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GREENER GREEN

A19 Creation and Animation of Social Media

Developed by Blue Room Innovation

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1. Introduction

In a world undergoing constant transformation, where demands and consumption patterns continually challenge the limits of our planet's natural resources, the resulting environmental footprint weighs significantly on the future of upcoming generations. In this context, the Greener Green project emerges as an imperative initiative, underscoring the urgency to rectify harmful habits and take concrete measures to counteract climate change.

Greener Green stands as a beacon of hope in the fight against environmental degradation, aiming to instill ecological values from an early age. This report outlines the current phase of the project, focusing on the development of tools and platforms that will enhance its impact over the next 24 months. The initiative not only positions itself as a response to current environmental challenges but also as a tangible commitment to drive real change in collective awareness and sustainable practices.

The Crucial Role of Social Media in Greener Green

In the interconnected era we live in, the effective use of digital platforms becomes an essential tool to amplify messages, raise awareness, and ultimately instill sustainable habits among school-aged youth. Social media provides a global reach that enables direct connection with diverse and dispersed audiences. Greener Green utilizes these platforms to engage directly with local communities, schools, teachers, families, and other stakeholders worldwide.

Active interaction and audience participation are encouraged through platforms like Facebook. Interactive posts, contests, and engaging content involve users, fostering an ongoing dialogue about ecological practices and the importance of sustainability. The speed and accessibility of social media enable the effective amplification of Greener Green's key messages. Environmental awareness, project



goals, and achievements are immediately disseminated, creating a lasting impact on the audience.

Beyond mere information dissemination, Greener Green actively uses social media to influence the formation of sustainable habits. Through educational content, challenges, and incentives, the project employs these platforms as powerful tools to shape positive behaviors from an early age.

In conclusion, social media is not just a communicative tool in the Greener Green project; it is a fundamental pillar for achieving its goals. Global connection, active interaction, key message amplification, influence on habit formation, and the creation of a sustainable community highlight the strategic importance of social media in Greener Green's mission.

Communication Objectives

Promoting ecological lifestyles among school-aged youth is a public health imperative, given the alarming increases in international diseases in recent decades. Greener Green takes a positive approach, elevating the GG concept to rectify demonstrably harmful habits. The dissemination aims to understand factors that promote or hinder the adoption of the concept, appealing to a conceptual framework of social innovations.

Target Audience: Key Publics

The project's objectives encompass a global challenge, specifically targeting primary school students (ages 6 to 12), teachers, families, and local communities. Greener Green's ambition is reflected in the inclusion of all stakeholders in the ecological field, paving the way for a sustainable lifestyle. The strategic choice to focus on youth and future generations resonates with lessons learned from previous social experiments, demonstrating that investments should be directed toward these population segments.



The project's success is measured in its ability to engage diverse stakeholders. The stakeholder ranking highlights the relevance of schools, students, teachers, parents, the Ministry of Education, municipal education and social administrations, education stakeholders, training centers, policymakers, and NGOs. The dissemination strategy diversifies at local, regional, national, and European levels to maximize reach.

Key Messages

Greener Green aims to boost environmental and climate awareness, setting standards for "green schools." Projecting multidimensional outcomes through active intervention in European schools emphasizes the pursuit of measurable impact to ensure long-term sustainability.

Social Media Platforms:

The social and digital fabric of the Greener Green project intertwines in a strategic network, with Facebook as its backbone for global interaction and the web serving as its fundamental space for disseminating crucial content. Beyond a mere choice of platforms, this strategy testifies to careful planning to maximize online presence and audience engagement.

Facebook, a platform serving as the epicenter of global interaction. The choice of Facebook is not arbitrary; its massive reach and ability to foster active interaction give Greener Green the opportunity to connect with diverse audiences, from local communities to individuals scattered worldwide. Greener Green's Facebook page stands as a dynamic and participatory space, sharing not only news and updates but also challenges, inspirational stories, and interactive content that invites the audience to be an active part of the shift toward a more sustainable life.



Simultaneously, the web proves to be an essential platform for publishing and organizing crucial content. It functions as a comprehensive resource center, housing newsletters, photos, videos, PDFs, events, and relevant data. This structure allows Greener Green to consolidate its online presence and provide the audience with easy and centralized access to valuable information about the project and its mission. Greener Green's website is not just a static showcase; it is conceived as a dynamic and evolving space. Its intuitive design and content architecture facilitate navigation, providing visitors with an immersive experience that goes beyond basic information and delves into project details, achievements, and projections.





In addition to the central presence on Facebook and the web, each partner actively contributes to the social media strategy through their individual channels. This decentralization not only expands the project's reach but also reflects the diversity of approaches and perspectives within the Greener Green alliance.



Partner engagement on their social platforms strengthens the collective presence of the project, reaching specific audiences and contextualizing Greener Green's mission in local and regional environments. This decentralized approach is a testament to the collaborative and diverse nature of the project.

The diversity of content flowing through these platforms creates a sustainable information universe. Newsletters revealing progress, photos capturing impactful moments, videos inspiring action, PDFs delving into research, events mobilizing the community, and relevant data supporting the cause all converge to form a coherent and powerful narrative.

Facebook Page Indicators

The efficacy of our social media strategy becomes apparent when examining the metrics on our Facebook page, visually represented through impactful screenshots. These statistics serve as a tangible testament to the project's substantial influence and underscore the triumph of our communication strategy in heightening public awareness. Through a meticulous analysis of these indicators, it is evident that our approach has not only resonated effectively but has also played a crucial role in achieving our overarching goals by fostering widespread recognition and engagement.





Resumen de la página

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Últimos 28 días

Interacciones

Descubrimiento

Alcance de las publicaciones	579
Interacción con las publicaciones	217
Nuevos Me gusta de la página	6
Nuevos seguidores de la página	7

Reacciones	18
Comentarios	12
Veces compartido	3
Visualizaciones de fotos	3
Clics en enlaces	0

- *Highlight: Greener Green's Facebook Giveaway*

A significant milestone in the social media strategy is the giveaway conducted through Greener Green's Facebook page. This event, which raffled sustainable urban gardens, generated massive reach and attracted new followers, consolidating the visibility and relevance of the project.



In conclusion, this report emphasizes the critical importance of social media in spreading Greener Green's message and how we have created various animated social media content. Below, you can observe different content from the website.



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Annex 1: A19 Creation and animation of social media

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SCHOOLS' MILESTONES OF GREEN ACHIEVEMENTS



GREENER SCHOOL

5 key questions
for schools' green rating!



1

EDUCATIONAL
GREEN SPACE



2

SUSTAINABLE
RESOURCES



3

WASTE
MANAGEMENT



4

PROMOTE
GREEN EVENTS



5

GREEN TRAINING
PROGRAMME



Ready for a greener school?

Are you Green? Or ...

GREENER GREEN

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