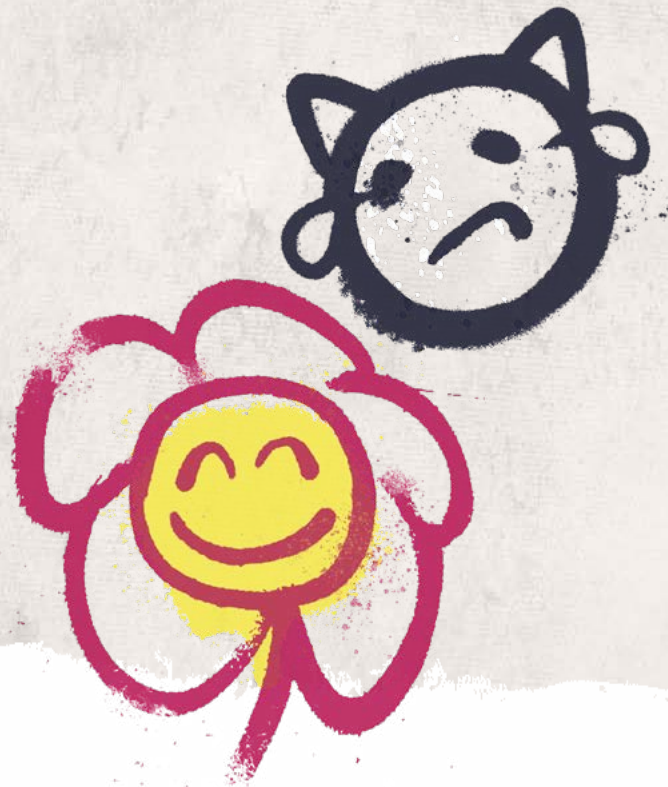


# LIBRARIES' ROLE IN ENVIRONMENT AND CLIMATE ACTIVITIES FOR YOUNG PEOPLE — A PRACTICAL GUIDE



# THIS PRACTICAL GUIDE

was prepared based on the events and activities implemented within the Youth and Environmental Emotions project. The guide is not exhaustive, but a collection of project-specific experiences of what kinds of environmental activities have been tested and carried out in libraries. We would like to share our experiences for the benefit of others. We hope that the guide will provide you with guidelines and support for developing environmental work in libraries.

Youth and Environmental Emotions (2021–2022) was a national development project in Finland managed by Helsinki City Library and funded by the Ministry of Education and Culture. The project aimed to test and develop libraries' environmental and climate-related activities by letting young people themselves choose the topics, procedures and working methods that interest them. The project's partners included Oulu City Library, Turku City Library, Mikkeli Regional Library, and the Building Climate Hope with Youth Work project of the City of Mikkeli's youth services. The project's partners participated in the planning and implementation of the overall project, organized local events, and tested, developed, and adopted new practices and working methods. The project's target group were young people aged 13–20 years.

In order to implement activities that young people wish for, we carried out a survey aimed at young people as a part of the project. Via the survey, young people were able to communicate which topics they are interested in and what kinds of activities they would like to see in libraries and by libraries. The events and activities were mainly implemented based on a survey aimed at young people, but also outside the survey, by testing different ways of reaching young people.

## Contents of the guide:

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# EVENTS AND ACTIVITIES FOR GENERAL UPPER SECONDARY SCHOOLS

In spring 2021, we contacted the secretaries of general upper secondary schools in the city. We presented the upcoming project briefly and asked what kind of cooperation the schools would like to have or what they would seek from the library as a part of the Carbon-neutral Helsinki 2035 study module.

Most schools did not respond. One school wished for book recommendations, one wished for author visits, and one wanted training in information seeking and the critical assessment of information.

## Guidance for information seeking and critical assessment

We agreed on the dates of the visits with the Finnish and literature teachers at the school in question. During the first period of the autumn, there were six visits in total: one with each group studying the module. These were implemented in two working weeks.

### What should you remember when planning an educational visit to a school?

- Agree on the topic, specific times, meeting places and duration for the training session with the teachers. If you would like to collect feedback, agree on that in advance, too.
- Verify with the school that the technology is suitable for sharing the screen of your own laptop or something that is otherwise suitable. Arrive well in advance to test the technical functionality.

- Prepare the educational materials with care and come up with small exercises to make the events interactive.
- You should consider using something gamified and engaging as a platform or support. Simple PowerPoint presentations proved to be a little boring.
- Are you prone to anxiety, or is holding training sessions new for you? Rehearse the presentation with a colleague: ask for their opinion and ideas for improvement!
- With us, the materials shifted constantly, since it felt more natural for the other instructor to go through the things in different order. This is entirely acceptable.
- Bring a friend! On some school visits, two library employees were present, and on others, only one employee. Talking to large groups is much easier and more comfortable with a colleague. Working in pairs is also useful because you can learn from one another.
- Even within the same group, there may be wide variation in how much young

people know about things like the critical assessment of information, internet cookies or library fees.

- Prepare for some groups being quiet and passive and others being curious and active.
- Prepare for tricky questions! Students are smart and critical thinkers.

*Text: Piita Kiviaho,  
Helsinki City Library*





# EVENTS AND ACTIVITIES FOR GENERAL UPPER SECONDARY SCHOOLS

## Author visits

As a part of the Carbon-neutral Helsinki 2035 study module, Vuosaari General Upper Secondary School and Helsinki Upper Secondary School of Natural Sciences organized author visits. Students of Vuosaari General Upper Secondary School wanted to have Kaisa Happonen and Karri Miettinen talk about *Ilmastotekokirja*. In Vuosaari General Upper Secondary School, *Ilmastotekokirja* was introduced as a part of the Carbon-neutral Helsinki 2035 module. The students of the Helsinki Upper Secondary School of Natural Sciences wished to have Emmi Itäranta visit and talk about her books. The students had read her books for their Finnish classes.

During the visits, the authors talked about themselves and their books, after which students interviewed them. Young people, with their teachers' support, had thought about questions to ask from the authors. At the end, we had time to take questions from the audience.

### What should you remember when planning and implementing an author's visit to a school?

- Contact the school well in advance to implement the event.
- Plan with the teacher how to implement the visit. Which guest would the students like to see? Are there any enthusiastic interviewers among the students? Do you want the authors to speak independently at first and then move to the interview, or should the visit be just the interview? How much time have you reserved for the visit, and how many people will be attending the visit? The price of the visit depends on its duration and the number of spectators.
- Contact the potential author(s) well in advance. For example, the Finnish Reading Center wishes to be contacted at least three weeks beforehand.
- Bring all the parties together with a shared email message so that all parties

know what will be done, where and when.

- Do you want to stream the event? Ask both the school and the author for permission for streaming. Book the library's streaming setup and streaming experts for the visit. Remember that you can only have the stream available as a recording for two weeks without closed captions.
- Be present during the visits. That way, you can ensure that the visit goes smoothly, and you may even be able to agree on future collaborations.

*Text: Veera Visuri, Youth and Environmental Emotions project*



# EVENTS AND ACTIVITIES FOR GENERAL UPPER SECONDARY SCHOOLS

## Eco book recommendations on video

Due to the COVID-19 pandemic, the book recommendations for general upper secondary schools were implemented via video.

### What should you remember when making videos about book recommendations?

- Start by compiling literature that is related to the environment or climate and that is suitable for young people. There are different kinds of readers at different levels among young people/students, which you should consider when choosing the books. Some like novels, others like comics or poems. Reading is challenging for some, which is why the text should be have a simple structure. Conversely, others may enjoy a novel where the story takes place at several points in time and from the point of view of several protagonists. Some like sci-fi, some prefer a more down-to-earth sto-

ry. Maybe some non-fiction books could be included? You should combine a list that includes something to read for everyone – for young people, books are available both in the youth and adults' departments.

- The length of the recommendation video depends on the number of books being recommended, but it should not exceed 30 minutes. Write a script for your recommendations: think about which order to present the books in and what to say about each one. The script's level of detail depends on how you see yourself as a recommendation provider or a presenter in general. Personally, I wrote the script word by word and rehearsed it a few times before recording the video.
- Use visual elements: hold the recommended book in your hand, show the pages of a comic book, display book trailers (if these are available or you can make/show them yourself). I also used slides on which I showed some of the books I could not get my hands on.



- The easiest way of recording a video is on a laptop through a Teams meeting where you are the sole participant. Through the Teams session, you can share your screen and show book trailers and slides. However, please note that the video will be low-quality. It is recommended that you use a better camera than the one integrated into a laptop. Place the camera at an appropriate height so that you can present yourself in good posture.
- To ensure smooth transitions in the session, practice how to share your screen (remember to also share the audio!) and how to stop sharing. Excess technical adjustments do not look good on video, and no one is there to tell you if they can see the image.
- It is good to have a script open on a separate screen close to the camera so that you can follow it discreetly. For example, if you are recording the video via Teams, connect another screen to your laptop and put the script on the screen. In this case, you will only see the Teams session being recorded and the content shared there on the laptop screen.
- A video recorded as a Teams session does not need to be edited, unless you wish to cut out unnecessary or unsuccessful moments. If you record your book recommendations directly on video, you need to separately edit any book trailers or slides into the video, i.e. you must combine several video clips into a single video.
- Find a quiet space for recording the video. If you would like to stick closer to the script and combine several elements in the video (see above), sitting by a desk may be easiest way to get a grasp of both the technology and the books. If you wish, you can

decorate the room with appropriate props or leave the room in its everyday state. If you record the video as a Teams session, refrain from using a background image as it may also hide the books you are showing.

- A video is an option when you cannot make it on-site or the class is unable to visit your library. Recommending books face-to-face allows for discussion and engagement; then again, once you have shot a video once, you can use it several times.
- When recording the video, you should also pay attention to accessibility: should you add closed captions to your video? If so, a carefully written and followed script is very helpful. However, you should always spend enough time on entering the closed captions.

*Text: Liisa Uimonen,  
Helsinki City Library*

# EVENTS AND ACTIVITIES AT LIBRARIES

## Nature tent

At the 'Climate Anxiety, Hope and Action' event at Helsinki's Central Library Oodi on 9 November 2021 15.00–19.00, a 'nature tent' concept was tested.

Then intention with the tent was to nudge the visitors to think about their own relationship with nature, but also to highlight that a library can be a safe haven from anxiety related to the environment and climate.

In the tent, visitors were able to just relax and meditate to the sounds of water and a forest, or they could think about the emotions about the environment and write them down on pieces of paper.

- What does nature mean to me? What is important to me in nature? What feelings do the environment, nature and climate change evoke in me? What is my favorite spot in nature?

The purpose was to build a place for relaxation in the middle of the daily bustle, a surprising and slightly



absurd place for tranquility, a connection between nature and the built environment. The tent was not meant for discussion, but for listening to the nature sounds in silence. Visitors were able to talk about the experience outside the tent.

### What do you need for the implementation?

- A tent. The tent can be a marquee or a smaller tent, depending on the desired implementation. We
- Create a natural atmosphere through various elements, such as plants, curtains or lanterns. In our

tent, we used hammocks, rugs, lanterns and curtains with a forest motif to create an impression of a forest.

- A loudspeaker that plays nature sounds. In Oodi, we used a small mobile speaker that connects to a phone via Bluetooth.
- Ensure that you have permission to use the music, or use royalty-free nature sounds. We downloaded nature sounds from the website [freesound.org](https://freesound.org), which includes sound effects uploaded by YLE, the Finnish Broadcasting Company.
- Create a playlist of nature sounds in advance. Avoid using software that includes commercials since those do not quite fit the atmosphere of a nature tent.
- Would you like to collect visitors' thoughts about nature and environmental emotions? If yes, have a desk, paper, pens and a cardboard box at the ready. The visitors can drop their pieces of paper into the box, like with a ballot box. You can place the pens and paper on a small desk next to the tent; the visitors can pick them up when entering the tent and return them to the same place.
- Place a sign in front of the tent for visitors to see what the tent's idea is.
- Reserve an hour to set up the tent.
- Work with a friend so that you can take turns supervising the tent. Working together is necessary for you to take breaks, but also for assembling and disassembling the tent.
- Don't forget to advertise and communicate about the event, both on social media and your own website. We also made a TikTok video of the tent afterwards to showcase the activities you can do in a library.

*Text: Veera Visuri, Youth and Environmental Emotions project*



# EVENTS AND ACTIVITIES AT LIBRARIES

## Climate Talks tour

In spring 2022, the Helmet library network of the Helsinki Metropolitan Area organized a Climate Talks tour. From February to May 2022, the tour brought a few dozen novelists, writers and activists to the Helmet libraries, with whom we discussed climate change and loss of biodiversity through literature.

The tour was initiated by the active employees of Helsinki City Library. It was an excellent opportunity for the project to cooperate through a library-centric operating model. For the tour, interested persons from the Helmet libraries were gathered to plan and implement the events across the Metropolitan Area. The tour was coordinated by Johanna Juvonen and Liisa Uimonen from Helsinki City Library.

The project coordinator of the Youth and Environmental Emotions project participated in three visits as the second interviewed and aimed to bring up young people's views and thoughts during the discussions. The visits selected were appropriate for

the project's themes and topics that interest young people.

- 28 February 2022, Kontula Library: Mikko Pelttari and Hanna Nikkanen talked about climate, journalism and media.
- 6 April 2022, Vuosaari Library: Panu Pihkala and Kia Aarnio talked about environmental emotions and climate anxiety.
- 30 May 2022, Rikhardinkatu Library: Anniina Nurmi talked about clothes and the fashion industry.

*More information about the Climate Talks tour is available at [https://www.helmet.fi/en-US/Events\\_and\\_tips/News\\_flash/Climate\\_Talks\\_on\\_climate\\_change\\_at\\_the\\_H\(230800\)](https://www.helmet.fi/en-US/Events_and_tips/News_flash/Climate_Talks_on_climate_change_at_the_H(230800)).*

## How to prepare for interviews with authors?

- The visits included in the Climate Talks tour featured several ways of implementing a visit, but most visits had a designated contact person from the library, streaming experts, interviewers and guests. Everyone plays their

own role. The contact person took care of the visit's practical side, such as contact with the guests, venue booking and having the streaming experts on-site. The streaming experts took care of the technical side, such as microphone functionality and photography. The interviewers took care of implementing the interview, and the guest, naturally, played the leading role in sharing their knowledge and talking about their books.

- If there are two interviewers and you have not met your fellow interviewer before, you may wish to meet with them before showtime

and discuss how to approach the interview. If meeting with them in advance is not possible, you can also agree on the interview structure via Teams or email. Agree on who will start the discussion and who will end it. How will you introduce



the guests and interviewers, and are you planning to accept questions from the audience? Which matters from outside the interview do you wish to bring up? For example, the Climate Talks visits also included information about the tour and the eco-themed shelves of Helsinki City Library.

- Prepare an interview outline in advance. With two interviewers, both interviewers should think of questions beforehand, after which you can combine the questions into a uniform interview outline. You should mark in the interview outline who will ask which questions. Even though you will probably not follow the outline word by word during the interview proper, it will provide a good foundation. Preferably, prepare too many questions than too few!
- On social media, you can ask the audience in advance if they have questions for the guests. For example, we shared information about future visits on the project's TikTok, and we asked users

to write questions for the guests in the comments.

- It is polite to send the interview outline to the guest(s) a few days prior to the interview. This way, the guest(s) can also prepare for the interview.
- A few weeks prior to the event, the library contact person should bring the guests and interviewers together via email. In the email, the contact person can provide information about the event date, time and duration, when to arrive, where the event will be, and if there will be refreshments available to the guests.
- Arrive at the library and event venue in time. Before the interview, go through the structure and check seats and technical matters.
- At the moment of the interview, relax! It'll go well. 😊

*Text: Veera Visuri, Youth and Environmental Emotions project*

# EVENTS AND ACTIVITIES AT LIBRARIES

## Future Game Day

Mikkeli Regional Library organized a Future Game Day on 7 March 2022 12.00–18.00. Initially, the venue was the library's loans department, which is in a visible spot and close to people's routes. During the day, we moved to the children's department and the tables in the lobby of the upstairs youth department, which sees more traffic. We cooperated with Mikkeli Youth Council. An invitation was also sent to the anticipation expert of the Etelä-Savo region, but they could not make it to the event.

During the day, we played/helped participants play printable games with future-related and environmental themes and discussed the thoughts they evoke:

- **The Thing from the Future** and a Finnish version of it for younger children (the game is CC licensed, and the creators were informed of the translation).



- Publisher: Situation Lab ([Stuart Candy & Jeff Watson](#)), the game is available for printing on Situation Lab's website [The Thing from the Future](#)
- Number of players: 2–10
- Player age: 15+
- Duration: A round is 10–30 minutes, depending on the number of players. You can agree on the duration together in advance or decide how many rounds you will play.

### • **Environment game of the guides and scouts**

- Publisher: Guides and Scouts of Finland, available for printing [on their website](#) (in Finnish)



- Number of players: 2–5
- Player age: Students in lower secondary school or older, since younger players cannot influence the choices included in the cards
- Duration: 5–15 minutes, depending on the number of players. Discussion after playing.

### • **Unicef climate memory game**

- Publisher: Unicef, the game is available for printing [on Unicef's website](#) (in Finnish)
- Number of players: 2–4
- Player age: Young people who have learned about the topic in school, 12+
- Duration: 5–10 minutes for the memory game, discussion afterwards.



- **'What if...' wheel of fortune** via the Wordwall app

- Modified from the one made by Sara Peltola. You can find the page on [the Wordwall website](#) (in Finnish)
- Number of players: one at a time
- Player age: 15+
- Duration: Quick. The discussions will extend the session.



- **Sitra megatrend cards:** not used as a game, but for opening up discussion. Publisher: Sitra. Available for printing on the website for [the megatrend cards 2020](#).

## Notes:

- The wheel of fortune became much more popular when participants could receive prizes for spinning it! The games stirred discussions, which was the purpose. On the one hand, the Sitra megatrend cards were seen as being a bit difficult and abstract, but on the other hand, they prompted one of the best discussions of the day.
- The library was quiet from noon to 15.00. At the time, it had only a few visitors and no one from the young target group.

## Materials:

- Desks and chairs + writing supplies, games, a laptop and candy as Wheel of Fortune prizes

The arrangements involved one person from the library, one from the youth services and one from the Youth Council.

*Text: Ulla Pötsönen, Building Climate Hope with Youth Work project*



# EVENTS AND ACTIVITIES AT LIBRARIES

## Documentary showing

In the survey we carried out, documentary showings proved to be the most popular. Young people also wanted to meet persons they knew from social media and discuss the fashion industry, which is why we decided to combine these two wishes in the documentary showings. We were able to do this with the documentary series titled *Verta, hikeä ja T-paitoja* ('Blood, Tears and T-shirts'). In this documentary series, four social media influencers travel to Myanmar to learn more about the fashion industry and the production of fast fashion. We had social media influencer Joona Puhakka as a guest, as he was also involved in the documentary. At the documentary showings, we watched an episode or two of the series, after which we held an Q&A session with Joona Puhakka. At the Q&A, young people themselves were able to ask Joona questions about the topics of the documentary and how it was made.

The documentary showings were organized in a slightly different way in

each city. In Oulu and Turku, specific classes had been invited to the showings. In Mikkeli, both lower secondary schools and general upper secondary schools were informed, and the event was open to all. In Helsinki, the event was open to the public. The showings were 60–90 minutes long, depending on whether we watched one or two episodes. Joona Puhakka visited Helsinki, Mikkeli and Turku on-site. In Oulu, the Q&A session for Joona was organized via Teams. In Mikkeli, the Q&A session was also streamed online, with the guest's permission, at the request of a local school.

### What should you consider in the implementation?

Take time for planning and implementation. In our implementation, we started looking for suitable documentaries in November 2021, and the showings were implemented in April 2022.

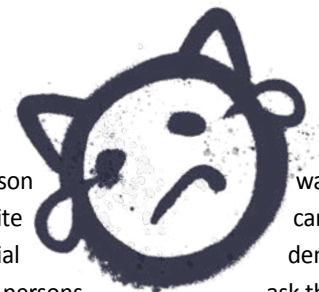
- It proved to be challenging to find an documentary with an environmental theme that would not be too dark or distressing, but rather one that provides hope and

solutions. Other requirements included the documentary being in Finnish or having Finnish subtitles, a way of showing the documentary, and permission for showing it.

- Once you have found potential documentaries, find out if you have permission to show them. Permission to show the documentary may be subject to a fee. The [kirjastot.fi](http://kirjastot.fi) website (in Finnish), for example, contains information about permissions for showing movies: [Showing and marketing movies in libraries](#) (in Finnish)
- We wanted to show a documentary series for which we did not have a direct permission. We requested permission to show it from the production company. When requesting the permission, we stated in which places the documentary would be shown, when the shows would take place, and for which audience. At the same time, we asked how much the permission would cost.
- Would you like to have a guest at the documentary showing?

Contact the person you'd like to invite via email or social media. Younger persons may well use mainly social media for communication.

- In this implementation, where the aim was to have the same presentations in four cities, the project coordinator contacted the guest first. The project coordinator inquired the guest about potential collaboration and agreed on a price for the visit. The coordinator also suggested the dates put forward by the various cities to the guest, of which the guest picked those that suited them. To agree on further details, a person from each city also contacted the guest. As such, the guest also knew who to ask for help regarding each event (such as directions or getting a link for a remote connection).
- Would you like to implement the showing together with school classes? Contact schools and tell them about the opportunity to see the documentary in the library and meet a person who



was in the documentary. You can also request that the students think about questions to ask the guest in advance. This is what was done in Oulu.

- If you are organizing an open event, ask the guest to provide a photo you can use in marketing. A person that the target group knows may attract more audience. You can also advertise the snacks available at the showing, since they may also attract people.
- Think about which room in the library would be suitable for the showing and book it in time. Agree on any possible streaming.
- Agree on who will host the event and present the questions to the guest. The host does not need to be from the library staff. In Mikkeli, for example, the event was hosted by members of the youth council. Think about questions to ask the guest in case the audience does not initially have any questions.

*Text: Veera Visuri, Youth and Environmental Emotions project*

# EVENTS AND ACTIVITIES AT LIBRARIES

## Clothes swap

Clothes swap events were organized in Mikkeli and Turku in April 2022. In Mikkeli, the clothes swap was a part of a four-day set of events that also included a documentary showing and a workshop for fixing clothes.

In Mikkeli, clothes were placed on two rails on hangers. Initially, the staff made one large IKEA bag of clothes available. The clothes swap was open to young people from 11 to 13 April 2022 10.00–18.00. The clothes rails were disassembled for the night and reassembled in the morning.

In Turku, the clothes swap was initially open from 1 April to 1 May 2022, but after the month, it became a permanent part of the main library's youth space. In a clothes swap event, young people can bring in clothes they no longer need. They can also find new clothes on the clothes rail and take what they like. In addition to clothes, accessories such as bags and shoes can be brought for swapping.

### What you should consider in the implementation:

- Bring the first clothes to the event yourself.
- Only clean and intact clothes should be brought for swapping. This should be mentioned on the sign.
- No one needs to bring something to take something, and vice versa! If they wish, young people can only bring or only take some things.
- It should not be allowed to reserve the clothes (e.g. for a friend).
- Check the clothes rail daily: are the clothes folded and hung up neatly and do all items belong to the rail? In the Stoori youth space of Turku Main Library, experiences of the clothes swap have been good, and it has been easy to keep the clothes rail neat.
- The clothes swap is a permanent part of the Stoori youth space.

If you only do the clothes swap for a month, for example, you need to have a place where you can take the remaining clothes and accessories at the end of the month (such as a flea market or second-hand shop).

### Other notes:

- A clothes rail requires little effort.
- The clothes rail used in the Stoori youth space of Turku Main Library was made in the Fendari youth workshop. You should check if there is a youth workshop in your area where you could get a clothes rack or rail.
- Hangers are often freely available in fashion stores and second-hand shops. If you get used hangers, you should wipe them before using them.
- You can come up with a different name for the clothes swap event.
- You can decorate the clothes rack or rail how you wish, e.g. with plastic plants or decorative lights.



### Materials:

- A clothes rack or rail
- Hangers (for both tops and pants or skirts)
- A sign that explains the purpose of the clothes rail and how it is used
- In Turku Main Library, the clothes rail also has a 'name tag' hanging directly from it (not mandatory)

*Text: Ulla Pötsönen, Building Climate Hope with Youth Work project, and Reetta Kannas, Turku City Library*

# EVENTS AND ACTIVITIES AT LIBRARIES

## Workshop for customizing and fixing clothes

Workshops for fixing and customizing clothes were organized in Mikkeli and Turku in April 2022.

In the workshop for fixing clothing in Mikkeli Regional Library, visitors could bring in clothes for small fixes or modifications, or fix or customize clothes themselves. The workshop instructors had various fabrics and templates with them. We also had a sewing machine and an overlocker.

In the workshop organized in the Stoori youth space in Turku Main Library, the theme was patching. The workshop participants colored patches that could be attached to clothes or bags, for example. On-site, they could fix torn clothes or customize intact clothes. The workshop instructors brought two kinds of patches with them: white ones you could draw and color on as you wished, and premade black-and-white mandala patterns you could color. The patches

were reinforced. The young people were able to cut the patches to the size and shape they wanted.

### Notes about the implementation:

- Start by researching potential partners for collaboration, such as youth services, the local youth council, schools, youth workshops and vocational education institutions (in Mikkeli, this was ESEDU).
- In Turku, the workshop was instructed by instructors from the Vimma art workshops. You should check if your area has art or crafts workshops where instructors are available.
- Coloring patches is a functional concept since the young people do not need to bring in clothes to fix or customize; instead, they can color in the patch and take it with them for later use. As such, the workshop can also be attended by young people who have not seen the advance marketing, but show up at random.
- The colored patch needs to be ironed to keep it attached when the clothing item is washed. The patch is attached by ironing and sewing. You can also iron it without sewing, but it may come loose in that case.
- Social media opportunities: before-and-after photos/reels of the clothes customized by young people.
- Cooperating with young people for both the arrangements and the communication is worth it!
- Things such as books and crafts supplies can be easily connected to the workshop.

*Text: Ulla Pötsönen, Building Climate Hope with Youth Work project, and Reetta Kannas, Turku City Library*



### Supplies used in the workshop in Turku:

- Patches (both black ones and ones with a premade coloring pattern)
- Scissors
- Sewing thread
- Needles
- A sewing machine
- Markers and crayons for drawing on textile
- A clothes iron and ironing board
- Oilcloth to protect the table during the coloring
- Inspirational books about fixing and customizing clothes, such as these ones in Finnish:
  - *Hirameki*. Author: Peng & Hu, 2016
  - *Korjaa kauniiksi*. Author: Ignatius, Anni
  - *Parsi ja paikkaa – näkyvästi!* Author: Aounna Khounnoraj, 2021



# EVENTS AND ACTIVITIES AT LIBRARIES

## Litter picking

In Turku City Library, a litter-picking event of a few hours was organized on Saturday 21 May 2022. The event was implemented so that there was a supply point outdoors from where participants could borrow supplies for picking up trash. The young people picked up litter in the surroundings for as long as they wanted. When a young person returned the supplies, they received snacks as a reward.



The supply point had two employees. One was running the supply point and the other was picking up litter. About every 30 minutes, they

switched roles. During the switch, they were able to take care of things that came up during the event.

### Notes:

- You should ask if there is an operator in your town/city from where you could borrow litter pickers.
- There are litter pickers available at the reception desk of Turku Main Library. The customers can borrow them, and they can also be borrowed for the library's events.
  - In the City of Turku, the Urban Environment Department loaned out litter pickers, trash bags and gloves for the event.
  - We also received wonderful 'Kiss my Turku' high-visibility vests, which were a great addition to our event and increased the employee's visibility.
- We did not require young people to show their library card or pay a deposit for borrowing the litter

pickers. We simply handed the pickers to young people, trusting them to bring them back.

- In event of the Stoori youth space of Turku Main Library, all litter pickers were returned.
- When cleaning the environment, young people may discover drug syringes, for example. What should you do in such a situation? How are young people instructed?
- Social media opportunities: at the end of the event, a photo of the trash bags filled and a post saying "this is how much litter we picked up" / "this is how we made a difference for our immediate environment".

*Text: Reetta Kannas,  
Turku City Library*

### Materials:

- Litter pickers
- Trash bags
  - Smaller bags work better than large ones.
- Gloves
  - Different sizes
  - E.g. vinyl disposable gloves or cloth ones
- Hand sanitizer
- High-visibility vests (not mandatory, but fun)
- A sign
  - Text: such as 'Litter picking. Borrow a litter picker and pick up a bag of litter from around the library! When you return your bag and picker, you get snacks for your trouble. Let's work together to make the library block and riverside more pleasant!'
- Snacks, could be anything, but for example:
  - Soda, mineral water (various flavors)
  - Wrapped candy (chocolate may melt in warm weather!)
  - Vegan options?

# EVENTS AND ACTIVITIES AT LIBRARIES

## Litter walk

The litter walk in Mikkeli was small-scale and unofficial: there were five of us. We moved as one group and circled the city center equipped with pickers, bags and gloves. On the way, we chatted about littering, urban culture and respecting nature (the group included international students who were astonished and delighted with Finland's clean nature and facility maintenance at natural sites, etc.). We talked about the policy in Singapore where you can get fined or be convicted to community service for littering. We also talked about microplastics in waters. Doing things together and cleaning up nature are natural ways of starting a discussion

about environmental matters. In fact, I didn't need to initiate the conversation as the young people did so themselves.

After the walk, we took a photo of our yield and published it on social media. After that, we enjoyed juice and cookies in the library yard and wondered where we should sort the trash. The young people did not know where the nearest recycling point was, so we looked at the 'kierratys.info' map.

In June, we plan to combat invasive plant species by weeding out Himalayan balsam. I would like to introduce the international young people to the concept of voluntary yard work.

Overall, I recommend attracting international students and young people who have entered Finland via other routes, in addition to Finnish young people. Partners may include reception centers, multicultural associations and educational institutions. .

*Text: Ulla Pötsönen, Building Climate Hope with Youth Work project*

### Materials:

- Litter pickers to be borrowed from the library
- Trash bags
- Gloves



# EVENTS AND ACTIVITIES AT LIBRARIES

## Street festival



A street festival was held in Arabianranta, Helsinki, on Saturday 14 May 2022 11.00–18.00, to which the local library was also invited. The library participated in the festival with a marquee, and as a project, we were at the marquee, giving eco book recommendations or handing out trans pickers. At the library tent, it was possible to borrow other items, such as footballs, frisbees, a bocchia game and a ukulele, but also books. In addition to that, books removed from the library were available for free.

Music was played at the tent, and the tent also included armchairs for reading or resting your legs. We also had a few poets perform at the tent during the day. At the library tent, we wanted to showcase the various services and opportunities of libraries at a small scale.

In 2022, the distribution of leaflets was forbidden in the Arabia street festivals since the events focused on being ecological. As such, printing out the book recommendation lists was not possible, and the situation required more creativity.

### How can you give eco book recommendations and loan litter pickers at street festivals?

- Make use of the lists of recommendations available online, and create QR codes for them. Personally, I printed out a paper which contained QR codes to the climate reading challenge for 2022, the 'bookshelf of hope', and the post titled *Enemmän vähemmän* in the *Suosittelija*

blog. I placed the paper on a sign holder on the desk where festival visitors were able to scan or capture the QR code and browse eco book recommendations on their phone. Free QR code generators are available online.

- I also displayed a few surplus book recommendation lists left from the nature dialogue event held in the Youth Environment Space in Helsinki. They were freely available for browsing on-site, and visitors were also allowed to take pictures of the lists.
- In addition to books, I also wanted to recommend various freely available Finnish podcasts and documentaries with an environmental theme. I printed out the lists of podcasts and documentaries, which could also be browsed on-site or captured as photos.
- Litter pickers could be borrowed by using the library card. There was a laptop and handheld scanner in the tent, with which we could record who borrowed

which item. By doing this, we were also able to ensure that the litter pickers would be returned, since the tent did not involve any rewards or a person to support the litter-picking like in the similar event in Turku. Trash bags were handed out along with the litter pickers.

### Other notes:

- Preparing the recommendation lists and ads takes time. Reserve time for these prior to the event.
- Advertise the event on social media in advance. You can mention that people can test the litter pickers at the festival and make a positive difference for their environment.
- Afterwards, publish the day's experiences on social media for audiences to see how diverse library activities can be. You can post images or video.
- Poets were an excellent addition to the library tent. In the future, we could also invite poets or per-

formers whose works have environmental themes.

- In the future, the tent could also have engaging environmental activities or challenges through which more people could find them.

*Text: Veera Visuri, Youth and Environmental Emotions project*

### Materials:

- A table
- Sign holders
- Some printouts
- Litter pickers + trash bags
- A laptop and a handheld scanner



# EVENTS AND ACTIVITIES AT LIBRARIES

## Plant caring

Turku City Library organized plant caring activities. In the plant caring activities, young people came to the library, and each of them sowed one plant. Each young person marked their name on the pot by using tape. The plants were kept in the library for two weeks in a bright place by the window, and, during this time, the young people watered and nurtured their plants. After two weeks, the young people were able to take their own plant home.

The young people were offered three plant options. Each selected one of the three. In the Stoori youth space in Turku Main Library, the options available were miniature sunflower, sugar pea and lettuce. The sunflower proved to be the most popular by far. Two planted sugar pea and one planted lettuce.

### Notes about the implementation:

- You can replace the flower pots with cut-out bottoms of milk cartons, for example, if you prefer using recycled materials.
- You can ask tips from a florist when choosing the plants.
- The planting season is March–May. Herbs can be planted as early as March. Lettuces, for example, can be planted throughout summer. You should verify the sowing seasons for each plant with gardening experts, for example.
- In Turku Main Library, a group of ten young people was finished in 20 minutes. Maybe you could come up with other activities for the event to pass 45 minutes with ease, for example?
  - One thing to add could be decorating the pots.

- In Turku Main Library, one school class was invited to the event. You should consider if such an event would work as an open-to-all event.
- All young people do not necessarily visit to water their own plant. The library staff should also monitor the plants' moisture level and water the plants that are at risk of drying.
- Social media opportunities: Following the sprouting in social media posts, e.g. every few days. Encourage young people to post about their plant on their own account! Come up with a shared hashtag to be used by the young people and library.

*Text: Reetta Kannas,  
Turku City Library*



### Materials:

- Seeds, three different types
- Planting pots and saucers
- Soil
- Gravel
- Stakes (if a plant so requires, such as the sugar pea)
- Plastic wrap and needles (placing the plastic on the pot is voluntary)
- Watering cans, spray bottles
- Gloves (multiple sizes; e.g. disposable vinyl gloves)
- Oilcloth to protect the tables + surfaces on which the pots are placed in the library
- Masking tape and markers (the young people put their name on their own pot)
- A sign (next to the pots to explain to customers why there are flowerpots in the library)



# EVENTS AND ACTIVITIES AT LIBRARIES

## Political panel discussion

In this activity, politicians are invited to a panel discussion with school groups as the audience. The school classes will come up with questions about climate and the environment for the politicians and send them to the library staff in advance. The library employees will choose the questions to be asked at the panel and outline the panel based on them. The outline will be sent to the politicians (so that the politicians know the questions in advance).

At the Stoori youth space of Turku Main Library, the panels last 75 minutes. First, each panelist will introduce themselves briefly. After this, the questions selected in advance will be covered so that each politician answers each question. The maximum duration of an answer is 60 seconds.



During the panel discussion, young people will be able to think of more questions. The young people will ask questions via the Padlet app. Young people, and the politicians, if they wish, can follow the questions added to Padlet during the discussion. (If the event is held online, everyone can follow them on their own smart device; if the event is held on-site, the Padlet can be projected on a wall, for example.) The last 15 minutes of the panel will be reserved for the questions entered in Padlet (preferably, the questions would be handled in the order in which they came in). At this point, the young people can aim their questions at either all politicians or one or a few politicians.

### Notes:

- In Turku Main Library, this type of event had to be cancelled in spring 2022 since not a single class registered for the event. However, Turku Main Library has organized similar events in previous years.
- How do you decide, in an equal manner, which political parties should be represented?
  - Restrictions applied in Turku Main Library: we invited a representative of each party that have one or more council members in Turku City Council.
  - The downside of this restriction is that small parties are left out.
- The politicians' turns should rotate, i.e. a different person starts each round.
- When a politician starts their answer, mentioning their name and party is recommended. It is easy to forget who represents which party, especially with the rotating speakers.
- The event can be carried out either on-site or remotely via e.g. Teams.
- In Turku Main Library, young people in the 9th grade, general upper secondary school and vocational school were invited to the event.
- Two employees is sufficient. In event at the Stoori youth space of Turku Main Library, the tasks are divided like this:
  - One takes care of the introduction and closing words, leading the discussion (asking questions), timing the politicians' answers and rotating the turns.

- The other employee is in charge of the Padlet app and the questions received through it: at the start of the event, they instruct everyone on using Padlet, monitor the questions received during the panel discussion, and, at the end of the panel, present the questions to the politician.

*Text: Reetta Kannas,  
Turku City Library*

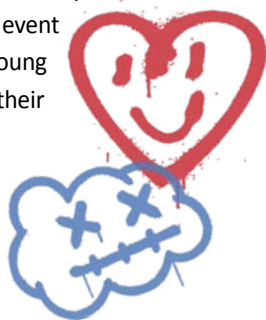
### Materials:

- The Padlet app
- A stopwatch to time the politicians' answers

# EVENTS AND ACTIVITIES AT LIBRARIES

## Event on young people and biodiversity

In cooperation with WWF Youth, an event on young people and biodiversity was organized in Helsinki's Central Library Oodi on Saturday 28 May 2022 13.00–15.00. At the event, the participants received information about current topics in biodiversity and discussed and learned about biodiversity from various perspectives. The intention was to implement the event so that young people were able to decide on the event content, persons to be invited and the library in which the event would be organized. As a project, we offered the venue and contacted the people that the young people wanted to hear from. Through these steps, we facilitated an event that suited the young people and met their needs.



Alli Pykkö, youth nature delegate of the Allianssi organization was present at the event to talk about current topics related to nature. The event also featured a member of the network for young biodiversity influencers, who talked about the influencers' statement on the national strategy on biodiversity. Finally, the WWF youth department led a workshop where participants were able to think and learn about the connections between food and biodiversity.

### What should you consider in the implementation?

- Start planning early. Look into potential partners and contact an organization with which you would like to cooperate. Describe what you are planning and ask if they want to join. There are many potential organizations and movements related to the environment, such as: WWF youth, the climate group of the Finnish Nature League, Climate Move,

Fridays for Future, Climate Influencers of the Finnish Red Cross, Extinction Rebellion, Animalia, Oikeutta eläimille, SEY Animal Welfare Finland and Dodo.

- Arrange a meeting with the participants where you agree on the event's time, place and content. You should also agree on how you will continue communicating. In this implementation, we created a WhatsApp group where we could easily share ideas and agree on various matters.
- Ensure that the library facility you wish to use is free, and book it on time.
- Prepare for the first program plan not becoming reality; you may need to change the program content along the way. We noticed that it is sometimes difficult to get speakers to a weekend event, since many of them only work on weekdays.

- It would be advisable to have marketing materials ready three weeks prior to the event. However, the event can be arranged even if the marketing is not ready. The planning of this event started only about a month before the planned event date, which is why the marketing was less intensive than what we had hoped for. This did not prevent the event from being realized, but it may have affected the number of attendees.
- Verify which things should be noted in the marketing. For example, information screens, social media and websites all use images of different sizes. Consider if you need to advertise in the local newspaper. Ask the guest if their photo can be used in the marketing for the event. With a photo, the event may reach its target group more effectively.
- Consider the technical requirements. Does the event require

microphones, and how many? Do you want to use a set of slides, and from whose computer will you show the slides? And would you like to stream the event?

- Who should host the event and keep it running? The event was hosted by the project coordinator of the Youth and Environmental Emotions project.
- During the day, post stories about the speeches on Instagram/TikTok. This way, even those who could not attend can get glimpses of the event and may be inspired to join the next time. You can also publish photos or a video of the event after it.

*Text: Veera Visuri, Youth and Environmental Emotions project*



# EVENT AT A YOUTH CENTER

## Great Nature Dialogue

The project was a part of Sitra's Great Nature Dialogue even on 3 March 2022 by organizing two nature dialogue events at the Great Nature Dialogue in Helsinki at 17.00–18.30. The dialogue responded to young people's wishes of discussing environmental matters and influencing visions of the future. A summary of the dialogue will be used to support for Sitra's work on the Nature-wise Finland 2035 vision.

The nature dialogues were attended by two participants aged 12 and two aged 18.

### What should you consider in the implementation?

- Contact the youth center instructors. Ask for the opportunity to hold the event in the evening. Agree on a suitable time.
- If holding a dialogue session is brand new to you, you should ask the Timeout Foundation to instruct you. In this implementa-

tion, we received free instructions since Sitra wanted to make it easy for everyone to arrange a dialogue event. You should keep an eye on the dialogue events held by Sitra. They are a free and easy way of developing environmental activities in libraries.

- If you are already familiar with holding dialogue sessions, you can use the premade and free materials that the Timeout Foundation has on their website.
- Choose a focal point for the dialogue. Will it be climate, nature, forests, recycling, water or something else?
- Once you have chosen the focal point, think about questions that can drive the dialogue forward. When phrasing the questions, think about the participants' level of knowledge. Which terminology do they know, and which do they not? Biodiversity and the loss of it and the relationship with nature may be obvious concepts to an adult, but not to a 12-year-old.
- Prepare social media marketing materials for the event. Consider whether the event requires advance registration, or if the audience can just show up. Is the number of participants limited? We did not require advance registration for this event.
- Please note that the youth workers cannot promise that young people will be interested. They can provide the venue and market the event, but the young people themselves get to decide if they feel like attending. The youth centers are places for the young people to spend their free time, and they are not obligated to participate in activities in the same way as at school.
- Agree on potential catering with the youth workers. We hear that snacks may increase young people's interest to attend events. We served some sweet buns.
- Bring a friend! In this implementation, Sitra asked that the dialogue be written down, since a summary



of the dialogue will be used to support for Sitra's work on the Nature-wise Finland 2035 vision. This meant that one person led the dialogue and another was writing down the discussions had. In addition to that, a colleague was helpful in supporting the discussion. So, even if writing down the discussions had not been necessary, it is nice to have a friend with you.

### Library bonus:

Prepare book recommendations that suit the theme of the event. Using them, the participants can continue learning about the theme through books. At the end of the dialogue, share the list to the participants.

*Text: Veera Visuri, Youth and Environmental Emotions project*

### Materials:

- A laptop connected to a screen and for showing the presentation. A second laptop to write a summary of the dialogue. A second laptop is not always necessary, but in this case it was as the implementation was organized by Sitra
- Some snacks
- Pen and paper At the end of the dialogue, the participants were asked to independently write down things they had learned
- Printouts of the recommended book lists

# USING SOCIAL MEDIA

Social media is a key channel in reaching young people. Social media accounts for the project were created on TikTok, Instagram, Twitter, YouTube and Facebook. However, Facebook was soon determined to be unnecessary in reaching young people. TikTok proved to be the best channel. We published information, emotions and event recommendations related to the environment and climate on social media at a low threshold and with an open mind. In addition to basic posts, two campaigns were implemented on social media.



## ‘Young people ask, experts answer’ videos

In the survey aimed specifically at them, young people highlighted concrete and fascinating questions about the environment and climate. The project group realized that answers exist for the questions asked by the young people, so we reached out to experts to answer them. We wanted to provide answers in a way that reached young people, i.e. social media.

We asked the experts to send their answers as videos. We made compilation videos of the answers received on our YouTube channel and published question-specific videos on TikTok and Instagram.

The videos featured senior researcher Juha-Matti Katajajuuri from the Natural Resources Institute Finland, project coordinator Alexander Kohl from Sitra, director of VTT’s research group Marko Paakkinen, youth climate delegate 2021–2022 Maija Kuivalainen from Allianssi, author, activist

and journalist Suvi Auvinen, climate expert Lasse Leipola from Finnwatch, development manager Pia Forssell from Statistics Finland, and senior researcher Suvi Sojamo from the Finnish Environment Institute.

The videos are available on [the YouTube channel of the Youth and Environmental Emotions project](#).

### How to do it?

- Collect questions from the target group of your choice or think of questions to which you would like to find answers.
- Find a suitable person to answer the question and contact them via email.
- Mention that you would like to receive answers on video. A smartphone suffices for recording, a studio or a professional are not necessary. Inform the expert whether the video should be horizontal or vertical. Don’t forget to mention that the person should be in a quiet and bright space where their face can be seen and their voice heard.
- Ask them to send their answer video by email, WhatsApp or a cloud service, such as Google Drive, Dropbox, OneDrive or WeTransfer.
- Edit the video or use a professional’s services. In this case, we edited the videos ourselves.
- There are many types of free and simple video editing software available. We used the Canva editing software.
- Find royalty-free music for your videos’ background, or get permission to use the music you want. Think about the mood that you want to set with the background music (such as happy, neutral or sad).
- YouTube will automatically suggest a thumbnail for the video; that is, the small image that catches the viewer’s attention to YouTube. If you are not satisfied with the default thumbnail, you can also make one yourself. This way, you can make the thumbnail more personalized. You can use

the Canva editor that you used to edit the video to create the thumbnail.

- Reserve sufficient time to edit the videos. Editing a short video takes at least a day and maybe even several, depending on the level of the creator and the video length.
- Remember to add closed captions to the videos. You can add closed captions to videos on e.g. YouTube before it is published, or you can use a captioning services. We captioned the videos on YouTube ourselves. Similarly to editing, adding closed captions will take a few hours for a video that is a few minutes long. However, it may take several hours, depending on the video duration and the experience of the person entering the captions.
- In the videos, include recommendations of where the young people can learn more about the topic, such as books and websites.

*Text: Veera Visuri, Youth and Environmental Emotions project*

# USING SOCIAL MEDIA

## TikTok campaign

In February 2022, we implemented a TikTok campaign in collaboration with social media influencers. In the campaign, we wanted to use well-known personalities to showcase the diverse library services to alleviate climate anxiety.

**The campaign involved three influencers and three videos.**

- **Juho Rautvaara** (@jesusguised) The video gained about 30k views, 3,674 likes, 18 comments and 2 shares.
- **Andreas Tolonen** (@tolonenandreas). The video gained about 28k views, 3,596 likes, 28 comments and 2 shares.
- **Berta** (@bertarr). The video gained about 35k views, 3,304 likes, 78 comments and 16 shares.

*(Statistical data was acquired 2 weeks after the posts were made)*

**We started off by thinking about the intended target group, channel, goal and content.**

- Who are the target group? The project's target group were young people aged 13–20.
- Through which social media channel can you best reach the target group? At the time of the project, one of the most popular social media channels among young people was TikTok, which is where we carried out the campaign.
- What is the goal of the campaign? The goal of our campaign was to showcase environmental emotions through people known to young people, link them to the library services and inspire young people to find their way to libraries. You should highlight that using library services is a way of finding information, living more sustainably and also relieving climate anxiety.
- What kind of content will help you reach your goal? Consider if you want to market a specific thing or the services in general. What would you like to highlight in the post, or can the

content creator do what they wish? Would you like the post to include a specific phrase or show a specific item? The social media channel you have chosen determines the type of content somewhat. Since we implemented our campaign on TikTok, video was the only possible format. Furthermore, we did not wish to restrict or define the post content too strictly. We gave the social media creators free rein to plan and implement the posts so that the posts would fit both the campaign goals and their personal style. We trusted the content creators' skills in making functional videos. Through this, we received a fun collaboration we had not even thought of when Juho and Andreas made their video together.

**Once we had discussed the matters above, we looked at potential content creators.**

- To find suitable content creators, we looked at the social media channel selected. We focused

on the target group and goals to think about who would be suitable for the campaign. For example, in this project, we wanted to reach young people aged 13–20 widely, and not just people who were already interested in the topic. We ended up collaborating with content creators who produce diverse content and are followed by many young people. We also wanted to have different types of content creators for the campaign. All creators selected had their own unique style of producing content.

- You should also ask individuals who belong in the target group about who they follow on social media. You can find suitable content creators this way.
- Once you have found content creators who are interested in joining, discuss and agree on the further details of the collaboration with them. The information provided should include the content, publishing date, rights and

price of the post, for example. Also discuss what kind of publicity you seek from the campaign. Will you buy marketing rights from the social media platform, or will you implement the post using the content creator's organic reach? In our campaign, we used the organic reach of the content creators.

- Remember to pay attention to the hashtags and accounts you want the content creator to tag in the collaboration posts. We asked them to use the hashtags #nuoret-jaympäristötunteet and #vihreäkirjasto and tag the account @nuoretjaymparistotunteet.

*Text: Veera Visuri, Youth and Environmental Emotions project*

