



CLICA - Young Climate Campaigners for the European Green Deal

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

WP5 – A49 CLICA Inspiring Stories

23/09/2024

Prepared by: LATRA



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CLICA - Young Climate Campaigners for the European Green Deal Work Package 5 – A49 CLICA Inspiring Stories

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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: CLICA Inspiring Stories (A49)

CLICA Inspiring Stories (A49) focused on documenting and sharing the transformative experiences and outcomes of the CLICA project through compelling storytelling. The task gathered feedback from youth, project partners, artists, and scientists to highlight the changes brought by the project, particularly in terms of improving the agency and resilience of young people and enhancing the capacities of the partners involved. A total of 14 stories, equally involving men and women, were documented, showcasing how the project has influenced non-cognitive skills, attitudes towards climate change, and the overall empowerment of participants.

These narratives were crafted to resonate on both personal and professional levels and were disseminated widely across various platforms, ensuring that the impact of CLICA extends beyond the project's duration and reaches a broad audience across the EU aiming to showcase the improved agency and resilience of young people, as well as the enhanced capacities and attitudes of the project partners, artists, and scientists. LATRA, in collaboration with all partners, led the transformation of local experiences and zines into these stories, contributing to a deeper understanding of the project's impact and inspiring continued engagement.

In the grant agreement the Key Performance Indicator (KPI) for the level of engagement with CLICA's Inspiring Stories was set at 3+ on a scale of 1 to 5, indicating moderate to high impact

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and reflecting the project's ambition to engage stakeholders meaningfully and to ensure a lasting impact. As it will be displayed in this report, this KPI was achieved.

Presenting the CLICA Inspiring Stories

The CLICA project has been a transformative journey for all those involved, from the young participants on the frontlines of climate change to the dedicated partners, artists, and scientists who have guided and supported them. At the heart of CLICA are the personal and collective stories that reflect the profound changes this project has inspired. These stories are not just testimonials; they are narratives of growth, resilience, and empowerment.

The stories that follow capture this dynamic interplay of ideas, emotions, and actions. They illustrate how CLICA has changed the trajectory of young lives, strengthened the capacity of organizations to work on a European level, and created a ripple effect that extends far beyond the project's original scope. Each narrative is a testament to the power of collaboration, creativity, and the enduring spirit of young people who are ready to shape a better future.

CSI Centre for Social Innovation LTD - Cyprus

From Rags to Art: Students of Regional Lyceum of Apostolos Loukas Lead the Way

Imagine a world where old clothes aren't just discarded but transformed into something beautiful. This is the story at Regional Lyceum of Apostolos Loukas in Kolossi, Limassol.

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Guided by CLICA instructors, students learned to cut, and weave discarded textiles into a stunning collective artwork. Through this hands-on experience, they explored fashion pollution and microplastics, igniting a new wave of eco-consciousness.

Image: Collaborative artwork out of old textiles. In collaboration with Regional Lyceum of Apostolos Loukas in Kolossi-Limassol. Credits: CSI Centre for Social Innovation LTD

Their artwork now decorates the school's library, reminding everyone to rethink the lifecycle of their clothes. The highlight? Showcasing their work at the 3rd Environmental Festival in Ypsonas, where they engaged the community in discussions about fashion's environmental impact. This project is more than art—it's a movement. It's a testament to the power of creativity in driving change. Let's celebrate these young changemakers and their journey from rags to art!

Larnaka's Young Dreamers: Turning Old Banners into a Call for Change

Youngsters from Larnaka recently gathered for an innovative workshop, transforming old street advertisement banners into a vibrant new banner with a powerful message: DREAM OUT LOUD. This bold statement reflects their desire to inspire positive change in their community, especially concerning climate change.



Image: Collaborative zine making. In collaboration with Azines Library. Credits: CSI Centre for Social Innovation LTD

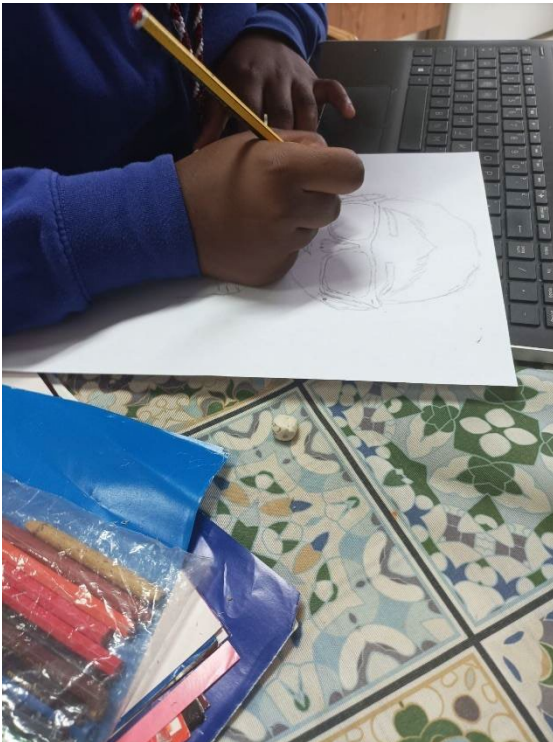
Brimming with colors and passion, the new banner embodies the spirit of youthful optimism and activism. This workshop was a collaborative effort with the Larnaka Biodesign Festival 2024 and the Larnaka 2030 - European Capital of Culture Candidate City organisation. The banner was prominently featured during the festival's final ceremony, weaving a narrative of hope and determination alongside other inspiring events.

Witness the power of creativity and youth activism as Larnaka's young dreamers lead the way to a brighter, more sustainable future!

Asociacion Caminos - Asociacion para el Intercambio Educacion y Desarrollo Social - Spain

Unlocking Opportunities: How CLICA Empowered Me to Understand and Engage with the SDGs and Erasmus+

“Participating in the CLICA workshop has helped me not only to learn about the project and what the SDGs are, for example, something we see in the news but whose impact we don't really understand very well without day-to-day examples and activities like these. Thanks to the sessions and the presentation on the first day, I was able to learn about the Erasmus+ programme, which for a young girl like me who lives in a centre under the care of the administration, and not in a family, opens up a whole world of possibilities and options for



when I turn 18”.

M. – Young participant

Credits: Asociacion Caminos - Asociacion para el Intercambio Educacion y Desarrollo Social

Empowering Second Chances: Bringing Climate Awareness and Artivism to Juvenile Offenders

“The workshops in the detention centre for juvenile offenders have been very, very interesting. We have done a real social action to people who are totally, really excluded from society, young people who need a second chance and who are struggling to get it.

The group of youngsters are very grateful that we have implemented the workshops there. We have made a direct social action to people in need of support of all kinds. Not only have we given them information about the environment, climate change and artivism, but we have also given them new tools to better manage their future actions”.



Credits: Asociacion Caminos - Asociacion para el Intercambio Educacion y Desarrollo Social

Sole – Facilitator

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Consorzio MateraHub Industrie Culturali e Creative scarl - Italy

Empowering new beginnings and make stronger nets

Paolo and Emiliano, two young men aged 25 and 29, have for the past 3 years created a cultural gathering place in a rural area of central Italy. The Duck side has been a formidable ally for the Clica project. Through workshops and assemblies, they have not only contributed through their creative and organizational skills but have also learned more about sustainability and the importance of community involvement on these issues. They made their space available by allowing the Anitrella community to be part of the youth assemblies. Specifically, their favorite activities were the swap party and the fanzine workshop, where they discovered how more awareness can be established among the community about the circular economy and practices such as bartering.



Credits: Consorzio MateraHub Industrie Culturali e Creative scarl

From Facilitator to Leader: Laura's Transformative Journey with CLICA from Italy to Finland

Laura's journey in the CLICA project began as a facilitator, in more than one assembly she coordinated events and moments of exchange and reflection among participants. Her participation culminated in the European Open Lab in Finland, where she told about our Italian youth assemblies and workshop ideas. The project not only improved his artistic and sustainability skills, but also boosted his confidence and leadership and communication skills, enabling him to inspire others.



Credits: Consorzio MateraHub Industrie Culturali e Creative scarl

LATRA E.E. - Greece

Zahra's Journey: From Refugee to Sustainability Ambassador

Meet Zahra, a young woman from Afghanistan whose journey has become a beacon of hope and action within her community. Zahra participated in CLICA's Youth Assembly and Open Lab, where she was inspired by the discussions and activities surrounding the European Green Deal.



Image: Zahra mobilising the community. Image AI enhanced to safeguard identity of beneficiaries. Credits: LATRA

Having lived in a refugee camp, Zahra saw firsthand the need for sustainable practices. She realized that promoting recycling could significantly improve living conditions and contribute to a healthier environment. Determined to make a difference, she became a local ambassador for the uptake of recycling activities among residents of the refugee camps.

Together with her peers, Zahra took proactive steps to raise awareness. They created and distributed eye-catching posters throughout the community, highlighting the importance of recycling and how residents could participate. Understanding the power of community engagement, Zahra and her peers organized small events to promote ideas about sustainability. These gatherings became a platform for sharing knowledge and fostering a sense of collective responsibility.

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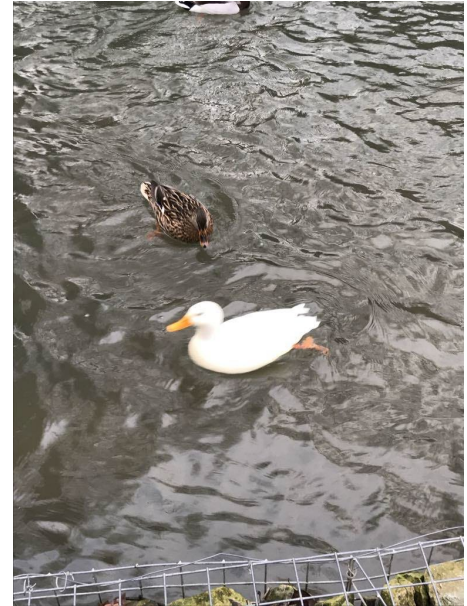


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Zahra's story is a testament to the impact that one individual can have, even in challenging circumstances. Her commitment to the European Green Deal and her innovative approach to community engagement are paving the way for a more sustainable future. Zahra's journey reminds us that with passion and perseverance, we can all contribute to positive change.

Through the Lens of Change: George's Mission to Preserve Lesvos' Marine Beauty

Meet George, a young man from Lesvos, Greece, whose passion for the environment has transformed him into a local ambassador for the European Green Deal. After participating in LATRA's CLICA activities, George was deeply moved by the urgent need to conserve water and preserve marine ecosystems. As he is a talented photographer with a keen eye for capturing the beauty and fragility of nature, he began documenting the water and marine ecosystems of Lesvos, from the crystal-clear waters of the Aegean Sea to the vibrant marine life that inhabits it. Along his journey, he collected stories from local residents who shared their experiences and concerns about environmental changes and challenges.



Credits: George

George's ability to combine his love for photography with his dedication to environmental conservation serves as a powerful reminder that everyone can contribute to a sustainable future, using their unique talents and passions.

Comhargnó Imeach Teoranta - Ireland

Weaving Tradition into Change: How Imeach's Young Artists are Shaping a Greener Future through the Arts

Last year, Imeach brought together a group of young musicians, singers, authors, storytellers, dancers, and artists together to imagine how they could be agents of change in their local

community through the arts. They shared a goal of creating a positive change through traditional music, song, dance, folklore, and storytelling. They received a powerful message through the open labs with activists, climate experts, and artists - "You are the artists; you can retell the stories that celebrate positive climate impact."



Credits: Comhargnó Imeall Teoranta

They are now in the process of writing new songs, music, and poetry that will live in our tradition and tell the story of change in the community. They are bringing the community together by organising guided walks, creative workshops for the youth, and a live show, which all highlight the importance of biodiversity, water quality, and regenerative practices in their local community.

Becky's Journey: Bridging Culture and Climate Action through Music and Dance

Becky is a musician, dancer, and producer from Connemara. Since joining Clica, she has had the opportunity to participate in and shape the project, while getting to know like-minded individuals who care about climate issues and express it in wonderfully creative ways. Since joining the project, Becky has learned how her culture, heritage, and language play a vital role in engaging the community in climate activism. She hopes to continue working with the



Credits: Comhargnó Imeall Teoranta

collective to organise more community events in the future.

Nuoriso - Ja Matkailukeskus Hyvarilaoy – Finland

From Concern to Confidence: Artem's Transformation through CLICA's Youth-Led Sustainability Initiatives

"I was aware of the importance of sustainability action towards a greener future, and I was concerned about the world we will live in. I knew I could personally separate waste, and that climate change was coming, but I never really felt like I could have any impact on what is going on in the world. I joined CLICA project, and within Open Labs and the EU Open Lab I got new ideas on how negative environmental



Credits: Nuoriso - Ja Matkailukeskus Hyvarilaoy

impact could be reduced within individual action and on a higher level. I met new people from all around EU and made friends with them, we had interesting discussions with them. I learned more about sustainable transport and took part in creation of environmental awareness campaign together with other international project participants. During our presentation of the campaign to the decision makers from Nurmes, I felt that our opinion mattered to them, and we were respected by the authorities as equals. Now I feel more confident in myself in terms of participating in international youth projects (this was my first), and I feel more

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capable of joining a conversation about sustainable future of Europe. I hope to take part in more youth-led international activities in the future, and in youth participation activities towards sustainability”.

Artem, participant.

Empowering Growth: Ulla's Journey as a CLICA Facilitator with Finnish Youth and International Collaboration



Credits: Nuoriso - Ja Matkailukeskus Hyvarilaoy

“As CLICA facilitator it was a unique opportunity to be involved with the Finnish group of slightly underprivileged youth (and later the international groups as well). For the Finnish group the primary learning outcomes of the project seemed to be to boost their self-esteem and give the youth moments of empowerment. Secondary goals were to increase knowledge about environmental citizenship, climate awareness, European Green Deal or more complexed outcomes. I was proud to monitor this growth happening in baby steps. For both the youth

group and us facilitators meeting the international groups was a meaningful experience. Finnish youth got to see how active and innovative young people can be, and how big an impact their actions can have”.

Ulla, facilitator

ProProgressione Kulturalis Nonprofit Kozhasznu KFT - Hungary

Ripples of Change: Bogi's Transformative Journey through the CLICA Project



Credits: ProProgressione Kulturalis Nonprofit Kozhasznu KFT

“Participating in the CLICA project has been a transformative journey for me. I've gained valuable insights into sustainability, the urgent threats of climate change, and the impactful role of sustainable art-activism. But more importantly, I've learned about the power of connection and collaboration, inspired by incredible young climate activists from around the world. Leaving Nurmes, Finland—the final destination of the CLICA project—has reshaped my views on life, climate change, and relationships. This experience has reaffirmed my belief that our actions do have consequences, that activism matters, and that it can drive change, even if that change is gradual and feels small on an individual scale. I now understand the profound impact of even the smallest actions. Just like a butterfly's wings can set off a chain of events that alter the weather on the other side of the world, our individual efforts, though seemingly small, can create waves of change across the globe.”

Bogi, young participant

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Boldi's Journey: From Budapest's Open Labs to Nurmes, Shaping a Greener Future Together

Meet Boldi, by the far the most enthusiastic youngster from the CLICA events of Budapest. He was there at all Open Labs with sparkling eyes and had an opinion on everything. About one of the Open Labs, Boldi wrote: By the time I get to the community space of Green Peace Hungary, a huge flipchart is almost full: everyone is standing, brainstorming, the space is buzzing. It's wonderful. It's a joy to be here, to be with them, to think, to pool our knowledge, to create, for a greener, more beautiful world." It was quite obvious from the beginning, that he will be going to Nurmes to participate at the EU Open Lab and to represent Pro Progressione. About the EU Open Lab, Boldi wrote:



Credits: ProProgressione Kulturalis Nonprofit Kozhasznu KFT

"The snow-covered landscape rushes past our train: how could these few days have passed so quickly? I smile as I look at the representatives of the other countries; I know that our uncertain future is a little more secure with them."

Boldi, young participant

How were the CLICA Inspiring Stories Utilised

The inspiring stories were shared across various social media platforms, including Facebook and Instagram. These platforms allowed the stories to reach a diverse and global audience, engaging followers with compelling visuals, quotes, and narrative excerpts. The stories were accompanied by hashtags related to the CLICA project, climate action, and youth empowerment, helping to increase their visibility and shareability. In addition, the stories were cross posted in other social media accounts of groups related to sustainability and youth activism.

CLICA Young Climate Campaigners
21 Αυγούστου στις 12:37 π.μ.

🌱 CLICA Inspiring Stories 🌱

Meet Zahra, a young woman from Afghanistan whose journey has become a beacon of hope and action within her community. Zahra participated in CLICA's Youth Assembly and Open Lab, where she was inspired by the discussions and activities surrounding the European Green Deal.

Having lived in a refugee camp, Zahra saw firsthand the need for sustainable practices. She realized that promoting recycling could significantly improve living conditions and contribute to a healthier environment. Determined to make a difference, she became a local ambassador for the uptake of recycling activities among residents of the refugee camps.

Together with her peers, Zahra took proactive steps to raise awareness. They created and distributed eye-catching posters throughout the community, highlighting the importance of recycling and how residents could participate. Understanding the power of community engagement, Zahra and her peers organized small events to promote ideas about sustainability. These gatherings became a platform for sharing knowledge and fostering a sense of collective responsibility.

Zahra's story is a testament to the impact that one individual can have, even in challenging circumstances. Her commitment to the European Green Deal and her innovative approach to community engagement are paving the way for a more sustainable future. Zahra's journey reminds us that with passion and perseverance, we can all contribute to positive change.

For more information on CLICA, please visit the website: <https://www.clicayouth.com>

#europeangreendeal #egd #eu #sustainability #SDGs #sustainabledevelopment #activism #climateactivism #youth #youthactivism #youthactivists #climatejustice #erasmusplus #erasmus-hungary #cyprus #finland #greece #italy #spain #ireland #CLICA



CLICA Young Climate Campaigners
7 Αυγούστου

🌱 CLICA Inspiring Stories 🌱

Over the next few months CLICA will be sharing with you inspiring stories from our Young Climate Campaigners for the European Green Deal, across our seven partner countries. We will feature and elevate the voices of young people from Hungary, Greece, Cyprus, Finland, Italy, Spain and Ireland who participated in our project and are sharing their inspiring insights for the rest of our CLICA Community!

This inspiring story comes from PAOLO and EMILIANO from Anitrella who participated in @materahub activities. The two young men have for the past 3 years created a cultural gathering place in a rural area of central Italy. The Duck side has been a formidable ally for the CLICA project. Through workshops and assemblies, they have not only contributed through their creative and organizational skills, but have also learned more about sustainability and the importance of community involvement on these issues. They made their space available by allowing the Anitrella community to be part of the youth assemblies. Specifically, their favorite activities were the swap party and the fanzine workshop, where they discovered how more awareness can be established among the community about the circular economy and practices such as bartering.

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For more information on Matera Hub, please visit the website: <https://www.materahub.com>

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INSPIRING STORIES, CLICA PROJECT
Paolo and Emiliano
Anitrella (Italy)

CLICA Young Climate Campaigners
28 Αυγούστου στις 9:58 π.μ.

🌱 CLICA Inspiring Stories 🌱

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This inspiring story comes from LAURA who pa... [Δείτε περισσότερα](#)



INSPIRING STORIES, CLICA PROJECT
Laura

CLICA Young Climate Campaigners
10 Σεπτεμβρίου στις 6:55 π.μ.

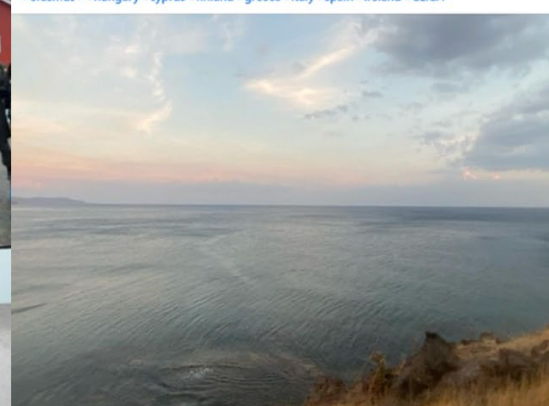
🌱 CLICA Inspiring Stories 🌱

Meet George, a young man from Lesvos, Greece, whose passion for the environment has transformed him into a local ambassador for the European Green Deal. After participating in LATRA's CLICA activities, George was deeply moved by the urgent need to conserve water and preserve marine ecosystems.

As he is a talented photographer with a keen eye for capturing the beauty and fragility of nature, he began documenting the water and marine ecosystems of Lesvos, from the crystal-clear waters of the Aegean Sea to the vibrant marine life that inhabits it. Along his journey, he collected stories from local residents who shared their experiences and concerns about environmental changes and challenges.

George's ability to combine his love for photography with his dedication to environmental conservation serves as a powerful reminder that everyone can contribute to a sustainable future, using their unique talents and passions.

#europeangreendeal #egd #eu #sustainability #SDGs #sustainabledevelopment #activism #climateactivism #youth #youthactivism #youthactivists #climatejustice #erasmusplus #erasmus-hungary #cyprus #finland #greece #italy #spain #ireland #CLICA



Screenshots from social media posts made by LATRA through CLICA's social media

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The stories were featured on the CLICA project's [learning platform](#) and [website](#). This online presence served as a central hub where visitors could read detailed accounts of the participants' journeys, watch related videos, and learn more about the project's objectives and outcomes.

CLICA Young Climate Campaigners
18 Σεπτεμβρίου στις 10:38 π.μ.

CLICA Inspiring Stories

This is the story of Sole, a facilitator in Asociacion Caminos's labs during the course of the CLICA project.

"The workshops in the detention centre for juvenile offenders have been very, very interesting. We have done a real social action to people who are totally, really excluded from society, young people who need a second chance and who are struggling to get it.

The group of youngsters are very grateful that we have implemented the workshops there. We have made a direct social action to people in need of support of all kinds. Not only have we given them information about the environment, climate change and activism, but we have also given them new tools to better manage their future actions".

#europeangreenddeal #egd #eu #sustainability #SDGs #sustainabledevelopment #artivism #cliameactivism #youth #youthactivism #youthactivists #climatejustice #erasmusplus #erasmus+ #hungary #cyprus #finland #greece #italy #spain #ireland #CLICA

CLICA Young Climate Campaigners
21 Σεπτεμβρίου στις 6:00 π.μ.

CLICA Inspiring Stories

This is the story of Kaisa, a facilitator in @hyvarilaininternational labs during the course of the CLICA project.

"The CLICA project was a good experience for our group and for me personally. Our group was encouraged and participated in all the workshops and the international camp. We were able to participate in a way that suited us, which was really great. I am glad that the young people dared to participate. They used creative ways to implement the themes and were part of the Finnish team's presentation. The young people learned about working together, working in different environments and being international. Sustainability was the basis of all the themes and the young people reflected and processed the topics. During the international camp, young people dared to speak English and join an international team. The project provided skills that are needed in life".

#europeangreenddeal #egd #eu #sustainability #SDGs #sustainabledevelopment #artivism #cliameactivism #youth #youthactivism #youthactivists #climatejustice #erasmusplus #erasmus+ #hungary #cyprus #finland #greece #italy #spain #ireland #CLICA



CLICA Young Climate Campaigners
23 Σεπτεμβρίου στις 12:00 π.μ.

CLICA Inspiring Stories

This is the story of Ulla, a facilitator in @hyvarilainuorisokeskus labs during the course of the CLICA project.

"As CLICA facilitator it was a unique opportunity to be involved with the Finnish group of slightly underprivileged youth (and later the international groups as well). For the Finnish group the primary learning outcomes of the project seemed to be to boost their self-esteem and give the youth moments of empowerment. Secondary goals were to increase knowledge about environmental citizenship, climate awareness, European Green Deal or more complex outcomes. I was proud to monitor this growth happening in baby steps. For both the youth group and us facilitators meeting the international groups was a meaningful experience. Finnish youth got to see how active and innovative young people can be, and how big an impact their actions can have".

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CLICA Young Climate Campaigners
5 ημ.

CLICA Inspiring Stories

Becky's Journey: Bridging Culture and Climate Action through Music and Dance
This story comes to us from our partner IMEALL in Ireland 😊

Becky is a musician, dancer, and producer from Connemara. Since joining Clica, she has had the opportunity to participate in and shape the project, while getting to know like-minded individuals who care about climate issues and express it in wonderfully creative ways. Since joining the project, Becky has learned how her culture, heritage, and language play a vital role in engaging the community in climate activism. She hopes to continue working with the collective to organise more community events in the future.

#europeangreenddeal #egd #eu #sustainability #SDGs #sustainabledevelopment #artivism #cliameactivism #youth #youthactivism #youthactivists #climatejustice #erasmusplus #erasmus+ #hungary #cyprus #finland #greece #italy #spain #ireland #CLICA



Screenshots from social media posts made by LATRA through CLICA's social media

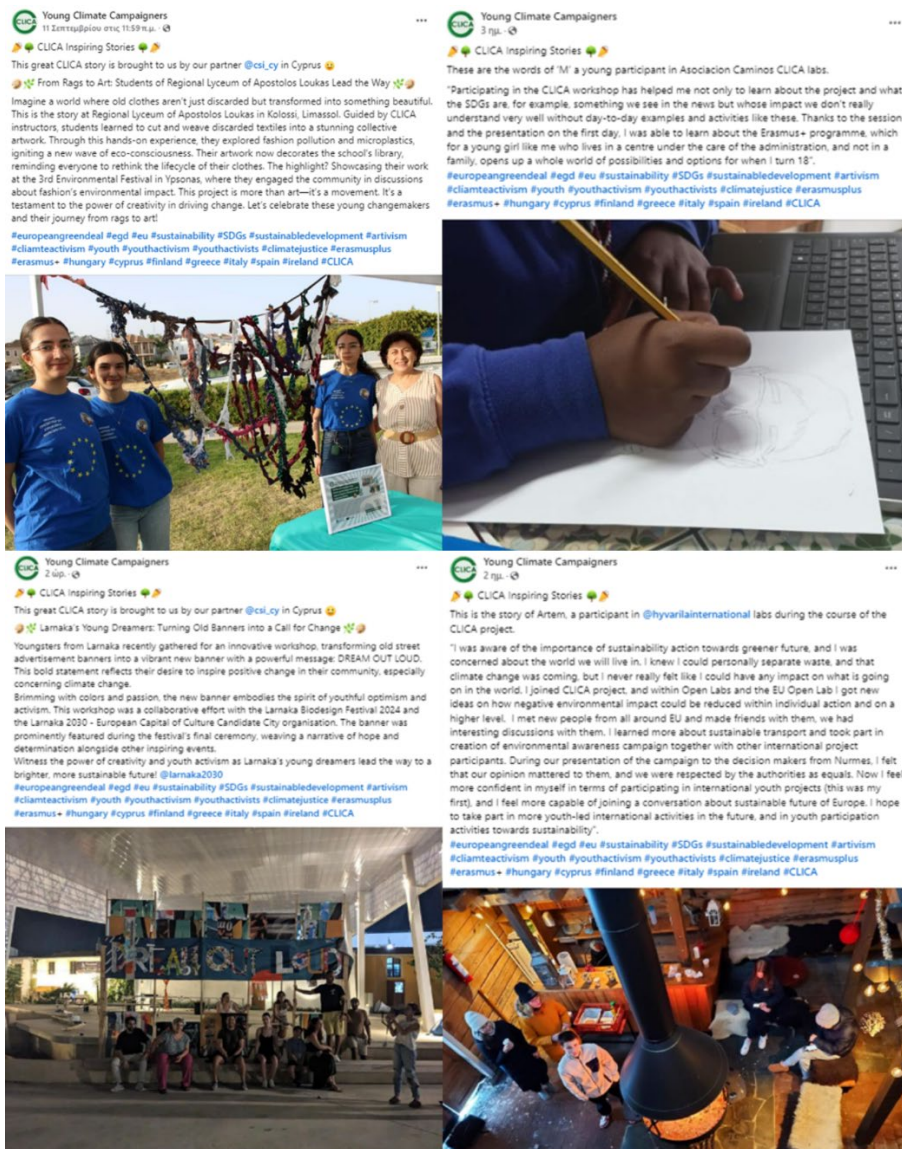
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The inspiring stories were included in newsletters sent to CLICA’s network of stakeholders, partners, participants, and supporters. The inclusion of these stories helped to keep the audience engaged and informed, while also serving as a call to action for further involvement. Targeted email campaigns were used to disseminate the stories to specific groups, such as policymakers, educators, and potential funders. The stories were tailored to resonate with these audiences, emphasizing the relevance of the CLICA project to their interests and priorities. The CLICA stories were used in presentations during workshops and seminars related to climate action, youth empowerment, and civic engagement. These stories provided real-world examples of how young people can make a difference, helping to inspire and motivate attendees to support or replicate similar initiatives in their own communities.



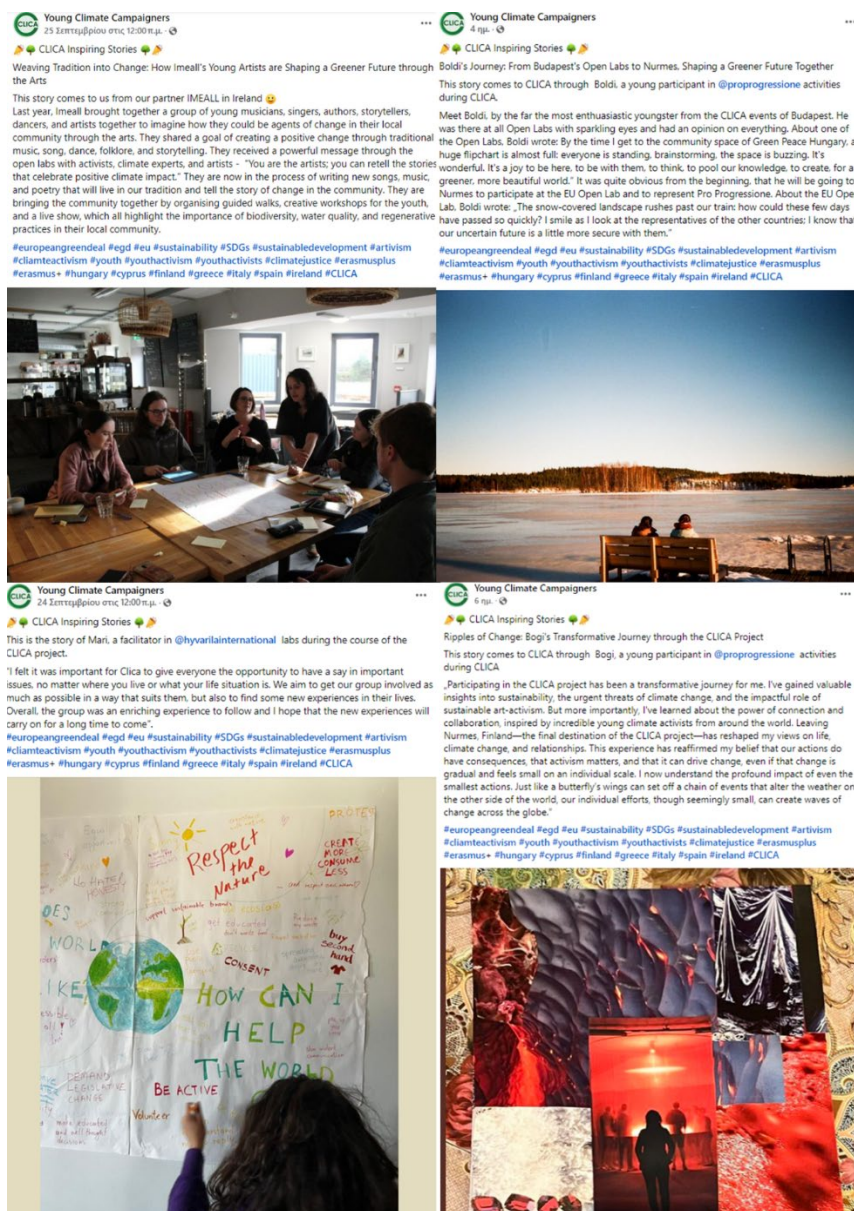
Screenshots from social media posts made by LATRA through CLICA’s social media

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The stories were shared with partner NGOs, educational institutions, and civic organizations. This collaborative approach helped to extend the reach of the stories and ensured they were seen by a diverse audience interested in youth engagement and climate action. The stories were also cross promoted with other related projects and initiatives, both within and outside the CLICA consortium. This cross-promotion helped to build synergies between different efforts and increased the overall visibility of the CLICA project. The stories were showcased in public exhibitions, often accompanied by photographs, videos, and other multimedia elements. These exhibitions were held in community centers, schools, and public spaces, allowing local communities to engage with the stories in a more immersive way.



Screenshots from social media posts made by LATRA through CLICA's social media

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Level of engagement

Following the dissemination of the CLICA Inspiring Stories across various platforms, and to assess the consortium's engagement with the CLICA Inspiring Stories, a feedback survey was distributed to the 7 participating organizations. The survey included 11 Likert-scale questions, allowing respondents to rate their likelihood of utilizing the stories across various contexts, including ongoing storytelling, long-term communication, and audience engagement. The scale ranged from 1 (least likely) to 5 (most likely). Additionally, an open-ended question was provided for organizations to offer further insights or suggestions regarding the use of these stories. The responses were collected, analyzed, and converted into percentage distributions to assess overall trends and levels of engagement among consortium members.

Based on the results gathered after conducting the feedback survey, the actual KPI for engagement with CLICA's Inspiring Stories was recorded at +4.00, exceeding expectations. This result demonstrates the project's success in engaging stakeholders and ensuring that its impact resonated across various platforms.

Question	Level of engagement
1. How likely are you to utilize these inspiring stories as storytelling tools within your organization on an ongoing basis?	+3.86
2. How likely are you to integrate these stories into your organization's long-term communication and advocacy materials?	+4.00
3. How likely are you to use these stories in future presentations, workshops, or educational programs?	+4.29
4. How likely are you to incorporate these stories into future projects or initiatives within your organization?	+4.00
5. How likely are you to collaborate with other organizations to further promote these stories and ensure the project's ongoing impact?	+4.14
6. How likely are you to adapt or modify these stories for use in specific local or national contexts to ensure their relevance over time?	+4.29
7. How effectively did the CLICA Inspiring Stories align with your	+4.43

organization’s mission and objectives?	
8. To what extent do you believe these stories will help your organization build or strengthen relationships with stakeholders (e.g., policymakers, educators, community leaders)?	+3.43
9. How satisfied are you with the quality and relevance of the stories to your organization’s target audience?	+4.00
10. How effective do you think these stories are in inspiring action and engagement among your organization’s audience?	+4.00
11. How responsive has your audience been to the CLICA Inspiring Stories shared by your organization?	+3.57

The survey results demonstrate a strong overall engagement with the CLICA Inspiring Stories among consortium members. 3 out of 7 respondents indicated the highest likelihood (5) of using the stories as ongoing storytelling tools, while 2 out of 7 showed a strong commitment by rating this likelihood at 4. Similarly, 3 out of 7 respondents expressed the highest likelihood (5) of integrating the stories into their long-term communication and advocacy strategies. 5 out of 7 organizations stated they plan to use the stories in future presentations, workshops, and educational programs. This widespread enthusiasm highlights the stories' relevance and value as tools for engagement and advocacy.

When asked about the alignment of the stories with their organization's mission and objectives, 4 out of 7 respondents felt that the stories aligned very well with their missions and objectives, while 3 out of 7 respondents believed the stories were highly effective in inspiring action and engagement among their audiences.

While the survey results overwhelmingly indicate strong engagement with CLICA’s Inspiring Stories, there was a notable instance where one respondent provided a lower rating regarding the likelihood of utilizing the stories in future initiatives and audience responsiveness, suggesting the stories did not resonate as strongly with all audiences. This respondent also provided constructive feedback in the open-ended question, including concerns about the current format of the stories, which they felt could limit their long-term usefulness. This feedback is invaluable, as it highlights areas where improvements can be made to ensure the stories resonate more broadly and have a lasting impact.

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To address this challenge, we have engaged with the respondent to better understand their concerns. To provide a solution, we discussed ways to adapt the stories to meet their needs, offering advice on modifying the stories' format to enhance their relevance and potential for engagement. By understanding this feedback and with the aim to continuously improve the project's outcomes and ensure that all partners find the stories useful in their ongoing efforts, the following section outlines practical next steps that partners and stakeholders can take to further amplify and utilize the CLICA Inspiring Stories. These actions aim to maximize the stories' reach and effectiveness in driving climate action and advocacy.

Next steps

Below the authors list a number of actions that partners and stakeholders can take towards utilising and amplifying the CLICA Inspiring Stories.

- ✓ The stories can be included in policy briefs and advocacy materials presented to local, national, and EU policymakers. These materials can use the stories to demonstrate the real-world impact of youth-led climate action and to advocate for policies that support similar initiatives.
- ✓ The stories can be shared during meetings and consultations with policymakers, helping to humanize the issues being discussed and highlighting the importance of youth perspectives in shaping climate and sustainability policies.
- ✓ The stories can be adapted into digital storytelling formats, such as interactive web pages or multimedia presentations, which allows users to explore the narratives in a more engaging way. These digital projects often included elements that enhanced the storytelling experience.
- ✓ The stories can be integrated into educational materials and case studies used in schools, universities, and training programs. These materials can be designed to teach students about climate change, sustainability, and the importance of civic engagement, using the CLICA stories as relatable and inspiring examples.



Conclusion

The CLICA project has proven to be a remarkable initiative, successfully fostering a youth-led movement toward climate action, especially among young people in geographically and socially marginalized communities across Europe. By creating hybrid spaces for co-creation and dialogue between youth, artists, scientists, and policymakers, CLICA has amplified the voices of young individuals at the frontlines of the climate crisis, empowering them to become agents of change, and strengthening their agency in addressing local and European challenges.

The CLICA Inspiring Stories have played a pivotal role in documenting and sharing these transformative experiences, showcasing how creative activism and youth engagement can lead to meaningful change. These stories, which capture personal journeys of growth, resilience, and empowerment, have resonated with audiences across Europe through social media, public exhibitions, and educational platforms. By connecting local narratives with EU-wide initiatives, the stories have demonstrated the impact of youth-led climate action, offering valuable insights into how informal learning and civic expression can influence policy and societal shifts. The dissemination of these narratives through multiple platforms—social media, exhibitions, and educational programs—has demonstrated the potential of creative storytelling to inspire action and foster dialogue among young people, policymakers, and communities.

Engagement with the CLICA Inspiring Stories has been overwhelmingly positive, as evidenced by the consortium survey, which highlighted their effectiveness in inspiring further dialogue, collaboration, and advocacy. The majority of consortium members expressed a strong commitment to integrating these stories into long-term communication strategies, workshops, and educational programs. While a few challenges remain in adapting the stories to specific contexts, the overall impact and reach have been significant, with many stakeholders eager to continue utilizing these narratives to promote climate awareness and youth empowerment.

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Looking ahead, the CLICA project and its inspiring stories will continue to serve as vital tools in driving climate action, fostering collaboration, and building a more inclusive and sustainable future for all. By sharing these stories with policymakers, educators, and communities across Europe, CLICA will ensure that the voices of young people are both heard and integrated into the broader framework of climate policy and action.

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