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D2.4 THE CLIMENTINES TOOLBOX



CLIMentines Project
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01

Introduction and Overview



Welcome to the CLIMentines Toolbox – an essential resource designed to empower youth workers, youth organisations, and young people across Europe in their fight against climate change. As climate action becomes one of the defining challenges of our time, it is critical to engage the younger generation, equipping them with the knowledge, tools, and resources to actively participate in policy discussions and initiatives that will shape the future of our planet.

The CLIMentines Toolbox has been developed through collaboration with organisations working with young people and youth workers across six European countries: France, Italy, Greece, Finland, Austria, and Poland. Grounded in the principles of deliberative democracy, this toolbox offers practical tools and insights for youth-led climate action initiatives, focusing on creating a meaningful and lasting impact.

This toolbox is intended for **youth workers, organisations, and educators** who are committed to mobilising young people for climate advocacy, building their capacity to take on leadership roles in climate-related initiatives, and fostering collaborative action. Whether you are organising a workshop, leading a campaign, or looking to engage young people in policy discussions, this toolbox provides a comprehensive guide with **practical steps, tools, and resources** to help you succeed.

Through this resource, we aim to ensure that the voices of young people, especially those from marginalised communities, are heard and acted upon. We are confident that this toolbox will help transform ideas into action, enabling youth professionals and young leaders to create a sustainable, just, and equitable future for all.



02

Mapping Barriers and Enablers to Youth Climate Engagement: Insights from the CLIMentines Scoping Study

As we embark on the exploration of the CLIMentines toolbox for youth workers focused on climate action, it is crucial to ground our efforts in the valuable findings from the initial *CLIMentines Scoping Study*. This section provides a brief overview of the key insights and discoveries from the Scoping Study conducted through the collaboration of partner organisations based in France, Italy, Greece, Finland, Austria and Poland.

By understanding the barriers, enablers, and gaps identified in youth participation in climate action, as well as spotlighting good practices from various partner countries, we aim to create a cohesive and informed foundation for the tools and methods presented later in this toolbox. At the same time, the best practices could potentially spark some inspiration for similar action to be implemented in different parts of the world.

Deliberative Youth Participation in EU Initiatives

Deliberative democracy, as conceptualised by practitioners, emphasises public engagement processes that prioritise discussion, reflection, and consideration over mere voting. It aims to include diverse stakeholder populations in decision-making, promote thorough deliberation or discussion of topics, and have a genuine influence on policy outcomes (Carson & Hartz-Karp, 2005). This approach values truthful dialogue, respect for opposing arguments, and openness to changing one's stance based on superior reasoning (Steiner, 2012).

Various methods, collectively termed mini-publics, aim to uphold the ideals of inclusiveness, deliberation, and influence in deliberative democracy (Carson & Hartz-Karp, 2005). These methods include **citizens' juries**, **consensus conferences**, and **deliberative polling**, among others, each designed to foster high-quality deliberative processes (Fung, 2003). Mini-publics form part of a broader set of deliberative mechanisms within democratic systems, and efforts to support diverse mechanisms and nurture connections among them are seen as vital for strengthening democratic processes (Dryzek, 2010; Hendriks, 2006; Mansbridge et al., 2012).

A relevant example at the EU level is the Climate Pact Ambassadors, which is one of the ways young people are involved in climate action and stems from the European Climate Pact. The European Climate Pact offers opportunities for young people to get involved through pledges, becoming Ambassadors, organising Peer Parliaments, and participating in youth-focused events. The main feature of the Ambassadors' course of action is, at first, the collaboration among young people, which is emphasised as essential for driving change, whether through protests, lobbying, or collective action. Also, ensuring youth representation in decision-making processes, both domestically and internationally is deemed crucial for effective climate action (European Union, 2022).

Another EU-level initiative structured around deliberative youth participation is the Youth Climate and Sustainability Round Tables (EESC, n.d.). It materialised in the aftermath of the European Economic and Social Committee's opinion "Towards structured youth engagement on climate and sustainability in the EU decision-making process" adopted in 2020 (EESC, n.d.).



Main Findings from the CLIMentines Project Study

Barriers for Youth Participation in Climate Action:

1. **Limited Funding:** Insufficient financial resources hinder youth-led initiatives and projects, restricting the scope and impact of their involvement in climate action.
2. **Policy Inertia:** Existing policies may not adequately support or encourage youth involvement, leading to a disconnect between youth advocacy efforts and policy implementation.
3. **Institutional Resistance:** Bureaucratic structures and resistance within institutions can impede youth participation, making it challenging for young people to influence decision-making processes.

Enablers for Youth Participation in Climate Action

1. **Mentorship and Support Networks:** Establishing mentorship programs and support networks empowers youth, providing guidance and fostering a sense of community.
2. **Access to Resources:** Providing funding, technology, and infrastructure facilitates youth-led projects and initiatives, enhancing their capacity to enact meaningful change.
3. **Recognition and Validation:** Acknowledging and valuing youth contributions fosters a sense of ownership and motivation, encouraging continued engagement in climate action efforts.

Gaps in Existing Participation Models for Youth in Climate Action

- **Limited Representation:** Existing participation models often fail to ensure diverse representation, particularly from marginalized communities. Efforts should be made to include voices from all socio-economic backgrounds, ethnicities, and geographical regions to ensure holistic solutions.
- **Tokenistic Engagement:** Youth involvement is sometimes tokenistic, where they are included in discussions merely for optics rather than meaningful contributions. Genuine collaboration entails involving youth in decision-making processes from inception to implementation stages.
- **Lack of Accessible Platforms:** Many youth face barriers to accessing platforms for participation due to factors like the digital divide, language barriers, or lack of awareness. There's a need for accessible and inclusive avenues, both online and offline, to facilitate broader engagement.

Overview of Good Practices in France, Italy, Greece, Finland, Austria and Poland

France

Since the beginning of the 2019 academic year, the Ministry of National Education launched a programme that consists of the election of eco-delegates in each middle school and high school class. The widespread presence of eco-delegates in educational institutions (MEN, 2019 and 2020) is intended to facilitate the implementation of education for sustainable development (ESD) through the involvement of students and institutions in sustainable development efforts. Eco-delegates are meant to play a role in raising awareness and mobilising efforts to make middle schools and high schools address climate change issues.



Italy

In response to the ongoing mobilisation by Extinction Rebellion Bologna, the local branch of the global Extinction Rebellion (XR) movement, dedicated to climate and ecological advocacy, the Municipality of Bologna declared a climate and ecological emergency on 30 September 2019. This led to the establishment of citizen assemblies as part of the city's climate action plan. After a series of steps, including the formation of a working group and a participatory path called "A Climate of Participation," the regulation governing citizens' participation was amended in July 2022. Over nine meetings from May to November 2023, the assembly focused on three key areas: mitigation, adaptation, and administrative tools. The process, structured in four phases (information, stakeholder engagement, deliberation, and decision-making), produced 6 recommendations and 127 proposals, which the City Council is now required to review.

Greece

The Local Conference of Youth (LCOY) in Greece, held on October 25-26, 2021, under UN YOUNGO, provided a platform for young climate activists to drive local and international climate action. Participants identified key climate justice issues in Greece and developed pledges focused on renewable energy, sustainable transportation, waste management, and community resilience. These pledges outline strategies and tools to enhance advocacy and contribute to climate justice, showcasing the proactive role of Greek youth in combating climate change and promoting sustainable development.



Finland

Established in 2023 under Finland's Prime Minister's Office as part of the Youth Agenda 2030 group, the Youth Climate and Nature Group (NUOLI) consists of 14 young people from across Finland. With a two-year mandate, the group supports ministries in planning and evaluating youth participation in nature and climate-related issues. NUOLI brings fresh perspectives and solutions into decision-making, aiming to ensure political actions are fair to future generations. The group also organises a biennial Youth Climate Summit to promote broader youth involvement in climate policy.

Austria

Launched in 2022, the Climate Youth Council is an annual event held at the Austrian Parliament in Vienna, allowing young people aged 14-30 from across Austria to engage directly with legislators on climate issues. This forum encourages youth to voice concerns, share ideas, and collaborate with political figures on climate solutions. The event features a diverse group of participants, ensuring a wide range of perspectives, and includes multi-day dialogues with decision-makers. A key element is the Climate Action Award, which honours outstanding youth-led climate projects to inspire further action. The initiative is supported by the Austrian Parliament and other governmental organisations, underscoring the importance of youth participation in creating a sustainable future.

Poland

YouthKraKHack is a marathon of social projects, which, on the initiative of the Civic Dialogue Commission for Youth, has been carried out continuously since 2018 by the Youth Department of the Faculty of Social Policy and Health of the Nicolaus Copernicus University in Kraków. Five editions of the hackathon have been organised so far. In 2021 the main topic was Developing a social campaign shaping pro-climate attitudes, addressed to various groups of Krakow residents: youth, families with children, seniors, as well as entrepreneurs and investors.



03

Key Focus Areas for Youth-Driven Climate Action



This section highlights critical focus areas where youth can lead impactful climate action. It outlines practical approaches to advocacy, biodiversity conservation, green entrepreneurship, climate justice, and waste reduction. Each focus area is designed to provide young activists and organizations with actionable insights and strategies to tackle climate challenges effectively. By exploring these themes, youth can identify their roles in creating a sustainable future and leverage innovative solutions for meaningful change.

All the terms you need to know around climate action

Youth-led Climate Advocacy and Campaigning



Youth-led climate advocacy and campaigning involve young people taking the initiative in addressing climate change. Various youth-initiated movements across the world, such as Fridays for Future, have brought major attention to climate issues and mobilized youth to actively speak out on the negative impacts of climate change, as young people will be most affected by climate change (Rashid, 2023). Youth-led climate advocacy and campaigning often appear through organizing protests and strikes, practicing climate activism on social media, lobbying, and educating others about climate change (Hilder & Collin, 2022).

Biodiversity Conservation and Restoration

Biodiversity conservation and restoration generally refers to protecting and preserving the diversity of life in all its forms from individual species to entire ecosystems (UNEP & FAO, n.d.).

Conservation can be practiced, for example, through establishing protected areas such as national parks to safeguard habitats and species or promoting sustainable agriculture, forestry, and fishing to reduce human impact on ecosystems.

Restoration means the active process of repairing and rebuilding ecosystems that are damaged or degraded by humans. This can include, for example, reforestation, reintroducing native species, and rehabilitating habitats that have been destroyed by human activities like deforestation, pollution or urbanization (Robinson, 2020).



Green Entrepreneurship and Social Innovation



Green entrepreneurship and social innovation are concepts that focus on creating businesses and solutions that are both environmentally sustainable and socially beneficial. Green entrepreneurship and social innovation aim to move away from the profit-driven business model to those that also prioritize the environment and society. These concepts play a crucial role in transitioning to a more sustainable economy. Green entrepreneurship and social innovation are often intertwined (Gupta & Dharwal, 2021).

Climate Justice and Equity

Climate justice and equity refer to the fair treatment of all people and the recognition of their rights in the context of addressing climate change. These concepts recognise and emphasise the extensive effects that climate change will have (Thomson, 2023). The concept of climate justice contains the idea that climate change should not disproportionately impact certain groups of people, particularly those who are less responsible for the problem. This can include addressing the unequal responsibility regarding climate change, framing climate change as a larger human rights issue as well as drawing attention to intergenerational equity and disproportionate impacts.

In line with these principles, the report *Just Resilience for Europe* (European Topic Centre on Climate Change Adaptation, 2023) highlights the importance of integrating justice into climate adaptation strategies. The concept of climate equity emphasises the fairness and inclusiveness of climate actions, focusing on the needs and rights of all people. This can include fair distribution of resources and benefits, inclusive decision making, and addressing historical injustices (UNDP, 2023).

As climate impacts often intensify for disadvantaged groups, ensuring equity requires adaptation policies that incorporate procedural, distributive, and recognition justice—prioritizing fair decision-making processes and recognizing diverse needs across regions, age groups, and social demographics (Lager et al., 2023).

Zero Waste Initiative

The zero waste initiative is a movement and/or an approach that aims to minimize waste production and maximize recycling and resource recovery. The final goal is a circular economy where all materials are reused, and nothing is sent to landfills or incinerators.

Key principles of the zero waste initiative are waste prevention, reducing consumption, reusing products by finding a new use for them instead of discarding them, recycling in composting, redesigning products in a way that they consume as little as possible and finally, circular economy, which means a model where resources are kept in use for as long as possible and products are designed to be taken apart and reused or recycled at the end of their life (UNDP, n.d.).



04

Training Materials



The Training Materials section presents a variety of workshops, activities, and educational resources that have been designed to engage and educate young people on climate action. These materials, created by experts and youth organisations, offer step-by-step guides to running climate simulations, interactive games, and creative processes. Each training tool is adaptable for different age groups and skill levels, ensuring that it can be tailored to local contexts and the specific needs of your audience.

Training Material 1:

The En-ROADS Climate Workshop



Description:

The En-ROADS Climate Workshop is an interactive experience which helps build support for strategies to address climate change through the testing of the [En-ROADS Climate Simulator](#). The resulting experience is hopeful, scientifically grounded, action-oriented, and eye-opening.

Co-developed with the MIT Sustainability Initiative, the workshop is set up as an interactive group learning experience that promotes greater understanding of the causes of climate change and the solutions essential to mitigating it. It is framed by the En-ROADS simulator, which allows participants to explore and rapidly assess the impacts of different solutions to climate change—like energy supply subsidies, energy efficiency, or land use changes. The workshop is designed to be run by anyone dedicated enough to learn its facilitation, and can be run both in-person and online.

In the workshop, participants propose climate solutions such as energy efficiency, carbon pricing, fossil fuel taxes, reducing deforestation, and carbon dioxide removal. With the help of a facilitator then they test these approaches in the En-ROADS Climate Solutions Simulator, to see the impact on global temperature and other factors in real time.

The workshop can be run online or in person and can accommodate groups of any size. People from all different backgrounds and levels of familiarity with climate change can learn from this experience. The workshop can be very brief, or cover a half day, and can include any number of people. All materials needed to run the workshop are free and available online, many of which are [offered in a number of languages](#).

For a full appreciation of this activity it should be implemented with the help of a qualified trainer or after having followed a specific course. All resources to equip yourself to lead interactive simulation events that shape climate policy and inspire effective climate action can be [found here](#), free of charge.

Nevertheless, the workshop can also be used as a base for a lesson or for a discussion. Anyway it is suggested for people 18+.



Educational Objectives:

Individuals will be able to:

- Figure out different scenarios in which of global warming
- Create a scenario that limits global warming to well below 2°C and aims for 1.5°C above pre-industrial levels, the international goals formally recognised in the Paris climate agreement.
- Propose different climate solutions and to directly test them and see the impact on climate goals, based on a scientific-based online tool.



Age:

Any age above 18 years.



Group size:

6+ people.



Link to resource:

[The En-ROADS Climate Workshop \(climateinteractive.org\)](https://climateinteractive.org)

Anyone with enough interest and dedication can learn to lead the En-ROADS Climate Workshop, thanks to courses or through the [En-ROADS Workshop Facilitator Guide v34.docx \(climateinteractive.org\)](#).



Training Material 2: Gender in Climate Action Training Pack



Description:

This training material is adapted from a toolkit developed by [CDKN](#) to integrate gender perspectives into climate projects and programmes. It is developed as a pack of presentations and exercises for facilitators to use in training settings, divided into 6 modules, containing presentations, participant handouts, case studies, and exercises.

The proposed toolkit can be adapted to different targets: when working with professionals it is recommended to run through its 6 modules, while when used in a non-formal education environment the first 4 modules can be enough.

The first 4 modules are scheduled as such:

Module 1: International and national frameworks, including:

- International policy frameworks that relate to climate action and women’s and girls’ empowerment:
- The Sustainable Development Goals
- The Sendai Agreement on Disaster Risk Reduction (climate-related disasters)
- The Paris Agreement on Climate Change
- And the related United Nations Commission on the Status of Women and Beijing Declaration and Platform for Action.

Module 2: Why a gender approach is needed, including:

- How people are differently impacted by climate change
- Why gender matters and how to think about the intersection of gender and other forms of social inclusion or exclusion – and what it means for effective climate action
- How involving women in climate action includes all people’s skills and knowledge improves outcomes

Module 3: Assessing people’s climate risks and resilience, including:

- A conceptual overview of how we understand and measure people’s vulnerability, risks and resilience associated with climate change, with reference to gender and other forms of social diversity
- Introduction to resilience assessment tools.

Module 4: Assess options for and plan gender-responsive, socially-inclusive climate solutions, including:

- How to funnel the assessment of people’s climate-related development needs, risks and capacities into an assessment of possible solutions using complementary methods.
- Ideas for taking the range of solutions and mapping them to a project or programme plan that will deliver improved outcomes for women and girls, and for everyone.

Module 4 also includes a shorter version of the activity “Climate and social lottery game” proposed among the activity plans.



Educational Objectives:

Individuals will be able to:

- Understand internationally accepted and widely committed frameworks for gender equality in development and climate action.
- Understand why gender and social inclusion are relevant to climate policies, programmes and activities.
- Appreciate how gender-responsive and socially-inclusive approaches increase the effectiveness and sustainability of climate action; and how gender-blind approaches undermine the effectiveness of climate action.



Age:

Any age above 18 years.



Group size:

6-7 people



Link to resource:

This training material pack was developed by staff of the Climate and Development Knowledge Network (CDKN). Complete resource is available here:

[Gender in climate action training pack: A resource for practitioners | Climate & Development Knowledge Network \(cdkn.org\)](https://cdkn.org/gender-in-climate-action-training-pack-a-resource-for-practitioners/)

05

Communication and Advocacy Tools



Effective communication is at the heart of climate advocacy. This section provides the essential tools for developing impactful climate campaigns, including social media strategies, advocacy templates, and guidelines for organising protests. With a focus on science-backed information, strategic storytelling, and engaging diverse audiences, these tools are designed to help young people amplify their voices and drive meaningful change. Whether you are crafting a petition, raising awareness, or rallying community support, this section will guide you through the process of creating a successful climate advocacy plan.

Communication and Advocacy Tools for Youth-Led Climate Advocacy and Campaigning

Communicating about climate change is crucial in raising awareness and inspiring action. In this context, the role of climate advocacy is to educate, mobilise, and encourage communities to confront the climate crisis. To do so in the most effective form, communication should rely on sharing science-backed information, using strategic storytelling, and motivating diverse audiences to take action.

In this unit we will present the general principles of communicating and advocating in climate action with plans, tips and activities to develop a successful Communication Plan. Let's start with the Principles of Communicating and Advocating:

1. Be reliable and accurate: Use authoritative scientific information

Why it matters

Misinformation on climate change is widely spread and it can impede progress by distorting facts, confusing people, and delaying action (IPCC, p. 1931). Therefore, it is critical that communication is based on trusted, scientific sources to build credibility and foster informed decision-making.

How to do it:

- Check your sources: you can use peer-reviewed sources like reports from the Intergovernmental Panel on Climate Change, the Fast Facts Sheets and the Myth Busters from the UN which offer accurate, comprehensive insights consistent with the scientific consensus.
- Avoid Greenwashing*: Watch out for companies or initiatives that claim to be eco-friendly but don't actually follow through on real sustainability efforts. Instead, support and promote brands that have an ethical engagement and are genuinely dedicated to lowering their carbon footprint.
- Use trusted messengers: Whether you're sharing information or working with others who are, make sure the speakers are knowledgeable and relatable, like climate scientists or young people impacted by the climate crisis.

*How to spot Greenwashing? 1- Tricky green visuals ! Nature imagery is often just a marketing trick. 2- Check the vocabulary : Vague terms like eco-friendly or rganic (without proof) are red flags. 3- Look for certifications and seals. 4- Check-out the packaging : Keep an eye on excessive plastic packaging.

2. Present the Problem and the Solutions

Why it matters

Climate change is a complex issue that often leaves people feeling powerless. While it is essential to explain the scope of the crisis, focusing only on the problem can overwhelm people and lead to disengagement. Therefore, it is crucial to approach the issue with a perspective that involves tangible, local solutions empowering all individuals and fostering a sense of hope (UNFCCC).

How to do it:

- Use storytelling: Instead of overwhelming the public with data, try to use personal, local stories that people can relate to. This way, you can highlight how climate change affects local communities and how solutions are being implemented in your own town or city. *
- Empower audiences: It is important to send the message that everyone has the power (and the responsibility) to contribute to climate action. Individual choices, such as adopting sustainable practices, can drive systemic change**
- Avoid Stereotypes: Portray affected communities, especially those in poorer regions, as active agents of change rather than helpless victims. Share stories that highlight local solutions and resilience.

3. Develop a Communication Plan for Climate Action

A well-structured communication plan will help you clarify your objectives, identify your audience, and optimise the ways you deliver your message. This approach should prioritise effectively raising awareness and inspiring action.

What Is a Communication Plan?

A communication plan is a structured strategy for delivering messages, engaging audiences, and accomplishing specific objectives. In youth-led climate advocacy, it involves effectively driving climate action and sharing the positive impact your initiative has on the community.

*Be mindful : It is also important to be careful with what you share since sharing information without proper verification can lead to unintended legal consequences for the individuals involved.

**Be mindful : maintain a respectful tone—avoiding both begging and preaching helps build lasting, respectful connections.

Why is a Communication Plan Important?

A communication plan helps you:

- Reach the right people: It ensures your messages get to the right audience, in this case, those who are interested in climate activism that are ready to take a step forward !
- Boost your efficiency: If you have a clear plan you can be sure that your efforts become more organised, efficient and impactful, saving you both time and resources.
- Keep the momentum going: Planning ahead lets you maintain constant communication with the audience and make adjustments to your message as needed over time.

Where to start? A guide to developing a Communication Plan:

Here, you'll find a template designed to help you create your plan, along with a guide to assist you through the process.

1. Identify your purpose: What is the problem, and the solution to it? What do you want to achieve with your communication efforts? Your goal could be to educate, inspire action, recruit volunteers, have people showing up to a protest, or advocate for policy change.*

2. Define your audience: Who do you want to reach? Your audience might include local community members, policymakers, fellow youth, or the media.ii Tailor your messages to different groups based on their interests and levels of understanding of climate change.

3. Craft your Message: Keep it clear, concise, and emotionally engaging. Focus on solutions, benefits, and shared values such as family, health, or community safety.**

4. Choose Your Channels: At this moment you can decide how you will communicate your message. Channels may include social media, podcasts, community events, blogs, posters, or press releases. The best way to achieve your goal is to select the platforms most likely to reach your audience. To do that, you may ask yourself: How do they get the news? To what kind of events do they go? What are their general habits? Once you have detected the outlet, you can start thinking about the content creation.

*TIP : Do not craft your message just to fit a particular media channel that you want to use. Instead, focus on creating a core message that can be adjusted for different platforms.

**TIP : A great way to ensure your message is effective is to use the S.M.A.R.T check. Make sure your message is: Specific: Clearly define what you're communicating. Measurable: Identify how you'll measure its impact or success. Achievable: Ensure it's realistic and attainable. Relevant: Confirm it aligns with your goals and audience. Time-bound: Set a timeframe for when you expect to see results.

If you are considering an only digital campaign focused on social media, it is important to first conduct research to answer the following two key questions: 1. What is the potential to mobilise the public via digital tools and channels? Which channels are most actively used by my target audience in my country?

Social media tactics can be categorised into four types of activity:

- **Grassroots Awareness:** content that builds public awareness and urgency to the core issues of your campaign.
- **Grassroots Action:** widespread mobilisation of the public to take tangible action that has an impact on the decision maker or decision-making process of the policy campaign.
- **Grasstops Decision-Makers/Key Opinion Leaders:** directly engaging decision-makers or key opinion leaders (those who hold sway over decision-makers) via social media.
- **Grasstops Traditional Media:** integrating social media activities with traditional media targets. (GHA1, 1-14)

Another way to reach the audience is by establishing relationships with influential individuals and institutions in the community and the population you're trying to reach. For example, you can reach out to celebrities involved in climate activism on a national or even local level. If you decide to do so, prioritise personal contacts, give the media and others reasons to want to help you, and follow through to sustain those relationships to keep communication channels open.

5. Plan for resources and challenges: It is crucial to determine the resources (financial, human, or material) you'll need, as well as to anticipate any challenges or crises that may arise, such as lack of engagement from the public to climate actions. Your plan should include careful step to step actions of how much you can spend and how much staff and volunteer time is reasonable to use.

6. Engage the media: Build relationships with journalists, activist that have a lot of coverage and media outlets that can amplify your message. A strong connection with the press can help expand the reach of your campaign.*

Here you can find a [template](#) (See also Annex 1) to build your own **Registry of Media Contacts**.

*TIP : Before hosting your events, reach out to relevant media channels to request announcements in appropriate sections of newspapers or to share Instagram stories or posts. You can also provide a spokesperson who can explain the purpose of the protest and its significance.

7. Create an Action Plan and execute it : You are now in the execution level. Once you have put all the elements together into a cohesive action plan that details how you will implement your communication strategy, the designing of content, engaging influencers and organising events should start.*

You can also address the possibility of collaboration with other organisations : Would it be more effective to organise the meeting with a partner? Cooperation might dilute your purposes, but it might also be a way of reaching a broader Audience.

8. Always evaluate and adjust: After executing your plan, assess its effectiveness. Track metrics like engagement, reach, and ask for audience feedback to adjust your strategy for future campaigns.

Finally, you'll find templates (See also Annex 2) for creating social media campaigns, including options for sharing testimonials, posting updates and achievements, and promoting petitions and advocacy letters.

How to organise a protest

A peaceful demonstration or protest is a powerful way to make political statements and get the attention of a larger audience. It may seem difficult to achieve so we will share a couple of tips to help you organise it properly.

1. Assemble:

Gather the support you need of activists and youth that share the climate action cause. You can explain why a protest is necessary through social media and your chosen instant messaging platform (e.g. Whatsapp, Telegram, etc.) so that everyone can be updated throughout the planning stages.

2. Organise

Choose your leaders! It is important to build a team or organisers that will work on logistics, communication and safety. Of course, the best is to co-create your team with volunteers. Additionally, you can seek out local or regional NGOS that work on climate change and invite them to organise with you.

3. Define

Set your goals : Clearly define the objectives of your protest, the message you want to convey, and your target audience. If you prefer, you can also plan a more open-ended demonstration.

* TIP : Look for important dates and anniversaries which might be helpful to host an event, release a post or organize a protest. Also watch out for dates to avoid offense as can easily be caused by planning action for a time that is sensitive in a particular culture or Country.

4. Understand Legal Restrictions! Before organising your protest, check local laws regarding public gatherings and ensure that you have the necessary permits. It's important to contact local authorities to inform them of the event and confirm that safety measures, such as first aid, are in place. Additionally, be aware of any time, place, and manner restrictions that may apply. For example, if you are organising a student gathering at a university, you will need to familiarize yourself with your university's policies governing such events to ensure compliance.

5. Choose your venue

You will have to decide where the demonstration will be. This decision will depend on timing, on how much space you need (How many people do you expect or hope for?), on whether your demonstration is a reaction to something specific in a specific place, and on who you want to reach with your message.

However, there are some important general questions you need to answer in choosing a place. Is it available for the time you need it? Do you need, and can you get, a permit to use it? Will it cost you anything, and can you afford it? Is it accessible to those with disabilities? The answers to these questions will help you determine where to hold the demonstration.



5. Set your date and time

Decide on a specific date and time. Sometimes, the day, date, and time are determined for you: a counter-demonstration, for example, will happen at the same time as the demonstration it is meant to counter; a particular vote in the legislature will take place on a particular day. But in general, these elements are determined by three things:

- The most important : The availability of the people you want to reach.
- The weather (You might not want to hold an outdoor demonstration in winter)
- Conflicts with other events.

5. Choose your action!

Some of them could be :

- Speeches: Be careful they can inspire or bore. Although there are powerful speeches that have strong impact (e.g., Martin Luther King's "I Have a Dream") . Celebrity speakers can attract attention and support.
- Marches: Show support for a climate issue building group spirit, raise awareness, and attract media coverage.
- Entertainment events: music, theater and poetry can unite people for the cause of climate change. Hosting a festival for example, can be a great way to attract media and public interest.
- Symbolic activities: These are actions like lighting candles, chanting, or displaying symbols that can powerfully communicate a message. The most relevant in the field of climate action and animal protection is the "die-in" where participants lie down and pretend to be dead.
- Civil Disobedience: This includes legal actions or symbolic acts of defiance (e.g., chaining, damaging art). It requires readiness for arrest and careful training, and can impact public perception of the issue.



6. Work on the Logistics!

Here you have a condensed and non-exhaustive 10 Key Point Checklist to go through :

1. Sound System:
 - Do you need a functioning sound system?
 - How will it be financed?
 - Who will be responsible for setting it up?
2. Facilities:
 - Where will you find toilets?
 - What provisions are there for medical facilities and personnel in case of emergencies?
3. Parking:
 - Where will parking be located?
 - How will parking be managed?
4. Waste Disposal:
 - How will waste disposal be handled?
 - Who will be responsible for waste management?
5. Signage:
 - Will you need signs or banners?
 - Where will they be placed?
6. Transportation:
 - How will you arrange transportation for speakers or performers to and from the event and the stage?
 - How will attendees arrive and depart from the event?
 - How will people move in and out of the venue?
7. Crowd Control:
 - Is there a need for crowd control?
 - What measures are in place for potential violence or severe traffic issues?
8. Post-Event Cleanup:
 - Is post-event cleanup required?
 - Who will handle it?
 - How will it be organised?
9. Budget and Financing:
 - How will you finance all necessary arrangements and logistics?
 - Are there contingency funds in case of unexpected expenses?
10. Roles and Responsibilities:
 - Who is responsible for each logistical task?

You NEED to think of every possible issue that might arise that you haven't already addressed and figure out how to handle it. Planning for potential problems in advance will help you manage crises effectively, knowing exactly what to do when challenges arise.

7. Notify

Always inform the relevant authorities providing details about the protest's time and location to help ensure safety.

8. Spread the Word!

Use various channels to promote your protest, such as social media, leaflets, and posters.

9. Make sure to Know Your Rights

Especially if you are engaging in civil disobedience, be prepared for potential consequences.

10. Always remain peaceful

Remember that while free speech is protected, violence is not justified. Engaging in unlawful acts can lead to arrest or other repercussions.

An Additional Tip:

Use this occasion to distribute materials like leaflets, posters and fact sheets to encourage engagement!

In conclusion, by grounding your message in science-backed information, using compelling storytelling, and planning ahead, you can effectively amplify young voices and foster community-driven solutions to climate change. Whether you are crafting a communication plan, organising a protest, or rallying support, this section offers a comprehensive framework to empower impactful communication and advocacy for a sustainable future.

06

Monitoring and Evaluation Framework



This Monitoring and Evaluation Framework offers three different tools and guidelines for assessing the impact and effectiveness of youth-led climate action initiatives. The first tool will be a checklist that focuses on evaluating the level of participation of a certain initiative based on two different theoretical models. The second tool is an individualised AI Chatbot called “Climentines Initiative Evaluator” used to assess meaningful youth engagement for climate action when introducing a specific initiative. The third and last tool is a practical approach ensuring a Child Rights-Consistent Approach in youth-led climate action initiatives that can be easily applied by following the steps described below in the dedicated section of this module.

I. Evaluating the level of participation for young people within the initiative

The right to express their views and that those views are heard and considered is not merely a crucial component of successful youth-led climate action initiatives, it is also an inherent right for any child in any matter. The right to participation is enshrined in the Convention on the Rights of the Child, notably the most widely acknowledged, signed and ratified human rights treaty of the world (currently ratified by 196 states). Art. 12 of the Convention states:

“1. States Parties shall assure to the child who is capable of forming his or her own views the right to express those views freely in all matters affecting the child, the views of the child being given due weight in accordance with the age and maturity of the child.

2. For this purpose, the child shall in particular be provided the opportunity to be heard in any judicial and administrative proceedings affecting the child, either directly, or through a representative or an appropriate body, in a manner consistent with the procedural rules of national law.”

Moreover, many states have taken action also to transpose the right to participation for children into national constitutional laws. For instance, the right to participation is enshrined in article 4 of the Austrian Federal Constitutional Act on the Rights of Children which states that:

“Each child has the right to adequate involvement and consideration of his/her opinion regarding all matters affecting the child in a manner that is commensurate with his/her age and development.”

The most recognised model to conceptualize art. 12 has been developed by Laura Lundy, Professor of international children's rights at the School of Education at the Queen's University of Belfast, professor at the Queen's University of Belfast and international expert on children's rights and child and youth participation. The model was originally introduced by Lundy (2007) and has been used since then all over the world as a guideline for adult stakeholders and decision-makers to enable meaningful participation.*

* <https://www.qub.ac.uk/News/find-an-expert/ProfessorLauraLundy.html>

It's main components are the four dimensions **Space**, **Voice**, **Audience**, and **Influence**. The following explanation from Ireland's National Strategy on Children and Young People's Participation in Decision-Making 2015-2020 (Department of Children and Youth Affairs, 2015) provides a concise overview of what those four elements refer to:

- **Space:** Children must be given space, inclusive opportunities to form and express their view;
- **Voice:** Children must be facilitated to express their view;
- **Audience:** The view must be listened to;
- **Influence:** The view must be acted upon, as appropriate.

The National Strategy further offers a voice model checklist for participation that offers a visually appealing overview of which questions to answer when checking whether an organisation or initiative complies with art. 12 of the Convention on the Rights of the Child (Department of Children and Youth Affairs, 2015, p. 22):



Even though child rights apply only to children “below the age of eighteen years”, as defined in art. 1 of the Convention on the Rights of the Child, the Lundy model states that “Although developed to assist in the implementation of Article 12 of the UNCRC, Lundy’s model and checklist are applicable to participation of young people up to the age of 24” (Department of Children and Youth Affairs, 2015, p. 22). However, it is important to note that in the EU, 'youth' is often defined as ages 15-29, though definitions can vary by programme. Erasmus+ includes individuals aged 13-30, while the Council of Europe’s programmes typically target ages 18-30 (Council of Europe & European Commission, 2019).

Hence, Lundy’s model offers a perfect framework for organisers of youth-led climate action initiatives to assess whether their initiative offers children and young people the possibility to meaningfully express their climate concerns. Translating the questions of the voice model above to the youth-led climate action initiatives, following checklist can be used*:

Applying Lundy’s model of participation to the youth-led climate action initiative context		
Element and Checklist Question	Yes (✓) or No (-)	Explanation
Space		
Have young people’s views been actively thought and under which circumstances?		
Was there a safe space to discuss climate issues (accessible venue, friendly and safe setting, time)?		
Did the recruitment process consider to involve young people from various backgrounds?		

* Further background document https://participationpeople.com/wp-content/uploads/2020/11/Compressed-PP-_-Lundy-Model-Explained-2.pdf

Voice		
Have young people been given the information they need to form a view?		
Do young people know their participation is voluntary and they can withdraw any time?		
Are creative and fun activities part of the initiative activities to support young people to express their view on climate issues?		
Is information material accessible to young people (child friendly language and design)?		
Is there enough time scheduled to explain young people climate issues and the goals of your imitative topics?		
Audience		
How do you plan to communicate or express your demands to decision makers?		
How are decision makers involved and engaged in your imitative?		
Are there procedures in place that ensure that the young people's views will be shared with decision makers?		
Do young people know who their views are being shared with and what will happen to them afterwards?		
Influence		
Are there procedures in place that ensure that the young people's views will be taken seriously with decision makers?		

<p>Does your initiative have the power or leverage to make (binding) decisions? Are there any binding processes that ensure that your initiatives communication will be considered?</p>		
<p>Are their feedback cycles in place that provide the opportunity for participants to hear the reasons why or why not the initiatives decisions/demands have been considered by decision makers?</p>		

II. AI Chatbot “Climentines Initiative Evaluator”

Large Language Models (LLMs) like ChatGPT, Gemini or Claude are starting to penetrate all areas of our life as useful AI (Artificial Intelligence) assistants. OpenAI, the company behind ChatGPT, offers its users the option to set up custom GPTs (generative pre-trained transformers) with tailored instructions, pre-defined reference data and singular functionality. This allows human instructors to create specified result-oriented AI chatbots which provide more precise answers and only require a minimized prompting compared to general LLMs.


In the framework of this project, a custom GPT has been developed with the name “Climentines Initiative Evaluator” that assesses meaningful youth engagement for climate action. Its assessment criteria and reference data are the UN principles and barriers for meaningful youth engagement developed by the UN Development Programme. The publication contains mechanisms of meaningful youth participation in climate change governance described by 5 attributes (1. The agency roles that youth perform; 2. the dimensions of governance they want to influence; 3. the level of governance to participate in; 4. the stage of decision-making they want to participate in; 5. stakeholder interaction) and provides a list of 16 indicators to assess meaningful participation based on the entry points “process”, “narrative”, “outcomes”:

Table 2. Indicative list of indicators

ENTRY POINT	INDICATORS FOR ASSESSING <i>MEANINGFUL PARTICIPATION</i>
PROCESS	<ol style="list-style-type: none"> 1. Involvement of youth in decision-making and securing shared power in adult-youth partnerships 2. Institutionalization of youth participation mechanisms 3. Inclusive procedures that ensure representativeness 4. Fairness in participation to tackle barriers of structural inequality 5. Intersectionality to tackle systemic discrimination 6. Availability of and access to knowledge and financial resources for participation 7. Increased youth self-perception of agency 8. Gender sensitive and culturally sensitive youth participation mechanisms
NARRATIVE	<ol style="list-style-type: none"> 9. Compatibility with the latest climate and earth science available with a strong climate justice lens for fair allocations of responsibilities 10. Interconnectedness of climate with other development issues 11. Disruption of current socio-technical and socio-political structures underlying climate change 12. Introduction of alternatives for large-scale system transformations
OUTCOMES	<ol style="list-style-type: none"> 13. Binding participation with secured inclusion of youth inputs 14. Transparency of outcomes of the process 15. Positive impacts on youth wellbeing and on climate 16. Operationalization of intergenerational equity

United Nation Development Programme, 2022, p. 27

If a user starts a conversation with the “Climentines Initiative Evaluator”, the GPT will automatically ask for the name and country of a climate initiative. Once you type in the name, it retrieves all relevant information about the respective initiative from the internet, screening all publicly available online information, and proceeds with an automatic evaluation of the initiative based on the UNDP attributes and indicators. Try out the Climentines Initiative Evaluator and check whether your initiative fulfills the UNDP criteria:



Climentines Initiative Evaluator

Von OJEB &

Evaluates youth climate initiatives with visual summaries and assessments, providing traceable sources.

What is the name of the initiative and where is it active?

How does the initiative engage in the decision-...

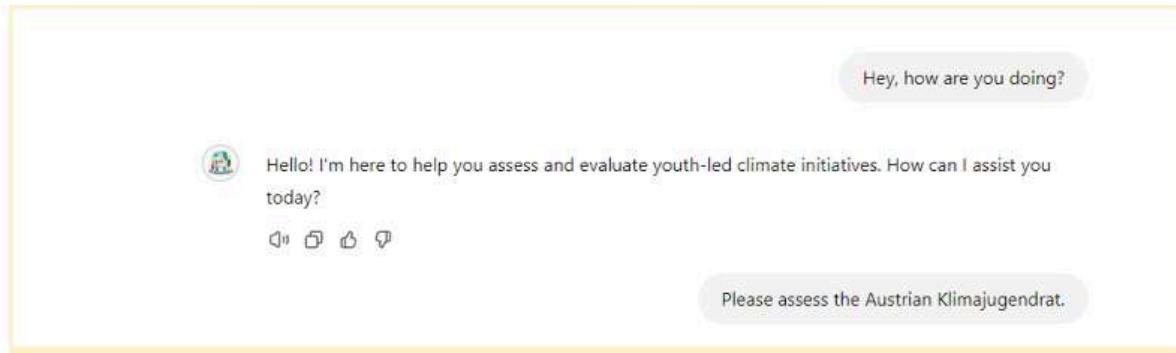
Can you break down the role of the initiative in...

How does the initiative meet the UNDP's 16...

<https://chatgpt.com/g/g-K9fzix6Ve-climentines-initiative-evaluator>

Example on how to use the “Climentines Initiative Evaluator”:

1. Start a conversation with the GPT and it will ask you to provide a name of a youth-led climate initiative:



2. The GPT will then apply the five UNDP attributes to describe mechanisms of meaningful youth participation:



The Austrian Klimajugendrat (Climate Youth Council) is a national initiative aimed at engaging young people in climate action by offering them a platform to discuss climate issues directly with decision-makers. Here's an evaluation of the initiative based on the UNDP's framework for meaningful youth participation:

1. Agency Role

- **Third Sector:** The Federal Youth Council (BJV) organizes the Klimajugendrat annually with support from the Federal Ministry for Climate Action. This partnership facilitates a structured dialogue between youth and policymakers.
 - **Example:** The 2023 Klimajugendrat honored youth-led climate projects through the Climate Action Award, recognizing efforts like the "Klimazeltlager" and "M*ode empower clothing".

2. Dimensions of Governance

- **Policy Dimension:** The initiative directly connects young participants with Austrian legislators. This interaction provides youth with an opportunity to influence climate policy by sharing recommendations and perspectives.
 - **Example:** The Climate Youth Council meetings are held at the Austrian Parliament, fostering direct discussions with policymakers.

3. The GPT will also apply the 16 UNDP indicators for assessing meaningful participation:



Here's an evaluation of the Austrian Klimajugendrat based on the 16 indicators from the UNDP framework for assessing meaningful youth participation:

Process

1. **Involvement in decision-making and shared power:**

The Klimajugendrat allows youth to engage with policymakers at national meetings, where they propose ideas and influence policy, but shared decision-making power is still primarily adult-driven.

2. **Institutionalization of participation mechanisms:**

The Climate Youth Council has been institutionalized as an annual event, ensuring regular youth involvement in national climate policy discussions.

3. **Inclusive procedures ensuring representativeness:**

Efforts are made to include youth from diverse regions and backgrounds, with travel and accommodation covered to promote inclusivity, although full demographic representation could improve.

III. Ensuring a Child Rights-Consistent Approach in youth-led climate action initiatives

Youth-led climate action initiatives empower young people and help them make use of their right to participation (see tool one). However, monitoring the integration of a child rights-consistent approach is likewise important and means that an initiative pays attention to respect, protect, and promote children's rights throughout all their activities. Youth activists, especially in climate movements, may face unique challenges and vulnerabilities compared to experienced adult activists. By applying a child rights-consistent approach, it can be ensured that the participation of children (persons below the age of eighteen years), young adults (between eighteen and twenty-four years) and even adults up to thirty years in these initiatives safeguards their rights. This guideline takes as starting point the findings of Aoife Nolan (Professor of International Human Rights Law) and Ann Skelton (chair of UN Committee on the Rights of the Child) who published various articles on the topic Child Rights-consistent Strategic Litigation (CRSL) (Nolan & Skelton, 2022; Nolan et al., 2022). It then explores ways in which principles from the litigation context can be transferred and adapted to serve as guidelines for the youth-led climate initiative context. The following findings will help to ensure that child participants are adequately protected, empowered, and given a platform to meaningfully engage in climate action.

1. Protection from Exploitation and Harm

Key Finding from CRSL: CRSL practices highlight that children's participation must be in line with their best interests, ensuring that they are not exploited or harmed in the process. Strategic litigation involving children should prioritize safeguarding measures to protect them from exposure to harm.

Application to Climate Initiatives: Youth-led climate initiatives must adopt similar protective measures. Youth participating in protests, media appearances, or advocacy campaigns should be shielded from potential exploitation by ensuring they are adequately supported. For example, organisations leading climate protests should have clear guidelines on media interactions, making sure youth are not overwhelmed or placed in dangerous situations during protests.

Practical application suggestion: Being exposed to the public, young activists may face public backlash and cyberbullying, which is already a serious concern for children (Cosma & Pickett, 2024; Rutledge, 2021). By establishing support mechanisms, such as media training or mental health support, organisations can protect young activists from such harmful effects.

2. Providing Adequate Support and Training

Key Finding from CRSL: The findings of CRSL suggest the need for providing children and youth with appropriate support, including legal and psychological assistance, when they are involved in litigation. This helps them engage effectively without being overwhelmed by the process.

Application to Climate Initiatives: Youth-led climate action groups should similarly provide youth with the training and resources they need to engage effectively in climate activism. For example, youth involved in climate campaigns may benefit from training in public speaking, media interaction, and advocacy techniques. Additionally, mental health support should be available to help them cope with the stress and pressures of public advocacy.

Practical application suggestion: Participants could receive training in how to communicate their climate action goals effectively in front of media and policymakers. This could not only improve the quality of their advocacy but also ensure that young people are well-prepared for the pressures of public engagement.



3. Ensuring Accountability and Access to Remedies

Key Finding from CRSL: In the context of strategic litigation, ensuring that children and youth have access to justice and remedies when their rights are violated is critical. This involves creating mechanisms that hold accountable those who infringe on children's rights.

Application to Climate Initiatives: Similarly, youth-led climate initiatives should have clear accountability mechanisms in place. If a child's right is violated during the course of a climate initiative – for example, through harmful media exposure or unsafe protest conditions – there should be channels to address these issues. Establishing internal protocols within organisations to address grievances or complaints can help protect children's rights throughout their participation.

Practical application suggestion: During protest, children might face confrontations with police which could lead, for instance, in critical situations to exposure to tear gas (Euronews Green, 2023; Wright, 2019). Initiatives leading protests should therefore protect its young participants. For instance, ensuring “safe zones” for children during protests or establishing a grievance system for reporting incidents of harm could be mechanisms to cope with such incidents.

4. Prioritising the Best Interests of the Child

Key Finding from CRSL: The principle of the best interests of the child is central to CRSL. This principle ensures that children’s welfare is the primary consideration in all actions concerning them.

Application to Climate Initiatives: In the context of youth-led climate action, this principle should guide every aspect of the initiative. Whether in campaign planning, advocacy, or media exposure, the best interests of youth participants must take precedence. This might mean adjusting campaign goals or timelines to ensure that children are not overburdened or exposed to undue risk.

Real-life Example: For instance, during long-term advocacy projects, organisations can conduct regular check-ins with youth to ensure they are not overwhelmed by the demands of activism, allowing for flexible participation based on the youth’s health, school/academic commitments, and emotional needs. This could involve building an adaptable schedule that takes into account important periods such as exam times, vacations, or other personal events. Additionally, mentoring programs could be established, pairing younger activists with experienced mentors to guide them through the complexities of advocacy without compromising their overall well-being.



07

Audiovisual Materials



In today's digital world, audiovisual content is a powerful tool for engaging young people in climate action. This section compiles podcasts, YouTube channels, documentaries, and videos that educate and inspire. Each resource highlights different aspects of climate change, from scientific explanations to personal stories of activism, providing a rich selection of materials that can be used for both individual learning and group discussions. These audiovisual resources are designed to complement the other sections of the toolbox and offer dynamic ways to raise awareness and inspire action.

Podcasts: No Denying it



Description:

The UN climate action podcast brings you the voices of young climate changemakers from across our warming planet. These activists, engineers, and entrepreneurs show us how we can make big changes - in our homes, our jobs, where we vote and where we pray, and with our family and friends.



Link to resource:

<https://open.spotify.com/show/2kB0IKqtM4nHpziGYpCw7G>
<https://news.un.org/en/podcast/no-denying-it>

Podcasts: TED Climate



Description:

TED Climate is an initiative by TED (Technology, Entertainment, Design) that focuses on addressing climate change and promoting sustainability. It brings together innovators, thinkers, and leaders from various fields to share ideas, research, and solutions related to the climate crisis. This platform features talks, discussions, and content that aim to educate and inspire action on environmental issues, encouraging individuals and communities to engage in meaningful conversations about climate change and the steps needed to mitigate its effects.



Link to resource:

<https://open.spotify.com/show/72ezi2ePUkfwQGkoe85oWk?si=kQLnc54zQFKo10i-kjTTvQ> <https://www.ted.com/podcasts/ted-climate>

YouTube channels:

UN Climate Change: Learn



Description:

Climate Change (UNFCCC) aimed at educating the public about climate change issues, solutions, and the efforts being made to address this global challenge. The channel features a variety of content, including:

- Informative Videos: Short educational videos explaining climate science, the impacts of climate change, and the importance of sustainability.
- Event Coverage: Highlights and recordings from major UN climate events, such as the annual Conference of the Parties (COP) where countries negotiate climate action.
- Interviews and Talks: Discussions with climate experts, activists, and policymakers about their work and perspectives on how to combat climate change.
- Success Stories: Examples of innovative solutions and best practices from around the world that show progress in climate action.

Through this channel, the UN aims to raise awareness, inspire action, and engage a global audience in the fight against climate change. It's a platform for learning and sharing knowledge on a pressing issue that affects everyone.



Link to resource:

https://www.youtube.com/@un_climatechange_learn

<https://www.unccllearn.org/>

YouTube channels: Connect4Climate



Description:

Connect4Climate is a global partnership program that focuses on raising awareness and promoting action on climate change and sustainable development. Its YouTube channel features a variety of content designed to educate and engage audiences on climate issues, including:

- Documentaries and Short Films: Visual storytelling that highlights the impacts of climate change on communities, ecosystems, and economies around the world.
- Interviews and Panel Discussions: Conversations with climate experts, activists, and thought leaders who discuss the challenges of climate change and potential solutions.
- Campaigns and Initiatives: Information about global campaigns, events, and initiatives aimed at mobilising action for climate change mitigation and adaptation.
- Educational Content: Videos that provide insights into climate issues, encourage sustainable practices, and inspire individual and collective action.

The Connect4Climate YouTube channel serves as a platform for sharing knowledge and fostering a global dialogue on climate change, encouraging viewers to participate in climate action and promote sustainability. Through its content, Connect4Climate aims to connect individuals and communities to fight against climate change together.



Link to resource:

<https://www.youtube.com/@Connect4Climate/videos>

<https://www.connect4climate.org/>

Mini-series: "Our Planet" (2019)



Description:

This series was produced in partnership with the WWF (World Wildlife Fund) and features extensive research on biodiversity and the impacts of climate change. It presents factual information and scientific data related to environmental issues.



Link to resource:

<https://www.netflix.com/pl/title/80049832>

Mini-series: The Climate Explainers



Description:

It is a series of episodes explaining climate phenomena and their consequences based on scientific facts through the perspective of an expert.



Link to resource:

<https://www.youtube.com/hashtag/theclimateexplainers>

Documentaries: "Breaking Boundaries: The Science of Our Planet" (2021)



Description:

This documentary centers on scientific findings regarding planetary boundaries and ecological limits, featuring insights from scientist Johan Rockström and other environmental experts.

**Link to resource:**

<https://www.netflix.com/pl/title/81336476>

Documentaries:
"Before the Flood" (2016)**Description:**

This documentary is created by Oscar-winning director Fisher Stevens and Oscar-winning actor Leonardo DiCaprio, who, in the role of a UN Messenger of Peace for Climate Change, follows the dramatic effects that climate change has on our environment. The documentary learn how both as individuals and as a society can be involved and take part in slowing the process of destroying our planet.

**Link to resource:**

<https://www.disneyplus.com/pl-pl/movies/before-the-flood/3oY6tZ6FqpMf>

Videos:
Climate Youth Action - Same Goal, Different Perspective | Yuv Sungkur | TEDxPlainesWilhems**Description:**

This document is about Yuv Sungur, a young and energetic advocate who believes that the world needs a rethink and a different decision-influencing perspective. Today, there is a generational gap regarding how quickly the world needs to take action and heal from the climate crisis, and he believes that the passion and skills of youth hold the key to bridging this gap. Yuv Sungur is a Mauritian youth climate advocate. He is passionate about climate change issues and fighting against its impact on Small Island Developing States.

In parallel to his master's degree in Global Environmental Governance, Yuv has spoken at and participated in various international summits and conferences, such as the 16th United Nations Climate Change Conference of Youth (COY16) held in Glasgow and the Transforming Education Pre-Summit in Paris. He is also the president and co-founder of a youth-led local humanitarian NGO: Food Water Hygiene (FWH) Mauritius, which aims to support those in need by providing basic necessities. His talk was given at a TEDx event, organised independently by a local community, using the TED conference format.

**Link to resource:**

https://www.youtube.com/watch?v=ml_gmsDVQkE

Videos:**For Climate Change and Migration, Youth Have the Answers! | Julia Blocher | TEDxLUISS****Description:**

This document is about Julia Blocher, a researcher at the Potsdam Institute for Climate Impact Research (PIK) and President of the International Youth Federation (IYF). She addresses the impacts of climate change that are felt around the world, how people are responding, and the role of today's youth in all of this. Julia breaks down several concrete events causing people to migrate and leave their homes, while also highlighting the stories of young individuals making real change. She emphasizes that striving for a future that is just, peaceful, and inclusive is not impossible with this new generation of leaders. With a decade of experience focusing on the interaction between climate change and various factors influencing human movement, Julia believes that climate change and migration are two critical development issues where youth are leading the way in providing solutions. In her role as a doctoral researcher at PIK and as an Associate Member of the Hugo Observatory (Belgium), her studies examine the linkages between environment, climate change, and migration in the East and Horn of Africa, as well as in island nations.

Before joining PIK, Ms. Blocher was a Project Manager at the United Nations University Centre for Policy Research in New York (UNU-CPR), which is a think tank within the UN system. She has also worked for the International Organisation for Migration (IOM) and the Internal Displacement Monitoring Centre (IDMC-NRC). Her talk took place at a TEDx event, organised independently by a local community, using the TED conference format.



Link to resource:

<https://www.youtube.com/watch?v=79r3yRniE8M>

Interviews:

Climate Scientist Answers Earth Questions From Twitter | Tech Support | WIRED



Description:

Climate scientist Dr. Peter Kalmus answers the internet's burning questions about our planet.



Link to resource:

https://www.youtube.com/watch?v=GR46_ohNh9U&t=252s

Interviews:

Greta Thunberg interview: world on climate precipice but activism offers hope



Description:

Greta Thunberg speaks about how she deals with online trolls and why she feels hopeful about the fight against climate change even as the world approaches a “precipice”.



Link to resource:

https://www.youtube.com/watch?v=YXezjC_s2Vw

TikTok videos: Vanessa Nataka Message



Description:

Message from UNICEF Ambassador highlighting the power of youth voices, describing how much small actions are important to change the climate as well as have an impact for local community.



Link to resource:

[https://www.tiktok.com/@unicefaustralia/video/7224711865195072775?
_r=1&_t=8pcLn4vezZZ](https://www.tiktok.com/@unicefaustralia/video/7224711865195072775?_r=1&_t=8pcLn4vezZZ)

TikTok videos: Voices for Climate



Description:

Messages about climate action.



Link to resource:

[https://www.tiktok.com/@un_voices4climate/video/7412343102716775713?
_r=1&_t=8pcLl1omSKP](https://www.tiktok.com/@un_voices4climate/video/7412343102716775713?_r=1&_t=8pcLl1omSKP)

08

Activity Plans



The Activity Plans provides a series of practical, hands-on activities that youth workers can implement to engage young people in climate action. These activities, ranging from creative arts projects to community mobilisation efforts, are designed to foster collaboration, critical thinking, and problem-solving skills. Each plan includes detailed instructions, materials needed, and expected outcomes, making it easy to integrate these activities into your climate action initiatives. The goal is to offer diverse and engaging ways for young people to connect with the climate movement and take meaningful action in their communities.

You can access it through the following [link](#)

09

Climate Action Resource Hub



This section provides a comprehensive collection of online tools and materials aimed at empowering youth workers, organisations, and young activists involved in climate advocacy. The resources cover essential topics such as youth leadership in climate justice, sustainable practices, and green entrepreneurship, offering practical guides, reports, and toolkits that can drive meaningful climate action.

The resources are organised by country and focus areas, allowing users to explore a variety of content that fits their specific needs. Whether you're planning a campaign, leading a workshop, or looking for ways to inspire local action, this hub offers a wealth of knowledge and strategies.

To access the full resource list, please download the Excel file here:

[Download Climate Action Resources PDF](#)



This hub will be regularly updated, ensuring that you have access to the latest and most impactful tools for supporting youth-driven climate initiatives.



10

Conclusion



The **CLIMentines Toolbox** represents more than just a collection of resources—it is a comprehensive guide that empowers youth workers, organisations, and young activists to take meaningful action in the fight against climate change. By combining practical tools with a strong focus on participatory democracy, this toolbox serves as a blueprint for fostering active engagement, collaboration, and innovation in climate action across Europe.

Throughout this document, we have provided guidance on how to amplify the voices of young people, integrate climate justice into their work, and strengthen the capacity of youth organisations. The diverse array of activities, resources, and case studies highlights the importance of adaptability and inclusivity, ensuring that no young person or community is left behind in the movement for a more sustainable and just future.

As we conclude this journey through the Toolbox, it is important to recognize that the tools provided are not static; they are meant to evolve and grow with the needs of the youth climate movement. We encourage continuous feedback, innovation, and adaptation to make these resources as effective and relevant as possible.

In the spirit of collaboration and shared responsibility, we call upon youth workers, organisations, and young activists to continue using, sharing, and improving this Toolbox. By doing so, we can collectively work towards a future where the voices of youth are central in shaping climate policies, actions, and solutions. Together, we can transform the passion and energy of today's young people into concrete, lasting change for the planet.



Anexes

1. CLIMentines_Media Contacts Registry

Media House	Journalist/Activist	Contact Details (profession, email, phone number)	Highlights (specific articles, coverage of an event, etc.)	Social Media Profiles	Topics	Key Contact Person	Notes

2. Communication and Advocacy Tools

Creating impactful social media campaigns, petitions and advocacy letters is vital to mobilize support and raise awareness. By engaging peers and gathering public backing, youth can influence policymakers through direct communication and well-researched arguments. This strategic approach empowers young people to lead the charge for sustainable change and hold leaders accountable for protecting the planet for future generations.

Social Media Campaigns

Social media campaigns are useful for climate advocacy as they enable quick and widespread awareness of environmental issues, mobilizing collective action for change. Additionally, they provide a platform to share educational resources, calls to action, and inspiring testimonials, enhancing the impact of climate movements.

1. Campaign Introduction:

- Image/Graphic: Design a visually appealing image or graphic.
- Caption: Introduce the campaign's goal and why it matters.
- Hashtags: Use relevant and trending hashtags to increase visibility.
- Call to Action: Clearly state what you want your audience to do (e.g., share, donate, sign a petition).

#1 Template: Social Campaign (could be used in Social Media posts, Newsletters, posters, etc.)

📣 [Campaign Name]: [Brief Description of the Campaign] 🙌

[Explain why the cause is important and why it needs support.]

Join us in [your group/page/social media account] to make a difference!

✍️ Sign the petition: [URL]

💰 Donate: [URL]

🌟 Spread the word: #Hashtag1 #Hashtag2

Let's create change together!

2. Share Testimonials:

Shared testimonials on social media provide relatable and personal stories that resonate with a wide audience, fostering empathy and emotional connection. They also serve as social proof, demonstrating the positive impact of the cause or campaign and motivating others to take action.

#2 Template: Testimonials

"I was deeply affected by [issue]. Thanks to [organization], my life has changed for the better." - [Person's Name] 🌟

Support more stories like this by [call to action]!

#Hashtag1 #Hashtag2

3. Post Updates and Achievements:

Updating your audience on campaign progress and achievements keeps supporters engaged and informed about the impact of their efforts. It also builds trust and credibility, encouraging continued support and motivating others to join the cause.

#3 Template: Updating

📈 Great news! [Update or Achievement]

Thank you for your support!

🗣️ Keep spreading the word: #Hashtag1 #Hashtag2

Petitions

Petitions serve as a powerful tool to gather collective voices and demonstrate public support for policy changes. They also hold decision-makers accountable and encourage them to take action to address urgent climate issues affecting young generations.

Basic Structure:

1. Title:
 - Clear, concise title stating the goal of the petition.
2. Introduction:
 - Briefly explain the issue and the reason for the petition.
3. Background and Explanation:
 - Provide context and evidence supporting the cause.
4. Proposed Solution:
 - Clearly state the change you are advocating for.
5. Call to Action:
 - Encourage the reader to sign and share the petition.

#4 Template: Petitions

[Title of Petition]

Dear [Target Audience],

[Introduce the issue and the purpose of the petition.]

[Provide background and evidence for the cause.]

We urge [Target] to [Proposed Solution].

Sign the petition to show your support: [URL]

Thank you for making a difference!

Advocacy Letters

Advocacy letters in advocacy are formal written requests to policymakers, urging them to take specific actions on climate issues impacting young people. They provide a direct channel for youth voices to be heard and can influence decision-makers by presenting well-researched arguments and demands.

Basic Structure:

1. Salutation:
 - Address the recipient respectfully.
2. Introduction:
 - State the purpose of the letter.
3. Body:
 - Provide context and explain the issue.
 - Include supporting data, stories, or testimonials.
4. Request:
 - Clearly state what you want the recipient to do.
5. Closing:
 - Thank the recipient and include contact information.

#5 Template: Advocacy Letter

Dear [Recipient's Name],

I am writing to you on behalf of [Organization/Group/Individual]. We are advocating for [cause] and need your support.

[Explain the issue, including relevant data and stories.]

We respectfully request that you [specific request].

Thank you for your consideration. We look forward to your response.

Sincerely,
[Your Name]
[Organization]
[Contact Information]

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