



TIME2ACTSD
TIME TO ACT THROUGH SUSTAINABLE EXPERIENCES
FOR HIGHER EDUCATION STUDENTS

EVALUATION REPORT

WP3-A3.6 Webinar – Economic Sustainability



Co-funded by
the European Union





TIME2ACT@SD

**TIME TO ACT THROUGH SUSTAINABLE EXPERIENCES FOR
HIGHER EDUCATION STUDENTS**

Grant Number: **2022-1-PT01-KA220-HED-000087984**

ERASMUS+ PROGRAMME KEY ACTION 2 (KA220)

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WP3-A3.6 Webinar – Economic Sustainability

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PROJECT RESUME

Programme: ERASMUS+ Programme

Action Type: KEY ACTION2 - Cooperation partnerships in higher education - KA220-HED

Field: Higher Education

Call: 2022

Project Title: Time to Act through Sustainable Experiences for Higher Education Students

Project Acronym: TIME2ACT@SD

Grant Number: 2022-1-PT01-KA220-HED-000087984

Applicant Organisation: Polytechnic Institute of Santarém

Project Start Date: December 1st 2022

Project total Duration: 36 months

Project End Date: November 30th 2025

National Agency of the Applicant Organisation: PT01 – Portuguese National Agency

Main Language of the Project: English

Project lump sum: 250.000€

Work package	WP3 - Development of interactive content and digital/innovative tools
Activity:	Activity A3.6 – Organize and streamline webinar aiming the enlargement of Higher Education students' literacy on the Economic Sustainability
Product owner:	Tito Livio Mongelli
Collaboration:	Susana Leal; Pierangelo Verbicaro; Focaracci Elisabetta; Sandra Oliveira; Ana Loureiro; Inês Messias; Claudio Barradas; Paulo Costa; Catarina Gonçalves; Naomi Palmer; Andriani Piki; Josephina Antoniou; Fanos Tekelas; Nicos Kasenides; Lorenz Teunen; Joke Simons; Alper Güzel; Adem Tekerek.

1. Introduction

The purpose of this report is to publish the results of Activity A3.6 – “Organize and streamline webinar aiming the enlargement of Higher Education students' literacy on the Economic Sustainability” of the WP3 - "Development of interactive content and digital/innovative tools". The Activity 3.6 answers to the second specific objective of the WP3: To organize and streamline webinars aiming the enhancement and development of HE students' literacy in the field of SD and SDG.

In order to increase the economic sustainability literacy of higher education students, the third free webinar of the Time2act@SD project was dedicated to “EU Directive on Greenwashing ”. This webinar took place on May 7th at 03.00 p.m. CET.

The activity was organised by the Italian partner, Galileo.it, in collaboration with Skål Europe and Skål Europe Academy which invited Nicola Moscheni, Project Manager of Silverback and Corrado Carrubba, Chairman of the board of directors of Safe Green to discuss on "EU Directive on Greenwashing".

2. Objectives

There is a new EU directive against advertising and misleading information regarding sustainability¹. European member states have until 2026 to transpose it into national law.

How will it affect the lives of consumers? Most importantly, what changes will it bring to businesses? To better understand this important legislation, we organised a webinar with two experts from the communication and legal sectors.

The specific objectives of this webinar were to illustrate to participants:

- What is GREENWASHING?
- Environmental Communication VS. Greenwashing
- The new EU Directive on Greenwashing
 - Contents
 - Timing
 - Future situation
- The actual situation in Europe: some examples
- Fight against planned obsolescence.

3. Speakers

The webinar was opened by Sandra Oliveira, of IPSantarem, who presented the project and its work packages to the participants, and by Tito Livio Mongelli, CEO of Galileo.it and President of SKAL Italia, who introduced the speaker, Nicola Moscheni.

Nicola Moscheni is project manager and head of digital at Silverback, a communication and consultancy agency entirely dedicated to sustainability issues. For years he has been working in green

¹ Directive (EU) 2024/825 of the European Parliament and of the Council of 28 February 2024 amending Directives 2005/29/EC and 2011/83/EU as regards empowering consumers for the green transition through better protection against unfair practices and through better information. https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=OJ:L_202400825

communication with particular attention to brand reputation in the environmental field for important brands. For some time he has been project developer of the #GreenHeroes project of Kyoto Club.

LinkedIn profile of Nicola Moscheni: www.linkedin.com/in/nicolamoscheni/?originalSubdomain=it

Corrado Carrubba is a Lawyer, Chairman of the board of directors of Safe Green. SafeGreen is a team of lawyers and other expert professionals to offer an increasingly punctual and attentive service in the fields of food safety, workplace safety, environment, training and energy. SafeGreen provides assistance using a multidisciplinary approach and offering maximum competence and professionalism in the world of higher professional training.

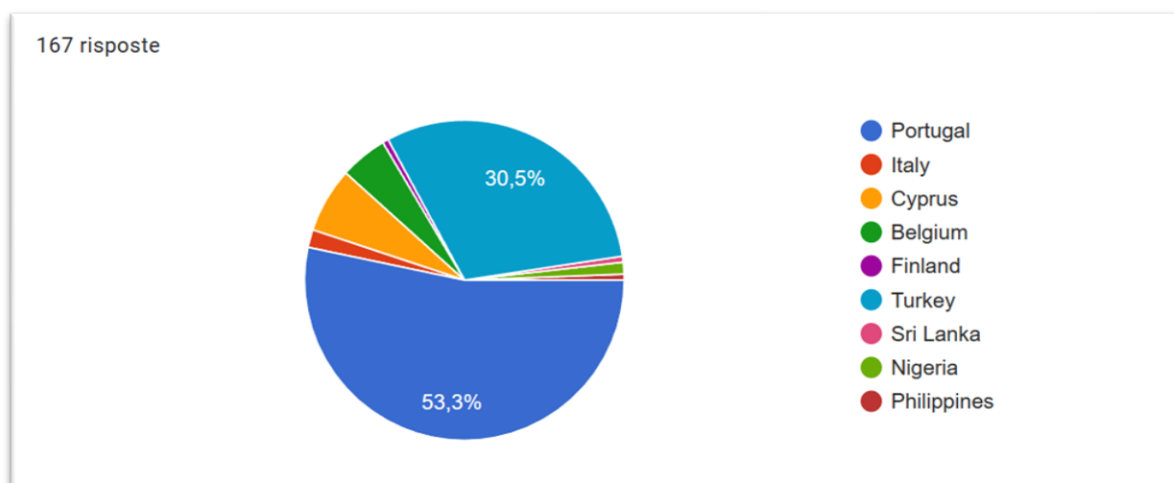
LinkedIn profile of Corrado Carrubba: <https://it.linkedin.com/in/corrado-carrubba-79132188>

Corrado Carrubba unfortunately had an unexpected event and was unable to take part in the webinar. The topics that Corrado Carrubba should have covered were presented by Nicola Moscheni anyway.

Participants

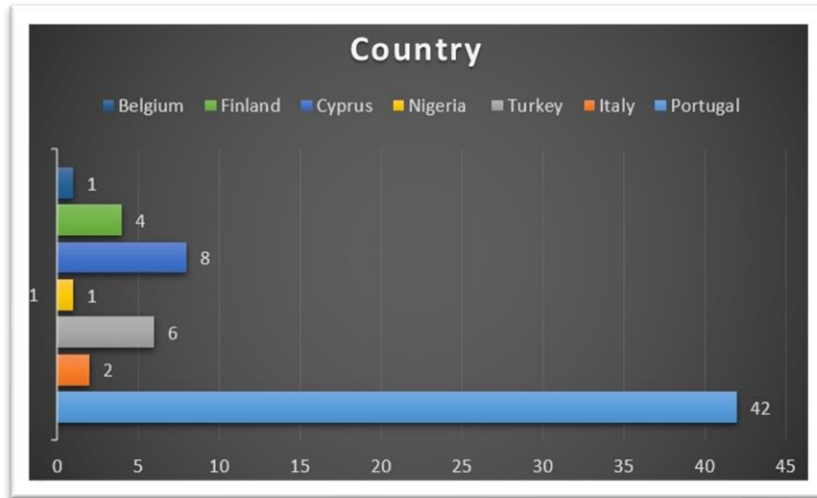
All participants were asked to pre-register for the webinar. Registered participants came from Portugal (53.3%), Turkey (30.5%), Cyprus (6.6%), Belgium (4.8%), Italy, Finland, Sri Lanka, Nigeria and Philippines (Figure 1).

Figure 1 – Registration by country



167 people pre-registered for the webinar. After the webinar, all participants were sent a questionnaire to evaluate the event, to which **64 responded** (Figure2).

Figure 2 - Number of participants who answered the satisfaction survey, by country (N=64)



Of attendees who responded to the satisfaction survey, 92.2% were very satisfied or satisfied with the webinar. Of these, 46.9% declared themselves "very satisfied" and 45.3% "satisfied". Only a small number of participants (5) declared they were not satisfied (Figure 3).

There were probably problems reading or understanding the text of the answers as, within the customizable responses, the same person define the webinar as "very helpful" but says that he/she is "Strongly unsatisfied", therefore we can imagine that some participants misunderstood the meaning of the question.

To underline the problem, one of the participants said: "Maybe if there translation, subtitles would be more efficient".

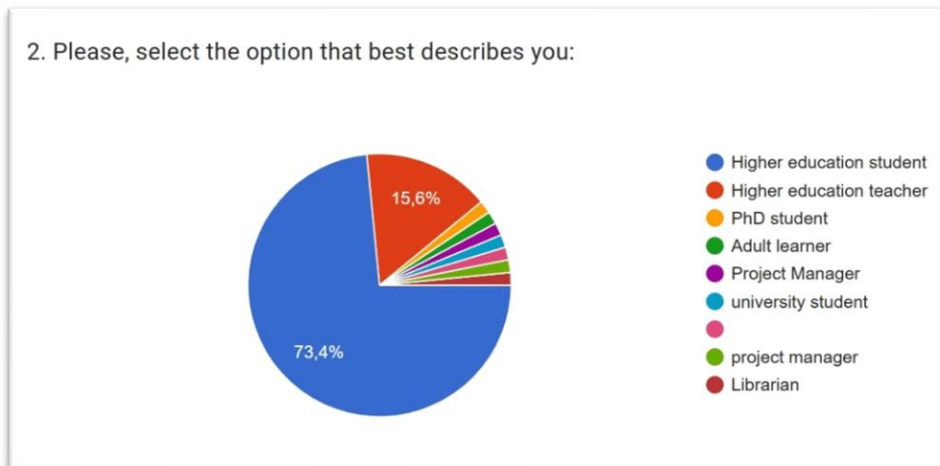
Certainly the topic was not easy for students who did not speak English very well.

Figure 3 - Overall satisfaction with the webinar (N=64)



Over 73.4% of responses came from higher education students, over 15.6% from higher education teachers and the rest from other professionals (Figure 4).

Figure 4 - Profile of the participants (N=73)



Persons not belonging to these two categories still represent consultancy and persons directly or indirectly involved in the management and implementation of projects (Figure 5).

Figure 5 - Other professionals in the webinar



Some of the comments reported by participants highlight the success of the choice of topics and the way in which such a varied and complex subject was approached from specific points of view.

As mentioned above, there is also a need for some participants to have the content translated into their local language (Figure 6).

Figure 6 – Comments/suggestions of the participants

Comments/suggestions (your opinion is important to help us improve future events):

Very interesting and provided a new direction which indeed it is not given a lot of attention

It was absolutely an outstanding presentation I believe as you give in the hard work you will be stronger and achieve the best.

Some of the concepts are new and it was interesting to see the range of issues around greenwashing

The ethical side of greenwashing was covered, as well as legal and professional issues around greenwashing. Key areas were highlighted which are often neglected or misinterpreted.

very helpful

I like the presentation because were presented important and interesting topics.

Very impressed with the dimensions discussed and presented

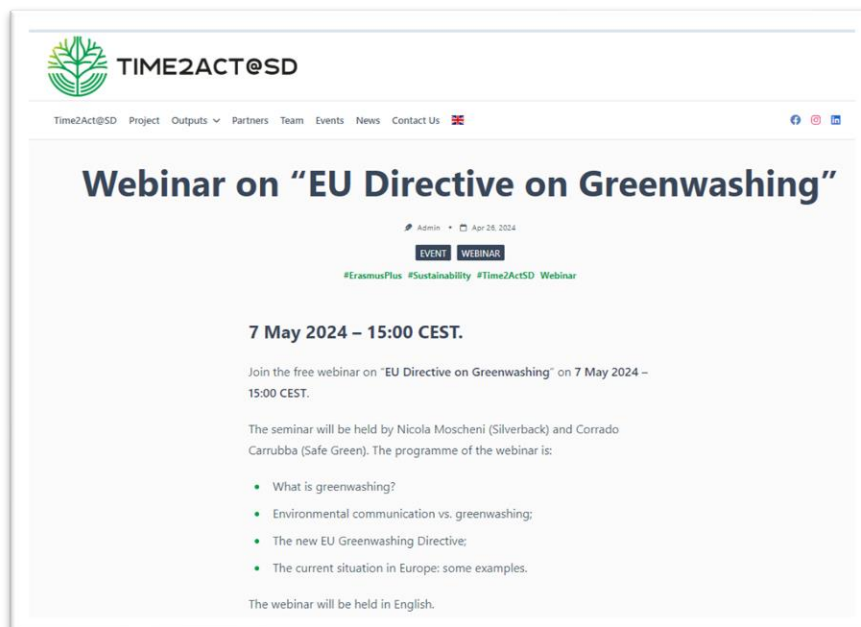
Congratulations!

Maybe if there translation, subtitles would be more efficient.

4. Outputs

All webinar materials are available to Internet users on the **Time2Act@SD project website** at <https://time2act.ipsantarem.pt/webinar-on-eu-directive-on-greenwashing-on-7-may-2024-1500-cest/> or on the Italian website of the project at <https://www.galileo.it/time2act/materiali-prodotti.html> . Also, SKAL Europe website will diffuse the final materials.

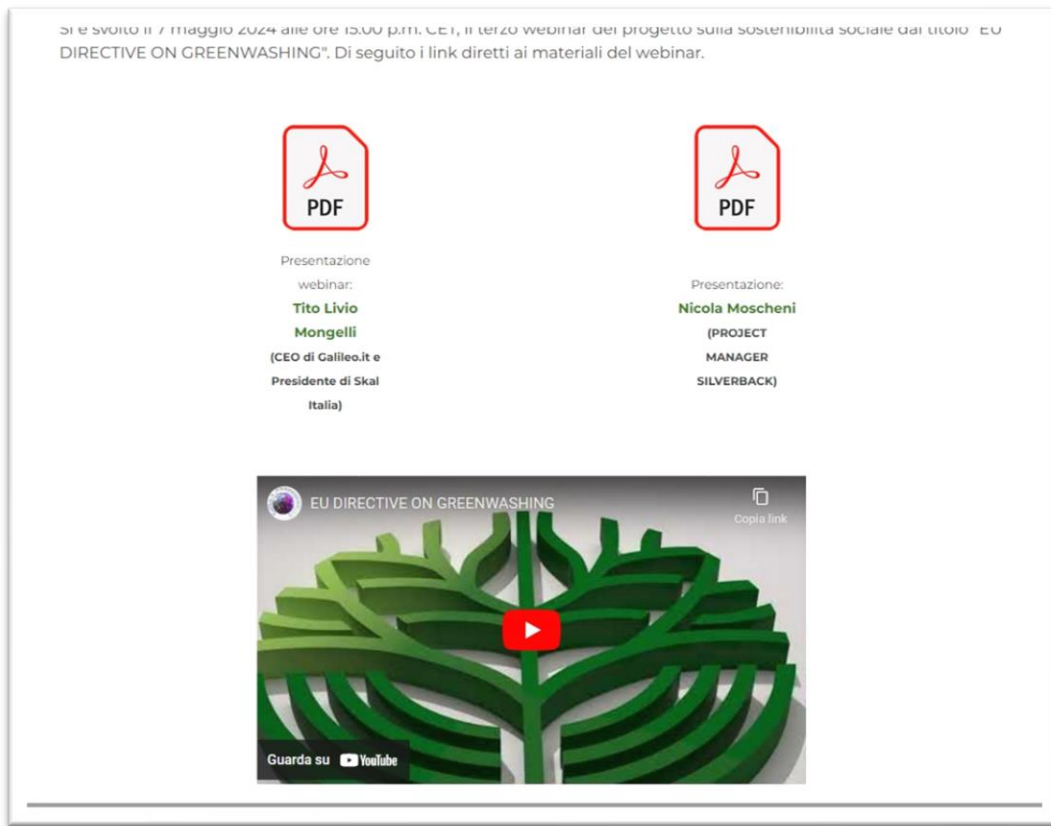
Figure 7 - Time2Act@SD project website



Source: <https://time2act.ipsantarem.pt/webinar-on-economic-sustainability/>



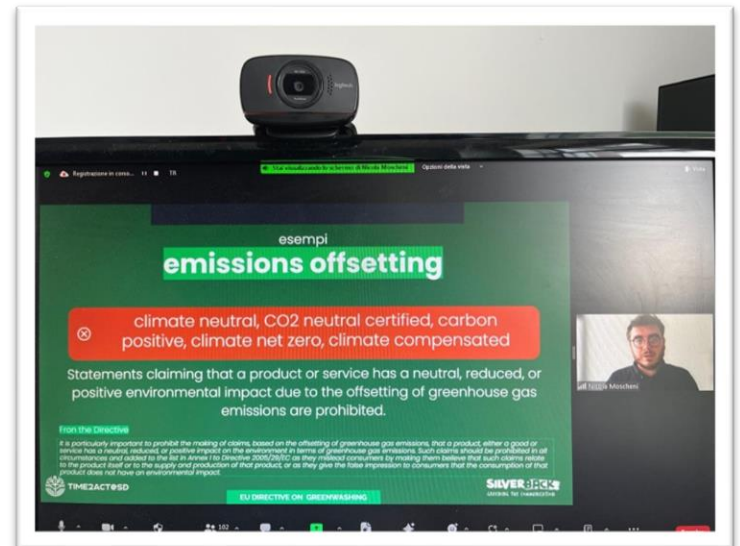
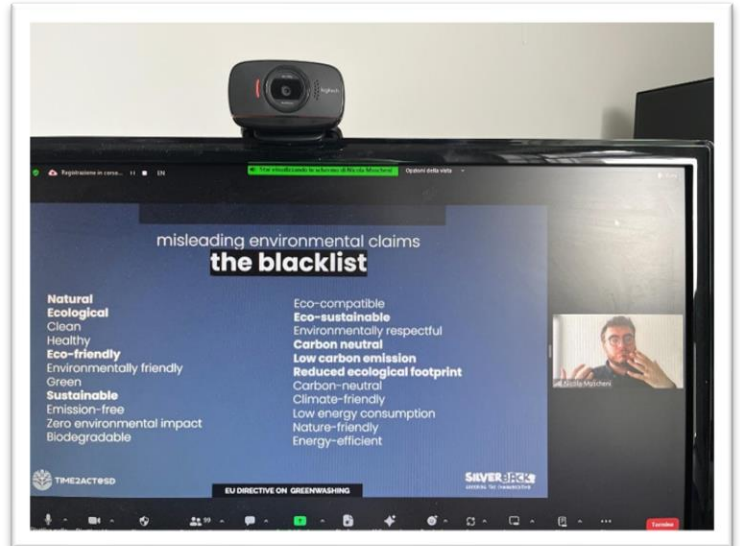
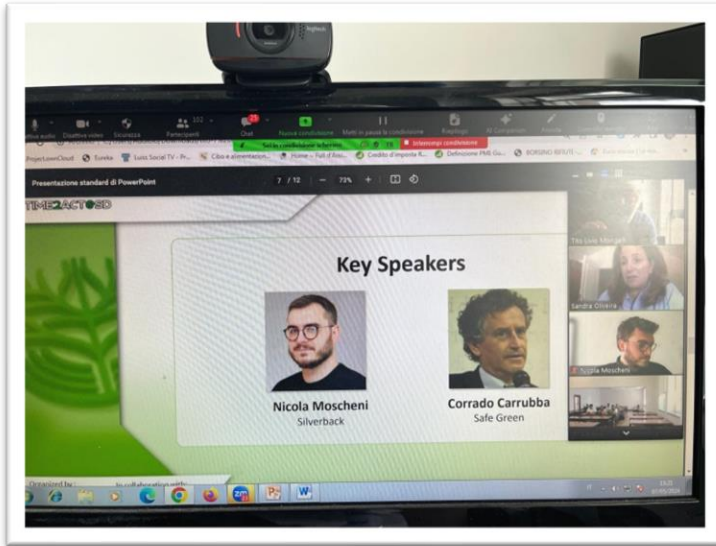
Figure 8 – Galileo.it website



Source: <https://www.galileo.it/time2act/materiali-prodotti.html>

Evidence

Below are some pictures from the webinar:



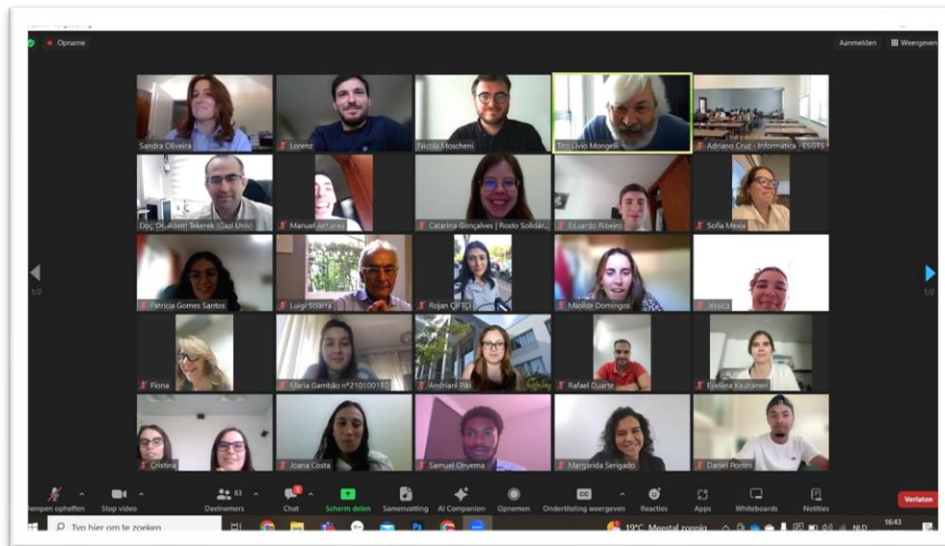
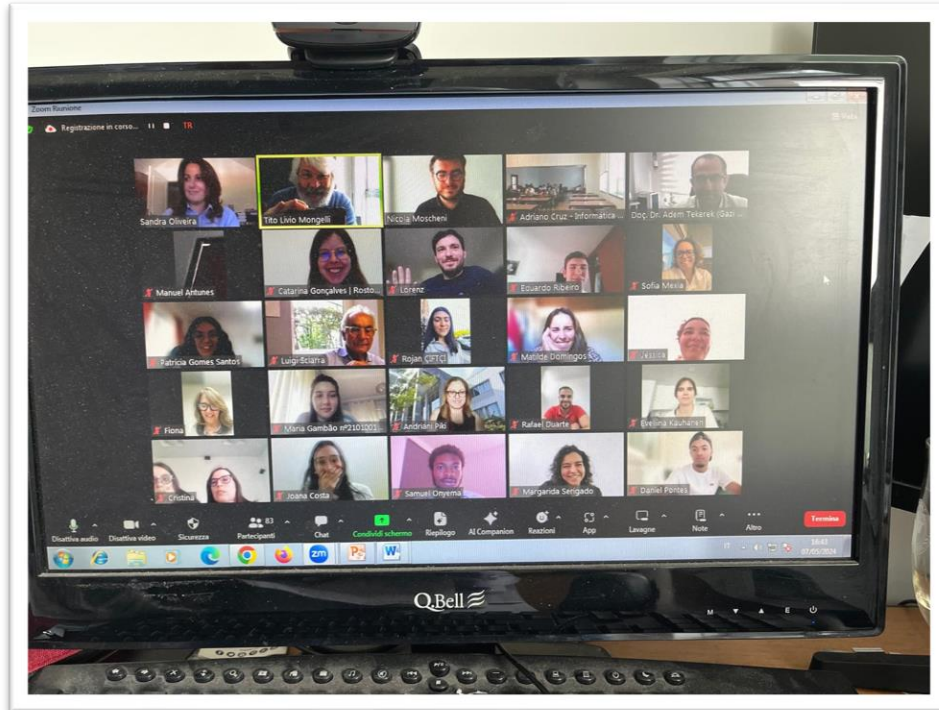


In Portugal, some Instituto Politécnico de Santarem students attended to the webinar in a classroom.





At the end we asked to open the video to make a final picture:



During the webinar we collected some data from the participants to be able to twin the first and last name, the email given and the code/name entered to connect, to be able to check the participants and to prepare and deliver the certificates of attendance. At the end, we prepared personalised certificates and sent them to each person by e-mail.



Example of a certificate

Materials from the event were also disseminated via the SKAL Europe website and the SKAL Europe newsletter, which is sent to all SKAL stakeholders in Europe. SKAL Europe is a relevant stakeholder for this activity of the Time2Act@SD project.