CLICA - Young Climate Campaigners for the European Green Deal
Project No: 2022-1-HU01-KA220-YOU-000086661

WP5 – A47 Website and other sharing and promotion tools
15/03/2023
Prepared by: LATRA

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CLICA - Young Climate Campaigners for the European Green Deal
Work Package 5 – A47 Website and other sharing and promotion tools

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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 artivism -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: Website and other sharing and promotion tools (A47)

The Website and other sharing and promotion tools (A47) focused on creating communication channels for CLICA and maximising their impact over the course of the project. This report provides details about CLICA's communication channels, with a particular focus on the Key Performance Indicators concerning the communication and dissemination activities undertaken in the context of WP5.

Project website

LATRA, as the leader of WP5, ensured that the communication channels for CLICA were robust, interactive, and aligned with the project's overarching goals of youth empowerment, sustainability, and community engagement. The CLICA project website (https://www.clicayouth.com/), became a central hub for all project-related activities, communications, and resources.

The design of the website was intentional, with a primary focus on reflecting CLICA's

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environmental objectives and the European Green Deal's spirit of sustainability. By using green tones, the website communicated more than just information; it embodied the principles of environmental consciousness. The visual identity of the website was carefully chosen to evoke feelings of nature, renewal, and the urgent need for climate action. This choice helped to forge a psychological connection with users, especially young people, who associate green with sustainability efforts.

At the same time, the design ensured accessibility and inclusivity, two critical principles for any successful communication platform. LATRA integrated features such as clear fonts, high-contrast colors, and responsive design to ensure the website was accessible to all, including individuals with visual impairments or those accessing the site from mobile devices.

The website is also connected to CLICA's social media channels, allowing seamless cross-promotion. These platforms, such as Facebook and Instagram, served as extensions of the website, offering quick updates, visual content, and ways to engage with the project on a daily basis. By integrating social media links throughout the website, LATRA ensured that the project could reach a wider audience and foster continuous interaction, particularly with younger users who rely on social media for information.

Understanding that the primary audience of CLICA is youth, LATRA focused on making the navigation quick and engaging. The homepage immediately provides a snapshot of what the project is about, and clear calls to action lead users to explore deeper into the site. The user journey was designed to be intuitive, ensuring that visitors could easily move between sections, discover resources, or find out more about the CLICA platform where they could engage in interactive activities.

The website included the following main sections:
Home page: The home page is the landing point for all users and serves as an introductory space. It features brief overviews of the project, and prominent links to the most important sections of the site. The design of the home page ensures that visitors—particularly youth—

immediately understand the relevance of CLICA to their lives and climate activism.

About section: This section provides a comprehensive introduction to the CLICA mission, offering details about the goals, partners, and thematic focus on sustainability and youth engagement with the European Green Deal. It outlines how CLICA empowers young people to take action, particularly in rural and peripheral regions of Europe, which are disproportionately affected by climate change.

Partners section: Collaboration is at the heart of CLICA, and the partners section highlights the organizations that contribute to the project's success. Each partner is presented with a short biography explaining their role in the project, along with links to their websites and social media channels, facilitating networking and cross-promotion. This section emphasizes transparency and showcases the diversity of expertise that supports CLICA.

Platform section: This section of the website leads to one of the most dynamic parts of the project, the CLICA platform (https://youngclimatecampaigners.com/) which is a space dedicated for youth participants to engage in activities, share results, and communicate with each other via assemblies. It acts as a virtual meeting point for the youth community, fostering interaction and the exchange of ideas. This feature ensures that CLICA is not just a passive project but one that continuously engages and involves its participants.

Contact section: The contact form within this section allows stakeholders, youth participants, and visitors to reach out to the communications team with questions, feedback, or requests for information. This form is designed to be simple and accessible, encouraging two-way communication between the project team and its audience.

News section: The news section of the website is regularly updated with information about CLICA's activities, milestones, and events. This includes announcements about upcoming workshops, youth assemblies, project achievements, and relevant updates on the European Green Deal. The news section is designed to keep stakeholders, and the public engaged with

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real-time updates and developments in the project.

Downloads section: This section provides an easy-access repository for all downloadable resources. Key documents such as the project's methodology, communication plans, and reports can be accessed here, making it a resource-rich area for those looking to explore the project's outputs.

LATRA's strategy in building the website was not only to support the project during its active phase but to create a resource that will continue to serve as a **knowledge hub** for years to come. The idea is that even after CLICA's completion, the website will remain active for two years, continuing to offer tools, resources, and updates to future generations of youth activists and educators. The CLICA platform, which will continue to be linked via the website, is expected to evolve into a permanent youth community space, supporting ongoing engagement and climate action initiatives well beyond the project's funded period.

Social media channels

LATRA recognizes the importance of social media as a powerful tool to connect with and engage its diverse audience, particularly the younger generation who are key drivers of the project. CLICA actively engaged with its audience through various social media platforms, including **Facebook** (https://www.facebook.com/clicafb/) and **Instagram**(https://www.instagram.com/clica_youth/). Each platform played a unique role in amplifying the project's impact, tailored to meet the preferences, habits, and needs of its target audience.

Facebook served as one of the primary communication channels for CLICA, catering to a broader audience that included not only youth but also educators, policymakers, NGOs, and the general public. This platform was leveraged for sharing in-depth project updates, event invitations, and important announcements. It allowed for long-form content, such as news articles, project reports, and detailed posts on CLICA's achievements and initiatives.

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Facebook's engagement tools, such as events and group features, made it easy for the project team to organize and promote workshops, assemblies, and other CLICA events. Additionally, Facebook was an ideal space for interactions with community groups, facilitating discussions and collaborations with stakeholders, youth organizations, and climate activists.

Instagram is a visual-centric platform that resonates more with youth audiences, especially those aged 18-30. CLICA used Instagram to share engaging visual content, such as photos, videos, infographics, and stories that highlighted project activities and the personal stories of youth involved in climate action. By using Instagram's popular features like stories, reels, and IGTV, CLICA posted behind-the-scenes moments, spotlight young activists, and shared interactive content that encourages immediate engagement. Instagram's strong visual focus made it perfect for showcasing artivism projects, environmental art, and the creativity of young people participating in CLICA activities. Posts often included calls to action, encouraging youth to participate in events, join climate action efforts, and contribute their own creative works related to sustainability.

CLICA's social media platforms were used for sharing information and were designed to be interactive and engaging. These channels allowed for two-way communication, enabling followers to comment, share, and interact with posts, thereby creating a sense of community around the project.

Social media were used to provide real-time updates on the project's activities, ensuring that followers were always informed about the latest CLICA initiatives. For example, key updates on the European Youth Assemblies, local workshops, or important project milestones were shared to keep the community engaged and up to date. Posts were crafted to capture attention with eye-catching visuals and compelling captions that reflect the urgency and importance of climate action.

By frequently posting photos and videos of ongoing activities, such as youth assemblies, artivism projects, or community-led environmental cleanups, CLICA provided its audience with

a visual narrative of the project's progress. Followers could see firsthand how youth were taking action, which not only promoted transparency but also inspired others to join the cause. The following hashtags were used to accompany social media posts and draw attention to our content: *#europeangreendeal #egd #eu #sustainability #SDGs #sustainabledevelopment #artivism #cliamteactivism #youth #youthactivism #youthactivists #climatejustice #erasmusplus #erasmus+ #hungary #cyprus #finland #greece #italy #spain #ireland #CLICA*

On both platforms, visual storytelling was central to CLICA's social media communication strategy. Whether through photos of environmental art created by youth or youth assemblies and workshops, the project used visuals to convey its message in a way that resonated emotionally and culturally with the audience. Instagram, in particular, allowed CLICA to share dynamic, real-time content that captures the energy and passion of youth climate activists in action.

CLICA's social media strategy also included targeted advertising and boosting posts to expand its reach beyond organic followers. By using paid promotions, particularly on Facebook, CLICA targeted specific demographics, such as youth from rural or disadvantaged areas, who may benefit from participating in the project's initiatives. The aim was to amplify the project's message and recruit more youth participants, ensuring that the European Green Deal and climate action were accessible to all.

Additionally, social media posts were carefully timed and tailored to match the activity peaks of the target audience. Insights gathered from analytics tools allowed the CLICA team to schedule posts at optimal times, ensuring that the content reached as many users as possible. Beyond one-time updates, CLICA's use of social media was designed to foster a long-term relationship with its audience. By responding to comments, engaging with followers' content, and sharing user-generated stories, the project created a sense of community and collaboration. Social media acted as a continuation of the hybrid spaces created in CLICA's on-the-ground events, offering a digital extension where young people could continue to connect,

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share, and inspire each other.

The authors outline below the content that was communicated and disseminated via CLICA's social media channels. Only a brief outline is offered in the context of this report, as this has been documented extensively in report A46 Sharing and Promotion Plan.

- Educational resources for educators, youth organizations, and community leaders.
- Storytelling Content in the form of personal stories of youth participants in CLICA's activities.
- Impact narratives that showcase the real-world change resulting from CLICA's activities.
- Promoting Youthpass in a clear, accessible, and engaging way, enabling participants to fully understand its value.
- Other EU Projects and Citizen Initiatives that align with its focus on youth empowerment, climate action, and sustainability.
- News on Youth Activism in order to connect our youth audience with the broader youth climate activism movement both within Europe and globally.

Partner contributions to social media and website sharing

Each partner adapted CLICA's central communication themes to suit the specific contexts of their regions. Using their national and local social media channels (such as Facebook, Twitter, Instagram, and LinkedIn), partners shared localized content in their own languages, making it more accessible to their communities, and ensuring that content resonated with their audience and was inclusive of different cultural nuances.

Partners contributed by promoting key CLICA outputs, such as toolkits, educational resources, and success stories, through their own websites and social media channels. By integrating CLICA content into their communication plans, partners ensured that their existing networks of stakeholders, followers, and community members were exposed to the project. Many

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partners featured CLICA prominently on their own websites, either through dedicated sections or by regularly posting updates about CLICA's progress, outputs, and upcoming events. Some partners created news articles, blog posts, and event announcements to engage their audiences with CLICA content. Partners also shared CLICA resources such as toolkits and educational materials on their platforms, encouraging youth organizations and educational institutions within their networks to use these materials in their own climate education programs.

Partners worked together to develop and share impact stories about how CLICA was making tangible differences in their regions. Some partners took additional steps by engaging with local and national media outlets to raise awareness of CLICA and its initiatives. These media efforts helped to broaden the audience for CLICA beyond social media, reaching more traditional forms of media consumers. Partners encouraged youth participants to create their own content, such as blog posts, vlogs, and art pieces, which were then shared through social media and partner websites. This youth-driven content was vital in ensuring that the voices of participants were central to the project's promotion.

Each partner was responsible for tracking the impact of their dissemination efforts through social media analytics and reports. Data collected from these activities, such as engagement rates, reach, and audience demographics, were compiled and shared with LATRA to evaluate the effectiveness of the project's overall communication strategy.

Partners regularly monitored their performance using tools like Facebook Insights, Instagram Analytics, and Google Analytics to track the reach and engagement of their posts. This data was shared with the lead partner to measure progress and refine the communication approach as needed.

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# Key Performance Indicators of WP5 & Insights on the KPIs

The following table presents the Key Performance Indicators for WP5 in regards to website and social media engagement. The table presents the KPIs stated in the Grant Agreement and also details the KPIs achieved through CLICA's website and social media, as well as those of the consortium partners.

KPI description	KPI in Agreement	KPI via CLICA's media	% of KPI achieved
Nr. of website visits	500+	2210	+442%
Nr. of downloads	50+	63	+26%
Most visited pages	at least 3 different pages	5	+67%
Nr. of followers/friends in social media	300+	3600	+1200%
Nr. of clicks in social media	300+	424	+141%
Nr. of likes in social media	100+	392	+392%
Nr. of shares in social media	50+	134	+268%
Nr. of comments in social media	50+	215	+430%

Table presenting the KPIs stated in the Grant Agreement and the KPIs achieved via CLICA's social media and other web channels

Both the website and the social media channels managed to reach and engage citizens beyond the 7 partner countries. As anticipated the rate of engagement was higher in the 7 partner countries, nonetheless citizens in 8 additional EU countries (Croatia, Poland, Germany, France, Czech Republic, Sweden, Netherlands, Austria, etc.) engaged with the CLICA website and social media channels. Besides Europe, the channels found an audience in 13 additional

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countries across the world (US, India, Turkey, UK, China, Canada, Romania, etc.).
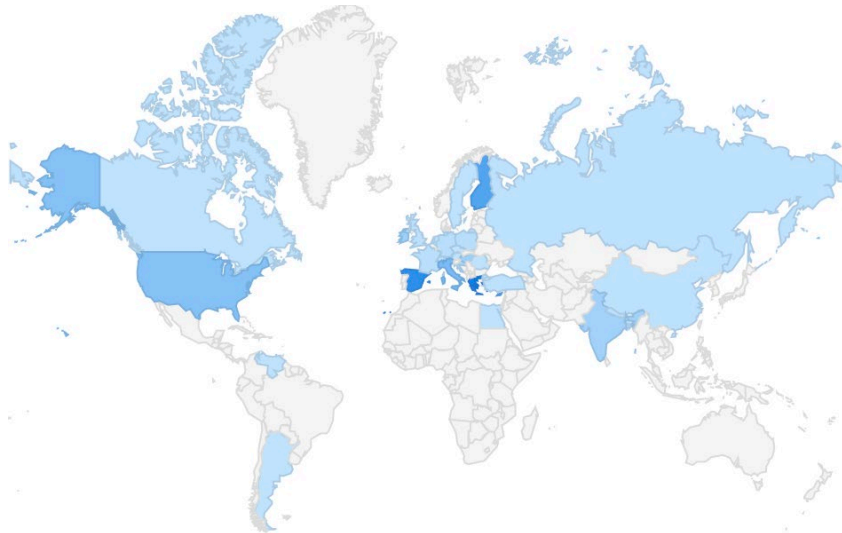
Visual representation of the engagement and reach of the project's social and web media both within and outside the European Union.
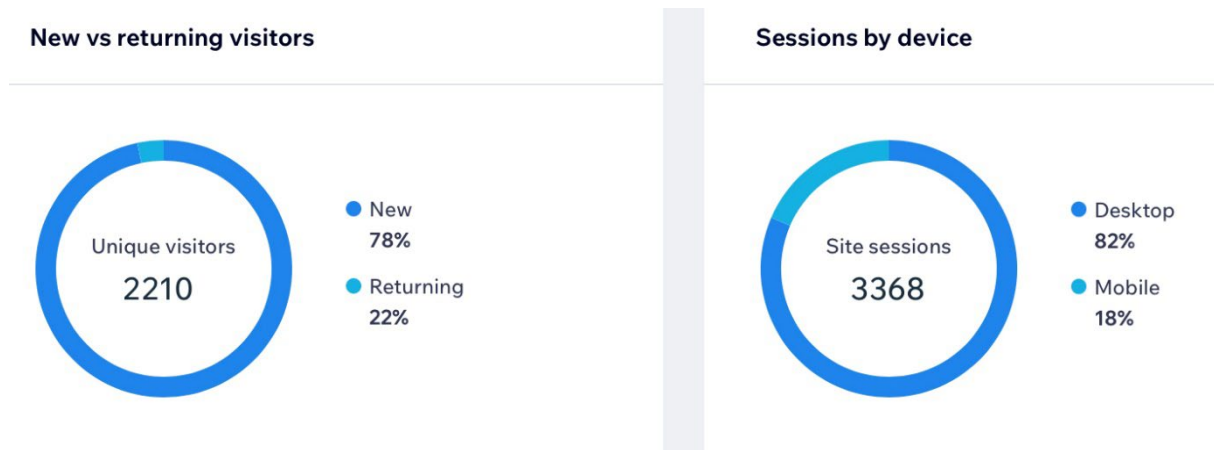
More than 75% of website visitors were new visitors, while the website showed a high percentage (>20%) of returning visitors. More than 80% of users accessed the website via a

desktop, which assisted in diverting the audience to the CLICA platform which was a desktop-only application.

New vs returning visitors

Unique visitors
2210

- New
  78%
- Returning
  22%

Sessions by device

Site sessions
3368

- Desktop
  82%
- Mobile
  18%

Visual presenting the new and returning visitor to the website, as well as the device used to access the project's website.

The audience in social media showed that female users engaged more (64%) with the content as opposed to male users (36%). 33% of the audience belonged in the age range of 18-24, 36% in the age range of 25-34, while the remaining percentage was more so concentrated on the 35-44 age range, with percentages after that age dropping significantly. The audience was almost equally situated in urban metropoles as they were in peripheral regions.

Over a period of 2 years, more than 100 posts were made in each of CLICA's social media channels (totaling 200 posts) which averages to 2 posts per week. 65% of the posts regarded CLICA's outputs or activities, 15% of the posts regarded youth-focused climate news, 15% of the posts were promoting the use of the Youthpass, and 5% of the posts regarded other related EU projects.

Some of our most successful outputs were (i) managing to disseminate CLICA's open call to more than 1 million EU citizens (ii) managing to create more than 90.000 impressions with our social media presence (iii) attracting more than 3000 followers in social media.

The most engaging social media posts proved to be the ones conveying messages from youth

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either in the form of inspiring stories (look at report A49 CLICA Inspiring Stories) or personal narratives and conveyance of experiences through the CLICA activities. The WP lead managed to successfully translate the engagement with those posts into CLICA page followers.

Next steps

As the lead of WP5, LATRA has outlined the following next steps to ensure the ongoing maintenance and legacy of CLICA's website and social media channels:

- The CLICA website will remain active and regularly updated for at least two years beyond the project's completion. This includes performing technical maintenance, fixing any issues, and ensuring the site remains accessible to all users. Archiving key documents—such as reports, toolkits, zines, and other outputs—will allow future visitors to easily access these resources even after the project has officially concluded.

- LATRA will continue to feature new stories highlighting the continued impact of CLICA's initiatives. Updates on projects carried out by CLICA alumni will be regularly posted, demonstrating how the project's influence continues to inspire and drive youth climate action.

- New learning opportunities, including workshops, events, and webinars, will be promoted on the website and social media channels. These opportunities could involve partnerships with universities or NGOs that continue to support youth-driven climate initiatives.

- CLICA's social media platforms will remain active, promoting both new and ongoing EU-funded youth and climate projects. These channels will continue to serve as a central hub for youth-led climate action across Europe, ensuring the momentum of CLICA's mission endures.

- LATRA will feature new collaborations and youth climate initiatives, including projects inspired by CLICA or led by its participants. This will foster ongoing youth involvement and amplify the reach of their work.

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- LATRA plans to partner with other organizations or initiatives to co-host social media campaigns focused on youth activism and environmental sustainability. These campaigns may include climate challenges or online events that mobilize youth and continue the mission of artivism and climate action across digital platforms.

Conclusion

The communication and dissemination efforts undertaken in the context of WP5, have successfully expanded the project's reach beyond the seven partner countries, engaging citizens from across Europe and even globally. With strategic use of social media, a user-friendly website, and targeted content, CLICA has managed to foster a growing community of youth climate activists, educators, and stakeholders, united in their pursuit of a sustainable future.

As the project moves beyond its funded period, the next steps focus on sustaining CLICA's impact. By maintaining the website, social media channels, and continuing to share stories and new initiatives, CLICA will remain a valuable resource and platform for youth climate action. The project's legacy is clear: young people, even from the most remote corners of Europe, have the creativity, drive, and influence to make meaningful contributions to the European Green Deal and the global fight against climate change. CLICA's story is just beginning, and its continued impact will be felt for years to come.

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