

**European Training: Ministry of Education, Asvis and Iteyum  
in the field towards new models of sustainable development**

***Iteyum's Objective Sustainability project as a protagonist at the presentation of the 'ReGeneration School' Plan realised by the Ministry of Education for the Committee of Ministers of the Council of Europe, within the framework of the six-month Italian Presidency***

Rome, 23 March 2022 - A special day for Italy at the meeting organised by the Ministry of Education, as part of the six-month Italian Presidency at the Council of Europe, to present the **'ReGeneration School' Plan** to the Committee of Ministers: an important national systemic project structured by the ministry, involving organisations, businesses and associations in a 'Green Community'. A vehicle of knowledge available to schools, which aims to educate a new citizenship that is able to look at sustainable development in all its declinations, environmental, social and economic.

Iteyum, a European player for the circular economy and spokesperson for the Green Community in this occasion of confrontation with Europe, has contributed to the National Plan with the educational project 'Objective Sustainability' addressing the younger generations to prepare them to intercept the demand for *green jobs* and to become advocates of ecological transition and digital innovation. 'We wanted to bring our values and skills,' explains Marco Codognola, CEO of Iteyum, 'to promote the goals of the 2030 Agenda through a web portal and a series of meetings that encouraged dialogue between students, institutions and sustainability professionals, with a focus on circular economy, digital innovation, gender equality and STEM education. We implement cultural change together with students, towards sustainable production models and involving all components of society'.

Giving shape and substance to the network that now involves thousands of students and more than 300 operators between organisations and companies, is the far-sighted vision of **Education Undersecretary Barbara Florida**: "We thought of setting up a Green Community that would systemise all those realities that can help schools start a path of education for sustainability. The school regeneration plan goes to strengthen that discipline present in all school orders, civic education, by donating resources and experts. The goals are environmental and social, but we also have the urgency of new economic models. The Regeneration Plan is about getting pupils to acquire knowledge and skills according to the new demands of the market and the Green Deal".

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