



Promotion of the strategy



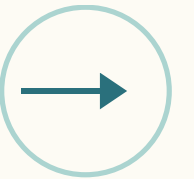
Co-funded by
the European Union



Target



- Institutions (organizations, educational institutions) and Young People.



- Policy makers, local public authorities, Youth advisory groups

Strategy Suggestions

1. **Triple Impact Strategy:** Insights, Illumination, and Interaction
2. **Quadruple Impact Strategy:** Insight, Illumination, Interaction, and Innovation
3. **Video-Based Promotion & Social Sharing Strategy**



Triple Impact Strategy: Insights, Illumination, and Interaction



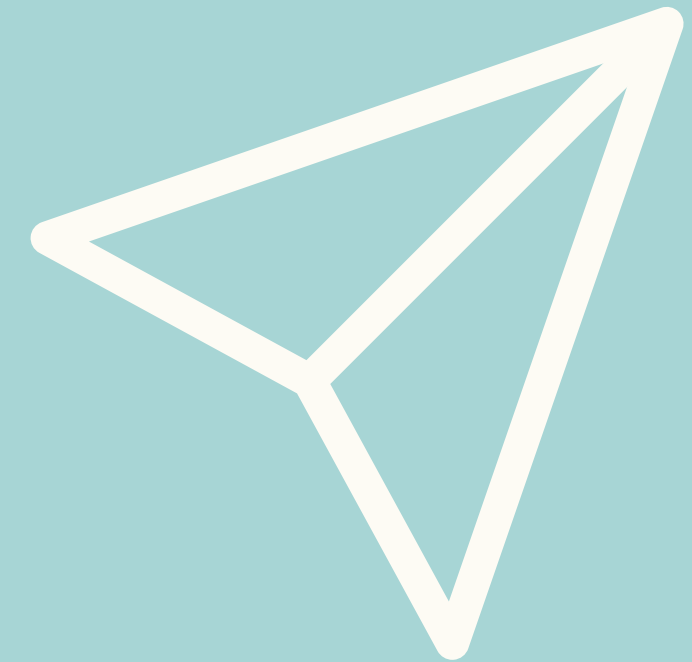
Conducting interviews
Might be panel interview,
video interview, online
session or engaging in a
Q&A through written
communication.

INSIGHT



Preparing Newsletter - raise
awareness about green jobs
and their role in Green Deal

ILLUMINATION



Sharing newsletter to target
groups via Email and sharing
interactive posts for social
media platforms

INTERACTION

FIRST PHASE

Interview Insights: Understanding Perspectives (choosing 3 of them)

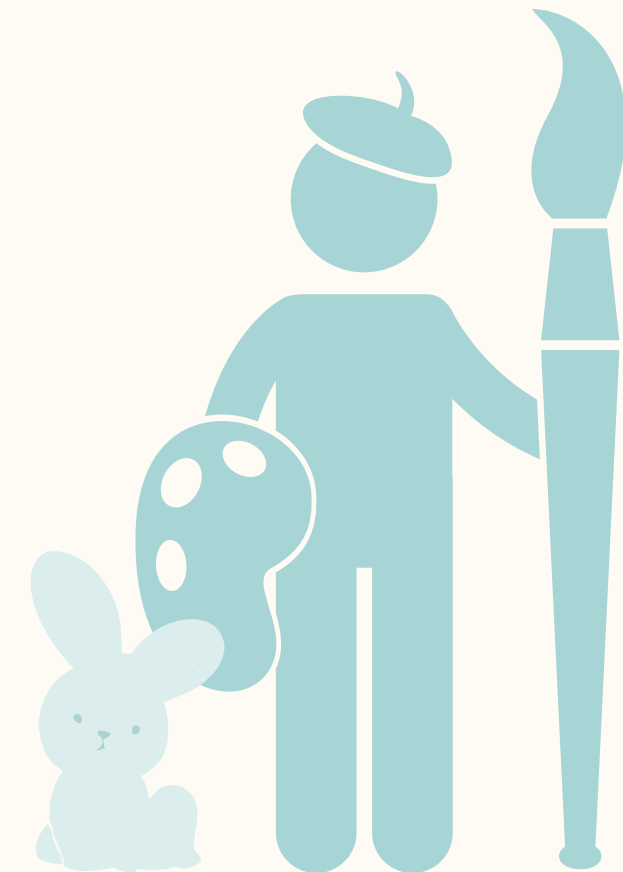


A. Politician

- Emphasizing Policy Alignment with Green Jobs
- Highlighting the Role of Youth in Driving Environmental Change
- Showcasing Commitment to the European Green Deal

B. Children Book Illustrator

- Bridging Generations through Eco-centric Storytelling
- Visualizing Green Careers for Future Generations
- Creating Artistic Narratives for Environmental Consciousness



Interview Insights: Understanding Perspectives



C. Green Entrepreneur

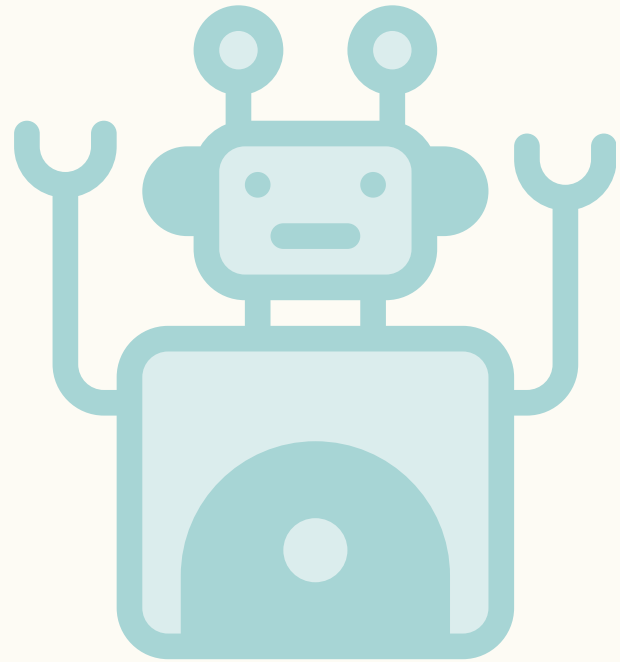
- Entrepreneurial Opportunities in Green Economy
- Success Stories in Sustainable Business Ventures
- Encouraging Youth to Pursue Green Entrepreneurship

D. Youth Advocate

- Elevating Youth Voices in the Green Movement
- Strategies for Engaging and Mobilizing Youth in Environmental Causes
- Fostering a Sense of Environmental Citizenship among the Youth



Interview Insights: Understanding Perspectives



E. Technology Innovator

- Technological Solutions Driving Green Job Opportunities
- Innovations Transforming Industries in Alignment with the European Green Deal
- The Intersection of Technology, Entrepreneurship, and Environmental Sustainability



F. Academic Expert

- Research Insights: Mapping the Landscape of Green Jobs and Sustainability
- Educational Approaches for Fostering Environmental Consciousness and Expertise
- Collaborative Initiatives between Academia and Industry for Sustainable Development



SECOND PHASE

Preparing Newsletter: Bridging Voices, Inspiring Action



Green Futures Unveiled: Voices Shaping Tomorrow's Careers

1. About G3SFY Project
2. Green Deal and Green Jobs relation
3. **Spotlight Interview**
4. Youth Engagement Initiatives
5. Policy Advocacy and Support



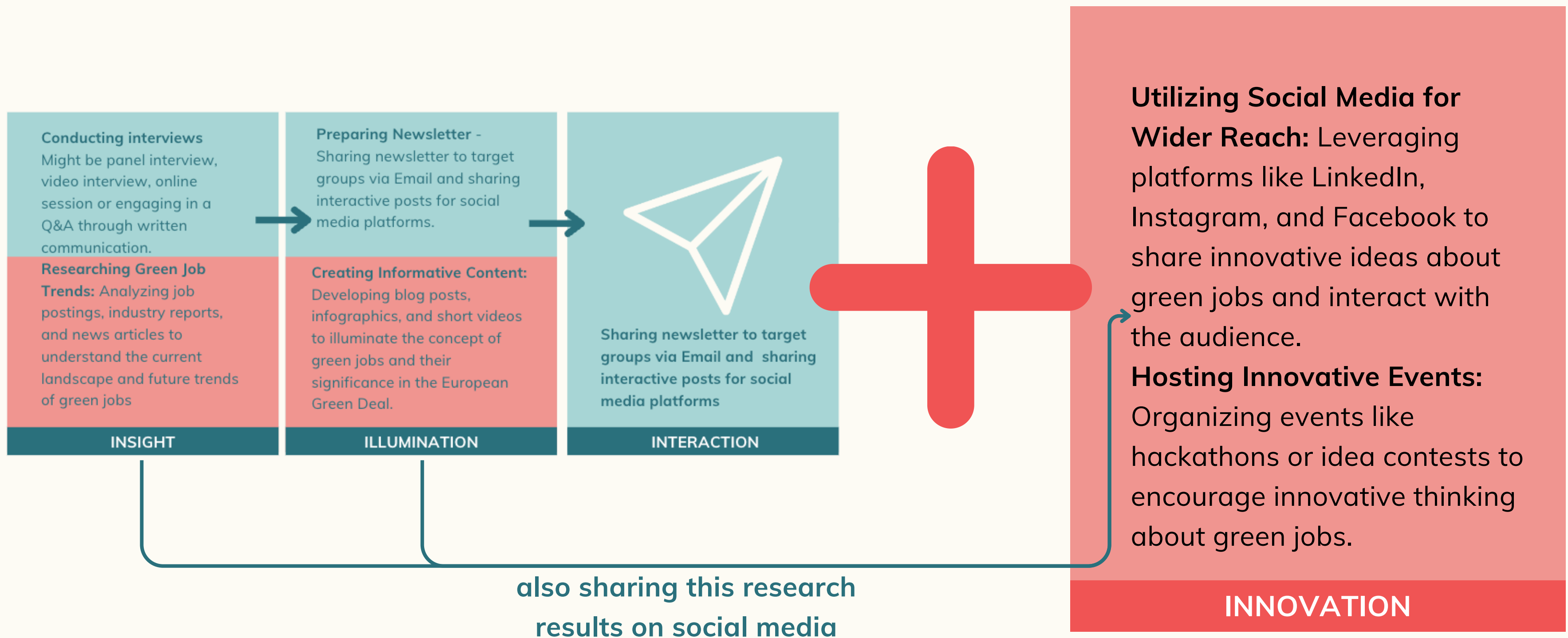
THIRD PHASE

Dissemination Strategy: Connecting with Communities

WHO?	Details	HOW?	Measurement
NGOs and Schools	1. Engaging Educational Institutions 2. Connecting with NGOs	Mail (school boards)	Number of students reached
Online Platforms	1. Utilizing Social Media for Wider Reach 2. Interactive Webinars and Q&A Sessions	Linkedin (?), Instagram and Facebook	Number of participants in webinars and Q&A sessions, number of followers/interactions on social media
Collaborative Events	1. Partnering with Industry Events and Green Expos 2. Hosting Local Workshops in Three Seas Regions		Number of events participated, number of workshops hosted, number of attendees

Short Video Creation

Quadruple Impact Strategy: Insight, Illumination, Interaction, and Innovation



3: Video-Based Promotion & Social Sharing Strategy



Video Creation

- **Objective:** Developing an engaging, informative and visually appealing video about G3SFY project, green jobs and their role in the European Green Deal.
- **Method:** Using online tools to create the video. Include real-life stories, expert opinions, and successes stories about green jobs.
- **Visual Metaphors:** Using visual metaphors to explain complex concepts related to green jobs or the European Green Deal.



3-Video-Based Promotion & Social Sharing Strategy

Social Sharing

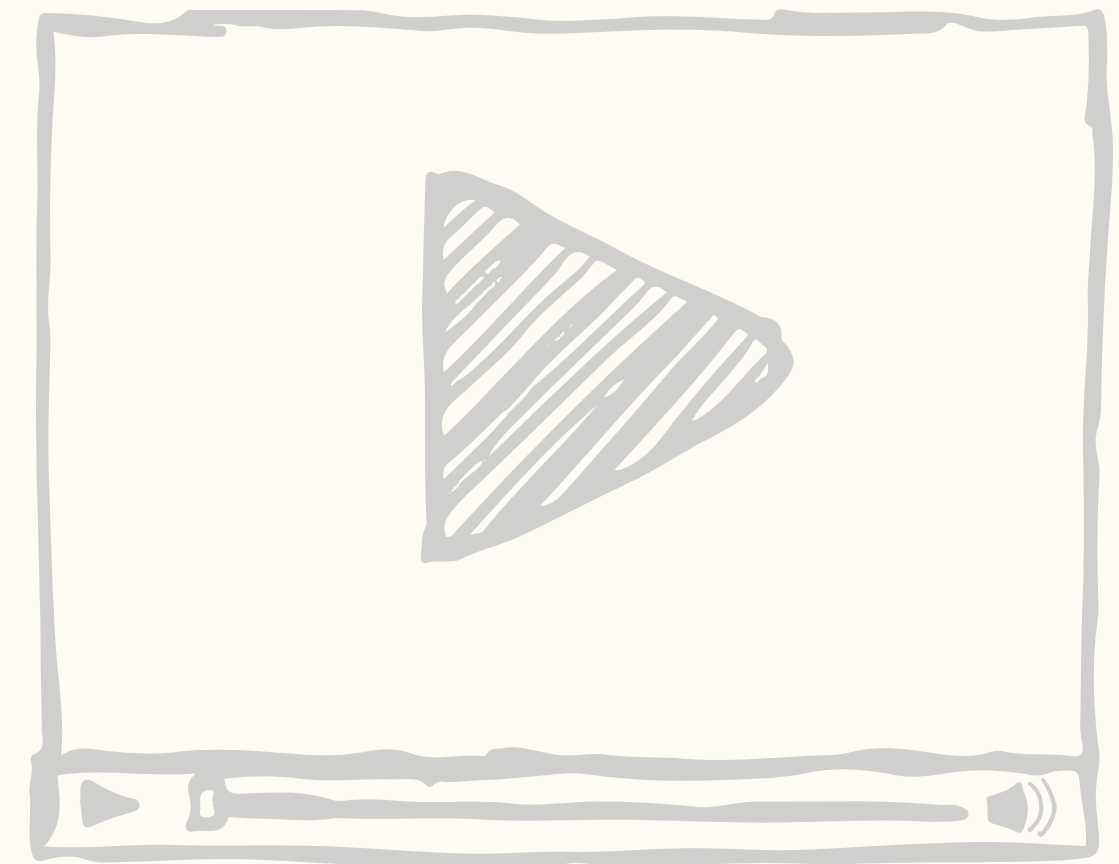
Posting the video on your social media platforms. Reaching out to related groups, NGOs schools and asking them to share the video on their official social media accounts, websites.

Engagement

Asking viewers to like, comment, and share the video. Responding to comments to keep the conversation going.

Measurement

- Number of shares, reach of the video, number of likes, comments, and shares, engagement with updates, resulting actions.





Thank you!

