



# NEWSLETTER NO. 3



## WHAT YOU WILL FIND IN THE THIRD RESCUE NEWSLETTER...

**1. LAUNCH OF THE GUIDE**

**2. DIGITAL CAMPAIGN**

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**6. E-LEARNING PLATFORM**



RESCUE - RAISE YOUR VOICE AGAINST PLASTIC



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# NEWS

We are pleased to announce the launch of the Guide “How to run a green campaign”, a comprehensive tool to learn how to build a green campaign from scratch.

By providing tools and methodologies for organising, implementing and disseminating campaigns against plastic overuse, the Guide empowers youth workers and young people to run effective environmental campaigns. With precise strategies and step-by-step instructions on how to campaign against excessive plastic use, youth organisations and their members will be equipped with the confidence and relevant skills.

This Guide addresses youth workers, young people (16-27), youth organisations, as well as to teachers, educators, community leaders, policymakers and government officials, representatives from environmental organisations, or other actors who want to influence young people in their efforts to run effective green campaigns.

Use this guide to learn how to make a successful green campaign and bring change!



 **READ MORE**





# Digital Green Campaign

Since June 2024, the project partners have been preparing and publishing interesting blog articles on plastic use, its impacts and sustainability once a week. These are disseminated on social media (Facebook and Instagram) and on the project website. The main aim of the online campaign is to raise awareness among young people about the impact of plastic on the environment and human health.



The impact of plastic pollution on the fauna

Blog



Join the Movement: Plastic Free July!

Blog



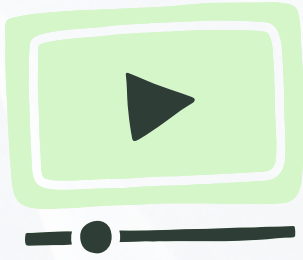
Best Practices or tips to Live a Plastic-Free Life

Blog





# Green ambassador videos



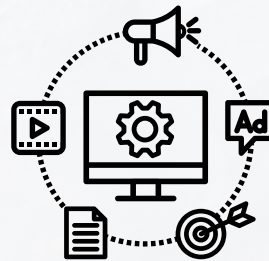
Each partner has produced and published short videos on RESCUE's social media accounts explaining the role of the Green Ambassador and how to implement successful online green campaigns. Here is a preview of the topic presented through short videos.



**How young people can identify and analyze specific environmental issues associated with plastic usage?**



**How youth workers can define a strategic plan for a green campaign?**



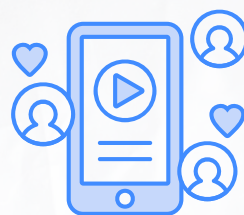
**How youth workers could empower and incentivize young people to become more active in taking action for environmental issues?**



**How youth workers can create compelling content to support the campaign's objectives?**



**How can digital platforms and social media be used to maximise the reach and impact of a green campaign?**



**How to ensure funding to support the implementation of a green campaign?**





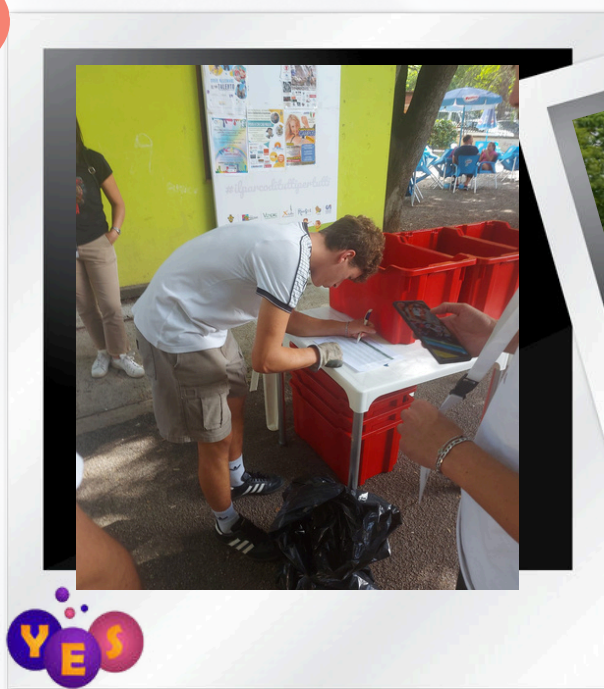
## GREEN INITIATIVES

We strongly believe that young people are a force for positive change. Their energy, creativity, and passion can be harnessed to address pressing environmental challenges. That's why partner organisations implement various outdoor activities to engage young people and foster a connection with nature.

A skateboarding workshop was held in Dresden, Germany in June 2024, where participants learned how to adopt a healthy and sustainable lifestyle and while reducing plastic consumption.

Also, in Potenza, Italy young volunteers participated in the 'plastic-free' action at Baden Powel Park in Potenza, proving that even small actions can help to protect our ecosystem.

By actively joining such activities, young people can contribute to a more sustainable future and make a positive impact on their communities.





## F2F WORKING SESSION IN AUSTRIA

From 2-4 October 2024, young activists and youth workers will meet for a working session in Linz, Austria.

Participants will discuss the development of a green campaign strategy implemented at the EU level, share best practices applied in their countries and take part in outdoor activities!



## "RAISE YOUR VOICE AGAINST PLASTIC" E-LEARNING PLATFORM

The main objective of the platform is to raise awareness through theory and practice on the use of plastic and to provide young people and youth workers with a theoretical basis that will inspire them and give them the know-how to build more sustainable and responsible plastic consumption behaviour. We encourage you to explore the resources of the e-learning platform and the Green Portal!

Haven't registered yet?  
Click here to join our online learning platform!



## THE PARTNERS



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