



Italian Climate Network Onlus

PR specialist category - Young Lions



Brief Pillars

Goal:

Involve Gen Z through a PR project able to lead them to ask for a solid preparation in environmental matters.

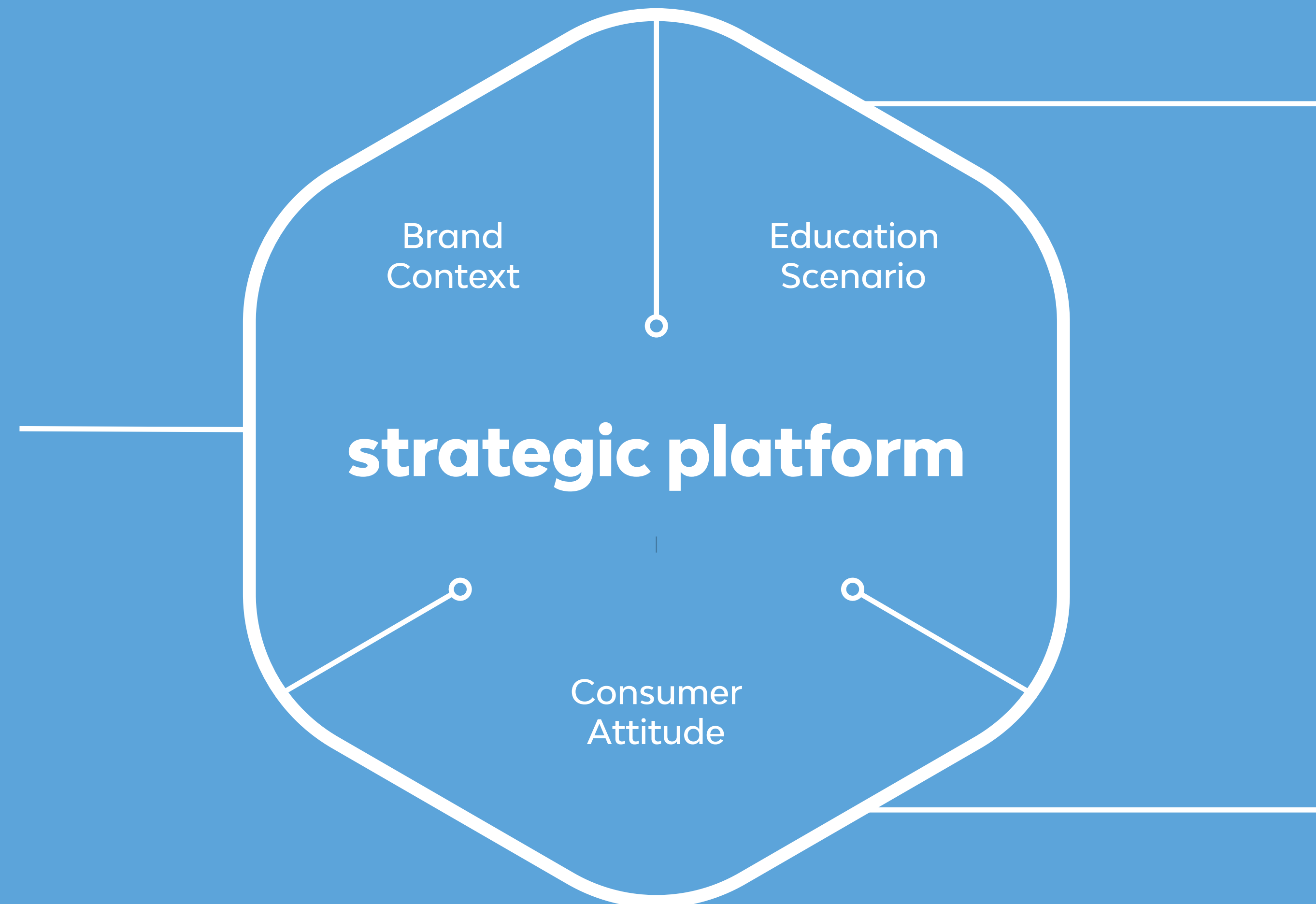
Target:

Gen Z
Professor
MIUR

Timing

From June to December

Our strategic platform is based on the analysis of consumer behavior, the cultural scenario and the brand context:



A **shift** is taking place. Climate change has been moving from literature to strikes. People are ready to act, and redesign their life.

DO: The awareness level are high. Let's take action!

Today we are experiencing a **gap** between the **education system and the information system**. From a monolithic approach to a dynamic way of educate themselves (search- how to).

DO: Let's fill the gap by adopting the digital tov!

Gen Zs aren't waiting for others to stop climate change. They're taking the initiative right this moment, they are the most pragmatic and ready to evolve generation.

DO: let's give them a voice, now that matters!



Change the Climate

Concept

Idea

Climate change is something crucial for young people. But how is it talking about this theme? And by whom?

The subject is treated in an academic, theoretical and action-free way by those who will suffer the least from it.

Students must regain possession of how we talk about the topic, changing its language and where it is discussed, bringing it back to schools for the benefit of their entire generation.

THE SOLUTION

ICN will **launch a campaign** to let the target speak out loud.

Each Instagram story or shared content will contribute to reach the goal: **create a movement that can't be ignored by Miur.**

We will ask to at least **5M of italian student** (they are 8M ca.) to let actions speak louder than words.

By launching the CTA ICN can't be ignored anymore. Miur has to take a stands.



Phase 1

CLIMATE CHANGE IS WORST THAN...

The Italian Climate Network will spread the message, the only statement that matters - **Climate change is worst than...** - using Gen Z appealing formats.

They will present ICN movement and ask their follower base to get in the game.



5 Youtube creators (from different sectors) will launch the campaign by creating branded content with T-Shirts printed with our statement - **Climate change is worst than...** - related to the content of the video, using irony as preferred communication code.



CHI FARÀ IL SUSHI MIGLIORE? 🍣 Matt VS Bise

Selected influencers:

- Matt&Bise
- Ilvostrocarodexter
- AmedeoPreziosi
- Me contro Te
- Favij



Phase 2

SPEAKER'S CORNER

ICN will let people **take the stage to share their point of view** by organizing on a day in **Venezia**, hosted by our **5 influencer**. Why Venice? Because if the climate changes, Venice will not be same anymore.

During the event young people all over Italy will be invited to digitally **share their ideas**, message and thought on an Italian Climate Network Platform. The platform will also share live videos of the stage.

On the platform there also will be developed a **counter** that will count:

- Number of message received
- Number of people at the event
- Number of official hashtag used

These numbers will be the evidence of how important is this subject and how young Italians are active and aware of the problem. **Our key to open schools doors for climate change.**



Phase 3

BACK TO SCHOOL: TEACHERS AND MIUR'S TIME

We hope that by reaching our share of voice goal and creating a trending topic MIUR will become aware of the situation and consider ICN as a partner.

In this phase we will evolve the platform by creating a **section dedicated to teachers** where they will learn about the topic and download content to create their lessons.

Contents packs will be created from students insight and ideas and will be design to speak their language.



Campaign's Framework

June	PHASE 1	July	PHASE 1	Aug	PHASE 2	Sept	PHASE 3	Ott - Dec
Owned ICN will launch the campaign starting from its digital channel (FB, IG, YT).				Event The event will be finally give Gen Z a voice over the topic. Will be hosted by our 5 influencers.		Platform V2 The platform will evolve to contain all the information about the event and the movement. We will add a section dedicated to professors. They will find all the information and material to create an educational program.		
Branded Content 5 influencer will present ICN movement and ask their follower base to get in the game.				Platform ICN will track the evolution of the movement on a digital platform in which people will find information over the campaign, the event and the counter.				
Media Partner Traditional and Digital Media Player (Vice, Repubblica, Elle, ecc.) will amplify and create awareness over the movement in the first and second phase.								