Strategies to increase youth awareness of climate change in a digitalized society

WEBINAR

- LEVERAGING SOCIAL MEDIA CAMPAIGNS TO RAISE AWARENESS OF CLIMATE CHANGE AMONG STUDENTS.
- USING ONLINE PLATFORMS FOR COMMUNITY INVOLVEMENT AND PARTICIPATION IN ACTIONS FOR SUSTAINABLE DEVELOPMENT.

OPEN: WIDE MINDS WILL FIND ECO VIRTUAL STEAM SOLUTIONS TOWARDS CLIMATE

WI-MI

STEAM SOLUTIONS TOWARDS CLIMATE

OPEN: WIDE MINDS WILL FIND ECO VIRTUAL STEAM SOLUTIONS TOWARDS CLIMATE CHANGE!
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"Not a day goes by without you leaving a mark on the environment around you. And your actions make a difference. Which is why you have to make a decision: what kind of difference does your action make?"
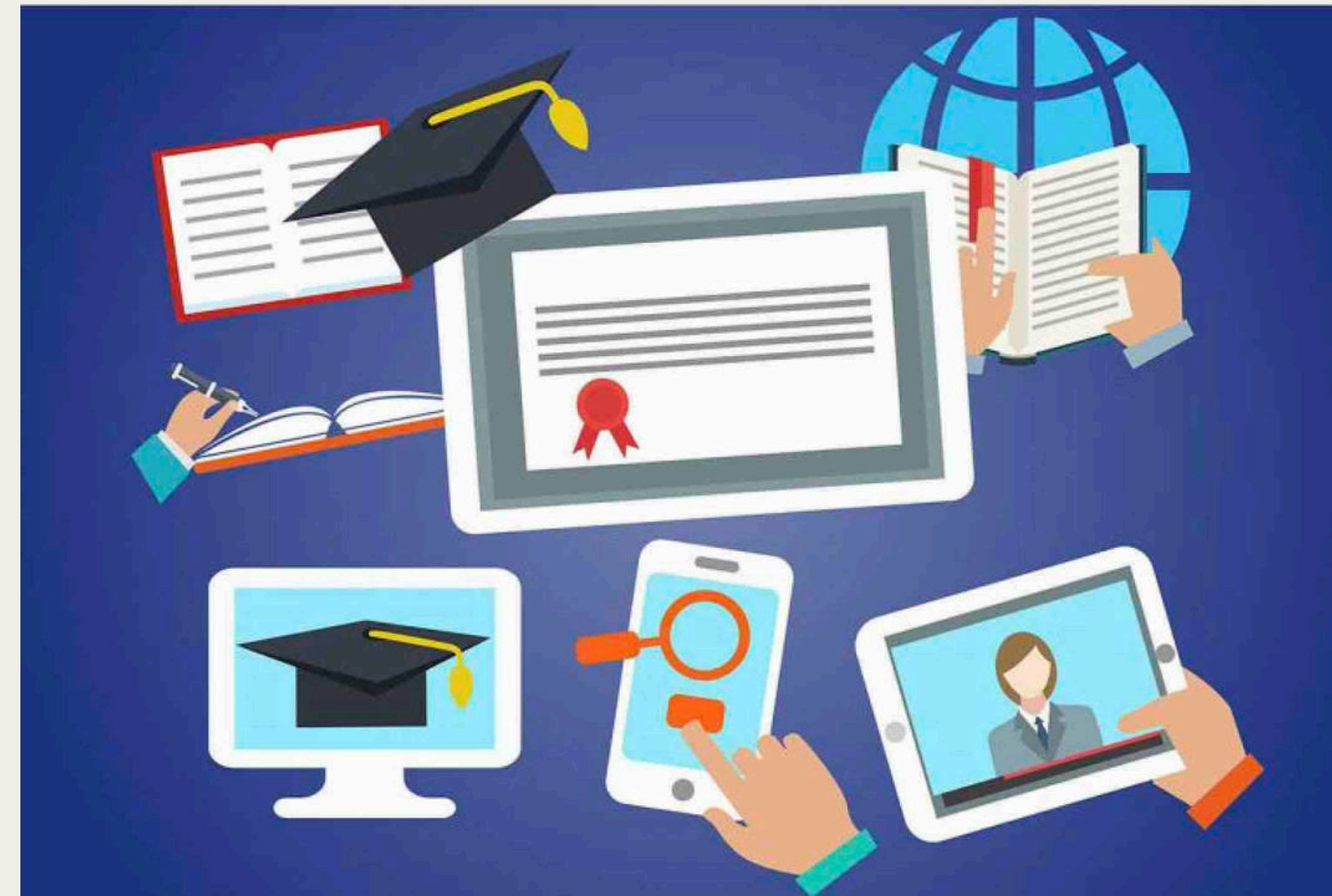
Jane Goodall

TARGETED SKILLS:

- Creating and popularizing campaigns on social media to raise awareness of climate change among young people.

- Increasing the level of access to online platforms for community involvement and participation in actions for sustainable development.

- Increasing awareness among young people (10-14 years old) about climate change and motivating them to adopt sustainable behaviors.

Social media campaigns are an extremely valuable tool to raise awareness about climate change, especially among young people, who are frequent users of these platforms.

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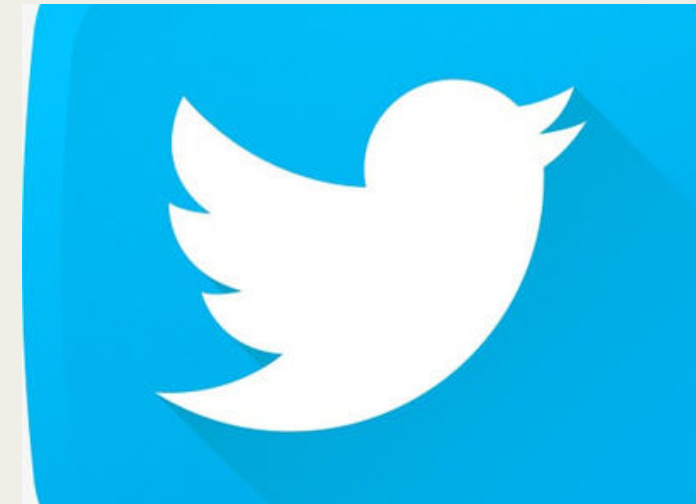
Choosing the right platform

Instagram and TikTok

These platforms are popular among young people and allow the creation of visual and engaging content, such as short videos, stories or interactive posts.

YouTube

It can be used for educational videos, short documentaries, and long-term campaigns.

Twitter

Ideal for conveying concise messages, news and quick updates related to climate change.

Facebook

Although less used by young people, they can be used to engage larger communities and organizations.
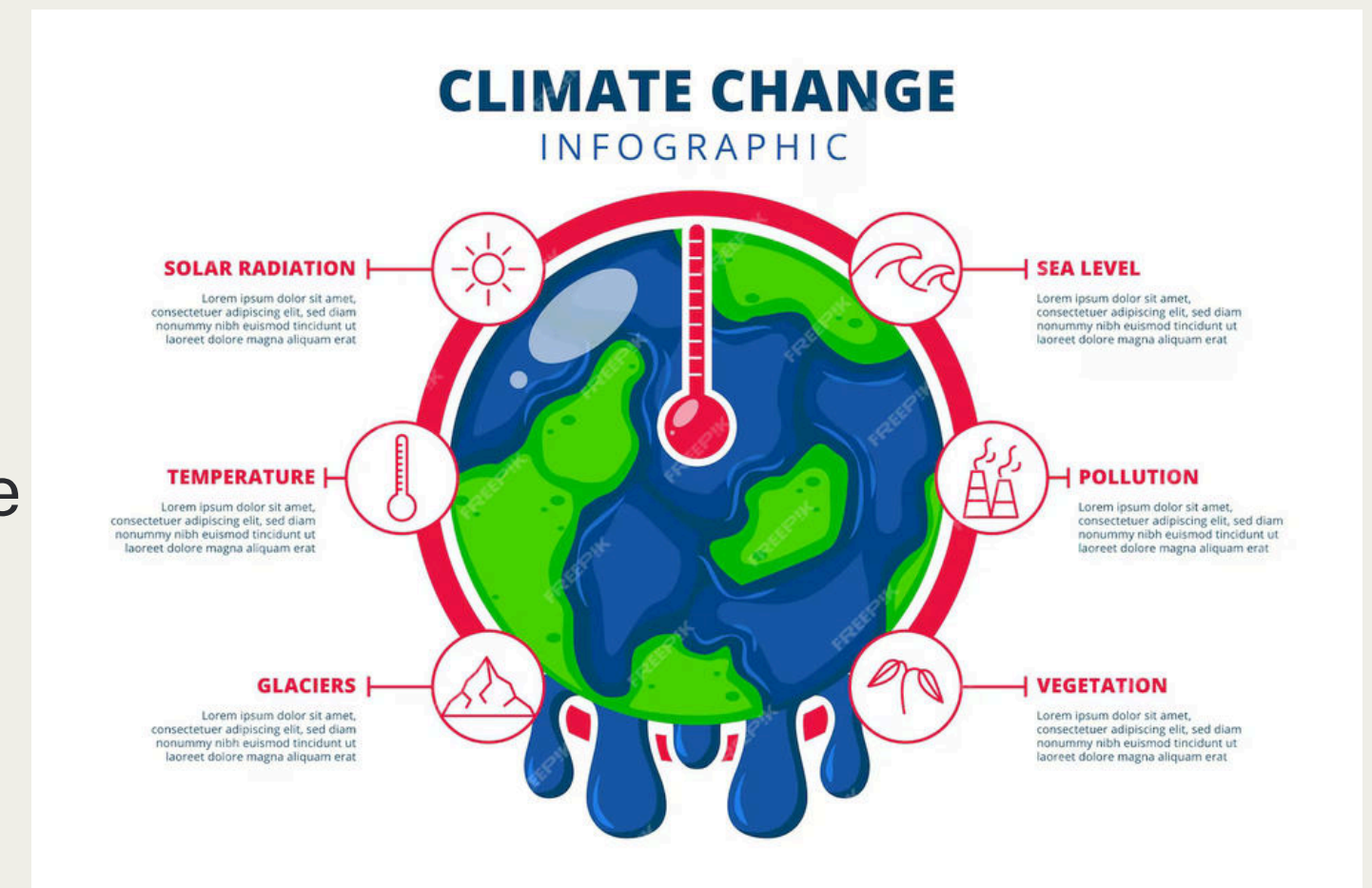
CREATING ENGAGING CONTENT

Infographics and animations: Simplify complex information about climate change, making it easy to understand and share.

Storytelling: Personal stories of young people affected by climate change or those contributing to solutions can inspire audiences.

Challenges and trends: Launching challenges (e.g. #EcoChallenge) that encourage actions such as recycling or reducing plastic consumption.

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- Engaging influencers with a young audience can amplify the campaign's message.

- Choosing authentic influencers who are concerned about environmental issues is essential to maintaining credibility.

USING HASHTAGS AND VIRAL CAMPAIGNS

Attractive and relevant hashtags, such as #ActForClimate, #ClimateHeroes or #GenerationGreen, can help create an online community and track the impact of the campaign.

Content that encourages users to participate, comment, or share can go viral.

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- Publishing "tips & tricks" on how young people can contribute to reducing their carbon footprint.
- Posting key statistics and information in an attractive visual format, such as carousels on Instagram.

CARBON FOOTPRINT PLEDGE

I pledge to reduce my carbon footprint by:

- Walking and cycling more ☐
- Sharing and reusing things ☐
- Choosing plant alternatives to meat sometimes ☐
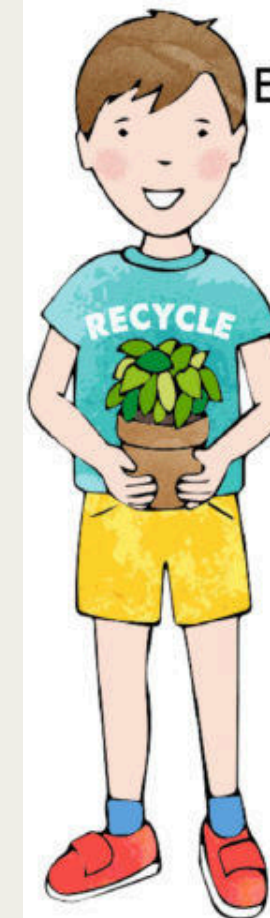- Buying local products when I can ☐
- Using both sides of paper ☐
- Calculating my own carbon footprint ☐
- Not wasting food ☐
- Tell family and friends how they can help ☐

SCIENCE SPARKS

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- Encouraging the audience to sign petitions, participate in green events, or implement sustainable changes in their daily lives.

- Creating interactive campaigns, such as "plant a tree for every share."

DOUBLE
TAP
TO PLANT
A TREE

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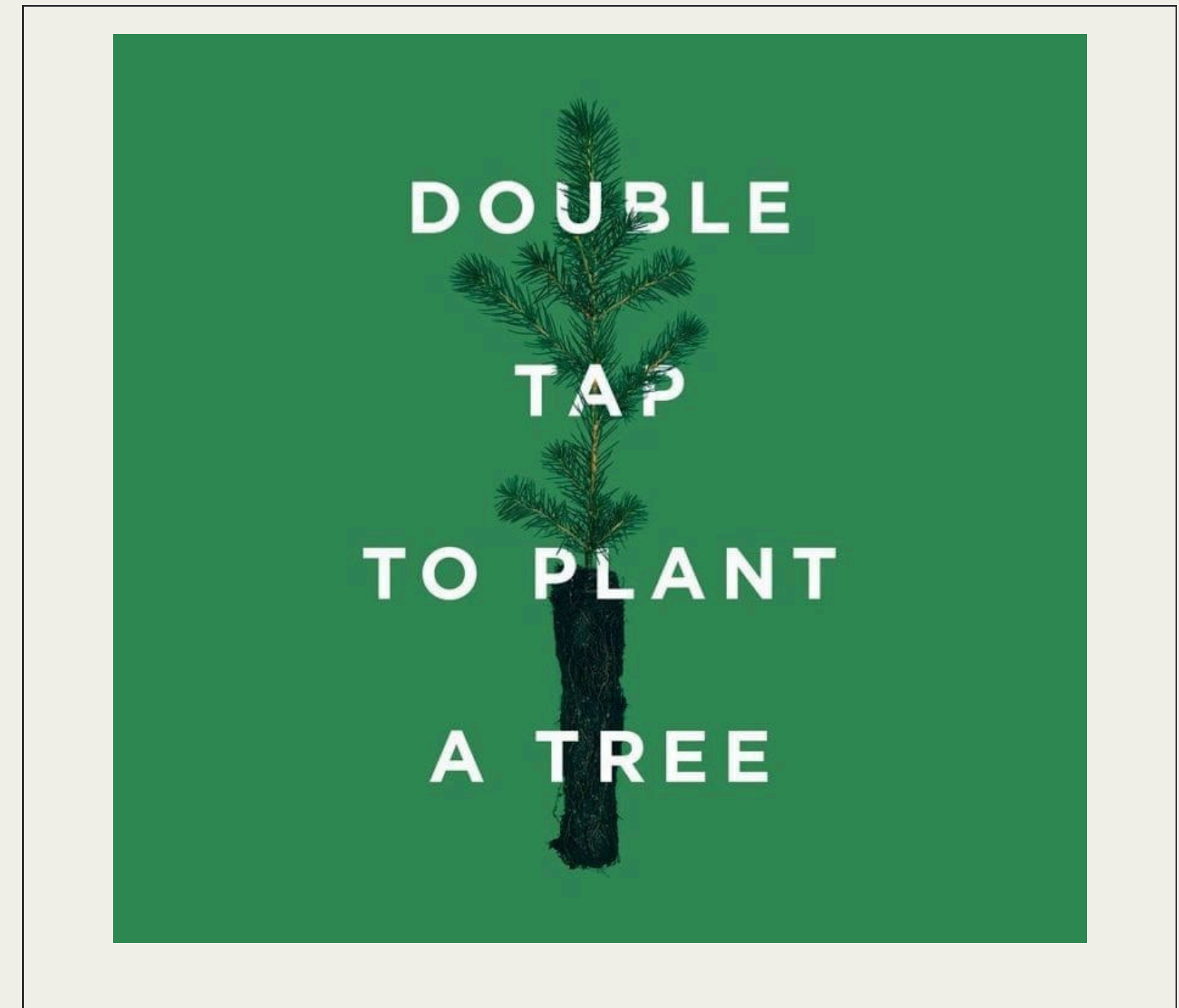
- Using analytics tools (e.g. Instagram Insights, Google Analytics) to measure engagement, shares, and audience growth.
- Prompt responses and active engagement with the community through comments and messages.

- Partnerships with organizations fighting climate change can help increase credibility and provide quality educational content.

- Involving local initiatives can make messages more relevant to young people in a particular region.
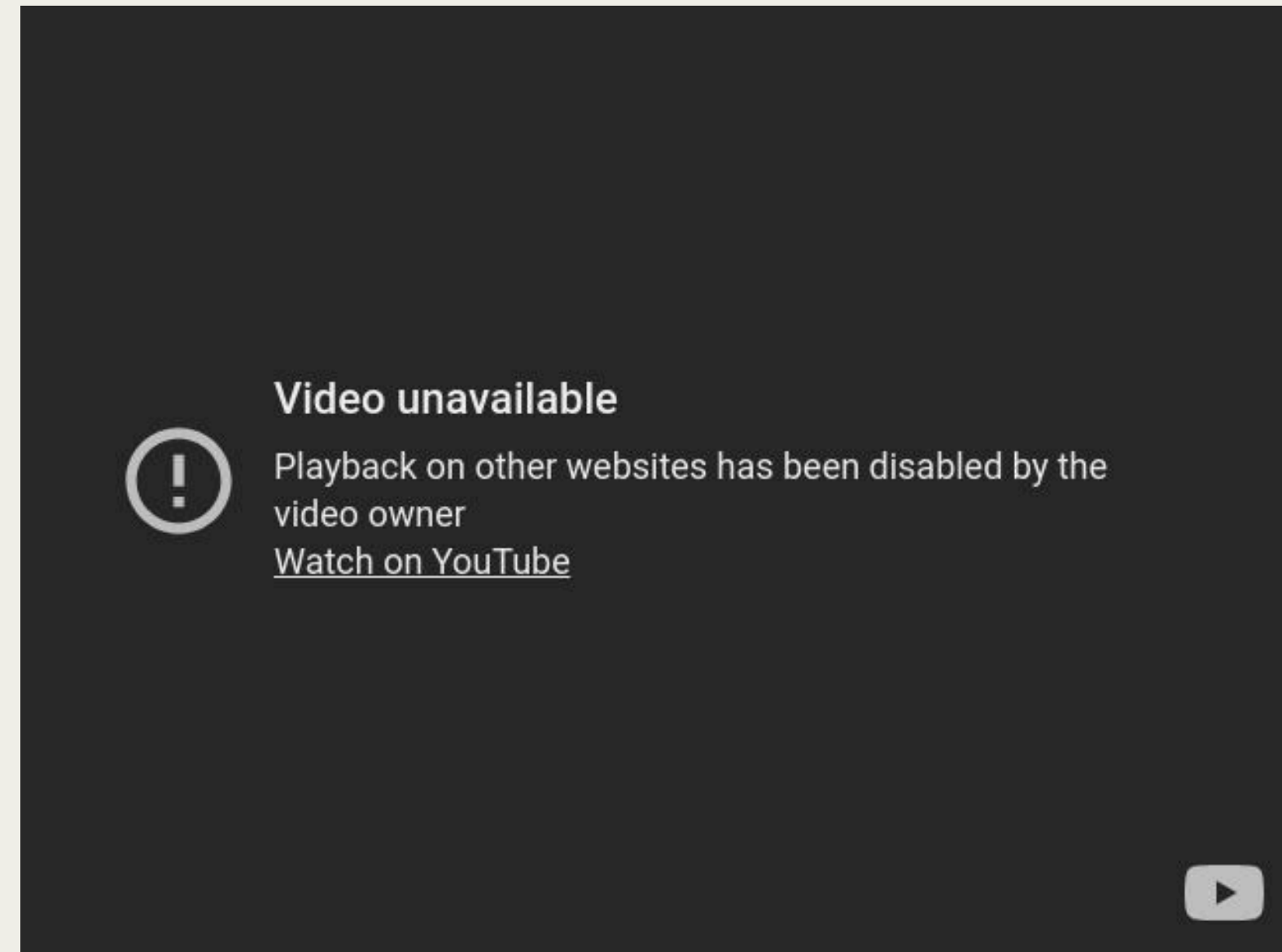
EXAMPLES OF SUCCESSFUL CAMPAIGNS

Fridays for Future

The movement initiated by Greta Thunberg used social media to mobilize millions of young people in global protests.

Earth Hour

Through a simple call to turn off the lights, he managed to create a global impact.

#TrashTagChallenge

It motivated young people to clean up areas full of waste and post the results online.

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Using online platforms for community engagement and participation in sustainable development actions is a modern and effective solution for mobilizing human resources and creating significant impact. These platforms provide a digital space where people can collaborate, discuss and implement innovative solutions to environmental, social and economic problems.

Best Charities Actively Fighting Climate Change

donorbox

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1. Accessibility and global connectivity

Online platforms allow people from all over the world, regardless of location, to connect. This allows diverse communities to share ideas, best practices, and resources to achieve common goals.

2. Raising awareness and education

These platforms can host educational resources, such as webinars, guides, case studies or information campaigns, to educate users about sustainable development topics (e.g. climate change, recycling, biodiversity conservation).

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3. Rapid mobilization for action

Events, such as clean-ups, tree plantings, or fundraising, can be organized quickly and efficiently through online platforms. An example would be using social media to promote local or global actions.

4 Tools for collaboration and participation

Collaboration platforms, such as Slack, Trello or Google Workspace, make it easier to plan and monitor the progress of sustainable development projects. Discussion forums and interactive applications also promote active user participation.

5. Transparency and accountability

Online platforms allow monitoring of project progress and reporting of results, giving communities the opportunity to see the real impact of their efforts.

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EXAMPLES OF ONLINE PLATFORMS USED FOR SUSTAINABLE DEVELOPMENT

Change.org

It allows the creation of online petitions to mobilize community support for various environmental, social or political causes.

https://www.change.org/

EcoChallenge.org

It provides a platform where users can participate in sustainability challenges, such as reducing waste, saving water, or changing eating habits.

https://about.ecochallenge.org/

iNaturalist

A platform where users can contribute to biodiversity mapping by uploading images and information about species in their environment.

https://www.inaturalist.org/

GoodUp

Connects companies, NGOs and volunteers to collaborate on sustainable projects.

https://www.instagram.com/gooduphq/

Content for TikTok Video 1: "Did You Know This?"

Description: A "Did You Know?" type video, with text overlay:

"A mature tree absorbs enough CO2 to offset 2.6 million car steps per year. 🌳 What are you doing for the planet?"

End: "Accept our challenge and plant a tree! #EcoSchoolChallenge"

Audio: Trendy sound (e.g. a popular remix).

Video 2: Interactive Challenge

Content:

Students presenting things they do for the environment (e.g., picking up waste from school, saving water).

Overlay text: "What can you do for the planet? Post your video with #EcoChallenge!"

Call to Action: "Be part of the change. Our generation saves the planet!"

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Content for Instagram

Carousel post: "5 simple things for the planet"

Image 1: Large title: "5 simple things you can do to save the planet 🌍"

- *Image 2: "1. Give up plastic – use a reusable bottle."*

Image 3: "2. Walk or bike – save CO2!"

Image 4: "3. Turn off the water when brushing your teeth – you save 8 liters/minute."

- *Image 5: "4. Recycle paper, plastic, and glass."*

Image 6: "5. Share this message with your friends!
#GreenGeneration"

Instagram Story: Interactive Quiz

Question 1: "How much CO2 does a car emit in a year?"
A. 500 kg
B. 4 tone
C. 10 tone
(correct: B – 4 tons)
Question 2: "How long does it take for plastic to decompose?"

- *A. 10 years*

B. 50 years
C. 500 years
(correct: C – 500 years)

- *Final Story: "Did you answer correctly? Start making a change today! 🌱"*

Short reel:
Scenario:

- *The camera shows a plastic bottle lying on the ground. A hand picks it up and puts it in the recycling bin.*

Content for YouTube

Short 1: "How climate change affects your city"
Content:
"If global temperatures increase by 2°C, water levels could affect x% of cities in Romania."
"Want to help? Reduce energy consumption, recycle and plant trees!"

- Short 2: Quick Tutorial: "How to be eco-friendly at school"
- Step 1: Bring your lunch in reusable boxes.
- Step 2: Recycle classroom waste.
- Step 3: Propose a cleaning project with your colleagues.

Conclusion: "Change starts with you! ❤️"

Content for Facebook

Post with emotional message:
Image: An impressive photo of melting glaciers.
Text:
"Every minute, we lose a piece of our future. 😰
Be part of the solution: recycle, save energy and get involved. #GreenGeneration"
CTA: "Share this message to help raise awareness about climate change."

Social media not only informs, but also motivates and unites young people to become part of the solution.

Snapchat/Instagram Filter:
Create a filter that overlays leaves or a slogan like "Heroes of the Planet 🌍" over selfies.

Motivational hashtags:
#PlasticFreeInClass
#EcoRevolution
#StudentsSaveThePlanet

CREATING EDUCATIONAL CONTENT FOR DIGITAL CONSUMPTION

Creating digital educational content for young people on the topic of global warming can be a very effective way to raise awareness and educate the next generation about the major environmental issues facing the planet. Young people are more connected to technology than ever before, and using digital content formats—such as videos, blogs, and webinars—can help create a culture of environmental responsibility.

videos
EDUCATION

Videos are one of the most popular forms of digital content and can quickly capture the attention of young people. Here are some ideas for videos that can be made on the topic of global warming:

a. Short series of explanatory videos

- *Suggested title: "**What is global warming and why does it matter?**"*

- *Content: Explaining in simple terms the concepts of global warming, climate change, CO_2 emissions, the greenhouse effect, etc. Videos can be animated to make the information easy to understand and more attractive.*
Duration: 3-5 minutes.

b. Challenges and solutions

- *Suggested title: "**How can our generation stop climate change?**"*

- *Content: Each video can explore a specific solution to combat global warming: using renewable energy, reducing waste, responsible consumption, etc. Real-life examples or inspirational stories of young people making a difference can be presented.*
Duration: 5-7 minutes.

c. Interviews with experts and activists
Suggested title: "**How will climate change affect our future? - Interview with an expert**"
Content: These videos may feature interviews with climatologists, environmental activists, and young people fighting for change.
Duration: 7-10 minutes.

d. Interactive challenges
Suggested title: "**Change starts with you - How can you contribute?**"
Content: Challenges in which young people are invited to participate in simple actions, such as reducing plastic consumption, planting a tree, saving energy or promoting sustainability in their schools.
Duration: 1-2 minutes for each challenge, but there can be a continuous series of videos.

Blogs
EDUCATION

Blogs are a great way to explore climate change topics in depth and provide structured information on specific topics.

https://ecoteca.ro/incalzirea-globala-e-de-vina.html

a. Informative articles

- Example headline: "What will happen to our planet if we don't act now?"
- Content: Articles explaining the effects of climate change (melting glaciers, extreme weather events, loss of biodiversity) and why it is essential for young people to become active in protecting the environment. These may also include recent statistics and relevant case studies.

b. Step-by-step guides for young people

- Example title: "How to Become an Environmental Activist: First Steps for Change"
- Content: Guides that explain to young people how they can start adopting sustainable behaviors, such as reducing energy consumption, recycling, buying green products, etc. These guides can also include suggestions for online or community activism.

c. Interviews with experts and activists

- Example title: "Interview with a young activist: How to bring about change?"
- Content: Blogs with interviews that offer a personal perspective on activism and changes in the mindset of young audiences. These may include advice and inspiration from young people who have made a significant impact.

d. Ecological challenges for readers

- Example title: "30-Day Plastic-Free Challenge: Can You Do It?"
- Content: Challenges for readers that allow them to learn by doing. For example, a challenge to give up plastic products or reduce water consumption. Articles can offer tips to make these challenges easier to achieve.

https://mediusectorul1.ro/noutati/iulie-fara-plastic-accepti-provocarea-alatura-te-milioanelor-de-oameni-care-reduc-deseurile-din-plastic/

EDUCATIONAL Webinars

Webinars are a great way to reach young people in an interactive and educational setting. They can provide opportunities for hands-on learning and exchange of ideas.

Training and education sessions

- Title: "Climate Change and Our Future: How to Be Part of the Solution"
- Content: A webinar with professionals and activists in the field who will discuss how climate change affects youth and what actions they can take to help reduce emissions and protect the planet. Interactive sessions, with questions and answers, may be organized

Panels with young activists

- Title: "Youth in the fight against global warming: What can we do today?"
- Content: Inviting young environmental activists to discuss ways they have contributed to environmental movements and share ideas on how other young people can do the same. Participants can also ask questions directly to the activists.

Interactive workshops

- Title: "How to create an ecological project in our community"
- Content: Practical webinars where young people learn how to create their own green projects or environmental initiatives (example: organizing a tree planting event, recycling education campaigns, etc.). These sessions may also include help in starting concrete actions

Social networks & Online interaction

It is essential to include social media as part of an educational plan, as young people are extremely active on platforms such as Instagram, TikTok or YouTube. On these platforms, messages can be communicated quickly and effectively through:

Educational posts: Infographics, statistics, and inspirational quotes.

Viral challenges: For example, a #30DaysForEarth in which young people are encouraged to adopt environmentally friendly behaviors.
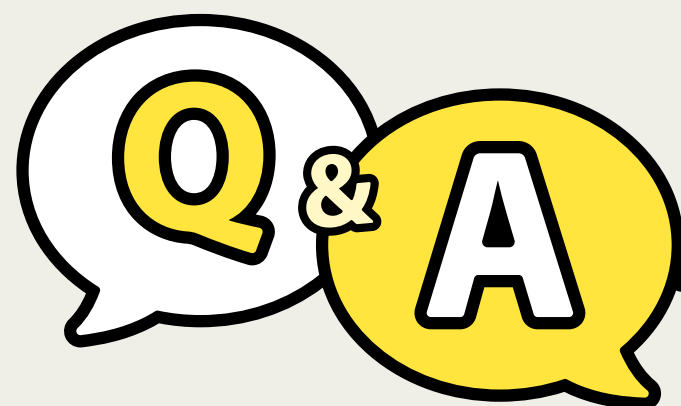
Stories and livestreams: Q&A sessions with environmental experts, activists and influencers.

Measuring impact

Quantitative indicators:

Number of views and shares of the campaign.

Number of participants in events promoted online.

Conversion rate: How many of those who interact with the campaign take concrete actions.

Qualitative indicators:

Sentiment analysis (positive vs. negative comments).

Success stories (testimonials from participants).

Examples of assessment tools:

Google Analytics: measuring traffic and conversions.

Hootsuite: social media engagement analysis.

SurveyMonkey: creating feedback surveys.

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1. Questions regarding public awareness and understanding

To what extent have you been exposed to our climate change campaign?
How well do you think you understand climate change issues now, compared to before the campaign?
What aspect of climate change did you find most important in our materials?

2. Questions related to engagement and participation

Did you interact with the campaign materials (e.g., did you share, comment, or like the posts)?
What motivated you to actively participate in this campaign?
Have you participated in offline activities suggested by the campaign (e.g., planting trees, attending events)?

3. Questions about behavior change

Have you taken any concrete steps to reduce your carbon footprint after seeing the campaign? If so, what are they?
How likely is it that you will continue to apply these measures in the long term?
Have you encouraged your friends or family to adopt eco-friendly behaviors?

4. Questions about the perception of the campaign

What do you think about the messages conveyed through the campaign (clear, convincing, relevant)?

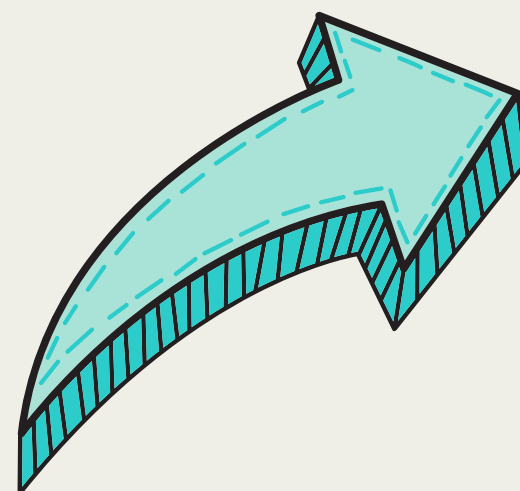How do you evaluate the quality of the visual materials and information provided?

What other topics or formats would you like to see addressed in future campaigns?

5. Questions related to emotional impact

Did the campaign make you feel more concerned or motivated about climate change?

Did you feel that the campaign messages were encouraging or rather alarming?

6. Questions about digital indicators

Did you find out about the campaign through social media, a website or other channels?

Which post/means of communication did you find most effective?

How much time did you spend interacting with the campaign materials?

7. Demographic and contextual questions

What is your age and level of education?

Have you previously participated in other similar environmental campaigns?

What factors led you to pay attention to this campaign?

Thank you!

Material produced within the Erasmus+ Wi-Mi project