

Year: 2019-2020

Project title: "CALENDASCO AND SARMATO IN 2030"

Leader: MUNICIPALITY OF CALENDASCO

Description of the project:

The project aims to inform, raise awareness and mobilize citizens for the implementation of two strategic goals of the 2030 Agenda: make cities and human settlements inclusive, safe, long-lasting, sustainable (sustainable and resilient cities) and promote actions to fight climate change (climate action).

The focus themes are in particular two: the reduction of waste production, especially disposable plastic, and the protection and enhancement of trees as a key element to contain CO₂, improve the quality of the air and, in the last instance, mitigate the most harmful effects of ongoing climate change. On the aforementioned topics, it is planned to carry out:

- an informational communication campaign that will be conveyed both through traditional channels such as billboards, brochures and posters, exhibitions, publicity activities, and through the new social tools, allowing their wider and widespread dissemination. The messages of the campaign will be identified and developed with the involvement of local actors to make sure that they can be better and more easily understood, assimilated and amplified within the local communities;
- laboratory activities, which in the various phases of the project will involve different groups of actors in order to support a widespread process of learning by doing that can develop new knowledge and skills within the two communities;

- seminars and public meetings, debates and moments of discussion that will be held in the public places to encourage confrontation, new relationships, alliances and common strategies;
- an online portal to collect and share the good practices gained during the course which could represent an additional space for participation and debate. A tool will be integrated into the portal allowing to map the trees in the area in an interactive and participatory way. The principle of gender equality will inform all the actions that will be carried out within the project, with particular attention to the involvement of women from migrant communities. In addition, measures and strategies will be adopted to ensure that the messages of the communication campaign subvert the most common and anachronistic gender stereotypes. All these actions contribute to build a social pact between the different players involved, who at different levels will work towards the local implementation of the 2030 Agenda.

Partner:

- REPARTO AGITATI – ALTA SORVEGLIANZA;
- EDUCARTE SOCIETA' COOPERATIVA;
- COMITATO BIBLIOTECA DI CALENDASCO;
- L'ARCO SOCIETA' COOPERATIVA SOCIALE A R.L.; - ASSOCIAZIONE LA RICERCA ONLUS.