

# YOUTH4CLIMATE

## Sparking Solutions

@reallygreatsite



MINISTERO DELL'AMBIENTE  
E DELLA SICUREZZA ENERGETICA



# COMMUNICATION



**STORYTELLING**

**AND**

**STRATEGY**

**FOR YOUR PROJECT**



**WHAT IS**



**COMMUNICATION**



# COMMUNICATION IS...

1

## Listening

To whom?



**YOUR AUDIENCE**

How?



**ACTIVELY**

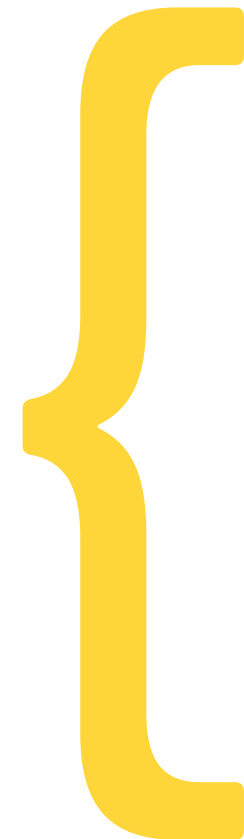


2

## Understanding their



**What?**



**NEEDS & VALUES**

**CHALLENGES &  
PAIN POINTS**

**MOTIVATIONS**

# COMMUNICATION IS...

3

## Knowing your goals

WHAT DO YOU WANT  
TO ACHIEVE?

BY WHEN?

WHY?

SET GOALS



MEET GOALS

4

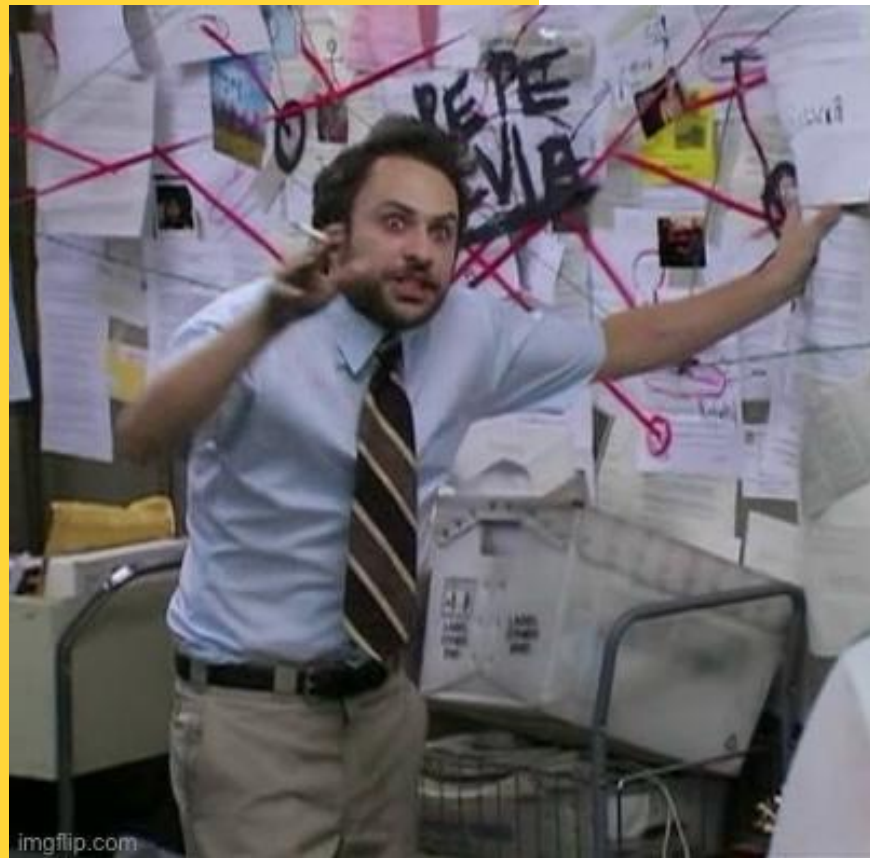
## Connecting between

**YOUR AUDIENCES'  
NEEDS AND VALUES**



**WHAT YOU DO  
AND YOUR GOALS**

**TO CRAFT KEY MESSAGES THAT WOULD  
RESONATE WITH YOUR AUDIENCE, BUILD  
RELATIONSHIPS AND ESTABLISH TRUST**





Communication is about how you **connect, engage,** and **inspire action** by effectively sharing **messages that resonate with your audience, build trust,** and **drive meaningful outcomes.**



**WHY SHOULD YOU CARE ABOUT**

**COMMUNICATION**

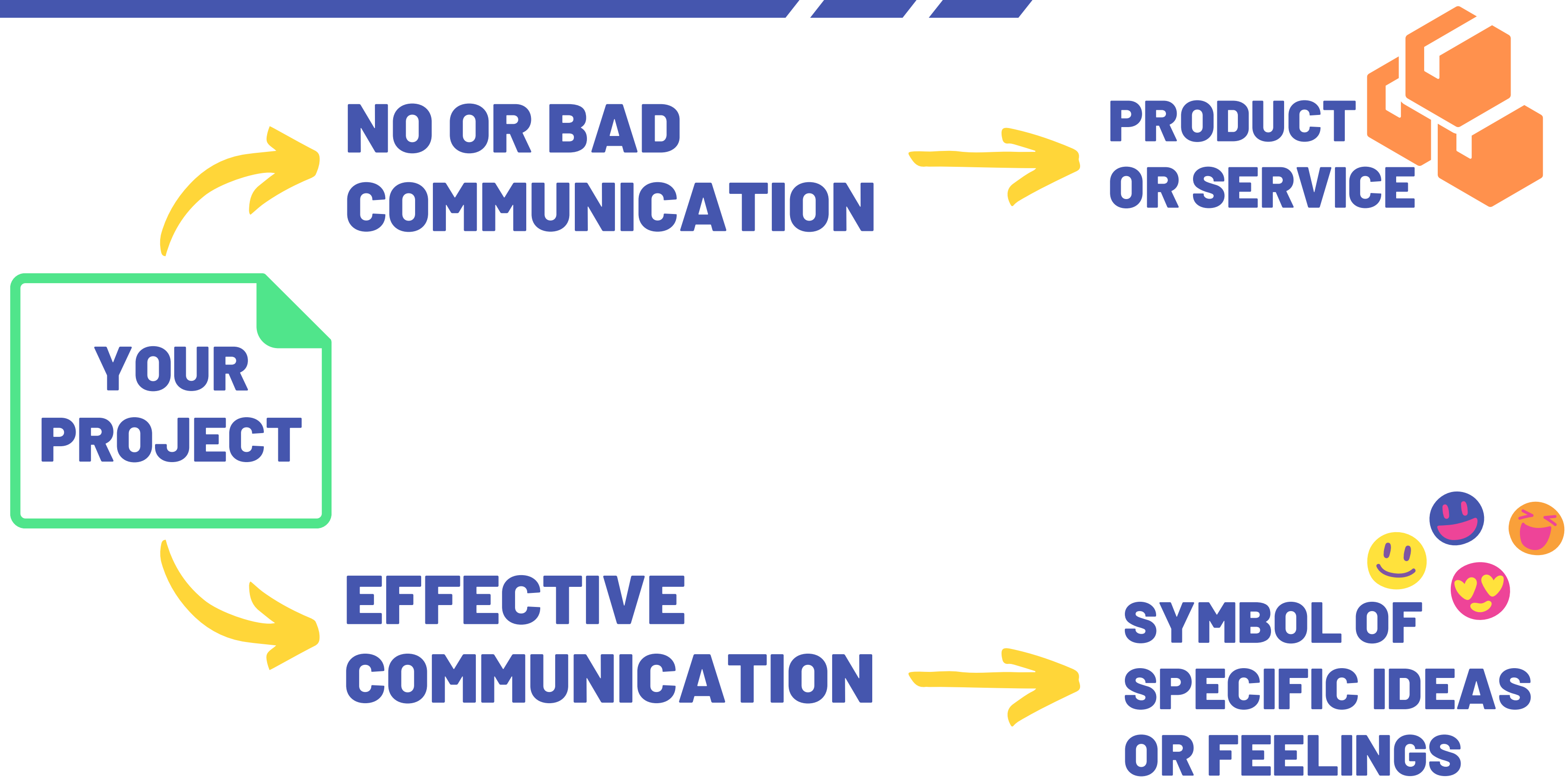






responsibility  
hope justice resilience  
integrity  
security peace welfare dignity  
equality human preservation  
rights  
cultural sustainability  
inclusivity unity

# WHY IS IT IMPORTANT?



## LET'S LOOK AT AN EXAMPLE

**DON'T BUY  
THIS JACKET**



### **“DON'T BUY THIS JACKET” CAMPAIGN:**

- Paradoxical message to promote sustainable consumption.
- Not encouraging customers to buy more.
- Instead, asking people to think before purchasing, advocating for repairing and reusing gear.

### **TAKEAWAY:**

Communication doesn't always mean selling a product, it can mean selling an **idea or a value**, which **builds trust and loyalty**.

**Building trust is crucial as it will help you build a community that will advocate for your product, service and/or cause.**

**HOW DO WE DO EFFECTIVE**

# **COMMUNICATION**

**THE THEORY  
(STORYTELLING)**



**THE PRACTICE  
(STRATEGY)**

# WHY TELL STORIES?

**They are MEMORABLE**

*People forget data, but they remember a good story.*



*People relate to the problem and feel empowered to act.*

**They create EMOTIONAL CONNECTIONS**

**They PUT A FACE on a development**

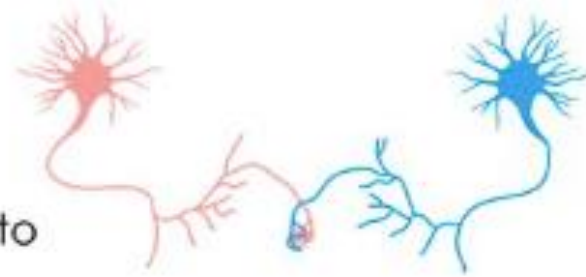
*It humanises the topic and makes it more relatable*



# THE BRAIN ON STORYTELLING

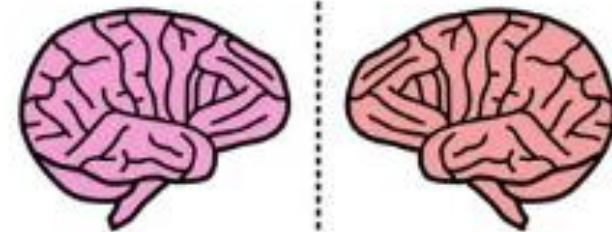
## NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story into their own ideas and experience thanks to a process called neural coupling.

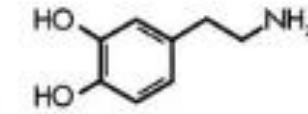


## MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



## DOPAMINE

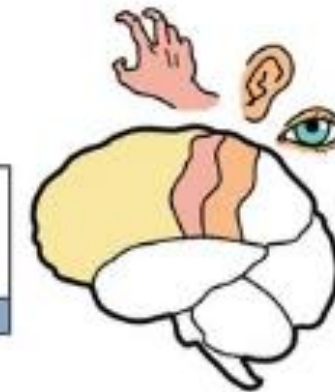


The brain releases dopamine into the system when it experiences an emotionally charged event, making it easier to remember and with greater accuracy.



## CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.



Infographic highlighting the effectiveness of using 'Whiteboard Animation' for storytelling @stayingaliveuk - [www.stayingaliveuk.com](http://www.stayingaliveuk.com)

# STORYTELLING EXAMPLE

**Stories tend to follow this pattern:**

**Setting - Characters - Conflict - Climax - Resolution**

**For example:**

## **Greta Thunberg's story:**

Her journey from one school strike to leading a global movement has inspired millions because it's personal, emotional, and relatable.





**urban-rural border of Comuna 3 Manrique, in the city of**

Me  
Co

# SET UP YOUR COMMUNICATION STRATEGY

1

**Set up your  
SMART goals**

**Specific**  
**Measurable**  
**Achievable**  
**Relevant**  
**Time-Bound**



# SET UP YOUR COMMUNICATION STRATEGY

2

## Define your AUDIENCE

Who are you speaking to?

Use personas

Basic demographics; Goals and aspirations;  
Challenges and pain points;  
Values and beliefs; Behaviour; Possible objections;  
Communication channels; Personality traits



## SET UP YOUR COMMUNICATION STRATEGY

3

### Set your KEY MESSAGES



What do you want your audience to take away?



4

## Branding:

What image do you want to project? Serious? Fun and youthful?

How will you convey that image/identity? (Logo, colours, tone of voice, slogans...)



# SET UP YOUR COMMUNICATION STRATEGY



Content creation:  
Canva (design) | Adobe Spark | Capcut

4

## Select the right CHANNELS and FORMATS:



Where are your audience members?  
Social media? News outlets? Events?  
Email? Podcasts? Website?



What type of content resonates best  
with them (blog posts, videos,  
infographics, audio bites ...)?



TIP: Take inspiration from competitors  
and make it yours

## SET UP YOUR COMMUNICATION STRATEGY



Planning: Trello, Asana, Notion

5

## Create a CONTENT CALENDAR

Plan your posts, articles, and communications ahead of time to maintain consistency.



## SET UP YOUR COMMUNICATION STRATEGY



**Analytics: Google Analytics, Meta Business Suite, Hootsuite, Similarweb**

**6**

## MONITORING AND EVALUATION



**Track your communication performance to see what you can improve.**



# ***BUDGETING FOR COMMS***



## **Why it matters:**

Effective communication requires resources (for content creation, events, social media promotion, website design and management, partnerships, google ads...).

Without a clear budget, even the best strategies can fall short.



# The Objectives and Tasks Approach



## How it works



### Define your communication objectives

(ie. Increase awareness of your climate project, attract new partners, engage local communities).



### List the necessary tasks to achieve each objective

(ex. design social media campaigns, host community workshops, create educational videos or graphics).



### Estimate costs for each task

- Content creation (design tools, video editing software, photography, staff...)
- Promotion (social media ads, Google ads, influencer collaborations)
- Events (venue rental, materials, refreshments)

# ***The Objectives and Tasks Approach***



## **Prioritise tasks**

If the total cost exceeds your budget, prioritise tasks based on their expected impact. Focus on activities that are both cost-effective and high-impact.



## **Allocate resources**

Finalise budget allocation



# *The Objectives and Tasks Approach*



## **Example**



### **Objective (SMART):**

**Increase social media engagement by 30% in 3 months.**



### **Tasks:**

- **Design 10 impactful social media posts (cost: \$100 for tools or design support)**
- **Run two targeted ads (cost: \$200)**
- **Host an Instagram Live with a local climate activist (cost: free, but needs time investment)**

**A FEW**



**COMMUNICATION**

**TIPS**

# COMMUNICATION TIPS

## • EMOTIONS OR REASON

- Balance is key, **like the perfect cookie**. Too much sweetness, and it's overwhelming; too much salt, and it's unappetising.
- Example: In climate communications, emotions can inspire action (ex. stories of people affected by climate change), but data provides credibility

## • CLIMATE COMMUNICATIONS

- **Fact check** your information.
- Make the information **clear and easy to understand**.
- Make the information **relatable and actionable**.



## COMMUNICATION TIPS

- Focus on **hope, solutions**, and the role your audience can play. Avoid doom and gloom but stay grounded and **acknowledge the issues** difficulties.
- **Localise your message**: People care more when they see how climate issues affect their lives and communities.
- **Be inclusive**: Integrate the voices of marginalised communities who are often most affected by climate change.
- **Avoid tokenism**: Ensure your messaging reflects genuine collaboration and respect for underrepresented communities

## OTHER GENERAL TIPS

- Make your message **clear, consistent and unique** to stand out in a crowded space.
- Appeal to the **ideas and values** that you have in common with your audience
- Create an **incentive**.
- **Build authority**: use respected voices to back your statements.

# ***CLOSING THOUGHTS***

Communication is an ongoing process that **builds relationships** and **creates impact**.

A **well-thought-out strategy** will give your project the clarity, consistency and power it needs to succeed.

# **CLOSING THOUGHTS**

***"The most important thing in communication is hearing what isn't said."***

**– Peter Drucker**

**Thank You**



LET'S STAY IN TOUCH!

Connect with us and our global community of young climate innovators through our social media and Y4C platform



SCAN ME



Instagram:  
[@youth4climate\\_](#)



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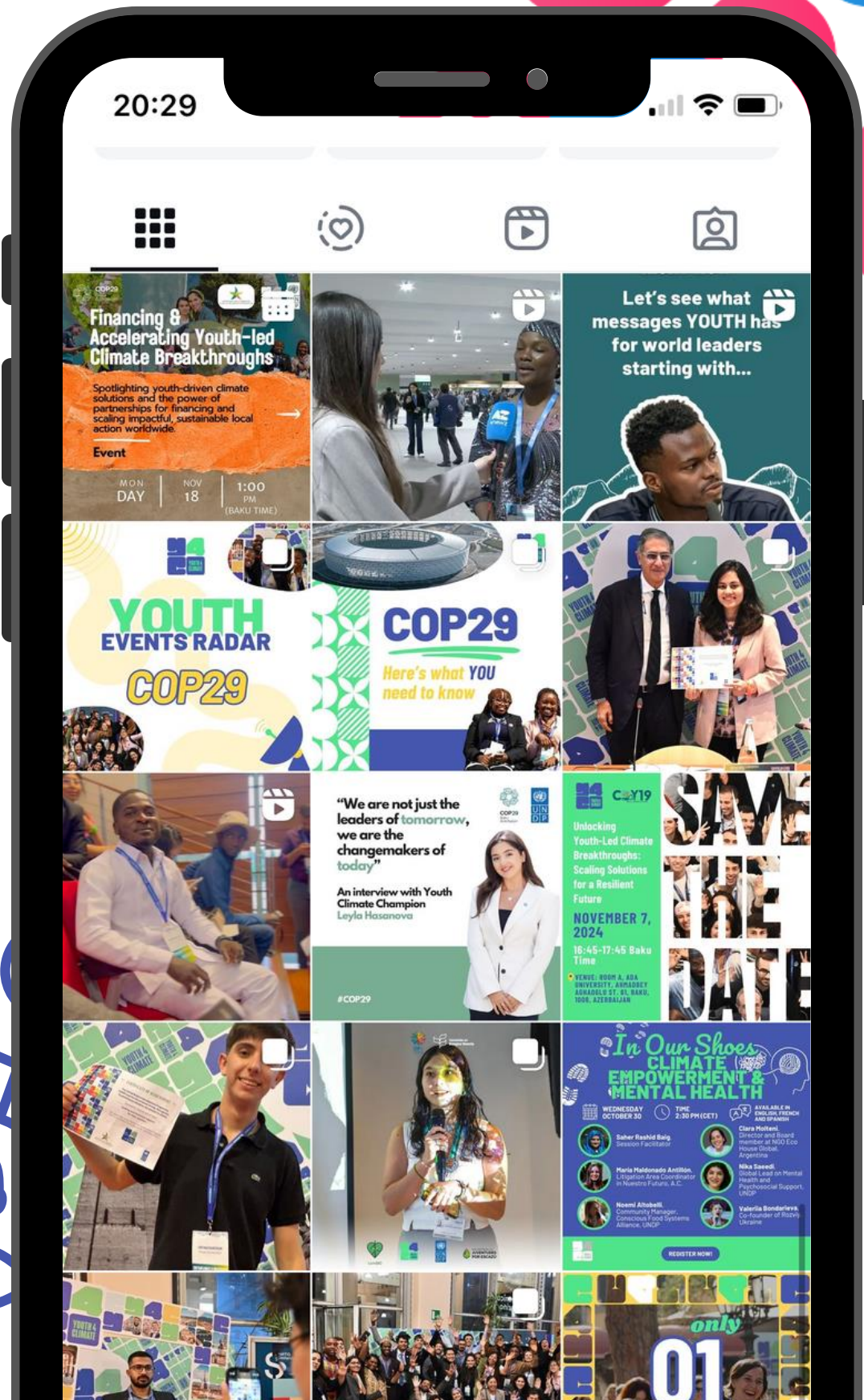
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# THANK YOU!



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