



GrEAT – Green Education for Active Talents
n.2017-1-IT02-KA201-036778
Erasmus+ -KA2 Strategic Partnership-School Education



Final Conference Report

19 June 2019 – Bologna - ITALY

July 2019

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This Report has been drawn by Luna Beggi and Francesco Silvestri, eco&eco Ltd, based on the materials produced and provided by eco&eco Ltd. and InEuropa Ltd. during the Erasmus + KA2 GrEAT Project’s Final Conference, held on 19th June 2019, as Multiplier Event E5.

1. Venue and date

The GrEAT project International Conference took place on 19th June 2019 in Bologna (Italy), at the Marco Biagi Hall of Baraccano building, an historical building in the southern part of Bologna city centre, that once (during the Middle Age) was a convent and now hosts some municipality offices, rooms for cultural initiatives and activities of associations.

The choice of this location was done taking into consideration several aspects:

- the central position of Bologna inside Emilia-Romagna region and the presence of a big airport, that made possible for partners and other international guests to attend the event;
- the position of Baraccano building, that is in the city centre and well served by public transport, but where it's also possible to arrive by car (there's a big parking space beside the building);
- the facilities made available by the Municipality of Bologna inside the Conference room, where everything was already settled for hosting such events;
- the beauty of the Conference room, that was an ancient chapel and faces the internal garden, where it was possible to have the coffee break and the final aperitif, both managed by one of the associations hosted by Baraccano building.



Photo 1: The Venue: Prof. Marco Biagi Room and the internal garden, Baraccano Building, Bologna (Italy)

Talking about the choice of the date, the Applicant InEuropa srl is the Italian Antenna of Global Action Plan International (GAP I), an international network of organizations committed to educational topics, with special regards to sustainability and environmental education. Therefore, considering GrEAT was organizing an International Conference about these topics, it was natural to try to involve the GAP Network; the happy coincidence was that their annual meeting was going to be in Italy (in Monteveglio, near Bologna) from June 18th to 20th, so it was decided that the GrEAT final event had to take place on 19th June.

2. Target groups, objectives and general contents of the conference

The conference had at least two main target groups:

- the first was composed by high school teachers and students, University students and professors, other educational subjects;
- the second was made by the different city social actors, from politicians to companies, from local management bodies to associations and citizens.

These main groups are strictly connected to the objectives of the conference:

- the presentation of the project's main results, intellectual outputs and activities, with the aim to promote their dissemination and replication potential;
- the opening of an effective discussion among different stakeholders about the potential of green economy at local level and the opportunity to connect the school and educational system to the rest of the society around this issue.

As a consequence of targets and objectives, the conference was organized in two sessions:

- the first was dedicated to the presentation of the project's outputs and main results and at how these can be framed in a wider educational context, involving students and teachers who participated in the GrEAT project and could share their direct experience, and universities and other educational bodies (especially the ones committed to

environmental education) at local and regional level, that gave an interpretation of the work made by GrEAT and its possible heritage in a bigger frame.



Photo 2: Before starting (they want the show!)

- The second session, opened by the key speech of professor Andrea Segrè (University of Bologna), was organized as a round table, in order to give the chance to all territorial actors to discuss about the impact of green jobs on society, also taking into account the (active and potential) role of schools to promote green careers, while strengthening and making more effective the relationships between the educational system and other social and economic stakeholders.

3. The agenda



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GrEAT PROJECT INTERNATIONAL CONFERENCE

Bologna, June 19th, 2019

H 15: Welcome and registration of participants

1st SESSION:
Education and green jobs
h 15,15 – 17,10

H 15,15: Introduction to GrEAT project - *eco&eco srl, InEuropa srl;*

H 15,20: GrEAT project: the teachers experience - *teachers from Centar za odgoj i obrazovanje secondary school of Zagreb;*

H 15,35: GrEAT project: the students experience - *students from Morandi high school of Finale Emilia;*

H 15,50: Education to green economy in University - *Massimiliano Mazzanti, University of Ferrara;*

H 16,10: Making it personal, changing your behaviour- *Maina WaGiokō, Global Action Plan Network;*

H 16,35: Pedagogical aspects of environmental topics, with specific attention to green economy and green jobs - *Simone Giusti, education expert, association L'Altra Città.*

H 16,55: questions and comments from audience

H 17,10: coffee break

For information: 051/2960232





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Education



GrEAT PROJECT INTERNATIONAL CONFERENCE

Bologna, June 19th, 2019

2st SESSION:

Green jobs between market and society

H 17,30 – 19

H 17,30: KEY SPEECH "Green & food jobs, sustainability and circular economy" –*Andrea Segrè, professor of International and Comparative Agricultural Policy, University of Bologna, author and main expert on food policy, sustainability and circular economy.*

H 17,50: ROUND TABLE "The role of green jobs for a sustainable future and the role of different actors in the promotion of a green society".

- *Anna Montini (environmental alderman of the city of Rimini and economy professor at the University of Bologna)*
- *Paola Bonora (geographer committed to the main environmental networks and associations in Bologna, former professor of the University of Bologna)*
- *Enrico Cancila (Art-ER spa, environmental and innovation agency of Emilia-Romagna Region);*
- *Chiara Cocconi (Arco-Chimica srl)*
- *Antonio Kaulard (eco&eco, partner of GrEAT project)*
- *Victor Branagan (Global Action Plan Network)*

Moderator: *Marco Pollastri (president of Centro Antartide).*

H 18,50: questions and conclusions

H 19,00: light dinner, with a Biodata music performance by the association Artética

For information: 051/2960232



4. The Conference: first session

The first session of the conference, entitled “Education and green jobs” was opened by Barbara Grazzini (InEuropa srl, Lead partner of GrEAT project) and Luna Beggi (eco&eco srl, scientific coordinator of GrEAT project and organizing partner of the international multiplier event): the opening speech was finalized to welcome the participants, introduce the speakers and summarize the contents and activities held by the Erasmus+ GrEAT project so far.



Photo 3: Conference opening by InEuropa srl and eco&eco srl

The first speech was of Jana Tomic and Marija Friedl Groginski from Centar za odgoj i obrazovanje secondary school of Zagreb, the GrEAT Croatian partner. They presented the activities carried out during the project together with all the partners (focusing on the LTTA targeting teachers and on Intellectual Outputs 1,2 and 4) and which specific activities had been implemented inside their school thanks to the knowledge, skills and inspiration coming from GrEAT. They also underlined how important was this project for their students, because Centar za odgoj i obrazovanje secondary school is a school for youngsters with disabilities and they are normally quite isolated in Croatia; the participation in the GrEAT project was a good opportunity for them to confront with peers of their age from other European countries, socialize and start to open themselves to new and richer experiences, overcoming any barrier, and showing concrete integration in the groups.



Photo 4: Speech by the representatives of the GrEAT Croatian partner

Following the Croatian presentation, a group of involved students took the floor: more specifically, the students of Morandi upper secondary school of Finale Emilia (Modena) - ITALY, beneficiary of GrEAT project's activities. They focused on the LTTA experience in France where 20 students per country met and had the opportunity to face project topics together. The students presented their experience also related to the activities carried out at local level: meetings with local green jobbers in and outside the school, the University orientation and the video they realized in the IO3 video making classes. They closed their speech telling the audience what are the main lessons they "had taken home" from the project and how they intend to spend the knowledge and competences acquired inside their school from next year (campaign for the abolition of plastic bottles inside school, constitution of a students' committee that takes care of environmental topics, peer to peer lessons in the other classes about climate change...).



Photo 5: Power to young people (students from Liceo Morandi tell their GrEAT experience)

Next, the speech of Massimiliano Mazzanti, economy professor of the University of Ferrara. He was invited because of his important work on environmental economy, that also led to the foundation, three years ago, of a specific course of study in green economy at the University of Ferrara. He dedicated his speech to the motivation that led to this new University course of study, to the future of green jobs and the necessary green skills that should be provided to the students and to a political topic such as the future human resources question, with the growing role of technologies in the productive system.



Photo 6: Prof. Mazzanti from University of Ferrara, a pioneer in Circular Economy studies

What followed was a brief sample of engagement led by Global Action Plan International. When we speak about sustainability, we also think about behaviour change, motivation, engagement. The idea was to make the audience participate and be involved actively in the conference topics, not just as a listening audience, but as an engaged audience. A collective activity was then set, for improving participants' awareness about the necessity of a real change also in personal behaviours. The session was facilitated by Professor Maina Wa Gioko, of GAP I, Lead Facilitator working on Education Empowerment programmes in Africa and worldwide, Global teachers prize finalist 2019. The idea was to build a moment of fluid involvement of the conference audience, in order to capture the energy of the room and to promote the exchange of ideas and the rise of collective creativity.



Photo 7: And now, something completely different (Maina Wa Gioko capturing energy)

The closure of the Conference first part was assigned to Simone Giusti, trainer and national expert of didactics. His speech took the move from previous sessions, and underlined two lacks, one overload and three lessons:

The first lack concerns the inability to see and represent climate change, other than through the instruments of dystopia and fear, that normally have as possible consequences paralysis of the action or removal of the problem.

The second lack regards specifically the Italian school system, where there is an orientation and counselling deficit: schools consider their role as suppliers of "teaching", with no space for the economical dimension of reality and with the incapacity to represent the present world and the future scenarios.



Photo 8: Simone Giusti remarks the main outcomes from Session 1

The overload is due to the fact that adults imagine the future referring to experiences and tools of their memory, so this happens anachronistically; in this way, many professions are over represented and made desirable to kids by narrative forms (e.g. the medical professions or the law ones, always boosted by movies or tv series).

From all this, there are three possible lessons addressing schools:

- the school system should push more on skills (educations should replace disciplines);
- the teachers should start imagining the real future professions, with a bit of utopia and always making transparent the economical dimension;
- the school management should be revealed to the students, not making them live in a theatre play, but showing and explaining them the economical, ecological and management resources needed to run the school.

5. The Conference: second session

After a coffee break, the second session was opened by a key speech held by Prof. Andrea Segrè, professor of International and Comparative Agricultural Policy, University of Bologna, author and main expert on food policy, sustainability and circular economy.



Photo 9: Professor Segrè's keynote speech

His speech started with an interesting change of point of view: everybody has two homes, a big one, the world, and a small one, the own house; they represent the ecosystem and the economy, two words sharing the same root, *eco*, from ancient Greek *oikos* (that means home). The small house is physically inside the big one and so economy should be an adjective for ecology: we need to focus on economical ecology, and not vice versa.

We already have the political instruments for this change of paradigm, starting from the UN Agenda 2030 for the sustainable development, that expresses 17 main goals to be reached by 2030. These goals have been shared also by the European Union, that supports environmental politics with laws, funding and specific actions.

So, the next concrete step, that has to be taken by every actor, is the shift to the circular economy model, the opposite of the modern mainstream model of linear economy. This new model is based on five main pillars: sustainable inputs, extension of the life cycle of products, sharing, product as a service and value of the end of life of products; these pillars imply a commitment of both producers and consumers, in a sort of renewal of the whole society. In this scenario, the green jobs topic is more central than ever: the European Parliament estimates that circular economy can create 867.000 brand new jobs by 2030, 190.000 of which in Italy.

This very inspiring speech was the starting point of the discussion at the round table, moderated by Marco Pollastri, president of Centro Antartide, an agency adherent to the regional Sustainability Education Centers Network, recognized as an excellence by the Emilia-Romagna Region.



Photo 10: Marco Pollastri animates the round table

The participants to the round table were chosen in order to represent different kind of actors, with different sensitivities and experiences to bring to the discussion. Here's a very short biography of each participant:

- Paola Bonora, geographer, University of Bologna professor, she studies shape and relationships of post-modern cities, with a deep attention to the urban environmental problems (especially the sole consumption one); she's committed to several networks of active citizenship, in defense of common goods and landscape.

- Victor Branagan, trainer of the European programme Climate-Kic, that aims at preparing companies for a future of low carbon emissions. He's in the board of Global Action Plan International Network.
- Enrico Cancila, responsible for the economical and sustainable development department of Art-ER, a consortium owned by the Emilia-Romagna Region and the regional Universities that deals with research, innovation, territorial attractiveness and support to the internationalization of companies.
- Chiara Cocconi, marketing responsible for Arco-Chimica srl, a company of Medolla (Modena) that produces cleaning products, both with conventional chemistry and low environmental impact one (green chemistry); the company participated to a seminar in Morandi high school of Finale Emilia, organized inside the GrEAT project.
- Antonio Kaulard, environmental economist, partner of eco&eco srl; his main research interests are waste management, green business and participation.
- Anna Montini, Professor in Economics, environmental alderman in the city of Rimini.



Photo 11: Victor Branagan from GAP starts the discussion



Photo 12: People takes the floor (and the mic)

The main focus of the discussion was about the expanding green economy market and the different pushes for this expansion. From the one side, some companies already understood the growing importance of green production choices, also thanks to the consumers request, but a big part of the economic system is not ready for the transition; on the other side, politics with their actions is a big driver for the development of green economy (let's think to the ongoing battle against the single use plastics, in which also the city of Rimini is very committed), but the reality is that public bodies have to do compromises every day in their environmental policy choices. Last but not least, the society, who seems more and more split into two parts, with very different speed in the behavioural change: the youngsters and the urban population, who are more and more conscious and willing to have the instruments for changing, the elders and rural population that react to climate change and pollution in a mostly oppositional way.



Photo 12: Anna Montini (Alder-woman at Municipality of Rimini) and Antonio Kaulard (eco&eco), very appreciated (see Table 3)

6. Media partners

An important aspect of the international multiplier event was the choice of Radio Immaginaria as media partner. This web radio, born in Castel Guelfo (Bologna) in 2012, is made up, directed and run by teenagers from 11 to 17 years old, with no interference of adults on the contents or opinions. In order to run the project, the seven founders constituted an NGO, also for raising contributions from donors. Along the time, the network expanded and even if the headquarter remains Castel Guelfo, they have “antennas” all around Italy and Europe.

At present, like many other teenagers in the world, they are very committed to environmental problems, that’s why they were involved as they had the skills and the fresh voice for being our media partner, keeping in this way a big focus on one of the main targets of GrEAT project: upper secondary school students.



Photo 13: Radio Immaginaria, the youngest broadcasting company in the world at work

During the first session of the conference, they made a live streaming show commenting the different speeches up. Here is the link where to listen to the episode: www.spreaker.com/user/ariaimmaginario/bologna-great-green-jobs. In the round table they had indeed a quite different (and more active!) role, sharing with the moderator the task of asking questions to participants.

Another partner of the event was the cultural association Artètica of Bologna, that realized a performance of biodata entertaining the audience during the final aperitif, playing electronic music through the translation into sound of the energy impulses emitted by the plants of the garden.



Photo 14: DeeJays workin' in the sycamore tree ('cause plants play music, did you know?)

7. Media coverage

Besides of the media partners and the live broadcasting by Radio Immaginario, GrEAT Final Conference received other media coverage before and after the event. As a matter of fact, the event had been anticipated by a Press release re-launched by local press, social networks and websites (for instance by the Emilia-Romagna Region Department for Environment website).

In addition, GrEAT project and the Final event have been illustrated at the Nation-wide RAI Radio 3 show “Fahrenheit”, during an interview focused on environmental education for upper school students (www.raisplayradio.it/programmi/fahrenheit/archivio/puntate/2019-Prima-parte-8a05a3ff-40c9-4d1d-89e1-0efea0f0e90c/3, from 1:34:00)

Finally, the Conference has been covered by a young reporter for the local web magazine “Vox051”, who attended the meeting and published the following article (www.voxzerocinquantuno.it/progetto-great-una-strada-verso-la-green-economy-di-chiara-di-tommaso/?fbclid=IwAR2h4pNj0VUdfm_8OoMwp9CEVGvRCNN7Mf3fEc1976rkCcLMEkM5DrAoe8)

8. Participants

The Conference was attended by a huge audience made of 112 registered participants. Apart from 21 partners of the GrEAT project who registered (counting even the members of the Finale Emilia Secondary School, technically not a GrEAT partner but directly involved in the activities)¹, the other 91 people who attended can be classified as follows:

Students (Upper schools and Universities)	21	23,1%
Teachers (Schools, Universities and Educational training)	19	20,9%
Activists (NGOs, Environmental organizations)	19	20,9%
Freelance professionals	14	15,4%
Civil servants from Public bodies (Municipalities, Region)	7	7,7%
Press and media	5	5,5%
Citizens	4	4,4%
Firms employees	2	2,2%
Total	91	100%
GrEAT Partners and similar	21	23%

Table 1: Attendance at GrEAT Final Conference

With the partial exclusion of four people generically indicated as “citizens”, all other participants are both the natural target of the GrEAT project (teachers and students, activists from NGOs, civil servants, firms) and potential partners for new projects focused on the green jobs issue. Among the latter, we can consider freelance and media experts, interested in updating and in sharing experience and knowledge on green economy.

¹ Other nine members from GrEAT partner organizations were in the room, but they did not fill the registration form.

To point out the international spirit of the event, 20 out of 91 participants (22%) were from abroad or representing non-Italian organizations.

9. Satisfaction

At the end of the meeting, Participants have been invited to fill a Satisfaction questionnaire, provided both in Italian and in English in the Conference folder. 47 out of 91 questionnaires have been collected (52%), giving the following picture on the audience satisfaction:

	Resp.	Yes	No						Satisf.
1. Before the conf have you been suff. informed on objectives and agenda?	46	41	5						89%
2. At the beginning of the conference, did the speaker clearly state objectives?	46	43	3						93%
		0	1	2	3	4	Avg.	Satisf.	
3. How do you rate the appealing of the conference's contents and objectives									
3.1 From your professional point of view	47		2	4	21	20	3,26		87%
3.2 From your personal point of view	39			4	10	25	3,54		90%
4. How do you rate the performance of the speakers in relation to:									
4.1 Level of expertise and preparation	46			1	18	27	3,57		98%
4.2 Presentation skills and capacity to guide the conference	45			6	15	24	3,40		87%
5. How do you rate the organisation of the conference?									
5.1 The conference room	48			7	20	21	3,29		85%
5.2 The material provided	47			2	24	21	3,40		96%
5.3 The availability of the hosting organization in logistic problem solving	47			1	12	34	3,70		98%
6. How do you rate the usefulness of the acquired knowledge?									
6.1 From your professional point of view	46		4	2	23	17	3,15		87%
6.2 From your personal point of view	47	1	2	1	14	29	3,45		91%
7. In general, how do you rate the success and the usefulness of the conf.?	46		1	2	19	24	3,43		93%

Table 2: Evaluation of GrEAT Final Conference

The satisfactory degree, given by marks 3 and 4 of the given 0-4 scale, stands from 85% (question 5.1) to 98% (question 5.3). No question obtained an average score lower than 3,15 (question 6.1), while the "negative" answers (given by marks 0-1 of the scale) sum to 10 units out of 458 (2%).

The questionnaire gave the opportunity to leave a brief free commentary on the experience. We gathered 21 comments that we "forced" in three different categories: the first one ("Contents") addressed to the issues treated during the Conference and to the performance of the speakers (5 commentaries); the second one ("Organization"), addressed to the way the Conference has been arranged and carried out, counts for 9 new commentaries; finally ("Follow

up”), 7 commentaries treated how to continue on the issue and to improve the GrEAT experience

<p>Contents</p> <ol style="list-style-type: none"> 1. I liked some contributions more than others. Anyway, thanks! 2. Well organized, some actions/speakers good (students, their film), other not really daring to talk about what is needed, not a good role model for students 3. Interesting the Round Table, maybe too short 4. Very interesting event, even if the “green job” issue is still not clear to me 5. Very good speeches during the Round Table (Anna Montini so competent and very good Antonio Kaulard)
<p>Organization</p> <ol style="list-style-type: none"> 6. Great organisation, everything was clearly presented! Good job! 7. Great organisation, gorgeous place, enjoyed it so much! Presentations were very useful! This must have been a great project, congrats! 8. From an organizational point of view, I think that both the radio live and simultaneous translation disturbed a bit. Audio ought to be louder and the slides wider. In any case, a great work, interesting and challenging. Thank you! 9. Very hot the room! 10. Hot in the room! 11. Very good, you girls!! 12. A good idea the live broadcasting by the young boys 13. Coffee break too long! 14. Very good translation
<p>Follow up</p> <ol style="list-style-type: none"> 15. Insist on the issue with schools! 16. Very relevant to involve young people/students/school/teachers 17. Please, connect to the world 18. It would be good and useful having more events like this 19. Very interesting. This kind of projects would involve all schools and universities 20. It’s fundamental spreading sustainability culture, let young people think about waste and recycling ,.. Moving far away from distopic perspectives on the issue 21. I hope “green” will be my future job!

Table 3: Some useful commentary on GrEAT Final Conference

As evident, the main criticisms belong to the second box and concern mostly the heat in the room (it was a very hot day, 32°) and the noise because of radio live and the translation (items 8., 9. and 10.). With respect to “Contents”, a partial criticism to some speakers (items 1. and 2.). In the “Follow up” section, a cryptic invitation to “connect to the world”.

At last, a good experience and a wonderful day.