



EcoSync

Digital Synchronization of Youth Activities for Sustainable Agriculture

Website Launch & Local Eco Actions

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

www.ecosync-project.eu



Co-funded by
the European Union



EcoSync – At a Glance

EcoSync is a youth-led digital initiative designed to support rural communities—starting in Skydra—by promoting sustainable agriculture, improving waste management, and empowering digital inclusion.

Purpose: Bridging Digital Tools & Sustainability

-  Digital Literacy: Equipping youth and farmers with essential tech skills
-  Sustainable Practices: Promoting eco-friendly farming and responsible land use
-  Community Connection: Linking people, resources, and knowledge through a central digital platform

EcoSync Means:

- Practical solutions for local environmental challenges
- Easy access to educational resources
- A digital space for learning, sharing, and growing together



Why Now?

1. Climate Urgency

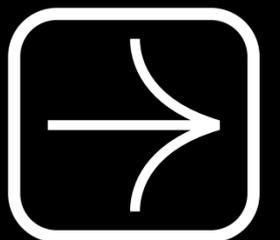
- Extreme weather is already impacting food production.
- Agriculture contributes to emissions — but also holds solutions.
- Immediate action is critical to reverse ecosystem damage

2. Waste Challenges in Agriculture

- Improper disposal of fertilizer bags, plastic mulch, and packaging.
- Pollution of soil, water, and air.
- Farmers often lack safe and easy disposal options.

3. The Rural Digital Divide

- Many rural youth lack access to modern digital tools.
- Farmers struggle with tech literacy, missing out on innovations.
- EcoSync bridges this gap, bringing tech to the field.



From Problem to Platform

Skydra's Challenges Sparked a Digital, Community-Driven Solution

🔴 Local Problems Identified:

- ❌ Improper agricultural waste disposal (e.g., fertilizer bags left in fields)
- ❌ Lack of awareness about eco-friendly farming methods
- ❌ Digital exclusion of rural youth and farmers
- ❌ Fragmented efforts – no central platform for knowledge and action

✅ Community-Driven Solution: EcoSync

- 🌱 Created by and for Skydra's youth and farming families
- 💻 Combines digital tools + sustainability education
- 🌐 Connects people, resources, and real-world eco actions in one place

🔄 Transformation:

From scattered concerns → to one unified platform of knowledge, action & connection



Goals of This Phase

- ▶ **✓ 1. Launch the EcoSync Digital Platform**
 - Provide an accessible, inclusive online space for education, collaboration, and eco-action.
 - Serve as a digital hub for local farmers, youth, and environmental advocates.
- ✓ 2. Connect Community Groups**
 - Build bridges between schools, farmers, municipalities, and citizens.
 - Create collaborative eco-networks through forums, events, and shared goals.
- ✓ 3. Initiate Local Eco-Actions**
 - Mobilize volunteers for waste clean-ups, green space creation, and composting.
 - Enable on-the-ground impact through digital coordination.

✦ ***This phase is about turning digital access into real-world action.***



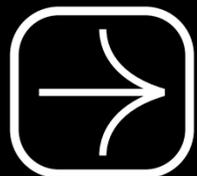
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Website Launch Overview

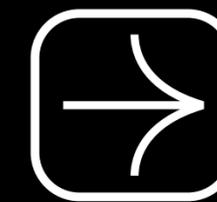
Official Opening Date

- Launch Date: 10/04/2024
- Virtual launch via the EcoSync website
- In-person launch event in Skydra City Hall with local community members, farmers, students, and officials

Website: www.ecosync-project.eu



Website Launch Overview



Community Access Points

- Local schools equipped with tablets and training sessions
- Library & Municipal Centers with internet access and EcoSync guides
- Mobile Digital Units (youth-led) bringing access to remote farms
- Posters and QR codes placed in farms, town centers, and agri-supply stores

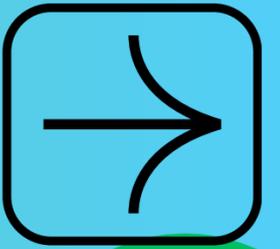
Multilingual & Inclusive Design

- Platform available in:
 -  Greek (default)
 -  English
 -  For future rollout: Albanian, Arabic (for migrant farmers)
- Text-to-Speech and high-contrast mode for visual accessibility
- Audio-visual content for users with low literacy
- Simple interface for all age groups, including elderly users

 ***EcoSync is built not just for the community, but with the community.***

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Community Onboarding Campaign



Training Sessions in Schools

- Interactive classroom visits introducing sustainable agriculture and EcoSync.
- Students receive login guides and eco-challenges.
- Eco Club support for digital & green leadership.

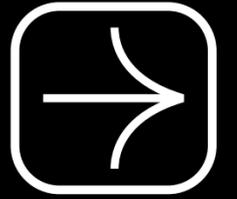
Farmer Workshops

- Simple, hands-on guidance on using the platform for:
 - Sustainable farming tips
 - Waste disposal zones
 - Asking expert questions
- Sessions held at local cooperatives and town halls.

Youth-Led Tutorials

- Young volunteers host “How to Use EcoSync” sessions.
- Includes:
 - Screen sharing demos
 - Short how-to videos
 - One-on-one tech help booths
- Builds peer-to-peer learning and trust

 **Goal: Ensure every age group feels confident using EcoSync and sees it as a tool built for them, by their community.**



Accessibility & Inclusion Features

Inclusive by Design

- Screen reader support for visually impaired users
- Alt text for all images and buttons
- Subtitles & transcripts for all videos
- Sign language videos for key modules (in collaboration with local interpreters)

Mobile-First Experience

- Optimized for low-bandwidth areas
- Compatible with older smartphones
- Offline download options for rural users
- Simple, clean interface for touch navigation

Visual & Easy-to-Understand Content

- Infographics > paragraphs
- Step-by-step video guides
- Voice-over narrations for low-literacy users
- Icons and colors used for action cues (e.g., recycle = green bin)

Languages & Local Dialects

- Available in Greek & English
- Plans for local dialect versions via voice recordings
- User-submitted content reviewed and included for localization

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Engaging Schools & Youth: Empowering the Next Generation of Eco Leaders

🌱 School Partnerships

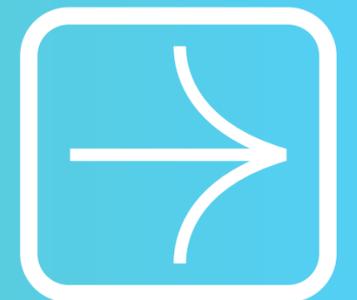
- Collaborating with local primary & secondary schools in Skydra
- Integrating EcoSync modules into environmental education curriculum
- Organizing field trips to green spaces and waste management sites

🎮 Gamified Eco-Challenges

- Launching monthly eco-missions on the platform:
 - “Zero Waste Week”
 - “Compost Champions”
 - “Tree Tag Challenge”
- Points, badges & leaderboards to motivate ongoing participation
- Winners featured on EcoSync’s platform & social media

🎥 Youth Content Creators

- Training students to create:
 - Short eco-tutorial videos
 - Blog posts about local green actions
 - “Eco Diaries” documenting real change
- Peer-to-peer influence boosts authenticity and trust



Partner Contributions – Powering EcoSync Together

Local Authorities

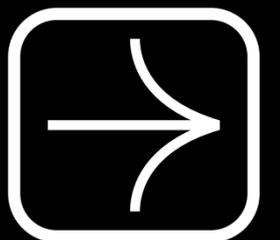
- Provide policy alignment & logistical support
- Facilitate access to public spaces for eco-actions
- Endorse platform through official channels

Environmental NGOs

- Co-create educational content on sustainability
- Support green space development & clean-up campaigns
- Bring in expertise for workshops and trainings

Agricultural & Climate Experts

- Advise on sustainable farming practices
- Provide data on soil, irrigation, and waste systems
- Join community Q&A sessions and forums



11 Local Eco Actions – Launch Plan

1. Clean-up Drives

- Monthly community clean-up events in Skydra’s public spaces and farmlands.
 - Youth volunteers lead teams to collect plastic, agricultural waste, and litter.
 - Materials sorted and disposed of using the new smart bins.
 - Live event updates shared on the EcoSync platform and social media.
-  Visual Suggestion: Use before/after images of clean-up areas or an icon-based map of planned locations.

2. Compost Bin Installations

- Introduction of community compost bins in schools, farms, and parks.
 - Hands-on training workshops on how to compost organic farm waste.
 - QR-code signage for real-time guides and tracking compost contributions.
 - Collaborations with local farmers to reuse compost in fields.
-  Visual Suggestion: Image of a compost station with labeled bins or a diagram showing composting steps.

3. Eco-Themed Workshops

- Held in schools, local farms, and community centers.
 - Topics include:
 - Water-saving techniques
 - Responsible fertilizer use
 - Soil regeneration methods
 - Led by environmental experts and youth educators.
 - Participants earn digital badges on the EcoSync platform.
-  Visual Suggestion: Use a photo of a community workshop with people interacting and learning.

Impact Objective:

"Empower citizens to act, learn, and lead sustainability through hands-on, locally driven activities."



“Turning waste into opportunity – one smart bin at a time.”

♻️ Smart Bin Locations

- ▶ Strategically placed across farms, markets, and schools in Skydra.
- Equipped with sensors that report fill levels to the EcoSync platform in real-time.
- Alerts for collection to prevent overflow and illegal dumping

💰 Buyback Zones

- Farmers can return used fertilizer bags at local supply points.
- In exchange, they receive eco-credits or discounts on sustainable materials.
- Encourages responsible disposal through community incentive programs.

➡️ Interactive Waste Tracking

- Users can log disposal activity via the EcoSync platform.
- Track how much waste has been:
 - Disposed properly
 - Recycled
 - Collected per region
- Visual eco-dashboard for public transparency and motivation.

Disposal & Waste Solutions



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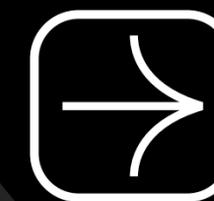
Green Spaces in Progress

Tree Planting Initiatives

- Collaborating with schools and local groups to plant native trees.
- Focused on biodiversity restoration and climate resilience.
- Each planting event is also an educational session on soil, roots, and sustainability.

“Every square meter of green is a square meter of community health and climate action.”





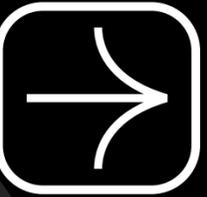
Green Spaces in Progress

School Gardens

- Partner schools building educational gardens for herbs, vegetables, and flowers.
- Used for hands-on learning in biology, climate awareness, and nutrition.
- Students assigned as Eco Garden Keepers empowering ownership.

Community “Green Corners”

- Transforming unused or neglected spaces into micro-green zones.
- Benches, compost bins, informational signs included.
- Designed and maintained by community members and youth volunteers.



Citizen Science through the Platform

Key Actions

Soil Sample Submissions

- Citizens collect and submit basic soil data (pH, moisture, appearance).
- Used to monitor agricultural health across Skydra.

Waste Observations

- Track littered or overflowing waste zones.
- Geo-tag submissions through the EcoSync app.

Eco Reports

- Share on local biodiversity, unusual weather, water pollution, or farming practices.
- Photo and voice notes allowed for easy access.

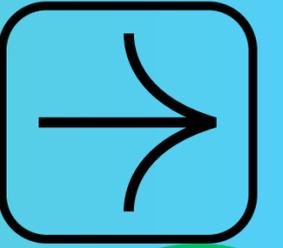
Impact Pathway

Community Data ➡ EcoSync Platform ➡
Dashboards & Maps ➡ Local Action

- Data feeds into heat maps and community dashboards.
- Guides campaigns (e.g., where to place bins, where to host cleanups).
- Shared with local authorities for policy support.

Everyone can be a scientist. You observe, we act!

EcoSync Eco-Leaders - Driving Local Action



Community Volunteers

- Local residents, youth, and farmers taking initiative
- Leading by example in adopting sustainable practices
- Supporting new users of the EcoSync platform

Platform Ambassadors

- Promote platform use in schools, farms, and local events
- Provide help with registration, navigation, and troubleshooting
- Share eco-tips and platform updates through social media and community groups

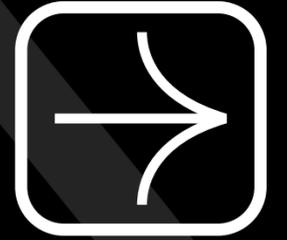
Recognition System

- Digital Badges for completed training, events, and challenges
- Certificates of Participation & Leadership (Youthpass)
- Featured profiles on EcoSync platform as local champions
- Eligibility for future roles in regional EcoSync expansions

Why It Matters

- Builds ownership and motivation
- Creates role models within the community
- Strengthens trust and credibility of the platform

Social Media & Outreach



Hashtag Campaign: #EcoSyncConnect

- Unifies all community engagement under one recognizable tag
- Encourages sharing photos, tips, progress updates
- Drives visibility across Facebook, Instagram, TikTok, and Twitter

Video Testimonials

- Short clips from:
 - Young farmers
 - Students
 - Local leaders
- Highlights platform impact & eco-actions
- Builds trust and emotional connection

Regular Update Posts

- Weekly highlights from:
 - Community activities
 - New learning modules on the platform
 - “Eco Hero of the Month” feature
- Callouts for volunteers and event invites

Engagement Strategy

- Q&A Instagram stories
- Polls on new eco-initiatives
- Repost user-generated content

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EcoSync Feedback System & Iterative Improvement

Main Content:

1. Surveys on Platform Experience

- Monthly pop-up surveys for users
- Focus on usability, content quality, and relevance
- Anonymous & easy-to-complete forms

2. Built-In Feedback Button

- Always-visible on the platform
- One-click feedback with tagging options:
- (“Technical Issue,” “Content Suggestion,” “Accessibility Problem”)

3. User-Submitted Feature Suggestions

- Dedicated section for proposing new tools or content
- Community voting option to prioritize ideas
- Review board of youth and mentors evaluates submissions



Ongoing Maintenance

- Regular platform updates and security checks
- Continuous content uploads (videos, articles, new eco-tips)
- Technical support by local IT volunteers or youth teams

Community Moderators

- Trained youth & farmers manage forum discussions
- Volunteer moderators assigned by region/topic
- Promote respectful, inclusive, and informative

Educational Integration

- Schools use platform for project-based learning
- Workshops run as part of the school calendar
- Long-term goal: add EcoSync modules into rural curricula

“EcoSync will live on as a local knowledge hub , powered by the people, for the planet.”

Long-Term Use Plan



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