

## **YOU PRO CLIMA - YOUlt 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.

**Please collect 2 cases studies per partner country.**

## **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).

The case study focuses on The Shift, a Belgian sustainability community, and its initiative to engage youth in sustainability efforts through the Challengers program. The initiative was launched in Belgium in 2015, in response to the growing need for youth involvement in climate action and sustainability initiatives. Belgium, like many other countries, faces significant environmental challenges, including climate change, biodiversity loss, and resource depletion. These challenges have far-reaching implications for both present and future generations, making youth engagement in sustainability efforts crucial. Understanding the specific context within peripheral areas enables tailored interventions that address the unique needs and circumstances of young people in these regions. It also allows for the identification of barriers to engagement and the development of strategies to overcome them, thereby enhancing the effectiveness and inclusivity of sustainability initiatives. Young people in peripheral areas may exhibit a range of behaviors and attitudes towards sustainability and climate action. While some may be highly motivated and actively engaged in environmental activism, others may face barriers such as lack of access to information, resources, and opportunities. Understanding young people's behavior and engagement patterns is essential for designing targeted interventions that resonate with their interests, values, and aspirations. The Challengers program seeks to tap into the potential of youth as agents of change by providing them with the necessary support, resources, and platforms to drive sustainability initiatives in their communities.

Further information and resources:

- [https://www.theshift.be/s/?language=en\\_US](https://www.theshift.be/s/?language=en_US)
- [The Shift vzw/asbl | LinkedIn](#)
- [The Shift asbl/vzw | Brussels | Facebook](#)
- [The Shift - World Business Council for Sustainable Development \(WBCSD\)](#)



### 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 Shift's Challengers program primarily adheres to transversal actions in community engagement, focusing on techniques and experiences of awareness raising on climate issues. Through this program, young individuals are provided with platforms, resources, and opportunities to raise awareness about climate change, advocate for sustainability, and drive positive change in their communities. The program emphasizes the importance of spreading awareness, educating others, and mobilizing collective action to address climate challenges. The program also incorporates elements of horizontal engagement by involving youth directly in community involvement and action. Through activities such as workshops, networking events, and collaborative projects, young people are encouraged to actively engage with their communities, share knowledge and ideas, and collaborate with diverse stakeholders towards common sustainability goals. Although it's not explicitly addressed vertical engagement, it indirectly contributes to dialogue with policymakers by amplifying the voices of youth and advocating for policy changes at local, national, and international levels. By promoting young leaders to become advocates for sustainability, the program facilitates dialogue between youth and policymakers and makes it a comprehensive model for empowering youth leaders in peripheral territories to drive climate action and sustainability initiatives.

### **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 program mostly focuses on youth engagement and participation. Not only on the familiarization with climate change, but also on climate action. Especially through the Challengers program youth activism is increased by adopting its approaches and urge youth people to fight against climate change and inspires others to join the movement for a more sustainable future. Furthermore, by providing a platform to voice their concerns, ideas, and solutions, the program fosters a sense of agency and ownership among youth, empowering them to drive positive change in their communities but also brings together individuals with different skills, experiences, and perspectives, the program promotes interdisciplinary collaboration, enabling youth to develop holistic solutions. With the usage of this hybrid model platform a wider range of audience is covered not only regional but also international, as distance border is overcome. Other best practices cover skills building, such as collaborations, non-violent communication, synergies creation, commitment to the same goal that are raised by the programs workshops, educational sessions, trainings, meetings and mentorship programs.

[2022 New Year's Wishes \(by The Shift's Young Challengers\) \(youtube.com\)](https://www.youtube.com/watch?v=JyfJyfJyfJy)

[Article: Biodiversity Action Lab: what insights do participants gain? \(theshift.be\)](https://www.theshift.be/article/biodiversity-action-lab-what-insights-do-participants-gain)

[Shift Event: System Shift | What if we really allowed ourselves to care? \(theshift.be\)](#)

[Shift Event: Decarb Session #2 | Engaging suppliers to decarbonize \(theshift.be\)](#)

### **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.

As every society future is youth people, it is important for them to be aware and active for each aspect of everyday life. Since environmental management is part of culture it must be placed at the centre of every community's concern. By involving young people in advocacy campaigns, decision-making processes, and peer-to-peer education, the program empowers them to take ownership of climate action initiatives. This empowerment instils a sense of agency and responsibility, motivating youth to actively contribute to positive change in their communities. At the same time through programs activities, not only it creates opportunities for young people to initiate and lead local climate projects tailored to the needs and priorities of their communities but also cultivate a sense of connection, develops a sense of confidence in their abilities to make a difference and overcome challenges and validates their efforts by motivating them to continue their advocacy work, reinforcing their sense of purpose and commitment to making a positive difference in the world. More specific the program enables young people to turn their ideas into action, fund pilot projects, and leverage additional resources from local partners, amplifying their impact and fostering a culture of innovation and entrepreneurship.

**Deadline to submit: 29<sup>th</sup> of February 2024**