

Young Lions 2019

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for



*Italian Climate Network Onlus*

## *Debrief*

Raising awareness among the younger generations about climate change and respect for the environment, spreading the message widely and having educational curricula on climate change included in school education plans.

# Scenario

*"We need to change ourselves now, because tomorrow it might be too late"*  
Greta Thunberg

Inspired by 16-year-old Swedish activist Greta Thunberg, Italian schoolchildren made their voices heard by participating in strikes and demonstrations during the first part of the year.

\_ 68.5% of adolescents say they are interested in environmental issues and their sources of information are mainly school, television and parents.

Source: [Survey «Adolescenza e Ambiente di Vita» \(Legambiente\)](#)

\_ According to the ISS, in 20 years our children and grandchildren risk of not being able to stay outdoors and live in a planet that cannot be lived due to climate change and pollution.

Source: [ISS - Health and Climate Change First scientific Symposium](#)

\_ At the moment there is no shared and recognized educational path with the Ministry of Education, but ICN Onlus is rapidly expanding its network thanks to its School Project, which over the years has reached 5000 students in 28 cities and 10 regions.

Source: [Italian Climate Network Onlus](#)

# Insights

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- \_ Young people have shown a great sense of belonging and sensitivity towards the environmental and climate change issue; they **actively took part** in initiatives dedicated to the environment, as demonstrated by "**Climate Strike**" and "**Friday for Future**".
- \_ **Teachers are not always open** to insert a still debated topic in their classes, and probably they are not fully prepared to satisfy students' requests for further studies and information.
- \_ There are **only few years** left to save the planet, so it's imperative to take action immediately.
- \_ ICN Onlus is recognized as a **reference point in Italy** and a reliable source of information on the subject.

# Strategy

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## *learn 2 change*

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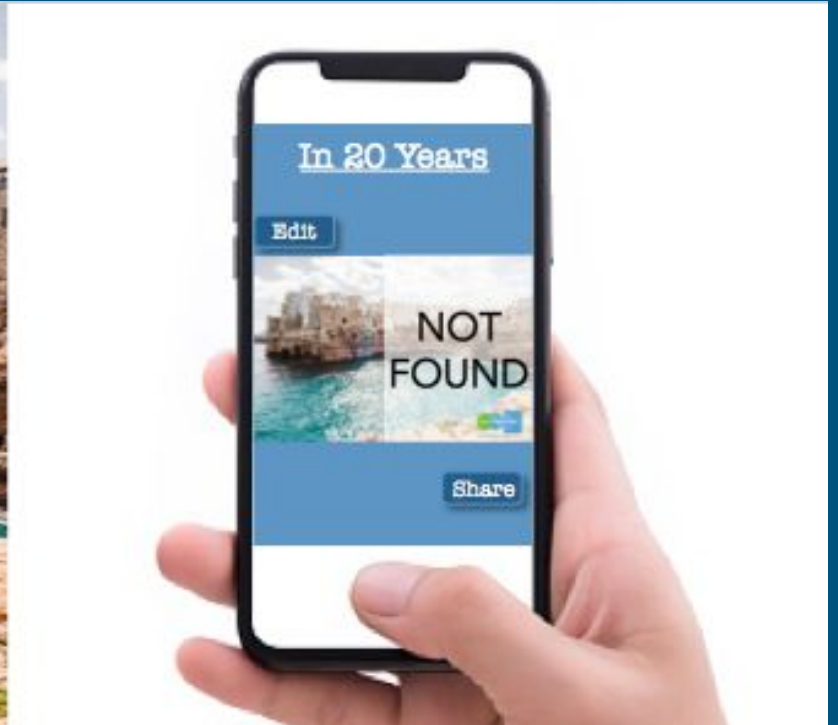
Approach and guide the new generations by **putting them in front of their responsibilities** in environmental terms.

Only by showing them the **impact** and the **repercussions** that some behaviors can have on the environment **in twenty years**, it will be possible to create in young people an awareness that can lead them to ask with determination for a **solid preparation** in environmental issues at **school**.

# Rational

**Images speak louder than words:** using powerful and provocative images will raise among the youngers the consciousness and the emergency to take action now for the future of our planet and ours.

The “In 20 Years” app will show that **the world we live in today will not be the same in the future if action is not taken immediately.**



# The App

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What will this place be like in 20 years?

\_ **EDIT:** Through the app, during the summer, young generations will take pictures of their holidays. Pictures **will be automatically edited**, showing how the location will be **in twenty years** if action is not taken immediately.

\_ **PROVOKE:** Half of the picture will be blurred and will say **“NOT FOUND”**, meaning that what we see today will quickly disappear if we don't take action now.

\_ **SHARE:** Pictures will be shared on the main social media (**Facebook, Instagram**) and will be collected in a **shared gallery** on the app itself.

\_ **EDUCATE:** Edited pictures will feature the **ICN Onlus logo** and the app will have a **direct link** to the ICN Onlus website.

# First Step (Jun-Sep)

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\_ **DEVELOPED** by the new generation: We will ask students to design and develop our free app (e.g. engineer students from **Politecnico di Milano**).

\_ **POWERED** by the new generation: The app will be launched by young influencers who are already conscious and sensitive to the environment and who can reach a wide and young audience, such as **Sofia Viscardi** (1.4 Mio followers on Instagram) and **Diana Del Bufalo** (1.3 Mio followers on Instagram). They will share their pictures and **engage the youth target**.

\_ **SHARED** by the new generation: young people will share their edited pictures using the # of the campaign, creating a national movement.

#in20years #change4climate #learn2change

\_ **ANNOUNCED** by: a dedicated press release that will be sent to journalists.



# Second Step (Sep-Dec)

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\_ **SHARE:** A selection of photos from the app will be displayed and shared outside some schools in the main Italian cities (middle schools, high schools, universities) on a panel dedicated to the initiative and branded ICN Onlus.

\_ **PROVOKE:** During the night, an imaginary super-hero, using eco-friendly paint, will create a special graffiti. The next day, students will find the graffiti on the panel saying:

#change4climate and #learn2change

\_ **EDUCATE:** The graffiti will remind students, teachers, parents of the importance of a correct environmental education and its addition in educational programs.

\_ **SPREAD the message:** The episodes will be told to the media through press office activities. Medias will help raise and deliver this important message to school boards and higher institutions.



# Timing (Jun - Dec)



## An additional idea...

Students from the main photography schools (e.g. NABA) will be asked to take photographs of their summer and edit them showing how climate change will affect their holidays in 20 years. A landing page will be created where everyone can upload the photos. The best shots could be used for the school activations during step 2.

# KPIs & Tentative Budget

Media coverage

App Downloads

Traffic driven to ICN Onlus Website

Posts generated on Social Media

Reach and Engagement

Online Mention/Use of #

Thank you.

ITEM	COST
<b>Project Management</b> Design and management of activities for six months	<b>10 K</b>
<b>App development</b> App design and development	<b>18 K</b>
<b>Press office and media relations</b> Dedicated press releases, monitoring and reporting activities	<b>6 K</b>
<b>Influencers Engagement</b>	<b>8 K</b>
<b>School activation</b> Italian school activation, material production	<b>8 K</b>