



WP5 – Campaigns run by Deaf young people

Partner: SignCoders

January 2026

Project No.: 2023-1-AT01-KA220-YOU-000161249



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Campaign theme: Small changes in everyday life can protect the environment

The young participants collaborated with deaf community members and accessibility-focused youth involved in environmental awareness activities. The campaign aimed to highlight how simple everyday habits can contribute to environmental protection and sustainability when people become more conscious of their daily choices.

The activities focused on promoting accessible climate education and encouraging sustainable everyday habits among deaf young people through sign language-based educational materials and visual communication. The campaign also emphasised the importance of inclusion and equal access to environmental information for deaf communities.

The workshop focused on the Deaf Climate Action (DCA) project and presented how environmental education can become more accessible for deaf communities through:

- simplified and visually understandable educational content,
- Hungarian Sign Language (MJY) adaptation,
- accessible digital tools such as animated videos, glossary materials, downloadable resources, and the interactive CO₂ Test adapted for deaf users.

Participants explored environmental topics together, discussed sustainability-related challenges, and reviewed the accessible educational materials developed within the project. Special attention was given to everyday environmental issues such as energy saving, reducing plastic waste, and responsible water consumption. The discussions encouraged participants to reflect on their own habits and consider how small lifestyle changes can have a positive impact on the environment.

The workshop also created an opportunity for young deaf participants to exchange ideas, share experiences, and strengthen their involvement in sustainability-related topics through accessible communication methods and visual learning tools.

Implementation

Meeting with a youth group from the SignCoders organisation: January 2026

Speakers: Anna Kiss-Lábszki, anna@signcoders.hu

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Sustainable cooperation – network building

The activities contributed to strengthening cooperation between deaf youth, trainers, and organisations working in the fields of accessibility and environmental awareness. The campaign also supported the development of long-term connections between participants interested in inclusive education, sustainability, and accessible digital communication.

Specific long-term cooperation goals include:

1. Promoting accessible environmental education materials among deaf youth communities
2. Supporting the use of Hungarian Sign Language in educational and awareness-raising activities
3. Encouraging environmentally conscious habits and sustainable lifestyles among young deaf participants
4. Expanding the use of accessible digital learning materials in non-formal education and youth activities
5. Increasing awareness about climate protection through accessible visual and sign language communication
6. Encouraging future collaborations between youth organisations, trainers, and accessibility-focused initiatives related to sustainability and environmental education

Creation of 3 VLOGS

Vlog 1 Energy Savings Starts at Home

<https://youtube.com/shorts/TrfT2spxAX4?feature=share>

The first vlog focuses on energy consumption and everyday energy waste. It highlights how small habits — such as leaving lights on, keeping chargers plugged in, or leaving electronic devices running unnecessarily — can collectively have a significant environmental impact. The video encourages viewers to adopt simple daily habits, including switching off lights and unplugging unused devices, reminding viewers that even small actions can contribute to protecting the planet.

Vlog 2 Small Changes Against Plastic Waste

<https://youtube.com/shorts/K3AUM2A51nA?feature=share>

The second vlog addresses the issue of plastic waste and single-use plastic consumption. The message explains how plastic items used for only a few minutes can remain in nature for decades or even centuries, polluting the environment and harming wildlife. The vlog encourages viewers to use reusable bottles, cloth bags, and reusable containers, emphasizing that small personal changes can make a meaningful difference.

Vlog 3 Every Drop Counts

<https://youtube.com/shorts/seXtNI6WssM?feature=share>

The third vlog focuses on water consumption and the importance of protecting clean water resources. It draws attention to everyday habits that often waste water without people noticing, such as leaving the tap running or taking unnecessarily long showers. The vlog encourages more conscious water use and reminds viewers that clean water is a limited and valuable natural resource, where every drop matters.