

What are the benefits of the Green Deal?

#MiEuropa2030

What are the benefits of the Green Deal?

Grupo de Trabajo: Pacto Verde Europeo

Participantes: Diego Hernández y María Cerezuela

IE University

Proposal

Through social media, our campaign will have a focus to promote the benefits of the Green Deal. Moreover, we want different people to be encouraged to look out information regarding the Green Deal. Hence, some of the posters of the campaign will only be used as promotional rather than informative. However many infographis will help to inform the people.

The Social Media we will use are: Instagram, Tik Tok, Facebook, Snapchat mainly. We decided to use this several platforms because we wanted to target the different age groups. Facebook has an older audience, hence in this app we will target older people to get interested in the environment. Via Instagram we will Target young adults, promotion here will help people to be more induced into the green deal, as well as to promote it. Instagram's users are very active nowadays, if they see a post they like, they tend to share it in their stories; hence the outcome could be massive. In Instagram we also want to incite young adults to share ideas and ways to take care of the environment for themselves. This campaign not only focuses on sharing the Green Deal, but to show how can people be green too.

Furthermore, in the Tiktok app, we want to focus on the younger audience. This app has massive views right now, and we wanted to take that into account. These Tiktok videos will help the growing up children to be interested and exposed to the environmental solutions in the current Europe. Hence, by them knowing benefits, and simply what the Green Deal is or even ways to be green, we expect them to grow with the idea that the environment is very important.

The same is with Snapchat. It is important to say that the use of influencers is fundamental in this situation. Nowadays, they form an important part in Social Media, as their name says they influence people, hence by getting influencers joining the cause, the outcome would be massive too.



environmental degradation are an existential threat to Europe and the world. To overcome these challenges, Europe needs a new growth strategy that will transform the Union into a modern, resource-efficient and competitive economy.

Transforming the EU's economy for a sustainable future

60%

Greenhouse emissions reduction by 2030

25%

EIB Budget allocated to climate objectives

50%

EIB climate target for 2025

OBJECTIVES



Supply clean, affordable & secure energy



Build & renovate resources



"Farm to Fork" project



Preserve & restore ecosystems



Sustainable & smart mobility

The European Green Deal is a response to these challenges. It is a new growth strategy that aims to transform the EU into a fair and prosperous society, with a modern, resource-efficient and competitive economy where there are no net emissions of greenhouse gases in 2050 and where economic growth is decoupled from resource use.

The Green Deal is an integral part of this Commission's strategy to implement the United Nation's 2030 Agenda and the sustainable development goals 3, and the other priorities announced in President von der Leyen's political guidelines.

Collaboration among countries and citizens will be crucial in order for this challenge to be effective creating a circular economy and a sustainable future for the upcoming generations.

Further information: ec.europa.eu



Tik Tok Examples

El concurso "Mi Europa 2030" es organizado por el Consejo Europeo de Relaciones Exteriores (ECFR) y esglobal.es con el patrocinio de la Embajada de Alemania en España y en el marco

de la Presidencia Alemana en el Consejo de la UE.



Fecha de creación

27 noviembre, 2020