

Online Inception Seminar, 1st July 2020

2018 CfP projects: DEAR project descriptions

People in Need (Czech Republic)

1Planet4All - Empowering youth, living EU values, tackling climate change

The change(s) the project aims to create/project objectives:

To raise awareness and critical understanding of European youth in 12 EU member states about climate change as a global threat to achieving the Sustainable Development Goals and inspire their active engagement in concrete actions for safe, inclusive and “climate-smart” communities.

Main communication objectives are:

- Raising awareness of the complexity of climate change (causes-effect relationships and possible solutions) and of the urgency for individual and collective actions
- Establishing connection with the global south, visibility on global south to European audience
- Motivating young people to become responsible agents of change

The number of EU member states where the project will be implemented: 12 (Czech Republic, Slovakia, Poland, Austria, Germany, France, Italy, Estonia, Belgium, Spain, Portugal and Ireland)

How main target group(s) will be engaged:

Target groups:

Youth 15 – 25: young people at all levels of education, members of youth organisations, sports and clubs – the potential young leaders.

Youth 26 – 35: young people out of formal education, young on-line influencers, young parents, young first-time consumers - emerging young leaders.

Multipliers to reach youth audiences: EU citizens in regular contact with young people reached by awareness raising activities and campaigning, including teachers, youth leaders and journalists.

- 1) Awareness rising and critical understanding– the lack of quality information and critical understanding about climate change, inter-dependencies in today’s world and Agenda 2030 will be addressed by innovative awareness raising and communication activities bringing more complex information to target audiences.
- 2) Mobilization and empowerment – having connected and engaged young people in our target countries with our communications messages, we will then develop programmes in each of our countries to harness their energy and enthusiasm. In each country, we will develop a package of support to up-skill and empower young people with information on the impact of their daily choices and actions, while tapping into their creativity and determination to find workable and innovative solutions.
- 3) **Active engagement** – our first and second clusters will then lead to the concrete involvement of the target groups to embrace the concept of Active Citizenship which combines knowledge, attitude, skills and actions aiming to contribute to building and maintaining a democratic society. Young people will be supported to organize their own actions and initiatives.

Municipality of Milan

Food Wave - Empowering Urban Youth for Climate Action

Description of the changes the project aims to create/ project objectives:

The sustainable transition, tackling the climate change, cannot be procrastinated any more. While the worldwide food production is responsible for a third of global greenhouse gas (GHC) emissions, it is at the same time affected by climate change. In addition, more than a third of the global food production per year (40% at European level) goes wasted, producing significant impact on climate, as well as on the environment. Therefore, changing food system (production and consumption patterns) is a key aspect to face the climate change issues because of its cross-cutting and capillary nature, both in the economic system and in daily life. Increased awareness among all the actors of the value chain (from producers to “consumers”) of sustainable food system, enables them to build fertile ground and allows the full implementation of innovative policies. Youth are a crucial target not only for the role they will assume in future governance, but also because they are the most resourceful agents of change. In general, youth need to be aware on how they can practically adopt positive behaviours in daily lives, as well as being fully involved within the change and to empower their peers as a part of an active European citizenship. Within this framework, the **project’s Overall Objective** is that EU Citizens’ increase knowledge, awareness, and engagement on sustainable patterns of food consumption and production for climate change mitigation and adaptation. In order to contribute to this wider goal, the project will achieve the following Outcome: Young people in 16 EU Member States are committed to change their food consumption behaviour and to actively promote the shift towards ecological and inclusive urban food systems, contributing to the EU's efforts to mitigate and adapt to climate change.

The number of EU member states where the project will be implemented

The project aim to reach 15 million European youth (15-35) across the 16 Countries.

A short description of how your main target groups will be engaged

As the Outcome is very comprehensive, the partners will accomplish it by achieving three intermediary Outcomes (iOc), which match the three key pillars of the project’s design: **Awareness, Engagement, Communication/Outreach.**

- **iOc1:** Key target youth in 19 EU cities are aware of the importance of climate-friendly food consumption behaviours, policies and food system models impact. Under this iOc, in fact, the project will raise awareness of target group, developing content and disseminating media materials to sensitise youth on the issues of climate change and, more specifically, the nexus between food systems (production and consumption) and climate change mitigation and adaptation. This will raise interest and guide youth towards the various activities proposed under this project.
- **iOc2:** Key target youth increase knowledge and capacities in awareness raising and campaigning and actively engage in the promotion of practices for sustainable food systems. As iOc1 unravels and is implemented, under iOc2 the partners will engage youth that show particular interest towards the project’s themes and activities, investing on them to become activists and “megaphones” of the projects with other youth but also with the general public, co-creating communication tools aimed at shaping the Pan-European campaign.
- **iOc3:** Target youth in 19 cities engage with a wider EU audience on the importance of sustainable food consumption and urban food policies to tackle climate change. Finally, under iOc3, the project will leverage on the results achieved under the first two iOc to carry out a panEuropean awareness raising campaign that will allow the project to achieve its main Outcome, through wide communications activities that will have both national and European resonance.

This design, which at first looks at a wide audience, then works with a limited number of young activists and finally reaches out massively to the final target (15 million European youth)

MONDO

'I Am European': Migration Stories & Facts for the 21st Century

"I Am European": Migration Stories & Facts for the 21st Century aims to have a positive impact on achieving a more **open, inclusive, and peaceful culture** towards **migrants and refugees** in Europe.

The main approach is awareness-raising among **youth** supported by engaging **young journalists** in creating balanced and fact-based media content and **multipliers** with global educational activities on **migration themes**. As the main result, we expect to see **more solidarity and tolerance in Europe**.

The **youth** is engaged through a Pan-European social media campaign accompanied by empathy increasing direct action content such as visual stories, simulations, virtual reality experiences, etc.

The **youth** is also reached through global education activities, where **multipliers** such as teachers and youth workers and **grassroots sub-grantee organisations** will be the key players.

Young **journalists and social media influencers** are engaged through national and international trainings and study trips, providing knowledge and first-hand experiences related to migration to enhance the understanding of the interdependencies and complexities of the world today.

Partners will **finance the actions of third parties** in Czech Republic, Estonia, Finland, Germany, Latvia, Lithuania, Poland and Slovakia in order to:

- enable youth and migrant organisations to organise peer-to-peer activities and reach audiences more in-depth;
- include participants with a migration background and/or living in remote and/or rural areas;
- increase the capacity of smaller scale organisations working with youth and/or on migration related matters;
- reach a wider audiences than solely project partners have the capacity to reach;
- create effective networks of organisations of different sizes and profiles, to achieve the needed impact on a national and international level.

In total, **2 500 000 youth will be reached** by the social media campaign across 8 project countries (Czech Republic, Estonia, Finland, Germany, Latvia, Lithuania, Poland and Slovakia) with **200 000 youth taking action** within the campaign framework, resulting in European youth who are more aware, knowledgeable, and engaged in migration issues and are taking action together with migrant youth to promote integration, acceptance and tolerance within their communities.

Journalistic activities will reach **900** young people involved in media and social media content creation. Additionally, **600 multipliers** will be involved in global education activities.

The project is implemented by a consortium of 7 partners in 6 countries: NGO Mondo (the coordinator) and VURR in Estonia, People In Need (Czech Republic), PIN Slovakia, VIKES, the Finnish Foundation of Media and Development (Finland), Migration Matter (Germany) and the Center for Citizenship Education (CCE) in Poland.

Regione Piemonte

Mindchangers: Regions and youth for Planet and People

Projects objectives

Overall objective: Strengthen the engagement of EU young citizens and the awareness of general public towards 2030 Agenda through communication actions and capacity building of LAs and small and medium CSOs.

Specific objectives :

1) To foster youths as active agents of development and change, by mobilising them locally and at international level.

2) To innovate LAs and CSOs' strategies to reach and engage youths, on the topics of sustainable development and international cooperation, specifically on the focus areas of Climate Change and Migration.

The project will improve the situation of target regions through: (i) institutional anchoring of development issues in local policies, supporting those LAs able to link decentralized cooperation policies with the domestic ones on education, social issues and environment, (ii) improving the stakeholder capacities, knowledge and cooperation in particular in their action with and towards youth, (iii) increasing the visibility in public debates of LAs role and needs in this process, (iv) promoting the active engagement of citizens, especially young, on global issues starting from the smaller scale of their communities, giving value to the linkages to the Global South already developed by LAs and CSOs engaged in development cooperation actions, (v) supporting the pivotal role of LAs in guiding, supporting and fostering the increase of local partnerships for development through the subgranting action.

Number of the EU member states where the project will be implemented

Regione Piemonte- Italy; Baden Wurttemberg Region - Germany; Wallonie-Bruxelles Federation – Belgium; La Rioja- Spain; Auvergne-RhôneAlpes- France ; Craiova – Romania

Target Key

Target groups: 300.000 young people (aged 15-35) involved in the Action, of which 10.000 youths actively engaged, **and 500 LAs/CSOs.**

Their situation will be improved as: **young people** will be supported through the 2 rounds of subgranting (100-150 projects) and the pan-European Campaign aimed at informing and engaging them on Climate and Migration issues in the perspective of SDGs; **LAs** will be supported through research, training and mutual learning aimed at strengthening their operational and strategic capacity in mobilizing youth for SDGs in close coordination with civil society actors; **CSOs** will be supported through research, training and mutual learning aimed at strengthening their capacity of networking, guiding multi-stakeholder dialogues, engaging youth, advocating LAs, promoting SDGs perspective within all their field activities both in the North and in the South.

The **final beneficiaries** will be 3 million EU citizens (700.000 young) and they will be reached by the Mindchangers campaign which will bring them to reflect upon their role as citizens and as actors in a global society. Through the project these newly-engaged European citizens will get a better understanding of why development aid is still needed beyond 2015 and what exactly development policies at the EU level can accomplish.

CEEWeb, Hungary

Game over? Do not let climate change end the game!

Project objectives and engagement of main target group

The campaign seeks to shed light on the impact and responsibility of the EU in the world and the critical role that EU institutions, programs and policies play in shaping development in countries of the South. EU policies not just in relation to climate change and the environment, but also in trade, economy, agriculture and finances impact and shape the developing world. At the same time, EU citizens through consumption and life-style choices have an influence on production in the global South and the well-being of its citizens. Consortium partners will seek to bring these crucial interactions to the spotlight, foster critical thinking among youth and highlight how well-implemented EU development programs, climate change actions and individual changes can make a positive and forward-looking change in the world.

The proposed action will strongly impact the youth in the partner countries (aged 15-35), with actions that are often gamified specially targeted at this age group, while older adults (35+) will be also reached through some of the communication channels, increasing their understanding and capacities for actions. Youth ambassadors and other multipliers like journalists and social media influencers will be also targeted to use their potential in the communication actions. The capacities of Young ambassadors will be greatly increased through the action, especially the knowledge and soft skills that they will use for actively participating in the campaign. The knowledge of social media influencers and journalists will be also increased through actions like workshops and factfinding missions. The increased understanding of the youth will be achieved through awareness raising actions with the help of the multipliers and eventually they will be activated to address climate change through individual and collective level changes. The national and EU decision makers will be also addressed with the involvement of the youth pushing for collective level changes, while researches and lobby meetings will increase their technical knowledge and understanding of the complex interlinkages among EU policies, climate change and development in the South.

Participant EU member states

Bulgaria, Slovakia, Czech Republic, Germany, Hungary, Lithuania, Latvia and Romania.

Christliche Initiative Romero (CIR), Germany

#Go EAThics: European youth stand up for sustainable food supply chains that respect migrant workers' rights and reduce climate change, hunger and poverty as key drivers of migration.

Description of the change(s) the project aims to create/project objectives

According the situation of COVID-19

- Instead of physical kick-off meeting: online kick-off meetings,
- youth-labs implemented as online events as long as necessary,
- slightly changes in research work (travelling is impossible): doing desktop-researches, using
- online-tools (for interviews, case studies etc.),
- speakers tour probably online
- slightly time changes but no substantial changes.

Number of EU member states where the project will be implemented

Countries of Lead- and Co-Applicants: 11

Countries of Financial Support to Third-Parties: 7

Short description of how your main target group(s) will be engaged

EU citizens esp. youth (ages 20-35) will be involved in a participatory campaign development: listening tour, promotion campaign for youth-labs, development of campaign concepts in 42 national and 5 international youth-labs (provision of infrastructure for creative thinking and design (i.e. pitch events), creative contest, selection of best campaign idea.

To mobilize youth ambassadors who will disseminate the messages and demands of #GoEAThics to their peers and participate actively in campaign or policy activities we will empower them, by not only offer trainings for young multipliers, but also school them to become on- and offline micro-influencers and for being trainers themselves.

By the involvement of celebrities/(youth) influencers as role models for young people we will spread information to many people esp. youth. Our aim is to have cooperative relationships and engage them in our activities by offering them high quality social media content as well as opportunities to get first-hand information, e.g. during planned media trips, through personal meetings with southern or migrant speakers, or specialised trainings. European journalists and young bloggers will be reached via media work and (online) media reports can influence the public and political agenda, thus fostering change.

Loures Municipality

People & Planet: A Common Destiny

Overall objective:

promote inclusive sustainable development policies at a local level and ensure youth citizens active engagement, as change drivers and mobilization for Climate Action and SDGs achievement through the promotion of sustainable lifestyles, behaviours and practices.

Specific objectives:

SO1: Contribute at developing EU youth awareness, critical understanding and mobilization towards Climate Change challenges by promoting policy and practices changes at the local level coherent with global sustainable development

SO2: Reinforce the role of targeted Local Authorities (LA), LA Associations and CSOs as key actors in the promotion of sustainable development and as change makers towards Climate Change.

Number of EU member states where the project will be implemented:

8 Member States: Germany, Ireland, Italy, Netherlands, Poland, Portugal, Romania and Spain + Cape Verde

How main target group(s) will be engaged:

Target Group:

- 59 Million youth citizens (15-35 years old) in 8 EU countries informed by the Pan-European “#Water is” Campaign
- 94.200 (15 – 35 years old) youth citizens reached by LAs SDG street campaigns
- 49.200 young multipliers engaged and mobilized to act for Climate Action
- 3.099 decision makers & civil servants at EU, national & local level advocated towards Climate Action.

Working packages:

- **WP1: Pan-European Awareness Raising Campaign**

R1: Campaign & Advocacy: a high visibility pan-European awareness campaign “#Water is” targeting **59 million young European citizens on Climate Change** challenges and practices implemented in, at least 8 Member States (MS). The campaign dissemination strategy, as well as the materials will be produced according to the overall profile of our target group and aiming to reduce environmental impact (mobile, digital and social networks/media and public relations events will be privileged as well as socially and environmentally conscious. The objective of the campaign is to support Young Citizens engagement, critical thinking and mobilization and advocate towards Climate Change challenges and more sustainable policies and practices at the local level coherent with global sustainable development.

A1.1 “#Water is” pan-European Campaign | A1.2. LAs “SDGstreet Campaign”: A1.2.1: Street actions; A1.2.2: 1001 Sustainable Events: Do it & Map! | A1.2.3: Global Greenlabs (GGLabs) | **A1.3. Youth Call to Action:** A1.3.1: Youth Advisory Climate Council (YACC); A1.3.2: “Youthactivism” Lab; A1.3.3: Youth challenge

- **WP2: Capacity Building, Networking and Partnership Building**

R2: Climate Change Coalition: A sustainable partnership structure of LAs and CSOs, covering at least, 8 EU MS and Cape Verde, work together for promoting citizens awareness, knowledge and engagement towards Climate Change and sustainable lifestyles patterns. Through innovative outreach and communication tools; participatory non-formal education methodologies; trainings and partners exchange expertise, the LA potential and acknowledgment as active catalysts for SGS successfully actions will be enhanced, their ability to be represented and recognized as Development actors and national task forces capable of following Development-related strategies at the local level will be promoted and their communication channels and networking activities with other LA, ALA and NSA supported.

A2.1: Organise a 2-day workshop on Communication for Development (C4D) Skills | A2.2: Community baseline survey targeting youth needs | A2.3: “All SDGs are local” 136 national trainings | A2.4: Best practice exchange & Sharing of Common Goods

- **WP3: Coordination, Communication, Management & Evaluation**

R3: Project management: a dynamic system for efficient and effective project coordination, implementation, communication, visibility, monitoring and evaluation is implemented.

A.3.1: Organise a kick-off meeting: Project Management | A3.2. Create and use online social media tools | A.3.3: Organize coordination & evaluation meetings with partners | A.3.4 Monitoring and evaluation: internal and external evaluation; auditing

Oxfam Novib, Netherlands

Climate action by European citizens delivers for development

Changes:

Overall objective: EU citizens are committed to and contribute to efforts to tackle climate change, development and gender equality in line with Agenda 2030 and the Consensus.

Specific objective: EU citizens are aware of, understand and actively engage in efforts to tackle the interrelated issues of climate change, development and gender equality.

Countries:

Directly (13 countries): Belgium, Bulgaria, Czech Republic, France, Germany, Hungary, Italy, Latvia, Netherlands, Portugal, Romania, Spain, UK

Through FSTP (15 countries): All other countries in the EU

How we engage with our target groups:

To increase EU citizen's *awareness and understanding* of the interconnectedness of climate change, gender equality and development the action does audience research to strategically define target groups, understand attitudes and tailor communications. Research towards attitudes is brought together in a Pan-European narratives guide. This results in a custom made digital campaign at the national and Pan-European level, which include both online and offline events. Content is created in the form of film, graphics, stories, audio, blogs, vlogs, virtual reality and other means. Additional story gathering will take place in the Global South, sometimes with and sometimes without celebrities/ influencers involved. Reach is created through street festivals, music festivals, street events, social and other digital media, webpages, newsletters, etc. Another approach is working directly together with artists, celebrities and influencers in order to inform their followers or engage them in events.

To ensure that young EU citizens and CSOs have the *capacity to take action* on climate change, we organise a variety of trainings and masterclasses at the national level, in schools, universities, clubs, local communities and in local and national CSO networks, including youth organisations.

The consortium will also support 15 CSOs in the 15 countries of the EU not directly served by the co-applicants, to increase reach of the project, build on developed materials, and build local awareness and capacity to take action. Further there will be a Pan European training tour, where guest speakers, mostly from the Global South, will present their real life stories and citizens, mainly youth, and CSOs are able to meet with, learn from, and be inspired by guest speakers to increase their capacity to take action. Further guest lectures are organised around key events like the COP.

Also the consortium will organise film screenings with audience discussions, will deepen audience engagement and understanding of the interrelated issues of climate change, development, and gender equality and encourage empathy with those most affected in the Global South promoting a movement of activism towards EU decision-maker.

To make EU citizens *take action* in Pan-European efforts to tackle climate change, the consortium will provide the opportunity to engage with decision-makers, at the national and Pan-European level. These meetings range from local town-hall meetings, to meetings to national level MPs and MEPs. There is further focus on these engagements around key events like the COPs.

Further the consortium will support a number of approaches in taking action on the street, around key events, both online and offline, as well as enable citizens to take digital action through petitions and other e-actions.

WeWorld GVC

End Climate Change, Start Climate of Change #ClimateOfChange – A Pan-European campaign to build a better future for climate-induced migrants, the human face of climate change

Description of the change(s) the project aims to create/project objectives

In this framework, the project aims to contribute to achieve the following general objective: to contribute to developing European citizens' awareness and critical understanding of climate change-induced migration as one of the biggest challenges of today's interdependent world, and promoting their active engagement to address the root causes of global warming and its human face, climate migrants.

More specifically, the project also aims to:

- Raise awareness of young EU citizens (16-35 y.o.) on the nexus between the economic system we live in, our lifestyle and human-induced climate change effects in the Global South
- Promote sustainable lifestyle patterns and a shift towards a sustainable, human economy model within our planetary boundaries.
- Engage and activate young EU citizens in support of policies and development actions to tackle climate change as a driver of irregular migration and forced displacement worldwide.

In this regard, a comprehensive approach is pursued, including: the enhancement of competences of educators, youth, adults, citizens, mobilisation of young EU citizens involved in a European movement and collective conscience that targets national and international institutions to foster a systemic and political change together with the social and behavioural one, and increased awareness on the benefits of development work in the Global South and the active involvement of Southern local communities.

The number of EU member states where the project will be implemented

13 + 10

A short description of how your main target group(s) will be engaged

The project relies on a strong, evidence-based communication campaign - #ClimateOfChange – based on factual and accurate information obtained through desk research and case studies conducted in 4 countries (Senegal, Cambodia, Ethiopia and Guatemala), a study on human economy and a survey on the perception and knowledge of youth on key project issues.

Main Target: young EU citizens (16-35 years old) in 23 EU Member States, involved through debates and a pan European Campaign **which will provide them with the tools to become the protagonists of a pan-European movement.**

Secondary Target: communities, local administrations, national and EU decision-makers influenced by the actions and mobilisation of young EU citizens involved in a European movement and collective conscience that targets national and international institutions.

Functional Targets:

1. Influencers, young leaders and journalists in which the campaign will strongly invest to influence youth, boost a multiplier effect and involve as key actors in specific communication activities.

2. Educators and adults. Through innovative educational approaches, such as the Debate Contest, which consists of confrontations between teams of students. The methodology of the debate aims to contribute in making schools and territories protagonists of the national discussion on main issues; in this regard, it is an exercise of participation, democracy and citizenship.

3. Local communities and spokespersons as participants and main protagonists of the storytelling. Through their experience, both in person during the tours in Europe as well as indirectly through the storytelling and case studies from 4 countries, they are key to reach the main target and can act as multipliers in their community.

4. Local organizations receiving financial support and Subgrantees involved to increase offline events and participation act as multipliers in partner countries and 10 other EUMS.

WWF, Finland

“Eat4Change - Mobilising youth for sustainable diets”

Eat4Change is an exciting new project launched in May 2020 to engage citizens in a shift toward more sustainable food systems. The project will focus on engaging young citizens to embrace more sustainable diets, influence peers and support engagement with corporates and policy makers.

The project will be led by WWF Finland and implemented in collaboration with 12 partners across Europe and Latin America: WWF offices in Sweden, Austria, UK, France, Belgium, Brazil and Greece, the European Policy Office (EPO), Fundación Vida Silvestre Argentina (FVS), Associação Natureza Portugal (ANP), Estonian Fund for Nature (ELF) and the world's largest youth-run organization AIESEC.

The project's overall objective is:

A shift toward more sustainable diets and production practices, particularly

in the livestock sector, supports implementation of SDGs and climate change treaties and contributes to positive economic, social and environmental impacts in Europe and developing countries.

With the specific objective:

By 2024 targeted European Youth

Have greater awareness of the impact of diets on “People and Planet” and a critical understanding of their role as consumers and active citizens

Contribute to sustainable development goals and climate actions by embracing more sustainable diets, influencing peers and supporting engagement with corporates and policy makers for improved practices and policy coherence.

