

Canada

Presents

Generation Green: Voices for Action

**A Workshop Series on Youth Capacity Building
on Communicating Climate and Environment Action**

in Collaboration with

CMS VATAVARAN & School of Communication Studies, Panjab University



November 18, 2025 | Chandigarh, Punjab

WORKSHOP REPORT



Generation Green: Voices for Action

**A Workshop Series on Youth Capacity Building
on Communicating Climate and Environment Action**

Organised by: CMS VATAVARAN

In Collaboration with: High Commission of Canada in India

Host Institution: School of Communication Studies,
Panjab University, Chandigarh

Date: 18 November 2025

Duration: Half-day (10:30 AM – 1:00 PM)

Participants: 67 Postgraduate Students & Research Scholars
(approx. 100 including faculty and guests)

1. Executive Summary

CMS VATAVARAN, in collaboration with the **High Commission of Canada in India**, successfully organised the **Youth Climate Communication Workshop** at the School of Communication Studies, Panjab University, Chandigarh, on **18 November 2025**. The workshop marked the first activity of a three-state youth engagement initiative to be implemented across **Punjab, Maharashtra, and Telangana**.

The initiative recognises that climate change is not only a scientific or policy challenge, but also a communication challenge. Young people—particularly students of journalism, media, and communication—play an important role in shaping public understanding, fostering dialogue, and encouraging action on climate and environmental issues. However, many young communicators lack opportunities for structured, practice-oriented learning in climate storytelling and responsible environmental reporting. This workshop was designed to address this gap by combining academic collaboration, professional media expertise, and diplomatic engagement.

The Chandigarh workshop brought together **67 postgraduate students and research scholars**, along with faculty members, senior university leadership, and representatives from the High Commission of Canada. The programme provided a valuable platform for dialogue between youth, academia, and Canadian representatives, reinforcing people-to-people connections and shared priorities around climate action and education cooperation. The participation of **H.E. Mr. Geoffrey Dean**, Counsellor (Political, Economic, Public Affairs & Protocol), High Commission of Canada, reflected Canada's commitment to youth engagement, knowledge exchange, and constructive international partnership.

The workshop featured an inaugural session with addresses by senior Panjab University leadership, followed by an interactive technical session led by a multimedia environmental journalist. Participants were introduced to key principles of climate communication, including narrative framing, digital and social media strategies, audio-visual storytelling, and ethical reporting practices. Interactive discussions and practical examples encouraged critical thinking and applied learning.

The workshop resulted in increased awareness and confidence among participants to engage with climate and environmental narratives, strengthened institutional collaboration, and positive local media visibility. It established a strong foundation for the upcoming workshops in Pune and Hyderabad and contributes to the broader objective of fostering informed, responsible, and globally connected young communicators in India.



2. Background & Rationale

Climate change and environmental degradation present some of the most complex challenges of our time. While scientific research and policy frameworks are essential, the effectiveness of climate action increasingly depends on how well these issues are communicated to the public. Misinformation, oversimplification, and lack of context often weaken public understanding and engagement, making effective communication a critical component of climate and environmental responses.

Young people—especially students of journalism, media, and communication—are uniquely positioned to bridge this gap. As future journalists, content creators, and communicators, they shape narratives that influence public opinion, policy discourse, and community behaviour. However, despite their central role, many young communicators lack structured exposure to climate storytelling, ethical environmental reporting, and the use of digital and audio-visual tools to convey complex environmental issues in accessible and compelling ways.

CMS VATAVARAN, with over two decades of experience in environmental communication, recognised this gap and designed the **Youth Climate Communication Workshop Series** as a targeted capacity-building initiative. The series aims to equip young communicators with practical skills, critical perspectives, and global insights, while also fostering dialogue between youth, academia, media professionals, and international partners. Collaboration with the **High Commission of Canada in India** brings a strong public diplomacy and education cooperation dimension to the initiative, reflecting shared values around youth engagement, knowledge exchange, and climate action.

Panjab University was deliberately selected as the first host institution for this initiative due to its long-standing academic excellence, regional leadership, and strong tradition in media and communication studies. The **School of Communication Studies** at Panjab University is one of India's most respected centres for journalism and media education, with a diverse cohort of postgraduate students and research scholars who are actively engaged in contemporary social, political, and environmental debates.

The university's central location in North India, its diverse student body drawn from multiple states, and its strong culture of research and public discourse made it an ideal platform to pilot the workshop. Additionally, the proactive institutional support from Panjab University's academic leadership enabled meaningful engagement at both student and faculty levels, ensuring high participation and quality dialogue.

By initiating the workshop series at Panjab University, CMS VATAVARAN aimed to create a strong academic anchor for the programme, demonstrate impact at a leading public institution, and set a benchmark for replication in other regions.

3. Objectives of the Workshop

The Youth Climate Communication Workshop was conceptualised as an introductory capacity-building and engagement initiative with the following broad objectives:

- To provide students of media, communication, and related disciplines with exposure to key themes and approaches in climate and environmental communication.
- To create a platform for dialogue and interaction between students, academic leaders, media professionals, and international partners on the role of communication in climate action.
- To introduce participants to practical perspectives and real-world experiences in environmental storytelling, journalism, and digital communication.
- To encourage critical thinking and reflection among students on ethical, responsible, and inclusive communication of climate and environmental issues.
- To strengthen academic–practitioner engagement and explore possibilities for continued learning and collaboration in climate communication.

4. Participants & Audience Profile

- **67 postgraduate students and research scholars** from the School of Communication Studies
- Faculty members and senior academic leadership of Panjab University
- Students specialising in journalism, mass communication, media studies, and research
- Representatives from the High Commission of Canada

The diversity and academic maturity of participants ensured rich discussions and deep engagement throughout the sessions.





5. Programme Overview

Inaugural Session

The Youth Climate Communication Workshop commenced with a formal inaugural session that set the tone for the day's discussions and underscored the importance of youth engagement, academic collaboration, and international cooperation in addressing climate and environmental challenges. The session was moderated by **Mr. Sabyesachi Bharti**, Deputy Director, CMS VATAVARAN.

• Welcome Address & Context Setting

Mr. Bharti opened the session by welcoming students, faculty members, and distinguished guests, and briefly outlined the objectives of the workshop and the broader three-state initiative. He highlighted the role of youth as communicators and storytellers in shaping climate action and acknowledged the long-standing collaboration between CMS VATAVARAN and the High Commission of Canada in advancing environmental communication and public engagement across South Asia.

• Felicitation of Distinguished Guests

This was followed by a **felicitation ceremony**, symbolising respect and appreciation for the dignitaries and partners who supported the initiative. Representatives from the host institution and CMS VATAVARAN felicitated the invited guests, including:

- **H.E. Mr. Geoffrey Dean**, Counsellor (Political, Economic, Public Affairs & Protocol), High Commission of Canada
- **Ms. Jasvinder Kaur**, Public Diplomacy & Communications Officer & Manager, CFLI, High Commission of Canada
- **Prof. Yojna Rawat**, Dean University Instructions, Panjab University
- **Prof. Archana R. Singh**, Chairperson, School of Communication Studies, Panjab University

The felicitation also provided an opportunity for informal interaction and a group photograph, reinforcing the collaborative spirit of the programme.



- **Special & Keynote Addresses**

Prof. Archana R. Singh, Chairperson, School of Communication Studies, delivered the **Special Address**, welcoming the collaboration and emphasising the importance of responsible media education and critical thinking in addressing contemporary environmental issues.

This was followed by the **Keynote Address** by **Prof. Yojna Rawat**, Dean University Instructions, Panjab University, who spoke on the role of universities in nurturing socially responsible professionals and the relevance of climate communication in higher education.

- **Chief Guest Address**

The inaugural session concluded with the **Chief Guest Address** by **H.E. Mr. Geoffrey Dean**, who reflected on the importance of youth voices, ethical communication, and international collaboration in responding to climate challenges. He encouraged students to engage with environmental issues thoughtfully and to view communication as a tool for positive change and global cooperation.

The session closed with a brief **Vote of Thanks**, marking a smooth transition into the technical workshop session.



Technical Session: Youth Climate Communication & Environmental Storytelling

Following the inaugural session and a short transition break, the programme moved into the **technical and capacity-building segment** of the workshop. This session formed the core of the day's learning experience and focused on equipping participants with practical tools and perspectives for effective climate and environmental communication.

Workshop Facilitation

The technical session was led by **Ms. Rachna Verma**, an accomplished **multimedia environmental journalist and storyteller**, who served as the lead workshop instructor. Ms. Verma brings extensive professional experience in reporting on climate change, environment, gender, energy, wildlife, and community narratives across India. Her work has appeared in leading national and international platforms such as **Mongabay, Hindustan Times, The Wire, DD India, and The News Minute**.

Ms. Verma has also been the recipient of several prestigious national and international fellowships, including the **IUCN Stories of Hope Media Fellowship (2025)**, the **Earth Journalism Network Fellowship**, and the **Climate Feed Fellowship**, recognising her commitment to ethical, impactful, and solutions-oriented environmental journalism. Her professional background, combined with her experience in audio-visual storytelling and digital media, made her uniquely suited to lead an applied learning session for young communicators.

Session Content & Methodology

The session focused on key aspects of climate and environmental communication, including:

- Understanding climate narratives and framing environmental stories for impact
- Using digital and social media platforms responsibly to communicate complex issues
- Integrating audio-visual tools and multimedia formats into environmental reporting
- Ethical considerations, credibility, and inclusivity in climate journalism

The workshop was conducted in an interactive format, with a mix of presentations, real-world case studies, open discussions, and question-and-answer segments. Participants were encouraged to critically engage with examples from current media coverage and reflect on the role of journalists and communicators in shaping public discourse around climate change.

Participant Engagement & Outcomes

The session witnessed high levels of engagement from postgraduate students and research scholars, with active participation in discussions and thoughtful questions on field reporting challenges, narrative responsibility, and emerging digital tools. The interactive approach enabled participants to connect theoretical concepts with practical applications relevant to their academic and professional contexts.

At the conclusion of the workshop, **all participating students were conferred Completion Certificates**, recognising their active participation and successful completion of the Youth Climate Communication Workshop. The certificates served both as an acknowledgment of learning and as encouragement for continued engagement with climate and environmental communication.



6. Observations & Indicative Outcomes

While the workshop was a single, half-day engagement and did not include formal pre- or post-assessment mechanisms, several indicative outcomes were observed during the course of the programme.

- The level of student participation, questions, and discussion during both the inaugural and technical sessions reflected strong interest in climate and environmental communication themes.
- Participants actively engaged with examples and case studies shared during the technical session, suggesting a growing awareness of the complexities and responsibilities involved in environmental reporting.
- Questions raised by postgraduate students and research scholars indicated curiosity about field realities, narrative framing, and ethical challenges, pointing to the relevance of the session for their academic and professional aspirations.
- The interaction between students, faculty members, and representatives from the High Commission of Canada facilitated constructive dialogue and knowledge exchange, reinforcing the value of such academic-diplomatic engagements.
- The workshop also contributed to institutional visibility and engagement, as reflected in positive local media coverage and feedback from the host department.

Overall, the workshop functioned as an enabling and exploratory learning space, offering participants initial exposure and perspectives rather than claiming measurable behavioural or skill-based outcomes. The observations from this session will inform the design and delivery of subsequent workshops in Mumbai and Hyderabad, where learning approaches may be further refined.

7. Media & Outreach

The workshop received **positive coverage in leading local newspapers**, amplifying the message of youth-led climate communication. Media engagement further validated the relevance of the initiative and extended its impact beyond the university campus.



PU, Canadian high commission join hands for action on climate change

Chandigarh: PU's School of Communication Studies, along with CMS Vatavaran and the High Commission of Canada in India, held a youth climate communication workshop Monday to build student capacity in climate storytelling, digital advocacy, and sustainability-focused journalism. Experts at the workshop underlined the need for credible and community-oriented climate communication to bridge the gap between scientific knowledge and public understanding. Geoffrey Dean, counsellor (political, economic, public affairs and protocol) at Canadian High Commission, was the chief guest.



Geoffrey Dean, counsellor (political, economic, public affairs and protocol) at Canadian High Commission, was the chief guest. He also pointed to ongoing Indo-Canada cooperation on sustainability. Dean (university instructor) said PU was committed to strengthening climate awareness. The main training session was conducted by environmental journalist Rachna Verma, who discussed climate as a "borderless" issue connected to multiple reporting beats and stressed ethical, sensitive storytelling. CMS Vatavaran deputy director Sahasrachi Bhatnagar highlighted the challenge of sourcing authentic climate stories and urged students to initiate local campaigns.

DAINIK SAVERA

एससीएस ने युवा जलवायु संचार कार्यशाला आयोजित की

कनाडा के उच्चायोग ने छात्रों को जलवायु परिवर्तन के बारे में जागरूक करने के लिए एक युवा जलवायु संचार कार्यशाला का आयोजन किया। इस कार्यक्रम का उद्देश्य छात्रों को जलवायु परिवर्तन के बारे में जागरूक करना और जलवायु संचार के माध्यम से समाज में जागरूकता फैलाना है। कार्यक्रम में छात्रों को जलवायु परिवर्तन के कारणों, प्रभावों और समाधानों के बारे में जानकारी दी गई। छात्रों को जलवायु संचार के माध्यम से समाज में जागरूकता फैलाने के लिए प्रोत्साहित किया गया।

DAINIK JAGRAN

जलवायु संकट पर युवाओं को नई तकनीक की ट्रेनिंग

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PUNJAB KESARI

युवा जलवायु संचार कार्यशाला का आयोजन



युवा जलवायु संचार कार्यशाला के दौरान छात्रों को जलवायु परिवर्तन के बारे में जागरूक करने के लिए एक युवा जलवायु संचार कार्यशाला का आयोजन किया। इस कार्यक्रम का उद्देश्य छात्रों को जलवायु परिवर्तन के बारे में जागरूक करना और जलवायु संचार के माध्यम से समाज में जागरूकता फैलाना है। कार्यक्रम में छात्रों को जलवायु परिवर्तन के कारणों, प्रभावों और समाधानों के बारे में जानकारी दी गई। छात्रों को जलवायु संचार के माध्यम से समाज में जागरूकता फैलाने के लिए प्रोत्साहित किया गया।

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8. Way Forward

Building on the success of the Chandigarh workshop, the **Youth Climate Communication Workshop Series** will now move to:

- **Mumbai, Maharashtra**
- **Hyderabad, Telangana**

CMS VATAVARAN and the High Commission of Canada look forward to engaging with more young communicators and expanding this growing network of climate storytellers across India.

The Chandigarh workshop reaffirmed the power of youth voices in shaping environmental narratives and advancing climate action. Through collaboration, capacity-building, and shared learning, this initiative marks a meaningful step toward nurturing **responsible communicators and leaders for planetary wellbeing**.





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