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PROUTIST UNIVERSAL MALTA

Ecological Literacy and Sustainable Behaviors

Key Topics Discussed:

- Review of previous activities and the current status of the project.
- Focus on
- Activity-3: Implementation of Public Awareness Campaigns.
- Workshop sessions on tailoring campaign materials and strategies for engaging the public.
- Development of monitoring and evaluation tools for the campaigns.
- Planning the next steps for dissemination and sustainability.



- Finalization of public awareness campaign materials (brochures, posters, social media content).
- Agreement on the implementation strategies for each partner country.
- A detailed plan for monitoring the campaigns and assessing their impact through surveys, focus groups, and media outreach.
- Established timeline for future activities leading up to the final project dissemination in early 2025.



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Public Awareness Campaigns



Overview

The core focus of TPM-3 was Activity-3, which is centered on raising ecological awareness and promoting sustainable behaviors among young people and the wider public. Through public awareness campaigns, we aim to encourage communities to take action in protecting the natural environment and adopting eco-friendly practices.

Campaign Materials Developed:

- 1. Brochures and Posters:** Designed to educate the public on key environmental challenges, with a focus on practical, everyday actions individuals can take to reduce their ecological footprint.
- 2. Social Media Campaigns:** Engaging content aimed at young people, utilizing platforms like Instagram, Facebook, and TikTok. These campaigns were designed to resonate with digital-native audiences and encourage peer-driven environmental activism.
- 3. Workshops and Community Events:** In each partner country, public events will be organized to raise awareness and foster community engagement in ecological literacy.

Target Groups

The target groups for these campaigns are:

- **Primary Group:** Young people (aged 15-25) in Hungary, Malta, and Turkey.
- **Secondary Group:** The wider public, with a special focus on schools, community organizations, and local authorities.
- **Partner Organizations:** NGOs, environmental groups, and media outlets working in the field of sustainability.



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Results from TPM-3 Discussions

The public awareness campaign strategy was finalized, with key points including:

- **Localized Approaches:** Each partner country will adapt campaign materials to reflect their local ecological challenges and societal context.
- **Collaborative Engagement:** A collective push to engage local media outlets and influencers to amplify the campaign message.
- **Implementation Timeline:** Campaigns will begin by late September 2024 and continue through early 2025.

Monitoring and Evaluation

Tools and Methods for Measuring Campaign Success

To ensure the effectiveness of the public awareness campaigns, we agreed on the following evaluation methods:

1. **Surveys and Questionnaires:** Distributed to participants before and after campaign events to assess their awareness, understanding, and behavioral change regarding ecological issues.
2. **Focus Groups:** Small group discussions will be held post-campaign to gather in-depth qualitative feedback from participants.
3. **Media Monitoring:** Tracking the engagement levels of our social media campaigns, including likes, shares, and comments, to measure the reach of our messages.
4. **Event Feedback:** Feedback forms collected from participants at workshops and community events to evaluate the impact of the activities.

These tools will help us track progress and make necessary adjustments to ensure the campaigns achieve their intended impact.



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Long-Term Impact and Sustainability

Sustaining the Results of Public Awareness Campaigns

One of the central themes of TPM-3 was ensuring the sustainability of our project outcomes. To this end, we have outlined several key actions:

1. **Continuation of Campaigns:** The public awareness campaigns will not end with the project. Each partner country has committed to maintaining these initiatives and integrating them into their ongoing activities with youth and community groups.
2. **Expanding Partnerships:** Each partner organization will seek to expand the campaign's reach by establishing new partnerships with local educational institutions, media outlets, and government bodies.
3. **Material Updates and Adaptation:** The campaign materials will be regularly updated to reflect new environmental challenges and developments. Partners will collaborate on refining the content based on feedback and evaluation data.
4. **Post-Project Monitoring:** Surveys and focus groups will continue to be conducted post-project to track the long-term behavioral impact of the campaigns on youth and the wider community.



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