

5th I.CE.A. E-Newsletter (February 2024)



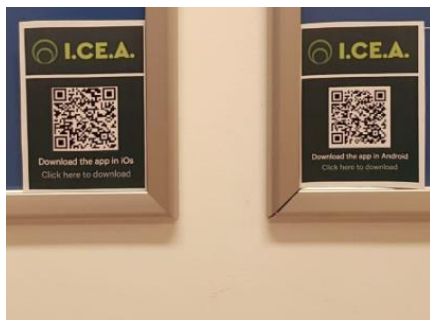
About the project



The "I.CE.A" project, short for "Investing on Circular Economy through Adults" aims to offer high quality learning and networking opportunities responding to the needs of adults wishing to dynamically engage in circular economy activities. The project will build a bridge amongst green entrepreneurs (mentors) and future green entrepreneurs (mentees). Social entrepreneurship signals the imperative to drive social change and the project aims to trigger and reinforce this change.

Latest Developments

At the conclusion of the fifth semester of the I.CE.A project, we are pleased to announce the successful completion of **Result 4: the ECO-QR**, which is now presented as an alpha version, along with its associated mobile application. The development of the I.CE.A application and ECO-QR has been finalized, making them ready for utilization and piloting.



The **ECO-QR system comprises strategically placed QR codes** in the consortium's cities, designed to assist citizens in locating and participating in green initiatives. This eliminates the challenge of finding or engaging in green activities in their respective regions. Anticipated to have a significant impact, the QR code and application aim to address these challenges and transform the attitudes of adults towards environmental sustainability.

Final Project Meeting in Malaga

The concluding project meeting in Malaga, Spain, hosted by CESUR, marked the finalization of the ECO-QR initiative. Members met online on 18, of December 2023, and in person in Malaga, Spain, on 11-12, 2024, hosted by CESUR. Discussions focused on project management and execution, prioritizing task completion and setting deadlines. The meeting resulted in the finalization of ECO-QR details, bringing the project to a successful close.



Dissemination

Since October 2023, the project has experienced positive developments, with consistent updates across various media channels. The project's website is now live and operational, serving as a central hub for the latest outcomes. Partners have diligently contributed to this platform, regularly posting updates, news, and articles that highlight the ongoing project-related activities. In addition to the website, the project has actively engaged with the audience through popular social media platforms such as Facebook and Instagram.



Through these channels, informative materials are regularly shared, ensuring effective dissemination of project information and maintaining an interactive and dynamic online presence.

Next up...

Tasks ahead include finalizing the project's comprehensive report, initiating closing procedures, and planning for the future. Efforts will focus on **reviewing Result 4 - the ECO-QR**, ensuring a seamless transition into the **project's closing phase** and setting the stage for future success.

Find out more on the project's social media:

- [Facebook](#)
- [Instagram](#)
- [Website](#)

Meet the I.CE.A. Team!

