

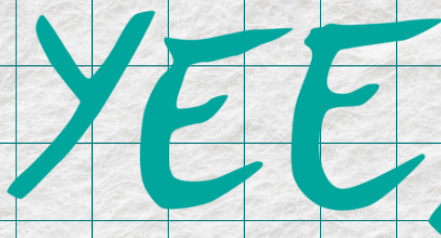
WHY ARE WE



FIGHT
OR
FLIGHT?

TALKING

about the
Just
Transition



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YOUTH AND
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EUROPE

YOUTH EMPOWERMENT

FOR A JUST
WHAT IS ADVOCACY? *Transition*

How can the voice of the youth support the just transition?



The Youth Empowerment for a Just Transition brochure on advocacy was created by youth for youth, to explain the importance of advocacy in the just transition.

Advocacy helps young people influence policies and promote a green economy, decent jobs, and the reduction of inequalities.

Be Teen team responsible for this material:
Andra-Gabriela Cîrstoiu – editorial team

WHAT DO YOU LEARN AT YOUTH EMPOWERMENT FOR A JUST TRANSITION?

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WHAT IS ADVOCACY?

Advocacy is the process of influencing decisions and public policies in favor of important causes. It involves activities such as raising awareness, mobilizing communities, and influencing leaders to create positive change.



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BUT WHAT IS IT EXACTLY?

For example, advocacy can mean speaking up for youth rights, promoting social inclusion, or supporting environmentally friendly policies.



It is a tool through which the voices of the least heard can become the driving force for change in society.

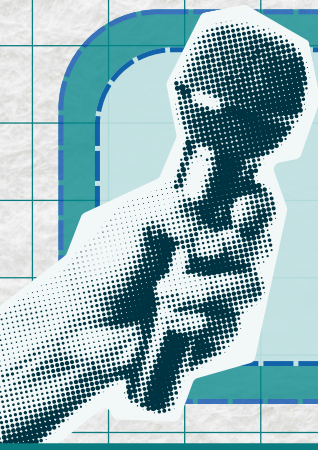
WHY IS ADVOCACY IMPORTANT

If we, the youth, are not responsible for our own future, who will be? Through advocacy, we ensure that the issues and needs of everyone are heard, shaping the future and strengthening communities.

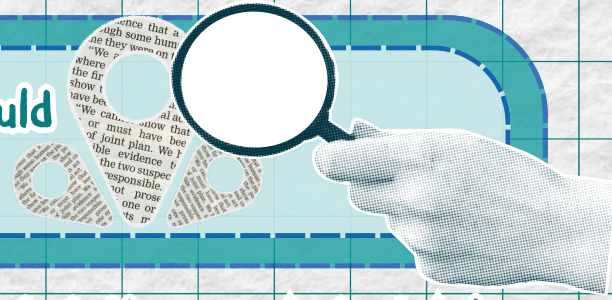
AMONG YOUTH?



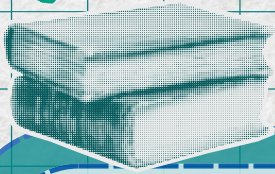
An example would be social media campaigns for environmental issues or participating in debates to influence local policies. Advocacy provides a framework for action and encourages youth to become leaders.



You've probably heard that 2024 could become the hottest year ever recorded.



Global temperatures have already exceeded the pre-industrial average by more than 1.5 degrees, and the effects of global warming are being felt more intensely.



WHAT IS HAPPENING?

As the effects of climate change worsen, countries are intensifying efforts to reduce carbon emissions, transform their economies into greener ones, and increase resilience.



BUT, WHY NOW?

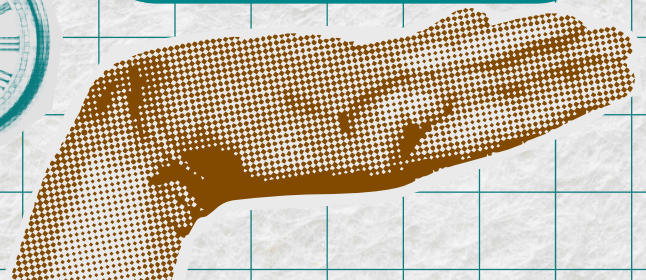
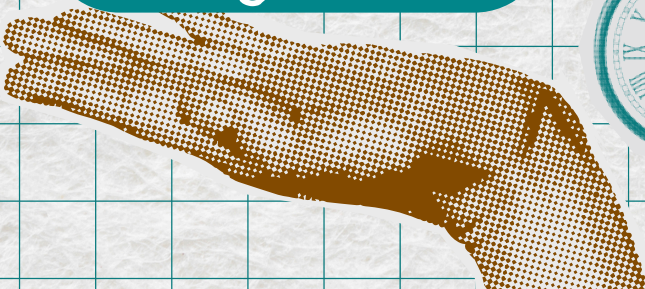
Because, in 2015, the Paris Agreement was established, through which the EU set two major goals.



WHAT ARE THE GOALS?

Keeping global warming below 1.5°C

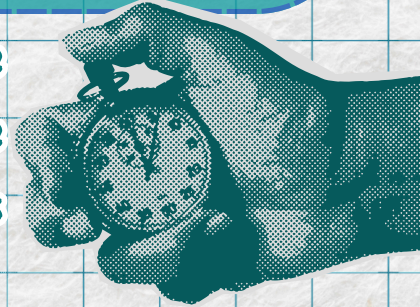
Combating the effects of climate change



WHAT IS A JUST TRANSITION?

A JUST TRANSITION represents SHIFTING to a CLIMATE NEUTRAL economy, ensuring DECENT JOBS and SOCIAL PROTECTION for all workers, regardless of the context.

The concept of a just transition has existed since the 1980s, when it was used in a labor movement in the U.S. to protect workers affected by new regulations on water and air pollution.



In recent years, it has gained increasing attention in relation to achieving climate goals, ensuring that society as a whole – all communities, all workers, and all social groups – is involved in the transition to a net-zero emission future.



WHAT DO OTHERS SAY?

The International Labour Organization (ILO) defines it as: "Greening the economy in the most equitable and inclusive way for all those involved, creating opportunities for decent work and leaving no one behind."

BUT WHAT IS IT EXACTLY?

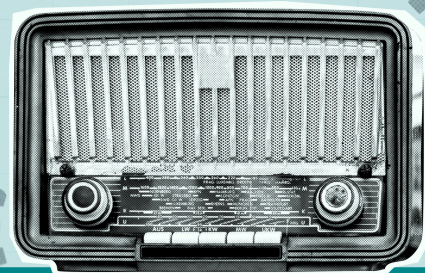
The Just Transition at the European level focuses on two key issues:

a digital

&

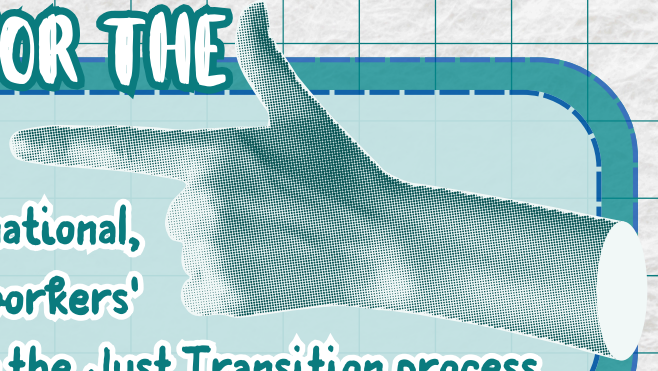
green Europe

in which no one is left behind!



WHO IS RESPONSIBLE FOR THE JUST TRANSITION?

Governments at all levels – even national, regional and local – companies, and workers' organizations are all agents of change in the Just Transition process.



BUT, WHAT SHOULD THEY DO??

GOVERNMENTS, as organizers of social dialogue, have the responsibility to implement the necessary political framework to accelerate climate actions supported by a just transition.

THEY ARE ALSO: employers in the public sector

owners of state-owned enterprises

investors



BUT, ARE THEY THE ONLY ONES?

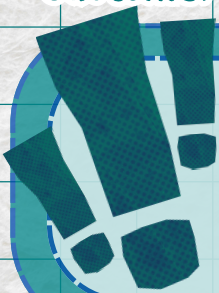
Companies also have a say: they identify risks, seize opportunities, and develop employees' skills while pursuing profit.



Therefore, the Just Transition must also become a priority for them.

BUT, HOW?

By advocating for the Just Transition, we must urge large companies to understand that this is the customer's demand. And, as it is well known: "The customer is always right."



Workers' organizations, such as unions and local or regional advocacy groups, play a crucial role in the Just Transition by representing the needs of employees as effectively as possible.

WHAT OBSTACLES ARE THERE?

Governments face obstacles in achieving a green and just transition, such as lack of clarity, insufficient data on the benefits and impacts of policies, limited national capacity, and inadequate investments.

BUT ISN'T ANYTHING BEING TRIED?

UNDP (United Nations Development Programme) helps governments address these challenges in their short-term and long-term climate plans through four key areas of support:

BUT

Policy development for
the Just Transition



Securing funding for
the Just Transition

WHAT CAN

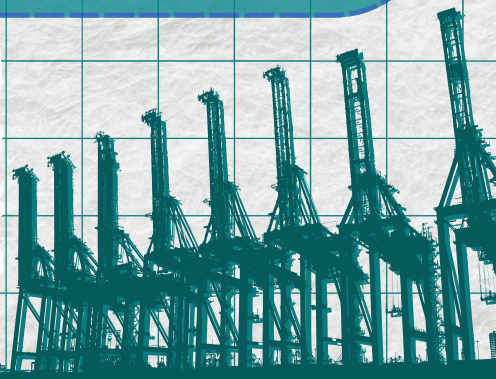
Enhanced
social dialogue

Qualitative & quantitative
assessments

WE LEARN FROM OTHERS?

Countries such as Serbia, Costa Rica, and Zimbabwe are analyzing the impact of the just transition they are leading and providing solutions for vulnerable groups, such as women and workers who need to transition to new jobs.

Meanwhile, South Africa and Antigua and Barbuda are involving the population in creating a shared vision for the just transition, while in India, young people are being trained for green jobs.



WHAT HAPPENS WHEN NO ACTION IS TAKEN?

This is where **ADVOCACY** comes in! By mobilizing communities, raising public awareness, and influencing decision-makers, **ADVOCACY** becomes a powerful tool to drive change and ensure that the **VOICE** of the **YOUTH** is **HEARD**, making the **JUST TRANSITION** a priority.

SO, WHAT IS ADVOCACY?

Advocacy is an essential tool for young people, giving them the opportunity to actively engage in the process of change.



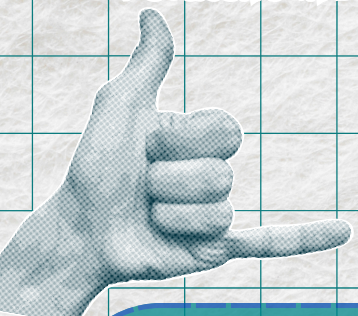
WHAT CAN YOU DO?

Through awareness campaigns, you can draw attention to the issues that affect you and influence public policies, ensuring your needs are heard.



Through advocacy, young people can contribute to creating more resilient and equitable communities, where every voice matters.

It gives them an active role in decision-making and the power to turn challenges into opportunities, making the transition to a sustainable future more accessible for all.



It supports both the just transition and the Sustainable Development Goals (SDGs).



WHAT ARE THE STEPS?

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1. BE INFORMED!! The first step is to fully understand the problem you want to address.

Read articles, studies from reliable sources, and talk to people directly affected to form a clear picture and build solid arguments.

2. MAKE YOUR VOICE HEARD! Once you are well-informed, share what you have learned and mobilize other teens with the same vision. A united community is stronger.

3. MAKE USE OF TECHNOLOGY!

Social media is a powerful tool. Create posts, organize online campaigns, and initiate petitions. Amplify your message to capture the attention of the public and those who can make a difference.

4. GET INVOLVED DIRECTLY! Partake in public consultations, contact authorities, and propose concrete solutions. **ADVOCACY** means not only criticizing but also offering alternatives.

5. INSPIRE THROUGH LOCAL ACTIONS! Organize events, debates, workshops, or volunteer sessions that show how change can be achieved. Show them it's possible!

6. BE PERSISTENT! Change doesn't happen overnight. Be **CONSISTENT** in your messages and don't get discouraged if results take time. **ADVOCACY** takes time, but with patience and determination, you can make a real difference!

BUT... HAS ANYONE DONE IT BEFORE?

Do you remember the IL@ mentioned a few pages ago? The International Labour Organization (ILO) is a prime example of **ADVOCACY**. ILO has supported the just transition, emphasizing that the shift to a green economy must guarantee decent jobs, reduce inequalities, and ensure the inclusion of all.



WHAT WAS DONE?

With the help of the Just Transition Guide and through international collaborations, the ILO assists countries in implementing policies that maximize the benefits of climate actions, develop skills for green jobs, and ensure social protection. It is living proof that a just transition is possible if there is:

planning

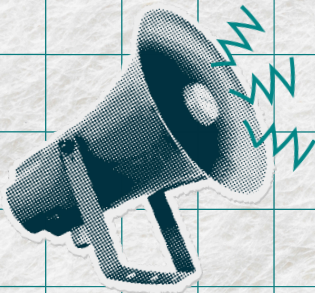
&

engagement

&

social dialogue

DO YOU NEED TO READ THE ENTIRE GUIDE?



To make it easier for you, we've summarized the 6 steps on the previous page. However, to successfully complete the first step - **BE INFORMED** - you need to browse those pages yourself. What are you waiting for? Start now!

WHAT'S NEXT?

Find your own resources related to the issues that concern you! Only then you will develop, build solid arguments, and truly understand the impact of the identified problems.



HOW DO YOU TAKE ACTION?

Advocacy means more than words – it's about turning ideas into reality. The first step is to identify and analyze a problem that concerns you.

What are the causes? Who is affected? What solutions exist?



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Once you have these answers, create a clear action plan with concrete steps, necessary resources, and ways to measure success.

Engage your community! No one can make a change alone, and advocacy is about collective power. Gather a team that shares the same values and goals.

Reach out to authorities or decision-makers. Present well-documented arguments, provide concrete examples, and highlight the benefits of the proposed actions.



Don't be afraid to seek support or propose innovative solutions. Advocacy means making your voice heard while building collaborative relationships.

Remember, change takes time. Be persistent and adaptable. If you face obstacles, learn from them and adjust your plan. Every small step counts and brings you closer to your goal.

You are the key to change – all you need to do is act!



The brochure on Youth Empowerment for a Just Transition was created by youth for youth, to explain the importance of advocacy in achieving a just transition.



CONTACT US!

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Be the voice of change!
Get involved, educate yourself,
and mobilize your community
to build a sustainable and
equitable future.
The time for action
is now!

