Energy Community Secretariat

In cooperation with:

RYCO a decade of youth

CAN CLIMATE ACTION NETWORK Europe

CEE Bankwatch Network

BALKAN GREEN ENERGY NEWS



Info Session: Just Transition Young Voices Awards

Welcome

May 2026

Energy Community Secretariat

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Just Transition Young Voices Awards

Fast Facts



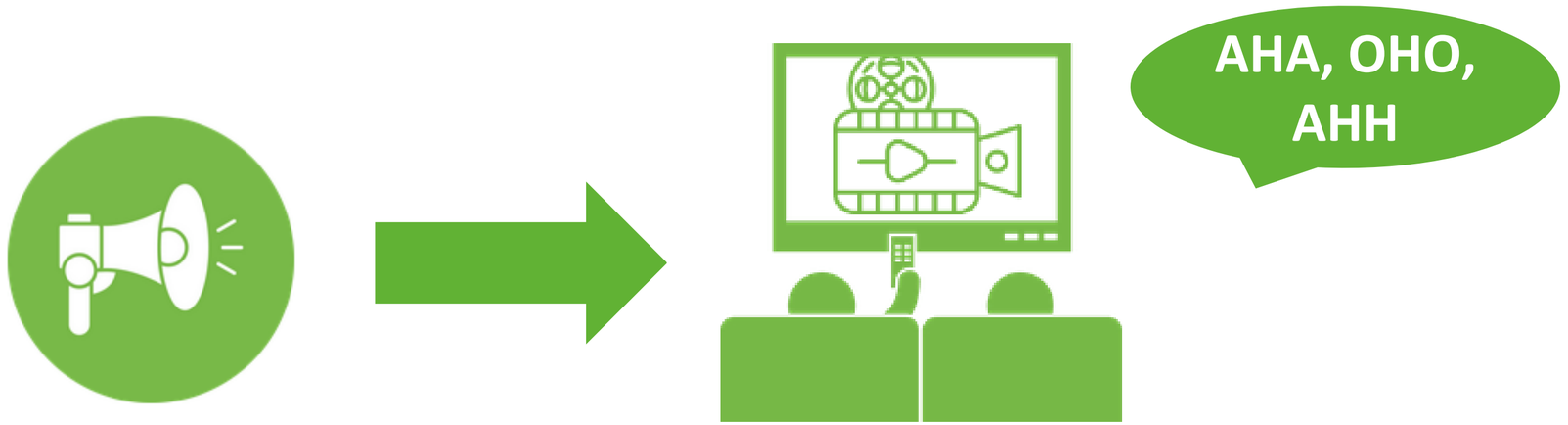
VIDEO THEME

Awareness Raising Campaign:

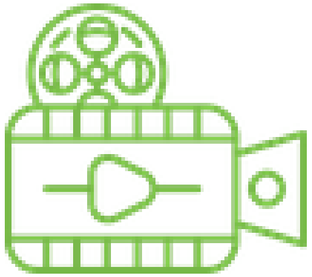
What a Just Energy Transition Means to You and Your Community, and What It Looks Like Through Your Eyes (= the guiding question)

TASK

1. Create a Video that **helps your community better understand** what a Just Energy Transition means, what **it entails** and what it **looks like through your eyes**.
2. Engage with the **guiding question**. You can **share your perspectives** on **local realities, challenges, and potential solutions**. You can **engage** your community



Format and Criteria



General Criteria:

- Young people **(18–30 years)** from Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia, Serbia, Ukraine, Georgia, or Moldova.

- Applications can be submitted **individually** or in **teams of two**.
- Applications in **local language are encouraged** but must include English subtitles. English applications are also allowed.

Format: Submit a video in one of **two categories:**

- **Creativity for Impact (30 seconds – 3 minutes):** reels, TikToks, poems, play, songs, or other creative formats
- **Storytelling for Impact (3–5 minutes):** explainers, interviews, or short documentaries

Two winners/winning teams each category

The Prize

- Participation at the **Just Transition Forum** and **presentation** of your Video (joined by international stakeholders)
- **Capacity-building event** with Partners
- **Media Exposure** with involvement of all Partners



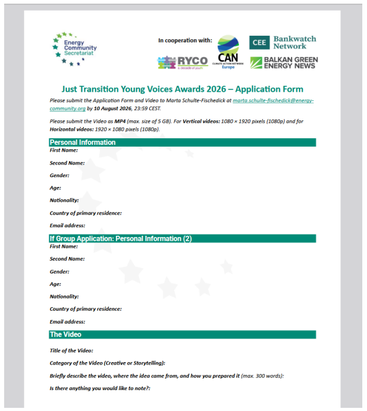


The Timeline

Application Deadline:
10 August

Winner Announcement:
latest 20 September

Just Transition Forum:
20 and 21 October
Podgorica (tbc), Montenegro



Application Form

Video (specific Format!)

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Examples and Inspiration



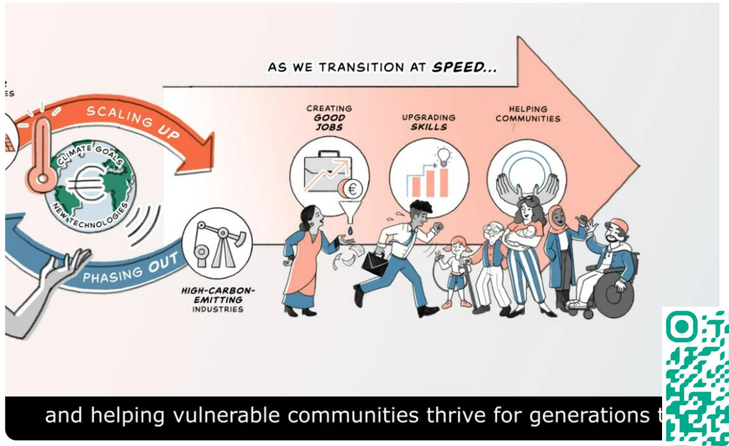
A poem on Just Transition.



Documentary with Interviews.



A song on JT.



Educational and Explanatory.

Selection Criteria



Creativity for Impact Award

Creativity & Originality

WOW, OHO

Clarity of message & Acting as Awareness Raising Campaign

Perspectives & Engagement

Impact

Storytelling for Impact Award

Clarity & Understanding

AHA

Acting as an Educational/ Awareness Raising Campaign

Perspectives & Engagement

Impact

Selection Criteria

Creativity for Impact Award	Storytelling for Impact Award
Creativity & Originality: Engaging format. Memorable concept that captures attention.	**Clarity & Understanding:** Clear and well-structured narrative with a coherent storyline and message. Easy for the audience to follow and understand.
Clarity of message & Acting as Awareness Raising Campaign: Communicates the concept of a just energy transition in a creative but clear way, reflecting on the guiding question. Effectively raises awareness about a Just Energy Transition, showing what a just energy transition is and why it matters for the participant and their community.	**Acting as an Educational/ Awareness Raising Campaign:** Reflects the social, environmental, and/or economic dimensions of a just energy transition and why it matters for the participant and/or their community. Helps the viewer better understand Just Energy Transition and what it entails, potentially highlighting local realities, challenges, and opportunities through stories or examples.
Perspectives & Engagement: Shows how young people and/or their communities experience or engage with the energy transition and may actively engage the community.	**Perspectives & Engagement:** Shows how young people and/or their communities experience or engage with the energy transition and may actively engage the community.
Impact: Shows strong potential to raise awareness in a creative, compelling, and memorable way.	**Impact:** Demonstrates a positive impact on public understanding, whether by educating, raising awareness or inspiring reflection.

Guiding Quesion(s)

Guiding question for the Awareness Raising Campaign: What a Just Energy Transition Means to You and Your Community, and What It Looks Like Through Your Eyes?

Other question for inspiration:

- What does Just Energy Transition mean for you and your community?
- What is the goal of a Just Energy Transition and why is it important?
- How is your community experiencing or participating in the energy transition?
- How do you see your region develop within the energy sector? What opportunities and challenges do you see for your region?
- Stories or examples from your community that illustrate the energy transition in practice.
- Which values and principles should guide a just energy transition?
- What are your generation’s needs and expectations for a fair and sustainable energy transition?

Energy Community Secretariat

THANK YOU!

Energy Community Secretariat
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