

CAMPAIGN TITLES

AREA

1	EU Green Week	Use of resources
2	CITY OF GYNIA - POLAND	Mobility / travel
3	Climate Ticket (Deutschlandticket) - Deutsche Bahn (Germany's national rail service)	Use of resources
4	CSFW 2023 - Sustainable and Circular Fashion Week	Dress / fashion
5	Presume de armario sostenible	Dress / fashion
6	En bici al trabajo	Mobility / travel
7	EUROPEAN MOBILITY WEEK	Mobility / travel
8	EUROPEAN WEEK FOR WASTE REDUCTION	Use of resources
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10	Alimentos de España. Aquí no se tira nada	Food / home
11	(Co)nsumir para el Cambio	Food / home
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13	"No Pasa" - Promoting Pedestrian Mobility Awareness	Mobility / travel
14	European Mobility Week - Best Practice Guide	Mobility / travel
15	Piensa. Luego, compra	General
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17	Campaña Consumo Eléctrico	Dress / fashion
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19	SWEDISH PUBLIC CAMPAIGN ON SUSTAINABLE FASHION	Dress / fashion
20	El valor del agua	Use of resources
21	WORLD FOOD DAY - FAO	Food / home
22	Bicibus - Pedibus	Mobility / travel
23	Fashion Revolution Italia	Dress / fashion
24	Giretto d'Italia	Mobility / travel
25	ITALIA IN CLASSE A	Use of resources
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27	REDRESS Project - Ricrea Consortium	Dress / fashion
28	SPRECO ZERO - Last Minute Market	Food / home
29	Move Lisboa	Mobility / travel



CARE_PUBLIC CAMPAIGN_ EUGREENWEEK_EU_IHF_ EU GREEN WEEK

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
Level	European
Territory	Europe
Goal	Multiple goals
Target audiences	General population
Duration	< 1 month
Periodicity	Recurrent
Scope of consumption	Use of resources
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>EU Green Week is an annual event that celebrates and promotes EU environment policy. It encourages individuals, communities, and organizations to take stronger action in protecting and preserving the environment for present and future generations. The event features debates, workshops, exhibitions, and activities that focus on various environmental topics, bringing together policymakers, stakeholders, experts, and the public. EU Green Week aims to raise awareness, inspire behavioral change, and foster a greener and more sustainable Europe through collective commitment to environmental conservation.</p>
References and links	https://green-week.event.europa.eu/index_en
PARTNER	05 IHF

CARE_PUBLIC CAMPAIGN_CITYOF GYNIA_EU_IHF_ CITY OF GYNIA - POLAND

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
Level	Local
Territory	Other
Goal	Multiple goals
Target audiences	General population
Duration	Permanent
Periodicity	Not specified
Scope of consumption	Mobility / travel
Supports / delivery	Official bulletin
Evaluation of its impact / effectiveness (max. 1000 characters)	Gdynia, a city in northern Poland, is known as the "happiest city" in the country, thanks to its ambitious project for greener public mobility planning. The city has made significant advancements in sustainable transportation, including trams and electric buses, aiming for both modernity and safety. Gdynia also focuses on establishing frequent connections and developing a mobile app for residents to choose eco-friendly transportation options. While praised by activists, concerns remain about inconsistencies in transport projects, inadequate cycling infrastructure, and tree felling for road construction. Gdynia encourages collaboration with residents to create a healthier and resilient city. Additionally, subsidies for electric bikes have been introduced, reflecting residents' growing interest in sustainable mobility.
References and links	https://www.euronews.com/next/2022/09/21/focus-on-green-mobility-systems-in-gdynia-polands-happiest-city https://www.themayor.eu/en/a/view/gdynia-first-city-in-poland-to-help-residents-buy-an-e-bike-11591
PARTNER	05 IHF

CARE_PUBLIC CAMPAIGN_CLIMATE TICKET_EU_IHF

Climate Ticket (Deutschlandticket) - Deutsche Bahn (Germany's national rail service)

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
Level	National
Territory	Other
Goal	Multiple goals
Target audiences	General population
Duration	< 1 month
Periodicity	Not specified
Scope of consumption	Mobility / travel
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>In Europe, the concept of "Climate tickets" is gaining momentum as several countries and cities take measures to make public transportation more affordable in order to tackle rising fuel costs, promote energy conservation, and achieve climate goals. One notable development is Germany's approval of a new public transport ticket scheme. The scheme offers a €49 monthly ticket covering regional rail, metro, trams, and buses throughout the country. The national government will cover half of the €3 billion annual cost for three years, with the states funding the rest. The ticket primarily targets city commuters and provides flexibility and cancellation options. However, long-distance coaches and high-speed trains are not included. Some regions offer additional benefits, such as free bicycle and pet transportation. The scheme is considered a role model for Europe, aiming to increase public transport usage, provide affordable options, and address environmental concerns.</p>
References and links	<p>https://www.dw.com/en/germanys-49-public-transport-ticket-one-step-closer-after-bundestag-green-light/a-65019086</p> <p>https://www.thelocal.de/20230501/germany-hopes-to-help-climate-with-discount-travel-card</p> <p>https://thegermanyeye.com/successor-to-the-nine-euro-ticket-to-arrive-in-early-2023-5019</p>
PARTNER	05 IHF

Name of the action*	
CSFW 2023 - Sustainable and Circular Fashion Week	
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
Level	Local
Territory	Spain
Goal	Multiple goals
Target audiences	General population
Duration	< 1 month
Periodicity	Not specified
Scope of consumption	Dress / fashion
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>Pinto City Council announces the Sustainable and Circular Fashion Week (CSFW 2023), an event aimed at promoting sustainable and circular fashion. The week-long program includes urban fashion shows, conferences, workshops, and exhibitions addressing the environmental and social impacts of fast fashion. The event emphasizes inclusivity, eco-designs, and the Triple Sustainability approach. Activities include fashion shows, conferences with international specialists, exhibitions, meetings with local merchants, and documentary screenings. Workshops on textile accessories and weaving techniques using recycled materials are also featured. The week concludes with a grand fashion show representing diversity, followed by a conference on fashion circularity and a live music concert. The event aim to raise awareness, support local designers and merchants, and promote sustainable consumer behavior.</p>
References and links	https://www.ayto-pinto.es/actualidad/-/publicador/noticias-piensa-en-tus-conjuntos-pinto-anuncia-sus-fechas-para-la-semana-de-la-moda-sostenible-y-circular/iF3JwwrCWEmd
PARTNER	02 IWS

Name of the action*	Presume de armario sostenible
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
Level	National
Territory	Spain
Goal	Sensitization
Target audiences	General population
Duration	Not provided
Periodicity	Singular
Scope of consumption	Dress / fashion
Supports / delivery	Press
Evaluation of its impact / effectiveness (m	<p>The Ministry of Consumption has launched the campaign "Presume de armario sostenible" to raise awareness about the environmental impact of fast fashion. The campaign features three individuals who discover the consequences of the textile industry on the environment. It aims to promote sustainable fashion and advance the achievement of the Sustainable Development Goals related to water, decent work, and responsible consumption. The ministry's initiatives also include dialogues for sustainable consumption, a carbon footprint calculator, and a website promoting small changes for sustainable lifestyles. The campaign utilizes internet, social media, and press coverage to reach a wider audience.</p>
References and links	https://www.lamoncloa.gob.es/serviciosdeprensa/notasprensa/consumo/Paginas/2022/211222-campana-presume-de-armario-sostenible.aspx https://www.youtube.com/watch?v=_OyliKJ6JXQ
PARTNER	02 IWS

Name of the action*	En bici al trabajo
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Campaign
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
Level	National
Territory	Spain
Goal	Sustainable daily mobility
Target audiences	General population, working people
Duration	1-3 months
Periodicity	Recurrent
Scope of consumption	Mobility
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>This campaign is included within area 5 and action block 11 of the State Bicycle Strategy, which includes measures to promote the bicycle as a means of transport for daily trips to the workplace. The bicycle is a very competitive mode for distances up to 10 or 15 km, and represents important benefits, not only for the people who directly use the bicycle (benefits mainly in terms of health), but for society as a whole (in terms of savings in emissions, less occupation of urban space or reduction in accidents, among others). With the “By bike to work” campaign, under the hashtag #EfectoBicicletaAlTrabajo, the Ministry wants to promote cycling mobility on a daily basis and convince companies and activity centers that they must join this drive to benefit their employees, society, the environment and the economy. The campaign includes a list of recommendations that people in charge of social, labor and corporate social responsibility policies of companies can use to later implement them in their entities. These recommendations include advancing in aspects such as time flexibility, the inclusion of the bicycle within sustainable transportation plans to work, promoting aid or recognition for those employees who replace the car with the bicycle, launching internal communication campaigns, , good practices in reference to the selection of suppliers, etc.</p>
References and links	https://esmovilidad.mitma.es/noticias/el-mitma-sigue-avanzando-en-la-estrategia-estatal-por-la-bicicleta-y-presenta-la-campana-en
PARTNER	01 UMA

CARE_PUBLIC CAMPAIGN_EUMOBILITYWEEK EUROPEAN MOBILITY WEEK

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide,</i>	
<i>Project on similar topic</i>	European Commission
Level	European
Territory	Europe
Goal	Multiple goals
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)	The European Mobility Week (EMW) is an annual campaign initiated by the European Commission to promote sustainable urban mobility. Taking place from September 16 to 22, EMW encourages cities and towns across Europe to prioritize sustainable transportation for one week. The campaign focuses on various themes each year, such as clean air and multimodality. EMW involves a range of activities, including cycling events, temporary street closures for pedestrians and cyclists, and awareness-raising initiatives. With 44 participating countries and over 1,820 cities in 2019, EMW fosters collaboration, knowledge sharing, and behavioral change towards sustainable mobility options, ultimately creating greener and more livable urban environments.
References and links	https://mobilityweek.eu/home/
PARTNER	05 IHF

CARE_PUBLIC CAMPAIGN_EUWEEK4WASTE_EU_ EUROPEAN WEEK FOR WASTE REDUCTION

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
Level	European
Territory	Europe
Goal	Sensitization
Target audiences	General population
Duration	< 1 month
Periodicity	Recurrent
Scope of consumption	Use of resources
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>The European Week for Waste Reduction (EWWR) is a prominent campaign in Europe that focuses on raising awareness about waste prevention. It began in 2009 as an EU-funded LIFE+ project, initiated by public authorities across Europe. The campaign aims to bring together various stakeholders, including citizens, schools, businesses, NGOs, and associations, to organize activities that promote waste reduction. The EWWR emphasizes the principles of the 3Rs: Reducing waste, Reusing products, and Recycling materials. While recycling is important, the campaign encourages a stronger focus on waste reduction and reuse. The EWWR also addresses littering issues and promotes clean-up activities to improve the functioning of natural and human habitats. The project received funding from several partners, and it continued beyond its initial phase until 2017, demonstrating its success and impact in promoting sustainable waste management practices.</p>
References and links	https://ewwr.eu/
PARTNER	05 IHF

CARE_PUBLIC CAMPAIGN_FOOD PLATFORM_ EU Platform on Food Losses and Food Waste	
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	
<i>Quality standard, guide, recommendation</i>	Collection of good practices / success stories
<i>Project on similar topic</i>	
Level	European
Territory	Europe
Goal	Multiple goals
Target audiences	General population
Duration	Permanent
Periodicity	Not specified
Scope of consumption	Food / home
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>The EU Platform on Food Losses and Food Waste is an initiative that aims to address food waste in the European Union. It was established in 2016 and operates under the Farm to Fork Strategy. The Platform brings together EU institutions, member countries, international organizations, and stakeholders to collaborate on preventing food waste, sharing best practices, and monitoring progress. Its first mandate ended in 2021, with achievements in knowledge exchange and inspiring action at the national level. The Platform was re-established for a second mandate until 2026, inviting participation from public entities and private sector organizations. It plays a crucial role in collecting best practices in food management and production and in mobilizing efforts to reduce food loss and waste, aligning with the EU's commitment to sustainable development goals and creating a more circular food system.</p>
References and links	https://ec.europa.eu/food/safety/food-waste/eu-actions-against-food-waste/eu-platform-food-losses-and-food-waste_en
PARTNER	05 IHF

Name of the action*	Alimentos de España. Aquí no se tira nada
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
Level	National
Territory	Spain
Goal	Multiple goals
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)	The goal of the campaign is to raise awareness among all sectors of society about the value of food in Spain's cultural and gastronomic heritage and to reduce food waste and its environmental impact. It aims to promote changes in consumer behavior towards reducing food waste, and increase their knowledge about the cultural value of food, and the adoption of sustainable practices by individuals and households. The campaign includes a 20" spot on national and regional TV channels, radio, graphics placement in cooking and gastronomy magazines, outdoor advertising with a 10" spot on digital urban furniture and AVE and Cercanías digital screens, cinema advertising in several Spanish cities, online presence through video and display formats, and social media promotion via the profiles of renowned chefs on Twitter and Instagram, as well as publications featuring members of the national women's soccer team.
References and links	https://www.alimentosdespana.es/es/campanas/ultimas-campanas/alimentos-de-espana/el-pais-mas-rico-del-mundo/aqui-no-se-tira-nada.aspx
PARTNER	02 IWS

*Rename the fiche according to this pattern: CARE_POLICIES_TITLE OF THE ACTION_COUNTRY_PARTNER_#01,#02

Name of the action*	(Co)nsumir para el Cambio
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
Level	Local
Territory	Spain
Goal	Multiple goals
Target audiences	Some of them
Duration	3-12 months
Periodicity	Recurrent
Scope of consumption	Food / home
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>The workshops aim to promote responsible and sustainable consumption. They cover various topics such as rights and duties in consumer relations, conscious and sustainable consumption, balanced nutrition, financial education, and secure online shopping. The workshops are designed to inform and educate participants about their basic rights and duties related to consumer actions. They aim to encourage critical, responsible, selective, and environmentally respectful attitudes towards consumption and increase participants' knowledge and understanding of responsible and sustainable consumption practices, as well as their ability to make informed choices in their daily lives. The workshop on responsible nutrition should be highlighted, emphasizing the importance of promoting responsible food consumption habits and the impact of such habits on health and sustainability. This workshop is dedicated to balanced eating, linked to the promotion of balanced eating habits and their implications for health and the promotion of sustainable habits and savings in the purchase of food and other products, avoiding waste. In addition, weekly dietary guidelines are offered and a reflection is made on advertising, labelling, the nutritional value of food, among others.</p>
References and links	https://www.laspalmasgc.es/es/ayuntamiento/prensa-y-comunicacion/notas-de-prensa/nota-de-prensa/El-Ayuntamiento-impulsa-desde-este-mes-82-nuevos-talleres-de-la-campana-formativa-para-promover-un-consumo-responsable-y-sostenible/
PARTNER	02 IWS

Name of the action*	
+Biceps	
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
Level	Regional
Territory	Spain
Goal	Multiple goals
Target audiences	General population
Duration	3-12 months
Periodicity	Recurrent
Scope of consumption	Mobility / travel
Supports / delivery	Internet / social media
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>The +Biceps initiative is an ongoing project implemented by the IES La Granja educational center for the past 7 academic years. It aims to promote the use of bicycles as a daily means of transportation for both students and teachers, aligning with our commitment to sustainability and environmental consciousness. By encouraging cycling as a primary mode of commuting to the educational center and organizing extracurricular activities, the initiative significantly reduces the environmental impact associated with conventional modes of transportation that rely on polluting fossil fuels. Furthermore, it fosters a sense of community and promotes health benefits associated with active transportation. The program is complemented by a comprehensive road safety and education curriculum for secondary school students and their families. Through interdisciplinary approaches, students acquire the necessary knowledge and skills to safely use bicycles as a means of transport, while also learning about the positive impact on personal health and the environment. Meetings with local mayors have been held to establish cycling paths that enhance safety for all cyclists.</p>
References and links	https://ieslagranja.com/index.php/departamentos/educacion-fisica
PARTNER	02 IWS

Name of the action*	"No Pasa" - Promoting Pedestrian Mobility Awareness
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide,</i>	
<i>Project on similar topic</i>	
Level	Regional
Territory	Spain
Goal	Multiple goals
Target audiences	General population
Duration	1-3 months
Periodicity	Recurrent
Scope of consumption	Mobility / travel
Supports / delivery	Direct advertising
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>The "No Pasa" campaign, supported by the Federation of Municipalities and Provinces (FEMP) and other pedestrian mobility-related organizations, aims to raise awareness about respecting pedestrian spaces. Using a friendly and humorous approach, the campaign highlights the importance of not allowing bicycles and scooters on sidewalks. Its objective is to effectively reduce accidents in pedestrian areas designated exclusively for walking. With the slogan "No Pasa" (It doesn't pass) and the hashtag #HagamosAcera (Let's make space for pedestrians), the campaign was visible on buses and urban displays in Madrid, Sevilla, Valencia, Zaragoza, and Málaga. It also included radio spots and digital media pieces for social networks. Additionally, there was a specific campaign focused on monitoring and controlling the circulation of personal mobility vehicles and bicycles. The campaign emphasizes that everyone, without exception, is a pedestrian and thus we must take care of our pedestrian spaces, where we socialize, run, walk, and want to enjoy with safety. By ensuring that bicycles and scooters do not invade these spaces, we can maintain the safety and security of our sidewalks.</p>
References and links	https://www.dgt.es/comunicacion/campanas/hagamos-acera/
PARTNER	02 IWS

Name of the action	European Mobility Week - Best Practice Guide
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	European Commission
Level	European
Territory	Portugal
Goal	Multiple goals
Target audiences	General population
Duration	3-12 months
Periodicity	Not specified
Scope of consumption	Mobility / travel
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	countries organised activities and launched new urban mobility measures. The annual theme was 'Clean, shared and intelligent mobility', under the call-to-action 'Sharing gets you further'. Best practice examples from towns and cities are accompanied by a series of examples of MOBILITYACTIONS organised by NGOs, universities and private organisations within the framework of the campaign. Portugal had a series of five regional workshops covering the whole country, reaching cities that already support the campaign and some newcomers. The content of these workshops was tailored to the needs of the participants.
References and links	https://mobilityweek.eu/fileadmin/user_upload/materials/participation_resources/2018/2018%20EMW%20Best%20Practice%20Guide%20LR.pdf
PARTNER	04 UA

Name of the action*	Piensa. Luego, compra
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
Level	National
Territory	Spain
Goal	Sensitization
Target audiences	General population
Duration	Not provided
Periodicity	Singular
Scope of consumption	General consumption / mixed
Supports / delivery	Youtube, TV
Evaluation of its impact / effectiveness (max. 1000 characters)	The Ministry of Consumption has launched the campaign "Piensa. Luego, compra" to raise awareness about the environmental impact of excessive consumption. The campaign shows a happy young woman with her freshly packed shopping bags and behind her a mountain of garbage that continues to grow with new contributions. The title of the campaign is 'Think. Then, buy' and aim to make people reflect on the need to reduce consumption and acquire only what is really necessary to avoid continuing to deplete resources and produce huge amounts of waste.
References and links	https://www.youtube.com/watch?v=WjCoa1ncyi4
PARTNER	01 UMA

CARE_PUBLIC CAMPAIGN_RESET THE TREND_EU_IH RESET THE TREND	
Generic type of action	Specific type of action
Legal rule / norm	
Campaign / programme / advertising	Public Administration / public sector
Quality standard, guide, recommendation	
Project on similar topic	
Level	European
Territory	Europe
Goal	Sensitization
Target audiences	General population
Duration	Not provided
Periodicity	Not specified
Scope of consumption	Dress / fashion
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>The campaign, called "ReSet The Trend," is a multilingual communication initiative by the European Commission aimed at engaging citizens in the fight against fast fashion and raising awareness about the EU's strategy for sustainable and circular textiles. According to Commission data, millions of tons of clothing are produced and discarded every year, with each person throwing away over 11 kg of garments. The textile sector is considered one of the least sustainable industries. With the motto #ReFashionNow, the campaign seeks to increase awareness about this issue and educate the public about the environmental, social, economic, and health benefits that come with transforming the textile sector. Taking place during the European Year of Youth, the campaign aims to empower young Europeans to become role models and contribute to eliminating the culture of fast fashion.</p>
References and links	https://environment.ec.europa.eu/topics/circular-economy/reset-trend_en
PARTNER	05 IHF

Name of the action*	Campaña Consumo Eléctrico
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide,</i>	
<i>Project on similar topic</i>	
Level	Local
Territory	Spain
Goal	Sensitization
Target audiences	General population
Duration	Not provided
Periodicity	Recurrent
Scope of consumption	Use of resources
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>The "Campaña Consumo Eléctrico" aims to promote responsible consumption of economic, energy, and environmental resources at the University of Alicante through the EcoCampus Office. The campaign raises awareness among all members of the university community about simple actions that can lead to significant economic savings, as well as the conservation of natural resources and the advancement of sustainable development at the University of Alicante. These actions include turning off lights in offices, bathrooms, or classrooms when not in use, completely shutting down monitors when the computer is not in use for a certain period, configuring computers in "Power Saving" mode, and turning off computers, printers, or scanners at the end of the workday. Additionally, the campaign encourages reasonable temperature regulation for air conditioning and heating systems and turning them off when not needed.</p>
References and links	https://web.ua.es/es/ecocampus/recursos-naturales-en-la-ua/energia/campana-consumo-electrico.html
PARTNER	02 IWS

Name of the action*	Somos responsables
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
Level	Local
Territory	Spain
Goal	Information
Target audiences	General population
Duration	Not provided
Periodicity	Recurrent
Scope of consumption	Use of resources
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>The "Somos responsables" campaign is part of the Energy Saving Plan implemented at the University of Barcelona (UB) starting in 2023. The plan aims to reduce energy consumption within the institution through effective and quickly applicable measures while ensuring the UB's normal operations remain unaffected. The measures were discussed by a Crisis Energy Commission composed of members of the UB community and are intended to lower the UB's energy costs by 2023. One of the key actions included in the plan is the "Somos responsables" communication and sensitization campaign, which seeks active involvement from the UB community towards this common goal. The campaign not only aims to achieve economic savings through reduced energy consumption but also strives to promote a reduction in the environmental impact associated with energy use at the UB.</p>
References and links	https://www.ub.edu/ossma/es/medio-ambiente/consumo-responsable/campana-ahorro-energetico-somos-responsables
PARTNER	02 IWS

CARE_PUBLIC CAMPAIGN_SWEDISH TV_EU_IHF_#02 SWEDISH PUBLIC CAMPAIGN ON SUSTAINABLE FASHION

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
Level	National
Territory	Other
Goal	Information
Target audiences	General population
Duration	Permanent
Periodicity	Not specified
Scope of consumption	Dress / fashion
Supports / delivery	TV / Cinema / Audiovis.
Evaluation of its impact / effectiveness (max. 1000 characters)	Swedish public television recently launched a public campaign that sheds light on an interesting aspect of the sustainability debate surrounding fast fashion. The campaign reveals that an energy and heating plant in Vasteras, Sweden, is being powered by discarded garments from H&M, a major fashion retailer. This aligns with Vasteras' strategy to transition away from fossil fuels by 2020. The campaign highlights the environmental benefits of this practice, as the garments, particularly those made from natural materials, are fully compostable. The initiative underscores the importance of responsible waste management and sustainable energy sources in the fashion industry.
References and links	https://www.ilsole24ore.com/art/in-svezia-abiti-scartati-hm-alimentano-energie-rinnovabili-conquista-o-sconfitta-l-ambiente-AEOpyxID?refresh_ce
PARTNER	05 IHF

Name of the action*	El valor del agua
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
Level	Regional
Territory	Spain
Goal	Multiple goals
Target audiences	Kids
Duration	Not provided
Periodicity	Recurrent
Scope of consumption	Use of resources
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>The "El valor del agua" campaign, led by the Government of Asturias and the Asturian Water Consortium (Cadasa), aims to raise awareness and promote water-saving habits among primary school students in the region. Launched in conjunction with World Water Day, the campaign focuses on the value of water and utilizes illustrated books featuring the adventures of Llara and Enol to highlight the complete cycle of water. The objectives include educating students about water's importance, fostering responsible usage habits, and providing practical tools for water conservation. Additionally, the campaign aims to showcase Cadasa's public infrastructure for water supply and sanitation while simplifying the explanation of processes. Each school receives an activity box with illustrated books, audiovisual adaptations, a teacher's guide, informative posters, and a water-themed game.</p>
References and links	https://www.lne.es/asturias/2021/04/13/cadasa-promueve-buen-agua-escolares-46559641.html
PARTNER	02 IWS

CARE_PUBLIC CAMPAIGN_WORLD FOOD DAY_EU WORLD FOOD DAY - FAO	
Generic type of action	Specific type of action
Legal rule / norm	
Campaign / programme / advertising	International organization
Quality standard, guide, recommendation	
Project on similar topic	
Level	International
Territory	Other
Goal	Sensitization
Target audiences	General population
Duration	< 1 month
Periodicity	Recurrent
Scope of consumption	Food / home
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>Every year, FAO staff and its partners work together to organize a wide range of events in approximately 150 countries worldwide to commemorate World Food Day. These events encompass activities such as marathons, hunger walks, exhibitions, cultural performances, contests, and concerts. Companies, NGOs, journalists, government representatives, municipalities, civil society organizations, and individuals are encouraged to embrace this incredible opportunity to make a difference. They can plan and host an event for World Food Day, either online or in person, or share their efforts on social media. If they require assistance, the FAO staff is readily available to provide informative materials in multiple languages, including posters, brochures, event banners, and educational resources for children. Celebrated annually on October 16th, World Food Day aims to raise awareness about hunger and food security issues across the globe. It serves as a platform to promote actionable initiatives that can address hunger and ensure equitable access to nutritious food for everyone. The events organized on this day strive to mobilize individuals, communities, organizations, and governments to take tangible steps towards achieving food security and sustainable agriculture.</p>
References and links	https://www.fao.org/world-food-day/home/en
PARTNER	05 IHF

CARE_PUBLIC CAMPAIGNS_BICIBUS PEDIBUS_IT_IDP	Bicibus - Pedibus
Generic type of action	Specific type of action
Legal rule / norm	
Campaign / programme / advertising	Public Administration / public sector
Quality standard, guide, recommendation	
Project on similar topic	
Level	Local
Territory	Italy
Goal	Sensitization
Target audiences	Kids
Duration	3-12 months
Periodicity	Recurrent
Scope of consumption	Mobility / travel
Supports / delivery	External advertising
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>Pedibus and Bicibus are initiatives promoted by the Reggio Emilia Municipality that involve a school service managed by volunteers. A group of students travel to and from school accompanied by volunteer parents (or grandparents, teachers, etc.) either by bicycle or on foot, following predetermined and secured routes. These routes are marked with ground signs that are easily identifiable by children and motorists. Similar to real buses, Bicibus/Pedibus routes have designated stops and endpoints, indicated by signs displaying arrival and departure times. Children bring their own bicycles or walk along the route and wait at the stops for the volunteers and the group to continue together towards the school. The same process is followed at the end of the school day. To enhance safety and visibility, participating children are given a colorful kit (vest, helmet/backpack carrier, and raincoat) to wear along the route. Bike parking areas are organized with racks specifically reserved for Bicibus participants. Furthermore, training sessions are organized for individuals who volunteer to accompany the children along the Bicibus/Pedibus routes. The service is aimed at: parents who want to give their children the experience of Bicibus/Pedibus; teachers who want to introduce the Bicibus/pedibus initiative in their school.</p>
References and links	<p>https://www.comune.re.it/servizi/mobilita-e-trasporti/bicicletta/bicibus-e-pedibus-come-funziona-e-come-aderire</p> <p>https://www.lanazione.it/grosseto/cronaca/pedibus-e-bicibus-nuovo-piano-del-</p>
PARTNER	06 IDP

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CARE_PUBLIC CAMPAIGNS_FASHION REVOLUTION_IT_CPIA #01	Fashion Revolution Italia
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	Local/Municipality legal framework
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	Quality guide
<i>Project on similar topic</i>	Other
Level	International
Territory	Italy
Goal	Multiple goals
Target audiences	General population
Duration	Permanent
Periodicity	Not specified
Scope of consumption	Dress / fashion
Supports / delivery	Internet / social media
Evaluation of its impact / effectiveness (max. 1000 characters)	Fashion Revolution Italia is the Italian branch of the international organisation Fashion Revolution. They promote transparency in the fashion production chain and organise events, workshops and awareness campaigns to engage the Italian public.
References and link	https://www.fashionrevolution.org/?ecwd_organizer=fashion-revolution-italia
PARTNER	03 CPIA

CARE_PUBLIC CAMPAIGNS_GIRETTO D'ITALIA_IT_ID	
Giretto d'Italia	
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	Quality guide
<i>Project on similar topic</i>	
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 Giretto d'Italia took place on Friday, September 16, 2022, as part of the activities planned for the European Sustainable Mobility Week to promote cycling and sustainable mobility. The initiative was organized by Legambiente with the support of the Euromobility association and in collaboration with Italian municipalities. The Giretto is a competition between cities designed to promote commuting between home and work or school using bicycles or other forms of electric micro-mobility (such as electric scooters, monowheels, e-bikes, electric scooters, hoverboards, and segways). To participate, individuals simply need to travel to work or school using one of the mentioned means of transportation and pass through one of the designated checkpoints in any of the participating cities in Italy. The monitoring period lasts for two hours, and participants can choose any time slot between 7 a.m. and 10 a.m. The winner of the challenge will be the city that accumulates the highest number of trips, and thus passages, made through alternative sustainable means of mobility during the monitoring period.</p>
References and links	<p>https://www.legambiente.it/campagna/giretto-ditalia/</p> <p>https://www.legambiente.it/comunicati-stampa/giretto-ditalia-bike-to-work-2022-al-via-la-xii-edizione/</p>
PARTNER	06 IDP

CARE_PUBLIC CAMPAIGNS_ITALIA IN CLASSE A_IT_CPIA #01 **ITALIA IN CLASSE A**

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	National legal framework
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	Collection of good practices / success stories
<i>Project on similar topic</i>	Other
Level	National
Territory	Italy
Goal	Multiple goals
Target audiences	General population
Duration	Permanent
Periodicity	Not specified
Scope of consumption	Use of resources
Supports / delivery	Internet / social media
Evaluation of its impact / effectiveness (max. 1000 characters)	#ItaliainClasseA is the first National Information and Training Campaign on Energy Efficiency, promoted by the Ministry of Energy Transition and implemented by ENEA. The main objective of the campaign is to raise awareness of the importance of saving and energy efficiency and to provide the tools and opportunities to achieve them.
References and links	https://italiainclassea.enea.it/ https://www.facebook.com/ItaliainClasseA/
PARTNER	03 CPIA

CARE_PUBLIC CAMPAIGNS_NUTRIZIONE GIOCANDO_IT_II LA NUTRIZIONE GIOCANDO - Principi di base per una corretta alimentazione

Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	Quality guide
<i>Project on similar topic</i>	
Level	National
Territory	Italy
Goal	Multiple goals
Target audiences	Some of them
Duration	Permanent
Periodicity	Not specified
Scope of consumption	Food / home
Supports / delivery	Official bulletin
Evaluation of its impact / effectiveness (max. 1000 characters)	To promote food education from an early age, the Ministry of Health has created an exciting initiative called "Nutrition through Play: Basic Principles for a Healthy Diet" for World Food Day. This initiative consists of two captivating ebooks: one for teachers, providing them with valuable information on healthy eating, and another for students, filled with engaging games, illustrations, and summaries. These resources aim to instill a deep understanding of the importance of proper nutrition and empower young learners to make healthy choices for a lifetime.
References and links	https://www.salute.gov.it/portale/nutrizione/dettaglioOpuscoliNutrizione.jsp?lingua=italiano&id=530 https://www.salute.gov.it/portale/news/p3_2_1_1_1.jsp?menu=notizie&id=6035
PARTNER	06 IDP

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CARE_PUBLIC CAMPAIGNS_REDRESS_IT_CPIA #02	REDRESS Project - Ricrea Consortium
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	Local/Municipality legal framework
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	Quality guide
<i>Project on similar topic</i>	Other
Level	Provincial
Territory	Italy
Goal	Multiple goals
Target audiences	General population
Duration	< 1 month
Periodicity	Not specified
Scope of consumption	Dress / fashion
Supports / delivery	Internet / social media
Evaluation of its impact / effectiveness (max. 1000 characters)	The RICREA Consortium, which deals with the collection and recycling of textiles, has launched the 'Redress Project'. The initiative aims to promote the recovery and recycling of textiles in Italy by raising awareness of the circular economy in fashion.
	https://www.consorzioricrea.org/
PARTNER	03 CPIA

CARE_PUBLIC CAMPAIGNS_SPRECO ZERO_IT_IDP # SPRECO ZERO - Last Minute Market

Generic type of action	Specific type of action
Legal rule / norm	
Campaign / programme / advertising	Public Administration / public sector
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	Food / home
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>Spreco Zero (Zero Waste), born in 2010 and illustrated by the unmistakable style of Altan, is the only permanent awareness campaign in Italy about food waste. Promoted by Last Minute Market, in close partnership with the Ministry of the Environment and the projects Reduce and 60 Sei Zero, Spreco Zero has quickly become a movement of thought, but also a concrete working tool through the Joint Declaration signed by scientists and cultural figures, along with hundreds of citizens, to identify the objectives and contents of the European Parliament Resolution of January 19, 2012, the only European institutional act on the issue of waste. It is the campaign that has generated the Spreco Zero Charter signed by over 800 Italian mayors of major cities (Rome, Milan, Florence, Naples, Bologna) and many other large and small administrations, as well as the campaign "Primo non Sprecare" (First, Don't Waste) which includes lunches and dinners made with surplus food, curated by top chefs. Spreco Zero is also about data, through the Waste Watcher Observatory: the first national observatory on waste, initiated by Last Minute Market. It is a scientific tool and at the same time a means of in-depth analysis, information, and communication about the causes of waste and concrete proposals for effective behavioral policies to prevent and reduce waste, a central issue of our time: from food to water to energy, including medicines, clothing, and many other consumer goods. Since 2020, the Spreco Zero campaign has been active on the International Day of Awareness of Food Loss and Waste, scheduled on September 29 by proclamation of the United Nations General Assembly. The initiative aims to support a key objective of the 2030 Agenda for Sustainable Development: Spreco Zero will promote various awareness events, both international and local, in partnership with FAO and the Ministry of Foreign Affairs.</p>
References and links	https://www.sprecozero.it/ https://www.sprecozero.it/wp-content/uploads/2023/04/2023-5-febbraio-10-Giornata-Prevenzione-spreco-alimentare-COMUNICATO-1.pdf
PARTNER	06 IDP

Name of the action	Move Lisboa
Generic type of action	Specific type of action
<i>Legal rule / norm</i>	
<i>Campaign / programme / advertising</i>	Public Administration / public sector
<i>Quality standard, guide, recommendation</i>	
<i>Project on similar topic</i>	
Level	National
Territory	Portugal
Goal	Multiple goals
Target audiences	General population
Duration	Not provided
Periodicity	Singular
Scope of consumption	Mobility / travel
Supports / delivery	Several
Evaluation of its impact / effectiveness (max. 1000 characters)	<p>Lisbon is nowadays a particularly attractive city. It owes it to its history, its geography, its people, and the way it has been growing in recent years. By 2030, however, Lisbon should be an even more appealing city as a result of the changes that are expected and many others that have already started.</p> <p>The Lisbon we are striving for is a city with a people-centred mobility ecosystem that is accessible, useful, reliable, and safe, based on an integrated public transport network complemented by innovative solutions that allow conscious and sustainable choices.</p> <p>Lisbon is European Green Capital in 2020, but the transformation it is carrying out and aims to achieve will make it possible to position itself, by 2030, as the European capital of reference in the area of mobility as well. To this end, Lisbon City Council assumes its role as mobility manager of the city. It plans its mobility and intervenes at different levels: in the management of the road network, including traffic light systems, in structuring surface transport, in parking management, in the implementation of cycling routes, in the promotion of shared services and vehicles, whether of its own initiative or by private companies, through the regulation of public space and integration with other forms of mobility.</p> <p>By promoting integration between the municipal services, Carris, EMEL and the Municipal Police, the Lisbon City Council optimises its means to ensure better offer in terms of mobility.</p>
References and links	https://www.lisboa.pt/fileadmin/cidade_temas/mobilidade/documentos/Lisbon_Mobility_Strategy_Vision_MOVE_2030_EN.pdf
PARTNER	04 UA