

CHANGEMAKER DAYS

WELCOME PACK

PARMA – October 25



ASHOKA
EVERYONE A CHANGEMAKER™

Welcome to Ashoka Italy's Changemaker Days!

We are delighted to have you with us for a day dedicated to co-creation, networking, sharing ideas, and innovative visions. In this Welcome Pack, you will find all the useful information to make the most of this unique experience.

If you have any questions or doubts, please do not hesitate to consult the contact section at the bottom of the document: the Ashoka staff will be happy to assist you at any time.

Thank you from the bottom of our hearts for choosing to be part of this wonderful community of changemakers!

AGENDA

Here you'll find a brief overview of the October 25 agenda. For more information about individual sessions, click [HERE](#). 

On the website you'll find descriptions, speakers, and everything you need to know about the Changemaker Days!

10:30 AM–12:30 PM
**Welcome to Young
Changemakers**

1:30–2:00 PM
Public opening

2:00–2:20 PM
**Institutional
greetings**



2:20–2:40 PM
**GEN C Europe Insight Paper
Handover**

2:40–3:30 PM
**Driving change across generations,
systems and borders**

3:30–5:30 PM



**WELLBEING AND
QUALITY OF LIFE**



**CULTURE AND POLICIES
FOR SUSTAINABILITY**



**YOUTH
PARTICIPATION**



**CONVIVIALITY
OF DIFFERENCES**

5:30–6:00 PM
Closing Panel

6:00–7:30 PM
Networking Aperitivo

7:30–9:00 PM
**Ashoka Fellow's
2026 Ceremony**



GETTING AROUND PARMA

Parma is a people-friendly city: flat, bike-friendly, and well served by public transport. Green Life is easy to reach on foot, by bicycle, or by bus.

Public Transport – From the Train Station and City Center

Bus line 6 (Cavagnari / Stradella / Collecchio direction): The main route to reach the event from the train station.

Route: Leaves from the FS Train Station and crosses the historic city center along Via La Spezia to Green Life.

Stop: Cavagnari / Via La Spezia (a few meters from the Green Life entrance).

Frequency: Every 12–15 minutes on weekdays.

Tickets: Available on board with a contactless card (Tap & Go) or via the TEP Parma / Mover app, for approximately €1.50.

By Bicycle (Bike Path)

Parma has a continuous, protected bike path connecting the historic city center along the entire Via La Spezia route.

RideMovi (Bike & E-Bike Sharing): You can pick up a bike or e-bike in the city center or at the train station and reach the Via La Spezia area in about 12–15 minutes.

Bike racks & Mobility Hub: The Green Life campus has dedicated spaces and bike parking connected to the site's green infrastructure.

By Car & Parking

For those arriving by car from the motorway or outside the city:

Tangenziale junction: From the Parma ring road, take Exit 12 (Via La Spezia / Collecchio) and continue toward the city center for about 500 meters.

Cavagnari Park-and-Ride (Via La Spezia): Located just 300 meters from Green Life.

Free of charge; ideal for drivers who want to park near the venue and travel toward the city center by bus or bike.

EV charging stations: Green Life also has electric vehicle charging points nearby.

WHERE TO STAY

For participants wishing to stay near the venue, we recommend the following hotels, where Ashoka staff and community members will also be staying:

voco Parma Congress Centre
Best Western Plus Hotel Green Life
Holiday Inn Parma

To book a room, please email info@inchotels.com, stating your chosen hotel and mentioning your participation in “Changemaker Days: Voices Across Generations”.

Shuttle Service

A shuttle service will be available for participants staying at one of these three hotels:

October 25 (morning): Shuttle transfers from the hotels to the event venue, departing between 9:00 and 10:00 AM (for participants who arrived on October 24).

October 25 (evening): Shuttle transfers from the event venue to the three hotels at the end of the event, between 9:00 and 10:00 PM.

Please note that accommodation costs are the participants' responsibility unless otherwise agreed with the organizing team.

VENUE

CRÉDIT AGRICOLE GREEN LIFE

Via Spezia, 138/A, 43126, PR Parma



Crédit Agricole Green Life

4,5 ★★★★★ (168) ⓘ

Banca · 

Panoramica

Recensioni

Informazioni



Indicazioni



Salva



Nelle
vicinanze



Invia al
telefono



Condividi



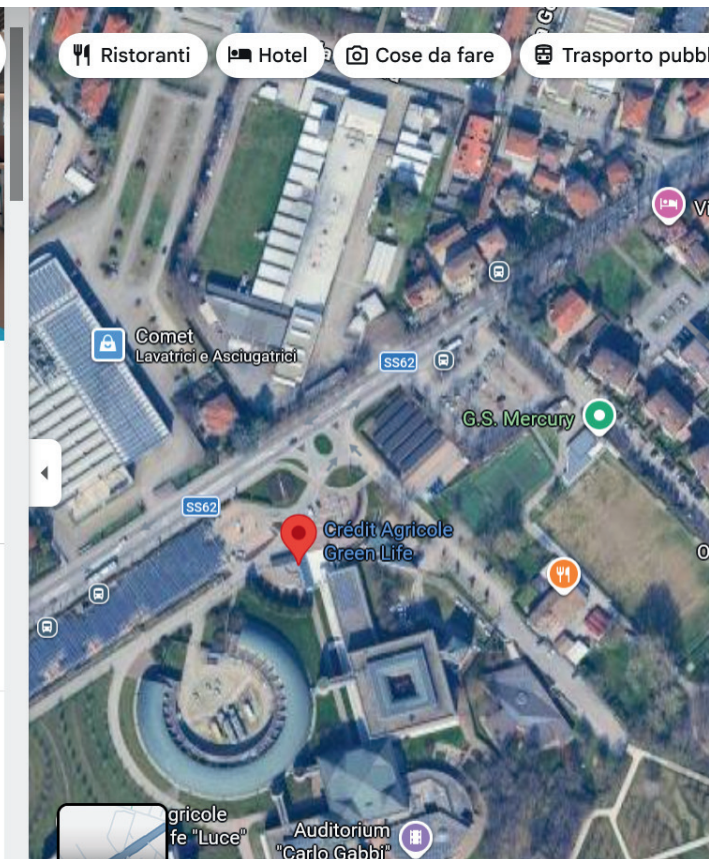
Via La Spezia, 138/A, 43126 Parma PR



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HOW TO EXPERIENCE THE EVENT

The 2026 edition of the Changemaker Days is designed to foster collective dialogue, inspiration, and co-design around the theme “Voices Across Generations”.

This year’s agenda consists primarily of collective plenary sessions, complemented by a curated selection of four focused thematic workshops.

VISIT THE WEBSITE! 

Plenary Sessions

GEN C Europe Insight Paper Handover

Guest: Michele Guerra, Mayor of Parma

Official presentation and handover of the GEN C Europe Insight Paper, a youth-led roadmap written by 30 young changemakers from 8 European countries as part of Ashoka’s Generation Changemaker (GenC) program.

Gathering ideas, lived experiences, and recommendations directly from the voices of younger generations, the Insight Paper explores the key challenges that will shape Europe’s future and proposes practical solutions for institutions and policymakers. This will be an important moment of listening and shared commitment to the future of our region and continent.

Plenary Session: Driving change across generations, systems and borders

How can we activate systemic change that transcends geographic borders and generational barriers? In this plenary session, institutional leaders, entrepreneurs, young activists, and Ashoka Fellows will discuss strategies for building a collaborative, future-oriented ecosystem.

Speakers: Stephanie Cox, Director of Ashoka Austria; Georg Kopetz, CEO TTTECH; Marie Ringler, Director of Ashoka Europe; Michele Guerra, Mayor of Parma; Ilario Salvemini, Young Changemaker & Co-Founder of Turbe Giovanili; Bernardo Gonçalves, Ashoka Fellow & Founder of MyPolis; Eleonora Urbanetto, Parma Local Youth Council; Irene Conversi, Parma io ci sto! & Parma EYC27 Committee; Nooshin Pourkamali, Member of GenC Europe 2026.

How to Register for the Workshops

To ensure better space management and a high-quality experience, online registration is required in advance to attend the workshops:

Go to the official event website: ashoka.org/it-it/changemaker-days-2026. 

Click the “Reserve your spot” button.

Book your place on Eventbrite. After registering, you will receive an email with the link to sign up for the workshops.

In the days before the event, you will receive an email with everything you need to know about attending the event and the workshop you have chosen.

Below you’ll find details about each workshop. Read the descriptions and choose the one that suits you best!

WORKSHOP



WELLBEING AND QUALITY OF LIFE

SPEAKERS

Francesca
Fedeli

Marie
Madeleine
Gianni

Francesco
Bianchi

WORKSHOP DESCRIPTION

Communities thrive when everyone has the opportunity to participate, contribute, and fully realize their potential. Through the lenses of inclusion, gender equality, participation, and sport, this workshop will explore how cities can promote wellbeing, a sense of belonging, and equal opportunities for everyone.

Drawing on the experiences of Ashoka Fellows Francesca Fedeli and Marie Madeleine Gianni, participants will examine the systemic changes needed to build communities where everyone can access opportunities, develop their potential, and contribute to society. Francesco Bianchi, from the Parma Youth Council, will share how these principles are being put into practice in the city's vision for its journey toward European Youth Capital 2027.

WORKSHOP



CULTURE AND POLICIES FOR SUSTAINABILITY

SPEAKERS

Ugo Lorenzo
Vallauri Carta

WORKSHOP DESCRIPTION

What does a sustainable city look like in practice?

Inspired by the work of Ashoka Fellow Ugo Vallauri, this workshop will explore how communities can respond to environmental and social challenges by rethinking production, consumption, technology, work, and everyday habits.

Lorenzo Carta, from the Parma Youth Council, will offer a local perspective on how sustainability is shaping the city's vision for Parma European Youth Capital 2027. Participants will discuss how cities can foster the skills, culture, and collaborations needed to build a more resilient and regenerative future.

WORKSHOP



YOUTH PARTICIPATION

SPEAKERS

Bernardo Cristian
Gonçalves Ignacio

WORKSHOP DESCRIPTION

How can cities move from simply consulting young people to genuinely sharing power with them?

Drawing on the experience of Ashoka Fellow Bernardo Gonçalves and the work of MyPolis, this workshop will explore how meaningful youth participation can strengthen democracy, civic engagement, and community decision-making.

Cristian Ignacio, from the Parma Youth Council, will explain how young people are co-leading the city's journey toward Parma European Youth Capital 2027, showing how active participation can go beyond consultation to become a genuine driver of community transformation. Together, participants will reflect on how cities can create structures and cultures that enable young people to actively contribute to decisions affecting their lives and communities.

WORKSHOP



CONVIVIALITY OF DIFFERENCES

SPEAKERS

Flaviano Jules
Bianchini Ricci

WORKSHOP DESCRIPTION

What does a city need in order to turn diversity into a source of belonging, participation, and social cohesion?

Drawing on the experience of Ashoka Fellow Flaviano Bianchini, this workshop will explore how human rights, environmental justice, civic participation, and peacebuilding help make communities more cohesive and inclusive.

Jules Ricci, from the Parma Youth Council, will share how these same values are taking shape in Parma's journey toward European Youth Capital 2027. Together, participants will reflect on how cities can create the conditions for dialogue, mutual understanding, and active citizenship that values differences.

COMMUNITY GUIDELINES

To ensure a positive, safe, and valuable experience during the Changemaker Days, we have established some guidelines.

Our goal is to create a courageous space together, where people can meet, exchange ideas, and build meaningful connections.

DRESS CODE

There is no dress code!

Come as you feel most comfortable: colorful, elegant, casual, creative... the important thing is to be yourself and enjoy these days freely.

1. Respect and Welcome

Kindness: *Treat everyone with respect, taking care with the words and gestures we use. Psychological and physical safety depend on the care each of us takes in creating a welcoming and respectful environment.*

Welcome: *We value the diversity of our community and create the conditions for everyone to feel comfortable, recognized, and respected. Little ones are welcome too as little changemakers! If you bring children, please note that we have not arranged a dedicated area or childcare service, but we will be happy to welcome them with you and share the spirit of the event.*

Awareness: *We all have biases. Let's assume that people speak or act with good intentions, and take responsibility for the impact our actions and words may have on others.*

2. Participation

Active listening: *Listen with curiosity and empathy, valuing different perspectives. When sharing an opinion, speak in the first person ("I think", "in my experience...").*

Sharing the space: *Give everyone the opportunity to contribute. If we tend to speak a lot, let's make space for others; if we tend to stay silent, let's try to participate actively.*

Clarity: *Use simple language, avoid jargon and technical terms, and favor accessible materials.*

Keeping sessions flowing: *Avoid behavior that may interrupt activities (talking over others, monopolizing the conversation, or using devices in a distracting way).*

3. Safety and Mutual Care

Safe environment: Respect personal space and promptly report any concerning behavior to the organizers.

Confidentiality: Protect people's privacy. Do not share personal information without consent.

Consent: Always ask before any physical contact, taking photos or recording videos, and before posting images of other people.

Consent can be withdrawn at any time.

4. Sharing and Collective Memory

During the Changemaker Days, we want to collect and share the community's memories. There will be dedicated moments for group photos and collective sharing, to celebrate the energy of the event together.

We invite you to share on social media using the event's official hashtags: #ChangemakerDays #AshokaItalia.

This way, we can create a large collective album that will remain as a living memory of the event.

You will always find volunteers and staff members ready to support you during the Changemaker Days.

If you need help or have questions or requests (about logistics or accessibility), please go to the welcome desk.

HELP US SPREAD THE WORD ABOUT THE EVENT!

The Changemaker Days thrive thanks to the strength of the community. If you'd like to help this energy grow, here's how you can contribute:

Share your experience

Share the moments that moved you most on social media. There will be dedicated photo and video spots at the event.

Use the official hashtags

#ChangemakerDays

#AshokaItalia

Tag Ashoka Italia

Find us on Instagram, LinkedIn, and Facebook.

Invite others

Encourage colleagues, friends, and partners to follow the program online and join the community.

Every post, photo, or word shared helps the ideas and connections born here travel even further.

THE CHANGEMAKER DAYS TEAM

Behind the Changemaker Days is a great collective effort.

Organizers, volunteers, partners, and the community have all helped bring this event to life and make it a welcoming, inspiring, and transformative experience.

During the event, you will always find:

- Ashoka Italia staff: for any general information about the event and program.
- Information Point and welcome and accessibility desk: the place to go with questions, specific needs, or concerns.

Please don't hesitate to ask: we are here to support you and help you make the most of the Changemaker Days.

For any information about the event, email mlima@ashoka.org.

THANK YOU FOR BEING PART OF THE CHANGEMAKER DAYS

The Changemaker Days are not just an event, but a collective experience built by those who take part.

Every contribution—a word, a gesture, a connection, an idea—is part of the change we want to imagine and create together.

We invite you to experience these days with curiosity, openness, and courage.

Be present, participate, share, and take with you whatever inspires you most: it will be the seed of new possibilities to nurture in your everyday life.

Thank you for choosing to be here.

We are delighted to be writing this page of the future with you.

See you at the Changemaker Days

VISIT THE WEBSITE!

