



# SOCIAL MEDIA CAMPAIGN



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Can't You SEA? Youth Exchange

12 to 21 of November 2025

[cant-you-sea.webnode.page](http://cant-you-sea.webnode.page)

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# GERMANY

## SOCIAL MEDIA CAMPAIGN GERMANY

### 1 AIM / INTEREST

- raising awareness about the importance of recycling
- motivate people to sort their trash
- talk about risks of wrong recycling

### 2 TARGET GROUP

- Young internationals / students
- people in our area
- everyone

### 3 IMPACT

- behaviour change → recycle more
- awareness about importance

### 4 MOTTO/ SLOGAN

REDUCE - REUSE - RECYCLE

## SOCIAL MEDIA CAMPAIGN GERMANY

### 5 LOGO



### 6 CAMPAIGN MATERIAL

- 5 Posts per word of the slogan
- info brochure

### 8 VISIBILITY

- Social media (bridges to solidarity) → a lot of young people
- brochure in cafes, open spaces, schools
- promoting events like flea markets

### 7 POSTING PLAN

- 1: Presentation of campaign
- 2: REDUCE (5 posts)
  - Overconsumption (problem)
  - effect of it and low quality
  - how can you consume less
  - tips in our area
  - Quiz/ opinion
- 3: REUSE
  - fast fashion (problem)
  - difficulty to find alternatives
  - options to donate
  - flea markets & thrift shops
  - Quiz/ opinion
- 4: RECYCLE
  - Why? Difficulties?
  - USB Fire Bochum (problem)
  - how to improv
  - how to recycle correctly
  - quiz/ opinion

### 9 LOCATION

- online (instagram)
- cafe eden

### RECYCLING DIYS

The waste reduction program focuses on reducing waste generation through creative solutions tailored to the unique needs of our region. From ideas for upcycled DIYs to your daily life.

#### recycling plastic



We provide accessible recycling bins and educational materials to ensure proper waste separation and recycling practices.

#### recycling clothes



Learn how to process everyday items into valuable products. Our workshops empower individuals and businesses to reduce waste creatively.

#### recycling electronics



We offer specialized services to safely recycle electronic waste from households, ensuring our old tech isn't ending in a landfill.

#### recycling glass



Our team provides personalized assistance to help businesses identify their waste streams and implement strategies to offset their carbon footprint.

### Get Involved!

Together, we can create a sustainable future. Whether you're a business looking to enhance your sustainability practices or an individual eager to make a difference.

Bridges to Solidarity is here to support you. Join us in our mission to reduce waste, offset carbon emissions, and promote sustainable practices.

### CONTACT US

For more information about our programs:

Instagram:  
@bridgestosolidarity

Bochum



**Reduce  
Reuse  
Recycle**

Join us in making a positive impact and beyond!

## Reduce overconsumption

## Reuse flea markets and charity shops

## Recycle How to Müll trennen:





# NORTH MACEDONIA



## upcoming EVENTS

Local author reading night at the library

MON

Community yoga class at the park

TUE

Open mic night at the coffee shop

WED

Trivia night at the brewery

THU

Farmers market

FRI

Movie night in the park

SAT

Family fun day at the zoo

SUN

+123-456-7890  
[www.reallygreatsite.com](http://www.reallygreatsite.com)

REGISTER  
TODAY!

## VARDAR CLEANUP

Massive amounts of trash and pollution in  
Vardar and the connecting cities!

**endangered flora and  
founa and poisoned fish**





# NORTH MACEDONIA

**CALL TO ACTION**  
CALLING ALL THE PEOPLE WHO WANT TO CHANGE OUR ENVIRONMENT FOR THE BETTER

**Try to throw trash in its designated place, never in the river**

DONATE HERE SO WE CAN FUND OUR NET CLEANING SYSTEM!

WHAT IS THE NET CLEANING SYSTEM?  
IN EVERY CITY THAT VARDAR FLOWS THROUGH THERE WILL BE NETS CONNECTED TO MACHINES THAT COLLECT THE TRASH AS THE RIVER FLOWS AND SORT IN IN DUMPSTERS.



[www.vardarcleanup.mk](http://www.vardarcleanup.mk) contact info: 075 548 549 / 071 271 697

**Vardar cleanup  
REAL EXPERIENCE**

Dead fish around and in the river

Polluted water with bad smell and brown color

Tourists surprised and disgusted by the sight

Imagine living here everyday





# ROMANIA

**PLANET AGAINST PLASTIC**

Cleaner planet, cleaner minds

**Soil Pollution**  
toxic chemicals leak into the ground.

**Water pollution**  
plastics and chemicals contaminate rivers and oceans.

**Air pollution**  
burning waste releases harmful gases.

If we keep polluting, the planet will face irreversible damage, threatening all life on Earth.



**PLANET AGAINST PLASTIC**  
Cleaner planet, cleaner minds

**WHERE?**  
Bucharest mall

**WHEN?**  
From 22nd November until 17th December

**HOW?**  
You bring the plastic or give your the discount

**FOR EVERY KILO OF PLASTIC YOU GET 10% DISCOUNT**



**PEOPLE'S EXPERIENCE**

- ✓ A rewarding contribution to the environment.
- ✓ When recycling bins are close and clearly labeled, the process becomes simple and routine.
- ✓ Everything smells great!





# CYPRUS

keep\_it\_clean\_cy ...

Cyprus team cy

5 posts 55 followers 14 following

The aim of this project is to raise awareness and to make our town a better and cleaner place to live 🌱🌍

Followed by gitaa.\_v

Follow

No Nature

No Future

What is the aftermath of the campaign?

What is our target audience?

What is our main purpose?

# LITHUANIA

## Objective

The main purpose of the campaign is to raise awareness about the harmful effects of sea pollution and to inspire people to take action to reduce waste entering our oceans.

## Target Group

This campaign is aimed at students, families, and local community members who live near coastal areas or have an interest in environmental protection.

## Desired Impact

The campaign seeks to make people more mindful about waste disposal, encourage eco-friendly habits, and motivate physical action such as joining local clean-up events or reducing single-use plastics.



# LITHUANIA



# LITHUANIA



Post



Leaflet

## One-month Posting Plan

Week 1: Share facts about sea pollution.  
Week 2: Post stories and interviews with local eco-activists.  
Week 3: Announce upcoming events and share tips for daily plastic reduction.  
Week 4: Celebrate clean-up results and invite feedback from the community.

## Visibility Plan

The campaign will be visible on school noticeboards, community social media pages, at local events, and through posters in community centers. These channels match the target audience's interests and daily routines.

## Location

Run the campaign in local schools, beachside parks, and community halls, where coastal and community members gather and can easily participate in events or view campaign materials.



# AUSTRIA

## SOCIAL MEDIA CAMPAIGNE

BY THE OGS OF TREDU CLUB



## TABLE OF CONTENT



- OBJECTIVE
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## OBJECTIVES



The aim of this campaign is to raise awareness about pollution along the Danube Island and inspire young people in Vienna to take shared responsibility for keeping the river a clean and enjoyable place. We want to encourage active involvement by showing that small contributions create visible change. The campaign promotes a sustainable lifestyle and a stronger connection to the local environment.



# AUSTRIA

## TARGET GROUP



16-28 YEARS OLD

Our campaign is designed for 16-28-year-old students and active young adults in Vienna who enjoy sports, outdoor activities, and spending free time at the Donauinsel. They matter because they use the area regularly and therefore have the potential to become long-term ambassadors for environmental protection and local action.

## DESIRED IMPACT



We want people to feel responsible, become emotionally connected to the Danube, and take action by joining clean-ups or adopting small river sections. The goal is a mix of awareness, behaviour change, and physical action – from reducing personal waste to participating in events.

## LOGO & SLOGAN



#SAVE THE  
DONAU

***Less Trash. More Splash.***

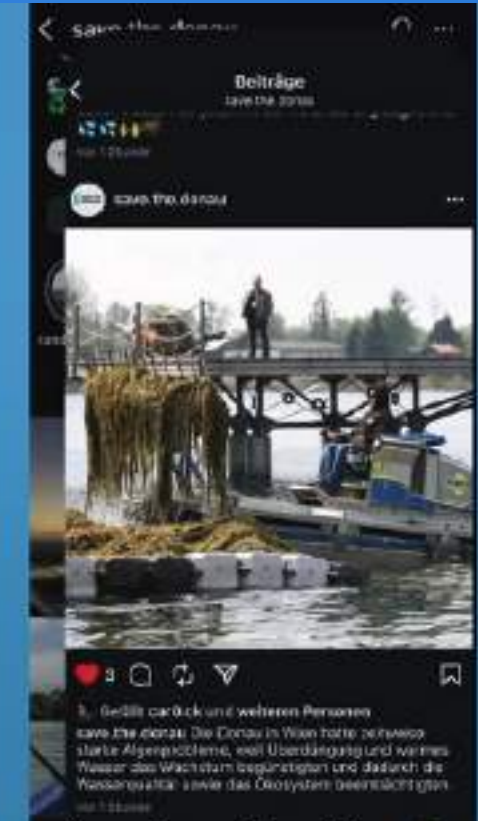


# AUSTRIA

## BROCHURE



## SOCIAL MEDIA



## SOCIAL MEDIA PLAN

### Our 1-Monty Posteingang Plan

- introduction
- preparation 1.Part (what our Team preperad)
- checking out the danube
- collecting people
- preparation 2.Part (at the danube)



# AUSTRIA

