



SOCIAL
MEDIA
CAMPAIGN

DISCLAIMER

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Can't You SEA? Youth Exchange

12 to 21 of November 2025

cant-you-sea.webnode.page

Agreement No: 2024-3-CY01-KA152-YOU-000288459



**Co-funded by
the European Union**

GERMANY

SOCIAL MEDIA CAMPAIGN GERMANY

1 AIM / INTEREST	2 TARGET GROUP
<ul style="list-style-type: none"> raising awareness about the importance of recycling motivate people to sort their trash talk about risks of wrong recycling 	<ul style="list-style-type: none"> Young internationals / students people in our area everyone
3 IMPACT	4 MOTTO/ SLOGAN
<ul style="list-style-type: none"> behaviour change → recycle more awareness about importance 	REDUCE - REUSE - RECYCLE

SOCIAL MEDIA CAMPAIGN GERMANY

5 LOGO	7 POSTING PLAN
	<ol style="list-style-type: none"> 1: Presentation of campaign 2: REDUCE (5 posts) <ul style="list-style-type: none"> Overconsumption (problem) effect of it and low quality how can you consume less tips in our area Quiz/ opinion 3: REUSE 4: RECYCLE
6 CAMPAIGN MATERIAL	<ol style="list-style-type: none"> 5 Posts per word of the slogan info brochure
8 VISIBILITY	<ol style="list-style-type: none"> Social media (bridges to solidarity) <ul style="list-style-type: none"> → a lot of young people brochure in cafes, open spaces, schools promoting events like fleamarkets
9 LOCATION	<ol style="list-style-type: none"> online (Instagram) cafe eden

RECYCLING DIVS

The waste reduction program focuses on increasing waste generation through innovative solutions tailored to the unique needs of our region. Some ideas to implement DIVS into your daily life:

- recycling plastic:** We provide accessible recycling bins and educational materials to encourage waste separation and recycling practices.
- recycling clothes:** Learn how to repurpose clothes into valuable products. Our workshops encourage individuals and businesses to reduce waste creatively.
- recycling electronics:** We offer comprehensive guides to dispose of e-waste more sustainably, including our own and our recycling partners.
- recycling glass:** Our team provides personalized assessments to help businesses identify their opportunities and implement strategies to achieve greater efficiency.

Get Involved!

Together, we can create a sustainable future. Whether your a business looking to enhance your sustainability practices, an individual eager to make a difference, or Bridges to Solidarity is here to support you. Join us in our mission to reduce waste, fight carbon emissions, and promote sustainable products.

CONTACT US

For more information about our programs:

- Instagram: @bridestosolidarity
- Bochum

Join us in making a positive impact and beyond.

Reduce
overconsumption

Reuse
flea markets and charity shops

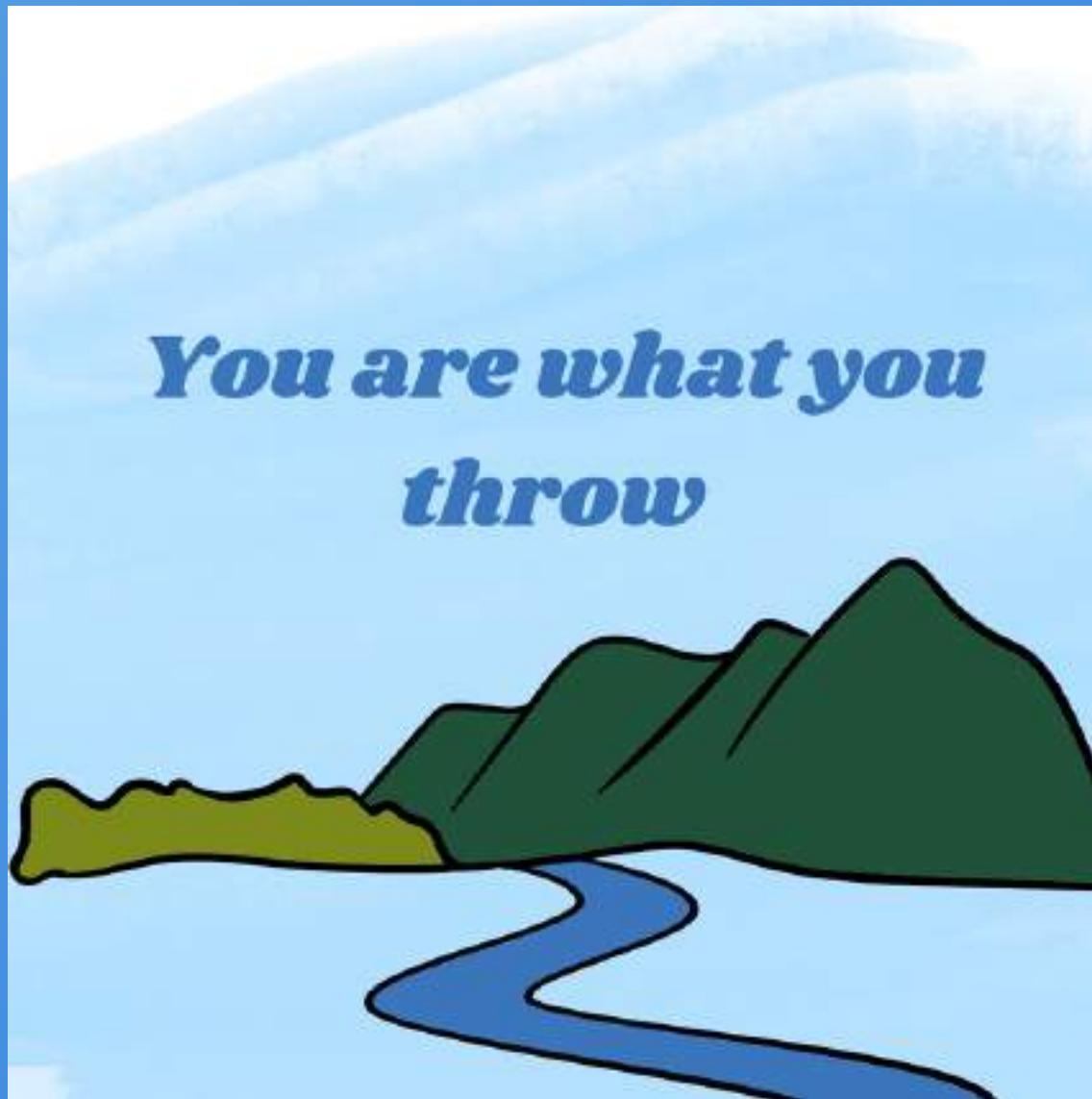
Recycle
How to Müll trennen:

- 
- 
- 
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- 



**Reduce
Reuse
Recycle**

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](tel:+123-456-7890)
www.reallygreatsite.com

REGISTER TODAY!

VARDAR CLEANUP

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

**endangered flora and
fauna 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

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.

Air pollution
burning waste releases harmful gases.

Water pollution
plastics and chemicals contaminate rivers and oceans.

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

INSTAGRAM: planetagainstplastic

How? You bring the plastic, we give you 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!

Illustrations of people recycling and a worker emptying a green recycling bin.



CYPRUS



keep_it_clean_cy ...

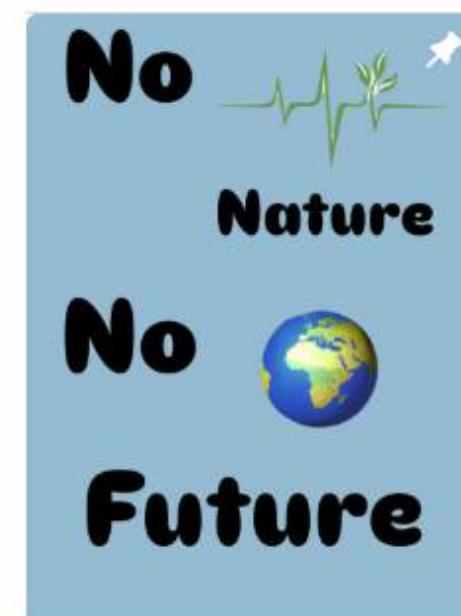
Cyprus team cy

5 posts 55 followers 14 following

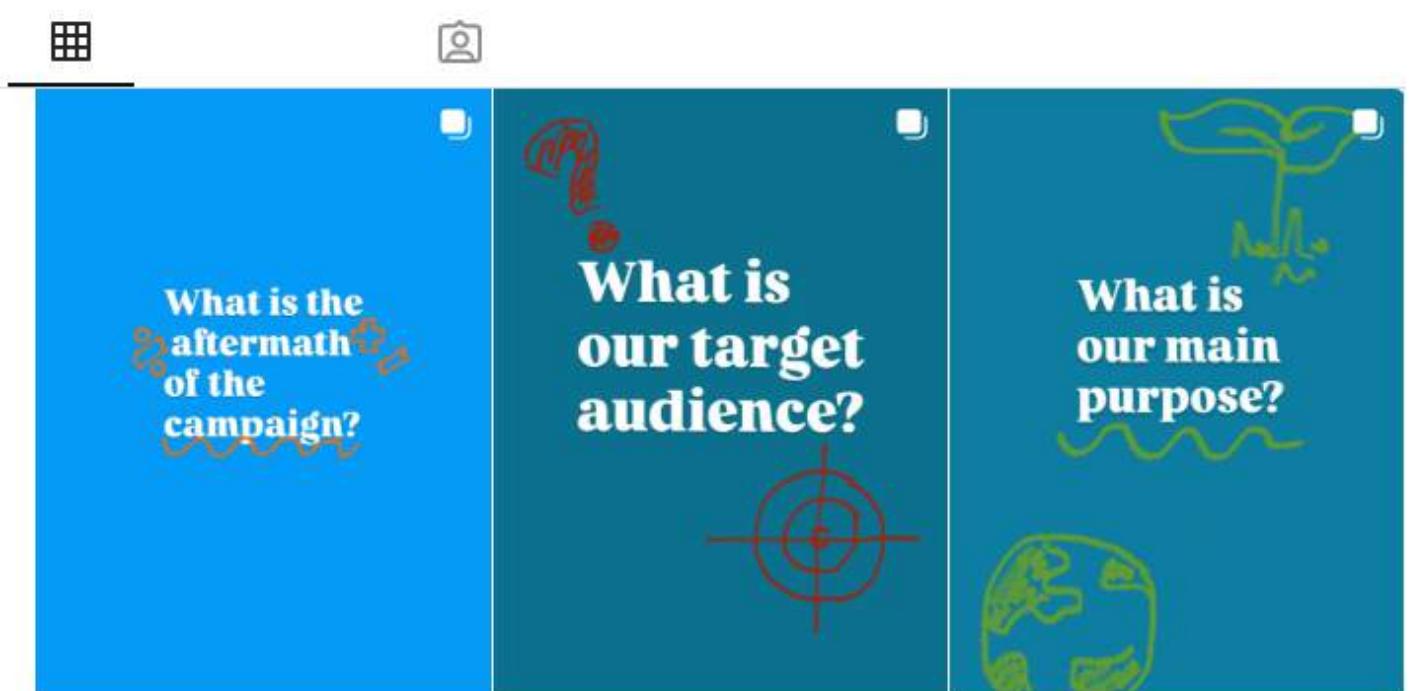
The aim of this project is to raise awareness and to make our town a better and cleaner place to live 🌱

Followed by **gitaas_v**

Follow







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.

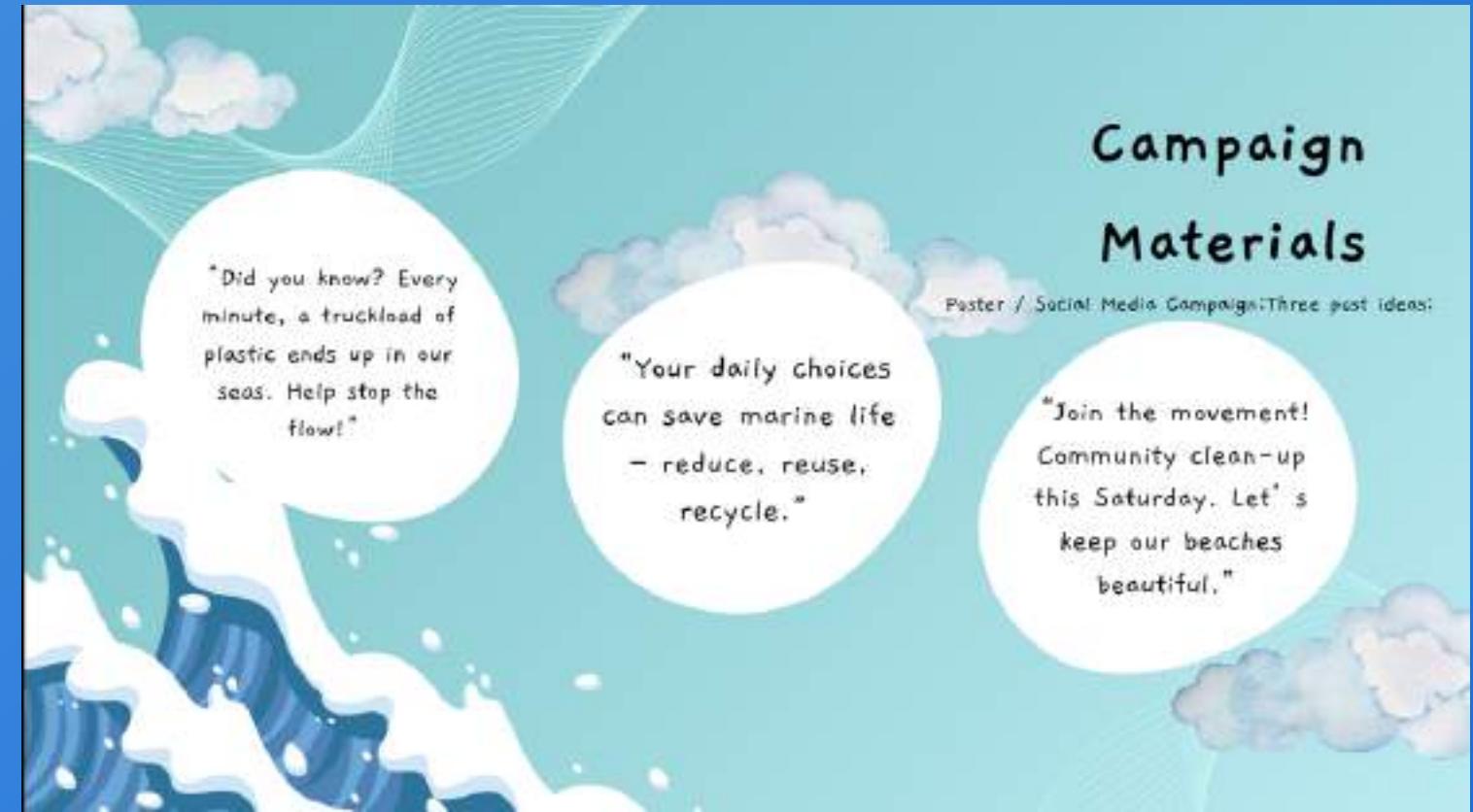


Desired Impact

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

Did you know?
Every minute, a truckload of plastic ends up in our seas. Help stop the flow!

#CleanSeas #OceanDay

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

 #SAVE THE DONAU

The booklet cover features large blue text for the title and subtitle, a small green banner with the club name, and a green logo with a heart and hands. There are two small images: one of a bridge over a river and another of a river with boats.

TABLE OF CONTENT



- OBJECTIVE
- TARGET GROUP
- DESIRED IMPACT
- LOGO & SLOGAN
- CAMPAIGN MATERIALS
- POSTING PLAN



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**

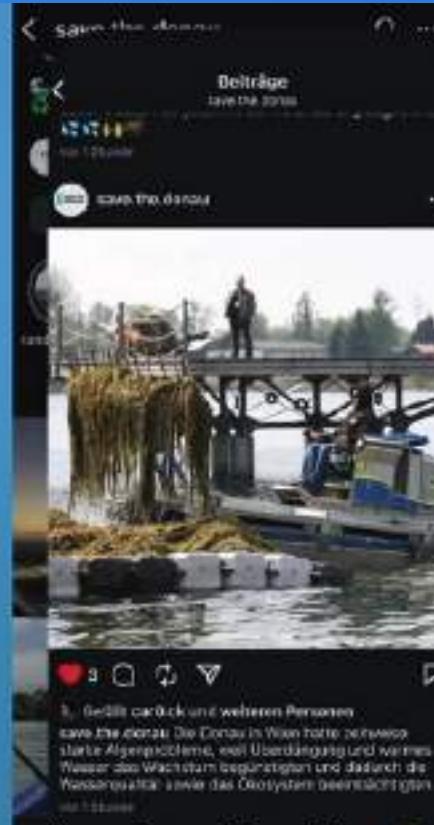
Less Trash. More Splash.

AUSTRIA

BROCHURE



SOCIAL MEDIA



SOCIAL MEDIA PLAN

Our 1-Month Posting Plan

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



AUSTRIA

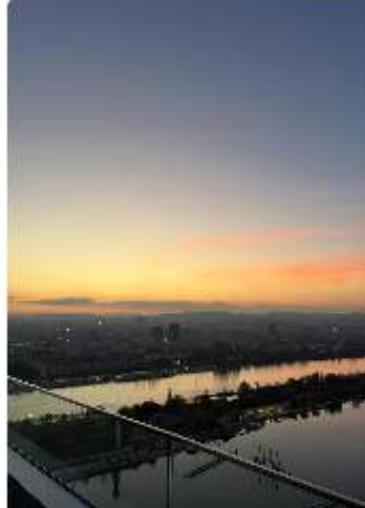
 **save.the.donau** ...
#SAVE THE DONAU
6 posts 29 followers 9 following

less trash, more splash
awareness • clean-ups • youth action

Follow Message +8

 random facts

grid camera profile



„Die Donau ist mehr als nur ein Fluss-Lebensraum für Tiere, Erholungsort für Wiener und ein beliebt und bewahrter Turisten-Hotspot“





„Die Donau ist, wo wir uns treffen, lernen und das Leben genießen. Lass sie uns gemeinsam schön halten“



THANK
YOU

