

LIFE20 NG04GD IT 000014
Progetto LIFE CLIMACTION
Partecipa alla sfida

Piano After LIFE Communication Plan
WP5.4

Un progetto di



Con il sostegno di



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AFTER LIFE COMMUNICATION PLAN

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1. THE CLIMACTION PROJECT

The planet's climate is changing with a growth rate that has increased significantly in the last 20 years and effects on all regions of the world. The polar ice caps are melting, and sea levels are rising. In some regions, extreme weather phenomena and precipitation are increasingly widespread, while others are affected by unprecedented droughts and heat waves. The situation in Europe is particularly serious. The Mediterranean represents a hot spot of climate change because this geographical area is expected to experience warming that exceeds the global average increase by 20% and a strong reduction in precipitation. Among the Mediterranean territories, Italy is the most exposed country to the effects of climate change. Without an integrated risk management as well as a complex vision of mitigation and adaptation measures, it is expected to turn into a very difficult country to live by the end of the century. Global data on climate change confirm the urgency of supporting and encouraging a radical ecological conversion of our production and consumption models, in coherence with both the prescriptions and ambitions of the EU Green Deal, a comprehensive growth strategy that supports the transition towards a fair and prosperous society able to react to the challenges posed by climate change and environmental degradation. Since this transition will bring about substantial changes, active citizen participation is crucial for policies to work and be accepted.

The CLIMACTION project aimed to pursue the following specific objectives:

- to foster and strengthen the participation and contribution of civil society to the implementation **European Green Deal** by mobilizing citizens, the educational world, the social private sector, local governments and civil enterprises to become active participants in the fight against climate change;
- familiarizing the various stakeholders, primarily civil society, public administrations and businesses, with the contents of the 2 thematic areas of the European Green Deal dedicated to climate and energy respectively and mobilizing them with concrete initiatives;
- disseminate the contents of the **European Climate Pact** and encourage individual commitments by citizens and especially young people;
- raising awareness of the goals of the **2030 Agenda for Sustainable Development** and in particular **Goals 7, 11 and 13** dedicated to **Clean Energy, Sustainable Cities and Communities and Combating Climate Change**.



2. ACHIEVED RESULTS

In its 2 years duration, the **LIFE Climaction** project, carried out a very large number of trainings, awareness raising and communication activities involving citizens, young people, public administrations, businesses companies, educational institutions, students, professionals and many other people, with the purpose of increasing public knowledge and creating a large consensus on the current EU initiatives to face the challenges posed by climate change, including the European Climate Pact and the Green Deal, in order to make them proactive in the fight against climate change.

All “LIFE Climaction” results at a glance

36 climate leaders and **100** climate operators trained; at least **15,000** young people reached through the Information campaign (conferences, workshops, communication activities); **15** stages of the Climate Caravan throughout Italy, over **300** young people involved in the **4** climate blitzes (Rome, Milan and Piombino); **150** young people trained in the **3** Green Jobs & Orienta seminars, **90** young people involved in the two Young Climate Hackathons; the Edukit distributed in **185** schools (**1804** school classes); **461** classes (over **8,600** students) and **110** teachers reached by the educational seminars; **268** local administrators involved in the information campaign (**5** webinars); Good practices manual; **12** tree planting events with **13,770** trees planted and over **100** people involved; **6** energy counters opened in Turin, Milan, Bologna, Padua, Cagliari and Naples; **3,024** contacts from interested citizens collected; **124** energy monitoring of homes carried out by Legambiente regional operators; **428** citizens joined the infodays initiative; **3** training seminars condominium administrators and designers (2 were planned) with **546** participants; **87** companies involved during the Climate hackaton and over **100** registrations; **21** companies signed up to the code of conduct; **2** companies received the Climate Friendly Companies Award.



3. PURPOSE OF THE AFTER-LIFE COMMUNICATION PLAN

The Plan describes the actions that will continue beyond the end of the project, identifies the partner(s) responsible for carrying them out, defines the budget needed to carry them out and identifies the source of funding. The activities that will be continued after the end of the project are as follows:

- 1) **Training initiatives for young volunteers** (climate leader and climate operators) will be periodically organized by the **Volunteer office** in order to increase the number of young people activated in the fight against climate change;
- 2) The design and delivery of specific **educational activities for students and teachers** is part of the mission of Legambiente's **School and training office**, these activities will be constantly carried out in the next few years;
- 3) **Information campaign for local administrations** will be regularly carried out in the context of the various projects and initiatives that Legambiente regularly carries out as part of its mission to promote a green transition to a more sustainable society;
- 5) The organization of **awareness raising campaign for citizens** is one of the main activities Legambiente carries out since its foundation and will be constantly delivered. The engagement of civil society is key for promoting sustainable lifestyles and influence on political choices;
- 6) Legambiente Business relations office is dedicated to the engagement of business companies and to promote their commitment to adopt sustainable business measures. At this regard, the **code of conduct for companies** developed in the framework of the project will be promoted to additional companies in the next few years in the context of the initiatives regularly carried out by the dedicated office.



4. TARGET AUDIENCE

The target audience addresses by the project activities that will be carried out after its end will be:

- Young people and volunteers
- Students and teachers,
- Public administrations
- Professionals
- Companies
- Citizens



5. ACTIONS OF THE CLIMACTION PROJECT INCLUDED IN THE AFTER LIFE COMMUNICATION PLAN

5.1 Training initiatives for young volunteers

<p>DESCRIPTION</p> <p>Volunteering is a tool capable of influencing the processes of change in the society through virtuous practices of active citizenship. Volunteers have always been the beating heart of Legambiente, providing their time, skills and passion to build a new, fairer and more sustainable development model. Through its Campaign office, Legambiente will continue to engage young volunteers in the fight against climate change through many opportunities including: training volunteer camps, campaigns, festivals and projects in Italy and abroad. Specific training for the recruitment of new climate leaders and operators will be organized in the context of the many initiatives currently carried out by the volunteer office.</p>	
<p>LEGAMBIENTE OFFICE INVOLVED</p>	<p>Volunteer office</p>
<p>EXPECTED RESULTS</p>	<p>At least 18 Additional Climate Leaders and 100 additional Climate operators.</p>
<p>PERIOD</p>	<p>2024-2029</p>
<p>RESOURCES</p>	<p>20.000 euro</p>




5.2 Training activities for teachers

DESCRIPTION	
Legambiente School and Training is the professional association of environmental teachers, educators and trainers, recognized by the Ministry of Public Education. Among others, it offers its members in-person and distance learning activities, research projects, advice for national and international educational projects, thematic educational and information materials. The trainers of Legambiente will hold training courses on the topics of climate change and green energies every school year.	
LEGAMBIENTE OFFICE INVOLVED	School and Training office
EXPECTED RESULTS	5 distance training courses will be held for teachers
PERIOD	2024-2029
RESOURCES	10.000 euro



5.3 Education activities for students

<p>DESCRIPTION</p> <p>The Edukit developed in the context of LIFE Climaction will be promoted to additional schools and teachers in the context of the numerous educational initiatives organized by Legambiente School and Training every school year.</p>	
<p>LEGAMBIENTE OFFICE INVOLVED</p>	<p>School and Training office</p>
<p>EXPECTED RESULTS</p>	<p>The Edukit will be distributed to at least additional 20 schools (200 school classes).</p>
<p>PERIOD</p>	<p>2024-2029</p>
<p>RESOURCES</p>	<p>15.000 euro</p>





5.4 Information campaign for local administrations

<p>DESCRIPTION</p> <p>Legambiente, because of its mission carries out many advocacy and lobbying activities in order to influence the national and EU policies toward a more sustainable development model. For this reason, Legambiente is constantly in contact with public administrators at local, regional and national level. Thanks to its role of independent environmental NGO widely recognized across Italy and Europe. This constant dialogue with local and national administrations will be kept opened in the future in order to make it possible to create the conditions for a fair green transition of public administrations in the very next future.</p>	 <p>The flyer is titled 'ClimAction Days' and features logos for life Climaction, the European Union, LEGAMBIENTE, and enel. The text on the flyer reads: 'Le giornate di formazione dedicate agli enti locali per contrastare i cambiamenti climatici', '5° appuntamento - 19 ottobre 2023', 'Gestione e riduzione dei rifiuti', and 'L'incontro si svolgerà on line, dalle ore 10:00 alle ore 12:00'. It lists the introducer (Rebecca Forte) and coordinator (Marzio Marzorati), and a list of speakers including Giorgio Ghiringhelli, Marco De Biasi, Alberto Fulgione, Marina Fornasier, Michele Sartori, and Laura Brambilla. At the bottom, it says 'Partecipa anche tu alla sfida. Fermiamo i cambiamenti climatici!' and provides contact information (www.lifeclimaction.eu, info@lifeclimaction.eu) along with a QR code and a 'SCAN ME' button.</p>
<p>LEGAMBIENTE OFFICE INVOLVED</p>	<p>Climate Office, Scientific Office, Energy Office</p>
<p>EXPECTED RESULTS</p>	<p>Involvement of at least additional 50 local public administrations in initiatives addressing climate change adaptation and mitigation measures.</p>
<p>PERIOD</p>	<p>2024-2029</p>
<p>RESOURCES</p>	<p>5.000 euro</p>

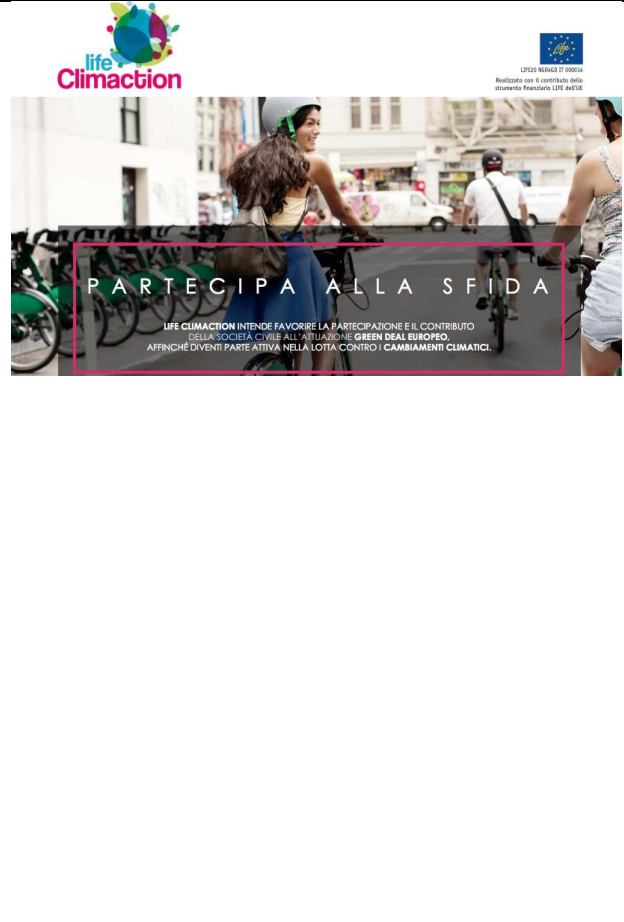


5.5 Promotion of the Code of Conduct for companies

<p>DESCRIPTION</p> <p>The Code of Conduct for companies will be promoted to additional companies in the context of the various initiatives organized by the Business relations office on the occasion of specific meetings/events that will be organized with the business sector, including the Legambiente Innovation Award. The aim is increasing the number of companies committed to adopt proper measures to reduce their climate impact.</p>	 <p>INSIEME PER IL CLIMA E PER L'AMBIENTE L'impegno delle imprese per mitigare e adattarsi ai Cambiamenti Climatici</p> <p>Premessa Il clima del Pianeta sta cambiando con un tasso di crescita che negli ultimi 20 anni è molto aumentato. I cambiamenti climatici interessano tutte le regioni del mondo. Le calotte polari si sciolgono e cresce il livello dei mari. In alcune regioni i fenomeni meteorologici estremi e le precipitazioni sono sempre più diffusi, mentre altre sono colpite da siccità e ondate di calore senza precedenti. La situazione dell'Europa è particolarmente seria. Il Mediterraneo rappresenta un hot-spot del cambiamento climatico, perché per questa area geografica, è previsto un riscaldamento che supera del 20% l'incremento medio globale e una riduzione delle precipitazioni. Tra i territori del Mediterraneo, l'Italia è il Paese più esposto agli effetti dei cambiamenti climatici e senza una gestione integrata dei rischi, nonché una visione articolata delle soluzioni di mitigazione o adattamento in grado di limitarne gli impatti, potrebbe diventare, entro la fine del secolo, un Paese difficilmente vivibile ed economicamente instabile.</p> <p>L'ultimo Rapporto del CMCC (Centro Euro-Mediterraneo sui Cambiamenti Climatici) del 2020 sul Rischio Climatico in Italia documenta, in particolare, che entro il 2100 la temperatura – analizzata per diversi scenari sia su valori medi sia su valori estremi – potrebbe aumentare fino a 5°C (rispetto al periodo 1981 – 2010), con la crescita esponenziale di eventi estremi e una perdita economica fino all'8 per cento del PIL pro-capite. I dati contenuti nel rapporto del CMCC confermano l'urgenza di sostenere e favorire una radicale conversione ecologica dei nostri modelli di produzione e di consumo, in coerenza tanto delle prescrizioni e ambizioni dei progetti comunitari del Green Deal e del Recovery Fund quanto degli Obiettivi di Sviluppo Sostenibile dell'ONU.</p> <p>Legambiente attraverso il progetto LIFE CLIMACTION intende perseguire i seguenti obiettivi specifici:</p> <ol style="list-style-type: none"> 1. Favorire e rafforzare la partecipazione e il contributo della società civile all'attuazione del Green Deal Europeo mobilitando i cittadini, il mondo della scuola, il privato sociale, le amministrazioni locali e le imprese per diventare parte attiva nella lotta contro i cambiamenti climatici; 2. far conoscere ai diversi portatori d'interesse, in primis società civile, amministrazioni pubbliche e imprese, i contenuti delle 2 aree tematiche del Green Deal Europeo dedicate rispettivamente al clima e all'energia e mobilitarli con iniziative concrete; 3. diffondere i contenuti del Patto Europeo per il Clima e incentivare l'assunzione di impegni individuali da parte dei cittadini e in particolare dei giovani; 4. contribuire a far conoscere gli obiettivi dell'Agenda 2030 per lo Sviluppo Sostenibile e in particolare gli obiettivi 7, 11 e 13 dedicati a Energia Pulita, Città e Comunità Sostenibili e Lotta ai Cambiamenti climatici. <p>Il progetto LIFE CLIMACTION prevede una serie di attività che includono azioni di sensibilizzazione, scambio di buone pratiche, seminari formativi, attività di advocacy, predisposizione e adozione di codici di condotta, social hackathon, interventi pilota per la mitigazione dei cambiamenti climatici come, ad esempio, piantumazioni di vaste porzioni di territorio in tutto il Paese.</p> 
<p>LEGAMBIENTE OFFICE INVOLVED</p>	<p>Business relations office</p>
<p>EXPECTED RESULTS</p>	<p>At least additional 30 business companies will sign the code of conduct</p>
<p>PERIOD</p>	<p>2024-2029</p>
<p>RESOURCES</p>	<p>10.000 euro</p>




5.6 Promotion of the project's topics

<p>DESCRIPTION</p> <p>Legambiente participates in events, fairs, and exhibitions related to the environment, where it can disseminate information, promote initiatives, and engage the public. Legambiente uses online channels, including its website and social media, to share news, updates, and relevant information regarding environmental issues. Legambiente also collaborates with the media, including newspapers, television, and radio, to gain greater media coverage of its initiatives and environmental issues. Legambiente engages in lobbying and advocacy activities to influence national and local environmental policies and to defend environmental protection by participating in decision-making processes and promoting laws in favor of the environment. All these aspects of Legambiente activities will be used to promote the message of the LIFE Climaction project to a wider public.</p>	 <p>The image shows a woman riding a bicycle in an urban setting. In the top left corner is the 'life Climaction' logo. In the top right corner is the European Union flag and the text 'LIFE2024 Ricerca e Innovazione' and 'Realizzato con il contributo della Commissione Finanziaria LIFE dell'UE'. Overlaid on the image is a semi-transparent box containing the text 'PARTECIPA ALLA SFIDA' and a smaller box with the text: 'LIFE CLIMACTION INTENDE FAVORIRE LA PARTECIPAZIONE E IL CONTRIBUTO DELLA SOCIETÀ CIVILE ALL'ATTUAZIONE GREEN DEAL EUROPEO, AFFINCHÉ DIVENTI PARTE ATTIVA NELLA LOTTA CONTRO I CAMBIAMENTI CLIMATICI.'</p>
<p>LEGAMBIENTE OFFICE INVOLVED</p>	<p>Scientific, Biodiversity and Protected areas, Campaign, Volunteers and Communication</p>
<p>EXPECTED RESULTS</p>	<p>Wide diffusion of the main LIFE Climaction messages, documents, best practices, tools and lessons learnt at national and international level.</p>
<p>PERIOD</p>	<p>2024-2029</p>
<p>RESOURCES</p>	<p>10.000 euro</p>




5.7 Communication activities

<p>DESCRIPTION</p> <p>Legambiente will guarantee the maintenance and updating of the project website for at least 5 years after the end of the project. Thus, it will be possible to view the videos and download the technical documents produced as part of the LIFE Climaction project. The news section will be periodically updated, and the activities carried out to promote the project and its results will be reported. Media relations with journalists will be held and social channels will also be periodically updated.</p>	
<p>LEGAMBIENTE OFFICE INVOLVED</p>	<p>Communication office</p>
<p>EXPECTED RESULTS</p>	<p>Increased awareness on the project's topics and results at local, national and European level. At least 1.2 million people reached through the media relations activities and social media.</p>
<p>PERIOD</p>	<p>2024-2029</p>
<p>RESOURCES</p>	<p>15.000 euro</p>



5.8 Networking with other LIFE and non-LIFE projects

<p>DESCRIPTION Legambiente will continue to maintain and enforce relationships with other LIFE and non-LIFE projects addressing the same topics of the LIFE Climaction. This will be done through the organization and participation to events, conferences and public meetings at national and international level.</p>	
<p>LEGAMBIENTE OFFICE INVOLVED</p>	<p>All</p>
<p>EXPECTED RESULTS</p>	<p>Increased knowledge about the LIFE Climaction project at local, national and European level.</p>
<p>PERIOD</p>	<p>2024-2029</p>
<p>RESOURCES</p>	<p>5.000 euro</p>



6. EXPECTED COSTS

It is estimated that **95.000 euro** are needed for the implementation of the After LIFE Communication Plan for the next **5 years**. In the table below have been summarized details for the implementations of the foreseen activities:

ACTIVITIES	BUDGET (in euro)	FINANCIAL SOURCES	LEGAMBIENTE OFFICES INVOLVED
Training initiatives for young volunteers	20.000	Internal resources, National funds European Funding programmes (LIFE; ERASMUS +, Cerv)	Volunteer office, School&Training office
Training activity for teachers	10.000	Internal resources, National funds European Funding programmes (LIFE; ERASMUS +, Cerv)	School&Training office
Education activity for students	15.000	Internal resources, National funds European Funding programmes (LIFE; ERASMUS +, Cerv)	School&Training office
Information campaign for local administrations	5.000	Internal resources, National funds European Funding programmes (LIFE; ERASMUS +, Cerv)	Climate Office, Scientific Office, Energy Office
Promotion of the Code of Conduct for companies	10.000	Internal resources	Business relation office, Communication Office
Promotion of the project topics	10.000	Internal resources, National funds European Funding programmes (LIFE; ERASMUS +, Cerv)	Climate Office, Scientific Office, Energy Office, Communication Office
Communication activities	15.000	Internal resources	Communication Office
Networking with other LIFE and non-LIFE projects	5.000	Internal resources	Projects Office
TOTAL AMOUNT	95.000		

