



CLICA - Young Climate Campaigners for the European Green Deal

Project No: 2022-1-HU01-KA220-YOU-000086661

WP2 – A10 Call to action

04/09/2023

Prepared by: **LATRA**



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CLICA - Young Climate Campaigners for the European Green Deal Work Package 2 – A10 Call to action

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CLICA Consortium



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About the project

CLICA is an Erasmus+ project geared towards creating a bottom-up and all-inclusive youth movement in support of the European Green Deal. The aim is to systemically increase the policy's impact for youth residing in European peripheries, civic deserts, rural areas and remote communities that are at the frontlines of the European climate change crisis and are struggling to address the challenges that it creates.

CLICA creates hybrid spaces (online & offline) that facilitate systematic co-creation and dialogue between youth, scientists, multidisciplinary creatives and policymakers, in order to generate solutions that increase the embedding of the European Green Deal (EGD) amongst youth communities that despite being at the forefront of the climate change crisis, they remain marginalized with their voices rarely heard at local and European levels. In order to achieve that, the project targets young people aged 18-30 years, with a particular focus on those who are from a disadvantaged background, reside in geographically remote regions of Europe and are facing imminent climate change challenges due to their locality.

CLICA promotes informal learning and contributes to its role in developing young Europeans as agents of change. Youth utilize activism -merging of art and activism- as means of civic expression and political communication both with peers and policymakers in order to structure and communicate their ideas on how the EGD can impact their lives for the better. Partners, stakeholders and the community will capture local-EU narratives helping them assess how interventions and life choices of young people are civic actions that have political significance. This created a two-way learning and dialogue that increased the penetration and impact of the EGD amongst youth communities as well as empower youth to position themselves at the center of the change that the policy is aiming to have.

CLICA is aligned with the aspirations of youth as 9 out of 10 young Europeans agree that tackling climate change can help improve their health and well-being -with overwhelming support for the environmental objectives of the EGD- and that policymakers need to take

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more into account the voices of youth when taking decisions relating to the sustainable future of Europe (Special Eurobarometer, Future of Europe, January 2022). The project also complies with the European Climate Pact (2020) in support of the Agenda 2030 as well as the SDGs. This is achieved by bringing together youth communities, civil society and industry to design and commit to a set of pledges to bring about change in behavior and grasp the opportunities that come with decisive action and sustainable lifestyles. It connects youth to improve their understanding of climate inclusion and equality and CLICA's impact is expected to grow and evolve over time, spurred by the engagement of youth and stakeholders that will become part of it.

About the task: Call to action (A10)

The A10 Call to Action is a critical component of Work Package 2 (CLICA Methodology) within the CLICA project. This task was designed to identify and engage a diverse group of artists, creatives, and climate change specialists across Europe who could contribute to the project's goals. The primary objective of the Call to Action, led by LATRA, was to assemble a pool of 28 professionals from across Europe —21 cultural and creative industry (CCI) practitioners and 7 environmental experts—who would support CLICA's activities and raise awareness about the project within the participating countries. The Call to Action thus serves as a foundational step in building a strong support network for the project, ensuring that the right expertise is available to help drive CLICA's mission forward.

LATRA, the lead organization for this task, spearheaded the initiative by creating a comprehensive strategy that leveraged the CLICA website and social media channels to attract suitable candidates. The Call to Action ran from June 15th to August 21st, 2023, during which partners were provided with detailed guidelines on how to conduct the call within their local contexts. These guidelines covered everything from eligibility criteria to templates for communication and were aimed at ensuring a broad and effective outreach and localized implementation.

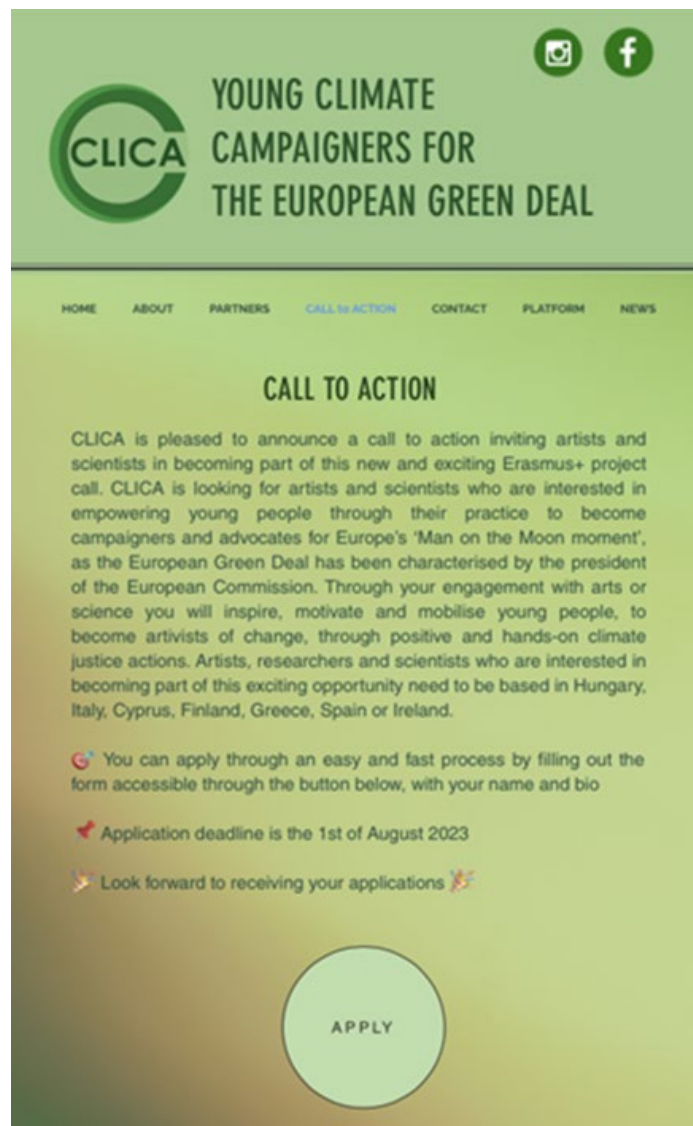
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Implementation

The A10 Call to Action The execution of the A10 Call to action was meticulously planned and carried out by LATRA, with the active participation of all project partners. The process began with the development of a comprehensive strategy that outlined the key steps for launching and managing the call to action across the seven participating countries (HU, GR, FI, ES, IE, CY, IT). The Call to Action officially launched on June 15th, 2023, and remained open until August 21st, 2023. During this period, LATRA utilized CLICA’s website and social media channels, including Facebook and Instagram, to maximize outreach while all partners were responsible for promoting the call within their local contexts.



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To ensure the Call to Action was effectively implemented across the participating countries, detailed guidelines and instructions were provided to all project partners by LATRA (Annex 1: Call to action guidelines). These detailed guidelines included specific criteria for eligibility, templates for communication (such as emails and newsletters), and instructions on how to conduct the call within their local contexts. Each partner was responsible for promoting the Call to Action and was encouraged to use direct emails to potential candidates and share the call on their own and third-party social media channels to ensure broad participation (Evidence of the actions taken by the project partners are secured in safe drives and are available to those eligible to review them).

The application process was designed to be straightforward, with prospective applicants required to submit their interest via a Google form (see Annex 2: Google form template). The form required basic but essential information such as the applicant's name, contact details, country of residence, a brief bio, and their motivation for participating in the CLICA project.

Over the course of the Call to Action, 10 posts were made on CLICA's official social media channels Facebook (<https://www.facebook.com/clicafb/>) and Instagram (https://www.instagram.com/clica_youth/), which were further amplified by 49 additional posts on third-party social media channels. These channels included Facebook groups focused on Erasmus+ projects, youth movements, art communities, and climate-related initiatives. This widespread dissemination was instrumental in raising awareness about the Call to Action and engaging potential applicants.

In addition to social media efforts, partners sent out 67 direct emails to targeted contacts who were deemed suitable for the Call to Action. This direct outreach helped ensure that the call reached a more tailored audience, contributing to the quality and relevance of the applications received.





LATRA
15 Iouliou 2023

CALL TO ACTION

Today is a special day for CLICA, as we are pleased to announce a call to action inviting artists and scientists to become part of this new and exciting Erasmus+ project. CLICA is looking for artists and scientists who are interested in empowering young people through their practice to become campaigners and advocates for Europe's 'Man on the Moon moment', as the European Green Deal has been characterised by the president of the European Commission. Through your engagement with arts or science you will inspire, motivate and mobilise young people, to become artists of change, through positive and hands-on climate justice actions. Artists, researchers and scientists who are interested in becoming part of this exciting opportunity need to be based in Hungary, Italy, Cyprus, Finland, Greece, Spain or Ireland.

You can apply through an easy and fast process by filling out the form accessible through the button below, with your name and bio: <https://forms.gle/N4P2d1wJ5F8qNxid7>

Application deadline is the 1st of August 2023

Look forward to receiving your applications



Pro Progressione
534 followers
1yr

We are looking for Artists and Scientists for our Young Climate Campaigners Project for the European Green Deal (CLICA) to empower the youth through their advocacy and practice.

For more information, check out our Call to Action <https://lnkd.in/dneaPjfp>

Materahub, Center for Social Innovation - CSI, Hyvärilä – Youth and Holiday Centre, LATRA, Asociación Caminos

#Clica #ErasmusPlus #PPGreen #ProProgressione



Publicado por Carmen Lancha Montes · 24/7/2023

Asociación Caminos
248 seguidores
1 mes

LLAMADA A LA ACCIÓN DE CLICA

En CLICA - Young Climate Campaigners hemos lanzado una llamada a la acción invitando a artistas, investigadores/as y científicos/as a formar parte de este nuevo y emocionante proyecto Erasmus+.

CLICA está buscando artistas, investigadores/as y científicos/as que estén interesados/as en empoderar a jóvenes a través de su práctica para que se conviertan en activistas y defensores/as del «momento del hombre en la luna para Europa», tal y como ha denominado la presidenta de la Comisión Europea al Pacto Verde Europeo.

A través de tu compromiso con las artes o la ciencia inspirarás, motivarás y movilizarás a los y las jóvenes para que se conviertan en artistas del cambio, mediante acciones positivas y prácticas de justicia climática.

Las personas interesadas en participar en esta apasionante oportunidad deben residir en España, Hungría, Italia, Chipre, Finlandia, Grecia o Irlanda.

Puedes presentar tu candidatura a través de un proceso fácil y rápido rellenando el siguiente cuestionario: <https://lnkd.in/ekMhmNx>

El plazo de solicitud finaliza el 1 de agosto de 2023.

Esperamos recibir vuestras solicitudes

ErasmusPlus

LLAMADA A LA ACCIÓN

En CLICA buscamos artistas, investigadores/as y científicos/as climáticos para empoderar a jóvenes para que se conviertan en activistas y defensores/as del Pacto Verde Europeo

Únete a este proyecto europeo rellenando el siguiente cuestionario antes del 1 de agosto de 2023

Cofinanciado por la Unión Europea

Hyvärilä Nuoris- ja matkailukeskus
21 Iouliou 2023

Hae mukaan 1.8.2023 mennessä <https://zeff.fi/katukotiy/>

CLICAProject #PlusaErasmusPlusasta #ka2

Reposted from @hyvarilainternational

Δείτε τη μετάφραση

Lokakuussa 2023 aloitamme OPEN LAB -toiminnan

OPEN LABin avulla meillä on mahdollisuus työstää ja vauhdittaa toimintaamme taiteen ja tieteen kautta

MIKSI TULLA MUKAAN?

CLICA etsii taitelijointia ja tutkijoita, jotka ovat omat toimintansa kautta kiinnostuneita yhteiskunnalliseen muutokseen, jota haetaan tällä hetkellä Euroopassa "Mies on the Moon -hetkenä" - eli Euroopassa viikkokampanjaksi, prosentti kampanjaksi ja prosenttigalunaksi.

Talteen tai tarpeen mukaan toimintaa voi toteuttaa, toteuttaa ja mobilisoida itseäsi, jotta heistä tulisi monipuolisia edustajia aktiivisuutensa kautta.

Indicative screenshots from social media posts made by project partners on their own social media

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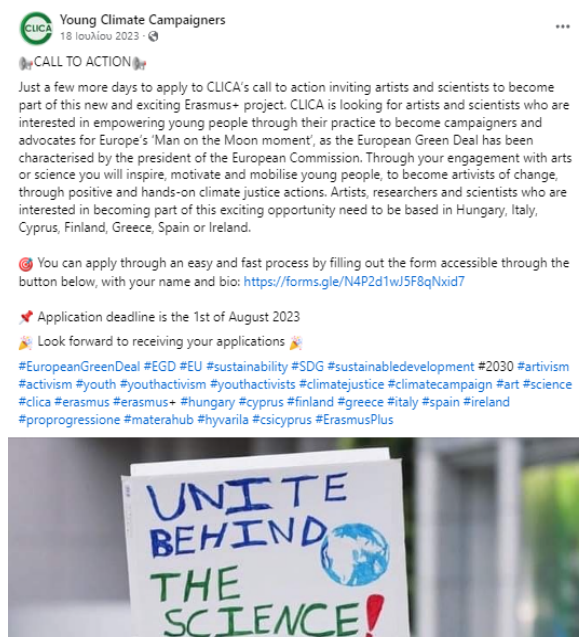
Co-funded by the European Union

Engagement and results

The engagement phase of the A10 Call to Action was marked by active participation from all CLICA project partners, who played a crucial role in promoting the initiative within their respective countries. The Call to Action successfully reached a broad audience through a combination of social media outreach, direct emails, and the use of CLICA's website as a central information hub.

As a result of these comprehensive engagement efforts, the Call to Action attracted 79 applicants who completed the Google form, with an additional 3 responses received via email. These applicants were carefully reviewed and selected, leading to the creation of a pool of 21 cultural and creative industry practitioners and 14 environmental experts. Each partner was responsible for selecting participants based on the applications received, ensuring that the selected professionals were well-suited to support the CLICA project's goals.

The Call to Action not only succeeded in assembling a diverse and skilled group of professionals to support CLICA's activities but also enhanced the project's presence and engagement within the participating countries.



Indicative screenshot from social media posts made by LATRA through CLICA's social media

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Impact and outcomes

The Call to Action (A10) successfully brought together and successfully engaged a diverse and talented group of professionals, generating substantial positive impacts across multiple facets of the CLICA project. This initiative not only achieved its immediate objectives but also significantly enhanced the project's reach and engagement, laying the groundwork for sustained success and deeper community involvement across Europe.

The Call to Action resulted in the formation of an expert pool consisting of 21 cultural and creative industry (CCI) practitioners and 14 environmental experts from the seven participating countries. These professionals played a valuable role in supporting various CLICA activities, including delivering educational content, facilitating youth assemblies, and guiding artistic interventions. The diversity and expertise of this group greatly enhanced the project's capacity to achieve its goals and ensure effective implementation across different regions.

The Call to Action significantly boosted awareness of the CLICA project within each of the seven participating countries and across Europe. Through social media outreach and direct communication efforts, the project not only reached new audiences but also deepened engagement with existing stakeholders. This effort led to an increase in new followers on its social media platforms, with 46 new followers on Instagram and 37 on Facebook. Additionally, 86 new subscribers joined the project's newsletter, indicating a growing interest and CLICA's initiatives.

The extensive dissemination efforts, including 10 official posts on CLICA's channels and 49 additional posts on third-party platforms, significantly amplified the project's visibility, as displayed in the table below. This broad outreach helped to establish CLICA as a recognized initiative in the fields of climate action and youth empowerment, while also attracting qualified applicants to the Call to Action.

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Type	Number of posts	Reach
Social media posts made on CLICA's channels	10	3.400
Social media posts by partners on their own social media channels	14	19.500
Direct emails to selected contacts		65
Social media posts by partners on third party social media channels	49	3.000.000

Name of Facebook group	Reach
Art Jobs, Open Calls, Residencies	1.544.000
Erasmus+ Youth Exchanges	248.765
OPEN CALLS	155.700
Youth in Action	108.496
OPEN CALLS / RESIDENCIES / OPPORTUNITIES FOR ARTISTS	96.726
Erasmus+ partnership platform	92.300
Youth projects	82.400
Youth Exchange Projects	77.111
Erasmus+ youth	68.400
ERASMUS+ PROJECTS OPPORTUNITIES	68.398
Erasmus+ Projects	50.793
ArtJobs.com, Open Calls for the arts	41.500
Youth for Erasmus	39.920
IFAI - The Institute for Art and Innovation	35.000
Digital artists	30.800
Opportunities for Youth	30.266
OPEN CALL for Global Artists	25.738
Erasmus+ studies and placement for greek students	24.000
Erasmus+ Greece	21.000
Call for Entries: Open & Juried Exhibitions (Artists & Filmmakers)	18.694
Art Announcement: Jobs, Open Calls, Event Openings and Advice	18.000
Youth Opportunities HU	14.500
Erasmus+ Projects & Partner Search [For all kind of projects]	14.375
Erasmus+ Youth Exchange	12.934

Arts Jobs, Open Calls, Residencies & #ArtistOpportunities #VisualArts

Center for Social Innovation - CSI
3 July at 15:19 · 🌐

CLICA - Young Climate Campaigners for the European Green Deal is pleased to announce a call to action inviting artists and scientists to become part of this new and exciting Erasmus+ project.

CLICA is looking for artists and scientists who are interested in empowering young people through their practice to become campaigners and advocates for Europe's 'Man on the Moon moment', as the European Green Deal has been characterised by the president of the European Commission. ... See more



Promoting Europe
Publicado por Barbara Ruiz Lopez · 13 de julio a las 10:06 · 🌐

OPEN CALL Young Climate Campaigners | Artists & Scientists to empower young people

Call to action inviting artists and scientists in becoming part of a new and exciting Erasmus+ project call Young Climate Campaigners for the European Green Deal (CLICA).

Looking for artists and scientists who are interested in empowering young people through their practice to become campaigners and advocates for Europe's 'Man on the Moon moment', as the European Green Deal has been ... Ver más

CLICAYOUTH.COM
CALL to ACTION | CLICA
CLICA is pleased to announce a call to action inviting artists and scientists to become part of this new and exciting Erasmus+ project. CLIC...

Promoting Europe
Publicado por Barbara Ruiz Lopez · 19 de junio a las 09:45 · 🌐

OPEN CALL Young Climate Campaigners | Artists & Scientists to empower young people

Call to action inviting artists and scientists in becoming part of a new and exciting Erasmus+ project call Young Climate Campaigners for the European Green Deal (CLICA).

Looking for artists and scientists who are interested in empowering young people through their practice to become campaigners and advocates for Europe's 'Man on the Moon moment', as the European Green Deal has been ch... Ver más



Erasmus+ Youth Exchanges

Δημόσια ομάδα · 354,0 χιλ. μέλη

Πληροφορίες Συζήτηση Επιλεγμένα Άτομα Εκδηλώσεις Μέσα Αρχεία

Lukrécia Farkas
21 Ιουλίου 2023 · 🌐

CALL TO ACTION

Just a few more days to apply to CLICA's call to action inviting artists and scientists to become part of this new and exciting Erasmus+ project. CLICA is looking for artists and scientists who are interested in empowering young people through their practice to become campaigners and advocates for Europe's 'Man on the Moon moment', as the European Green Deal has been characterised by the president of the European Commission. Through your engagement with arts or science you will inspire, motivate and mobilise young people, to become activists of change, through positive and hands-on climate justice actions. Artists, researchers and scientists who are interested in becoming part of this exciting opportunity need to be based in Hungary, Italy, Cyprus, Finland, Greece, Spain or Ireland.

You can apply through an easy and fast process by filling out the form accessible through the button below, with your name and bio: <https://forms.gle/N4P2d1wJ5F8qNxd7>

Application deadline is the 1st of August 2023

Look forward to receiving your applications 🌟



Youth projects
Arts Papadopoulos · 5 July at 19:41 · 🌐

CALL TO ACTION

Today is a special day for CLICA, as we are pleased to announce a call to action inviting artists and scientists to become part of this new and exciting Erasmus+ project. CLICA is looking for artists and scientists who are interested in empowering young people through their practice to become campaigners and advocates for Europe's 'Man on the Moon moment', as the European Green Deal has been characterised by the president of the European Commission. Through... See more



Indicative screenshots from social media posts made by project partners in third party social media groups

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The Call to Action facilitated closer collaboration among CLICA partners, as they worked together to promote the initiative within their local contexts. This process strengthened relationships between partners and their local communities, enhancing the project's overall impact and sustainability.

The successful execution of the Call to Action laid a strong foundation for the other CLICA activities. The selected professionals were well-positioned to contribute to the project's ongoing efforts, ensuring that CLICA's impact continued to grow. This initial success set a precedent for other initiatives within the project.

The outcomes of the Call to Action demonstrate the effectiveness of the project's engagement strategies, demonstrating its ability to mobilize a diverse array of professionals across Europe, culminating in the successful involvement of key professionals who have significantly contributed to CLICA's goals. As the project concludes, these achievements underscore the potential for lasting impact, ensuring that the foundations laid by CLICA will continue to inspire and empower youth and communities across Europe long after the project's official end.

Challenges and solutions

The Call to Action (A10), while ultimately successful in achieving its objectives, was not without its potential challenges that required careful navigation from the very beginning. Engaging a diverse group of professionals across the seven different countries required a carefully coordinated approach, and it quickly became apparent that a one-size-fits-all strategy would not suffice. Each partner faced unique challenges based on their local context, such as varying levels of access to artistic and scientific communities, differing levels of public awareness about the CLICA project, and the complexities of effectively communicating the goals of the Call to action to a broad audience. Recognizing these potential barriers and wanting to address these potential obstacles, LATRA, the leading organization for this task, took proactive steps to support the project partners through the development of a comprehensive "Troubleshooting for Partners" guide (see Annex 1: Call to action guidelines). This guide provided

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practical solutions and adaptable strategies, tailored to help partners navigate the specific challenges they encountered and ensure the success of the Call to action across all participating countries.

Partners were encouraged to tailor the call-to-action text to better resonate with their specific target audiences. This involved modifying the language and focus of the call to make it more relevant to either artists or scientists, depending on the local context.

Recognizing the limitations of broad social media outreach, the troubleshooting guide recommended intensified direct engagement efforts, prompting partners to send personalized emails to potential candidates within their networks. This approach proved effective in reaching individuals who were not as responsive to general social media campaigns.

In addition, partners were advised to leverage their involvement in other EU projects to disseminate the call to action through established networks, thereby expanding the reach of the campaign and attracting more applicants.

The guide finally suggested that partners use their personal social media profiles to promote the call to action, especially in cases where organizational channels had limited reach. This strategy often resulted in higher engagement due to the personal connections and trust within these networks.

The troubleshooting measures and adaptations proposed by LATRA led to a significant increase in participation, ensuring that the Call to Action met its targets across all countries. By allowing flexibility in the implementation of the call to action and providing practical solutions to overcome challenges, the project was able to overcome initial hurdles and successfully achieved a balanced representation of both artists and scientists, thereby strengthening the overall impact and diversity of the CLICA project.

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Conclusion

The Call to action (A10) within the CLICA project stands as a testament to the collaborative spirit and adaptive strategies of the project's partners. The relationships and strong networks established through this process, along with a highly qualified pool of engaged cultural and creative industry practitioners and environmental experts, not only increased visibility but also enriched and strengthened the project's capacity to deliver impactful activities and ensure that the work initiated by CLICA will continue to inspire and empower youth and communities across Europe well beyond the project's official end. The legacy of CLICA, supported by the groundwork laid by the Call to action, is poised to make a meaningful and enduring contribution to the European Green Deal and the broader goals of sustainability and youth empowerment.

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Annexes

Annex 1: Call to action guidelines

CLICA CALL TO ACTION

The following section details how partners should conduct “A10: Call to action for a) artists and creatives, b) specialists of climate change and environmental issues. Partners will identify at least 5 people, among artists and green influencers that have used their talents to positively impact on their communities. Specific agreements will be signed and will rule their involvement”.

The purpose of the call to action

The purpose of the call to action is to assist partners in creating a pool consisting of 21 Culture & Creative Industries practitioners (including any party who works in CCI and identifies as artist, creative, cultural operator, etc.) and 7 scientists and communicators with expertise in either the European Green Deal, Sustainable Development Goals and/or sustainability and climate issues. This pool of 28 professionals and experts, should stem in equal numbers from each country (2 CCIs & 1 Sustainability expert per country) and will help the project in a number of ways:

- Will form a panel of experts and advisors stemming from 7 EU countries where CLICA’s research and actions can be developed, consulted and shared with;
- Will form an initial community testbed of people, upon which the local and EU Youth Assemblies will be built on;
- Can fill several roles within the project, according to each individual’s partners needs.

The partners are not anticipated to follow a uniformed approach in working with the pool of experts created via the call to action. Rather, they are invited to examine their local context, their organisational needs, and the needs of the youth they will be working with, and will then elect how and in what role should bring the experts they have selected via the call to action. As a reference we have identified a number of roles that the selected pool of professionals can play in the local context should the partner identify the need:

- Delivering the educational curricula and micro learning activities directly to young people both online and offline;
- Facilitating the formation of Youth Assemblies and Open Labs (e.g., An artist who acts as a facilitator to young people during the open labs);
- Trainer/Guide of Facilitators (e.g., An environmental expert who advises facilitators and artists on how to work with aspects of the European Green Deal);
- Helping young people produce their artistic interventions.



The above list is not exhaustive and should be populated according to partners' needs. It is important to highlight that the pool of people who will be selected via the call to action, will be added to a wider stakeholder mapping activity undertaken by partners, where they map extensively stakeholders in their local context, with the purpose of amplifying the project's impact, communication and dissemination.

An additional role of the call to action is to help the partners spread awareness about CLICA and their role in the project amongst their local communities, peers, and wider local ecosystem. Therefore, attention should be paid by partners in conducting the call to action in an appropriate format for their local setting and audience.

What is expected of partners

Partners are expected to launch the call to action on the 15th of June 2023 and close the call to action on the 1st of August 2023. Partners are expected to select 2 CCI professionals and 1 environmental expert based in their respective country by the 15th of August 2023 and populate the BLACK labels on the stakeholder matrix by the same date.

Eligibility Criteria for applicants

- Selected applicants should be based in either one of the 7 countries participating in the project. They do not necessarily need to be based in the specific region where the partner or the actions are situated (for example an expert can be based anywhere in Greece and not necessarily only Lesvos).
- Selected applicants must formally participate in the project on a voluntary basis.
- A minimum of 21 CCI professionals and 7 environmental experts can be selected but exceeding those numbers is permissible.

Potential roles for selected participants

As noted above, selected participants can fulfil singular or multiple roles, according to each partners' needs. We highlight below some of the roles they could fulfil as they are described in the action. Each partner is free to select for which of the actions below they can mobilise their local selected participants.

A15-A21 Local Youth Assemblies Local Youth Assemblies (one per region) will be devoted to enable diverse youth from participating countries to form a united advocacy front when developing creative solutions and advocating for sustainable change. Selected applicants will become guides to the local youth assemblies, through targeted interventions (e.g., Inspirational and motivational activities, talks, etc.).

A22 EU Youth Assembly Local Assemblies will meet at EU level and will discuss issues, challenges and goals that are both common and specific to each region. They will create a roadmap for enhancing structured dialogue with policymakers. Selected applicants form a pool of EU-wide expertise and knowledge that can inform local and EU youth assemblies.

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A23 Local Change Labs Partners and youth will define together a strategy and a programme (sustainability plan) to keep Youth Assemblies alive. These will be committed to cluster youth, policymakers, civil society and to supporting further youth-led projects at the local and EU levels. Selected applicants will become advocates for the local youth assemblies, helping them decision makers through their networks.

A27-33 CLICA Open Labs Each partner will organize a local open learning lab coupled with microlearning, with 5-10 young players per group, including one facilitator and at least one artist and one scientist/changemaker per lab. In the Open Labs selected participants act as facilitators to youth and the learning program delivered.

A41 CLICA EU Open Lab This will involve 7 youth participants and 3 artists/scientists/changemakers. Participants will focus on specific topics and challenges that have arised as common to all the local communities. Specific guidelines will be provided to participants to join this experience in the most convenient and impactful way. Selected participants travel to Finland together with the youth for the EU Open Lab.

How does the application form will look like for prospective applicants

Prospective applicants are anticipated to express their interest in joining the pool of experts by completing a simple and brief Google Form asking them the questions below:

- Name
- Email address
- Age
- Gender
- Location
- Brief Bio (300 words max)

How should partners conduct the call to action

Each partner should complete all of the following actions:

- (i) Send direct emails to people whom they think will be fitting for the position
- (ii) Share at least two social media posts from the CLICA accounts (Young Climate Campaigners (@clica_youth) • Instagram photos and videos, <https://www.facebook.com/clicafb>) on their own social media channels. Each partner can select the social media accounts through which to conduct the call to action (Facebook, Instagram, LinkedIn, etc.). It is also acceptable if the social media posts are performed on a personal social media account, as sometimes the pull people can have is complimentary to that of their respective organisation.

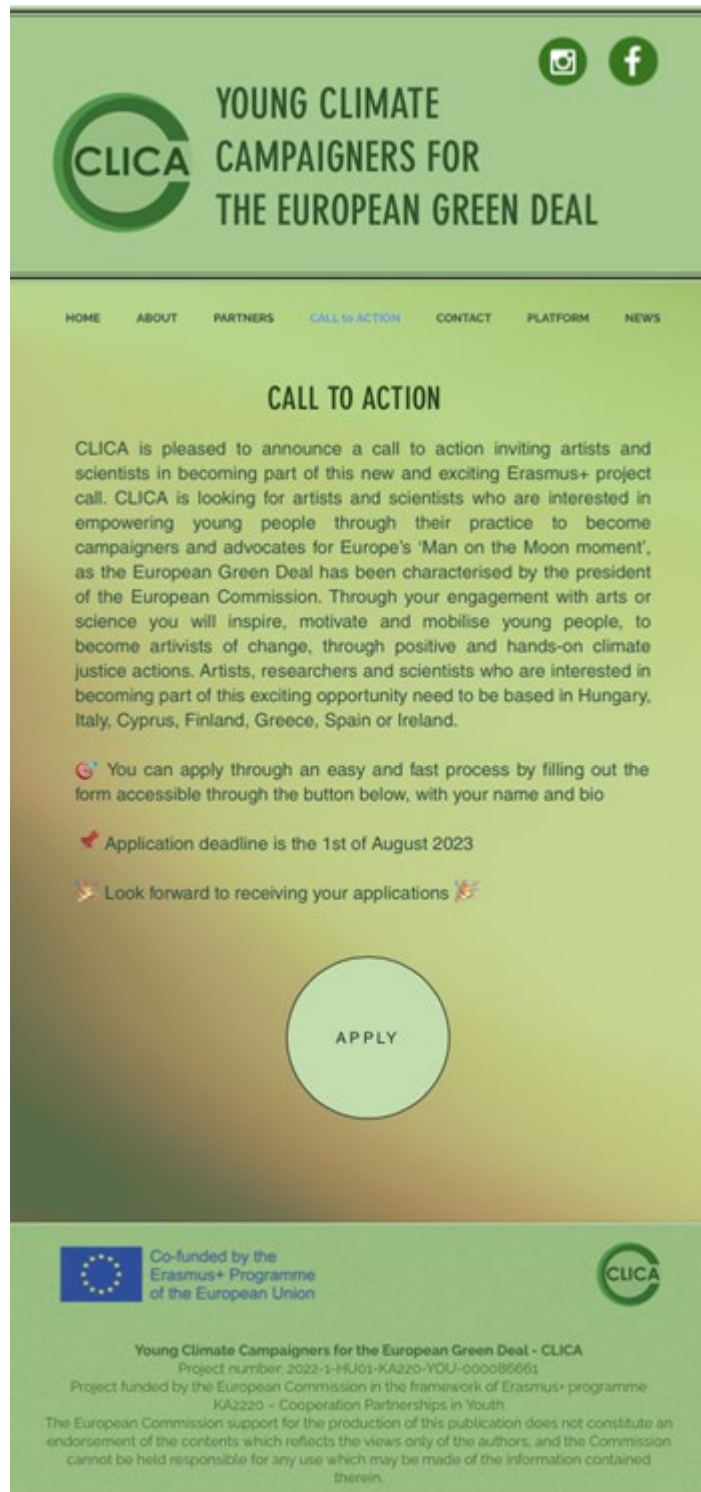
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The partners can utilise the project's website in their communication activities, as a dedicated webtab has been created under CLICA's website clicayouth.com. The webtab, gives information on the Call to Action, eligibility and desirable profile of candidates, as well as a direct link to the application form, applicants need to complete.



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A desirable action is partners sharing the social media post on the social media account of another EU project they are retaining. This will allow us to demonstrate linkages with other EU projects which can prove highly impactful. Below we present the templates for the actions required.

Template for social media outreach. Each partner should appropriate/edit accordingly:

Call to action

{Insert the name of your organisation} is pleased to announce a call to action inviting artists and scientists in becoming part of a new and exciting Erasmus+ project call Young Climate Campaigners for the European Green Deal (CLICA). We are looking for artists and scientists who are interested in empowering young people through their practice to become campaigners and advocates for Europe's 'Man on the Moon moment', as the European Green Deal has been described by the president of the European Commission. Through your engagement with arts or science you will inspire, motivate and mobilise young people to become activists of change, through positive and hands-on climate justice actions. Artists, researchers and scientists who are interested in becoming part of this exciting opportunity need to be based in Hungary, Italy, Cyprus, Finland, Greece, Spain or Ireland.

You can apply through an easy and fast process by filling out this form with your name and bio, which also contains more information about the project

Deadline for applying is the 1st of August 2023!

Look forward to receiving your applications

Troubleshooting for partners

When conducting the call to action, partners might identify that their call to action is not yielding the required responses in order to meet the benchmark of recruiting 2 CCI and 1 environmental expert. Certain partners might be more embedded in the artistic community, while others more so in the scientific and academic communities. It is also true that certain phrases in the call to action text, might be more suited to one group rather than another (for example more appropriate for artists rather than scientists). Therefore, we suggest the following solutions to partners:

- viii. Appropriate the templates by editing the texts to make them appropriate to your local community and to the networks you have access to;
- ix. Send out direct emails to your peers and networks to engage their participation in the call;
- x. Disseminate the call through the social media of other EU-projects you are engaged in;
- xi. Disseminate the call through your personal social media profiles, as sometimes people have more pull than organisations.



How should partners report on the call to action

Each partner should fill out both tables below when they close the call to action. Partners are also anticipated to collect screenshot evidence of their promotional efforts for the call to action, and store them in secure folders approved by the PM.

	Date of publishing	Link to social media post	Reach in numbers
Facebook			
Instagram			
LinkedIn			
Email			

Responses Received via Email	Responses Received via social media

Annex 2: Google form template

CLICA CALL TO ACTION

Deadline for submissions, 21st of August 2023

* Υποδεικνύει απαιτούμενη ερώτηση

1. Name *

2. Surname *

3. Email Address *

4. Country in which you are based? *

5. Brief bio (200 words max) *

6. What is your motivation for participating in CLICA?

Αυτό το περιεχόμενο δεν έχει δημιουργηθεί και δεν έχει εγκριθεί από την Google.

Google Φόρμες