



Digital Toolkits for Inclusive Climate Justice Movements

Jett Zhang, Fridays For Future Digital
Florida

☀ Call to Action

Don't let lockdowns stop you from supporting a cause that's important to you—get out in virtual space and support digital climate protests with Jett at Fridays for Future Digital - ffdigital.carrd.co.

☀ Values

- Creative
- Socially Aware
- Curious
- Communication
- Environmentalism

☀ Lessons Learned

The most important ingredient for change is community. Connect with like-minded people and build solutions from there.

When looking for solutions, communication is crucial. Reach out. Ask questions. Welcome dialogue!

Be creative. Innovate. And most of all: be loud!

While researching an essay on the Paris climate agreement, Jett reached out to Pensacola 350, a local climate action network, for some expertise.

At the meeting, he noticed that very few youth environmentalists were there. So, at 17, he took up the mantle as director of the 350 Pensacola Youth Climate Coalition and began organizing. With his success, he got the attention of Fridays For Future Digital, and began creating far-reaching digital protests to combat climate change. Jett's digital activism quickly expanded all over the globe. Among his many projects, he has helped draft Twitter and email campaigns for Friends of Zoka, a group of northern Ugandans trying to stop illegal logging in the rainforests. And he is helping raise awareness for the #Escazú Agreement, the first binding treaty in Latin America and the Caribbean that deals with environmental democracy and environmental human rights.

☀ Language Arts

Jett started by reaching out to other like-minded people in social media. What is your favorite sustainability project? What environmental issue do you consider to be the most pressing of our time? Choose three social media platforms, and for each of them, write or design a call to action on the issue of your choice. On a separate piece of paper, write an explanatory essay about why you chose the platforms you chose, and why you created your call to action the way you did.

Working in groups (2-4 students), choose an environmental issue in a place anywhere in the world that you would like to get involved with. Create an awareness campaign to teach people in the U.S. about this issue. Your campaign must include a 5-minute video, a 1-2 page blog article, a series of no less than three digital posters, and a series of no less than 10 tweets.

Write an argumentative essay addressing the following questions: What are the differences between in-person and digital protests? Do you believe that digital protests are as effective as in-person protests? Why or why not? Support your arguments with research on the subject.

One of the reasons Jett has been so successful is because he was lucky enough to be able to attend a school where his entrepreneurial spirit was nurtured. Since then, his success has placed him in a privileged position, which he has chosen to use as a platform for change. Write an essay in which you discuss what privilege is, what it can do for both for individuals and for society in general, and how it can be used to be a catalyst for change.

STEM Activities

Think of a sustainability issue or organization that is important to you and create a digital artifact to raise awareness around it. (Examples of digital artifacts are a website, a video, an infographic, a podcast, etc.)

Use the [MIT App Inventor](#)¹ to design and build an app that promotes digital activism. For example, [TurnUp](#)² is a social network app that helps youth discover and get involved with issues and causes they care about. You can come up with your own idea or research and improve an existing app.

Research 3-5 countries from around the global that have been affected the most by deforestation. Calculate the effect that deforestation will have on the climate if it continues at its current rate for the next 3, 5, and 10 years.

Create a mockup of a digital climate protest. Promote three companies/organizations that donate a portion of their proceeds or time to environmental causes.

Sustainability Innovations

One of Jett's greatest assets is his ability to relate to people and connect with organizations that have less visibility. Here are some projects from the organizations Jett has highlighted.

- [Defend Defenders](#)³ This organization highlights the threats and attacks that activists deal with regularly. Their goal is to strengthen the work of human rights defenders and protect them from attacks or unlawful persecution.
- [William Amanzuru](#)⁴ William is the team leader for the Friends of Zoka in Uganda. Friends of Zoka is currently addressing the issue of illegal loggers, timber makers, and coal dealers.

In addition to global climate strikes, it is important to use virtual platforms and tools to combat the climate crisis. The [Earthday.org](#)⁵ team highlights strategies and ways to host a successful digital climate event.

[Greenhouse PR](#)⁶ featured 12 top environmental campaigns to shine the light on progress made toward sustainability in 2020. Are you familiar with any of these campaigns? What campaigns do you think should be featured for 2021?

Sustainability Career Pathways

Cybersecurity Specialist. As Jett's story reminds us, a lot of activism has now moved online--not just social media and websites, but the coordination of activism as well. This requires secure communications; having cybersecurity experts is thus a must. Many organizations, universities, and businesses now employ cybersecurity experts to defend them against hackers and ensure secure communications. Is this the path for you? [Learn more and take a free online course on cybersecurity here](#)⁷.

Social Media Manager. Building a movement online now requires the effective use of social media. Many organizations hire a full-time social media manager to manage their “brand” across a variety of platforms. Good writing, social media, and communication skills are essential. If you’re interested in learning more about social media management, [check out this introduction](#)⁸. And here are [9 key skills you’ll need to thrive in this field](#)⁹.

Environmental Investigator. Just as Jett helped stop illegal logging in Uganda, there are NGOs like the Environmental Investigation Agency (EIA) working around the world to stop environmental crimes, from poaching and animal trafficking to illegal dumping. Computer experts, data technicians, and researchers are all needed to help prevent the worst environmental crimes, whether they are working for groups like EIA, government agencies, [INTERPOL](#)¹⁰, or local community groups. Learn more at [EIA’s website](#)¹¹.

1 <https://appinventor.mit.edu/>

2 <https://www.turnup.us/the-app>

3 <https://defenddefenders.org/our-work/>

4 <https://www.frontlinedefenders.org/en/profile/william-amanzuru>

5 <https://www.earthday.org/actions/plan-a-digital-event/>

6 <https://www.greenhousepr.co.uk/our-top-12-environmental-campaigns-of-2020/>

7 <https://www.cisco.com/c/en/us/products/security/what-is-a-cybersecurity-specialist.html#~become-a-cybersecurity-specialist>

8 <https://www.mediabistro.com/climb-the-ladder/skills-expertise/what-does-a-social-media-manager-do/>

9 <https://sproutsocial.com/insights/social-media-skills/>

10 <https://www.interpol.int/en/Crimes/Environmental-crime>

11 <https://eia-international.org/>

