

OUR **PLANET**
OUR **FUTURE**

FIGHTING CLIMATE CHANGE TOGETHER



Our Planet, Our Future online educational platform
Toolkit user guide

Toolkit

[Our Planet, Our Future](#) is an online interactive tool for teachers and educators to help their 11–16-year-old students learn more about climate change, and how to apply solutions to the problem outside of the classroom.

The toolkit contains materials with which you can spread the word about the online tool to teachers and trainers in your own communication channels, social media, website, newsletters and emails. It contains:

- 1 x video, presenting the online tool and its advantages
- 4 x gifs with ready-to-use posts showcasing the main content of the platform
- 5 x Instagram/Facebook interactive stories, highlighting the benefits of using the tool in the classroom (editable)
- Information about the [European Climate Pact](#)

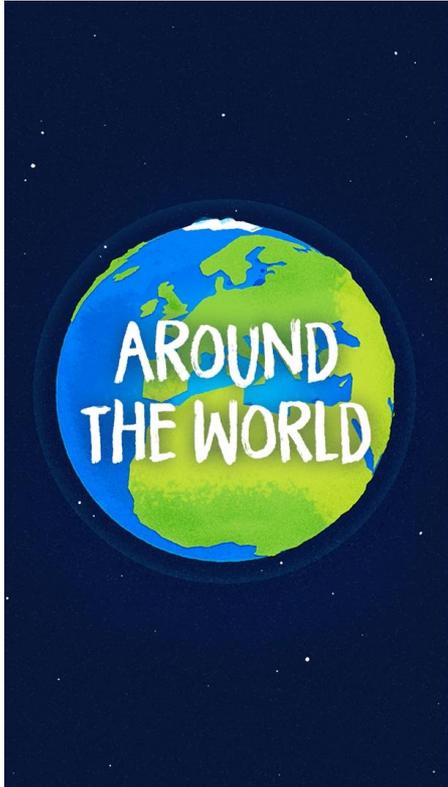
To create consistency across all social media, we recommend using the hashtags. Keep them in English so that they are easily found.

[#OurPlanetOurFuture](#)

[#ClimateChange](#)

[#ClimateAction](#)

[#EUClimatePact](#)



Video

The video has 2 formats:

- 1) square for posting on your news feeds
- 2) vertical for posting in your stories (Instagram, Facebook)

Copy for the video:

Let's go on a learning adventure with Our Planet, Our Future 🌍 ☐

An online platform with science, activities and interactive resources to educate young people about climate change and inspire them to take action.

Learn more here:

<https://ec.europa.eu/clima/sites/youth/>

#OurPlanetOurFuture



Gif 1

Copy for gif 1:

Our planet is warming up faster than ever because of the large amount of greenhouse gases we pump into the atmosphere.

The good news is we can change this if we act together to limit our impact and create solutions.

Find out how on Our Planet, Our Future:
<https://ec.europa.eu/clima/sites/youth/>

#OurPlanetOurFuture #ClimateChange
#ClimateAction



Gif 2

Copy for gif 2:

Greenhouse effect
Weather vs. climate

Global warming vs. climate change
Climate change can feel big and confusing.

Let's get the facts straight and learn what science has to say about climate change.

<https://ec.europa.eu/clima/sites/youth/>

#OurPlanetOurFuture #ClimateChange



Gif 3

Copy for gif 3:

Did you know that ice samples can tell us a story about how our planet's climate has changed over thousands of years?

Check out Our Planet, Our Future to find out more and discover the ways we can measure climate change.

<https://ec.europa.eu/clima/sites/youth/>

#OurPlanetOurFuture #ClimateChange



Gif 4

Copy for gif 4:

The most important challenge we face today is to stop climate change from getting worse.

From energy to transport and waste, there are many solutions to cut greenhouse gas emissions and make our world more climate-friendly.

Let's discover them together.

<https://ec.europa.eu/clima/sites/youth/>

#OurPlanetOurFuture #ClimateChange
#ClimateAction



1A



1B



1C

Instagram stories

The toolkit contains visuals that can be used for Instagram stories. They are numbered in the order they should be uploaded. For example, visual 1A is first, 1B second and 1C third.

Some visuals have 3 slides, others can have up to 5 slides.

The last slide is always the one that holds the call to action: Go visit 'Our Planet, Our Future'.



Instagram stories

If your Instagram account has **10K followers** you have the option of adding the **SWIPE UP** functionality to your stories.

We recommend adding the link to the online tool <https://ec.europa.eu/clima/sites/youth/> (SWIPE UP) on the last slide of the story, where the call to action is.

If your account does not have access to this functionality, you can add the link to the online platform in your accounts' bio.

ourplanet_eu Message

429 posts 27.1k followers 3,764 following

EU Environment & Climate
 We work to protect & restore the environment
 We take action against climate change
This is our work in the eu European Union & worldwide! 📍
linktr.ee/ourplanet_eu

Followed by bgf_europa, livre_para, laurafromthedesert +28 more

#EUGreen... #EUGreen... #OurBaltic eu 2030 tar... Natura 2000 eu Biodiver... COP25

And there is more...The European Climate Pact

The European Climate Pact is another way for young people to take action for climate.

Launched by the European Commission, the Climate Pact is part of the European Green Deal and is helping the EU to meet its goal to be the first climate-neutral continent in the world by 2050. It is a movement of people united around a common cause, each taking steps to build a more sustainable Europe for us all.

The Pact aims to help you to:

- learn about climate change and what it means for your world
- make practical changes – big or small – to reduce your impact on the environment
- get together with others to share ideas and experiences
- be a change-maker in your own world and inspire others to act
- take action with those around you – friends, colleagues or neighbours – to maximise your impact.

Read more: https://europa.eu/climate-pact/index_en



#MyWorldOurPlanet
#EUClimatePact

Youth Climate Pact Challenge

Want to make a difference to the green transition by connecting with others to co-create innovative youth engagement project ideas in the field of climate action?

Young people between the ages of 15 and 30 from across Europe are invited to take part. No experience is required – from seasoned sustainability advocates to people who are taking their first step on their climate journey, you're welcome to join the challenge.

You can work on your own project or join others in developing their ideas further in a group on our Community Hub. The best projects will be presented to the Commission Executive Vice-President Frans Timmermans in Autumn.

Find out more and register:

<https://youth-climate-pact-challenge.b2match.io/>





Thank you for spreading the message!

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<https://ec.europa.eu/newsroom/clima/user-subscriptions/1843/create>

European Climate Pact:

<https://ec.europa.eu/newsroom/clima/user-subscriptions/2343/create>