



“How to run a green campaign” Guide

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Introduction

The Rescue project aims to empower youth workers and young people to participate in initiatives that raise environmental awareness. The project has produced this guide, titled "How to Run a Green Campaign", designed to equip youth workers with knowledge, tools, and methods needed to organize and effectively run campaigns against plastic use. In addition, it aims to encourage young people to actively participate in green initiatives, thus promoting sustainable behaviours.

The "How to Run a Green Campaign" Guide includes theory, methodologies, tools, and best practices for implementing a successful campaign. It includes topics such as: identifying the specific problem you want to address, strategy and funding, sections for green campaign content development, how to become a better coach for young campaigners (theory and best practices), or how to educate young people on ecological citizenship. The Guide also explores the ways to engage young people in green initiatives and to make a campaign viral, as well as the role of social media in green campaigns.

Methodologies and best practices for inspiring young campaigners are a result of through desk research, experience, and expertise of the project partners.

1. Problem identification

1.1 Understanding the Importance of Problem Identification

In the journey toward environmental activism, understanding the significance of problem identification is paramount. Here's why it matters:

Focus and Clarity

Imagine setting off on a journey without a destination in mind. Similarly, without a clearly defined problem, your campaign may lack direction and purpose. Problem identification provides the compass, guiding you towards specific, actionable goals. For example, instead of vaguely aiming to "reduce pollution," a clearly identified problem could be "eliminate plastic waste in local parks by implementing a recycling program."

With a well-defined problem, you can develop a strategic plan outlining the steps needed to address it. This plan sets priorities, timelines, and milestones, ensuring that every action taken contributes directly to solving the identified issue, for example, if the problem is identified as "excessive plastic packaging in local

supermarkets," your strategic plan might include initiatives such as advocating for plastic-free packaging options and promoting reusable shopping bags.



Source: [Pexels](#)

Resource Allocation

Resources such as time, money, and manpower are limited. Identifying the most critical issues ensures that these resources are utilised effectively, maximising the impact of your campaign. For example, if your research reveals that plastic waste from school cafeterias is a significant problem, allocating resources towards implementing a composting program in schools could yield tangible results.

Without a clear understanding of the problem, there's a risk of wasting resources on less impactful activities. Problem identification helps to avoid such wastage, ensuring that every effort contributes meaningfully towards solving the identified issue. For example, instead of organising a generic environmental awareness event, resources could be better utilised by focusing on targeted educational campaigns about the harmful effects of plastic pollution.

Stakeholder Engagement

When stakeholders understand the specific issue and its implications, they are more likely to rally behind your cause. Problem identification helps to articulate the problem in a way that resonates with stakeholders, motivating them to

support and participate in your campaign. For example, local people are more likely to support a campaign aimed at reducing air pollution if they understand how, it directly impacts their health and quality of life.

Clearly defined problems attract partnerships with organisations, businesses, and government agencies that have a vested interest in the issue. These partnerships can provide additional resources, expertise, and credibility to your campaign. For example, collaborating with a local environmental NGO on a campaign to reduce plastic waste can leverage their expertise and resources, increasing the campaign's impact and reach.

1.2 Conducting Preliminary Research

Before diving into the specifics of your green campaign, it's essential to conduct preliminary research to gain a comprehensive understanding of the environmental landscape in your community. This step lays the groundwork for identifying pertinent issues and developing informed strategies. In the following sub-topic you will learn how to conduct preliminary research effectively.

Local Environmental Reports

Local environmental reports provide valuable insights into the state of the environment in your area. These reports are often compiled by environmental agencies, governmental bodies, or non-profit organisations dedicated to environmental conservation. Review recent reports to understand key environmental challenges, trends, and areas of concern. Analyse quantitative data presented in the reports to identify patterns or trends. Look for areas where environmental degradation is particularly pronounced or where improvement efforts have been successful.

Scientific Studies

Scientific studies offer in-depth analyses of specific environmental issues, providing reliable data and insights backed by rigorous research methodologies. Access academic journals, research papers, and publications from local universities or research institutions. Online databases such as Google Scholar and PubMed can also be valuable resources. Look for studies relevant to your geographic area and the focus of your campaign.

News Articles

Stay informed about current events and news stories related to environmental issues through local newspapers, online news outlets, and environmental newsletters. Pay attention to emerging trends, controversies, and policy developments in environmental conservation. News articles can provide real-time

updates on environmental challenges facing your community and often highlight community perspectives on environmental issues, offering valuable insights into public perceptions and concerns.



Source: [Pexels](#)

Synthesising Information

Organise the information gathered from local environmental reports, scientific studies, and news articles into a cohesive overview of environmental issues in your community. Identify recurring themes or patterns across different sources. Pay attention to areas of consensus as well as areas of contention or uncertainty. Prioritise environmental issues based on their relevance, urgency, and potential impact. Consider the feasibility of addressing each issue within the scope of your campaign.

1.3 Community and Stakeholder Engagement

Engaging with the community and stakeholders is essential for gaining valuable insights and support for your green campaign. Let's consider how you can effectively involve them to gather firsthand information.

Surveys and Questionnaires

Design surveys and questionnaires to collect data on perceived environmental problems, attitudes towards sustainability, and preferences for potential

solutions. Ensure that questions are clear, concise, and relevant to the campaign objectives.

Some possible questions could be:

- What environmental issues concern you the most in our community?
- How do you currently dispose of plastic waste?
- What changes would you like to see to improve environmental sustainability in our area?

Use various channels to distribute surveys, including online platforms, social media, community events, and local organisations. Make the process accessible and convenient for respondents to encourage participation from a diverse range of community members. Analyse survey responses to identify common themes, concerns, and priorities among community members. Use quantitative data to quantify the prevalence of certain issues and inform decision-making in the campaign planning process.



Source: [Pexels](#)

Public Meetings and Workshops

Host public meetings and workshops to facilitate open discussions on environmental issues and gather input from community members. These forums provide opportunities for collaboration, idea-sharing, and consensus-building. Develop an agenda that includes presentations on relevant topics, interactive activities, group discussions, and opportunities for participants to voice their

opinions and suggestions. Ensure that meetings and workshops are well-facilitated to maintain focus, encourage participation from all attendees, and create a supportive and inclusive environment for sharing diverse perspectives. Take note of key insights, ideas, and action items generated during meetings and workshops. Follow up with participants to provide updates on the campaign's progress and continue to engage them in ongoing activities.

Interviews

Identify and conduct interviews with key stakeholders who have a vested interest or expertise in environmental issues, including community leaders, local businesses, educators, environmental activists, and experts. Prepare a list of relevant questions tailored to each stakeholder group to elicit detailed insights and perspectives. Research their backgrounds and specific interests to inform the interview process. Conduct interviews in person, over the phone, or via video conference, ensuring that each stakeholder feels valued and listened to. Actively listen to their responses, probe for deeper insights, and record detailed notes for analysis. Analyse interview data to extract valuable insights, identify common themes, and understand the diverse perspectives of stakeholders. Use qualitative data to complement quantitative findings and enrich the understanding of the environmental landscape.

1.4 Data Collection and Analysis

To effectively address environmental issues, it's crucial to gather and analyse data that provides insight into the scope, severity, and impact of these problems. This section outlines key methods for collecting and analysing both quantitative and qualitative data.

Data Collection and Analysis Techniques

To effectively address environmental issues in your youth-led green campaign, it's crucial to gather and analyse data that provides insight into the scope, severity, and impact of these problems. By employing robust data collection and analysis techniques, you can better understand the challenges you're facing and develop targeted solutions. Here are key methods for collecting and analysing both quantitative and qualitative data.

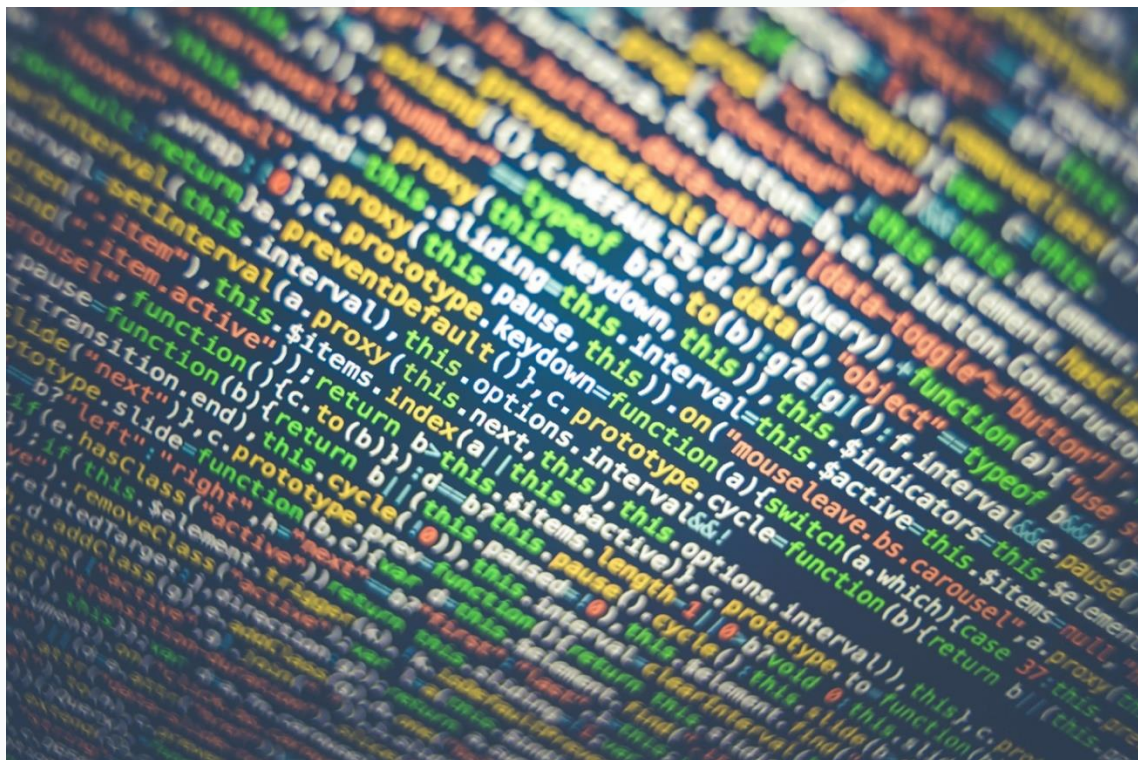
Quantitative Data Collection

Design and distribute surveys to collect quantitative data from many respondents. Ensure that questions are clear and structured to gather relevant information about environmental behaviours, attitudes, and perceptions. Utilise tools such as sensors, meters, and monitoring stations to collect quantitative data on

environmental factors such as air quality, water pollution levels, and biodiversity. This data provides objective measurements of environmental conditions over time. Access existing datasets from government agencies, research institutions, and environmental organisations. Analyse quantitative data from reports, databases, and research studies to gain insights into environmental trends, patterns, and indicators.

Qualitative Data Collection

Conduct interviews with key stakeholders, community members, and experts to gather qualitative insights into environmental issues. Use open-ended questions to explore experiences, perspectives, and opinions related to environmental challenges and solutions. Organise focus group discussions with diverse groups of participants to delve deeper into specific environmental topics. Facilitate interactive discussions to uncover shared beliefs, values, and concerns about environmental issues. You can engage in direct observation and participant observation to study environmental behaviours and practices in real-world settings. Use ethnographic methods to immerse yourself in the community and gain firsthand insights into environmental dynamics.



Source: [Pexels](#)

Data Analysis

You can use statistical techniques to analyse quantitative data and identify patterns, trends, and correlations. Conduct descriptive statistics, inferential statistics, and regression analyses to explore relationships between variables and

make evidence-based conclusions. It could be helpful to employ thematic analysis to analyse qualitative data and identify recurring themes, patterns, and categories. Organise qualitative data into meaningful patterns and categories to uncover insights and generate rich descriptions of environmental phenomena. It can be useful to present your findings visually using charts, graphs, maps, and infographics.

By employing these data collection and analysis techniques, you can gather comprehensive insights into environmental issues and inform evidence-based decision-making in your youth-led green campaign. Remember to prioritise ethical considerations, respect participant confidentiality, and engage stakeholders throughout the data collection and analysis process.

1.5 Prioritising Issues

In the journey of tackling environmental challenges, it's vital to recognise that not all problems can be addressed simultaneously. Prioritisation is key to focusing efforts and resources where they can have the most significant impact. Here's how to prioritise environmental issues effectively.

Severity

- **Assessing Impact:** Evaluate the severity of each environmental problem by considering its immediate and long-term effects on both the environment and human health. Look for issues that pose the most imminent threats or have the potential for irreversible damage.
- **Measuring Impact:** Use available data, scientific research, and expert opinions to quantify the severity of each problem. Consider factors such as pollution levels, habitat destruction, species loss, and health risks to determine the magnitude of impact.

Scope

- **Evaluating Reach:** Consider the extent to which the problem affects the community or region. Assess whether it is a localised issue affecting a specific area or a widespread problem impacting a larger population.
- **Examining Scale:** Determine if the problem is confined to a particular ecosystem or if it has broader implications across multiple ecosystems. Issues with a larger geographical scope may warrant prioritisation due to their potential for widespread environmental degradation.

Feasibility

- **Resource Assessment:** Evaluate the resources available to your campaign, including funding, manpower, expertise, and time. Determine whether addressing a particular problem aligns with the campaign's capacity and capabilities.
- **Analysing Constraints:** Identify any logistical, technical, or regulatory constraints that may hinder the implementation of solutions. Prioritise issues that are feasible to address within the constraints of your campaign's resources and operational capacity.



Source: [Pexels](#)

Community Impact

- **Understanding Priorities:** Engage with the community to understand their perspectives and priorities regarding environmental issues. Conduct surveys, focus groups, or community meetings to gather input and feedback from diverse stakeholders.
- **Identifying Urgency:** Determine which environmental problems resonate most with the community and are perceived as needing immediate attention. Consider factors such as public concern, perceived threats, and cultural significance in assessing community impact.
- **Building Support:** Prioritise issues that align with community priorities and values to garner support and participation from community members.

Engaging the community in the prioritisation process fosters ownership and commitment to addressing the chosen issues.

1.6 Defining the Problem Statement

Crafting a clear and concise problem statement is a crucial step in launching an effective green campaign. The problem statement serves as the cornerstone of your campaign, guiding its direction and defining its purpose. Below you will learn how to develop a problem statement that effectively encapsulates the core issue your campaign will address.

Be Specific

- **Clarify the Issue:** Clearly define the environmental problem your campaign aims to tackle. Avoid ambiguity and vagueness by specifying the nature and scope of the problem. For example, instead of stating a broad issue like "plastic pollution," specify the problem as "excessive plastic waste from single-use items in local parks and waterways".
- **Identify Key Factors:** Identify the key factors contributing to the problem and articulate them clearly in the problem statement. For example, specify the types of single-use items causing the pollution, such as plastic bottles, bags, and packaging.

Be Measurable

- **Include Metrics:** Incorporate measurable metrics or indicators that can help in tracking progress and evaluating the impact of the campaign. For example, you could include metrics such as the reduction in the number of plastic items found in parks and waterways, the increase in recycling rates, or the number of plastic-free events organised in the community.
- **Set Targets:** Establish specific targets or goals that your campaign aims to achieve within a defined timeframe. For example, you could set a goal to reduce plastic waste by 50% within one year through initiatives like plastic bag bans, community clean-up drives, and educational campaigns.

Be Achievable

- **Ensure that the problem statement reflects a realistic and achievable goal** within the scope of the campaign's resources and capabilities. For example, you can assess the feasibility of implementing initiatives such as plastic bag bans or promoting reusable alternatives within the community's infrastructure and socio-economic context.



- Emphasise actionable solutions that can be implemented to address the problem effectively. For example, you can outline specific strategies and interventions, such as advocating for local policy changes, partnering with businesses to reduce plastic packaging, or organising community education programs on plastic waste reduction.

2. Campaign strategy definition & setting

2.1 The need for an environmental strategy

In recent years we have heard a lot about sustainability and the fight to protect the environment from plastic, to the point that it seems to have become a very deep-rooted concept shared by the entire society (from politics to business as well as from advertising to fashion), but, unfortunately, in many cases, greater people's attention to the phenomenon does not correspond to effective action in real practice.



Source: [Freepik](#)

Therefore, if we want today's citizens, but above all those of tomorrow, to be aware and active on environmental sustainability (which refers to the biophysical conditions of the Earth and the use made of its resources), it is necessary that we move from abstract concepts to concrete choices to be implemented every day, i.e. to concrete behaviours in line with systemic thinking: it is necessary that

environmental sustainability (understood as the set of objectives, programs and actions to be implemented to maintain the terrestrial ecosystem in balance at local or global) becomes an objective of every day and of all people.

This is because, unfortunately, for most of its history, human beings have exploited their planet without worrying about the consequences: environmental sustainability must therefore tend to overturn this *modus operandi* with a new development model.

In fact, there are many small actions that, in our daily lives, we can carry out to respect the environment that surrounds us and in which we live, which can contribute to improving it.

It is necessary to develop environmental education through a strategy of methodological-didactic innovation in which an approach to environmental sustainability is tested, stimulating participatory experiences in which young people (but also adults) become promoters and responsible for renewal actions, which stimulate a transformational cultural: a system of activities and initiatives that propose an approach that strongly involves the values of citizenship and responsibility.

It is not a question of inventing other educational subjects but of rethinking the function of the disciplines using sustainability education as a resource to select, in the planning phase, training objectives, key concepts, themes, and problems.



Source: [Freepik](#)

In this approach, it is important to underline how sustainability education can stimulate interaction between peers as well as help children to recompose knowledge and experience theoretical in-depth analysis as a tool for understanding the local and global reality.

Therefore, this chapter focuses on the ways in which youth workers can define and implement a strategic plan for a green campaign, providing practical guidance on developing a comprehensive and achievable green strategy.

2.2 What a youth worker can do to convince young people to take action

When a youth worker has to deal with the environmental impact that people's daily actions have on the surrounding environment, it is necessary but also fundamental that the worker himself first adopts the sustainable behaviours to be suggested and then structures his/her action following a communicative logic that creates an emotional impact on the audience.

In fact, changing the habits of people and young people in particular (seeing as they are the citizens of tomorrow) on the one hand may seem like a rather difficult challenge, but, on the other hand, by applying some effective measures, it is possible to obtain positive results.

We can identify at least the following possible actions to carry out to develop an effective green strategy:

1. *Inform young people, choosing a comfortable environment*

The first thing to do is, obviously, to explain respect for the environment to the new generations and therefore make young people participate in its protection and safeguarding: it is, therefore, necessary to provide the right information on the environmental impact, addressing and examining, in our case, the problem of the impact that plastic has on the environment.

Certainly, it will not always be possible to choose the ideal place to hold an environmental lesson or debate. It is therefore also essential to know how to identify a relaxed and reassuring environment because this too can make the difference right away, pushing the interlocutor to lower their defenses and not perceive the speaker as an enemy. For example, while a conference room or an office, being habitual places of work, reinforces distrust and creates distance, a bar or a park brings people together and creates complicity. However, in order to convince others to change their habits, youth workers must provide them with accurate and convincing information on how everyday actions impact the environment, showing them data and statistics that demonstrate how even simple choices and behaviours every day affect the planet and everyone's quality of life.

Today, young people are much more informed than in the past because nowadays, with one click, young people have access to a lot of information, but sometimes the information they can retrieve on the internet turns out to be incorrect or untrue as it is manipulated for various interests.

From this point of view, we therefore encourage all youth workers to use the materials developed by the RESCUE project which are valuable aid tools for their work to be carried out in this direction.

2. Be an example for others

Youth workers must themselves be an example to follow as people tend to be influenced by what they see. Therefore, if youth workers want to convince others to change their habits, they must themselves adopt a sustainable lifestyle, consequently showing young people how it is possible to live in harmony with the environment without giving up comfort and well-being.

3. Involving young people through emotions

Emotions play a fundamental role in people's decision-making process, as, when they are correctly fuelled, they push and motivate them to act. It is, therefore, necessary to use stories and testimonies to arouse empathy and to make others understand the importance of acting responsibly towards the environment.

To do this it is essential to tell them how changing habits can improve the quality of life and preserve the future of planet Earth: the good practices and activities that have already been developed are certainly a valid help in this demonstration since they concretely show that there exist actions that have a positive impact. If it is then possible to develop meetings and debates with live testimonies from those who work in the sector of communication every day and with role models or influencers, the message will pass and be received even more easily among the new generations.

4. Offer alternatives to young people

Often, people are reluctant to change their habits because they don't know sustainable alternatives: in this case youth workers must help them by offering practical and accessible solutions. For example, they can suggest:

- eco-friendly products,
- the use of more environmentally friendly public transport,
- ways to reduce energy and water consumption,
- methods to reduce the use of plastic.

5. Create a community

An effective way to convince others to change their habits is to create a community of like-minded people. Organize meetings, events, or discussion groups where

young people can share experiences and find mutual support. During the meetings it will be fundamental to do the following things:

- address and investigate the problem of the use of plastic;
- know the actions and objectives implemented to reduce their use;
- reflect and focus on the actions that can also be implemented at the level of individuals (lifestyles with lower environmental impact);
- create a peaceful working climate and constructive discussion on issues;
- discuss what the difficulties may be in making sustainable and non-sustainable choices;
- make role-playing games;
- develop brainstorming moments also through the use of special videos (this allows the shyest to express themselves freely and helps to ensure that all voices are equally heard);
- use new technologies, making work for young people simpler and more interactive;
- transmit notions to encourage the acquisition of awareness about the environmental costs of technologies and the depletion of resources.

The strength of the group can be a powerful incentive for change.

6. Be patient

Changing habits takes time and effort. It is, therefore, reasonable not to expect people to change immediately. You need to be patient and understanding, offering support and encouragement along the way, always remembering that every small step towards more sustainable behaviour is a step in the right direction.

7. Emphasize personal benefits

People are often motivated by what they can personally achieve. We therefore suggest highlighting all the benefits that changing habits can bring to their daily lives, such as financial savings, improved health or greater personal satisfaction. Showing young people that change is not just a sacrifice, but also an opportunity to improve their lives is certainly a valid approach to developing the right environmental strategy.

8. Use the social media

Dissemination through social media is essential to reach the general public: they must be used (Facebook, Instagram, etc.) as showcases, making them a space to talk about lifestyles to reduce environmental impact.

9. Give special rewards to those who put in the most effort

Youth workers can offer special badges and certificates that confirm the attention to sustainability of the most active young people. From this point of view, it is also advisable to contact various environmental organizations and associations that deal with this to improve the involvement of young people and network with other realities.

10. Know the target group of young people

Knowing the target group means identifying the needs of your audience and therefore also improving the learning approach. Not all young people can be addressed and involved in the same way. Youth workers must understand the interests, habits and priorities of the young people they will work with: in this way they will be able to better calibrate their communication and involvement.

11. Consistency and transparency

Consistency and transparency are the fundamental pillars on which to build an effective green strategy that respects ethical values. It is essential that every environmental sustainability action is supported by an authentic and tangible commitment, which is reflected in every aspect of the youth workers' work. Communication must be managed with caution, ensuring that each message is not only credible and truthful, but also in perfect harmony with the mission of the green campaign.

12. Use an evocative visual

Verbal language is very important and for this reason we suggest accompanying it with a visual system that enhances the message and makes it more captivating and aesthetically stimulating, ensuring that visuals are not only consistent with the communicative message, but at the same time, they enhance it.

Find more information at:

Books

- French, J. (2022). *It's a Wonderful World: How to Protect the Planet and Change the Future*. Dorling Kindersley.
- Nikolov, S. (2022). *The truth about plastic. The Hidden Dangers of Plastic and How To Protect Yourself*.
- Ona, J. (2023). *Protect the Environment by Catching the Young Ones: Practical and easy guides on how to combat Climate Change and create Environmental Consciousness in Youths and Teenagers*.
- Persico, M. G. & Rossi, F. (2022). *Comunicare la sostenibilità. Comunicare il nuovo paradigma per un nuovo vantaggio competitivo*. Franco Angeli.

Videos

- Go Green Campaign: <https://www.youtube.com/watch?v=FF7pdXlxwk8>;
- Go Green 2030: <https://www.youtube.com/watch?v=1lJSBB0t4Zs>
- Go Green, Your Way!: <https://www.youtube.com/watch?v=lzVWXyXnarI>

3. Educating & engaging young campaigners on taking environmental action

3.1 How to encourage and support young people

In order to strengthen the cooperation with young people, it is important to know their motivation. You should build on their personal experiences and backgrounds and involve them in defining the goals of the action. With groups of more than six people, you should take care to include everyone involved so that no one feels forgotten or excluded.



Source: Pixabay

Here are a few ways to do it:

During the goal-setting process, an environment should be created in which the involved young people feel safe and comfortable expressing their own wishes, expectations and opinions. All ideas should be welcome and appreciated as long

as they contribute to environmental protection and sustainability. Constructive feedback will help to bring their own strengths to the table and realize their full potential.

Celebrate small advances as well as major breakthroughs and motivate young people to keep going. As setbacks are inevitable, it is also important to teach young people how to learn from their own mistakes and not lose their optimism. Celebrations can be done by coming together, everybody can feel free to contribute food and/or drinks, reflecting of the causes of success in a relaxed and informal atmosphere.

Encourage young people to question familiar narratives and become independent and creative. Assign specific, smaller areas of responsibility - this allows young people to acquire leadership skills. Brainstorming sessions and group work are important building blocks for promoting teamwork.

Of course, it is important that you as a coach are the point of contact for questions and resources. Therefore, make sure that the young people have all the resources they need for the campaigns. Keep yourself up to date on relevant campaign topics and encourage young people to research and educate themselves. Establish contacts with experts or those affected and enable young people to change their perspective.

With regard to supporting young people working in groups or teams, the five stages of team development should be taken into consideration: (1) forming, (2) storming, (3) norming, (4) performing and (5) termination/ending (Stein, 2024). Team development is not always a straight-forward an easy process. In this sense, it also takes time for young people forming groups until they can really perform as a team and implement tangible action. As a coach/youth worker, it is therefore important to understand and plan for team dynamics, feelings and behaviors of team members at each stage of a campaign.

3.2 How to educate young people on ecological citizenship

A key aim of ecological citizenship education is to enable young people to understand the complexity of global issues and to reflect on them critically.

Critical thinking is a crucial soft skill to help young people understand and reflect on complex issues. It enables them to review their own environmental behavior and take responsible action on environmental issues. Other soft skills like creativity, open-mindedness, and problem-solving capacities further support young people to become responsible global citizens.

Global Citizenship Education enables young people to actively deal with global challenges by imparting knowledge and developing skills: Individual and social

skills are expanded through the ability to reflect as well as political judgement and action skills. This educational objective therefore plays a key role in the implementation of the [Sustainable Development Goals \(SDGs\) of the UN 2030 Agenda](#).

SUSTAINABLE DEVELOPMENT GOALS



Source: Global Compact Network Austria

The 17 Sustainable Development Goals can serve as a framework to structure the goals of an environmental action. Young people can easily plan and identify which SDGs are addressed by their campaign. For example, a litter clean-up campaign would contribute to SDG 11 if done in a city and to SDG 12 by encouraging participants to refuse and reduce waste, consume more responsibly and dispose waste properly.

During trainings for global citizenship education, the topics of the campaign can be developed across all school subjects. Environmental topics are not only fit for geography and science subjects, but they can also be blended into literature, posters or flyers can be designed in art lessons, tools such as insect hotels can be built in craft lessons and a suitable play or musical can also draw attention to the topic.

Changing perspectives and making voices of those living and working in the Global South is critical if we want young people to understand global connections. Through direct dialogue with people from the Global South, realities of people who are most affected by global crises can be conveyed more vividly. For example, people from the Global South can be invited to join discussions or campaign

activities online (e.g. Zoom). Development policy organizations can be contacted to establish links to potential guests and partners from the Global South.

3.3 How to engage young people in green initiatives

When young people appreciate and love our nature, it is easier to motivate them to conserve and protect it. **Hands-on experiences in nature** help young people develop a deeper connection and experience the impact of their actions directly. Creating or pushing things forward as a community shows that you are not alone and that many things become possible that seem impossible at first glance.

There are countless environmental issues that are worth taking action for: Climate crisis, species extinction, soil and water pollution, soil sealing, scarcity of resources...

Start by providing young people with the necessary knowledge and finding the topic they are most passionate about.

Role models can motivate young people to follow a similar path. Show examples of people, groups, and communities who are committed to environmental protection and have already achieved a great deal.

The movie “Generation Change”, for example, shows young people and activists who have already achieved a lot:



Source: [YouTube](#)

More information: <https://www.generationchange.at/themovie>

Here you find different offers, e.g., The film “Youth Unstoppable”:

<https://filmsfortheearth.org/en/film/youth-unstoppable/>

Small steps already make a difference!

Encourage young people to orientate themselves on existing initiatives or to participate and look for allies. Question familiar narratives and encourage young people to think for themselves, reflect on their own consumer behavior and make alternatives possible. There are also no limits to creativity; artistic or collective projects are also a good way of tackling a topic.

Organize an environmental hackathon!

An environmental hackathon is a type of event in which people develop new solutions to environmental problems. They can be organized by universities, companies or municipal organizations. Participants have the opportunity to learn about environmental issues, develop new skills and meet other people who also want to do something for the environment. At the end, a jury of experts can select a winning project, which then receives political or financial support for its implementation.

Examples of hackathons: <https://corporate.hackathon.com/>



Source: Südwind

The most important thing, however, is that you make it clear to young people that they are not alone with their worries and fears. Show them that together you can really make a difference and change things!

Find more information at:

Global citizen education:

<https://bildung2030.at/globales-lernen/strategiegruppe-globales-lernen/>

Stein, J. (2024). *Using the Stages of Team Development*.

<https://hr.mit.edu/learning-topics/teams/articles/stages-development>

4. Content Creation

Nowadays, mass media has been dominated with the culture of image. The image prevails over the textual message and becomes a carrier of information, knowledge, emotions, and values. Awareness of what content elements attract the attention of a young reader allows one to tailor a message more effectively to the audience. This chapter focuses on creating content that speaks directly to young people, addressing their needs and igniting their passion for a greener future. What can we do to make social media posts go viral, videos inspire action and infographics make learning about the environment fun? Our aim is to equip youth workers, educators and trainers with the necessary knowledge and skills to create content that meets the needs and interests of young people. We will review the content creation process, focusing on strategies to make environmental messages engaging and effective. Our intention is to give a clear understanding of how to create compelling content that inspires young people to take action and contribute to a greener future.

4.1 Digital reading habits of young people

In today's digital world, young people's reading practices have changed significantly. Although digital media have led to the consumption of new content and the use of various means of expression, reading remains the main way for them to acquire culture and develop critical thinking skills. In this part, we will try to answer the question of what the research says about the content and forms chosen by young people on the Internet.

The habit of modern people to read from a screen is changing the way we think. One of the most significant changes in reading practices is the shift to digital reading. With the widespread availability of smartphones, tablets, and e-readers, young people can now access books, articles, and other forms of written content on a variety of digital devices. This circumstance has led to a decline in the



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popularity of traditional print media, such as newspapers, magazines and books, and an increase in the consumption of digital content.



Source: [Pexels](#)

Studies show that young people are becoming less patient and focused on reading long paragraphs due to the vivid ways they express themselves in virtual spaces. Bingham and Conner are concerned that the constant stream of information and distractions of digital media may make it difficult for young people to focus on reading and develop deep reading skills. This is echoed by other researchers who believe that the growth of digital media may lead to a decline in the quality of young people's reading content.

Another important change in the reading practices of young people is the development of social media and online platforms. Social media platforms have become an important source of information and news for young people. Many young people use these platforms to follow news sites and other information sources and to share and discuss content with their peers. However, it is important to remember that while the overall number of people using Facebook continues to grow, the group of its youngest users is shrinking, moving to other sites such as Snapchat, Instagram, and TikTok.

4.2 Adapting content to the channel

When creating content for the web, it is important to remember that while appealing to emotions is crucial, it must also be balanced with informative and valuable content. For effective content creation, channel specificity is key, as each channel has different rules. By taking channel specificity into account, it is possible to create content that resonates with audiences on each platform, maximising reach and impact. What all channels have in common is the need to develop a strategy, i.e. purpose of presence, target audience, content schedule and distribution method.

Many factors contribute to the success of the publications, such as the chosen subject matter, form, quality, publication and promotion channel and timing. Above all, we should be guided by the principle of providing the right amount of useful content at the right time. In an era when the web user is inundated with unimaginable amounts of data, everyone will appreciate a well-targeted message, placed in the right place and at the right time.



Source: [Pexels](#)

Research conducted by Chartbeat found that the average reader scrolls through approximately 50-60% of an article and reads only 20% of the content in question. People rarely read web pages word by word. The data shows that we browse an article in search of interesting issues, catchy headlines, or the most relevant information. We only decide to read a text when we find something in it that really interests us. Therefore, if we want to create a text that will interest the reader, we should first of all focus on creating interesting titles and headlines and highlight any information that might be useful.

Is there anything that is just as effective in capturing the reader's attention? Definitely infographics. Since most users only browse through published material, not reading it word by word, infographics allow them to quickly understand the meaning of the knowledge being conveyed. According to Hubspot's research, **colourful graphics** make content 80% more likely to be read and are 3 times more likely to be shared and liked than articles that do not have them.

So how to create content for the Internet in a specific communication channel used by young people? Let's try to follow some tips that can help you create engaging content to inspire young people to take action and raise their awareness of environmental issues.

1. Know your audience

Tailor your message and content format to the interests and needs of young people. Research the platforms they use, e.g. TikTok, Instagram, YouTube, and adapt the language and style of your content to their preferences. Clear and concise messaging helps ensure that young people understand the purpose and goals of the campaign. Provide easy-to-understand information about environmental issues, their impacts, and potential solutions. Use infographics, short videos, and engaging posts to convey important messages.

2. Make content gender inclusive

Welcome those who might feel excluded. Go beyond stereotypes and create a space for respectful discussions on environmental issues. Avoid language that defines people by their limitations and give a voice to representatives of the young diverse generation - let their experiences and opinions guide the way forward.

3. Focus on solutions

Raising awareness of environmental issues is important, but don't overwhelm your audience. Offer practical tips and resources to encourage them to take action. Highlight the positive impact your audience can have on their environment. It is a great idea to present success stories and innovative solutions to environmental challenges.

4. Collaborate with young changemakers

Host live Q&A sessions with experts and establish a collaboration with popular influencers who are passionate about the environment. Their endorsement and participation can help you amplify your message to a wider audience.

5. Engage and call to action

Use interactive tools to draw young people in and make learning about the environment fun such as polls, quizzes, challenges, and calls to action to actively

involve young people in the campaign and foster a sense of participation. You can also organise competitions or challenges to encourage young people to share their ideas and solutions for a greener future.



Source: [Pexels](#)

6. Involve users in content creation

Encourage young people to contribute their own content, such as photos, artwork, or videos related to environmental issues. User-generated content can help foster a sense of community and ownership among participants.

7. Foster open dialogue and interaction

Foster open dialogue and interaction with your audience by responding to comments, questions, and feedback. Engaging directly with young people demonstrates authenticity and builds trust in the campaign.

8. Adjust your strategy

Track your content's performance to see what resonates with your audience. You can continuously refine your approach, create content that speaks to young people and ultimately, turn them from viewers into active participants in building a greener future. Develop a unique and catchy hashtag for the campaign and encourage participants to use it when sharing related content on social media. A well-chosen hashtag can generate buzz and make it easier to track engagement.

4.3 Green initiatives in content creation

Different visual media play an essential part in young people's everyday life. Visuality influences their way of understanding themselves and the world they live in. In this chapter, we will consider a plan for creating content for environmental campaigns targeting young people. Content plays a crucial role in engaging young people with the environment, but *how* you create it also matters. Here are some tips on how to incorporate green practices into your content creation process.

Content strategy refers to the planning, development, management, measurement, evaluation and utilisation of content—written or in other media. It's about creating meaningful, cohesive, engaging, and sustainable content that serves a specific purpose, like engaging the audience or raising awareness of environmental issues, etc. A framework plan for an effective content strategy can include the following elements.

Content strategy framework plan	
<i>Planning</i>	Identify your objectives and mission (What content do you create? Why is that content important? Who do you create content for? What results will that content deliver to those audiences?)
<i>Development</i>	Create compelling and diverse content in a variety of formats - articles, videos, graphics.
<i>Management</i>	Publish consistently and check that you are reaching the right audience.
<i>Measurement</i>	Establish key performance indicators (KPIs) to track the success of the campaign. Monitor metrics such as engagement rates, website traffic, participant sign-ups and social media mentions.
<i>Evaluation</i>	Evaluate the effectiveness of content and adjust strategies based on insights and feedback.

Utilisation

Track results and make adjustments on the fly to maximise the impact of your content.

Content is not limited to blog articles but includes videos, podcasts, social media posts, infographics, e-books, press releases, webinars and more. The content strategy goes beyond just creating content. It's about understanding your:

- *audience*: who are you trying to reach? what are their needs and interests?
- *message*: what do you want to communicate? how can it benefit your audience?
- *platforms*: where will you publish your content? (social media, website, email, etc.)
- *impact*: how do you measure the impact of your strategy on young people and their active participation in your environmental strategy?

Well-designed content strategy delivers valuable, relevant content consistently. This attracts and retains your target audience, turning viewers into loyal supporters and driving results.

4.4 Conclusion

The digital landscape is full of information, so capturing the attention of young people requires a strategic approach. When creating content for this audience, it is important to understand their preferences for short, engaging and visually appealing content. In addition, tailoring content to the channel is important to ensure the message resonates on platforms they frequent, such as social media. By understanding these elements, you can create content that will not only capture the attention of young people, but also inspire them to actively participate in building a greener future. Experiment, gather feedback, and constantly refine your approach to stay ahead of the competition and keep young minds engaged.

Find more information at:

Bingham, T., & Conner, M. L. (2010). *The new social learning: A guide to transforming organizations through social media*. ASTD Press; Berrett-Koehler Publishers.

Green Initiatives And Their Role In Content Strategy, September 5, 2023, <https://ranking-articles.com/green-initiatives/> (07.04.2024).

HubSpot (2024). The State of Marketing Report, <https://www.hubspot.com/state-of-marketing> (14.05.2024).

Santiago, E. (06.06.2013), Do People Still Read Blogs in 2023? <https://blog.hubspot.com/marketing/do-people-read-blogs> (14.05.2024).

Shutaleva, A., Kuyminykh, E., & Novgorodtseva, A. (2023). *Youth practices of reading as a form of life and the digital world*. Societies, 13(7), <https://www.mdpi.com/2075-4698/13/7/165> (26.03.2024).

Weigel, M., Straughn, C. & Gardner, H. (2010). New Digital Media and Their Potential Cognitive Impact on Youth Learning. In: M. Khine, I. Saleh (Eds.). *New Science of Learning*. Springer. New York, pp. 3-22, <https://kbip.co/doc/publications/NewScienceofLearning.pdf> (03.04.2024).

5. Make your campaign viral

5.1 Importance of digital platforms and social media in developing campaigns



Source: "Be the Change You Want to See" Advocacy Tool Kit - Africa Platform for Social Protection (2017)

We live in a digital world, so creating digital campaigns is a powerful tool to spread messages and awareness about issues that concern us as societies. Digital platforms and social media are means that can be used to spread ideas to a wider audience. Several issues that concern young people become public and exposed to citizens' critical judgement through digital dissemination. More than a few social

movements have been launched through digital campaigns. Some of them are #blacklivesmatter, #metoo, or cancelling campaigns against celebrities and/or companies with unacceptable behaviours (Paul, 2022).

For multiple dissemination, there are digital tools that allow us not only to approach a campaign's target group but also audiences that would otherwise be very difficult to reach. For example, through the RESCUE project, we intend to promote the reduction and responsible use of plastic among young people and youth educators in each partner's country and around the world! So, digital social media allows us to reach our aim.

At this point, it should be clarified that although the terms social media and social media platforms as well as digital media and digital platforms are quite similar - and this might be confusing, they have a bit different meaning. More specifically:

- **Social media** include forms of online communication, networking, or blogging. Through social media, users create online communities sharing information, opinions, and ideas by creating content. A fun fact about social media is that they appeared almost along with technology! For example, email and chatting platforms were developed in the early 1970s (The Editors of Encyclopaedia Britannica, 2024).
- **Social media platforms** are tools that allow people to create content. Some examples are Facebook, Instagram, LinkedIn, X, and TikTok (Tomasia, 2023).
- **Digital media** includes the data sent to satellites that are translated into video, graphics, text, and more. We should consider that every time we open a computer or tablet, digital media is there in the form of videos, graphics, articles, etc. (2U WordPress, 2023b).
- **Digital platforms** are applications that enable the exchange of data among users. Social media applications are digital platforms. Other applications under this category may be related to content creation, finance, gaming platforms, etc. (Patrizio, 2023b).

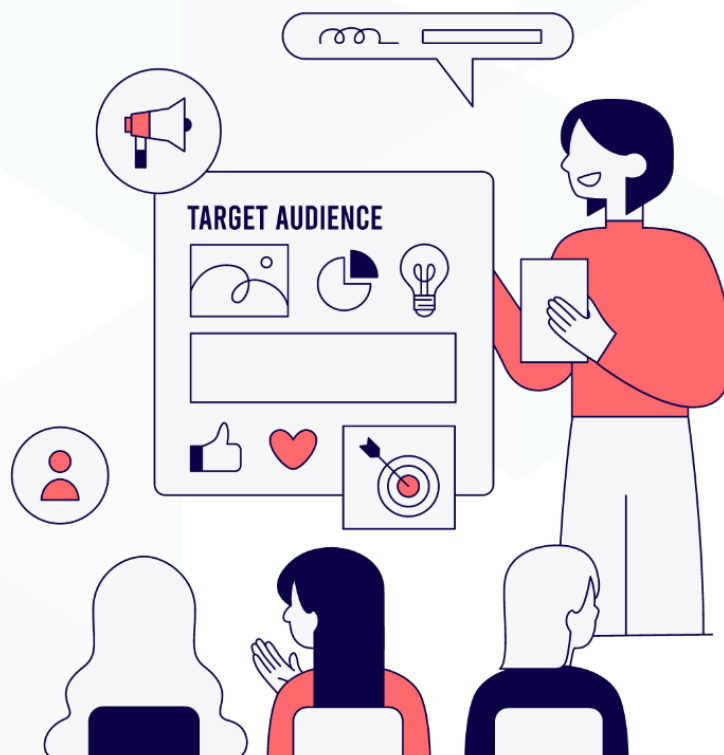
By interpreting these different definitions, we can observe that many important processes are required to get the content we create for our audience.

5.2 Understanding & Engaging with Target Group Audiences

The main target groups of the RESCUE project are young people aged 16 to 27, youth workers, and youth centres. The indirect target groups include staff from the partner organizations.

For any green campaign to reach its target groups and even a wider audience, it is needed to understand how any target group is searching for information through social media. According to surveys, GenZ uses frequently the words 'best' or 'how to...' when searching, for example, "best ways to reduce plastic waste" or "how can I be more environmentally sustainable?" (Bump, 2020b).

After realizing the way that target groups search for information, it is important to notice the pattern in posting that allows more engagement in our profile. We should consider what a target group expects from us, what kind of posts they interact with or comment on, etc. (Christison, 2024).



Source: [Canva](#)

Some of the tools that can be used to make a campaign go viral are giveaways, polls, and video stitches and duets. We will also discuss specific techniques a bit below. If we could isolate the 3 most important elements of a successful campaign, these are:

- 1) creating meaningful content that adds value to anyone who follows our account,
- 2) maintaining an active page with posts, reels, and polls, because we should consider that no one would follow an inactive page, and, finally and most importantly,
- 3) providing responses to our audience; every comment and every reply to our story counts (Christison, 2024). At this point, we should mention that content programming tools can make wonders!

5.3 Viral Ideas!

There are some tips and techniques that will help you take your campaign to the next level.



Source: [Canva](#)

Giveaway

How about organizing an online giveaway competition based on the promotion of sustainability and environmental protection? You can give gifts related to sustainability, environmental protection books, recyclable products, planting plants, pots, etc. Ask your followers to enter the competition by sharing a photo of them participating in an environmental protection action (Hirose, 2023).

Caption Contest

What could be more interesting than the best caption contest? You can post a photo of places where plastic waste is accumulating in the oceans or a comparison of a landscape that has changed over time due to the climate crisis. This contest encourages your followers to actively engage with the content and increase the comments below the post (Hirose, 2023).

Creating polls

You can ask your followers: "Which environmental practice would you try to incorporate more into your daily life?" You can use the results of the poll in other kinds of posts and inform your followers on how to make more sustainable choices based on their responses (Hirose, 2023).

Sharing personal news

An idea for green campaigning through sharing personal facts is to share your personal experiences and stories of your commitment to protecting the environment. You can share photos of your garden or how you organize recycling in your home. By sharing your actions you can practically become an influencer (Hirose, 2023).

5.4 Details that make the difference!

When we post something, we don't know for sure if it will be appealing to the groups of people we are aiming to reach, however there are 3 things that if we pay attention to, we have a better chance of driving the next trend!

Watch the time

According to Keutelian (2024), researchers indicate that some time periods are better than others to post your content. This is based on the way that most people's daily lives are structured. Some people may stop working for lunch after 1 p.m. at noon, so it's a good time to scroll! The best times to post on Facebook are Mondays through Fridays from 9 a.m. to 2 p.m. and 5 p.m. **Tip:** Don't post on any social on Sundays!

Keep in mind that Instagram, Tik Tok, and LinkedIn, also have many differences related to what are the best times for posting. It is better to post on Instagram between Tuesday and Thursday! The optimal hours are 10 a.m. to 2 or 4 p.m. (Keutelian, 2024a).

It might be surprising but the newest platform in our list which is TikTok for which survey results showed that users usually spend at least 23 hours per month on it, which is almost a day of our lives. The best days for posting are Wednesday through Thursday from 9 to 11 a.m. and from 2 to 6 p.m. (Keutelian, 2024b).

Depending on the audience, you can also use the LinkedIn platform. Since it is a more professional platform, it is mainly active during company hours. Thus, from 10 a.m. to 10 p.m. on Tuesdays and Wednesdays the audience is more active on this social media to engage with your content (Keutelian, 2024d).

Use trending audio

The use of trending music is a crucial success factor for content creation, especially on Reels and TikTok videos. According to Nikitaras (2023), there are two reasons why this is so beneficial:

- 1) Boost engagement: Using music trends to connect with your audience and increase the influence of the content.

- 2) Increases the likelihood of going viral: Using trending audio increases the chances of the content to "go viral" and achieve wider recognition.

Create hooks

Understanding clicks on social media is a key prerequisite for content success. Hirose (2024) presents in an article the importance of social media hooks, providing examples from successful content creators on TikTok and Instagram. Hooks attract and hold the interest of the audience, intending to provide value to the content. They get you in the process of watching the video in question repeatedly, creating loops.

Find more information at:

2U Wordpress. (2023b, November 1). *What is digital media? All you need to know about new media* | Maryville Online. Maryville University Online. <https://online.maryville.edu/blog/what-is-digital-media/>

Bump, P. (2020b, April 22). *Gen Z searches for online content differently: What Marketers need to know*. HubSpot. <https://blog.hubspot.com/marketing/how-gen-z-searches-for-content>

Christison, C. (2024, April 8). *How to increase social media Engagement [Free calculator]*. Social Media Marketing & Management Dashboard. https://blog.hootsuite.com/social-media-engagement/#8_tips_to_increase_social_media_engagement

Hirose, A. (2023, June 30). *19 engagement post ideas that will blow up your analytics*. Social Media Marketing & Management Dashboard. <https://blog.hootsuite.com/engagement-posts/>

Hirose, A. (2024, January 29). *The science behind Good Social Media Hooks + 18 examples*. Social Media Marketing & Management Dashboard. <https://blog.hootsuite.com/social-media-hooks/#What is a social media hook>

Keutelian, M. (2024, April 19). *Best times to post on Facebook in 2024*. Sprout Social. <https://sproutsocial.com/insights/best-times-to-post-on-facebook/>

Keutelian, M. (2024a, April 15). *Best times to post on Instagram in 2024*. Sprout Social. <https://sproutsocial.com/insights/best-times-to-post-on-instagram/>

Keutelian, M. (2024b, April 15). *Best times to post on TikTok in 2024*. Sprout Social. <https://sproutsocial.com/insights/best-times-to-post-on-tiktok/>

Keutelian, M. (2024d, April 23). *Best times to post on LinkedIn in 2024*. Sprout Social. <https://sproutsocial.com/insights/best-times-to-post-on-linkedin/>

Nikitaras, L. (2023, July 24). *3 Reasons why using Trending Audio is CRUCIAL!* That Marketing Girl. <https://thatmarketinggirl.com.au/trending-audio/>

Patrizio, A. (2023b, September 25). *Digital platform*. CIO. <https://www.techtarget.com/searchcio/definition/digital-platform>

Paul, S. (2022, September 22). *Advocacy Strategies: Media and online campaigning*. CSA. <https://www.civilsocietyacademy.org/post/advocacy-strategies-media-and-online-campaigning>

The Editors of Encyclopaedia Britannica. (2024, April 27). *Social media | Definition, History, Examples, & Facts*. Encyclopædia Britannica. <https://www.britannica.com/topic/social-media>

Tomasis, R. (2023, July 20). *Social media platforms*. wix-encyclopedia. <https://www.wix.com/encyclopedia/definition/social-media-platforms>

6. Funding

This chapter will focus on addressing the crucial issue of ensuring funding to support the implementation of a green campaign. It should explore various funding sources, such as grants, sponsorships, and crowdfunding, and offer guidance on developing a sustainable funding strategy that aligns with the campaign's goals and objectives.

As environmental issues continue to climb global agendas, the need for effective and sustainable green campaigns has never been more urgent. These campaigns play a pivotal role in raising awareness, driving behavioral change, and influencing policy to address critical issues such as climate change, biodiversity loss, and pollution. However, the success of these initiatives often hinges on one critical factor: funding. Securing and managing funds effectively ensures that these campaigns not only launch successfully but also achieve their long-term goals and create meaningful impact. The complexities of funding environmental campaigns necessitate a strategic approach, one that navigates through various potential sources from grants to crowdfunding and balances public engagement with corporate interests.

6.1 Funding sources for green campaigns

Securing adequate funding is a cornerstone for the success of any green campaign, ensuring not only its launch but also its sustained impact over time.

Here, we explore a variety of funding sources that campaigners can leverage, each with unique advantages and considerations.

1. Grants

- **Government grants:** Many governments offer grants through environmental agencies or ministries focused on conservation, energy efficiency, and sustainable development. For instance, the U.S. Environmental Protection Agency (EPA) provides grants for projects that reduce environmental risks, protect and improve air, water, and land quality.
- **European Union grants:** The European Union, through programs like LIFE (The Financial Instrument for the Environment and Climate Action), offers substantial funding to support environmental and climate action projects across member states. This program focuses on conservation, environmental technology, and the development of sustainable policies and practices across Europe. Campaigns and projects that align with EU environmental objectives can apply for these grants, which are designed to facilitate the implementation of the EU's environmental and climate legislation.
- **Non-governmental Organization grants:** Organizations such as the World Wildlife Fund and the Environmental Defense Fund offer grants to support projects aligned with their mission of environmental conservation and sustainability.

2. Sponsorships

- **Corporate sponsorships:** Companies, particularly those seeking to boost their corporate social responsibility (CSR) image, may sponsor green campaigns that align with their sustainability goals. For example, a renewable energy company might sponsor a campaign promoting solar energy adoption.
- **Product-related sponsorships:** Businesses may offer in-kind sponsorships, providing products or services instead of cash. This can include donating sustainable materials for a campaign event or offering free services like printing or advertising.

3. Crowdfunding

- **Online platforms:** Utilizing platforms like *GoFundMe*, *Kickstarter* or *Indiegogo*, campaigns can tap into the power of community to raise funds. These platforms enable campaigners to reach a wide audience, sharing their mission and receiving small donations from a large number of people.

- **Community-based events:** Organizing local crowdfunding events such as charity runs, auction dinners, or concerts can also generate significant funds. These events can both raise money and increase public engagement with the campaign's goals.

4. Membership dues

- **Annual memberships:** Some environmental organizations operate on a membership model, where members pay annual dues in exchange for benefits like newsletters, discounts on products and services, and exclusive updates on the campaign's progress.
- **Lifetime memberships:** Offering a one-time, high-value membership option can attract substantial upfront funds and create a dedicated community of supporters.

5. Government bonds and "green" bonds

- **"Green" bonds:** These are types of fixed-income instruments specifically earmarked to raise money for climate and environmental projects. Issued by governments, financial institutions, or corporations, they are an increasingly popular method for funding large-scale sustainability projects.
- **Municipal bonds:** Local governments can issue bonds to fund infrastructure projects that include sustainable elements, such as green building initiatives or public transportation systems designed to reduce carbon emissions.

6. Angel investors and venture capital

- **Eco-focused angel investors:** Individuals or groups interested in supporting startups or initiatives with a strong environmental impact might provide seed funding necessary to take a campaign off the ground.
- **Venture capital for sustainability startups:** Venture capital firms specializing in sustainability can offer substantial funding to innovative green projects that demonstrate potential for scalability and significant environmental impact.

These diverse funding sources provide various pathways that can be tailored to meet the specific needs and goals of different green campaigns.

6.2 Developing a sustainable funding strategy

Creating a sustainable funding strategy is essential for any green campaign aiming for long-term impact and viability. The following is how to align funding strategies with the campaign's environmental goals and objectives, ensuring that financial support supports the mission without compromising its value or effectiveness.



Source: [Canva](#)

1. Alignment with mission and values

Ensure that all sources of funding are consistent with the campaign's environmental objectives. This may involve vetting potential sponsors for environmental credentials or choosing funding sources that explicitly support sustainability initiatives, like specific green grants or eco-conscious investors.

2. Diversification of funding sources

Avoid over-reliance on a single source of funding to mitigate risk and enhance financial stability. A mix of grants, sponsorships, crowdfunding, and other revenue streams can provide a more secure financial base. This approach not only cushions the campaign against economic fluctuations but also broadens the stakeholder base, increasing overall campaign resilience.

3. Strategic partnerships and networking

Forge partnerships with other organizations and stakeholders in the environmental sector. Collaborative efforts can lead to shared resources, joint funding opportunities, and increased credibility. Networking with industry leaders, academic institutions, and governmental bodies can also open doors to new funding avenues.

4. Long-term planning and financial forecasting

Develop a comprehensive financial plan that includes short-term and long-term financial forecasts. Understanding the financial trajectory of the campaign can

help in setting realistic goals, preparing for potential challenges, and planning for future growth and sustainability.

5. Transparency and accountability

Implement transparent accounting practices and regularly report on financial status and campaign outcomes. Transparency not only builds trust with donors and stakeholders but also enhances the campaign's credibility and attractiveness to potential funders.



Source: [Canva](#)

6. Utilization of technology and social media

Leverage technology and social media to enhance fundraising efforts. Digital platforms can offer new ways to engage with donors, run fundraising campaigns, and manage relationships with supporters efficiently. Social media, in particular, can amplify outreach and connect the campaign with a global audience, potentially increasing funding opportunities.

7. Regular review and adaptation

Regularly review and adapt the funding strategy to respond to changes in the economic environment, funding trends, and the campaign's own evolving needs. Staying flexible and responsive to external changes ensures that the strategy remains relevant and effective.

To summarize, a well-developed sustainable funding strategy is crucial for the success and longevity of green campaigns. By aligning financial mechanisms with

the campaign's goals, diversifying funding sources, and maintaining transparency, environmental initiatives can secure the support needed to thrive and make a lasting impact.

Securing funding for green campaigns requires a proactive and strategic approach. By understanding and leveraging various funding sources and developing a sustainable financial strategy, campaigners can ensure they have the resources needed to achieve their environmental goals. Additionally, maintaining transparency and fostering partnerships are fundamental to building a robust financial foundation for any green campaign.

Find more information at:

Environmental Funders Network <https://www.greenfunders.org/>

Green financing: How the World of Finance and sustainability come together to battle climate change. EDP Renewables. (n.d.). <https://www.edpr.com/apac/en/green-financing-how-world-finance-and-sustainability-come-together-battle-climate-change>

Greengrants.org. <https://www.greengrants.org/>

ISU Green Initiatives Fund | Office of Sustainability <https://www.livegreen.iastate.edu/funding/green-initiatives-fund>

The National Environmental Education Foundation (NEEF). <https://www.neefusa.org/>

7. Environmental Campaign Success Stories

7.1 World Clean Up Day



Location

Estonia

Description

One notable success story of an environmental initiative promotional campaign from Estonia is the "Let's Do It! World" movement, particularly known for its flagship event, "World Cleanup Day", originated from 2008, when a group of friends came together to tackle the issue of illegal waste dumping in their local forest. Thus, what started as a small-scale community cleanup quickly grew into a global phenomenon.

The "Let's Do It! World" movement gained traction through its innovative approach to mobilizing volunteers and raising awareness about environmental issues. In Estonia, the campaign utilized social media platforms, grassroots organizing, and partnerships with local organizations to spread the message and recruit volunteers.

The success of the movement culminated in the inaugural World Cleanup Day on September 15, 2018. This massive global civic action engaged millions of volunteers from over 150 countries, who joined hands to clean up litter and waste from beaches, forests, rivers, and urban areas. Estonia played a pivotal role as the birthplace of the movement, with enthusiastic participation from local communities across the country.

The impact of World Cleanup Day extended beyond just cleaning up trash. It brought people together across borders and cultures, fostering a sense of global citizenship and collective responsibility for the planet. The campaign also raised

awareness about the importance of waste management, recycling, and environmental conservation, sparking conversations and inspiring sustainable action worldwide.

In Estonia, the success of World Cleanup Day led to the formation of long-term partnerships between government agencies, businesses, and civil society organizations to address environmental challenges collaboratively. The movement's legacy continues to inspire ongoing efforts to promote environmental stewardship and community engagement in Estonia and beyond.

Overall, the "Let's Do It! World" movement and World Cleanup Day exemplify the power of grassroots activism, social mobilization, and global solidarity in addressing environmental issues. Estonia's role as the birthplace of this initiative underscores the country's commitment to environmental sustainability and serves as a beacon of inspiration for environmental initiatives worldwide.

Links & Further information

Website: <https://www.worldcleanupday.org>

Overview video introducing the campaign and how it started in Estonia: <https://www.youtube.com/watch?v=zPfdFs227tE>

New Article covering the campaign: <https://estonia.ee/estonia-leading-a-world-cleanup-day-staying-stubborn-and-uniting-people/>

7.2 "Planet or Plastic?" campaign



Source: [National Geographic](https://www.natgeo.com/plasticpledge)

Location

All over the world, including Italy

Description

"Planet or plastic?" is a multi-year anti-plastic environmental awareness campaign developed by National Geographic to raise awareness of the global plastic waste crisis and reduce the amount of single-use plastic ending up in the world's oceans.

This campaign includes a major research and scientific initiative, a consumer education and engagement campaign, updated internal corporate sustainability commitments, innovative partnerships with like-minded corporations and non-governmental organizations (NGOs) from all over the world.

Marco Mengoni, a very famous Italian singer, who was always very interested in environmental protection issues, lent his image to various promotional videos aired on National Geographic and Fox channels, exclusively on Sky, starting from 10 March 2019 and shot on the shores of the Mediterranean: the six videos make you feel the devastating impact of plastic on the environment

National Geographic, thanks to this campaign, has also aimed to promote the direct commitment of individuals in implementing small green habits (such as choosing to no longer use straws and plastic bags or even using only reusable containers), committing "officially" in front of their contacts to practically limit the use of single-use plastic through a social initiative called "Take the pledge", which allows them to demonstrate how the presence of plastic in the environment would be substantially reduced if everyone maintained the own commitment. In its June 2019 magazine, National Geographic also analyzed in depth the role played by single-use plastic in modern society and the impact its use has on the environment.



Source: [National Geographic](#)

Links & Further information

More info:

<https://www.nationalgeographic.com/environment/topic/planetorplastic>

7.3 Hui statt Pfui - rubbish collection campaign



Location

Upper Austria, Austria

Description

The “Hui statt Pfui” campaign has been organised in Upper Austria for several years now. Associations, municipalities, schools, initiatives and private individuals are invited to take part in the litter clean-up campaigns during the campaign period.

You can register for the campaign on the website for a desired period and will be provided with bin bags and gloves for all participants. As children in particular are also encouraged to help collect rubbish, special small rubbish bags and gloves are available.

The focus is particularly on anti-littering. The litter clean-up campaign not only cleans nature of rubbish, it is also a tool for raising awareness:

Those who take part in the litter clean-up campaigns should gain a more conscious view of the issue of littering and become an anti-littering multiplier. Through direct and personal action in the community, the topic remains better in the memory of the participants than with classic ‘advertising campaigns’. Once you have collected

the rubbish as part of the campaign, you will not be so quick to simply throw something away again and, ideally, you will also become an ambassador for the message in your own peer group.

All participants are listed on the campaign page.

Individual cities and municipalities motivate their citizens in particular. In Linz, for example, there is a competition every year where helpers are honoured at a ceremony and rewarded with prizes.

Links & Further information

<https://huistattpfui.at/anti-littering/aktuelle-kampagne/>

7.4 "Plastic Pirates"



Source: <https://www.plastic-pirates.eu/en>

Location

Germany

Description

The "Plastic Pirates" project is a creative European Citizen Science campaign from Germany that enables young people to take on the role of researchers to help decrease plastic pollution in rivers and oceans. Under the leadership of marine biologist Dennis Brennecke, the program provided young participants throughout Europe with packages containing white nets and instructions. They have gathered, recorded, and organized garbage in oceans and along coastlines. Conventional scientific teams could not have collected the vast and varied data in such a short time and in numerous locations, resulting in extensive volumes of data.

In May 2022, the "Plastic Pirates - go Europe!" project was restarted, engaging numerous young individuals in one of the largest undertakings of the European Year of Youth 2022. The data from this project has not been evaluated yet, but since 2022 they have successfully cleaned Germany's rivers. Since its inception in 2016, the Plastic Pirates initiative has involved approximately 20,000 children and teenagers across all 16 federal states in Germany. Over the course of 11 sampling

periods, conducted at more than 1,300 locations, these young participants have diligently collected, documented, and organized waste from rivers and coastlines, generating valuable datasets for scientific research. During the assessment of the debris along the riverbanks, the young volunteers sampled 513 locations. In total, the Plastic Pirates identified 15,566 pieces of rubbish across 32,097 square meters of riverbank in Germany. On average, this translates to 0.48 pieces of rubbish per square meter.

Started in 2016, the Plastic Pirates campaign has developed to highlight how rivers, streams, and oceans are all linked in the plastic pollution process. The campaign aims to inform scientific research and policymaking by examining the origins of plastic waste early on, in order to improve environmental conservation efforts. The Plastic Pirates initiative, driven by young people, is a successful example of an environmentally conscious campaign that has a major impact on combating plastic pollution.

Links & Further information

<https://www.plastic-pirates.eu/en>

<https://www.plastic-pirates.eu/en/results/analysis>

https://www.plastic-pirates.eu/sites/default/files/document/2022-09/Project Booklet_EN.pdf

7.5 Plastic Free Greece



Έξι καλοκαιρινοί τουριστικοί προορισμοί
της χώρας μας γίνονται Plastic Free.



Source: [Lidl Hellas](#)

Location

Greece

Description

The "Plastic Free Greece" campaign, launched by Lidl Hellas in 2020 as a part of the "Greece without single-use plastics" national campaign, a joint initiative of the Ministry of Environment and Energy and the Athanasios K. Laskaridis Foundation, aims to raise awareness of the importance of sustainable development and marine litter pollution from plastic waste, as it was realized that this kind of pollution is a global phenomenon that needs to be addressed. Company's representatives along with partners and volunteers engaged in various clean-ups initiatives, in 2021 they collected 248 kg of waste in the coastal clean-ups and 997.5 kg in the underwater clean-ups in various locations in Greece (Chania, Halkidiki, Santorini, Rhodes, Kos, Corfu), while in 2022 they took action in 6 more locations (Heraklion, Halkidiki, Santorini, Syros, Lake Kerkini and Lemnos), which became Plastic Free, and finally in 2023 the initiative extended to other locations (Agios Nikolaos of Crete, Zakynthos, Santorini, Chios, Aegina, as well as Lake Kerkini). Overall, from the beginning of the campaign until now, 5.871 kg of waste have been collected. The campaign is ongoing.

Links & Further information

The link to the campaign's website: <https://corporate.lidl-hellas.gr/plastic-free-greece>

7.6 "Nasz Klimat" campaign



Location

Poland

Description

The "Nasz Klimat" ('Our Climate') campaign, spearheaded by the Polish Ministry of Climate and Environment, aims to instill sustainable environmental behaviors in the Polish populace. It focuses on educating primary school students about the significance of conserving natural resources, adopting sustainable consumption

habits, and utilizing recycled or biodegradable products. The campaign employs a multifaceted approach by integrating educational packages into school curriculums, which include infographics and lesson plans tailored to engage and inform students about environmental stewardship.

The implementation of these educational resources not only raises awareness among young learners but also encourages them to participate in eco-friendly practices from an early age. This proactive educational initiative is part of a broader commitment under the European Green Deal, aiming to enhance environmental consciousness and actions across the community.

The campaign is a crucial step towards fostering a generation that is more aware of and responsible for their environmental impact. The long-term goal is to cultivate a society that prioritizes sustainability and is actively engaged in combating climate change through informed choices and actions.

The campaign is part of a wider effort by the Ministry, which also involves significant investment in national infrastructure for climate and environmental enhancement through the European Funds for Infrastructure, Climate, Environment program.

Links & Further information

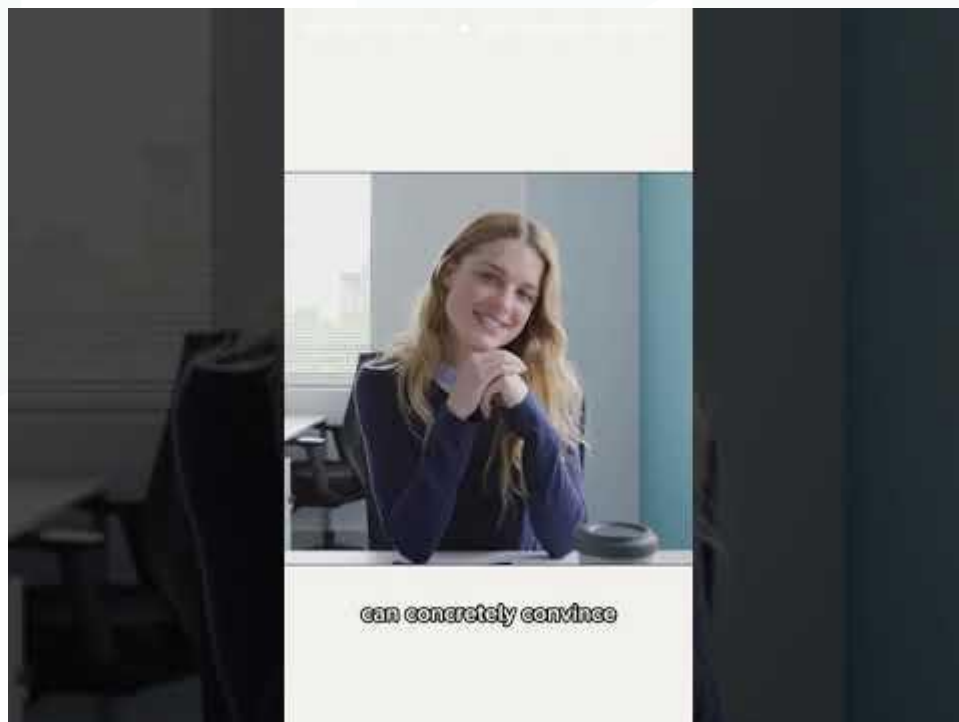
Website: <https://www.gov.pl/web/edukacja-ekologiczna/nasz-klimat>

"Nasz Klimat" campaign – summary: <https://www.gov.pl/web/edukacja-ekologiczna/kampania-nasz-klimat--podsumowanie>

Campaign's Youtube playlist:
https://youtube.com/playlist?list=PLrWAtxHx4r7oZa1KZcAj_jzZ7lkBFHwvb&si=TMN2pw4N3M89LBqC

8. Green Ambassador videos

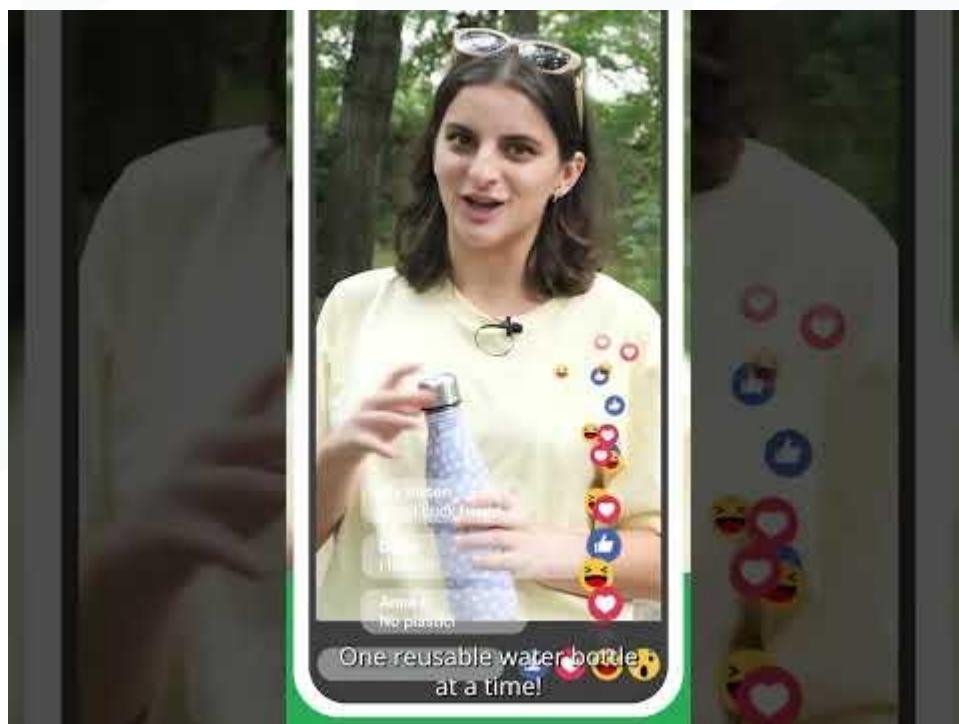
Campaign strategy definition & setting



Educating & engaging young campaigners on taking environmental action



Content Creation



Make your campaign viral



Funding



rescue



SÜDWIND



Jugend- &
Kulturprojekt e.V.

KAINOTOMIA

κέντρο διά βίου μάθησης



Centrum Wspierania
Edukacji
i Przedsiębiorczości



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