



2023-3-TR01-KA153-YOU-000184156

Social Campaign: Türkiye

“Don't Let the Future Flow Away”

A youth-driven campaign to save Istanbul's water, one shower at a time.

Youth4Green: Digital Leaders for a Sustainable Europe

Erasmus+ KA153-YOU Project

19-26 September 2026 – Silivri, Istanbul, Türkiye



Co-funded by
the European Union



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Istanbul Has a Water Problem

Every summer, Istanbul faces water shortages that affect millions. University students in Üsküdar and Kadıköy are using more water than ever, especially in shared dorms and student houses.

The good news? Small changes in our daily routines can make a massive difference. This campaign is about turning awareness into action, starting with something we all do every day: taking a shower.



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Meet Your Target Audience

Who They Are

University students aged 18-25 living in dorms or shared houses across Üsküdar and Kadıköy.

Their Reality

Busy schedules, tight budgets, and limited control over utilities. They care about the planet but need simple, relatable ways to help.

What Motivates Them

Social media trends, peer challenges, and being part of something bigger than themselves.



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5 Minutes for Istanbul!

*Our core message is simple and sticky: **Don't Let the Future Flow Away.** Every extra minute in the shower drains precious resources from Istanbul's future. By cutting shower time to just 5 minutes, students can save enough water to fill thousands of bottles every single day.*

The Shocking Truth About Your Shower

15-Minute Shower

Uses approximately 150 liters of water. That's enough to fill 15 large buckets or provide drinking water for a family for days.

5-Minute Shower

Uses only 50 liters. By making this one change, you save 100 liters per shower. Multiply that across a week, and you're a water hero.

The visual difference is dramatic. When students see how much water they're wasting, the choice becomes obvious.

Join the #5MinutesForIstanbul Challenge



Set Your Timer

Download our 5-minute shower playlist and challenge yourself to finish before the music stops.



Share Your Win

Post your water-saving results on Instagram or TikTok with [#5MinutesForIstanbul](#).



Win Prizes

The most creative water-saving method shared each week wins awesome sustainability prizes.

Where You'll See Us

Campus Takeover

Eye-catching posters and digital screens in dorms across Üsküdar and Kadıköy. Notice boards in dining halls, common rooms, and bathrooms will feature water-saving tips and challenge updates.

Social Media Blitz

Instagram Stories, TikTok videos, and student club accounts will flood feeds with the #5MinutesForIstanbul hashtag. Expect viral shower playlist collaborations and influencer partnerships.

Community Partnerships

Local youth centers in both districts will host water conservation workshops and challenge kickoff events with free sustainable swag.

Campaign Timeline: Three Weeks to Change

Week 1: Wake Up Call

*Launch "What's Your Water Footprint?" awareness phase.
Students calculate their daily water use through
interactive dorm sessions and social media quizzes.*

1

2

3

Week 3: Celebrate Winners

*Award ceremony for the most creative water-saving
method. Share campaign impact statistics and thank
participating dorms and clubs.*

Week 2: Take Action

*Official #5MinutesForIstanbul challenge begins. Release
custom 5-minute shower playlists featuring local Istanbul
artists. Track participation through social posts.*

How We Measure Success

5K+

Social Media Posts

Target number of posts using **#5MinutesForIstanbul** across Instagram and TikTok during the three-week campaign.

20%

Behavior Change

Percentage of students reporting shorter shower times in our post-campaign online survey. Real impact, real results.

15+

Partner Institutions

Number of dormitories and student clubs actively supporting and promoting the campaign in their communities.

These metrics aren't just numbers. They represent thousands of liters saved, hundreds of students engaged, and a cultural shift toward sustainability in Istanbul's university community.

Ready to Make Waves?

"The future of Istanbul's water doesn't have to flow down the drain. It starts with 5 minutes, a timer, and the choice to care."

Join the Challenge

Calculate Your Impact



2023-3-TR01-KA153-YOU-000184156



Bosnia & Herzegovina Campaign Design

"Be the Breath for Sarajevo"

A youth-led campaign for clean energy
and zero pollution in Bosnia and
Herzegovina



Co-funded by
the European Union





Clean Energy & Zero Pollution

Sarajevo faces a serious air quality crisis, especially during winter months when pollution levels spike dramatically. The city's air becomes thick with harmful particles that affect everyone's health and quality of life. But here's the truth: we don't have to accept this as normal.

This campaign focuses on creating awareness among young people about air pollution and its impact on our city. More importantly, it's about taking action together. We're launching a "One Day Without a Car" movement, a simple but powerful way to show that change is possible when we act collectively.

The Green Deal isn't just policy talk, it's about the air we breathe every single day. And it starts with us, right here in Sarajevo.





Who We're Calling to Action

Our Primary Audience

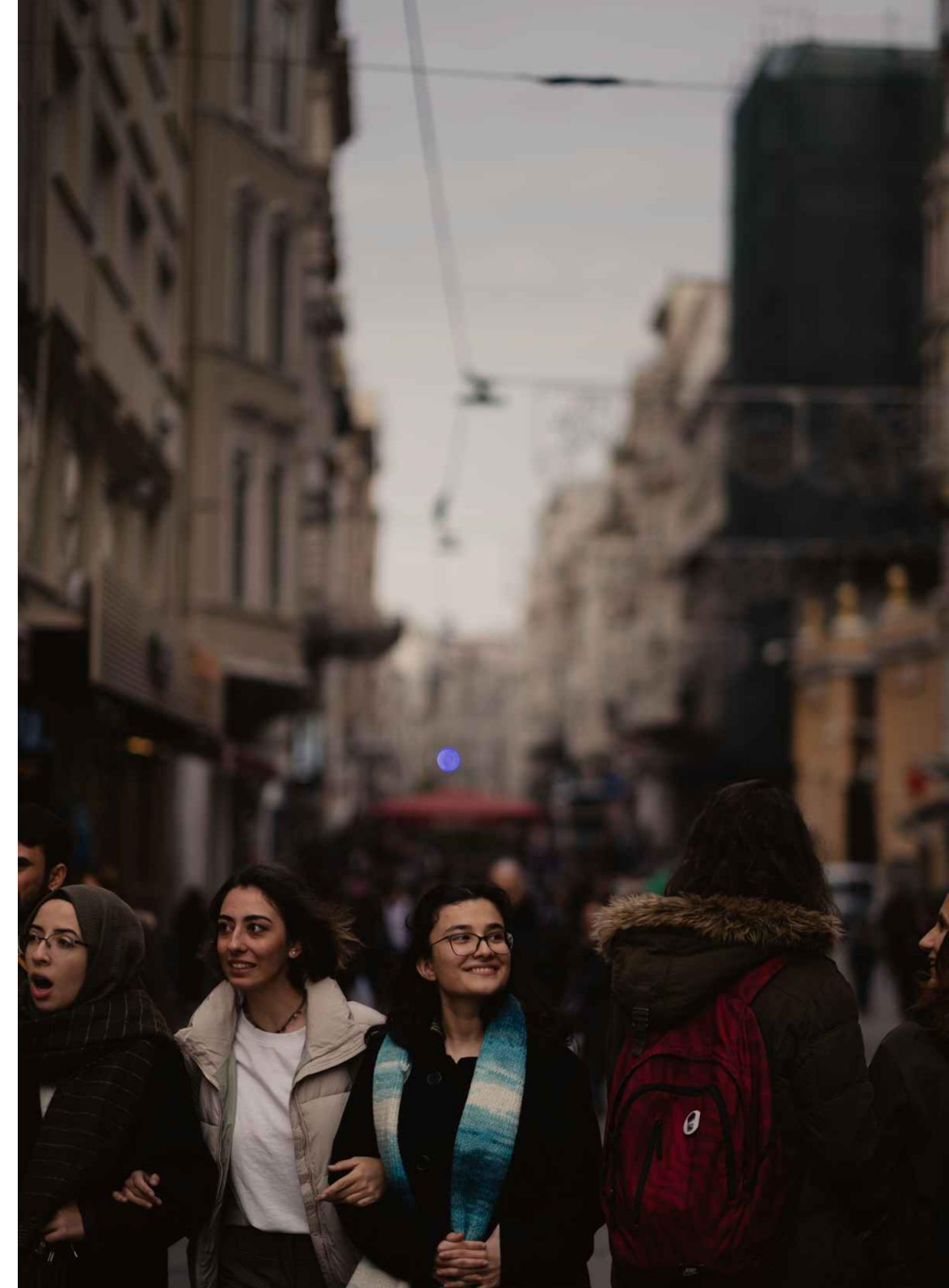
High school and university students aged 16-25 living in Sarajevo. You're digital natives, change-makers, and the generation that refuses to accept "that's just how things are."

You walk these streets, breathe this air, and deserve better. You have the energy, creativity, and voice to make pollution in Sarajevo unacceptable.

Our Partners

Youth program coordinators who work directly with students and can amplify this message in schools and community centers.

Local youth-focused media outlets that can help spread awareness and showcase the real impact young people are making in our city.



Take Action to Take a Breath



Every breath matters

Poor air quality affects your health, energy, and future. This isn't someone else's problem—it's ours.



Individual actions create collective change

When we move together, even one day a month becomes a powerful statement that demands attention.



Change starts now

You don't need permission to care about the air you breathe. You just need to start.

This is our core message, and it's more than words—it's a call to reclaim our right to clean air. Sarajevo deserves better, and we're the generation that will make it happen.

Your Action Plan: Car-Free Fridays

01

Mark Your Calendar

The last Friday of every month is Car-Free Friday. Plan ahead and commit to leaving the car at home.

02

Choose Your Alternative

Walk, cycle, or use public transport to get to school or work. Make it fun—go with friends, discover new routes, enjoy the city differently.

03

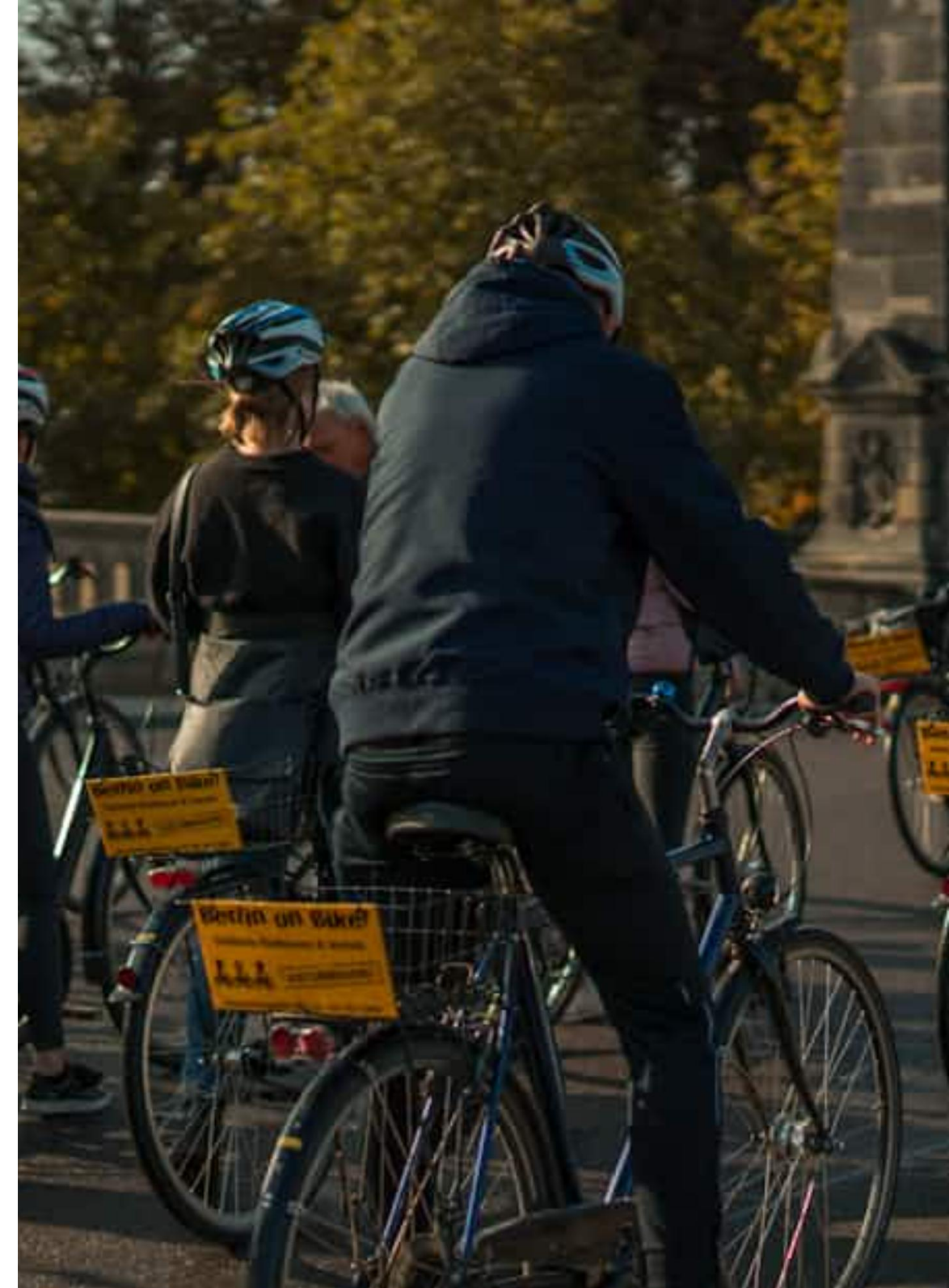
Track the Impact

Download an air quality app to your phone and monitor pollution data. Watch how collective action makes measurable differences in our city's air.

04

Share Your Story

Post your Car-Free Friday journey on social media. Inspire others to join the movement and show Sarajevo what's possible.



How We'll Reach You



Social Media Campaigns

Follow us on Twitter and Instagram for eye-catching content, pollution data, success stories, and daily reminders that your actions matter.



Clean Air Ambassador Seminars

Interactive school seminars where students learn about air quality science and how to become advocates for change in their communities.



City Center Information Stands

Meet our team in person at central locations. Get free air quality information, join the movement, and connect with other young activists.



Youth Radio Programs

Tune in to local radio stations for interviews, air quality updates, and stories from students making a difference across Sarajevo.

Visual Identity: Be the Breath for Sarajevo!



Our Powerful Visual Message

One face, two realities. Half shows someone smiling freely in clean air—the Sarajevo we deserve. The other half shows someone wearing a mask in thick, smoggy pollution—the Sarajevo we're currently experiencing.

This striking contrast captures the choice before us. Which side do we want to live in? Which Sarajevo will we create for ourselves and future generations?

Be the Breath for Sarajevo!

Our slogan is personal, urgent, and empowering. You're not just fighting pollution—you're literally giving Sarajevo the breath it needs to thrive.

Campaign Timeline: 4 Weeks to Launch



Week 1: Data Awakening

Social Media Blitz

Eye-catching posts featuring real air pollution data from Sarajevo. Shareable infographics showing what you're breathing every day. Stories from students affected by poor air quality.

Week 3: Building Momentum

Community Engagement

Information stands appear in city center locations. Radio program interviews with student activists. App download challenges and early commitments for Car-Free Friday.

Week 2: Education & Empowerment

School Seminars Begin

Clean Air Ambassador training kicks off in high schools and universities. Interactive presentations about air quality science, health impacts, and practical solutions. Student volunteers recruited to spread the message peer-to-peer.

Week 4: The First Car-Free Friday

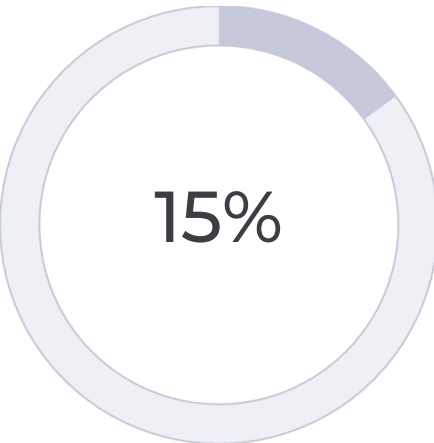
Launch Day

Coordinated citywide event. Meeting points for group walks and bike rides. Live social media coverage. Air quality monitoring before and after. Celebration of everyone who participated and commitment to continue monthly.

Success Metrics & Long-term Vision

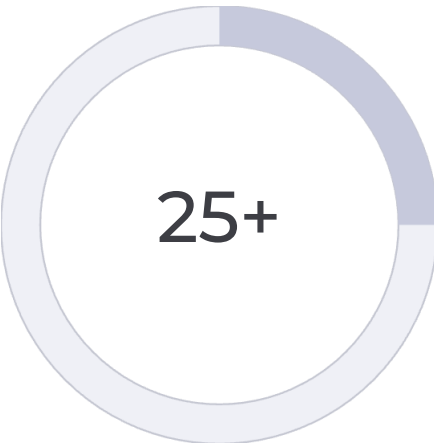


Our commitment goes beyond just temporary participation. We're looking for tangible, lasting change in Sarajevo's air quality and community engagement. Here's how we define and measure our true impact:



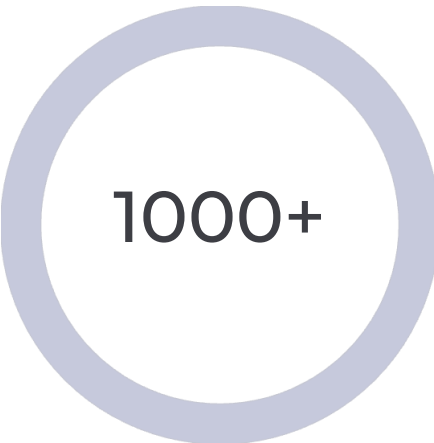
PM2.5 Reduction

Target reduction in particulate matter (PM2.5) levels on Car-Free Fridays compared to other weekdays.



Active School Clubs

Number of high schools and universities establishing permanent Clean Air clubs to continue advocacy.



Social Media Reach

Posts using #BreathForSarajevo, indicating broad public awareness and active digital engagement.


Long-term Vision for a Cleaner Sarajevo

6-Month Goals

- Expand Car-Free Friday initiative to other Bosnian cities
- Establish monthly Car-Free events as a city-wide tradition in Sarajevo
- Grow our Clean Air Ambassador network significantly

1-Year Vision

- Advocate for concrete policy changes promoting sustainable transport
- Support the development of permanent bike lanes and pedestrian zones
- Position Sarajevo as a leading model for clean air initiatives in the Balkan region

 **Join the movement for cleaner air!** Your participation makes a difference. Share your ideas, spread the word, and help us build a healthier future for Sarajevo.



2023-3-TR01-KA153-YOU-000184156

Social Campaign of Hungarian Team «Eat Local, Let the Tisza Live»

A Green Deal campaign connecting youth with local food systems and biodiversity protection in Tizsasuly, Hungary





Campaign Vision

Farm to Fork Connection

We're encouraging youth aged 15-22 and their families in Tizzasuly and surrounding villages to embrace local and seasonal food consumption. By strengthening the connection between young people and local farmers, we're building a sustainable food culture that honors tradition while protecting our future.

Protecting Biodiversity

The Tisza River ecosystem is a treasure that depends on sustainable agricultural practices. When we choose local food, we support farming methods that preserve the rich biodiversity of our region. Every local purchase is a vote for the health of the Tisza and the wildlife that calls it home.





Who We're Reaching



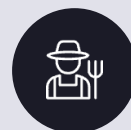
Youth Aged 15-22

Young people in Tizzasuly and surrounding villages who will shape the future of local food systems



Families

Parents and grandparents who make household food purchasing decisions and pass down traditions



Local Farmers

Agricultural producers who are the backbone of our local food economy and environmental stewards





The Taste of the Land is Here!

Our campaign brings together generations through a powerful visual symbol: an elderly farmer's hand and a young participant's hand coming together to hold a fresh vegetable. This image represents the transfer of knowledge, the continuity of tradition, and the shared responsibility we all have for our land and river.





Your Call to Action



Shop Local Weekly

Do at least part of your weekly shopping at the local market or directly from farmers. Every purchase supports sustainable agriculture and protects the Tisza ecosystem.



Join Our Workshop

Participate in our "Local Flavours" cooking workshop where traditional recipes meet fresh, seasonal ingredients from our community's farmers.





How We'll Reach You

1

Municipal Announcements

Official communications through local government channels ensuring broad community awareness

2

School Notice Boards

Direct engagement with youth through educational institutions where they spend their days

3

Facebook Community Groups

Digital outreach through local social media networks where families connect and share

4

Village Centre Tasting Events

Hands-on experiences that bring the community together to celebrate local flavors





Three-Week Campaign Timeline

1

Week 1: Launch

Campaign announcement and sharing the comprehensive list of local producers. Building awareness and excitement across all communication channels.

2

Week 2: Education

School presentation on "The Importance of Local Food" connecting environmental science with practical action and community health.

3

Week 3: Experience

"Grandmothers' Recipes" themed cooking workshop bringing generations together to prepare traditional dishes with local ingredients.



Measuring Our Impact

Workshop Participation

Tracking the number of youth and families who join our "Local Flavours" cooking workshop and engage with traditional food preparation methods.

Market Activity

Observing and documenting the increase in young people visiting the local market after the campaign launches, indicating behavior change.

Farmer Support

Counting the number of local farmers actively supporting and participating in the campaign, strengthening producer-consumer relationships.

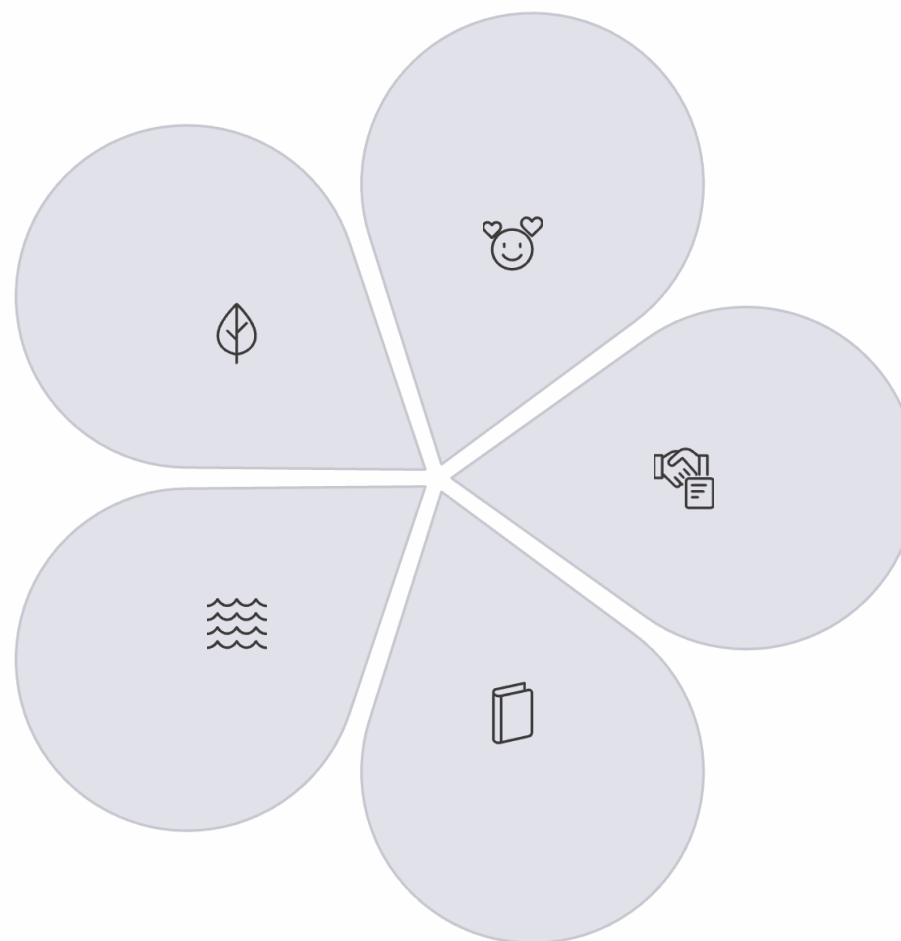
Why Local Food Matters

Environmental Protection

Reduces transportation emissions and supports farming practices that protect the Tisza River ecosystem

Biodiversity

Encourages diverse crop cultivation that maintains healthy ecosystems along the Tisza



Community Health

Fresh, seasonal produce provides superior nutrition and strengthens food security

Economic Vitality

Keeps money circulating in the local economy and supports farming families

Cultural Heritage

Preserves traditional recipes and agricultural knowledge for future generations

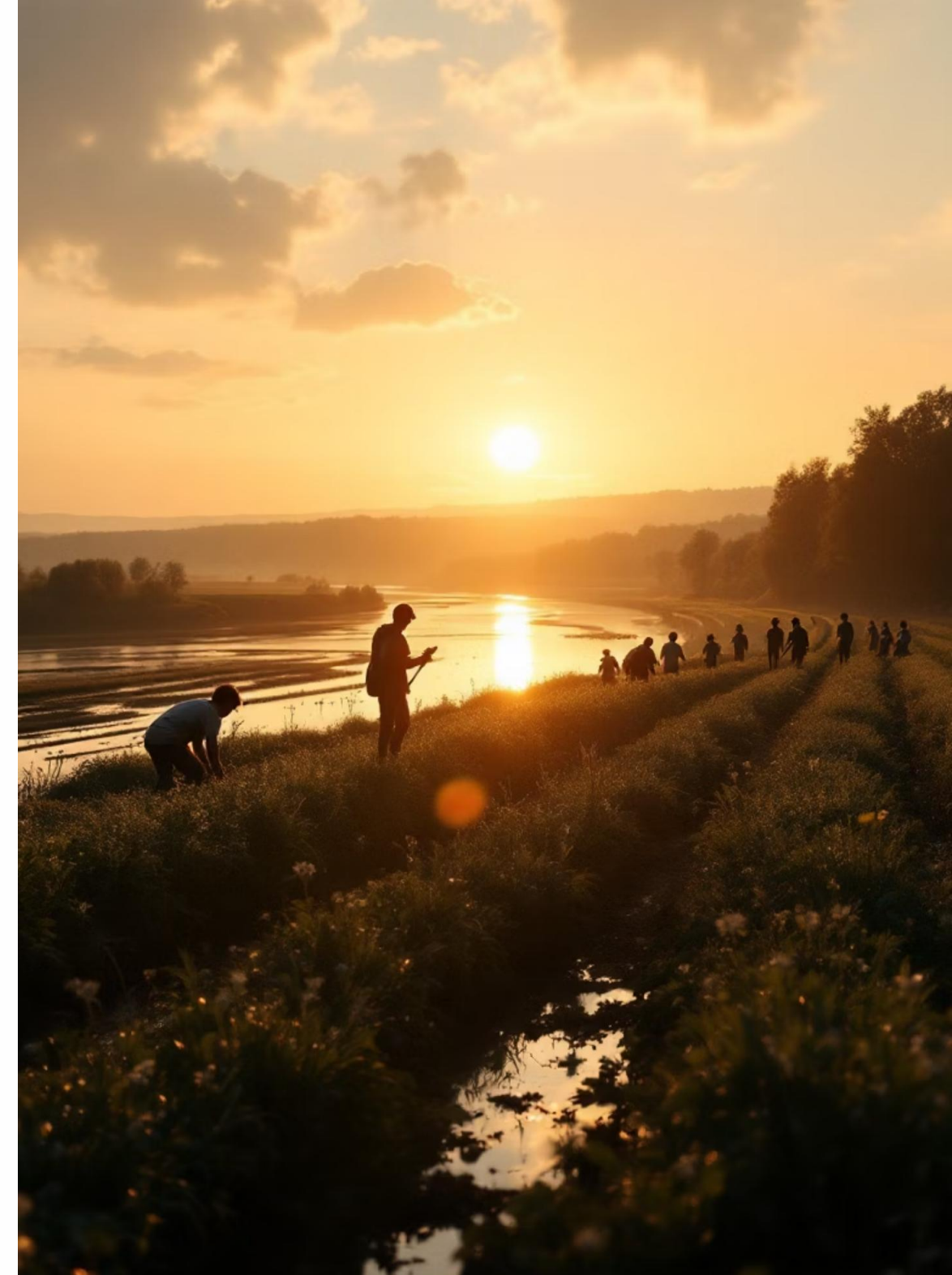


Join the Movement

"Eat Local, Let the Tisza Live"

Every meal is an opportunity to make a difference. By choosing local and seasonal food, you're not just nourishing your body, you're protecting the Tisza River, supporting your neighbors, and preserving the agricultural heritage of Tiszasuly for generations to come.

Visit your local market this week. Talk to a farmer. Learn a traditional recipe. Together, we can build a sustainable food future that honors our past and protects our environment.



Romania Social Campaign

“Don't Throw Away the Old, Bring It to Life”

A youth movement transforming Craiova through circular economy and creative recycling



Why This Matters Now

Every year, thousands of electronic devices and clothing items end up in landfills across Romania. But what if we told you these "trash" items could become something beautiful, functional, and meaningful?

This campaign brings the circular economy movement directly to young people in Craiova, empowering you to make a real environmental impact in your own community.



Our Mission: Circular Economy Starts With You



E-Waste Revival

Transform old phones, keyboards, and cables into creative new products through proper recycling and upcycling techniques.



Textile Rebirth

Give worn jeans, old shirts, and forgotten fabrics a second life as trendy bags, accessories, and home décor.



Youth Empowerment

Learn hands-on skills at our repair workshops while building a more sustainable future for Craiova.

Who We're Talking To



High school and university students aged 15-25

You're the generation that gets it. You care about sustainability, you're creative, and you're not afraid to try something new. Whether you're scrolling through TikTok, hanging out at the mall, or studying at the library, this campaign meets you where you are.

You've got old tech collecting dust in your drawer and clothes you'll never wear again. Instead of tossing them, why not turn them into something awesome?

What We're Asking You to Do



Collect Your Items

Gather unused electronics and old clothes from your home. That broken phone charger? Those jeans that don't fit? Perfect!



Drop Them Off

Bring your items to designated collection points at schools, youth centers, and local shopping malls throughout Craiova.



Join the Workshop

Sign up for our hands-on Repair and Upcycling Workshop where you'll learn to transform trash into treasure.

It's that simple. And the best part? You'll be making a real difference while learning skills that'll impress everyone.

Where You'll Find Us



TikTok & Instagram

Follow along for DIY tutorials, upcycling hacks, and behind-the-scenes content. We'll show you how to turn old keyboards into planters and transform worn jeans into trendy bags.



Schools & Youth Centers

Look for our bright E-Waste Collection Boxes in your school hallways and at local youth hangouts. Drop off items anytime during school hours.

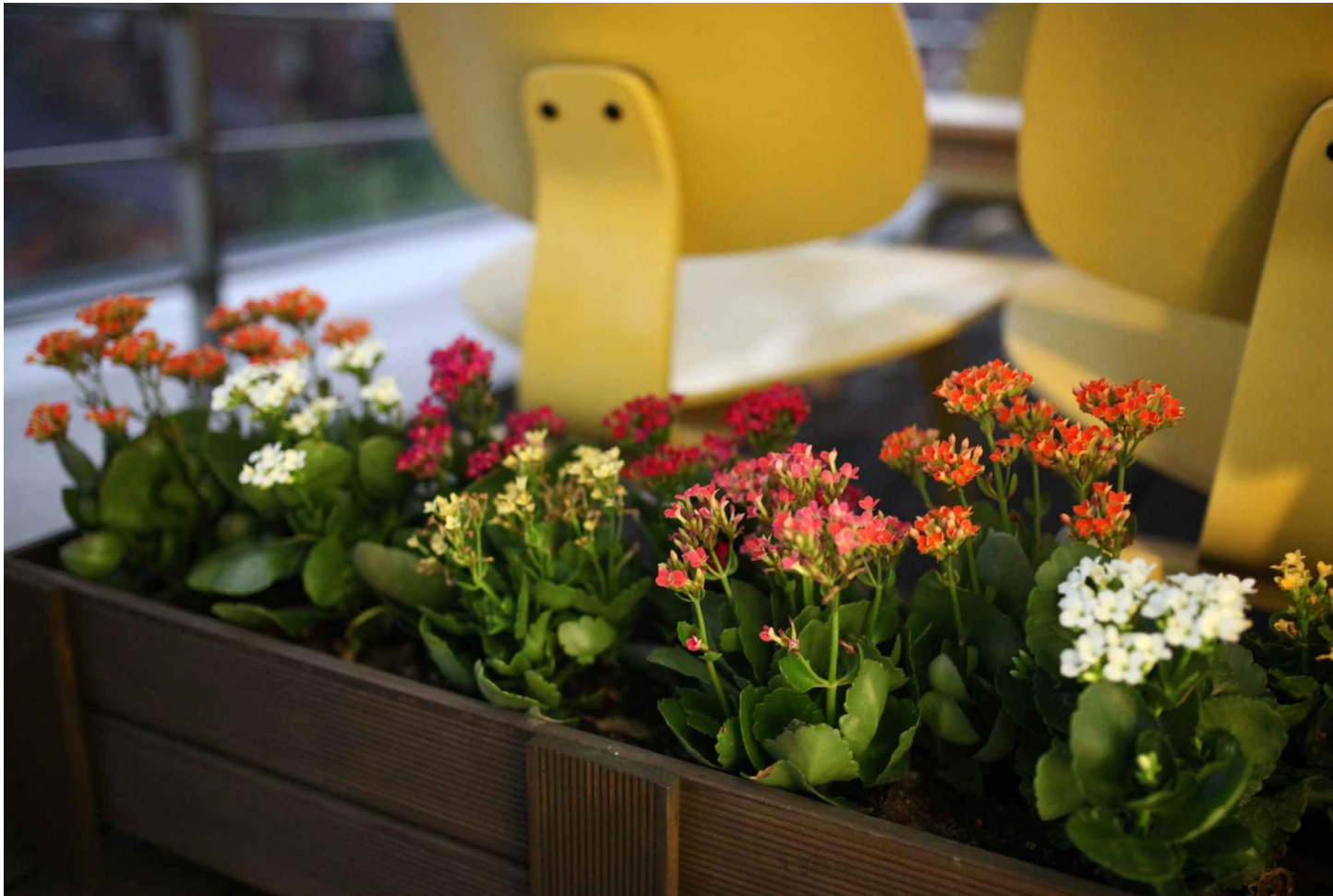


Shopping Malls

We've partnered with Craiova's popular malls to set up collection points where you already shop and hang out with friends.



Not Trash, But Treasure!



Imagine the Possibilities

- Old keyboards become quirky flowerpots for your desk
- Worn-out jeans transform into stylish tote bags
- Broken circuit boards turn into unique wall art
- Forgotten t-shirts become cozy cushion covers

These aren't just crafts. They're statements. They say you care about the planet and you've got style.



Campaign Timeline: Four Weeks to Change



How We'll Measure Success

500kg

Collection Goal

Total kilograms of e-waste and textiles collected throughout the campaign period

200+

Workshop Participants

Young people attending our hands-on repair and upcycling workshops

75%

Behavior Change

Target percentage of survey respondents reporting improved recycling habits post-campaign

These aren't just numbers. They represent real change in how Craiova's youth think about waste, creativity, and environmental responsibility.

Ready to Make a Difference?

Your old stuff has a story. Let's write the next chapter together.

Follow Us

@CraiovaCircular on TikTok and Instagram for daily inspiration

Find Collection Points

Check our website for the nearest drop-off location

Sign Up

Reserve your spot at the next workshop event

Don't throw away the old. Bring it to life. Because in Craiova, we're proving that one person's trash really can be another person's treasure.

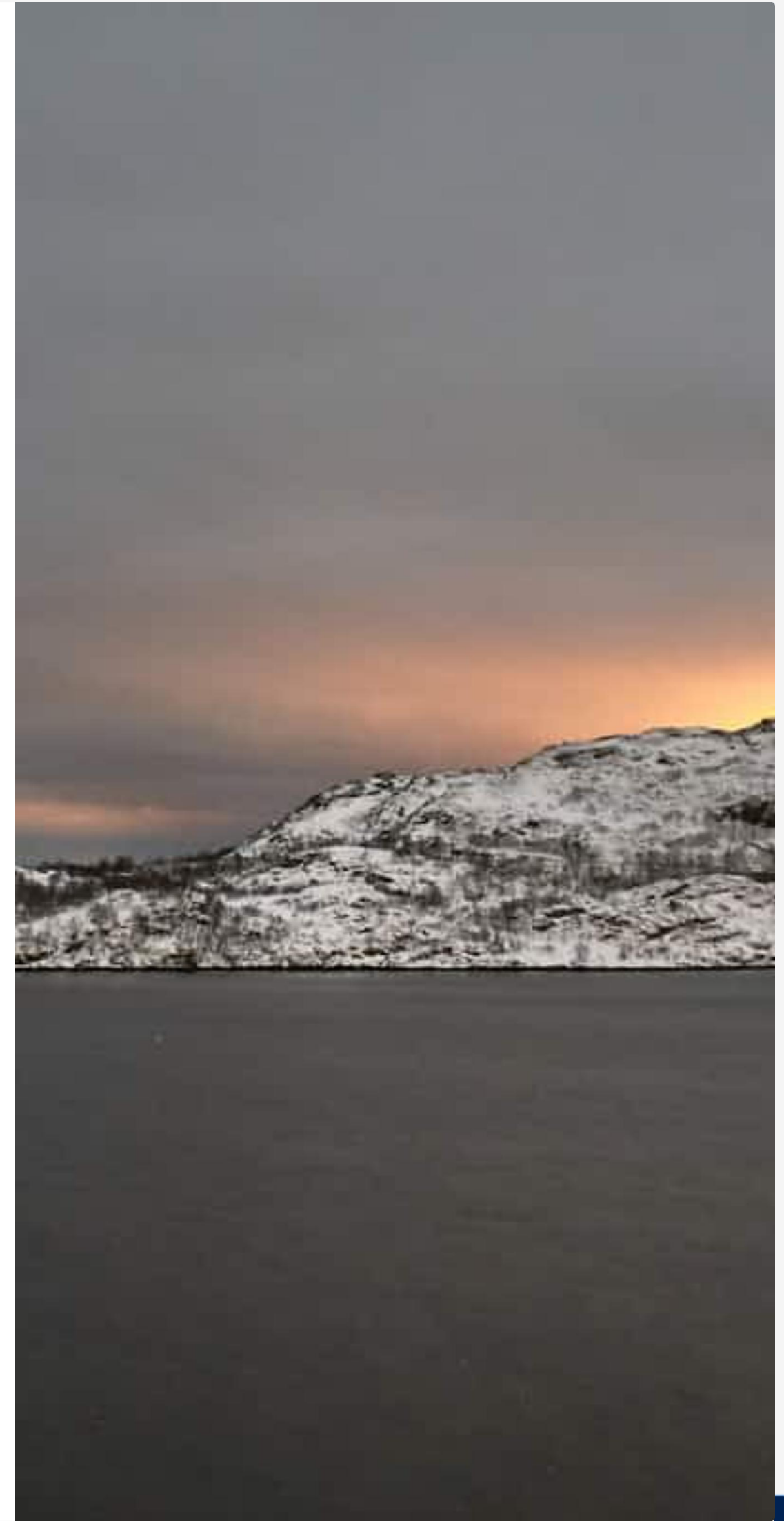




2023-3-TR01-KA153-YOU-000184156

Norway Team Social Campaign: Our Fjords Are Heritage, Not Plastic

A youth-driven movement to protect Trondheim's natural treasures from microplastic pollution through action, awareness, and community.

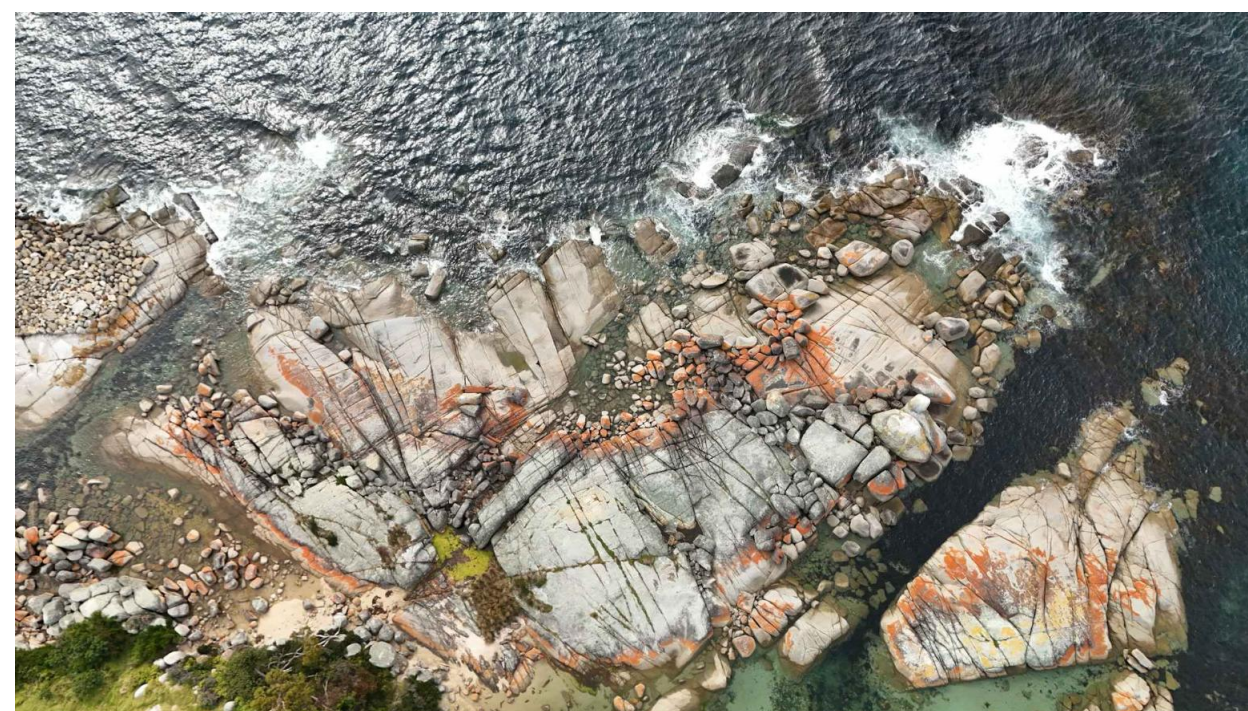


The Challenge We're Facing

The Hidden Crisis

Norway's magnificent fjords, treasured for centuries, are under siege from an invisible enemy. Microplastic pollution is infiltrating our coastal waters, threatening marine ecosystems and the natural heritage that defines our identity. These microscopic fragments accumulate in the food chain, impacting everything from plankton to the fish we eat.

But here's the truth: this problem isn't too big to solve. It starts with us, right here in Trondheim.





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Who We're Calling

Students in Trondheim

High school and university students aged 16-25 who care about the future of our environment

Outdoor Enthusiasts

Youth passionate about hiking, kayaking, and experiencing Norway's breathtaking landscapes

Environmental Activists

Young changemakers ready to turn concern into concrete action for biodiversity protection

This campaign is designed for YOU, the generation that will inherit these fjords. Your voice, your energy, and your actions can create lasting change. Whether you're already an activist or just starting to care, there's a place for you in this movement.





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Clean Fjords, Strong Future

"Our fjords have shaped Norwegian identity for generations. Now it's our turn to protect them. Every piece of plastic we remove is a vote for the future we want to live in."

This isn't just an environmental slogan, it's a commitment. Clean fjords mean healthy ecosystems, thriving wildlife, and preserved natural beauty for generations to come. A strong future means taking responsibility today, building habits that matter, and inspiring others to join the cause.





2023-3-TR01-KA153-YOU-000184156

Your Mission: Simple but Powerful

01

Join Monthly Clean-Up Events

Connect with fellow students at organized coastal clean-up days. Meet new friends, explore stunning locations, and make a tangible difference together.

02

Pick Up 3 Pieces Every Hike

Make it a personal habit. Every time you're out hiking or exploring, grab at least three pieces of litter you encounter. Small actions multiply fast.

03

Share Your Impact

Document your efforts with photos and videos. Use **#RentFjord** to inspire your network and show the world that Norwegian youth are leading by example.

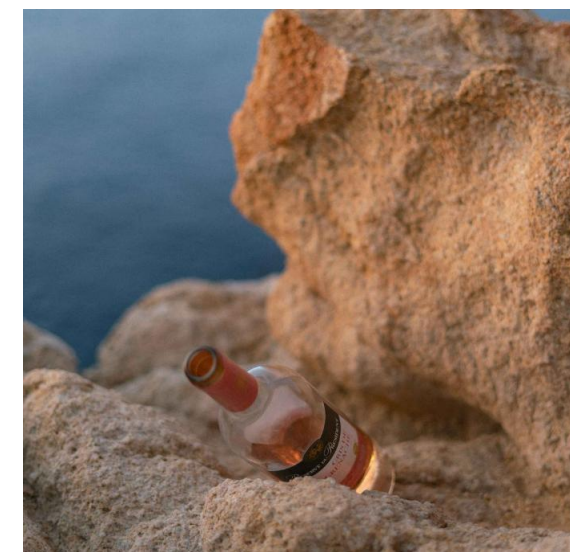


The Visual Story We're Telling

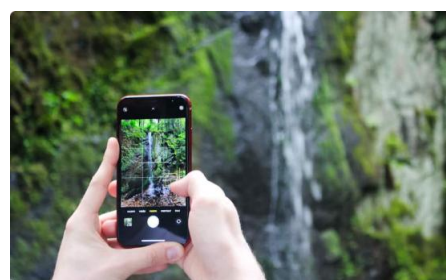
Contrast Creates Impact

Our campaign visuals juxtapose the jaw-dropping beauty of Norway's fjords with the harsh reality of plastic pollution. A magnificent landscape in the background, a plastic bottle wedged between rocks in the foreground.

This powerful contrast isn't meant to depress, it's meant to **inspire action**. It says: "This is what we're protecting. This is what we're fighting against. And this is absolutely worth our effort."

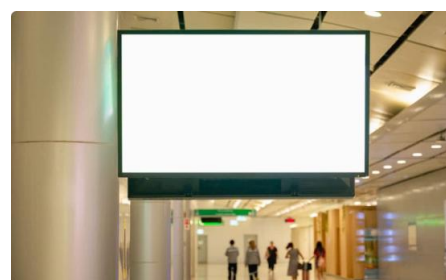


Where to Find Us



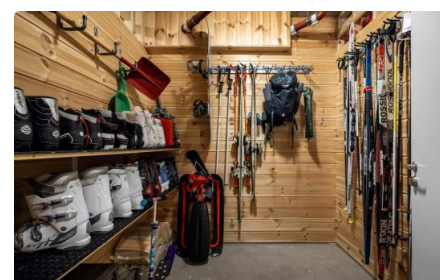
Instagram & TikTok

Follow us for stunning fjord content, behind-the-scenes clean-up moments, and inspiring stories from fellow activists. Short videos that spark action.



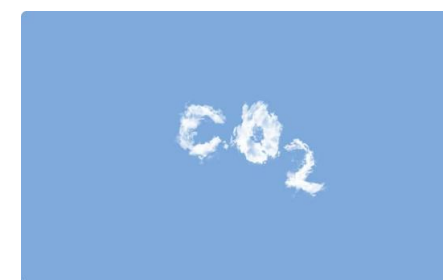
Campus Digital Screens

Check out event announcements and impact updates on digital displays throughout Trondheim's universities and high schools.



Local Outdoor Stores

Partner shops will have event info, free reusable collection bags, and exclusive discounts for clean-up participants.



Environmental NGOs

Collaborating with WWF Norway and local organizations to amplify reach and provide expert guidance on biodiversity protection.

Campaign Timeline: Two Months to Make History

Month 1: Launch

Social Media Ignition

- Campaign kickoff across Instagram and TikTok
- Influencer partnerships with local outdoor enthusiasts
- Educational content about microplastic impact
- Registration opens for first clean-up event

1

2

Month 2: Action

Fjord Clean-Up Day

- First major organized clean-up event
- Photo contest launch for most creative clean-up image
- **#RentFjord** hashtag challenge goes viral
- Real-time impact tracking and celebration

But this timeline is just the beginning. Our goal is to build momentum that extends far beyond two months—creating a lasting culture of environmental stewardship among Trondheim's youth.



2023-3-TR01-KA153-YOU-000184156

Measuring Our Impact

500+

Youth Participants

Our target for the first two months of clean-up events across Trondheim's coastal areas

250kg

Waste Collected

Total plastic and litter removed from fjords and hiking trails during organized events

2K

Social Media Posts

User-generated content using #RentFjord to spread awareness and inspire action

Success isn't just about numbers, it's about building a movement. Each participant becomes an advocate. Each kilogram collected represents countless marine organisms protected. Each post inspires someone else to take action. Together, these metrics tell the story of youth-led change that ripples outward.





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Join the Movement

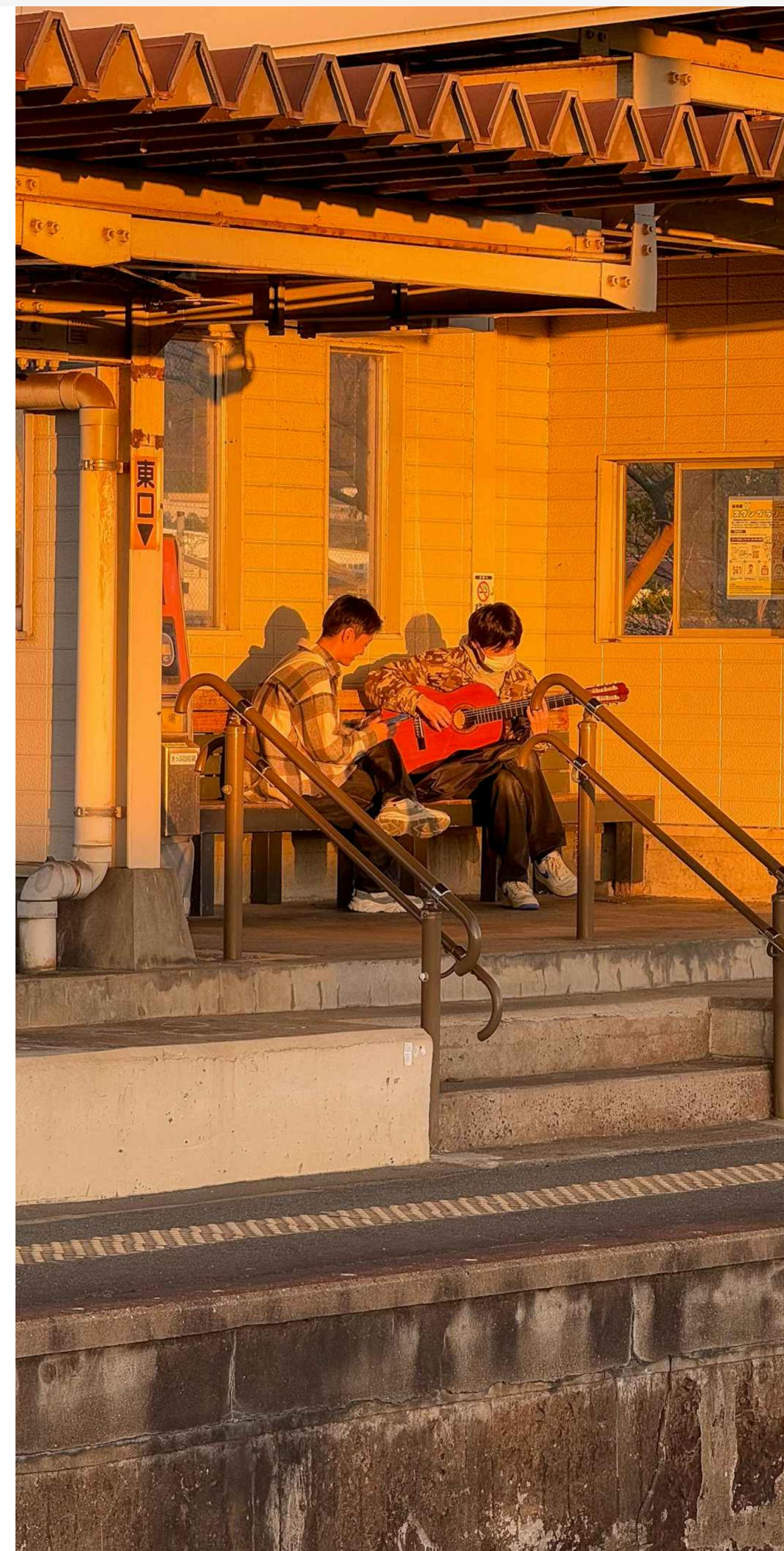
Clean Fjords, Strong Future

The fjords don't belong to any single generation, they're a living heritage passed down through centuries. Now it's our turn to be custodians. Your participation matters. Your voice matters. Your three pieces of picked-up litter matter.

Ready to make a difference? Follow us on Instagram and TikTok, sign up for the next clean-up event, and start your personal mission today. Together, we're not just cleaning up, we're building the future Norway deserves.

[Sign Up for Clean-Up Day](#)

[Follow #RentFjord](#)





2023-3-TR01-KA153-YOU-000184156

Green Sumgayıt Starts with You!

Youth are transforming Sumgayıt, creating vibrant pocket parks from forgotten industrial spaces. Join us for a greener future!

Social Campaign of Azerbaijan Team



Campaign Overview: Grow the Future, Not the Concrete



Why This Matters

Urban green spaces offer critical benefits:

- Improve air quality
- Reduce urban heat
- Provide mental health benefits
- Create community gathering points

These parks symbolize Sumgayıt's evolution from its industrial past to a sustainable, livable future. Youth leadership ensures these spaces reflect the aspirations of the next generation.

Our Vision

Sumgayıt has a proud industrial heritage, but our city's future is green. Our youth-led campaign transforms small, neglected urban spaces into vibrant "Pocket Parks" and community gardens.

These aren't just green spaces; they're gathering places, learning environments, and symbols of what our generation can achieve. Every unused corner is an opportunity to create something beautiful and meaningful, built on community connections and shared dreams.

Who We're Speaking To

Youth Aged 15–25

You are the heart of this campaign. Your energy, creativity, and vision will transform Sumgayıt. Lead this initiative, gain project management skills, and leave a lasting legacy.

- Passionate about environmental action
- Connected through digital platforms
- Looking for meaningful ways to contribute
- Want hands-on experience with real impact

Local Authorities & Muhtars

Essential partners for navigating regulations, securing permits, and accessing resources. Your guidance provides legitimacy and connects youth initiatives to municipal departments. Engage young constituents and demonstrate forward-thinking governance.

- Control permits and approvals
- Connect projects to city resources
- Provide institutional knowledge
- Bridge youth vision with practical implementation

Apartment Residents

Beneficiaries and participants of the new pocket parks in your neighborhoods. Your involvement in planting and ongoing care ensures long-term success, creating safe spaces for children and stronger community connections.

- Direct beneficiaries of green spaces
- Can contribute local knowledge and resources
- Provide ongoing maintenance and care
- Build stronger neighborhood connections

By bringing together these three groups, youth energy, official authority, and community roots, we create a powerful coalition for change. Each audience brings essential resources: youth bring innovation and labor, authorities bring permissions and legitimacy, residents bring local knowledge and long-term stewardship. Together, we are unstoppable.

Our Core Message: Grow the Future, Not the Concrete

"Grow the Future, Not the Concrete" is a philosophy challenging past urban development in Sımsık. For decades, industrial growth led to environmental issues and disconnected communities. This message offers a new direction.

It honors our industrial heritage but defines true progress by quality of life, environmental health, and community strength, investing in living systems, not just built ones.

This message resonates across generations:

- **Youth:** Inspires a sustainable future.
- **Older Residents:** Balances industrial legacy with necessary evolution.
- **Authorities:** Aligns Sımsık with global sustainability goals.

It's an actionable call to transform specific spaces. Every resident can identify opportunities to "grow the future," empowering individual action for collective change.

The Message Means:

- Prioritizing sustainability
- Empowering youth leadership
- Transforming industrial legacy
- Building community, not just infrastructure
- Choosing life and growth over stagnation

Your Call to Action: Three Simple Steps

01

Identify an Unused Space

Walk through your neighborhood to find neglected spaces: corner lots, unused parking, or strips of land. Take photos and measure the area. Envision its potential: a community garden, park, play area, or vertical garden.

02

Create a Project Proposal

We provide templates and support! Your proposal should include:


- Current photos & vision
- Materials, estimated costs
- Timeline & maintenance plan

Attend workshops to develop professional proposals. Explore funding through local businesses or neighbor contributions.

03

Join Our "Plant a Sapling Too" Event

Everyone can participate in community planting events. These gatherings build relationships, teach new skills, and celebrate our commitment to a greener Sumgayıt. Bring friends, learn proper techniques, share ideas, and document your participation on social media.

 **Ready to start?** Visit our community center or social media for templates, workshop schedules, and "Plant a Sapling Too" event details. The future is growing, will you help plant it?

Spreading the Word: Our Communication Strategy

To ensure our great ideas are heard, we're employing a multi-channel strategy. This approach targets diverse audiences, from traditional media for older residents and officials to digital platforms where youth are most engaged.



Local TV & Newspapers

Traditional media effectively reaches local authorities, building administrators, and older residents. We'll pitch stories to Sumgayit TV highlighting youth leadership and community transformation. Local newspapers will feature op-eds by youth, photo essays of project progress, and interviews with supportive neighborhood leaders. These channels provide legitimacy and reach audiences not on social media.



Facebook & Instagram

Social media is vital for building momentum and community through visual storytelling. We'll showcase dramatic before/after photos, time-lapse planting videos, and volunteer spotlights. Hashtags like #GreenSumgayit and #GrowTheFuture will build our movement. Instagram Stories will offer behind-the-scenes content, humanizing efforts and inspiring participation.



Neighborhood Networks

Real change begins locally. We're partnering with muhtars (neighborhood administrators) to post project updates, volunteer opportunities, and success stories on apartment building notice boards. Muhtars will also leverage their communication channels, including WhatsApp groups and community meetings. Their endorsement is crucial for official support and neighborhood buy-in.

Visual Identity: Making Green Sumgayit Memorable

The Power of Our Central Image

Our core image ignites hope: a vibrant green plant bursting through cracked concrete. This isn't just a picture; it's our philosophy. The cracked concrete? It's Sumgayit's industrial past, our urban challenges. But look closer that crack is an opening! It's nature refusing to be stopped, transforming harshness into life. This resilient sprout mirrors our youth-led campaign, brimming with potential. Nurture it, and it will grow, creating new habitats and shattering old barriers.

This image tells residents:

- Change is possible, even in challenging urban environments
- Small actions can have big impacts
- Nature and youth have resilient, transformative power
- Our industrial past doesn't determine our environmental future



Consistent Visual Language

All materials use a consistent color palette: vibrant greens against industrial greys, with hopeful yellow. Fonts are modern and friendly. Photos feature real Sumgayit residents and locations, making our campaign authentic.



Slogan That Sticks

"Green Sumgayit Starts with You!" is personal and empowering. It places agency directly in each individual's hands, contributing to a collective identity. The exclamation point adds energy and optimism, serving as a rallying cry, not a lecture.

Timeline: Three Months to Transform Sumgayit

Our three-month launch phase builds momentum through careful planning and community engagement, laying the foundation for ongoing work. This timeline outlines key steps to transform Sumgayit.

Month 1: Discovery & Mobilization

- **Weeks 1-2:** Launch campaign (media blitz, info sessions). Accept project proposals from youth & groups.
- **Weeks 3-4:** Neighborhood walking tours to identify park sites. Form selection committee (youth, officials, leaders). Define pilot site criteria.

1

2

3

Month 3: Action & Celebration

- **Weeks 9-10:** Prepare sites. Host "Plant a Sapling Too" community event (publicity, celebration, documentation).
- **Weeks 11-12:** Complete planting & setup. Dedication ceremony. Launch "after" photo campaign. Establish maintenance. Accept proposals for next parks.

Month 2: Planning & Preparation

- **Weeks 5-6:** Announce selected pilot sites. Youth design workshops with experts for park plans.
- **Weeks 7-8:** Navigate permit process with local authorities. Recruit volunteers & secure material donations. Plan planting logistics.

Measuring Success: How We Know It's Working

We're driving measurable change in Sumgayıt through tangible outputs and long-term impacts. Our indicators track spaces created, volunteers engaged, resources mobilized, community connection, and sustained maintenance.

1

Pocket Parks Created

Aim for at least 5 functional pocket parks or community gardens. Each represents a physical transformation and model for expansion. We'll track green space, plants, and neighborhood diversity.

2

Active Volunteers

Track unique individuals participating in events, design workshops, or maintenance. 200+ volunteers (1% of youth) signifies broad appeal and sustained commitment.

3

Partner Organizations

Track local businesses, municipal departments, and community groups providing support. 10+ partners show broad institutional buy-in and increased sustainability.

Beyond the Numbers

Qualitative indicators reveal deeper impact:

- **Media coverage:** Public awareness and perception
- **Social media:** Organic community enthusiasm
- **Replication:** Unsolicited pocket park projects
- **Policy change:** Support for green space development
- **Youth leadership:** Skills gained through participation

Long-Term Vision

This campaign is a start. Long-term success means:

- Parks thriving one year post-creation (sustainable maintenance)
- 10+ additional parks created annually by community groups
- Institutionalized youth environmental leadership
- Sumgayıt recognized for youth-led urban greening
- Quantifiable environmental benefits (e.g., reduced urban heat)

Join the Movement: Your Green Sumgayıt Awaits



Grow the Future, Not the Concrete

Great transformations start with a single action. In Sumgayıt, that's YOU, seeing green potential in neglected corners and grey concrete.

For Youth Leaders

Lead the change! Identify spaces, rally friends, and submit proposals. Build skills in project management and environmental action. Create lasting green spaces that inspire.

For Local Officials

Partner for responsive governance. Streamline permits, connect youth to resources, and celebrate achievements. Show support for youth leadership and a sustainable Sumgayıt.

For Residents

Enjoy new green spaces for play, gathering, and cleaner air. Participate in events, donate tools, or help with maintenance. Your small contributions create collective impact.

1

Ready to Get Started?

Visit Sumgayıt Community Center or follow [#GreenSumgayıt](#) on social media for project templates, workshops, and event announcements. The future is growing, one park, one sapling, one leader at a time.

2

Green Sumgayıt Starts with You!

Not later, not somewhere else. It starts with YOU, today, with the space outside. Together, we transform Sumgayıt into a green urban model. The growing era begins now.

