

CAMPAIGN TITLES

AREA

1	¿Qué es la alimentación saludable? Más allá de la comida	Food / home
2	Look behind the label	Dress / fashion
3	Biopack Packaging	Use of resources
4	Moda e Consumo Responsável	Dress / fashion
5	Ropa Vieja	Dress / fashion
6	Detox my Fashion	Dress / fashion
7	A digital environment laber for proper disposal of packaging waste - Junker App	Food / home
8	Derecho a una alimentación saludable y sostenible	Food / home
9	Go green with IKEA	Use of resources
10	Good clother, fair pay	Dress / fashion
11	Movilidad sostenible, movilidad saludable	Mobility / travel
12	Te muevas como te muevas	Mobility / travel
13	El momento del agua es ahora	Use of resources
14	SKIRP	Mobility / travel
15	SULAPAC	Use of resources
16	Tú puedes ayudar a parar el cambio climático	General
17	Wear next	Dress / fashion
18	(LIDL) Bon appetit, zero gaspi	Food / home
19	A2A - Olimpiadi della sostenibilità (ELIS)	General
20	AWorld	General
21	Bugie in etichetta - ESSERE ANIMALI	Food / home
22	Cambia moda	Dress / fashion
23	Carrelli di plastica	Use of resources
24	Città 30 Subito - FIAB Federazione Italiana Ambiente e Bicicletta	Mobility / travel
25	Compassion in World Farming (CIWF) - Guide to Responsible Consumption	Food / home
26	EU Agrifood Week	Food / home
27	Fashion Act Now	Dress / fashion
28	Festa dell'Ambiente	Use of resources
29	Green Food Week 2023 - EFA	Food / home
30	Luca Talotta - Top Italian Green Influencer	Mobility / travel
31	10ª Jornada de Moda Sostenible	Dress / fashion
32	Circulare Campaing	Dress / fashion
33	Wardrobe Change	Dress / fashion
34	Sell 1_Buy 1	Dress / fashion
35	Who made my fabric?	Dress / fashion

<b>Name of the action*</b>	¿Qué es la alimentación saludable? Más allá de la comida
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	
<i>Quality standard, guide, recommendation</i>	Recommendations
<i>Project on similar topic</i>	
<b>Level</b>	National
<b>Territory</b>	Spain
<b>Goal</b>	Information
<b>Target audiences</b>	General population
<b>Duration</b>	Not provided
<b>Periodicity</b>	Not specified
<b>Scope of consumption</b>	Food / home
<b>Supports / delivery</b>	External advertising
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	The BBVA article discusses the importance of a healthy diet in preventing diseases and protecting the environment. It highlights the risks associated with unhealthy diets and emphasizes the need for global awareness. The article presents scientific research linking poor dietary choices to a significant number of deaths and emphasizes the benefits of a balanced caloric intake and a diet rich in fruits, vegetables, whole grains, and lean proteins. By promoting healthier eating habits and raising awareness about the impact of food choices, the article aims to influence readers' behavior. Its impact can be evaluated through engagement metrics and monitoring changes in readers' dietary choices and attitudes towards sustainability.
<b>References and links</b>	<a href="https://www.bbva.com/es/sostenibilidad/que-es-la-alimentacion-saludable-mas-alla-de-la-comida/">https://www.bbva.com/es/sostenibilidad/que-es-la-alimentacion-saludable-mas-alla-de-la-comida/</a>
<b>PARTNER</b>	02 IWS



CARE\_PRIVATE CAMPAIGN\_BEHIND LABEL\_EU\_IHF\_#02 LOOK BEHIND THE LABEL (M&S)

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Company
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	National
<b>Territory</b>	Other
<b>Goal</b>	Information
<b>Target audiences</b>	General population
<b>Duration</b>	Not provided
<b>Periodicity</b>	Singular
<b>Scope of consumption</b>	Food / home
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	Marks & Spencer, a well-established British retailer, has revived its 'Look Behind the Label' campaign as part of its sustainability strategy, Plan A. The campaign now focuses on the supply process of five M&S products and aims to provide customers with information on product origins and tips to reduce their carbon footprint. This positive messaging approach was influenced by consumer research showing that climate action can be overwhelming for customers. The campaign aligns with M&S's commitment to achieve net-zero emissions by 2040. Plan A also includes goals related to zero deforestation, sustainable sourcing, and supporting farmers in adopting eco-friendly practices. The company's latest report indicates that climate change is a top concern among its customers.
<b>References and links</b>	<a href="https://www.marksandspencer.com/c/look-behind-the-label/sustainability-materials">https://www.marksandspencer.com/c/look-behind-the-label/sustainability-materials</a> <a href="https://www.thedrum.com/news/2021/09/30/ms-brings-back-its-look-behind-the-label-sustainability-campaign">https://www.thedrum.com/news/2021/09/30/ms-brings-back-its-look-behind-the-label-sustainability-campaign</a>
<b>PARTNER</b>	05 IHF



CARE_PRIVATE CAMPAIGN_BIOPACK_EU_IHF_#02	Biopack Packaging
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Business association
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	National
<b>Territory</b>	Other
<b>Goal</b>	Multiple goals
<b>Target audiences</b>	General population
<b>Duration</b>	Permanent
<b>Periodicity</b>	Not specified
<b>Scope of consumption</b>	Use of resources
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	<p>Biopack Packaging is a startup based in Groningen that offers a sustainable alternative to plastic packaging, aiming to contribute to the transition from a linear to a circular economy. Founded in the Netherlands in 2017, their production process utilizes a closed water circuit and green energy. Their packaging is bio-based, renewable, compostable, and recyclable. With their disruptive thermoforming technology, they produce three-dimensional molded forms using virgin or recycled fibers. The benefits and impacts of Biopack Packaging's activities include the reduction of plastic waste, support for the circular economy, environmental consciousness through sustainable practices, compostability and recyclability of their products, and the use of innovative technology in the packaging industry.</p>
<b>References and links</b>	<a href="http://ww1.biopackpackaging.com/">http://ww1.biopackpackaging.com/</a>
<b>PARTNER</b>	05 IHF

Name of the action	PRIV
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	
<i>Quality standard, guide, recommendation</i>	Recommendations
<i>Project on similar topic</i>	
<b>Level</b>	Regional
<b>Territory</b>	Portugal
<b>Goal</b>	Sensitization
<b>Target audiences</b>	Kids
<b>Duration</b>	1-3 months
<b>Periodicity</b>	Singular
<b>Scope of consumption</b>	Dress / fashion
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	<p>Há histórias que que nunca têm fim...</p> <p>A de uma simples peça de vestuário é uma delas.</p> <p>Todos os anos saem novas peças alinhadas com as estações do ano. Chegam até nós embrulhadas em sacos ou encomendas e prontas-a-vestir! Podemos conhecer a loja de onde vêm, mas dificilmente conseguimos reconstruir o circuito produtivo e de distribuição que cada peça fez até chegar às nossas mãos. Depois, começa o seu período de utilização, que pode oscilar entre uma história de uma hora a uma história de vários anos. Quando deixamos de usar uma peça, a sua história continua numa nova etapa. Ela pode ter a sorte de voltar a ser reutilizada ou reintegrada na cadeia produtiva através da reciclagem, ou então, tocar-lhe-á a ida até uma incineradora ou um aterro a céu aberto algures no planeta.</p> <p>Nesta história, como em todas as outras de consumo responsável, podemos ser leitores, atores, narradores, escritores da narrativa e até mesmo editores, que definem qual a moda que é válida e pertinente. Esperamos que as propostas pedagógicas que aqui deixamos nos apoiem na aprendizagem de qual o nosso papel na história do consumo responsável</p>
<b>References and links</b>	<p><a href="https://fgs.org.pt/wp-content/uploads/2021/05/proposta_M_moda.pdf">https://fgs.org.pt/wp-content/uploads/2021/05/proposta_M_moda.pdf</a></p> <p><a href="https://www.hrw.org/GoTransparent">https://www.hrw.org/GoTransparent</a> <a href="https://cleanclothes.org/action">https://cleanclothes.org/action</a></p>
<b>PARTNER</b>	04 UA

<b>Name of the action*</b>	Ropa Vieja
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Company
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	Local
<b>Territory</b>	Spain
<b>Goal</b>	Multiple goals
<b>Target audiences</b>	General population
<b>Duration</b>	Permanent
<b>Periodicity</b>	Singular
<b>Scope of consumption</b>	Dress / fashion
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	The "Ropa Vieja" campaign challenges the belief that new clothes are always better and promotes the appreciation of timeless clothing. By featuring individuals who continue to wear and cherish their decades-old garments, the campaign aims to shift perspectives on fashion and encourage conscious wardrobe choices. It emphasizes the longevity and enduring quality of well-maintained clothing, advocating for sustainable fashion practices. The campaign promotes responsible consumer behavior and raise awareness about clothing longevity. It utilizes various media platforms to reach a wide audience and stimulate discussions on the value of timeless fashion.
<b>References and links</b>	<a href="https://www.adolfodominguez.com/es-es/ropa-vieja.html">https://www.adolfodominguez.com/es-es/ropa-vieja.html</a>
<b>PARTNER</b>	02 IWS

CARE\_PRIVATE CAMPAIGN\_DETUX MY FASHION\_EU\_IHF\_#0: DETOX MY FASHION (GREENPEACE)

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	NGOs, association, foundation
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	International
<b>Territory</b>	Europe
<b>Goal</b>	Sensitization
<b>Target audiences</b>	General population
<b>Duration</b>	Not provided
<b>Periodicity</b>	Not specified
<b>Scope of consumption</b>	Dress / fashion
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	Greenpeace's "Detox My Fashion" campaign urges fashion brands to adopt environmentally-friendly practices and eliminate toxic chemicals from their production processes. The campaign targets fast fashion retailers and high-end fashion houses, encouraging them to commit to more sustainable production methods. By transitioning away from hazardous substances, the fashion industry can reduce water pollution and protect ecosystems. Greenpeace has achieved significant milestones over the past decade, securing commitments from 80 companies to detox their supply chains and influencing policy changes. The campaign emphasizes the need for the fashion industry to prioritize sustainability, challenge the throwaway mentality, and invest in quality over quantity. Overall, "Detox My Fashion" aims to make the fashion industry more environmentally and socially responsible.
<b>References and links</b>	<a href="https://www.greenpeace.org/international/act/detox/">https://www.greenpeace.org/international/act/detox/</a>
<b>PARTNER</b>	05 IHF

CARE\_PRIVATE CAMPAIGN\_DIGITAL LABEL\_EU\_IHF A DIGITAL ENVIROMENTAL LABEL for proper disposal of packaging waste - Junker App

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Business association
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	European
<b>Territory</b>	Europe
<b>Goal</b>	Information
<b>Target audiences</b>	General population
<b>Duration</b>	> 1 year
<b>Periodicity</b>	Not specified
<b>Scope of consumption</b>	Food / home
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	<p>The Digital Environmental Label (EAD) is an innovative solution that provides complete and up-to-date information on product packaging without requiring additional space. The initiative was launched by Giunko. Originally founded as an innovative startup, Giunko Srl has evolved into an SME specializing in the development of cloud-based solutions for the cleantech sector in the mobile and web domains. Through scanning a QR code, consumers can access real-time, geolocated details specific to each product, eliminating the need to reprint labels. This initiative offers significant benefits, going beyond disposal information by including sustainability details, empowering consumers to make informed choices. With real-time updates, label reprints are unnecessary, resulting in time and resource savings. Available in 11 languages, the EAD caters to a diverse international audience, promoting better understanding and engagement. Implementation incurs low costs and brings advantages for manufacturers and consumers. Manufacturers can save packaging space and reduce costs, while consumers receive clear information for proper waste management and reduced environmental impact.</p>
<b>References and links</b>	<p><a href="https://circulareconomy.europa.eu/platform/en/good-practices/digital-environmental-label-proper-disposal-packaging-waste">https://circulareconomy.europa.eu/platform/en/good-practices/digital-environmental-label-proper-disposal-packaging-waste</a>  <a href="https://etichettambientaledigitale.com/en">https://etichettambientaledigitale.com/en</a></p>
<b>PARTNER</b>	05 IHF



<b>Name of the action*</b>	Derecho a una alimentación saludable y sostenible
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	NGOs, association, foundation
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	National
<b>Territory</b>	Spain
<b>Goal</b>	Sensitization
<b>Target audiences</b>	Some of them
<b>Duration</b>	3-12 months
<b>Periodicity</b>	Recurrent
<b>Scope of consumption</b>	Food / home
<b>Supports / delivery</b>	Direct advertising
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	The campaign launched by Fundación Ausolan aims to raise awareness among school children, families, and teachers about the importance of healthy and sustainable eating habits. Through educational activities and practical guidelines, the campaign focuses on understanding nutritional facts, identifying processed foods and their healthier alternatives, addressing food waste, and promoting the consumption of local and sustainable products. By targeting children during their formative years, the campaign aims to establish lifelong healthy eating habits that benefit individuals and society as a whole.
<b>References and links</b>	<a href="https://www.ausolan.com/actualidad/noticias/fundacion-ausolan-y-nutricion-sin-fronteras-lanzan-una-campana-sobre-el-derecho-a-un-alimentacion-saludable-y-sostenible#">https://www.ausolan.com/actualidad/noticias/fundacion-ausolan-y-nutricion-sin-fronteras-lanzan-una-campana-sobre-el-derecho-a-un-alimentacion-saludable-y-sostenible#</a>
<b>PARTNER</b>	02 IWS

CARE\_PRIVATE CAMPAIGN\_GO GREEN GO GREEN WITH IKEA

Generic type of action	Specific type of action
Legal rule / norm	
Campaign / programme / advertising	Company
Quality standard, guide, recommendation	
Project on similar topic	
<b>Level</b>	International
<b>Territory</b>	Europe
<b>Goal</b>	Sensitization
<b>Target audiences</b>	Not specified
<b>Duration</b>	3-12 months
<b>Periodicity</b>	Not specified
<b>Scope of consumption</b>	Use of resources
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	The "Go Green with IKEA" campaign promotes sustainability and encourages environmentally-friendly practices among IKEA customers. It focuses on making sustainable choices, such as purchasing eco-friendly products and adopting greener behaviors. The campaign highlights IKEA's commitment to sustainability through initiatives like energy-efficient lighting, waste reduction, and renewable energy. It aims to inspire customers to make greener choices in their everyday lives and contribute to a more sustainable future. IKEA strives to reduce its ecological footprint and encourages individuals to play an active role in creating positive environmental change.
<b>References and links</b>	<a href="https://about.ikea.com/en/sustainability">https://about.ikea.com/en/sustainability</a>
<b>PARTNER</b>	05 IHF



CARE_PRIVATE CAMPAIGN_GOOD CLOTHES_EU_IHF_#01		GOOD CLOTHES, FAIR PAY
<b>Generic type of action</b>		<b>Specific type of action</b>
Legal rule / norm		
Campaign / programme / advertising		NGOs, association, foundation
Quality standard, guide, recommendation		
Project on similar topic		
Level		European
Territory		Europe
Goal		Sensitization
Target audiences		General population
Duration		Not provided
Periodicity		Singular
Scope of consumption		Dress / fashion
Supports / delivery		Several
Evaluation of its impact / effectiveness (max. 1000 characters)		The campaign "Good Clothes Fair Pay" aims to secure living wage legislation in the garment, textile, and footwear sector. They are collecting 1 million signatures from EU citizens to push for legislation that requires companies to conduct living wage due diligence in their supply chains. The European Citizens' Initiative (ECI) allows citizens to directly call on the European Commission for legislative proposals. The initiative covers brands and retailers trading in the EU, regardless of their location, and urges them to develop and implement plans to close the gap between actual and living wages. It emphasizes the need to address low wages among vulnerable groups, such as women and migrant workers, and proposes measures to improve companies' pricing and purchasing practices. If successful, this legislation would be the first of its kind at the EU level for garment workers worldwide.
References and links		<a href="https://www.goodclothesfairpay.eu/">https://www.goodclothesfairpay.eu/</a>
PARTNER		05 IHF



<b>Name of the action*</b>	Movilidad sostenible, movilidad saludable
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Company
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	Local
<b>Territory</b>	Spain
<b>Goal</b>	Visibility
<b>Target audiences</b>	General population
<b>Duration</b>	1-3 months
<b>Periodicity</b>	Recurrent
<b>Scope of consumption</b>	Mobility / travel
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	<p>The "Movilidad Sostenible, Movilidad Saludable" (Sustainable Mobility, Healthy Mobility) campaign by Dbus aims to promote sustainable transportation during European Mobility Week. The campaign emphasizes the benefits of using public transportation, bicycles, and walking for both the environment and health. It highlights ideas such as reducing carbon footprint, improving physical and mental health, saving costs, and complying with COVID-19 safety measures. The campaign has been showcased through various channels including bus signage, posters, screens, website, and social media. The goal is to raise awareness and encourage small changes towards a sustainable mobility model in San Sebastián, a city with a high number of public transportation trips compared to other similarly-sized Spanish cities.</p>
<b>References and links</b>	<a href="https://www.dbus.eus/es/noticias/movilidad-sostenible-movilidad-saludable/">https://www.dbus.eus/es/noticias/movilidad-sostenible-movilidad-saludable/</a>
<b>PARTNER</b>	02 IWS

<b>Name of the action*</b>	Te muevas como te muevas
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	NGOs, association, foundation
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	National
<b>Territory</b>	Spain
<b>Goal</b>	Visibility
<b>Target audiences</b>	General population
<b>Duration</b>	3-12 months
<b>Periodicity</b>	Recurrent
<b>Scope of consumption</b>	Mobility / travel
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	<p>The campaign aims to raise awareness about safe and sustainable mobility options as alternatives to the congested private car usage in urban areas. It highlights the environmental and social problems caused by the current transportation model, including air pollution, energy consumption, public health impacts, and road congestion. The campaign encourages rational and safe mobility choices, considering different alternatives based on individual circumstances and prioritizing road safety. It utilizes TV and radio spots, online content, and the hashtag #TeMuevasComoTeMuevas to promote discussion and sharing of mobility ideas. Ponle Freno also organizes workshops on safe and sustainable transportation. Personal and societal actions, from individual practices to government policies, are crucial in promoting sustainable mobility and achieving benefits such as improved health, well-being, and environmental conservation. The campaign emphasizes the need to move towards a more sustainable urban coexistence by utilizing various transportation options beyond private cars.</p>
<b>References and links</b>	<a href="https://compromiso.atresmedia.com/ponlefreno/campanas/movilidad-sostenible/arrancamos-el-curso-con-el-reto-de-la-movilidad-segura-y-sostenible_201909025d6ce7910cf229b2aeaeb653.html">https://compromiso.atresmedia.com/ponlefreno/campanas/movilidad-sostenible/arrancamos-el-curso-con-el-reto-de-la-movilidad-segura-y-sostenible_201909025d6ce7910cf229b2aeaeb653.html</a>
<b>PARTNER</b>	02 IWS



<b>Name of the action*</b>	El momento del agua es ahora
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Company
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	Regional
<b>Territory</b>	Spain
<b>Goal</b>	Sensitization
<b>Target audiences</b>	General population
<b>Duration</b>	Permanent
<b>Periodicity</b>	Recurrent
<b>Scope of consumption</b>	Use of resources
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	<p>The "El momento del agua es ahora" campaign, organized by ASA Andalucía in collaboration with the Junta de Andalucía, aims to raise awareness about the responsible use and consumption of water among the general population. The campaign addresses the importance of water as a fundamental right recognized by the UN and the challenges associated with water scarcity. It emphasizes the need for sustainable water management and the collective commitment to care for this limited resource. Additionally, it promotes changes in water consumption patterns and the adoption of water-saving practices. The diverse media plan implemented by ASA Andalucía, including online publications, social media, radio spots, and informative videos, ensures broad dissemination of the campaign's content and messages. By involving both generalist and specialized media outlets, as well as providing communication materials for internal use within the water sector, the campaign aims to amplify its reach and encourage collective action in water conservation efforts.</p>
<b>References and links</b>	<a href="https://juntoscuidamoselagua.asa-andalucia.es/">https://juntoscuidamoselagua.asa-andalucia.es/</a>
<b>PARTNER</b>	02 IWS



<b>CARE_PRIVATE CAMPAIGN_SKIRP_EU_IHF_#02</b>		<b>SKIRP</b>
<b>Generic type of action</b>	<b>Specific type of action</b>	
<i>Legal rule / norm</i>		
<i>Campaign / programme / advertising</i>	Company	
<i>Quality standard, guide, recommendation</i>		
<i>Project on similar topic</i>		
<b>Level</b>	National	
<b>Territory</b>	Belgium	
<b>Goal</b>	Multiple goals	
<b>Target audiences</b>	General population	
<b>Duration</b>	Not provided	
<b>Periodicity</b>	Not specified	
<b>Scope of consumption</b>	Mobility / travel	
<b>Supports / delivery</b>	Several	
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	<p>Skipr, a Belgian startup and winner of the European Startup Prize for Mobility, provides customized mobility management plans to businesses. They focus on intermodality, B2B mobility-as-a-service, and sustainable mobility. Skipr aims to accelerate the transition to sustainable mobility by reducing CO2 emissions, improving employee well-being, and cutting costs for businesses. They analyze companies' situations, propose cost-saving ideas, and automate mobility management processes. By encouraging employees to adopt sustainable transportation methods like cycling, public transit, or carpooling, Skipr also aims to influence citizen behavior and promote greener commuting habits. This not only benefits the environment but also reduces traffic congestion and promotes healthier lifestyles. Through their initiatives, Skipr empowers citizens to make eco-friendly choices, contributing to a more sustainable future.</p>	
<b>References and links</b>	<a href="https://www.skipr.co/">https://www.skipr.co/</a>	
<b>PARTNER</b>	05 IHF	



CARE_PRIVATE CAMPAIGN_SULAPAC_EU_IHF_#01	SULAPAC
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Business association
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	National
<b>Territory</b>	Other
<b>Goal</b>	Multiple goals
<b>Target audiences</b>	General population
<b>Duration</b>	Permanent
<b>Periodicity</b>	Not specified
<b>Scope of consumption</b>	Use of resources
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	Sulapac is a Helsinki-based startup revolutionizing the packaging industry with sustainable materials. Their biodegradable and toxin-free products offer a viable alternative to conventional plastics, reducing environmental impact and plastic waste. By promoting eco-friendly practices, Sulapac inspires other companies to adopt sustainable alternatives, driving innovation and collaboration. The adoption of Sulapac materials by businesses has the potential to improve brand reputation, attract eco-conscious consumers, and contribute to a greener future.
<b>References and links</b>	<a href="https://www.sulapac.com/">https://www.sulapac.com/</a>
<b>PARTNER</b>	05 IHF





PRIVATE CAMPAING		Tú puedes ayudar a parar el cambio climático
Generic type of action	Specific type of action	
Legal rule / norm		
Campaign / programme / advertising	Private sector	
Quality standard, guide, recommendation		
Project on similar topic		
Level	Local / Regional	
Territory	Spain	
Goal	Sensitization	
Target audiences	General population	
Duration	Not provided	
Periodicity	Regular ads	
Scope of consumption	Use of resources	
Supports / delivery	Radio broadcast ads	
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>Cadena SER and Unicaja Foundation join forces against climate change. During the last months (from July to November) Cadena SER has echoed the advice to raise awareness among listeners in the fight against climate change. Under the motto “You can help stop climate change.” A joint initiative of the SER network in Malaga and Seville together with the Unicaja Foundation to raise awareness among listeners, and citizens in general, in the fight against climate change. Brief advertisements are broadcast on sustainable consumption, mostly aimed at reducing resource consumption with topics such as:</p> <ol style="list-style-type: none"> <li>1. Save electricity.</li> <li>2. Use the car less.</li> <li>3. Recycle.</li> <li>4. Eliminate single-use plastics.</li> <li>5. Don't waste water.</li> <li>6. Collaborate in waste collection tasks.</li> <li>7. Support the consumption of renewable energy.</li> <li>8. Educate your children with sustainable values.</li> </ol>	
References and links	<a href="https://cadenaser.com/andalucia/2023/09/13/cadena-ser-y-fundacion-unicaja-se-unen-contra-el-cambio-climatico-ser-malaga/">https://cadenaser.com/andalucia/2023/09/13/cadena-ser-y-fundacion-unicaja-se-unen-contra-el-cambio-climatico-ser-malaga/</a>	
PARTNER	01 UMA	



CARE\_PRIVATE CAMPAIGN\_WEAR NEXT\_EU\_IHF\_#02 WEAR NEXT

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	NGOs, association, foundation
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	International
<b>Territory</b>	Europe
<b>Goal</b>	Sensitization
<b>Target audiences</b>	General population
<b>Duration</b>	Not provided
<b>Periodicity</b>	Not specified
<b>Scope of consumption</b>	Dress / fashion
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	<p>The Ellen MacArthur Foundation is tackling the waste issue in the fashion industry with the Make Fashion Circular #WearNext campaign, taking place in New York from March 4th to June 9th. The clothing sector generates a significant amount of waste and is one of the world's most polluting industries, consuming vast resources and producing billions of tons of wastewater annually. Despite the global increase in clothing production, the average garment utilization has dramatically declined. Most clothes are worn less frequently, with a large portion ending up in landfills within a year of purchase, and less than 1% being recycled after use. To address the major waste problem in the fashion industry and promote clothing recycling and reuse, the #WearNext campaign has been launched in New York. It is part of the broader Make Fashion Circular initiative by the Ellen MacArthur Foundation, one of the leading organizations promoting and developing the circular economy. The campaign involves fashion brands, public entities, collectors, and companies, with the aim of giving new life to old clothes and diverting them from New York's landfills. Each year, the city disposes of over ninety million kilograms of clothing waste.</p>
<b>References and links</b>	<a href="https://ellenmacarthurfoundation.org/articles/wearnext">https://ellenmacarthurfoundation.org/articles/wearnext</a>
<b>PARTNER</b>	05 IHF

CARE\_PRIVATE CAMPAIGN\_ZEROGASPI\_EU\_IHF\_#0: (LIDL) BON APPETIT, ZERO GASPI

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Company
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	European
<b>Territory</b>	Europe
<b>Goal</b>	Multiple goals
<b>Target audiences</b>	General population
<b>Duration</b>	Not provided
<b>Periodicity</b>	Not specified
<b>Scope of consumption</b>	Food / home
<b>Supports / delivery</b>	Internet / social media
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	<p>Lidl's campaign, "Bon appétit, Zéro gaspi," aims to reduce food waste and support social initiatives. As part of the campaign, Lidl has donated €35,000 to the social grocery stores operated by Caritas and the Luxembourg Red Cross. The funds will be used to purchase products from Lidl and a vehicle for transporting recovered goods. Lidl's core principle is to offer fresh food at competitive prices, with the proceeds benefiting food banks. The campaign has successfully prevented 1,600 tons of food waste in the last year. Lidl's contributions help address poverty and food insecurity, providing diverse and higher-quality food packages to those in need. By optimizing logistics and selling products nearing expiration at reduced prices, Lidl aims to minimize waste. The campaign demonstrates Lidl's commitment to fighting food waste, supporting social causes, and promoting sustainability.</p>
<b>References and links</b>	<p><a href="https://corporate.lidl.be/fr/durabilite/nouvelles/lidl-lance-l-initiative-bon-appetit-zero-gaspi">https://corporate.lidl.be/fr/durabilite/nouvelles/lidl-lance-l-initiative-bon-appetit-zero-gaspi</a></p> <p><a href="https://www.rinnovabili.it/agrifood/lidl-un-progetto-di-valore-sociale-contro-lo-spreco-di-cibo/">https://www.rinnovabili.it/agrifood/lidl-un-progetto-di-valore-sociale-contro-lo-spreco-di-cibo/</a></p>
<b>PARTNER</b>	05 IHF



www.careforplanet.eu

CARE_PRIVATE CAMPAIGNS_A2A_IT_IDP #02	A2A - Olimpiadi della sostenibilità (ELIS)
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Company
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	National
<b>Territory</b>	Italy
<b>Goal</b>	Multiple goals
<b>Target audiences</b>	Youths
<b>Duration</b>	< 1 month
<b>Periodicity</b>	Singular
<b>Scope of consumption</b>	General
<b>Supports / delivery</b>	Internet / social media
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	A2A introduced the "Sustainability Olympics" in partnership with Elis, a nonprofit organization promoting vocational training, on Earth Day 2021. The Olympics engage fourth-year students of upper secondary schools, empowering them as drivers of sustainable development. Through digital tools on the dedicated platform students explore the goals of the 2030 Agenda. They create video clips to raise awareness among peers, and the top three classes participate in A2A's Creathon during Earth Day 2022. This initiative emphasizes our responsibility towards future generations and aims to leave behind a better world. A2A and ELIS launched the Sustainability Olympics to educate young students about sustainable development using educational tools and A2A's circular economy and energy transition plan as examples, building a strong foundation for their understanding of sustainability.
<b>References and links</b>	<a href="https://olimpiadidellasostenibilita2a.elis.org/">https://olimpiadidellasostenibilita2a.elis.org/</a> <a href="https://scuole.a2a.eu/news/olimpiadi-sostenibilita">https://scuole.a2a.eu/news/olimpiadi-sostenibilita</a>
<b>PARTNER</b>	06 IDP



CARE_PRIVATE CAMPAIGNS_AWORLD APP_IT_IDP #01	AWorld
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Company
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	National
<b>Territory</b>	Italy
<b>Goal</b>	Sensitization
<b>Target audiences</b>	General population
<b>Duration</b>	Not provided
<b>Periodicity</b>	
<b>Scope of consumption</b>	General
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	<p>AWorld, a young enterprise from the city of Torino (IT), has launched an innovative app in support of ACTNOW, the United Nations campaign for individual action on climate change and sustainability. The app was chosen to represent ACTNOW in the digital space and support people to live a more sustainable lifestyle. With the User Profile &amp; Lifestyle Footprint Calculator powered by UNFCCC and Doconomy, AWorld uses cutting edge data &amp; analytics to calculate each user’s specific carbon footprint based on four categories: Food, Transport, Home, and Shopping Behaviors. After figuring out exactly where the user is on her/his sustainability journey, the app suggests new actions that can be taken each day to decrease footprint and measure progress in terms of CO2, water, waste and kindness; it suggests 34 different green lifestyles and rewards the users with points when she/he succeed.</p> <p>Moreover, AWorld offers a set of useful tools for companies to engage both employees and client on their sustainability journey thanks to gamification solutions and highly appealing digital experiences combined with SDG backed storytelling. The winning idea is the fact that the app can be fully integrated into the technological platform and app of all companies, thus creating a unique model. Also schools can use AWorld to launch fun and engaging activities where students can go on a quest for knowledge, interact with each other, learn more about the Sustainable Development Goals and adopt new, impactful habits. Finally, AWorld supports cities offering tools that invite citizens to take action against climate change, together, introducing them to specific actions, journeys, and challenges they can take part in each day and measure their collective impact as a city.</p>
<b>References and links</b>	<a href="https://aworld.org/#">https://aworld.org/#</a>
<b>PARTNER</b>	06 IDP

CARE\_PRIVATE CAMPAIGNS\_BUGIE IN ETICHETTA\_IT\_IDP Bugie in etichetta - ESSERE ANIMALI

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	NGOs, association, foundation
<i>Quality standard, guide, recommendation</i>	Quality guide
<i>Project on similar topic</i>	
<b>Level</b>	National
<b>Territory</b>	Italy
<b>Goal</b>	Sensitization
<b>Target audiences</b>	General population
<b>Duration</b>	< 1 month
<b>Periodicity</b>	Not specified
<b>Scope of consumption</b>	Food / home
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	<p>Together with a coalition of Italian organizations, Essere Animali is calling for a revision of the ministerial certification that would label products from intensive farming systems as "animal welfare," even though they originate from facilities where sows are confined to cages and tail docking of pigs is systematically practiced, which violates European directives. This deceptive practice not only misleads consumers but also inflicts severe harm upon the animals. Essere Animali, an animal welfare organization, is actively advocating for transparency and accuracy in labeling, urging the government to reassess the certification standards. The coalition believes that labeling products from intensive farming as "animal welfare" misrepresents the true conditions in which the animals are raised and disregards the fundamental principles of ethical and humane treatment. The coalition's efforts aim to expose the discrepancy between the certification and the actual welfare standards, raising awareness among consumers about the hidden practices behind intensive farming. By challenging the misleading labeling, Essere Animali and its partners seek to protect the interests of both consumers and animals, promoting a more truthful and compassionate approach to food production.</p>
<b>References and links</b>	<a href="https://www.essereanimali.org/bugie-in-etichetta-benessere-animale/">https://www.essereanimali.org/bugie-in-etichetta-benessere-animale/</a>
<b>PARTNER</b>	06 IDP



CARE_PRIVATE CAMPAIGNS_CAMBIA MODA_IT_CPIA #01	CAMBIA MODA
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	Local/Municipality legal framework
<i>Campaign / programme / advertising</i>	NGOs, association, foundation
<i>Quality standard, guide, recommendation</i>	Recommendations
<i>Project on similar topic</i>	European Commission
<b>Level</b>	European
<b>Territory</b>	Italy
<b>Goal</b>	Deterrence
<b>Target audiences</b>	General population
<b>Duration</b>	Permanent
<b>Periodicity</b>	
<b>Scope of consumption</b>	Dress / fashion
<b>Supports / delivery</b>	Internet / social media
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	CAMBIA MODA is a campaign promoted by the ngo Mani Tese and supported by the Italian Agency for Development Cooperation. The campaign is promoted by Italian civil society organisations and aims to mobilise citizens and put pressure on companies and governments against fast fashion. Specific training can be found on the platform to prevent and counteract fast fashion. It is also supported by surveys and official reports on the topic.
<b>References and links</b>	<a href="https://www.cambiamoda.it/">https://www.cambiamoda.it/</a>
<b>PARTNER</b>	03 CPIA



CARE\_PRIVATE CAMPAIGNS\_CARRELLI DI PLASTICA\_IT\_CPIA #02 CARRELLI DI PLASTICA

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	National legal framework
<i>Campaign / programme / advertising</i>	NGOs, association, foundation
<i>Quality standard, guide, recommendation</i>	Recommendations
<i>Project on similar topic</i>	
<b>Level</b>	National
<b>Territory</b>	Italy
<b>Goal</b>	Deterrence
<b>Target audiences</b>	General population
<b>Duration</b>	Not provided
<b>Periodicity</b>	Not specified
<b>Scope of consumption</b>	Use of resources
<b>Supports / delivery</b>	Press
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	To report on the various problems connected to the plastic business, the increasingly serious impacts on the environment and the inertia of companies and governments, Greenpeace Italia and il Fatto Quotidiano are today launching "Plastic Carts". A series of investigations and in-depth reports that tries to raise awareness of this out-of-control emergency, destined to get even worse if serious policies are not adopted to combat pollution and reduce production.
<b>References and links</b>	<a href="https://www.greenpeace.org/italy/storia/15823/nasce-oggi-la-nostra-iniziativa-con-il-fatto-quotidiano-carrellidiplastica/">https://www.greenpeace.org/italy/storia/15823/nasce-oggi-la-nostra-iniziativa-con-il-fatto-quotidiano-carrellidiplastica/</a>
<b>PARTNER</b>	03 CPIA





CARE\_PRIVATE CAMPAIGNS\_CITTA' 30 SUBITO\_IT\_IDP #01

Città 30 Subito - FIAB Federazione Italiana Ambiente e Bicicletta

Generic type of action	Specific type of action
Legal rule / norm	
Campaign / programme / advertising	NGOs, association, foundation
Quality standard, guide, recommendation	
Project on similar topic	
Level	National
Territory	Italy
Goal	Sensitization
Target audiences	General population
Duration	< 1 month
Periodicity	Recurrent
Scope of consumption	Mobility / travel
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>The "Città 30 Subito" campaign has been promoted by several associations dedicated to road safety, sustainable mobility, and the environment. Alongside Fiab, there are Legambiente, Asvis, Kyoto Club, Vivinstrada, Salvaiciclisti, Fondazione Michele Scarponi, Amodo, and Clean Cities Campaign. The campaign kicked off on February 26, 2023, with the "human pedestrian crossings" flash mob, which took place in over twenty cities across Italy, from north to south, to once again say "enough deaths on the road" and demand a national law that facilitates the establishment of 30 km/h zones.</p> <p>These associations are raising their voices not only to denounce the numerous victims of road violence but also to propose a solution: the Città 30. Therefore, the initiatives on the ground are accompanied by the publication of "Città 30 - The Handbook," a scientific document drafted by experts from the promoting associations and made available to public administrations. It should be emphasized that the Città 30 concept does not solely involve reducing speed limits in urban centers (as higher limits are envisaged for arterial roads) but represents a broader and more complex intervention, encompassing infrastructure and cultural aspects, aiming to enhance urban environments and reclaim public spaces for the safety and well-being of people and social interaction.</p>
References and links	<p><a href="https://www.lifegate.it/citta-30-subito-al-via-in-tutta-italia-la-campagna">https://www.lifegate.it/citta-30-subito-al-via-in-tutta-italia-la-campagna</a>  <a href="https://www.repubblica.it/green-and-blue/2023/02/21/news/citta30subito_citta_30_km_mobilita_sostenibile-388858114/">https://www.repubblica.it/green-and-blue/2023/02/21/news/citta30subito_citta_30_km_mobilita_sostenibile-388858114/</a>  <a href="https://www.fiab.info/download/VademecumCITTA30.pdf">https://www.fiab.info/download/VademecumCITTA30.pdf</a></p>
PARTNER	06 IDP



CARE\_PRIVATE CAMPAIGNS\_CIWF\_IT\_IDP #01

Compassion in World Farming (CIWF) - Guide to Responsible Consumption

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	NGOs, association, foundation
<i>Quality standard, guide, recommendation</i>	Recommendations
<i>Project on similar topic</i>	
<b>Level</b>	National
<b>Territory</b>	Italy
<b>Goal</b>	Multiple goals
<b>Target audiences</b>	General population
<b>Duration</b>	Permanent
<b>Periodicity</b>	Not specified
<b>Scope of consumption</b>	Food / home
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	<p>Compassion in World Farming (CIWF) Italia Onlus is the only Italian non-profit association that works exclusively for the protection and welfare of animals raised for food.</p> <p>CIWF's mission is to put an end to intensive livestock farming, the greatest cause of cruelty to animals on the planet. At the same time, CIWF promotes farming practices that respect the welfare of animals, the environment and people. Their approach is multi-disciplinary and highlights the links between animal welfare, public health, food safety and environmental issues, proposing viable alternatives to intensive farming.</p> <p>According to the association, "This guide aims to help those who buy animal products to make purchasing choices that are more respectful of animal welfare, by providing simple information to untangle the heterogeneous offer we have available. This is precisely because our choices have a direct effect on the way animals are raised."</p>
<b>References and links</b>	<a href="https://www.ciwf.it/">https://www.ciwf.it/</a>
<b>PARTNER</b>	06 IDP



CARE_PRIVATE CAMPAIGNS_EU AGRIFOOD WEEK_IT_IDP #03	EU AGRIFOOD WEEK
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	NGOs, association, foundation
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	Regional
<b>Territory</b>	Italy
<b>Goal</b>	Multiple goals
<b>Target audiences</b>	General population
<b>Duration</b>	< 1 month
<b>Periodicity</b>	Recurrent
<b>Scope of consumption</b>	Food / home
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	<p>The EU AgriFood Week, held in May 2022 across various locations in Italy, attracted a diverse audience of stakeholders, including farmers, industry leaders, policymakers, journalists, scientists, innovators, and investors. The event that took place in the Campania Region was promoted by the Future Food Institute, in collaboration with the Italian Representation of the European Commission. It focused on exploring the theme of food from different angles, such as culture, land stewardship, biodiversity, and health. It aimed to promote sustainability, cultural preservation, and the transition to a climate-neutral continent.</p> <p>Notably, the meeting "Decarbonizing for energetic resilience" brought together experts to discuss environmental, social, and economic solutions. The Week also addressed the UN Sustainable Development Goals, the EU Biodiversity Protection Strategy, and the "From Farm to Fork" Strategy, supporting the European Green Deal's goal of carbon neutrality by 2050. The initiative fostered collaboration, international cooperation, and the sharing of best practices, contributing to a sustainable and inclusive future for Europe's agri-food systems.</p>
<b>References and links</b>	<a href="https://italy.representation.ec.europa.eu/notizie-ed-eventi/eventi/eu-agrifood-week-2022-05-19_it">https://italy.representation.ec.europa.eu/notizie-ed-eventi/eventi/eu-agrifood-week-2022-05-19_it</a> <a href="https://futurefoodinstitute.org/it/">https://futurefoodinstitute.org/it/</a>
<b>PARTNER</b>	06 IDP



CARE_PRIVATE CAMPAIGNS_FASHION ACT NOW_IT_CPIA #02	Fashion Act Now
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	National legal framework
<i>Campaign / programme / advertising</i>	NGOs, association, foundation
<i>Quality standard, guide, recommendation</i>	Recommendations
<i>Project on similar topic</i>	European Commission
<b>Level</b>	European
<b>Territory</b>	Italy
<b>Goal</b>	Deterrence
<b>Target audiences</b>	General population
<b>Duration</b>	Permanent
<b>Periodicity</b>	
<b>Scope of consumption</b>	Dress / fashion
<b>Supports / delivery</b>	Internet / social media
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	Fashion Act Now's mission is to bring the concepts of defashion and post-fashion, which include 'commoning and degrowth'. Fashion Act Now wants these to become the dominant systems, as opposed to the growth-based fashion model.
	<a href="https://www.vestilanatura.it/fashion-act-now/">https://www.vestilanatura.it/fashion-act-now/</a>
<b>PARTNER</b>	03 CPIA

CARE\_PRIVATE CAMPAIGNS\_FESTA DELL'AMBIENTE\_IT\_CPIA #01

FESTA DELL'AMBIENTE

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	NGOs, association, foundation
<i>Quality standard, guide, recommendation</i>	Recommendations
<i>Project on similar topic</i>	
<b>Level</b>	National
<b>Territory</b>	Italy
<b>Goal</b>	Sensitization
<b>Target audiences</b>	General population
<b>Duration</b>	< 1 month
<b>Periodicity</b>	Not specified
<b>Scope of consumption</b>	Use of resources
<b>Supports / delivery</b>	Internet / social media
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	Legambiente has achieved an ambitious and necessary goal: the elaboration of 10 proposals for a sustainable use of Recovery Fund resources to make Italy a smart country. During the events that followed, representatives of the green swan association, national politicians, local administrators and representatives of the business world had the opportunity to discuss the present and future of the necessary but still too timid re-evolution.
<b>References and links</b>	<a href="https://www.legambiente.it/news-storie/10-proposte-per-un-uso-sostenibile-delle-risorse-del-recovery-fund/">https://www.legambiente.it/news-storie/10-proposte-per-un-uso-sostenibile-delle-risorse-del-recovery-fund/</a>
<b>PARTNER</b>	03 CPIA



www.careforplanet.eu

CARE_PRIVATE CAMPAIGNS_GREEN FOOD WEEK_IT_IDP #02	GREEN FOOD WEEK 2023 - EFA
<b>Generic type of action</b>	<b>Specific type of action</b>
Legal rule / norm	
Campaign / programme / advertising	NGOs, association, foundation
Quality standard, guide, recommendation	
Project on similar topic	
Level	National
Territory	Italy
Goal	Sensitization
Target audiences	General population
Duration	< 1 month
Periodicity	Not specified
Scope of consumption	Food / home
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	Green Food Week is an initiative organized by the association Foodinsider in collaboration with MenoPerPiù. It takes place from February 13th to 17th and involves canteens across Italy coming together to offer meals with a lower environmental impact. During this week, the participating canteens serve organic and locally sourced food that is beneficial for both health and the environment. The aim of Green Food Week is to promote and spread awareness about low-impact eating habits that prioritize sustainability.
References and links	<a href="https://www.efanews.eu/resource/20003-green-food-week-2023.html">https://www.efanews.eu/resource/20003-green-food-week-2023.html</a> <a href="https://www.efanews.eu/it/item/29126-torna-la-green-food-week-per-la-ristorazione-collettiva.html">https://www.efanews.eu/it/item/29126-torna-la-green-food-week-per-la-ristorazione-collettiva.html</a>
PARTNER	06 IDP



www.careforplanet.eu

CARE\_PRIVATE CAMPAIGNS\_GREEN INFLUENCER\_IT\_IDP #02 Luca Talotta - Top Italian Green Influencer

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Individual
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	National
<b>Territory</b>	Italy
<b>Goal</b>	Information
<b>Target audiences</b>	General population
<b>Duration</b>	Not provided
<b>Periodicity</b>	
<b>Scope of consumption</b>	Mobility / travel
<b>Supports / delivery</b>	Internet / social media
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	<p>Luca Talotta has been awarded as the top Italian green influencer for sustainable mobility. Journalist and blogger, he is a leading communicator for environmental sustainability issues especially applied to the automotive world. His Instagram page collects almost 100 thousand followers, the Twitter one over 72 thousand.</p> <p>Through his communication channels he describes the more and less convincing aspects of e-mobility and explains what needs to be done. Luca complains the fact that many car manufacturers show a facade commitment, without then taking concrete step when it comes to launching themselves decisively on the market. Furthermore, his communication efforts are aimed at changing the widespread mentality that sees many consumers intimidated to approach electric cars because of recharging anxiety or other braking factors.</p>
<b>References and links</b>	<a href="https://wisesociety.it/incontri/luca-talotta-influencer-mobilita-sostenibile/">https://wisesociety.it/incontri/luca-talotta-influencer-mobilita-sostenibile/</a>
<b>PARTNER</b>	06 IDP



<b>Name of the action*</b>	10ª Jornada de Moda Sostenible
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Business association
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	Local
<b>Territory</b>	Spain
<b>Goal</b>	Multiple goals
<b>Target audiences</b>	General population
<b>Duration</b>	< 1 month
<b>Periodicity</b>	Recurrent
<b>Scope of consumption</b>	Dress / fashion
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	The 10th Sustainable Fashion Conference is a significant and innovative event in the realm of sustainable fashion, offering professionals a platform to exchange ideas and gain inspiration. Held at the iconic Real Jardín Botánico del CSIC in Madrid, the conference focuses on dialogue, connectivity, and advancement in the industry. Through presentations, roundtable discussions, and networking activities, experts share insights and engage in meaningful conversations. The conference fosters collaboration and emphasizes the intersection of sustainability and fashion, encouraging positive change. By providing a space for reflection and networking, the conference aims to advance sustainable practices and promote a responsible fashion industry.
<b>References and links</b>	<a href="https://slowfashionnext.com/10a-jornada-de-moda-sostenible/">https://slowfashionnext.com/10a-jornada-de-moda-sostenible/</a>
<b>PARTNER</b>	02 IWS





<b>Name of the action</b>	Circulare Campaing
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Company
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	National
<b>Territory</b>	Portugal
<b>Goal</b>	Multiple goals
<b>Target audiences</b>	General population
<b>Duration</b>	< 1 month
<b>Periodicity</b>	Singular
<b>Scope of consumption</b>	Dress / fashion
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	Believing in the connection of people who want to promote circularity, ECOA CIRCULAR and MARIA GRANEL join in an action to encourage sustainability and actions with a positive impact, in terms of clothing. The ECOA Circular platform is the realization of the dream of three women who believe in the potential that second-hand clothing has to minimize the harmful effects of the fashion industry, as well as unbridled consumerism. Items not selected for not respecting the established standards are donated to an institution of social solidarity: O Mundo das Trocas, in Amadora, a social store that helps families in the area. By the middle of the campaign, around 1,000 pieces had already been collected.
<b>References and links</b>	<a href="https://www.mariagranel.com/blog/12-be-a-z-hero/321-campanha-circulare-vida-longa-a-roupa">https://www.mariagranel.com/blog/12-be-a-z-hero/321-campanha-circulare-vida-longa-a-roupa</a> <a href="https://www.mariagranel.com/">https://www.mariagranel.com/</a> <a href="https://www.ecoacircular.com/">https://www.ecoacircular.com/</a>
<b>PARTNER</b>	04 UA



<b>Name of the action</b>	Wardrobe Change
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	NGOs, association, foundation
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	European
<b>Territory</b>	Portugal
<b>Goal</b>	Sensitization
<b>Target audiences</b>	General population
<b>Duration</b>	Not provided
<b>Periodicity</b>	Not specified
<b>Scope of consumption</b>	Dress / fashion
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	Initiative of the Project Europe in the World, which brings together 25 Civil Society Organizations from 15 Member States of the European Union and which in Portugal involves the Portuguese Platform of NGDOs and CPADA – Portuguese Confederation of Associations for the Defense of the Environment. The campaign calls on EU leaders to take urgent action to rein in the sector and advocate for a radical transformation of the textile industry to change the way clothes are made, sold, worn – and worn again. SDG Watch Europe supports national civil society organizations from different sectors to come together and collaborate more effectively in monitoring the correct implementation of the Sustainable Development Goals (SDGs).
<b>References and links</b>	<a href="https://sdgwatcheurope.org/wardrobe-change/">https://sdgwatcheurope.org/wardrobe-change/</a> <a href="https://sdgwatcheurope.org/portugal/">https://sdgwatcheurope.org/portugal/</a> <a href="https://www.youtube.com/watch?v=perhCJNoCnA">https://www.youtube.com/watch?v=perhCJNoCnA</a>
<b>PARTNER</b>	04 UA

<b>Name of the action</b>	Sell 1_Buy 1
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Company
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	National
<b>Territory</b>	Portugal
<b>Goal</b>	Sensitization
<b>Target audiences</b>	General population
<b>Duration</b>	1-3 months
<b>Periodicity</b>	Singular
<b>Scope of consumption</b>	Dress / fashion
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	<p>The luggage and accessories design brand joins White Stamp (a Portuguese resale as a service platform that connects brands and consumers in the fight against textile waste) for a greater cause, the Circular Economy, Sell 1, Buy 1. This project aims to exchange used items for vouchers that can be discounted at the Portuguese's favorite brands, where the aim is to raise awareness of more conscious and sustainable consumption.</p> <p>Continuing to defend the circular economy mission, the brand knows that this</p>
<b>References and links</b>	<a href="https://www.apiccaps.pt/news/marca-portuguesa-promove-a-economia-circular/5750.html">https://www.apiccaps.pt/news/marca-portuguesa-promove-a-economia-circular/5750.html</a>
<b>PARTNER</b>	04 UA



<b>Name of the action</b>	Who made my fabric?
<b>Generic type of action</b>	<b>Specific type of action</b>
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Company
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
<b>Level</b>	International
<b>Territory</b>	Portugal
<b>Goal</b>	Multiple goals
<b>Target audiences</b>	General population
<b>Duration</b>	Permanent
<b>Periodicity</b>	Recurrent
<b>Scope of consumption</b>	Dress / fashion
<b>Supports / delivery</b>	Several
<b>Evaluation of its impact / effectiveness (max. 1000 characters)</b>	<p>Fashion supply chains are notoriously opaque, and this can enable exploitative working conditions to thrive while obscuring who has the responsibility and power to redress them.</p> <p>While a growing number of brands and retailers have published a list of the factories where their garments are cut and sewn, the vast majority of brands are not yet disclosing the facilities where fabrics and yarns are made. When you look further down the supply chain, where fabrics are knitted or woven, textiles are treated and laundered, yarns are spun and dyed, fibres are sorted and processed and raw materials are grown and picked; there remains a widespread lack of transparency.</p> <p>We need brands to provide more visibility and take more responsibility for their entire global supply chain, including processing facilities and textile mills.</p> <p>We're calling upon citizens everywhere to demand greater transparency from brands by asking #WhoMadeMyFabric? We're also calling for producers to tell us #IMadeYourFabric, so we can connect more closely with the people who produce the fabrics and raw materials we wear.</p>
<b>References and links</b>	<p><a href="https://www.fashionrevolution.org/whomademyfabric/">https://www.fashionrevolution.org/whomademyfabric/</a></p> <p><a href="https://issuu.com/fashionrevolution/docs/fr_tna_out_of_sight_report_2020">https://issuu.com/fashionrevolution/docs/fr_tna_out_of_sight_report_2020</a></p> <p><a href="https://www.fashionrevolution.org/imadeyourfabric-textile-worker-stories-from-tamil-nadu/">https://www.fashionrevolution.org/imadeyourfabric-textile-worker-stories-from-tamil-nadu/</a></p>
<b>PARTNER</b>	04 UA