

# Youth Innovation Challenge 2024 Communications Toolkit



## 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 2024

The North American Association for Environmental Education (NAAEE), Global Environmental Education Partnership (GEEP), and Taiwan Ocean Conservation Administration (OCA) are proud to announce the 2024 Youth Innovation Challenge Call for Applications.

Do you have an innovative idea about how to protect marine life? Or tackle marine debris? Or help coastal communities adapt to the effects of climate change? The Global Environmental Education Partnership (GEEP) is excited to announce its 2024 Youth Innovation Challenge: Advancing Marine Conservation! In partnership with the Taiwan Ocean Conservation Administration (OCA), the 2024 YIC provides an opportunity for young people around the world to share their creative solutions to protect marine resources, exploring how we can address marine issues, including loss of biodiversity, marine debris, lack of awareness, and other related issues, and support people of all ages to be engaged stewards to support marine environments. We look for solutions that are innovative, feasible, and informed by research.

Winning solutions will receive global recognition and a \$1,000 USD prize and be invited to attend the YIC award ceremony at the Taiwan Ocean Conservation Administration's marine debris conference in Taiwan in September 2024 (all travel expenses covered)! Learn more and apply: [bit.ly/YouthInnovationChallenge](https://bit.ly/YouthInnovationChallenge)

## Engaging with Existing Content or Creating Original Posts

In general, messaging should focus on the following:

- Calling for entries by June 12, 2024 and directing people to the program homepage page: [bit.ly/YouthInnovationChallenge](https://bit.ly/YouthInnovationChallenge)
- 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:**

#GEEPYouthInnovation #EnviroEd

**Official URL:**

<https://bit.ly/YouthInnovationChallenge>

**Official email:** [GEEP@naaee.org](mailto: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](mailto:carrie@naaee.org).

### [Google Folder](#)

## Sample Social Media Posts

The below sample social media posts are examples.

### Facebook, Instagram, LinkedIn

- In partnership with Taiwan Ocean Conservation Administration, #theGEEP is pleased to launch the #GEEPYouthInnovation Challenge, which invites applicants ages 15–30 to share their innovative solutions to protect marine resources using environmental education. Three winners will receive a \$1,000 USD prize and be invited to attend an award ceremony at OCA's marine debris conference in Taiwan in September 2024. For more information, explore the YIC Handbook and a recording of the Applicant Webinar for tips on a strong submission! [bit.ly/YouthInnovationChallenge](https://bit.ly/YouthInnovationChallenge)

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

- Use **#TheGEEP** and **#GEEPYouthInnovation**
- 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 networks 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 thrilled to launch the 2024 Youth Innovation Challenge (YIC): Advancing Marine Conservation! This opportunity invites young people between the ages of 15–30 from around the world to share their innovative solutions to protect marine resources using environmental education. Three winners will receive a \$1,000 USD prize and be invited to attend an award ceremony at OCA's marine debris conference in Taiwan in September 2024. Submissions are due by June 12, 2024. Learn more: [bit.ly/YouthInnovationChallenge](https://bit.ly/YouthInnovationChallenge)

### Email

Dear [Name],

I'm reaching out to invite you to apply to (or help us share!) the 2024 Youth Innovation Challenge (YIC) for people between the ages of 15–30 to share their creative solutions to protect marine resources using environmental education. The Global Environmental Education Partnership (GEEP) and Taiwan Ocean Conservation Administration (OCA) are seeking innovative, feasible solutions that are informed by research. Three winners will receive a \$1,000 USD prize and be invited to attend an award ceremony at OCA's marine debris conference in Taiwan in September 2024. Applications are due June 12, 2024. Learn more: [bit.ly/YouthInnovationChallenge](https://bit.ly/YouthInnovationChallenge)

Please write to [GEEP@naaee.org](mailto:GEEP@naaee.org) with any questions.

Sincerely,

[Your name]