

EcoYOU – Clean and green Minds for Environmentally Friendly Behaviour
***A1.18 Developing a Joint Study that includes a Blue-Map used to raise awareness on
environmental protection for youth in BSB regions***

Focus Group Results -PRO NATURA GALATI (Romania)

On 12 September 2005 and 20 September 2025 respectively, two Focus Group Meetings were conducted, bringing together a total of 34 participants. The first focus group consisted of young people from Galati Municipality public schools (grades 10–11), while the second involved stakeholders.

Focus Group Meeting I – Young People

1. What motivates you to participate in environmental activities or campaigns?

Sometimes, simply understanding environmental issues (climate changes, pollution, deforestation, etc.) may be enough to motivate someone to take action. At the same time, when you see that things are not going well (e.g., garbage in nature, pollution), you can feel a strong desire to do something concrete to change the situation. It's nice to work with others for a common cause and feel like you're part of a community that cares.

2. How do you feel about using technology (apps, virtual reality, etc.) to teach environmental protection?

Technology makes learning more interactive and engaging. Applications transform abstract information into visual and practical experiences, which can arouse curiosity and a desire to learn more. You can learn at your own pace, anytime and anywhere, that can reduce stress and make you feel more comfortable with the learning process.

However, it should be taken into account that not everyone has easy access to applications or the internet, especially in rural areas. We believe that the most effective method remains at school and in the family.

1. What role do social media and online platforms play in your environmental engagement?

Social media plays an important role in my commitment to the environment. Through platforms like Instagram or TikTok I quickly learn about environmental issues, campaigns and simple solutions that I can apply. For example, a study shows that over 70% of young people use

social networks to inform themselves about climate change. I draw inspiration from the educational and motivational content and try to pass on the messages that matter. However, I think it is essential that online actions are duplicated by real facts.

Interactive session

The participants were divided into 2 parts: GOVERNMENT vs ENVIRONMENTALISTS

Both sides had to be aware of different views on environmental issues, practice argumentation, decision making and negotiation.

Focus Group Meeting II – Stakeholders

1. What do you think are the most pressing environmental issues today?

The most pressing environmental issues today are interconnected and impacting globally as well as locally. In Romania, the biggest environmental problems are closely related to the lack of effective regulation, reduced environmental education and lack of involvement of authorities. Sustainable solutions and the active involvement of citizens are urgently needed.

2. How do you prefer to learn about environmental topics?

Ideal is to accumulate knowledge about environmental protection through well-structured and documented methods. In general, they show interest in documentaries and articles from reliable sources, as well as in specialized broadcasts and conferences dedicated to ecological themes. Participation in practical workshops or local events is also an effective way to integrate theoretical information into everyday activities.

Increased attention is also paid to educational materials that offer concrete and applicable solutions in everyday life, such as methods of reducing energy consumption, correct recycling or responsible use of resources. Awareness campaigns conducted on social media platforms are appreciated to the extent that they are supported by non-governmental organizations or recognized experts in the field.

3. Do you think environmental education is accessible enough for everyone? If not, what needs to change?

In Romania, environmental education is not accessible enough for everyone. Although there are valuable initiatives, access varies significantly depending on the urban or rural environment, socio-economic status and available educational resources.

What needs to be changed?

Increasing investment in education, accessibility of educational resources, continuous training of teachers, collaboration between institutions and communities, etc.

Only through an integrated approach and supported by all stakeholders can fair access to environmental education be ensured for all citizens.