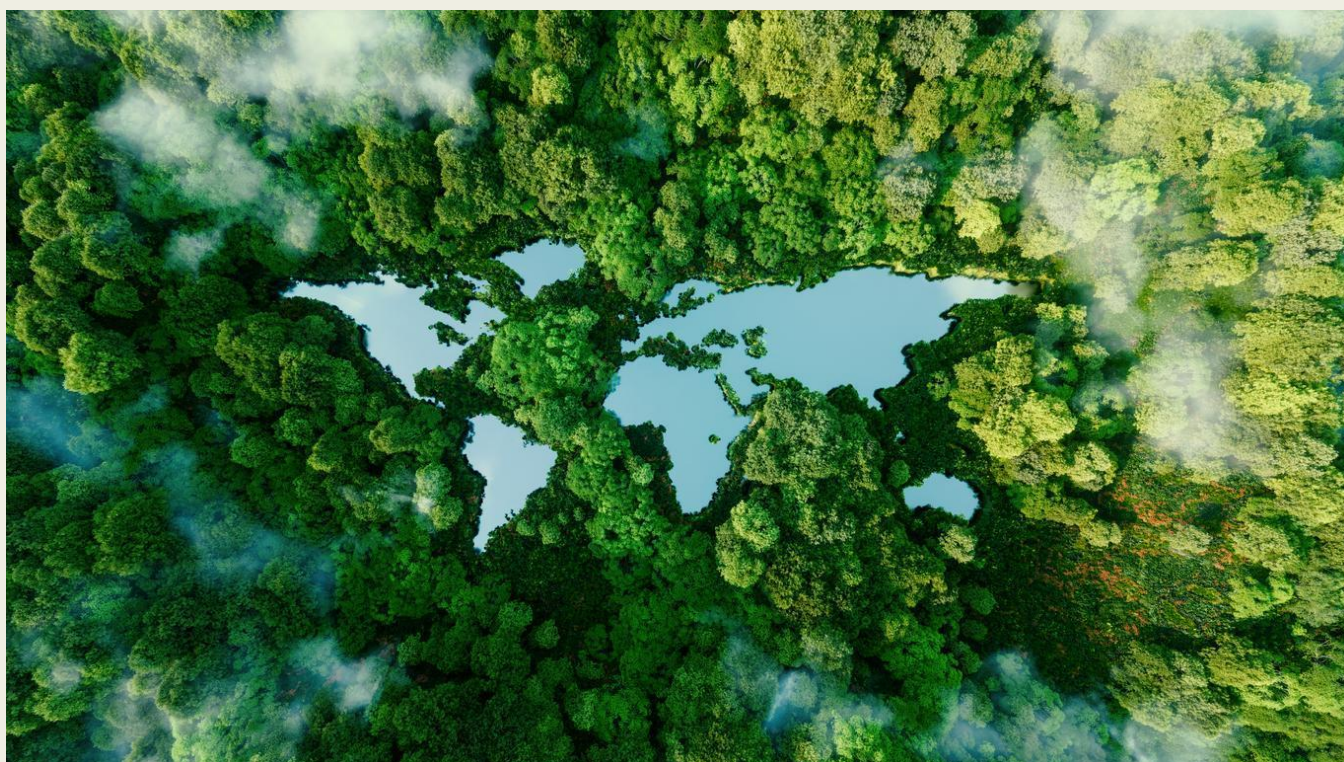




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# Community Media for E- Volunteering on Climate Change

## Digital Toolkit



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**ECO-MEDIA**

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## Introduction

The ECO-MEDIA project moves its first step from acknowledging that climate change and environmental sustainability are one of the most crucial challenges in nowadays society. In order to promote and take action in this direction, the involvement of youth is essential. The role played by youngsters in implementing good practices and leading sustainable lifestyles is crucial in creating change on a long-term basis. As recognized by the **Action for Climate Empowerment (ACE)**, there are six priority areas as pivotal factors for everyone to act upon towards our contribution to solving the climate change crisis. The areas are education training, public awareness, public participation, public access to information, and internal cooperation. Thus, considering education and training, the ECO-MEDIA project believes that professionals should play a key role in guiding young people to volunteer as they represent the “*bridge*” between youth and active society.

To do so, community media represents excellent tools to empower youth and vehicle important messages such as the one related to climate change. Thus, the project aims to train professionals working with youth in using community media as a tool to enhance the quality of their work and communication as well as to raise awareness of other volunteering approaches, namely e-volunteering and digital activism.

## Project results

The professionals working with you will further develop their digital skills and community media literacy to better engage youngsters in the action against climate change. Youth workers will be able to actively involve youth that will consequently engage in e-volunteering activities and activism.

In this regard, the project has created:

- a “descriptive map of community media”, which lay the foundation for a more comprehensive understanding of youth work in the framework of community media and digital methodologies (R1);
- this digital toolkit on climate change (R2);
- an e-learning platform that will also include modules on “youth work and young engagement in the scope of climate change”(R3 and R4).

## Aim of the Toolkit



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This toolkit is part of *Result 2*, which has been developed under the guidance of *Enjoy Italy*. As part of the result, a survey has been prepared and distributed among the partner countries (Spain, Cyprus, Italy, Austria) and we collected 75 answers. The Institute of Sustainable Development (ISD) – Finland has conducted interviews via Zoom and WhatsApp on the topic of the European Union’s (EU) priorities for fighting against climate change and the context of Youth volunteerism and e-volunteerism.

This has provided the consortium with a view of the most relevant and crucial topics that need to be discussed and addressed. The initial assessment has been followed by potential solutions, with the draft of “potential pathways for green actions”.

The analysis undertaken has been collected on the **Toolkit**, which aims to enable the users to learn more about the latest European policies and strategies on climate change in the context of e-volunteering and digital activism and to develop strategies to improve youth work and youth engagement in the context of climate change and social responsibility.

The **Toolkit on climate change** will be included in the e-learning platform.

## Target Group:

- Youth workers of NGOs, youth centres and foundations
- Social workers and school guides, from high schools
- Mentors, tutors and professionals from organisations working with youth

## Eco-Media Digital Tool Kit Developed by a collaborative partnership with

AYUNTAMIENTO DE LA PALMA DEL CONDADO, Spain

Wisefour Innovation and Development Organisation Ltd, Cyprus

ENJOY ITALY, Italy

Vienna Association of Education Volunteers, Austria

INSTITUTE OF ENTREPRENEURSHIP DEVELOPMENT, Greece

Kestävän Kehityksen Instituuttiry, Finland



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## PARTNERS



La Palma del Condado is a Spanish municipality of 10.800 inhabitants declared as EU city – Ambassador of EU Climate Pact, member of WHO Global Network of Age-friendly Cities and Communities and active member of the Covenant of Mayors, the world’s largest movement for local climate and energy actions.



Wisefour Innovation and Development Organisation Ltd is a boutique research, innovation and technology organisation based in Cyprus, providing top-notch services to enterprises and Research Centers all over Europe. Its mission is to bring together world-leading institutes and multinational companies across Europe, identifying the ongoing innovation and commercialization of the next generation of Key Enabling Technologies (KET’s).



Enjoy Italy – Tools and Services for Education, Training and Local Development is a young company founded on few but solid values: ecology, social responsibility, inclusion, sharing, lifelong learning, civic awareness and commitment to quality. And a vivid passion for both its land and Europe.



Vienna Association of Education Volunteers (VAEV) is a non-governmental organization, based in Vienna, Austria, formed by a community of passionate advocates committed to developing sustainable solutions to improve education and learning processes by conducting research, participating in projects, and promoting innovation.



Institute of Entrepreneurship Development (iED) is a Greek non-profit organisation committed to the promotion of innovation and the enhancement of the entrepreneurial spirit. Established in 2005, iED is a certified leading Center of Excellence in European entrepreneurship and a fast-growing Digital Innovation Hub, registered as a member of the European Commission’s catalogue of DIHs, that recognizes entrepreneurship as a crucial factor for the future of sustainable development and cohesion of societies.



Institute of Sustainable Development (ISD) is a non-governmental, non-profit organization according to the Law for Judicial Entities with Non-profit Purposes.



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# I. Description of most recent European strategies and policies

## 2.1. European Green Deal - [European Green Deal \(europa.eu\)](https://european-council.europa.eu/media/en/press-communications/infographic/infographic_european-green-deal-2021-07-14_p1.pdf)

European Green Deal is an ambitious package of measures ranging from ambitiously cutting greenhouse gas emissions to investing in cutting-edge research and innovation, to preserving Europe's natural environment. Climate action is at the heart of the European Green Deal and the first climate action initiatives under the Green Deal include:

- [European Climate Law](#) to enshrine the 2050 climate-neutrality objective into EU law
- [European Climate Pact](#) to engage citizens and all parts of society in climate action
- [2030 Climate Target Plan](#) to further reduce net greenhouse gas emissions by at least 55% by 2030
- New [EU Strategy on Climate Adaptation](#) to make Europe a climate-resilient society by 2050, fully adapted to the unavoidable impacts of climate change.

On 14 July 2021, the European Commission adopted a [series of legislative proposals](#) setting out how it intends to achieve [climate neutrality in the EU by 2050](#), including the intermediate [target of an at least 55% net reduction in greenhouse gas emissions by 2030](#). The package proposes to revise several pieces of EU climate legislation, including the EU ETS, Effort Sharing Regulation, transport and land use legislation, setting out in real terms the ways in which the Commission intends to reach EU climate targets under the European Green Deal.

At the international level, the EU will continue to lead international negotiations to increase the ambition of major emitters ahead of the United Nations climate change conference in Glasgow (COP26).



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The Commission is also keen to reduce its environmental impact as an institution and employer. It will present a comprehensive action plan in 2021 to reflect the objectives of the Green Deal across all its sites and become climate neutral by 2030. A feasibility and scoping study for the Commission to become climate neutral by 2030 has been carried out to inform the action plan.

European Green Deal is implemented through and interconnected with a series of different strategies, plans and initiatives, as explained by the image hereunder.

Let's now explore one of them, belonging to the "Climate" branch: the European Climate Pact.

## 2.2. European Climate Pact

The European Climate Pact encourages everyone to act. It is a movement of people united around a common cause, each taking steps in their own worlds. The EU is fighting climate change through ambitious policies at home and close cooperation with international partners. It is already on track to meet its greenhouse gas emissions reduction target for 2020 and has put

forward a plan to further cut emissions by at least 55% by 2030. By 2050, Europe aims to become the world's first climate-neutral continent. Alongside reducing greenhouse gas emissions, the EU is also taking action to adapt to the impacts of climate change. By 2050, Europe aims to be a climate-resilient society.

Let's explore the European Green Deal, the most important current umbrella strategy implemented by the EU in this regard.

Nota bene: all information presented in this chapter was taken from this website of the European Commission: [EU Action \(europa.eu\)](https://european-council.europa.eu/media/e4040424/1/press-19-12-2020-01_en.pdf)

Launched by the European Commission, the Pact is part of the European Green Deal and is helping the EU to meet its goal to be the first climate-neutral continent in the world by 2050. The European Climate Pact is an opportunity for people, communities and organisations to participate in climate action across Europe:

- learn about climate change
- develop and implement solutions
- connect with others and maximise the impact of these solutions

As part of the European Green Deal, the Pact aims to become a lively space to share information, debate and act on the climate crisis, and offer support for a European climate movement to grow and consolidate.

What are the Pact's objectives?

- Raise awareness of climate issues and EU actions
- Encourage climate action & catalyse engagement
- Connect citizens and organisations that act on climate and help them to learn from each other

How can we participate? We can get involved whether you are just starting out on your climate action journey or already working to make a difference in your world. Anyone can be part of the European Climate Pact. In fact, we encourage all to participate in any way they can! There will be many ways to take part. Here are some of the first:

- [Become a Climate Pact Ambassador](#)



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- [Take climate-friendly action and make a pledge](#)
- [Peer Parliaments](#)

### **Priority topics**

The Pact covers many activities related to fighting climate change and protecting the environment. Explore our first priority areas.

- [Green areas](#): Europe needs more green areas to build resilience against climate threats, as well as threats to our health;
- [Green transport](#): Our transport choices have a major impact on our carbon footprint;
- [Education and awareness](#): promoting climate education and awareness for all;
- [Green buildings](#): Better buildings help us fight climate change and improve our daily life;
- [Green skills](#): Climate action is already providing the jobs and opportunities of the future.

## **2.3. EU action**

The EU is taking action on many fronts, through laws, policies and programmes. Let's explore some examples below.

### **❖ Climate action**

The EU aims to be climate-neutral by 2050 – an economy with net-zero greenhouse gas emissions.

This objective is at the heart of the [European Green Deal](#) and in line with the EU's commitment to global climate action under the Paris Agreement. We have even proposed a [European Climate Law](#) to turn this political commitment into a legal obligation.

To help us reach this ambitious goal, we are also proposing to increase our climate and energy targets for 2030. Under our [2030 Climate Target Plan](#), we would reduce our greenhouse gas emissions by 55% compared to 1990 levels.

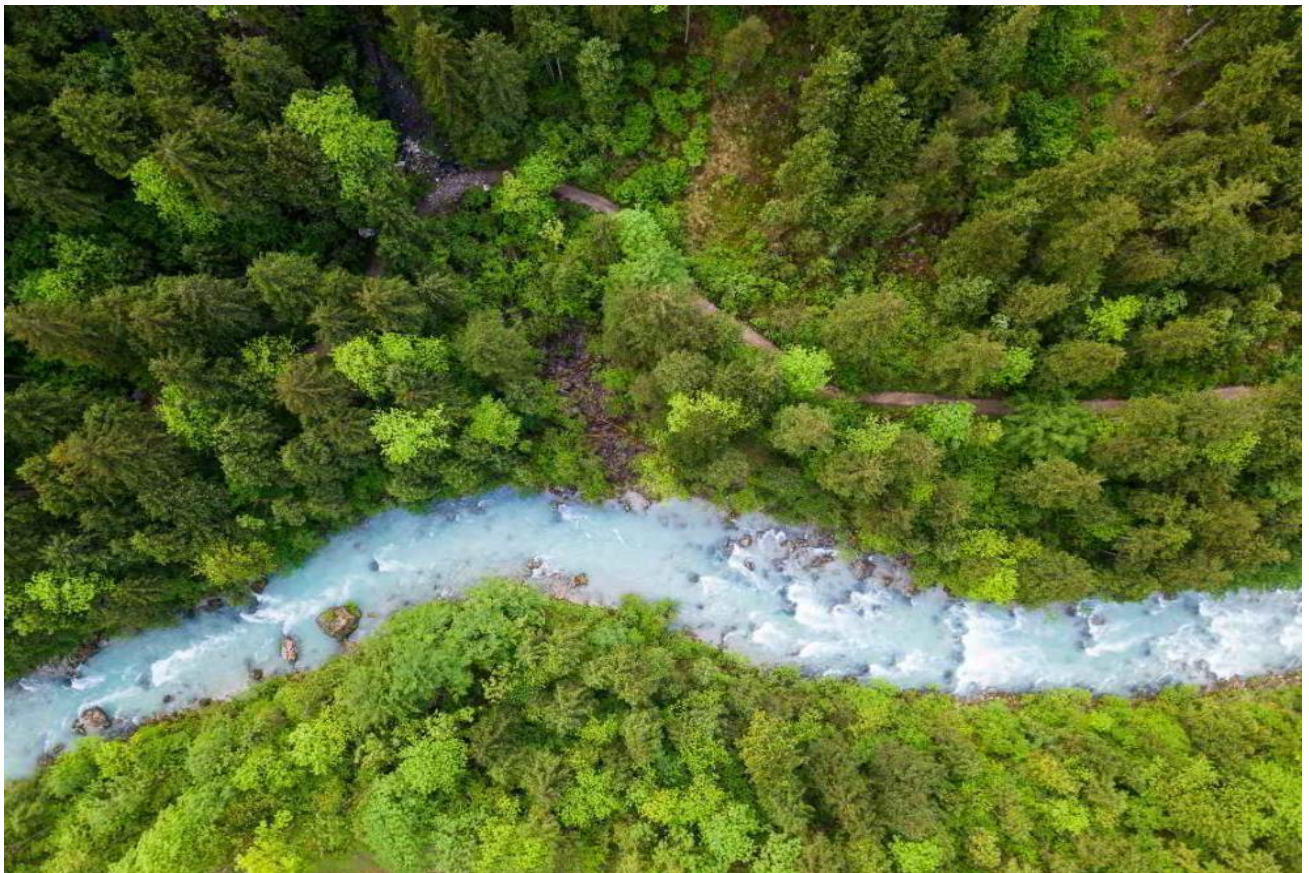
### **❖ Key EU climate legislation and policies:**

- [EU Emissions Trading System](#) (EU ETS) to reduce greenhouse gas emissions from the power sector, industry and flights within the EU



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- National targets for sectors outside emissions trading, such as transport, buildings and agriculture
- Ensuring our forests and land contribute to the fight against climate change
- Reducing greenhouse gas emissions from transport, e.g. through CO<sub>2</sub> emission standards for vehicles
- Boosting energy efficiency, renewable energy and governance of EU countries' energy and climate policies
- Promoting innovative low-carbon technologies
- Phasing down climate-warming fluorinated greenhouse gases
- Protecting the ozone layer



- Adapting to the impacts of climate change
- Funding climate action

We actively work with other countries and regions to achieve the goals of the Paris Agreement and are a top provider of international climate finance to support developing countries in their efforts to tackle climate change.

See also:

- [EU Climate Action](#)
- [Our Planet, Our Future](#)

### ❖ **Biodiversity**

It is time to fix our broken relationship with nature. Climate change, loss of biodiversity, and the spread of devastating pandemics demand it.

The EU's [Biodiversity Strategy](#) will put Europe on the path to ecological recovery by 2030:

- Unlock €20 billion per year for biodiversity through various sources, including EU funds and national and private funding
- Establish protected areas for at least 30% of land and 30% of sea in Europe
- Restore degraded ecosystems across the whole of Europe
- Plant 3 billion trees by 2030
- Reduce the use and harmfulness of pesticides by 50% by 2030
- Make the EU a world leader in addressing the biodiversity crisis

See also:

- [EU action for environment](#)
- [Natura 2000](#)
- [LIFE programme](#)
- [EU Green Week](#)
- [Knowledge Centre for Biodiversity](#)
- [EU Pollinator Information Hive](#)
- [EU4Ocean](#)

### ❖ **Sustainable food systems**

The EU's [Farm to Fork Strategy](#) will ensure Europeans have access to healthy, affordable and sustainable food:



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- Protect the environment and preserve biodiversity
- Reduce chemical and hazardous pesticide use by 50% by 2030
- Tackle climate change
- Ensure a fair economic return in the supply chain
- Increase organic farming to 25% of total farmland by 2030

See also:

- [EU action on food, farming, fisheries](#)
- [EU Platform on Food Losses and Food Waste](#)
- [Organic farming](#)
- [European Network for Rural Development](#)
- [BlueInvest Platform](#)
- [Horizon Europe Mission on Soil Health and Food](#)

#### ❖ **Clean energy**

Decarbonising the EU's energy system is vital if we are to reach our climate objectives.

Our key principles are:

- Prioritise energy efficiency and develop a power sector based largely on renewable sources
- Ensure a secure and affordable EU energy supply
- Achieve a fully integrated, interconnected and digitalised EU energy market

The EU strategies for [energy system integration](#) and [hydrogen](#) will pave the way towards a more efficient and interconnected energy sector, driven by the twin goals of a cleaner planet and a stronger economy.

This is essential for Europe's goal of climate neutrality by 2050, as the energy system accounts for 75% of our greenhouse gas emissions. See also:

- [EU action on energy](#)



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- [European Energy Efficiency Platform \(E3P\)](#)
- [Covenant of Mayors for Climate and Energy](#)
- [Energy Poverty Observatory](#)
- [Clean Energy for EU Islands](#)
- [Sustainable Energy Investment Forums](#)
- [Citizens' Energy Forums](#)
- [Energy Communities](#)



## ❖ **Sustainable industry**

Achieving our climate and environmental goals requires an industrial policy based on a circular economy.

Europe's Industrial Strategy will support the green transformation by:

- Stimulating the development of new markets for climate-neutral and circular products
- Modernising and exploiting domestic and global opportunities to ensure our progress and future prosperity
- Decarbonising energy-intensive industries e.g. steel and cement
- Encouraging sustainable consumption and production

The [Circular Economy Action Plan](#) will present a 'sustainable products' policy to prioritise reducing and reusing materials before recycling them. Minimum requirements will be set to prevent environmentally-harmful products from being placed on the EU market. False green claims will be tackled.

The [EU Ecolabel](#), the official European Union label for environmental excellence, is aligned with this plan. The EU Ecolabel is awarded to sustainably designed products, encouraging innovation and contributing to a clean and circular economy with a zero-pollution ambition for a toxic-free environment. In doing so, it is helping Europe to meet its goal to be the first climate-neutral continent by 2050. Through the EU Ecolabel, industry can offer true and reliable eco-friendly alternatives to conventional products, empowering consumers to make informed choices and play an active role in the ecological transition.

Efforts will focus on resource-intensive sectors, such as textiles, construction, electronics and plastics.

See also:

- [Energy label and ecodesign](#)
- [Circular Economy Stakeholder Platform](#)
- [Circular Plastics Alliance](#)
- [Initiative on substantiating green claims](#)
- [European Business Awards for the Environment](#)
- [EU Eco-Management and Audit Scheme \(EMAS\)](#)
- [European Resource Efficiency Knowledge Centre](#)

#### ❖ **Building and renovating**

Buildings account for around 40% of the energy consumed in Europe, but only 1% of buildings undergo energy efficient renovation every year. Moreover, the construction, use and renovation of buildings require massive amounts of energy and resources, including sand, gravel and cement.

The [Renovation Wave](#) will double annual energy renovation rates in the next ten years:

- enhance the quality of life for people living in and using the buildings
- reduce Europe's greenhouse gas emissions
- create up to 160,000 additional green jobs in the construction sector

With nearly 34 million Europeans unable to afford keeping their home adequately heated, renovation is also an important response to energy poverty. It can address the health and wellbeing of vulnerable people while reducing their energy bills.



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See also:

- [Energy efficient buildings](#)
- [EU Building Stock Observatory](#)
- [New European Bauhaus](#)
- [Smart Finance for Smart Buildings](#)
- [Level\(s\)](#)



(Modern tram in the old town of Reims, France; Xantana)

#### ❖ **Sustainable mobility**

Transport accounts for a quarter of the Union's greenhouse gas emissions and this figure continues to grow.

The European Green Deal seeks a 90% reduction in these emissions by 2050:

- Extend emissions trading to the maritime sector
- Reduce free allowances to airlines under emissions trading rules
- Install 1 million public recharging and refuelling stations by 2025 for the 13 million zero- and low-emission vehicles expected on European roads by that time

- Increase use of rail or water for freight transport
- Designate 2021 as the European Year of Rail to support rail as a sustainable, innovative and safe means of transport
- Cut up to 10% of air transport emissions via the Single European Sky at zero cost to consumers and companies

See also:

- EU action on clean transport and urban transport
- CIVITAS
- European Mobility Week
- Green Driving Tool
- Clean Bus Europe Platform
- Urban Access Regulations
- Transport Research & Innovation Monitoring System

#### ❖ **Eliminating pollution**

Pollution harms our health and our environment. It is the largest environmental cause of multiple mental and physical diseases and of premature deaths, especially among children, people with certain medical conditions and the elderly.

In addition to affecting people's health, pollution is one of the main reasons for the loss of biodiversity. It reduces the ability of ecosystems to provide services such as carbon sequestration and decontamination.

- The Zero Pollution Action Plan will better prevent and remedy pollution from air, water, soil, and consumer products, and mainstream zero pollution ambition into all policy areas
- The Methane Strategy aims to curb temperature pathways to 2050, improve air quality and reinforce the EU's global leadership in the fight against climate change.
- The Chemicals Strategy for Sustainability will build on Europe's sophisticated chemical laws to better protect citizens and the environment and boost innovation for safe, sustainable chemicals.

See also:

- EU action on the environment



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- [#EUBeachCleanUp](#)
- [Zero Pollution Stakeholder Platform](#)

### ❖ **Sustainable finance and investment**

We aim to support the delivery of our European Green Deal objectives by channelling private investment into the transition to a climate-neutral, climate-resilient, resource-efficient and just economy, as a complement to public money.

The financial sector can help:

- re-orient investments towards more sustainable technologies and businesses
- finance growth in a sustainable manner over the long term
- contribute to the creation of a low-carbon, climate-resilient and circular economy

We are currently looking at ways to integrate sustainability considerations into our financial policy framework to mobilise finance for sustainable growth.

See also:

- [European Green Deal Investment Plan](#)
- [European Fund for Strategic Investments](#)
- [Platform on sustainable finance](#)
- [EU taxonomy on sustainable activities](#)
- [EU Green Bond standard](#)

### ❖ **A just transition**

The transition to a sustainable and climate-neutral economy must happen in a fair way, leaving no one behind.

Some territories that rely strongly on extractive industries and related energy production as well as carbon-intensive industries will need to restructure and/or diversify their economy, maintain social cohesion and (re-)train the affected workers and young people to prepare them for future jobs.

To address the specific challenges in these regions, the Commission has introduced a [Just Transition Mechanism](#) that provides targeted support.



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See also:

- [Just Transition Platform](#)
- [EU coal regions](#)

#### ❖ **Cities and regions**

European regions will be increasingly confronted with the impacts of climate change. Action in cities, towns and rural areas all across Europe is essential for the green transition.

See also:

- [EU action on regional and urban development](#)
- [Cooperation between regions and countries](#)
- [European Week of Regions and Cities](#)
- [Regional campaigns](#)
- [Cities and urban development](#)
- [Urban agenda for the EU](#)
- [Living-in.eu](#)
- [Horizon 2020 mission: Climate-neutral and smart cities](#)

#### **Research and innovation**

Research and innovation play a crucial role in our efforts to tackle climate change.

EU and international research have significantly furthered our understanding of the causes of climate change. Today's pressing challenge is to explore and forecast the impacts of climate change and provide effective responses to it.

See also:

- [EU support to research and innovation on climate action](#)
- [Horizon 2020: Environment & climate action](#)
- [Horizon Europe](#)
- [Copernicus – Europe's eyes on earth](#)
- [European Data Portal](#)



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### ❖ International action

The EU is tackling global sustainability challenges through action in Europe and cooperation with countries and regions outside Europe.

See also:

- [Sustainable development goals](#)
- [International action on climate change](#)
- [Green Deal and EU international cooperation and development](#)
- [Trade and sustainable development](#)

## **II. Description of priorities and challenges related to climate change, in the frame of e-volunteering and digital activism of young people**

### **II.1 Exploration and assessment of priorities and challenges related to climate change, in the frame of e-volunteering and digital activism of young people**

Between December 2022 and January 2023 we launched a survey among about 80 youth workers and other stakeholders, in order to check their opinion and collect their feedback on both priorities and challenges. Hereunder we present some interesting results.

Raising the awareness and knowledge of young people on climate change and its causes, more than its effects, seems to be the most important priority/challenge related to climate change, in the frame of e-volunteering and digital activism of young people. Among others, fostering their physical activism and active citizenship, and ultimately their social impact potential was proposed by several respondents. This means that digital activism, still important, should not be separated from tangible action at the local level.



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As for the EU actions presented in the previous chapter, even though they were all considered very important, the following were rated as most effective in an effort to involve youth in activities relating to the scope of climate change: Clean energy, Eliminating pollution and Research and innovation, followed by Sustainable mobility and Sustainable food systems.

Stating that the young people that our respondents work with are not fully, and in many cases, not even sufficiently aware of climate change in general, we got several significant answers to the question “How would you improve their awareness and knowledge on this matter?”, including the following:

- providing and sharing more practical information, especially using internet and social media, and eventually involving the same youth people in organising these campaigns
- organising workshops
- offering specific training and seminars.

The final goal of the training should be to show youngsters the effects of climate change on their local context and to let them reflect on what they can concretely do.

The same situation was described in terms of awareness about climate change causes and effects and here the solutions include also the following, in addition to the previous:

- research and study on the topic, focusing on specific examples, also through images, videos and documentaries and using fact-checking
- active participation in voluntary actions at local level and support to local community projects, such as: planting trees, cleaning up the environment, and participating in environmental conservation projects
- reducing their own carbon footprint by conserving energy, reducing water usage, reducing meat consumption, choosing sustainable transportation options like biking, walking, or public transportation, and reducing consumption of goods that require a lot of energy to produce or transport.

Despite the fact that the great majority of respondents did not highlight a social/economic/educational background difference neither in relation to awareness and knowledge about climate change nor in terms of action against it, a discrete number of them stated that higher educated young people are more aware and responsible. No difference was encountered in terms of gender.



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Finally, to the question “How much are the young people you work with active against climate change, its causes and/or its effects, from 1 to 5?” the most frequent answer was 3. It means that we have to *work more and better* in order to let our youth be more involved and engaged. In this framework, digital activism was not considered extremely relevant, but most of the respondents underlined its high value and importance. To summarize, there won't be a digital action without a practical action: the digital and physical world, once again, must go together.

Hereunder we want to display all the different suggestions shared by our survey participants to improve the awareness and knowledge of young people on climate change, its causes and/or its effects. Since they are all very inspiring and useful and have equal importance for us, we decided to give you the whole picture by presenting them in alphabetical order:

- (Digital) educational and informative campaigns targeted at young people
- Activity where they should learn about the topic
- Activity where they should teach about the topic
- Again, fostering a better understanding of how these changes will affect their country or regions directly
  - Also in dialogue
  - Arrange a climate change roadshow for universities / high schools
  - Become more aware
  - Briefings
  - By providing more information and real cases of the short and long effects of climate change.
    - By showing pictures of climate change effects
    - By showing them videos analysing the causes
    - By training and visiting actual examples
    - Communicating science
    - Community engagement: Inviting young people to participate in community events and activities related to climate change, such as tree planting, clean-up campaigns, and community gardens, can help to raise awareness and build a sense of personal responsibility for addressing the issue
- Digital activism
- Digital marketing campaign



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- Disassociating their mentality from compulsive consumption, towards responsible consumption and respectful of the environment and society.
- Educating themselves and others about climate change and its impacts and participating in local or international campaigns and movements that raise awareness of the issue and advocate for action
- Education from an early age and by example
- Education in sustainable habits, reuse, responsible purchases, recycling and eliminating unnecessary consumer habits.
- Education: Incorporating climate change education into the curriculum of schools and universities can provide young people with a comprehensive understanding of the issue and its impacts
- Encourage and support youth-led initiatives: young people are often more engaged when they are actively involved in the planning and implementation of initiatives
- Encourage and support youth-led campaigns, projects and events that raise awareness of climate change and promote sustainability
- Engage with them on the subject from a young age (school)
- Excursions
- Experience
- Explaining with workshops the effects and with projects that are running
- Foster research and study into which climate change causes are most prevalent in their country
- From the schools
- Giving more talks and encouraging young people to become aware of the issue
- Giving them examples that relate to them and make them feel that the disaster is not as far away as it seems
- Giving them motivation, even financial
- I can improve by doing more research on this topic
- I can say that visual content is very useful in this regard. Especially videos. There are many professional videos and documentaries about climate change. In addition, many of them are easily accessible in the digital environment. Such videos can be popularized.
- Identification of local examples of climate change directly in the region.
- Illustrate everyday examples in role plays and thus tie in directly with the everyday lives of young people



- In dialogue
- In order to better understand a term, you have to look at what is happening from all possible angles. If I were to deepen my knowledge in this area, I would rather change my way of life with regard to the environment. Which allows me to understand in detail how my work affects the environment.
- including it in your day-to-day sources of interest, for example social networks
- information and involving more young people in projects for climate change
- Interactive actions for the adoption of sustainable behaviours in everyday life
- Internet
- Media and social media: Using social media platforms, websites, and other digital platforms to share information and resources about climate change can help to reach young people where they are spending much of their time
- More accessible activities for young people
- More connection to our reality
- More interactive offers. Also cross-platform.
- More practical and attractive information, informative material, specific data, appropriate and more attractive/interesting resources
- Online actions and local information actions
- Outreach and awareness campaigns: Organizations and governments can organize campaigns and events aimed at raising awareness of climate change among young people, such as workshops, seminars, and educational materials
- Partnerships: Partnering with organizations that work with young people, such as youth clubs, sports teams, and arts organizations, can help to reach young people in a variety of settings
- Planting trees, cleaning up the environment, and participating in environmental conservation projects
- Practical involvement
- Projecting videos of a future planet with the consequences of climate change
- Read and forward messages describing effects
- Reading studies
- Reducing their own carbon footprint by conserving energy, reducing water usage, reducing meat consumption, choosing sustainable transportation options like biking, walking, or public transportation, and reducing consumption of goods that require a lot of energy to produce or transport



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- Reliable resources
- Renewing the ways youth are engaged
- Research translation - How does climate change research translate to our daily life?
- Role models: Highlighting successful individuals and organizations that are working to address climate change can inspire young people to take action themselves and can help them to see the positive impact of their actions
- Seeing in situ the effects of climate change
- Show pictures of places / Visit places where climate change has already left bad effects
- Showing them the effects on their local context and letting them reflect on what they can concretely do
- Showing videos and their consequences
- Struggle for better conditions
- Supporting and participating in research and innovation to develop new technologies and methods to mitigate and adapt to climate change
- Supporting local community projects and initiatives that address climate change and promote sustainability, and encouraging their schools, universities, and workplaces to take action to address climate change
- Supporting politicians and policies that address climate change and using their consumer power to support companies and products that are sustainable and have a low environmental impact, and if possible, investing in sustainable technology, renewable energy and energy efficiency
- Sustainability
- Sustainability in the classroom
- Talks with experts
- Teach them that even small actions can have an impact in their everyday lives and that what they do matters
- Theory
- They need to see examples of the negative effects that exist in different parts of the world
- Through information actions in which young people will be directly involved.
- Through latest survey data
- Through social media



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- Through workshops
- Trainings, seminars, conferences
- Use of documentaries and group work
- Videos / talks and round tables to motivate the exchange of ideas and new thinking.
- View training videos
- Visiting places and asking about their past
- With active participation in voluntary actions in the area
- With concrete information about the effects of very concrete actions.
- With education
- With hackathons
- With more attractive ways for young people to interact with this knowledge, such as workshops, games, volunteering, mobility activities, etc.
- With opportunities to participate in workshops and activities.
- With simple instructions on how to reduce the impact.
- Young people can be encouraged to participate in international projects. In high schools and universities, symposia can be organized to raise students' awareness. The mass media should be used as effectively as possible, as young people nowadays use the mass media, especially social media, very effectively.
- Young people should see the real effects, either through actions/tours/videos/presentations.

Lastly, from all the elements identified by the survey and contained in this list, we can state that the suggested actions to raise awareness focus on creating a connection with reality; education on good practices to implement at the individual level; educational initiatives such as workshops, games, volunteering, mobility activities, etc.; consumerism awareness; social media campaigns and digital supported initiatives (interactive platforms, videos, presentations, etc.).



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## II.2 Exploring potential pathways for green actions

Young people can take a variety of actions to fight against climate change. We are suggesting here eight feasible green actions in the fields of food, recycling, transport, and energy.

### Food

- **Slow food**

Healthy eating and responsible consumption are sectors of the green economy that contribute to producing low carbon emissions, using resources efficiently and being socially inclusive. Several sustainable development objectives are associated with this strategic line

Sustainable Development Goal 12 encourages more sustainable consumption and production regimes, through various measures including specific policies and international agreements on the management of materials that are toxic to the environment

SDG3 aims to ensure health and well-being for all, at every stage of life. Sustainable growth and development require minimizing the natural resources and toxic materials used, and the generation of waste and pollutants throughout the production and consumption process. Movements like Slow Food share the principles of food production and consumption habits from a sustainable, local and health environmental perspective, with local products.

SDG2 (Zero Hunger) seeks sustainable solutions to end hunger in all its forms by 2030 and achieve food security. The goal is to ensure that everyone, everywhere has enough good quality food to lead a healthy life. Achieving this goal will require better access to food and the broad promotion of sustainable agriculture. This requires, among other improvements, increased investment through international cooperation to stimulate the productive capacity of agriculture in developing countries.

Promote greater awareness of healthy eating and health among young people, youth workers and the associations with which we work, that is, the target groups of Eco-Media.

The environmental impacts associated with the current production and consumption model, the threat of climate change, the growing pressure on increasingly scarce natural resources and the costs and social impacts associated with them, lead to the implementation of a development



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framework based on a circular and low carbon economy. On the other hand, companies and private entities have incorporated social and environmental concerns into their management as part of the business strategy through the development of social responsibility policies.

Movements like Slow Food share the principles of food production and consumption habits from a sustainable, local and health environmental perspective, with local products.

The slow cultural current promotes calming human activity and is extensible to the way of life, food, interpersonal relationships, tourism and production. The concept of responsible consumption implies knowledge of our natural resources, our quality food. intergenerational solidarity for the transfer of good environmental practices, facilitating

the certification of farms and simplifying procedures for operators. Food is a right and should be considered as such.

Thus, guaranteeing health, a natural diet away from genetic modifications and, in equity, the reduction of waste and food residues per inhabitant, must be an ethical obligation. Combating social exclusion justifies regulations against wasting food and in favor of donating it for social purposes, in line with the measures promoted by the Food and Agriculture Organization of the United Nations and the European Union.

- **Fruit and vegetable consumption program in schools**

Program aimed at young people between the ages of 18 and 25 belonging to schools, entities and organizations, as well as fathers, mothers and educators, in order to instil the importance of a healthy and balanced diet in which fruits cannot be missing and vegetables.

In addition, different accompanying measures are carried out to be integrated, on the one hand by the educators, as a reinforcement to their educational program, adapting them to the level of their course, and on the other, at home, by the fathers and mothers on the day to day. Among other measures are the following:

Youth recipe book: A cooking contest in which the recipes have to be made up of 75% fruit and vegetables, its objective is to train and raise awareness among young people about the health benefits of fruit and vegetables. The realization of recipes with a theme related to fruits and vegetables as fundamental ingredients is proposed.



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- **Recycling**

### **Think compost!**

With all the tasty and healthy food we have been discussing comes a great deal of food byproducts and waste, whether from the process of making the food or from the remains of unconsumed food. While most people try to get good estimates of the consumption needs at the time of preparation and at the time of serving, organic remains of food are inevitable. However, making good use of those remains is always possible.

In addition to feeding animals or conserving food for future human use, composting can be a great way to bring organic waste back into the food chain. While many countries have in place decent waste management systems which potentially recycle most of the separated organic wastes back into the soil, we encourage the youth to maintain their own local composting processes. Think compost: while limiting food waste, collect back your organic cooking byproducts and food remains, store them in a composting-friendly way, put them back to the soil, and get healthier and richer plants. This would also encourage to try to think of maintaining your own piece of soil, on raised beds for example, and to think of planting some vegetables.

### **Secondhand is the new fashion**

The buying decision of the individual customer is key in driving the industry manufacturing the produced products. Hyperconsumerism is a global problem in this modern era, and every occasion to remind of the issue is worth it.

When it comes to clothes for example, while it can be quite refreshing to change outfits from time to time and update their wardrobe, one needs to be aware of the pressure the fashion industry makes on people to promote the unnecessary need to buy new clothes. Fashion reflects what people think is cool, but what is fashionable is often the consequence of how people have been pushed to believe is cool.

When it comes to clothes, or with most other material goods, we encourage you to consider 1. Need and 2. Secondhand options, before making the purchase decision. Before buying clothes, consider whether you need clothes. Chances are that your current clothes are decent. If you need additional items to your wardrobe, chances are you can find good items in secondhand



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shops. We encourage you thus to think secondhand and to know that it is cool and more environmentally friendly to buy secondhand.

The problem with secondhand is that it does not benefit the same promotional machinery new products benefit of. Purchasing secondhand is also often not as easy as purchasing new products which are usually better catalogued, more widely available in malls, and available for online purchase. Ideally, the same production companies would have a branch that buys back and resell used products. This is currently rather rare, although it should be encouraged by government policies. Nevertheless, we encourage young people thus to think of entrepreneurial secondhand initiatives to improve the reality of the secondhand market. And of course, buy secondhand and promote it. You are cool.

## ❖ **Transport**

### **Cycle and run!**

Using a bicycle is fun, healthy, and undoubtedly good for the environment. The problem with general knowledge like this is its difficulty in implementation on a wide scale. This would require a mindset change and practical. Instead of driving or taking public transport to work or school.

The global number of cars is still growing, and the traffic situation in many cities is only getting worse. Horrible congestions suffocate the roads of big cities during rush hours, causing slow traffic, high-stress levels, and increasing levels of atmospheric pollution and greenhouse gas emissions. Studies from the United States and China found that drivers exposed to levels of traffic congestion are more likely to suffer, later in their lives, from heart disease, hypertension, and stress-induced diseases.

Biking and running as commuting alternatives to private cars and public transport could be a solution to city traffic congestion and an excellent way to lower greenhouse gas emissions and improve public health. The way to implement this is to prepare the conditions for cycling and running in cities, workplaces, and schools and promote these activities on a large scale. What is needed is tracing cycling and running tracks on sidewalks, equipping schools, workplaces public establishments, public spaces with bike stands, and schools and workplaces with showers. The promotion of these activities should include programs to educate and coach



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people of all age groups to cycle and to run, to include running outside of school premises in school programs, and to normalize cycling and running through the media.

Young people can initiate the action, promote it in their surroundings, and advocate for its wider implementation politically.

### **Track it**

Reducing carbon footprint does not necessarily mean cutting completely on sources of greenhouse gas emission. Actions can be taken at ease, and motivation can build up over time. A good start that is proven to develop motivation and commitment is tracking habits and having a quantitative measure, such as carbon emissions, to follow up on the effect of our actions.

Mobile applications such as Ecorio can allow you to keep track of the number of carbon emissions you cause during your daily commuting activities, and the potential annual footprint they leave. The application works using GPS technology accessible in most mobile phones, and, via linkage to data on public transport, makes suggestions on how to reduce the impact of your travels. Other applications such as Adva use a reward system to remind and keep users motivated about reducing the ecological impact of their transportation activities.

More traditional ways of tracking carbon emissions could be to just take note of the means of transport one used and the distances travelled, convert that into kg of carbon emitted, and to keep a weekly or monthly average of the carbon footprint. With better tracking, one can see how their actions reflect on lower carbon emissions and can help keep the motivation up.

### **❖ Energy**

#### **Solar Energy**

Workshop for young people in which they can create solar energy at home and learn the utility and green implications of this action. The workshop would be based on the "Solar Energy Concentration" consisting of a large number of mirrors that follow the sun and concentrate its heat at one point. This generates steam that drives a turbine to produce electricity. These installations work even at night, since part of the heat is stored in oil or molten salt. Spain is a pioneer in this technology, with plants such as one built on the outskirts of Seville.



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This system can also be used on a small scale: micro-CSP. Its design is much simpler and smaller in size and can be installed on the roof of a large building, factory or shopping centre.

Concentrating photovoltaic (CPV) technology is based on solar cells with more efficient materials than conventional silicon. Being more expensive, very small cells and mirrors, lenses, prisms, etc. are installed, which concentrate the sun's rays on the cells to increase their power. The US, Germany and Spain are the most advanced countries in the world in this field.

## **Wind energy**

Prizes for ingenuity in the production of electrical energy. Through the use of wind turbines, the kinetic energy of the wind can be transformed into mechanical energy and this, in turn, into electrical energy. Pumping water. Wind energy can be used to extract water from the subsoil using wind pumps, which are mills capable of pumping up to six hundred litres per hour, which is equivalent to covering the needs of a small farm.

Therefore, young people have to try to make these wind turbines at home and on a small scale, to take advantage of wind energy, making a study based on the area of the amount they can collect.



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# Community Media for E-Volunteering on Climate Change

## Digital Toolkit

**Eco-Media Digital Tool Kit Developed by a collaborative partnership with**

AYUNTAMIENTO DE LA PALMA DEL CONDADO, Spain

Wisefour Innovation and Development Organisation Ltd, Cyprus

ENJOY ITALY, Italy

Vienna Association of Education Volunteers, Austria

INSTITUTE OF ENTREPRENEURSHIP DEVELOPMENT, Greece



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**ECO-MEDIA**



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