



2020

**game on** | DON'T LET CLIMATE CHANGE  
END THE GAME!  
**communication strategy**

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1.

# COMMUNICATION OBJECTIVES OF THE ACTIONS

Communication objectives in general

1. INCREASING KNOWLEDGE
2. IMPROVING UNDERSTANDING OF LINKAGES AND
3. MOTIVATING FOR ACTIONS

**OVERALL OBJECTIVES (OO) OF THE ACTION:** European youth takes more action against climate change based on their increased understanding about its impact on people's lives and on ecosystems in Europe and the South.

**THE OVERALL COMMUNICATION OBJECTIVE OF THE CAMPAIGN:** The goal of the communication activities is not simply sharing information, but also triggering participation in the campaign by activating other young people and decision makers, and by change in attitude and daily practices that lead to a more sustainable lifestyle.

**SPECIFIC OBJECTIVE (SO1) OF THE ACTION.** Raise awareness of youth in eight MSs (Bg,Cz,De,Hu,Lt,Lv,Ro,Sk) about climate change, its relation to ecosystems and their services and these impacts on people's lives.

**SPECIFIC COMMUNICATION OBJECTIVE:** Our communication objective is increasing the knowledge and understanding of the various interactions and linkages between our actions (positive and negative) and the EU's and countries actions and people's lives. Especially young people still do not have this understanding of the complex relationships between the EU and developing countries, and how different social and economic, ecological processes impact each other.

**SPECIFIC OBJECTIVE (SO2) OF THE ACTION.** Engage youth in eight MSs in individual and collective changes on national and European level to address climate change in an ecosystem approach.

**SPECIFIC COMMUNICATION OBJECTIVE:** From the communication point of view, our objective is to find the means so that young people are not only aware of the problem, but they are also happy to act through addressing others, such as decision makers, and changing their own behaviour and attitude. This requires the appropriate framing and identifying the most engaging communication channels.

## 2.

# THE STRATEGIC COMMUNICATION APPROACH

## BASIC DESCRIPTION OF THE COMMUNICATION NARRATIVES:

The planned activities will be instrumental in fostering critical thinking among youth in relation to the campaign topics. The methods are designed to address the youth in a way that the topic of climate change and ecosystem decline can be linked to their own life, experiences, personal interests or communities. Gamification will be used to enhance learning, socialising, and to improve the overall experience. Games are creative co-learning methods through which passivity (or apathy) can be overcome, as they leverage the participants' natural desires for socializing and learning, and can build on both competition and altruism.

Gamification therefore will help raise their interest in the topic and mobilise them for action.

## MAIN NARRATIVES:

### 1) BIODIVERSITY - WILDERNESS - NATURE - CONSERVATION

Considering the expertise of most members of the consortium in the field of biodiversity conservation, there will be a focus on making members of the target group recognize their impact (i.e. individually or socially) on climate change in its relationship with biodiversity. Changes in the climate are currently bringing — and will continue doing so — a scenario of mass extinction to species worldwide. The cascading effect will end up affecting ecosystem synergies and the overall relation of humankind with nature — and how humankind benefits on a daily basis from the distinct ecosystem services, from pollination to water filtration, etc. Therefore, we would like to present cases that point out the role of the individual in regards to its impacts — be them positive or negative — towards nature within the frame of climate change. On one hand, our decisions have a direct effect on the balance of biodiversity (e.g. we need food and conventional agriculture comes to produce, through monoculture, large fields of one crop, affecting biodiversity,

decreasing pollinators, affecting ecological corridors of large carnivores, etc.). On the other hand, we also have indirectly made decisions that also have an impact. For instance, as the coronavirus pandemic has pushed forth the depopulation of urban areas due to needed lockdowns worldwide, carbon emissions have been already seen to reduce, wildlife appearances have happened in several cities globally, etc. At the same time, while this example has a positive outcome, it also acts as a reminder of the impacts of humankind's daily behaviour, which acts as a reminder of the consequences of our impacts. Therefore, the biodiversity approach will be incisive in the relation between humankind and nature, aiming to its conservation and to a sustainable relation.

## **2) ADAPTATION - MITIGATION - CULTURE - EDUCATION:**

Considering that climate change is an already ongoing consequence of humankind's actions for the past centuries — and with an accelerating rate in the last 50-70 years — the issues of how to mitigate it and to adapt to it are a critical aspect to transmit. Thus, education is a critical aspect to convey in order to bring an understanding on both what's to come and on how to be prepared for it. In this line, considering harsh, random climatic events to be expected to happen in the upcoming years and decades, it helps to understand the issue of adaptation and mitigation via the sharing of examples of how distinct cultures throughout humankind's history have dealt with climatic events that may resemble what's to come. In other words, the human species today is a survivor of lots of different environmental changes and we can learn from adaptation and mitigation measures from the past. For instance, adaptation to water scarcity and droughts on pre-columbian cultures through aqueducts in the middle of an arid desert region and which are still used today. On a parallel line, depicting historical cases in which a civilisation failed to adapt to a change in climate and how it defined its end. Moreover, examples of adaptation and mitigation should also look to the present and future alternatives, rendering a constant presence of already ongoing actions and technological developments that will render global adaptation and mitigation feasible and reachable. It would be important for some countries to share their stories (through museum exhibitions, e-learning platform and others) and how these emerge from them showing what has been learned about climate change, how it was learned, and what has been changed — or is being changed and how so — regarding habits in response to changes.

## **3) SOCIAL RIGHTS - MIGRATION:**

Considering that the impacts of climate change will have undeniable impacts on societies around the globe — especially hitting harder the Global South and rendering a potential scenario of massive migration patterns, famine, social strife, etc. — it is critical to demonstrate the impacts of climate change on society. It will be critical to present historical scenario were climatic events have already had impacts of the sort, with migration — or end of civilisations — happening in areas that suffered from drought, floods, etc., but it is also important to showcase what is already currently happening regarding social effects to current populations, societal movement due to it, and how all of these specific patterns could be linked to climate change.

## MAIN TYPES OF MESSAGES:

Considering our communication objectives our communication messages are based on three pillars:

1. Formulating **emotional messages**. During the course of the project we are going to dedicate special attention to storytelling, i.e. how people and communities are affected by climate change. By this we can personalize messages and bring them closer to our audience, while the content itself can be more comprehensible and memorable for them. Thus we intend to identify mobilizing stories in all of our communication activities, but the 4 powerful videos produced centrally will also specifically focus on this. Our approach of linking climate change and other ecosystem services (i.e. the “presents” of nature), and also considering how climate change impacts other species gives the campaign an additional life centred focus, which is easier to deliver emotional messages and telling stories.



2. Complementing emotional messages with **evidence based information**. In the era of fake news and the growing dominance of social media in being informed about global issues including climate change, there is an emerging need for presenting the public with reliable information and developing the ability of the youth for critical thinking and increasing their media literacy. We will reflect on these trends and needs through presenting scientifically based information (even if not formulated in scientific language) and motivating the youth to further explore the topics themselves e.g. through recommending further reading or challenging them with questions for own exploration. The online course in its entirety will be based on climate science, and will also specifically reflect on the challenge of climate scepticism and climate (mis)communication.

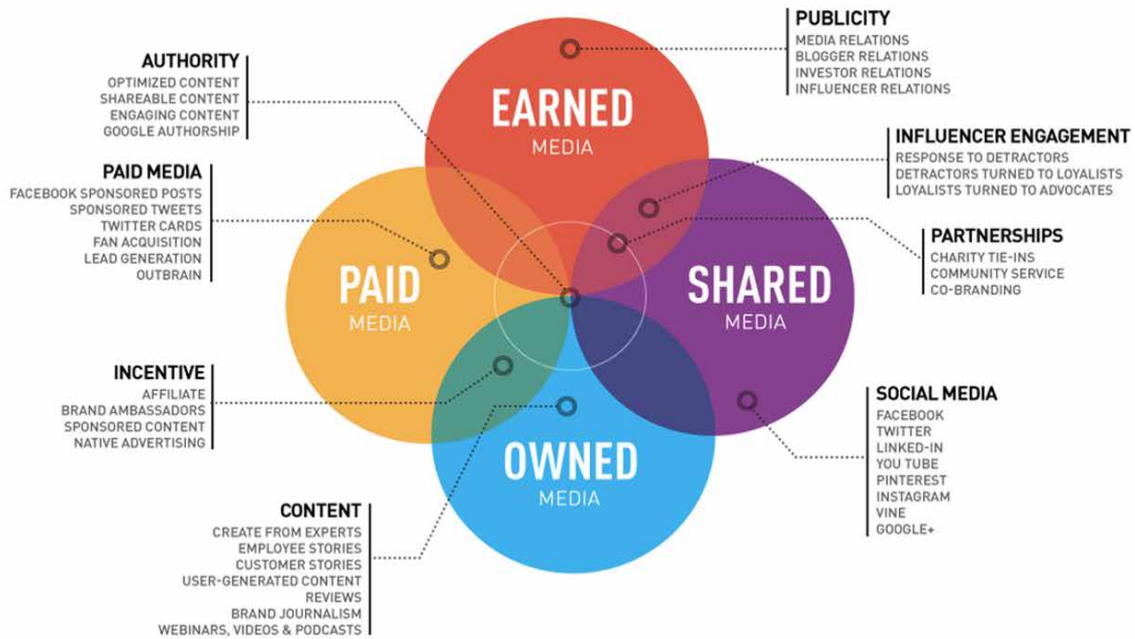


3. **Stories of individuals and communities**: Involving the target group in activities is an essential part of communication. It has a dual purpose, on the one hand, to make the message credible, on the other hand, to achieve that they see their responsibility in climate change, it is important not to focus on others but their actions. So personal stories simultaneously inspire the individual and make communication authentic.



## MAIN TYPES OF CHANNELS:

In delivering these three types of messages we will use the widely acknowledged PESO model (Paid, Earned, Shared and Owned media) in order to use the communication channels to their fullest extent. With this we will rely on:



- P** **Paid** media, like advertisements in newspapers, radio, on billboards, paid graffiti by artists in public places or in social media, etc.
- E** **Earned** media, like working together with journalists, editors, social media influencers and recruit and raise the capacities of youth ambassadors, who can specifically reach out to the young people
- S** **Shared** media, mainly Facebook, Twitter and Youtube
- O** **Owned** media, like the own websites of the campaign and the partners, the online course, produced videos, publications of the partners, etc.

## 3.

# TARGET GROUPS, SPECIFIC COMMUNICATION OBJECTIVES AND MESSAGES

10 MILLION YOUTH IN 8 COUNTRIES  
IN 3 DIFFERENT AGE GROUPS:



- **Between 15-18** (high school students): can be reached via social media channels and directly in school events, classes, school actions (organised by the involved teachers or the partners).
- **Between 19-24:** the majority are university/college students, while others are already employed. They can be spoken to through institutional channels (university, college groups, their email lists, contests organised for university students, etc.) mass media (tv and news portals), the social media (mainly Facebook and Youtube) and also events (e.g. street actions, board game, wilderness camps, awards).
- **Between 25-35:** mainly young employees, who cannot be reached through institutionalized channels, thus mass media (tv and news portals), as well as direct and shareable channels, such as newsletters, events, publications (direct) and social media (shareable channels) are also relevant.

## COMMUNICATION OBJECTIVES FOR THIS TARGET GROUP:

- Raise awareness and increase their understanding of the complexities around climate change
- Engage in actions to support individual and collective actions
- Engage in behaviour and lifestyle changes



**KEY MESSAGES:**

- Climate change growingly undermines wellbeing in many aspects in Europe and in developing countries and unproportionately affects the vulnerable (the poor, children, women, minorities, etc.).
- Climate change does not only impact the people and the economy, but also other species and ecosystems, while on the other hand nature is important in mitigating and adapting to climate change.
- You are forming the environment of your generation - right at this moment.
- You are responsible for the environment that you are going to live in as an adult (or that your young children will live in as they grow up).
- You are becoming now the person that you want to be, and becoming socially and environmentally conscious can be an important part of your adult identity.
- Becoming globally more responsible is also part of living a fulfilling and happy life.
- Be passionate and innovative to bring about new solutions in the fight against climate change.
- Cooperate, help and motivate each other.
- Every good deed has a merit: the ones you do by yourself and the ones done collectively.
- Whatever you do for the climate also helps people on the other side of the planet.
- You cannot wait for others to stop climate change, you must be part of the change yourself.
- Europe can make, and already makes a difference in people's lives in the South in a positive sense.

These communication objectives and messages are preliminary defined for this target group, but the omnibus survey and the focus group discussions involving young people that will take place in all eight countries at the beginning of the campaign will help to further specify them. These eight surveys will give a much better insight into the knowledge, understanding and motivations of youth surrounding the topic of climate change, and further define the messages and communication means.

## 20 MILLION ADDITIONAL ADULTS (35+)

This is a very general target audience, who will be reached (unintentionally) through the used communication channels, such as mass media (tv, news portals) public campaigns (e.g. advertisements on the streets) already established direct communication channels (e.g. newsletters) and events (e.g. the museum exhibitions). Even though they are not our primary target audience, of course reaching them and raising their awareness and understanding, mobilising them will be also an important outcome of the campaign.

As they are not our primary target group, we have not specified different communication objectives other than the ones defined for the youth. Also we do not want to dilute our communication messages targeting the youth, as it would compromise the effectiveness of the communication actions. However, many messages targeting the youth will also speak to the older adults, not only directly, but also indirectly as being the parents or grandparents of the younger generation.

## 80 YOUTH AMBASSADORS

We will “win” at least 80 young people who can become multipliers in the campaign due to their dedication, skills or aspirations. While it is possible that some of them are already interested or involved in environmental activism, it is not our primary focus. They can be average young people, who are ready to explore new topics, approaches and become part of a national and international community of YAs.



### SPECIFIC OBJECTIVE FOR YAS

- Engage them in communication actions so that they reach out to their peers (young people in their own age group).

### KEY MESSAGES:

- Planet needs more people to get involved.
- Be the change yourselves.
- Feel the responsibility towards your community.
- Get inspired in groups.
- Join a growing national and international movement of like minded young people.
- If you are in a team, it is easier to change and you will certainly have a bigger impact.
- Are you planning to be a leader? This is a good way to start.
- We will help to improve your skills, and you can put them right away to good use with us.

For them we are going to provide more detailed information and best practices than to the general young audience, since their task would be to reach out and engage further young people. Our communication actions addressing them will be part of a broader YA involvement strategy, which will be developed by the Lead Partner with the involvement of the consortium building on three types of elements:

- Communication actions by the consortium addressing young people also with the clear goal of recruiting YAs, such as the online course, contests in schools and in the social media, geoquest, wilderness camps, greening festivals. These actions have a strong element of engagement and interaction, and thus will provide the opportunity for the consortium staff to get to know, motivate and eventually recruit future YAs.
- Motivation scheme for the recruited YAs. Motivating YAs to get and stay engaged in the campaign will stem from at least three sources. Firstly they will be motivated to become a member of a community with like minded and open minded young people, who are willing to have fun and act together in communication and real life actions. Organising regular meetings and establishing communication platforms e.g. on social media will contribute to this community feeling. Secondly new opportunities will open up through some national and international actions, like a fact finding mission to Central America, international wilderness camps for YAs, YA exchange trips in the partner countries, and a lobby visit to Brussels, where YAs can join. These are unique opportunities offered by the campaign, and the most dedicated YAs can join them based on their efforts and merits. Thirdly their engagement will also improve their own skills and broaden their approaches, which they will find useful in starting their professional career, even through mentioning these experiences in their CVs. Specially targeted capacity building and providing a safe testing ground to improve their communication, organising or networking skills will be a valuable asset for many of them. Mentoring of the YAs in the eight countries will reflect on all three aspects of the motivation.
- Communication actions by the YAs, as well as social media influencers, who will basically lead by action. It is always easier to join a movement, if there are already members or role models, influencers, who provide well working examples.

This motivation strategy for the YAs will be adapted by each national CSO partner, who will recruit and mentor YAs themselves and include the specific approaches and actions that are most suitable for their national conditions and activities.

YAs will not only be multipliers in a unidirectional approach, but they will also be an important source for feedback. Their reactions and opinions about the communication outputs and in general the implementation of the activities will be an important litmus test sometimes already during the development process. Their continuous feedback will be valuable during the whole campaign to modify approaches or specific actions as needed, and they will be also involved in the annual monitoring through simple surveys about the effectiveness, efficiency and relevance of the completed and planned communication actions.

## 600 JOURNALISTS AND SOCIAL MEDIA BASED INFLUENCERS

Creating strong ties with this target group is crucial from two perspectives:

- If we regard them as channels, our news and messages might reach a larger audience on their own platforms. They might even help with recruitment and engagement of YAs. The decline of traditional media all over the world changes the way legacy media work. For those that are not closely linked to politics more and more editorial focus is put on better (told) stories and fact based articles. We focus on pitching them with bespoke messages, which will provide a good basis for working on stories from their own (and readers'/viewers') perspective.
- They are also an important direct audience of us. It is vital that they grasp, comprehend and sense the importance of our messages. The purpose is that they would give an accurate and credible picture of climate change and the surrounding complexities in all senses. Also by involving them through targeted actions we can create a devoted community and they could feel more urge to report about our messages responsibly and authentically.

### **SPECIFIC OBJECTIVES FOR JOURNALISTS AND SOCIAL MEDIA INFLUENCERS:**

- Engage them in communication actions on their own platforms (ie: raise awareness to our main narrative, messages; cover facts&figures and stories we provide and prepare; have our experts featured in topic-related editorial pieces).

### **KEY MESSAGES**

(in addition to the thematic messages as listed at the youth target group):

- In the era of fake news and disinformation, “messengers” have a significant role. You have an enlarged responsibility in shaping public opinion.
- Through telling stories you can make young people comprehend processes and the effects of our actions on the planet, which would be otherwise too demanding and time-consuming for them to explore.

All CSO partners have a long experience of working with journalists and they will address them in ways that are most suitable to their situation (through journalist workshops, press conferences, info packs, webinars, awards). The Communication Partner will provide guidance, and communication agencies contracted by some partners will also help to realise these actions in the countries as needed.

On the other hand the partners usually do not have experiences and working contacts to social media influencers, thus reaching them requires more careful planning. Also originating from the special characteristics of this communication means, i.e. that the personalities, habits, opinions of the influencer greatly filter the effectiveness and credibility of their communication, there are some potential pitfalls of the cooperation, which need to be addressed. Thus a mapping of social media influencers will happen in all countries to be able to select the right target group, who can be involved to address the three age groups of the youth. The possible motivations (financial and nonfinancial) will be also assessed for the short listed influencers and taken into account by each partner when approaching them.

## 200+200 ECONOMIC AND POLITICAL DECISION MAKERS ON EU AND NATIONAL LEVELS

Reaching this target audience is highly important for us to achieve collective level actions, since committed and well-informed representatives and professionals can bring about even more far reaching changes than individuals alone can do.

### KEY MESSAGES:

- It is up to you to shape the society and economy for the coming decades.
- Responsible decisions can be made based on reliable facts (and not on fake news); therefore, it is worth investing energy into learning and listening.
- We need to provide space for initiatives aiming at the promotion of more responsible behaviour of individuals and communities since they are the ones to carry out these actions later on.
- Your responsibility is to be channelled into tangible actions (and not merely into theories and words) since your decisions might affect the lives and environment of all people living in Europe and developing countries.

It is vital to familiarize them with the topic and especially of the complex interlinkages on different geographic levels and among ecological, social and economic aspects. Even though the evidence and fact based communication will be dominating our communication to this target group, the emotional messages will also play an important part. Sharing the personal stories or the powerful videos through social media (mainly Twitter and Facebook) will help to open them up for fact based messages as well, which call for action. YAs will be also important messengers to address them, and will be directly involved in getting engaged in dialogues on the social media (e.g. Twitter pages of politicians) and in person through a joint lobby visit Brussels and nationally organised workshops and conferences.

In addition to the direct communication ways, we will also come up with media-friendly PR stunts linked to the EU petition and lobby visit in Brussels, as this target group is also well aware of the power of media coverage.



## 4.

# STRATEGIC COORDINATION OF THE CAMPAIGN AND SHARING RESPONSIBILITIES

The whole communication campaign is coordinated by the Communication Partner with the support of the Lead Partner, while also allowing for flexibility on national level. While the general communication actions (like the social media campaign and recruiting YAs), the five flagship activities (adding a “climate change layer” to a museum exhibition, the geoquest, fact finding mission for journalists and for YAs, greening festivals and encouraging individual change with a mobile app) and reaching out to teachers through workshops will take place in all countries, there are some actions, which take place in a few or sometimes only in one country in line with the local expertise, previous experiences and conditions.

The communication responsibilities of the Communication Partner will include:

- Updating of the communication strategy, and preparing and updating the communication plan including visibility rules.
- Developing a common visual identity for the campaign.
- Building the communication capacities of the partners through the partners meetings and bilaterally.
- Providing social media listening in all eight countries to monitor the emerging trends in relation to climate change.
- Providing social media campaign monitoring for each national partner and providing regular bilateral feedback on how to upscale their national campaigns through reframing or introducing new messages, better placing content or changing communication means.
- Preparing some central communication outputs, like the four powerful videos and 16 shorter videos, social media visuals.

In addition to taking the lead in some specific activities, the Lead Partner will provide the eight omnibus and focus group surveys focusing on youth in the beginning and the end of the project, which will help to finetune the communication strategy and action plan.

The national partners will implement the specific communication actions in the eight countries.

Several partners will involve communication agency for very specific actions: reaching out to journalists, organising press conference or planning specific national communication campaign with broad advertisement. The role of these agencies will be complementary to the Communication Partner’s supporting and coordinating actions.

## 5.

# COMMUNICATION TOOLS AND CHANNELS

## GENERAL INFORMATION ABOUT TOOLS AND CHANNELS

All the communication tools and channels that we use during the project have to serve to achieve the project targets. We need to measure the nr. of people reached, and also their demography. Before choosing a platform keep in mind that we have to reach 10 million youth, 20 million adults, 80 youth ambassadors, 600 journalists and social media influencers and 200 economic + 200 and political decision makers.

## TOOLS

Different communication tools and platforms will be used throughout the campaign. Tv, news portals and social media will be among the priority channels to use, as they were assessed as the most important sources of information among young people about climate change. However, as there might be differences among the countries and also in the efficiency and effectiveness of the communication, the initial omnibus survey will help to more precisely determine the emphasis and the design of the use of these channels in the different countries.

### SOCIAL MEDIA PLATFORMS

The partners' own social media channels will be used, specifically using different platforms for the specific target and age groups. This approach will be also essential for the long term sustainability of the campaign, as the partners' own channels will be also maintained beyond the project end. As social media usage can be really different in the countries, the omnibus survey will be important in designing the social media campaign portfolio for each country.

For the sake of smoother identification we will create visual identity and hashtag for the overall (social media) campaign. In addition to the centrally produced communication outputs (videos, graphics), all partners will also develop their own content for the social media campaign.

#### Indicators for the social media:

- nr of (new) followers
- nr of communication outputs produced (SM posts)
- nr of people reached through social media
- total action count per FB page
- overall tone of discussions

**INFLUENCER RELATIONS:**

Own social media channels, as well as blogs of social media influencers will be used indirectly. They are considered as “channels”, but we focus on building up authentic, content based collaboration rather than simply using their follower base.

**Indicators for influencer relations:**

- nr of social media influencers involved in campaign
- nr of views of project (YouTube) videos (distributed/created by influencers)
- nr of YAs involved
- nr of different types of content generated by YAs

**VIDEOS:**

We will produce one powerful “virus video” a year with the aim to raise public awareness of a certain issue with the help of storytelling and a social/public solution and activity (e.g. social experiment). All four videos will be shot in different countries, but subtitled for dissemination in all eight. In addition 16 short (20-60 sec long) videos with still and moving pictures and subtitles will be produced centrally. The consistent format ensures standardized videos, smooth adaptability (e.g. into different languages with the change of pictures) and relatively low costs. We chose this format because our target audience prefers (and is most likely to share) short and informative videos. Some of the partners also plan their own videos (e.g. making a series of short (3´00 - 5´00) videos in Slovakia that can be cut into shorter segments and compiled into a documentary and can travel to film festivals, like Ekotop Film, and producing another video on the climate change impacts in Central America).

**Indicators for videos:**

- nr of centrally produced videos
- nr of produced videos (by partner organisations)
- nr of views
- nr of live viewers when screening at events

**JOURNALISTS:**

Very important to build personal relations with those journalists who are closest to the given subject, and then talk to them if the content provided will be of interest to them. Every project partner needs to assign their core journalist list. Keeping in mind which media platform is the most effective to reach the target group.

**Indicators for journalists:**

- nr of journalist engaged
- nr of press releases sent out
- nr of publications/ reviews
- nr of people reached



## CHANNELS

### LANDING PAGE:

Its main aim is to collect and make publicly available the communication outputs and news of the project. It contains information about the partners, the campaign activities, and all the ready-made communication materials and contact details of the organizers. This publicly available information will help the replication of materials within the project, peer learning and also support the project monitoring. In addition, this is also greatly important for the replicability of the project results, as all the important outputs will be made available there in both English and national languages, and other DEAR projects, governmental and non-governmental institutions can access them at one place for free. We do not intend to provide targeted communication support to the website, since the main target groups (the youth and multipliers, decision makers) are not to be led to this platform primarily, but to the national websites of the partners and the Lead organization's website in English.

#### Indicators:

- nr of website visits
- nr of organic users
- avg. session duration on website
- any interactivity (click on link, participate, download, etc)

### NATIONAL WEBSITES:

CSO partners will use their own websites for communicating about the project in national language and by CEEweb in English (though in the Czech Republic specially dedicated websites will be used). These websites will be important digital communication channels for the national target audiences (and CEEweb's website for the EU decision makers).

#### Indicators:

- nr of website visits
- nr of organic users
- avg. session duration on website
- any interactivity (click on link, participate, download, etc)

### MOBILE APPLICATION:

We will develop a mobile application with the aim of engaging young people in changing their lifestyle and encouraging them to take up more global responsibility through donations to climate change projects in developing countries.

#### Indicators:

- nr of downloads
- monthly active users
- ratings and feedback on download sites
- data provided from users on changed habits including the related CO2 savings



**OWN PUBLICATIONS (digital or print):**

Printed educational toolkit and leaflets, brochures, posters tailored to specific events are to be created in all those cases they are regarded as effective communication tools. Several communication outputs will be used only or also electronically, like press releases, the educational toolkit, infographics, memes, quizzes, posters, leaflets, electronic newsletters, etc. These types of communication tools are always part of some broader communication actions, like working with journalists, the social media campaign, promotion for events, etc.

**Indicators:**

- nr of copies disseminated (downloads or clicks)
- how many people are reached through direct dissemination
- action based on publications (ie: newsletter subscription, media enquiry)
- nr of potential readers

**FACEBOOK:**

Facebook will bwe the most important social media channel to reach the youth, as possibly this is the social media platform, where the youth spends most time in the countries. In addition to the partners' own channels, newly created Facebook groups are also a great way to reach and engage audience and build community, like for YAs. An international Facebook group for YAs will be created to enable cross-border exchanges as well.

**TWITTER:**

It will be used mainly for addressing EU and national decision makers, as European youth is much less active on this platform, but it needs to be further assessed in the initial omnibus survey.

**YOUTUBE:**

We are going to present all the videos created during the project on partners' Youtube channels and thus they become more transparent, searchable and measurable, too.

**INSTAGRAM:**

A great channel to spread out visual and picture-based messages, but due to the current social media usage of youth (less activity of young users, more emphasis on fashion) this will be probably less important in spreading the campaign messages.



**TIKTOK:**

This relatively new channel has a great potential of engaging the young generation. Project partners decided to use TikTok for spreading out content in short video format. We might use them in two different ways: 1) create our own account and publish content (this is unlikely because of the resources needed to keep it alive) 2) create content with social media influencers (ie: a challenge, hashtag-campaign, etc) and spread our messages through them.

**EDITORIAL PLATFORMS:**

They are important source of information for climate change, thus we will approach them with different communication methods (direct account management, involvement of journalists in workshops, press conferences, fact finding mission for journalists, paid ads if necessary). Daily and weekly papers, magazines, etc. are considered influential platforms, though relatively less popular among young people, thus less emphasis will be put on them in the campaign. We intend to approach them with different communication methods (direct account management, cooperation, paid ads if necessary, adding a special supplement on the campaign topic). As tv seems to be the most important source of information for young people on the topic of climate change, followed by social media and radio, they will be important communication channels, though this will be further assessed in the omnibus survey. The results of the survey will determine how much emphasis we will put on targeting these media in the campaign with press releases or other reachout actions, sometimes with the help of communication agencies.

**Indicators:**

- nr of interviews, articles mentioning the campaign
- nr of interviews, articles about the campaign
- nr of potential readers, viewers, listeners
- sentiment analysis

**ONLINE COURSE:**

The compiled online course will be important tool to disseminate fact based messages and also to recruit YAs. For the sake of efficiency we will initiate partnership with universities and other organisations to get access to their readily available free materials and make them available in the online course of the campaign. The course will also importantly include interactive elements to engage the participants.

**Indicators for the online course:**

- nr of videos and total length of course
- nr of views
- nr of those completing the quizzes and assignments
- nr of lecturers and topics presented
- nr of engagements by participants
- qualitative evaluation by the participants at the end
- nr of shares
- nr of partners involved for compiling the course

**EVENTS:**

They are going to be one of the most used tools during the project (street actions, museum exhibitions, teacher workshops, journalist workshops, YA national and international events, fact finding missions, wilderness camps, awards ceremonies, school competitions sports events, etc.). We regard them of high importance because they are extremely useful in engaging different audiences: direct contacts might emerge, messages can be transferred easily, engagement can happen on the spot, and impacts might be measured more effectively (both qualitatively and quantitatively). Events are organized directly by the partners and in cooperation with others (e.g. improvisational theatre, exhibitions, etc.). We also intend to take part in events as exhibitors/participants where we can share our messages, goals and achievements.

In the monitoring we would like to put emphasis on the measurement of 1) the input (e.g. resources used in the organization of the given event); 2) the output (e.g. number of participants); 3) the outcome (e.g. results of evaluation sheets); and 4) impact.

**Indicators for events:**

- nr of public events
- nr of volunteers involved through events
- nr of participants at events
- nr of people taking actions on the spot
- nr of media appearances
- nr of partners in organising the events

## 6.

# MONITORING AND EVALUATION

We will continuously monitor the implementation of the communication strategy and action plan throughout the project, namely through:

- monthly social media monitoring for all partners,
- bimonthly at the online consortium meetings at consortium level,
- media monitoring by project partners,
- yearly evaluations with the involvement of all partners and the YAs at consortium level,
- evaluations of actions when they are closed (e.g. after an event) done by the involved partners.

This monitoring will provide regular feedback into the further activity planning and will help to:

- Set targets appropriate to specific audiences,
- Tailor messages and finetune them,
- Feel the changes within our audiences: change in the channels they use, change in technology, change in hot topics, etc.,
- Measure the success of the overall performance of activities,
- Share and learn from each other, which might significantly reduce expenses, but increase performance and certainly drive coherence.

In order to provide high level, strategic support to the whole campaign, we will use the following sources of verification:

- Omnibus and focus group surveys conducted by us in the beginning and the end of the project,
- Media monitoring and social media listening monthly reports,
- Social media performance indicators (i.e. followers, engagement, interaction, ads responsiveness),
- Analyses, reports available from different sources (e.g. Eurobarometer, scientific researches),
- Yearly qualitative feedback based on a questionnaire also involving our YAs and associate partners,
- Specific targets for all different activities. With the help of these targets we can measure the success of the very activity even if they cannot be compared with anything else. They will be helpful during the whole implementation of the specific activity and not only at the very end. The CO2 emission saving achieved through the action will be calculated for all activities, where possible, and will be also aggregated for the whole campaign to measure the overall impact of the action.

- Figures provided by Co-Applicants (i.e. number of participants at events),
- Qualitative research methods (i.e. workshops and monthly calls with Co-Applicants),
- Data from the smartphone app (i.e. which topics engage more people, etc).

We will collect available reports, analyses in a shared digital library so that all Co-Applicants have access to and use them for their own activities planning. A shared document will be also available to all partners, which will include all indicators, targets and status figures. A monthly short report by the Communication Partner will give feedback on the overall communication performance to all partners.

## 7.

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