



YOUTH VOICES ON CLIMATE CHANGE: NEEDS ASSESSMENT REPORT



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EKO, the Entrepreneurship and Social Economy Group a non-profit organization seated in Athens, Greece, established in 2013, operates at a local and European level, with youth as its main target group. EKO's primary mission is to contribute to the creation of an inclusive society, free from prejudice and discrimination, which will be in the position to develop and grow sustainably.



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INTRODUCTION

The findings underscore critical challenges, including the lack of awareness among youth workers regarding effective climate policies and communication strategies, and a widespread sense of exclusion felt by young people in climate-related decision-making. These insights are paralleled by data from the UN Stockholm +50 Survey (2022), which reveals that over 50% of young people experience climate-related anxiety, and over 80% doubt the efficacy of governmental climate actions. Additional obstacles such as limited participation in climate campaigns, competing political priorities, and the proliferation of climate change denial further compound the difficulty of addressing climate issues meaningfully within this demographic.

The ECHOES Project (Youth Voices for Climate Action in European Elections), initiated in March 2023 and continuing until December 2025, seeks to elevate the role of young people and youth workers in climate action across Europe. With an urgent focus on climate change awareness, policy engagement, and the amplification of youth voices, ECHOES is dedicated to fostering an informed, motivated, and empowered generation of climate advocates. This report, presenting the results of a needs assessment questionnaire conducted within the project's framework, provides valuable insights into the current levels of climate knowledge, engagement, and support needs among two primary target groups: youth workers and young people aged 16 to 30.

Designed to explore perspectives, engagement levels, and support needs, this questionnaire highlights the barriers faced and the types of resources identified as essential for impactful climate advocacy. The findings reveal significant gaps in climate awareness, policy engagement, and resources, compounded by a sense of exclusion from decision-making processes. In addition to the need for enhanced education, advocacy tools, mental health support, and resources to foster active citizenship in climate affairs. Additionally, youth workers and young people cited funding, training programs, educational materials, and networking opportunities as critical support mechanisms to deepen their engagement.

As the ECHOES Project continues to unfold, this report aims to serve as a foundational resource for developing targeted initiatives, support systems, and training programs. By equipping youth workers and young people with the tools, knowledge, and platforms they need, ECHOES aspires to build a cohesive and resilient movement of climate advocates capable of shaping policies and driving meaningful environmental change. Through this needs analysis, we are better positioned to support young individuals in amplifying their voices, combating misinformation, and sustaining their advocacy for a more sustainable and just future.



PROJECT PARTNERS



Climate and Environment Association Europe (CERA Europe ASBL) is a Brussels-based NGO focused on tackling climate and environmental issues in Europe through projects, research, and collaborations aligned with the UN Sustainable Development Goals and the EU Green Deal.



Coordination-CRH is a recognized Belgian Youth Organization and Social Tourism Association supporting “Centres de Rencontres et d’Hébergement” (CRH) across Wallonia and Brussels. It unites fifteen centers and social tourism hubs to promote youth tourism, engagement, and support for disadvantaged groups, offering spaces for personal growth, expression, and reflection, especially in rural areas.



Education and Future Technologies Association (EFTA) is a social enterprise based in Izmir that enhances education quality and equality through technology. Operating nationally and internationally, EFTA provides solutions for educational challenges and supports underserved communities. With a dedicated team, EFTA empowers educators and learners to adopt innovative practices.



EKO, the Entrepreneurship and Social Economy Group a non-profit organization seated in Athens, Greece, established in 2013, operates at a local and European level, with youth as its main target group. EKO’s primary mission is to contribute to the creation of an inclusive society, free from prejudice and discrimination, which will be in the position to develop and grow sustainably.



PROJECT PARTNERS



Green Muse e.V. is a non-governmental organization based in Rheine, Germany, focusing on environmental awareness and the Cultural and Creative Industries (CCIs). Through national and international projects, it promotes environmental issues like climate change, biodiversity, and water conservation, while also supporting green entrepreneurship.



Associação Inspira! is a non-governmental organization founded in 2017 in Chaves, Portugal, focusing on youth opportunities and environmental intervention in one of the country's most rural and disadvantaged regions. It aims to build an engaged, educated, and sustainable local community by involving youth in decision-making and environmental preservation.



Stichting yEUth is a youth empowerment organization in Leiden, Netherlands, focused on social inclusion, skill development, and human rights. It offers educational programs, supports vulnerable groups, fosters networking, and manages projects to create lasting impacts on Dutch youth.



VALS is a dynamic organization located in Zaragoza, Spain. It is a dynamic organization focused on making a positive social and environmental impact. VALS develops its projects and collaborates with other organizations to enhance initiatives, driven by a commitment to innovation and sustainability.



KEY INSIGHTS:

- Youth workers report strong climate knowledge, while young people's knowledge varies more widely.
- Youth workers and young people view current governments' efforts on climate as inadequate and call for stronger policies.
- Eco-anxiety(1) is prevalent, particularly among those involved in climate work, signaling a need for mental health support.
- Youth workers tend to use traditional and academic sources for climate information, while young people primarily rely on digital and social media.
- Common actions include waste management, energy conservation, biodiversity protection, and advocacy efforts.
- Funding, training, educational materials, and networking opportunities are needed to strengthen climate advocacy.
- Social media and online petitions are key tools, especially popular among young people.
- Engaging policymakers remains challenging, with youth workers facing bureaucratic obstacles and young people often feeling under-resourced, pointing to a need for better communication skills.



SUMMARY OF THE STUDY

1. METHODS

1.1. Participants' Recruitment

Our research participants included youth (n = 70) between the ages of 16 and 30 and youth workers (n = 57) living in Belgium, Greece, Portugal, Spain, Türkiye, and the Netherlands. The study participants were recruited by the project partners who live and work in the focus countries. Recruitment spanned the entire previously mentioned countries. The questionnaire was developed in English and translated into six affiliated languages: French, Greek, Dutch, Portuguese, Spanish, and Turkish to reduce barriers to participation and obtain more detailed results. The questionnaire was then conducted online via social media dissemination. Data collection was from September to October 2024.

1.2 Questionnaire Development and Research Questions

The questionnaire required informed consent from all participants and included a total of 34 questions. The average time to complete the questionnaire was 10 minutes. See Appendix 1 for the questionnaire. (See the appendix)

Through the study questionnaire, we sought to understand:

1. The knowledge and awareness levels of climate change among both young people and youth workers.
2. The impact of climate change on the mental health of young people and youth workers.
3. The current rates of involvement in climate action among young people and youth workers, including the types of actions they undertake.
4. The skills and tools necessary for effective participation in climate action initiatives, including the use of digital tools and educational resources.
5. How young people and youth workers evaluate their governments' climate policies and actions.
6. The effectiveness of communication with policymakers on climate change and the challenges faced by young people and youth workers in this context.

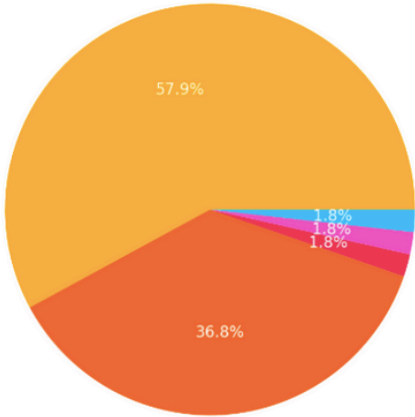
1.3 Profile of our study participants:

Total responses:	127
Youth Workers:	57
Young People:	70

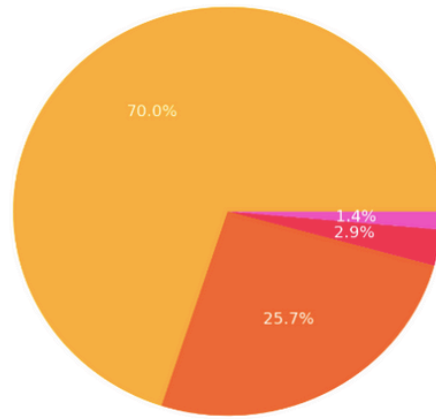


GENDER

Youth Workers

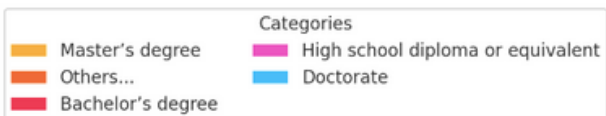
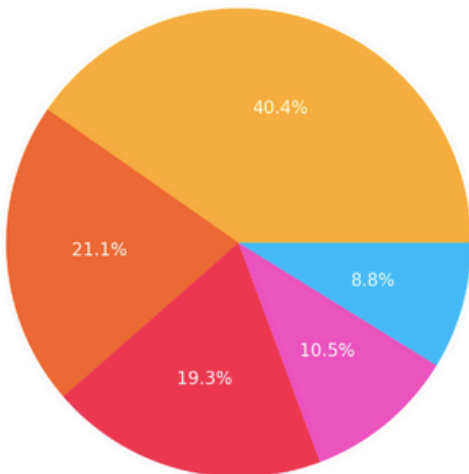


Young People

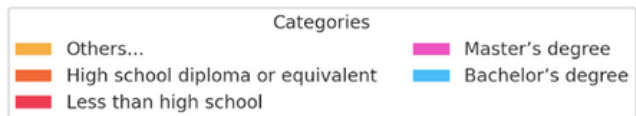
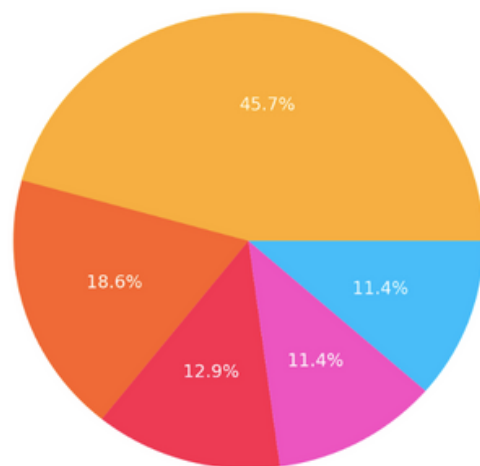


EDUCATIONAL LEVEL

Youth Workers

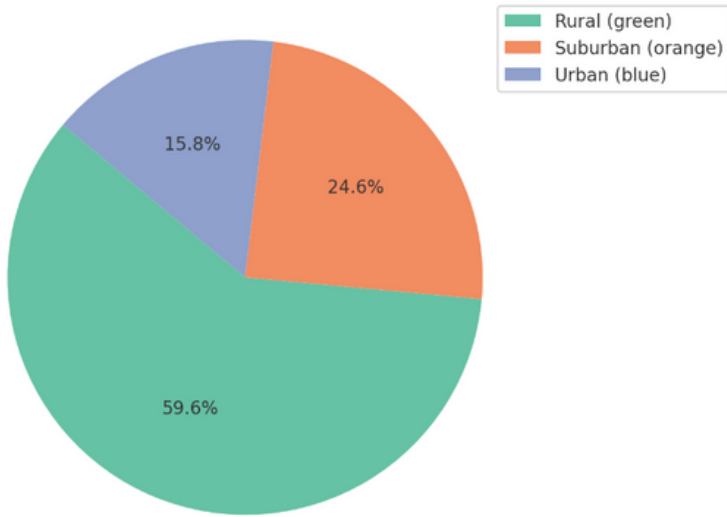


Young People

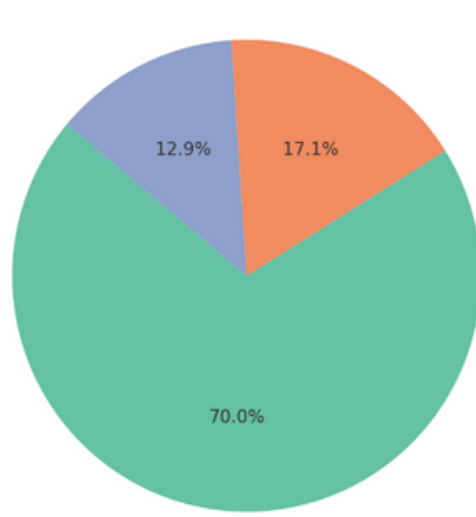


LIVING AREA

Youth Workers

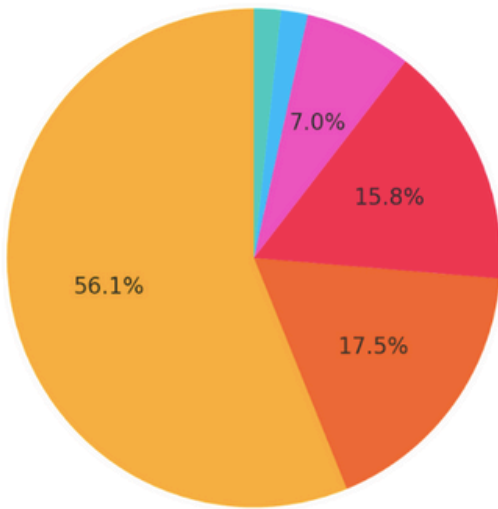


Young People

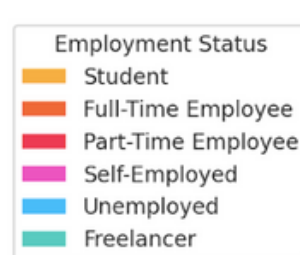
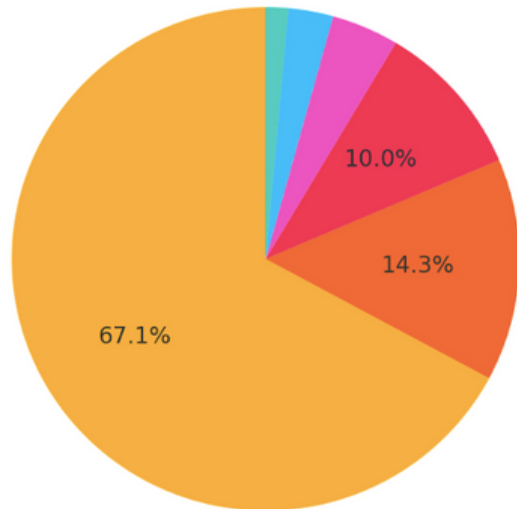


EMPLOYMENT

Youth Workers

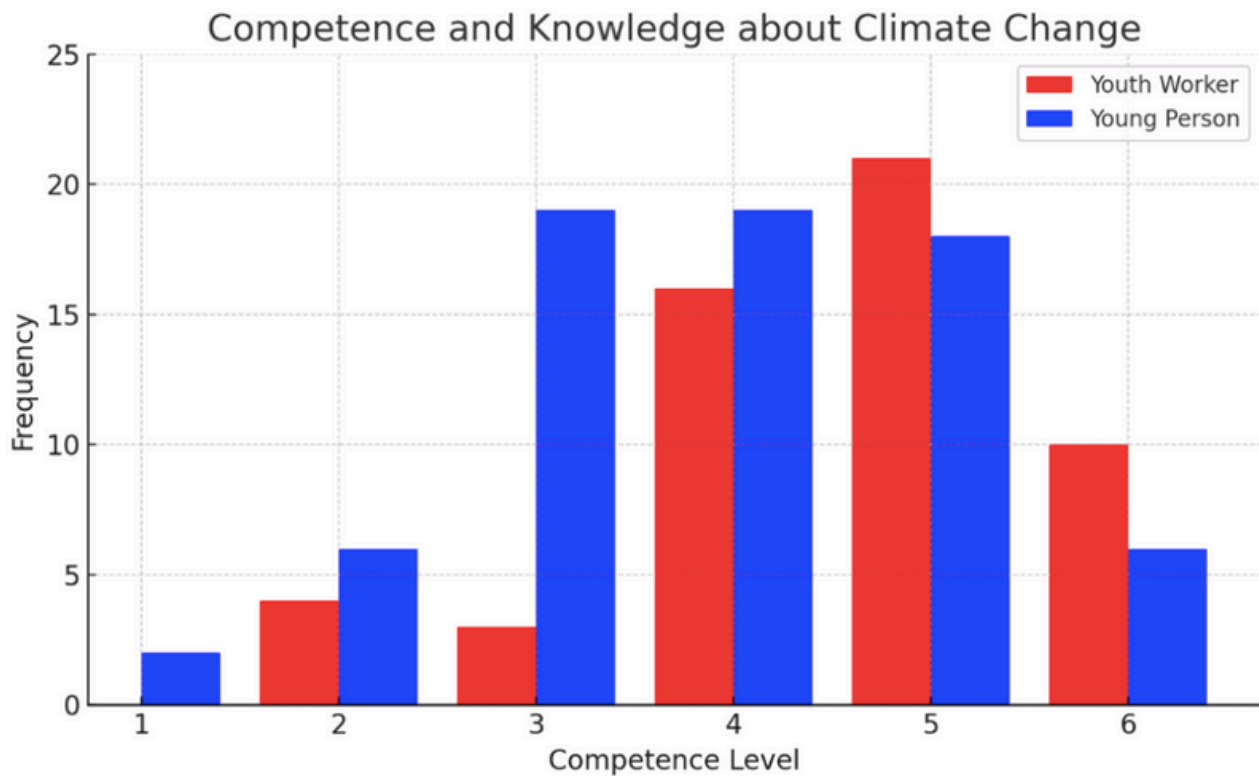


Young People



2. FINDINGS AND DISCUSSION

2.1 Competence and Knowledge in Climate Change of Youth Workers vs. Young People



Discussion of Results

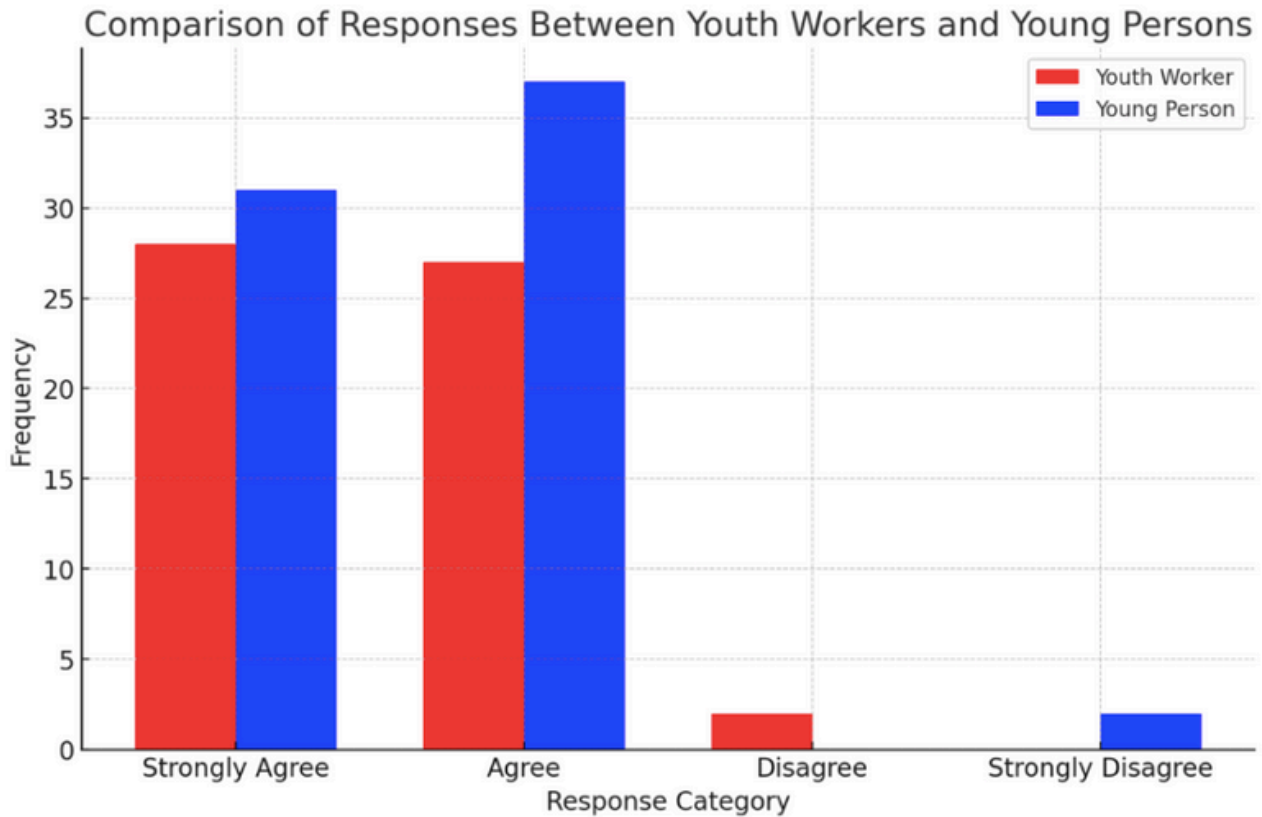
Youth workers generally feel confident about their climate change knowledge, with most rating themselves between 4 and 6, suggesting a strong level of familiarity. This competence likely stems from increased professional exposure, such as sector-specific training or initiatives that integrate climate awareness into youth work roles.

Young people's ratings show more variation, with most scoring between 2 and 5, indicating moderate knowledge levels. While many feel somewhat informed, some still rated themselves lower, showing minimal confidence in their climate awareness. A smaller segment rated themselves highly, possibly due to personal research, education, or activism.

Overall, youth workers tend to rate their climate knowledge higher than young people, likely due to professional resources and training. This gap suggests a need for more accessible climate education for young people to boost their knowledge and confidence in addressing climate issues.



2.2 Perceptions of Weather Pattern Changes of Youth Workers vs. Young People



Discussion of Results

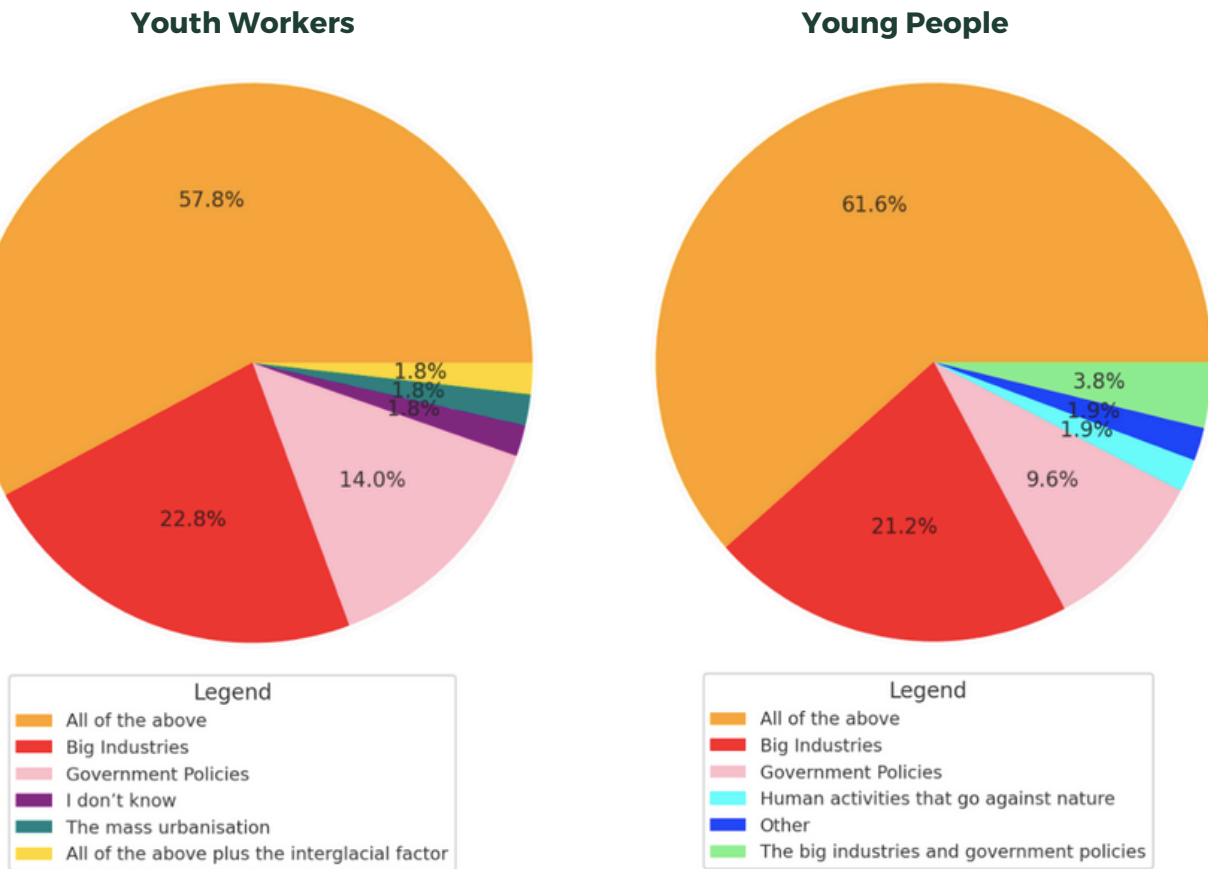
Most respondents, both youth workers and young people, agreed or strongly agreed that weather patterns are changing in their country, showing a strong consensus on the perception of climate change effects. This response reflects widespread awareness of environmental shifts at a personal level, highlighting how climate change is noticed in everyday life.

Among youth workers, nearly all selected "Agree" or "Strongly Agree," suggesting that their professional exposure to climate issues may heighten their awareness of these changes. Only a small number disagreed, indicating strong alignment among youth workers on the perception of observable weather shifts, likely influenced by their knowledge or involvement in climate-related discussions.

Young people also predominantly agreed, though with slightly more variability than youth workers, including a few "Strongly Disagree" responses. This difference may reflect varied experiences or exposure to climate information, with some young individuals feeling less directly affected or skeptical. Both groups demonstrate a high level of climate awareness, underscoring the prevalence of climate change perceptions across age groups.



2.3 Perceived Impactful Causes of Climate Change of Youth Workers vs. Young People



Discussion of Results

Among youth workers, the most common response to climate change causes was “All of the above,” indicating a broad view that sees climate change as driven by various factors, including industrial activities and government policies. This response suggests that many youth workers understand climate change as a complex issue with multiple contributors, pointing to a well-rounded awareness of the problem's multifaceted nature.

In addition to this comprehensive view, specific causes like “Big industries” and “Governmental policies” were also highlighted by youth workers. This focus indicates a perception that large-scale industrial activities and policy decisions significantly impact environmental issues, with a few also mentioning unique drivers like “mass urbanization” and “interglacial factors”(2) reflecting more specialized knowledge.

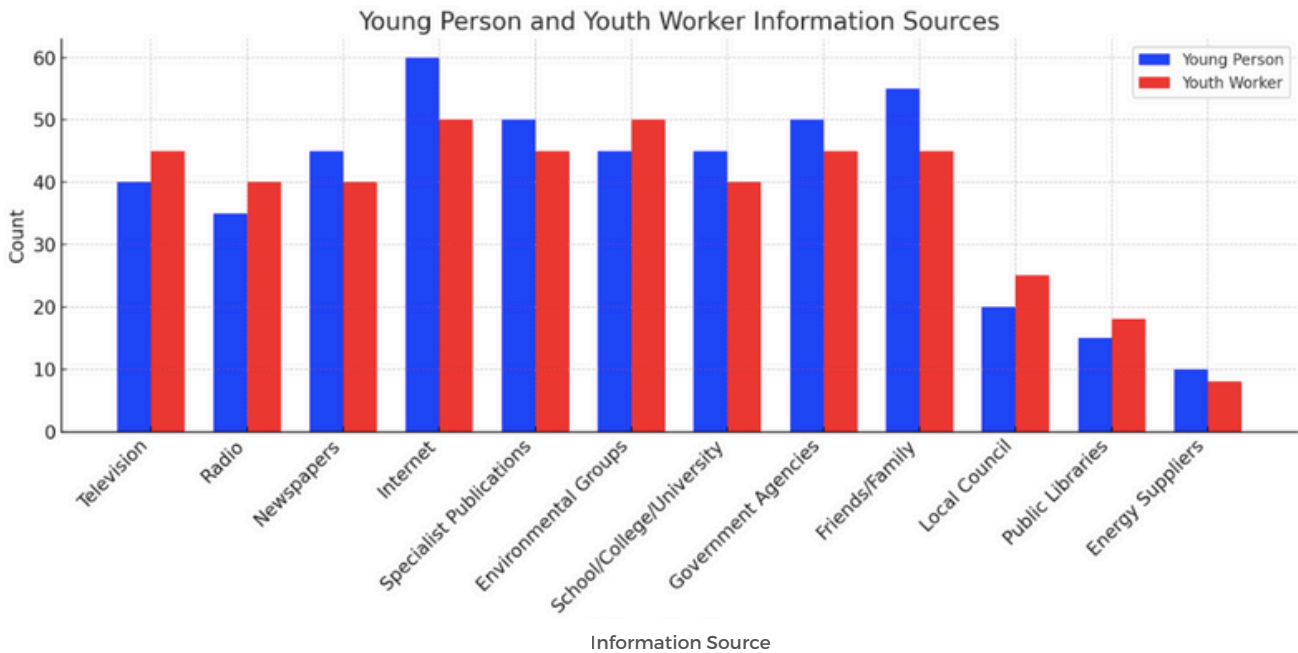
Young people mirrored youth workers' responses, with many selecting “All of the above” and others pointing to “Big industries” and “Governmental policies” as central causes. These responses reflect a shared awareness among both groups of the influence of systemic factors on climate change, emphasizing a common view that effective solutions require addressing industrial and regulatory roles in climate action.



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(2) Interglacials are warmer periods within glacial cycles marked by less land ice and higher sea levels. These periods are influenced by Earth's orbital changes and greenhouse gas levels, resulting in significant climatic and environmental changes. A comprehensive study on their causes, duration, and global effects can be found in “Interglacials of the last 800,000 years” A. Berger et al. “Interglacials of the last 800,000 years.” Reviews of Geophysics, 54 (2016): 162 - 219. <https://doi.org/10.1002/2015RG000482>.

2.4 Sources of Climate Change Information between Youth Workers vs. Young People



Discussion of results

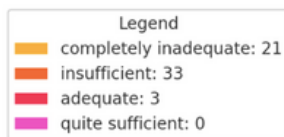
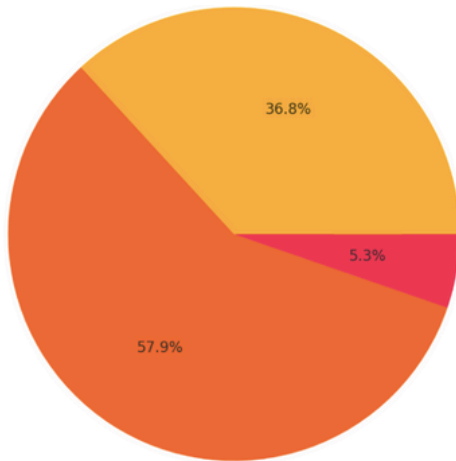
The responses show that participants learn about climate change from various sources, reflecting broad exposure to information through media, educational institutions, and personal networks. Youth workers and young people both access climate information from multiple channels, underscoring a comprehensive approach to learning about environmental issues across different demographics.

Youth workers frequently cited traditional media, like Television, Radio, and Newspapers, alongside specialized sources such as academic journals and official resources from Environmental Groups and Government Agencies. This variety suggests that youth workers engage with both mainstream and expert sources, possibly due to their professional interest in climate-related topics. Many also mentioned formal education sources, such as schools and universities, highlighting the role of structured learning in shaping their understanding of climate issues.

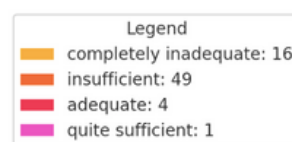
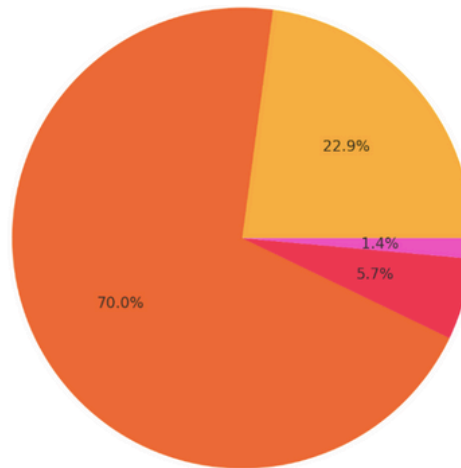
Young people, while also drawing from a range of sources, rely heavily on digital media, personal networks, and informal sources, like the Internet, social media, and Friends/Family. This inclination toward accessible, conversational platforms reflects the younger generation’s preference for flexible, immediate information channels. Unlike youth workers, young people use fewer official or academic sources, suggesting that their climate knowledge may be less formal but potentially more responsive to current trends and social discussions.

2.5 Perception of Climate Action by Decision-Makers of Youth Workers vs. Young People

Youth Workers



Young People



Discussion of Results

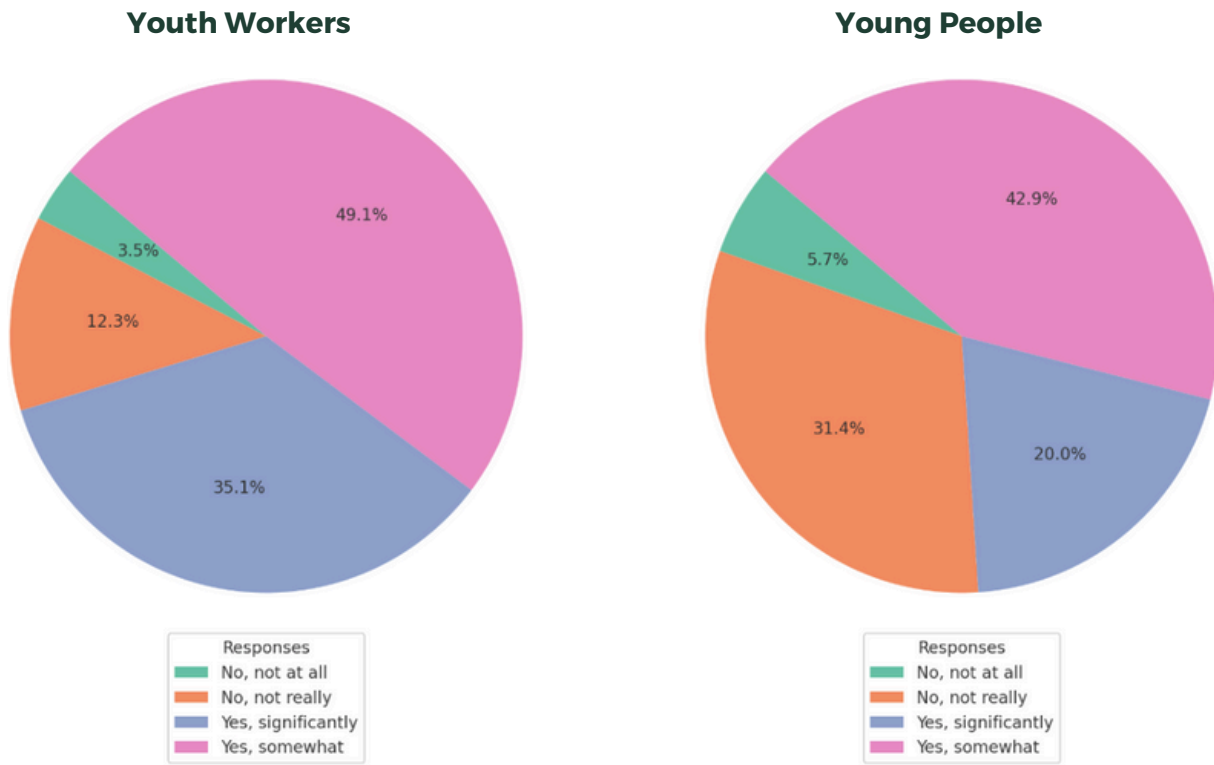
The feedback on climate efforts by decision-makers shows a shared sense of dissatisfaction among both youth workers and young people, with most respondents rating these efforts as either "Insufficient" or "Completely Inadequate." This general discontent suggests a critical view of current policies and actions, pointing to a perception that significant improvements are necessary to meet climate goals effectively.

Youth workers, in particular, displayed strong dissatisfaction, with a large portion selecting "Completely Inadequate" to describe climate actions by decision-makers. This frustration may stem from a deeper understanding of climate policy challenges, contributing to a more critical stance. While a few youth workers selected "Adequate," indicating they see some positive steps being taken, the majority are calling for more substantial actions.

Young people also expressed a mostly critical perspective, though a slightly higher proportion rated efforts as "Adequate" or even "Quite Sufficient" compared to youth workers. This difference might reflect young people's relative optimism or limited exposure to the complexities of climate policy. However, the consensus across both groups points to a demand for more impactful and transparent climate action, underscoring a potential gap between decision-makers' actions and public expectations.



2.6 Mental Health Impact of Climate Change on Youth Workers vs. Young People



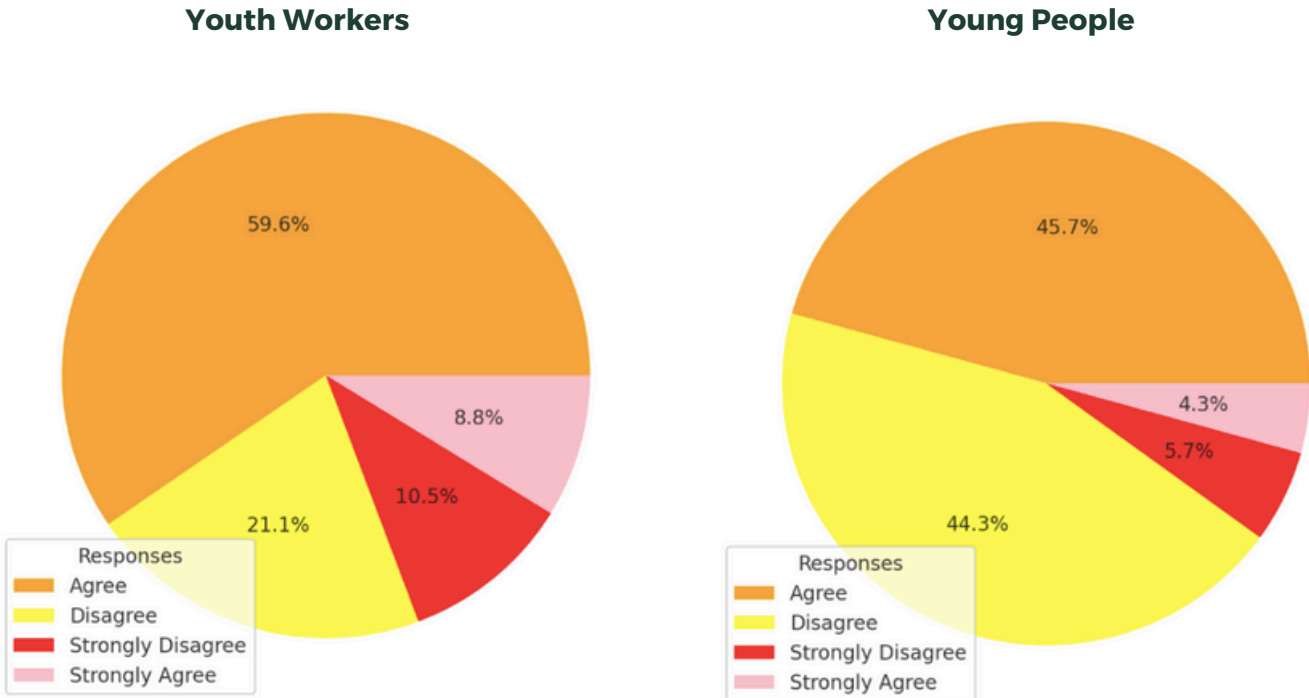
Discussion of Results

Both youth workers and young people largely acknowledge the mental health impacts of climate change, with most selecting "Yes, somewhat" or "Yes, significantly." This trend points to a shared experience of eco-anxiety, as climate change is increasingly viewed as a significant future risk.

Youth workers, perhaps due to their exposure through work, report a heightened awareness of climate-related stress. Their responses suggest that professional engagement with environmental issues may amplify anxiety, though a smaller number feel mentally unaffected, possibly due to resilience or effective coping strategies.

The pattern is similar among young people, with many feeling moderately to significantly impacted. Some, however, report minimal or no mental health effects, indicating that personal resilience or detachment may help buffer them. Together, these insights suggest that eco-anxiety is common, and support for managing climate-related mental health effects may be valuable.

2.7 Concern for the Future Due to Climate Change and Perceived Responsibility of Youth Workers vs. Young People



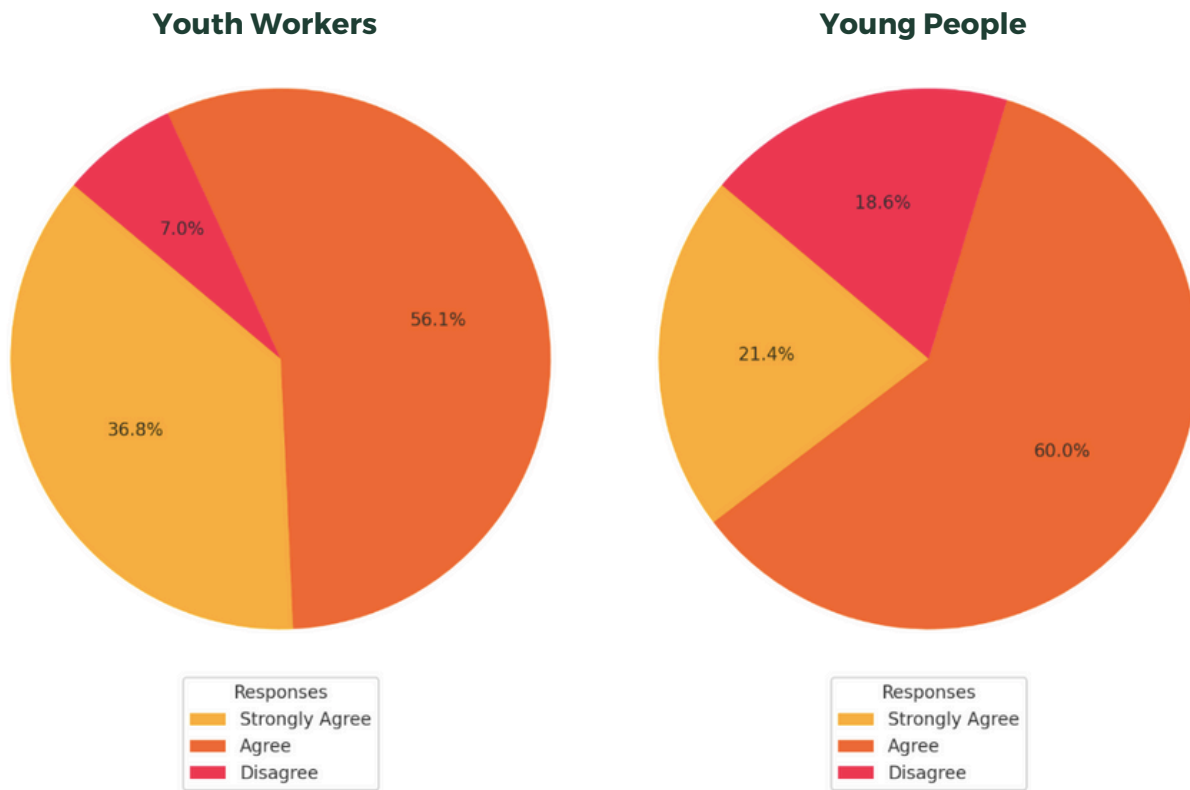
Discussion of Results

Youth workers predominantly express high levels of concern for the future due to climate change, with many agreeing or strongly agreeing that they feel personally responsible because of their lifestyle. This pattern suggests that heightened concern is linked to their roles, where exposure to climate education and social responsibility is common. Conversely, a smaller group of youth workers with lower concern levels tends to disagree with feeling responsible, reflecting a belief that individual actions have a limited impact on climate change.

Similarly, young people demonstrate a strong correlation between high concern about climate change and feelings of personal responsibility. However, some young people with lower concern levels often dismiss personal responsibility, highlighting a gap in engagement and a potential disconnect from the perceived significance of individual contributions.

Across both groups, a clear link exists between high concern and personal responsibility, indicating a shared sense of accountability among those most aware of climate issues. The diversity in responses, with some showing low concern and responsibility, underscores the need for targeted education that emphasizes both individual and collective roles in combating climate change. This highlights an opportunity to address varying perspectives and foster broader engagement.

2.8 Regular Actions to Reduce Carbon Footprint of Youth Workers vs. Young People



Discussion of Results

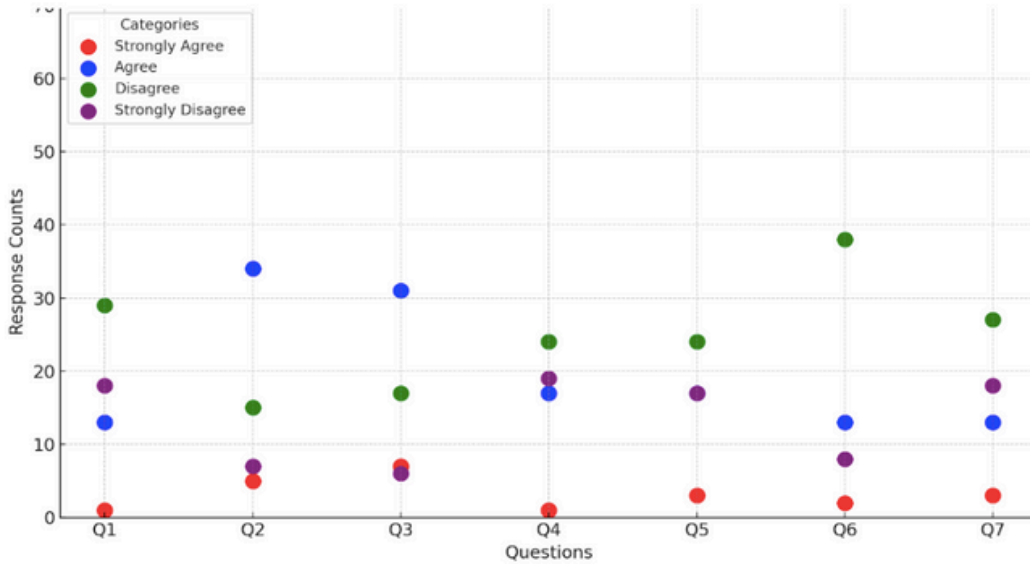
Youth workers largely "Agree" or "Strongly Agree" that they take actions to reduce their carbon footprint, demonstrating a strong sense of personal responsibility. This commitment is likely influenced by their professional exposure to environmental advocacy and a desire to set a positive example. Their responses highlight a readiness to adopt sustainable practices in daily life, reflecting alignment with values of social responsibility.

Similarly, young people show a strong commitment to sustainability, with most "Agreeing" or "Strongly Agreeing" that they regularly take individual actions. However, they also show slightly more "Disagree" responses compared to youth workers, indicating that some young people feel less compelled or able to consistently engage in such practices. This variation may stem from differences in access to resources, opportunities, or attitudes about the impact of individual actions.

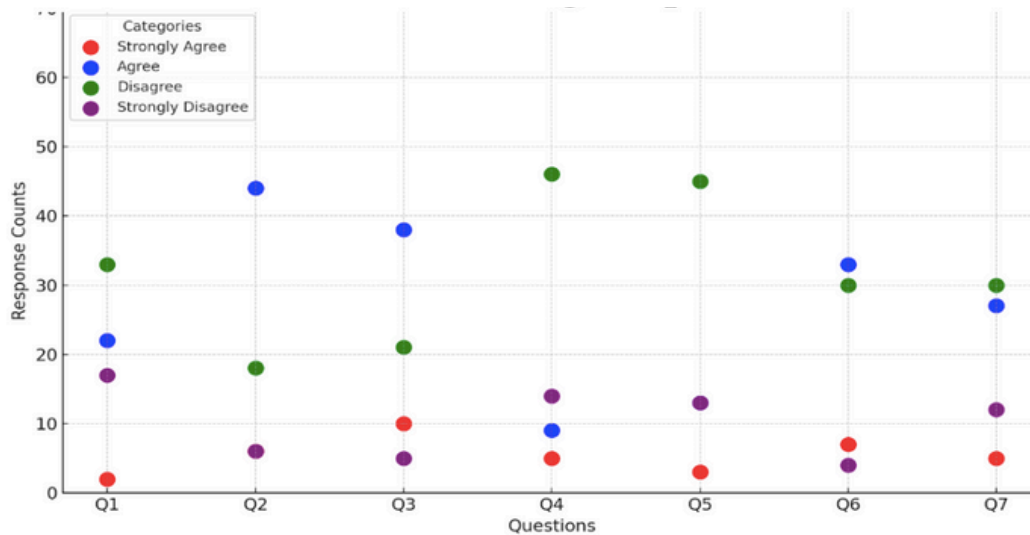
Across both groups, the majority display a clear inclination toward reducing their carbon footprint, though some respondents "Disagree" with engaging in these practices. This diversity underscores the need for targeted support or education to address barriers and encourage broader participation in sustainability efforts, enhancing the collective impact on climate change.

2.9 Responses to Climate Change Statements and Influence Factors of Youth Workers vs. Young People

Youth Workers



Young People



Q1: Nothing I do makes any difference to climate change one way or another

Q2: My friends and family influence my actions towards climate change

Q3: Social media influence my actions towards climate change

Q4: I do not take climate action because I do not have enough time

Q5: I do not take climate action because it is too expensive

Q6: Raising awareness of the consequences of climate change is enough for people to take action

Q7: I do not take climate action because I lack information on what to do



Discussion of Results

This part assesses to what extent the respondents agree with the previously mentioned statements. Here are some key insights on the responses:

Q1: Perceived Efficacy of Individual Actions on Climate Change:

Responses regarding the statement "Nothing I do makes any difference to climate change one way or another" are primarily **Disagree** or **Strongly Disagree** across both youth workers and young people, reflecting a shared belief in the efficacy of individual actions against climate change. Youth workers tend to disagree slightly more strongly, suggesting that they may feel more empowered or motivated to believe in personal impact on climate change, possibly due to their professional roles. However, a minority of both groups agreed, indicating a perspective that individual actions may be insufficient in the face of larger, systemic environmental challenges.

Q2: Influence of Social Circles on Climate Actions:

When asked if friends and family influence climate-related actions, a majority of both youth workers and young people responded with Agree or Strongly Agree. This suggests that personal social circles play a substantial role in shaping environmental attitudes and actions.

Youth workers appear slightly less influenced by family and friends than young people, which could reflect a stronger adherence to professional or self-driven motivations among youth workers, while young people may rely more on peer influence in shaping their perspectives and practices toward climate action.

Q3: Impact of Social Media:

Social media is acknowledged as an influencing factor by a significant portion of respondents, with Agree and Strongly Agree responses being common. This impact is more pronounced among young people, who frequently report social media as a source of motivation for climate action. Youth workers are more divided, with some acknowledging social media's influence and others disagreeing, perhaps indicating a preference for information from formal sources over social media platforms.

Q4: Time Constraints on Climate Action:

The statement, "I do not take climate action because I do not have enough time," generally received **Disagree** responses from both groups, indicating that lack of time is not commonly seen as a major barrier to taking climate-related actions. Youth workers, in particular, strongly disagree, suggesting they are likely to prioritize climate action as part of their lifestyle or professional responsibility. A smaller group of young people don't agree with the statement, potentially highlighting that time management or prioritization could be more challenging for this demographic, possibly due to educational or early career commitments.



Q5: Financial Barriers to Climate Action:

There is a varied response to the statement about the expense of climate action. Some youth workers and young people **Agree** that cost is a barrier, while others **Disagree**, indicating that economic constraints impact climate action choices for a subset of individuals. Young people show a slight tendency to view the expense as a more significant barrier than youth workers, which may reflect different economic realities between these groups.

Q6: Effectiveness of Awareness-Raising:

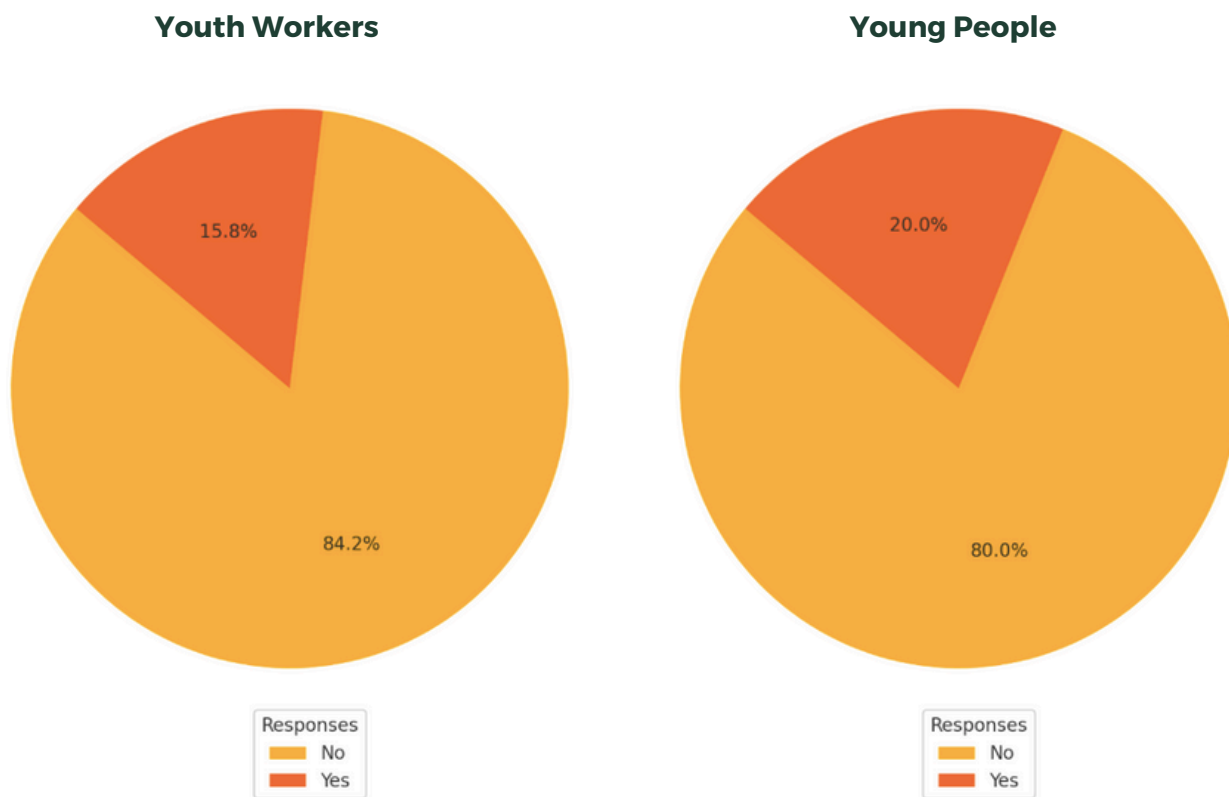
The idea that raising awareness alone is enough to inspire action received mixed responses. While some youth workers and young people **Agree**, the majority lean toward **Disagree** or **Strongly Disagree**. This indicates a shared skepticism that awareness-raising efforts, without supporting policies or incentives, may be insufficient to catalyze meaningful climate action, suggesting the need for additional motivational or structural support.

Q7: Lack of Information as a Barrier to Action:

Responses to whether lack of information inhibits climate action were split, with a majority of youth workers and a substantial number of young people **Disagreeing** or **Strongly Disagreeing**. This implies that both groups feel reasonably informed about climate actions they could take. However, some **Agree** responses, more prevalent among young people, suggest that certain individuals may not feel equipped with practical information on climate-friendly practices, highlighting an opportunity for targeted education and resource provision.



2.10 Perception of Sufficiency of Climate Education of Youth Workers vs. Young People



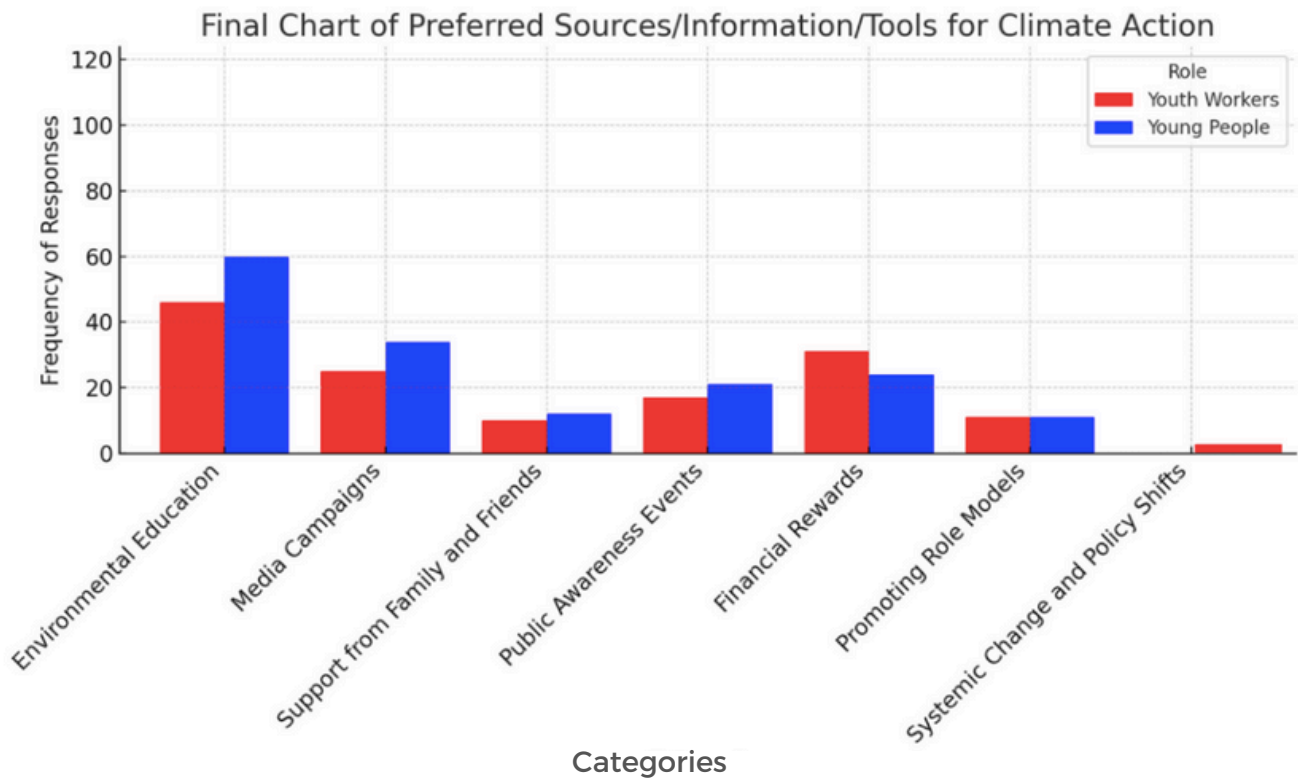
Discussion of Results

The responses reveal that both youth workers and young people predominantly believe that climate change education is insufficient in their countries. A significant majority in both groups responded with "No", highlighting a shared concern about the inadequacy of current climate awareness initiatives.

Among Youth Workers, a smaller proportion responded with "Yes", indicating that some believe existing education and awareness efforts are effective. Similarly, a minority of Young Persons expressed satisfaction with climate awareness, suggesting there are areas where current strategies may be perceived as impactful.

The results underscore a widespread perception that more needs to be done to enhance climate education and awareness. While the consensus leans towards inadequacy, the presence of positive responses suggests opportunities to build on current efforts to broaden their reach and effectiveness.

2.11 Most Common Sources and Tools Needed to Take Climate Action Between Youth Workers vs. Young People



Discussion of Results

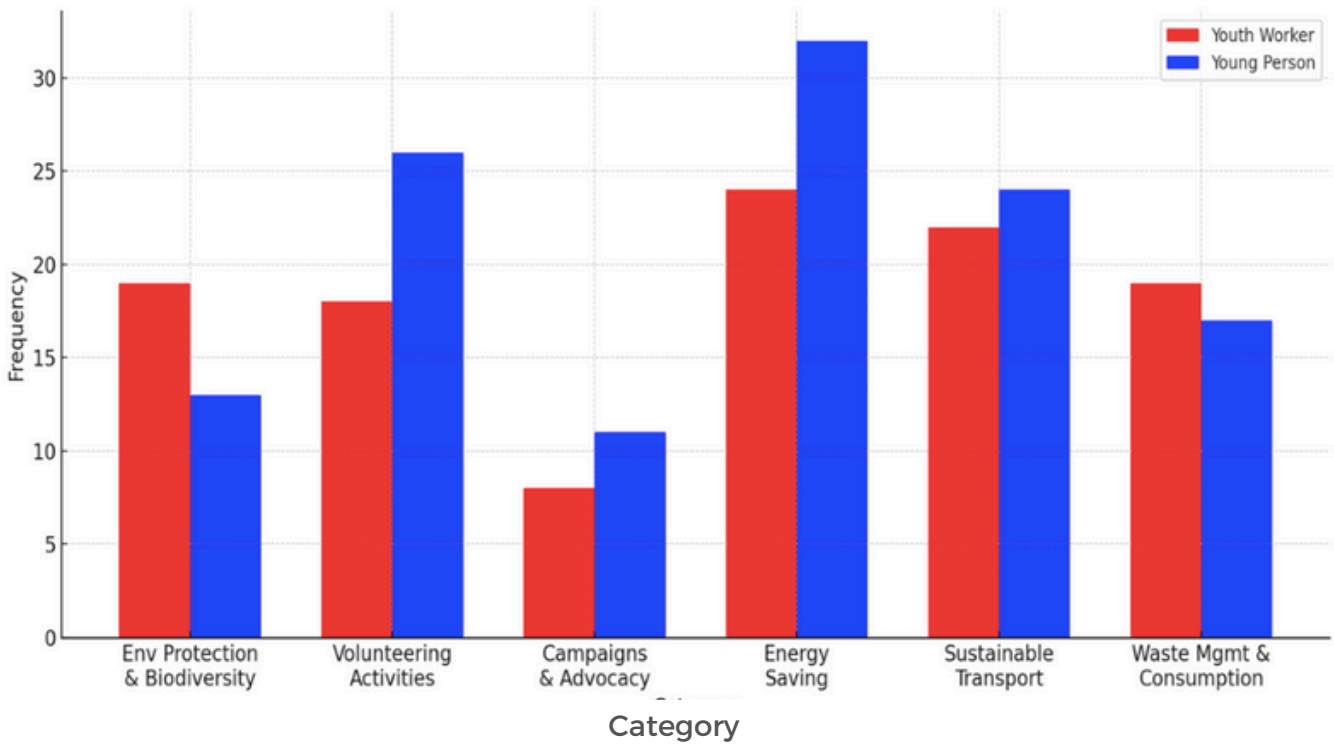
Environmental Education was the most frequently chosen resource by both youth workers and young people, emphasizing the importance of structured learning about climate issues. Respondents believe that increasing knowledge about sustainable practices and ecological impacts can empower individuals to make informed, effective decisions and actions.

Media Campaigns and Financial Rewards were also highly selected. Media Campaigns are the second most highly selected among young people while Financial Rewards are the second most appreciated by the youth workers. This difference reflects the motivation for each category, young people are more likely to be motivated by social media while youth workers.

Public Awareness Events and Promoting Famous People as Role Models were also popular choices. Youth workers appreciated events for enhancing community consciousness and collective motivation, while young people saw role models and celebrity endorsements as influential tools for inspiring climate-conscious behaviors. Family support and systemic policy changes were recognized as additional motivational factors, reinforcing the role of personal relationships and systemic advocacy in driving climate action.



2.12 Climate Actions Participation of Youth Workers vs. Young People



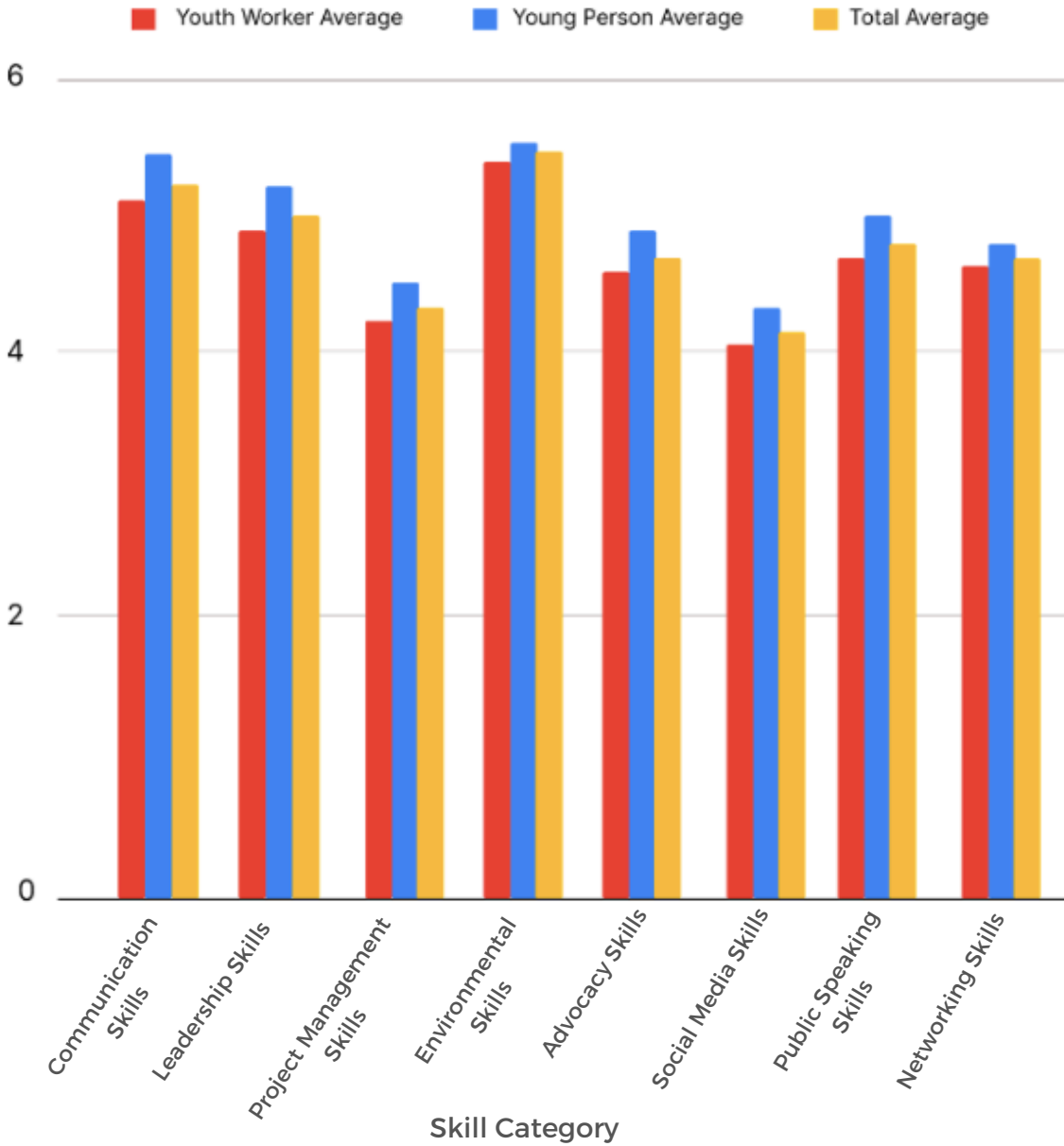
Discussion of Results

Energy Saving emerged as the most selected climate action by both youth workers and young people, reflecting a strong emphasis on practical steps to reduce energy consumption. Young people exhibited slightly higher participation in this category, indicating widespread adoption of energy-saving behaviors across all demographics.

Sustainable Transport, Environmental Protection, and Biodiversity were also highly selected. Both groups showed significant commitment to eco-friendly travel, with nearly equal participation. However, youth workers were more involved in Environmental Protection & Biodiversity, aligning with their professional or community-driven focus on preserving ecosystems and promoting sustainability.

Youth workers dominated in Volunteering Activities, Campaigns and Advocacy, highlighting their leadership roles in community involvement and promoting systemic changes. While young people actively participated, their focus leaned more toward individual actions like energy saving and transport. Both groups demonstrated balanced engagement in Waste Management & Consumption, underscoring shared efforts to adopt sustainable consumption habits.

2.13 Contribution of Training to Skill Acquisition of Youth Workers vs. Young People

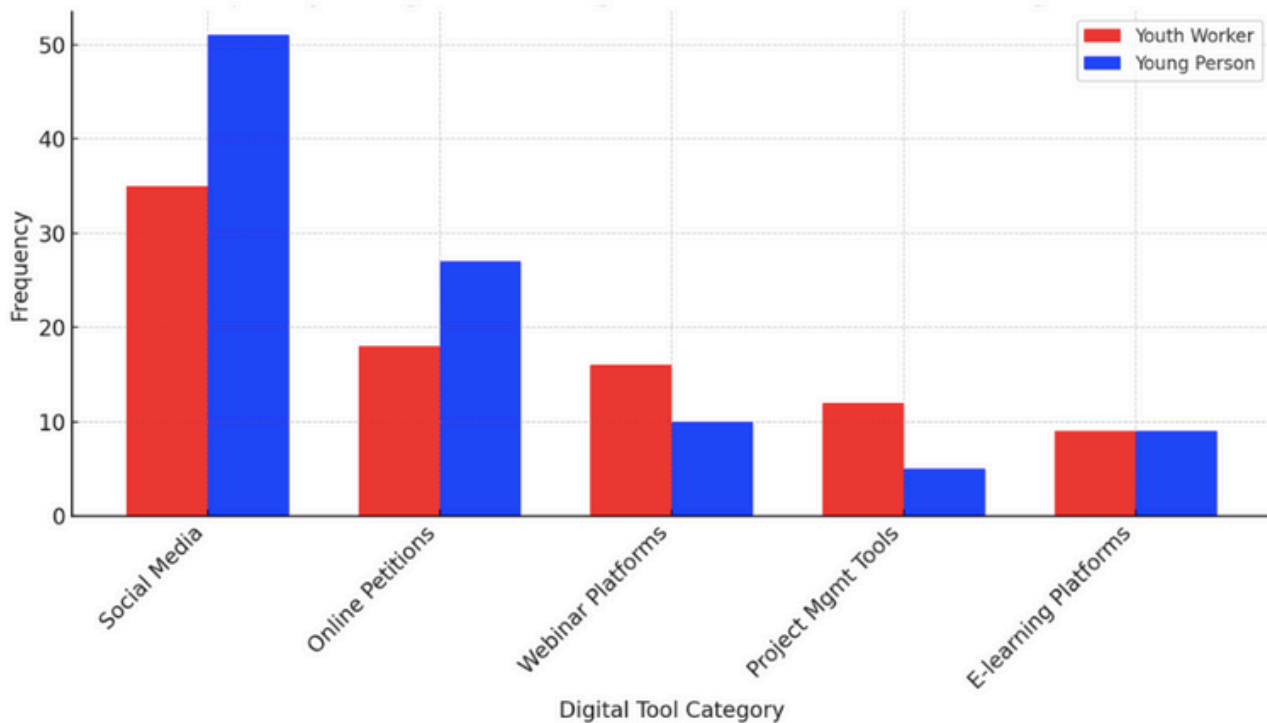


Discussion of Results

Both youth workers and young people rate the training highly for developing Communication Skills, Leadership Skills, and Environmental Knowledge, key for climate advocacy and engagement. Youth workers also value Networking Skills, while young people emphasize Advocacy Skills as impactful outcomes of the training.

Social Media Skills and Project Management Skills show more variability, with mixed responses indicating differences in prior experience or the training’s effectiveness in these areas. Youth workers particularly see room for improvement in project management. Overall, the training effectively builds critical skills, though varied scores in social media and project management suggest areas for enhancement to better support participants’ climate action efforts.

2.14 Digital Tools for Climate Action Engagement of Youth Workers vs. Young People



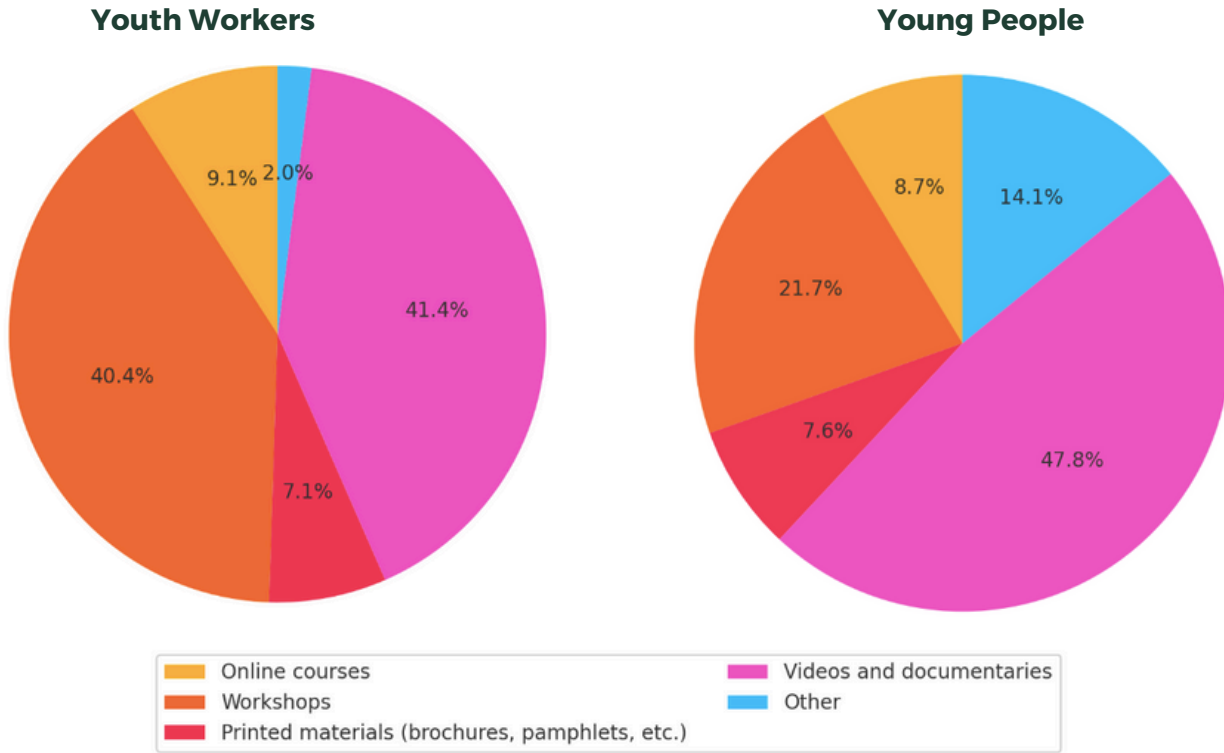
Discussion of Results

Social media platforms are the most frequently used digital tools for climate engagement among both youth workers and young people, highlighting their importance for advocacy, activism, and community building. These platforms enable broad outreach and effective information sharing, making them central to modern climate action efforts.

Youth workers utilize a broader range of professional tools, including webinar platforms, online petitions, project management tools, and e-learning platforms. This reflects their need for structured engagement and continuous learning to support their roles in public outreach, advocacy, and organized climate initiatives.

Young people primarily rely on accessible tools such as social media and online petitions, emphasizing grassroots advocacy and informal networks. They also engage with webinars and e-learning platforms for virtual climate education and awareness, reflecting a focus on flexible and socially oriented tools to support their climate action efforts.

2.15 Perception of Educational Materials for Climate Action Initiatives between Youth Workers vs. Young People



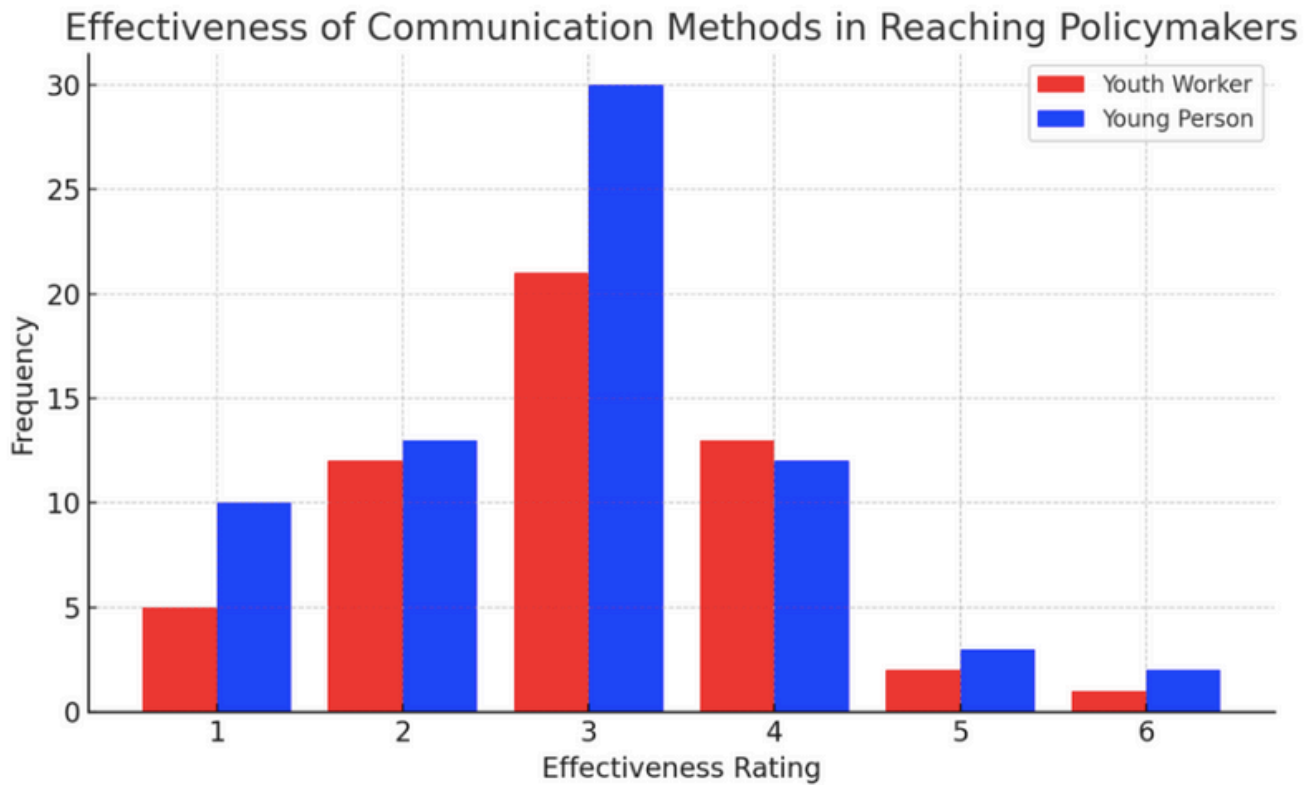
Discussion of Results

Both youth workers and young people demonstrate a strong preference for multimedia resources like videos and documentaries to support climate action initiatives. These materials are valued for their accessibility and ability to present complex climate issues engagingly, making them a common choice across both groups. Workshops also rank highly, offering interactive and communal learning environments that facilitate engagement and knowledge transfer.

Youth workers frequently combine videos and workshops with printed materials, such as brochures and pamphlets, to provide tangible resources for community events and discussions. They also use online courses to enhance their understanding and support structured climate education for their audiences. Some youth workers emphasize participatory learning, reflecting their commitment to active audience involvement in climate education.

Young people, while heavily reliant on videos and documentaries, also engage with workshops and online courses to deepen their knowledge of climate issues. Printed materials are used less frequently, often as supplementary resources. A few young people report not using specific educational materials, suggesting a need to increase awareness and accessibility of resources for this demographic. Both groups highlight the importance of engaging and flexible materials in climate education.

2.16 Assessment of Communication Effectiveness and Challenges in Reaching Policymakers between Youth Workers vs. Young People



* Communication Effectiveness (Scale: 1 - Not Effective, 6 - Very Effective)

Discussion of Results

The majority of responses rate the **effectiveness of communication** as moderate, with most respondents selecting a score between **2 and 4**:

- Scores of **1 or 2** indicate perceived ineffectiveness, reflecting a sense of being unable to make a meaningful impact or establish productive communication channels.
- **Scores of 3 and 4** reflect a more moderate view, suggesting that while there is some level of interaction, it is often limited or lacking in responsiveness.
- Scores of **5 or 6** are rare, indicating that only a few feel confident in their methods for influencing or engaging policymakers effectively.

Responses to the open question about the communication challenges can be summarized as the following:

- **Lack of Access and Response:** Many respondents express difficulty in gaining access to policymakers or receiving timely responses. This is often compounded by a lack of established communication channels.
- **Bureaucracy and Hierarchical Barriers:** Several respondents note excessive bureaucracy and complex hierarchical structures that prevent direct engagement with decision-makers.
- **Short-term Focus and Reluctance to Act:** Respondents highlight a common challenge that policymakers prioritize short-term economic interests over long-term climate initiatives, which reduces the focus on meaningful climate actions.
- **Lack of Knowledge or Experience:** Especially among young respondents, there is a noted lack of knowledge on how to initiate contact or communicate effectively with policymakers, often due to limited experience in the field.

Youth Worker-Specific Challenges:

- **Perception of Being Ignored:** Youth workers frequently mention that policymakers do not take their efforts seriously or prioritize their concerns, which they attribute to generational gaps or perceived low influence.
- **Contradictory Interests:** There is a sense among youth workers that policymakers often have conflicting interests, prioritizing profit or political gains over environmental concerns.

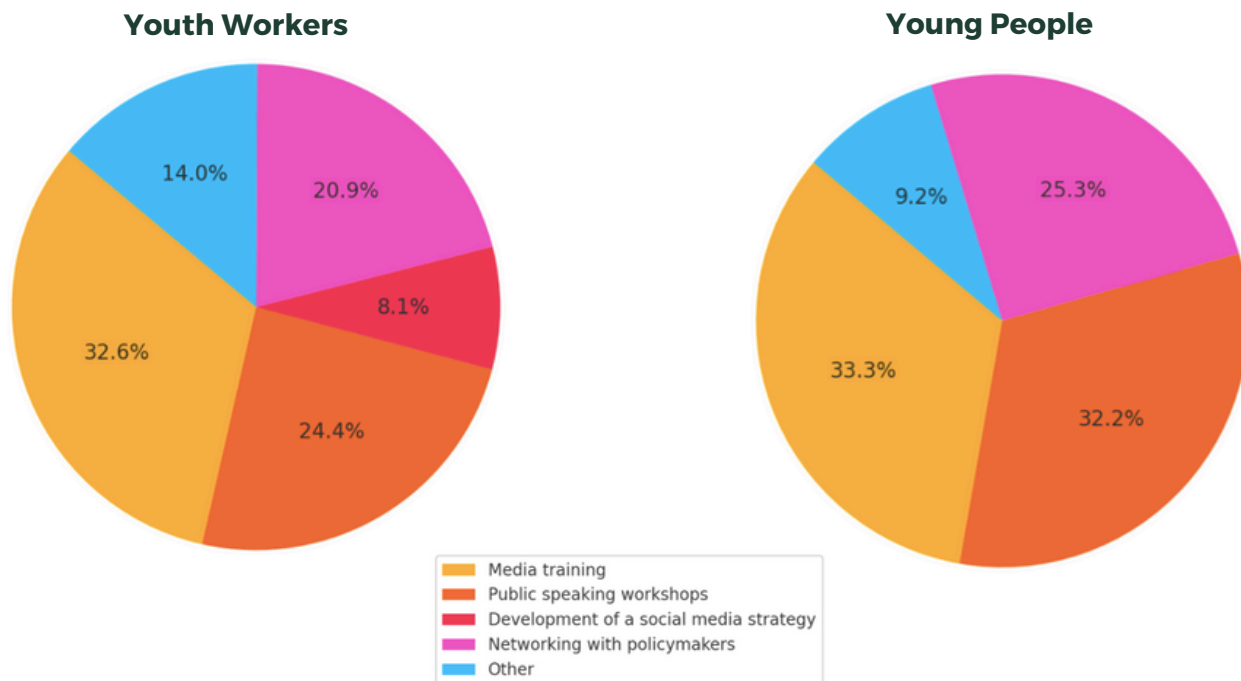
Young Person-Specific Challenges:

- **Limited Means and Resources:** Many young people feel under-resourced in their efforts to communicate with policymakers, lacking both the tools and the status to make their voices heard.

Feelings of Powerlessness: Younger respondents often express a feeling that, as citizens or youths, they lack the influence or authority to prompt meaningful action from policymakers.



2.17 Desired Training Resources for Communication and Campaigning Skills in Climate Action of Youth Workers vs. Young People



Discussion of Results

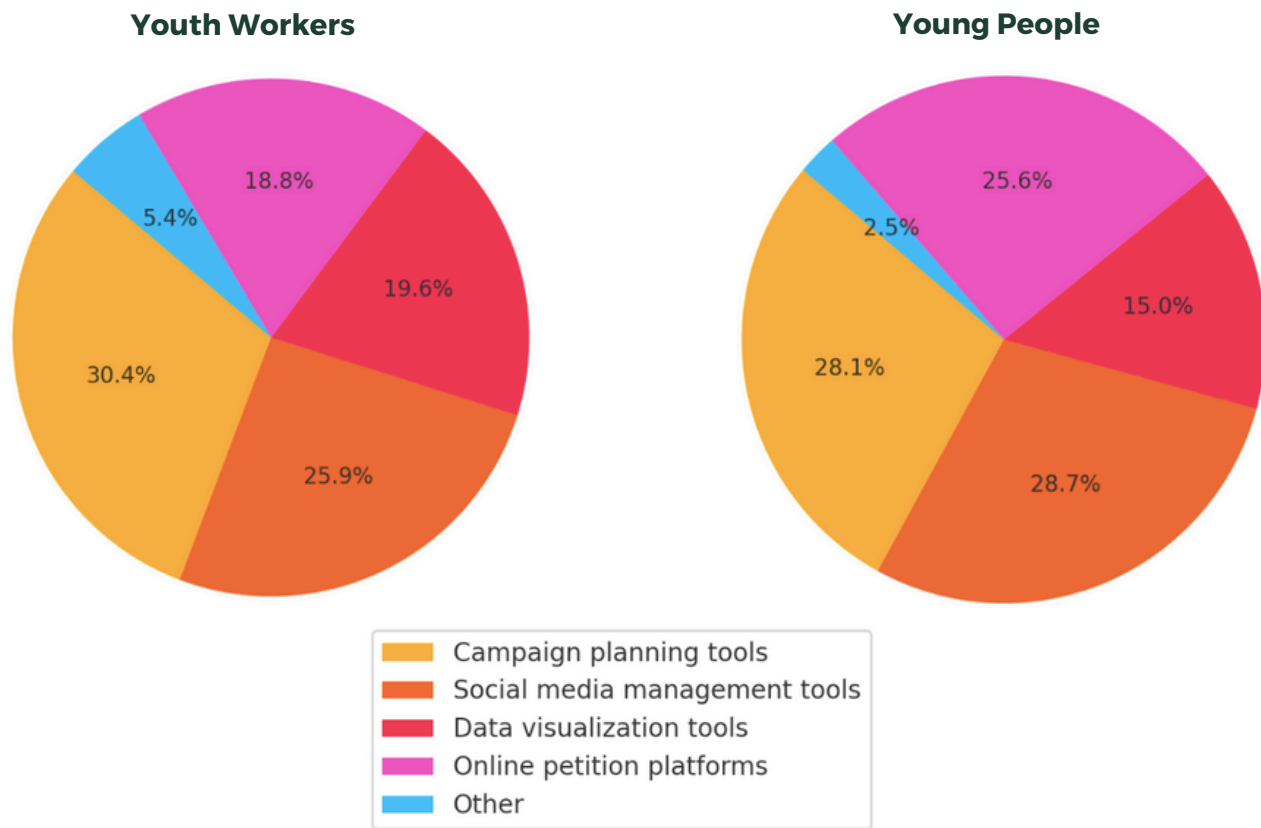
The responses highlight a strong interest in media training, public speaking workshops, social media strategy development, and networking with policymakers among both youth workers and young people. These preferences underscore the need for skills in traditional and digital communication, and the ability to engage effectively with political stakeholders. Youth workers particularly emphasize media training and networking, reflecting their need to communicate complex climate issues and build strategic relationships.

Young people, on the other hand, show a balanced interest in both direct communication skills, such as public speaking and media training, and indirect methods like social media strategy development. Their focus on networking with policymakers reveals an understanding of the importance of influencing policy for climate action. Both groups demonstrate a shared priority for resources that enable effective communication and advocacy, bridging public engagement and policymaking to advance climate initiatives.

Other responses suggested reading books on related subjects and raising awareness among politicians to underscore the need for both personal education and systemic change through informed policymaking. Networking across associations to unify voices and leveraging independent or self-created media platforms highlights the importance of collective advocacy and strategic communication. More radically, the call to "overthrow capitalism as it has been for the last 2 centuries" signals a growing frustration with existing economic systems and their role in perpetuating environmental degradation, advocating for transformative systemic change.



2.18 Preferred Tools for Creating Impactful Campaigns Targeted at Policymakers of Youth Workers vs. Young People



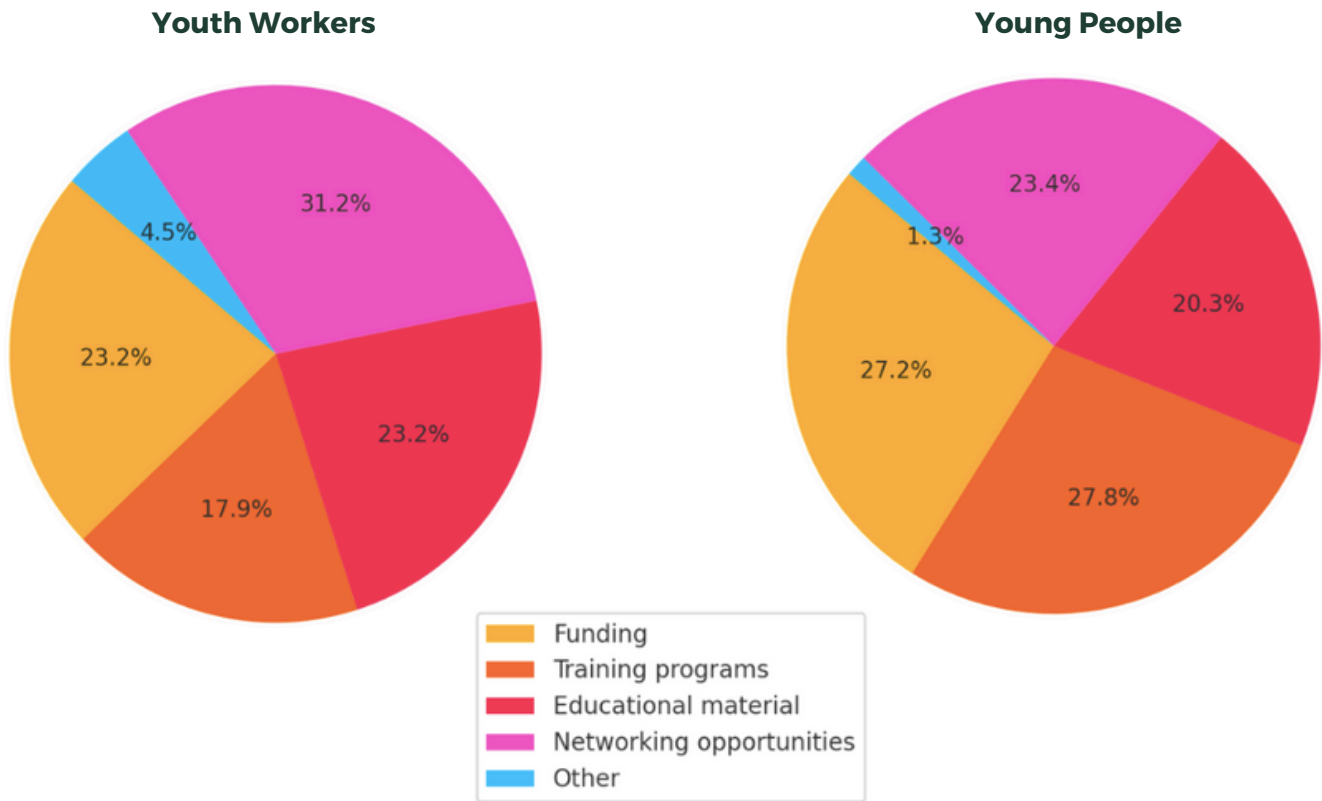
Discussion of Results

Participants across both youth workers and young people prioritize digital tools such as campaign planning tools, social media management tools, data visualization tools, and online petition platforms for developing impactful campaigns targeting policymakers. These tools enable strategic planning, effective communication, and public engagement, highlighting a multi-faceted approach to climate advocacy. Youth workers particularly value campaign planning and data visualization tools for structuring persuasive campaigns and presenting complex climate data in visually compelling ways.

Young people similarly emphasize the importance of campaign planning and social media management tools, reflecting their focus on organizing advocacy efforts and leveraging digital platforms for broad reach. Data visualization tools and petition platforms further support their ability to engage policymakers with clear, evidence-based communication and visible public backing.

Other responses reveal a diversity of perspectives and approaches. Suggestions include networking with multiple associations to unify voices, creating independent media platforms, and advocating for systemic changes such as addressing economic structures that contribute to climate issues.

2.19 Key Support Desired for Climate Action Involvement of Youth Workers vs. Young People



Discussion of Results

Both youth workers and young people emphasize the importance of funding, training programs, teaching materials, and networking opportunities to support their climate action efforts. These preferences highlight a balanced need for financial resources, skill development, educational content, and collaborative platforms to enhance their impact in addressing climate issues.

For youth workers, networking opportunities are the most frequently cited support, underscoring the importance of networking to access resources and organizing effective campaigns. On the other side, young people prioritize funding and training programs, reflecting a shared need for financial and educational resources. Teaching materials are recognized for their role in providing accessible knowledge, while networking opportunities are seen as vital for building collaborative efforts and amplifying their advocacy.

Other responses suggest unique and unconventional approaches to climate action support. Some participants highlighted the need for localized, context-specific solutions, reflecting a gap in resources tailored to diverse communities. Others called for innovative advocacy strategies, such as leveraging creative media or grassroots collaboration, to amplify climate initiatives. These responses indicate a demand for more inclusive and adaptable support mechanisms that address diverse challenges in climate advocacy.

KEY RECOMMENDATIONS

- **Skills Development:**
 - **Media and Public Speaking Training:** To communicate effectively with both the public and policymakers, young people need skills in media engagement and public speaking, which are essential for raising awareness and advocating for policy change.
 - **Networking Opportunities:** Young people benefit from networking to build alliances, learn from experienced advocates, and enhance their influence in climate action initiatives.
 - **Campaign Planning and Data Presentation:** Training in structured campaign planning and presenting data visually is essential for impactful advocacy, especially when targeting policymakers.
- **Digital Tools:**
 - **Social Media Platforms:** Social media is a primary tool for engaging in climate action. Young people should be skilled in using these platforms for advocacy, information dissemination, and community mobilization.
 - **Petition and Online Learning Platforms:** Tools like online petitions and virtual learning resources are recommended for their accessibility and ability to engage broader audiences in climate action.
- **Educational Resources:**
 - **Multimedia and Online Resources:** Young people prefer videos, documentaries, and online materials, as these are engaging and easily accessible for learning about climate issues and solutions.



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