

**Sustainable Living Podcast**

Designing talks for a better world

FEATURING THE SUSTAINABILITY BRIEF VIDEO SERIES

Voices for Circular Change

Romania's Agenda 2030 Dialogues

18 September – 8 October 2026 · Bucharest, Romania · Digital campaign, free to access

A three-week bilingual media campaign by **Sustainable Living Podcast**, the first Romanian podcast dedicated to sustainability and the circular economy, now in its 10th season, founded with the support of the **Embassy of Sweden in Romania** and industry partners.

TWO EDITORIAL FORMATS

Sustainable Living Podcast

3 LONG-FORM EPISODES

Each episode is a conversation with a decision-maker or a project leader on where Romania stands in implementing the Sustainable Development Goals.

Sustainability Brief

3 SHORT-FORM VIDEO BRIEFINGS

Explaining EU sustainability regulation and its economic impact in Romania, translating institutional language into terms companies and local authorities can act on.

WEEKLY THEMES

18 - 24 SEPTEMBER Agenda 2030 at the halfway mark: where Romania stands **SDG 13**

25 SEPT - 1 OCTOBER EU sustainability legislation reaching Romanian companies **SDG 12**

2 - 8 OCTOBER From policy to practice: what the SDGs mean on the ground **SDG 11**

The two tracks alternate weekly: the podcast opens each theme in depth, the video brief distils it into a format built for wider reach. Every episode is published free of charge across podcast platforms, YouTube and LinkedIn.

The campaign brings together three perspectives that rarely meet in Romanian public debate: national and European policymakers, the businesses subject to the new reporting requirements, and the community-led initiatives already delivering results. Its aim is to move the 2030 Agenda out of institutional language and into terms Romanian companies, local authorities and citizens can act on.