



# EcoSync

## Digital Synchronization of Youth Activities for Sustainable Agriculture

Launching the First Sustainable Agriculture Campaign &  
Starting the EcoSync Digital Environment

Project No: 2023-3-EL02-ESC30-SOL-000183360

[www.ecosync-project.eu](http://www.ecosync-project.eu)



Co-funded by  
the European Union



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# Introduction

## What Is EcoSync?

EcoSync is a youth-led initiative designed to bridge the gap between traditional agriculture and sustainable, digital farming practices in Skydra. It is both a community campaign and a digital platform to empower young farmers and promote eco-friendly farming.

## Why Was It Created?

- Respond to harmful agricultural waste practices, especially improper disposal of fertilizer bags.
- Educate rural youth and farmers in digital tools for sustainable agriculture.
- Build a resilient and environmentally conscious farming community.

## What Problems Does It Address?

- 🚫 Agricultural waste mismanagement
- 📶 Lack of digital literacy in rural areas
- 🌿 Environmental degradation due to unsustainable practices



# Project Background

## Why EcoSync?

The EcoSync project was born from real, local problems observed in Skydra's agricultural community:

### 🔴 Challenges in Traditional Farming

- Poor waste management: Fertilizer bags and plastic waste left in fields.
- Environmental harm: Soil degradation, water pollution, loss of biodiversity.

### 🌱 Youth Interest in Sustainability

- Young people in Skydra want to engage in eco-friendly practices.
- But many lack access to platforms to learn or contribute.

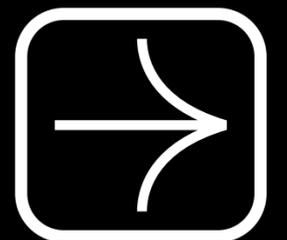
### 💻 Digital Divide in Rural Areas

- Limited digital literacy among local farmers.
- No centralized hub for agri-sustainability knowledge and tools.

### 🔄 Need for Action

EcoSync was created to bridge the gap between:

- Sustainable agriculture
- Digital tools
- Youth engagement



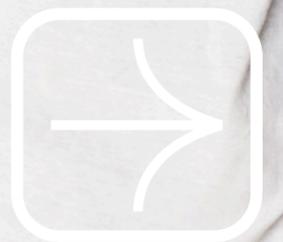
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# Project Vision

*“A digitally empowered, environmentally conscious Skydra, where youth lead the way toward sustainable agriculture and ecological harmony.”*

## Supporting Points:

1.  Sustainable Agriculture
  - Ecologically sound practices integrated across local farms
  - Reduction in harmful waste and resource depletion
2.  Digital Inclusion
  - Every young person equipped with tools to access, learn, and innovate
  - Rural communities connected to modern solutions
3.  Community Empowerment
  - Shared responsibility for land, environment, and future
  - A culture of cooperation, education, and green innovation



# Objectives of the Campaign

## ► Educate Farmers

- Host workshops and community sessions to teach eco-friendly farming techniques
- Include practical demonstrations and expert talks

## Promote Green Practices

- Introduce methods like composting, organic fertilizers, and efficient water usage
- Emphasize long-term benefits to soil, crops, and biodiversity

## Distribute Educational Resources

- Hand out easy-to-read guides and visual materials
- Share content through the EcoSync digital platform and in-person events



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# Target Groups

## 🌱 1. Local Youth

- Future leaders and innovators
- Passionate about sustainability and tech
- Key ambassadors for spreading green practices

## 🚜 2. Farmers

- Core stakeholders in agriculture
- Hands-on experience but need support in digital tools and eco-practices
- Crucial for implementing sustainable farming methods

## 🏠 3. General Community

- Includes schools, families, local businesses
- Beneficiaries of a cleaner, greener Skydra
- Vital for collective participation and shared responsibility

# How We'll Run the Campaign

## **1. Live Events & Demonstrations**

- Monthly sessions in Skydra farms and community centers.
- Real-time demonstrations of eco-friendly farming techniques.
- Interactive Q&A sessions with the audience.

## **2. Expert Talks & Panels**

- Local agronomists, environmental scientists & digital tool developers.
- Focused sessions on sustainable practices and digital integration.
- Emphasis on practical, community-relevant solutions.

## **3. Educational Materials**

- Easy-to-understand guides distributed at events.
- Visual handouts, infographics, and short video explainers.
- Multilingual and accessible formats for inclusive reach.

## **4. Community Collaboration**

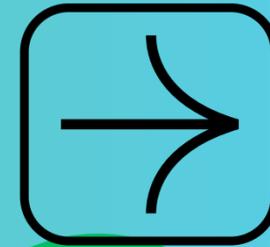
- Partnerships with local businesses, schools, and farming cooperatives.
- Co-creation of events with community feedback.
- Promotion via local radio and social media.

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# Key Messages for Our Campaign

## Main Slogans:

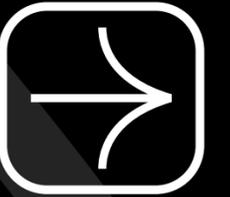
- 🔥 **“Eco-friendly farming is productive farming.”**  
— Promote sustainability as a benefit, not a burden.
- ♻️ **“Waste less, grow more.”**  
— A call for smart, circular farming practices.
- 💡 **“Your farm, your future: Go green.”**  
— Empower farmers to lead the sustainability shift.
- 🧠 **“Smart farming starts with awareness.”**  
— Ties education with innovation and action.



## 🎯 Purpose:

To emotionally connect with the community and inspire action through memorable, motivating slogans.

# 08 Community Engagement Plan



## Main Content



### Monthly Meetups

- Open discussions and feedback loops
- Practical talks on sustainability topics



### Inclusion of Schools & Local Leaders

- Educational partnerships with local schools
- Engagement of local authorities and influencers



### Social Media Polls & Campaigns

- Interactive polls on farming needs and eco-awareness
- Sharing stories, event highlights, and user experiences

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# Youth Participation & Empowerment

## Youth-Led Content Creation

- Young participants will take the lead in designing videos, podcasts, and blog posts on sustainable farming.
- Content will be tailored to local issues and shared via the EcoSync digital platform.
- Empowerment through ownership of knowledge-sharing.

## Peer-to-Peer Workshops

- Youth will organize and run interactive training sessions for fellow students and young farmers.
- Formats include role-playing, simulations, and small group discussions.
- Focus on relatable learning: “from one farmer’s child to another.”

## Eco-Challenges & Competitions

- Monthly challenges like:
  - “Best Compost System”
  - “Digital Farming Hackathon”
  - “Farm-to-Facebook” storytelling contest
- Winners get featured on the platform and during community events.
- Encourages friendly competition, innovation, and visibility.



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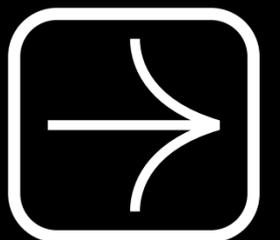
## Youth Participation & Empowerment

### Certification via Youthpass

- All participating youth will:
  - Receive Youthpass Certificates recognizing learning & contributions.
  - Reflect on their skills gained (digital, environmental, leadership).
  - Use certificates for future education or job applications.

### Key Impact

- Builds a new generation of eco-literate, digitally empowered rural leaders.
- Creates a youth-led sustainability movement rooted in local action.



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# Beta Testing & Feedback Loop

## Community Involvement in Testing

- Selected local volunteers, including young farmers and students, will be the first users of the EcoSync platform.
- Testing includes real interaction with features: watching videos, using maps, joining forums.

 **Goal: Ensure platform meets actual user needs and is intuitive, even for first-time digital users.**

## IT Support & Adaptation

- On-site and remote support during testing phase.
- Common issues like login errors, layout confusion, or slow loading will be logged and addressed.

Partnering with a local IT consultant to fix bugs and improve user experience quickly.



# Beta Testing & Feedback Loop

## ▶ Iterative Improvements Based on Real Feedback

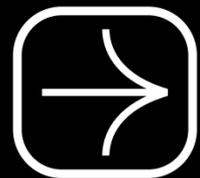
- Feedback forms embedded in platform: “Rate this feature,” “Was this helpful?” popups.
- Weekly team meetings to review user suggestions and prioritize updates.
- Rapid version updates: Agile approach – launch, test, improve, repeat.

## Feedback Collection Tools

- Surveys after 1st and 2nd weeks of use.
- Interviews with testers for deeper insights.
- Analytics: time on page, most-clicked content, drop-off points.

## ✓ Outcomes Expected

- More user-friendly, locally relevant, and accessible platform.
- Community members feel ownership and trust in EcoSync.
- Stronger engagement at official launch due to early involvement.



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# Campaign Launch Event

## 🚩 **Opening Ceremony & Video Introduction**

- Welcome speech by project coordinator
- Introduction to EcoSync's goals and vision
- Inspirational video showcasing Skydra's challenges and the EcoSync mission
- Short testimonials from local youth and farmers

## 🌱 **Practical Demonstrations by Eco-Farmers**

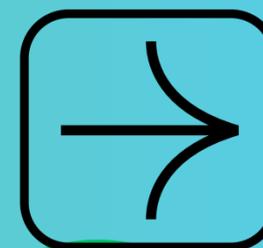
- On-site demos of:
  - Composting systems
  - Smart irrigation techniques
  - Eco-friendly fertilizer use
- Real-life success stories shared by local sustainable farmers
- Live Q&A with experts and audience interaction

## 📖 **Educational Materials & Giveaways**

- Free handouts:
  - "Friendly Farming Starter Guide"
  - "Top 10 Sustainable Tips for Skydra Farms"
- Eco-friendly goodies:
  - Stickers, reusable bags, plantable seed cards
- Registration for workshops and platform sign-ups

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# Campaign Launch Event



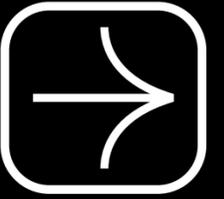
## Livestream & Digital Outreach

- Full event broadcasted on Facebook & YouTube
- Real-time chat moderation and questions from digital audience
- Social media coverage with hashtag #EcoSyncLaunch
- Interactive polls during the livestream

## Key Goals of the Launch Event

- Raise awareness in the wider community
- Attract early adopters for sustainable practices
- Encourage youth to become digital platform ambassadors
- Create buzz and media attention

# 15 Campaign Educational Content



## Core Educational Topics

- Soil Health & Fertility
- How to maintain rich, living soil ecosystems
- Avoiding chemical overuse and erosion
- Smart Irrigation Practices
- Low-water techniques (drip irrigation, rainwater harvesting)
- Timed watering schedules & moisture sensors
- Composting for Waste Management
- Turning organic waste into natural fertilizer
- Household & farm-scale composting demos

## Educational Formats

- 📊 Infographics
- Simple, shareable visuals for quick learning
- Topics: “Do’s and Don’ts of Soil Care,” “Smart Water Use”
- 🎧 Podcasts
- Interviews with local eco-farmers & youth activists
- Weekly tips from the field, in Greek and English
- 🗣️ Storytelling Videos
- Real stories from young people learning eco-farming
- Farmers showing their before-and-after transformations

## Youth-Created Learning Materials

- Student-created videos and posters
- Peer-led workshops
- Monthly “Green Youth Blog” posts on the EcoSync platform

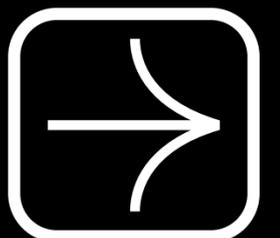
# Waste Management Solutions in Focus

## 🧠 1. Composting Stations

- Purpose: Turn organic farm waste (manure, crop residues) into nutrient-rich compost.
- Implementation:
  - Community-level compost bins
  - Farmer workshops on composting techniques
- Impact: Reduces landfill use, improves soil health naturally

## 🧠 2. Smart Disposal Bins

- Purpose: Modern waste monitoring for fertilizer bags and packaging
- Technology:
  - Sensors detect fill levels
  - Alerts for collection
  - Data accessible via mobile app
- Benefit: Reduces overflow, promotes timely collection



# Waste Management Solutions in Focus

## 📍 3. Collection Points & Mapping Tools

- Purpose: Easy drop-off of used bags and materials
- Features:
  - Publicly marked collection zones on farms and in town
  - Interactive digital map on EcoSync platform
- Outcome: Organized waste flow, less illegal dumping

## 💰 4. Buyback & Incentive Programs

- Purpose: Reward responsible disposal
- Examples:
  - Return bags to suppliers for discount coupons
  - Partner with local stores for bag recycling credits
- Impact: Motivates behavior change through economic incentives



# Local Partnerships & Expert Collaborations

*“We cannot build sustainable change alone – collaboration empowers transformation.”*

## 🤝 Our Strategic Partners

### 1. Agri-Specialists from Local Universities

- Provide scientific validation for sustainable farming practices
- Guide on soil health, water use, and crop rotation techniques
- Assist with training modules for the EcoSync platform

### 2. Environmental NGOs

- Bring grassroots community organizing experience
- Help with awareness campaigns, eco-education workshops
- Provide toolkits on biodiversity and conservation

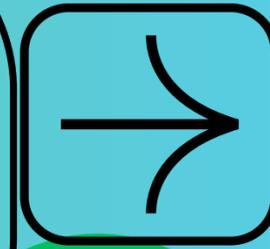
### 3. Municipal Tech Advisors

- Ensure platform integrates with existing local e-services
- Assist in creating interactive waste mapping tools
- Provide insights on data privacy and civic tech standards

### 4. Webinars, Talks & Q&A Sessions

- Monthly interactive webinars for farmers and youth
- Topics include: "Eco Farming 101", "Composting for Productivity", "Digital Tools in Agriculture"
- Live Q&A with experts and local leaders
- Hosted via our platform and social media for accessibility

# Engaging Skydra Through Multi-Channel Outreach



## 1. Local Press Kit

- We will prepare a press kit containing:
  - Press releases introducing EcoSync to the public
  - Fact sheets about sustainable agriculture and digital tools
  - Interviews with project leaders, local farmers, and youth participants
- These will be distributed to:
  - Local newspapers
  - Community newsletters
  - TV and radio stations

## 2. Hashtag Campaign: #EcoSyncSkydra

- Launching a branded hashtag to increase online visibility
- Used across:
  - Instagram for visuals (workshops, green fields, local champions)
  - Facebook for event pages, updates, and stories
  - Twitter/X for engaging authorities and sharing fast updates
- Calls-to-action:
  - “Post your eco-action with #EcoSyncSkydra”
  - “Tag a farmer making a difference!”

# 20 Engaging Skydra Through Multi-Channel Outreach



## 3. Schools as Media Amplifiers

- Partnering with local schools to:
  - Share project updates on school social pages
  - Feature EcoSync in environmental education projects
  - Organize student journalism clubs to report on campaign events
- Students will also co-create content (videos, posters, infographics)
- → Real learning, real visibility

## 4. Radio Segments for Non-Digital Users

- Weekly 5–10 minute radio segments broadcast on local stations
- Content includes:
  - Farming tips from our digital platform
  - Interview clips with local eco-leaders
  - Community announcements (workshops, voting events)
- Ensures inclusivity for older farmers and digitally underserved groups

## Goal:

To ensure everyone in Skydra hears about EcoSync—online or offline.

# Expected Environmental Impact

## 1. Reduction in Improper Waste Disposal

- Problem: Fertilizer bags and other agricultural waste were often dumped in open fields or water sources, damaging ecosystems.
- EcoSync Solution:
  - Community workshops on sustainable waste handling.
  - Designated disposal bins and smart collection systems.
- Expected Result:
  - 60% decrease in open-field dumping by the end of the first year.



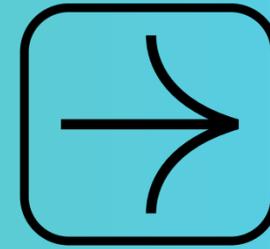
# Expected Environmental Impact

## 2. Healthier Soils and Water Conservation

- Problem: Excessive use of chemical fertilizers has harmed soil quality and polluted irrigation water.
- EcoSync Solution:
  - Promotion of organic farming methods and composting.
  - Water conservation practices taught through workshops.
- Expected Result:
  - At least 20 farms switching to soil-friendly techniques.
  - More efficient irrigation practices adopted by 50% of participants.

## 3. Tracking Metrics

- Farm Composting Adoption:
  - Target: 30 active composting units established in Skydra.
- Waste Diverted:
  - Goal: Divert 2 tons of agricultural plastic waste from landfills in Year 1.
- Digital Engagement:
  - Platform usage to monitor self-reported waste disposal practices monthly.



# Expected Social Impact

## 1. Youth Digital Skill Gain

- Through hands-on involvement in the EcoSync platform, young people in Skydra will acquire essential digital competencies:
  - Website content creation (videos, articles, tutorials)
  - Use of digital tools (forums, data analytics, e-learning)
  - Online collaboration and project management
- These skills will not only empower them in agricultural innovation but also enhance employability in a tech-driven world.

## 2. More Engaged Citizenry

- By involving residents in workshops, digital voting, and local decision-making, the project promotes:
  - Greater awareness of sustainable practices
  - Active civic participation
  - A sense of shared responsibility
- Citizens become stakeholders in environmental protection, not just observers.

## 3. Community Pride & Cohesion

- EcoSync fosters a sense of identity and unity around a shared mission:
  - Intergenerational collaboration between youth and older farmers
  - Community events build trust and solidarity
  - Increased visibility of Skydra as a model town for eco-digital transformation
- People feel proud of their contribution to a greener future and motivated to continue beyond the project.



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