



## CARBONCARE INNOLAB

# HOW YOUNG PEOPLE ARE USING DIGITAL PLATFORMS TO ADVOCATE FOR CHANGE

I worked as a Event Assistant in CCIL, one of their primary aims and objectives is Youth Empowerment in Climate Activism. So I provided a wide range of support to their social media engagement and even initiated a small campaign to promote how youth around the globe can make an impact to Climate Change issues.



## HOW YOUTH ADVOCATE: AWARENESS & MOVEMENTS

**Raising Awareness:** Simplifying climate science for wider audiences by providing simple and entertaining explanation of complex climate scientific papers (The Ocean Cleanup, 2023)

**Mobilizing Movements:** Organising global strikes with the engagement in social media, for example, 2019 Global Climate Strike which included 150 countries (UNEP, 2018)



## HOW YOUTH ADVOCATE: INFLUENCING CHANGE

**Influencing Policy:** Pressuring governments, for example, #StopAdani Campaign, which Australian youths rallied against coal in large numbers for a couple years (Lebreton et al., 2017).

**Corporate Behavior:** Demanding sustainable practices via online campaigns and petitions. It drives businesses to live up to their demand for sustainability (UNEP, 2021).



## SOCIAL MEDIA: A TOOL FOR CLIMATE ACTIVISM

Traditional activism:  
Demonstrations, petitions, and newspaper reports  
vs.

Social media activism:  
Allows an almost instant messaging to millions (UNEP, 2018)

Examples:

1. #FridaysForFuture movement by Greta Thunberg (Sweden)
2. #ByeByePlasticBags by Melati and Isabel Wijsen (Indonesia)
3. #ThisIsZeroHour by Jamie Margolin (USA)

## CONCLUSION

Undeniably, social media is a powerful tool for youth climate activism. Despite some challenges met, it is still a stepping stone for netizens who are interested in climate issues. However, offline actions still remain their essentiality. Every year, COP is organised to F2F discuss worldwide climate issues with stakeholders from multi-backgrounds. This kind of thorough discussion cannot be easily replaced by social media.



## FAKE NEWS

## CHALLENGES MET

**Misinformation & Greenwashing:** False claims by companies like H&M and BP, their sustainability claims are often strategically misleading and unverifiable (The Ocean Cleanup, 2021)

**Echo Chambers:** Limited meaningful discussion with like-minded groups (Lebreton et al., 2017). Platforms like Instagram and YouTube often create information silos where users are only exposed to one side of content.

**Slacktivism:** Online actions may reduce real-world impact for being oversimplified and lack of deeper climate discussions (Ellen MacArthur Foundation, 2016)