



Young Reporters for the Environment

Young Reporters for the Environment (YRE) is one out of five programmes run by Foundation for Environmental Education (FEE). YRE empowers young people to take an educated stand on environmental issues they feel strongly about and provides them with a platform to articulate these issues through the media of writing, photography and video.



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YRE Methodology

YRE uses a tried and tested 4-step methodology to educate students and ensure that their journalistic pieces are well-researched and disseminated.

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YRE International Competition

Every year the most inspiring articles, photos and videos made by YRE students are assessed by an International Jury and have the chance of being recognised on a global scale.

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Conferences and Campaigns

YRE gives youth the opportunity to attend high-level environmental conferences around the world as well as to participate in international campaigns, e.g. the Litter Less Campaign, to raise awareness about environmental topics.



WHAT WE DO?

The main goal of the YRE programme is to educate and empower young people aged 11-25 to investigate environmental issues and report on them through different media channels, spreading awareness and inspiring people to take action.

YRE students are supported by teachers and National Operators to ensure a high level of learning and to help make their voices heard.

The YRE programme is run by 38 FEE member organisations around the world. The international coordination takes place at the FEE Head Office in Copenhagen, Denmark.

In 2019 YRE is celebrating its 25th Anniversary as an international programme.

YRE METHODOLOGY

YRE uses a 4-Step Methodology to ensure that students gain in-depth knowledge, use their critical thinking skills, and inspire people to take action:

STEP 1 - INVESTIGATE

- Identify a local environmental issue;
- Conduct original research and interview key individuals or groups;
- Link the local environmental issue to the bigger global picture.

STEP 2 - RESEARCH SOLUTION

- Identify possible solutions to the issue through relevant experts and stakeholders and evaluate their likely effectiveness, giving reasons for and against.

STEP 3 - REPORT

- Identify your target audience and choose the best ways to reach them;
- Create an article, photograph, or video that documents the environmental issue investigated;
- Take a positive approach to inspire change and highlight possible solutions.

STEP 4 - DISSEMINATE

- Share your work with local, national and international audiences through newspapers, radio, television, social media, events and exhibitions to encourage communities and decision-makers to take action and make a positive change.



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YRE COMPETITION

Every year, the most inspiring, well-researched and creative articles, photos and videos have the chance of being recognised on a global scale.

First, the National YRE Competitions are run on a country-level and then the 1st Place winners from each country can join the International YRE Competition.

The International YRE Competition is divided into three media categories (Article, Photo, Video) and three age categories (11-14, 15-18 and 19-25). The competition entries are required to include students' reflection on the link between their entry and the 17 SDGs.

The competition entries are assessed by an **International Jury** which is composed of professional journalists and experts within Education for Sustainable Development, including representatives from UNESCO, UNEP, and EEA.

To see some of the best YRE entries visit [this page](#).



food waste, plastic bags, newspapers, can, glass, oil, PET, etc.

Garbage Feast

What did you have for lunch?

Every day, over 40,000 tons of garbage is produced in Seoul. This garbage is burnt and pollutes the atmosphere, buried underground and deteriorates soil quality, and destroys the aquatic ecosystem through irresponsible disposal. Garbage gets diversified exponentially, and it becomes dirty food for the Earth. She is cramming this garbage feast.

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CONFERENCES & CAMPAIGNS

International Conferences: YRE gives youth the opportunity to participate in high-level environmental conferences around the world, such as World Environmental Education Congress (WEEC), University Scholars Leadership Symposium (USLS) and COP. In addition to attending sessions and networking with delegates, the young reporters create in-depth journalistic pieces, conduct interviews and make engaging posts for social media.

YRE Missions: YRE also gives youth an opportunity to participate in national and international workshops called Missions, organised by National Operators. During multi-day workshops, students are gathered to learn about journalism, investigate local environmental issues, and to report on them.

Campaigns: YRE students also participate in campaigns, e.g the Litter Less Campaign (LLC), to raise awareness about specific environmental issues. The LLC improves students' knowledge and practical skills in preventing and managing the issue of litter and waste while increasing their engagement in the topic.

To learn about YRE from a student's perspective, [watch this video](#) made by Kristin Rodrigo from Canada.



"It is the people who do the little things constantly, which bring about the change"

Martina, YRE student, Malta





HOW WE DO IT?

On a national level, YRE is run by members of Foundation for Environmental Education (FEE). The people responsible for the programme on the country-level are referred to as National Operators (NOs) and they are in close contact with the schools and students. YRE is currently active in 39 different countries and growing.

On an international level, YRE's running costs are covered by a membership levy paid by NOs yearly to FEE and through **private sponsors**, e.g. Wrigley Company Foundation for the Litter Less Campaign, or **institutional sponsors**, such as UNESCO for workshops and conferences.

The FEE head office staff for the YRE Programme is composed of: Gosia Luszczyk (Director), Kristina Madsen (Coordinator), Shimon Ginzburg (Project Evaluation Officer) and Mattia Battagion (Assistant).

WHY WE DO IT?

SUSTAINABLE DEVELOPMENT

YRE has agreed upon eight Educational Principles to guide its work towards excellence in **Education for Sustainable Development**, spreading values of awareness and inclusion, and increasing engagement with the **Sustainable Development Goals**.

YRE aims to empower participants to take **informed decisions and actions** on real life sustainability issues.

YRE encourages students to be aware of **cultural practices** as an integral part of environmental problems.

KNOWLEDGE & SKILLS

YRE enables participants to acquire **practical knowledge** about local environmental topics while developing their **communication skills**, thanks to the presence of professionals throughout the network of National Operators.

YRE supports participants to examine their assumptions and experiences, in order to develop **critical thinking**, social responsibility and **leadership skills**, strengthening their ability to reflect and inspire change.

CONSTRUCTIVE JOURNALISM

YRE asks students to use a **solution-oriented approach** when reporting on environmental issues. YRE stories should be well-investigated, balanced and contribute to a positive outlook on the future.

The aim is to challenge the current news media landscape which is dominated by stories about conflicts, catastrophes and corruption.

YRE encourages participants to work together actively and **involve communities** and institutions in **collaborative activities**.

A scenic view of a pond with tall reeds, a duck in flight, and a willow tree. The background shows a city skyline under a blue sky with clouds.

OUR MISSION

• THINK GLOBAL, ACT LOCAL •

Inspire change at the local level while building a network at a global scale



RESULTS

In 2018 the YRE programme engaged more than 340.000 students worldwide and the journalistic pieces made by students reached almost 7 million people.

There are countless examples of student's work informing communities and inspiring decision-makers to take action, e.g. in Israel where YRE students influenced a local government to allocate more money for waste management or in Portugal where YRE students collected thousands of cigarette butts and educated festival participants about the issue of litter.

Through YRE, the skills, knowledge and engagement of students are also raised, encouraging many to pursue a career within the fields of journalism, education and environment.

The personal growth and increase of environmental awareness of thousands of students around the world is not easily measured, but the feedback from National Operators and YRE Alumni emphasizes the value and relevance of the programme.

Positive impact on students' littering behaviour

Based on research conducted on the Litter Less Campaign, YRE students gained a 5-10% increase of knowledge and positive behaviour change compared to students who did not participate in the campaign.



STATS AND FIGURES FOR 2018

38
Countries
Involved



341,185
Students
Involved



13,534
Teachers
Involved



6,975,260
People
Reached



4,611
Registered
Schools



4,573
Articles
Submitted



10,746
Photos
Submitted



625
Videos
Submitted

FUTURE ACTIVITIES

Develop stronger strategic partnerships with international media organisations to increase the journalistic expertise and the number of dissemination channels.

Strengthen and formalise the network of YRE Alumni/ESD Leaders to be able to present them as a group of experienced and passionate young people who can act as speakers, reporters and role models.

Create more opportunities for online training, platforms and webinars for students and teachers, to provide in-depth information about environmental journalism and Education for Sustainable Development.

Explore and implement new ways of collaboration between students, e.g. through the “International Collaboration” competition category and Missions.



“Leadership is not about what you can get from the world, it’s about what you can do for the world”

(Simerjeet Singh, quoted by Joanna Tao, YRE student reporting from the 9th USLS)

THANK YOU!

Young Reporters for the Environment: www.yre.global

Foundation for Environmental Education: www.fee.global

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