

Synthesis of youth specific success factors	WP2 literature review	WP3 ex-post analysis	WP 4-1 stakeholder circular	WP 4-2 climate communication workshops	
Format design	target group orientation	identify youth specific interests and barriers		choose digital media as channel	
	avoid fear inducing messages	avoid fear-inducing messages	avoid fear-inducing approaches		
	encourage & use positive visions	focus on positive visions	encouragement & positive visions	positive visions	
	provide clear messages	visualise messages / content		visualise content in understanding manner	
	include novel & sound information		novel and exciting information	sound and clear information	
	tell stories	use metaphors & images and tell stories	story-telling	tell stories, personal communication	
	consider language issues	creative language		use youth language	creative language
	consider design	choose young, appealing design		choose cool designs	consider design
Social learning	foster continous involvement		provide regular interventions / continuous involvement		
	relate to social norms	relate to social norms	social interaction is valuable	relate to social norms	
Messengers	include interaction with peers	include social interaction	peers important source of inspiration	make formats interactive (e.g. footprint calculator)	foster interaction
	involve role models & trusted persons	involve trusted messengers & role models	authentic, well informed role-models are appreciated	involve credible role-models & trusted messengers	involve trusted messengers & role models
	provide solutions & good-practice examples	provide solutions & good-practice		show good-practice examples	provide solutions & good-practice
Empowerment	consider authenticity & credibility			be authentic & choose authentic settings	
	adress self-efficacy	emphasize self-efficacy	emphasize self-efficacy		emphasize self-efficacy
	relate to every day life	relate to daily life & options for alternative behaviour		relate to every day life	connect to every day life & possible fields of action
	make it it easy to engage		stress role of bottom-up engagement	provide concrete, easily applicable tipps, measures & solutions	
	provide oppourtunities for self-experiments		do-it yourself & experimental approaches	use multi-sensual, hands-on approaches & create experiences	
Emotion & values	emphasise global efforts	emphasise global efforts			
	provide incentives (intrinsic & extrinsic)	provide incentives	provide incentives		incentives motivating (intrinsic & extrinsic)
	use humor & fun	use humor and fund	use humor and fund	consider art & humor	use humor and fund
	trigger emotions	elicit emotions	emotional framing	use emotional manners to spread knowledge	awake people through emotional appel
Evaluation	relate to values	relate to values			relate to attitudes & values
	consider rituals & experience				relate to experience & rituals
	test & evaluate formats with target group	pre-tests & evaluation of formats			