



## Regional training (3 webinars)

# Awareness Raising and Education for Sustainable Development (ESD): Training of Trainers on campaigns for sustainable consumption

Activity No: HE-2-REG

**WEBINAR 3: 25 October 2021, 10.00-13.00 CET**

## Designing and coordinating campaigns and ESD actions on Sustainable Consumption and Packaging

### Agenda\*

10h-10h05 5'	<b>Welcome and Housekeeping notes.</b> Reflections & feedback from the previous webinars. <b>Prof Michael Scoullos (WES Team Leader)</b> The scope of this third webinar within the series of WES <b>Vicky Malotidi (MIO WES Expert)</b>
10h05-10h15 10'	<b>Introduction.</b> Pre-webinar survey results. Objectives and Structure of 3 <sup>rd</sup> webinar. <b>Magali Outters (SCP/RAC Team Leader Policy Area)</b>
10h15-10h45 30'	<b>Session A  Current patterns of single-use packaging consumption</b> <b>Jennifer Berengueras (Invited Speaker Rezero)</b>  The session aims to showcase the current excess in packaging production and consumption and the impacts of the throw-away culture and over-packaging on the environment, the economy and on society and our health.  The session will include information on plastics such as the invasion of single-use packaging and plastics in the Mediterranean and invisible plastics.  The proliferation and impacts of false solutions will also be exposed.
10h45-11h05 20'	<b>Session B  Education for a zero-waste future</b> <b>Rosa Garcia (SCP/RAC WES Expert)</b>  The session aims to suggest how education for sustainability and a change of paradigm are key to move towards a zero-waste production and consumption model.  The session will expose how a shared responsibility from different stakeholders of the production and consumption value chain is necessary.



11h05-11h15	<b>Break</b>
11h15-12h35 80'	<b>Session C   Designing campaigns and ESD actions on sustainable consumption &amp; packaging</b> <b>Marta Beltran (Invited Speaker Rezero)</b>  The session will focus on successful zero waste and circular economy approach solutions.  <ol style="list-style-type: none"><li>1) Inspiring practices from the food &amp; beverage value chain,</li><li>2) examples of successful campaigns and actions will be showcased by:<ol style="list-style-type: none"><li>a. Rezero</li><li>b. SCP/RAC</li><li>c. Selected webinar participants</li></ol></li><li>3) Tips for designing and implementing campaigns and ESD actions on Sustainable Consumption and Packaging</li></ol>
12h35-12h45 10'	<b>Wrap up. Conclusions. Interactive online survey.</b> <b>Rosa Garcia (WES Expert)</b>
12h45-12h55 10'	Presentation of the final POST MODULE exercise <b>Iro Alampeï (MIO WES Expert)</b> <b>Vicky Malotidi (MIO WES Expert)</b>
12h55-13h00 5'	Closure of the training <b>Prof Michael Scoullos (WES Team Leader)</b>

*\* Time for discussion is provisioned within all agenda items.*

*\* Interactive polls and questions will be infused in selected parts of the webinar to enhance participation.*

