



**Webinar within the WES regional activities on**  
Awareness Raising and Education for Sustainable Development (ESD) and  
campaigns for sustainable consumption (HE-2b-REG) & Educating for  
Sustainable Development: focus on Wastewater treatment (WWT) for reuse  
and Non-Conventional Water Resources (NCWRs) (HE-3b-REG)

**“Methodology and lessons learned for the awareness campaign towards zero  
waste “#IamCoco” (or #JoSocCoco)”**

**Tuesday 30/04/2024, 10.30-12.30 CET (11.30-13.30 Athens time)**

**Meeting link:**

**<https://us06web.zoom.us/j/89646880127?pwd=wUF9akEaCRqrLWbsgCN65CxZE21acl.1>**

## **Agenda**

10.30-10.35	Welcome, housekeeping notes & updates, Vicky Malotidi & Iro Alampei, WES NKEs
	<b>Laura Sanz &amp; Laia Carulla, REZERO Experts, will be facilitating the main part of the webinar</b>
	<b>Section A   About the project</b>
10.35-11.00	Presentation and context of the campaign and playback of the pilot video
	<b>Section B   Project design</b>
11.00-11.30	Summary of everything you should have before starting the campaign
	<b>Section C   Project execution</b>
11.30-12.00	Presentation of the different phases of the project and the decisions made; families' formation and assessment, content of the kits given and other elements to deal with
	<b>Section D   Q&amp;As</b>
12.00-12.20	Interactive discussion / Q&As
12.20-12.30	Closing remarks & next steps, Vicky Malotidi & Iro Alampei, WES NKEs

*All participants are encouraged to engage throughout the webinar*

