



UNIVERSITÀ
DI TRENTO
Dipartimento di
Lettere e Filosofia

GrACE
Green Europe:
Active Citizenship
and the Environment

M Jean Monnet
EUROPEAN CENTRE
UNIVERSITY OF TRENTO



LIVE WEBINAR

COMMUNICATING CLIMATE CHANGE ON SOCIAL MEDIA

Speaking Sustainability in the Language of TikTok, Reels, and Memes



ELENA MILANI

— UNIVERSITY OF TRENTO

15 January 2026
5:00 - 7:30 PM (CET)

Join us to deepen your understanding of how to communicate climate science with young people in the digital age.

This webinar helps teachers develop practical strategies for engaging students through social media platforms such as TikTok, Instagram, and YouTube Shorts, in line with EU youth policy priorities on participation, inclusion, and digital communication. Participants will explore principles of effective communication, focusing on visual storytelling, positive messaging, and action-oriented content while avoiding common pitfalls that discourage young audiences. Interactive activities and breakout sessions will offer hands-on practice with digital tools, including memes and short-form videos.

Teachers will leave with concrete skills to create authentic, shareable content that makes climate education more impactful and relevant.



REGISTER NOW!

←
MODERATOR: **Daniela Ferrari**

Questo webinar si inserisce nel progetto **GrACE – Green Europe: Active Citizenship and the Environment**, un programma internazionale di formazione insegnanti promosso dall'Università di Trento. L'iniziativa offre spunti e strumenti per affrontare le sfide ambientali e conoscere le strategie dell'UE per il clima, con proposte didattiche per portare questi temi in classe.

Partecipando ad almeno il 75% della sessione si potrà richiedere un attestato di partecipazione ufficiale rilasciato dall'Università di Trento/Centro JM.



grace.project@unitn.it
GrACE c/o Jean Monnet Centre
University of Trento

<https://grace.unitn.it>
Via Tommaso Gar, 14
Trento, Italy

[grace.unitn](https://www.instagram.com/grace.unitn)
Project coordinators:
Tiziana Faitini, Michele Nicoletti