

GENZEED

Driving Climate Literacy Through 60-Second Stories

1 Scenario

In an age of information overload and decreasing attention spans, **climate literacy remains alarmingly low**, particularly among students. Traditional methods of environmental education often fail to engage the younger generation. However, with the rise of short-form video platforms and peer-based content, **bite-sized, relatable content** can be a powerful tool for spreading awareness and building sustainable habits.

2 Problem Statement

There is a lack of engaging and accessible platforms where students and youth can **share real-world sustainability practices** and **learn from their peers**. Climate change conversations need to move beyond textbooks into lived experiences.

Some of its effects are

1. **"70 percent of students can't define key sustainability terms."** This highlights a significant gap in climate literacy among young people. Despite growing awareness of environmental issues, most students struggle to understand basic sustainability concepts (e.g., "carbon footprint," "circular economy," or "net-zero"). This suggests that traditional education systems are failing to effectively teach these topics, leaving youth unprepared to engage meaningfully in climate discussions.

2. **"Long-form climate content fails to engage Gen Z."** Gen Z (born 1997-2012) has grown up with fast-paced, bite-sized digital content. Long articles, documentaries, or lectures on climate change often lose their attention. Platforms like TikTok and Instagram Reels have conditioned them

to prefer quick, visually engaging formats. If climate education relies on lengthy explanations, it risks being ignored by this generation.

3. "No youth-driven platform exists for viral eco-education." While there are many environmental organizations and educational resources, most are not designed by or for Gen Z in a way that aligns with their digital habits. A truly youth-centric platform—where content is shareable, interactive, and trend-driven—could fill this gap, making sustainability education more accessible and engaging.

4. "Average youth attention span is 8 seconds, 92 percent skip videos over 1 minute long." Research suggests that younger audiences have shorter attention spans due to constant digital stimulation. Platforms like YouTube and TikTok prioritize short, snappy content. If climate advocates want to capture Gen Z's interest, they must adapt by delivering concise, high-impact messages rather than lengthy explanations.

5. "Misinformation: 60 percent of climate content on social media contains errors." Social media is flooded with misleading or false claims about climate change, often spread by influencers, bots, or well-intentioned but misinformed users. This makes it hard for young people to distinguish fact from fiction, leading to confusion or apathy. Reliable, fact-checked sources are needed to counter this trend.

6. "85 worry about climate change but don't know how to help." Most young people are concerned about the climate crisis but feel powerless due to a lack of clear, actionable guidance. They may want to make a difference but don't know where to start—whether it's reducing personal carbon footprints, advocating for policy changes, or supporting sustainable brands. Providing simple, practical steps could turn anxiety into action.

Goal:

Develop a **web/mobile platform** where users can **record and share 60-second sustainability stories** — from recycling hacks and green innovations to school or local initiatives that promote sustainability.

3 Proposed Solution – What We Will Build

Core Features

- **Mobile-first User Interface**

- Simple, clean design for quick video recording and uploads.
- Easy onboarding and accessibility.

- **Filters for Topics**

- Energy & Water Conservation
- Waste Management & Recycling
- Biodiversity & Green Initiatives
- Community Projects
- Climate Awareness Campaigns

- **Leaderboard & Community Points**

- Gamified experience to encourage participation.
- Points awarded for uploads, likes/shares, and challenge participation.
- Leaderboards can be school-specific, regional, or global.

- **Admin Panel for Moderation**

- Approve or flag content.
- Assign themes for weekly challenges.
- Analyze user engagement and participation metrics.

Bonus Features (for Extra Impact)

- **Auto-Transcription & Subtitle Generation**

- Enhance accessibility and engagement.
- Multilingual subtitle support for inclusivity.

- **Weekly Themed Challenges**

- Encourage creativity and focused action.
- Examples: *Plastic-Free Week*, *Plant a Tree Challenge*, *One Green Habit a Day*

4 Target Audience

- School and College Students – They are digital natives, full of energy and curiosity. By turning sustainability into something fun and rewarding—through games, challenges, and bite-sized videos—we can inspire them to build eco-friendly habits from a young age.
- Eco-Clubs and Educational Institutions – These groups already have a strong foundation for environmental education. Our platform can support them by offering interactive tools, student-led content spaces, and trackable challenges that align with their mission.
- 3.NGOs and Youth Environmental Campaigns – Organizations working with climate-focused youth can use the platform to extend their reach, run viral campaigns, and engage students in real-world action. From clean-up drives to zero-waste challenges, the platform helps amplify their impact.

By focusing on these groups, we ensure that the content remains relatable, the community stays active, and every action contributes to real environmental change.

5 Impact & Vision

This platform will:

- Promote peer learning through real-life stories.
- Inspire behavioral change by making sustainability **relatable and personal**.
- Build a **community of young climate champions** who learn, lead, and act together.

6 Technology Stack

- **Frontend:** Bootstrap and ReactJS (Web)
- **Backend:** Node.js, MongoDB
- **Cloud:** Cloundinary (video storage + hosting)

7 Future Enhancements

- Partner with schools for verified student participation.
- AI-based suggestions for sustainable actions based on user interests.
- Story map: geotag stories for regional impact tracking.

8 Conclusion

This project redefines climate education for youth by merging short, engaging content with gamified learning and community challenges. Through features like EcoPoints, verified facts, and real-world impact tracking, it builds awareness, inspires action, and empowers students to lead change. It's a novel, scalable approach to making sustainability education impactful and exciting.

”Current trend is opportunity for us to create the GENZEED”