



ECO-LABEL ERASMUS PLUS PROJECT

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Newsletter nr.9

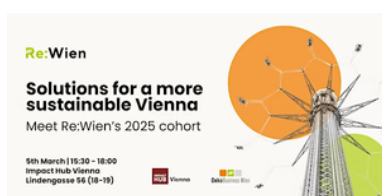


COMMUNICATING SUSTAINABILITY



This newsletter aims to give monthly information regarding the ECO-LABEL Erasmus + project, focuses on raising awareness of eco-labels among young European consumers and engaging them in initiatives to adopt sustainable behaviour. This project targets young consumers in three countries (Slovenia, Austria and Italy), the partner countries.

Solutions for a more sustainable Vienna, meet Re:Wien's 2025 cohort



The Re:Wien program, run in partnership with the City of Vienna, supports new entrepreneurs to make the city more sustainable, circular, climate friendly and an even better place to live. As this year's program comes to a close, we invite you to a special final event showcasing the incredible work of the participating startups.

This event is a chance to meet Vienna's changemakers, innovators, and sustainability pioneers—and to engage with the people helping to shape the city's future.

For more info click [here](#).

Celebrating the Past, Building the Future: Key STB's Activities in 2025



Through a well-executed marketing and branding strategy, the STB effectively addressed the evolving demands of modern travellers who increasingly seek green, safe and low-footprint destinations and place a high value on sustainability.

STB's efforts included launching high-profile digital campaigns in 22 markets, partnerships with top athletes and international sporting events to amplify Slovenia's appeal, organizing over 300 corporate events and developing projects that promote sustainability and quality.

For more info click [here](#).

“Green wire for a sustainable Jubilee” the SNPA events to reflect on ecology, science and faith



filoverde **GIUBILEO**
GLI EVENTI SNPA PER UN GIUBILEO SOSTENIBILE

In March, on the occasion of World Water Day will start the initiative “[Green wire for a sustainable Jubilee](#)” with the first three regional events organized by Arpa Friuli Venezia Giulia, Arpa Liguria and Arpa Umbria (which will start as early as March 20th). This is a series of events which, involving the entire Italian territory at a regional level and, finally, at a national level, with meetings, seminars, nature trails and city celebrations.

The initiative, which takes place throughout 2025, sees the implementation of communication and awareness-raising activities by individual Arpa/Appa, in agreement with the local dioceses, involving environmental issues and those of faith, ecology, science and religion. The ideal framework for these initiatives, the SNPA wanted to refer to the 2025 Jubilee journey, in ideal union with the “pilgrims of hope”. For more info click [here](#).

WORLD WILDLIFE DAY 2025



On 20 December 2013, at its 68th session, the United Nations General Assembly proclaimed 3 March (day of signing the Convention on International Trade in Endangered Species of Wild Fauna and Flora), World Wildlife Day 2025 to celebrate and make aware public opinion on animals and wild plants of the world.

The international day 2025 “Wildlife Conservation Finance: Investing in People and Planet”, explores how we can work together to make our current insufficient financial flows more effective and sustainable to build a resilient future for both people and the planet.

With over 1 million species estimated to be threatened with extinction, and facing the intensifying triple planetary crisis, innovative finance for wildlife conservation is more urgent than ever. More than half of the world’s GDP is dependent on nature, making biodiversity loss a significant threat to financial stability.

“Wildlife Conservation Finance: Investing in People and Planet”



For World Wildlife Day 2025, join us in exploring how we can work together to finance wildlife conservation more effectively and sustainably and build a resilient future for both people and the planet.

Wild animals and plants, from the highland steppes to the coral reefs, are intrinsic to the intricate web of life on Earth. They sustain ecosystems, regulate natural processes, and support biodiversity, providing essential services that underpin human livelihoods and contribute to the achievement of our Sustainable Development Goals (SDGs).

Forests alone house 60,000 tree species, 80 per cent of amphibian species, and 75 per cent of bird species, while supporting over 1.6 billion people with natural capital in the form of food, medicine, and income. For more info click [here](#).

THE FIVE ESG TRENDS THAT WILL SET THE SUSTAINABILITY AGENDA IN 2025



Forética presents the report 'ESG Trends 2025. Keys to the corporate sustainability agenda'. The document includes the key aspects that will focus the action of organizations in 2025 in environmental, social and transparency and good governance (ESG), and also highlights the focus of attention to prioritize a practical business action towards sustainable development, impact and linked to competitiveness.



In its now traditional trends report, Forética identifies five key trends in sustainability in 2025: regulatory disinflation at the European level to reduce regulatory pressure without forgetting the main objectives in terms of sustainability; complexity in reporting systems following the CSRD directive and the impact of the Omnibus package; greater involvement of the conscious consumer and the fight against greenwashing; acceleration in the climate adaptation plans of companies and governments; and the transition to zero net emissions in a complex geopolitical environment.

The study analyzes the milestones that will guide corporate agendas at a time when sustainability is becoming increasingly important. The events of 2024 in the political, environmental and social spheres have highlighted the need to evolve towards responsible economic models that are capable of anticipating future challenges and in which companies take a leading role in contributing to achieving a sustainable transformation. For more info click [here](#).



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