



REPUBLIKA E SHQIPËRISE
MINISTRIA E TURIZMIT
DHE MJEDISIT

#Youth4AirQuality

Changing behaviors with &
through youth change makers
for air quality in Albania



REPUBLIKA E SHQIPËRISE
MINISTRIA E ARSIMIT
DHE SPORTIT



U-Report 4 Air Quality: Why do we need behavioral change?

575 youth polled on air quality concerns, policy implementation and youth engagement for the cause:

- 66% of them are very concerned about the quality of the air that they breath in their communities;
- 39% of these youth are critical towards policy makers in terms that they need to take more actions to improve policies regarding air quality;
- 52% of these young believe that if they would be involved in policy making and monitoring, their actions will improve the situation related to air quality.

October, 2023

8 NË 10
U-Reporterë* 

...pohojnë se cilësia e ajrit është
përkeqësuar ndër vite!

Challenging youth apathy- beliefs of adults/ policy makers on youth engagement

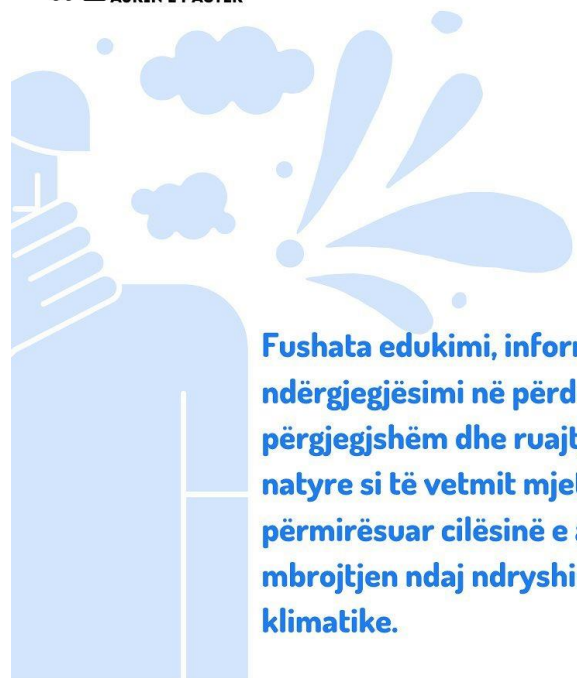
- **500** youth from **9** municipalities attending capacity building activities on air quality and environmental change aspects; youth led advocacy; role of youth as watchdogs for air quality
- Improve youth skillset to act as advocates in local & national level;
- Increase youth skillset to improve peer-to- peer communication and action for air quality



Behavior change strategies: social media campaigning

Youth as watchdogs

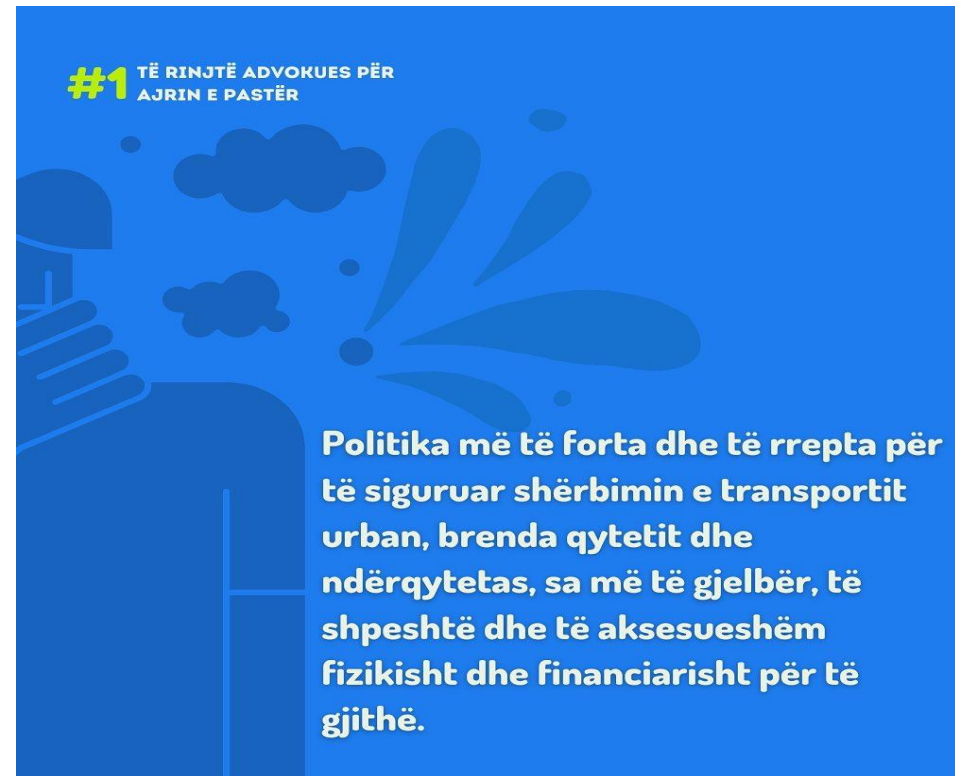
#2 TË RINJTË ADVOKUES PËR
AJRIN E PASTËR



Fushata edukimi, informimi dhe ndërgjegjësimi në përdorimin e përgjegjshëm dhe ruajtjen e burimeve natyre si të vetmit mjete për të përmirësuar cilësinë e ajrit dhe mbrojtjen ndaj ndryshimeve klimatike.

Youth as peer leaders

#1 TË RINJTË ADVOKUES PËR
AJRIN E PASTËR



Politika më të forta dhe të rrepta për të siguruar shërbimin e transportit urban, brenda qytetit dhe ndërqytetas, sa më të gjelbër, të shpeshtë dhe të aksesueshëm fizikisht dhe financiarisht për të gjithë.

Behavior change strategies: Youth influencing peers and policy makers

Youth as watchdog influencers



Youth as peer leaders engaging with policy makers



Behavior change strategies: Youth
UNITE- ACT- DELIVER

Youth Advocacy Hub with 40 youth
from 9 municipalities

- Learn
- Share and influence
- Design a vision
- Design local initiatives to
change behaviors of peers and
adults for air quality



Behavior change strategies: invest in the younger generation

Air Quality curricula in the pre university education system:

- Adapting and enriching the curricula for Clean Air and Environment (CLEEN) for the upper primary education system with more specific focus on air quality and environmental aspects for a more adult group of young children (11- 14 years old);
- The joint work between UNICEF and the Agency for Assurance for Quality in Pre-University Education (ASCAP) has started for the design the curricula framework.
- Capacity building of teachers to use and implement the CLEEN methodology in the schools.



Behavior change strategies: support green skills development and youth action

- 50 young people engaged in UPSHIFT4AirQuality & innovative solutions for air quality and environmental protection;
 - **Moss the Boss!**, - Tirana Municipality;
 - **Green Aid Kids**- Tirana Municipality;
 - **Air changemakers**- Berat Municipality;
 - **Botanica**- Shkodra, Korca and Tirana.
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- UPSHIFT4AirQuality 2 in Shkoder in March 2024



Key learnings for behavioral change for youth engagement:

- Generate data with and for youth;
- Use data to design campaigns and actions influencing youth and policy makers;
- Build capacities of youth on the specific topic and skillset to advocate and influence;
- Invest in younger generations to influence change in individuals and society.
- Provide youth with the tools and resources to act... because youth are the real **GAME Changers** for **AIR QUALITY**



#YOUTH4CLEAN
AIR