

# Voices for Biodiversity

A youth-led radio campaign for the protection of biodiversity in Umbria — as part of the Erasmus+ project **GreenCitizens: Digital Empowerment for Environmental Civic Action by Young People in Schools and Communities**.

AWARENESS CAMPAIGN

ERASMUS+ GREENCITIZENS



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# Campaign Overview

## Who We Are

A group of young people taking the lead who chose radio as a tool for environmental advocacy, developing five original messages distributed through local broadcasters, podcasts, schools, and social channels.

## The Heart of the Message

The campaign highlights Umbria's **natural heritage** — ecosystems, wildlife, forests, rivers, and protected areas — showing how these resources contribute to environmental sustainability and the quality of life of every community.

## The Project

Created within **GreenCitizens**, the campaign combines traditional media and digital dissemination to maximize impact and engage all generations.

# Why Radio?

The young participants chose radio for its unique ability to reach every part of the community — from urban centers to the most remote rural areas.



## Accessible to All

Radio reaches families, older adults, and rural communities, overcoming digital barriers.



## Emotional Engagement

Audio storytelling creates deep emotional connections, more immediate than any written text.



## Digital Versatility

Audio messages adapt easily to podcasts, social reels, and sharing on WhatsApp.



# Campaign Objectives



## Environmental Objectives

- Raise awareness about biodiversity protection
- Promote the appreciation of Umbria's natural heritage
- Encourage responsible behaviors toward ecosystems and wildlife



## Digital Objectives

- Develop communication and storytelling skills in young people
- Use audio content as a tool for digital advocacy
- Spread environmental messages through multiple channels



## Civic Objectives

- Strengthen community awareness of local biodiversity
- Encourage active participation in environmental protection
- Promote a sense of responsibility toward local habitats

# Campaign Methodology

A structured four-phase process guides young people from research to distribution, developing real skills and an authentic message.

1

## Phase 1 — Research

Exploration of protected areas, local species, forests, rivers, wetlands, and the environmental challenges that threaten Umbrian biodiversity.

2

## Phase 2 — Writing

Young people develop five key messages, each focused on a distinct biodiversity topic, using clear and engaging language.

3

## Phase 3 — Production

The messages are recorded using simple digital tools and edited into radio spots of approximately 30–45 seconds each.

4

## Phase 4 — Distribution

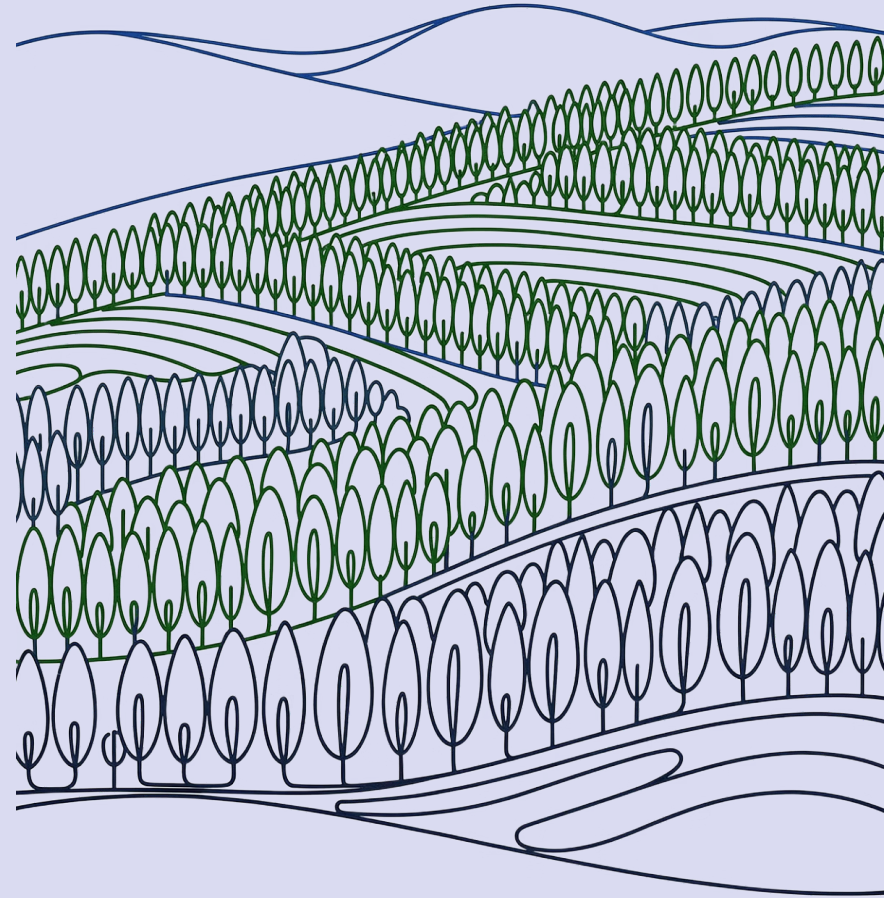
The spots are distributed via local radio, schools, social media, WhatsApp, podcasts, and community events.

# Message 1 — Biodiversity Begins in Our Forests

Did you know that Umbria is one of the greenest regions in Italy? Its forests are home to countless species of birds, mammals, insects, and plants. Places like Mount Subasio and the Umbrian Apennines are not just beautiful landscapes — they are living ecosystems that need our protection.

The GreenCitizens project invites young people to discover, respect, and protect the biodiversity that surrounds us.

✔ **Protect forests. Protect life.**



# Messages 2 & 3 — Water and Pollinators



## Rivers Are Much More Than Water

The Tiber and the streams that cross Umbria are home to fish, amphibians, birds, and countless forms of life. When rivers are polluted, entire ecosystems suffer. Protecting biodiversity also means protecting water.

 *Every river matters. Every species matters.*



## Pollinators Protect Our Future

Bees, butterflies, and other pollinators play a vital role in agriculture and biodiversity. Without them, many plants would disappear. In the Umbrian countryside, these small guardians keep ecosystems and food production in balance.


 *Small creatures. Huge impact.*

# Messages 4 & 5 — Close to Home and in the Future

## Biodiversity Lives Near Us

Biodiversity is not found only in national parks. It exists in urban green spaces, gardens, schoolyards, and local parks. Every tree, flower, bird, and insect contributes to a healthier environment.

Through GreenCitizens, young people discover how everyday actions can protect biodiversity every day.

 *Nature is closer than you think.*

## Our Future Depends on Biodiversity

Biodiversity provides us with clean air, healthy soils, clean water, and resilient ecosystems. Protecting biodiversity means protecting our future.

GreenCitizens invites young people, families, and communities to become active guardians of Umbria's natural heritage, so that future generations can continue to enjoy its unique richness.

 *Protect biodiversity. Protect our future.*

# Expected Impact

The campaign shows how young people can use communication tools to become authentic advocates for environmental sustainability.

## Public Awareness

Increase collective attention to biodiversity and the value of local ecosystems in Umbria.

## Youth Participation

Promote young people's active involvement in environmental protection as a concrete civic practice.

## Communication Skills

Strengthen storytelling, audio production, and digital advocacy skills among participants.

## Roots in the Territory

Connect local communities with Umbria's natural heritage, creating a sense of belonging and shared responsibility.

