



YouthGreen 5.0 – Fair Transition with Green Skills and Circular Economy



Green Awareness Campaign Management Strategy

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Legal Disclaimer

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Copyright Statement

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1. Introduction

This Green Awareness Campaign Management Strategy has been prepared within the scope of the Youth Green 5.0 Fair Transition with Green Skills and Circular Economy Project, hereafter referred to as Youth Green 5.0. The overall objective of the Youth Green 5.0 project is to empower young people across Europe as leaders of the green transition, equipped with the essential skills, market knowledge, and opportunities to build sustainable careers and actively shape. The YouthGreen 5.0 Project has been funded by the EU within the ERASMUS+ PROGRAMME¹.

Thanks to the efforts of six partners of the project in four different countries: Türkiye, Estonia, Spain and North Macedonia.

- ▶ Türkiye (3): MEV, AYBU, PRO-EK
- ▶ Spain (1): FETICO
- ▶ North Macedonia (1): Think Up Digital
- ▶ Estonia (1): NGO Pro Consensio

YouthGreen 5.0 is structured around five interconnected strategic objectives in three work packages, designed to deliver tangible, measurable impact in green skills and youth empowerment across Europe.

1. Green Skills Development (Green Skills Training Module and Job Transition & Green Jobs Guide)
2. Career Pathway Creation in the green economy (Green Carer Database and AI-powered career simulation tools)
3. Green Entrepreneurship Promotion (Training and Green Entrepreneur Bootcamp)
4. Policy Engagement & Civic Participation (Sustainable City Policy Camps)
5. Awareness & Outreach (Green Awareness Campaign and Green Youth Summit)

WP1: Project Management and Coordination

WP2: Green Skills and Circular Economy Training

WP3: Youth Engagement, Outreach & Sustainable City Policies

As an integral part of the project's engagement and dissemination activities, the Green Awareness Campaign, led by NGO Pro Consensio and supported by MEV and other project partners, is a digital campaign that focuses on raising public awareness of

¹ https://www.euro-access.eu/media/file/668_awp-erasmus-oct-2025_en.PDF

Erasmus+ Cooperation Partnerships in the field of youth allow organisations to increase the quality and relevance of their activities, to develop and reinforce their networks of partners, to increase their capacity to operate jointly at transnational level, boosting internationalisation of their activities and through exchanging or developing new practices and methods as well as sharing and confronting ideas. They aim to support the development, transfer and/or implementation of innovative practices as well as the implementation of joint initiatives promoting cooperation, peer learning and exchanges of experience at European level. Results should be re-usable, transferable, up-scalable and, if possible, have a strong transdisciplinary dimension.

climate-friendly behaviours, encouraging young people to participate actively in youth-led green initiatives, and promoting green careers and sustainable behaviours.

This campaign management strategy document aims to provide partners with a clear, easy-to-implement, multimedia-focused campaign strategy and communication tools required to implement the campaign effectively to promote green skills for green careers and sustainable behaviours by sparking interest and raising awareness among young people who would like to participate in youth-led green initiatives.

The overall structure of the Green Awareness Campaign Management Strategy is intended to reflect and complement the outcomes of the YouthGreen 5.0 project.

This strategy document firstly presents the design of the awareness campaign, which covers objectives and principles, target groups, communication tools and messages, then it provides an outline on how the campaign could be implemented in practice, including implementation phases, areas for content creation, the timeline, responsibilities for coordinating, and finally the framework for monitoring and evaluation, reporting aligning with QAP (Quality Assurance Plan) of the project and sustainability approach for post-campaign period.

The methodologies and best-practice tools outlined here have been derived from desk research and the experience and expertise of the campaign lead (NGO Proconsensio, Estonia) and all project partners.

The Campaign Management Strategy is a ‘living document’ and will be periodically updated over the life of the project, as further analysis and planning take place.



1.1. Project in brief

Programme	ERASMUS+ PROGRAMME
Project Title	YouthGreen 5.0 – Fair Transition with Green Skills and Circular Economy
Project Number	2025-1-TR01-KA220-YOU-000352941
Action Type	KA220-YOU - Cooperation partnerships in youth
Call	Call 2025 Round 1
Agency	Turkish National Agency
Project Coordinator	National Education Foundation (MEV)
Duration	24 months from 01.10.2025 to 30.09.2027
Website	www.youthgreen5.org

Consortium: **MEV** -National Education Foundation, Milli Eğitim Vakfı (Türkiye, Coordinator)
AYBU- Ankara Yıldırım Beyazıt University (Türkiye)
PRO-EK-Proactive Education, Science and Culture International NGO (Türkiye)
Think Up Digital (North Macedonia)
FETICO-Confederation of Independent Trade Unions (Spain)
NGO Pro Consensio (Estonia)

2. Problem Statement

Half of the world's population is 30 years old or younger, and this figure is expected to reach 57 per cent by the end of 2030. This is the largest generation of young people in history. Green skills include technical knowledge, expertise and abilities that enable the effective use of green technologies and processes in professional settings. Kristy Drutman, co-founder of the Green Jobs Board, emphasizes that "one of the main challenges we face as young people in accessing green jobs is the lack of clarity on career paths and training resources, as well as the lack of mentoring or support systems to develop a green career".²

According to the OECD study, "The intersection of education, career aspirations of young people and the labour market in fostering sustainability presents a complex landscape. Surveys from around the globe point toward strong interest in green jobs among young people; however, there is a disconnection in how effectively education systems are aligning with this demand. There remain challenges such as a lack of awareness about green career opportunities, limited training options and uncertainty about qualifications and skills that underscore the need for more comprehensive career guidance systems and educational initiatives."³

A survey conducted in France with 1030 youth by Opinion Way for the Institut Supérieur de l'Environnement in 2023 and by Céreq in 2022 provided additional insights about youth green career thinking. Two-thirds (64%) of French youth aged 18 to 24 expressed interest in working within the green sector, with 38% viewing it as a 'dream job' (OpinionWay, 2023). Youth expressed the greatest interest in green jobs related to **pollution, biodiversity, water and waste management, and recycling**. However, the survey revealed that while professions in the ecological transition are appealing to many, there are several barriers that hinder entry into green jobs. The reported and perceived challenges included a **lack of awareness about eco-related occupations**, limited opportunities, and inadequate training. Particularly, **18 to 24-year-olds cited a lack of knowledge (38%)** and salary concerns (28%) as primary barriers, with 26% simply lacking interest. **Despite these obstacles, 66% of young adults reported that they were planning to undertake specialised environmental training, indicating a strong desire to enter the field.**⁴

According to the ETF (European Training Foundation), one significant challenge in incorporating sustainability competences and green technical skills into education and training systems is the limited awareness of the concepts of a green economy and sustainable development among educators (teachers, trainers, etc.). While trainers can

² <https://unfccc.int/news/why-are-green-skills-important-for-youth>

³ <https://dx.doi.org/10.1787/e6ad2d9c-en> (page20)

⁴ <https://dx.doi.org/10.1787/e6ad2d9c-en> (page 20)

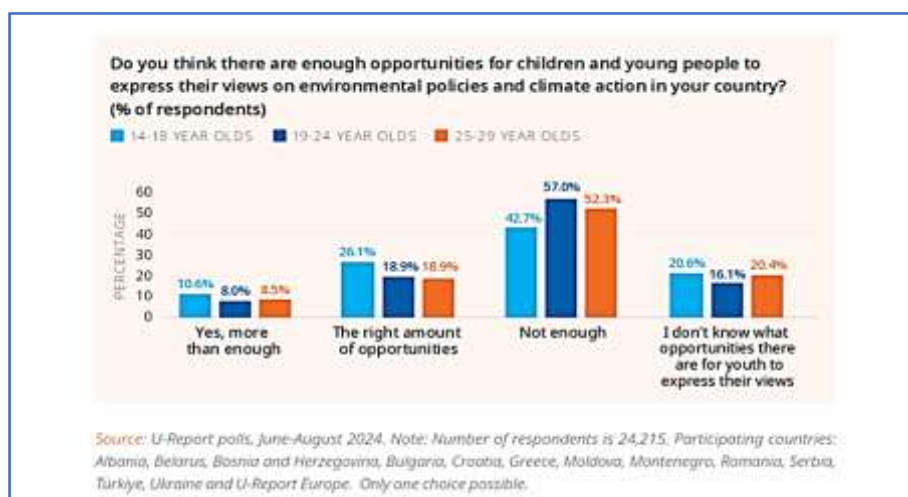
acquire relevant skills and knowledge through professional experience, teachers typically obtain their skills and knowledge in formal educational settings.⁵

According to the [ILO](#), 100 million jobs can be created through the transition to sustainable energy sources and a circular economy scenario. However, some existing jobs are expected to become obsolete, and the benefits of the transition are unlikely to be distributed geographically or demographically unless young people are provided with the necessary training and support systems.⁶

This underlines the importance of education and training opportunities to be provided to build ecological awareness in new generations. While LinkedIn shared data showing a growing demand for green jobs among youth, urging for systemic changes in education and policies to bridge the skills gap.⁷ The transition to a greener economy requires a concerted effort to update and expand curricula, foster industry partnerships, and provide students with ample practical experience. Additionally, **raising awareness about the importance of sustainability and green careers among students and educators is crucial for driving interest and commitment to these fields.**

According to the findings of the joint regional report by UNICEF and ETF ⁸, Young people do not feel their education prepares them for a green economy and social media is the main source of information for young people in climate change.

Another key implication highlighted in the report is that there is a consensus on insufficient opportunities for children and young people to express their views on environmental policies and climate action



⁵ chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.etf.europa.eu/sites/default/files/2023-11/Skills%20for%20the%20green%20transition.pdf (page 13)

⁶ <https://unfccc.int/news/why-are-green-skills-important-for-youth>

⁷ chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/PDF/Global-Green-Skills-Report-2024.pdf

⁸ chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.etf.europa.eu/sites/default/files/2024-11/2024_Green%20Skills%20Report_Edited.pdf (page 9, 11 and 33)

The development of green skills among individuals is being driven by environmental awareness. Mastery of environmental knowledge enables individuals to develop a high level of environmental awareness and to internalise and implement environmentally friendly and sustainable behaviours.⁹

In this regard, the YouthGreen 5.0 green awareness campaign will lay the foundation for developing green skills among young people by raising environmental awareness and sustainable behaviours among target groups, encouraging youth participation and policy impact, and promoting cross-sectoral cooperation.

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https://www.researchgate.net/publication/374432652_Building_a_Sustainable_Future_Unraveling_the_Link_between_Environmental_Awareness_and_the_Cultivation_of_Employability_and_Green_skills-A_Literature_Review/link/651d6a2afc5c2a0c3bb5ec16/download?tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIn19

3. Objectives and Principles of the Green Awareness Campaign

The objective of the Green Awareness Campaign is to raise public awareness about green skills and green careers, sustainability, and youth-led environmental initiatives through digital and community outreach.

The campaign has the following purposes:

1. To assess young participants' environmental knowledge as a baseline and disseminate information to raise green awareness;
2. To raise awareness about green skills and green careers (covering all aspects, including green entrepreneurship)
3. Promote sustainable behaviours
4. To encourage young people to participate actively in youth-led green initiatives
5. To create widespread multimedia content in the digital environment
6. Target to reach 5,000 individuals in 20+ months

Campaign principles

1. **Clear**
2. **Comprehensible**
3. **Accessible and Inclusive**

Readability: The messages should be easy to write and easy to read

- **Colors:** should avoid the use of just colour to distinguish information, and use a [colour contrast checker](#) to ensure that information is readable – use a contrast ratio of 4.5:1
 - **Images:** It is essential to ensure that key guidance messages are posted in copy, rather than solely using an image. Furthermore, it is crucial to verify that any images of printed documents include links to HTML versions or OpenDocument formats. Providing alternative text for images and graphics featured on digital platforms, including social media, is essential for accessibility.
 - **Videos:** Considering the users with disabilities. Ensure voiceovers match on-screen text, describe visual information, use subtitles or captions, and avoid flashing images. Animations and step-by-step videos to clarify messages.
4. **Multi-language capabilities:** social media and digital tools are translated into different languages to suit the target audience.
 5. **Evidence-based monitoring:** outputs, outtakes, and outcomes throughout the campaign are monitored and assessed using both quantitative and qualitative indicators, including website metrics, satisfaction, and platform engagement.
- Final evaluation is made once it is complete.
- Number of visitors on the campaign website (together with YouthGreen 5.0)
 - Number of downloads of the campaign materials per language

- Number of views on the Video site
- Number of downloads of the Video site
- Number of mentions of the campaign hashtag on social media
- Number of media appearances

4. Target Audience

The Youth Green 5.0 Project and its interconnection with the green awareness campaign result in the sharing of common target groups with clear grouping for communication.

No	Target Audience (Whose awareness and attitudes do we want to change?) PRIMARY	Influencers (Who can influence the target audience?) SECONDARY	Potential allies (Who is likely to support the target audience for desired awareness?) SECONDARY
1	Young People (Ages 16-18) aiming to prepare for future careers in the circular economy and green jobs.	Teachers / Schools / Youth Centres Families Peers Youth workers	Schools Media Ministries
2	Young people (ages 18-30) aiming to prepare themselves for future careers in the circular economy and green jobs.	Green Economy Stakeholders (employers, industry associations, SMEs, and investors within sustainability, circular economy, and renewable energy sectors) who provide support for the development of the future green workforce.	Policymakers & Municipal Representatives (local government officials, urban planners, and environmental policy experts) who listen and implement youth-led policy recommendations
3	Young people (aged-16-30) with fewer opportunities (Youth from rural or remote areas, refugees, young people with a migrant background and economically disadvantaged or unemployed youth)	Green Economy Stakeholders	Policymakers & Municipal Representatives
4	Youth Workers & Educators who provide career guidance, training programmes with all the needed materials to support young people in the green careers and	Green Economy Stakeholders	Policymakers & Municipal Representatives

No	Target Audience (Whose awareness and attitudes do we want to change?) PRIMARY	Influencers (Who can influence the target audience?) SECONDARY	Potential allies (Who is likely to support the target audience for desired awareness?) SECONDARY
	transition process.		

The identification of primary and secondary audiences (influencers and supporters) is essential for ensuring the successful communication of the green awareness campaign with the primary audience. The green awareness campaign, which promotes green skills, green careers, and sustainability behaviours for young people, will be most effective if it also targets a persuasive secondary audience that may support them in pursuing green employment and internship opportunities, as well as developing or adopting policies.

5. Campaign Elements

Campaign elements cover communication tools and channels foreseen during the life of the project, including content creation methodology and following the results.

5.1 Communication Tools and Channels

Communication involves packaging and delivering information strategically to achieve the greatest impact with the help of technological innovation to reach larger and more diverse audiences. The communication tools chosen here are the various channels where the target groups of the campaign are considered the most active.

5.1.1 Project website

The YouthGreen5.0 website is the best tool to communicate about the project and the green awareness campaign. It is composed by MEV with the collaboration of all partners. The domain name is www.youthgreen5.org, hosted via the platform XXX. The contact e-mail for the project will be established for official communication to external parties. XXXXXX..... manages this e-mail account.

The project website will use QR codes with the logo to link to the campaign site, where people can find all your social media handles. This makes sharing information easier and improves visibility for the green awareness campaign.

The project website will feature inline share buttons that work with a wide range of green awareness posts, blog articles, and digital images. 

Some partners (with non-profit status) may apply for the **Google Grant** for non-profit organizations, if eligible. This may significantly increase the popularity of the project website /green awareness site (<https://www.google.com/grants/>)

The website is in the testing phase. The complete website will be launched in March 2026.

5.1.2 Social media platforms

The project has social media accounts created by MEV. These accounts will be used to spread messages and awareness about green issues to a wider audience. MEV created the X account and Instagram Accounts to reach the targeted audiences.

- ▶ <https://www.instagram.com/youthgreen5/>
- ▶ <https://x.com/youthgreen5>
- ▶ <https://www.facebook.com/youthgreen5>
- ▶ <https://www.youtube.com/@youthgreen5>
- ▶ <https://linkedin.com/company/youth-green-5-0>

Research indicates that the best times for posting on **Instagram** are Tuesday to Thursday, 10 a.m. to 2 or 4 p.m. For **Facebook**, the best times are Monday to Friday, 9 a.m. to 2 p.m. and 5 p.m. For **LinkedIn**, the best times are Tuesday and Wednesday, 10 a.m. to 10 p.m. For **YouTube**, the best times are Monday to Wednesday, noon to 7 p.m. and 8 p.m.¹⁰

The green awareness campaign team, led by NGO Proconsensio, will use social media management tools provided by MEV:

These tools will be used to schedule posts and track performance across all of the youthgreen5 social media networks from one dashboard. (Annex-1)

With regard to the use of hashtags on social media, the project name will be used during the campaign as **#YouthGreen5.0** to avoid using multiple hashtags and ensure clear communication. This hashtag is instrumental in quickly conveying the project's and

¹⁰ <https://sproutsocial.com/insights/best-times-to-post-on-instagram>
<https://sproutsocial.com/insights/best-times-to-post-on-facebook>
<https://sproutsocial.com/insights/best-times-to-post-on-linkedin/>
<https://sproutsocial.com/insights/best-times-to-post-on-Youtube/>

campaign's subject matter to the reader. The consistent use of this hashtag will also help to build the YouthGreen5.0 brand.

To increase the number of followers and impressions, a campaign (editorial) calendar will be prepared to ensure the publication of posts regularly.

5.1.3 Other engaging tools for better communication

Infographics

Users appreciate infographics, which are graphic representations of information, data or knowledge that are attractive, colourful and easy to understand at a glance. That's why they are powerful tools that transform complex environmental data and narratives into engaging and easily digestible visual stories¹¹.

Polls and surveys

Asking questions is a better way to create interaction. These questions must either relate to the campaign topic and the target groups' expectations or be creative, using an issue to attract attention and spark dialogue. (Annex-2)

Special days, project events

In conjunction with a certain celebration or event (International Youth Day or World Environmental Day, i.e.), the campaign will produce related content. The campaign will also promote the project events in conjunction with the thematic areas to foster youth engagement with these events. (Annex-3)

Sharing stories: youth created contents

In the era of social media, youth desire to be at the centre of attention, as a desire for popularity or to share something: youth and youth workers who have been involved in the project activities can be asked to create and share their content, their stories or experiences or comments related to the campaign. When they join the youth activities organised by the project, this will motivate them to participate, share their thoughts and develop proposals.

Blogging for green awareness

The editors working on the green awareness campaign will write short and interesting articles presenting accurate information for young people. The campaign website can also host other bloggers and organisations to expand the network and make a greater impact in reaching a wider audience.

SEO (search engine optimisation) will be applied to the campaign website so that blogs or campaign content rank higher in search engine results pages (SERPs) when people search for keywords. One of the key components of SEO is therefore to use relevant keywords in blog posts. Content writers will ensure that keywords are included in titles, headings, subsections and throughout articles and news items. Blogs will also include bullet points for key takeaways, as well as visuals, infographics or videos.

¹¹ <https://climate.sustainability-directory.com/question/why-are-infographics-important-for-environmental-awareness/>

The blog articles in the green awareness campaign site will include a description of the page (**meta description**), which is displayed below the title tag in search results and should not exceed 160 characters. This description should convince users to click. The **URL** should include the target keywords (short, descriptive, and keyword-rich) and indicate the site hierarchy.

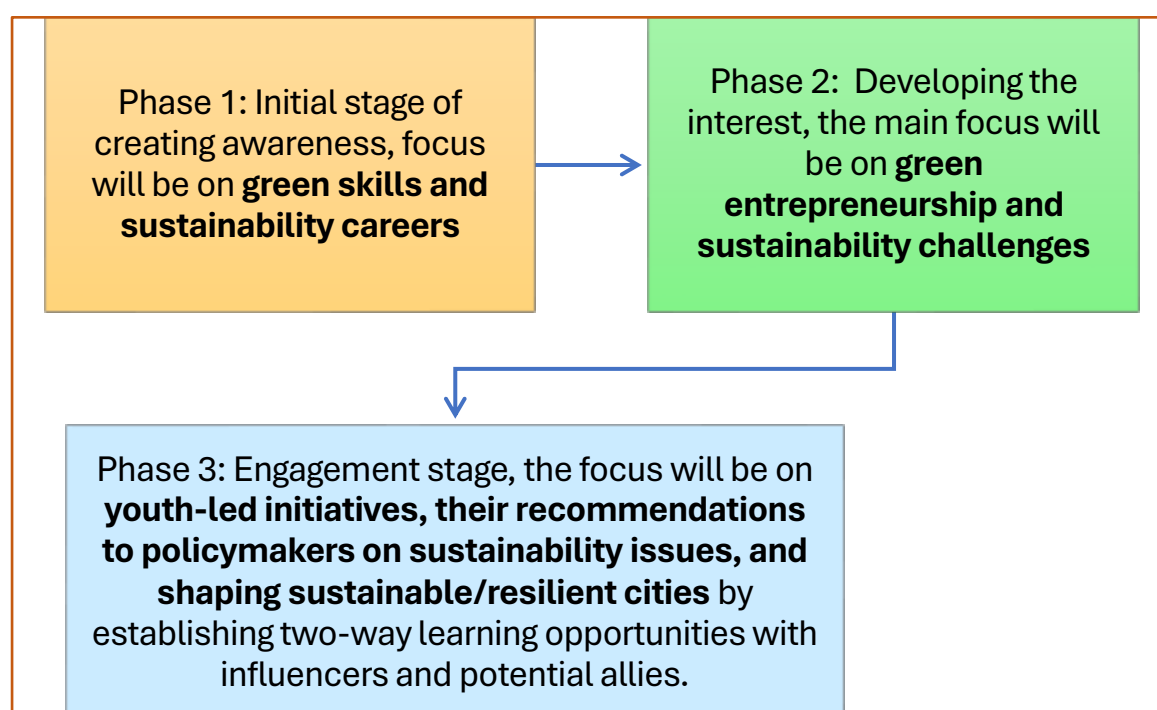
5.2 Content creation

The campaign team and all partners will decide and create a compelling campaign slogan and overarching storyline that captures the attention and interest of young people, aligning with the tone of the EU's sustainability goals and long-term climate action strategies.

The campaign will promote inclusivity by avoiding stereotypes and languages defining people by their limitations. Representatives of the young, diverse generation will have the opportunity to share their experiences and opinions on environmental issues on the campaign website.

The green awareness campaign will follow the phases from **awareness** to **interest** to **engagement**.

The campaign focus is designed to progress **in these three phases**, in line with the evolving sequence of project activities and stages from awareness to engagement.



Following contents are intended to be created by the campaign

Table 1. Content Creation Guidance

Action Type	Platform Where	Content What (Phase 1,2,3)	Result / Follow-up
Campaign slogans to address an urgent problem	Project website Partner's websites Social media Digital tools Project's printed materials	Simple, easy to remember,	Creating a brand name Creating an interest
Campaign Messages and repeating the messages ¹²	Project website Project website Partner's websites Social media Digital tools	“What?” refers to the basic information being conveyed “So What?” addresses the reasons or benefits for action “Now What?” clearly defines some desirable and productive engagement. Follow the main themes at the three phases corresponding to.	Young people understand the purpose and goals of the campaign. The campaign team may identify and contract a couple of young influencers, tailor good messages,
Interview contents	Project website Partner's websites Social media Digital tools	Asking the same simple question to students or young adults in all partner countries in the project.	This would create the baseline for the campaign to understand the current situation with sampling across these partner countries.
Creating polls (The campaign will create a short and simple quiz for followers and apply it regularly)	Project website Social media	1) What are green skills? 2) Which environmental practice would you try to incorporate	The results of the poll in other types of posts will also be used to inform followers. For example, based on their responses, the poll/quiz could ask, “Do you know how to gain green skills?”

¹² **The rule of seven** (<https://easin.jrc.ec.europa.eu/easin/Document/BewareofAliens/EU-IAS-MANUAL.pdf>)

In the marketing world, there is the magic ‘rule of 7’. It’s been proven that a person needs to see or hear a message 7 times before taking action. This rule dates from the 1930s, so it’s very likely that in a world where we get bombarded with messages, it’s even easier to be overlooked compared to those early years.

Action Type	Platform Where	Content What (Phase 1,2,3)	Result / Follow-up
		more into your daily life?	or “How can you make more sustainable choices?”
Videos /Interviews	Project website Youtube	Emphasis on “small initiatives /small steps to make a difference.”	Exploring young people’s necessary knowledge about, and finding the topic they are the most passionate about
Videos- Role models	Project website Partner’s websites Youtube	I support green skills, and what I did... I support sustainability, and what I did I support green skills because... I support sustainability because...	Role models motivate young people; showing examples of those who are committed to sustainable behaviours or green skills have achieved a great deal.
Web Blogs Stories FAQs	Project website Partner’s websites	- Write in short, motivational language. - Highlight the benefits and value. - Encourage audience action.	Does it generate additional media coverage?
Illustrations, infographics	Project website Partner’s websites Social media	The Infographics will be created to correspond to the three phases of the Campaign.	Process indicators
Digital posters	Project website Partner’s websites Social media	Three digital posters will be produced for three phases of the campaign.	Process indicators
Project events	Project website Partner’s websites Social media	Project events based on the output or activity will be covered in all channels of the campaign	(outcome indicators) Can we see changes in knowledge or attitudes
Press releases			
Interactive Youth Engagement Platforms:	Project website	Self generated	Online focus group meetings or webinars

Action Type	Platform Where	Content What (Phase1,2,3)	Result / Follow-up
User-generated contents			

6. Campaign Monitoring and Evaluation Approach with Timeline

The Campaign will move its audience along with the progress of the other project

For each month, all partners will produce social media content and posts (including hashtags) according to the topic identified by the campaign team for that month (please see Table 3. Campaign Management – Monitoring and Evaluation Plan below). **It is expected that each partner will produce at least one or two posts per month.**

The campaign management team will support all partners in creating content. Posts can be written in the languages of the partners' countries of origin, in English, or in both languages. Partners can post content topics on their own channels as well as YouthGreen5 channels

activities; the first move is to focus on the target audience, understand the problem (awareness), then provide the evidence to convince them that particular attention is needed (interest), then motivate them to change (engagement), and finally provide them opportunities to take action.

During the campaign, performance measurement indicators, or KPIs, will be used. These metrics include social media mentions, website traffic, engagement rates and participant sign-ups, or similar. Measurement is a continuous process; therefore, project partners and the campaign team will review these metrics regularly to evaluate the effectiveness of the campaign's content and adjust strategies based on insights and feedback.

6.1 Green Awareness Campaign Management Plan

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep
M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
2025			2026												2027								

Activities	Objective	Indicators (KPIs) Digital Metrics	Means of verification	Baseline	Data collection frequency (Quarterly)
Phase 1- Awareness Green skills and Sustainability careers		Target: 2,000+ engagements			M4-M8
1.1 Development of the green awareness campaign page within the project's website, including the creation of an analytical metrics follow-up system and online content for the campaign.	To develop a campaign site with a specific directory within the project website	Baseline	Project website Project -campaign social media accounts	N/A	M4-M5
1.2. Develop the first assessment activity to understand what our audience wants, what they already think.	To assess young participants' environmental knowledge as a baseline	# of interviews with young people in different countries.	Video interviews	N/A	M4-M6
1.3 Create and disseminate content by all partners with -10 social media posts per month -2 short videos	To disseminate information to raise green awareness on What are green skills	# of downloads of the campaign materials per language # of views on the Video site	Project website: Google Analytics Social media	Creates the baseline	M6-M7

Activities	Objective	Indicators (KPIs) Digital Metrics	Means of verification	Baseline	Data collection frequency (Quarterly)
-5 infographics on green skills -2 blog posts on sustainability careers ► Green skills ► Sustainability careers	Sustainability careers What are green jobs To measure the results	#of downloads of the Video site # of mentions of the campaign hashtag on social media # of media appearances	analytics tools : Buffer, Hootsuite hashtag tracking tools		
1.4 Create and apply a poll (<i>a short and simple quiz</i>) The results will be posted to inform followers and prompt a second phase of questions. “Do you know how to gain green skills?” or “How can you make more sustainable choices?”	To assess the knowledge and attitudes of the target groups, create a baseline, and develop effective approaches.	# of replies Assessment of the results	Poll results-1	Creates the baseline	M6-M8
1.5 Prepare Phase-1 Campaign Report -Collect partners' reports -Collect the results and data from the campaign website and socials. - Share the consolidated report with project partners and QARMC (Quality Assurance and Risk Management Committee)	To document the results	Phase-1 Report is available	Phase-1 Report	Baseline created; with a % 20 increase in awareness targeted for the 2 nd phase	M8

Activities	Objective	Indicators (KPIs) Digital Metrics	Means of verification	Baseline	Data collection frequency (Quarterly)
Phase 2 - Awareness and Interest Content Areas: Green entrepreneurship - Sustainability challenges and Bootcamp promotion		Target: 3,000+ engagements			M9-M14
2.1 Create and disseminate content by all partners with; -15 social media posts per month -3 podcast episodes on green entrepreneurship -Interactive sustainability challenges -4 success stories from participants on ▶ green entrepreneurship ▶ sustainability challenges ▶ green entrepreneur bootcamp	To disseminate information to raise awareness and build interest and foundational understanding on Green entrepreneurship What is green business? Sustainability challenges Green entrepreneur bootcamp	# of interviews with young people in different countries. # of downloads of the campaign materials per language # of views on the Video site #of downloads of the Video site # of mentions of the campaign hashtag on social media # of media appearances	Compare with baseline Google Analytics Social media analytics tools : Buffer, Hootsuite hashtag tracking tools	20% increase captured	M9
2.2 Create and apply a poll (<i>a short and simple quiz</i>)	To assess the knowledge and attitudes of the target groups and develop effective approaches.	# of replies Assessment of the results Compare with Poll result-1	Poll results-2	Compare with Poll result-1	M9
2.3. Videos and interviews with the Green entrepreneur bootcamp participants	Face-to-face interaction: to	Increase in knowledge, skills, and motivation of	Videos	20% increase captured	M9

Activities	Objective	Indicators (KPIs) Digital Metrics	Means of verification	Baseline	Data collection frequency (Quarterly)
	capture and assess the interest of bootcamp participants and trainers in June 2026.	youth participants Youth-led initiatives resulting from the Bootcamp	Activity evaluation forms		
2.4 Prepare Phase-2 Campaign Report -Collect partners' reports -Collect the results and data from the campaign website and socials. - Share the consolidated report with project partners and QARMC (Quality Assurance and Risk Management Committee)	To document the results	Phase-2 Report is available	Phase-2 Report	Comparison of the baseline result-1; If a 20% increase in awareness is reached.	M10-M11
Phase 3- Awareness -Interest-Engagement Youth-led initiatives; Recommendations on sustainability issues to policymakers, sustainable/resilient cities		Target:4,000+ engagements			M12-M24
Activities	Objective	Indicators (KPIs) Digital Metrics	Means of verification	Baseline	Data collection frequency (Quarterly)
3.1. Create and disseminate content by all partners with -20 social media posts per month -2 short documentary films -10 participant success stories -Interactive webinar series (3 sessions) ► youth-led initiatives;	To support and motivate youth-led initiatives, foster collaboration with green business employers and policymakers, and develop the campaign	# of interviews/engagements with young people, policymakers, and green business employers in different countries. # of downloads of the	Webinars Documentary films Success stories	# of engagements	M12-M23

Activities	Objective	Indicators (KPIs) Digital Metrics	Means of verification	Baseline	Data collection frequency (Quarterly)
recommendations to policymakers on sustainability issues ► Sustainable/resilient cities ► Green Youth Summit	further with more posts that engage the target audience through training, policy camps, and green summit activities of the project.	campaign materials per language # of views on the Video site #of downloads of the Video site # of mentions of the campaign hashtag on social media # of media appearances	Google Analytics Social media analytics tools : Buffer, Hootsuite hashtag tracking tools		
3.2 Prepare Phase-3 Campaign Reports Quarterly -Collect partners' reports quarterly -Collect the results and data from the campaign website and socials. - Share the Q reports with project partners and QARMC (Quality Assurance and Risk Management Committee)	To document the results.		Phase-3 1 st Quarterly Report is available Phase-3 2 nd Quarterly Report is available Phase-3 3 rd Quarterly Report is available Phase-3 4 th Quarterly Report is available		M14 M17 M20 M23
3.3. Prepare Consolidated report for M12-23	To assess overall achievements for the targeted period.	Consolidated Report for M12-M23	Consolidated Report for Phase-3		M23
Activities	Objective	Indicators (KPIs) Digital Metrics	Means of verification	Baseline	Data collection frequency (Quarterly)
4. Preparation of the Campaign Final Report.	To illustrate the campaign	The achievement of the results based on the	Campaign Final Report		M24

Activities	Objective	Indicators (KPIs) Digital Metrics	Means of verification	Baseline	Data collection frequency (Quarterly)
The report contains the following segments: • Executive summary • Visual data representations • Methodology • Audience insights • Recommendations for future campaigns • Calculation of key performance indicators • Comparative results to initial benchmarks	interventions according to the indicators that measure the success of the campaign and its positive impact on the project, and to document lessons learned and recommendations.	selection of channels, elements, messages and targeted engagements. - pre/post awareness survey / baseline results - total campaign reach (engagements) - demographic data of the engaged audience - Measurement of behavior change metrics			

6.2 Other Indicators

Result-related Indicators¹³ (Sample)

- ▶ Recall: Number of people who can recall a campaign message or a brand

Impact-related Indicators¹⁴ (Sample)

- ▶ The percentage of the audience reached having a more positive opinion of the campaign's topic as a result of the campaign

7. Sustainability of the Campaign

This digital campaign requires a long-term funding strategy to ensure its sustainability. MEV and other partners will ensure financial sustainability by maintaining the website beyond the lifetime of the project.

The recommendations and measures for sustainability included in the final campaign report will be considered by all partners to ensure the digital campaign is sustainable. This will also present a window of opportunity to start new projects.

¹³EU Communication Indicators mandatory <https://commission.europa.eu/system/files/2023-02/2022%20EC%20Comm%20indicators.pdf>

¹⁴ EU Communication Indicators mandatory <https://commission.europa.eu/system/files/2023-02/2022%20EC%20Comm%20indicators.pdf>

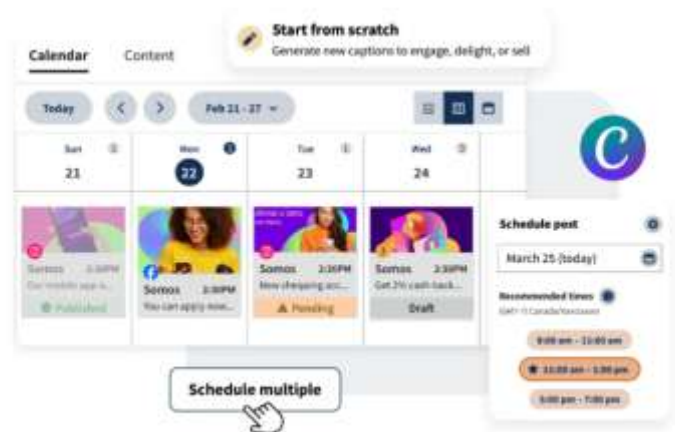
Annex-1 Social Media Management Tools -Samples

Analyze social media performance

Schedule posts and create content

Respond to messages and comments

Track mentions, keywords, and trends



Boost engagement, reach, and follower count with less effort

See the content that brings in the most engagement and revenue and measure how you're performing against your competitors. Plus, get personalized suggestions for how to win in your industry. And, with reports that show you the best time to post for every network, you can say goodbye to hop-scotching between network tabs for good.

[Try it for free](#) [Learn more](#)





Create
Build your own library of content ideas

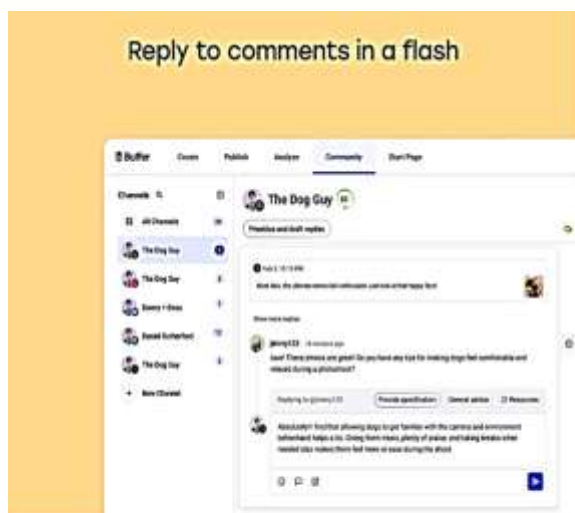
Publish
Plan and schedule your content across social media platforms

Analyze
Measure performance and turn insights into growth

Community
Easily engage with your community

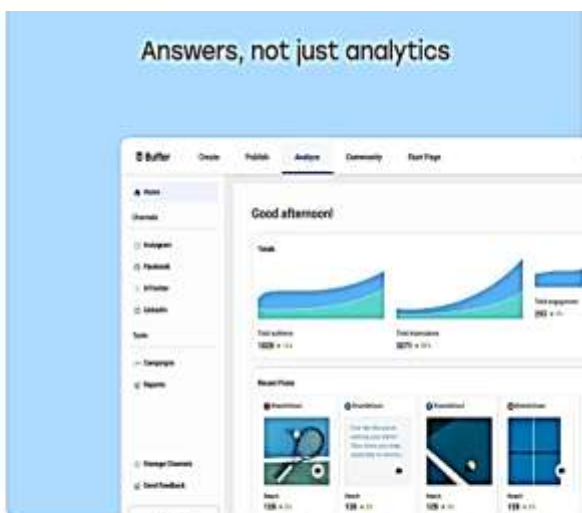
Collaborate
Work together seamlessly, from planning to publishing

Start Page
Build a custom link-in-bio page in minutes



COMMUNITY

Engage with your audience on Threads, LinkedIn, Bluesky, Facebook, Instagram, and X at 10x speed. Buffer will help you triage and respond



ANALYZE

Whether it's basic analytics or in-depth reporting, Buffer will help you learn what works and how to improve.

Annex- 2 Quiz Sample¹⁵

¹⁵ <https://d2n2.startprofile.com/page/green-careers>

Annex-3 Calendar of Important Celebration Days

SAMPLE (To be Updated)

No	Description	Theme	Month	Day
1	International Day of Clean Energy	Focus on renewable energy, efficiency and progress in decarbonisation across operations and supply chains.	January	26
2	Global Recycling Day	Puts material recovery, system efficiency and circular design in the spotlight.	March	18
3	International Day of Zero Waste	Focus on promoting sustainable consumption and waste reduction worldwide.	March	30
4	World Environment Day (Azerbaijan hosts the Day)	2026- Focuses on change – from ending the fossil fuel era, to restoring degraded nature, reducing pollution and demanding the right to a healthy environment.	June	5
5	3–5 June, EU Green Week	Focus on sustainable competitiveness, reduce waste, and promote innovation, circular economy	June	3-5
6	EU Sustainable Energy Week	Focus on renewables and efficient energy use in Europe.	June	9-11
7	World Youth Skills Day	Focus on skills needed for a green and circular economy.	July	15
8	International Youth Day	Theme for 2026: recognize the potential of young people and commit to creating an inclusive and supportive environment for them to thrive; build a brighter future where the voices and talents of youth are valued and respected.	August	12
9	World Humanitarian Day	Recognises crisis response and climate resilience	August	19
10	Zero Waste Week	Focuses on waste prevention and reuse.	September	1-7
11	European Mobility Week	Promotes cleaner transport and ends with Car Free Day	September	16-22

No	Description	Theme	Month	Day
12	World Clean Up Day	Large-scale global action on waste and litter.	September	20
13	World Sustainability Day	A moment to reflect on progress and reinforce long-term commitment	October	8
14	World Cities Day: Promoting Urban Sustainability	Focus on promoting the international community's interest in urban sustainability and encouraging cooperation among countries	October	31
15	COP31-UN Climate Change Conference (Conference of Parties) Türkiye hosts the conference in Antalya in 2026	The UN Climate Conference remains a focal point for global climate commitments. Paris Agreement; in response to the lack of consensus on addressing fossil fuels and deforestation	November	9-20
Insert Your Country's Specific Days				
	Youth and Sports Day (national) -Türkiye		May	19