



**COGreen**

COMMUNITY-BASED ACTION  
FOR A GREEN TRANSITION

**Public meetings for the selection of the “Green  
activators”**

**LOCAL CAMPAIGNS FOR THE SELECTION OF THE  
“CO-GREEN ACTIVATORS”**

*Event 9 - Deliverable 9.1*



Co-funded by  
the European Union

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Event	9
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## Introduction

The aim of the Event no. 9 is to:

- raise awareness about the “CO-GREEN activators” initiative, within the partner organisations and in the broader community,
- ensure the presence of a meaningful number of informed activists within the community, who may eventually choose to get engaged in the project.

The Event no. 9 was launched with one public meeting per territory, open to local media, activists, NGOs, and other stakeholders. Other interested subjects were invited to join the project initiative; these had very different profiles, such as: activists already involved in the partner NGOs, young students, retired elderly, etc.

The CO-GREEN activators are people who, as a result of their contacts in/with the community, can assist in creating social cohesion and implementing the other participatory methods used in the project. Their role is critical because as actors from within the communities they have a perspective in and on the communities that academic or other figures can hardly have.

The Event was concluded with the selection and engagement of the CO-GREEN activators in each partner country.

## The Event Description Sheet (EDS)

PROJECT	
<b>Participant:</b>	[1] - [Stowarzyszenie Centrum Wspierania Aktywnosci Lokalnej, CAL] [2] - [Uniwersytet Mikolaja Kopernika W Toruniu, UMK] [3] - [Sveuciliste U Rijeci, Filozofski Fakultet U Rijeci, UNIRI] [4] - [Udruga Zmergo, ZMERGO] [5] - [Forum Nazionale Terzo Settore, FNTS] [6] - [Universita degli Studi di Roma Tor Vergata, UNITOV] [7] - [Euracademy Association, EURACADEMY] [8] - [Dimos Karditsas, MUNICIPALITY OF KARDITSA]
<b>PIC number:</b>	[946100365] [999836619] [998542057] [946199790] [924949612] [999844864] [921470707] [936282025]
<b>Project name and acronym:</b>	[Community-based action for a green transition] — [CO-GREEN]

EVENT DESCRIPTION	
<b>Event number:</b>	[5]
<b>Event name:</b>	Public meetings for the selection of the “Green activators”
<b>Type:</b>	[Public: in situ]
<b>In situ/online:</b>	<i>[In situ]</i>
<b>Location:</b>	[Poland], [Górno, Starachowice, Wiązowna, Elbląg] [Italy], [Cosenza, Magione, Cavalese] [Croatia], [Opatija] [Greece], [Karditsa]
<b>Date(s):</b>	[Poland]: 15.12 (Górno), 13.12 (Wiązowna), 18.12 (Elbląg), 21.12 (Starachowice) [Italy]: 25.10 (Cosenza), 4.11 (Magione), 21.11 (Cavalese) [Croatia]: 19.12 (Opatija) [Greece]: 06.12 (Karditsa)

<b>Website(s) (if any):</b>	<p><b>Poland:</b></p> <p>Webpage with news about the events: <a href="https://www.cal.org.pl/projekty-2/cogreen/aktualnosci-i-wydarzenia/">https://www.cal.org.pl/projekty-2/cogreen/aktualnosci-i-wydarzenia/</a></p> <p>Webpage of the outputs of the Event: <a href="https://www.cal.org.pl/projekty-2/cogreen/produkty-i-materialy/">https://www.cal.org.pl/projekty-2/cogreen/produkty-i-materialy/</a></p> <p><b>Italy:</b></p> <p>General webpage: <a href="https://www.forumterzosettore.it/progetto-co-green/">https://www.forumterzosettore.it/progetto-co-green/</a></p> <p>Webpage of the outputs of the Event: <a href="https://www.forumterzosettore.it/progetto-co-green/attivatori-di-comunita-cercasi/">https://www.forumterzosettore.it/progetto-co-green/attivatori-di-comunita-cercasi/</a></p> <p><b>Greece:</b></p> <p>General webpage and subpages for the events _ <a href="https://www.euracademy.org/co-green/">https://www.euracademy.org/co-green/</a></p> <p><b>Croatia:</b></p> <p>General webpage: <a href="https://zmergo.hr/co-green/">https://zmergo.hr/co-green/</a></p> <p>Webpage of the outputs of the Event: <a href="https://zmergo.hr/2023/12/traze-se-co-green-aktivatori/">https://zmergo.hr/2023/12/traze-se-co-green-aktivatori/</a></p>		
<b>Participants</b>			
Female:	(Italy:27, Greece: 8, Croatia: 15, Poland: 32)		
Male:	(Italy:15, Greece: 10, Croatia: 6, Poland: 18)		
Non-binary:	2		
From country 1 [POLAND]:	50		
From country 2 [ITALY]:	44		
From country 3 [CROATIA]:	21		
From country 4 [GREECE]:	18		
Total number of participants:	133	From total number of countries:	4
<b>Description</b>			
<i>Provide a short description of the event and its activities.</i>			
<b>Poland</b>			
<p>At the meetings in Górnó, Elbląg, Starachowice and Wiązowna the green activists confirmed their dedication and engagement to the CO-GREEN project - around 12-15 persons from each community declared their participations as activators. All of them form small project teams aimed at preparing a green activity under the project to unleash the energy in the entire community and to channel it for the benefit of the green transition. During all the meetings: in Górnó, Elbląg, Starachowice and Wiązowna dedication the project timetable and budget were detailed. Environmental workshops are planned for late January/early February 2024 to equip participants with the knowledge and skills necessary for successful project implementation. Meetings on the practical aspects of the project are planned for March 2024. Projects implementation is planned for late April/early May 2024. A</p>			

preliminary budget outlines were also discussed, which will need to be consulted with specialists regarding feasibility and implementation stages. The location of the project sites was also discussed. Further consultations with the municipality are needed to select a location suitable for the project.

### **Italy**

During the meetings in Cosenza, Magione and Cavalese, the importance of the role of the community activator and the skills necessary to carry out the planned activities were discussed. The main focuses of discussion are the following: profile of the community activator, “green” community activator, transversal skills, green skills. At the end of the meetings, a group information meeting and individual interviews were held from which the ones will play the role of activators in the community were selected. The community activator, or community manager, plays a key role in facilitating interaction and participation within an online or offline community. Its primary goal is to cultivate a positive, engaging and cohesive environment within the community. Here are some of the responsibilities and characteristics associated with the community activator role: (a) communication and moderation (manages communication within the community, ensuring interactions are respectful and in line with community rules, moderate the contents, intervening in the event of inappropriate behaviour or violations of the rules), (b) involvement and animation (stimulates and promotes member engagement through discussions, surveys, and activities that encourage interaction, create interesting and relevant content to keep the community interested), (c) crisis management (address any crises or conflicts within the community, seeking solutions and promoting peaceful resolution of problems), (d) feedback and listening (gathers community feedback and communicates concerns or requests to other decision makers, actively monitors conversations and takes into account members; opinions to continuously improve the community experience), (e) content creation (produce and share content that is informative, entertaining, or useful to community members, use different platforms and tools to reach your audience, such as social media, forums, or events), (f) community building (it works to build a sense of belonging and identity within the community, encouraging collaboration and sharing among members, organize events and initiatives that promote connection between participants), (g) analysis and monitoring (use analytics tools to evaluate engagement metrics and evaluate the effectiveness of your strategies, adjust tactics based on data and feedback received). The community activator plays a crucial role in maintaining a positive and dynamic environment, thus contributing to the long-term success and growth of the community. The ability to communicate effectively, manage social dynamics and adapt to community needs are key elements of a successful community activator. The meeting was conducted and moderated by a previously identified expert and facilitator.

### **Croatia**

Local activists, NGOs, and other stakeholders attended the event, where there were 21 in total. The meeting started with a general presentation of the Co-Green project to those present, where the main aims of the project were described to the audience. Those attending learned about the roles of activators, as well as what support they will get from the trainers. This included descriptions of the trainers, how they will mentor them and also the support they will receive from the project partners. One of the possibilities offered is that the University of Rijeka will organize a series of events about green issues, with the aim of making such issues more visible in the wider public sphere. Following this, the mentors (including some who had participated in the Winter Academy in Greece) presented their experience and their competencies to the CO-GREEN activators. They gave background information about their experience in working with the local community. As planned there will be a variety of topics covered by the training such as workshops in communication skills and work in the local community. In addition, potential CO GREEN activators were invited to propose more topics that will empower them to work better in the communities. The moderator of the meeting invited potential animators to think about themes and topics they would find especially useful when thinking about how to animate the community. As she explained, they had all been invited because they were already active in the community, but perhaps there were some things that they would find

particularly helpful to know. She reminded the activators that they should think about what skills they would like to develop. Participants requested for some workshops to be organized - on how to run campaigns, different methodologies - guerrilla marketing and the Outreach method. Potential activators also said that it would be useful to learn more on how to reach people. Participants were also inspired that if, after the discussion, anyone had any further ideas or thoughts to contact Žmergo. Fifteen activators will be chosen from the participants who attended, as well those who were unable to come to this event for health and other reasons. They will be chosen to implement projects in and with the community.

It was decided that the first training would be held in the last week of January, 2024, where the precise date will be confirmed later. After the discussion and in collaboration with the Association TIR the film “Once you know” was shown. This is a film about climate change, therefore relevant to the themes that are central to the Co-Green project. After the film was shown, a 45-minute workshop about responses to the burden of knowing about climate change was held.

### **Greece**

Event 9 of the Co-Green initiative witnessed active participation from attendees who had previously engaged in the Winter school, event 8. This event focused on informing participants about the role and responsibilities of green activators. A key aspect of the event involved a comprehensive discussion on how to coordinate the efforts of green activators at the local level, specifically in Karditsa. Participants were briefed on upcoming events in detail, providing them with a clear understanding of the commitment required for their active involvement. The events were outlined, emphasizing the importance of their role in the larger Co-Green initiative. Recognizing the need for substantial resources to train and engage activators in capacity-building activities, participants were informed about the significant time investment required. Understanding the commitment involved, participants were given the option to reconsider and decide, within a specified deadline, whether they could actively participate as green activators. This approach allows individuals to assess their availability and make an informed decision about their level of engagement. 16 participants expressed their willingness and commitment to become green activators with a strong interest in contributing to the Co-Green initiative and promoting sustainability in Karditsa.