

## **YOU PRO CLIMA - YOUTH in PERIPHERIES FOR CLIMATE ENGAGEMENT ACTIONS**

**Project ID: 2023-1-IT03-KA220-YOU-000155348**

### **WP2 - Research and develop community engagement skills toolkits addressed to youth leaders and youth organizations**

#### **Case study description's guidelines**

Please follow the guidelines below and briefly answer the following questions regarding community engagement on the topic of youth activism and climate action in peripheral territories of your country. Ensuring that the document is clear and comprehensive and providing a thorough understanding of the subject matter.

#### **Important Information to answer the following questions:**

- **Language & Length:** The answers should be reported in English in approx. 1-2 pages.
- **Sources & Referencing:**  
Sources reported must be relevant and reachable. Older and more recent data can be used, which can be useful in order to demonstrate any evolution of the issue over the years.  
The material could include websites, articles, links, photos, videos if available.

The activity **A2.2** contributes to the achievement of the S.O.1 of WP2, it means, “to contribute to increase community engagement skills environmental based by developing analytical material on community engagement case studies and specific characteristics on the topic of youth activism and climate action in peripheral territories”.

For the achievement of this objective, all partners have to identify and analyse **8 case studies on community engagement on the topic of youth activism and climate action** and produce an analytical report. They also have to conduct desk research on specific characteristics of youth engagement interventions in peripheral areas.

The expected result of **A2.2** will be an analytical report on relevant practices in community engagement experiences on the topic of youth and climate action finalised.

### **Introduction:**

Please provide an **analytical description** of the case study you selected. Description will have to include information about where and when your case study was conducted. Emphasize the relevance of understanding the specific context within peripheral area you studied and young people's behaviour about the issue. Also, please provide sources from which further information can be obtained (websites, articles, links etc.). If some **photos/videos** are available please add them **by providing references** (links, documents or any others).

Jovenes Dinamizadores Rurales is a Cooperation project promoted by 13 Local Action Groups of Aragon. They started the program **EcoFeria** in 2019: it is an annual plan dealing with raising awareness in young people from rural areas on good practices in environmental matters.

**EcoFeria** programme involves 17 regions of Aragon and also has the collaboration of the Aragonese Youth Institute and other private entities. It consists of two phases, a **local one**, in which young people in each region of Aragon work for 6 months on a regional revitalization project based on a defined theme, and a **regional one**, in which young people share the work carried out in their region, with the rest of the young people and territories. The program culminates in **a day** in which they organize an exhibition which will serve as a space for debate on environmental matters and will give the possibility to establish synergies and to share ways of working and experiences. During the meeting, workshops and information sessions will be held to make visible the role that these groups of young people have in the revitalization of rural areas. The activities carried out by these groups of young people are based on recycling, cleaning parks, caring of native species and natural environments or consuming local products.

The first EcoFeria was organized on **Saturday June 1, 2019** in the town of **Caspe**. **50 young people from 16 municipalities of Aragon** participated in the event. It began in the morning with some reflections -of the young participants divided in small groups- on climate change, food sovereignty and plastics. Based on the agenda in the afternoon, starting at 16:00h, the young people began to show the projects carried out in each region, which ranged from recycling to the consumption of local and proximity products, to the cleaning of parks and natural environments. Then, starting at 17:30h, the scene of the activities moved to La Glorieta Alfonso XIII park to, outdoors and through games open to the participation of all children, always oriented towards developing the sensitivity of the new generations on the importance of the natural territory.



[https://dinamizomipueblo.es/portfolio\\_page/la-ecoferia/](https://dinamizomipueblo.es/portfolio_page/la-ecoferia/)

<https://www.heraldo.es/noticias/aragon/zaragoza/2019/05/31/los-jovenes-dinamizadores-rurales-organizan-la-primera-ecoferia-de-caspe-1317998.html>

<https://dinamizomipueblo.es/ecoferia-en-caspe/>

<https://www.youtube.com/watch?v=eEIMaWROKCA>

### Adherence at three main areas of participation:

At which **level of community engagement** does your case adhere? Take into account that there are three levels, namely:

- **horizontal** (tools for community involvement);
- **vertical** (tools for dialogue with policy makers);
- **transversal actions** (techniques and experiences of awareness raising on climate issues).

Please provide information about the adherence of your case at one or more of these three areas. They can be useful to provide in order to develop the digital toolkit addressed to youth leaders living or operating in peripheral territories.

The case study proposed adheres to the **horizontal and transversal level**.

The issue of environmental protection has gained growing importance in international public debate. Involving young people and promoting their active and concrete participation is **EcoFeria's** recipe for implement a real contribution to the fight against climate change. Young people are among the first victims of the devastating effects of climate change; since they are the subjects who will suffer the most from the consequences of the decisions being made today, it is necessary **to do everything possible to improve their tomorrow** by raising their awareness on the problem and motivate them to change their habits. EcoFeria's initiatives include educational, awareness-raising and behavioural change campaigns.

As regards as the **horizontal level**, the periodic organization of collaborative activities aimed at identifying solutions to promote sustainable and resilient growth in their territory, represent the better tool to involve not only the participants to the project, but the whole community. As young people are the **true drivers of innovation**, by raising their awareness about the problem, they will be able to spark a **ripple effect** capable of involving their groups of influence. They can encourage friends, family and classmates to adopt **green habits**, share the information they learn and inspire others to **make changes in their lives**. Since the action of the individual is not enough, the creation of a network is essential to have a real impact on the environment. Small measures in daily actions are the first step to already cause a huge improvement in environmental protection. By raising awareness, each young person will be able to act as a **healthy bearer** of good practices.

Also, **EcoFeria** project adheres to the transversal level. Promoting projects like this will allow young people to develop not only the skills necessary to enter into the sustainability perspective, but also to know the tools through which they can concretely implement to achieve the goal of **making their lives more sustainable**. It deals with the creation of a real "**culture of sustainability**": during aggregation events between communities from the various regions of Aragon, outdoor activities and open-air games opened to children of all ages represent an opportunity to involve them through activities to be carried out in all those areas of leisure and free time. Every event dedicated to the sharing of their initiatives have the aim to disseminate their outcomes and give others always different stimuli to keep their actions constant.

### Best practices:

Which are the **best practices** in Youth engagement and climate action that your case study analyzes?

Please provide some examples of best practices you tested to use in order to increase youth activism to climate change issue.

The whole project is focused on the implementation of best practices for involving young people in the area of environmental protection. The most constant activities are those organized at **local** level but the action extends also to a **regional** level by the organization of the events every 6 months. These are days completely dedicated to **dissemination** on topics relating to environmental sustainability and the promotion of an eco-sustainable lifestyle. An example of a strategies to encourage the change of bad habits to some greener are:

- To organize open-air games during the events opened to children of all age
- To organize open-air cooperative activities where young people could put in action all the knowledge they acquired
- To establish an event each 6 months in order to stimulate the social interaction and the dissemination of green actions to their colleagues from other regions of Aragon

The last 5 events topics were the following:

- EcoRastro en Bajo Aragón Caspe-Baix Aragó Casp (<https://www.youtube.com/watch?v=eEIMaWROKCA>)
- Ribera Baja del Ebro contra el Cambio Climático (<https://www.youtube.com/watch?v=2BSH-VK1dtI>)
- Hotel de Abejas en la Comunidad de Teruel (<https://www.youtube.com/watch?v=PkDfH5PDfN0>)
- Limpieza de parques en Jiloca (<https://www.youtube.com/watch?v=KlCtL-7M91c>)
- Porta a Porta, la recogida de residuos personalizada en la comarca del Matarraña (<https://www.youtube.com/watch?v=LIWRs3KauKI>)

### **Added value of practices:**

Which is the **added value** they bring to the empowerment, connection and engagement of young people from peripheral territories as active practitioners/change makers in climate protection?

Examine benefits and outcomes of relevant practices concerning community engagement. Discuss how these activities may foster youth participation and activism, considering factors like enhancement of their capacities, self-confidence and the creation of opportunities to actively fight climate change in their communities with concrete local initiatives.

The practices listed have achieved the results for which they were implemented. Young people are the active bearers of change for the protection of the environment and the adoption of new healthier habits and focusing on their collaboration and aggregation is essential. The initiatives introduced by **EcoFeria project** in fact work to raise awareness among young people about their part for building a better world where to live, so that they come **to feel responsible for their actions** and to desire to develop their **activism** to solve environment issues. In fact, the action of the individual is certainly not enough but it is essential to start acting positively to create a real impact on the people around us: by making small changes in our daily habits anyone can make a big difference. Furthermore, **creating good habits for ourselves** is the first step to starting to create a network capable of influencing an increasingly wider audience.

The actions proposed by the project change from location to location but have a single common thread that unites them, namely environmental protection. This is a factor that might initially seem divisive but actually, it is exactly diversity that adds value to them. In fact, **acting independently** and subsequently **creating opportunities** for aggregation increases input among young people and allows the development of ideas for new initiatives, guaranteeing their sustainability in the long term. The events organized become **meeting places** where young activists can meet each other, learn about how they acted and share tips they learned. Outdoor activities and open-air games represent an opportunity to involve also children of all ages through activities to be carried out in all those areas of leisure and free time: doing this they will begin to perceive how pleasant the close relationship with nature is and consequently they will automatically feel it as part of their daily lives and their moments of aggregation with their classmates and friends. This also means **developing greater awareness**, learning new best practices and encouraging the pleasure of building a better world for themselves and people around them.

The first step toward enacting a fundamental shift in society is encouraging young people to lead healthier lifestyles because they are the **real innovators**, even their familiar circuit, where there is too often a lack of information about sustainable practices. They can spread the knowledge they acquire, motivate people to make changes in their life, and encourage also friends and classmates to adopt eco-friendly behaviors. Establishing a network is necessary to make a significant environmental impact. Every young person will be able to function as a **healthy ambassador** of the brand of sustainability.