



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'	<p>Welcome and Housekeeping notes.</p> <p>Reflections & feedback from the previous webinars. Prof Michael Scoullos (WES Team Leader)</p> <p>The scope of this third webinar within the series of WES Vicky Malotidi (MIO WES Expert)</p>
10h05-10h15 10'	<p>Introduction. Pre-webinar survey results. Objectives and Structure of 3rd webinar.</p> <p>Magali Outters (SCP/RAC Team Leader Policy Area)</p>
10h15-10h45 30'	<p>Session A Current patterns of single-use packaging consumption</p> <p>Jennifer Berengueras (Invited Speaker Rezero)</p> <p>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.</p> <p>The session will include information on plastics such as the invasion of single-use packaging and plastics in the Mediterranean and invisible plastics.</p> <p>The proliferation and impacts of false solutions will also be exposed.</p>
10h45-11h05 20'	<p>Session B Education for a zero-waste future</p> <p>Rosa Garcia (SCP/RAC WES Expert)</p> <p>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.</p> <p>The session will expose how a shared responsibility from different stakeholders of the production and consumption value chain is necessary.</p>



11h05-11h15	Break
11h15-12h35 80'	Session C Designing campaigns and ESD actions on sustainable consumption & packaging Marta Beltran (Invited Speaker Rezero) The session will focus on successful zero waste and circular economy approach solutions. <ol style="list-style-type: none">1) Inspiring practices from the food & beverage value chain,2) examples of successful campaigns and actions will be showcased by:<ol style="list-style-type: none">a. Rezerob. SCP/RACc. Selected webinar participants3) Tips for designing and implementing campaigns and ESD actions on Sustainable Consumption and Packaging
12h35-12h45 10'	Wrap up. Conclusions. Interactive online survey. Rosa Garcia (WES Expert)
12h45-12h55 10'	Presentation of the final POST MODULE exercise Iro Alampeï (MIO WES Expert) Vicky Malotidi (MIO WES Expert)
12h55-13h00 5'	Closure of the training Prof Michael Scoullòs (WES Team Leader)

** 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.*

