

## INFOPACK

**Name:** Green Youth Media – Yeşil Genç Medya

**Date:** September 2018

**Place:** Gökçeada / Çanakkale / Turkey

**Coordinator:** GEO (Global Environment Organization)

**Participants:** Total 40 (4 participants from 10 partners)

### ABOUT GEO ([www.geo.org.tr](http://www.geo.org.tr))

Global Environment Organization (GEO) entered into service in 2012 by a nature volunteer mass. This nature volunteer mass has been operation works in Turkey and different countries of Europe since 2005 and wanted to increase the effect of their works by institutionalizing and to accomplish goals which were determined firstly in Turkey and globally by reaching new volunteers. It consists of the administrative body from different field of professions and volunteers and advisory committee for increasing the quality of projects.

It has been organizing with 16 persons and nearly 120 national and international cyclically volunteers in organization management board. There are volunteer presenters from 28 cities of Turkey. An organization that has also an office in Istanbul has Sustainable Development Office in the project area of Lisinia Nature along Burdur Lake. Besides its projects, Lisinia Society for the Protection of Nature and Rehabilitation Center, has also been cooperating in most of their present studies, works on projects Turkey's first Environment Library, Sustainable Development Volunteer Education Center-SDVEC, National Volunteer Environment Movement and Ground Guide.

### ABOUT VENUE

**Imbros** or **İmroz**, officially changed to **Gökçeada** since 29 July 1970, (older name in [Turkish](#): *İmroz*; [Greek](#): 'Ιμβρος *Imvros*), is the largest island of [Turkey](#) and the seat of [Gökçeada District](#) of [Çanakkale Province](#). It is located in the [Aegean Sea](#), at the entrance of [Saros Bay](#) and is also the westernmost point of Turkey ([Cape İncirburnu](#)).



According to the 2016 census, the island-district of Gökçeada has a population of 8,776. The main industries of Imbros are fishing and tourism. Today the island is predominantly inhabited by settlers from the Turkish mainland that mostly arrived there after 1960, but from the indigenous population about 300 Greeks are still remaining, most of them elderly, but including some families with children.

Gökçeada is one of the eight "[cittaslows](#)" of Turkey and is the second in being accepted as one. Water from the Black and Marmara Seas mixing with the warmer saltier water of the Aegean Sea supports a rich marine ecosystem.

## DESCRIPTION

The Project "Green Youth Media" is intended for youth leaders, youth workers and volunteers from environmental organizations to support them in increasing their impact by means of training and workshop communication skills with media. The Project addresses the needs of the young environmental organizations to improve their competences in communication with public and media in order to increase the youth awareness about environmental problems.

The idea of the course is based on the fact that one of the biggest environmental problems of our society is the general inability to solve problems effectively. The people has information mainly from media, however the most information in the media is simplified and misinterpreted. As the result, public discussion regarding environmental topics are really confusing.

Thus, environmental organizations has to put more effort and emphasis on promotion and communication of environmental issues. It is necessary to enable to understand the issue correctly. Moreover, badly prepared campaigns could have negative impact on the general public. It is important to plan the promotion carefully and to be aware how people perceive our information.

From this point of view, our project are going to consists of these workshops;

- Citizen journalism
- Campaign planning
- Preparing press release, press conference
- New media tools (internet, social networks, blogs)
- Green news from local people
- Difficulties in environmental communication
- Fundamental journalistic skills
- Designing communication strategy

## COMMUNICATION

In order to ask any question or details, please contact with [kureselcevredernegi@gmail.com](mailto:kureselcevredernegi@gmail.com) e-mail address.