# **EVENT DESCRIPTION SHEET**

(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.

A Please provide one sheet per event (one event = one workpackage = one lump sum).)

PROJECT	
Project name and acronym:	[LOCAL GREEN DEALS: OUR MUNICIPALITIES FOR THE GREEN TRANSITION - WE 4 GREEN ]
	Ref N. 101138490 - CERV-2023-CITIZENS-TOWN-NT
Participant:	[COMUNE DI OTTIGLIO] (OTTIGLIO - ITALY)
PIC number:	883830342

EVENT DESCRIPTION				
Event number:	Deliverable D3.1 – WE4GREEN EVENT			
Event name:	EVENT 3 – WE4GREEN online European Conference (WP3)			
Туре:	[Network of Towns Event 3: online European Conference]			
In situ/online:	[online]			
Location:	[LATVIA], [online]			
Date(s):	[16 – 17 January 2025]			
Website(s) (if any):	https://www.comune.ottiglio.al.it/			
	Facebook: https://www.facebook.com/We4Green-Project			
Participants				
Female:	176			
Male:	71			
Non-binary:	0			
From country: LATVIA Jelgava Local Municipality	115			
From country: POLAND Suwalky City Municipality	18			
From country: SPAIN La Palma del Condado Municipality	16			
From country: CYPRUS Platres Community Council	10			
From country: ITALY Ottiglio Municipality	26			
From country: ITALY Cella Monte Municipality	10			
From country: ITALY Rosignano Monferrato Municipality	10			

From country: ITALY Ozzano Monferrato Municipality	13		
From country: ITALY Camagna Monferrato Municipality	19		
From country: ITALY Sala Monferrato Municipality	10		
Total number of participants:	247	From total number of countries:	5
<b>Description</b> Provide a short description of the e	event and its activities.		
Title: WP3 - EVENT 3 – WE	4GREEN online I	EuropeanConference	
D3.1 – WE4GREEN EVENT			
Place: online <u>Lead Beneficiary</u> : JELGAVAS Dates of the event: <b>16 and 1</b>	7 January 2025	ice (Latvia, Overvo, Deland, K	alu Spain)
	vidual direct Partie	ies (Latvia, Cyprus, Poland, Ita cipants: (more than 202) = 247 r country:	
transition and the renewable	e energies, staffs , civil society, no-	es for the sustainable environ of the Municipalities, City cou profit organizations, Universiti	ncilors, citizens,
DESCRIPTION OF THE EVE	ENT		
OF TOWNS. Project duration Members of the partnership Latvia - Jelgava Local Munic	n: from December are from 5 differe ipality, Cyprus - P - Ottiglio, Cama	ean Commission under the call 1, 2023 until the end of Nover nt countries: Poland - Suwalky latres Community Council, Spa agna Monferrato, Rosignano nte Municipalities.	nber 2025. <sup>,</sup> City Municipality, ain - La Palma del
resource-efficient and compo- world by 2050. The transnational project all debates, meetings for the g change and promoting the Partner) and the other partner the circular economy, applied against climate change, from Green Deals - Local green	etitive economy. lows the 10 Muni green topics, action environmental super municipalities a l renewable energ their local perspe- pacts at any mu	Deal - the Europe's growth strat To create the first zero-carbo icipalities and their citizens, to ons for local Green Deals, fig ustainability. The Municipality re exploring topics such as the ies, sustainable waste manage ectives. The main project aim is nicipal level: a tailor-made loo every single territory involved	n continent in the o activate events, ghting the climate of Ottiglio (Lead e Green transition, ment and the fight s to develop Local cal action plan to

The workplan foresees <u>5 Work packages</u> with five WPs dedicated to Events, visits and training: 3 events in situ & 2 online.

countries.

The 10 participating organizations worked hard for preparing the **Event n. 3**°, held ONLINE. With the approval of the European Commission, the Event has been held in the middle of January 2025, in the dates of <u>16<sup>th</sup> and 17<sup>th</sup> January 2025</u>.

The Project Event 3 was organised by Jelgava Local Municipality (Latvia).

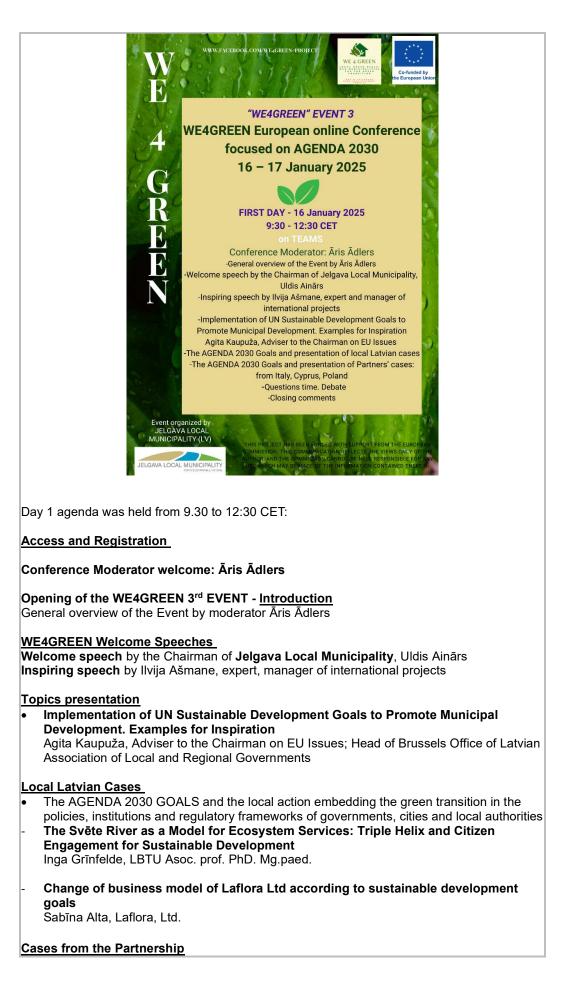
The other 9 Partner Municipalities fully participated into its organisation and realisation, also under the coordination of the **Municipality of Ottiglio** (leader).

The event was an **online European Conference**, lasted 2 days combining **Part 1–day 1** and **Part 2–day 2**. The online workshop addressed to the priority: *Bringing citizens together to discuss local actions on the climate and the environment*. As planned into the Application Part B and stated in the G.A.

The Event ensured the presence of the expected number of participants which never fell below 202 per day.

The **Event 3 agenda** was realized as follows, through the TEAMS platform organized by Jelgava Local Municipality.





- The AGENDA 2030 GOALS and the local action embedding the green transition in the policies, institutions and regulatory frameworks of governments, cities and local authorities **Waste and environmental legislation adoption in Italy (GOAL 22)**
- Alfredo Gualmini, Lieutenant Carabinieri Corps Ecological Operational Unit, Italy
- Partnerships for the Goals (GOAL 17) and the Cypriot case
- Panayiotis Papadopoullos, Troodos Network, Cyprus

Innovative solutions created in Suwałki for local governments in the field of wee4green. The power of local solutions influencing the sustainable development of the north-eastern Poland region

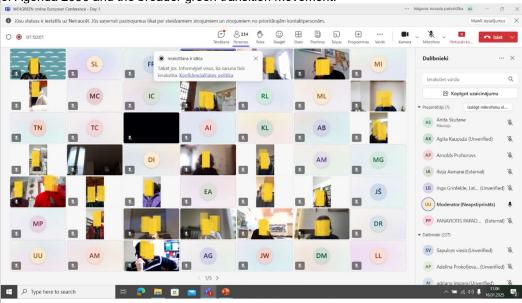
Dariusz Bogdan, President of the board, Science and Technology Park Poland-East in Suwałki, Poland

- Questions time.
- Debate.
- Closing comments.

The Conference was brought to life through a dynamic blend of elements that kept participants engaged and informed. A team of skilled presenters and the Moderator guided the sessions, ensuring that the discussions were both interactive and informative. The use of questions—posed to the audience throughout the event—encouraged active participation, sparking curiosity and fostering deeper engagement with the topics at hand.

In addition to the live discussions, several slides and videos were shown, offering real-life examples, case studies, and expert insights on sustainability and the green transition. These videos helped to visualize the impact of the UN Agenda 2030 goals, making the concepts more tangible for the participants. Alongside these, a collection of striking images and slides complemented the presentations, visually reinforcing key points and adding depth to the discussions.

The <u>1<sup>st</sup> day of the WE4GREEN online European Conference</u> unfolded with an engaging and insightful atmosphere, beginning with the smooth access and registration process for participants. As attendees settled in, **Āris Ādlers**, the conference Moderator, kicked off the event with an overview, setting the stage for the discussions to follow. With a focus on sustainability, the event's theme of "green" development was introduced, aligning with the goals of Agenda 2030 and the broader green transition movement.

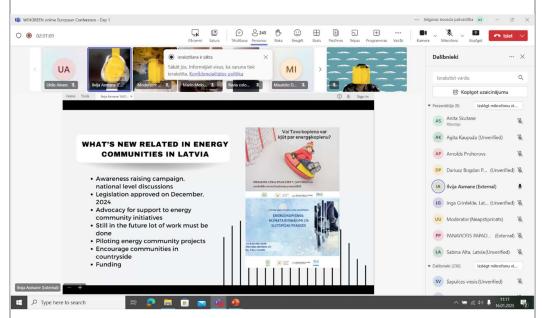


After the introduction, the conference began with its formal opening. Aris Adlers welcomed the audience, emphasizing the significance of the event and its aim to bring together local and regional stakeholders, experts, and policymakers to share best practices and explore sustainable development solutions. This led into the keynote speeches, which highlighted both local and global efforts toward greener futures.

The first welcoming address was delivered by **Uldis Ainārs**, the Chairman of Jelgava Local Municipality. His speech underscored the vital role of local communities in shaping the success of global sustainability efforts, stressing the importance of local governments and municipalities in driving the Agenda 2030 goals. His words highlighted how the green transition must be

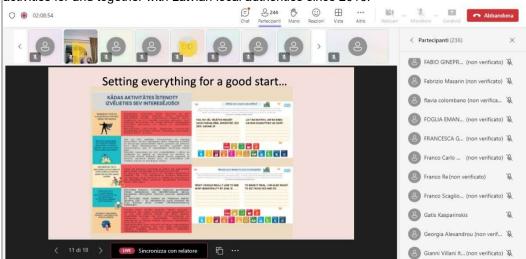
embedded in all levels of governance, to foster real change: ..."The transition to a sustainable economy is the great challenge of our era. Sustainability is the new driver of growth, encompassing environmental, social, and governance aspects. It represents new development path for Latvia as well, which we have only recently begun to fully understand. Therefore, it is especially important for us to exchange knowledge, deepen our understanding, and seek for common opportunities to create more sustainable governance and business environment. So far, this project has given us the opportunity to learn from the experiences of other project partners, considering both environmental protection and societal interests, contributing to climate change mitigation...".

Next, **Ilvija Ašmane**, an expert and manager of international projects, gave an inspiring speech that further emphasized the need for localized efforts to align with international sustainability frameworks. Ašmane's remarks provided a deeper understanding of how individual municipalities can play a transformative role in the global push for sustainable development, offering not just practical solutions but also the drive to overcome challenges through collaboration and innovation.

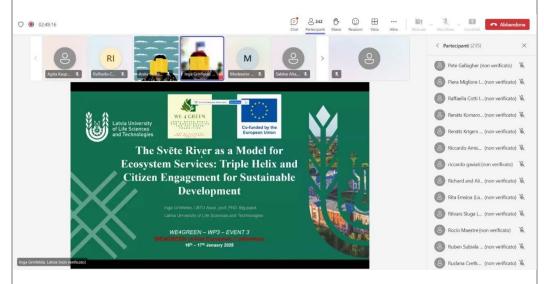


The next segment of the conference focused on the implementation of the UN's Sustainable Development Goals (SDGs), particularly within municipal development. **Agita Kaupuža**, Adviser to the Chairman on EU Issues and Head of the Brussels Office of the Latvian Association of Local and Regional Governments, took the floor to present compelling examples of how the SDGs are being integrated into local policy-making. Kaupuža's presentation illustrated that by aligning local actions with the SDGs, municipalities can inspire a ripple effect, driving change within their communities while contributing to broader, global goals.

The Latvian Association of Local and Regional Governments is implementing SDGs related activities for and together with Latvian local authorities since 2016.

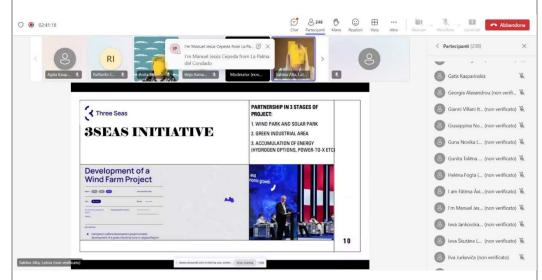


A particularly poignant segment followed, featuring two case studies from Latvia that exemplified local action in support of Agenda 2030. **Inga Grinfelde**, an associate professor at LBTU Latvia University of Life Sciences and Technologies, presented the Svēte River project, which is a model for ecosystem services. This project uses a collaborative approach, engaging citizens in sustainable development practices. It highlights the power of community involvement and the potential for local resources to contribute to environmental preservation and the green transition. Grinfelde's work exemplified the concept of a "Triple Helix" model—where academia, government, and business work in tandem with local communities to achieve sustainable outcomes.



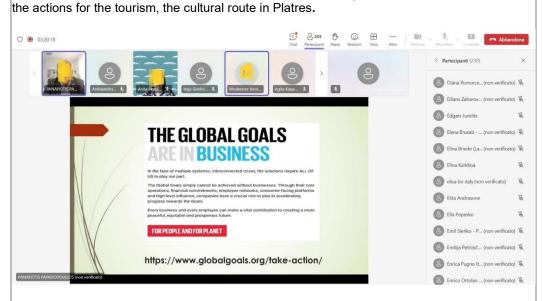
**Sabīna Alta**, from Laflora Ltd., then shared how her company's business model had evolved in response to sustainable development goals. Laflora is the biggest Latvian peat extractor, in the sector from 1995 (peat extraction, production of peat substrate and products for horticulture and forestry - food production, cultivation of ornamental plants). 90% exports to ~ 100 countries; turnover, 2023: 28.6 million eur; employees, 2023: 296. Latvian peat products are in demand all over the world, they play an important role in European horticulture, providing 31% of the demand for professional horticulture:

Alta's case demonstrated how private businesses can transform their practices to align with sustainability principles, providing inspiration for other businesses to follow suit. This segment further cemented the idea that sustainability is a shared responsibility across all sectors of society, from governmental entities to businesses to the local communities they serve.



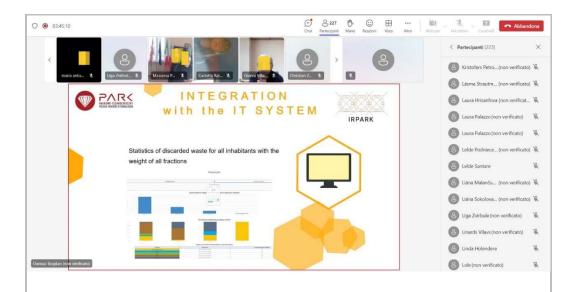
Then, the workshop featured a variety of case studies from different municipalities and regions, each highlighting practical actions taken to align with the Agenda 2030 goals and the green transition. These real-life examples showcased how local governments, institutions, and communities are embedding sustainability into their policies, practices, and regulatory

frameworks. One of the first cases was presented by Alfredo Gualmini, from the Carabinieri Corps in Italy. He shared insights into Italy's waste and environmental legislation, focusing on how the country is adopting policies that align with Goal 22 of the Agenda 2030—promoting more responsible production and consumption. Many types of waste can be dangerous, toxic, harmfulness. Gualmini highlighted the role of the Carabinieri's Ecological Operational Unit in enforcing these regulations, illustrating how law enforcement can be a critical player in driving environmental protection and sustainability. The case from Italy emphasized the importance of strong legislation and enforcement in the green transition and how governmental action is key to shaping environmental behaviour. Next, Panaviotis Papadopoullos from the Troodos Network in Cyprus presented the Cypriot approach to achieving Goal 17—partnerships for the goals. This case underscored the value of collaboration between various local and regional stakeholders, from government bodies to NGOs, in advancing sustainability efforts. Papadopoullos explained how Cyprus has fostered partnerships that not only promote sustainability but also strengthen community ties and ensure that local solutions are effectively scaled and implemented. His presentation emphasized how important it is to create synergies between different local actors, with an eye toward long-term, impactful collaborations, such as in Troodos area. Presenting the Lavender Thematic center,



Finally, **Dariusz Bogdan**, the President of the Science and Technology Park in Suwałki, Poland, shared the innovative solutions being developed in the northeastern region of Poland. Suwałki's focus on the "wee4green" initiative demonstrated how local governments can influence sustainable development through creative, locally-tailored solutions. Bogdan outlined how Suwałki has become a model for other municipalities in Poland, using cutting-edge technology and local know-how to implement environmentally sustainable practices. His case highlighted the importance of local innovation in driving change, especially in regions that may be overlooked in broader national or European frameworks. The collaboration between local science and technology institutions, businesses and municipalities in Suwałki is a great example of how localized solutions can have a significant impact on regional sustainability.

These cases demonstrated the diverse ways in which municipalities and regions across Europe are contributing to the green transition. They underscored the interconnectedness of local actions and global sustainability goals, showing that by embedding the principles of the Agenda 2030 in local frameworks, cities and communities are creating meaningful, lasting change. The session provided valuable insights for participants on how to take inspiration from these examples and apply similar strategies in their own local contexts.



Following these insightful presentations, the conference opened up to a dynamic debate and Q&A session. This time allowed participants to engage directly with the speakers, fostering an interactive dialogue that deepened understanding of the discussed topics. The community's voice was evident here as local concerns and experiences were brought forward.

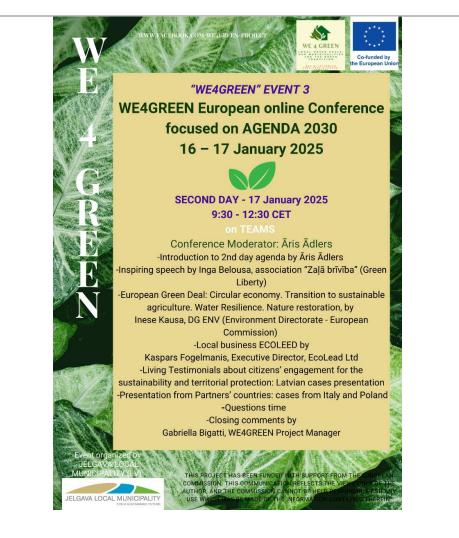
Overall, the WE4GREEN Conference was a powerful reminder of the critical intersection between local action and global sustainability goals. By focusing on Agenda 2030 and highlighting real-world examples from local municipalities, businesses and communities, the event illuminated how local efforts are crucial in driving the green transition forward, both in Europe and beyond. The space dedicated to community-driven dialogue underscored the significance of local involvement, with the collective contributions of citizens, municipalities, and organizations playing an essential role in shaping a sustainable future.

For the first time, ten European municipalities came together to organize an Online Event and the it turned out to be a resounding success, drawing up to 246 online attendees. This collaboration was a significant milestone, showcasing the power of local governments working in unison to tackle global challenges, such as the green transition, through a shared platform. The municipalities leveraged their collective resources, expertise, and networks to create a conference that resonated not just locally, but globally.

The municipalities worked closely to ensure that the conference was not only a virtual event but also an inclusive and interactive experience for participants. Jelgava Local Municipality and the Partners harmonised the contents, speakers and local case studies, bringing together representatives from various sectors, such as government, academia and business, to discuss the UN Agenda 2030 goals and green transition practices.

The collaboration involved intensive planning, including regular coordination meetings, content development and technological set-up. The online platform had to be tested and refined to handle the complexity of multiple presentations, interactive sessions and real-time participant engagement. Despite the challenges of organizing such a large-scale virtual event, the municipalities were able to create an engaging, accessible and smooth online experience that attracted 246 participants in January 16<sup>th</sup>.

DAY 2 - <u>17<sup>th</sup> January 2025</u>.



Day 2 activities was held from 9.30 to 12:30 CET:

# Access and Registration

# Conference Moderator welcome: Āris Ādlers

**Opening of the WE 4 GREEN 3**<sup>rd</sup> **EVENT** - <u>Introduction</u> Presentation of the agenda of the 2<sup>nd</sup> day of the Event by moderator Āris Ādlers

**Inspiring speech** by Aiva Apša - Ķīšeniece, association "Latvijas Lauku forums" (Latvian Rural Forum)

Topic presentation

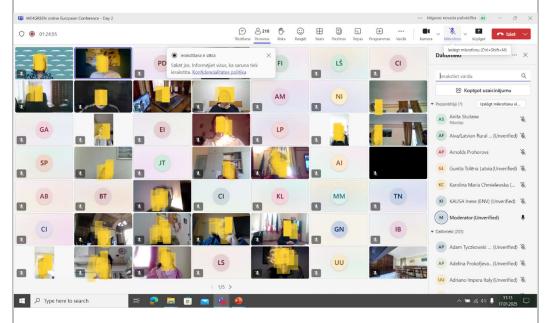
- European Green Deal: Circular economy. Transition to sustainable agriculture. Water Resilience. Nature restoration
- Inese Kausa, DG ENV Environment DG of European Commission
- Sustainability for recycling companies a driver of responsible growth Kaspars Fogelmanis, Executive Director, EcoLead Ltd.

# Latvian Local Cases

**Living Testimonials** about citizens' engagement in society for the sustainability and territorial protection, fighting the food and water wasting, green actions

- Climate change and its perceptions in Latvia: what stories do we tell? Vineta Kleinberga, Researcher, Faculty of Social Sciences, Rīga Stradiņš University
- From waste to resources and digital tool for residents to use things again Evija Ozola Ozolina, www.lietovelreiz.lv
- Kalnciems Secondary school eco school and low energy sports hall Gunita Tolēna, Kalnciems Secondary school

The <u>second day of the WE4GREEN 3rd Event</u> kicked off with an efficient and welcoming registration process, quickly bringing attendees together for another enriching day of discussions. **Āris Ādlers**, the conference Moderator, opened the day with a brief introduction and a clear overview of the agenda. He set the tone for the day, which would delve deeper into crucial issues such as the European Green Deal, sustainable agriculture, and the importance of citizen engagement in green actions. The focus on sustainability remained central throughout the day, with a particular emphasis on the practical steps being taken at local levels.



The day's first inspiring speech came from **Aiva Apša- Ķīšeniece** of the Latvian Rural Forum. Her speech provided an empowering perspective on the importance of rural communities in driving sustainability. She emphasized how rural areas, often at the heart of agricultural production and natural resource management, have a pivotal role to play in the green transition. Through community involvement and collective action, rural populations can lead the way in implementing the Sustainable Development Goals and contribute to global efforts against climate change.

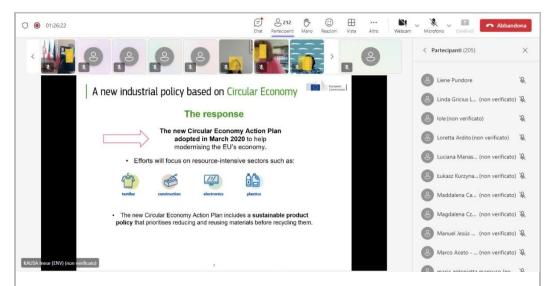


Following this, **Inese Kausa** from the <u>Environment DG of the European Commission</u> presented on the European Green Deal. She highlighted key initiatives, including the transition to a circular economy, sustainable agriculture, and water resilience. Kausa explained how these elements are interlinked, emphasizing the need for systemic change in agricultural practices and resource management to build a more sustainable and resilient Europe. Her presentation was particularly relevant in the context of the Green Deal's overarching goals, which aim to achieve climate neutrality by 2050, with tangible actions for the coming decades.

She warned the audience of possible and worrying scenarios. The consequences of environmental degradation and climate change affect not only the health of our planet, but also the resilience and well-being of our societies, acting as a threat multiplier and a source of instability and insecurity.



For example, she said that:" *Plastic makes up* 85% of litter on European beaches. Half of it is single-use plastic that is only used for a short time before being thrown away; A sixth mass extinction of biodiversity is underway; The world's population is projected to grow by almost one third to 10 billion by 2050; Without urgent global and national climate action, sub-Saharan Africa, South Asia and Latin America could see more than 140 million people displaced within their borders by 2050..."



Next, **Kaspars Fogelmanis**, Executive Director of EcoLead Ltd., discussed sustainability within the recycling industry: the evolution of lead-acid battery recycling, from past to present. EcoLead produces lead ingots by recycling all used lead-acid batteries in Latvia in an environmentally and health-friendly manner.

His presentation focused on how companies in the recycling sector can serve as drivers for responsible growth, pushing for the adoption of green technologies, circular business models, and sustainable practices. Fogelmanis highlighted that the recycling industry is not just about waste management but also about creating economic opportunities and fostering a more sustainable industrial landscape. He said that to support the circular economy we must consider that 95-98% of materials are recoverable.

The Latvian Local Cases segment brought in powerful testimonials about citizen engagement and local action. The first case came from **Vineta Kleinberga**, a researcher at Rīga Stradiņš University, who presented on the local perceptions of climate change in Latvia. Her research explored how Latvian citizens understand and react to the challenges posed by climate change, as well as the stories they tell about their experiences. Kleinberga's work emphasized the importance of public awareness and the role of education in shaping attitudes towards climate change and sustainability.



**Evija Ozola-Ozoliņa** followed with a presentation on a digital tool aimed at promoting reusing items and reducing waste. Her initiative, *lietovelreiz.lv*, allows Latvian residents to exchange or repurpose items they no longer need, reducing waste and promoting a more circular approach to consumption. This initiative was an inspiring example of how digital tools can empower citizens to take sustainable actions in their everyday lives.

**Gunita Tolēna** from Kalnciems Secondary School shared the school's journey in becoming an eco-school. The school not only implemented energy-saving measures but also built a low-energy sports hall, demonstrating how educational institutions can be models of sustainability. Tolēna's presentation highlighted the potential for schools to foster environmental stewardship



**Karolina Chmielewska** from the Youth City Council of Suwałki, Poland, followed by discussing the green actions and activities implemented by the youth in her community. Chmielewska's presentation illustrated how young people can be at the forefront of sustainability efforts, from organizing local clean-up events to promoting eco-friendly practices in schools and neighbourhoods. For instance, they realized many Eco-Laboratories and educational Anti-Smog actions. This focus on youth was a powerful reminder of the potential for younger generations to lead change, both locally and globally.

After the presentations, the conference opened up to an engaging Q&A session, allowing participants to delve deeper into the topics discussed. This interactive part of the event fostered a lively debate, with participants asking questions and debating the challenges of the green transition.

The conference concluded with closing remarks from **Gabriella Bigatti**, the WE4GREEN Project Manager, who expressed gratitude for the insightful presentations and the active participation of the attendees. Bigatti emphasized the importance of collaboration and continued dialogue in advancing sustainability, reminding everyone that the green transition is a shared

responsibility that requires action at every level—from local communities to global organizations. With this inspiring message, the second day of the WE4GREEN event came to a close, leaving participants motivated and more informed about how they can contribute to sustainable development in their own communities.

The combination of multimedia—videos, photos, slides—and the thoughtful integration of interactive moments, like Q&A sessions, created an immersive experience that kept the attendees not only focused but also inspired. This approach to the online workshop not only made it engaging but also allowed for a comprehensive exploration of local and global sustainable development efforts, leaving participants with practical takeaways.

In conclusion, the two days of the WE4GREEN 3rd Event reached significant milestones, both in terms of participation and the depth of discussions. The event successfully **brought together over 202 participants any day** (as planned into the G.A.), creating a diverse and engaged online community from across Europe. On January 16<sup>th</sup> and 17<sup>th</sup> a large classroom from Kalnciems Secondary School – LV joined the conference and followed the presentations. On January 17<sup>th</sup> also one from Leardi-Luparia High School – IT (each classroom was connected with one unique access to the TEAMS platform).

Through a rich mix of presentations, case studies and interactive sessions, the attendees gained valuable insights into the practical applications of the UN Agenda 2030 goals and the green transition at the local level. The conference showcased the vital role of the involved Municipalities, the local businesses, schools and citizens in driving sustainable change, offering real-life examples of how local actions can contribute to global sustainability efforts. The discussions ranged from the implementation of circular economy principles and sustainable agriculture to innovative digital tools and citizen engagement in environmental protection. These shared experiences highlighted that sustainability is not just an abstract global concept but something that can be actively pursued through community-driven initiatives.

By the end of the event, participants were not only informed about the challenges and opportunities of the green transition but also inspired to take action in their own contexts.

The Conference highlighted the importance of the collective efforts of local governments, as navigated the complexities of sustainability in an interconnected world. The municipalities proved that even in the face of the technological challenge (online), they could successfully come together to create an impactful and far-reaching event that sparked important conversations about the future of green transition and sustainable development

The event concluded with a renewed sense of purpose, with attendees leaving motivated to continue the work toward a greener, more sustainable world.

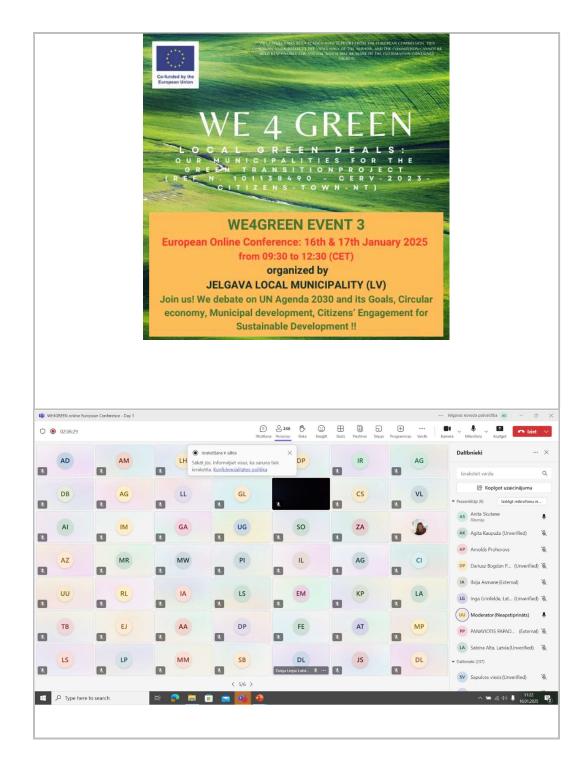
# LINKS

https://www.comune.ottiglio.al.it/

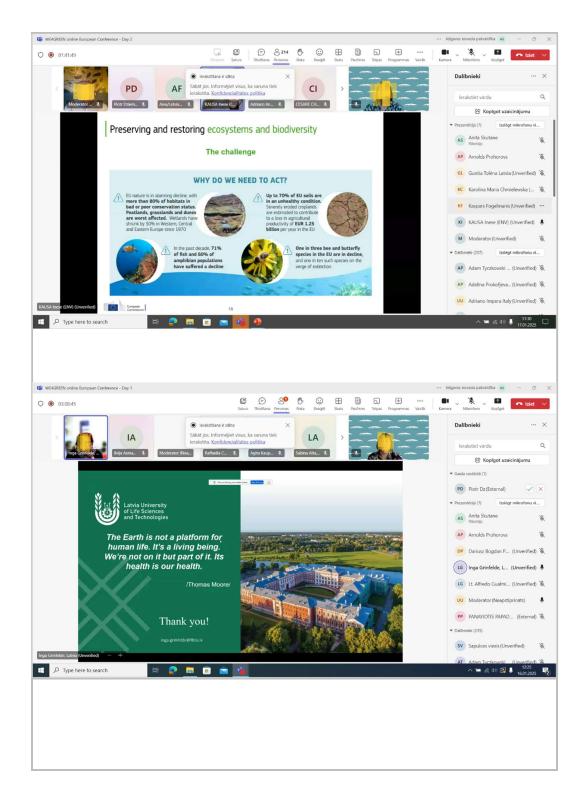
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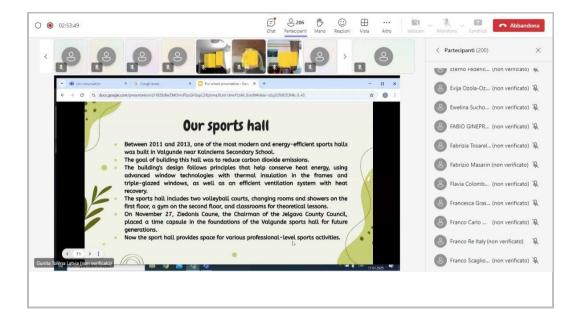
Facebook: https://www.facebook.com/We4Green-Project

PICTURES









	HISTORY OF CHANGES				
VERSION	PUBLICATION DATE	CHANGE			
1.0	01.04.2022	Initial version (new MFF).			