Co organised by

Latvijas Zaļā kustība
Latvian Green Movement

2025

18 - 23 AUGUST 2025

OUR COMMON BALTIC COURSE

VOICES FOR THE BALTIC SEA: YOUTH MEDIA ACTION

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Credit Camille Fraizy

Coalition Clean Baltic

Co funded by

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Nordic Council of Ministers

WHY STORYTELLING MATTERS

Sharing your voice can help:

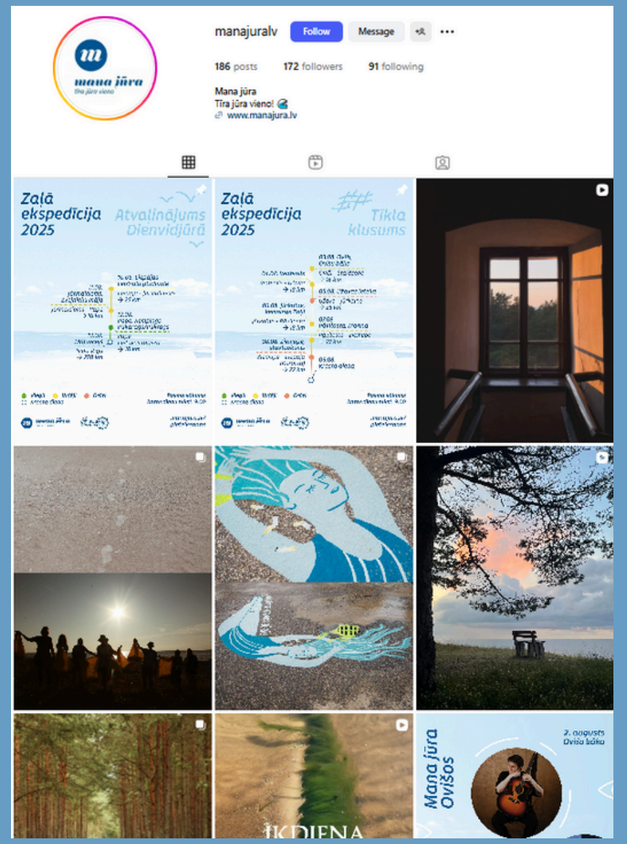
- Raise awareness
- Inspire others
- Create real change

It’s not just about posting — it’s about **connecting people to the Baltic Sea, to climate topics, and to each other** through emotions, stories, and meaning.

RAISE AWARENESS

Stories turn invisible issues visible

Example: "My Sea" campaign in Latvia



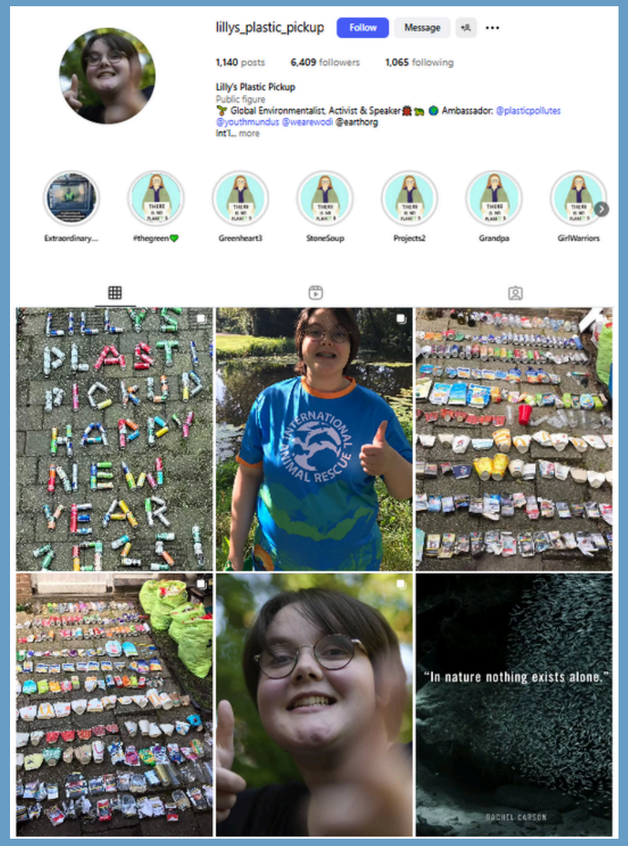
The campaign combined citizen science (coastal litter monitoring) with public outreach and visual storytelling. Its annual data and expeditions along the Latvian coast helped inform national policy on marine waste and coastal planning. It became a backbone for environmental legislation and earned international recognition

INSPIRE OTHERS

Authentic youth-led posts can spark action

Example: Lilly Platt, “Plastic Pickup”

Lilly Platt, a young environmentalist from the Netherlands, went viral by sharing daily photos of plastic she collected from parks and rivers. Her posts have inspired thousands to join local cleanups and think critically about their waste habits



CREATE REAL CHANGE

Youth content can reach decision-makers and communities

Example: Baltic “Save the Baltic” Expedition

In 2024, activists and scientists planned a 5,500-km march around the Baltic Sea. They documented their journey via social media reels and posts, spurring public awareness and drawing attention from local municipalities. Their storytelling helped spark new stakeholders’ engagement and support for marine restoration

TWO WAYS TO JOIN THE MEDIA WORK

01

DAILY CAMP STORIES

02

TEAM MEDIA PROJECT

01

DAILY CAMP STORIES

(optional but encouraged)

We invite each team to select 1–2 people to be their “media voices” during the camp.

These people will:

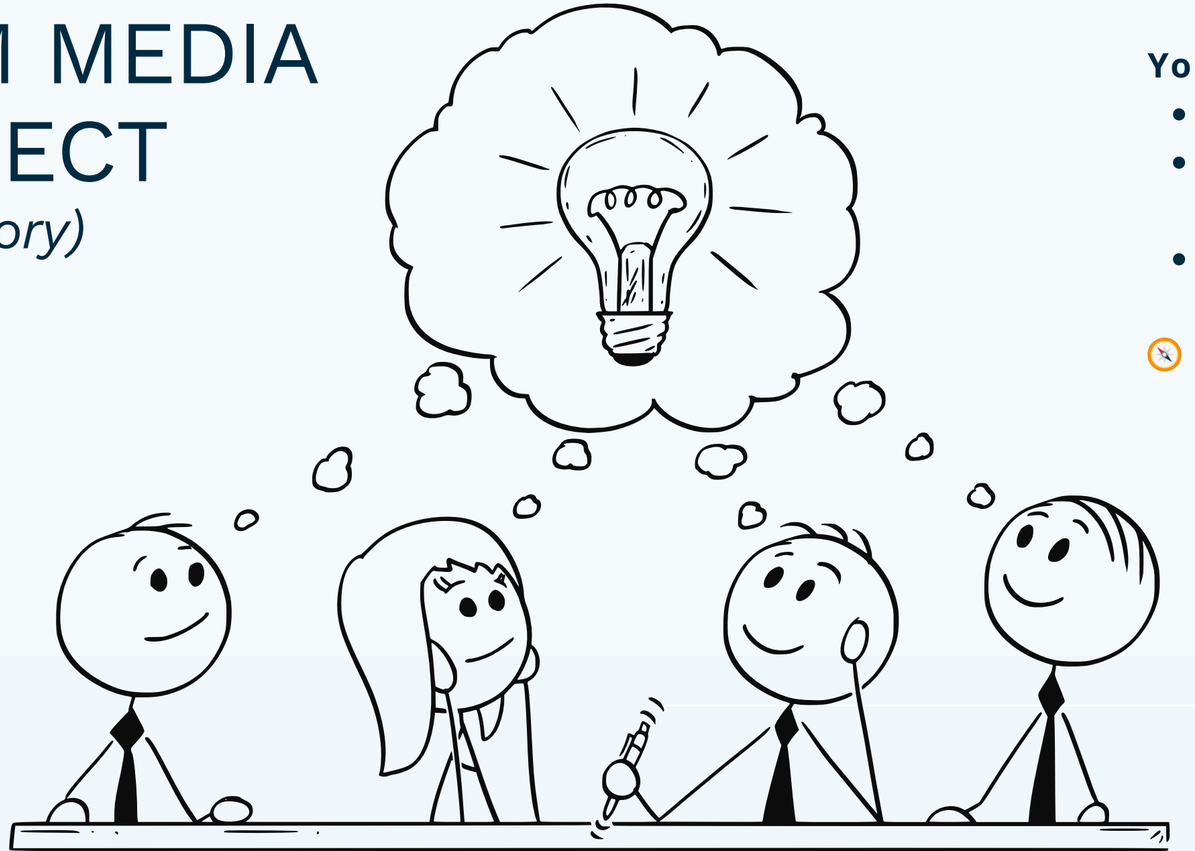
- Post stories or updates about the day
- Share behind-the-scenes moments
- Tag the official CCB account and use our hashtag

We will repost your stories on the official page — so the world sees how you work, learn, and have fun together.

02

TEAM MEDIA PROJECT

(mandatory)



Each team will create 1 powerful piece of content — a reel or post — to present on August 22.

You'll do this through guided evening sessions:

- Daily 45-minute Media Workshops
- Work on: idea, format, visuals, message, structure, and script
- Share your ideas to get feedback and improve

🧭 **Between workshops, reach out to experts.**

CHOOSING YOUR TOPIC

We'll offer 10 different Baltic Sea themes.

Each team will:

✅ **Pick 1 topic** that feels most important, inspiring, or meaningful to you
✅ Make it the focus of your **main content project**

💡 **Tip:** Think about what moves you emotionally or sparks your curiosity — that's often the strongest story.

EVERYTHING YOU NEED TO SUCCEED

Team Content Compass

- Define your goal
- Pick the right format
- Plan your story structure
- Create a storyboard to visualize your idea
- Gather content and test it before publishing

EVERYTHING YOU NEED TO SUCCEED

SMM Toolbox

- Reels checklist
- Simple post template
- Free apps for video, design, and captions
- Basic tech tips
- A list of eco hashtags

THIS IS JUST THE BEGINNING!

What Awaits You After the Camp: A 6-Month Journey

- Monthly Zoom Meetups
- Content Lab
- One Baltic Youth Team

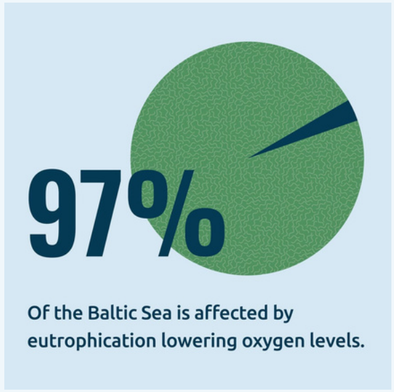
Please note:

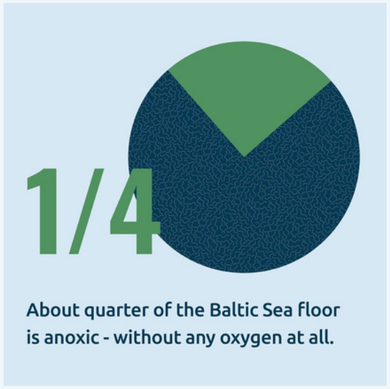
- You can continue with the **same group and project** you start during the camp.
- Or you can adjust, expand, or even **change your focus** after reflecting on the week's experiences.

SOCIAL MEDIA EXAMPLES

Carousel Post

@save.the.baltic.sea





The dead zone in the Baltic Sea: a serious environmental crisis.🌍
🆘

The Baltic Sea is currently experiencing a severe environmental crisis known as the Dead Zone. This crisis is caused by excessive nutrient pollution, primarily from agricultural runoff and industrial activities. These pollutants cause high concentrations of nutrients to enter the water, leading to the growth of harmful algal blooms.

These algal blooms reduce the oxygen levels in the water and lead to lifeless areas in the sea. The size of the dead zone is alarming and exceeds the entire area of Lithuania. This highlights the urgent need for immediate action to restore the health of the Baltic Sea.
🌊

Eutrophication, caused by excessive nutrient influx, affects over 97% of the Baltic Sea. This process leads to a reduction in oxygen levels, disrupting the delicate balance of the ecosystem. In these oxygen-depleted areas, marine life struggles to survive.

Around a quarter of the Baltic Sea floor is now depleted of oxygen, which poses a significant threat to biodiversity and the long-term sustainability of the region. 🐟

Raising awareness is crucial to tackle this crisis. We need to support initiatives that reduce nutrient pollution, promote sustainable agricultural practices and improve wastewater treatment. If we act together, we can protect the Baltic Sea and ensure a healthier future for our marine ecosystem. 💧 ❗

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SOCIAL MEDIA EXAMPLES

Carousel Post

@climate.change.communication

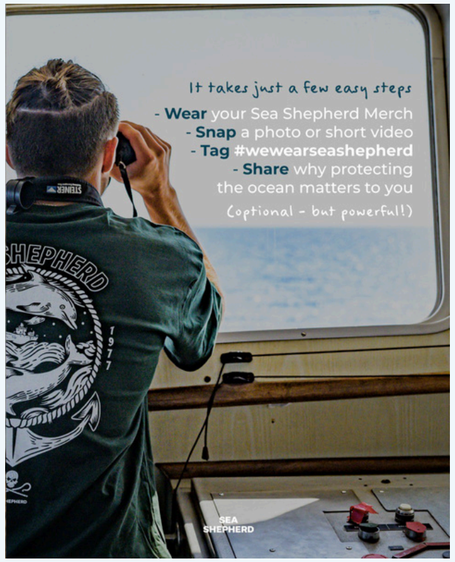
Organizing with your friends, family, and neighbors can be a powerful tool to fight climate change.

Learn more by reading ‘Fight climate change in your community’ on Yale Climate Connections.

SOCIAL MEDIA EXAMPLES

Carousel Post

@seashepherd



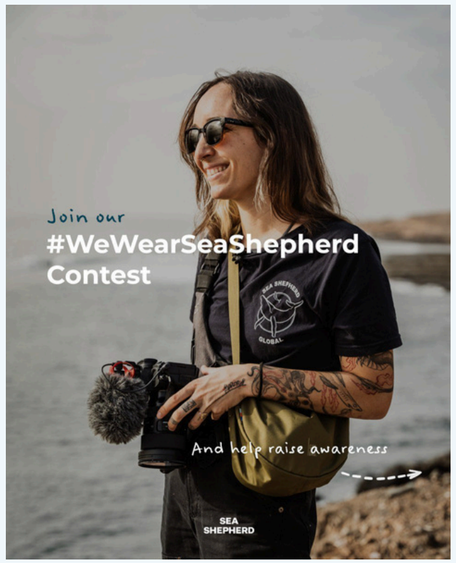
We need your help.

From whaling and illegal fishing, to climate change and plastic pollution, the #Ocean is in crisis. The world needs to hear this truth, but we can't spread the word without you.

Join our Photo Contest and Help Raise Awareness:
🔷 Snap a photo or short video wearing Sea Shepherd Merch.
🔷 Tag #WeWearSeaShepherd on your socials
🔷 Share why protecting the ocean matters to you (optional — but we'd love to hear!).

Here's how you're making a difference:
You wearing merch puts a spotlight on marine wildlife and the threats they face, and your photos show the world that people everywhere care about defending the ocean.

Plus, there's something in it for you:
🏆 Best photos win an exclusive Sea Shepherd Merch Box + Your photos could be featured on our website and webshop, inspiring ocean defenders worldwide.



SOCIAL MEDIA EXAMPLES

Reel

@julia_kivela

Pro bono @balticseaactiongroup.
I walk by the Baltic Sea almost every day with my son.
I love to show the beauty of the sea to him, but did you know that the Baltic Sea is in crisis?

Like many other cool things in Helsinki, the Baltic Sea is ours to use, but it's also ours to protect.

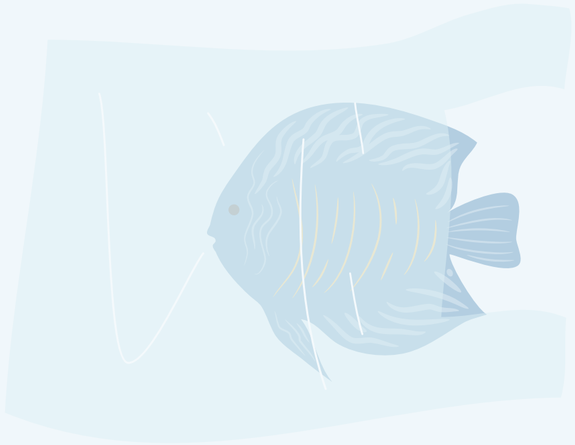
This summer, I've got a season ticket to help the sea.
The ticket helps Baltic Sea Action Group in their mission to preserve the sea's biodiversity and restore its ecological balance ❤️.

Check out the link in my bio to find out more about the most meaningful ticket of this summer

SOCIAL MEDIA EXAMPLES

Reel

@plasticfree.baltic



A truckload of plastic enters the ocean every minute. It kills marine life, destroys livelihoods, and comes back to Us - in the food we eat.
The Baltic Sea needs Us.
Follow the #baltiplastcampaign and protect what matters.

THANK YOU

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