MODULE 6 – THE POLICY PITCH PAD: CO-DESIGNING CLIMATE SOLUTIONS

Greenscape - Unlocking Youth Civic Engagement for a Sustainable Future

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It's Your Turn!

By now, you've learned how the EU works, what the Green Deal is, who the key stakeholders are, how youth can act, and how communication shapes change.

*In this final module, we focus on **designing real solutions** to climate problems—and presenting them in ways that matter. This is where **policy design** meets **youth creativity.** It's your turn to think like a decision-maker, a community builder, or a climate innovator.*

POLICY

WHAT IS A POLICY?

Policy = Tools for Change

Definition: A policy is a plan or rule made by a government, institution, or organization to solve a problem or guide actions.

Key Idea:

Good climate policy turns our values into action by reducing emissions, protecting nature, and improving lives.

POLICY

For example:

> The EU funds a transition away from coal in Poland.

WHY CO-DESIGN MATTERS

Stronger Together: The Power of Co-Design

Co-design means creating policies with others, not just for them.

When young people are included, they:

- Share **fresh ideas.**
- Spot challenges others might miss.
- Bring **digital skills** and **creativity**.
- Ensure solutions are **relevant for their generation**.

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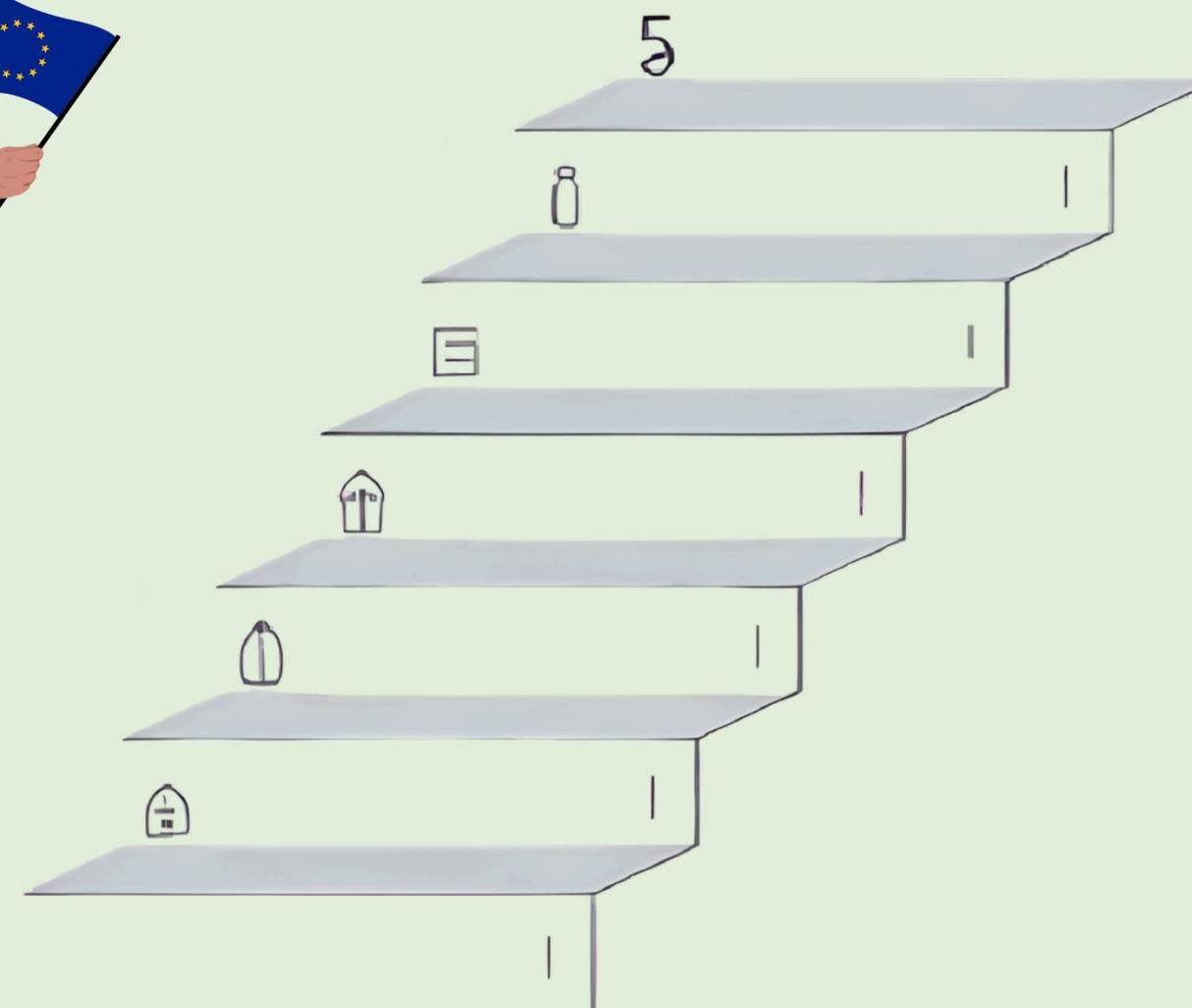
INTRODUCING THE POLICY PITCH PAD

Your Launchpad for Action

The Policy Pitch Pad is a simple, step-by-step approach to create and present your own climate policy idea. It gives you the structure to speak up and be heard.

STEP 1: IDENTIFY THE PROBLEM

What specific climate-related issue do you want to fix?

Be specific! A clear problem leads to a better solution.

- Example: Too much food waste at school.

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STEP 2: SET YOUR GOAL

What should your policy achieve?

A good **goal** is:

- **Realistic**: It can actually happen.
- **Measurable**: You'll know if it worked.
- **Fair**: It helps people, not harms them.

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③ **STEP 3: PROPOSE THE SOLUTION**
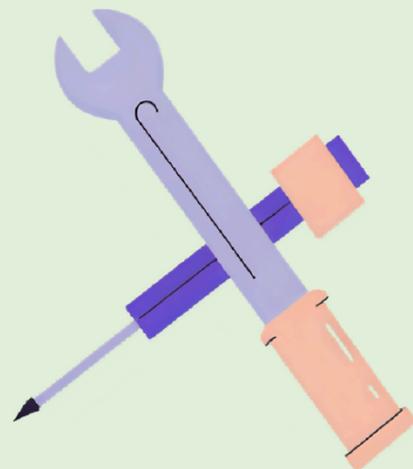
What's your policy idea?

Use this format :

- **Problem**: My town has too much car pollution.
- **Goal**: Reduce car use and make public transport easier.
- **Solution**: Give free bus passes to all students and build new bike lanes.

Your solution should match the problem and goal.
Think about:

- **Laws or rules that need to change.**
- **Funding** sources.
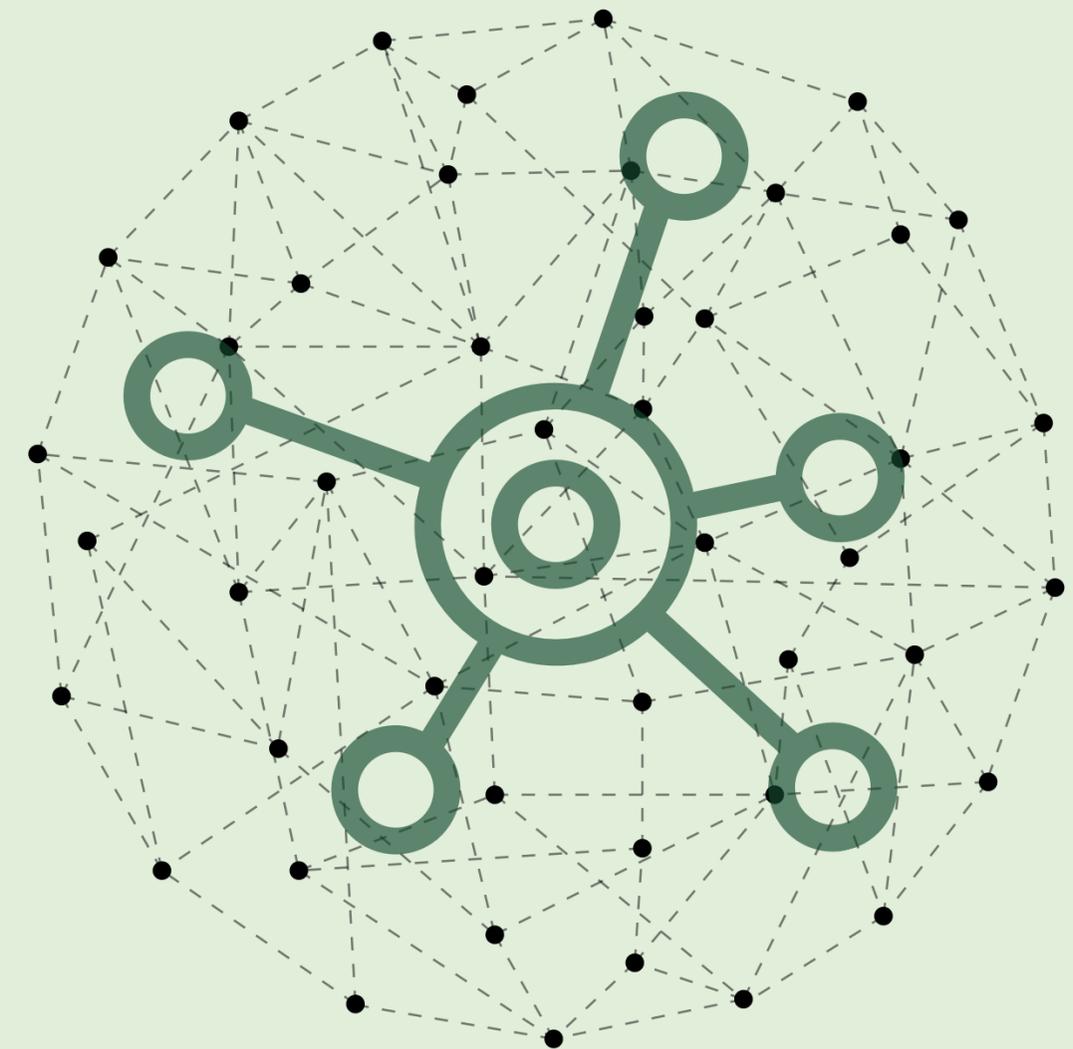- Who is **responsible** for making it happen.

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STEP 4: CONSIDER THE STAKEHOLDERS

Who will support your idea? Who might resist it?

Good policies balance different interests and explain why the change matters to everyone.

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STEP 5: COMMUNICATE YOUR PITCH

How will you present your idea?

Your **pitch** should be short, clear, and show who benefits.

- **Example** : "Our plan gives students free transport passes. It saves money, cuts emissions, and helps young people feel part of the solution"..

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Policy Inspiration

Types of Policy Solutions You Could Design

You can create pitches in many areas:

- **Energy** – community solar panels, insulation programs
- **Mobility** – safe bike paths, car-free days
- **Education** – climate classes, green school rules
- **Jobs** – training for solar, urban farming, circular economy
- **Nature** – protecting rivers, planting trees
- **Housing** – sustainable building rules, rent support for energy-efficient homes

> **The key is to think locally but connect globally**

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Don't Forget Ethics!

Great Policy is Smart and Just

Every solution affects people differently.
Always ask:

- Who might be left out?
- Does this help those most affected by climate change?
- Is this fair for future generations?

YOUR VOICE IS YOUR POWER

Go Make a Difference!

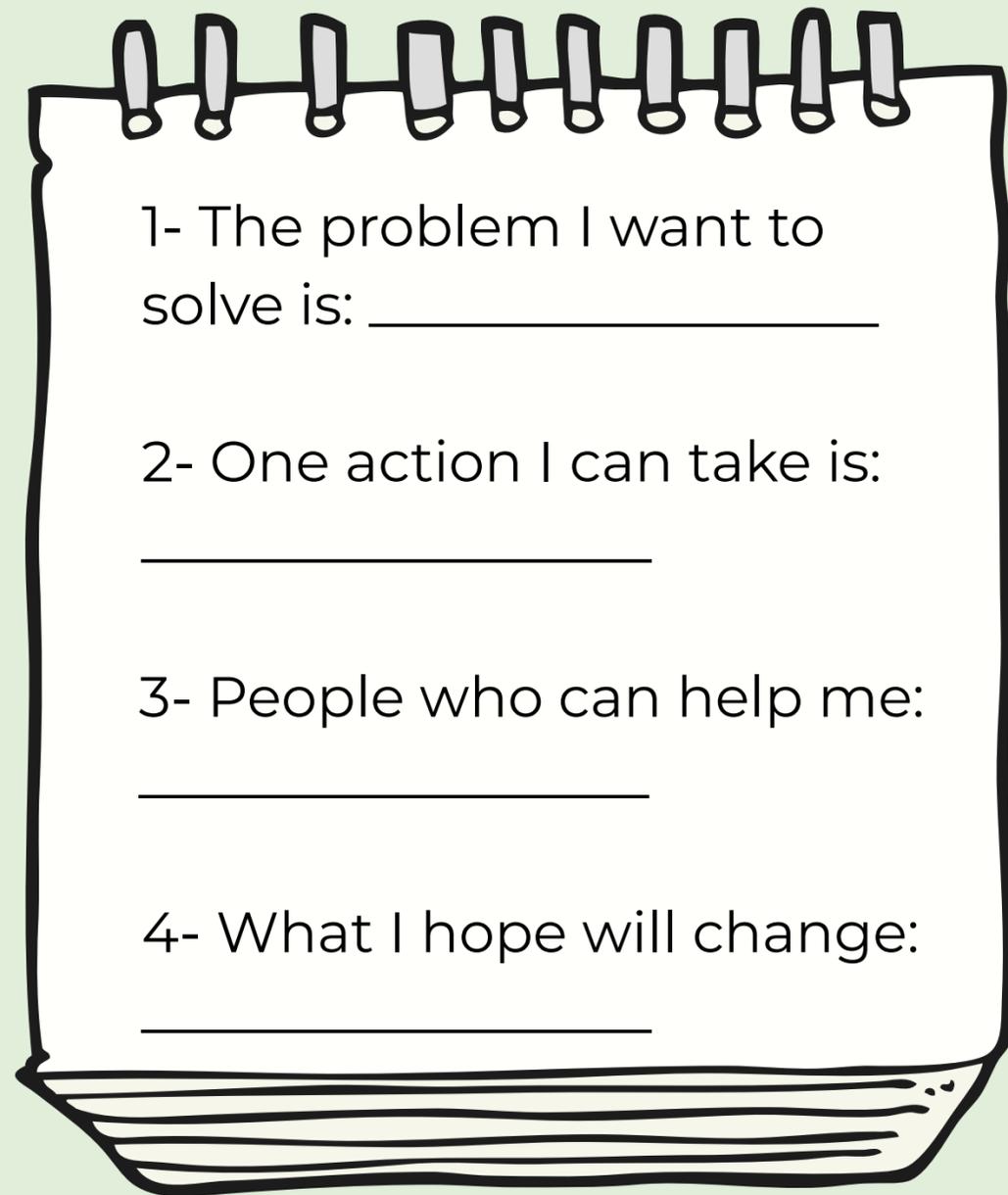Contemporary challenges require more than criticism; they call for **innovative, fair, and practical solutions.**

Policy-making is a powerful tool for civic change, and your voice is essential.

Use the Policy Pitch Pad to speak up and be heard!

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Activity: Create Your Own Plan

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Instructions: Fill in the blanks for a simple civic project idea.

1- The problem I want to solve is: _____

2- One action I can take is: _____

3- People who can help me: _____

4- What I hope will change: _____

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