



European Youth Information Day 2020

#EYID2020

On 17th April, ERYICA , together with our members, will celebrate the **European Youth Information Day** all over Europe.

The EYID slogan proposed for 2020 is the following:

Climate changes, truth does not.

Stay informed. Check for yourself.

The aim of the campaign is to invite young people to **reflect critically and encourage youth advocacy** about one of the hottest topics of the new decade: **the climate emergency**.

It is a fact that climate change is affecting our ecosystems and the way we live. The climate crisis has also turned into a crucial source of global action and protest among young citizens. Through initiatives such as Fridays for Future, young people have taken ownership of this fight and protest against the lack of action on the climate emergency.



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Ahead of the UN COP25 Climate Change Conference in Madrid 2-13 December, the European Parliament approved a resolution declaring a climate and environmental emergency in Europe and globally. They also want the European Commission to ensure that all relevant legislative and budgetary proposals are fully aligned with the objective of limiting global warming to under 1.5 °C.

In a separate resolution, Parliament urges the EU to submit its strategy to reach climate neutrality as soon as possible, and by 2050 at the latest, to the UN Convention on Climate Change. MEPs also call on the new European Commission President Ursula von der Leyen to include a 55% reduction target of greenhouse gas emissions by 2030 in the European Green Deal.

Despite the fact that scientists have been warning about the consequences of climate change for decades, there are still sceptics that question or deny the climate crisis. At the same time, disinformation and hoaxes on the human impact on climate and nature are spread all over social media and the Internet.

The **aim of the EYID 2020 campaign** is to:

- Raise awareness about the importance of checking the facts and paying attention to information sources.
- Empower young people to check that this problem is real for themselves, and that they can observe it in any place near them, in their own country, city or village.
- Encourage young people to get informed on the latest news, facts and research about the climate emergency and what can be done.
- Support young people in finding ways of reducing their impact on the environment and encourage them to take action and spread the word.

This campaign is a joint effort between **ERYICA & youth information services** and **young people**. The subtitle is a clear call to action for both:

- ***Stay informed***

Youth information services have a duty to provide youth with the tools and resources needed to learn how to check sources of information, spot disinformation and spread information in a responsible way.

- ***Check for yourself***

Young people should feel empowered to proactively check out the world that surrounds them, experiment, draw their own conclusions and take action.

Campaign Development



PHASE I

Through a series of **images and videos**, provided by ERYICA, we are going to show different locations all over the globe that have started experiencing changes in the way they live and interact with the environment.

Floods, droughts, temperature increase, changes in the length of the seasons, air pollution, etc. are just some of the phenomena that are happening so often around us and increasing in frequency.

All the videos and pictures will be linked to **different news stories** appearing in local, national and international newspapers, which have talked about the climate crisis over the past few years or that are currently referring to it. The idea is to invite young people to an action-reaction reflection: check the different sources of information and, at the same time, find and assess other sources by themselves.

When posting these materials, ERYICA will tag and encourage **international governments** to take action on it.



*People cool down in the fountains of the Trocadero gardens in Paris, Thursday July 25, 2019, when a **new all-time high temperature of 42.6 degrees Celsius (108.7 F)** hit the French capital.*

AP News- July 25, 2019 (AP Photo/ Rafael Yaghobzadeh)



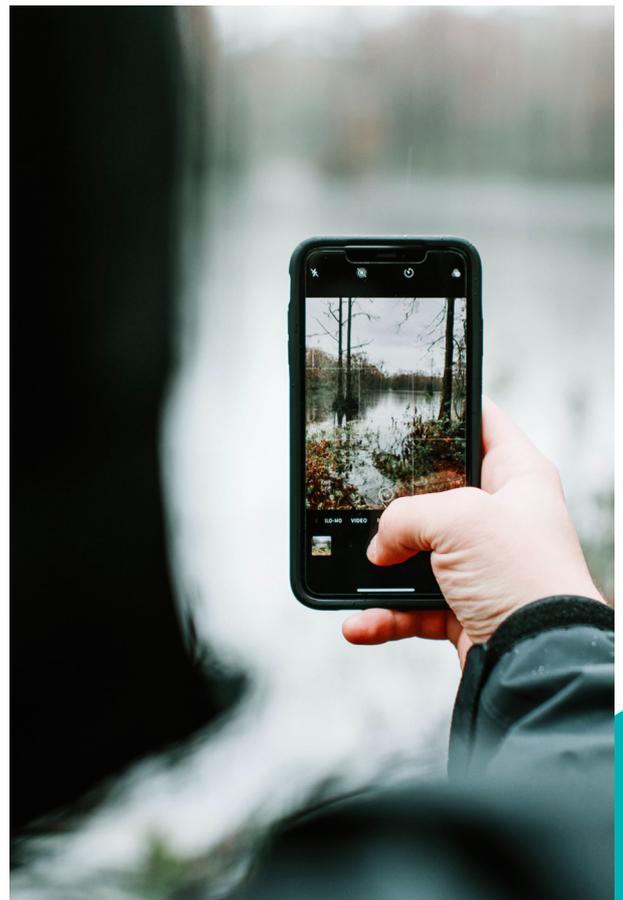
PHASE II

In the second phase, we invite **young people to share on social media** pictures and videos that they have made themselves about facts they are experiencing first-hand in their own cities or elsewhere related to the climate crisis, which are frequently stated on the news. Youngsters should tag ERYICA and also their **local and national governments to take action on it**, as well as use the hashtag #EYID2020.

In this phase, the work of **youth information workers** is crucial, as they will be the ones who will help young people take the first step in the process: checking the veracity of the news and information that they receive, as well as showing them the most relevant public figure social media profiles to advocate for it.

ERYICA will provide a couple of **activities** to do with youngsters to serve as inspiration. However, we expect our members to develop their own ideas in this phase.

The task of using their own pictures or videos is a good exercise to learn about the importance of checking audiovisual material, which is usually shared on social media channels, especially on platforms like WhatsApp or Twitter, where the diffusion of hoaxes is happening every day, and not just among young people.





PHASE III

In the third phase, [youth information services and young people will reflect on tips and actions](#) that can be taken to fight disinformation on the climate crisis and to reduce their impact on the environment. They will then share these tips and recommendations via social media and other channels.

These actions to reduce the impact of the climate crisis may include recycling, reusing, cutting massive waste of water or electricity, reducing air pollution by taking public transport or cycling, etc.



All the pictures and videos received for the second phase will be used for [ERYICA's campaign for the World Environment Day](#), June 5th 2020.

All the tips and good practices of the third phase will be compiled and included in **ERYICA's good practice booklet** in a separate chapter about youth and the climate crisis awareness.

*** All the campaign materials will be designed to be adaptable for translations by our members.**



Calendarisation

The **concept** of the campaign will be sent to the members by the end of the year. All the **materials**, such as images and videos, will be shared with the network by the end of January. **Captions** for social media posts will be provided in English.

The development of the campaign will look like this:

MON 30	TUE 31	WED Apr 1	THU 2	FRI 3	SAT 4	SUN 5	
		I	I				
6	7	8	9	10	11	12	
I							
13	14	15	16	17	18	19	
I			II	II			
20	21	22	23	24	25	26	
II							
27	28	29	30	May 1	2	3	
II				II			

April

MON 27	TUE 28	WED 29	THU 30	FRI May 1	SAT 2	SUN 3
4	5	6	7	8	9	10
III	III					
11	12	13	14	15	16	17
III						
18	19	20	21	22	23	24
III			III			
25	26	27	28	29	30	31

May

MON Jun 1	TUE 2	WED 3	THU 4	FRI 5	SAT 6	SUN 7
				World Environment Day		

June

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