


# 07 Infographics


# Types of Political Youth Participation

**Consumer**



Young people often opt for consumer-driven forms of protest against climate change, rather than engaging directly with the political system

**Elections**



The most direct form of political participation is through elections

**Petitioning / Townhall Meetings**

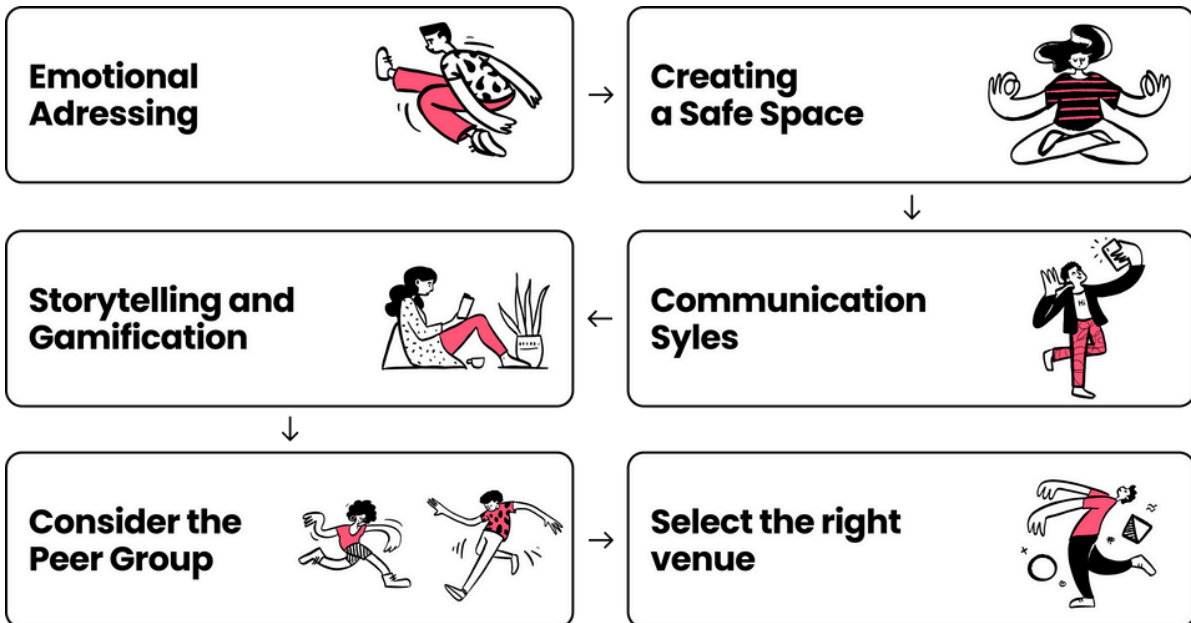


Here citizens engage directly with elected officials, articulate concerns, and contribute to the decision-making process

**Protest and Digital Campaigns**

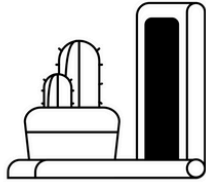
Digital platforms facilitate a more inclusive and immediate form of participation, allowing individuals to voice opinions, organize virtual protests, and mobilize support for causes with unprecedented speed and scale.

# Climate Participation Supporting Factors



# Emotional Addressing

## Affective Reasons for mobilisation



In particular feeling of anxiety and frustration on global warming are regarded as key reasons for climate participation. Since adolescents come with these many emotions to the topic, a purely rational discourse based solely on information makes little sense.

## Information Processing



Emotional stimuli can enhance the encoding and storage of memories, making emotionally charged information more memorable than neutral information

## Extended Parallel Process Model



Fear can be put in a positive motivator, when accompanied by efficacy messages, and foster protective actions rather than inducing denial.

## Communication of emotional content



Can help reduce scepticism and foster a greater sense of urgency. Use messaging that evokes positive emotions such as hope, pride, and a sense of accomplishment.

# Effective Communication

## Tailoring Communication



The language used should be clear, relatable and align with young people's linguistic and cultural backgrounds

## Positive Voice



People respond better to positive reinforcement and constructive dialogue than to fear-based messaging.

## Gamification and Storytelling



Use gamification and personal storytelling to simplify complex information and make it more relatable.

## Empathy



The feeling of anxiety is a normal reaction towards climate topics. React to these feelings with empathy

# Peer Group Based Approach

Peer groups play a crucial role in shaping environmental attitudes and behaviors, particularly during adolescence and early adulthood. The acceptance and actions of peers significantly impact individual choices and commitment to environmental causes.

## Engaging Emotionally

Positive emotions like hope and pride, experienced within peer groups, can boost personal and collective commitment to environmental advocacy. This emotional connection enhances the likelihood of sustained engagement in environmental activities.



## Formation of Identity

During adolescence, as individuals develop their identities beyond family influences, the approval and behaviors of their peers become increasingly influential.



## Collaborative Effort

Movements like Fridays for Future highlight the power of collective action and provide young people with a sense of belonging to a purpose-driven community. This fosters a shared commitment and encourages ongoing advocacy for environmental issues.



## Normative Conduct

Young adults are more likely to engage in pro-environmental behaviors if these actions are viewed as normal within their peer groups. This underscores the importance of creating social norms that support sustainable practices.



## Designing Events for Activism

Workshops targeting environmental activism should be designed to leverage peer group dynamics effectively. This includes organizing activities that promote collaboration and teamwork, and forming peer-led groups to enhance engagement and accountability.



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# Overcoming Challenges in Climate Education

## Balance between Small-Scale Actions and Political Engagement

Create bridges between small-scale actions and broader political change



## Overload on Information

Young people, like most learners, benefit from information that is delivered in clear, manageable segments that align with their attention spans and learning styles



## Inclusion and Diversity

Present information in an accessible manner, avoiding overly technical jargon.

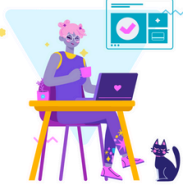


# Strategically Selecting Venues

5 Tips for Selecting the Venue and Establishing a Safe Space for Participants.

## Venue Familiarity

Choosing venues familiar to young people, like schools, youth centers, and cafés, ensures comfort and increases participation since these places are part of their daily routines.



## Accessibility

Venues that are conveniently located tend to attract more attendees and foster better engagement. It's always a good idea to consider hosting hybrid or online events.



## Creative Spaces

Incorporating venues like theatre clubs or sports clubs can create a more relaxed and inviting atmosphere, which promotes interaction and openness among young participants.



## Integration of Physical and Digital

Blending onsite and digital components effectively in hybrid events improves accessibility and interaction, resulting in a broader reach and stronger impact.



## Contextual Relevance

The venue should connect with the young audience's lifestyles and surroundings to enhance the event's relevance and appeal to them.



# Dos and Don'ts for A Successful Youth Event



## Recommendations

- ✓ Do use emotional addressing and messaging
- ✓ Do adapt your language style
- ✓ Do use personal storytelling and gamification
- ✓ Do use an appropriate setting
- ✓ Do consider the influence of the peer group



## Avoidances

- ✗ Do not dismiss 'small' action, but don't focus on it
- ✗ Avoid informational overload
- ✗ Do not use complex jargon without explanation.
- ✗ Do not assume all participants have the same level of knowledge about climate change.
- ✗ Do not assume all participants have the same access to information about climate change.