YouthGreen 5.0 – Fair Transition with Green Skills and Circular Economy

Green Awareness Campaign Management Strategy

Version	Date	Amendments	Review
Version 1	15.02.2026	First Draf	MEV- NGO PRO CONSENSIO
Version 2	14.03.2026	Second Revision	MEV-all partners
Version 4	30.06.2026	Third Revision	MEV-all partners

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Acknowledgement

This project has been funded by the European Union. Project Reference Number: 2025-1-TR01-KA220-YOU-000352941

Copyright Statement

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1. Introduction

This Green Awareness Campaign Management Strategy has been prepared within the scope of the YouthGreen 5.0 – Fair Transition with Green Skills and Circular Economy Project (hereafter YouthGreen 5.0). The overall objective of the YouthGreen 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 future. The project is funded by the EU under the Erasmus+ Programme.[1]

The project is delivered by six partners from four countries: Türkiye, Spain, North Macedonia and Estonia.

- 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 f ve interconnected strategic objectives, delivered through three work packages designed to produce 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 Career Database and AI-powered career simulation tools)
3. Green Entrepreneurship Promotion (Green Skills Training Module and Green Entrepreneur Bootcamp)
4. Policy Engagement and Civic Participation (Sustainable City Policy Camps)
5. Awareness and Outreach (Green Awareness Campaign and Green Youth Summit)

- **WP1:** Project Management and Coordination
- **WP2:** Green Skills and Circular Economy Training

[1] ht ps://www.euro-access.eu/_media/f le/668_awp-erasmus-oct-2025_en.PDF
Erasmus+ Cooperat on Partnerships in the f eld of youth allow organisat ons to increase the quality and relevance of their act vit es, to develop and reinforce their networks of partners, to increase their capacity to operate jointly at transnat onal level, boost ng internat onalisat on of their act vit es and through exchanging or developing new pract ces and methods as well as sharing and confront ng ideas. They aim to support the development, transfer and/or implementat on of innovat ve pract ces as well as the implementat on of joint init at ves promot ng cooperat on, 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.

- **WP3:** Youth Engagement, Outreach and Sustainable City Policies

As an integral part of the project's engagement and dissemination activities, the Green Awareness Campaign is a digital campaign that focuses on raising public awareness of climate-friendly behaviours, encouraging young people to participate actively in youth-led green initiatives, and promoting green careers and sustainable behaviours. The campaign was initially led by NGO Pro Consensio and is now co-led by MEV and NGO Pro Consensio, with support from the other project partners.

This strategy document equips partners with easy-to-implement, multimedia tools to maximise campaign outreach, focusing on promoting green careers and sustainable behaviours while engaging youth in green initiatives. The overall structure of the Green Awareness Campaign Management Strategy is intended to ref ect and complement the outcomes of the YouthGreen 5.0 project.

The methodologies and best-practice tools outlined here draw on desk research and the experience and expertise of the campaign lead, NGO Pro Consensio (Estonia), and all project partners.

The Campaign Management Strategy is a living document and will be updated periodically 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 f gure 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 ef ective 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 ef ectively 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 qualif cations 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 f eld.[4]**

According to the ETF (European Training Foundation), one signif cant 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] ht ps://unfccc.int/news/why-are-green-skills-important-for-youth
[3] ht ps://dx.doi.org/10.1787/e6ad2d9c-en (page20)
[4] ht ps://dx.doi.org/10.1787/e6ad2d9c-en (page 20)

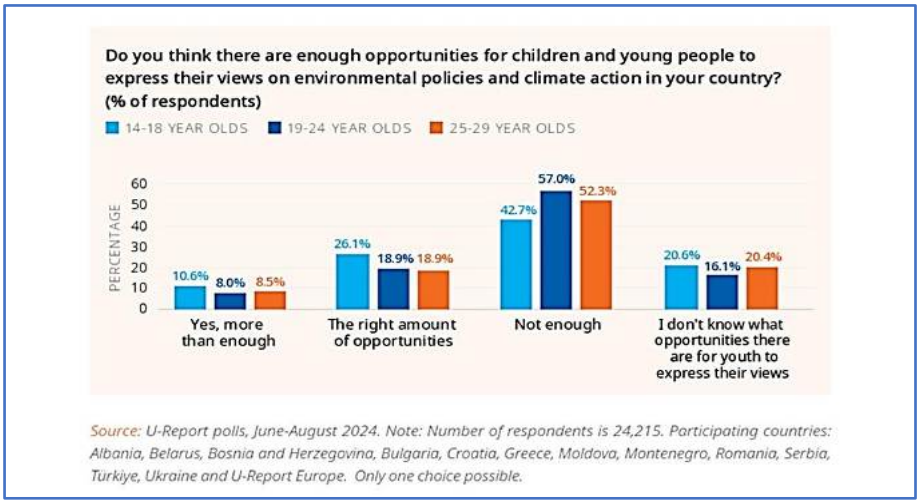
acquire relevant skills and knowledge through professional experience, teachers typically obtain their skills and knowledge in formal educational settings.[5]

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 benef ts 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. LinkedIn shared data showing a growing demand for green jobs among youth, urging systemic changes in education and policies to bridge the skills gap.[7] The transition to a greener economy requires a concerted ef ort 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 f elds.**

According to the f ndings 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 on climate change."

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



[5] chrome-extension://efaidnbmnnnibpcajpcglclef ndmkaj/ht ps://www.et .europa.eu/sites/default/f les/2023-11/Skills%20for%20the%20green%20transit on.pdf (page 13)

[6] ht ps://unfccc.int/news/why-are-green-skills-important-for-youth

[7] chrome-extension://efaidnbmnnnibpcajpcglclef ndmkaj/ht ps://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/PDF/Global-Green-Skills-Report-2024.pdf

[8] chrome-extension://efaidnbmnnnibpcajpcglclef ndmkaj/ht ps://www.et .europa.eu/sites/default/f les/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.

9

ht ps://www.researchgate.net/publicat on/374432652_Building_a_Sustainable_Future_Unraveling_the_Link_between_Environmental_Awareness_and_the_Cult vat on_of_Employability_and_Green_skills-A_Literature_Review/link/651d6a2afc5c2a0c3bb5ec16/download?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIn19

3. Objectives and Principles of the Green Awareness Campaign

The Green Awareness Campaign aims to enhance public engagement and raise awareness about green skills, sustainable entrepreneurship, and youth-led environmental initiatives. This objective will be achieved through a combination of community outreach and targeted digital strategies, including social media campaigns, digital storytelling, and interactive content designed to inspire climate action among young people.

Additionally, following consultation with media experts, the Green Awareness Campaign strategy was strategically revised in July 2026 to maximize public outreach and impact. This optimization was operationalized by embedding a dedicated campaign section directly within the of icial project website. This central hub seamlessly integrates primary project outputs with active campaign pages, instantly routing external target audiences to relevant digital assets, blog articles, and of icial social media channels.

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:** Consider users with disabilities. Ensure voiceovers match on-screen text, describe visual information, use subtitles or captions, and

avoid f ashing images. Animations and step-by-step videos to clarify messages.

4. **Multi-language capabilities: social media and digital tools are translated into multiple 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. Progress and f nal evaluations will be made in accordance with these criteria:
    - 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

While the YouthGreen 5.0 Project and the Green Awareness Campaign share an identical primary target audience, the campaign introduces a more structured target audience to optimize communication impact. It ref nes stakeholders into detailed target groups— categorizing young people by precise age groups (16-18 and 18-30) and isolating high-priority subgroups such as youth with fewer opportunities. It also connects these young people with key inf uencers—like educators and youth workers—and allies, such as policymakers, to create a stronger community impact

No	**Target Audience (Whose awareness and attitudes do we want to change?) PRIMARY**	**Inf uencers (Who can inf uence 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 of icials, urban planners, and environmental policy experts) who listen and implement youth-led policy recommendations

No	Target Audience (Whose awareness and attitudes do we want to change?) PRIMARY	Inf uencers (Who can inf uence the target audience?) SECONDARY	Potential allies (Who is likely to support the target audience for desired awareness?) SECONDARY
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 suppo. rt young people in the green careers and transition process.	Green Economy Stakeholders	Policymakers & Municipal Representatives

The identif cation of primary and secondary audiences (inf uencers 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 ef ective 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 WordPress platform. The contact e-mail for the project was established for of icial communication to external parties. youthgreen@mev.org.tr manages this e-mail account.

Hosting all campaign content on a single project website allows the consortium to track user traffic and engagement metrics accurately. This structure helps us provide transparent, quantitative data. Furthermore, consolidating all digital materials on a unified platform guarantees that young people and partners can continue to access these green resources even after the formal project funding ends.

To support this main website, the project's social media accounts work together to improve our outreach. While social media channels are actively used to capture the attention of young people and stakeholders, this traffic is directly guided back to the project website. This setup ensures that all users are brought together into a single place, where they can easily find training materials, blog posts, and project updates

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

Some partners (with non-prof t status) may apply for the **Google Grant** for non-prof t organizations, if eligible. This may signif cantly 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

To reach the target audiences, MEV established social media accounts to support both the project and the campaign simultaneously. These platforms serve to raise public awareness about green issues and extend the campaign's message to a wider audience.

- https://www.instagram.com/youthgreen5/
- https://x.com/youthgreen5
- https://www.facebook.com/youthgreen5
- https://www.youtube.com/@youthgreen5
- http://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 leadership of the Green Awareness Campaign has been turned into a co-leadership arrangement: MEV administers the campaign website, social media accounts, and evaluation data, while NGO Pro Consensio maintains a coordination role with partners. Under this arrangement, MEV will use the social media management platform. These tools will be used to schedule posts and track performance across all YouthGreen 5.0 social media networks from one dashboard (Annex 1).

With regard to the use of hashtags on social media, the project name will be used throughout the campaign as #YouthGreen5.0, to avoid using multiple hashtags and to ensure clear communication. This hashtag conveys the project's and campaign's subject matter to the reader quickly. Consistent use of this hashtag will also help build the YouthGreen5.0 brand.

To increase the number of followers and impressions, a campaign (editorial) calendar will be prepared to ensure that posts are published regularly.(Annex-3)

5.1.3 Other engaging tools for better communication

Infographics

Infographics and visual outputs are powerful tools that transform complex environmental data into engaging, easily digestible visual stories[11].

Previously, infographics and toolkits were published exclusively in English and Turkish, leaving further translations to the respective project partners. However, moving forward, all upcoming visual outputs and toolkits will be co-published and made available for download across all f ve project languages simultaneously to maximize local impact and ensure cross-border inclusivity.

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)

[10] ht ps://sproutsocial.com/insights/best-t mes-to-post-on-instagram
ht ps://sproutsocial.com/insights/best-t mes-to-post-on-facebook
ht ps://sproutsocial.com/insights/best-t mes-to-post-on-linkedin/
ht ps://sproutsocial.com/insights/best-t mes-to-post-on-Youtube/

[11] ht ps://climate.sustainability-directory.com/quest on/why-are-infographics-important-for-environmental-awareness/

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 content

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) is planned to 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.

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.

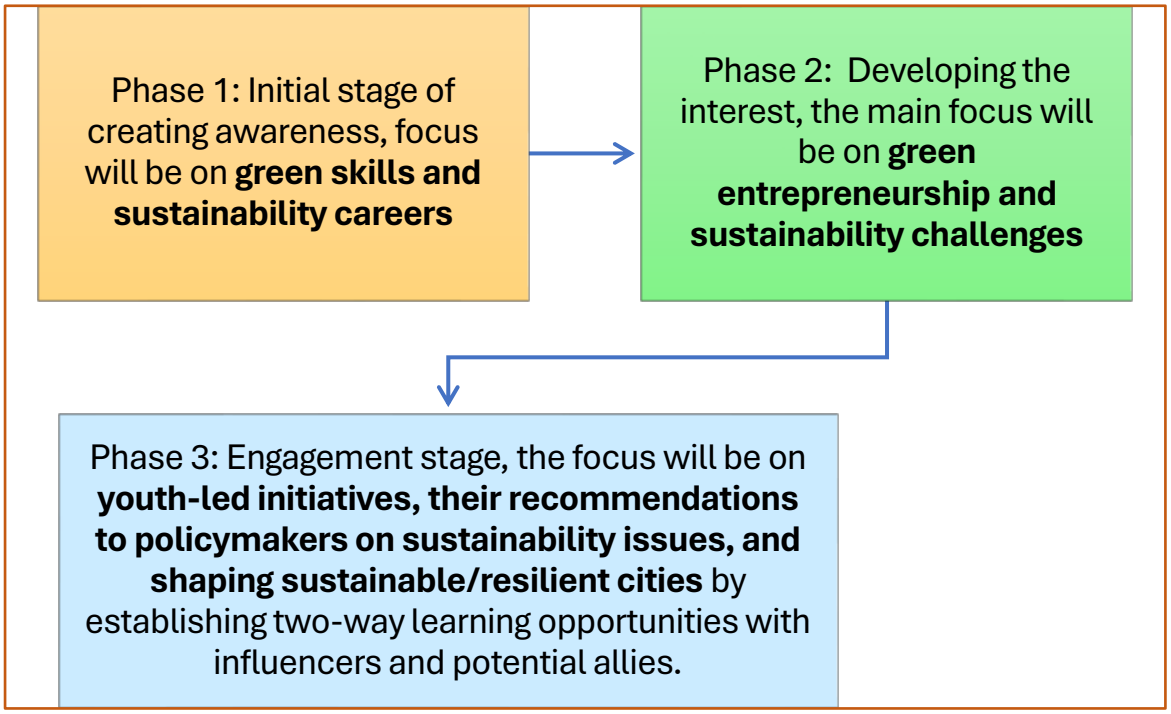
5.2 Content creation

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 (Phase1,2,3)***	**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	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,

[12] ***The rule of seven*** (*ht ps://easin.jrc.ec.europa.eu/easin/Document/BewareofAliens/EU-IAS-MANUAL.pdf*)
In the market ng world, there is the magic 'rule of 7'. It's been proven that a person needs to see or hear a message 7 t mes before taking act on. 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 (Phase1,2,3)***	**Result / Follow-up**
		and productive engagement. Follow the main themes at the three phases corresponding to.	
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 more into your daily life?	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?" 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?

Action Type	**Platform** ***Where***	**Content** ***What (Phase1,2,3)***	**Result / Follow-up**
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: User-generated contents	Project website	Self generated	Online focus group meetings or webinars

6. Campaign Monitoring and Evaluation Approach with Timeline

The Campaign will move its audience along with the progress of the other project activities; the f rst 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 f nally provide them opportunities to take action.

During the campaign, performance measurement indicators, or KPIs, will be used. These metrics include social media mentions, website traf ic, 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 ef ectiveness of the campaign's content and adjust strategies based on insights and feedback.

For each month, all partners will produce social media content and posts (including hashtags) according to the topic identif ed 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

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)
Green Awareness Campaign Virtual activity			**01/10/2025 01/07/2027**		M1-M24
Phase 1- Awareness & Baseline Setting *(Technical Infrastructure & Diagnostic Deployment)* **Awareness: Green skills and green jobs /sustainability careers**		**Target: 800+ engagements**			**M3-M9**
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 specif c directory within the project website	Baseline	Project website/Campaign hub Project -campaign social media accounts	N/A	**M3-M5**
1.2. Develop the first assessment activity to understand what our audience wants, what they already think. *(*) This action combines the green*	To assess young participants' environmental knowledge as a	# of interviews with young people in different countries.	Video interviews	N/A	**M4-M6**

Activities	Objective	Indicators (KPIs) Digital Metrics	Means of verification	Baseline	Data collection frequency (Quarterly)
awareness campaign baseline with the training module needs analysis to leverage overlapping target groups, creating efficiency and project synergy.	baseline				
1.3 Create and disseminate content by all partners with -10 social media posts per month -2 short videos -5 infographics on green skills -2 blog posts on sustainability careers ▶ **Green skills** ▶ **Sustainability careers**	To disseminate information to raise green awareness on **What are green skills** **Sustainability careers** **What are green jobs** To measure the results	# 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	Project website: Google Analytics Social media analytics tools : Buffer, Hootsuite hashtag tracking tools	Creates the baseline	**M6**
1.4 Create and apply a poll (*a short and simple quiz)* 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?" *(*) This action combines the green awareness campaign baseline with the*	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**

Activities	Objective	Indicators (KPIs) Digital Metrics	Means of verification	Baseline	Data collection frequency (Quarterly)
training module needs analysis to leverage overlapping target groups, creating efficiency and project synergy.					
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 2nd phase	**M9-M10**
Phase 2 – Interest Generation & Practical Application *(Capacity Building & Content Implementation)* **Awareness and Interest** **Content Areas: Green entrepreneurship - Sustainability challenges and Bootcamp Results Promotion**		**Target: 1000+ engagements**			**M9-M13**

Activities	Objective	Indicators (KPIs) Digital Metrics	Means of verification	Baseline	Data collection frequency (Quarterly)
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 (*a short and simple quiz)*	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	**M10**
2.3. Videos and interviews with the Green entrepreneur bootcamp participants	Face-to-face interaction: to capture and assess the interest of bootcamp participants and trainers in June 2026.	Increase in knowledge, skills, and motivation of youth participants Youth-led initiatives resulting from the Bootcamp	Videos Activity evaluation forms	20% increase captured	**M12**

Activities	Objective	Indicators (KPIs) Digital Metrics	Means of verification	Baseline	Data collection frequency (Quarterly)
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.	**M13**
Phase 3- Active Engagement & Policy Advocacy *(Dissemination, Scaling & Policy Integration)*: **Awareness -Interest-Engagement** **Youth-led initiatives; Recommendations on sustainability issues to policymakers, sustainable/resilient cities**		**Target:4,000+ engagements**			**M14-M23**
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; recommendations to**	To support and motivate youth-led initiatives, foster collaboration with green business employers and policymakers, and develop the campaign further with more posts that engage the target audience through	# of interviews/engagements with young people, policymakers, and green business employers in different countries. # of downloads of the campaign materials per language	Webinars Documentary films Success stories Google Analytics	# of engagements	M12-M23

Activities	Objective	Indicators (KPIs) Digital Metrics	Means of verification	Baseline	Data collection frequency (Quarterly)
policymakers on sustainability issues ▶ **Sustainable/resilient cities** ▶ **Green Youth Summit**	training, policy camps, and green summit activities of the project.	# of views on the Video site #of downloads of the Video site # of mentions of the campaign hashtag on social media # of media appearances	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 1st Quarterly Report is available Phase-3 2nd Quarterly Report is available Phase-3 3rd Quarterly Report is available Phase-3 4th 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. The report contains the following segments:	To illustrate the campaign interventions according to the	The achievement of the results based on the selection of channels, elements, messages, and	Campaign Final Report		**M24**

Activities	Objective	Indicators (KPIs) Digital Metrics	Means of verification	Baseline	Data collection frequency (Quarterly)
• Executive summary • Visual data representations • Methodology • Audience insights • Recommendations for future campaigns • Calculation of key performance indicators • Comparative results to initial benchmarks	indicators that measure the success of the campaign and its positive impact on the project, and to document lessons learned and recommendations.	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 Indicators[13] (Sample)

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

Impact- related Indicators [14] (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 with practical tools by maintaining the website's technical infrastructure beyond the project's lifetime, which secures its basic online presence. All partners will also integrate the campaign materials into their ongoing local programs.

By following the recommendations in the final campaign report, the consortium will actively look for new funding models and sponsorship opportunities. This continuous platform activity will not only maintain high public awareness but also open windows of opportunity to design and submit new follow-up project proposals.

[13]EU Communicat on Indicators mandatory ht ps://commission.europa.eu/system/f les/2023-02/2022%20EC%20Comm%20indicators.pdf

[14] EU Communicat on Indicators mandatory ht ps://commission.europa.eu/system/f les/2023-02/2022%20EC%20Comm%20indicators.pdf

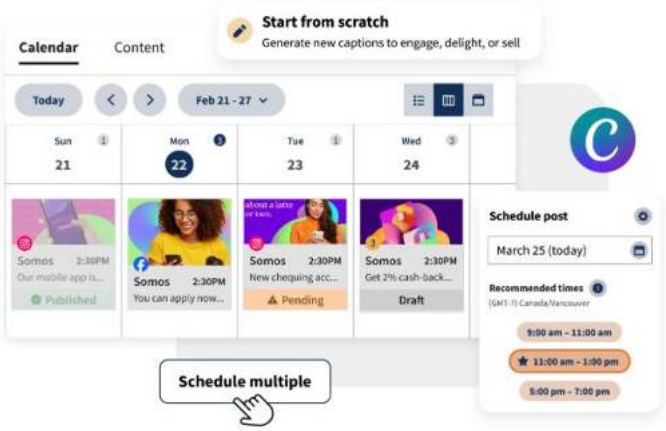
Annex-1 Social Media Management Tools -Samples

Analyze social media performance

Schedule posts and create content

Respond to messages and comments

Track mentions, keywords, and trends

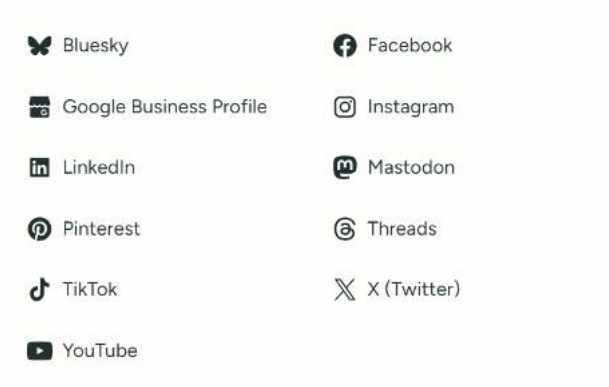


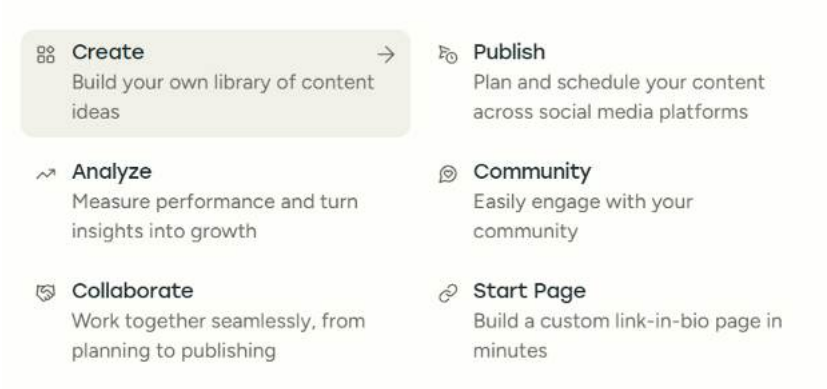
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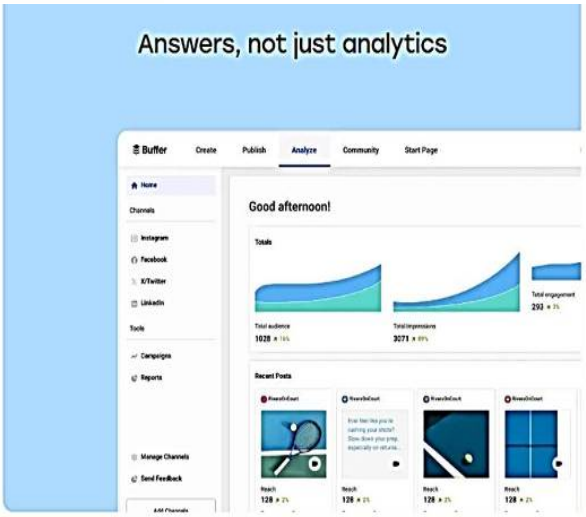






COMMUNITY

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 Sample[15]

The project will organize various act vit es to help shape a greener future for our region and generate new opportunit es for the upcoming generat on entering the workforce.

As a group of young people, we highly value your perspect ve. Please join the discussion by answering the quest ons below; your input and ideas will be integrated into these events and will guide our focus areas.

1. *How important is environmental protect on to you? (1 = Not at all, 5 = Extremely)*
2. *I would prefer to work for a company that priorit zes the environment. (1 = Not at all, 5 = Extremely)*
3. *To what extent do you believe businesses care about the environment? . (1 = Not at all, 5 = Extremely)*
4. *Are you familiar with the term 'green skills'? Yes or No*
5. *Are you familiar with the term 'green jobs'? Yes or No*
6. *Would you be interested in pursuing a career that contributes to environmental protect on?*
7. *Complete the sentence: I believe an environmentally friendly business_____*

[15] ht ps://d2n2.startprof le.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 COP31)*	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, reducing waste, and promoting innovation and the 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	European Mobility Week	Promotes cleaner transport and ends with Car Free Day	September	16-22
10	World Sustainability Day	A moment to reflect on progress and reinforce long-term commitment	October	8
11	Circular Economy Week	Focus on sustainable production, consumption, and transforming	October	26-31

No	Description	Theme	Month	Day
		Europe's circular ambitions into practical urban realities		
12	World Cities Day: Promoting Urban Sustainability	Focus on promoting the international community's interest in urban sustainability and encouraging cooperation among countries	October	31
13	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