



**VLOGGING ACADEMY**  
for sustainability

# Empowering young changemakers to advocate for sustainability through digital storytelling

*For initiators and creative minds working with young people.*



**Blooming Schools**



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# ABOUT US

**Station Europe** is a European NGO whose mission is to empower young generations to bring useful ideas and initiatives to life and create stories that celebrate diversity and inspire communities to act for a sustainable future.

**Blooming Schools** is an EU-funded project implemented in 4 European countries: Greece, Portugal, Malta, and Romania. It wishes to bring a touch of green activism into schools and to the children frequenting them by investing in the creation of wildlife gardens on the schools' grounds, where those are absent, to be used as a learning environment, as a way to promote integrated learning.

This project is led by a consortium of 7 partners – **BirdLife Malta, Portuguese Society for the Study of Birds, Friends of the Earth, Hellenic Ornithological Society, Agrupamento de Escolas de Portela e Moscavide, St Nicholas College Dingli Secondary, and Station Europe**. Blooming Schools integrates Vlogging Academy for Sustainability – a modular hub created by Station Europe for young people who want to become content creators – using social media elements to raise awareness of problems that they care about.

# INTRODUCTION

*“Saving the planet is now a communications challenge.” - Sir David Attenborough*

Tackling environmental challenges requires not only innovative solutions but also clear, impactful communication that inspires action and drives change. The Vlogging Academy for Sustainability empowers young people to become storytellers for the planet, equipping them with the digital skills and creative tools needed to amplify their voices and advocate for sustainability.

Through this initiative, young participants learn how to create compelling video content that raises awareness about pressing environmental issues, from climate justice to biodiversity loss. By mastering the art of digital storytelling, these changemakers connect with audiences, inspire action, and contribute to building a sustainable future.

**TRAINING**

**PLAN**

# Training Plan

## Training plan for the Vlogging Academy for Sustainability

*Interactive and engaging workshops are a cornerstone of impactful learning, offering participants practical tools to develop their skills and connect with their communities. The Vlogging Academy for Sustainability provides a well-structured training plan designed to inspire young changemakers to become effective digital storytellers.*

*This plan includes essential resources such as:*

- A scriptwriting guide to help participants craft compelling narratives for their vlogs.*
- A communication workshop framework focusing on social media engagement and campaign development.*
- A storyboard template to visualize and organize their creative ideas.*
- A workshop on impact campaigns for climate action, equipping participants with strategies to raise awareness about sustainability and environmental challenges.*



# Scriptwriting Workshop

## Designing impact campaigns for climate change

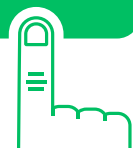
*This workshop focuses on empowering participants to design and execute campaigns that address climate issues while fostering community engagement. By combining digital literacy with creative strategies, participants learn to create impactful messages that inspire action and drive meaningful change.*

*Key elements include:*

- *Understanding the climate crisis and its impact on local and global communities.*
- *Developing clear campaign messages, defining target audiences, and selecting effective communication platforms.*
- *Crafting content such as vlogs, TikToks, and infographics to amplify the reach of their campaigns.*

*Interactive activities, such as brainstorming sessions and creative challenges, help participants develop actionable strategies for promoting sustainability. By the end of the workshop, attendees will have the tools and knowledge to lead impactful climate action campaigns.*

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# Impact campaigns for climate action

## Social media campaigns that drive change: a hands-on workshop

*This workshop is designed to empower participants with the knowledge and skills to create effective and engaging social media campaigns. Through interactive sessions, participants will learn to craft compelling narratives, define target audiences, and develop impactful key messages.*

*Key components include:*

- *Understanding the foundations of social media campaigns and their influence.*
- *Building personas to align campaigns with target audiences.*
- *Planning campaign goals, messages, and creative call-to-actions for maximum engagement.*

*Practical exercises guide participants in using various digital mediums such as vlogs, TikToks, podcasts, and visual content to amplify their messages. By the end of the workshop, participants will have a comprehensive framework for creating campaigns that resonate with their audiences and drive meaningful social impact.*

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### Digital literacy in the 21st century

#### PART 1: workshop development

- I. Climate crisis
- II. Current ecological agenda
- III. Green cities



# How to: Social Media Campaign

## Social media campaigns that drive change: a hands-on workshop

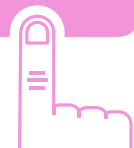
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## PLANNING YOUR CAMPAIGN

PERSONA

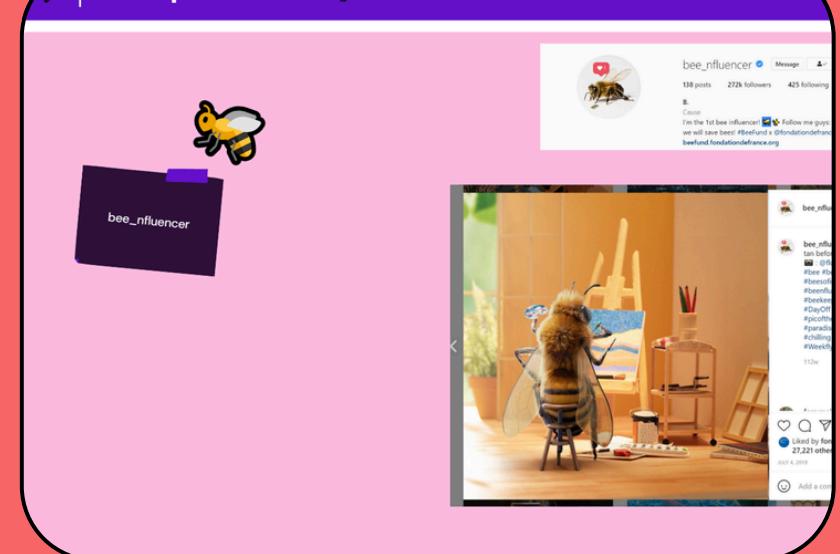
CREATE A PERSONA

- Who would be your audience?
- Whom are you communicating with?
- On which social media is your audience?
- What would be your audience's motivation to share your message with their friends?
- How would you interact with your audience?

PERSONA  
Social media persona  
fictional representation  
your ideal audience

How to:

## Best practices



# Bootcamp in Moieciu

## Launching the Vlogging Academy for Sustainability in Romania

Launching the Vlogging Academy for Sustainability in Romania was a week to remember! 🌍 From November 20th to 25th, Station Europe hosted 30 participants—teachers and students from 4 European countries—in Moieciu, Romania, as part of the Erasmus+ project Blooming Schools.

Amid the stunning natural landscapes and cultural landmarks like Bran Castle and Braşov, participants embarked on a creative journey filled with participatory challenges, inspiring them to produce impactful vlogs about sustainability and the human-nature connection.

This unique youth exchange offered an immersive environment where young changemakers learned to leverage digital platforms and social media to address critical environmental issues, turning them into storytellers for a sustainable future.

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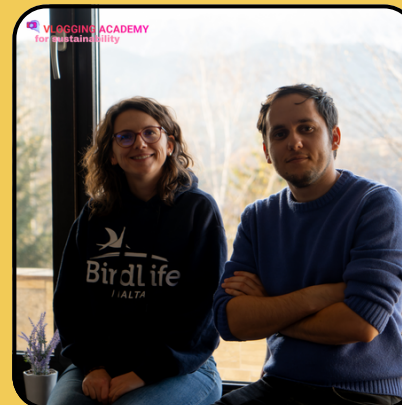


# Creative challenges to inspire change

## Engaging young minds for environmental action

*The creative challenges use an experiential methodology designed to inspire and empower participants to address pressing environmental issues through storytelling. By engaging in hands-on tasks, participants explore real-world problems, such as biodiversity loss, pollution, and deforestation, while crafting 3-5 minute videos to advocate for solutions.*

*This approach emphasizes collaboration, critical thinking, and creativity. Teams research local contexts, develop scripts, and use digital tools to produce impactful content. By combining emotional narratives with data-driven insights, participants connect with their audiences, encouraging actionable change. The methodology ensures active learning, fostering a deeper understanding of sustainability and the power of collective responsibility.*



# Creative Challenges Method

## Let's engage and inspire young minds!

The Creative Challenges are an engagement method in the form of digital content activities to be developed by volunteers of your organization on specific topics. They can have various forms, such as reels, stories, short videos, podcasts, TikToks, etc.

This method gives participants diverse tasks, cultivating their, responsibility, resilience, and creative skills. By integrating practical experiences with digital tools, you ensure that their learning process is non-intrusive yet highly effective.

Participants gain a deeper understanding of their capacity to enact change and the confidence to share their newfound knowledge with others.

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### NATURE PROTECTORS

Hello there, young **creators!**

Are you ready for a challenge? We need **your** voice to raise awareness about the importance of protecting our islands' biodiversity against the dangers of human actions such as: habitat loss, intensive agriculture, pollution, unsustainable construction, illegal hunting or trapping. Individually or in a team of maximum 3, unleash your creative powers to defend our islands. Create a short video (up to 2 minutes) in which you show the beauty of the Maltese nature and express the need for community action to preserve biodiversity.

#### HOW TO DO THAT?

##### Step 1: Prepare the script

- Choose **one** of the biodiversity's threats: e.g.: habitat loss, intensive agriculture, pollution, unsustainable construction, illegal hunting or trapping.
- Do your research about the topic.
- Emphasize the consequences of these threats.
- You can show the beauty and diversity of flora and fauna in Malta.
- You can empower your audience with concrete actions they can take to protect biodiversity in their communities.
- Foster a sense of collective responsibility towards protecting wildlife!
- Keep a humorous tone and enjoy the process!



### PROTECTING NATURAL AREAS AND RESTORING NATURE

Hello again, young **change-makers!**

Prepare yourselves for another vlogging journey, this time diving deep into your local contexts. Are you ready to unleash your creative powers to promote the protection of natural areas? It's time for national young creators to team up and make a 3-5 minute video in which you advocate for creating wildlife gardens in your community.

#### How to do that?

##### Step 1: Writing the Script

- Start with an energetic introduction, highlighting the importance of natural areas for biodiversity and a sustainable future. Show people your local community context.
- Give your audience meaningful examples and best practices that consolidate the contribution of natural areas in urban and small urban areas.
- Present the benefits of preserving nature, from reducing carbon emissions, and helping biodiversity, to supporting overall well-being. Use captivating visuals and relatable anecdotes to drive home the message.
- Equip your viewers with easy actions for embracing nature in their own lives. Whether walking in a park, doing outside sports, planting native trees, shrubs and flowers, or supporting green initiatives, every action counts.



##### Step 2 - Recording

- Choose a natural area similar to the habitat of the species you are presenting. Walk around the area and find the best places to film.
- If your protagonist is easily visible, try to film it, just be careful not to disturb them or cause any damage to the species or the area.
- Film the cause of the threat(s) and try to explain the effect in the species in a vivid way.
- If you have communicated with an NGO, ask them to be part in the video and propose them to talk about their conservation plan and actions of the species.
- Use animations, infographics, and hands-on experiments to present complex topics.
- For the closure of the vlog, find an inspiring message and call people to take action, urging people and authorities to take real action to protect this species. Provide resources for further engagement, from supporting conservation organizations to participating in citizen science initiatives.

Let's show to the world our endangered co-habitats and how to keep them in nature!



# Guide for Creators

## Vlogging Academy scripts: guiding young creators for change

*The Vlogging Academy guide provides a step-by-step tutorial for aspiring young creators to develop their storytelling and technical skills in video production. These tutorials are designed to inspire participants to craft impactful content while building a deeper understanding of the creative process.*

*From writing a compelling script to visualizing ideas through storyboards, participants learn the fundamentals of planning and executing a video project. Framing techniques are introduced to enhance visual storytelling, teaching creators how to capture emotion and context effectively. The journey culminates in understanding the responsibility of sharing messages, emphasizing research, preparation, and authenticity.*

*These tutorials empower young people to not just create content but to inspire action and build communities around important causes, fostering a generation of changemakers with the tools to drive meaningful social and environmental impact.*



**From concept to filming**



**Storyboards**



**Frames**

**YOUNG PEOPLE'S**

**ACTIVE PARTICIPATION**

# #55vlogs

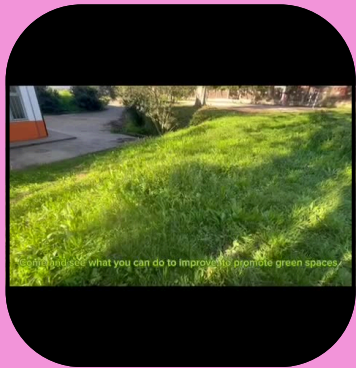
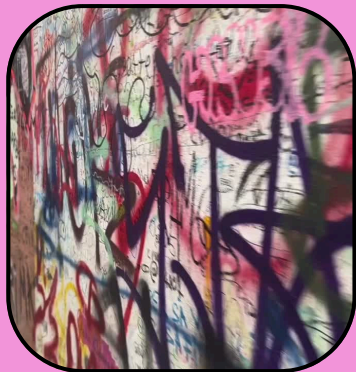
## 55 vlogs for sustainability

Station Europe launched a series of creative challenges that were shared with all partner schools in Malta, Portugal, Greece, and Romania. These challenges invited students to explore topics such as biodiversity protection, combating pollution, restoring natural areas, and fostering sustainable living.

Each school distributed the challenges to their students, encouraging them to research, script, and produce short vlogs that addressed these critical environmental issues. Students were guided through a step-by-step process, from scriptwriting to filming and editing, fostering both creativity and critical thinking.

**The results were remarkable: 55 new vlogs** created by young participants across the four countries. These videos highlighted the participants' dedication and innovative ideas for tackling environmental challenges.

This collaborative effort showcases the power of young voices and creative engagement in building a sustainable future. Together, we've laid the groundwork for a new generation of changemakers using digital platforms to advocate for the planet.



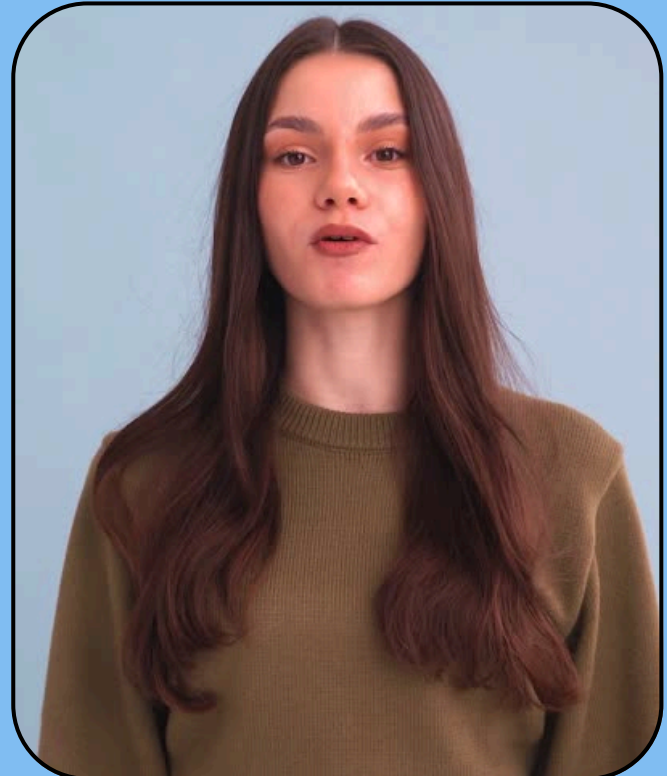
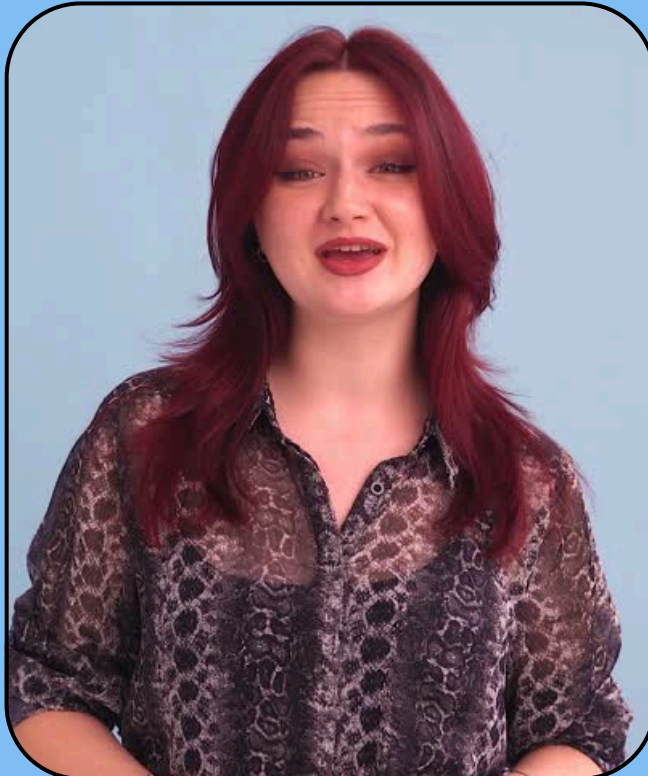
# AWARDS

## **Rewarding excellence: studio sessions and prizes for the most involved participants**

*To recognize and celebrate the most engaged participants of the Vlogging Academy for Sustainability, we introduced special rewards tailored to inspire and empower them further.*

*In Romania, the most involved participants were invited to a professional media production studio in Bucharest. This hands-on experience replaced the initially planned live-streaming session, offering a richer, more immersive opportunity for participants to develop their vlogging skills.*

*Meanwhile, in Malta, the top three participants received monetary prizes, with the first-place winner awarded €450. These prizes served as recognition of their outstanding efforts and a motivation to continue using their creativity and passion to advocate for environmental sustainability.*





**YOUTH VOICES**

**IN ADVOCACY ACTIVE**

**PARTICIPATION**

# Youth voices in advocacy

## Youth voices in advocacy. Amplifying change through videos

Videos are a powerful tool for young people to advocate for change. They amplify youth voices, raise awareness, and can influence decision-makers directly.

### Here is the perfect example!

Students at St. Nicholas College Dingli Secondary, Malta, created a powerful video highlighting the importance of wildlife gardens in schools for mental, physical well-being and helping nature.

Their message about the lack of accessible green spaces and the need to prioritise nature in school designs impressed the **Minister for Education in Malta**, who visited the school after seeing their work.

The minister praised their creativity, noting how the video aligns with Open Horizons' goal of extending learning beyond classrooms. This initiative, part of the National Education Strategy, supports innovative projects like Dingli's with grants of up to €6,000, encouraging schools to opt for improving their green spaces.



# OUTRO

*The Vlogging Academy for Sustainability was created as part of the Blooming Schools project*

## **Ending remarks - about the projects**

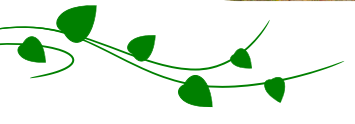
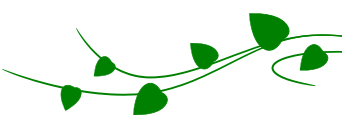
The Vlogging Academy for Sustainability, led by Station Europe, has successfully delivered a transformative program that empowered young participants to address environmental challenges through creativity, collaboration, critical thinking, and communication—the 4Cs strategy developed by the World Economic Forum.

Key outputs and results include:

- **Filmed course** - A comprehensive video series with a vlogging specialist, providing foundational skills in content creation.
- **Interactive workshops** - Engaging lessons designed to teach storytelling, social media strategies, and technical skills for impactful content.
- **Creative Challenges** - Over 55 vlogs and podcasts produced by participants across Romania, Malta, Portugal, and Greece, tackling topics such as biodiversity, pollution, and sustainable living.

- **Studio Session** - A hands-on media production experience in Bucharest, Romania, for the most involved participants, enhancing their practical skills and professional exposure. Top participants were celebrated with monetary prizes, including a €450 award in Malta, recognizing their outstanding contributions.
- **Youth Exchange** - A dynamic event in Romania where participants practiced their skills, collaborated, and built connections to advocate for climate action effectively.

Through these outputs, the Vlogging Academy not only equipped participants with the tools to raise environmental awareness but also motivated them to inspire their peers and wider communities. Together, these young changemakers have laid the foundation for a sustainable future, using their voices and creativity to influence action.





# Blooming Schools



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MALTA



 **Ορνιθολογική**  
HELLENIC ORNITHOLOGICAL SOCIETY

 **spea**

 **friends of  
the earth  
malta**

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