

Youth Innovation Challenge 2022 Communications Toolkit

2022
**YOUTH
INNOVATION
CHALLENGE**



Fresh ideas for tackling marine debris



geep

GLOBAL 全球
ENVIRONMENTAL 環境
EDUCATION 教育
PARTNERSHIP 夥伴

How to Use These Materials

Help us share this announcement far and wide! The sample posts included in this toolkit can be used either “as is” or as templates for customized material to share through your personal, professional, or other relevant social media pages. We have provided graphics to help you share this opportunity. Also, please feel free to like or comment on posts shared on NAAEE social channels.

About the Youth Innovation Challenge 2022

The North American Association for Environmental Education (NAAEE) and Global Environmental Education Partnership (GEEP) are proud to announce the 2022 Youth Innovation Challenge Call for Applications.

How can we help solve the world’s most pressing issues affecting our marine ecosystems? The 2022 Youth Innovation Challenge gives young people around the world a chance to explore innovative solutions to the issue of marine debris. The Youth Innovation Challenge (YIC) is a program of the Global Environmental Education Partnership (GEEP), a vibrant and inclusive learning network designed to

champion environmental education (EE) around the world. In partnership with the Taiwan Ocean Conservation Administration (OCA), GEEP invites applicants between the ages of 15–30 to propose a solution to marine debris that incorporates elements of environmental education. We look for solutions that are innovative, feasible, and informed by research. Learn more:

<https://bit.ly/YouthInnovationChallenge>

Engaging with Existing Content or Creating Original Posts

In general, messaging should focus on the following:

- Calling for entries by September 1 and directing people to the application page: <https://thegeep.org/youth-innovation-challenge>
- Highlighting elements of the challenge, such as global eligibility for all applicants ages 15–30 and winners receiving a \$1,000 USD prize.

Please use these hashtags and URLs and tag the social accounts below:

Official hashtags:

#YouthInnovation #EnviroEd

Official URL:

<https://thegeep.org/youth-innovation-challenge>

Official email: GEEP@naaee.org

Accounts to tag:

- **Facebook:** [NAAEE](#)
- **Instagram:** [@thenaaee](#)
- **Twitter:** [@TheNAAEE](#)
- **LinkedIn:** [NAAEE](#)

Creative Assets

You are welcome to use any of the assets included in this folder link below. Please do not alter them in any way. If you have any questions, please email carrie@naaee.org.

[Google Folder](#)

Sample Social Media Posts

The below sample social media posts are examples.

Twitter

- In partnership with Taiwan Ocean Conservation Administration, #theGEEP has launched the #YouthInnovation Challenge, which invites applicants ages 15–30 to propose solutions to the issue of marine debris using environmental education. bit.ly/YouthInnovationChallenge

Facebook, Instagram, LinkedIn

- In partnership with Taiwan Ocean Conservation Administration, #theGEEP is pleased to launch the #YouthInnovation Challenge, which invites applicants ages 15–30 to propose solutions to the issue of marine debris using environmental education. Three winners will receive a \$1,000 USD prize. For more information, explore the YIC Handbook and upcoming Applicant Webinar for tips on a strong submission! bit.ly/YouthInnovationChallenge

If creating your own posts, please remember to use the following:

- Use **#TheGEEP** and **#YouthInnovation**
- Use #EnviroEd or #EnvironmentalEducation if room
- Tag us **@TheNAAEE** on Facebook/Instagram/Twitter or “@North American Association for Environmental Education” on LinkedIn

Sample Newsletter/Email Messaging

We encourage you to share the Youth Innovation Challenge opportunity with your counterparts in your newsletter or email. Below you'll find communication that you can use for these purposes. Please use the creative assets in the Google folder, linked above, to complement your messaging.

Newsletter Blurb

The Global Environmental Education Partnership (GEEP) is excited to announce the launch of the 2022 Youth Innovation Challenge (YIC): Tackling Marine Debris. This challenge invites people between the ages of 15–30 from around the world to share fresh ideas for tackling marine debris issues. Three winners will receive a \$1,000 USD prize. Submissions will be collected from June 29 to September 1, 2022. Learn more: <https://thegeep.org/youth-innovation-challenge>

Email

Dear [Name],

I wanted to invite you to enter (or help us share!) the Youth Innovation Challenge (YIC) for people between the ages of 15–30 who have fresh ideas for tackling the issue of marine debris. The Global Environmental Education Partnership (GEEP) and Taiwan Ocean Conservation Administration are seeking innovative, feasible solutions that are informed by research and are awarding prizes of \$1,000 USD to three winners. Applications are due September 1, 2022. Learn more:

<https://thegeep.org/youth-innovation-challenge>

Please write **GEEP@naaee.org** with any questions.

Sincerely,

[Your name]