



Campaign Sheets

As part of the Green Activists for Climate Friendliness Erasmus+ project, participants created their own awareness campaigns to showcase what they had learned. Using creative tools and personal insights, they designed messages to inspire others to take climate action and promote eco-friendly practices in their communities.

anpcdefp



UIET



Funded by
the European Union

CAMPAIGN

Overall campaign goal:

Overall campaign message:

Campaign start date:

Campaign end date:

What change do you want (short and long term):

Identifying your audience/target

Who is your audience

What is the biggest issue in your local realities that need to be changed

What will your campaign will target

What way you will reach your goal?

What is the most important that your target will learn?

Choose the most appropriate method

- Direct action (non-violent protest actions):
- Political lobbying:
- Public demonstrations/festivals/manifestations:
- Education:
- Media:
- Other:

The campaign Action Plan

Action	By whom	When	Expected Result

Sure! Here's a structured outline for a youth exchange campaign that focuses on promoting discounts for student exchange programs:

Youth Exchange Campaign: "Exchange Your World!"

Overall Campaign Goal: Increase awareness and participation in student exchange programs by highlighting available discounts, making such experiences more accessible to youth.

Overall Campaign Message: "Broaden your horizons and make lifelong memories—Experience the world with our exclusive student discounts!"

Campaign Start Date: [Insert Date]

Campaign End Date: [Insert Date]

What Change Do You Want (Short and Long Term):

- Short Term: Increase the number of students applying for exchange programs by [specific percentage or number].
- Long Term: Foster greater cultural understanding and global citizenship among youth.

Identifying Your Audience/Target:

- **Who is Your Audience:** High school and college students, parents of students, educational institutions, and youth organizations.
- **What is the Biggest Issue in Your Local Realities that Need to Be Changed:** Many students are unaware of exchange opportunities or feel that they are financially unattainable due to high costs.
- **What Will Your Campaign Target:** Raise awareness about the discounts available for student exchange programs and the benefits of participating in such programs.
- **What Way Will You Reach Your Goal?** Utilize social media platforms, school partnerships, educational fairs, and local community events to promote the campaign.
- **What is the Most Important That Your Target Will Learn?** Students will learn about the various discounts available, the application process, and the personal and professional benefits of participating in an exchange program.

Choose the Most Appropriate Method:

- **Direct Action (Non-violent protest actions):** Not applicable.
- **Political Lobbying:** Engage with local government to support student exchange initiatives.
- **Public Demonstrations/Festivals/Manifestations:** Organize an exchange day festival showcasing different cultures and offering informational booths.
- **Education:** Conduct workshops in schools about the importance and process of student exchanges.
- **Media:** Create social media campaigns, press releases, and promotional videos celebrating discount opportunities.

- **Other:** Collaborate with educational institutions and exchange organizations to create unique promotional events.

The Campaign Action Plan

Action	By Whom	When	Expected Result
Launch social media campaign	Marketing Team	Week 1	Awareness raised among students
Host informational workshops	Outreach Team	Weeks 2-3	Increased understanding of programs
Organize a cultural exchange festival	Event Planning Team	Week 4	Engagement of students and families
Create partnerships with schools	Partnerships Team	Week 1	More applications from students
Distribute flyers and promotional materials	Marketing Team	Ongoing	Increased interest and inquiries
Collect testimonials from past participants	Alumni Outreach	Week 3	Build credibility and enthusiasm

This Green campaign activist provides a strategic approach to promoting student exchange programs while leveraging available discounts, aiming to create a positive impact on youth engagement and cultural exchange. This way, organisations like UIET can prosper and establish connections internationally and interregionally.

CAMPAIGN

Overall campaign goal: Get to aim peipel

Overall campaign message:

Campaign start date: after finishing Project

Campaign end date:

What change do you want (short and long term): The vision of Europe of young people and the improt

Identifying your audience/target

Who is your audience: Youth People

To promote the participation of Youth people in Erasmus+ projects

What is the biggest issue in your local realities that need to be changed

What will your campaign will target

What way you will reach your goal?

What is the most important that your target will learn?

Learn and get Aim to participate in the projects

Choose the most appropriate method

- Direct action (non-violent protest actions):
- Political lobbying:
- Public demonstrations/festivals/manifestations: (THIS)
- Education:
- Media:
- Other:

The campaign Action Plan

Action	By whom	When	Expected Result
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PUBLISH A TIK TOK VÍDEO TALKJG ABOUT ERASMUS+ project	ME	after finishing the Youth Exchange	

CAMPAIGN

Overall campaign goal: to collect trash, eco activities in school

Overall campaign message: be aware about our planet

Campaign start date: April 8th

Campaign end date: April 8th

What change do you want (short and long term): remove trash from the streets

Identifying your audience/target

Who is your audience

Pupils

What is the biggest issue in your local realities that need to be changed

What will your campaign will target

Trash on streets

What way you will reach your goal?

What is the most important that your target will learn?

We will organize trash collecting and lessons about eco in schools

Choose the most appropriate method

- Direct action (non-violent protest actions):
- Political lobbying:
- Public demonstrations/festivals/manifestations:
- Education:
- Media:
- Other:

The campaign Action Plan

Action	By whom	When	Expected Result
lessons about eco	Dana	April 8th	awareness
trash collecting	Elzė, Emilija, Vytautas, Gyrius	April 8th	cleaner streets

CAMPAIGN

Overall campaign goal: Raising awareness among schoolchildren and reducing waste

Overall campaign message: Small actions, big impact!

Campaign start date: April

Campaign end date: May

What change do you want (short and long term):

Short-term: Encouraging practical habits like recycling, reusing and reducing single-use products

Long-term: Establish waste-reduction habits in students' daily lives and create culture of sustainability within schools and families.

Identifying your audience/target

Who is your audience. - Our audience is schoolchildren.

What is the biggest issue in your local realities that need to be changed

Our campaign will be focused on raising awareness about how to reduce waste. In Georgia, single-use plastic bottles and bags are overused. Big amount of waste is made from overusing the plastic bottles and bags.

What way you will reach your goal?

Fun sessions on waste reduction and recycling to raise awareness about how to reduce plastic waste by using the alternative opportunities

Choose the most appropriate method

- Direct action (non-violent protest actions):
- Political lobbying:
- Public demonstrations/festivals/manifestations:
- Education:
- Media:
- Other:

The campaign Action Plan

Action	By whom	When	Expected Result
Sessions directed to schoolchildren	all the participants	April-May period	raised awareness to make schoolchildren start reducing the plastic waste and start replacing them with alternative possibilities.

CAMPAIGN

Overall campaign goal: To raise awareness among women in technology about international cooperation and Erasmus+ opportunities, encouraging their participation in mobility programs.

Overall campaign message: "Empowering Women in Tech: Discover Erasmus+ and International Opportunities!"

Campaign start date: 1 april 2025

Campaign end date: 10 april 2025

What change do you want (short and long term):

Short-term: Increase knowledge and interest in Erasmus+ and international cooperation programs among women in the association.

Long-term: Encourage more women in technology to apply for Erasmus+ opportunities and participate in global collaborations.

Identifying your audience/target

Women in technology who are part of the association, especially those who may not yet be aware of Erasmus+ opportunities.

What is the biggest issue in your local realities that need to be changed

Lack of awareness and participation of women in technology in international mobility programs, which can limit their access to global learning experiences and career opportunities.

What way you will reach your goal?

Organizing an interactive workshop or info session about Erasmus+ and international cooperation.

Sharing success stories of women in tech who benefited from these programs.

Providing step-by-step guidance on how to apply for Erasmus+ opportunities.

Creating and sharing digital content (social media posts, short videos) within the community.

Choose the most appropriate method

Direct action (non-violent protest actions): Workshop and information sessions.

Political lobbying:

Public demonstrations/festivals/manifestations: Workshops within the women in tech community

Education:

The benefits of Erasmus+ and international cooperation for women in technology - How to apply for Erasmus+ programs - How these opportunities can contribute to their personal and professional growth.

Media:

The campaign Action Plan

Action

By whom

When

Expected Result

First Workshop

Natalia

April

How these opportunities can contribute to their personal and professional growth

Second workshop

Natalia

April

How to apply for Erasmus+ programs.

CAMPAIGN

Overall campaign goal:

Raise awareness about ecological issues, climate change and carbon footprint

Overall campaign message:

Be aware of your impact on the planet

Campaign start date:

28.03.2025

Campaign end date:

28.04.2025

What change do you want (short and long term):

To help people realize the impact they have on the planet in short and long perspective

Identifying your audience/target

Who is your audience

Young people and adults

What is the biggest issue in your local realities that need to be changed

What will your campaign will target

One of the biggest issues in Ukraine is the lack of knowledge about how we harm and pollute the environment

What way you will reach your goal?

What is the most important that your target will learn?

To achieve our goal, we will organize an online workshop on awareness of our environmental impact, its impact on health and how people can make a difference. This workshop will provide information on how everyday actions contribute to pollution.

Choose the most appropriate method

- Direct action (non-violent protest actions):
- Political lobbying:
- Public demonstrations/festivals/manifestations:
- Education:

- Media:
- Other:

The campaign Action Plan

Action	By whom	When	Expected Result
Online workshop	Ukrainian team	11.04.2025	Targets will gain a deeper understanding of how their daily actions contribute to environmental pollution and its impact on health.