



2025 SDG Youth Summer Camp

GGGI COMKS

August 19 ~ 21, 2025

2025 SDG Summer Camp - Group Activities

Objective & Approaches

- Reflect and share study results or messages from the camp.
 - The expected outcome is communicating the final presentation results/ideas through social media platforms.
 - *A maximum of 4 ~ 5 outputs must be created for the final presentations and judgment. (Social media posts on LinkedIn, Instagram, FB, X, shorts/reels, moving animations, GIF animation, etc.)*
 - 5 members in one group, and each group will work on one of 10 provided themes
 - On the last day (Day 3), each group will make final presentations.
 - *The best-performing group's presentation will be selected, and the presentation materials will be disseminated via GGGI and UNOSD social media platforms.*
 - *The best-performing group members will be selected as GGGI's [Global Green Growth Week 2025](#) Ambassadors.*
- Suggested tools - PPT, Canva, Cape cut, Adobe CC and other available APPs or online tools. (No bootlegged software)

2025 SDG Summer Camp - *Group Activities Training Session #1*

From objectives to implementations: Strategic Campaigning Planning

- How do you plan a social media campaign?
- Defining objectives, key messages, target audiences
- Selecting platforms, content types, and content-creation approach
- How do you measure your campaign success?

How to develop a Campaign Communication Plan Document (Walk-through with the provided template)

2025 SDG Summer Camp - Group Activities Training Session #2

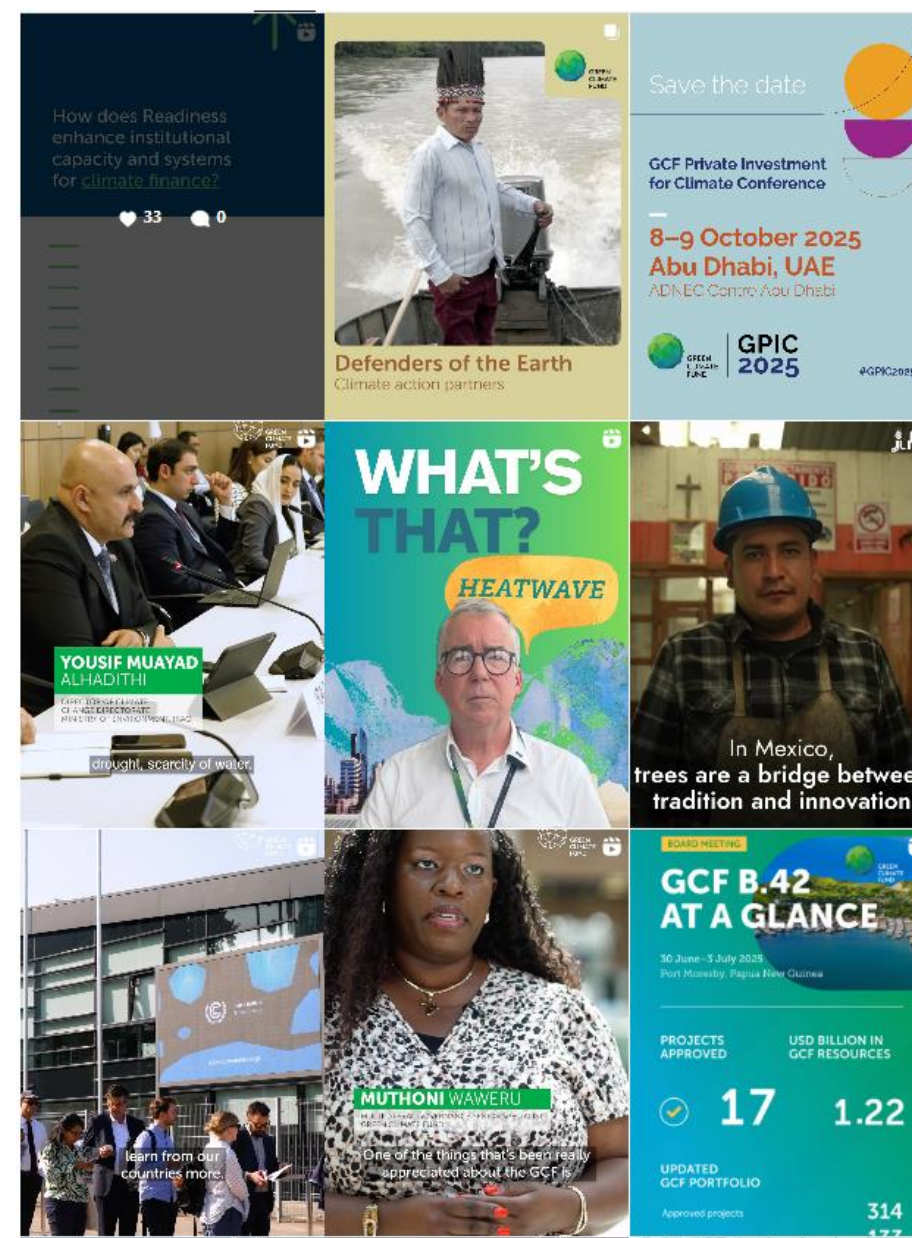
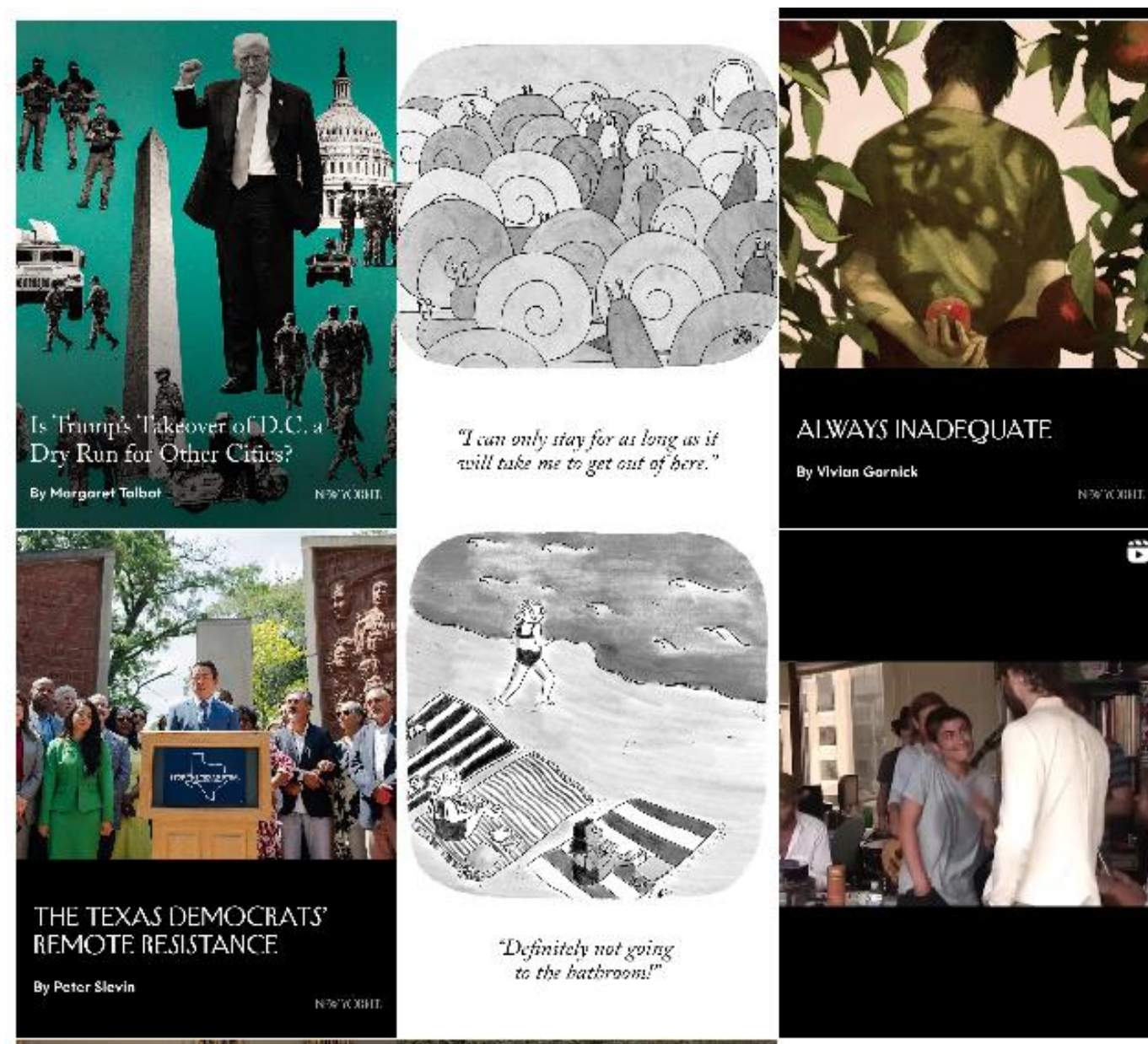
Bring ideas to life

- Understanding narratives, objectives, purposes, and the target audience
 - Planning and developing appropriate communications materials - visual materials, postcards, shorts/reels, blogs, etc.
 - Checking available resources and tools - Canva, Cape Cut, Adobe CC or others.
 - Following the organization's guidelines for using photos, colors, and font
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- *GGGI visual guideline*
 - *Suggested tools - PPT, Canva, Cape cut, Adobe CC and other available APPs or online tools. (No bootlegged software is allowed)*

2025 SDG Summer Camp - Group Activities

Sample social media posts

- *Visual style and format: Photos, collage, cartoons, drawings, reels, infographics, text. speech quote,*
- [New Yorker Mag. Instagram](#)
- [Green Climate Fund Instagram](#)
- [\(25\) United Nations: Posts | LinkedIn](#)





Thank you



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