

DESCRIPTIVE REPORT

5-Day Interactive Workshops for Youth- Led Environmental Campaigns

ROMANIA & ITALY

ABSTRACT

Activity 4, entitled “5-Day Interactive Workshops for Youth-Led Environmental Campaigns”, represented one of the central educational and participatory components of the Erasmus+ project dedicated to strengthening youth engagement in environmental protection, digital advocacy, and sustainable civic participation. The activity combined non-formal education methods, experiential learning, teamwork, intercultural dialogue, and digital collaboration in order to encourage youth-led solutions to local environmental challenges.





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GreenCitizens: Digital Empowerment for Environmental Civic Action of Youth in Schools and Communities

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DESCRIPTIVE REPORT - 5-Day Interactive Workshops for Youth-Led Environmental Campaigns

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Lead Organization: ASOCIATIA PENTRU TRANSFORMARE EDUCATIONALA SI SOCIALA

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GreenCitizens: Digital Empowerment for Environmental Civic Action of
Youth in Schools and Communities

Activity 4:

5-Day Interactive Workshops for Youth-Led Environmental Campaigns

Project Framework: Erasmus+ Cooperation Activity

Implementation Period: 24–28 November 2025

Countries Involved: Romania and Italy

1. Introduction

Activity 4, entitled “**5-Day Interactive Workshops for Youth-Led Environmental Campaigns**”, represented one of the central educational and participatory components of the Erasmus+ project dedicated to strengthening youth engagement in environmental protection, digital advocacy, and sustainable civic participation.

The activity was implemented between **24–28 November 2025** and brought together young people and experts from Romania and Italy in a blended learning format combining face-to-face workshops and online transnational collaboration sessions.

The workshops aimed to empower young participants with practical competences in environmental advocacy, digital campaigning, collaborative project development, and civic engagement through the practical use of the **GreenCitizen Toolkit**.

The activity combined non-formal education methods, experiential learning, teamwork, intercultural dialogue, and digital collaboration in order to encourage youth-led solutions to local environmental challenges.



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2. Participating Organizations, Experts and Participants

Romania – ATES Romania

The Romanian implementation team included the following experts and facilitators from ATES Romania:

- **Cornelia Popa Stavri.** Cornelia Popa Stavri is a teacher, psychologist, trade union leader, and President of ATES Romania, with extensive experience in education, professional development, and civic engagement. Deeply involved in the Romanian education system and the trade union movement, she has dedicated her career to supporting teachers, students, and educational communities through advocacy, training, and institutional development. As member of the leadership of the Federation of Free Education Unions in Romania, she has actively contributed to educational policies, social dialogue, and initiatives aimed at improving teachers' working conditions and strengthening the quality of education. She has coordinated professional training programs, European-funded projects, and activities focused on stress management, inclusion, leadership, and educational innovation. Through her work within ATES and the trade union sector, Cornelia Popa Stavri promotes community building, active participation, and collaborative educational networks, combining expertise in psychology, communication, and educational leadership to support sustainable and inclusive learning environments.
- **Gabriela Macaveiu.** Gabriela Macaveiu is the headmaster of Traian Vuia Technological High School of Metrology and an active member of ATES Romania, with extensive experience in educational leadership, institutional development, and community engagement. With a strong background in science education and school management, she has coordinated initiatives focused on improving educational quality, student



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participation, and collaboration between schools, teachers, and local communities. As school director, Gabriela Macaveiu has contributed to the implementation of strategic educational projects and the development of interdisciplinary learning environments that encourage innovation, digital competencies, and environmental awareness. She actively supports extracurricular and European initiatives that promote active citizenship, volunteering, and sustainable development among young people. Through her involvement in ATES, she contributes to strengthening educational networks and partnerships dedicated to youth empowerment, civic participation, and community-based environmental projects.

- **Roxana Constantinescu.** Roxana Constantinescu is a dedicated teacher at Liceul Tehnologic de Metrologie Traian Vuia and an active member of ATES Romania, with extensive experience in working with young people, volunteers, and youth initiatives focused on sustainability and civic engagement. As an educator, she has coordinated educational and extracurricular activities that encourage student participation, teamwork, and social responsibility, including projects addressing digital safety, environmental awareness, and community involvement. Through her work within ATES, Roxana Constantinescu contributes to the development and coordination of volunteer networks and environmental projects that promote ecological practices, active citizenship, and youth participation. She has been involved in initiatives connected to Erasmus+ and environmental education, supporting young people in becoming active members of their communities and advocates for sustainable development.
- **Alexandra Cornea.** Alexandra Cornea is an expert in European project development, strategic communication, and community building, with extensive experience in the education and trade union sectors in Romania and at European level. As founder of ATES and in her current work-life, she has coordinated and implemented numerous international initiatives focused on education, leadership, social dialogue, sustainability, and



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professional development. Her work includes managing transnational partnerships, organizing large-scale training programs, and developing communication and engagement strategies that strengthen institutional collaboration and active communities. Alexandra Cornea has contributed to European projects developed together with organizations such as ETUCE and international education unions, promoting inclusive education, green education, leadership, and innovation in learning environments.

- **Sorana Andreea Dumitras.** Sorana Andreea Dumitras is an enthusiastic 25-year-old teacher and digital communication specialist with experience in developing communication strategies. Her areas of expertise include social media management, editorial planning, multimedia content production, and storytelling, with a strong focus on creating dynamic content for real-time communication and event promotion. Sorana has experience in WordPress content management, social advertising support, and performance analysis, helping optimize digital communication efforts through data-driven insights. She is also proficient in using generative AI tools for creative brainstorming, copywriting, and workflow optimization, integrating innovative technologies into modern communication practices.

The Romanian group also included **15 young volunteers of ATEs**, aged between **17 and 18 years old**, currently preparing for professional qualifications in:

- Environmental Quality Protection Technician
- Water Management Technician/Operator
- Laboratory Technician for Ecological Analyses

The participants were selected based on their motivation, environmental interest, willingness to engage in community initiatives, and commitment to active participation throughout the project activities.





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Italy – UN/Lab Italy

The Italian partner organization, UN/Lab Italy, participated with its team of environmental education experts, youth workers, and 15 young activists involved in ecology, sustainability, climate awareness, and environmental citizenship initiatives.

- **Mariya Borisova:** Mariya Borisova is a cultural project manager and youth engagement professional with extensive experience in Erasmus+ initiatives, youth participation, and digital education. She has collaborated with regional youth forums and initiatives linked to the European Youth Capital framework, developing projects focused on active citizenship, media literacy, digital skills, and social inclusion for young people.
- **Eleonora Broncolo:** Social Media Strategist specialized in integrated digital communication, with advanced expertise in social media marketing strategies, content creation, storytelling, and community engagement. She has strong experience in social advertising, data analysis, project management, and multidisciplinary team coordination, combining creativity with skills in graphic design, videomaking, and trend-driven digital communication.
- **Antonella Bussotti:** extensive experience in coordinating activities with schools and young people, with a particular focus on environmental sustainability and community engagement. She is actively involved in the organization of educational and awareness-raising events, including sustainability contests linked to the “I Love Fish” festival, where students develop creative drawing and graphic design projects using recycled materials to promote environmental awareness and responsible practices.
- **Antonella Bussotti:** extensive experience in coordinating activities with schools and young people, with a particular focus on environmental sustainability and community engagement. She is actively involved in the organization of educational and awareness-raising events, including



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sustainability contests linked to the “I Love Fish” festival, where students develop creative drawing and graphic design projects using recycled materials to promote environmental awareness and responsible practices.

- **Chiara Dottori:** digital communication specialist with experience in developing communication strategies for brands, events, and territorial initiatives. She specializes in social media management, editorial planning, multimedia content production, and storytelling, with strong skills in creating dynamic content for real-time communication and event promotion. She also has experience in WordPress content management, social advertising support, performance analysis, and the use of generative AI tools for creative brainstorming, copywriting, and workflow optimization

The Italian participants contributed with valuable local perspectives and examples of community-based environmental actions implemented in their local contexts.

3. Objectives of the Activity

The main objectives of Activity 4 were:

- To develop environmental awareness and active citizenship among young people;
- To strengthen participants’ digital advocacy and communication competences;
- To promote youth participation in environmental policymaking and community engagement;
- To support the practical implementation of the GreenCitizen Toolkit;
- To encourage transnational cooperation and intercultural dialogue between Romanian and Italian youth;



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- To develop concrete youth-led environmental digital campaigns addressing local ecological issues;
- To improve teamwork, leadership, presentation, and critical-thinking skills.

4. Preparatory Phase

Prior to the workshops, all participants received a comprehensive set of preparatory materials developed jointly by the project partners. These materials ensured that participants entered the activity with a common understanding of the project themes and digital tools.

The preparatory package included:

- Background information on environmental advocacy and civic participation;
- Introduction to the GreenCitizen Toolkit;
- Guidance on digital campaigning and social media communication;
- Information regarding environmental data collection and interpretation;
- Instructions related to collaborative online tools and workshop participation;
- Practical information concerning logistics, accessibility, and sustainability principles.

Participants also completed initial digital skills and environmental awareness self-assessment questionnaires, allowing facilitators to better adapt the learning activities to participants' needs and competences.



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5. Implementation of the Workshops

Part 1 – Three-Day In-Person Workshops

The first component of the activity consisted of intensive in-person workshops organized in Romania and Italy. A total of **30 participants** (15 from each country) engaged in a highly interactive and practice-oriented learning experience.

The workshops were implemented using non-formal education methodologies, including:

- learning-by-doing activities;
- peer learning;
- teamwork exercises;
- simulations;
- case studies;
- brainstorming sessions;
- digital content creation;
- collaborative problem-solving activities.

Main Workshop Themes

The educational sessions focused on the practical application of the **GreenCitizen Toolkit** and covered topics such as:

- Environmental communication strategies;
- Organizing digital awareness campaigns;
- Social media advocacy and responsible digital engagement;
- Collection and interpretation of environmental data;



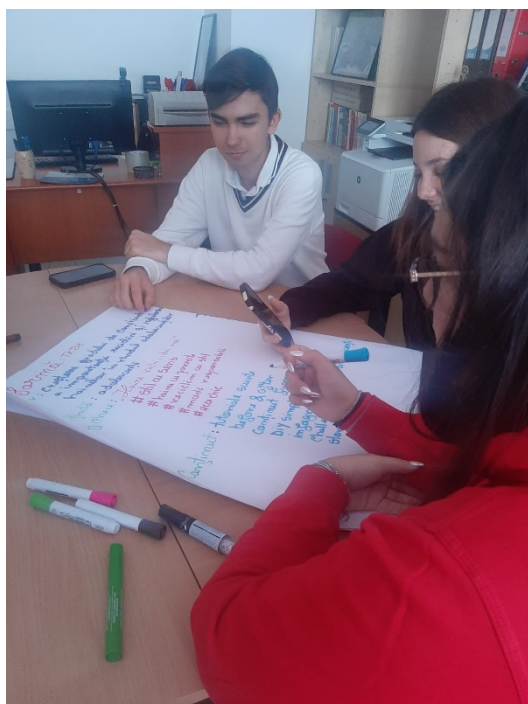
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- Community mobilization techniques;
- Youth participation in local environmental policies;
- Dialogue with public authorities and local stakeholders;
- Campaign planning and impact evaluation.

Group Work and Campaign Development

Participants were divided into **five mixed working groups**, each composed of young people with complementary skills and interests. During the workshops, each group identified a relevant environmental challenge affecting their local communities and developed a youth-led digital campaign proposal.



The campaigns addressed themes such as:

- waste reduction and recycling;
- water protection;
- sustainable consumption [see example in the ANNEX];
- biodiversity protection;
- reduction of plastic pollution;
- environmental responsibility among youth;
- community awareness regarding climate change.

By the end of the three-day workshops, each group had produced:

- a campaign concept;
- visual identity elements;



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- social media communication materials;
- action plans;
- digital advocacy messages;
- stakeholder engagement strategies.

The collaborative process encouraged creativity, intercultural understanding, leadership development, and active participation.

6. Part 2 – Two-Day Online Transnational Workshops

The second component of the activity consisted of two online transnational sessions bringing together all Romanian and Italian participants.

These online workshops created an international collaborative environment where participants:

- presented their national campaign projects;
- exchanged ideas and best practices;
- analyzed similarities and differences between local environmental challenges;
- provided constructive peer feedback;
- refined and improved their campaigns;
- discussed possibilities for future cooperation and campaign dissemination.

The online format also strengthened participants' digital collaboration competences and promoted intercultural dialogue between the two partner countries.



Participants demonstrated increased confidence in public speaking, online communication, and international teamwork.

7. Inclusion, Accessibility and Sustainability Measures

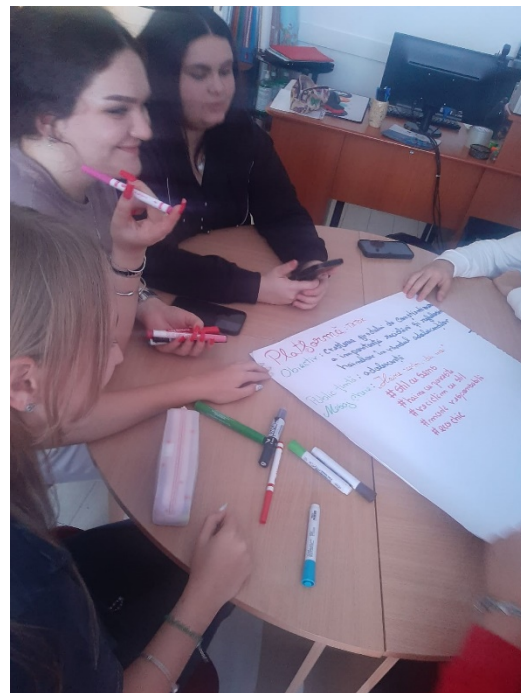
The workshops were organized in barrier-free and environmentally responsible venues, ensuring equal participation opportunities for all young people involved.

Special attention was given to:

- accessibility of workshop spaces;
- environmentally sustainable logistics;
- reduction of paper consumption through digital tools;
- promotion of eco-friendly behaviors during the activities.

Digital systems were used for:

- initial and final evaluation tests;
- feedback and satisfaction questionnaires;
- collaborative work;
- workshop documentation.



This approach significantly reduced the environmental footprint of the activity while reinforcing the project's sustainability objectives.



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8. Results and Impact

The workshops generated significant educational, social, and personal development outcomes for participants.

Tangible Results

- 10 youth-led environmental digital campaigns developed to be developed in the next phase A.5.;
- workshop agendas produced;
- digital content created by participants;
- transnational collaboration established between Romanian and Italian youth.

Intangible Results

- increased environmental awareness;
- improved digital communication competences;
- strengthened teamwork and leadership abilities;
- enhanced intercultural understanding;
- increased motivation for civic engagement and environmental activism;
- improved confidence in public speaking and advocacy activities.

Participants reported a strong sense of empowerment and motivation to continue implementing environmental initiatives within their schools and local communities.



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9. Evaluation

The activity evaluation process included:

- initial and final digital skills assessments;
- participant self-evaluation;
- facilitator observations;
- satisfaction questionnaires;
- group reflection sessions;
- qualitative feedback discussions.

The evaluation results highlighted a high level of participant satisfaction and demonstrated measurable improvements in environmental advocacy knowledge, digital communication skills, and collaborative competences.

Participants particularly appreciated:

- the practical and interactive methodology;
- the international cooperation dimension;
- the opportunity to create real campaign initiatives;
- the supportive and inclusive learning environment.



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10. Conclusion

Activity 4 successfully achieved its objectives by providing young participants from Romania and Italy with practical tools, knowledge, and collaborative experiences necessary for becoming active promoters of environmental sustainability and responsible citizenship.

The combination of face-to-face workshops and online transnational collaboration created a dynamic and inclusive educational environment that encouraged creativity, active participation, intercultural dialogue, and civic responsibility.

The youth-led campaigns developed during the activity demonstrated the participants' strong commitment to environmental protection and their ability to use digital tools effectively for positive social impact.

The activity contributed substantially to the overall objectives of the Erasmus+ project by strengthening youth participation, promoting environmental awareness, and fostering long-term international cooperation between the partner organizations and participants.



ANNEX

Workshop – Peer Learning

Proposal of young volunteers developed on the 2 days online meeting

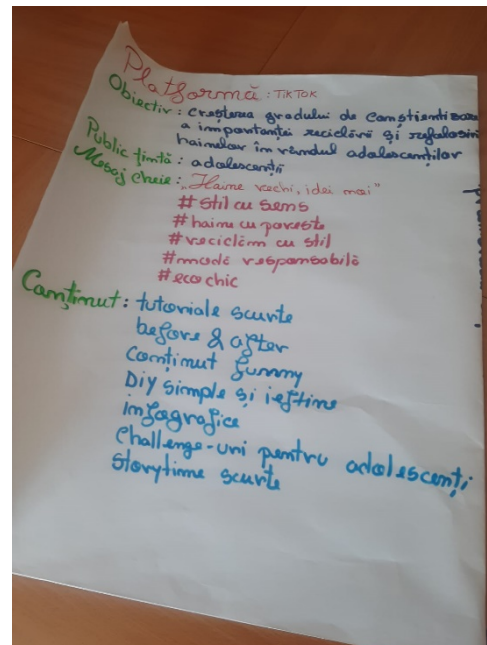
“Sustainable Fashion and Responsible Consumption”

A youth-focused educational activity was organized on-line with the participation of adolescents working in small collaborative groups. The workshop aimed to encourage reflection on sustainable lifestyles, responsible consumption, and the role of social media in promoting environmental awareness among young people.

During the activity, the young activists start to develop the TIK-TOK campaign elaborated during the 1st part of A.4. and participants engaged in brainstorming sessions and practical group work, using posters and visual materials to develop creative communication ideas targeted at their peers.

One of the groups focused specifically on the topic of sustainable fashion and clothing recycling through social media platforms such as TikTok.

The young participants identified the following objectives for their campaign:





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- Raising awareness among adolescents about the importance of recycling and reusing clothes.
- Promoting responsible fashion choices and more sustainable consumption habits.
- Encouraging creativity through simple “do-it-yourself” solutions and upcycling ideas.

The group also worked on defining:

- Target audience: adolescents and young social media users.
- Key messages and hashtags: including messages connected to eco-friendly fashion, reuse of clothes, and responsible style.
- Content ideas: short tutorials, before-and-after transformations, infographics, storytelling videos, and interactive challenges designed to engage young audiences online.

The methodology of the activity was highly participatory and non-formal. Participants worked together in an open and creative environment, discussing ideas, sharing opinions, and collaboratively developing campaign concepts. The use of markers, flipcharts, and visual brainstorming techniques helped stimulate active participation and teamwork.

The activity successfully fostered:

- teamwork and communication skills,
- critical thinking on environmental issues,
- digital creativity and media awareness,
- active youth participation in sustainability topics.

The workshop demonstrated the strong interest of young people in using digital platforms not only for entertainment, but also as tools for social impact and environmental awareness.



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Through collaborative learning and peer exchange, participants developed ideas that could later be transformed into real online awareness campaigns aimed at promoting sustainable behaviors among adolescents.



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