



**NBS
EduWORLD**

Nature-based Solutions (NbS) are ways of **using nature to solve big problems** like climate change and biodiversity loss. They help clean the air, absorb carbon dioxide, prevent floods, and create homes for animals—basically, nature's magic at work. Visit our [website](#) to learn more about NbS.

To promote a sustainable and fair future thanks to NBS, it is essential to spread the word about their benefits!

This toolkit contains content suggestions that you can reuse and adapt.

#YOUTH4NBS CAMPAIGN TOOLKIT

A social media campaign
organised by NBS EduWORLD

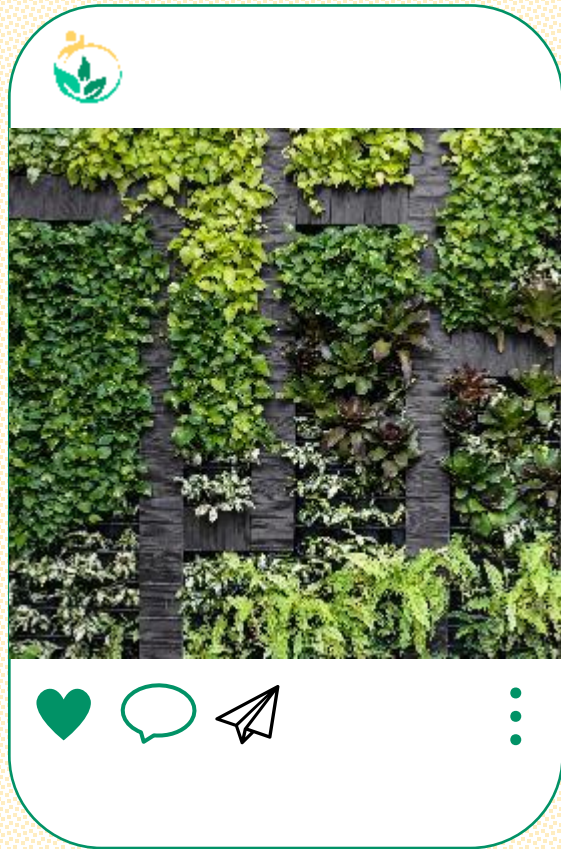


Start: 1st July 2024 – open end
Core period: mid-July to mid-September



**Funded by
the European Union**

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Use your own images or grab some from [here!](#)

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🌿 Imagine solving problems by working **with** nature, not against it! 🌍 #NatureBasedSolutions (NBS) are all about using trees, plants, and water to tackle issues like pollution and climate change. 🌱🌊 They keep our air & water clean, support wildlife, and make our world greener and healthier. #EcoFriendly #Sustainability #Youth4NBS

🌿 **Sustainability, Resilience, Equity, Innovation**—NBS have it all! 🌍 They work with nature, boost our resilience, offer benefits to everyone, and inspire creative solutions like green cities and agroforestry. Let's invest in nature for a healthier, fairer, and brighter future! 🌱🌿 #NatureBasedSolutions #Sustainability #Youth4NBS

🌿 Want to promote Nature-Based Solutions (NBS) around you? Here's how:

- 1 Learn & share about NBS 🌿
- 2 Organize greening activities 🌱
- 3 Join environmental groups 🌍
- 4 Support NBS funding & policies 📦

Get involved and make a difference!

#NatureBasedSolutions #Youth4NBS #GreenEurope



Get inspired, copy & paste or be creative and use your own language!

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🌿 Ever thought about solving problems by teaming up with nature? Nature-Based Solutions (NBS) do just that! NBS use natural elements like trees, plants, and water to fix issues like flooding, pollution, and climate change. For example, trees help clean the air and wetlands filter water. 🌱🌊

By using nature's methods, we can protect our planet in a smart, sustainable way. These solutions keep our air and water clean, reduce pollution, and support wildlife without relying on harmful chemicals or tons of energy. Plus, they make our cities cooler, cleaner, and greener! 🌿🏡

Let's use nature's wisdom to make our world a healthier, happier place to live! 🌍❤️

#NatureBasedSolutions #Sustainability #GreenLiving #EcoFriendly #Youth4NBS

🌿 I discovered that Nature-Based Solutions are simple yet powerful ways of addressing climate change and biodiversity loss! Here is how:

🌿 NBS work with nature to make the planet healthier for us and our kids. It's about making moves now for a better world tomorrow.

🌱 Our natural spots like forests and wetlands keep our air clean, our water pure, and shield us from floods. Investing in NBS boosts our climate game and keeps our homes safe.

🌍 No matter where you're at or what your wallet's like, everyone gets the perks of nature. Opening up green spaces means fairness and a fresher world for all.

Time to think outside the box! 🌿 NBS are sparking new ways to fix stuff—imagine cities with rooftop gardens, farming mixed with trees, and shores guarded by natural dunes. These fresh ideas are how we're bonding with nature and making things better.

Let's go all in on NBS for a sustainable, tough, and fair future! ❤️

#NatureBasedSolutions #Sustainability #GreenLiving #Youth4NBS

... further inspiration

Hey all! 🌿 Ever thought about a career that's all about making a positive impact on our planet? Nature-Based Solutions (NBS) is where it's at! Whether you're into conservation, sustainable urban planning, or cutting-edge green tech, NBS careers are both fulfilling and crucial for our future. 🌍📅 Join me in exploring how you can turn your passion for nature into a rewarding career. Let's make a difference together! 🌱🌿 #NatureBasedSolutions #GreenCareers #Sustainability #Youth4NBS

Hey everyone! 🌿 Want to make a direct impact on your community's environment? Start by discovering which Nature-Based Solutions (NBS) are right for your area! Whether it's planting native species, creating green roofs, or restoring wetlands, there are so many ways to tackle local environmental challenges with NBS. 🌍🗺️ Let's use our knowledge and creativity to make a difference right where we live. Together, we can build a greener and more sustainable future! 🌱🌿 #NatureBasedSolutions #LocalAction #Sustainability #Youth4NBS

🌿 Let's push Nature-Based Solutions (NBS) in Europe: Here's how we can pitch in! 🌍

Educate & Spread the Word: 📖 Dig into what NBS are all about and share your knowledge. Host workshops or events at your school or in your community to spread the word on how NBS can really make a difference.

Organise Green Activities: 🌳 Round up your crew or your schoolmates for activities that boost local biodiversity or help soak up CO2, like getting down with some tree planting.

Join Green Groups: 🌐 Scope out an environmental organization or youth group that's all about saving habitats and hyping up NBS. It's a solid way to get involved and link up with others who are passionate.

Get Political: 🗳️ Get out there for local events, sign petitions, and rally behind campaigns pushing for more cash and better policies for NBS growth and rollout.

Let's team up and crank up the volume on NBS to make Europe greener and more sustainable for all! 🌱❤️ #NatureBasedSolutions #Youth4NBS #GreenEurope #EcoAction



NbS for the win

There might be a chance to win a special reward for those who participate actively during the core campaign period (mid-July to mid-September 2024). More details will be shared soon!



CONTENT DO'S

- Be honest and authentic! Share real experiences and thoughts about NBS, because real and true-to-life stories and personal anecdotes build a deeper connection with your audience.
- Use high-quality images or videos that are visually appealing to show NBS. Any visual content used should be inspiring and informative.
- Feel free to include interactive elements in your posts (Q&A games, challenges, etc.) to engage your audience. Ask your followers to share their own experiences or take part in projects.
- Encourage your audience to take simple, actionable steps and issue clear calls to action, such as sowing flowers, starting school projects, etc.



CONTENT DON'TS

- Avoid exaggerated or unverifiable claims about NBS. Stick to facts and scientifically sound information.
- Avoid negative portrayals that could spread uncertainty. Instead, focus on positive and solution-orientated messages that promote hope and engagement.
- Don't bypass the interests of your followers, but make sure your content is relevant and appealing to them.
- Avoid irrelevant content that doesn't fit with the campaign's messages. This could affect the authenticity of your posts.



MAKE A FIRST STEP TOWARDS SUSTAINABILITY BY POSTING ABOUT NATURE-BASED SOLUTIONS DON'T FORGET TO USE #YOUTH4NBS

NBS EduWORLD is a European project which helps people **understand and appreciate nature-based solutions**, by supporting the education to nature-based solutions (NBS).

For more information, watch the short video "[What is NBS education?](#)" or explore the [website of NBS EduWORLD](#).



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<https://nbseduworld.eu>



info@nbseduworld.eu