



»»» ECO-LABEL ERASMUS PLUS PROJECT «««

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Newsletter nr.10



COMMUNICATING SUSTAINABILITY



We arrived to the last Newsletter, which aimed to provide monthly information on the ECO-LABEL Erasmus + project, focusing on raising the awareness of young European consumers of eco-labels and their involvement in initiatives to adopt sustainable behaviour. The project targets young consumers in three countries (Slovenia, Austria and Italy), the partner countries.



2nd Sustainable Tourism in Austria Summit: 3 & 4 June 2025

The Sustainable Tourism in Austria Summit (STiAS) is organised by Austria Tourism together with the Federal Ministry of Labour and Economy and the Austrian Federal Economic Chamber and has served as a networking and knowledge platform since 2024 to present sustainable projects and promote the exchange of best practices. Experts from the industry and science come together here to share innovative ideas and approaches and learn from each other.

After all, sustainability is not only a relevant booking factor for many guests, it is also an essential key to the future viability of Austrian tourism.

For more info click [here](#).



Italy and Slovenia Unite for a Greener Future With New Environmental Pact



Italian and Slovenian environmental agencies have signed a new partnership aimed at strengthening cross-border cooperation on climate and ecological challenges, underscoring a shared commitment to environmental protection in the Friuli Venezia Giulia region.

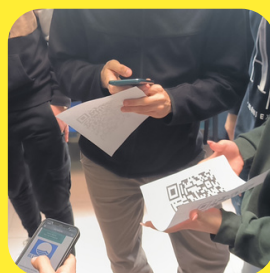
The agreement, formalized in Trieste on Thursday, brings together Italy's Regional Environmental Protection Agency (Arpa FVG) and Slovenia's Environment Agency (Arso) in a collaborative effort to enhance monitoring and sustainable management of natural resources.

For more info click [here](#).

»»» EXPLORING ECO-LABELS AND CONSUMER BEHAVIOR: A HANDS-ON LEARNING EXPERIENCE

On March 5th 2025, a group of Latvian students participating in the Erasmus+ program “Online Technologies in Teaching” at JUMP Academy Professional Training was involved in the “Eco-label Outdoor Digital City Game”. This constructive learning activity aimed to strengthen students’ knowledge of eco-labels and raise awareness about consumer behaviour through the use of digital technologies.

The students were divided into four teams to encourage collaboration and team-building. Each team was assigned a set of QR codes corresponding to different eco-labels among the 66 listed in the Eco-Label Project Guide. The goal was for the students to use their mobile phones to scan the QR codes and learn as much as possible about the logos, organisations, purposes and sustainability impacts of the associated eco-labels within a specified time. The use of technology made the learning process more interactive, engaging and hands-on, helping the students to engage with the material more effectively.



This activity helped students develop a better understanding of consumer behaviour and how eco-label awareness and understanding influence purchasing habits.

»»» FINAL CONFERENCE OF THE “ECO-LABEL PROJECT”: EMPOWERING YOUTH FOR SUSTAINABLE CHANGE



On March 7th, 2025, JUMP Association organized the final conference for the Eco-label project in Soverato, Italy. Hosted at the Scientific Lyceum, the event brought together the project partners, the Austrian Association for ecological and social sustainability (LEVILO) and the Slovenian International Institute for the Implementation of Sustainable Development (MIITR), Italian and Latvian students, NGOs, and various stakeholders.

The JUMP Association presented the Erasmus+ project ‘Eco-label’ to the public on the project website (www.eco-label.info), highlighting its objectives and impact.

FINAL CONFERENCE OF THE “ECO-LABEL PROJECT”



THE PROJECT PARTNERS



ECO-LABEL SOCIAL CAMPAIGN

Various Social Campaigns on Eco-Labels.

Below, you will find some videos available on the website www.eco-label.info showcasing these campaigns.



Understanding
Eco-labels in a
local supermarket



Blue Flag in
Soverato,
interviews to
European teachers



ECO LABEL
Outdoor digital
workshop

ECO LABEL

IF EU COMMITMENT SKIPS, UN SUSTAINABLE DEVELOPMENT GOALS WILL REMAIN A MIRAGE



The United Nations Sustainable Development Solutions Network (UNSDN) and the European Economic and Social Committee (EESC) are appealing to the new European leadership: commitment to the implementation of the 2030 Agenda is a "historic responsibility." But in the period 2020–23, progress has stalled.

Only 16 per cent of the sustainable development goals (SDGs) drafted by the United Nations in Agenda 2030 are on track to be achieved. Six years after a historic date, the world has become mired in dangerous geopolitical tensions that have marked “a major setback for sustainable development in Europe and the world.” UN experts make a desperate appeal to the new European leadership: Reaffirming its commitment to implementing the 2030 Agenda “is historical responsibility and strategic interest.” For more info click [here](#).



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ECO LABEL 