



Co-funded by
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Youth Campaign Report

Warming Schools





www.wschools-project.eu

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August 2025



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Introduction



When the Warming Schools project first set out, it carried a bold but simple vision: to empower young people to become changemakers in their communities through environmental education, practical skills, and a shared sense of purpose. This report tells the final chapter of that journey—the local youth campaigns—where ideas born in classrooms and nurtured across borders came to life in streets, schools, and public spaces.

The path to these campaigns began months earlier, in early 2025, with the careful selection of participants across partner countries. Young learners, many from vocational education and training (VET) backgrounds and some facing fewer opportunities, stepped forward—motivated by a desire to learn, act, and make a difference. Through outreach in schools, NGOs, and social media, a diverse group of 5 young people per country was chosen to take part in something bigger than themselves.

The first steps were taken through local pre-departure trainings. Here, participants came together with their peers and group leaders to explore what lay ahead: team-building, intercultural learning, the foundations of non-formal education, and reflections on their role in creating change. These sessions sparked early ideas for the small projects they would later bring home.



In May 2025, those ideas took deeper root during the international Bootcamp in Diani, Kenya—a vibrant, week-long experience where 40 young people from across partner countries met face-to-face. Through workshops, field visits, expert-led discussions, and group activities, they dove into green skills, sustainability practices, and methods for launching social campaigns. They learned to pitch, lead, and collaborate. Most importantly, they left inspired and equipped to return home and act.

And act they did.

From May to August 2025, the same young people took on the challenge of turning their bootcamp ideas into real, tangible impact through the local youth campaigns. With support from partner organizations, they launched community initiatives tailored to their environments—some developed eco-friendly products, others ran awareness campaigns, hosted events, or brought peers together in schools and public forums to talk about climate action. What united them all was a clear goal: to promote green habits, spark local dialogue, and share the tools and knowledge they had gained with other youth.

This report captures that final and essential stage of Work Package 3 within the Warming Schools project. It highlights how young people, when trusted and supported, can lead meaningful environmental action. Through stories, outcomes, and reflections, it showcases the creative power of youth-led campaigns and their potential to plant seeds of change across Europe and beyond.



Kenya: Let's RETHINK Fashion



The Message



“Fast fashion is choking our planet.

Millions of clothes are dumped every year, many worn only once.

Let's RETHINK how we shop, wear, and discard. Buy less. Choose better. Give clothes a second life.

Fashion shouldn't cost the Earth.”



This message was integrated across all campaign activities, including social media challenges, educational workshops, and storytelling content created by students and community partners.

Youth Campaign



The Objectives

- Raise awareness among youth on the environmental impact of fast fashion and textile waste.
- Promote sustainable practices such as upcycling, reuse, and responsible consumption.
- Engage students and local designers in creative campaigns that promote climate-conscious fashion choices.
- Amplify the voices of young people advocating for sustainable change in their communities.

The Audience

- Youth aged 18–25
- University students in International Relations and Fashion-related studies
- Local designers and community-based youth groups
- Women-led tailoring cooperatives

The Activity

- A half-day workshop was held in Kwale, Kenya, engaging students from local universities. The session included:
 - A presentation on the environmental effects of fast fashion
 - A roundtable on sustainable fashion innovation in Kenya
 - Breakout sessions where participants brainstormed upcycling ideas
 - A call to action for students to post their own upcycled looks on social media using #RethinkFashionKE and tagging @WarmingSchoolsProject

Students were briefed on the campaign goals and given space to interpret the content in their own voice and style. Many posted photo stories and reels to show before-and-after transformations of their clothing.



Achievements



Number of persons reached online:

Approx. 2,300 through combined efforts on Instagram and Facebook reach



Number of workshop participants:

25 students and 3 facilitators participated directly in the workshop



Feedback



“As a young designer, I’m inspired to do more with what I already have and show others it’s possible.”

– Participant, Fashion Studies

“This campaign helped me think differently about the clothes I wear every day. I never realized how much impact fashion has on the environment.” – Student, International Relations



Students also recommended incorporating a follow-up challenge with awards to sustain momentum and increase visibility.



Slovenia: “Towards a better future with forests”



The Message

"Maintain green and healthy forests, to ensure a better future for ourselves and future generations."

Three connected activities tailored this core idea to a specific context—beekeeping, forest care, and sustainable tourism while also sharing knowledge about the Erasmus+ program and its opportunities for youth engagement and learning.

Youth Campaign



The Objectives

- Promote local engagement in forest conservation and sustainable practices.
- Explore the relationship between forests and sectors such as beekeeping, tourism, and land care.
- Encourage young people to become active contributors to climate and environmental initiatives.
- Showcase the Erasmus+ program as a platform for youth engagement and international collaboration.

The Audience

The campaigns primarily targeted secondary school students aged 15–20, along with residents from diverse backgrounds, including educators, technicians, farmers, retirees, and professionals from fields like forestry, catering, and conservation.

The Activity

Between July 13 and 15 2025, three dynamic and inspiring youth-led campaigns unfolded across different locations in Slovenia, all under the banner of “Towards a Better Future with Forests.” These campaigns were designed and led by participants of the international Young Ambassadors of Sustainable Development camp held earlier in Diani, Kenya. Returning home energized and equipped with new ideas, the young ambassadors took action to promote sustainability, educate their communities, and raise awareness of the importance of forests in different spheres of life. It blended social media outreach with in-person engagement.

Beekeeping and Forest Health (Nestoplja vas, Semič)



On July 13th, Leon Pečavar and Jerca Tessari welcomed 25 participants to a charming family homestead nestled in the countryside. Against the backdrop of buzzing bees and blooming meadows, they introduced the Erasmus+ project and offered a hands-on look into beekeeping as a vital part of forest ecosystems. Participants—ranging from preschool children to retirees—were captivated by the practical demonstrations and insightful discussions. The informal gathering afterward created space for dialogue and cultural exchange, with participants sharing how the workshop deepened their appreciation for the interconnectedness of nature.

BEEKEEPING

3.7.2025

Vabilo

Spoštovani

V okviru projekta Mladi ambasadorji trajnosti vas vljudno vabimo na delavnico »V boljšo prihodnost z gozdovi«, ki jo bomo povezali s čebelarstvom. Delavnica bo 13. 7. 2025 s pričetkom ob 10 uri ob Pečavarjevem čebelnjaku v Nestoplji vasi 1 a.

Predstavljene bodo določene teoretične osnove in nekaj praktičnih izkušenj.

Leon Pečavar in Jerca Tessari.

Forest & Forest Edge Care (Institute Grm Novo mesto)



The following day, on July 14th, Nik Udovič and Marko Maver gathered a group of 18 students and professionals on the school's grounds to explore forest and forest edge care. After an engaging theoretical session on sustainable forestry, the group moved outdoors for a live demonstration of maintenance practices and safety tools. The hands-on approach sparked thoughtful questions about forest development stages and left many participants eager to contribute to forest care initiatives in their communities.

FORESTRY

VABILO

Spoštovani!

V okviru projekta Mladi ambasadorji trajnostnega razvoja, vas vabimo na izobraževalno delavnico o negi gozda pod naslovom »V boljšo prihodnost z gozdovi«. Delavnica bo potekala v ponedeljek, 14. 7. 2025, ob 14. uri in sicer teoretični del v učilnici za naravovarstvo v novi zgradbi na šolskem posestvu in nato praktični del v bližnjem gozdu zavoda Grm Novo mesto - center biotehnik in turizma. Zaželjeno je, da imate s sabo večje sadjarske škarje.

Veselimo se vaše udeležbe.

Marko Maver in Nik Udovič

TOURISM & HOSPITALITY



VABILO

V okviru projekta Mladi ambasadorji trajnostnega razvoja, vas prisrčno vabimo na delavnico, ki temelji na gozdarstvu in gostinstvu.

Pričetek delavnice bo v gostilni Žolnir, nato bo potekal vožnja in ogled učne poti v Krakovskem pragozdu.

Tinkara Kučič in Tobija Vrtovec

15. JULIJ 2025

OB 14:00 UR.
GOSTILNA ŽOLNIR V KOSTANJEVSKA JAMA
KRKI

Forests in Tourism and Hospitality (Kostanjevica na Krki)

The final campaign, held on July 15th at the scenic Žolnir Inn and nearby Josef Ressel Learning Path, highlighted the synergy between forests and the hospitality industry. Ula Bezek, Tinkara Kučič, and Tobija Vrtovec led a tour and presentation that revealed how forests not only support biodiversity but also offer valuable cultural and tourism opportunities. For the eight participants, including students and local professionals, the campaign was an eye-opener—showing how sustainable practices can enhance both livelihoods and environmental outcomes.





Achievements

Number of workshop participants: 51



There were a total of 51 participants took part across the three physical events, who were residents and relatives with various professions (laboratory technician, forester, mechanical technician, university graduate social worker, gardener, preschool teacher, metallurgist, geologist, oenologist, teacher, students, preschool children, and retirees).

Feedback



The participants' comments on the organization of the campaign were extremely positive. The opinions expressed were as follows: better understanding of the importance of bees for forests and people, a very good opportunity to learn about some new cultural customs, welcome information for inclusion in some Erasmus+ project, etc. The participants' comments mainly related to: the start of the implementation of care measures, the type of care measures needed in the young development stages of the forest, and the importance of forest edge care. Of course, the participants also wanted to learn about the conditions for participation or possibilities for participation in Erasmus+ projects. Most participants agreed that the workshop opened new horizons for them in understanding and understanding the importance of forest care in its younger developmental stages.

The feedback from the participants was positive, as it opened up before their eyes the numerous possibilities that forests offer for implementing hospitality and tourism activities. The participants also recognized the exceptional opportunity to gain new experience in the event of participating in one of the Erasmus+ projects. Everyone considers the approach to sustainable development to be essential, both for a better quality of life for today's generations and for the well-being of future generations.





Rwanda: Climate Smart Agriculture



The Message

**“Farm Smart,
Grow Green:
The Future is Circular”**

The campaign promoted climate-smart agriculture (CSA) and circular farming as key to sustainable food systems and climate resilience in Rwanda.

Key topics included:

- Benefits of composting, organic fertilizers, crop rotation, agroforestry, and water-saving techniques
- Turning waste into resources through circular farming
- Youth as change agents in sustainable agriculture
- Content included infographics, local language audio spots, farm demo videos, and youth success stories.

Youth Campaign



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PLANT THE CHANGE
YOU WANT TO SEE

CLIMATE SMART CIRCULAR FARMING INNOVATION CAMPAIGN

- To raise awareness among Rwandan youth about climate-smart and circular farming practices.
 - To promote sustainable agriculture as a viable and climate-resilient livelihood for young people.
 - To empower youth with knowledge, tools, and practical skills to apply circular farming techniques.
 - To encourage dialogue and networking between youth, agricultural experts, local authorities, and community elders.
-
- Youth aged 15–30, both male and female
 - Young farmers, agripreneurs, and agricultural students
 - Rural youth cooperatives and school-based environmental clubs
 - Vocational training students in agriculture-related fields

The Objectives

The Audience

The Activities

1. Climate Smart Farming Demo Day – Bugesera District

- June 17, 2025 at Gashora Model Farm

Demonstrations on composting, drip irrigation, soil mulching, and banana intercropping. Interactive sessions with young agripreneurs.

2. Youth Green Innovation Forum – Kigali

- June 25, 2025 at Rwanda Youth Empowerment Center

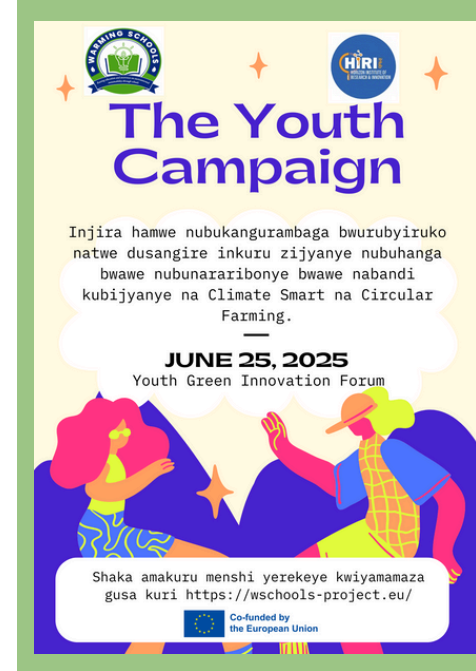
Guest speakers from the Ministry of Agriculture, youth pitch competition on circular farming ideas, and policy roundtable.

3. School Club Engagement – Huye District

- July 10, 2025 at École Secondaire de Mukura

Awareness sessions, quiz competition, compost demo corner, and tree planting activity.

Youth Campaign



Achievements



Number of persons reached online:

Estimated total of 258 people reached via Facebook, linkedIn, radio



Number of workshop participants:

47 youth directly participated in the three physical events

Feedback



“This campaign opened my eyes to how we can make money and help the planet at the same time. I didn’t know waste could be turned into compost so easily.”

– Dativa U., 22, Bugesera

“It was great to see youth from different sectors come together. But I suggest you also involve district agricultural officers more actively next time.”

**– Jean Paul M.,
Kigali-based agripreneur**



“

“I’m going to start a kitchen garden using what I learned about circular farming. Thank you for giving us this knowledge.”

– Bosco N., 18, student in Huye

”



Sweden: From Waste to Wake-up Call



The Message

The campaign promoted the message that sustainability starts with simple, creative actions, especially in everyday life. Using the slogan “Small actions, big impact for a greener tomorrow,” the youth team encouraged peers to rethink waste, embrace upcycling, and take pride in personal contributions to environmental change. Content focused on practical reuse ideas, 3R (Reduce, Reuse, Recycle) habits, and showcasing youth-led creativity through videos, posters, and hands-on activities in schools and the community.

**“Small actions,
BIG IMPACT
FOR A GREENER
TOMORROW!”**

Youth Campaign



The Objectives

- Transform sustainability skills into action by implementing a youth-led local green project developed during the bootcamp.
- Raise awareness of eco-friendly habits and the value of upcycling within schools and local communities.
- Promote youth engagement in climate action by using creativity, digital storytelling, and peer-to-peer learning.
- Foster collaboration between youth, local institutions, and schools to support a greener future.
- Encourage a mindset shift, showing that even in a country like Sweden, where recycling is common, there is still room for innovation, habit change, and more youth involvement.

The Audience

It primarily targeted students aged 18–25 living in Kista, with a focus on engaging youth from migrant backgrounds and underrepresented communities. The campaign involved 8 participants, with 3 of them being female, and aimed to reach peers with limited exposure to environmental initiatives. Parent, youth workers, and local community members were also involved through in-person events and social media outreach.

The Activity

The Green Spark campaign was designed as a hybrid initiative. It combined:

- In-person activities: including three physical meetups, an upcycling workshop, and a community showcase
- Social media outreach: this included a series of 6 short campaign videos and 6 posters, all shared using eco-awareness hashtags to spark conversations and inspire sustainable action among youth and the wider community.

The physical events

Three in-person meetups were held on 18 June, 30 June, and 16 July 2025 at Kista Nod in Stockholm. Each session involved interactive, low-waste activities led by youth participants.

The first session focused on collecting recyclable materials, plastic bottles, cartons, paper scraps, and other everyday waste from participants' homes and local surroundings. The group explored creative upcycling ideas and examples to spark inspiration for their designs.

The next two workshops centered on hands-on upcycling, where participants transformed collected waste into useful or decorative items such as flower pots, mini organizers, and wall hangings. During these sessions, the team also produced six short campaign videos and designed six digital posters, mostly creative ideas for decor items made out of waste. These materials were shared via Instagram and WhatsApp using hashtags like #GreenSparkSweden and #GrönFramtid.

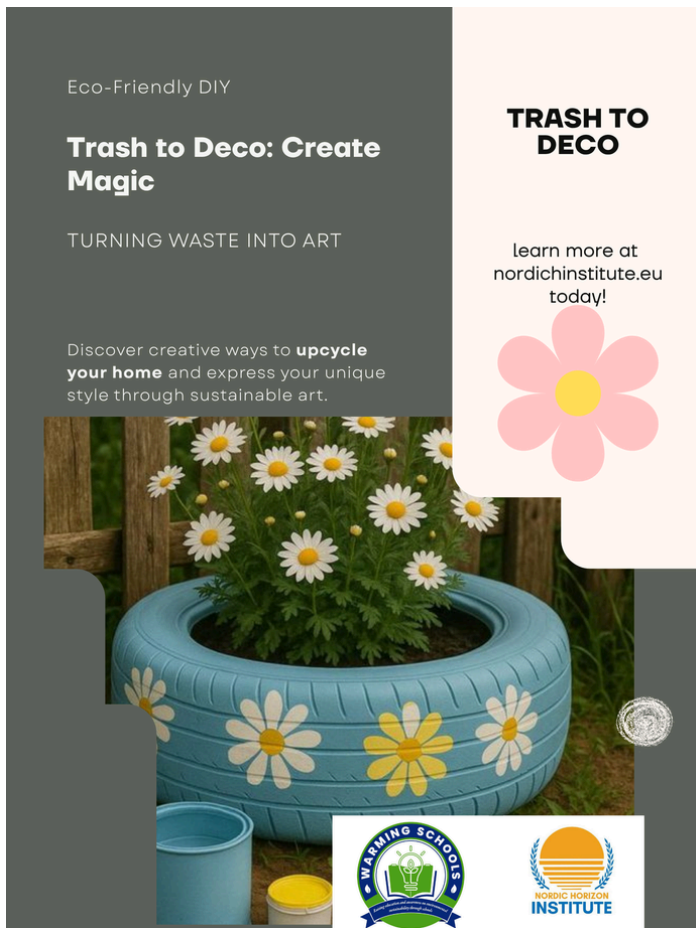
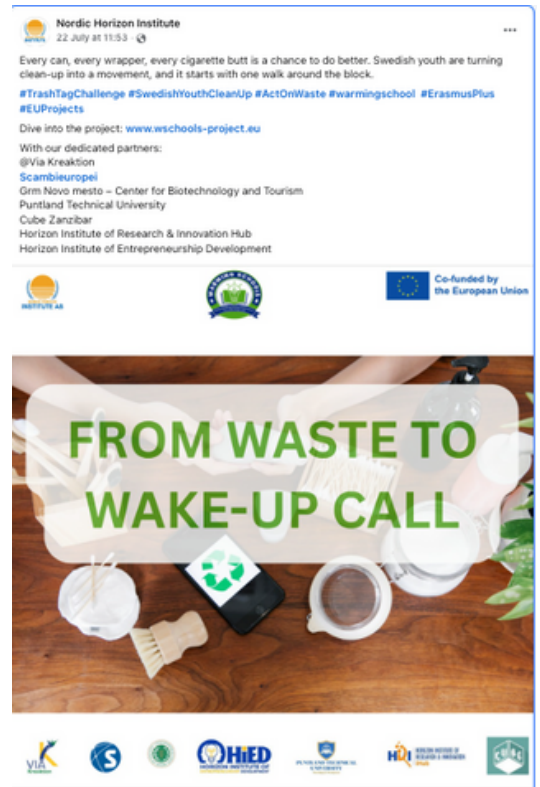
The final session, originally planned as an in-person showcase, was moved online due to summer holidays. Participants curated a digital exhibition, posting photos, behind-the-scenes clips, and personal reflections on their creations.

Key challenges included slow youth engagement during summer, and the perception that recycling is already "solved." This was addressed through creative, peer-led activities and a focus on mindset shift.



Social Media Campaign

The campaign prioritized digital communication channels to align with its sustainability values. Social media platforms like Instagram, Facebook, and WhatsApp were the main tools for sharing campaign videos, digital posters, and updates using targeted eco-awareness hashtags. All materials were distributed electronically to avoid unnecessary printing. In-person communication during meetups and workshops relied on visual presentations and verbal engagement.





Achievements



Number of persons reached online:

Approximately 200 through Instagram, WhatsApp, and shared digital content



Number of workshop participants:

8 participants directly involved

Feedback



“

“I never thought upcycling could look this good.”

”

What worked well:

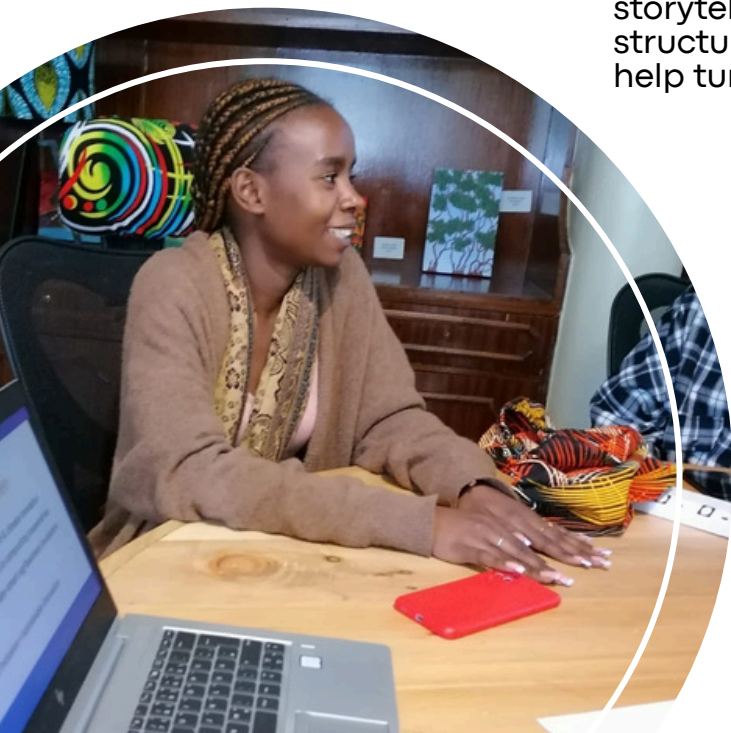
Participants enjoyed the hands-on nature of the workshops and the creative freedom to experiment with waste materials.

Suggestions for improvement:

Some participants noted that not all upcycling ideas were realistic or scalable beyond the group. As one put it, “Some things we made were fun, but maybe not useful in real life.” Others expressed a desire for more school involvement and longer project time.

Overall takeaway:

Youth valued the peer-led format and visual storytelling through social media but suggested more structure and mentorship for future campaigns to help turn ideas into lasting initiatives.



“It didn’t feel like school, we were learning but having fun.”



Somalia: Empowering Youth for Environmental Action in Puntland



The Rationale

Puntland is increasingly vulnerable to climate-related shocks such as drought, desertification, and water scarcity. Despite growing risks, awareness and youth participation in climate action remain low. The campaign aimed to:

Equip young people with environmental knowledge

- Promote creative youth-led solutions
- Localize the climate conversation to reflect Puntland's unique socio-ecological realities
- Leverage multimedia storytelling for wider outreach

This campaign represents the third-tier effort in our national youth climate strategy, following national and regional engagements.



The Objectives

Awareness: Increase climate literacy among Garowe's youth

Engagement: Foster meaningful participation through co-creation and storytelling

Mobilization: Inspire individual and collective climate action in schools and the community

Visibility: Amplify youth voices through digital and traditional media

Partnerships

- Puntland Technical University (PTU): Host institution and facilitator
- Radio Daljir Garowe: Dissemination partner for youth voices
- EcoHub Somalia: Technical guidance and campaign coordination
- Local Artists' Collective: Mentors and co-creators of mural
- Youth Clubs & Student Union: Mobilization and participant outreach

A program of 5 interlinked activities was conducted to implement the campaign:

The Activities

1. Green Lounge Youth Dialogues
2. Youth-Led Digital Media Campaign
3. Climate Art & Innovation Showcase
4. Climate Talk on Radio Daljir (FM)
5. Youth Pledge Wall & Environmental Mural

Green Lounge Youth Dialogues

Format: 3 thematic youth-led discussions hosted in the student lounge

Participants: 45 youth (students, volunteers, and youth leaders)

Discussion Topics:

1. Climate threats in Puntland
2. Plastic pollution in daily life
3. Youth agency and entrepreneurship in green sectors

Outcome: 12 youth-generated local climate action ideas recorded and shared on campus boards.



Youth-Led Digital Media Campaign

Platform Channels: TikTok, WhatsApp, Facebook, Instagram

Campaign Hashtags: #EcoHubPuntland #YouthForClimate #Act4Garowe #DhalinyaradallaalintaDeegaanka

Content Types:

- Vox pop videos on public understanding of climate change
- Climate storytelling using animation and spoken word
- Reels featuring local activists and student voices



Videos

Street Interviews Compilation – Public Climate Knowledge
Creative Storytelling by Youth Artist Collective

Digital Reach

4,200+ views across platforms
120+ shares
30+ comments from youth within Puntland



Climate Art & Innovation Showcase

Venue: PTU Courtyard

Theme: "Reclaiming Waste for a Greener Puntland"

Submissions: 18 student artworks

Materials included plastic bottles, fabric scraps, wires, paint. Showcased ideas for sustainable agriculture, waste upcycling, and eco-architecture

Special Features:

- Public voting via Instagram Stories
- Winner: "Desert Bloom" — a solar-powered irrigation prototype made from reused plastic tubing.



Climate Talk on Radio Daljir (FM)

Program Title: "Dareen Dhallinyaro" (Youth Awareness)

Air Time: 25 minutes, primetime slot (7 PM)

Guests:

PTU Youth Ambassador (Abdi R.)
Environmental lecturer (Ms. Asli M.)

Main Topic: "What Can Puntland Youth Do to Adapt to Climate Change?"

Estimated Listenership: 15,000–20,000 in Garowe and surrounding areas

Key Takeaway Message:



“ climate change starts with choices – every small act adds up.”

”

Youth Pledge Wall & Environmental Mural “Green Puntland, Our Shared Duty”

Site: Wall near PTU Library

Pledge Board:

60+ written climate action pledges from students

Painted by youth volunteers

Features a baobab tree, Somali coastline, sun, and hands forming a leaf

Symbolism: Hope, resilience, unity in climate action

Some examples of pledges shared on the mural:

“I’LL START A
RECYCLING GROUP IN
MY NEIGHBORHOOD.”

I WILL STOP BURNING
PLASTIC AT HOME.”

I WILL BIKE TO
SCHOOL EVERY
WEEK.”





Achievements



Total Youth Directly Engaged: 200+
Videos Created: 2
Local Artwork Displayed: 18
Climate Pledges Collected: 60+
Estimated Public Reach: 20,000+ (radio + digital combined)



Initiatives Sparked:
3 (Recycling Club, EcoCreatives, Campus Pledge Program)

Feedback

“The interviews made me realize how little people understand climate change. I want to help fix that.” – Liban, media volunteer

“This was my first time expressing myself through art about climate. It changed how I see my role.” – Nasteexo, art student

Lessons Learned

1. Youth respond positively to creative and visual learning approaches
2. Community radio remains a vital tool for mass engagement
3. Peer-to-peer communication is more effective than lectures
4. Flexibility in planning allows youth to adapt to real-time feedback

Recommendations & Next Steps

- Expand pledge wall to other local campuses in Bosaso and Galkacyo
- Organize quarterly art + innovation showcases with environmental themes
- Train more youth in mobile media production and storytelling
- Build partnership with Garowe municipality for a “Plastic-Free Campus” initiative





Italy: Community sharing to counter over-consumption



The Message

The core message was: “Share more, waste less. Join the circular movement.” Participants were encouraged to reflect on the impact of consumerism and explore alternatives by giving new life to unused items. The campaign highlighted the values of community exchange, sustainability, and mindful ownership. It also served as a space for dialogue around environmental responsibility and resisting the pressures of a throwaway culture.

**“SHARE MORE, WASTE LESS.
JOIN THE CIRCULAR
MOVEMENT.”**



The Objectives

- Promote a circular economy and inspire conscious consumption habits.
- Reduce waste, extend product life cycles, and encourage community sharing as an alternative to overconsumption and materialism.
- Encourage the reuse of clothing items, reduce textile waste, and raise awareness about the environmental impact of fast fashion in a fun and interactive way.

The Audience

Young adults aged 18–35, with an interest in sustainability, fashion, and community - centered solutions. The audience was diverse in background and gender, united by shared values around conscious consumerism.

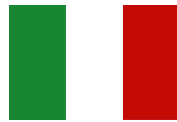
Time: 18.06. 2025 from 18.00 to 21.00

Location: Scambieuropei headquarter

Activities included:

- Clothing and object swap (participants brought clean clothes, books, small electronics, decor items, toys, etc.)
- Information booth on circular economy & anti-consumerism
- Chill zone with music and refreshments
- Sharing stories behind swapped items to create emotional connection and reduce disposable culture

The Activity



Achievements



Number of persons reached online: approx. 1,150



Number of persons involved in a physical activity: approx. 30

Feedback

The feedback from participants was very positive, with many highlighting both the practical value and the deeper meaning of the event. Many appreciated the opportunity to give a second life to clothes and everyday objects, and saw the event as a meaningful way to reduce waste and promote a more conscious lifestyle.

The atmosphere was described as friendly and engaging, and several participants mentioned how refreshing it was to exchange useful items in a non-commercial, community-based setting. The event was seen not only as a practical initiative but also as a symbolic act against overconsumption.

Some participants expressed interest in seeing future editions include short talks or workshops related to the circular economy, repair skills, or sustainability tips, adding an educational element to the experience.





Germany: Promoting local green mobility



The Message

Existing infrastructures are lacking and do not encourage bike use. Young people of Kleve call for improved bike routes through town centre to enable and encourage greener transport habits among citizens.

**SHARED ROADS, SHARED
RESPONSIBILITY: CITIZENS AND
CITY COUNCIL CREATING A
SUSTAINABLE KLEVE**

Youth Campaign



Fortbewegung
praktisch UND
nachhaltig?

The Objectives

- Create awareness on the continuous urgency of acting for sustainable development.
- Raise awareness on the state of achievement of goals and persisting challenges, especially regarding issues in mobility
- Encourage sustainable habits among citizens, specifically in the area of mobility.
- Promote ideas on sustainable behaviour and examples of supportive infrastructure.

The Audience

- Physical action:** General public, citizens of Kleve, bike commuters in the area
- Online campaign:** Young people with interest in more sustainable lifestyles, social and civic organizations, public authorities

The Activities

- Online informative campaign:** on Facebook and Instagram (July - August)
- Street Action:** Personal interaction with pedestrians and bike commuters in Kleve town center

The Social Media Campaign

A series of Social Media posts, reels and stories highlighted the background of the issue and its relation to global sustainable development efforts. Information was provided on sustainable development goals and the lack of practical achievements in local areas. This led further to information about regional transport and the challenges for sustainable transportation options.

A following post described the relation between infrastructure and people's behaviour, and highlighted possible solutions for creative, sustainable design. A few examples of good practice were shared to highlight positive developments and inspire change.

Quiz questions were shared on the topic to engage the general public and collect opinions. Researching for the campaign sparked interesting conversations with local initiatives, experts and citizens.

Feedback: Answers to the Social Media survey questions suggest that even though there are already initiatives for sustainability locally, there is often a lack of visibility. Local citizens are not always aware of the initiatives already active, or how they could support them.

Achievements

Number of posts, reels and stories shared: 14

Total reach achieved: approx. 300



Media Campaign Promoted Initiatives

Existing initiatives by Kleve authorities

Wie wird Nachhaltigkeit konkret umgesetzt?
Zum Beispiel durch:

- Radverkehrskonzept** (Icon: person on bicycle)
- Konzept "Insektenfreundliches Kleve"** (Icon: insects)
- Ausstellungen & Vorträge** (Icon: person at a presentation)
- Förderungen für Begrünung und energetische Sanierung** (Icon: hand holding a coin)
- Austausch mit der Wissenschaft** (Icon: hand holding a lightbulb)

Infos von kleve.de

Free rental of cargo bikes

Kostenlos Lastenrad leihen? In Kleve geht das!

Die Stadt Kleve bietet ein kostenloses Lastenrad-Sharing an – perfekt für Großeinkäufe oder Kindertransport!



National bike commuting challenge

21 TAGE FÜRS KLIMA RADELN & KILOMETER SAMMELN. KLEVE IST DABEI – DU AUCH?

www.stadtradeln.de/kleve

App for reporting bike lane damages

RADar!-App



Melde gefährliche Stellen oder fehlende Radwege direkt per App. Mach Kleve sicherer!

www.radar-online.net/informationen-radelnde



The Street Action

A street action was done in Klevé to complement the online campaign. The youth ambassador team painted a bike lane on the street where they would wish for better bike infrastructure as a way to promote more sustainable mobility in the city.



This action was done to raise awareness among pedestrians who pass by on their way to work, school or for their daily business. They were informally confronted with the local issue of mobility that affects everyone's daily life but is not often talked about in public. The action called for citizen's attention and offered an opportunity for interaction with the people. The Youth ambassadors engaged pedestrians in informal interviews to hear their opinions on bike transport and infrastructure in Klevé, and on their views of sustainable mobility.

Number of pedestrians engaged: 20

With save and well-built bike lanes throughout the city. like in the Netherlands, I think I would go by bike more often.

“ These cargo bikes are really useful. Getting my groceries home is a main reason I use the car instead of the bike. I wish we had more of them to rent in better locations. ”

I actually didn't know the community is already doing something for greener mobility. But people have to know about it to really make a difference.





Zanzibar: Making Vocational Training Climate Smart



Background

The campaigns were implemented to raise awareness of the ecological and economic importance of seaweed cultivation in Zanzibar, while promoting sustainable harvesting practices and value addition opportunities.

Seaweed farming is a vital livelihood activity for many coastal communities in Zanzibar, contributing to household incomes, food security, and environmental resilience. However, unsustainable practices and limited knowledge on value addition continue to constrain the sector's potential. These campaigns aimed to address these challenges through targeted awareness, training, and stakeholder engagement.

The Message

**Ocean of Opportunity:
Cultivating a Sustainable
Future with Seaweed"**

Youth Campaign



The Objectives

1. Promote the ecological importance of seaweed cultivation in marine ecosystems.
2. Enhance community knowledge on sustainable harvesting and cultivation practices.
3. Empower seaweed farmers with skills in value addition for economic diversification.
4. Strengthen community participation in conservation-driven livelihoods.

The Audience

- Local seaweed farmers
- Students in vocational training and young entrepreneurs
- Community members

The Activities

1. Bwejuu Beach Awareness Session – 27 July 2025

- Participants: 10 seaweed farmers.
- Focus: Sustainable seaweed farming practices.
- Topics Covered:
 - Environmental conservation measures.
 - Responsible harvesting methods.
 - Long-term viability of seaweed cultivation as a livelihood.

2. Dole Zanzibar Awareness Campaign (with 200 community members and seaweed farmers)

- Community Engagement Sessions: Discussions on the ecological and economic significance of seaweed farming.
- Value Addition Workshops: Demonstrations on processing seaweed into products such as dried seaweed, powders, cosmetics, snacks, and organic fertilizers.
- Educational Material Distribution: Printed guides on sustainable harvesting and cultivation techniques.

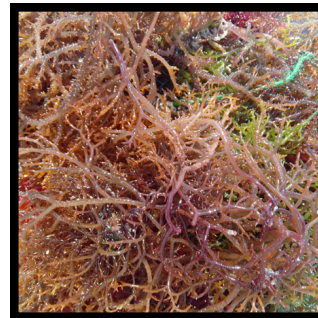
Campaign Activities & Key Outcomes

The campaigns employed a participatory and interactive approach, combining community engagement sessions, practical demonstrations, and distribution of educational materials. Activities were delivered in close collaboration with local seaweed farmers, community leaders, and relevant stakeholders.



Key Outcomes

- Increased awareness among participants on sustainable farming methods and environmental stewardship.
- Enhanced skills in producing value-added seaweed products.
- Strengthened community commitment to environmentally friendly cultivation practices.
- Established networks between farmers, trainers, and market facilitators.



Achievements



Number of persons involved in a physical activity: 220



Challenges

- Limited processing infrastructure for large-scale value addition.
- Market access constraints for value-added products.
- Need for continuous technical support to ensure adoption of best practices.

Recommendations & Way Forward

- Capacity Building: Continue targeted training programs focusing on sustainability, advanced value addition techniques, and quality standards.
- Market Linkages: Facilitate partnerships with buyers, processors, and exporters to increase income opportunities for seaweed farmers.
- Outreach Expansion: Extend awareness campaigns to other coastal communities across Zanzibar.
- Research & Innovation: Collaborate with research institutions to develop improved cultivation techniques and new product lines.

Conclusion

The Seaweed Awareness Campaigns at Bwejuu Beach and Dole successfully achieved their objectives of raising awareness, improving skills, and strengthening the sustainability of seaweed farming practices. By addressing both ecological and economic aspects, the campaigns have laid a strong foundation for the growth of the seaweed sector in Zanzibar.



Conclusion



The Warming Schools youth campaigns showed what happens when young people are trusted to lead. From rethinking fashion in Kenya, to protecting forests in Slovenia, to experimenting with circular farming in Rwanda, each initiative proved that creativity, knowledge, and collaboration can spark real change in local communities. Across nine countries, youth mobilized peers, engaged schools, reached thousands online, and tested new ways of learning-by-doing—from murals and swap parties to seaweed training and bike-lane advocacy.

The achievements were diverse but united by a shared purpose: to raise awareness, shift habits, and open dialogue about sustainability. Participants learned that campaigns work best when they combine practical skills with storytelling, when they meet people where they are—whether on social media, at the beach, or in a schoolyard—and when youth voices are amplified through partnerships with educators, local leaders, and media.



Recommendations for future action

For others who wish to support young people in leading similar actions, three lessons stand out clearly.



First, give space for creativity: youth respond strongly to approaches that are visual, hands-on, and locally grounded.



Second, ensure continuity: short campaigns inspire, but lasting impact requires follow-up opportunities and sustained mentorship.



And third, embrace diversity: bringing together learners from different backgrounds not only enriches the ideas but strengthens the networks needed to keep the work alive.

In the end, these campaigns remind us that young people are not only the leaders of tomorrow, but changemakers today. With the right support, they can turn knowledge into action, and small ideas into seeds of transformation—laying the groundwork for greener futures in their schools, communities, and beyond.



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