

CRHACK LAB FOLIGNO 4D

# WP10 Voting Activity and Petition Campaign

Short report

Giorgia Marchionni  
29/06/2026



<b>Project Title</b>	ECO-CHAMPIONS – Eco-Champions for Household and Public Spaces Sustainable Waste Management
<b>Project Acronym</b>	ECO-CHAMPIONS
<b>Funding Programme</b>	Citizens, Equality, Rights and Values Programme (CERV)
<b>Programme Topic</b>	CERV-2023-CITIZENS-CIV
<b>Project Number</b>	101147501
<b>Project Duration</b>	2 September 2024 – 1 September 2026
<b>Work Package</b>	WP10 – Voting Activity and Petition Campaign
<b>Report Title</b>	WP10 Voting Activity and Petition Campaign – Short Report
<b>Dissemination Level</b>	Public
<b>Lead Organisation for the Report</b>	CRHACK LAB Foligno 4D
<b>Author</b>	Giorgia Marchionni
<b>Report Date</b>	29 June 2026
<b>Project Website</b>	ECO-CHAMPIONS Open E-Space
<b>Participating Countries</b>	Belgium, Greece, Italy, Kosovo and Spain
<b>Project Coordinator</b>	Connect Brussels

# ECO CHAMPIONS

Title:	WP10 Voting Activity and Petition Campaign		
Authors:	Giorgia Marchionni /CRHACK LAB FOLIGNO 4D		
Date	29/06/2026	Deliverable:	WP10
		Version:	1.0

## Contents

1. Overview of Eco-Champions .....	3
2. Purpose of this report .....	4
3. Overview of the Activity.....	5
4. Online Voting, Digital Tools and Accessibility .....	5
5. Petition Campaign and Voting Results .....	6
6. Online Event of 29 May 2026 .....	9
7. Main Outcomes and Conclusions .....	10

## 1. Overview of Eco-Champions

The **ECO-CHAMPIONS – Eco-Champions for Household and Public Spaces Sustainable Waste Management** project is funded under the European Union’s **Citizens, Equality, Rights and Values Programme (CERV)**. The project responds to the growing environmental and climate-related pressures affecting European communities and recognises sustainable waste management as one of the most important shared challenges of our time.

The central objective of ECO-CHAMPIONS is to actively engage citizens and communities in discussions, learning activities and participatory processes related to European sustainable waste management policies. By creating opportunities for citizens to express their needs, exchange ideas and contribute to the development of practical recommendations, the project supports their participation in democratic and civic life at local, national and European levels.

The project is implemented in **Belgium, Spain, Italy and Greece**, with the participation of **Kosovo** from the Western Balkans. Through workshops, training activities, eco-challenges, public events, voting processes and awareness-raising campaigns, ECO-CHAMPIONS aims to promote medium- and long-term changes in public attitudes and behaviours concerning waste prevention, sorting, recycling, reuse and responsible consumption.

A strong emphasis is placed on **intergenerational cooperation**, bringing together young people and older citizens and encouraging shared responsibility across communities, countries and generations. This approach contributes to building community pride, strengthening social cohesion and supporting a greener and more sustainable future aligned with the objectives of the **European Green Deal**.

The main objectives of the project are to:

1. Identify citizens’ needs and local requirements concerning sustainable household and public-space waste management.
2. Apply a participatory and experimental methodology through national facilitators and local eco-challenges, taking into account the views of citizens of different ages and genders, as well as public authorities and relevant stakeholders.
3. Organise engaging eco-challenge events in five cities, implement a democratic voting process and recognise the most active and committed “eco-citizens”.
4. Communicate and disseminate the project’s achievements and results to public stakeholders at regional, national and European levels.

Through these activities, ECO-CHAMPIONS seeks to reach more than **2,000 direct participants** and **7,000 indirect participants**, while promoting civic participation, respect for European values and the active involvement of citizens in shaping more inclusive and sustainable waste management systems.

### Partnership

The ECO-CHAMPIONS consortium consists of the following organisations:

- **P1 – Connect Brussels**, Belgium
- **P2 – Cohesion Network 2gether**, Greece
- **P3 – The Balkan Forum**, Kosovo
- **P4 – Bond Beter Leefmilieu Vlaanderen**, Belgium
- **P5 – Asociación La Bien Paga**, Spain
- **P6 – CRHACK LAB Foligno 4D**, Italy
- **P7 – European Grants International Academy – EGINA**, Associated Partner
- **P8 – Instituto para el Fomento del Desarrollo y la Formación – INFODEF**, Associated Partner

## 2. Purpose of this report

This short report presents the implementation and principal results of **Work Package 10 – Voting Activity and Petition Campaign**. It covers the online voting process, the digital tools and multilingual resources used to support citizen participation, the public petition campaign, the selected waste management recommendations and the online event held on **29 May 2026**.

The report also highlights the main outcomes of the activity and demonstrates how ECO-CHAMPIONS connected environmental awareness with democratic participation by enabling citizens from the five participating countries to contribute directly to the prioritisation of practical waste management solutions.

## 3. Overview of the Activity

The ECO-CHAMPIONS Voting Activity and Petition Campaign was implemented as part of Work Package 10 of the project "ECO-CHAMPIONS – Eco-Champions for Household and Public Spaces Sustainable Waste Management". The activity was designed as an online dissemination and participation action aimed at involving citizens from Belgium, Kosovo, Italy, Greece and Spain in the identification and prioritisation of practical recommendations for more sustainable waste management in households and public spaces. The initiative combined three main components: an online voting campaign, a public petition campaign and an online dissemination event held on 29 May 2026. Together, these activities created a common participatory process through which citizens, stakeholders, local actors and project partners could contribute to the development of recommendations for better waste management systems at local and European level. The online voting period ran from 3 March to 3 June 2026. During this period, citizens were invited to access the Citizens Voting section of the ECO-CHAMPIONS Open E-Space, select their country of residence and complete the relevant multilingual Google Form. The vote allowed participants to select and prioritise recommendations on waste prevention, recycling, waste sorting, organic waste, public cleanliness, reuse, accessibility of services and citizen engagement. The petition campaign ran in parallel with the voting period. It invited citizens and stakeholders to support stronger, clearer and more participatory waste management systems. The campaign was promoted through the project e-space, partner websites, social media posts, newsletters and stakeholder networks. Its aim was to transform environmental awareness into visible civic support for concrete policy-oriented recommendations. The online event of 29 May 2026 acted as a key milestone of the campaign. It provided a shared European space for presenting project results, promoting the voting and petition process, discussing national findings and encouraging participants to contribute to the finalisation of waste management solutions. The event also strengthened the visibility of the project and helped connect local waste management challenges with broader European debates on sustainability, circular economy and citizen participation. Overall, the Voting Activity and Petition Campaign demonstrated the potential of digital tools to support inclusive participation and environmental decision-making. Through multilingual online forms, an accessible e-space, social media dissemination, a public petition and a dedicated online event, the project created a practical mechanism for listening to citizens and integrating their preferences into the development of future waste management recommendations. The activity reached participants from all five partner countries. The reported participation included 167 women and 133 men, with citizens and stakeholders from Belgium, Kosovo, Italy, Greece and Spain. In addition, the recording of the online event was made available on YouTube, extending access to those who could not attend the live session. Overall, more than 300 people were reached through the live event and subsequent views of the recording.

## 4. Online Voting, Digital Tools and Accessibility

The citizens' online voting activity was one of the main participatory actions of the ECO-CHAMPIONS project. Its purpose was to involve residents directly in the improvement of household and municipal

waste management by giving them the opportunity to express their preferences on practical recommendations. The campaign connected environmental awareness with civic participation, allowing citizens to contribute to proposals that could support more effective waste management policies. The voting focused on community-oriented solutions for waste management in households and public spaces. Citizens were asked to identify the recommendations they considered most relevant for their local context. These recommendations addressed several key issues, including recycling systems, illegal waste dumping, organic waste collection, composting, reuse, environmental education, accessibility of services and local decision-making processes. The ECO-CHAMPIONS Open E-Space served as the central access point for the campaign. The Citizens Voting section explained the purpose of the campaign, the importance of voting and the steps citizens had to follow to participate. From this section, users could select their country of residence and access the corresponding voting form in the relevant language. Google Forms was used as the operational tool for the online voting process. This choice made participation simple and accessible, as citizens could complete the forms from a computer, tablet or mobile phone. Separate language versions were provided in French, Dutch, Greek, Albanian, Spanish and Italian, reducing language barriers and supporting inclusive participation across the consortium. The voting forms were not only informative questionnaires. They enabled citizens to select and prioritise concrete waste management recommendations, while also providing useful feedback to the project partners. This allowed the consortium to collect comparable input from different national contexts and to identify both shared priorities and country-specific needs. The e-space also included additional educational resources linked to sustainable waste management. These included materials such as a waste sorting guide, a recycling locator and resources on sustainable food and waste management. These tools supported the educational dimension of the campaign by helping citizens better understand waste sorting, recycling and responsible consumption before or after completing the vote. Communication and dissemination played a central role in the success of the campaign. Project partners promoted the voting link through their institutional channels, websites, newsletters, social media platforms and stakeholder networks. Social media was particularly important for reaching wider audiences and reminding citizens about the voting deadline. Facebook and Instagram were used to promote the activity, share campaign messages and connect the vote with broader discussions on recycling, waste prevention and sustainable cities. The campaign communication was adapted to the different languages and contexts of the partner countries. Messages invited citizens to take part in the vote, support the petition and contribute to improving waste management in their communities. The visual identity of the campaign emphasised the idea that waste management is not only a technical or administrative issue, but also a matter of community responsibility and citizen voice. By combining an accessible digital platform, multilingual forms, educational resources and coordinated communication, the online voting campaign created an inclusive and replicable participation model. It allowed citizens from different countries to contribute to a shared European process while still addressing local waste management challenges.

## 5. Petition Campaign and Voting Results

The petition campaign complemented the online voting by encouraging citizens and stakeholders to publicly support the recommendations developed within the ECO-CHAMPIONS project. It was designed to raise awareness about the need for stronger, clearer and more participatory waste

management systems, while also mobilising support for practical improvements at local and European level. The petition invited the public to support better recycling systems, greater awareness of correct waste sorting, stronger participation in local decision-making and more effective waste management practices. It therefore acted as a bridge between information, mobilisation and direct participation. Citizens were first informed about the importance of sustainable waste management, then invited to support the petition and finally directed to the online voting forms to select the recommendations they considered most relevant. The petition was disseminated through the project e-space, partner websites, social media posts, newsletters and stakeholder networks. Partners reached out to online communities, environmental organisations, local actors and citizens interested in sustainability, circular economy and responsible waste management. This digital dissemination strategy made it possible to reach audiences across the five partner countries and beyond. The online vote identified five main recommendations for each partner country or area. These results show both specific national priorities and common trends across the consortium. In Belgium, the most relevant recommendations focused on public cleanliness, coordination and service improvement. Citizens prioritised reducing illegal waste dumping, improving coordination between municipalities, increasing mobile collection points for bulky and special waste, improving multilingual communication on waste sorting and expanding food waste collection citywide. In Italy, the selected recommendations focused strongly on local governance, accessibility and community engagement. Citizens prioritised the publication of clear “rules of a shared pact” for waste management and public cleanliness, the accessibility of waste-management services and infrastructure for all residents, the creation of “recycling ambassadors” to promote good practices within communities, the co-design of local waste-management rules with residents and stakeholders, and tailored support for families on waste sorting and reduction. In Spain, the most voted recommendations showed a strong focus on separate collection and education. Citizens prioritised extending separate collection streams for problematic fractions such as textiles, cooking oil and batteries, integrating waste education into schools and adult learning programmes, implementing or piloting curbside organics collection in high-density neighbourhoods, scaling up continuous awareness campaigns on correct separation and contamination avoidance, and promoting reuse through municipal reuse centres. In Greece, the priorities were linked to education, incentives, organic waste and smart systems. The most supported recommendations were the introduction of permanent environmental education in schools, implementation of a pay-as-you-throw system where those who recycle more pay lower fees, mandatory organic waste collection in all municipalities, tax incentives for home composting and smart waste collection systems with fill-level sensors. In Kosovo, citizens prioritised basic waste management infrastructure and education. The main recommendations were the implementation of waste separation at source at national level, installation of recycling stations in neighbourhoods, expansion of waste collection services to all rural areas, integration of environmental education into schools and reduction of organic waste through composting. In Flanders, the most voted recommendations focused on incentives, enforcement and reuse. Citizens prioritised the installation of deposit-return machines for plastic bottles and cans with digital rewards, stricter controls and fines for illegal waste dumping, a pay-as-you-throw system, collaboration with supermarkets to reduce non-recyclable packaging and the promotion of reuse through municipal reuse centres. Several common recommendations emerged across countries. Environmental education appeared as a major priority in Spain, Greece and Kosovo, and was also connected to awareness-raising actions in other countries. Organic waste collection and composting were important in Belgium,

Spain, Greece and Kosovo. Waste separation and separate collection appeared broadly across Kosovo, Spain, Belgium, Italy and Flanders. The pay-as-you-throw system was common to Greece and Flanders, while reuse through municipal centres was shared by Spain and Flanders. The reduction of illegal waste dumping appeared in both Belgium and Flanders. These results show that citizens across different countries are asking for waste management systems that are clearer, more accessible, more educational and more participatory. At the same time, the results confirm that local contexts require specific solutions, from deposit-return machines and smart sensors to rural collection services, multilingual communication and community-based ambassadors.

## ECO-CHAMPIONS Online Voting Results

*Top recommendations selected by citizens for sustainable waste management*

### Belgium (Brussels)

- 1 Reduce illegal waste dumping (37.7%)
- 2 Improve coordination between municipalities (35.5%)
- 3 Increase mobile collection points for bulky and special waste (33.2%)
- 4 Improve multilingual communication on waste sorting (31.4%)
- 5 Expand food waste collection citywide (30.9%)

### Italy

- 1 Publish clear "rules of a shared pact" for waste management and public cleanliness (42.3%)
- 2 Accessibility of waste-management services and infrastructure for all residents (39.3%)
- 3 Create "recycling ambassadors" to promote good practices within communities (35.7%)
- 4 Co-design local waste-management rules with residents and stakeholders (34.5%)
- 5 Support families with tailored tools and guidance for waste sorting and reduction (25.6%)

### Spain

- 1 Extend separate collection streams for problematic fractions such as textiles, cooking oil and batteries by deploying dedicated receptacles and promotion (61,8%)
- 2 Integrate waste education into schools and adult learning programmes (54,4%)
- 3 Implement or pilot curbside organics collection for all neighbourhoods with high population density, backed by education on proper sorting (48,5%)
- 4 Scale up continuous awareness campaigns on correct separation, contamination avoidance, and environmental outcomes (48,5%)
- 5 Promote the reuse through municipal centres of reuse (40,2%)

### Greece

- 1 Permanent environmental education should be introduced in schools (45.8%).
- 2 Implementation of a Pay-as-you-throw system (37.4%), where those who recycle more pay lower fees.
- 3 Mandatory organic waste collection in all municipalities (34.5%).
- 4 Tax incentives for home composting (32.5%).
- 5 Introduction of smart waste collection systems with fill-level sensors (30.5%).

### Kosovo

- 1 Implement waste separation at source at the national level (56.9%)
- 2 Install recycling stations in neighborhoods (50.5%)
- 3 Expand waste collection services to all rural areas (41.2%)
- 4 Integrate environmental education into schools (38.2%)
- 5 Reduce organic waste through composting (37.7%)

### Belgium (Flanders)

- 1 Install deposit-return machines for plastic bottles and cans with digital rewards (75.4%)
- 2 Introduce stricter controls and fines for illegal waste dumping (55.7%)
- 3 Introduce a pay-as-you-throw system, where people pay according to the amount of waste they produce and those who recycle better pay less (54.1%)
- 4 Collaborate with supermarkets to reduce non-recyclable packaging (47.5%)
- 5 Promote reuse through municipal reuse centres (32.8%)

Citizen priorities across partner countries: **Belgium, Italy, Spain, Greece, Kosovo**

## 6. Online Event of 29 May 2026

The ECO-CHAMPIONS online event held on 29 May 2026 represented a key moment in the Voting Activity and Petition Campaign. It was organised as an online dissemination event and aimed to present the project results, promote the citizens' voting campaign, disseminate the petition and create a shared space for discussion among citizens, stakeholders, local actors and project partners. The event was promoted through dedicated communication materials inviting participants to "Shape the future of waste" by contributing with their voice and vote. This message clearly connected the event with the wider voting and petition campaign, presenting the meeting not only as a dissemination activity but also as an opportunity for civic participation. The agenda combined project presentation, national results, expert input and participatory discussion. The meeting opened with a welcome and technical introduction led by CRHACK LAB. This included participant registration, practical information for joining the session and presentation of the agenda. Connect Brussels then presented the ECO-CHAMPIONS project, focusing on its context, objectives, partnership, main activities and expected impact. A central part of the event was dedicated to the presentation of national results by all partners. Each partner introduced its organisation and shared the main outcomes developed in its national context. These presentations allowed participants from the different countries to compare experiences, identify common challenges and discuss possible solutions for household and public spaces waste management. During the event, participants were invited to support the petition and take part in the online voting process. The proposed solutions were therefore not presented as fixed results, but as recommendations to be validated, prioritised and finalised through citizens' preferences and stakeholder feedback. This approach helped the consortium move from national findings to a common set of recommendations informed by public participation. The event also included a keynote session delivered by BBL. The keynote addressed citizen engagement, sustainable waste management and circular economy practices. It connected the project results to broader environmental challenges and highlighted how communities can drive local policy change. This contribution reinforced the importance of active citizenship, shared responsibility and circular economy principles in the transition towards more sustainable waste systems. In the final part of the meeting, CRHACK LAB summarised the main points discussed, presented the next steps and invited participants to complete the evaluation questionnaires through a QR code and link shared in the chat. This final moment helped collect feedback from participants and ensured that the event also contributed to the monitoring and assessment of the activity. The online format allowed the participation of people from all partner countries and made the event more accessible to citizens and stakeholders who could not attend an in-person meeting. The recording was later made available on YouTube, allowing people who were unable to participate live to access the presentations afterwards. Considering both live attendance and subsequent views of the recording, the event reached more than 300 people overall. The event achieved several important outcomes. It presented the ECO-CHAMPIONS project and its objectives to a transnational audience, allowed partners to share and compare national results, informed participants about the petition, encouraged citizens to vote online and strengthened the link between project results, citizen engagement and circular economy practices. Most importantly, it created a participatory space where citizens' voices and votes contributed to the finalisation and prioritisation of waste management solutions.

## 7. Main Outcomes and Conclusions

The ECO-CHAMPIONS Voting Activity and Petition Campaign successfully connected dissemination, consultation and civic participation. It created a structured process through which citizens could learn about the project, express their preferences, support a petition and contribute to the finalisation of recommendations for future waste management policies. The use of digital tools was central to the activity. The project e-space provided a common online access point, while multilingual Google Forms made participation simple and inclusive across the five partner countries. Social media, newsletters, partner websites and stakeholder networks helped promote the campaign and reach a wider audience. The online event further strengthened the process by bringing together citizens, stakeholders and partners in a shared European discussion. The voting results highlighted both common priorities and local specificities. Across the participating countries, citizens repeatedly prioritised environmental education, separate waste collection, organic waste management, composting, access to collection services, reuse and citizen participation. These themes suggest that sustainable waste management requires not only technical solutions, but also clear information, accessible services, community involvement and long-term behavioural change. At the same time, the results showed that different territories face different needs. Some recommendations were closely linked to local infrastructure and policy contexts, such as expanding waste collection services to rural areas in Kosovo, improving multilingual communication in Belgium, creating recycling ambassadors in Italy, extending separate streams for problematic waste fractions in Spain, introducing smart collection systems in Greece and installing deposit-return machines in Flanders. The petition campaign added an important mobilisation dimension to the activity. By inviting citizens and stakeholders to support stronger and more participatory waste management systems, it helped transform awareness into public commitment. It also supported the connection between the online vote and the recommendations to be presented during the final stages of the project. The online event of 29 May 2026 represented the main public moment of the campaign. It increased the visibility of the project, promoted the voting and petition process, encouraged transnational exchange and created a space for discussion around the proposed solutions. The involvement of partners from all countries and the keynote contribution on citizen engagement and circular economy helped place the campaign within a broader European sustainability framework. Overall, the activity demonstrated that citizens are willing to engage with waste management issues when they are offered clear, accessible and multilingual tools for participation. The campaign showed that digital participation can support democratic environmental decision-making, especially when it is combined with educational resources, targeted communication and opportunities for dialogue. The ECO-CHAMPIONS Voting Activity and Petition Campaign therefore contributed to the project by collecting citizens' preferences, strengthening public awareness and supporting the development of practical recommendations for sustainable waste management. It confirmed the importance of shared responsibility between citizens, municipalities, stakeholders and European actors in building cleaner, more inclusive and more sustainable communities. The results of the campaign provide a useful basis for future policy-oriented work. They indicate that effective waste management should combine infrastructure, education, incentives, enforcement, accessibility and citizen participation. By listening to citizens and involving them directly in the prioritisation of recommendations, ECO-CHAMPIONS helped ensure that the final project outputs reflect real community needs and practical solutions for improving waste management across Europe

# ECO CHAMPIONS

Title: **WP10 Voting Activity and Petition Campaign**  
Authors: Giorgia Marchionni /CRHACK LAB FOLIGNO 4D

Date 29/06/2026

Deliverable: WP10  
Version: 1.0

Page: | 11

Recording of the online event: <https://www.youtube.com/watch?v=f-WCavWETtA>.