

Year: 2019-2020

Project title: "FF 2030 - FERRARA FAIR 2030"

Leader: MUNICIPALITY OF FERRARA

Description of the project:

The FF 2030 project of the Municipality of Ferrara aims to promote a critical understanding of the 2030 AGENDA through the effective involvement of local decision makers, public officials, academia, grassroots organizations and citizens, with the support of coherent development policies in the local decision-making process. This general objective will be achieved through participatory training, communication and dissemination actions in order to:

- Promote development education and raise public awareness on development and cooperation policies;
- Support local policy makers and associations in the Ferrara area in implementation and monitoring of the 2030 Agenda's Sustainable Development Goals;
- Motivate the active participation of citizens in local and global actions in support of the social, economic and environmental dimension of sustainable development.

Thanks to the results of the public opinion survey conducted by UNIBO as part of the Shaping Fair Cities project, communication and awareness-raising activities will be promoted in an innovative and participatory perspective, using the plurality of available media including social media and channels (Facebook and Instagram page) but also physical gathering places such as squares and

commercial spaces. The awareness and participation path implemented will contribute to the achievement of tangible results aimed at increasing the capacity and involvement of local authorities (institutional capacity building), civil society organizations and citizens in supporting local actions to achieve sustainable development goals, understanding their local dimension and participating in their implementation.

The communication campaign implemented by the Municipality of Ferrara will in fact also be an advocacy project at local level, based on common goals, strategies and guidelines shared with the Shaping Fair Cities partnership.

Partner:

- LEGACOO ESTENSE;
- UNIPOLIS FOUNDATION; - ACT SOCIAL;
- COOP ALLIANCE 3.0 SOC.COOP;
- DEPARTMENT OF ECONOMY AND MANAGEMENT - UNIVERSITY OF STUDIES OF FERRARA.