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# YOUTH4GREEN: Digital Leaders for a Sustainable Europe

## Interviews on Environmental Action

A collection of interviews conducted as part of the Youth4Green project, exploring young people's perspectives on sustainability, climate action, and the European Green Deal in Türkiye.



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## Interview #1: Rümeyza

Q: How can we save electricity at home?

"We turn off the lights in empty rooms."



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## Interview #2: **Esma**

**Q: What can schools do to be more green?**

Schools can be more green if we save electricity, turn off lights, use less paper, and recycle. Also, teachers can give lessons about nature and we can plant trees in the school garden.



## Interview #3: Arda

Q: Which do you prefer, electric car or cars using gasoline?

I prefer electric cars because they are better for nature and don't make dirty air.





## Interview #4: Murat

Q: What can the government do to make cities cleaner?

They can make the rules stricter.



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## Interview #5:

### Doğan

Q: Do you recycle in your city or village?

Yes. It is near hospitals, schools.







## Interview #6: Nazlı

Q: What small changes can every family make to save nature?

They can walk or ride bikes instead of using cars.



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## Interview #7: Betül

Q: Do you think climate change affects Türkiye?  
How?

Yes, climate change affects Türkiye. Summers are hotter, and sometimes there is less rain.



## Interview #8: Aslı

Q: How can young people help the Green Deal in Türkiye?

Young people can protect nature, recycle, and plant trees.





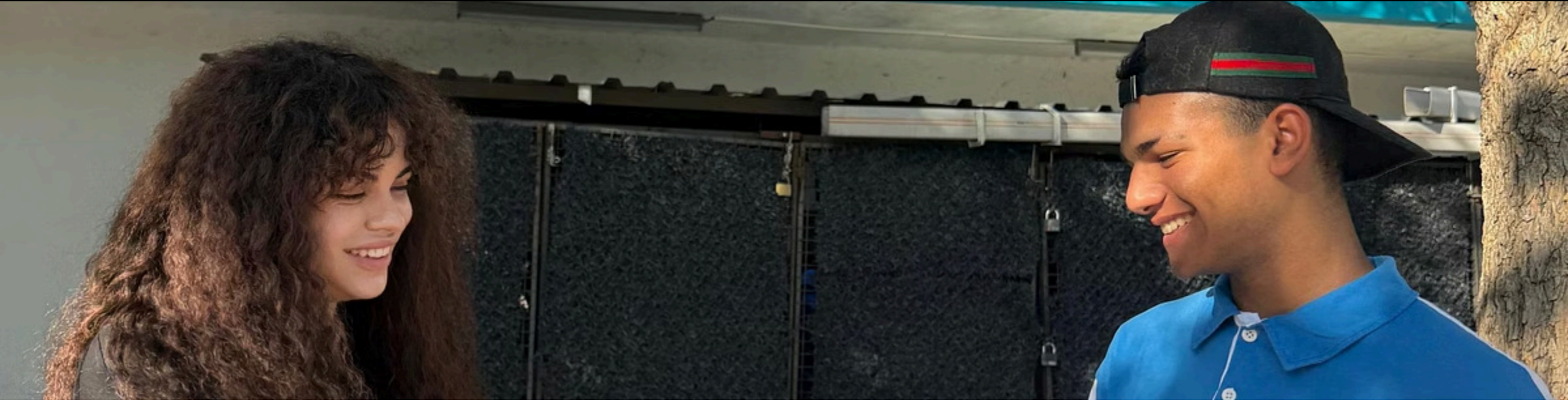


## Interview #9: Mustafa

**Q: If you were the mayor of your town, what "green" project would you start?**

If I were the mayor, I would plant more trees in every neighborhood and build parks.





## Interview #10: Gökhan

Q: How can tourism in Türkiye be more green?

Hotels can save energy, send waste for recycling, and protect nature.



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## Interview #11: Çelik

Q: Why do you think it is important to plant trees?

The reason is because they regulate the ecological situation and the oxygen level in the world.





## Interview #12: Faruk

Q: Do you know any green places in your city?

Yes, there are parks and gardens.







## Interview #13: **Ayhan**

Q: Why is clean air important for people?

Because we need it to breathe and stay healthy.



## Interview #14: Esma

Q: How can we use less plastic in daily life?

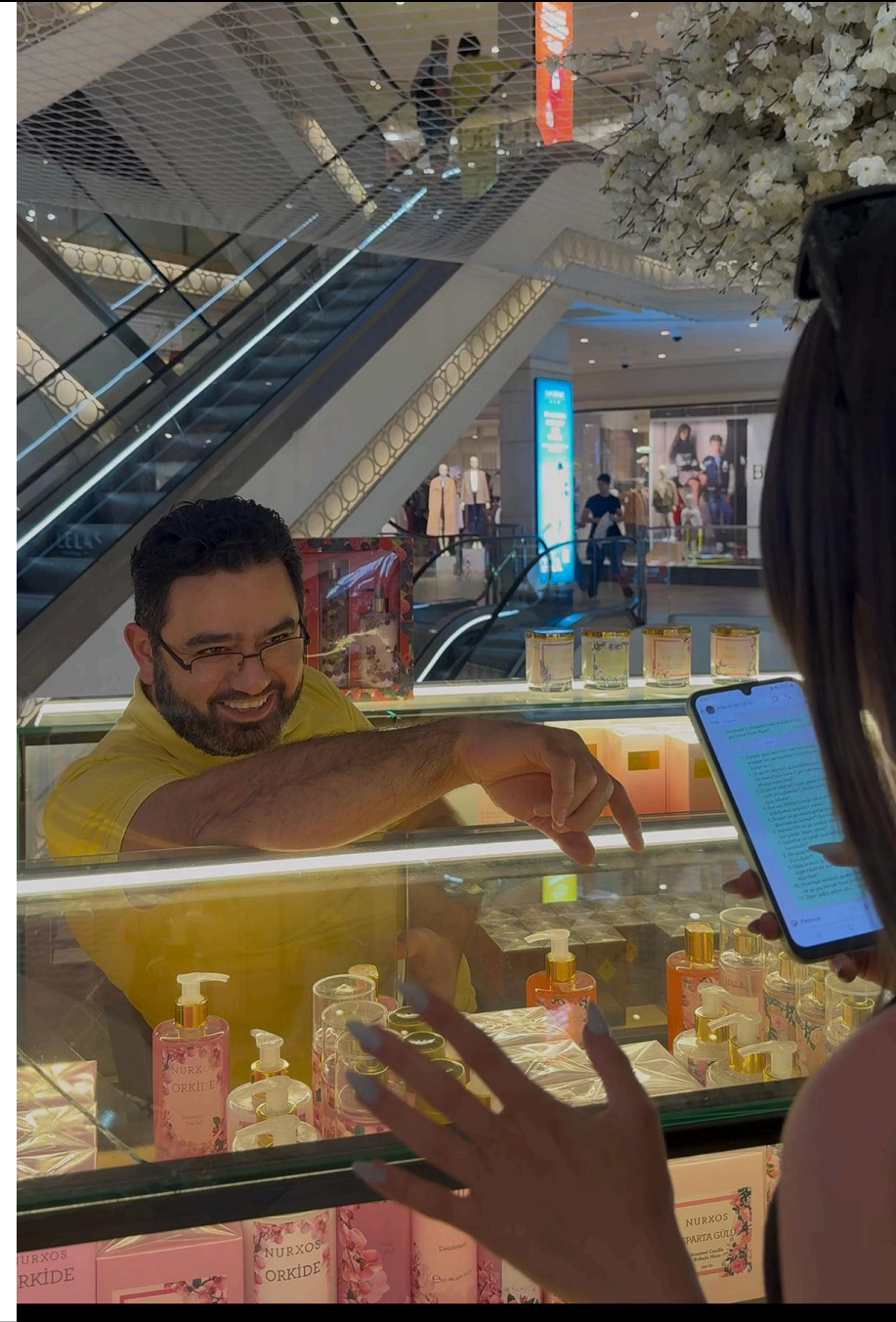
We can use cloth bags and glass bottles.



## Interview #15: Mustafa

Q: What are some examples of renewable energy?

Sun, wind, and water.





## Interview #16: Mustafa

Q: How can we save electricity at home?

Turn off lights and unplug chargers.





## Interview #17: Zeynep

Q: What do you understand by "Green Deal"?

It is a plan to protect nature and fight climate change.



## Interview #18: Cemil

Q: If you were the mayor of your town, what "green" project would you start?

I would plant trees and make more parks.



## Interview #19: **Selim**

Q: Electric cars or gas cars?

No electric cars, cause they are expensive.



## Interview #20: Kenan

Q: How can you understand climate change affects Türkiye?

Right now it is not snowing that much as before.



## Interview #21: **Ahmet**

Q: Electric cars or gas cars?

Electric cars are better for the environment.



## Interview #22: Mert

Q: What do you think about the Green Deal project in Türkiye?

We need to put more effort to academic projects such as Tubitak.





## Interview #23: Leyla

Q: Why is clean air important for people?

It is important for people's health. I care about my children's future.



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## Interview #24: Kuzey

Q: Electric cars or gas cars?

Gas cars, because in other way in the future gas stations will be bankrupt.



TRANSITION TO

# RESULTS & ANALYSIS

Unpacking the core insights from our interviews.



# Purpose and Scope

## Purpose

To learn young people's perspectives on environment, climate, and sustainability from the field and to update social campaign content according to real needs and make it applicable.

## Scope and Sample

- Number of people interviewed: 24 students
- Topics: electricity and water conservation, plastic and waste reduction, green transportation preferences, tree planting and local environmental responsibilities
- Coverage: Throughout Türkiye, school and youth groups accessible to Youth4Green participants

# Method and Application



## Interview Process

Short, semi-structured individual interviews were conducted with each student, guided by a core set of questions. Key answers and representative quotes were carefully noted.



## Data Compilation & Recording

All interview responses were compiled into a single file for analysis. Findings were reported with concise notes, supported by relevant visuals.



# Key Findings

1

## High Readiness for Small Steps

Students are most open to daily and low-cost steps. Example behaviors: turning off lights, reducing plastic consumption, walking and public transportation preferences, participating in small tree planting activities.

**Interpretation:** In campaign language, single-sentence micro goals and easy-to-apply checklists are more effective than complex goals.

2

## Clear and Recurring Barriers

Main barriers: habit comfort, cost perception, not seeing good examples around.

**Interpretation:** Adoption increases when messages include "free or low-cost solutions" and small success is proven first.

3

## Peer Effect and Short Formats are Decisive

School clubs, friend groups and short social content are the most effective contact for behavioral transition.

**Interpretation:** When a short face-to-face workshop is presented alongside a short video, participation increases.

## What We Changed with These Findings

### Decisions Put into Practice

1	2	3	4
<b>Neighbourhood Green Check Model</b> Monthly single goal rule adopted for each street.	<b>Campaign Visuals</b> "Low-cost solution" label and simple checklist added to campaign visuals.	<b>Two Short Session Drafts Prepared</b> <b>1. Observation walk:</b> route, checklist, 5–10 photos, 2-slide summary at end of day. <b>2. Low waste event:</b> refreshment and material plan, reusables list, next-day feedback form.	<b>Campaign Texts Simplified</b> Single sentence message, target audience and measurable small indicator determined as mandatory fields.

## Outputs and Evidence

1	2	3	4
Interview compilation: short notes and thematic summary of 22 interviews.	Updated campaign packages: title, short text, visual and applicable step list for each country.	Checklists: two-page practical lists for observation walks and low waste activities.	Before–after evidence: photo sets and short summary slides from pilot applications.

## Limitations

1	2
Sample is from a single country and limited in number; there is no claim of generalization.	Data is based on statements; therefore monitoring with photos and short checklists is recommended.

## Conclusion

Our purpose in conducting the interviews was to produce "field-appropriate insight" and it was directly transferred to campaign design. As a result:

1	2	3
Messages were simplified,	Goals became single and measurable,	Implementation channels were moved to club session + short video axis.

The next step is to implement the updated campaigns locally and add the collected evidence to the common archive. This cycle is fully aligned with the project's impact goal.