

ECO-CHAMPIONS

For Household and Public Spaces Sustainable Waste Management

Eco-Challenges Driving Local Action

At the heart of the Eco-Champions Project are the **Eco-Challenge events** organised across the consortium's cities. So far, Eco-Challenges have taken place in **Italy, Belgium, Kosovo and Spain**, with the final event coming up in June in Patras, **Greece**. These events are what really bring Eco-Champions to life. They encourage people to take practical action on sustainable waste management in a fun and engaging way. With hands-on activities, interactive workshops and a lively, festive atmosphere, the eco-challenges help spread awareness, inspire greener habits and support the goals of the EU and the European Green Deal.



Let's talk numbers

- Over **3,000 people** have already taken part in Eco-Champions events!
- **Young people and adults** alike got involved, took action and helped drive real change.
- Together with our **online activities** engaging citizens, policymakers and stakeholders, Eco-Champions is reaching thousands across Europe—and the movement is still growing.

Our Events

Here are the events organised so far:

Italy: Radici Urbane. Generazioni a confronto su Economia Circolare, BioEconomia ed Arte.

Belgium: Eco Champions Marathon Brussels 2025

Kosovo: Upcycling Design Marathon

Spain: Eco-Art Festival

ECO FESTIVAL IN ITALY: Radici Urbane

Radici Urbane: Generations in Dialogue on Circular Economy, BioEconomy, and Art was a two-day eco-festival held in Spello, Umbria, on 4-5 July 2025.

Organised by CRHACK LAB within the broader Social Hackathon Umbria framework, the event aimed to foster intergenerational exchange on sustainability, recycling, and environmental awareness.

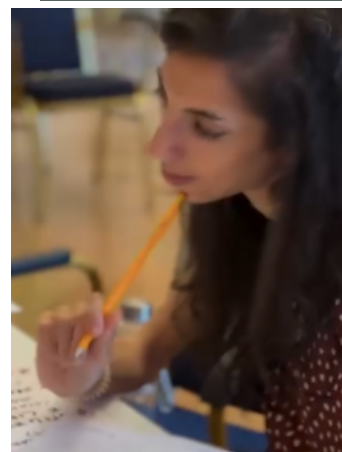


The programme engaged **230 participants**—youth and senior adults—in workshops, guided nature walks, and creative activities addressing themes such as sustainable fashion, agriculture, blue bioeconomy, packaging, and wood use in construction.

Complementary activities included holistic walks along the Roman Aqueduct, creative recycling workshops, and inclusive cultural tours led by young people with cognitive disabilities through the ArteMIA project.



Set against the backdrop of Umbria's cultural and ecological heritage, the event combined environmental education, participatory democracy, and artistic expression.



ECO FESTIVAL IN BELGIUM: Eco Champions Marathon Brussels 2025

The Eco Champions Marathon Brussels 2025 organised by Connect Brussels transformed the city into a living laboratory of sustainability, bringing together **2,179** participants of all ages and abilities for a unique civic journey where sport, ecology, and community met. Across routes ranging from 5 km to the iconic 80 km Tour of Brussels, runners, walkers, families, seniors, and people with disabilities engaged in an inclusive eco-experience that went far beyond a traditional race.

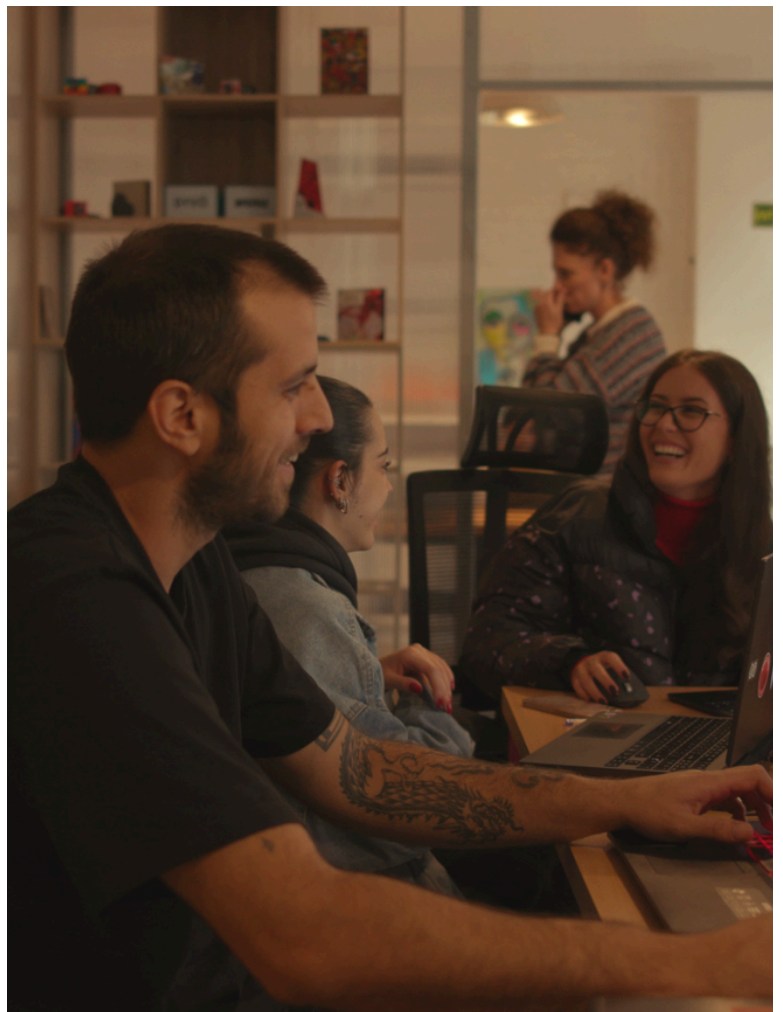


From **eco-habits** promoted before the event, to waste-sorting “mini-classrooms” and clean-up actions during the marathon, and a vibrant Eco-Green celebration at the Hippodrome of Uccle-Boitsfort, participants actively practiced sustainable behaviours in real time. The event highlighted green mobility, circular practices, and intergenerational learning, proving that collective action, when embedded in sport and culture, can inspire long-term environmental responsibility.

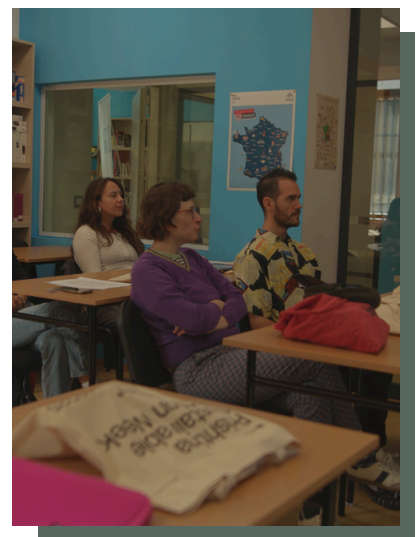
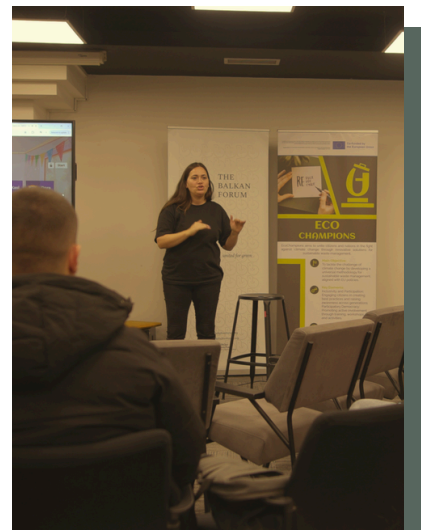


ECO FESTIVAL IN KOSOVO: Upcycling Design Marathon

Eco Champions Festival activities in Prishtina, organised by The Balkan Forum engaged more than **400** participants in a dynamic programme combining creativity, sustainability, and civic action. The four-day Upcycling Design Marathon brought together designers, students, and innovators to transform discarded materials into functional prototypes guided by circular economy principles, culminating in a public exhibition of the upcycled products.



Alongside this, a **Waste Sorting Challenge** promoted hands-on citizen engagement through discussions with municipal services, neighborhood actions, and a joint declaration advocating improved waste infrastructure. Educational activities included an interactive **Eco Quiz** at the Innovation Centre Kosovo, which strengthened environmental policy literacy through team-based learning, and an anthropology **workshop** that explored sustainability through everyday objects, resulting in a collective artistic publication.



The programme was further enriched by four thematic **conferences** at Kino Armata, engaging over **270** participants in discussions on creativity, urban transformation, art, and sustainable fashion, reinforcing Prishtina's role as a hub for eco-innovation and participatory environmental dialogue.



ECO FESTIVAL IN SPAIN: Eco-Art Festival

The **Eco-Art Festival** organised by La Bien Pagà and which took place on 29 and 30 November 2026 in Valladolid, was created as a meeting place where art, culture and sustainability came together to inspire the community. Over the two days, **200** participants of all ages enjoyed theatre performances, mural paintings, theatrical routes, land art, Chi Kung and Tai Chi workshops, music, dance and theatre creation with recycled materials, meetings with local experts and a final gala focusing on the relationship between creativity and recycling, care for the environment and citizen participation.



The festival was organised thanks to the collaboration of **Libera Teatro, FEyTS** – Faculty of Education and Social Work, Entre Líneas Library, Unión Esgueva, **Espacio Joven youth centre**. The event also had the support of **Valladolid City Council** and the Youth Department, which supported this initiative aimed at strengthening environmental commitment through artistic and community-based processes.



THIRD TRANSLATION PROJECT MEETING IN VALLADOLID



On 20 January 2026 partners came together for the **Third Transnational Partner Meeting** in the beautiful city of **Valladolid**, kindly hosted by **La Bien Pagá Espacio Escénico**. The meeting was an important moment to align on the next key steps ahead of the events planned for March and April, while also setting our sights on the final event in Patras.

Partners reviewed the current progress of the project and celebrated the excellent results achieved so far, through the activities and Eco Festivals held in our cities. A great opportunity to reflect, plan ahead and feel proud of our growing community of Eco-Champions!

NEXT STEPS



Co-Creating the Eco E-Space

We are preparing to co-create the structure and content of our **Eco E-Space**—an accessible, user-friendly online space built entirely on free IT tools. Around 120 participants from all partner countries, including organisations, facilitators, eco-ambassadors, citizens and public authorities, will be involved in online discussions to shape its features and accessibility.



Voting Period and petition

From April, a **three-month online voting period** will open across the consortium, allowing citizens to select waste management recommendations and provide valuable input via Google Forms. At the same time, an **online petition campaign** will run alongside targeted social media outreach, using dedicated hashtags and key Twitter accounts to widen engagement across Europe. Stay tuned!

LET'S KEEP IN TOUCH



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crhacklabfoligno4d@gmail.com

