

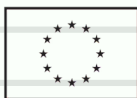
GreenCitizen Toolkit

"Digital Empowerment for Environmental Civic Action of Youth in Schools and Communities"



GREENCITIZENS

DIGITAL EMPOWERMENT FOR ENVIRONMENTAL CIVIC ACTION OF YOUTH IN SCHOOLS AND COMMUNITIES



Co-funded by
the European Union

Introduction

The GreenCitizen Toolkit is one of the key outputs of the Erasmus+ project GreenCitizens: Digital Empowerment for Environmental Civic Action of Youth in Schools and Communities (Project No. 2024-3-RO01-KA210-YOU-000287028). The project is co-funded by the European Union under the Erasmus+ Programme - Small-Scale Partnerships in Youth (KA210-YOU), implemented between January 2025 and February 2026 by two partner organizations:



ATES - Asociația pentru Transformare Educațională și Socială (Romania), the lead applicant, an NGO promoting holistic educational development and environmental advocacy among youth.



UN/LAB S.N.C. (Italy), a digital and multimedia enterprise based in Umbria, specializing in youth empowerment, environmental communication, and digital literacy.

Together, the partners aim to equip young people with the digital competences and civic awareness needed to design and lead environmental actions within their schools and communities. The Toolkit embodies the project's core mission – bridging digital transformation and environmental responsibility – by turning knowledge into actionable, youth-led initiatives.

Purpose of the Toolkit

The GreenCitizen Toolkit is designed as a practical and interactive learning resource that helps young people, educators, and youth workers to:

Understand how digital tools can drive environmental awareness and collective action.

Learn step-by-step how to organize digital campaigns, petitions, and advocacy actions.

Gain familiarity with data-driven approaches to monitor local environmental conditions.

Strengthen communication with local governments and decision-makers.

Access ready-to-use templates, examples, and real-life success stories of youth activism.

It provides concrete methodologies for transforming ideas into action – from identifying environmental challenges to launching a campaign that creates measurable impact. All resources are freely available online and translated into English, Romanian, and Italian to ensure inclusivity and wide dissemination across Europe.

Who Is This Toolkit For

The Toolkit primarily addresses young people aged 17- 23 from Romania and Italy – students, youth activists, and members of school or community groups – but its content is equally useful for:

- **Educators and youth workers, who can integrate its materials into lessons or extracurricular activities.**
- **Environmental organizations and local authorities, seeking to engage youth in local sustainability initiatives.**
- **Schools and communities interested in fostering digital civic engagement and environmental responsibility.**

By making its contents adaptable and replicable, the Toolkit aims to inspire thousands of young Europeans to become proactive environmental citizens.

Structure of the Toolkit

The GreenCitizen Toolkit is structured into five comprehensive chapters, each focusing on a specific aspect of digital environmental activism:

1. **Digital Activism for the Environment** - How to use social media platforms to advocate for environmental change, with examples of campaigns, post templates, and hashtags.
2. **Creating and Distributing Digital Petitions** - Step-by-step guidance on how to launch, manage, and promote petitions for local environmental causes.
3. **Environmental Data Tracking** - A practical introduction to free tools and apps for monitoring and reporting on air quality, water consumption, waste, and biodiversity.
4. **Engaging Local Governments** - Strategies to communicate effectively with policymakers, including letter and meeting templates for youth advocacy.
5. **Case Studies and Templates** - Real-world examples of youth-led environmental campaigns, plus customizable templates to replicate successful initiatives.

Each chapter concludes with an interactive quiz, short exercises, and reflection prompts to reinforce learning. The Toolkit integrates multimedia elements – infographics, visual guides, and direct links to online resources – to ensure accessibility for different learning styles.

Methodology and Design

Developed by UNLAB with contributions from ATES, the Toolkit was co-created following the outcomes of the National Roundtables held in Romania and Italy (Activity 2 of the project). These roundtables gathered insights from youth representatives, educators, and policymakers to identify the real needs, priorities, and challenges young people face in combining digital tools and environmental action.

The design of the Toolkit follows three guiding principles:

1. **Accessibility and Inclusiveness** - Simple language, visual clarity, and barrier-free digital design ensure that every reader, regardless of prior knowledge or digital experience, can benefit.
2. **Interactivity and Engagement** - Quizzes, templates, and examples make learning hands-on and directly applicable.
3. **Sustainability and Reusability** - The Toolkit is conceived as an evolving resource that can be continuously updated and reused by schools and organizations.

Connection with the GreenCitizens Project

This Toolkit is a central deliverable of Activity 3 within the project's broader structure. It builds on the research and discussions of the National Roundtables (Activity 2) and prepares participants for the Interactive Workshops for Youth-Led Environmental Campaigns (Activity 4). Finally, its practical tools will be showcased and applied during the Green Civic Action Days (Activity 5) in Romania and Italy, where youth-led campaigns will be presented to local stakeholders.

The GreenCitizen Toolkit thus serves both as an educational manual and a strategic instrument for real environmental impact.

Acknowledgements

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Glossary of Key Terms

Active Citizenship	Participation in civic life through volunteering, advocacy, or democratic dialogue to improve communities.
Air Quality (PM_{2.5} / PM₁₀)	Measures of pollution in the air based on the size of particulate matter (PM). Lower values mean cleaner air.
ARPA	Regional environmental protection agencies in Italy responsible for monitoring air, water, and soil quality.
ANPM	Romania's National Environmental Protection Agency, responsible for monitoring and reporting environmental indicators.
Biodiversity	The variety of living species within a given area – including plants, animals, fungi, and microorganisms.
Citizen Science	Research carried out by members of the public who collect and share data to help scientists and policymakers.
Circular Economy	An economic system that minimizes waste and maximizes reuse, recycling, and regeneration of materials.
Climate Pact (EU)	A European Commission initiative that invites citizens and organizations to pledge actions for the climate.
Data Visualization	The practice of representing information through graphics, charts, or interactive tools to make it easier to understand.
Decidim	An open-source online platform that allows citizens to propose, discuss, and vote on local policies; used in several European cities.

Glossary of Key Terms (continued)

Digital Activism	The strategic use of digital tools and social media to advocate for social or environmental causes.
Eco-Școala	A Romanian adaptation of the "Eco-Schools" program that engages students in sustainable practices and monitoring.
Ecopolis	A Romanian environmental NGO promoting civic participation and air-quality monitoring (developer of Aerlive.ro).
EEA	The EU body providing reliable environmental data, research, and analysis.
Engagement	Active participation or collaboration in a project, campaign, or policy discussion.
Environmental Data	Quantitative or qualitative information describing natural conditions such as air, water, or biodiversity levels.
Flourish	A free online tool for creating interactive charts and maps to visualize data stories.
GDPR	EU regulation ensuring that personal data is collected and processed transparently and securely.
Green Deal (European)	The EU's action plan to make Europe climate-neutral by 2050 through sustainable policies and investments.
Green Schools	Educational institutions that adopt eco-friendly practices, integrate sustainability into teaching, and monitor environmental performance.

Glossary of Key Terms (continued)

Hashtag (#)	A keyword preceded by "#" used on social media to categorize content and increase visibility.
ISPRA	Italy's national environmental research institute and coordinator of the SNPA network.
Local Government	Municipal or regional authorities responsible for local services, planning, and environmental policies.
Marine LitterWatch	An EU mobile app by the European Environment Agency that enables citizens to collect data on marine litter.
Open Data	Publicly accessible datasets that can be used, shared, and analyzed freely by anyone.
Participatory Democracy	A model of governance where citizens are actively involved in decision-making processes.
Petition	A formal written request signed by citizens to urge authorities to act on a specific issue.
Sa ̃pta ̃ mâna Verde	A Romanian national initiative promoting environmental education and sustainable habits in schools.
Social Media Campaign	Coordinated posts and visuals shared across social networks to promote a cause or event.
SNPA	Italy's National System for Environmental Protection, coordinating all regional ARPAs.

Glossary of Key Terms (continued)

Sustainable Development Goals (SDGs)	A set of 17 global goals established by the United Nations to promote peace, prosperity, and environmental sustainability.
Template	A pre-designed structure or model used as a starting point for letters, petitions, or campaign plans.
Transparency	Openness and accountability in sharing data, processes, and results with the public.
Youth Engagement	The active involvement of young people in social, cultural, or political processes that affect their lives.

Chapter I – Digital Activism for the Environment

Using Social Media to Drive Environmental Change



Introduction: From Awareness to Action

In the digital era, environmental activism has moved far beyond leaflets and local assemblies. Today, a single post, hashtag, or short video can reach thousands of people and inspire real change. Young citizens across Europe have become leading voices in the global fight against climate change – using smartphones and creativity as their primary tools for civic participation.

Digital activism (also called e-advocacy or online campaigning) refers to the strategic use of digital communication tools – social media, websites, email, and multimedia content – to influence public opinion, raise awareness, and promote concrete actions for a social or environmental cause (European Commission, 2023).

In the context of the GreenCitizens project, digital activism represents a bridge between digital empowerment and environmental engagement. This chapter provides the knowledge and tools you need to use social media effectively for environmental advocacy – from planning your first campaign to evaluating its impact.

Why Digital Activism Matters

The Power of Online Communities

Online platforms allow youth to connect across geographical and cultural boundaries. A local issue – such as pollution in a river or deforestation in a nearby forest – can become part of a global discussion. Digital activism multiplies the potential impact of each action by:

Amplifying visibility and awareness of local problems.

Mobilizing volunteers and resources rapidly.

Pressuring policymakers to act through public engagement.

Encouraging long-term behavioural change in communities.

According to the [European Environment Agency \(EEA\)](#), communication and awareness-raising campaigns have become a vital complement to policy instruments for sustainability.

Youth and the Green Deal

The **European Green Deal** calls for a "whole-of-society approach." Youth participation is explicitly recognized as a key driver for the ecological transition. Digital activism empowers young people to:

01

Participate in EU environmental dialogues.

02

Contribute to the UN Sustainable Development Goals (SDGs), particularly Goal 13 (Climate Action).

03

Influence local environmental education and policy through visibility and data


① Digital spaces are where today's public debates occur – mastering them means becoming an active citizen of the digital and ecological age.



Choosing the Right Platform

Each social media platform has its own audience, language, and impact potential. The key to successful digital activism is understanding where your target audience is and how to adapt your message.

Platform	Strengths	Best Use in Environmental Campaigns
Instagram	Visual storytelling, high engagement with youth	Before/after images, infographics, reels about environmental issues
TikTok	Creative short videos, viral potential	Challenges, short eco-tips, myth-busting clips
Facebook	Community building, event promotion	Creating local event pages, sharing petitions
X (Twitter)	Fast updates, connecting with policymakers	Sharing news, tagging institutions, using trending hashtags
YouTube	Long-form content, educational storytelling	Mini-documentaries, interviews, tutorials
LinkedIn	Professional and institutional networks	Sharing project results, policy advocacy
WhatsApp/Telegram	Closed group coordination	Mobilizing volunteers, sharing logistics for campaigns

 **Tip:** Don't spread yourself too thin. Start with one or two platforms that you can manage effectively and where your audience already interacts.

Planning Your Digital Campaign

Successful digital activism requires strategy, not spontaneity. Here is a five-step roadmap for planning your campaign:

Step 1. Define Your Goal

Be specific. Instead of "protecting nature," try "reduce plastic waste in our school by 50% within six months" or "encourage our municipality to plant 100 trees."

Step 2. Identify Your Target Audience

Ask yourself: Who needs to hear this message?

- Students and families?
- Local decision-makers?
- Environmental organizations?

Tailor your tone and visuals accordingly.

Step 3. Craft Your Key Message

Your message should be:

- **Clear:** Avoid jargon.
- **Emotional:** Inspire empathy and hope.
- **Action-oriented:** Include a call to action ("Sign", "Share", "Join").

Example: "Our park is losing its trees. Let's replant hope! 🌱 Join our #GreenCitizensChallenge this weekend."

Step 4. Choose Your Channels and Visual Style

Maintain visual coherence: consistent colors, fonts, and logos. Create a campaign identity that can be easily recognized.

Step 5. Set Measurable Objectives

Decide how you'll evaluate success: number of shares, signatures, new volunteers, or policy responses. Use digital analytics (e.g., [Meta Insights](#), [Instagram Analytics](#), [TikTok Analytics](#)) to monitor engagement.

Content Creation: How to Communicate Effectively

The Art of Storytelling

Stories are the emotional core of activism. They transform data into something relatable and human.

Structure your stories with the **SAC model**:


- **S - Situation:** Describe the problem ("Our river is full of plastic bottles.")
- **A - Action:** Explain what you or others are doing ("We started a clean-up day.")
- **C - Change:** Show the result ("One week later, 300 kg of plastic collected!")

Source: [SALTO Participation & Information Resource Centre, Digital Participation Toolkit](#)

Visual Communication

Visuals capture attention faster than words. Use:

- Infographics showing pollution data.
- Before/after photos.
- Short videos of eco-actions.
- Testimonials from participants.

 **Tip:** Use free design tools such as [Canva for Education](#), [Adobe Express](#), or [Piktochart](#) to produce professional visuals without advanced skills.

The Power of Hashtags

Hashtags make content discoverable. Combine general and specific ones:

- **General:** #Environment, #ClimateAction, #YouthForClimate
- **Local:** #PerugiaGreen, #EcoBucharest, #TerniForTrees
- **Project-specific:** #GreenCitizensEU, #DigitalForNature

Keep them short and consistent across all posts.

Building an Online Community

Digital activism isn't just about broadcasting messages – it's about building a community of engaged citizens.

Golden Rules for Community Building:

1

Respond actively – reply to comments, acknowledge supporters.

2

Feature your followers – share user-generated content.

3

Collaborate – work with schools, NGOs, or influencers aligned with your cause.

4

Maintain respect – manage discussions fairly and block hate speech if necessary.

5

Be transparent – share updates and results; celebrate small victories.

According to the [EU Youth Strategy \(2019-2027\)](#), youth participation should be built on dialogue, inclusiveness, and co-creation – principles directly applicable to online communities.

Encourage participants to become "micro-ambassadors" – people who share your posts, invite friends, and act offline.

Managing Time and Sustainability of Campaigns

Online activism can be intense. To avoid fatigue:

Prepare a content calendar in advance (2–3 posts per week).

Reuse and adapt content rather than starting from scratch each time.



Alternate between educational, inspirational, and call-to-action posts.

After a campaign ends, publish a thank-you post summarizing results.

Sustainability also means protecting your digital wellbeing – limit screen time, take breaks, and focus on impact, not only numbers [EEA, 2023] .

From Digital to Real-World Change

Digital activism is most effective when it connects to tangible, local outcomes. After spreading awareness, guide your audience toward real action:

- Organize clean-up events, school eco-challenges, or community meetings.
- Transform online petitions into official proposals to local councils.
- Use your online visibility to invite local media coverage.

A successful campaign moves through three phases:

1. Inform → 2. Inspire → 3. Involve

Measuring Impact

To evaluate your digital activism:

- Track quantitative indicators (views, shares, petition signatures, event participants).
- Collect qualitative feedback (testimonies, media mentions, policy changes).
- Reflect on lessons learned: What worked? What didn't?
- Update your strategy for the next campaign.

For guidance on measuring engagement, consult [Eurostat's Digital Economy Indicators](#).

Remember: Even small changes count. If ten people start recycling because of your posts, that's already a success.

Tools and Resources

Purpose	Recommended Tools
Visual design	Canva , Piktochart , Adobe Express
Video editing	CapCut , InShot , Clipchamp
Social media management	Buffer , Hootsuite , Later
Polls & petitions	Change.org , Avaaz , Decidim
Data visualization	Flourish , Google Data Studio
Collaboration	Google Drive , Trello , Miro

All suggested tools are free or provide accessible versions for educational and civic use.

Interactive Quiz – "Digital Activist's Starter Pack"

1. What is the first step in planning a digital campaign?

- A. Designing visuals
- B. Defining your goal
- C. Creating hashtags

2. Which platform is best for short, creative videos with viral potential?

- A. TikTok
- B. LinkedIn
- C. YouTube

3. The SAC storytelling model stands for:

- A. Strategy, Action, Communication
- B. Situation, Action, Change
- C. Share, Amplify, Connect

4. Why are hashtags important?

- A. They decorate posts.
- B. They help organize and increase discoverability of content.
- C. They make posts longer.

5. Which indicator helps measure campaign success?

- A. Number of emojis used
- B. Number of followers gained
- C. Engagement rates and real-world actions achieved

Key Takeaways

- ✔ • Digital tools amplify your environmental voice.
- Strategy, storytelling, and consistency are essential.
- Collaboration transforms individual actions into movements.
- Online engagement must always lead to real-world impact.

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Chapter II – Creating and Distributing Digital Petitions

**Turning Online Support into Real-World
Environmental Change**



Introduction: The Power of a Collective Signature

Sometimes, a single click can travel further than a march. When people sign a digital petition, they are not only expressing agreement – they are joining a collective act of civic courage. A well-designed petition can transform frustration into constructive action and connect hundreds of citizens around one shared cause.

Within the GreenCitizens project, petitions are understood as dialogues, not protests. They are tools for citizens – especially young people – to communicate with decision-makers in a structured and respectful way. In this sense, a petition becomes a bridge between digital empowerment and environmental participation, perfectly aligned with the [European Green Deal](#) and the [EU Youth Strategy 2019-2027](#).

What a Petition Really Is

A petition is a formal written request addressed to a decision-maker and supported by citizens' signatures. In environmental activism, it can demand cleaner air in a school, protection for local green spaces, or investment in renewable energy.

The rise of online platforms has made petitions faster, more transparent, and more accessible. Sites such as [Change.org](#), [Avaaz](#), and [Decidim.org](#) allow anyone to publish a proposal, attach photos, share statistics, and gather thousands of supporters in a few hours.

In Italy, several youth environmental movements have used petitions to spark civic action – for instance, the 2023 "Stop Plastica nei Fiumi" campaign launched on Change.org by young volunteers of Legambiente Giovani gathered more than 30,000 signatures and pushed local administrations in Umbria and Emilia-Romagna to strengthen river waste collection programs. In Romania, the civic platform [Declic.ro](#) has become a central tool for environmental mobilization. Its petitions – such as "Fără lemne ilegale din pădurile României" ("No more illegal logging in Romania") – have drawn national attention and engaged thousands of young activists online.

In the European Union, petitions even have an institutional dimension: citizens can submit their requests directly to the [European Parliament's Petitions Portal](#), where many are discussed and sometimes lead to real policy adjustments. This demonstrates how online participation can complement – not replace – traditional democratic processes.

When and Why to Use a Petition

Petitions work best when the issue is concrete and solvable. Asking a school to introduce recycling bins, or a city council to plant trees, is realistic and measurable. Broad slogans like "Save the planet" inspire emotion but rarely lead to specific outcomes.

A good petition should:

- 1 Address one issue at a time.**
- 2 Identify one clear decision-maker.**
- 3 Present a specific, achievable goal.**

Petitions are also more powerful when they are part of a wider campaign – for example, accompanied by a social media movement, a school clean-up day, or a meeting with local authorities. In this way, the act of signing becomes a step in a longer process of education and change.



From Idea to Petition: A Step-by-Step Journey

Every successful petition starts with a question: What exactly do I want to change? Once the goal is clear, the rest follows like a roadmap.

1. Define your goal.

Express your request in one precise sentence: "We call on the Municipality of Perugia to install ten new recycling stations in public parks by 2026." Similar initiatives have already emerged in Perugia through [ARPA Umbria](#), which encourages citizens to monitor and report local waste and recycling conditions.

2. Identify the right target.

A good petition reaches the person or institution that can actually act – a principal, a mayor, or a local environmental department. For EU-level issues, citizens can address the [European Parliament Petitions Committee](#). In Italy, environmental petitions often involve coordination with Comuni or Regioni, while in Romania, local councils (Consiliile Locale) and Primării are competent authorities to address.

3. Support your message with evidence.

Combine emotion with facts. Use reliable data sources such as the [European Environment Agency](#) or [Eurostat](#), and include photographs or infographics that show the problem clearly. In Italy, the [Istituto Superiore per la Protezione e la Ricerca Ambientale \(ISPRA\)](#) publishes annual environmental data, while in Romania, youth can use open data from the [Ministerul Mediului, Apelor și Pădurilor](#) to substantiate their claims.

4. Choose your platform.

- Change.org is ideal for community-driven campaigns.
- Avaaz connects local causes to global audiences.
- Decidim offers open-source civic participation used by European municipalities.
- In Romania, Declic.ro specializes in civic petitions that target ministries or local governments.

5. Write a compelling story.

Explain what is happening, why it matters, and what change you demand. Titles like "Clean Air for Our Children" or "Let's Give Our City More Trees!" are short, emotional, and easy to remember. Add visuals or a short video – petitions with images are up to five times more likely to be shared [UNEP, 2022] .

6. Set your signature goal.

A small petition with 300 names can already convince a school board. For municipal issues, aim for 2,000 - 5,000. The goal motivates people to act.

7. Launch, share, and engage.

Spread your petition through social media using project hashtags like #GreenCitizensEU or #SignForThePlanet. Post regular updates and invite local associations, teachers, or journalists to support the cause. In Italy, students involved in Scuole Plastic Free campaigns often combine petitions with school events and community challenges. In Romania, youth groups such as Let's Do It, Romania! use petitions to mobilize volunteers for clean-up activities.

8. Follow up and deliver.

▾ Keeping the Petition Alive



Launching a petition is like lighting a small fire; it must be fed regularly or it fades. To maintain energy, publish updates whenever you reach a new milestone: "We've just reached 500 signatures – thank you!" Celebrate progress and share small victories.

Partnerships also keep a campaign vibrant. Collaborating with environmental groups such as [Legambiente](#) in Italy or [Fridays for Future Europe](#) lends credibility and can bring professional support for media outreach. In Romania, organizations like [Greenpeace România](#) and [ViitorPlus](#) frequently mentor youth-led environmental campaigns.

Remember: momentum is built through dialogue, not pressure.

Ethics and Data Protection



Behind each signature is a person who trusts you with their data. Protecting that trust is a moral and legal responsibility. Always use platforms that comply with the General Data Protection Regulation (GDPR) and provide clear privacy policies. Never collect unnecessary personal information, and never publish lists of names or emails without permission.

If minors participate, ask for parental consent. Be transparent about how you will use the data – for example, only to deliver the petition or send one follow-up message. The [European Data Protection Supervisor](#) provides easy-to-read guidelines to ensure compliance. In Italy, the [Garante per la Protezione dei Dati Personali](#) issues national-level guidance; in Romania, the equivalent authority is the [Autoritatea Națională de Supraveghere a Prelucrării Datelor cu Caracter Personal \(ANSPDCP\)](#).

Combining Petitions with Other Advocacy Tools

A petition is even stronger when it is part of a bigger strategy. You can accompany it with a photo campaign on Instagram, a letter to local media, or a workshop at school. Some groups use their petitions to open a conversation with local government officials or to propose their inclusion in the [European Climate Pact](#).

In Italy, several municipalities have adopted youth proposals after joint campaigns and petitions – for example, the Comune di Terni approved the "Adotta un Albero" initiative following a student-led petition supported by UNLAB's environmental education network. In Romania, the Primăria Brașov recently created a participatory platform where youth can submit green proposals digitally, inspired by local petitions.

By weaving digital and real-life actions together, youth can turn an online document into a local transformation process.

Measuring Success

The number of signatures is only the beginning of the story. Impact can also be measured through media attention, responses from institutions, or community awareness. Even if a petition does not achieve its full goal, it can spark new collaborations and inspire others to act.

According to [Eurostat's Civic Engagement Data](#), almost half of European youth have already participated in online activism or petitions. Each of these actions contributes to building a culture of civic responsibility.

Useful Tools and Platforms

- **Petition Platforms:** [Change.org](#), [Avaaz](#), [Decidim](#), [Declic.ro](#)
- **Data and Evidence:** [EEA Data and Maps](#), [ISPRA](#), [Ministerul Mediului, Apelor și Pădurilor](#)
- **Visual Design:** [Canva](#), [Piktochart](#)
- **Privacy and Ethics:** [European Data Protection Supervisor \(EDPS\)](#), [Garante Privacy Italia](#), [ANSPDCP Romania](#)
- **EU Communication Resources:** EU Communication Toolkit

Interactive Quiz – "Petition Pro"

1. What makes a digital petition effective?

- A. Using complex language
- B. Having one clear demand and credible evidence
- C. Addressing many issues at once

2. What should you do before launching a petition?

- A. Decide on your visual style
- B. Identify the decision-maker and verify their competence
- C. Buy online ads

3. Which of the following violates GDPR principles?

- A. Collecting only emails for updates
- B. Sharing signatory data publicly without consent
- C. Using anonymized statistics in a report

4. What is the ideal follow-up after achieving your signature goal?

- A. Delete the petition immediately
- B. Deliver it formally and thank supporters
- C. Start a new unrelated petition

5. How can you increase visibility?

- A. Keep it secret until the deadline
- B. Share regularly on social media with clear hashtags
- C. Send it only to friends

Final Reflection

A petition is much more than an online form. It is a learning journey in democracy – from defining a goal to communicating it publicly, gathering evidence, managing responsibility, and facing institutions with respect. Through petitions, young people discover how change begins: not through noise, but through collective clarity, persistence, and belief in dialogue. Every signature becomes a small promise between people and the planet – proof that digital tools, when guided by care and purpose, can move the real world.

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Chapter III – Environmental Data Tracking

Turning Numbers into Awareness and Action



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Introduction: Seeing the Invisible

Not all environmental challenges can be seen with the naked eye. Air pollution, microplastics, CO₂ levels, or water contamination often hide in numbers – and those numbers tell stories about the places where we live. Learning how to read, collect, and communicate environmental data allows citizens, especially young people, to make invisible problems visible and credible.

In the GreenCitizens project, environmental data tracking is more than a technical exercise: it is a way to connect digital literacy with ecological responsibility. When youth can measure what surrounds them, they become powerful storytellers and advocates for their communities.

Why Environmental Data Matters

Data are the foundation of every environmental decision. Governments rely on monitoring systems to regulate emissions and water quality, while journalists and citizens use open data to verify whether promises translate into action. But data can also inspire local initiatives: a group of students comparing air quality at their school with city averages, or citizens mapping litter in a park, can spark genuine change.

In Italy, regional agencies such as [ARPA Umbria](#) regularly publish live updates on air quality, water resources, and waste management. In Romania, similar data are provided through the [Agenția Națională pentru Protecția Mediului \(ANPM\)](#) and the [Ministerul Mediului, Apelor și Pașdurilor](#). These platforms make environmental information accessible to everyone, not only to experts.

From Curiosity to Citizen Science

Environmental monitoring no longer belongs only to laboratories. Thanks to smartphones and low-cost sensors, young people can now take part in citizen science – collective data gathering that complements institutional research.

Imagine a group of high-school students in Perugia using a free air-quality app such as [Plume Labs Air Report](#) or [IQAir AirVisual](#) to track pollution around their school, or Romanian volunteers in Cluj measuring water turbidity in a nearby river with open-source devices shared on [PublicLab.org](#). When this information is shared online, it becomes part of a global map of environmental awareness.

The [European Environment Agency \(EEA\)](#) encourages such community initiatives, as they strengthen data coverage and civic participation. Citizen-generated data, when verified and shared responsibly, can influence policies and motivate local authorities to act.

What Can Be Measured

Environmental data tracking covers a wide variety of indicators: air, water, waste, energy, biodiversity.

In Italy, the [Atlante dell'Aria Pulita](#) by [ISPRA](#) provides educational tools to understand air-quality indicators, while in Romania, [ANPM's online platform](#) offers daily maps of air and water quality across counties. These public databases transform science into something that young people can explore directly.

Digital Tools for Everyday Monitoring

Modern technology makes data collection easier than ever. Free mobile apps and web dashboards allow anyone to monitor environmental parameters and visualize them in real time.

Recommended tools:

-  [IQAir AirVisual](#) - measures global and local air-quality indexes.
-  [Plume Labs Air Report](#) - mobile app showing hourly pollution peaks.
-  [Earth Nullschool](#) - real-time visualization of global wind and emission flows.
-  [Global Forest Watch](#) - tracks deforestation through satellite data.
-  [EEA Data Viewer](#) - official European portal for verified datasets.
-  [ARPA Umbria "Qualità dell'Aria" Dashboard](#) - regional air-monitoring network.
-  [ISPRA Geoportale Nazionale](#) - national environmental GIS and map repository.
-  [Aerlive.ro](#) - citizen-science air-quality map for Romania, run by Ecopolis.

All these platforms are free and contribute data to public databases or global environmental networks.

Gathering Data Responsibly

Collecting data means handling information that represents the environment – and sometimes people's living conditions. Accuracy and transparency are essential.




When young people conduct measurements, they should record date, time, and location, describe the method used, and double-check results. If using digital sensors, ensure that devices are properly calibrated following guides such as [AirBeam Sensor Manual](#) or open-source tutorials on [PublicLab.org](#). Avoid publishing raw data without context, and always compare results with official sources like ISPRA, ARPA, or ANPM.



Turning Data into Stories

Once data are collected, the next step is to visualize and communicate them clearly. Infographics, charts, and short videos help transform raw figures into accessible messages.

Free design tools make this simple:

-  [Flourish](#) - interactive charts and maps.
-  [Google Data Studio \(now Looker Studio\)](#) - dashboards and data reports.
-  [Canva](#) - infographics, posters, and social-media visuals.

For example, students in Terni once created an infographic comparing air-quality improvements during a car-free weekend using ARPA Umbria data. In Romania, pupils from Iași used [Aerlive.ro](#) readings and visualized them in Canva for a campaign on playground pollution that reached local media.

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Collaborating with Institutions and Media

When youth initiatives produce consistent and transparent data, institutions listen. Reports and infographics can be sent to environmental agencies or published through school websites and local news portals. In Italy, ARPAs welcome citizen reports through their [contact forms](#). In Romania, NGOs like [Ecopolis](#) and [Declic](#) transform citizen data into policy proposals.

Collaboration with journalists can also magnify results – community data stories often become local news, validating young people's efforts and inspiring replication.

Measuring Impact and Building Continuity

Data projects can grow over time into school-based observatories. Shared spreadsheets on [Google Sheets](#) or free collaboration spaces like [Trello](#) and [Miro](#) help track progress month by month. In Italy, the [SNPA](#) network promotes exactly these local collaborations, while in Romania the [Eco-scoala program](#) certifies schools that continuously monitor and improve their ecological indicators.

Interactive Quiz – "Data Detective"

1. What is the main purpose of environmental data tracking?

- A. To collect as many numbers as possible
- B. To understand, communicate, and act upon environmental issues
- C. To replace institutional monitoring

2. Which Italian agency provides official environmental data?

- A. ARCI
- B. ISPRA and ARPA (regional environmental agencies)
- C. FIAT

3. What is Aerlive.ro?

- A. A Romanian platform for real-time air-quality monitoring developed by civil society
- B. A social-media network
- C. A national newspaper

4. Why should citizen-generated data be compared with official sources?

- A. To ensure accuracy and credibility
- B. To reduce community participation
- C. To hide mistakes

5. What transforms data into impact?

- A. Storing it privately
- B. Sharing it only with friends
- C. Visualizing and communicating it through clear stories

Final Reflection

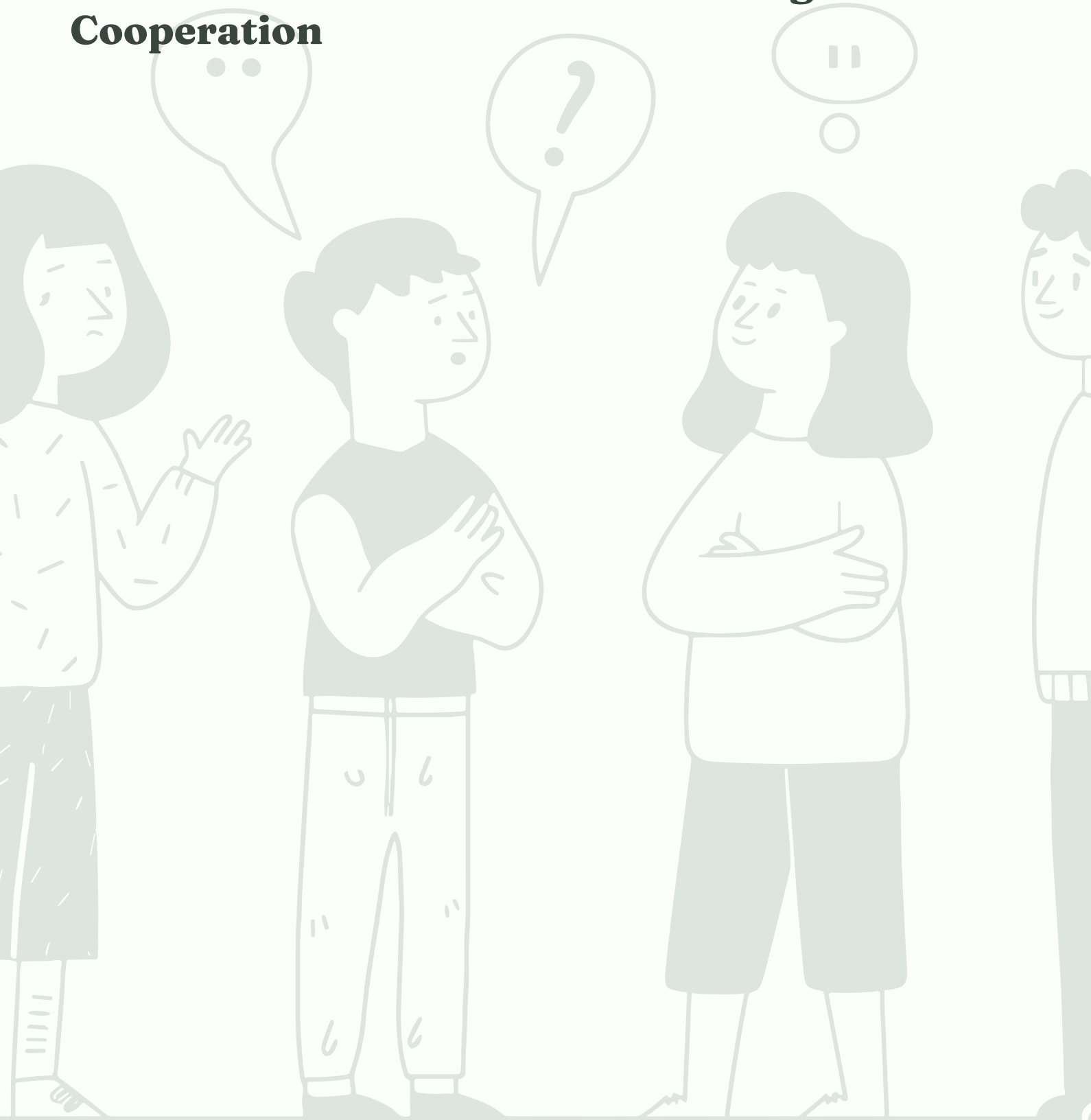
Environmental data are not just statistics; they are a mirror of how we live. When young citizens learn to read and share that mirror responsibly, they become catalysts for accountability and innovation. Each graph, map, or number becomes an act of care – proof that science and empathy can work hand in hand. Through data, we begin to see not only pollution and waste but also possibility and hope.

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Chapter IV – Engaging Local Governments

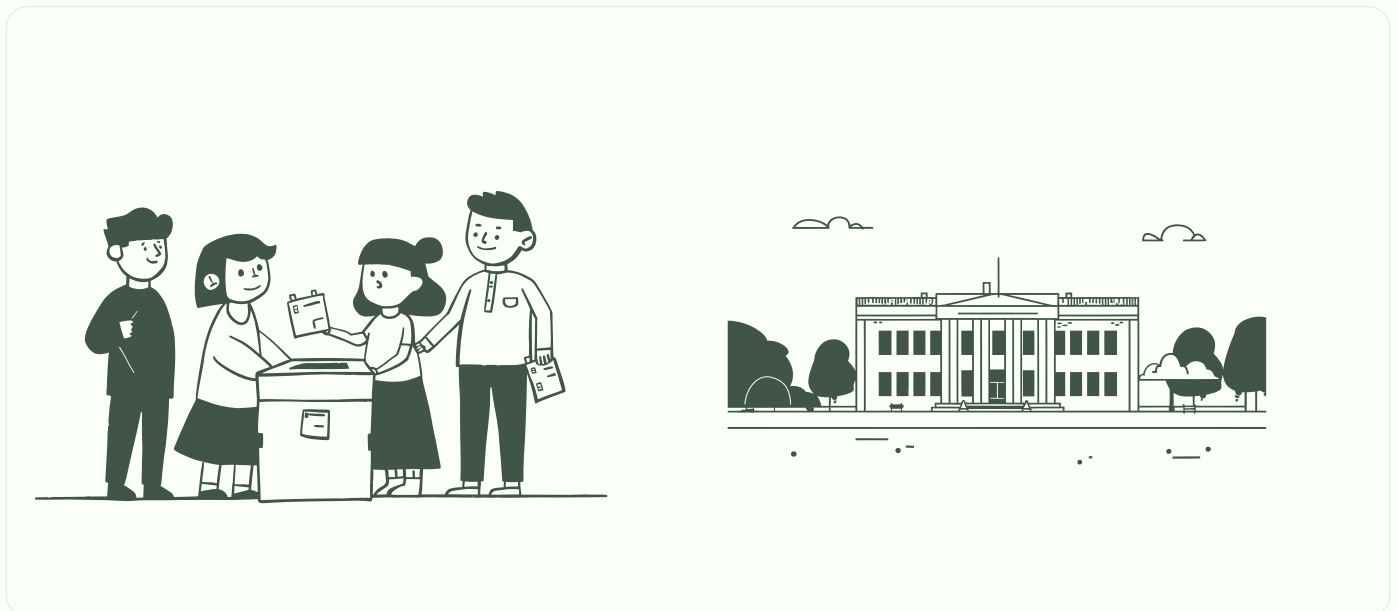
From Online Activism to Civic Dialogue and Cooperation



Introduction: The Missing Link Between Citizens and Institutions

Every environmental campaign eventually reaches a point where digital action must meet real-world decision-making. Young people might sign petitions, collect data, or organize clean-ups – but for their efforts to create systemic change, they need to be heard by those in charge. This is where local governments come in: mayors, city councillors, and regional agencies who translate ideas into policies and budgets.

In the GreenCitizens project, engaging with local institutions is not seen as a formality but as the most tangible form of civic participation. It turns digital empowerment into civic agency: the ability to influence environmental priorities where decisions truly happen – in schools, communities, and municipalities.



Why Local Governments Matter

- ① Local administrations are the first line of environmental governance. They decide on waste collection systems, urban green spaces, traffic policies, and renewable energy plans. They also manage EU-funded programs for sustainability and climate adaptation.

For instance, Italian cities like Perugia, Terni, and Bologna have implemented "Piani di Azione per l'Energia Sostenibile e il Clima" (PAESC) – Sustainable Energy and Climate Action Plans – aligned with the EU's Covenant of Mayors initiative. In Romania, municipalities such as Cluj-Napoca, Braşov, and Iaşi have adopted similar Strategii de Mediu and actively collaborate with youth and NGOs for implementation. By understanding how these systems work, young citizens can identify the right entry points to influence them – from public consultations to youth advisory councils.

Understanding How Local Governments Work

Before approaching a municipality, it helps to know its structure. Most local governments in Europe have similar departments: environment, urban planning, transport, education, and youth. Each department has contact points or online forms for citizen communication.

In Italy, cities like Perugia publish open contact channels through their [Comune di Perugia - Ambiente e Sostenibilità](#) office. Romanian municipalities, through portals such as [Prima ăria Cluj-Napoca](#) or [Prima ăria Braşov](#), also encourage citizens to submit suggestions or complaints digitally.

Knowing who is responsible for what allows young activists to send proposals to the right person instead of general inboxes that often go unread.

From Hashtag to City Hall: Making the First Contact

Reaching out to a public office might feel intimidating, but local institutions are more open to citizen dialogue than many imagine. The secret is to combine respect with clarity.

A good first message should:

- ❏ 1. Be concise and polite – two short paragraphs explaining who you are and why you are writing.
- 2. Include a clear request (for example: "We would like to meet with the environmental office to present our petition on green waste management").
- 3. Attach or link supporting documents: a summary of your initiative, photos, or data.
- 4. Propose a short meeting – online or in person – and show willingness to collaborate.

In Italy, the civic platform [Partecipa! Umbria](#) provides examples of how citizens can submit structured proposals to regional authorities. In Romania, the participatory portal [Consultare Publica ă - Gov.ro](#) lists ongoing public consultations where NGOs and youth groups can send comments on environmental policies.

The first contact is not about convincing immediately – it's about opening a door.

Presenting Your Proposal Effectively

Once a meeting or exchange is scheduled, preparation makes all the difference. Local officials respond best to well-structured, solution-oriented presentations rather than emotional appeals.

Here are a few tips:

1. **Know your data.** If your campaign involved monitoring or petitions, summarize the key findings in two or three visuals.
2. **Highlight benefits.** Explain how your proposal improves quality of life, public image, or cost efficiency for the municipality.
3. **Bring examples.** Mention best practices from other cities – for instance, Comune di Bologna's "Green Areas Open to All" project or Braşov's Bike Sharing initiative supported by EU funds.
4. **Show collaboration, not confrontation.** Use inclusive language like "We could work together on..." instead of "You should do...".

The GreenCitizens approach encourages youth to act as partners, not protestors. Change happens faster when institutions feel part of the solution.

Using Official Tools for Citizen Participation

Many European cities are adopting digital platforms that invite citizens to contribute ideas, vote on priorities, or track policy outcomes.

Some useful examples include:

- [EU Climate Pact - Pledge Platform](#) - citizens and organizations commit to local actions for the environment.
- [Open Municipio](#) - an Italian civic-tech platform allowing residents to follow local council decisions.
- [Decid Bucureşti](#) - the Romanian adaptation of Decidim, where citizens can submit proposals to the Bucharest City Hall.
- [Partecipa! Umbria](#) - promotes regional participatory planning.
- [Consiliul Consultativ al Tinerilor din Cluj-Napoca](#) - the official youth advisory council collaborating with local authorities.

Learning to use these tools transforms young citizens from observers into recognized contributors.

Writing Effective Letters and Requests

When formal communication is required, templates can help. A good official letter to a local government includes:

- The subject line (clear and short: "Proposal for Greener School Spaces").
- The introduction, identifying your group or association.
- A brief description of the issue supported by facts or data.
- Concrete proposals or questions.
- Contact details and a request for a reply or meeting.

The GreenCitizens Toolkit provides editable templates for official letters and meeting requests that can be customized by schools or NGOs. Always keep a copy of correspondence and note the date – follow-ups should be friendly but persistent.

Building Long-Term Collaboration

True change rarely happens after a single meeting. When an institution responds positively, keep the relationship alive: invite representatives to your events, share project updates, and thank them publicly for their support. Over time, this transforms short-term advocacy into co-creation – a shared journey of progress.

In Italy, for example, youth groups involved in the Perugia Plastic Free Schools initiative now co-design workshops with the municipal environmental office. In Romania, the Green Cluj Youth Forum regularly collaborates with city officials to develop sustainability events during Săptămâna Verde ("Green Week").

When cooperation grows, young people stop being "petitioners" and become partners in policy.

Measuring and Celebrating Results

After any institutional engagement, it's important to reflect: What changed? What could be improved next time? Even small outcomes – a public acknowledgment, a new tree planting area, or a mention in local policy plans – should be documented and shared online. Celebrating achievements motivates others and proves that constructive dialogue works.

At the same time, it's useful to maintain a short written record of communications and outcomes. This "participation diary" will be valuable for future projects and for the final dissemination phase of GreenCitizens.

Interactive Quiz – "Civic Connector"

1. Why are local governments key partners in environmental change?

- A. They control budgets, services, and regulations that affect sustainability.
- B. Because they make daily decisions on local environmental issues.
- C. They organize youth concerts.

2. What is the best tone when contacting public institutions?

- A. Aggressive and demanding
- B. Polite, concise, and cooperative
- C. Overly technical

3. Which platform allows citizens to propose ideas to Bucharest City Hall?

- A. TikTok
- B. Decid București
- C. YouTube

4. What should a good official letter to a municipality include?

- A. Long personal stories
- B. A clear subject, data, proposal, and contact details
- C. Only a list of complaints

5. What turns youth campaigns into lasting civic partnerships?

- A. Repetition of demands
- B. Continuous communication and collaboration with institutions
- C. Ignoring government feedback

Final Reflection

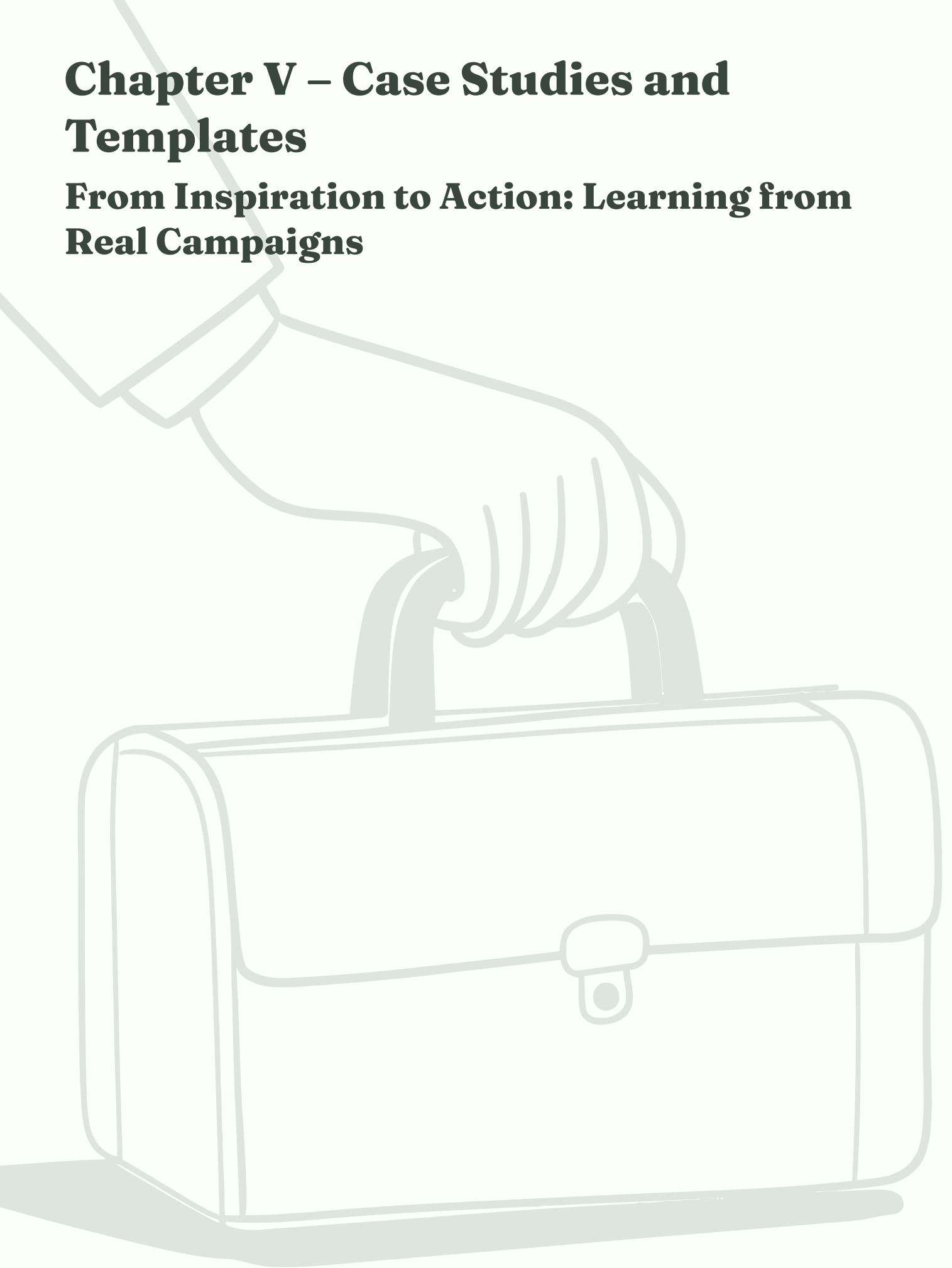
Engaging local governments means entering the democratic arena with respect, confidence, and preparation. Through dialogue, young people discover that civic power is not only about raising voices but about shaping the future hand in hand with those who govern. When activism meets administration, transformation becomes policy – and digital campaigns become community achievements.

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Chapter V – Case Studies and Templates

**From Inspiration to Action: Learning from
Real Campaigns**





Introduction: Turning Knowledge into Practice

Throughout this Toolkit, you've explored the main pillars of digital environmental activism: communication, petitions, data tracking, and dialogue with institutions.

Transforming Local Concerns

This final chapter brings all those elements together through real examples of how young Europeans have transformed local environmental concerns into successful campaigns, and it provides templates to help you do the same.

Learning from Action

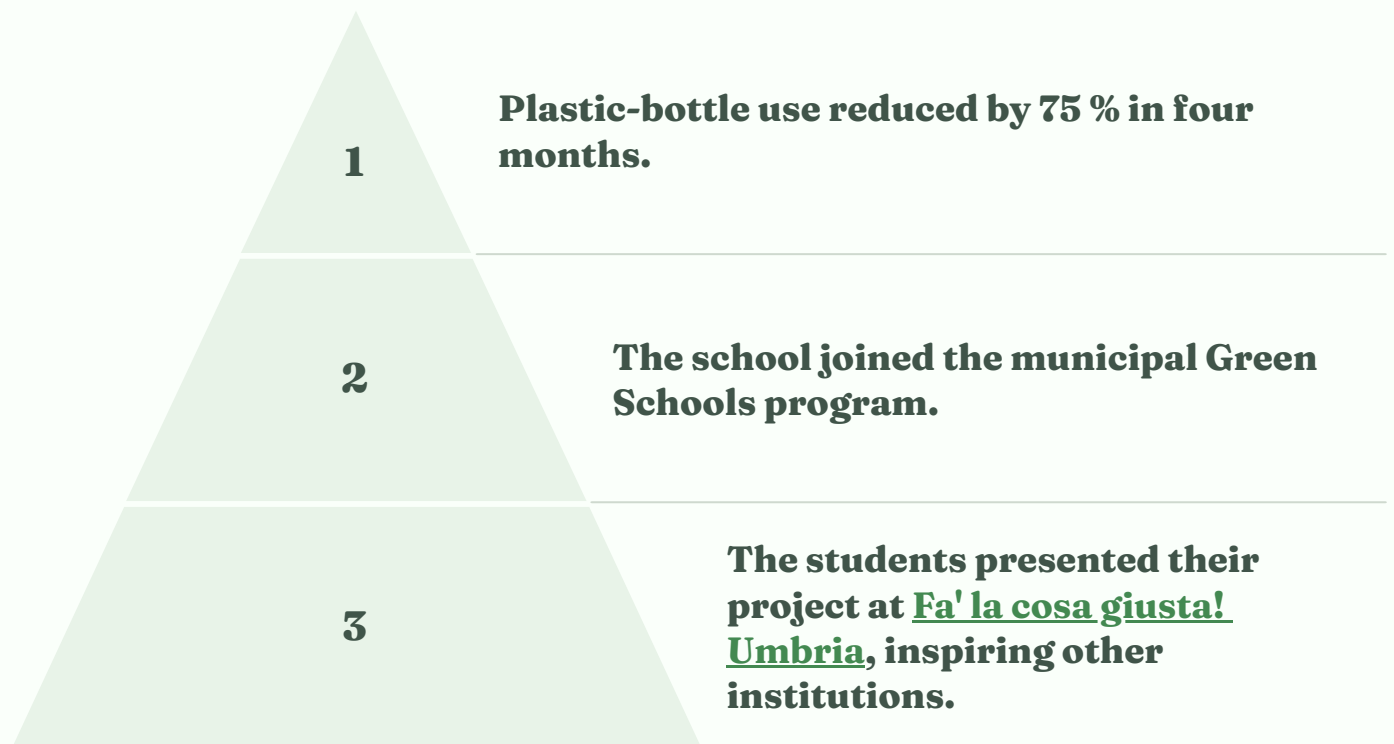
In the GreenCitizens philosophy, the best learning comes from action. By observing how others achieved impact, you can shape your own initiatives with creativity, evidence, and community support.

Case Study 1 – Italy: "Plastic-Free Schools in Perugia"

In 2023, students from Liceo Scientifico Galileo Galilei in Perugia noticed the large number of single-use bottles produced daily in their cafeteria. They launched "Scuola Senza Plastica" (Plastic-Free School), a social-media campaign with the hashtag #PerugiaPlasticFree, supported by Legambiente Giovani.

A short video on Instagram and TikTok showing their weekly plastic waste reached 15 000 local views. Within two weeks they opened a petition on [Change.org](#) addressed to the Comune di Perugia, asking for water dispensers and compostable cups. After gathering over 1 200 signatures, they presented results to the municipal Ufficio Ambiente with data provided by [ARPA Umbria](#). UNLAB assisted in designing visuals for public dissemination.

Impact

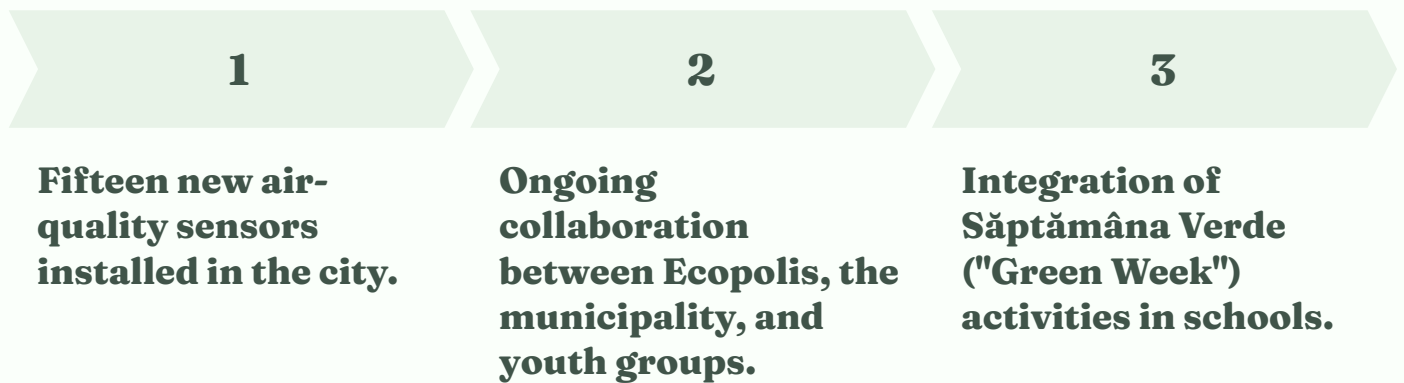


Case Study 2 – Romania: "Air for All – Cluj Aerlive Youth Network"

In 2022, the NGO [Ecopolis România](#) launched the citizen-science platform [Aerlive.ro](#) to display real-time air-quality data. Students in Cluj-Napoca created a local movement called "Air for All / Aer pentru Toți", combining open data with digital advocacy.

Using Aerlive sensors, they mapped pollution peaks near playgrounds and schools. They visualized results in [Canva](#) and circulated infographics on social media with the hashtag #AerPentruToți, reaching over 50 000 people. Their findings were later discussed by Primăria Cluj-Napoca during updates to its 2023 Strategia pentru Mediu.

Impact

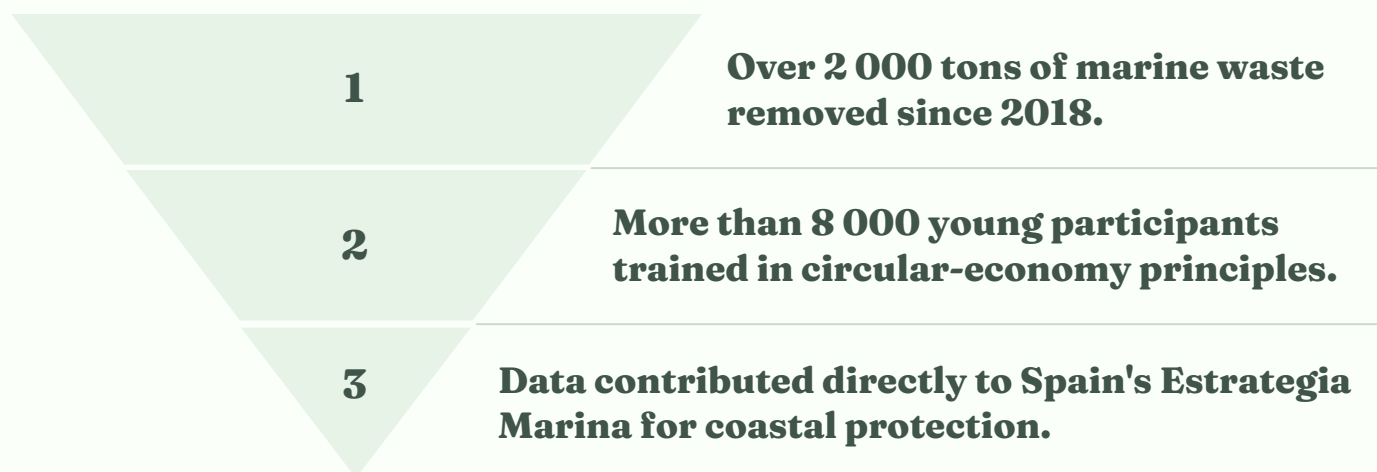


Case Study 3 – Spain: "#SeasWithoutPlastic / #MaresSinPlástico"

Across Spain, the program "Mares Circulares" ("Circular Seas") led by [Ecoembes](#) and Asociación Vertidos Cero mobilizes volunteers to clean coastal areas and collect data on marine litter. Young people from universities in Galicia, Andalusia, and the Balearic Islands participate in local clean-ups and upload data through the mobile app [Marine LitterWatch](#), developed by the [European Environment Agency](#).

The campaign's digital component – the hashtag #MaresSinPlástico – spread environmental messages and visual statistics on Instagram and Twitter, encouraging consumers to reduce single-use plastics.

Impact



This case illustrates how combining fieldwork and open-data tools can transform local action into national policy contributions.

Case Study 4 – Germany: "Fridays for Future Digital Strike"

When the COVID-19 pandemic made public gatherings impossible in 2020, Fridays for Future Germany turned its climate strikes into a massive digital movement. Under hashtags #NetzstreikFürsKlima and #DigitalStrike, thousands of young activists replaced street protests with coordinated online posts, digital banners, and livestreams on [Instagram](#), [Twitter](#), and [YouTube](#).

Participants used visual templates shared through [Canva](#) and scheduled posts simultaneously to simulate a "digital square." The initiative received coverage from major outlets such as Deutsche Welle and recognition by the [European Climate Pact](#) for innovative youth participation.

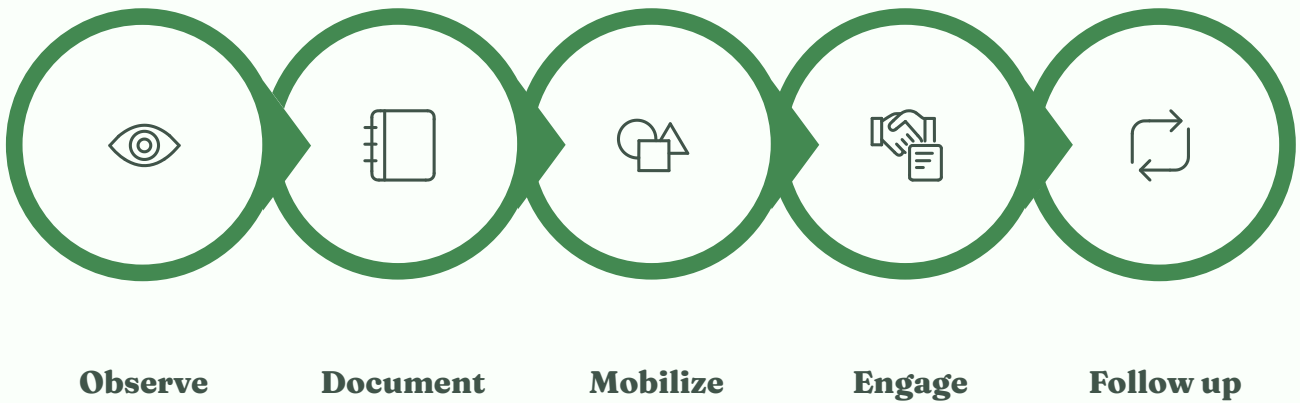
Impact



This campaign proved that environmental activism can persist and even grow when digital creativity replaces physical presence.

How to Adapt These Models

Each of these real initiatives followed the same logic:



Whether monitoring air quality, collecting coastal data, or negotiating with municipalities, success depended on three shared ingredients: credible information, consistent communication, and collaboration with institutions. These are the same principles guiding GreenCitizens – a reminder that digital activism works best when rooted in local realities and supported by factual evidence.

Template 1 – Official Letter to a Municipality

Purpose: Use this model to communicate formally with your city council, regional authority, or school administration. Adapt the tone to your context and print it on your organization's letterhead if possible.

Subject: Proposal for Greener School Spaces

To: [Title and Full Name]

Position: [e.g. Head of Environmental Office]

Organization: [Municipality / Institution Name]

Date: [DD Month YYYY]

Dear [Title and Surname],

We are a group of young citizens from [city / school name], participating in the GreenCitizens initiative (Erasmus+ Programme). During our research activities, we identified several opportunities to enhance environmental sustainability in our community – for instance, [briefly describe the issue, e.g. excessive plastic waste / lack of recycling bins / energy inefficiency in school buildings].

Our proposal aims to:

1. [Describe solution 1], which would ...
2. [Describe solution 2], expected to ...

These actions align with the municipality's sustainability strategy and the EU Green Deal goals.

We would be grateful for the opportunity to present our observations and suggestions during a short meeting at your convenience.

Please find attached:

- A summary document with key data and photos;
- Signatures or testimonials collected through our petition;
- Contact details of our representative.

Thank you for your attention and commitment to a greener future. We look forward to collaborating with your office.

Sincerely,

[Name and Surname - Youth Representative]

[Group / School Name]

[Email | Phone]

[Website or Social Media Page]

📌 **Tip:** Always keep a PDF copy for records and note when it was sent. Follow up politely if no answer after 10 days.

Template 2 – Meeting Request Email

Purpose: Request an appointment with an institution, NGO, or company. Short, clear, respectful.

Subject: Meeting Request - Youth Environmental Proposal on [Topic]

Dear [Title and Name],

My name is [Full Name], representing [School / Youth Organization]. We are developing an environmental initiative within the GreenCitizens Erasmus+ project, focused on [short description of the issue].

We would appreciate a short [online / in-person] meeting of approximately 30 minutes to present our findings and explore possible collaboration. Could you please let us know your availability within the next two weeks?

Thank you in advance for considering our request.

Kind regards,

[Full Name]

[Organization]

[Email | Phone | Website]

📌 **Tip:** Send from a professional email, include your logo if available, and reply promptly to scheduling messages.

Template 3 – Social-Media Campaign Pack

Purpose: Coordinate tone and visuals across posts on Instagram, Facebook, TikTok, or X.

Post Structure Example

Headline (max 10 words): 🌱 Let's Make [City Name] Plastic Free!


Intro Line: Every day, our school throws away more than 500 plastic bottles.

Core Message: Together we can change that! Sign our petition and share your ideas for greener schools.

Visuals:


1. Infographic with key data from your survey (Canva / Piktochart).
2. Short video clip (15- 30 s) showing the problem and solution.

Call to Action:

 Sign here → [petition link]


 Join us on [date] for the #GreenCitizensEU event!

Hashtags: #GreenCitizensEU #YouthForClimate #DigitalForNature #[YourCityName]Green

 **Tip:** Keep the same visual identity - colors, logo, and fonts - to create brand recognition for your campaign.

Template 4 – Petition Summary Sheet


Section	Guidance / Example
Title	Short, emotional, ≤ 12 words <i>Example: Clean Air for Our School!</i>
Goal	Define one measurable change <i>Example: Install air filters in classrooms by June 2026</i>
Target	Who can decide <i>Example: Municipality of Cluj-Napoca - Environmental Department</i>
Evidence	Data + visuals <i>Example: Aerlive.ro shows PM2.5 exceeding limits 20 days per month.</i>
Call to Action	Direct appeal <i>Example: Sign and share to demand cleaner air for our children!</i>
Contact	Group / email / links <i>Example: GreenCitizens Youth Cluj - greencluj@gmail.com</i>

-  **Tip:** Keep the tone positive and solution-oriented. Track signatures weekly and communicate progress online.

Template 5 – Campaign Action Plan

Purpose: Plan, assign, and evaluate every stage of your campaign. Use it as a shared online table (Google Sheets / Trello).

Phase	Objective	Key Activities	Responsible Persons	Timeline	Indicators of Success
1. Research	Identify issue and collect data	Survey students, analyze EEA data	Ana & Luca	1-10 May	Problem defined, data collected
2. Communication	Raise awareness	Design logo, launch #campaign	Sara & Mihai	11-25 May	500 online views in 2 weeks
3. Mobilization	Gather support	Publish petition / organize event	Group leaders	26 May - 15 Jun	200 signatures collected
4. Engagement	Meet institutions	Send letter, schedule meeting	Maria & Andrei	16-30 Jun	Official reply received
5. Follow-Up	Evaluate impact & report	Post results online, thank supporters	Team	1-10 Jul	Report published & shared

 **Tip:** Always include evaluation indicators - numbers (signatures, participants) and qualitative feedback (media mentions, policy responses).

Interactive Quiz – "From Idea to Action"

1. What was the main result of the Plastic-Free Schools campaign in Perugia?

- A. Ban on school cafeterias
- B. 75 % reduction in plastic waste and integration into municipal programs
- C. New national law

2. Which Romanian city developed the "Air for All" youth network?

- A. Braşov
- B. Cluj-Napoca
- C. Constanţa

3. What tool did Spanish volunteers use to record marine-litter data?

- A. Excel
- B. Marine LitterWatch app
- C. TikTok

4. How did Fridays for Future Germany continue activism during lockdowns?

- A. Suspended all actions
- B. Moved to digital campaigns using #NetzstreikFürsKlima and #DigitalStrike
- C. Shifted to private meetings

5. What common principle connects all these case studies?

- A. Isolated local actions
- B. Credible data, consistent communication, and institutional collaboration
- C. Protests without dialogue

Final Reflection

Across Europe, young people are already proving that data, creativity, and collaboration can change policy. From plastic-free schools in Italy to air-quality networks in Romania, from Spanish coasts cleaned by volunteers to German digital strikes, each action expands the meaning of active citizenship. The tools you now hold in this Toolkit are their legacy – and your invitation to continue writing Europe's next green chapter.

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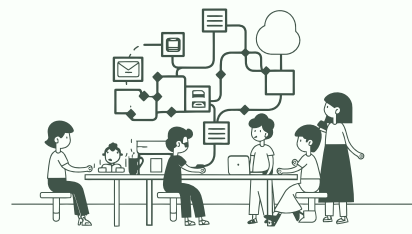
Conclusion and Acknowledgements

From Digital Awareness to Green Citizenship

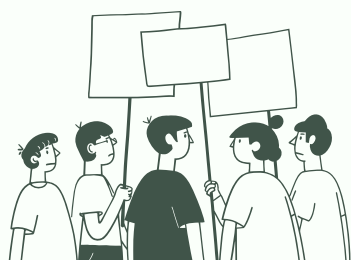


A Shared Journey Toward Environmental Empowerment

The GreenCitizens Toolkit marks the conclusion of a collective journey. It began with a simple question: How can young people use digital tools to make their voices heard for the environment?



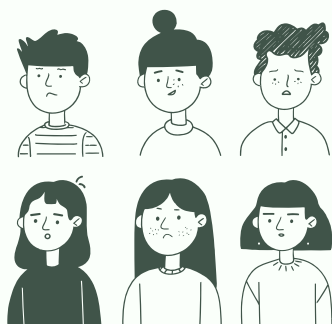
This Erasmus+ collaboration brought together youth, educators, trainers, and professionals from Italy and Romania. They transformed that question into a structured learning path, detailed in each chapter of the Toolkit. From digital activism and creating petitions to tracking environmental data and engaging local governments, the Toolkit provides practical European examples.



The Toolkit's ultimate goal is to bridge digital transformation with environmental responsibility. It empowers young citizens to become informed, active, and creative agents of change within their schools and communities. They acquire not only digital competencies but also civic, ethical, and emotional skills essential for the green transition.



The GreenCitizens project emphasizes that ecological transition requires education, participation, and empathy, not just technology. By teaching data collection, transparent communication, and collaboration with public institutions, the project offers a model of sustainable civic action, easily replicable across Europe.



What the Toolkit Represents

This publication is not just a manual – it is both a resource and a symbol. It represents hundreds of small ideas, conversations, and actions that emerged during the project's activities: the youth roundtables that revealed what "digital citizenship" means to this generation; the shared online workspace where partners exchanged drafts, visuals, and feedback; the workshops in which Italian and Romanian teams validated and tested the methods now contained in these pages.

The Toolkit has been conceived to serve multiple audiences:

- **Young people**, who can follow its step-by-step activities to design their own local environmental actions;
- **Teachers and youth workers**, who can integrate its content into workshops, courses, or informal learning contexts;
- **Institutions and NGOs**, who can use its examples and templates to inspire inclusive communication and participatory processes.

Every section is designed to be modular and adaptable – it can be used in a one-day seminar or as a semester-long learning program. Because the GreenCitizens approach values accessibility, the Toolkit is published in English, Italian, and Romanian, freely downloadable, and formatted for digital and print use.

Impact Beyond the Project

The impact of GreenCitizens extends beyond its scheduled activities. Through its participatory method, it has built transnational relationships between organizations, municipalities, and schools that will continue to collaborate after the project's end. The youth who took part in roundtables, workshops, and online actions now have practical tools to influence their communities.

Many of the campaigns initiated during the project – from digital petitions to awareness videos and local "Green Days" – are still active. The Toolkit will help multiply those examples, enabling other schools and youth groups to replicate the process, adapt it to new contexts, and keep it alive.

By encouraging youth to combine technology with civic engagement, GreenCitizens contributes to the European Union's strategic priorities: Environment and fight against climate change; Digital readiness and resilience; Active citizenship and youth participation. In this sense, the project is a small but concrete step toward the European Green Deal's vision of a climate-neutral, socially inclusive continent.

Sustainability, Credits, and Final Words

Sustainability and Long-Term Commitment

Both partner organizations – ATES (Romania) and UNLAB (Italy) – have committed to maintaining and disseminating this Toolkit for at least three years beyond the project's completion. The materials will remain available through their official websites and shared networks, ensuring that schools, NGOs, and youth associations can continue using and adapting the resources.

Workshops and events developed under GreenCitizens will also be integrated into the partners' future initiatives, promoting continuity and cross-fertilization with other Erasmus+ and local projects. The project's sustainability rests on three principles: Open access - all resources are free and adaptable; Capacity building - training educators to reuse the Toolkit independently; Community engagement - maintaining collaboration with local authorities and schools to keep youth initiatives visible. These commitments ensure that GreenCitizens will remain a living, evolving resource rather than a closed chapter.

The Human Side of Cooperation

Behind the Toolkit's structure stand individuals who contributed knowledge, time, and enthusiasm. From students who tested survey forms to graphic designers who formatted visuals, from teachers facilitating debates to municipal officers answering youth proposals – every contribution shaped the final outcome.

Particular thanks go to the facilitators of the National Roundtables, whose patience and professionalism helped transform brainstorming sessions into actionable ideas; to the youth participants, who shared honest opinions on what truly motivates or discourages civic engagement; and to the technical teams, who ensured that all materials met both creative and academic standards.

Impact

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Language Revision: ATES - Educational Communication Team

Translation into Romanian and Italian: Project language teams, 2025

Final Words: A Call to Action

This Toolkit closes with a simple message: **Citizenship begins when we stop waiting for others to act.**

The GreenCitizens experience shows that meaningful environmental change does not require perfect systems or large budgets – only initiative, collaboration, and persistence. Each social-media post, each petition, each meeting with a local official becomes part of a broader European movement for sustainability and democracy.

We invite everyone who reads these pages – students, educators, activists, or policymakers – to use this Toolkit as a springboard. Adapt it to your reality, translate it, remix it, and share your results. The green and digital transitions are not parallel paths; they are intertwined journeys toward a fairer and more conscious society.

If this Toolkit helps even one young person discover their voice, then it has fulfilled its mission.

Annex I – Correct Answers to Quizzes

This annex contains the verified correct answers for all interactive quizzes included in the Toolkit. Each quiz can be used independently for self-assessment, group activities, or classroom evaluation.

Chapter I – Digital Activism for the Environment

No.	Question (summary)	Correct Answer
1	First step in planning a digital campaign	B - Defining your goal
2	Platform best for short creative videos	A - TikTok
3	SAC storytelling model stands for ...	B - Situation, Action, Change
4	Why hashtags are important	B - They increase discoverability of content
5	Indicator for measuring campaign success	C - Engagement rates and real-world actions achieved

Chapter II – Creating and Distributing Digital Petitions

No.	Question (summary)	Correct Answer
1	What makes a petition effective	B - One clear demand and credible evidence
2	Key step before launching a petition	B - Identify the decision-maker and verify competence
3	Action that violates GDPR	B - Sharing signatory data publicly without consent

4	Ideal follow-up after reaching goal	B - Deliver the petition formally and thank supporters
5	How to increase visibility	B - Share regularly with clear hashtags

Chapter III – Environmental Data Tracking

No.	Question (summary)	Correct Answer
1	Purpose of environmental data tracking	B - To understand, communicate, and act on issues
2	Italian agency providing official data	B - ISPRA and ARPA regional agencies
3	What is Aerlive.ro	A - Romanian citizen platform for air-quality monitoring
4	Why compare citizen data with official sources	A - To ensure accuracy and credibility
5	What turns data into impact	C - Visualizing and communicating it clearly

Chapter IV – Engaging Local Governments

No.	Question (summary)	Correct Answer
1	Why local governments are key partners	B - They make daily decisions on local environmental issues
2	Best tone when contacting institutions	B - Polite, concise, and co-operative
3	Platform for citizen proposals in Bucharest	B - Decid București

4	What a good official letter should include	B - Clear subject, data, proposal, and contacts
5	What makes youth campaigns lasting	B - Continuous communication and collaboration

Chapter V – Case Studies and Templates

No.	Question (summary)	Correct Answer
1	Result of "Plastic-Free Schools" campaign	B - 75 % reduction in plastic waste + municipal integration
2	City behind "Air for All" network	B - Cluj-Napoca
3	Tool used in Spanish marine-litter project	B - Marine LitterWatch app
4	How Fridays for Future Germany acted in lockdown	B - Digital campaigns #NetzstreikFürsKlima / #DigitalStrike
5	Common principle of all case studies	B - Credible data, consistent communication & institutional collaboration

How to Use This Annex

- **For workshops:** print this annex as facilitator notes to check participants' answers.
- **For self-learning:** learners can complete quizzes first, then verify here.
- **For evaluation:** assign 1 point per correct answer → 25 points total across the Toolkit.

Disclaimer

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