

#BE THE WAVE

#BeTheWave against climate change

All over the world, young activists are claiming their right to a safe, sustainable planet.

The European Union shares their concerns and their aspirations, and has taken unprecedented initiatives to stop climate change. But policy alone can't head off global warming: for those set to inherit the damage, it isn't enough to watch and hope. They know that thinking global means acting local. This idea is at the core of the **#BeTheWave** social media campaign.

Through everyday climate-positive actions, young citizens are contributing to a better future. The [European External Action Service](#) (EEAS) wants to harness the power of these efforts by making sure these activists are heard.

The campaign is not only about raising awareness: it is a call to action. It is a chance for young people from around the world to protect their planet. By inspiring their peers, participants will trigger a global ripple effect. Even the smallest effort can create a big impact.

#BeTheWave is a simple, interactive, and socially driven way to show how small actions can lead to big changes.

Why?

- The EU is at the forefront of the global fight against climate change.
- The Green Deal is the EU's strategy for making Europe the first climate neutral continent by 2050.
- The EU is committed to the UN Sustainable Development Goals to keep the global temperature rise well below 2° C this century, and is striving to keep it below 1.5° C in line with the Paris Agreement.
- This year the UN will be 75 years old. The EU wants to mark the anniversary by celebrating the efforts of Millennials and GenZs who want to see the UN's goals realised.

By leveraging the power of social media, the EEAS aims at empowering everyday activists to inspire and support one another to live climate-positive lives.

#BeTheWave not only heeds the voices of those calling for a fairer, cleaner, and healthier planet, it amplifies them.

Who?

#BeTheWave is driven by young activists and influencers with a shared commitment to fighting climate change. The EEAS has designed this social media campaign to support their work.

On 21 September 2020, influencers from all corners of the globe will begin the **#BeTheWave challenge** and set off **a ripple of climate-positive behaviours**.

With tens of thousands of followers, some of these influencers have the potential to set change in motion on a huge scale.

How?

1. Challenge

Influencers from across the globe will take on their **#BeTheWave climate challenge**.

Each challenge will be a fun, easily replicable action. Many will be environmentally friendly habits for activists to integrate into their everyday lives. It could be something as simple as unplugging unused phone chargers, coming up with ways to use leftovers, or planting flowers to help bees. The point is – it will be something that shows how easy it is to make a difference, and the more people rise to the challenge, the greater the difference will be.

The challenges will be shared by influencers with a specially designed **#BeTheWave** Instagram filter.

2. Sharing

Activists and influencers will document themselves performing their **#BeTheWave climate challenge**, sharing photos and videos of their experience using the #BeTheWave filter. In doing so, they will inspire their followers to think about how daily actions affect the climate.



3. Send out the call

Next, the influencers will **call on their followers** to take up the **#BeTheWave challenge**.

4. Let the ripple begin

When a follower joins the campaign, they too will document their climate challenge, share it via Instagram, and challenge their own friends and followers to **#BeTheWave**.

With each story, young climate-conscious people will be given the power to spread change and prove that they can make a difference.

#BeTheWave

- Try the filter, take the challenge
- Starting 21 September 2020
- Find us on Instagram
- @eudiplomacy

The campaign is a perfect way to empower every activist to inspire others – turning a ripple, into a wave.

LEARN MORE

- [#BeTheWave Campaign](#)
- [European Green Deal and EU climate action](#)
- [Tips for everyday climate action](#)
- [Our planet, our future – online magazine for young people](#)
- [European Climate Pact](#)

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