23–27 March 2026, during which participants presented the campaigns and environmental initiatives developed throughout the project activities.

The dissemination events included:

- public presentations delivered by participants;
- campaign explanation sessions;

- presentation of digital awareness materials;
- discussions regarding environmental challenges affecting local communities;
- exchange of feedback and ideas between participants and attendees;
- promotion of civic participation and environmental responsibility.

The dissemination sessions created opportunities for dialogue, reflection, and community engagement while also increasing the visibility of youth-led environmental initiatives developed within the GreenCitizens project.

The implementation methodology placed a strong emphasis on:

- experiential learning and practical participation;
- teamwork and collaborative problem solving;
- youth leadership and active civic engagement;
- digital creativity and communication;
- environmental responsibility and sustainability;
- active participation in community life and local environmental initiatives.

The participatory and collaborative nature of the activity encouraged young people to move beyond theoretical discussions and actively contribute to environmental awareness and civic participation within their communities.

At the same time, the implementation process demonstrated the importance of combining environmental education, digital competences, and youth civic participation in order to create meaningful local impact and strengthen the role of young people as active promoters of sustainability and responsible community engagement.

## 5. YOUTH-LED ENVIRONMENTAL CAMPAIGNS DEVELOPED DURING THE ACTIVITY

### 5.1. "Delta Văcărești – Natura din Oraș"

One of the most representative environmental campaigns developed and presented by participants during the Green Civic Action Days dissemination activity was "Delta Văcărești – Natura din Oraș", a youth-led initiative focused on the promotion,

protection, and public awareness of the Văcărești Natural Park, considered one of the most important urban ecosystems in Bucharest.

The campaign was developed as a response to the environmental challenges affecting urban natural areas and aimed to increase awareness regarding the importance of biodiversity conservation within highly urbanized communities. Participants focused particularly on the relationship between urban development and environmental protection, emphasizing the need for responsible interaction between local communities and protected natural ecosystems.

The central concept promoted throughout the campaign was the idea of “urban wild nature”, highlighting the fact that valuable natural ecosystems can exist even within densely populated urban environments and that their protection depends largely on community awareness and civic responsibility.

During the dissemination sessions, participants explained that the Văcărești Natural Park represents a rare urban ecological area in Romania, hosting important biodiversity elements and functioning as a natural refuge within the city. At the same time, the campaign emphasized the environmental risks affecting the area, including:

- uncontrolled waste disposal;
- irresponsible visitor behavior;
- disturbance of wildlife;
- lack of environmental information and education;
- insufficient public awareness regarding the ecological value of the protected area.

The participants developed the campaign using a combination of environmental education principles, civic participation methods, and digital communication techniques specifically adapted to young audiences and online dissemination environments.

The implementation and presentation process included the creation of:

- environmental awareness visuals;
- social media communication concepts;
- biodiversity-related educational messages;
- proposals for civic and community involvement;
- digital storytelling elements;

- public awareness materials promoting responsible ecological behavior.

A strong emphasis was placed on visual communication and youth-oriented digital dissemination methods, especially through platforms frequently used by young people, such as TikTok, Instagram, YouTube, Discord, and WhatsApp.

Participants explained how social media and digital communication tools can become effective instruments for environmental advocacy, especially when environmental messages are presented in accessible, visual, and community-oriented formats capable of generating engagement among young audiences.

The campaign also promoted the idea that young people can actively contribute to protecting urban biodiversity not only through direct environmental action, but also through awareness raising, responsible communication, and civic participation.

An important component of the project focused on encouraging responsible exploration of the Văcărești Natural Park and promoting environmentally sustainable behaviors among visitors and community members. Participants highlighted the need to preserve the ecological balance of the area by reducing pollution, protecting wildlife habitats, and encouraging respectful interaction with nature.

The dissemination presentations also emphasized the educational dimension of the initiative, particularly in relation to:

- biodiversity education;
- sustainability awareness;
- ecological responsibility;
- environmental citizenship;
- community engagement in environmental protection.

Participants proposed the creation of a community of “ambassadors” for urban biodiversity protection, encouraging young people to become active promoters of environmental awareness and sustainable practices within their schools, social groups, and local communities.

The campaign additionally highlighted the importance of connecting environmental education with practical civic action. Through visual storytelling, awareness messages, and community-oriented communication concepts, participants demonstrated how

young people can use digital tools and collaborative initiatives to increase public interest in environmental sustainability and biodiversity conservation.

Another important aspect addressed during the dissemination sessions was the relationship between environmental protection and community identity. Participants emphasized that protecting urban natural spaces such as the Văcărești Natural Park contributes not only to biodiversity conservation, but also to improving quality of life, promoting environmental wellbeing, and strengthening the relationship between communities and their local environment.

The “Delta Văcărești – Natura din Oraș” campaign successfully reflected the main objectives of the GreenCitizens Erasmus+ project by combining:

- environmental awareness;
- digital participation;
- youth leadership;
- civic engagement;
- sustainable community-oriented action.

At the same time, the campaign demonstrated the capacity of young participants to identify relevant environmental challenges, develop creative awareness initiatives, and communicate environmental messages through accessible and impactful digital formats adapted to contemporary youth communication practices.

Through its participatory approach and strong environmental message, the initiative contributed significantly to increasing awareness regarding urban biodiversity protection and reinforced the role of young people as active promoters of environmental sustainability and civic responsibility within urban communities.

## **5.2. “Gesturi mici cu impact mare”**

Another environmental campaign developed and publicly presented during the Green Civic Action Days dissemination activity was “Gesturi mici cu impact mare”, a youth-led awareness initiative focused on promoting sustainable daily behaviors, environmental responsibility, and practical ecological habits accessible to all community members.

The campaign was designed around the idea that environmental protection does not depend exclusively on large-scale institutional actions, but also on the accumulation of small responsible choices made consistently by individuals in their everyday lives. Participants emphasized that simple ecological habits, when adopted collectively by communities, can contribute significantly to reducing pollution, protecting natural resources, and improving environmental quality.

During the dissemination sessions, participants explained that the initiative was developed in response to several local environmental issues identified within Bucharest communities, particularly in Sector 4, including:

- improper waste disposal;
- insufficient recycling practices;
- pollution of green spaces;
- excessive use of plastic products;
- low levels of environmental awareness among young people and community members.

The campaign aimed to transform environmental responsibility into a practical, accessible, and easy-to-understand lifestyle concept, especially for young people and students. The participants focused on promoting realistic and achievable ecological actions capable of being integrated into everyday routines without requiring significant financial or institutional resources.

Within the campaign presentations, participants encouraged several environmentally responsible behaviors, including:

- recycling and selective waste collection;
- reduction of plastic consumption;
- responsible waste disposal;
- energy saving;
- water conservation;
- use of environmentally friendly and alternative transportation methods;
- protection and maintenance of public and green spaces.

A central idea promoted throughout the campaign was that environmental sustainability begins with personal responsibility and daily behavioral choices. Participants emphasized that ecological responsibility should not be perceived as a

complex or inaccessible concept, but rather as a series of simple actions capable of generating visible long-term impact when adopted collectively by communities.

The dissemination activity included the presentation of multiple communication concepts and awareness materials developed by participants in order to engage young audiences and encourage active environmental participation.

The campaign implementation process included the development of:

- visual awareness materials;
- environmental communication messages;
- social media dissemination concepts;
- eco-challenges and participatory activities;
- community-oriented educational materials;
- practical examples of sustainable daily behaviors.

A strong emphasis was placed on the use of digital communication methods and youth-oriented visual content capable of generating interest and engagement among students and young community members. Participants used creative and accessible communication approaches designed to make environmental messages easier to understand and more relatable to everyday experiences.

The campaign also integrated interactive and participatory elements aimed at encouraging direct involvement from community members and young audiences. Participants proposed eco-challenges and awareness activities focused on motivating individuals to adopt sustainable habits through practical and measurable actions.

Another important aspect highlighted during the dissemination sessions was the educational role of the campaign. Participants explained how environmental awareness can be strengthened through repeated exposure to simple, practical examples of ecological responsibility integrated into daily life.

The initiative particularly targeted:

- young people aged 14–25;
- students and school communities;
- local residents;
- community members active on social media platforms.

Participants emphasized that young people play an essential role in promoting environmental responsibility within communities due to their capacity to influence

social behaviors, communication trends, and civic engagement practices through digital platforms and peer interaction.

The campaign also reflected the broader objectives of the GreenCitizens Erasmus+ project by combining:

- environmental awareness;
- digital participation;
- youth civic engagement;
- sustainable lifestyle promotion;
- community-oriented environmental education.

During the dissemination presentations, participants demonstrated how digital communication and social media platforms can be effectively used to spread environmental awareness messages and encourage practical ecological action among local communities.

The materials developed within the campaign promoted positive and solution-oriented environmental communication, focusing not only on environmental problems, but especially on practical actions and realistic solutions that individuals can implement in their daily lives.

The initiative also contributed to strengthening participants' competences related to:

- civic participation;
- public communication;
- teamwork and collaboration;
- environmental advocacy;
- digital storytelling and awareness creation.

Through its practical, accessible, and community-centered approach, the "Gesturi mici cu impact mare" campaign successfully encouraged the idea that environmental sustainability is closely connected to everyday individual choices and that young people can become active promoters of ecological responsibility and sustainable lifestyles within their schools, families, and local communities.

The campaign ultimately reinforced the message that meaningful environmental change can begin with small individual gestures, especially when these actions are supported by awareness, civic participation, collaboration, and consistent community involvement.

### 5.3. "Scan & Sort S4"

Another important initiative developed and presented during the Green Civic Action Days dissemination activity was "Scan & Sort S4", a youth-led environmental campaign focused on recycling education, selective waste collection awareness, and the use of digital tools to support practical environmental responsibility within local communities. The campaign was created as a response to several environmental challenges identified within Sector 4 of Bucharest, particularly those related to:

- insufficient recycling practices;
- lack of clear information regarding selective waste collection;
- improper waste disposal;
- confusion regarding recycling infrastructure;
- low levels of public awareness concerning practical recycling behaviors.

Participants explained during the dissemination sessions that many young people and local residents are willing to recycle but often lack accessible information regarding collection points, recycling procedures, and the distinction between different types of recyclable materials. In response to these issues, the campaign proposed a practical and digitally accessible solution capable of supporting environmental education and civic participation at community level.

The central concept of the initiative was based on transforming the local neighborhood into an active educational and civic space through the use of digital environmental mapping and community-oriented awareness activities.

A major component of the project consisted of creating an interactive recycling map designed to identify, centralize, and validate recycling points located around educational institutions and residential areas within Sector 4 of Bucharest.

During the dissemination presentations, participants explained how the initiative combined:

- environmental education;
- digital competences;
- civic engagement;
- practical community-oriented solutions.

The campaign integrated digital cartography tools, particularly Google My Maps, which participants used to develop an accessible visual map containing information regarding selective waste collection points available in the local area.

The implementation process included:

- identification and documentation of local recycling points;
- validation and organization of environmental information;
- digital mapping activities;
- development of educational content related to selective waste collection;
- preparation of awareness materials for students and local residents;
- creation of myth-versus-reality informational content regarding recycling practices.

Participants emphasized that one of the main objectives of the initiative was to reduce confusion surrounding recycling behaviors and make selective waste collection more accessible and understandable for the wider community.

Within the dissemination sessions, the youth participants explained that many people encounter difficulties in correctly identifying recycling infrastructure or understanding how selective collection systems function in practice. For this reason, the campaign sought to simplify recycling behaviors through accessible visual information, practical guidance, and user-friendly digital tools.

The presentations also highlighted the educational dimension of the initiative.

Participants developed environmental awareness materials designed to clarify:

- the differences between types of recyclable waste;
- the role of selective collection in reducing pollution;
- the environmental impact of improper waste disposal;
- practical steps for responsible recycling;
- common misconceptions regarding recycling practices.

An important aspect of the campaign was the use of digital tools not only as communication instruments, but also as mechanisms for civic participation and community involvement. Participants demonstrated how technology can support sustainable behaviors by facilitating access to environmental information and encouraging practical engagement in ecological actions.

The dissemination activity also emphasized the participatory character of the initiative. Through the interactive map and awareness materials, the campaign encouraged students, young people, and local residents to become actively involved in maintaining cleaner and more environmentally responsible communities.

The campaign targeted especially:

- students and young people from Sector 4;
- local residents;
- school communities;
- community members interested in sustainable lifestyles and environmental responsibility.

Another important component presented during the dissemination sessions was the relationship between environmental responsibility and civic participation. Participants explained that recycling should not be perceived exclusively as an individual obligation, but also as a collective community practice requiring information, collaboration, accessibility, and active involvement.

The initiative also demonstrated how digital competences developed within the GreenCitizens Erasmus+ project can be applied in practical environmental and civic contexts. Through the integration of mapping tools, digital communication, and environmental awareness strategies, participants transformed a local environmental problem into a collaborative educational and community-oriented initiative.

The “Scan & Sort S4” campaign strongly reflected the main objectives of the GreenCitizens project by combining:

- environmental sustainability;
- digital readiness and digital participation;
- active citizenship;
- youth civic engagement;
- practical community-based environmental action.

The dissemination presentations demonstrated a high level of participant involvement, creativity, and practical understanding of environmental issues affecting local communities. Participants successfully communicated the idea that environmental sustainability can be strengthened when communities are provided with accessible information, practical tools, and opportunities for direct civic participation.

Through its practical orientation and strong community focus, the “Scan & Sort S4” initiative contributed significantly to promoting environmental responsibility, increasing awareness regarding selective waste collection, and encouraging the use of digital tools as instruments for environmental education and civic action within local communities.

#### **5.4. “Upgrade la aer”**

Another important environmental initiative presented during the Green Civic Action Days dissemination activity was “Upgrade la aer”, a youth-led campaign focused on raising awareness regarding urban air pollution and its direct impact on health, wellbeing, quality of life, and environmental sustainability within urban communities. The campaign was developed in response to the environmental realities identified by participants within Bucharest, particularly in Sector 4, an urban area significantly affected by traffic congestion, pollution generated by intensive mobility, and the degradation of environmental quality caused by unsustainable urban behaviors. During the dissemination sessions, participants emphasized that air pollution is often perceived as an “invisible” environmental problem, despite its constant impact on everyday life, public health, and environmental wellbeing. One of the central ideas promoted by the campaign was therefore the need to transform invisible pollution into a visible, understandable, and personally relevant issue for young people and local communities.

The participants explained that the initiative aimed to increase awareness regarding the connection between urban lifestyles, transportation choices, environmental quality, and individual health. The campaign particularly addressed the effects of:

- traffic-related pollution;
- deterioration of urban air quality;
- unsustainable mobility patterns;
- excessive dependence on personal vehicles;
- environmental stress generated by densely populated urban environments.

An important component of the campaign focused on highlighting the direct effects of poor air quality on young people, including:

- respiratory health risks;

- reduced environmental comfort;
- negative effects on wellbeing and quality of life;
- potential impact on concentration, physical activity, and cognitive performance.

The dissemination presentations demonstrated how environmental issues such as air pollution are closely connected to daily routines and urban behaviors, especially in areas characterized by heavy traffic and high population density.

Within the implementation process, participants developed multiple educational and awareness materials designed to communicate environmental information in an accessible, youth-oriented, and visually engaging format.

The campaign included:

- educational materials regarding air quality and pollution sources;
- digital communication campaigns focused on environmental awareness;
- proposals encouraging sustainable transportation alternatives;
- awareness videos and social media content;
- environmental monitoring concepts;
- promotion of responsible and sustainable mobility behaviors.

A strong emphasis was placed on digital communication and visual storytelling methods adapted to contemporary youth communication practices. Participants used creative awareness concepts and social media-oriented communication formats in order to increase the accessibility and visibility of environmental messages among young audiences.

The campaign integrated communication ideas specifically designed for platforms frequently used by young people, including:

- TikTok;
- Instagram Reels and Stories;
- YouTube Shorts;
- visual awareness posts and short-form digital content.

Participants explained how social media can become an effective tool for environmental education and civic participation when environmental information is communicated through relatable, visually engaging, and accessible formats.

Another important aspect highlighted during the dissemination sessions was the relationship between sustainable mobility and environmental responsibility. The

participants promoted alternatives capable of contributing to reducing pollution levels and improving urban environmental quality, including:

- walking;
- cycling;
- use of public transportation;
- reduction of unnecessary car use;
- adoption of environmentally responsible transportation habits.

The campaign also encouraged young people to become more conscious of the environmental consequences generated by daily mobility choices and urban consumption patterns.

An innovative element of the initiative was the inclusion of environmental monitoring concepts and awareness regarding air quality indicators. Participants explored the idea of using digital tools, environmental applications, and portable monitoring concepts in order to better understand pollution levels and communicate environmental risks to the wider community.

The dissemination presentations additionally emphasized the importance of civic participation and community involvement in addressing urban environmental problems. Participants promoted the idea that environmental sustainability requires not only institutional measures, but also active community awareness, individual responsibility, and collective behavioral change.

The “Upgrade la aer” initiative strongly reflected the broader objectives of the GreenCitizens Erasmus+ project by combining:

- environmental education;
- digital participation;
- youth civic engagement;
- sustainable lifestyle promotion;
- community-oriented environmental awareness.

The campaign demonstrated the capacity of young participants to analyze local environmental realities, identify relevant ecological challenges, and develop accessible communication initiatives capable of encouraging reflection and behavioral change within their communities.

Another significant aspect of the campaign was its focus on transforming young people from passive observers of environmental problems into active civic voices advocating for cleaner urban environments, healthier communities, and more sustainable urban practices.

Through the dissemination sessions and awareness materials presented during the Green Civic Action Days, participants successfully communicated the message that air quality is not only an environmental issue, but also a social, health, and community responsibility challenge requiring active participation, informed decision-making, and sustainable civic engagement.

The campaign ultimately contributed to increasing awareness regarding urban environmental quality and reinforced the role of young people as active promoters of environmental responsibility, sustainable mobility, and civic participation within contemporary urban communities.

## **6. DISSEMINATION ACTIVITIES**

The dissemination activities organized within the framework of the Green Civic Action Days represented the final and most visible stage of the implementation process, providing young participants with the opportunity to publicly present the environmental campaigns, digital awareness materials, and civic initiatives developed throughout the Erasmus+ project “GreenCitizens – Digital Empowerment for Environmental Civic Action of Youth in Schools and Communities”.

The dissemination sessions were organized between 23–27 March 2026 and were conceived as interactive, participatory, and youth-centered events focused on environmental awareness, civic engagement, digital communication, and community involvement, held in Parcul Natural Văcărești, but also in the facilities of Liceul de Metrologie „Traian Vuia”, simultaneous with the activities organized on the Historical City Center of Perugia [see <https://www.un-lab.it/european-projects/>].

The main objective of the dissemination activities was to increase the visibility of the environmental initiatives developed by participants and to facilitate dialogue regarding

local ecological challenges affecting urban communities, particularly within Bucharest and Sector 4 and Historical City Center of Perugia.

During the dissemination sessions, the youth participants publicly presented the campaigns they had collaboratively developed throughout the project implementation process, realized short videos and other materials who are upload on the project websites and will be disseminated also in the sustainability phase post-project.

The presentations highlighted:

- the environmental issues identified within local communities;
- the concepts and objectives behind each campaign;
- the digital tools and communication methods used;
- the practical environmental solutions proposed;
- the importance of active citizenship and community engagement in addressing environmental challenges.

The dissemination activities included:

- public presentations of the environmental campaigns;
- interactive discussions and exchange of ideas;
- peer-to-peer learning sessions;
- collaborative reflection and feedback activities;
- promotion through digital communication platforms and social media;
- community-oriented environmental awareness actions.

The dissemination events were implemented using an interactive format that encouraged direct participation, communication, and active involvement from both presenters and attendees. Participants were encouraged not only to present information, but also to explain the motivation behind their initiatives, the environmental realities that inspired the campaigns, and the potential community impact of the proposed solutions.

An important component of the dissemination process consisted of peer-to-peer learning activities, through which participants exchanged experiences, ideas, and perspectives regarding environmental responsibility, civic participation, and sustainable behaviors.

The collaborative atmosphere created during the dissemination sessions encouraged dialogue and constructive feedback, allowing participants to reflect on the

environmental themes addressed and explore practical ways of strengthening community involvement in environmental protection initiatives.

The dissemination activities also facilitated interaction between:

- youth participants;
- educators and mentors;
- local stakeholders;
- community representatives;
- individuals interested in sustainability and environmental responsibility.

This participatory framework created opportunities for discussion regarding the role of young people in promoting environmental awareness and demonstrated the importance of youth civic engagement in addressing local ecological problems.

A strong emphasis was placed on the use of digital communication methods and social media dissemination tools, fully aligned with the objectives of the GreenCitizens Erasmus+ project regarding digital participation and youth engagement.

Participants presented visual communication materials, awareness concepts, digital campaigns, and environmental messages adapted to online communication environments and youth-oriented digital platforms. The dissemination strategy integrated:

- social media communication concepts;
- visual storytelling methods;
- short-form digital awareness content;
- interactive communication approaches;
- youth-friendly environmental messaging.

The use of digital dissemination tools contributed significantly to increasing the accessibility and visibility of the environmental campaigns among young audiences and local communities.

Another important aspect of the dissemination activities was the community-oriented dimension of the campaigns. Participants consistently connected environmental issues to everyday community realities, emphasizing how pollution, waste management, urban biodiversity loss, and unsustainable mobility directly affect local quality of life.

The campaigns generated a high level of interest and engagement among participants and attendees due to several key factors:

- the relevance of the environmental problems addressed;
- the practical and solution-oriented approach of the initiatives;
- the integration of real local environmental challenges into the campaign concepts;
- the use of accessible and familiar digital communication methods;
- the participatory and youth-centered implementation format.

Participants demonstrated a high level of creativity, involvement, and ownership throughout the dissemination process. The presentations reflected not only environmental awareness, but also the capacity of young people to analyze local realities, communicate civic messages effectively, and promote practical environmental solutions through collaborative and digital approaches.

The dissemination activities also highlighted the importance of connecting environmental education with practical civic participation. Rather than presenting environmental sustainability exclusively as a theoretical concept, the campaigns emphasized concrete actions, community responsibility, and the active role that young people can play in improving environmental quality within their local communities.

Another significant outcome of the dissemination sessions was the strengthening of participants' communication, public speaking, teamwork, and civic engagement competences. Through direct interaction with peers, educators, and community representatives, participants gained practical experience in presenting ideas, defending proposals, and communicating environmental messages in public contexts. The dissemination process also reinforced the broader objectives of the GreenCitizens project related to:

- promoting environmental sustainability;
- encouraging active citizenship;
- strengthening digital competences;
- increasing youth participation in community life;
- supporting collaborative and intercultural learning experiences.

Overall, the dissemination activities successfully transformed the practical outcomes developed during the project into visible civic and educational initiatives capable of generating awareness, reflection, and community dialogue regarding environmental sustainability and responsible urban behaviors.

Through the public presentation of the campaigns and the active involvement of participants in dissemination and awareness activities, the Green Civic Action Days demonstrated the important role that young people can play in promoting environmental responsibility, digital participation, and sustainable community-oriented action within contemporary urban societies.

## 7. RESULTS ACHIEVED

The implementation of Activity 5 – Green Civic Action Days generated a series of important educational, civic, environmental, and participatory results, fully aligned with the objectives and priorities established within the Erasmus+ project “GreenCitizens – Digital Empowerment for Environmental Civic Action of Youth in Schools and Communities”.

The dissemination activities organized between 23–27 March 2026 contributed significantly to increasing environmental awareness, strengthening youth participation, promoting digital civic engagement, and encouraging practical community-oriented environmental action among participants and local stakeholders. The results achieved through the implementation process can be observed both at tangible and intangible level, reflecting the educational and civic impact of the activity on participants and the broader community.

### **Tangible Results**

- One of the most important outcomes of the activity was the successful development, presentation, and dissemination of multiple youth-led environmental campaigns addressing concrete ecological challenges identified within Bucharest communities, particularly in Sector 4 and in Historical City Center of Perugia (e.g. BREATHE PERUGIA Youth Mobility for Cleaner Air - Connected Local Event: Bimbibici 2025 – FIAB Perugia).

The campaigns developed during the activity addressed topics such as:

- urban biodiversity protection;
- recycling and selective waste collection;

- sustainable lifestyles and environmentally responsible behaviors;
- urban air pollution and environmental quality;
- sustainable mobility and civic participation.

The participants successfully created and publicly presented several environmental awareness initiatives, including:

- "Delta Văcărești – Natura din Oraș";
- "Gesturi mici cu impact mare";
- "Scan & Sort S4";
- "Upgrade la aer";
- Breath Perugia etc.

Another significant result consisted of the creation of diverse digital awareness materials and visual communication resources developed by participants throughout the implementation process.

These materials included:

- environmental awareness visuals;
- social media communication concepts;
- educational messages related to sustainability;
- visual storytelling materials;
- awareness videos and digital campaign structures;
- digital mapping concepts and interactive environmental resources.

The use of digital communication tools contributed to increasing the accessibility and visibility of environmental messages among young audiences and local communities, fully supporting the project objective related to digital participation and digital civic engagement.

The dissemination activities also contributed to increasing the visibility of local environmental challenges affecting Bucharest communities. Through the campaigns presented during the activity, participants brought public attention to issues such as:

- pollution of urban environments;
- degradation of green spaces;
- low recycling practices;
- lack of environmental awareness;
- urban biodiversity risks;

- air pollution generated by traffic congestion and unsustainable mobility behaviors.

Another important tangible result was the successful dissemination of project outcomes through public presentations, collaborative discussions, and online communication activities. Participants actively promoted the campaigns and environmental awareness materials through digital dissemination methods and youth-oriented communication approaches adapted to contemporary social media environments.

The activity also ensured the direct involvement of young people in practical environmental and civic initiatives. Participants were not passive recipients of information, but active creators of environmental campaigns, awareness concepts, and community-oriented solutions.

Through their participation, young people were directly engaged in:

- environmental observation and analysis;
- campaign planning and development;
- collaborative content creation;
- public speaking and dissemination activities;
- environmental advocacy and awareness raising.

Another visible result of the activity was the promotion of digital civic engagement methods and the demonstration of how digital tools can support environmental education, civic participation, and sustainable community involvement.

The integration of:

- digital communication strategies;
- social media dissemination;
- visual storytelling;
- digital mapping tools;
- online awareness campaigns, demonstrated the practical role of digital competences in supporting active citizenship and environmental advocacy among young people.

## **Intangible Results**

Beyond the visible outputs generated during the implementation process, the activity also produced important intangible results related to personal development, civic participation, environmental responsibility, and collaborative learning.

One of the most important intangible outcomes was the increased environmental awareness among participants. Through the development and presentation of the campaigns, young people gained a deeper understanding of local environmental problems and of the relationship between individual behaviors, community actions, and environmental sustainability.

Participants demonstrated increased awareness regarding:

- urban environmental quality;
- biodiversity protection;
- pollution prevention;
- recycling and waste management;
- sustainable mobility;
- environmental responsibility within local communities.

The activity also contributed significantly to improving participants' digital communication and environmental advocacy skills. Throughout the implementation process, participants learned how to use digital tools, visual communication methods, and online dissemination strategies in order to communicate environmental messages effectively and engage broader audiences.

Another important intangible result consisted of strengthening teamwork and collaborative problem-solving abilities. The implementation process was based on collaborative learning and thematic team activities, encouraging participants to:

- exchange ideas;
- negotiate concepts and solutions;
- work together in campaign development;
- collaboratively address environmental challenges.

The dissemination sessions also contributed to increasing participants' confidence in civic participation and public engagement. Through public presentations, interactive discussions, and awareness activities, young people gained practical experience in:

- presenting ideas publicly;

- defending environmental viewpoints;
- communicating civic messages;
- engaging in dialogue regarding community problems.

The activity strengthened participants' sense of environmental responsibility and reinforced the understanding that young people can actively contribute to improving environmental quality within their communities through awareness, participation, and sustainable daily behaviors.

Another valuable result of the activity was the enhancement of intercultural cooperation and exchange of ideas between participants involved within the Erasmus+ partnership framework. The collaborative and participatory approach promoted openness, communication, exchange of perspectives, and shared reflection regarding common environmental challenges affecting contemporary urban communities.

The activity additionally strengthened participants' capacity to connect environmental problems with concrete civic action and digital advocacy methods. Rather than approaching sustainability exclusively as a theoretical topic, the Green Civic Action Days encouraged practical participation, community engagement, and active environmental responsibility.

The implementation process demonstrated that young people are capable of:

- identifying relevant environmental challenges;
- developing practical and creative awareness initiatives;
- using digital tools for civic participation;
- promoting sustainable behaviors within local communities;
- contributing actively to environmental awareness and social change.

The Activity 5 – Green Civic Action Days successfully achieved its dissemination, educational, civic, and environmental objectives and generated meaningful impact both for the direct participants and for the wider community involved in the dissemination activities.

The activity reinforced the importance of combining environmental education, youth participation, digital communication, and civic engagement in order to support sustainable community development and strengthen the role of young people as active promoters of environmental responsibility and civic action.

## 8. IMPACT OF THE ACTIVITY

The implementation of Activity 5 – Green Civic Action Days generated significant educational, social, civic, and environmental impact on the young participants involved in the Erasmus+ project “GreenCitizens – Digital Empowerment for Environmental Civic Action of Youth in Schools and Communities”.

The activity created a practical and participatory learning environment in which young people were encouraged to move beyond theoretical discussions regarding environmental sustainability and become actively involved in identifying local environmental problems, proposing community-oriented solutions, and publicly promoting environmental awareness through digital and civic engagement methods. One of the most important impacts of the activity was the transformation of participants from passive observers of environmental issues into active creators of awareness initiatives and civic-oriented environmental campaigns.

Through the development and dissemination of projects such as:

- “Delta Văcărești – Natura din Oraș”;
- “Gesturi mici cu impact mare”;
- “Scan & Sort S4”;
- “Upgrade la aer”
- “Breath Perugia”, participants gained practical experience in environmental advocacy, public communication, digital participation, and civic engagement.

The activity contributed significantly to strengthening participants’ understanding of the relationship between:

- environmental sustainability;
- community responsibility;
- active citizenship;
- digital participation;
- sustainable urban behaviors.

By working directly on environmental themes connected to their own communities and daily realities, participants developed a deeper awareness regarding the practical

consequences of pollution, unsustainable mobility, low recycling practices, degradation of green spaces, and insufficient environmental responsibility within urban environments.

Another major impact of the activity was the promotion of environmental citizenship among young people. Through the dissemination sessions and collaborative implementation process, participants were encouraged to understand that environmental sustainability depends not only on institutional policies, but also on active civic participation, responsible individual behavior, and long-term community involvement.

The activity strengthened the idea that young people can become important actors in promoting environmental responsibility and sustainable practices within schools, neighborhoods, and local communities.

The Green Civic Action Days also contributed to encouraging responsible urban behaviors and sustainable lifestyle choices among participants and attendees. The campaigns promoted:

- recycling and selective waste collection;
- reduction of plastic consumption;
- protection of urban biodiversity;
- sustainable mobility alternatives;
- responsible use of public spaces;
- environmentally friendly daily habits.

The practical examples and community-oriented awareness messages presented during the dissemination sessions helped participants connect environmental sustainability concepts with everyday behaviors and personal responsibility.

Another important impact generated by the activity was the increase in youth participation in community life and civic initiatives. The dissemination framework created opportunities for participants to:

- publicly express their ideas;
- engage in discussions regarding local environmental issues;

- propose practical solutions;
- collaborate with peers and community members;
- participate actively in awareness and dissemination activities.

Through these experiences, participants strengthened their confidence in civic participation and gained a greater sense of ownership regarding environmental and community-related issues.

The activity also had a strong educational impact through the development of digital literacy, communication, and environmental advocacy competences.

Throughout the implementation process, participants improved their abilities related to:

- digital communication;
- visual storytelling;
- social media awareness campaigns;
- public speaking and presentation;
- collaborative content creation;
- online dissemination strategies.

The integration of digital tools and social media communication methods reflected the objectives of the GreenCitizens Erasmus+ project regarding digital readiness and youth participation in the digital civic sphere.

Another important impact of the activity was the increased visibility of youth-led environmental initiatives and the recognition of young people as active contributors to environmental awareness and community development.

The dissemination sessions demonstrated that young participants are capable of:

- identifying relevant environmental challenges;
- developing creative awareness concepts;
- communicating environmental messages effectively;
- using digital tools for civic action;
- promoting sustainable community-oriented solutions.

The campaigns presented during the activity generated interest and engagement due to their practical orientation, direct connection with local environmental realities, and use of communication methods familiar to young audiences.

The participatory methodology used throughout the implementation process played a central role in generating long-term impact and ensuring a high level of involvement among participants.

The activity emphasized:

- experiential learning;
- collaborative teamwork;
- peer learning and exchange of ideas;
- youth leadership;
- practical civic participation;
- direct community engagement.

This practical and collaborative approach contributed significantly to strengthening participants' motivation, creativity, and active involvement in environmental and civic initiatives.

Another important aspect of the activity's impact was the development of a stronger sense of environmental responsibility among participants. Through the campaigns and dissemination activities, young people became more aware of the role they can play in protecting the environment and promoting sustainable practices within their communities.

The activity also reinforced the importance of combining environmental education with practical civic action and digital communication in order to create meaningful and sustainable community impact.

The Green Civic Action Days demonstrated that environmental education becomes more effective when young people are actively involved in:

- identifying problems;
- developing solutions;
- communicating awareness messages;
- participating directly in civic and community-oriented actions.

The participatory and youth-centered methodology used during the implementation process contributed to the sustainability of the project outcomes by encouraging long-term engagement, environmental awareness, and continued interest in civic participation and community involvement.

The activity generated meaningful educational, social, civic, and environmental impact by empowering young people to become active promoters of sustainability, responsible urban behavior, and community-oriented environmental action.

The Green Civic Action Days successfully demonstrated the potential of youth-led environmental initiatives to generate awareness, encourage civic participation, and strengthen the role of young people as active contributors to sustainable community development.

## 9. CONCLUSION

Activity 5 – Green Civic Action Days successfully achieved the objectives established within the Erasmus+ project “GreenCitizens – Digital Empowerment for Environmental Civic Action of Youth in Schools and Communities” and represented one of the most visible, participatory, and impactful components of the entire implementation process. The dissemination activities organized between 23–27 March 2026 created an effective framework for environmental awareness, civic participation, digital communication, and youth engagement, allowing participants to publicly present the environmental campaigns and community-oriented initiatives developed throughout the project activities.

Through the presentation of campaigns such as:

- “Delta Văcărești – Natura din Oraș”;
- “Gesturi mici cu impact mare”;
- “Breath Perugia”;
- “Scan & Sort S4”;
- “Upgrade la aer”, participants demonstrated creativity, environmental awareness, collaborative spirit, critical thinking, and a strong understanding of the ecological challenges affecting contemporary urban communities. The activity clearly demonstrated that young people can become active

contributors to environmental sustainability and civic engagement when they are provided with:

- appropriate educational support;
- opportunities for participation and expression;
- collaborative learning environments;
- digital communication tools;
- practical community-oriented experiences.

The Green Civic Action Days transformed environmental education into an active and participatory process, encouraging young people not only to understand environmental problems, but also to propose solutions, communicate awareness messages, and engage directly in civic and environmental initiatives.

By combining:

- environmental education;
- digital participation;
- public dissemination;
- collaborative teamwork;
- civic engagement;
- community-oriented awareness activities, the implementation process contributed significantly to strengthening participants' environmental responsibility and active citizenship competences.

Another important achievement of the activity was the successful integration of digital communication methods into environmental advocacy and civic participation processes. The use of social media concepts, visual storytelling, digital awareness materials, and online dissemination approaches demonstrated the relevance of digital competences in promoting sustainability and increasing youth participation in contemporary civic life.

The activity also reinforced the importance of connecting environmental themes with local community realities. By addressing issues such as:

- urban biodiversity protection;
- urban mobility;
- recycling and waste management;
- sustainable lifestyles;

- air pollution and environmental quality, participants were able to develop initiatives directly connected to the needs and challenges identified within their own communities.

The dissemination sessions highlighted the capacity of young people to act as environmental ambassadors and promoters of sustainable behaviors within schools, neighborhoods, and local social environments.

Another significant outcome of the Green Civic Action Days was the strengthening of collaborative learning and intercultural cooperation within the Erasmus+ framework. The partnership between the Romanian and Italian organizations contributed to the exchange of ideas, experiences, and approaches regarding environmental awareness, youth participation, and digital civic engagement.

The activity demonstrated the value of transnational cooperation in promoting shared European priorities related to:

- environmental sustainability;
- climate awareness;
- digital readiness;
- active citizenship;
- youth participation in community development.

The participatory methodology used throughout the implementation process ensured a high level of involvement from participants and created a positive educational environment centered on collaboration, creativity, dialogue, and civic engagement.

The Green Civic Action Days also contributed to increasing the visibility of youth-led environmental initiatives and demonstrated the important role that young people can play in addressing contemporary ecological challenges through awareness, participation, and community action.

The Activity 5 represented a successful example of how Erasmus+ projects can support the development of environmentally responsible, socially engaged, and digitally active young citizens capable of contributing positively to sustainable community development.

The activity confirmed that meaningful environmental impact can be generated when young people are encouraged to participate actively, collaborate creatively, and transform civic responsibility into concrete community-oriented action.

# BREATHE PERUGIA

Youth Mobility for Cleaner Air • Connected Local Event: Bimbibici 2025 –  
FIAB Perugia

🌱 MOVE GREEN. BREATHE BETTER.

🚲 #BREATHEPERUGIA

"The way we move changes the air we breathe." – Young people have the power to influence their communities through small daily actions, creativity, and digital participation.



GREENCITIZENS

DIGITAL EMPOWERMENT FOR ENVIRONMENTAL CIVIC ACTION OF YOUTH IN SCHOOLS AND COMMUNITIES

## ***"GreenCitizens: Digital Empowerment for Environmental Civic Action of Youth in Schools and Communities" Project***

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# Campaign Overview

**Breathe Perugia** is a youth-led environmental awareness campaign developed during the **GreenCitizens Interactive Workshops** in Perugia. Created by young participants passionate about sustainable mobility, environmental protection, and digital advocacy, the campaign encourages students and local communities to rethink how they move around the city – especially during school commuting hours.

Through digital storytelling, social media communication, and civic participation tools, the campaign promotes **cycling, walking, and greener mobility habits** as concrete actions to reduce pollution and improve urban life. The campaign was inspired by the local initiative **Bimbibici 2025**, organised in collaboration with FIAB Perugia, which promotes sustainable mobility and bicycle culture among children, families, and schools.

## The Environmental Problem

Traffic around schools in Perugia contributes to:

- Air pollution
- Traffic congestion
- Noise pollution
- Unsafe school surroundings
- Low use of sustainable alternatives

Young people highlighted obstacles to greener travel:

- Lack of safe routes
- Insufficient bike parking
- Poor awareness of alternatives
- Car dependence for short distances

# Campaign Objectives

## Environmental

- Promote sustainable mobility habits among students and young people
- Raise awareness of the link between urban traffic and air quality
- Encourage greener daily choices in the local community

## Digital

- Develop youth competences in digital communication and advocacy
- Use social media and digital storytelling to spread environmental messages
- Create visually engaging content accessible to young audiences

## Civic Participation

- Encourage active youth participation in local environmental discussions
- Stimulate dialogue between students and local institutions
- Promote community involvement through events and online engagement

## Target Groups


### Primary Target Group

- Youth aged 17 - 23
- Youth organisations and student groups
- Young participants interested in environmental sustainability and civic participation

### Secondary Target Group

- Schools and educational communities
- Parents, families, and educators
- Local municipalities and decision-makers
- Environmental organisations and cycling associations

## Campaign Identity

 **Main Slogan:** "Move Green. Breathe Better."

The campaign visual identity uses:

- **Green and blue tones** representing sustainability and clean air
- Urban and youth-oriented visuals
- Photographs of bicycles, students, and Perugia urban spaces
- Simple, dynamic graphic elements inspired by social media communication

#BREATHEPERUGIA

#MOVEGREEN

#GREENCITIZENS

#BIKETOSCHOOL

#PERUGIABYBIKE

# Main Campaign Actions



## Social Media Campaign

A strategy focused on **Instagram and TikTok** with:

- short awareness video ( <https://www.un-lab.it/progetti-europei/>),
- environmental tips (**ANNEX 1**),
- "bike to school" challenges (**ANNEX 2**),
- visual comparisons between car traffic and sustainable mobility alternatives (**ANNEX 3**).



## Awareness Poster (**ANNEX 4**)

Visually engaging poster placed in schools, libraries, youth centres, and public spaces.



## Participation in Bimbibici 2026

Documenting the event through photos and short videos, conducting mini-interviews with participants, and creating digital storytelling content for social media dissemination.











# ANNEX 1

## Environmental Tips

As part of the "Breathe Perugia" campaign, the youth group developed a series of simple environmental tips designed for social media dissemination and awareness activities.

The tips aim to encourage small daily actions that can contribute to cleaner air, healthier lifestyles, and more sustainable urban mobility habits.

### Main Environmental Tips

-  Use a bicycle or walk for short urban distances whenever possible.
-  Choose public transport instead of private cars for daily commuting.
-  Share rides with friends or classmates to reduce traffic and emissions.
-  Plan routes in advance to avoid unnecessary car use.
-  Combine mobility with healthy habits and outdoor physical activity.
-  Respect pedestrian and cycling spaces to create safer streets for everyone.
-  Support local sustainable mobility initiatives and community events.
-  Reduce unnecessary engine idling near schools and public spaces.
-  Encourage friends and family to experiment with greener mobility choices.
-  Remember that even small daily actions can positively impact air quality and urban life.

### From Tips to Content

The environmental tips were designed to be transformed into:

- Instagram posts
- Short awareness videos
- Animated social media stories
- Digital posters
- QR-code campaign materials

The group focused on using simple, positive, and accessible language in order to reach young audiences effectively through digital communication channels.

#BREATHEPERUGIA

#MOVEGREEN

#GREENCITIZENS

#BIKETOSCHOOL

#PERUGIABYBIKE

# ANNEX 2

## "Bike to School" Challenge

As part of the "Breathe Perugia" campaign, the youth group designed a simple and engaging "Bike to School" challenge to encourage young people to experiment with more sustainable mobility habits in their daily lives.

### The Challenge

The challenge invites students and youth participants to reach school using environmentally friendly alternatives such as:

- Bicycles
- Walking
- Public transport
- Shared mobility solutions

### How to Participate

Participants are encouraged to document their experience through:

- Instagram stories
- Short videos and Reels
- Photographs
- Social media posts using the campaign hashtags

### Objectives

The objective of the challenge is to:

- Promote awareness regarding sustainable mobility
- Reduce short-distance car use
- Encourage healthier and more active lifestyles
- Demonstrate how small daily choices can positively impact the environment

### Building a Green Community

The challenge also aims to create a positive online community where young people can share experiences, motivate each other, and become active promoters of greener urban mobility.

✔ Suggested hashtags: #BreathePerugia · #BikeToSchool · #MoveGreen · #GreenCitizens · #PerugiaByBike

#BREATHEPERUGIA

#BIKETOSCHOOL

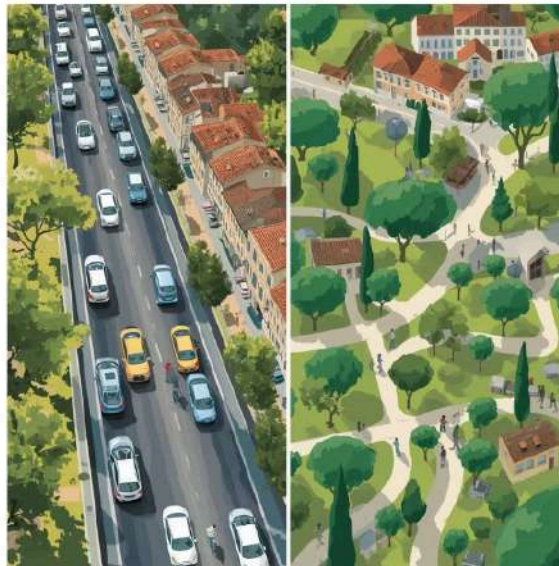
#MOVEGREEN

#GREENCITIZENS

#PERUGIABYBIKE

# ANNEX 3

## Visual comparisons between car traffic and sustainable mobility alternatives



# ANNEX 4

## Awareness Poster

### BREATHE PERUGIA

# YOUTH MOBILITY FOR CLEANER AIR

Small daily choices can  
change the air we breathe.  
Choose sustainable  
mobility.  
Choose a greener city.

Join the #BikeToSchool challenge



Co-funded by  
the European Union



GREENCITIZENS

# Green School Mobility Proposal (ANNEX 6)

As part of the campaign, the youth group developed a civic proposal addressed to local schools and municipalities:



## Safer Crossings

Improved pedestrian crossings near schools to protect students during arrival and departure hours.



## More Bike Parking

Additional bicycle parking areas near schools to make cycling a practical and accessible daily choice.



## Mobility Awareness Days

Dedicated school events to educate students and families about sustainable urban mobility options.



## Reduced Traffic Zones

Restricted car access near schools during entrance and exit hours to create safer, cleaner environments.

## Expected Impact

### → Increased Awareness

Greater student awareness of sustainable mobility and its direct connection to air quality and urban wellbeing.

### → Stronger Youth Advocacy

Enhanced digital advocacy skills among young participants, empowering them to communicate environmental messages effectively.

### → Community Dialogue

Stimulated dialogue between youth, schools, and local stakeholders on safer and greener urban mobility solutions.

### → Healthier Habits

Promotion of healthier, greener daily mobility habits and greater participation in local environmental initiatives.

- ✔ **Broader GreenCitizens Contribution:** The campaign combines **environmental sustainability, digital transformation, youth participation, and active citizenship** – contributing directly to the wider objectives of the GreenCitizens project.

"Young people have the power to influence their communities through small daily actions, creativity, and digital participation. Breathe Perugia encourages youth to become active promoters of cleaner, safer, and more sustainable urban spaces."

# ANNEX 6

## Green School Mobility Proposal

As part of the "Breathe Perugia" campaign, the youth group developed a civic proposal addressed to local schools and municipalities to encourage safer, greener, and more sustainable mobility around educational spaces.



### Safer Crossings

Improved pedestrian crossings near schools to better protect students during school entrance and exit hours and encourage walking as a safer daily mobility option. This includes zebra crossing upgrades, better lighting, and traffic calming measures.



### More Bike Parking

Creation of additional bicycle parking areas near schools to make cycling more practical, accessible, and attractive for young people. Secure, covered bike racks near school entrances would significantly increase cycling uptake.



### Mobility Awareness Days

Organization of dedicated school events and awareness days focused on sustainable urban mobility, involving students, families, and local stakeholders. These events would include workshops, demonstrations, and interactive activities.



### Reduced Traffic Zones

Introduction of temporary restricted traffic areas near schools during peak hours to reduce pollution, traffic congestion, and improve overall safety. Car-free zones during school hours create healthier environments for students.

## Why This Matters

### The Problem We Are Solving

Every school day, hundreds of cars converge around Perugia's schools during arrival and departure hours. This creates dangerous conditions for students on foot or by bike, generates significant air pollution, and contributes to noise and stress in the school environment. Studies show that children exposed to high traffic pollution near schools suffer measurable impacts on respiratory health and cognitive development.

### Our Vision

We envision school zones in Perugia where children can walk and cycle safely, where the air is clean, and where sustainable mobility is the norm rather than the exception. By working together – students, families, schools, and local government – we can transform the spaces around our schools into models of sustainable urban living.

# Implementation Timeline

## Short Term (0–3 months)

Launch awareness campaign, distribute proposal to schools and municipality, collect signatures and community support.

1

2

## Medium Term (3–6 months)

Pilot reduced traffic zones at 2-3 schools, install additional bike parking, organise first Mobility Awareness Day.

3

## Long Term (6–12 months)

Evaluate pilot results, expand measures to all schools, establish permanent pedestrian safety improvements.

## Who We Are Asking

### Local Municipality

Implement traffic restrictions, fund infrastructure improvements, and support school mobility plans.

### School Directors

Promote sustainable mobility among students and families, host awareness events, and participate in pilot programmes.

### Families & Parents

Choose walking and cycling over car drop-offs, support children in adopting greener habits.

### FIAB Perugia & Partners

Provide expertise, cycling infrastructure knowledge, and community engagement support.

"A school that promotes sustainable mobility is a school that invests in the health, safety, and future of its students and community."

- ✔ The proposal aims to stimulate dialogue between youth, schools, and local institutions while promoting active citizenship and environmentally responsible mobility choices. This initiative is part of the broader GreenCitizens project objectives combining environmental sustainability, digital transformation, youth participation, and active citizenship.

#GREENSCHOOLS

#SAFEROUTES

#BREATHEPERUGIA

#MOVEGREEN

#BIKETOSCHOOL

# „Delta Văcărești: Natura din Orăș”

Campanie pentru protejarea Parcului Natural Văcărești



# Viata salbatică în oraș



## Concept



O campanie creată de tineri care prezintă Delta Văcărești ca un spațiu natural surprinzător, aflat chiar în mijlocul orașului, dar expus constant riscurilor. Campania încurajează explorarea responsabilă și protejarea acestui loc unic, în care natura și-a recâștigat locul chiar în mijlocul aglomerării urbane. Astfel, tinerii devin nu doar protectori ai biodiversității, ci și creatori de conținut ce are drept scop protecția mediului.

### ***Ideea centrală:***

„Ai natură sălbatică lângă tine — depinde de tine să rămână așa.”

# Descoperă Delta Văcărești!

Natura în inima Bucureștiului



## Relevanța

- Parcul Natural Văcărești reprezintă un ecosistem urban rar în România
- Mulți locuitori nu îi cunosc valoarea reală
- Vizitele necontrolate pot afecta natura

Probleme locale: deranjarea faunei



lipsa informării

aruncarea deșeurilor

# Objective

## Impact:

- Ecologizarea unor zone afectate din Delta Văcărești
- Reducerea deșeurilor și a comportamentelor dăunătoare
- Creșterea respectului pentru arii naturale urbane
- Educație despre biodiversitate și sustenabilitate
- Crearea unei comunități de „ambasadori ai Deltei”

## Engagement:

- 50-100 voluntari implicați
- 100+ kg de deșeuri colectate
- 10k+ vizualizări online



# Public țintă

- Tineri 15–25 ani din București (în special Sectorul 4)
- Elevi și studenți activi pe social media
- Creatori de conținut începători
- Comunități locale și voluntari



# Canale de comunicare

- TikTok – conținut rapid și captivant
- Instagram – imagini + informații vizuale
  - Discord- organizare
- YouTube – clipuri mai detaliate
- Whatsapp- comunicare rapidă



# Resurse necesare



- **Telefoane cu cameră bună**
- **Aplicații editare (CapCut, Canva)**
- **Acces la locație**
- **Materiale informative (biodiversitate, reguli)**
- **Saci și mănuși pentru acțiuni eco**



# Ghid pentru tineri voluntari



- Pasul 1: Înscrie-te + intră pe Discord
- Pasul 2: Participă la clean-up
- Pasul 3: Documentează-te înainte / după ce ai găsit
- Pasul 4: Postează
- Pasul 5: Câștigă puncte

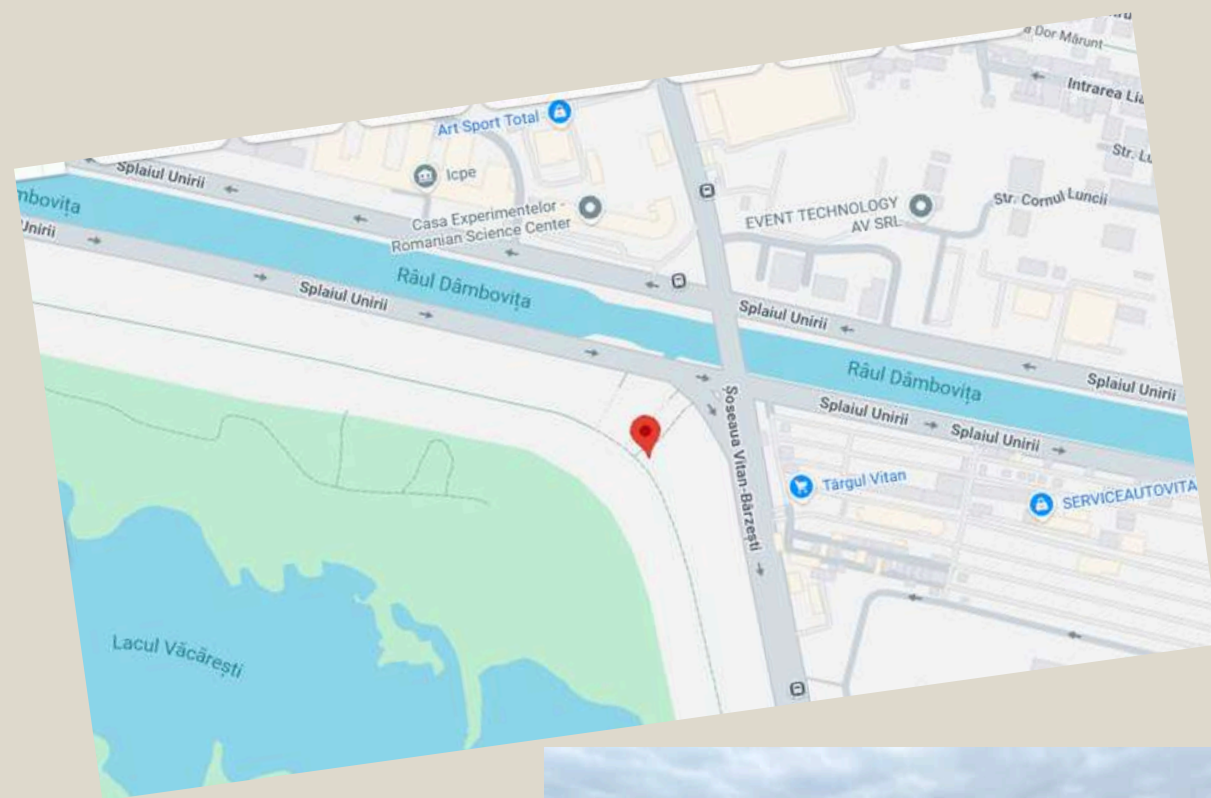


## GAMIFICATION – Sistem puncte:

- +10 puncte / sac colectat.
- +5 puncte / story
- +20 puncte / video



# Structura campaniei



## 1. Etapa de **DESCOPERIRE** (Zilele 1-4)

**Scop:** Familiarizarea cu locația

**Activități:**

- Clipuri cu zona
- Imagini natură vs. deșeuri
- Întrebări interactive





## 2. Etapa de INFORMARE (Zilele 5-8)

- Sondaj de opinie: Ce știi despre Parcul Văcărești?
  - Cartografierea problemelor: Harta zonelor critice din Parcul Văcărești
  - Interviuri cu ghizi și specialiști „Viață sălbatică lângă blocuri”



### 3. Etapa de PARTICIPARE (Zilele 9–12)

**Scop:** Implicare directă

**Activități:**

- Challenge „#FărăUrme”
- Sesiuni de identificare a speciilor din Parcul Național Văcărești
  - Ateliere de igienizare selectivă
  - Exemple de comportamente corecte/greșit „Greșeli pe care le facem fără să ne dăm seama”
  - Clipuri explicative „Am testat: vizită fără impact asupra naturii”



# Explorează Responsabil Delta Văcărești

#DeltaDinOras

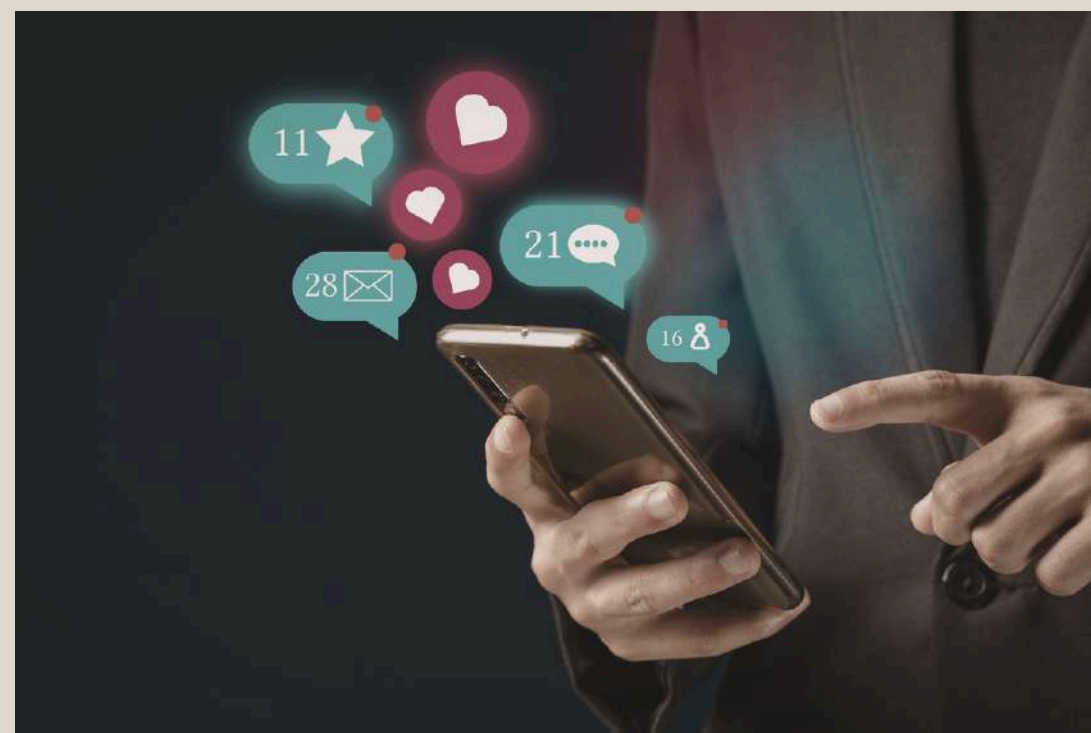


## 4. Etapa de PROMOVARE (Zilele 13–14)

**Scop:** Extinderea impactului

**Activități:**

- Clipuri recap
- Mesaje motivaționale
- Apel la acțiune



## Protejează Locurile Verzi din Óráșul Tău!



# Calendar- 14 zile



**Ziua 1 – TikTok: introducere**

**Ziua 2 – Instagram: imagini**

**Ziua 3 – TikTok: informații**

**Ziua 4 – Story: interacțiune**

**Ziua 5 – TikTok: reguli**

**Ziua 6 – Reels: exemple**

**Ziua 7 – TikTok: quiz**

**Ziua 8 – YouTube: video**

**Ziua 9 – TikTok: challenge**

**Ziua 10 – Instagram: participări**

**Ziua 11 – TikTok: activitate eco**

**Ziua 12 – Story: rezultate**

**Ziua 13 – TikTok: recap**

**Ziua 14 – Toate: mesaj final**

Participá la  
Ziua de Curáţenie!

#GrijaPortruMediu



# Rezultate asteptate

- Mai mult interes pentru zonă
- Vizite mai responsabile
- Reducerea comportamentelor dăunătoare
- Crearea unei comunităţi implicate
  - Schimbarea comportamentului vizitatorilor
  - Protejarea biodiversităţii
  - Creşterea implicării civice



# Vă mulțumim pentru implicare!



#SalveazăVăcărești

#NaturăÎnOraș

#EducațieEcologică

#SalveazăVăcărești #NaturăÎnOraș #EducațieEcologică

# UPGRADE LA AER



# CONCEPT:

Este o campanie despre calitatea aerului din sectorul 4, București. Aerul nu se vede, dar ne afectează zilnic. Campania își propune să transforme un lucru invizibil într-unul vizibil, personal și urgent, arătând cum alegerile noastre zilnice influențează calitatea aerului. Astfel, tinerii nu doar semnalează problemele de poluare, ci devin cei care monitorizează și vizualizează invizibilul.

# RELEVANȚĂ:

Sectorul 4 are zone cu trafic critic (Eroii Revoluției, Piața Sudului). Tinerii petrec timp afară, fac sport în Parcul Tineretului sau merg la facultate/liceu în zonă. Calitatea aerului le afectează direct performanța cognitivă și sănătatea pe termen lung.



# OBIIECTIVE:

- Creșterea conștientizării privind poluarea aerului
- Educarea tinerilor despre surse și efecte
- Încurajarea schimbărilor mici (transport, consum)
- Implicarea comunității în acțiuni concrete

# PUBLIC ȚINTĂ:

- Tineri 15–25 ani din București
- Elevi, studenți
- Navetiști
- Utilizatori activi de social media



# CANALE DE COMUNICARE:

- TikTok (principal)
- Instagram (Reels, Stories)
- YouTube Shorts



# IDEI VIDEO:

- „Ce respiri de fapt la coadă la covrigi în Piața Sudului?”
- „POV (Point of view): Plămâni tăi după o oră de alergat pe marginea drumului în S4”
- „Aerul din București vs aerul din parc — diferența e reală”
- „Ce înseamnă PM2.5 și de ce contează?”
- „Am încercat o zi fără mașină”
- „Top 5 lucruri care poluează aerul”
- „Respiri asta zilnic fără să știi”

# RESURSE:

- Senzori portabili de aer
- Telefon + aplicații editare
- Aplicații de monitorizare a aerului
- Biciclete / transport alternativ



# PARTENERI:

- ONG-uri de mediu
- Cafenele locale „green”
- Școli și universități
- Creatori de conținut
- Instituții locale de mediu

# INDICATORI DE SUCCES:

- 1000+ vizualizări pe social media
- 100 de distribuiri
- 150 participanți la challenge

# IMPACT PE TERMEN LUNG:

- Crearea unei rețele de tineri monitori care să influențeze politicile primăriei spre transport verde și Smart City tech
- Schimbarea obiceiurilor de transport
- Comunitate mai informată
- Reducerea poluării locale (indirect)

# KIT VIZUAL:

## Mesaje:

- „Aerul nu are granițe, dar plămânii tăi au limite”
- „Aerul curat nu e un lux”
- „Schimbarea începe cu tine”

## Hashtag-uri:

- #O2Sector4
- #BerceniRespira
- #RespiraConstient
- #AerCurat
- #StopPoluare

Slogan: Upgrade la Aer

Stil Vizual: Urban Cyberpunk (Roșu/Negru/Verde Neon).



# ETAPE:

## 1. AWARENESS (Zilele 1–3)

Scop: „Aerul pe care îl respiri nu e mereu curat”

Activități:

- Clipuri cu diferențe vizuale (trafic vs parc)
- „Știai că?” despre poluare
- Poll-uri: „simți aerul poluat?”

## 2. EDUCAȚIE (Zilele 4–6)

Scop: „Înțelege problema”

Activități:

- Explicarea indicatorilor (PM2.5, PM10)
- Surse de poluare (trafic, ardere deșeuri)
- Efecte asupra sănătății

## 3. IMPLICARE (Zilele 7–11)

Scop: „Fă ceva concret”

Activități:

- Challenge „o zi fără mașină”
- Jurnal „cum îmi reduc poluarea”
- Plimbări eco + content

## 4. AMPLIFICARE (Zilele 12–14)

Scop: „Dă mai departe mesajul”

Activități:

- Testimoniale
- Colaje video



## CALENDAR ZILNIC

ZIUA 1: TIKTOK - HOOK DESPRE AER INVIZIBIL

ZIUA 2: REELS - COMPARAȚIE TRAFIC VS PARC

ZIUA 3: STORY - POLL

ZIUA 4: TIKTOK - EXPLICAȚIE PM2.5

ZIUA 5: REELS - SURSE POLUARE

ZIUA 6: TIKTOK - EFECTE SĂNĂTATE

ZIUA 7: TIKTOK - LANSARE CHALLENGE

ZIUA 8: REELS - FĂRĂ MAȘINĂ

ZIUA 9: TIKTOK - JURNAL PERSONAL

ZIUA 10: STORY - PROGRES

ZIUA 11: TIKTOK - REZULTATE

ZIUA 12: REELS - COMPILAȚIE

ZIUA 13: TIKTOK - TESTIMONIALE

ZIUA 14: TIKTOK + REELS - MESAJ FINAL

# EDUCAȚIE ȘI SCHIMBARE DE CĂMPORTAMENT



**Context:** O mare parte din poluarea din S4 provine de la încălzirea rezidențială și transportul individual.

**Ce pot face:** Digital Awareness: Folosirea social media pentru a explica de ce vehiculele electrice și energia curată sunt vitale pentru sănătatea plămânilor lor.

Green Commuting: Crearea unei aplicații sau a unui sistem de "carpooling" între colegii de liceu pentru a reduce numărul de mașini care vin spre unitățile de învățământ.

# EDUCATIE SI SCHIMBARE DE COMPORTAMENT



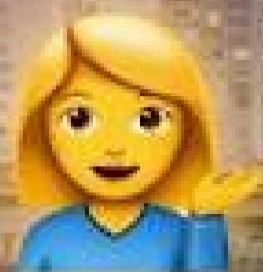
**Context:** Transportul este responsabil pentru cea mai mare parte a emisiilor de PM și NO. Tinerii pot influența modul în care ne deplasăm.

**Ce pot face:** campanii "Fără motor pornit la staționare":  
Acțiuni în fața școlilor și liceelor pentru a educa părinții să oprească motorul mașinii în timp ce așteaptă elevii.

**Prioritizarea transportului public:** Promovarea utilizării metroului și a autobuzelor electrice noi introduse în sector, reducând dependența de mașina personală.

**Piste de biciclete sigure:** Lobby pentru crearea unei rețele de piste protejate care să lege marile cartiere (Berceni, Giurgiului) de centrul orașului.

Vă mulțumim pentru implicare!



#

#AerCurat

#ViitorVerde

#

#BucurestiSustenabil

#

#

#





# BETON VS. VERDE ÎN S4

Puntează verdele pe harta ta!



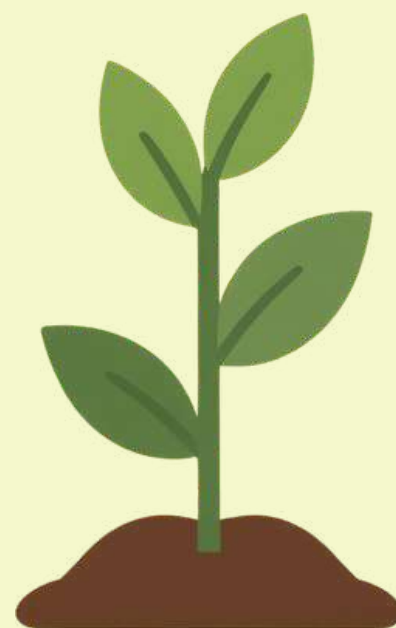
# 1. CONCEPT ȘI OBIECTIVE



**Concept:** „Eliberăm Pământul” – o inițiativă participativă prin care cetățenii devin „detectivi de beton”, identificând zonele sufocate de asfalt care pot fi transformate în micro-grădini sau aliniamente verzi.

**Obiective:**

- Identificarea a cel puțin 50 de puncte critice (zone betonate inutile).
- Mobilizarea unei comunități active de minimum 2.000 de locuitori din S4.
- Depunerea unei petiții/memorandum oficial către Primăria Sectorului 4 cu harta zonelor propuse pentru de-betonare.





## 2. PUBLIC ȚINTĂ & CANALE



- **Public Țintă:** Rezidenții S4 (tineri profesioniști, părinți, activiști de mediu, seniori care își doresc umbră).
- **Canale:** Facebook (Grupuri de cartier: Ești din Sectorul 4, Tineretului, Berceni), Instagram, TikTok (pentru impact vizual), WhatsApp (pentru distribuire rapidă).



# 3. STRUCTURA PE ETAPE

1.

**Conștientizarea  
(Zilele 1-4)**

Activități: Postări de tip „Știați că?” despre efectul de insulă de căldură; fotografii contrastante (beton vs. parc).

2.

**Maparea Participativă  
(Zilele 5-10)**

Activități: Concurs de fotografii: „Cea mai gri zonă din S4”. Lansarea unui formular Google Maps unde oamenii pun „pin-uri” pe zonele betonate.

3.

**Presiunea și Soluția  
(Zilele 11-14)**

Activități: Centralizarea datelor și publicarea „Hărții Gri a Sectorului 4”. Semnarea petiției online.



# 4. IDEI DE VIDEOCLIPURI (REELS/TIKTOK)



1.

## The Heat Test

- Cineva prăjește un ou pe bordura încinsă din S4, apoi se mută la umbra unui copac (demonstratia temperaturii).

2.

## Point of View (POV)

„Cum arată drumul spre casă prin soare vs. cum ar putea arăta cu o barieră verde.”

3.

## Interviul de pe stradă

Întrebăm trecătorii: „Ce ai prefera aici: încă un loc de parcare din beton sau un tei?”



# ECO-FRIENDLY



## 5. RESURSE ȘI PARTENERI

- **Resurse:** Un designer grafic (voluntar), o platformă de petiții (Declic), un expert în urbanism/peisagistică.
- **Parteneri:** ONG-uri de mediu, asociații de proprietari, cafenele locale „eco-friendly” din zonă.





# 6. KIT VIZUAL ȘI MESAJE

- Slogan: „S4 are nevoie de plămâni, nu de armătură!”
- Hashtag-uri: #VerdeInS4 #StopBetonS4 #Sectorul4Verde #UndePlantam
- Stil Vizual: Contrast puternic între gri (beton) și verde neon/crud. Fonturi de tip „stencil” (ca de graffiti) pentru un aer rebel, dar curat.



# PLANIFICARE CONȚINUT CAMPANIE: S4 MAI VERDE

Ziua	Canal	Subiect Postare	Tip Conținut
1	 FB / IG	 <b>Lansare:</b> „E prea cald? Hai să vedem de ce.”	 Infografic (Beton vs. Verde)
2	 IG / TikTok	 <b>Provocarea:</b> „Oul pe bordură” în Piața Sudului / Apărători	 Video Viral / Experiment
3	 FB	 <b>Sondaj:</b> „Care este zona din S4 unde simți că te sufoci de cald?”	 Interacțiune / Community Poll
4	 IG Story	 <b>User Generated Content:</b> Poze din „jungla de beton”	 Repost de la urmăritori
5	 Toate	 <b>Lansarea Hărții Interactive:</b> „Pune un pin unde vrei un copac!”	 Apel la acțiune (Link)
6	 FB	 <b>Expert Talk:</b> De ce betonul ne îmbolnăvește orașul	 Testimonial / Video Educativ
7	 TikTok	 <b>Montaj:</b> Zonele „gri” trimise de cetățeni până acum	 Video Compilație
8	 IG	 <b>Educație:</b> Ce specii de arbori rezistă cel mai bine în S4	 Carusel Informativ
9	 FB	 <b>Update Hartă:</b> „Am atins 20 de zone! Continuăm?”	 Progres / Milestone
10	 Toate	 <b>Live Q&amp;A:</b> Ce facem cu datele strânse? Planul de acțiune	 Transmisiune Directă
11	 FB / IG	 <b>Lansarea Petiției Online</b> către autorități	 Mobilizare / Semnături
12	 TikTok	 <b>Viziune:</b> „Imaginează-ți S4 verde”	 Editări Before/After (AI)
13	 Toate	 <b>Countdown:</b> „Ultimele 24 de ore pentru a semna petiția!”	 Urgență / Reminder
14	 FB	 <b>Rezultate:</b> „Iată Harta Gri a S4. Urmează vizita la Primărie.”	 Final de etapă / Next Steps



# VA MULTUMIM!

Imaginează-ți un Sector 4 unde drumul spre casă e o plimbare prin parc, nu un maraton prin cuptor.  
Implică-te acum și hai să facem această viziune reală!

#UrbanismVerde

#S4Verde

#Sector4Respiră

