

# THE BALTIC CLIMATE SCHOOL

## DESIGNING A CLIMATE CAMPAIGN: **FROM A TO Z**

KAROL PAWŁOWICKI

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.



**Interreg**  
Baltic Sea Region



Co-funded by  
the European Union



CIRCULAR ECONOMY

**BALTIPLAST**



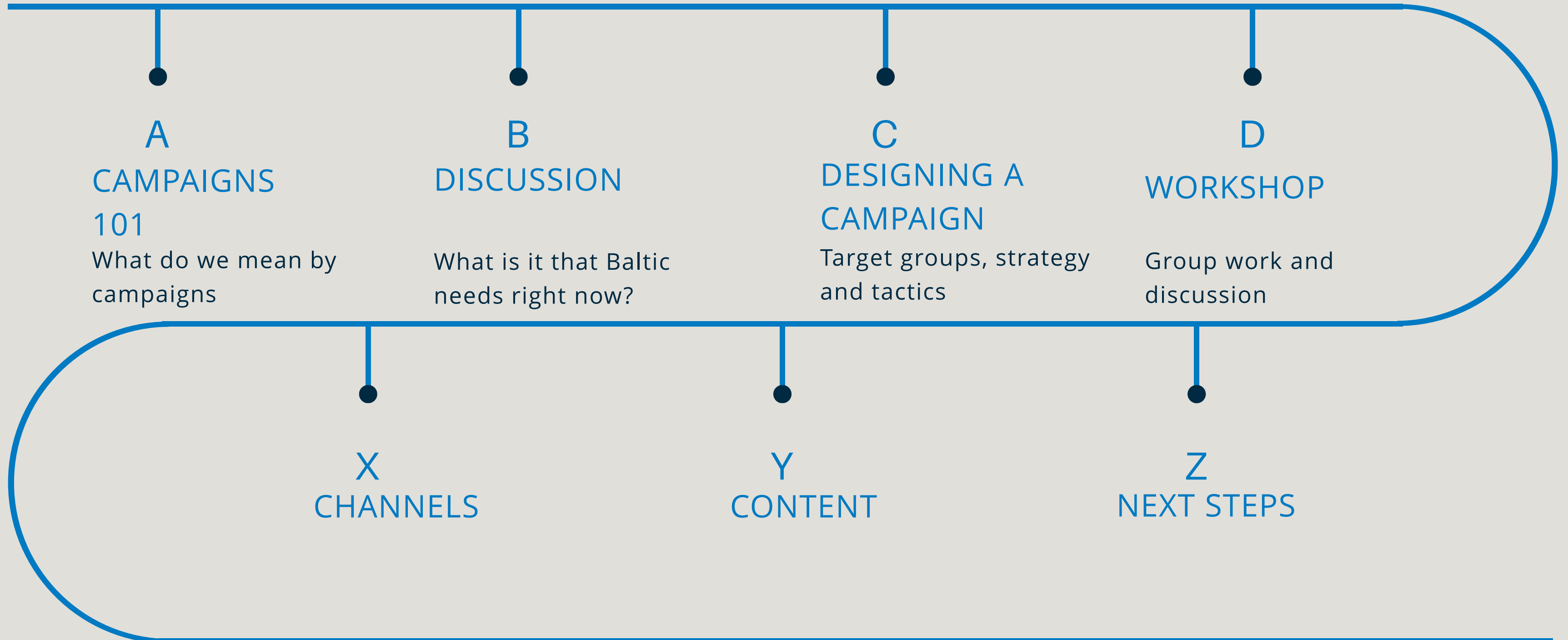


# KAROL PAWŁOWICKI

- Originally from Gdynia
- Climate communicator since 2021- GSCC
- Journalist since 2013 – RMF FM, Polish Radio
- Dad jokes lover – bear with me (and forgive me)



# TODAY'S WORKSHOP





# A CAMPAIGN –WHAT IS IT?



<https://www.menti.com/aldcnbia9xw5>





# A CAMPAIGN

**SERIES OF  
ORGANIZED  
ACTIONS**





# A CAMPAIGN

**SERIES OF  
ACTIONS**

**A CLEAR  
GOAL**

Everyone works  
to achieve it





# A CAMPAIGN

**SERIES OF  
ACTIONS**

**A CLEAR  
GOAL**

Everyone works  
to achieve it

**ORGANIZED**

We know who we  
want to influence  
and why



# A CAMPAIGN

## SERIES OF ACTIONS

## A CLEAR GOAL

Everyone works  
to achieve it

## ORGANIZED

We know who we  
want to influence  
and why

## A BEGINNING AND AND AN ENDING

Timing is  
important,  
assessment is  
desirable



# SERIES OF ACTIONS, not a single one





# SERIES OF ACTIONS, not a single one



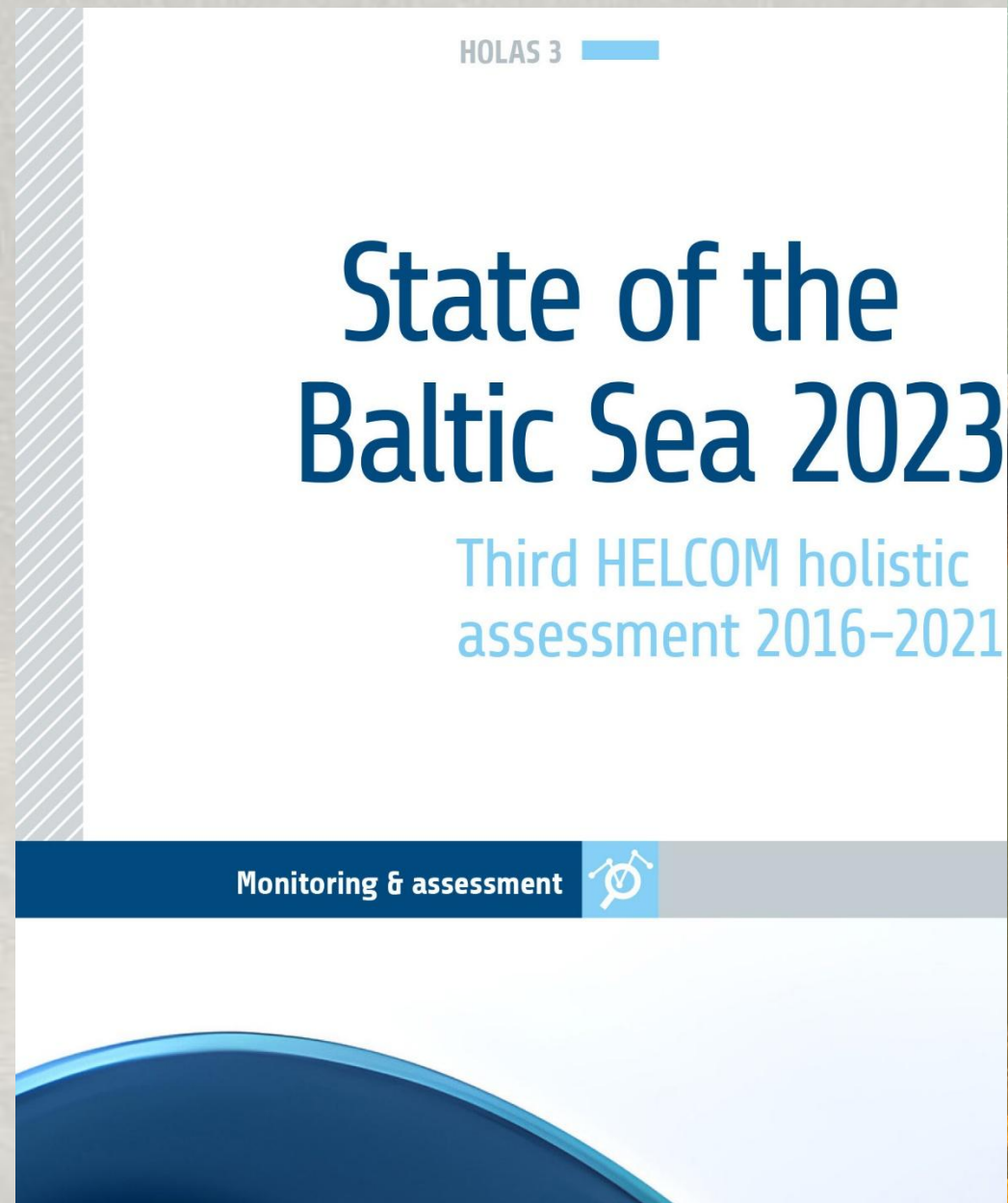


# SERIES OF ACTIONS, not a single one





# SERIES OF ACTIONS, not a report





# SERIES OF ACTIONS, not an open letter

## PLEA FOR THE SEA

*Herring Heroes: advocate for a fair Baltic Sea!*

**DONATE** ❤️

**Coalition Clean Baltic**

Dear Commissioner Sinkevičius,

The failure to address equity in European fisheries policies has led to missed opportunities to deal with environmental degradation, economic disparities, and social injustices.<sup>1</sup> Low-impact, small-scale fisheries (SSF) generate more jobs and greater added value per litre of fuel used whilst causing less environmental damage, in contrast to large-scale, high-impact fishing.<sup>2,3</sup> Despite this, the sector has been starved of fishing opportunities and sectoral support over decades, impacting the overall resilience of European fishing communities.

We are calling on you to address the inequalities generated by European fisheries policies through a just transition that ends harmful subsidies and secures fair access for small-scale, low-impact fishers to financial support and fishing opportunities in Europe.

The potential of low-impact, small-scale fisheries to support livelihoods, local food systems, and socio-economic activities in coastal communities has not yet been realised. Due to the partial implementation of the 2013 Common Fisheries Policy (CFP), fisheries management in Europe continues to favour large-scale, high-impact fishing, a subsector causing environmental harm, driving overfishing and significantly contributing to the climate crisis. Harmful fuel subsidies continue to benefit and maintain larger, more polluting vessels, whilst fishing opportunities in Europe are concentrated in the hands of the wealthier, industrial, high-impact fishing vessel owners, due to allocations based on historical catch records.<sup>4,5,6,7,8,9</sup>

By prioritising and providing policy support, low-impact, small-scale fisheries will play a key role in addressing Europe's overfishing, preserving marine biodiversity, reducing the fishing industry's carbon footprint, and tackling socio-economic challenges in the maritime sector.

The key to dealing with the critical state of EU fisheries and unlocking the potential of SSF is Article 17 of the CFP, which has lain dormant this past decade. By applying transparent and objective criteria of an environmental, social and economic nature to the allocation of fishing opportunities, the full application of Article 17 would reward sustainable practices and encourage a shift to low-impact fishing.<sup>10,11,12,13,14</sup> The current focus on catch history as the basis for allocating fishing opportunities is deeply flawed, encouraging fishing companies to prioritise quantity over quality.<sup>15,16</sup> Allocating the lion's share of fishing opportunities to members of Fish Producer Organizations (FPOs) discriminates against smaller, low-impact fishing operators that don't meet the high-catch volume requirements of most FPOs.

Additionally, by redirecting public money spent on harmful capacity-enhancing subsidies for larger-scale, high-impact fishing, the EU should support those within the fisheries sector who provide the greatest benefits for society and the environment and restore degraded marine ecosystems.<sup>17,18</sup>

We, therefore, call on the Commission to:

- Establish a detailed and binding implementation plan for Article 17 along with clear guidelines on how to develop and apply transparent and objective criteria to reward sustainable fishing practices and protect ecosystems and local communities;
- End harmful subsidies and prioritise small-scale, low-impact fishing activities. In particular:
  - support SSF associations to form dedicated Producer Organisations and other marketing structures;
  - support the decarbonisation of the sector through the development of the most appropriate technology and infrastructure;



# CAMPAIGN - ELEMENTS

THE BALTIC  
CLIMATE SCHOOL  
September 2025

## EVENT, STUNT



## SOCIAL MEDIA ADS





# CAMPAIGN -ELEMENTS



INFLUENCER  
ACTIVATION

NEWSLETTER



# CAMPAIGN - ELEMENTS

THE BALTIC  
CLIMATE SCHOOL

September 2025

## LANDING PAGE - WEBSITE

RES - RENEWABLE ENERGY SOURCES

BENEFITS WHAT IS OZE? LAW SUPPORT

MY COMMUNE

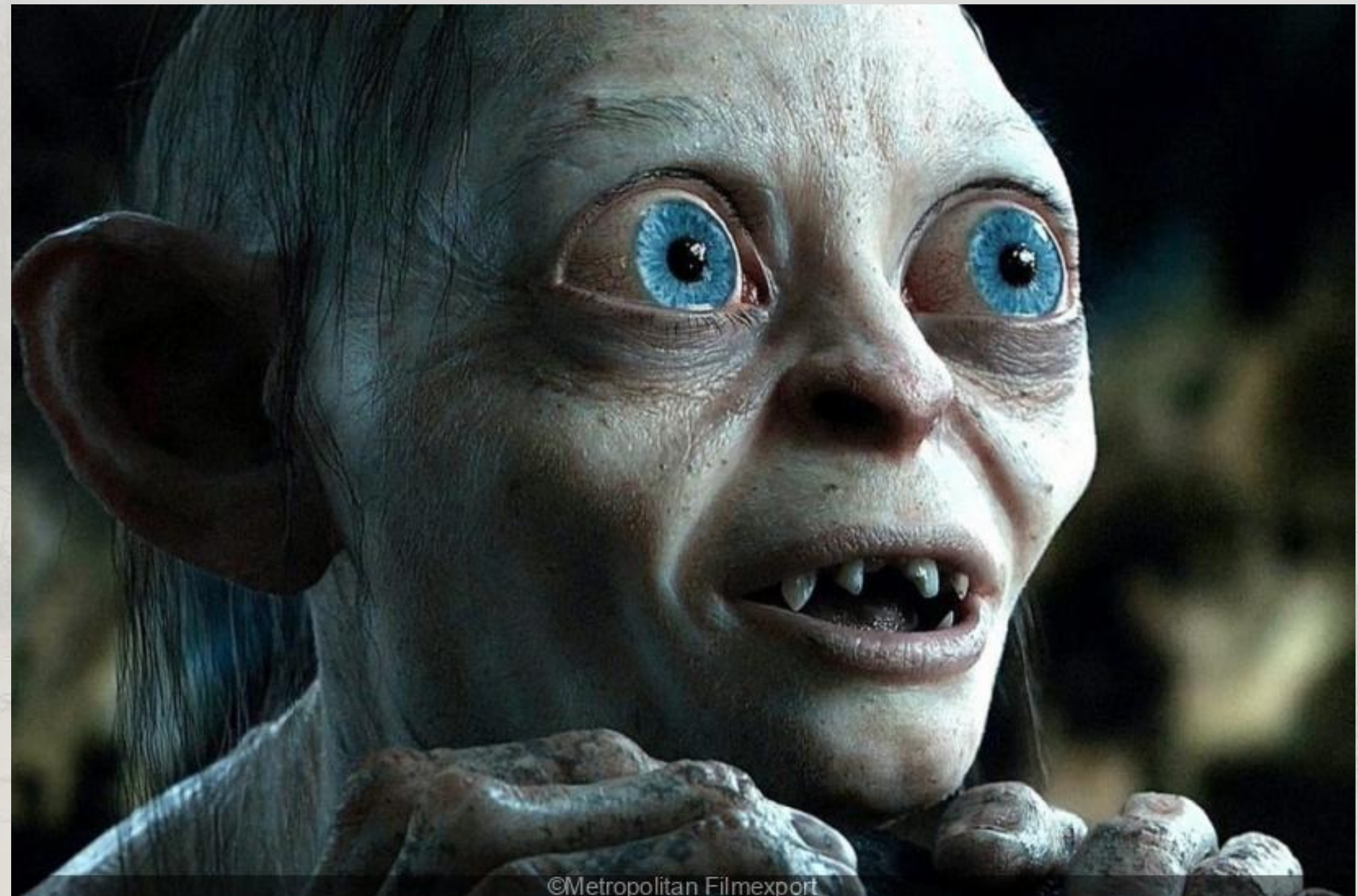
MY ENERGY

MY CHOICE





- **WHAT EVERY  
CAMPAIGNER  
DREAMS OF...**



©Metropolitan Filmexport



# 360 CAMPAIGN

- **WHAT EVERY CAMPAIGNER DREAMS OF...**

## 360 MARKETING CAMPAIGN



EMAIL



SOCIAL  
MEDIA



WEBSITE



OUTDOOR  
EVENT



# 360 CAMPAIGN

- **WHAT EVERY CAMPAIGNER DREAMS OF...**
- **...BUT IT DEMANDS TIME AND RESOURCES**

## 360° MARKETING?





# 360 CAMPAIGN – WHY IS IT WORTH PURSUING IT?

TO STAY IN TOUCH  
WITH YOUR TARGET  
AUDIENCE AND  
EXPAND IT

## 360 MARKETING CAMPAIGN



EMAIL



SOCIAL  
MEDIA



WEBSITE



OUTDOOR  
EVENT



**WE BOUGHT THIS  
BILLBOARD TO TELL YOU  
ABOUT THE CLIMATE  
FOOTPRINT NUMBERS  
WE'VE INCLUDED ON  
OUR PRODUCTS.**



**AND WE'RE DONATING  
THIS SIDE TO THE DAIRY  
INDUSTRY SO THEY  
CAN TELL YOU THEIR  
CLIMATE FOOTPRINT  
NUMBERS TOO.**

Apply for this free ad space at [oatly.com/DairyDeal](https://oatly.com/DairyDeal)



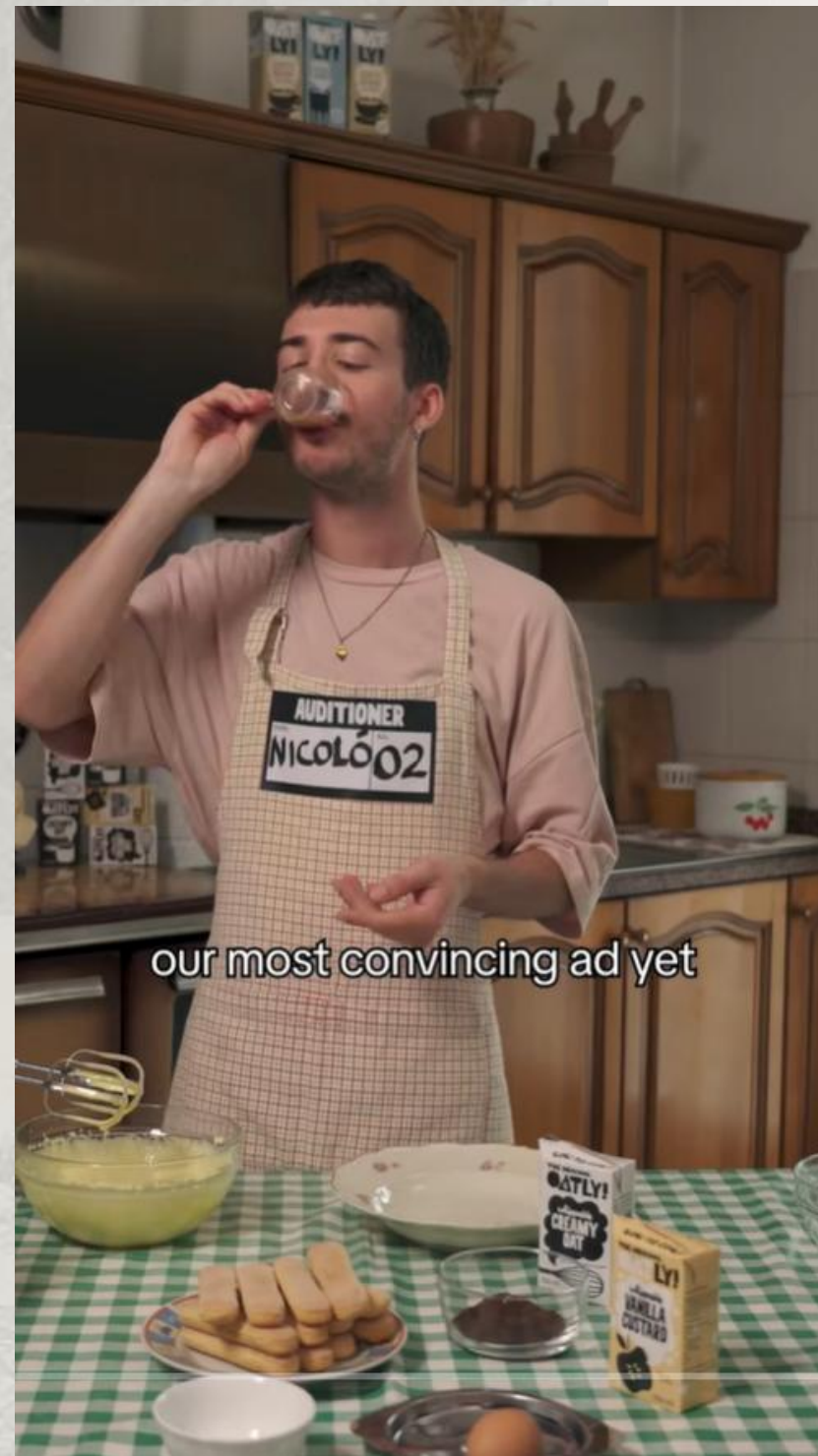


# OATLY CAMPAIGN

THE BALTIC  
CLIMATE SCHOOL

September 2025

DOOR ADS  
MEDIA EVENTS  
DIGITAL AD CAMPAIGN  
EMAIL CAMPAIGN  
INFLUENCER CAMPAIGN  
TIGHT BUDGET





THE ORIGINAL

OAT  
LY!



**I HATE TO BE THE BEAR OF BAD  
NEWS**





**GOOD NEWS EVERYONE**





# IT'S OK TO USE LESS CHANNELS

THE BALTIC  
CLIMATE SCHOOL

September 2025

## 360° MARKETING?



BRIGHTSIDEMARKETING.CO.ZA



# IT'S OK TO USE LESS CHANNELS

THE BALTIC  
CLIMATE SCHOOL

September 2025

## 360° MARKETING?



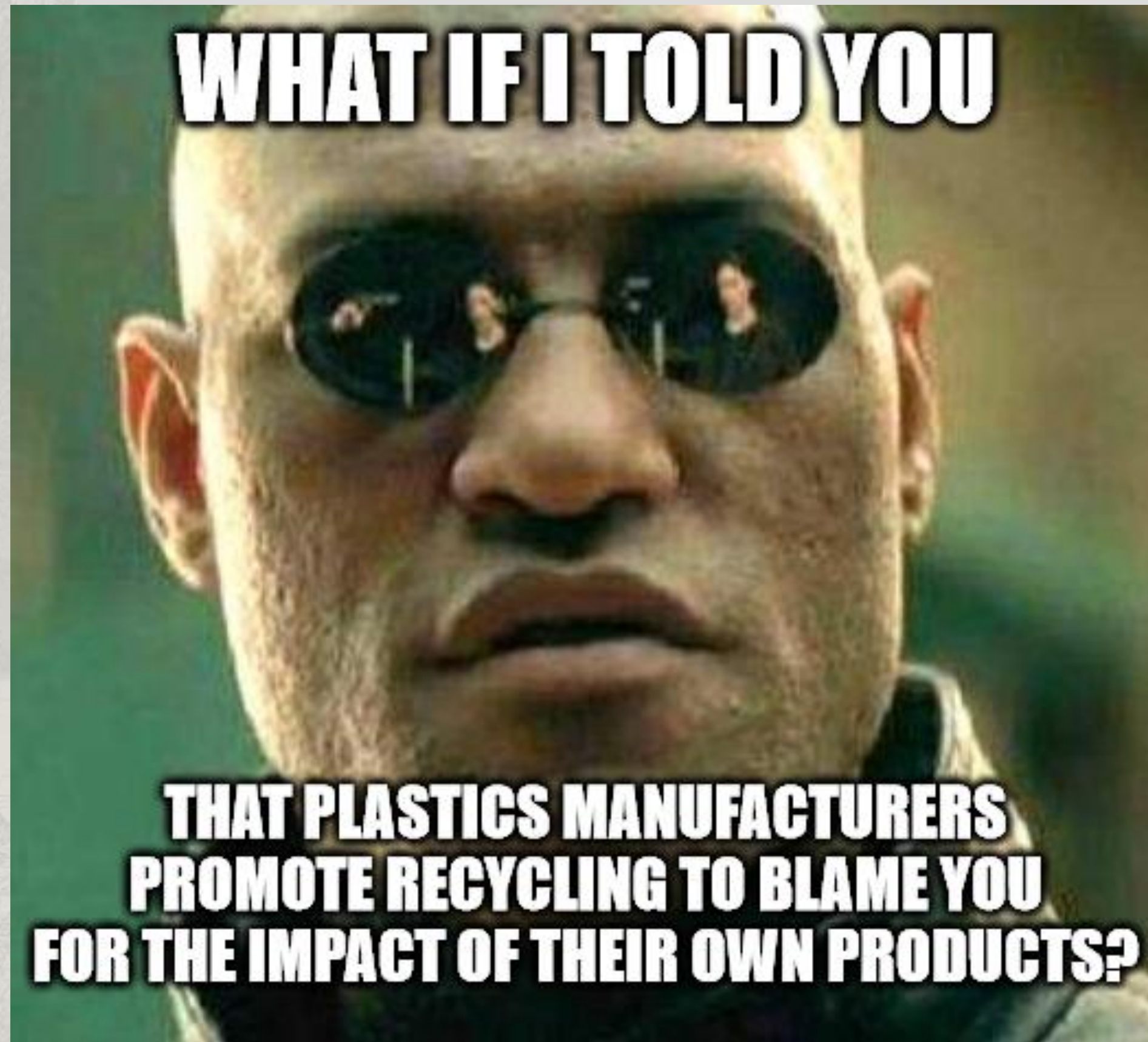
BRIGHTSIDEMARKETING.CO.ZA



# AWARENESS CAMPAIGN

THE BALTIC  
CLIMATE SCHOOL

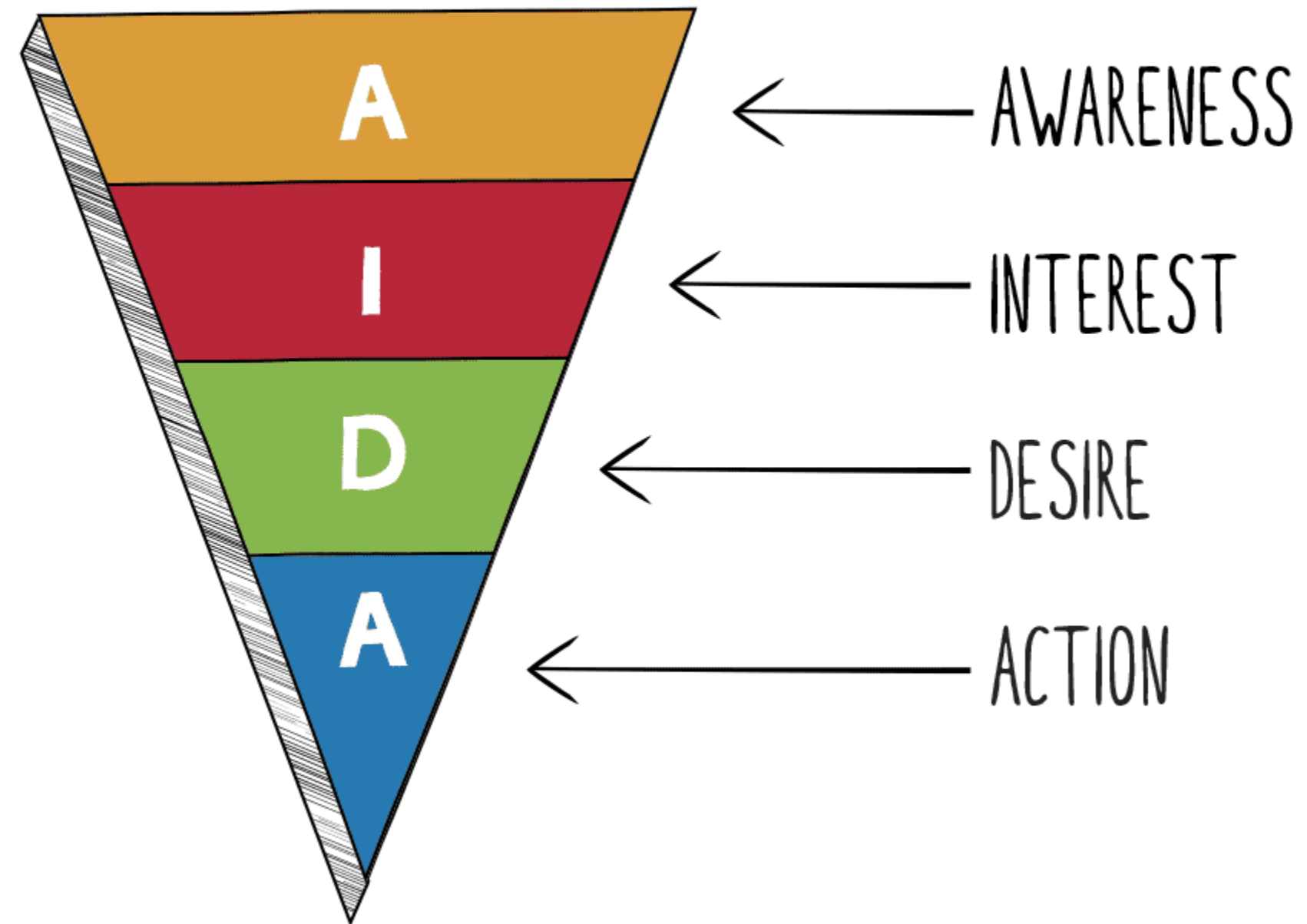
September 2025





# AIDA MODEL

## THE AIDA MODEL



ESSENTIAL MARKETING MODELS [HTTP://BIT.LY/SMARTMODELS](http://bit.ly/smartmodels)



# EXAMPLE – AWARENESS CAMPAIGN

THE BALTIC  
CLIMATE SCHOOL

September 2025





# EXAMPLE – AWARENESS CAMPAIGN

THE BALTIC  
CLIMATE SCHOOL

September 2025





# EXAMPLE – 360 AWARENESS CAMPAIGN

**THE BALTIC  
CLIMATE SCHOOL**

September 2025

<https://makemymoneymatter.co.uk/>

**MM** Make  
**WM** My  
Money  
Matter

Make My Money Matter is now  
closed (2020-2025)

≡

# PENSIONS

There's £3 trillion in UK pensions – and this is our money. Right now, it's invested in companies driving deforestation and funding fossil fuels.

[Green my pension](#)

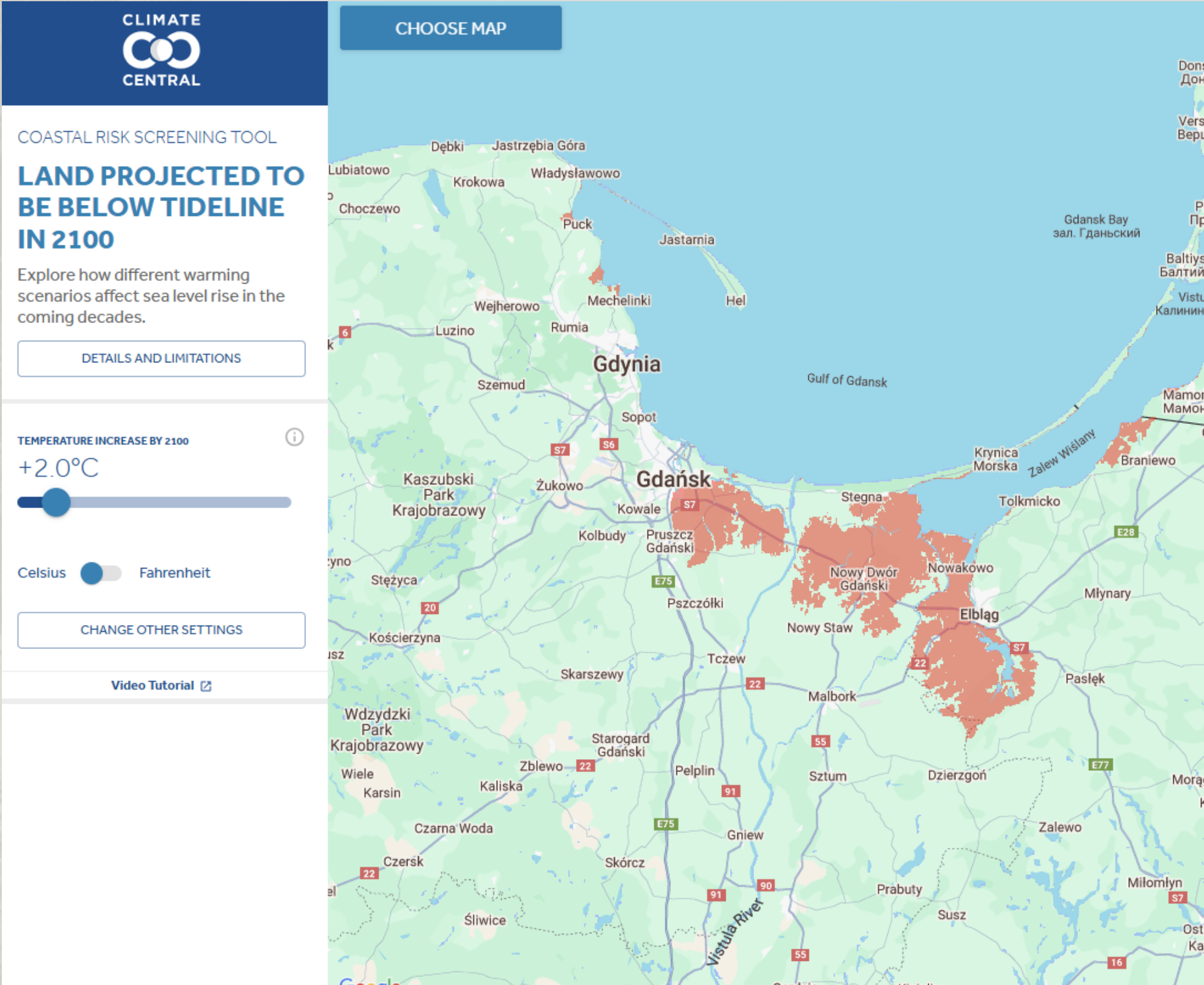
# BANKS

We trust our banks to look after our money, but can we trust them to look after our future? Our Big 5 high-street banks are all financing the climate crisis.

[Switch Bank](#)



# EXAMPLE – DATA DRIVEN CAMPAIGN WITH USE OF PR





# EXAMPLE

THE BALTIC  
CLIMATE SCHOOL

September 2025





# EXAMPLE

THE BALTIC  
CLIMATE SCHOOL

ember 2025

## NORTHERN PLIGHTS OF THE BALTIC SEA





# EXAMPLE

THE BALTIC  
CLIMATE SCHOOL

September 2025

<https://roastbrief.us/northern-plights-a-new-tourist-attraction-launches-for-world-ocean-day-to-raise-the-alarm-for-the->







# THE BALTIC SEA



# THE MOST PRESSING ISSUES FACING THE BALTIC

<https://www.menti.com/alermyhirs66>





# OUR WORKSHOP ISSUE:

# PLASTIC







... **WORLD OF  
THE „CLIENT“** ...



# CAMPAIGN DESIGN

**CAMPAIGN  
GOAL**

**TARGET  
GROUP**

**TONE OF  
VOICE**

**CALL TO  
ACTION**



# TARGET AUDIENCE

- Age
- Gender
- Geography
- Profession
- Family situation
- What's important to this person?
- ...





“ I really want to create a lovely home, with my existing furniture... ”

## David Miller

28

New-York

Product Designer

Living with his girlfriend

### Bio

Lives in a rented apartment, 2.5 rooms, with his student girlfriend, works in a high-tech job. Likes hosting people. After a long day at work, he likes to throw on the couch with his girlfriend in front of the TV.

### Wants & Needs

- Create a cozy atmosphere at home with innovative design.
- Design the house at low investment and without much effort.

### Tech

Internet	● ● ● ● ●
Social Media	● ● ● ● ●
Online Shopping	● ● ● ● ●
Gadgets	● ● ● ● ●
Early Adopter	● ● ● ● ●

### Favorite Brands



### Frustrations

- Don't want to spend money on interior designer and he doesn't have much time to deal with the design planning.
- He designs his apartment, but he thinks that she can look much better.





# Julie Caspot

Age: 28

City: Chateauroux

Job: school teacher

Family: single

Income: 25K gross per year

## BIO

Julie, 28, single, active on Instagram and LinkedIn, always connected. She appreciates trendy brands with a modern, ethical message.

## PERSONNALITY

Connected   Dynamic   Committed

## COMMUNICATION CHANNELS



## FAVORITE BRANDS

ADINTIME **respire** VEJA  
FRANCE

## GOALS

Buy products in line with your ethical values  
Keep up to date with the latest trends  
Maintain a modern, positive social image

## FRUSTRATIONS

Brands lacking transparency or authenticity. Overly aggressive or intrusive marketing messages. Difficulty finding truly responsible products

## BUYING MOTIVATIONS

Social Engagement



Quality of products



Shopping experience





# TARGET AUDIENCE?

- Age
- Gender
- Geography
- Profession
- Family situation
- Interests, politics
- ...





# ● ● ● TONE OF VOICE – TO CONVINCE





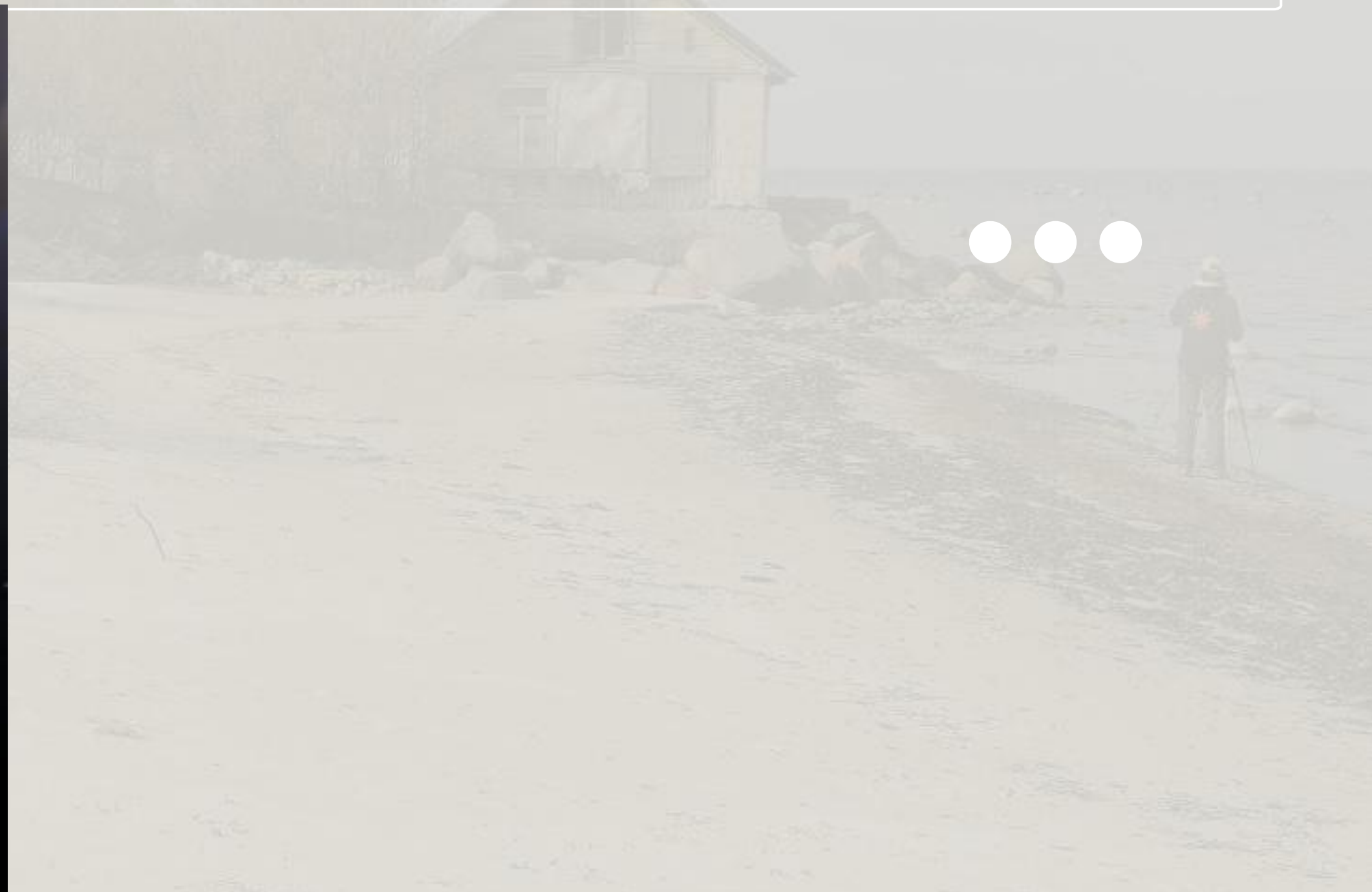
# ● ● ● TONE OF VOICE – TO CONVINCE



● ● ●  
ALARMIST  
PROTESTING  
STRANGE



# TONE OF VOICE – TO CONVINCE





# TONE OF VOICE – TO CONVINCE



FRIENDLY  
UNDERSTANDING  
„GIRL FROM  
NEIGHBOURHOOD”



# TONE OF VOICE – TO CONVINCE





# TONE OF VOICE – TO CONVINCE



WISE  
PHILOSOPHICAL



# TONE OF VOICE – TO CONVINCE





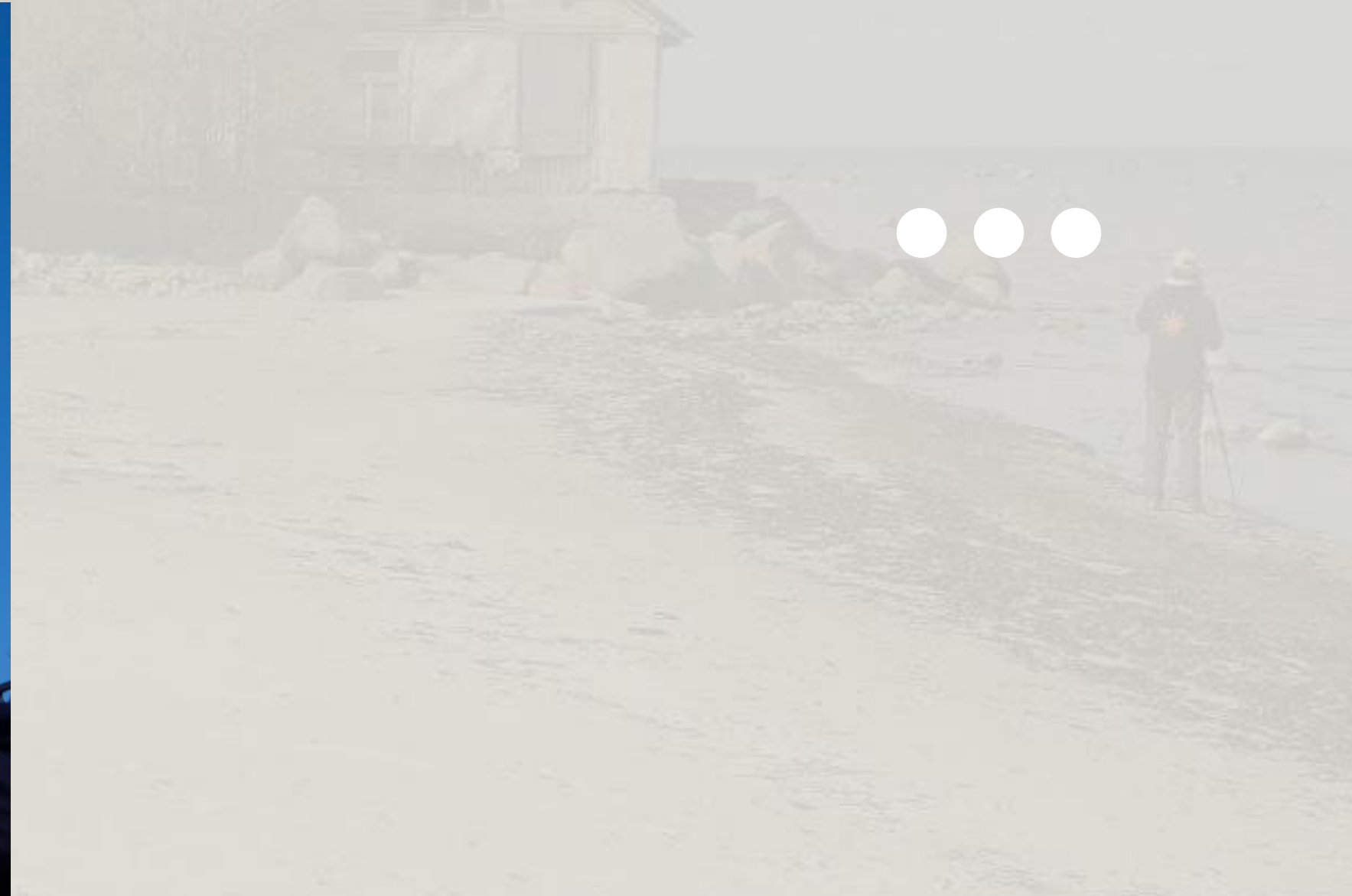
# TONE OF VOICE – TO CONVINCE



INNOVATIVE  
SMART



# ● ● ● TONE OF VOICE – TO CONVINCE





# ● ● ● TONE OF VOICE – TO CONVINCE



● ● ●  
REVOLUTIONARY  
VICTORIOUS  
BETTER THAN THE REST



# LET'S TRY IT!

- Topic: Baltic sea
- 2 persons leave the room
- We choose what target group we are.

TASK: Volunteers, reframe your message to meet target audiences needs. Think about the tone of voice

The target group decides when they are convinced.

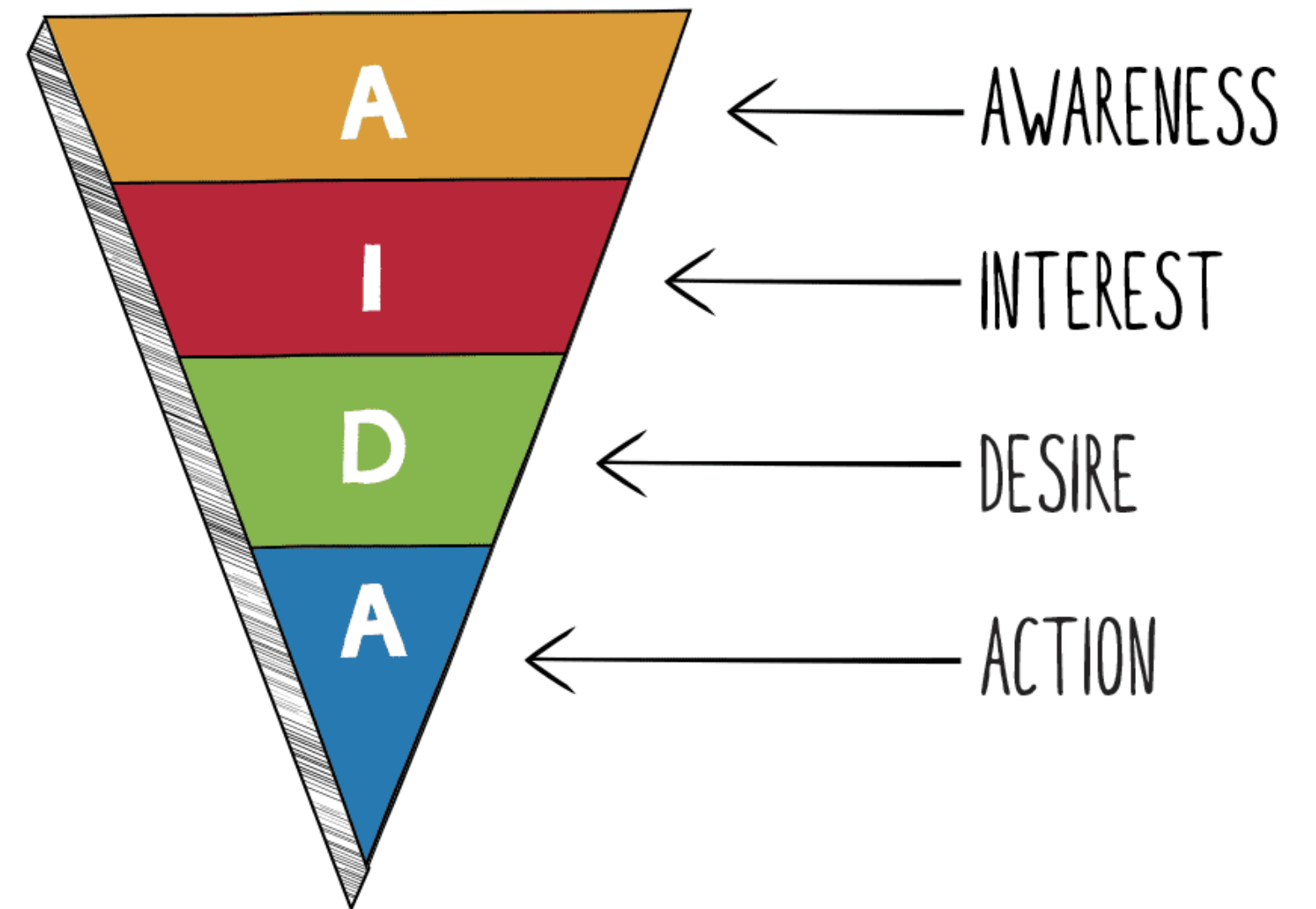


# CAMPAIGN GOAL

**After seeing our campaign,  
our target group will...**

- Learn about a problem OR
- Become invested in a problem OR
- Support an action via petition OR
- Go out and protest.

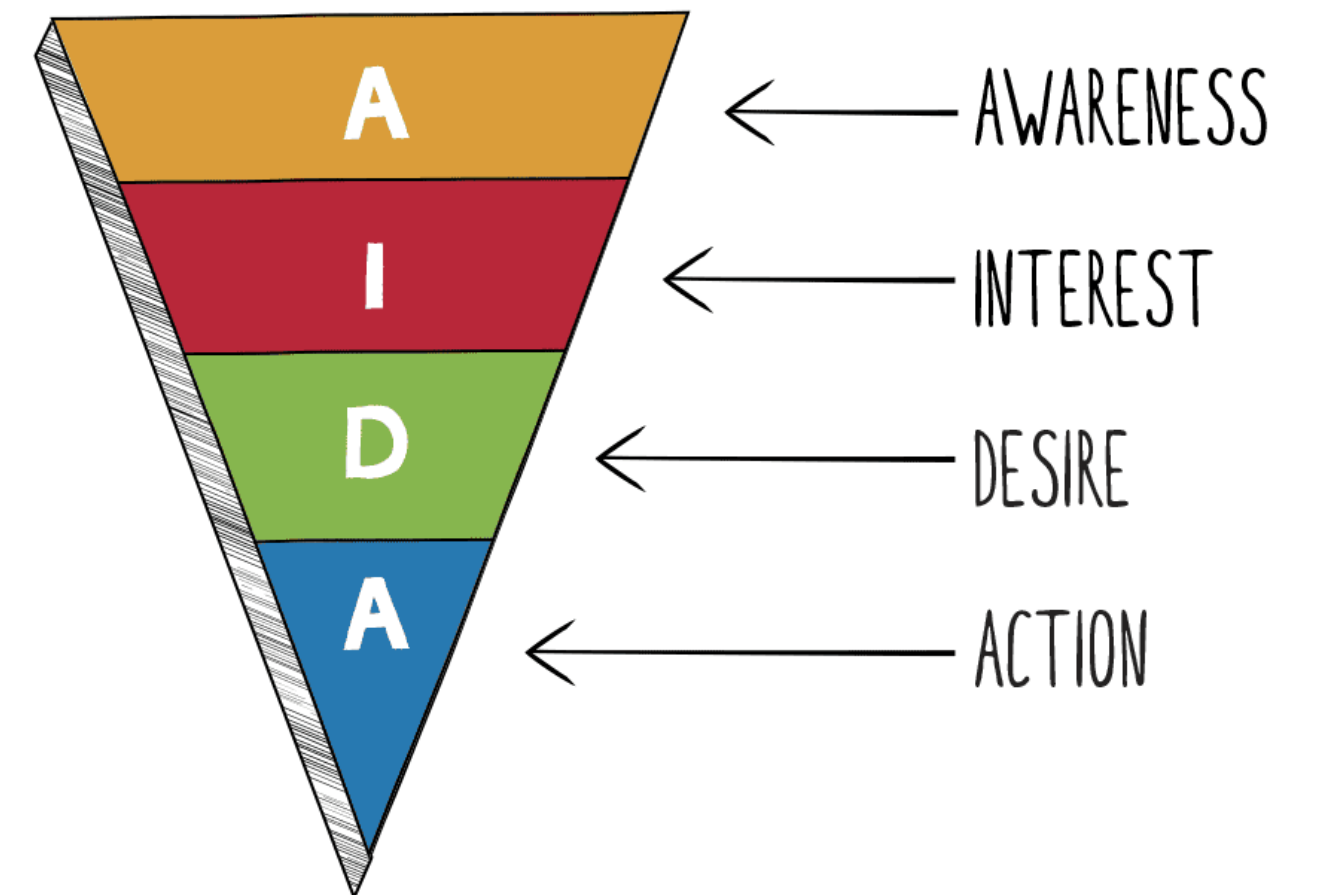
## THE AIDA MODEL







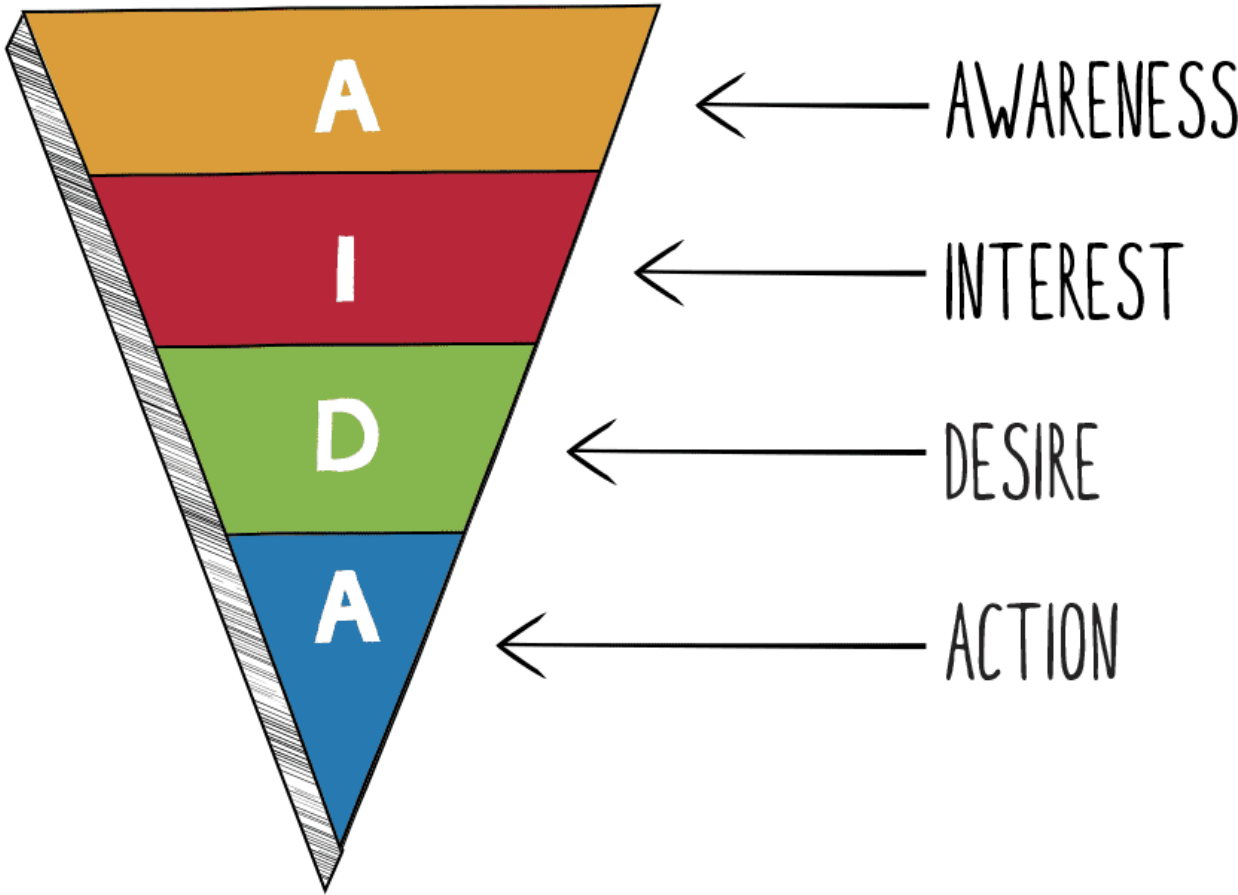
## THE AIDA MODEL







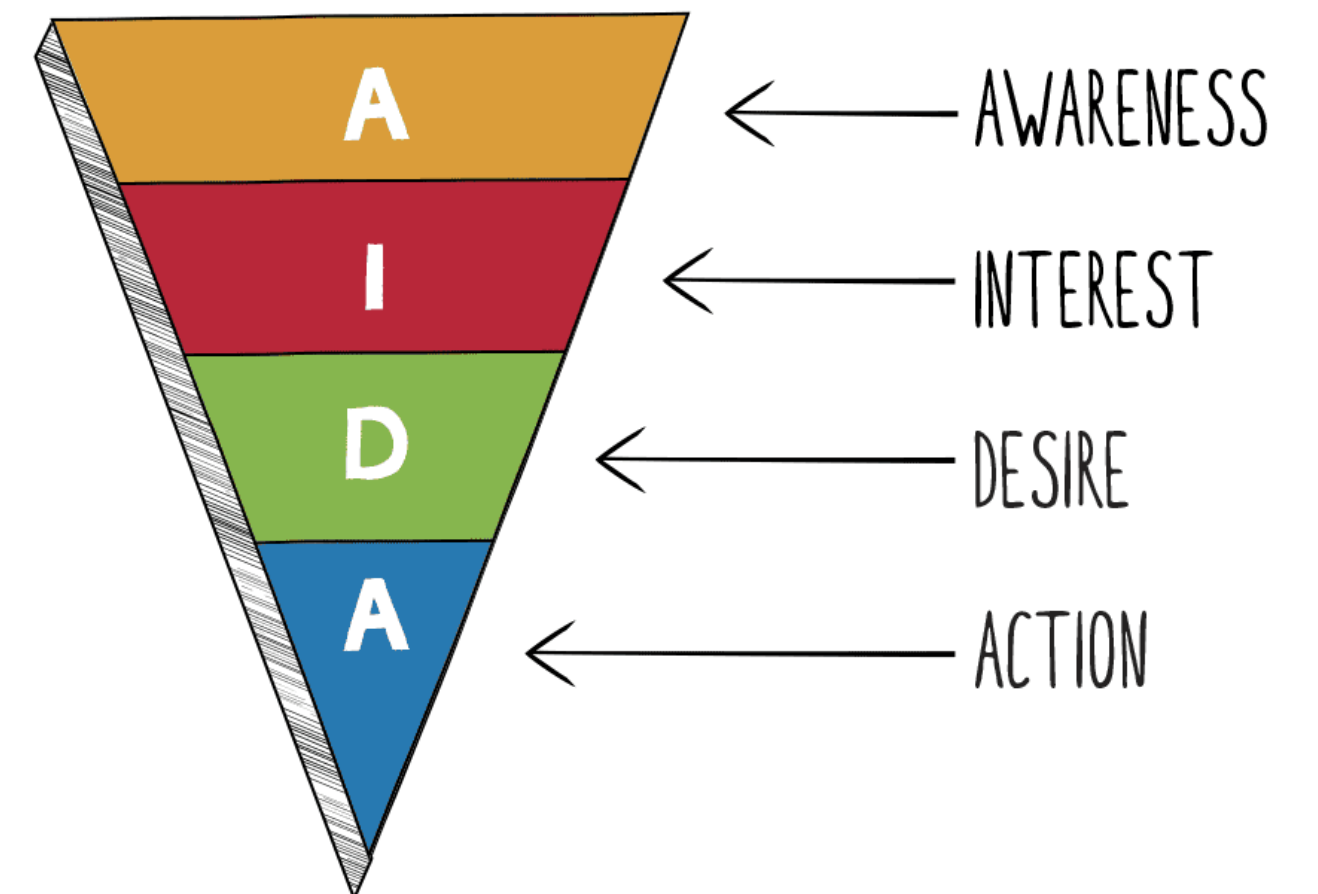
## THE AIDA MODEL







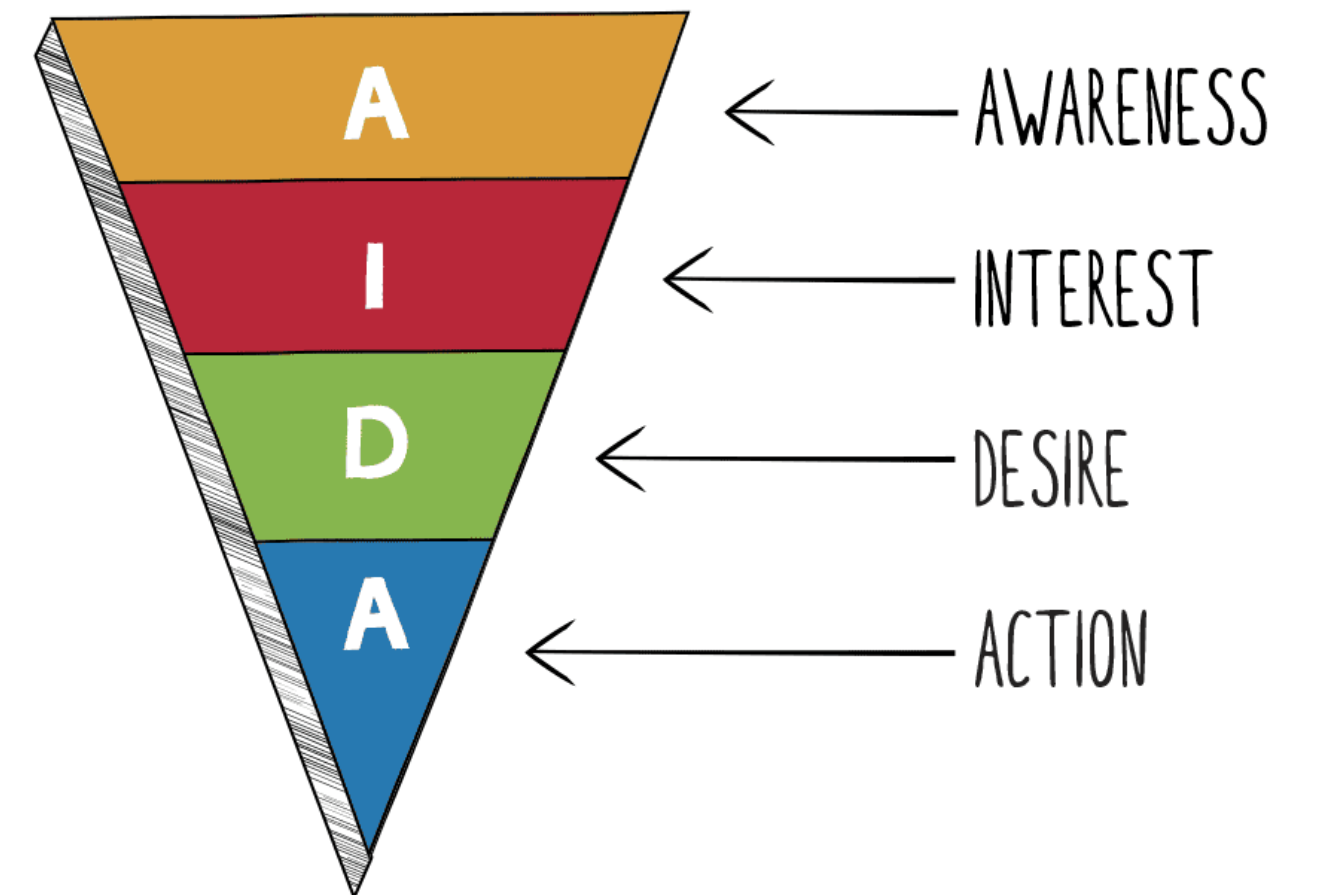
## THE AIDA MODEL







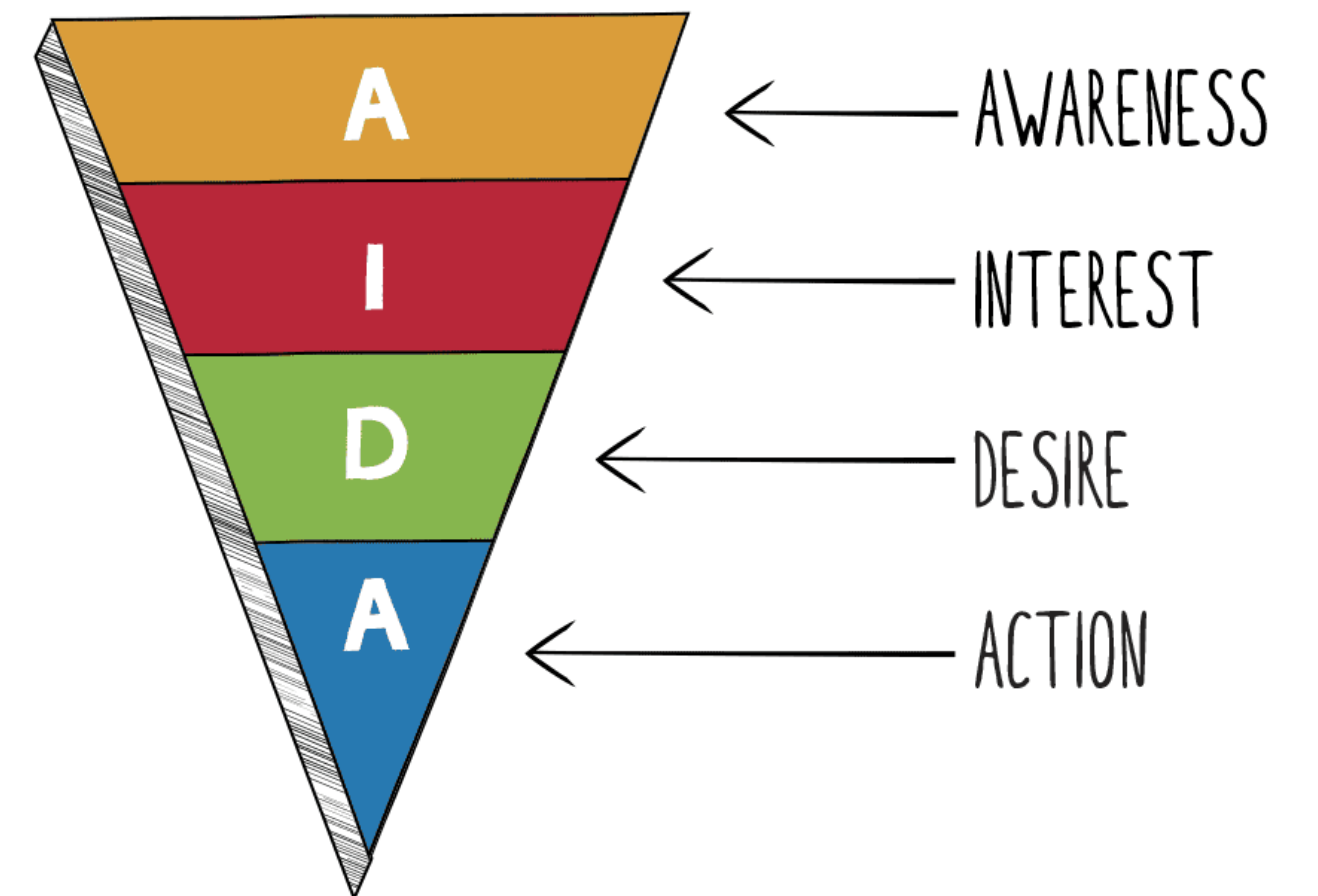
## THE AIDA MODEL







## THE AIDA MODEL





# CAMPAIGN GOAL EXAMPLES

- Citizens of Gdańsk demand climate action from local government.
- Government of Finland issue a formal statement to Poland to stop polluting rivers
- Taylor Swift announces she will take train for one of her concerts in the US instead of private jet.
- Coalition Clean Baltic reaches 1000 followers on Instagram
- 75% of Poles demand climate action from central government
- My neighbor John stops burning plastic in their furnace.



# EXCERCISE – CAMPAIGN BRIEF

THE BALTIC  
CLIMATE SCHOOL

September 2025





# EXERCISE – CAMPAIGN BRIEF

THE BALTIC  
CLIMATE SCHOOL  
September 2025

**CAMPAIGN GOAL:** what change is brought to target audience

**TARGET GROUP:** try to specify the persona

**REASON TO BELIEVE:** what arguments do we have to support our campaign?

**SINGLE MINDED MESSAGE:** one sentence that sums up your thoughts

**EMOTIONAL BENEFITS FOR TARGET GROUP**

**VOICE OF VOICE:** 3 characteristics

**CALL TO ACTION:** hashtag, call to the target audience

**30 minutes**



**AND THEN THE CLIENT SAID**



**I WANT THIS DONE BY TOMORROW**

**WORLD OF  
THE  
„AGENCY”**



# EXERCISE – AGENCY WORK

Agency creates the public-facing part of the campaign.

It's time to get to work and deliver the product.

---

- Let's agree that the UK has access to the Baltic Sea, this means
- that the campaign will be in English;)
- 

Try to have a play with words if you want. Sometimes simplicity is the answer.

SEE YOU IN 5!





# NAME OF THE CAMPAIGN

*Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.*



**Interreg**  
Baltic Sea Region



**Co-funded by  
the European Union**



CIRCULAR ECONOMY

**BALTIPLAST**



# CHANNELS

## DIGITAL

Social media, digital out of home, programmatic ads (Youtube), Google, Meta ads.



## TRADITIONAL

Portals (yes, here☺). Newspapers: pitching stories + ads, radio, TV



# CHANNELS

## PAID

Ads, influencers, sponsored articles

## ORGANIC

Result of pitching stories, interesting campaign idea, content that is likeable by the algorithm



# CONTENT

THE BALTIC  
CLIMATE SCHOOL

September 2025

<https://drive.google.com/drive/folders/1kflPJWsZoNUXxHRRxp5ShHGnSUR6QcZX>





# ATTENTION SPAN OF A SOCIAL MEDIA USER (US)



THE AVERAGE ATTENTION  
SPAN OF A HUMAN IN  
**2000**



THE AVERAGE ATTENTION  
SPAN OF A HUMAN  
**NOW**

**AND...**



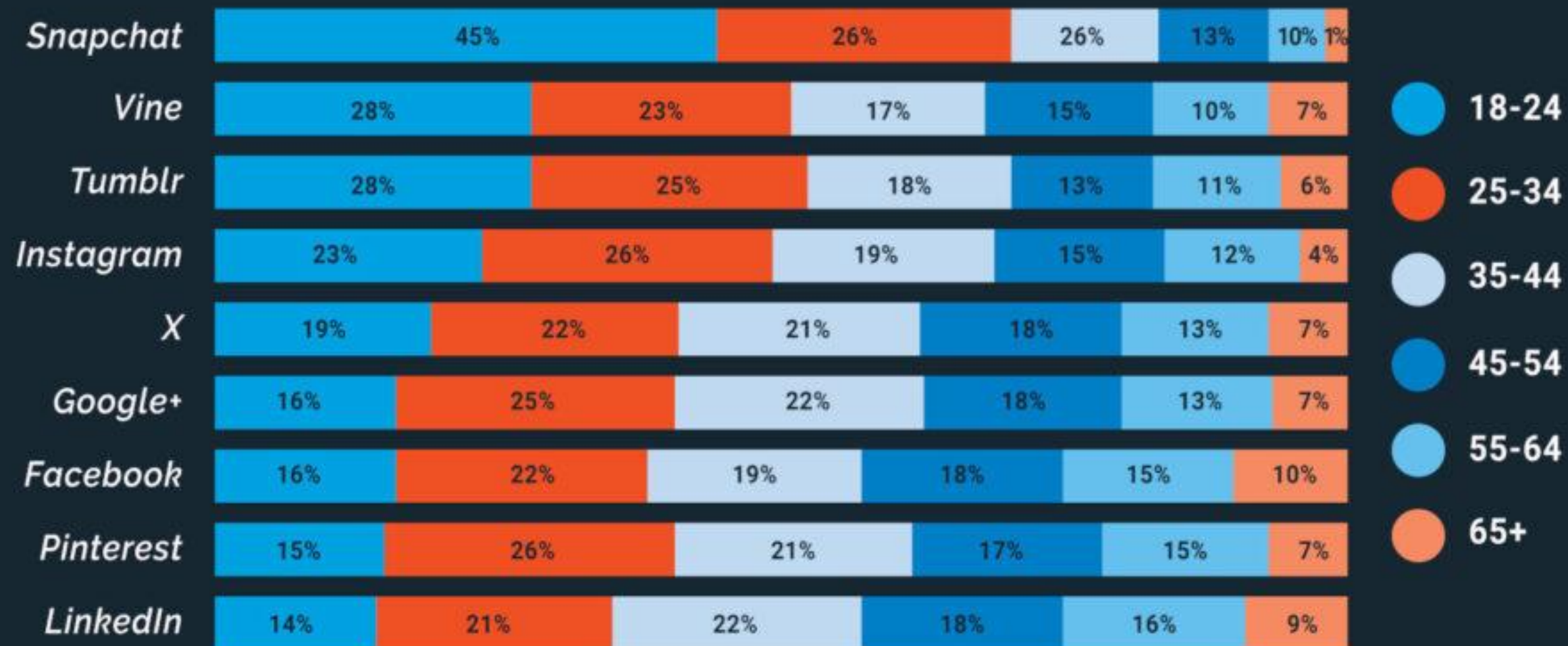
THE AVERAGE ATTENTION  
SPAN OF A  
**GOLDFISH**



# CHANNELS - AGE

## Age Demographics of Social Media Users

% Of Users in Each Age Group - US Data - Users Aged 18 and Over



SMDigital Partners



smdigitalusa

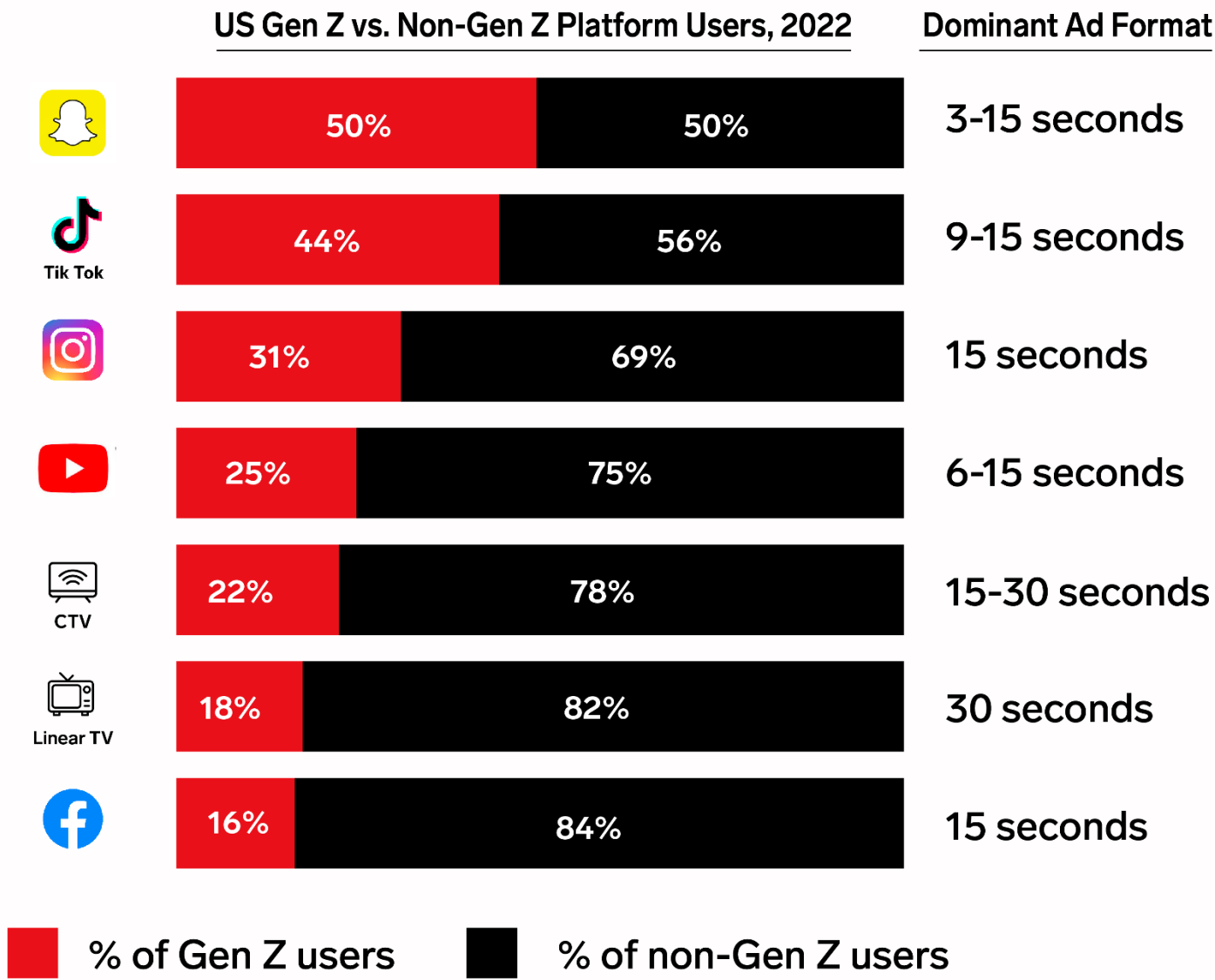
WWW.SMDIGITALPARTNERS.COM

SMDIGITAL  
PARTNERS



# ATTENTION SPAN OF A SOCIAL MEDIA USER (US)

## Social Platforms Shape Gen Z Ad Expectations



Source: eMarketer, 2022; platform ad guidelines  
i279118



# EXERCISE: CONTENT CREATION FOR YOUR CAMPAIGN

30 minutes to prepare 1-2 pieces of content.

You can use pre-recorded materials that fit the campaign idea or create something new.

Maximum for video: 30s

[KPAWLOWICKI@GMAIL.COM](mailto:KPAWLOWICKI@GMAIL.COM)



# THANK YOU

KAROL PAWŁOWICKI

[MORE INFO HERE](#)

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

