

YOUTH AND ENVIRONMENTAL EMOTIONS PROJECT - LIBRARIES ALLEVIATING YOUNG PEOPLE'S CLIMATE ANXIETY



What is the Youth and Environmental emotions project?

The project is a national development project (2021–2022) managed by the Helsinki City Library and funded by the Ministry of Education and Culture. The project aims to test and develop the environmental and climate activities of the library using a method, in which young people themselves can choose the topics, ways of action and forms of work that interest them. The aim is to try out new and fresh ways of engaging young people and to create an operating model, which can be implemented in different libraries.

Project partners:

- Oulu City Library
- Turku City Library
- Mikkeli Regional Library
- City of Mikkeli Youth Services, Youth Work as a Builder of Climate hope project

The project's target group were young people aged 13–20 years.

IMPLEMENTATION

Survey for young people

Through the survey, young people could tell which topics they were interested in and what kind of activities they wanted. The survey was distributed via e-mail to youth councils, organisations and associations in Helsinki, Oulu, Mikkeli and Turku. Participants were also asked to participate in the survey at the Oulu Youth Forum. Information on the project and the survey has also been distributed through brochures to libraries, youth centres and schools. The survey has also been advertised on social media channels.

Activities based on the survey

We carried out activities mainly based on the survey, but also outside of it by experimenting with different ways to reach young people. Based on the survey, young people were most interested in documentary presentations, events on clothing and fast fashion, recycling events such as rubbish collection, future workshops as well as climate and media. Young people wanted information, action in practice, to make a difference and discussions, in which different views and voices would be heard. Young people said that they get most of their information on environmental and climate matters at school and through social media, so we started from them and also organised events in libraries and youth centres.



EVENTS AND ACTIVITIES IN SCHOOLS

In Helsinki, we contacted the secretaries of the city's upper secondary schools. We briefly presented the project and asked what kind of cooperation the upper secondary schools would like to engage in, or what would be desired from the library.

- Author visits
- Book Talk
- Information retrieval and source criticism



SOCIAL MEDIA

Social media is an important channel for reaching young people. For the project we made accounts for TikTok, Instagram, Twitter, YouTube and Facebook. Facebook was quickly considered an unnecessary channel for reaching young people. We published information, thoughts and event tips related to the environment and climate on social media with a low threshold and in a light-hearted way.

Young people ask, experts answer videos

In the survey, young people asked practical and interesting questions about the environment and climate. We noticed in the project group that there are answers to some of the questions posed by the young people, so we started looking for experts in the field to answer them. We wanted to respond in a way that reaches the young people, i.e. via social media.

TikTok campaign

In February 2022, the project carried out a TikTok campaign in cooperation with social media content producers. The campaign aimed to raise environmental emotions through people known to young people, link these to library services and thereby activate young people to come to libraries. The campaign also aimed to partly create peer support for dealing with climate anxiety, which can be facilitated with information and services found in libraries.

EVENTS AND ACTIVITIES IN LIBRARIES

We held different events in different cities and libraries to test different ways to reach young people and cooperate with young people.

•Nature tent

Helsinki Central Library Oodi

•Climate Talks tour

During spring 2022, the Climate Talks tour was organised in the Helmet libraries of the Finnish capital region. Project participated in the tour.

•Documentary presentations

Helsinki Maunula House, Kiiminki Library in Oulu, Turku City Library, Mikkeli Regional Library

•Clothes recycling rack

Turku City Library and Mikkeli Regional Library

•Clothing workshop

Turku City Library and Mikkeli Regional Library

•Games about the future

Mikkeli Regional Library

•Rubbish collection event

Turku City Library and Mikkeli Regional Library

•Street festival

Arabianranta Library in Helsinki participated in a street festival organised in the area. As part of the library tent, the project gave eco-book tips and handed out rubbish tongs.

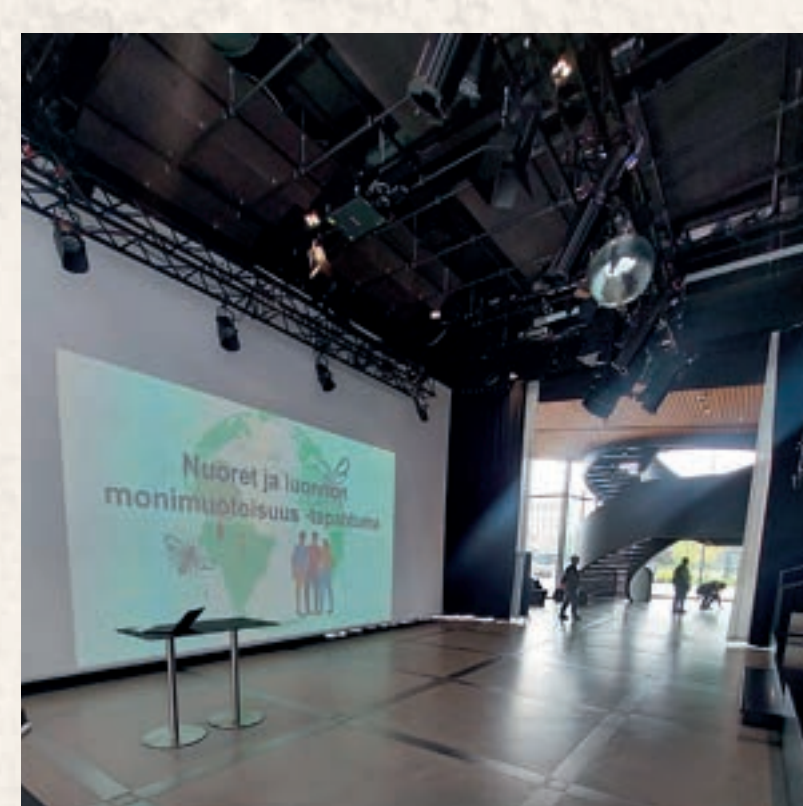
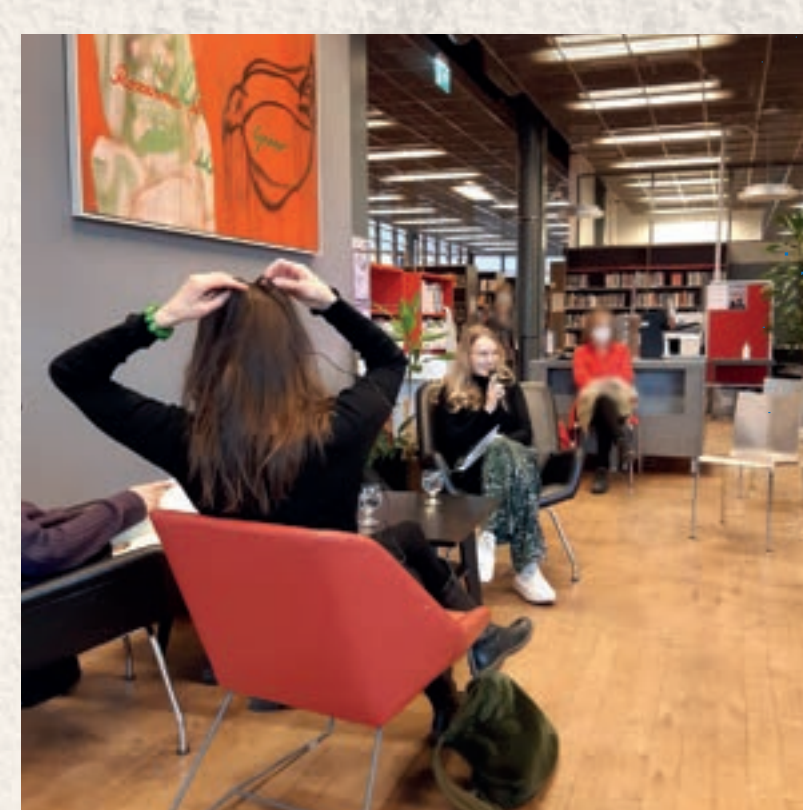
•Youth and

Biodiversity event

Helsinki Central Library Oodi

•Plant caring

Turku City Library

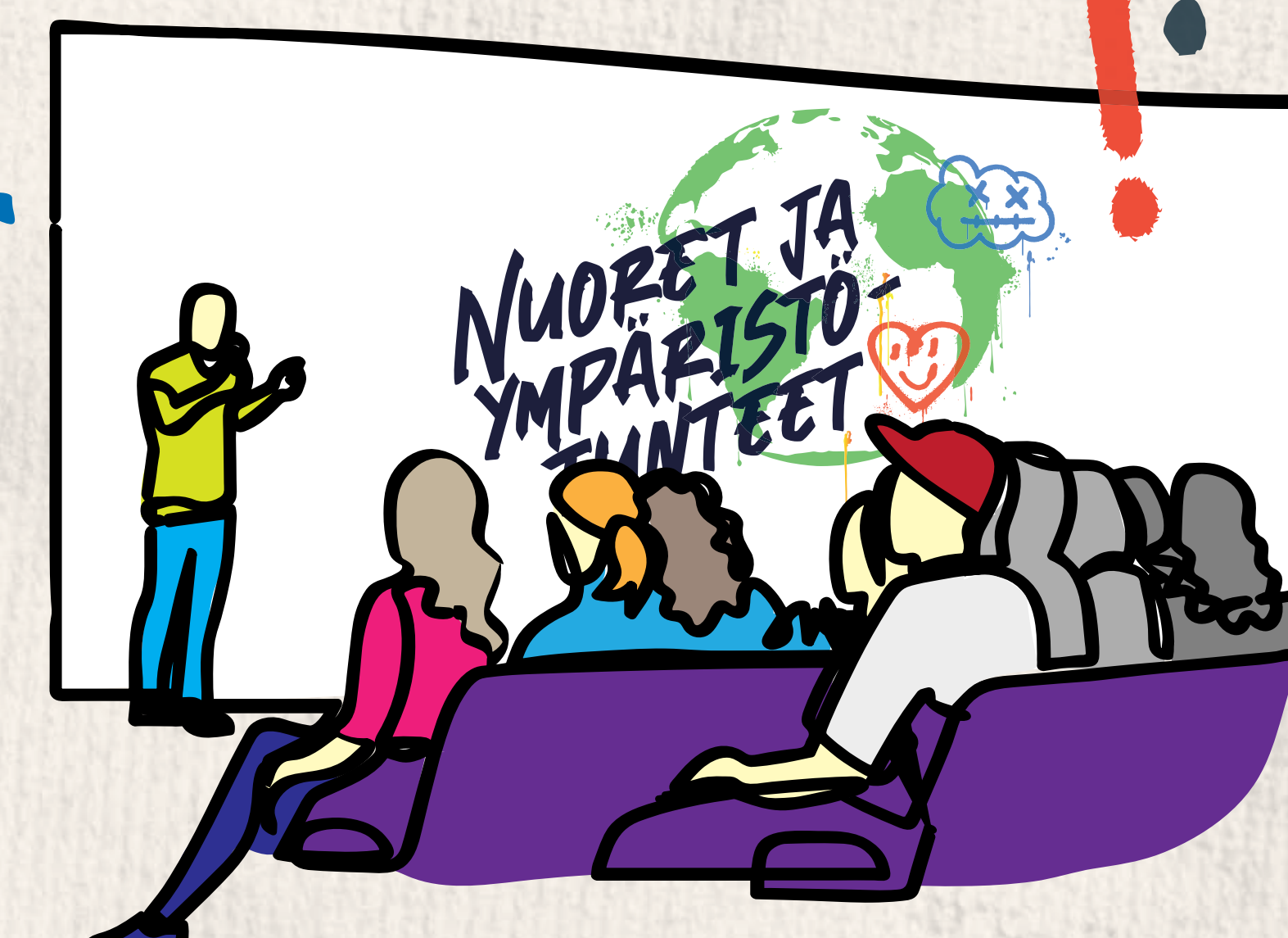


EVENT AT THE YOUTH CENTRE

Nature Dialogue

The project participated in Finland's Great Nature Dialogue Day on 9 March 2022 by organising two nature dialogues in the Helsinki Youth Environment Space.

The dialogue responded to young people's wishes for discussion and making an impact on the future. The summaries of the dialogues will be used to support the Nature-wise Finland 2035 vision. At the end of the event, a book suggestion list was handed out to the participants as a library bonus, which they can use to continue reading on the topic in books, if they so wish.



What about the future?

A practical guide to the events and activities carried out in the course of the project will be compiled to support future work. The idea is that not everyone needs to start again from the beginning. The practical guide will be published in Finnish, Swedish and English. In addition to the guide, a training event on the environment for Finnish library professionals will be organised in August, which will cover the activities of the project as well as the environmental activities of libraries in general and their role as environmental educators.

