



# Communicating the Green Deal with Memes

## Team

Raquel Hazeu, Andreína González, Victoria Luján,  
Yuzuko Kitta, Eman Chaudhry

Mi Europa 2030 Competition | Green Deal



# THE MESSAGE

## OPPORTUNITY AND COOPERATION

The Green Deal provides an opportunity to change our economy and promote green jobs, restore ecosystems and reduce emissions. It requires cooperation of the public and private sector and of all generations.



Image Source:  
<https://www.volkswagenag.com/en/news/stories/2020/06/green-deal--ceo-initiative.htm> Iram

# THE MEDIUM

## MEMES FOR COMMUNICATION

Well-known companies such as Gucci have innovated in their marketing strategy by using memes. Memes are an effective communication tool because they are **highly visual** and they allow to transmit an important message in a humorous tone which makes the reader more **receptive**. They enable to reach a broad audience of different ages and encourage awareness and debate.



Image Source: Instagram @gucci



## MEME 1

# 'IT DOES AFFECT EUROPE'

THE GREEN DEAL SHOWS  
THAT EUROPEAN  
CITIZENS ARE ALSO  
AFFECTED BY CLIMATE  
CHANGE.

Source Data: <https://www.google.es/amp/s/www.bbc.com/news/amp/world-europe-54071380>

Mi Europa 2030 Green Deal | Communication Campaign

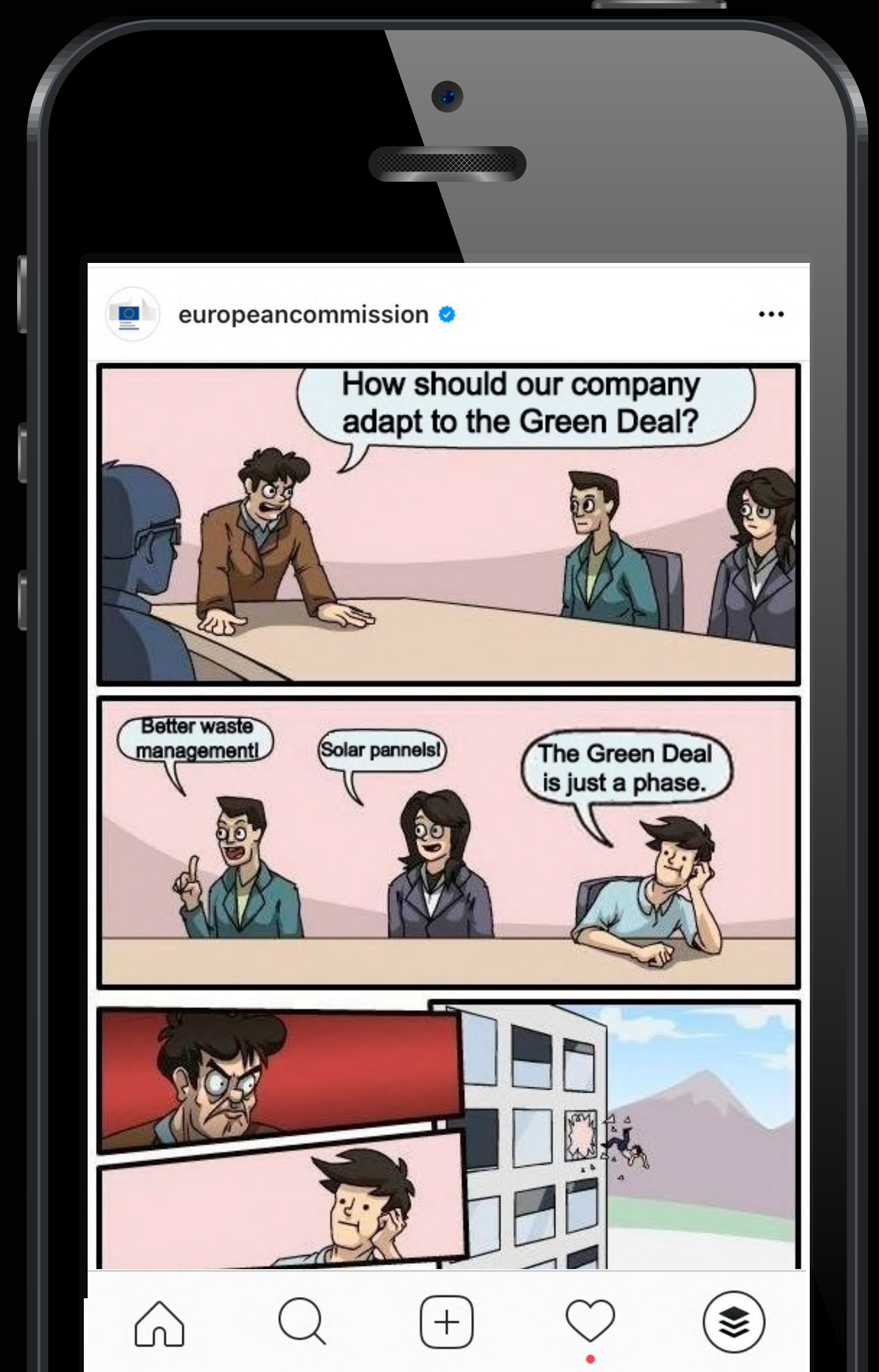


## MEME 2

# 'THE SUSTAINABLE COMPANY'

THE GREEN DEAL CALLS FOR A CHANGE IN THE PRIVATE SECTOR WHICH WILL HAVE LONG-TERM IMPLICATIONS.

Mi Europa 2030 Green Deal | Communication Campaign



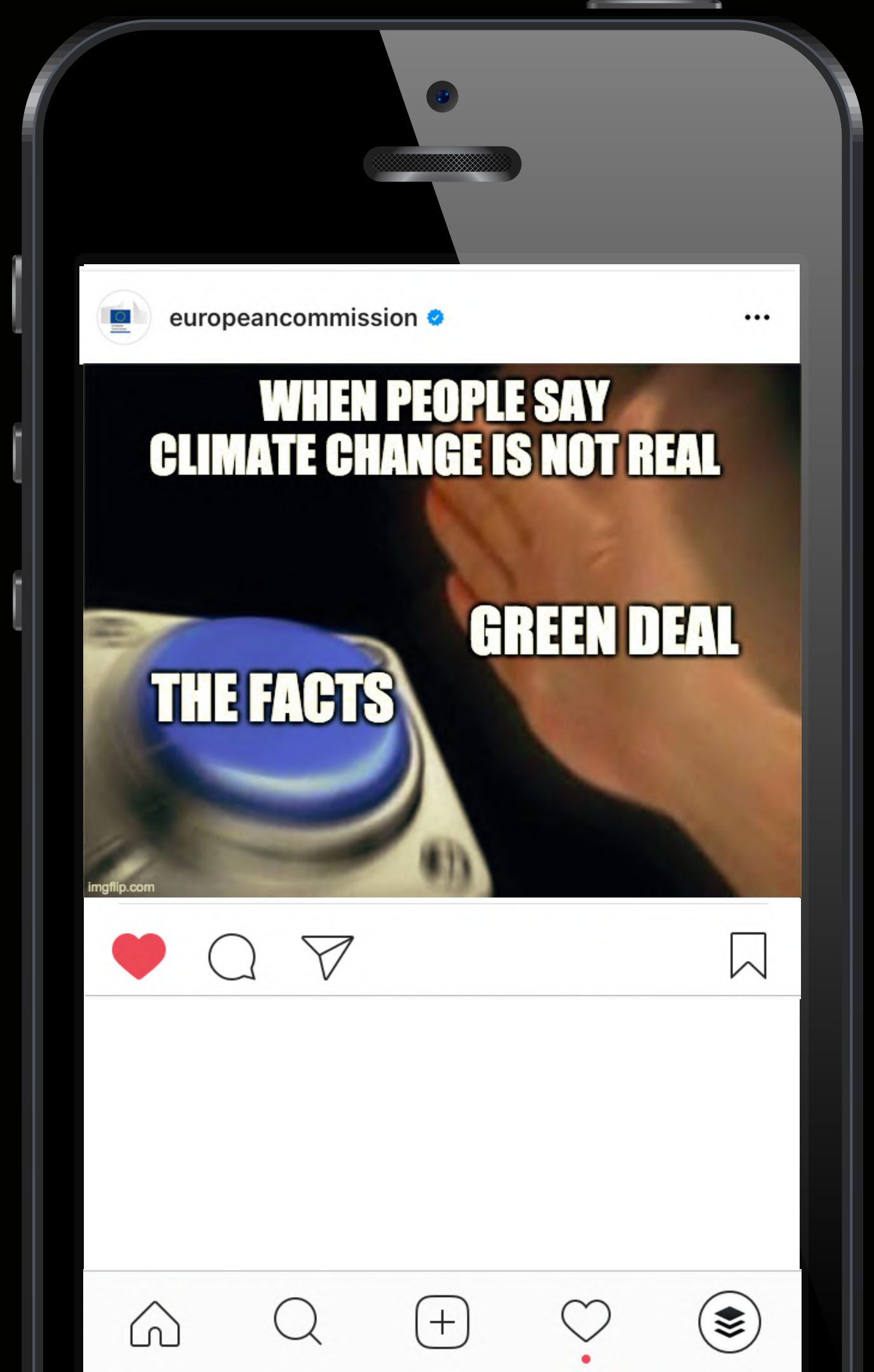


## MEME 3

# 'THE FACTS'

**THE GREEN DEAL  
REFLECTS WHAT  
SCIENCE HAS BEEN  
TELLING US FOR  
DECADES: WE NEED A  
CHANGE.**

Mi Europa 2030 Green Deal | Communication Campaign

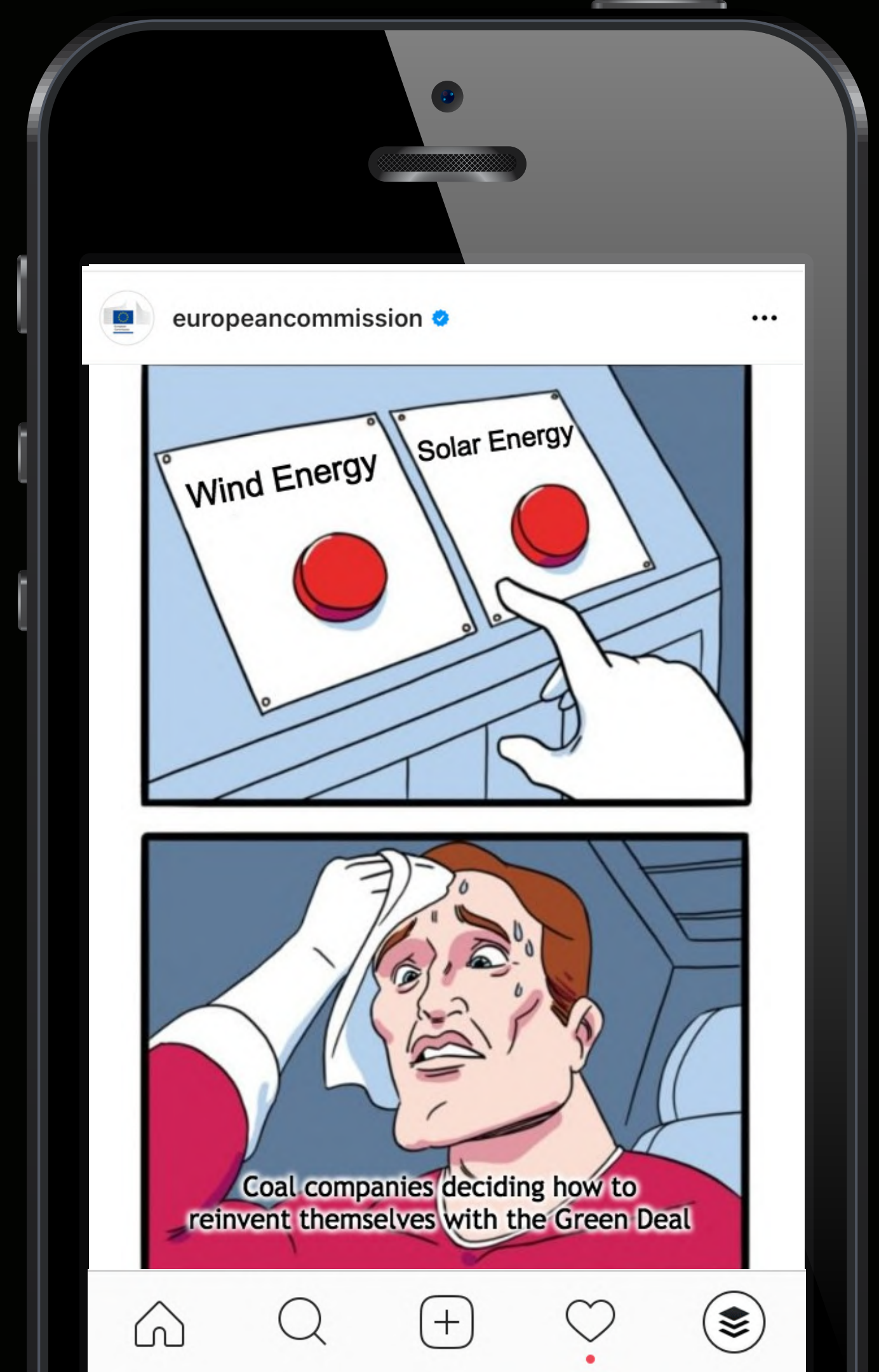


## MEME 4

**'WIND OR  
SOLAR?'**

**THE GREEN DEAL  
ENCOURAGES  
COMPANIES TO  
TRANSITION INTO  
RENEWABLE ENERGIES.**

Mi Europa 2030 Green Deal | Communication Campaign

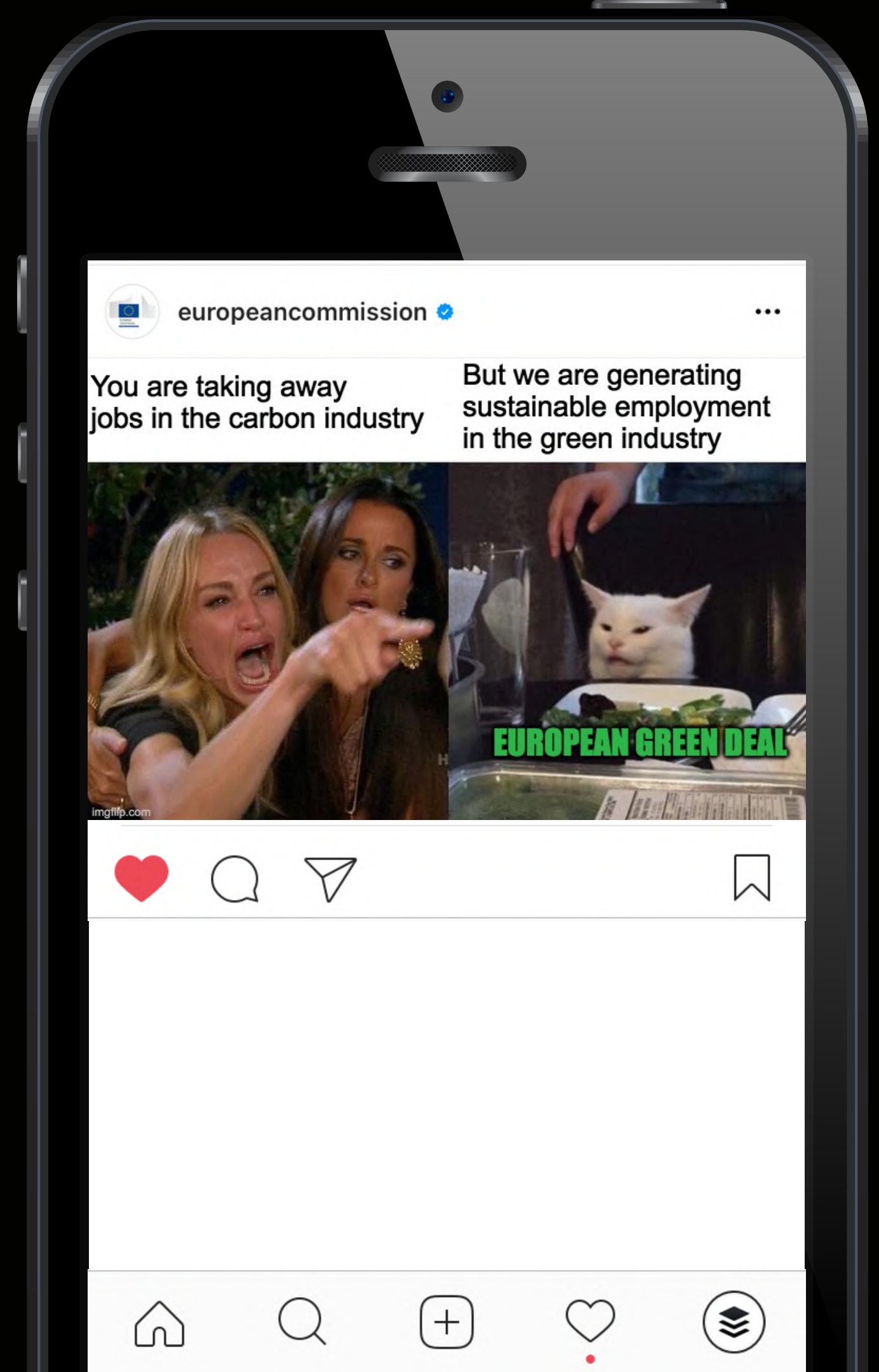


## MEME 5

# 'GREEN JOBS'

**THE GREEN DEAL IS AN OPPORTUNITY TO GENERATE JOBS WHICH ARE MORE SUSTAINABLE AND HAVE A POSITIVE IMPACT IN SOCIETY.**

Mi Europa 2030 Green Deal | Communication Campaign



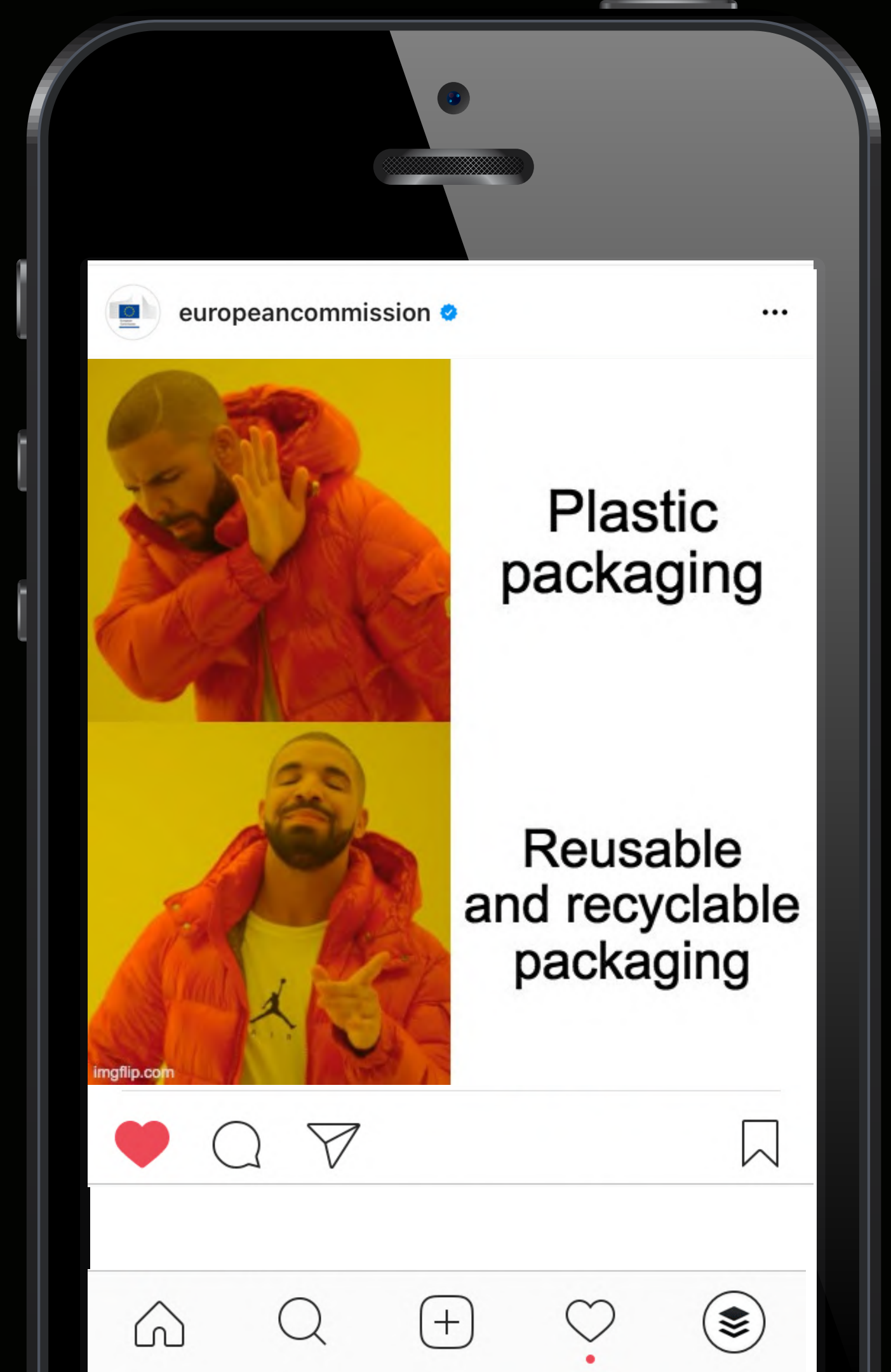


## MEME 6

# 'RECYCLABLE PACKAGING'

**THE GREEN DEAL CALLS  
FOR A CHANGE IN  
PRODUCTION MATERIALS  
AND FOR BETTER WASTE  
MANAGEMENT.**

Mi Europa 2030 Green Deal | Communication Campaign

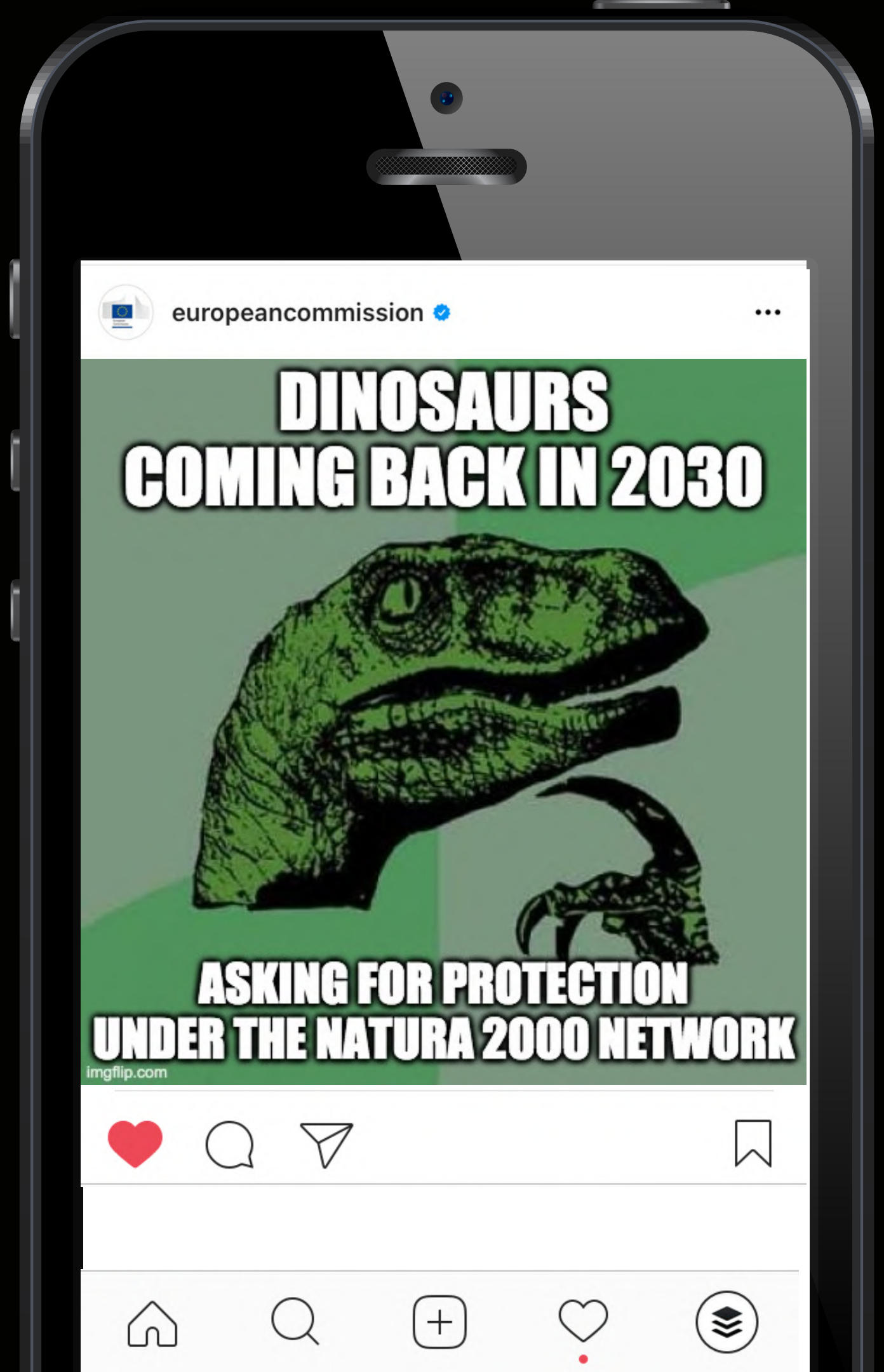


MEME 7

# 'NATURA 2000 NETWORK'

THE GREEN DEAL ALSO  
TAKES INTO ACCOUNT  
THE IMPORTANCE OF  
PROTECTING  
BIODIVERSITY BY  
EXPANDING THE NATURA  
2000 NETWORK.

Mi Europa 2030 Green Deal | Communication Campaign

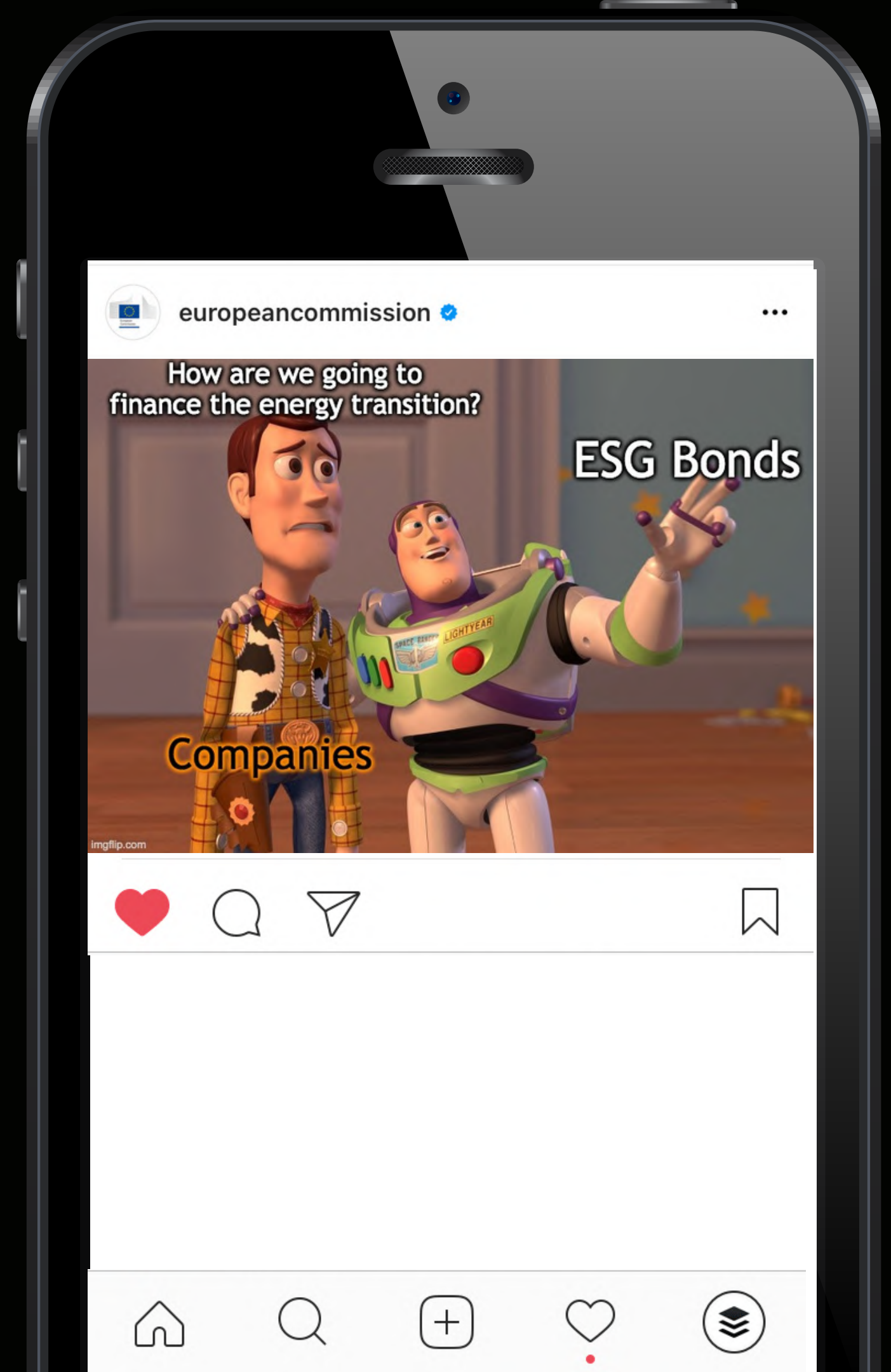


## MEME 8

# 'ESG BONDS'

**THE GREEN DEAL  
ENCOURAGES  
INVESTMENT IN  
ENVIRONMENTAL,  
SOCIAL AND  
GOVERNANCE MATTERS.**

Mi Europa 2030 Green Deal | Communication Campaign



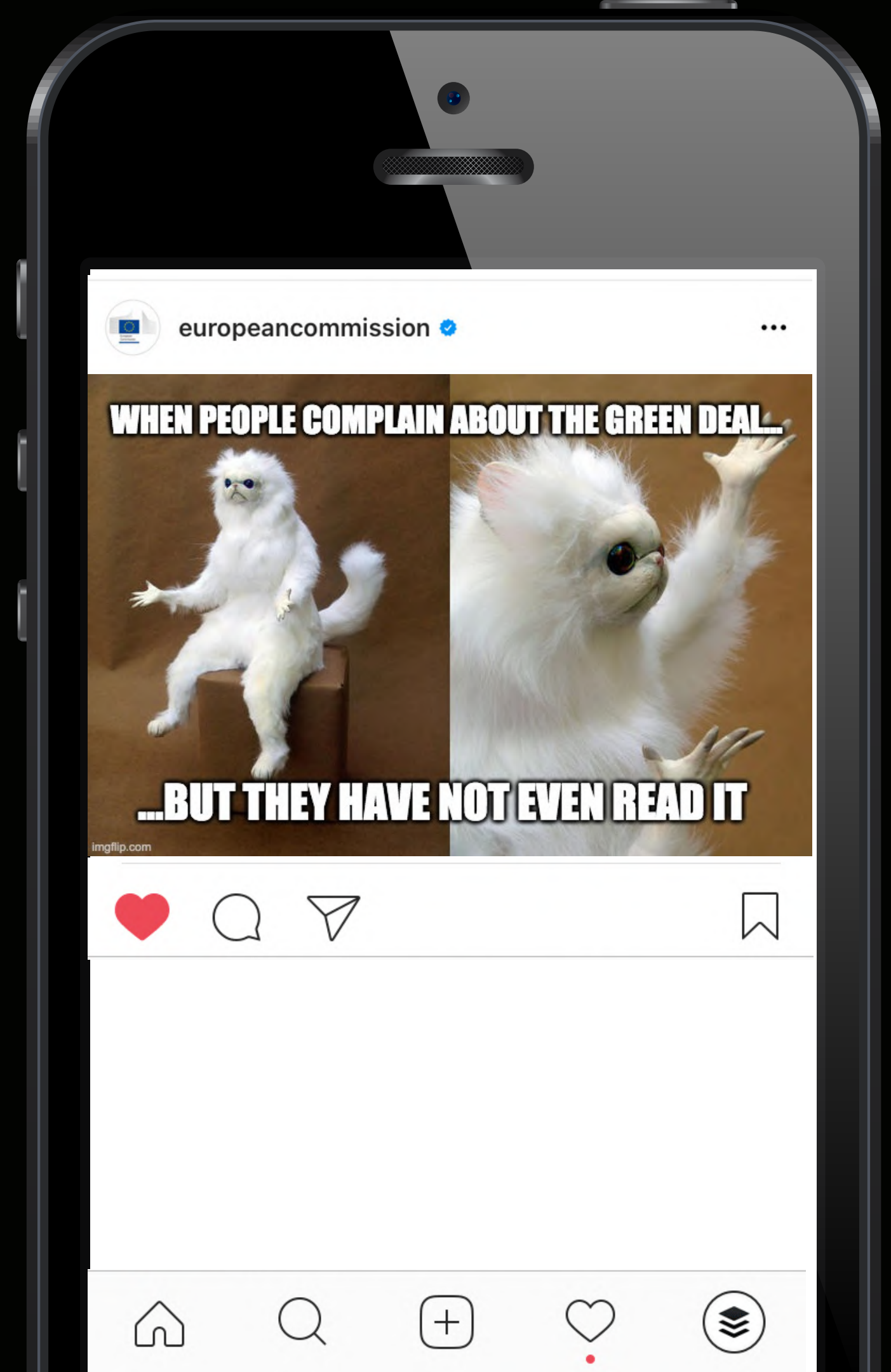


MEME 9

# 'READ THE GREEN DEAL'

CONSTRUCTIVE  
CRITICISM IS BENEFICIAL  
FOR ALL. UNFOUNDED  
HATE PREVENTS  
IMPORTANT PROJECTS  
FROM BEING  
IMPLEMENTED.

Mi Europa 2030 Green Deal | Communication Campaign

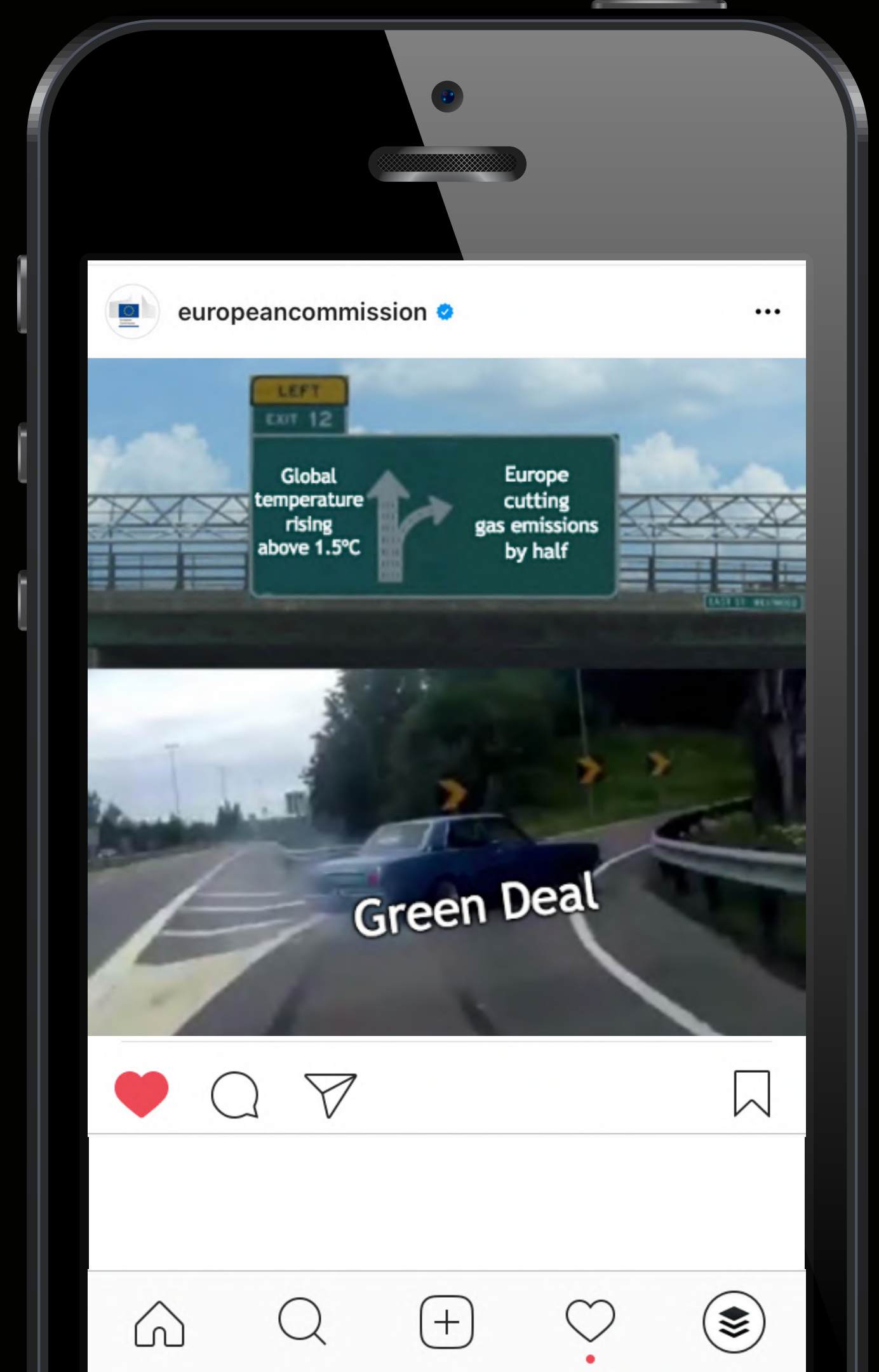


MEME 10

**'CUTTING  
EMISSIONS'**

**THE GREEN DEAL IS  
EUROPE'S LAST CHANCE  
TO TAKE THE EXIT AND  
CUT EMISSIONS.**

Mi Europa 2030 Green Deal | Communication Campaign





# | CONCLUSION

We hope that these memes convey the importance of the Green Deal and increase awareness about the urgency of climate change, both in the private and public sector. For a larger reach, it would be beneficial to create memes in different languages of the European Union.

