

Green Communication Toolkit



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I. Media and Journalism Handbook

II. Communication Strategies Manual

III. Instruments for Training Modules

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Media and Journalism Handbook

*Fundamental information
regarding the role of the
media, journalistic ethics,
and various media formats.*



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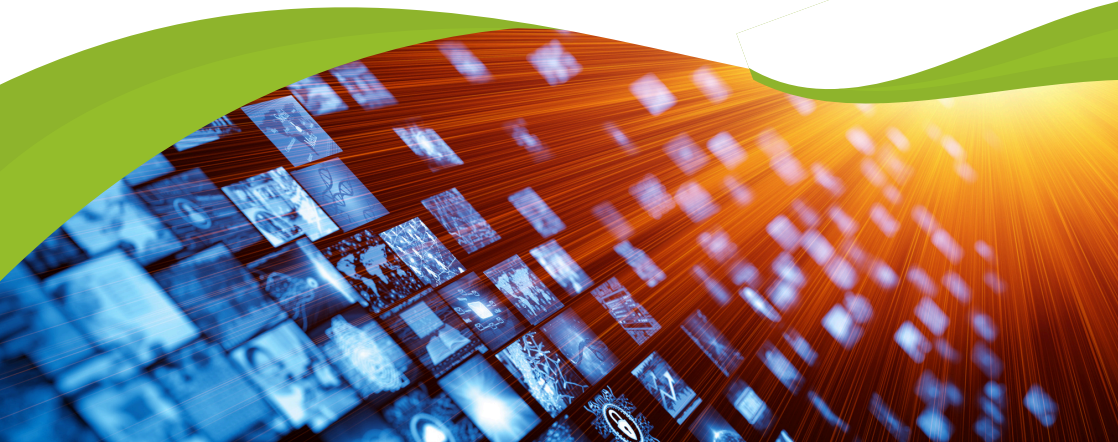
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I. The Function and Significance of the Media

Media serves as a fundamental force in contemporary society, transmitting information, fostering social awareness, and influencing behavior. This is particularly evident in complex global issues such as environmental concerns and climate change, where media:

01. **Informs:** It provides individuals with information regarding the present circumstances and potential future risks.
02. **Enhances Awareness:** It galvanizes individuals and communities by elevating social consciousness.
03. **Inspires:** Encourages others by providing examples of effective practices.
04. **Advocates:** Exert influence on decision-makers and politicians by shaping public opinion.
05. **Fosters Community:** Unites individuals around common values, objectives, and concerns.



II. Fundamental Principles of Journalism

Journalism encompasses more than merely reporting news; it is a process of disseminating information that serves the public good and is grounded in ethical principles. The fundamental tenets of journalism that youth workers engaged in content creation for the project should prioritize include:



Truth and Reality

Information must be sourced from credible origins, and its accuracy should be confirmed. Disseminating misinformation undermines trust in efforts to promote environmental awareness.



Neutrality and Equilibrium

Objective content should be presented by incorporating diverse perspectives. Unilateral or biased content has the potential to polarize the audience.



II. Fundamental Principles of Journalism

Transparency

Sources must be explicitly acknowledged, and the intent or advocates behind the content must remain transparent.

Accountability and Morality

Content must serve the public interest and must not endorse violence, discrimination, or hate speech.



Respect for Human Dignity

Research should be inclusive and respectful of matters such as gender, ethnicity, religion, and disability.



Accountability

When errors occur, it is essential to recognize and rectify them.

04

III. Media Categories and Characteristics

This section assists youth workers in training to comprehend the media channels on which they will create content and their respective characteristics.



Printed Media

**2. Audiovisual
Communications**

**3. Digital and Social
Media Platforms**

**4. Community-
Centric Media**

Printed Media

- Newspapers, magazines, and printed bulletins.
- Comprehensive analysis, extensive articles, interviews.
- Typically more comprehensive, enduring, and archivable content.

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III. Media Categories and Characteristics

2. Audiovisual Communications

- Television, radio, and podcasts.
- It directly engages emotions through visuals and sounds.
- It is rapidly consumed and reaches extensive audiences.

3. Digital and Social Media Platforms

- Websites, blogs, YouTube, Instagram, TikTok, X/Twitter.
- It is ideal for generating rapid, interactive, and shareable content.
- It possesses the potential for viral content, a crucial domain for engaging younger generations.

4. Community-Centric Media

- Local radio stations, school newspapers, and youth club newsletters.
- Modest in scale yet focused, yielding significant local impact.



IV. Media in Climate and Environment Communication

While creating content on environmental issues and climate change:



- ✔ It is essential to present information grounded in scientific data.
- ✔ Creating solution-oriented content (e.g., specific steps, community initiatives) proves to be effective.
- ✔ Compelling narratives, personal success stories, and community initiatives serve as sources of inspiration.
- ✔ Visual materials, such as photographs, infographics, and brief videos, enhance the overall impact.



V. Contributions to the Project

This guide encompasses the following aspects of GreenComm VET training:

Day 1 → Establishes the foundation of the media and journalism module.



It instructs participants on the channels and ethical standards to consider when creating content.

It establishes a framework of quality and trust for all content developed using the toolkit following the training.



VI. Practical

Recommendations to be Integrated into Education

Discussion Forum

01.

Participants are presented with sample environmental news articles or social media posts. They engage in discussions regarding the ethical principles that have been adhered to or violated.

Practical Assignment

02.

Participants are requested to create a brief news article or social media post concerning environmental issues. Collaborative efforts will be conducted and subsequently assessed collectively.

Analytical Study

03.

Sample content from various media types, including newspaper articles, viral videos, and blog posts, is analyzed. The impact of each medium is examined.



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Communication Strategies Manual

*Methods for developing
effective communication
strategies.*



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I. What constitutes a Communication Strategy?

A communication strategy is a meticulously crafted roadmap designed to convey the appropriate message to the intended audience at the optimal time and through the most effective channels.

- 01. Establishes an objective,**
- 02. Clarifies the message,**
- 03. Selects the channels for utilization,**
- 04. Identifies methods to assess impact.**



Particularly regarding intricate matters such as the environment and climate change, uncoordinated and chaotic communication can result in the message being obscured or misinterpreted.



II. Phases of Formulating an Effective Communication Strategy

Defining the Target Demographic

Whom do we aim to reach?

- Youth? Scholars?
- Instructors or decision-makers?
- The general populace or a particular community?

A thorough analysis of the target audience's age range, educational background, interests, and media consumption habits is essential.





03

II. Phases of Formulating an Effective Communication Strategy

2. Establishing the Objective of Communication

What are our objectives?

- Increasing awareness?
- Achieving behavioral transformation?
- Enhance engagement and involvement?
- Influencing policies or decision-making processes?

The approach differs based on the intended purpose. For instance, visuals are necessary for awareness, practical recommendations for behavior modification, and interactive content is essential for engagement.



04

II. Phases of Formulating an Effective Communication Strategy

3. Identifying the Core Messages

What message do we wish to convey to our target audience?

- Craft concise, clear, and impactful messages.
- Please provide the text you would like me to update.
- Messages should be emotive, informative, and actionable.

“Take immediate action for the climate!” or “Let us safeguard nature for the benefit of future generations.”





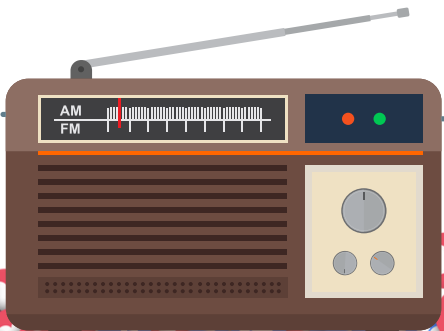
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II. Phases of Formulating an Effective Communication Strategy

4. Selecting Suitable Communication Channels

Which tools and platforms will we utilize to connect with you?

- Social media platforms (Instagram, TikTok, YouTube): Youth demographic.
- Website, newsletter, blog: Individuals seeking information and followers.
- In-person events and seminars: For enhanced engagement.
- Local media, radio: To guarantee distribution at the community level.





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II. Phases of Formulating an Effective Communication Strategy

5. Developing an Implementation Plan

When will communication be made, with what content, and in what order?

- Content calendar (daily, weekly, monthly),
- Task allocation (who will be responsible for what preparation?),
- Preparation and testing procedures.

Example:

- Monday: Awareness publication.
- Wednesday: Narrative video.
- Friday: Engaging content that poses questions to the audience.



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II. Phases of Formulating an Effective Communication Strategy

6. Assessing Impact and Outcomes

Were the objectives accomplished?

- Social media engagements (likes, shares, comments).
- View and access figures.
- Participant feedback (surveys, remarks, communications).
- Visibility in the media or on platforms.

This phase offers insights to formulate future communication strategies.



III. Communication Tips on Environment and Climate Change



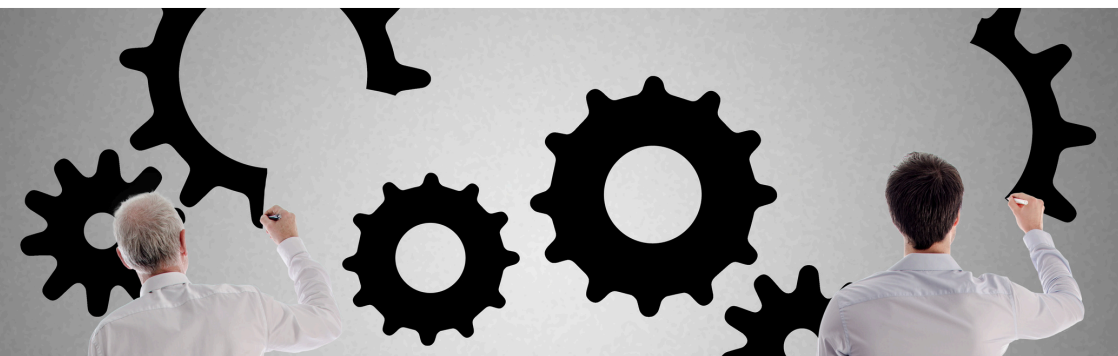
- ✓ Utilize information grounded in scientific research.
- ✓ Engage with emotions, but avoid inciting panic.
- ✓ Adopt a solution-oriented approach and inspire hope.
- ✓ Consider young individuals as a case in point and provide an opportunity for their voices to be heard.
- ✓ Leverage visuals and narrative techniques.
- ✓ Foster a sense of community: “You are also a part of this movement.”



V. Contributions to the Project

This guide encompasses the following aspects of GreenComm VET training:

Days 1 and 2 → Establish the foundation for the modules on communication and engagement with young individuals.

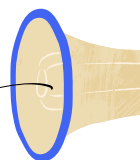


Throughout the training, participants can cultivate their own communication strategies utilizing this guide.

It serves as the foundation for applications in other sections of the Toolkit (for instance, content planning templates).



and



V. Recommendations for Applied Integration in Training

Strategic Workshop

01.

Participants are requested to develop a communication strategy for a particular campaign or message (e.g., “Plastic Reduction Campaign”).

Role-Playing Games

02.

Participants engage in role-playing to convey messages to various target audiences, including youth, decision-makers, and the public.

Simulation:

03.

They design and execute a genuine social media campaign on a limited scale (e.g., developing a series of Instagram stories).



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Tools For Training Modules



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I. Engagement with Youth

01. Target Audience Profiles

Material: Printed or digital cards.


Each card features a youth profile. Example profiles:




- A 16-year-old high school student, engaged on social media, experiencing significant climate anxiety.
- The 18-year-old activist conducts online campaigns and seeks to amplify his voice within society.
- A 20-year-old university student, disengaged from environmental concerns, with a keen interest in fashion.


How to Utilize?


Each group randomly selects a card. Their objective is to determine how to engage with this young individual's profile, including the appropriate messaging language and channel. They will discuss and present their findings.

Young Profile



 16 years old, high school student



 Engaged on TikTok and Instagram  Passionate about fashion and social engagement 



Limited environmental awareness, receptive to social influence 

Driven by the desire to imitate peers  Uninspired by lengthy explanations

Young Profile

 20 years old, college student 

Engages with YouTube and Reddit  Passionate about science, research, and digital gaming 

Concerned about climate change yet feels powerless  Influenced by empirical evidence and rational discourse  Disapproves of alarmist language and hyperbolic messages

I. Engagement with Youth

02. Empathy Cycle Infographic

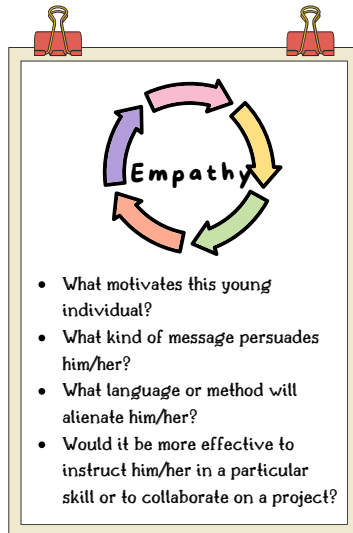
Material: Expansive poster or digital display.

The subsequent inquiries are inscribed on it:

- What motivates this young individual?
- What kind of message persuades him?
- What language or method will alienate him?
- Would it be more effective to instruct him in a particular skill or to collaborate on a project?

How to Utilize?

The groups engage in discussions regarding the inquiries presented in the empathy cycle poster and formulate a communication strategy tailored to the specific youth profile.



I. Engagement with Youth

03. Message and Slogan Framework

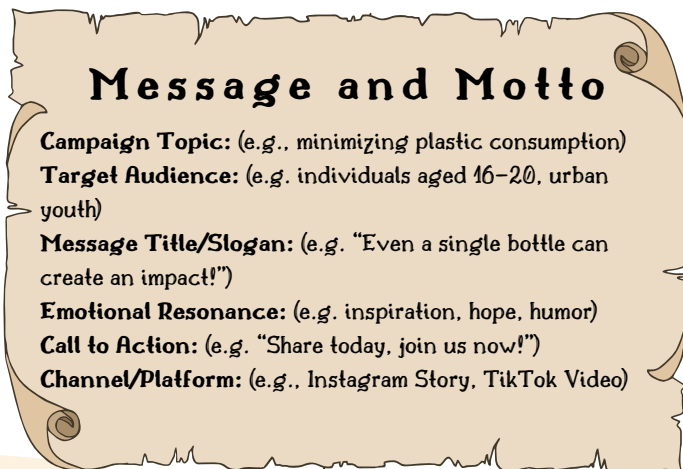
Material: A pre-designed blank template.

It comprises the following fields:

- Message Title: (e.g. Minimize plastic consumption!)
- Target audience:
- Emotional Resonance: (e.g. hope, anger, inspiration)
- Call to Action: (e.g. “Become a member today!”)
- Channel: (e.g., Instagram, TikTok, live event)

How to Utilize?

The groups complete this template following their discussions. Upon concluding the training, they present their ideas and messages.



Message and Motto

Campaign Topic: (e.g., minimizing plastic consumption)

Target Audience: (e.g. individuals aged 16–20, urban youth)

Message Title/Slogan: (e.g. “Even a single bottle can create an impact!”)

Emotional Resonance: (e.g. inspiration, hope, humor)

Call to Action: (e.g. “Share today, join us now!”)

Channel/Platform: (e.g., Instagram Story, TikTok Video)

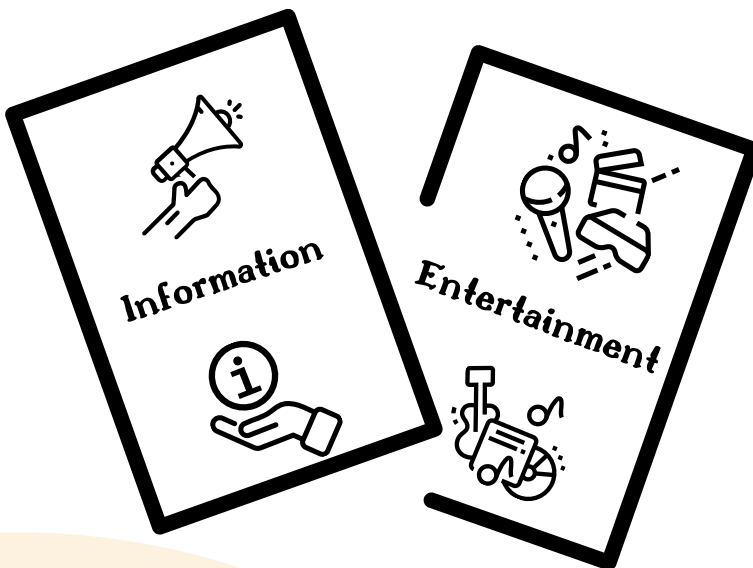
II. Media and Journalism

01. Media Function Cards

Each card encompasses a fundamental function of the media:

- To notify
- Entertaining
- Advocacy and Critique
- Shaping Public Opinion
- Fostering Community and Identity

Participants align sample media content (news articles, social media posts, videos, etc.) with the functions outlined on these cards and engage in discussions regarding the media function that the content fulfills.



II. Media and Journalism

02. Journalism Principles Poster

The fundamental ethical principles of journalism are conveyed through a poster or list format:

- Truth and Reality
- Neutrality and Equilibrium
- Transparency and Attribution of Sources
- Accountability and Morality
- Respect for Human Dignity
- Accountability and Rectification

Participants assess the news or media content they consume through the lens of these principles: Which principles have been adhered to? Which principles have been disregarded?



II. Media and Journalism

03. News Writing Template

A fundamental news writing framework designed for participants, allowing them to complete the sections.

- Title: News Headline
- Introduction (5W1H): What, where, when, how, why, who?
- Main Body: Event particulars, illustrations, citations
- Sources: Locations from which information is derived

Participants compose a brief news article utilizing this template.

| News Writing Template | |
|-----------------------|--|
| Title | |
| Introduction (5W1H) | |
| Main Body | |
| Resources | |

III. Message and Content Creation

01. Message Design Checklist

Key elements to consider when crafting a message:

Use Case: Participants evaluate the messages they have crafted in accordance with this list.

| Checklist | |
|---|--|
| Is the target audience distinctly defined? | |
| Is the intent of the message evident? (information, awareness, call to action) | |
| Is the language and tone suitable for the intended audience? | |
| Is the message concise, clear, and memorable? | |
| Does the message strike a balance between emotion, information, and a call to action? | |
| Do the images, videos, or media elements reinforce the message? | |

III. Message and Content Creation

02.

Message and Content Development Template

- **Topic:** Illustration: Minimizing plastic consumption
- **Target Audience:** Whom do we aim to engage? (e.g. individuals aged 15-25)
- **Key Message:** “Minor adjustments yield significant impact.”
- **Visual/Media Support:** Recommendations for visuals, videos, and audio to be utilized.
- **Call to Action (CTA):** “Share,” “Join,” “Tag a friend,” etc.
- **Channel/Platform:** Instagram, TikTok, YouTube, etc.

Who will use?: Trainers or individuals can use this template to formulate a campaign message or content.

Topic Title:

Target audience:

Main Message:

Language and Tone to be Employed:

Visual and Media Support:

Call to Action (CTA):

Channel/Platform:

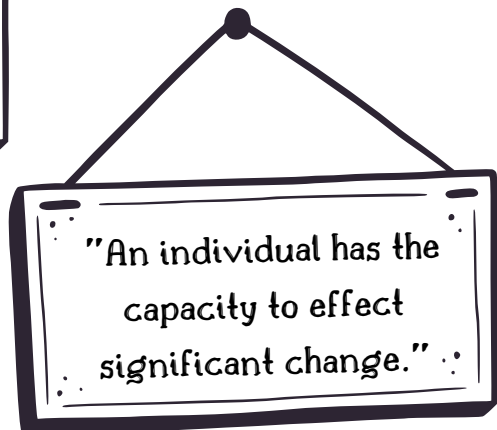
III. Message and Content Creation

03. Box of Successful Messages

Sample effective messages are presented to inspire participants:

- "One individual can make a significant impact."
- "Take immediate action for the climate."
- "Each individual has the potential to effect change."

Use case: Shown to inspire the participants.



IV. Story Telling

01. Story Design Wheel

Story Design Wheel Sections:

- 1.Character: Who embodies the hero in the narrative? (e.g. a youthful environmental advocate)
- 2.Motivation: What are the character's desires? (e.g. diminish plastic pollution)
- 3.Problem/Obstacle: What challenge does the character encounter? (e.g. disinterest, insufficient budget)
- 4.Solution: In what manner does the character attempt to address this issue? (e.g. initiate a social media campaign)
- 5.Conclusion: What is the resolution of the narrative? (e.g. the campaign achieves viral status and garners support)

Use Case: Participants sequentially complete these five sections to draft their own narratives. Subsequently, they modify the relevant section by rotating the wheel, which fosters diverse creative thinking. Finally, the groups present the stories they have crafted



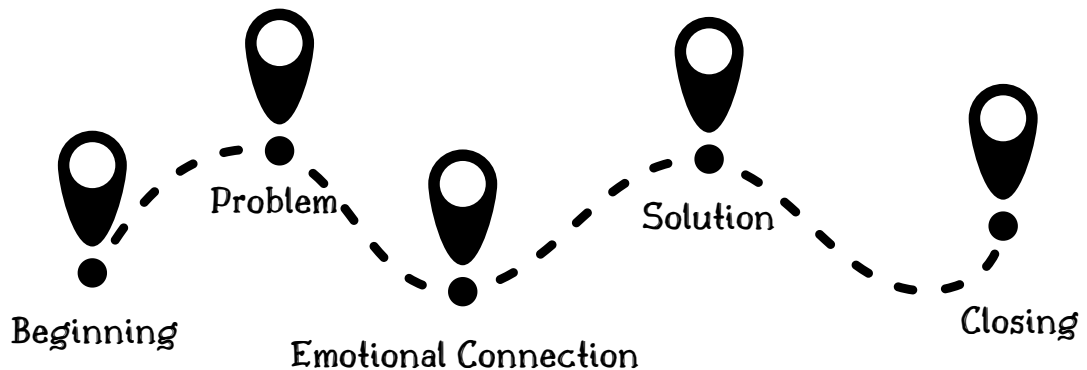
IV. Story Telling

02. Storytelling Framework

Step-by-Step Storytelling Guide:

- 1.Beginning (Connect): Address the audience's inquiry, "What is my stake in this?"
- 2.Problem Statement: Articulate the central issue that drives the narrative.
- 3.Emotional Connection: Incorporate elements that foster empathy among the audience.
- 4.Solution and Call to Action: Illustrate how the character discovers the solution and invite the audience to participate (call to action).
- 5.Closing: Conclude with an optimistic, contemplative, or inspiring ending.

Use Case: Participants adhere to the steps outlined in this roadmap sequentially when crafting a story. They convey their narratives through this framework.



V. Social Media Usage

01. Social Media Strategy Framework

Questions to be Addressed on the Wall:

- 1.Target Audience: Whom do we aim to engage? (e.g. individuals aged 15-25)
- 2.Target Platform: Which platforms are appropriate? (Instagram, TikTok, YouTube...)
- 3.Key Message: How can we articulate this in a single sentence?
- 4.Content Types: Video, meme, infographic, brief text, narrative...
- 5.Frequency: What is the posting schedule?
- 6.Call to Action (CTA): What do we seek from the audience? (Share, register, comment...)
- 7.Measuring Success: What metrics will we utilize to assess success? (Number of views, interactions, shares)

Use Cases: Participants develop a social media campaign strategy by addressing these questions. They also present on this wall.



Target
Group

Target
Platform

Content
Categories

Main
Message

V. Social Media Usage

02. Content Planning Calendar Template

Use Case: Participants create a weekly content calendar for the campaign they have developed by completing this table.

| Day / Date | Platform | Content Type | Message Title | CTA | Responsible |
|------------|-----------|-------------------------|--|------------------------|-------------|
| Monday | Instagram | Narrative + Publication | "An individual has the capacity to effect significant change." | "Disseminate now" | Group 1 |
| Tuesday | TikTok | Brief video | "A day free from plastic!" | "Mentions your friend" | Group 2 |
| Wednesday | | | | | |
| Thursday | | | | | |
| Only | | | | | |
| Saturday | | | | | |
| Sunday | | | | | |

VI. Viral Content Creation

01. Viral Content Analysis Cards

Each card highlights a fundamental aspect of viral content:

1. Creating Emotion: What emotion does the content evoke? (e.g. laughter, anger, hope, admiration)
2. Ease of Sharing: Is it concise and easily digestible? Does the title or format promote sharing?
3. Element of Surprise: Does the content contain an unforeseen moment, humor, or plot twist?
4. Social Connection: Does it encompass a shared value or cultural reference that fosters a sense of belonging among individuals?
5. Visuals and Format: Striking visuals or a viewer-friendly video format?

Use Case: Participants examine examples of existing viral content and analyze them using cards: Which card(s) are present in this content? Subsequently, they determine which cards they will incorporate into their own content.



VI. Viral Content Creation

02. Viral Content Design Framework

1. **Content Theme:** What is the subject? (e.g. plastic pollution, climate demonstration)
2. **Target Emotion:** How will it make the viewer feel?
3. **Surprise/Plot Twist:** What elements of the content are unforeseen?
4. **Title/Tag:** Concise and captivating title with viral potential
5. **Format:** Video, meme, infographic, GIF...
6. **Distribution Strategy:** Which platforms will it be shared on, and at what times?
7. **Call to Action (CTA):** What action is the viewer encouraged to take? (Share, tag...)

Use Case: Participants complete this canvas to develop a draft for viral content and deliver a group presentation.

| | | | | |
|-------|---|---|---|---|
| 1 | 2 | 4 | 5 | 7 |
| | 3 | | 6 | |
| Notes | | | | |

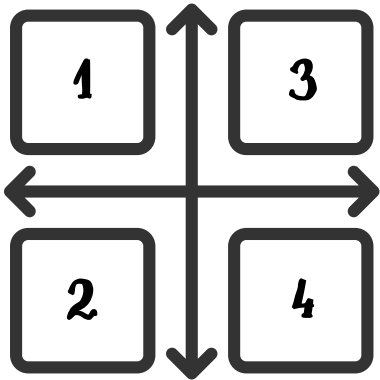
VII. Popular Culture

01.

Popular Culture Analysis Framework

| 1. Content | 2. Element of Popular Culture | 3. Effect | 4. Influence on the Mass |
|----------------------------------|--------------------------------|-----------------------------------|--|
| Example: A TikTok video | Humorous trend in music | Entertainment, attention-grabbing | Sharing and tagging |
| A scene from a television series | Phenomenon character quotation | Memorability, wit | The dissemination of information on social media |

Use Case: Participants complete the table by drawing examples from media content. Groups present and engage in discussions regarding the analysis results.



VII. Popular Culture

02. Popularity Strategies Framework

| Items | Explanation |
|-------------------------------|---|
| 1. Intended Audience | Whom do we aim to reach? |
| 2. Element of Popular Culture | Item to be utilized (contemporary music, humor, meme...) |
| 3. Method of Application | How will it be utilized in content? |
| 4. Collaborative Platforms | Where will it be disseminated? |
| 5. Dissemination Plan | The approach to capitalizing on the trend (hashtag, challenge...) |
| 6. Success Criterion | The number of shares and the number of interactions. targeted? |

Use Case: By completing this planner, participants formulate and present a strategy that integrates their content with popular culture.

1

2

3

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5

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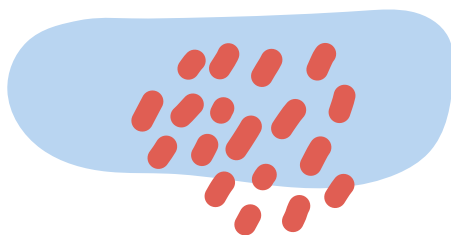
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Forms and Templates



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Purpose:

You can effortlessly design your template using Excel or Canva by utilizing the titles from this template.

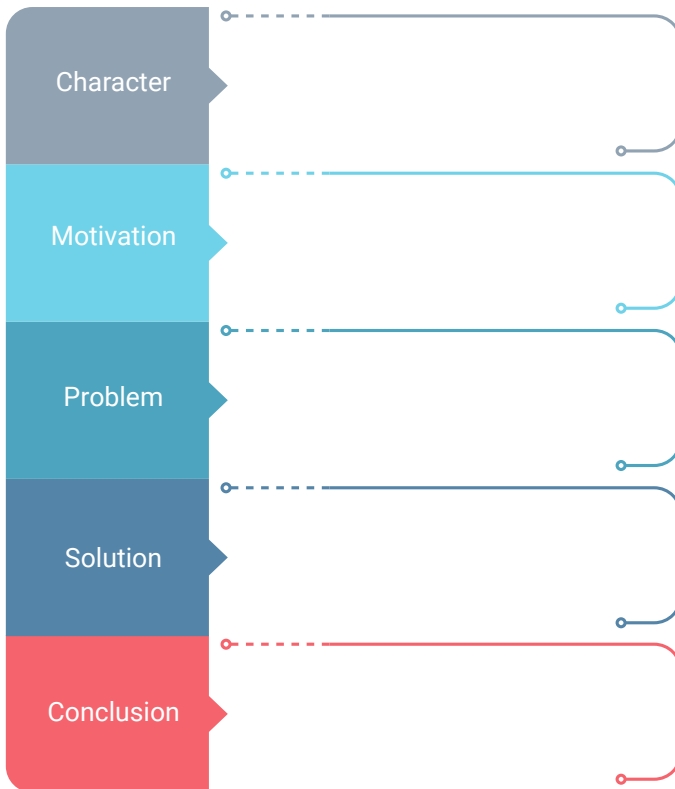
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II. Narrative Framework

Purpose:

To enable participants to complete the fundamental elements involved in story design.

You can effortlessly design your template using Word, PowerPoint, or Canva by utilizing the titles from this template.



Purpose:

You can effortlessly design your template using Excel or Canva by utilizing the titles from this template.

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