

# Less Plastic, Better Perugia

YOUTH CAMPAIGN

A youth-led awareness campaign against plastic pollution, developed within the framework of the Erasmus+ project **GreenCitizens: Digital Empowerment for Environmental Civic Action of Youth in Schools and Communities.**



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# Campaign Overview

"**Less Plastic, Better Perugia**" is a youth-led environmental awareness campaign aimed at increasing awareness of plastic pollution in Perugia and encouraging citizens, businesses, schools, and public institutions to reduce the use of single-use plastics.

Unlike traditional social media campaigns, this initiative focuses on **local journalism and community information**. The campaign is based on the production and dissemination of a news article that can be published by local newspapers, community newsletters, municipal websites, and online media platforms.

The goal is to reach not only young people, but also adults, families, decision-makers, and local stakeholders who play an important role in shaping environmental behaviors within the community.

## Reference project

Erasmus+ GreenCitizens

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## Main channel

Local journalism and community media

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## Target

Citizens, families, institutions, local decision-makers

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## Area

Perugia and local communities

# Why Local Newspapers?

The youth group identified local newspapers as an effective communication channel for reaching a broader and more diverse audience.



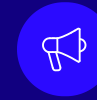
## Wide age range

They reach a broader demographic range than social media



## Local communities

They directly engage communities in the area



## Public debate

They influence the local agenda and public debate



## Reliable sources

They provide credible and verified information to citizens



## Beyond social media

They reach citizens who are less active on digital platforms

The campaign combines **youth participation** with **local journalism** to encourage reflection and behavioral change.

# Campaign Objectives



## Environmental Objectives

- Increase awareness of plastic pollution
- Encourage the reduction of single-use plastics
- Promote reusable alternatives
- Support cleaner public spaces and waterways



## Digital and Media Objectives

- Develop media literacy and communication skills among young people
- Encourage evidence-based environmental communication
- Use local media to amplify environmental messages



## Civic Objectives

- Promote dialogue between citizens and local institutions
- Encourage community responsibility
- Support local environmental initiatives

# Campaign Methodology

The campaign unfolds in four progressive phases, from research to the public dissemination of the article.

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## Phase 1 – Research

Investigation of sources of pollution, local challenges, impacts on rivers and parks, examples of sustainable alternatives

2

## Phase 2 – Story Development

Preparation of interviews, photographs, local observations, and environmental messages

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## Phase 3 – Article Production

Writing an in-depth article for local newspapers and online news portals

4

## Phase 4 – Dissemination

Sharing with local newspapers, municipal websites, schools, community organizations, and environmental associations



# Phase 1 and 2: Research and Story Development

## What the participants investigate

- Sources of plastic pollution in the area
- Local challenges in waste management
- Impacts on rivers, parks, and public spaces
- Examples of sustainable alternatives already available

## Youth storytelling tools

- Interviews with residents, experts, and institutions
- Documentary photographs of the area
- Direct field observations
- Environmental messages developed by the group

*"Plastic has become part of our daily lives. From takeout packaging to disposable bottles, from shopping bags to food containers, single-use plastics are everywhere. Yet many of these products are used for only a few minutes, while their environmental impact lasts for decades."*

## The Article: Small Choices, Big Impact

The young participants in the GreenCitizens project decided to explore how plastic pollution affects their community and what practical actions citizens can take to reduce it.

Although Perugia is surrounded by extraordinary natural landscapes, plastic waste can still be found in urban parks, along roads, and near waterways. Every improperly discarded plastic item has the potential to enter local ecosystems, where it can harm wildlife and contribute to long-term environmental degradation.

The solution does not require radical changes. **Small everyday choices can make a significant difference.** Using reusable water bottles, shopping bags, food containers, and reducing unnecessary packaging are simple actions within everyone's reach.





# Perugia Can Be an Example

The young participants believe that environmental responsibility begins with awareness. Through information, education, and community involvement, Perugia can become an example of how local actions contribute to global environmental solutions.

## Protecting nature


Reducing plastic means protecting local ecosystems, wildlife, and Perugia's waterways

## Cleaner neighborhoods

Less discarded plastic means healthier, more livable public spaces for all citizens

## Sustainable future

Today's choices build a more sustainable future for generations to come

 **The challenge begins with a simple question:** Which single-use plastic item could you replace today?

# Phase 4: Distribution Channels

The article produced by the young participants is shared through a network of local channels to maximize the reach and impact of the environmental message.



## Local Newspapers

Publication in local news outlets in Perugia and the Umbria region



## Municipal Websites

Distribution through the official channels of the City of Perugia and public institutions



## Schools

Distribution in local schools to involve students and teachers



## Community Organizations

Sharing with neighborhood associations, civic groups, and local environmental organizations

# Expected Impact

The campaign shows how young people's voices can contribute to public environmental discussions and inspire positive change in the territory.

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## Distribution channels

Newspapers, municipal websites, schools, organizations, and environmental associations

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## Methodological phases

From research to publication and dissemination of the article

3

## Focus areas

Environmental, digital-media, and civic

### Public awareness

Increase collective awareness of plastic pollution among citizens of all ages

### Behavioral change

Encourage more sustainable daily choices in families and local communities

### Youth skills

Strengthen the communication and media literacy skills of participating young people

### Local cooperation

Promote collaboration among young people, local media, and territorial institutions

- ✔ **By involving local newspapers and community media**, the campaign shows how young people's voices can contribute to public environmental discussions and inspire positive change in Perugia and beyond.