





NEW MEDIA DEPARTMENT

#NewME Magazine 2nd Edition





Co-funded by the European Union

CONTENTS

1. AIR POLLUTION IN NORTH MACEDONIA

A brief overview of the environmental pollution

2. INVISIBLE DANGER: HOW TO TEST THE QUALITY OF THE AIR IN YOUR CITY

An experiment to measure air pollution and its effects on our health

3. PROTECTING THE CLIMATE FROM THE BOTTOM-UP How to take action to

help trees









4. PARK(ING) DAY IN Münster

A city for people instead of cars



5. ENVIRONMENTAL AWARENESS IN UKRAINE

Challenges and prospects of climate action



AIR POLLUTION IN NORTH MACEDONIA

Air pollution is a major problem in North Macedonia and the country is one of the most polluted in Europe. The main causes are emissions from factories, car exhausts and heating systems, especially in winter when coal is used extensively.

The country's location makes the situation worse, as the polluted air is trapped by the surrounding mountains. Skopje and other cities have the worst air



quality, often exceeding safe limits for harmful particles and nitrogen dioxide.





The main causes are old cars, outdated factories and heating systems. They release dangerous pollutants such as sulfur dioxide, which is bad for people's health. The health effects are severe, causing lung and heart disease and thousands of premature deaths each year. Children and the elderly are particularly vulnerable.



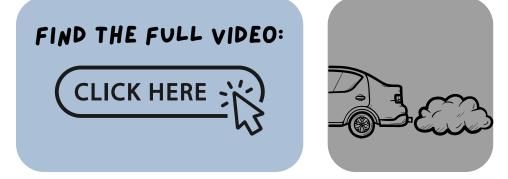
Picture made by: Mika Baumeister

In order to improve air quality, it is necessary to strengthen the enforcement of environmental legislation, invest in clean energy or encourage the use of cleaner technology and raise public awareness through advocacy and campaigning to promote sustainable practices that protect people's health.

INVISIBLE DANGER: HOW TO TEST THE QUALITY OF THE AIR IN YOUR CITY

AN EXPERIMENT TO MEASURE AIR POLLUTION AND ITS EFFECTS ON OUR HEALTH

Our Polish correspondents carried out an experiement to find out how bad the air is in their city. To do this, they used a vacuum cleaner and a protective mask to measure the amount of air pollution. The vacuum cleaner is used to collect particles from the air, and the protective mask is used to observe how much contaminated air they inhaled during the test. The aim of the experiment was to get a better understanding of the quality of the air and to identify potential health risks from the air pollution in their direct environment.



PROTECTING THE CLIMATE FROM THE BOTTOM-UP

HOW TO TAKE ACTION TO HELP TREES

With rising temperatures and poor urban planning leaving little space for trees and parks, Brno's urban greenery is under threat. The **'Brno in the heat'(BRNO BUDE VEDRO)** initiative, led by landscape architect Vilém Jurek and designer Veronika Rút, aims to protect and expand the green areas of the city. They are addressing the critical role of greenery in cooling the city and improving quality of life by preserving mature trees such as those in Náměstí Republiky, Brno, and promoting sustainable solutions.

Their efforts include expert advice on better tree care, strategic planting and the creation of a 'tree ombudsman' to prevent unnecessary felling. Through public engagement and collaboration, the initiative invites residents to help transform Brno into a greener, more resilient city.



PARK(ING) DAY IN Münster

A CITY FOR PEOPLE INSTEAD OF CARS

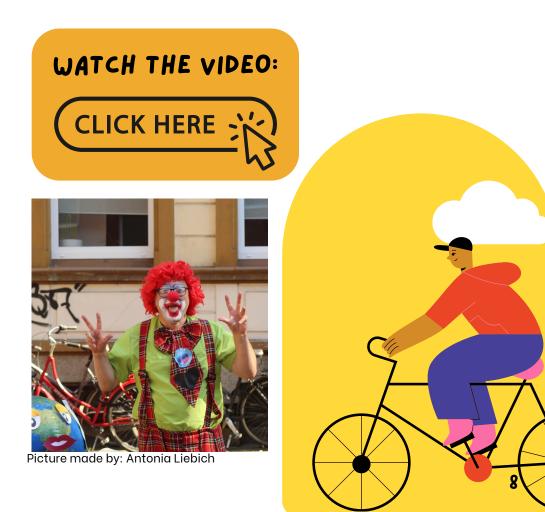
Park(ing) Day is a global day of action that pursues the vision of using parking spaces as public spaces. In Münster, Germany, this day is special because the initiative decided to occupy not only individual car parks, but an entire street for the event. This creative repurposing of public spaces gave citizens the opportunity to think about alternative concepts for mobility and urban planning and to

actively question the design of their urban environment.

During Park(ing) Day, participants presented their ideas and visions for a more sustainable and liveable city. Instead



of parking spaces for cars, the spaces were transformed into colourful, inviting places for people to linger, exchange ideas and discuss. The event was not only a creative action, but also a platform to draw attention to the importance of reducing car traffic and promoting more environmentally friendly means of transportation. Participants at the Park(ing) Day in Münster gave us an exciting insight into their views and ideas on urban development. They talked about the benefits that redesigning urban space can bring to the quality of life in the city – from creating greener oases to improving conditions for pedestrians and cyclists. It became clear that many of the participants see an urgent need to rethink urban planning and create space for greater sustainability, social interaction and environmental awareness.



ENVIRONMENTAL AWARENESS IN UKRAINE

CHALLENGES AND PROSPECTS OF CLIMATE ACTION

Our correspondents in Ukraine spoke to Dzhura Natalia Myronivna (PhD, Associate Professor of Ecology and specialist in environmental education) about the current environmental awareness



of Ukrainians and the associated challenges and prospects. What influence does education have on the current ecological culture in Ukraine? And are people in Ukraine ready for a change towards more sustainability and environmental awareness?



Air Pollution in North Macedonia:

Creative Team: #NewME Youth Board North Macedonia team; Aleksandar Shaklev, Bojana Arsova, Angela Vitanovska, Radmila Georgieva, Martin Stancev, Viktorija Stefanovska Sources: Unicef.org & Images: Mika Baumeister &, under Pixabay license agreement & &

Invisible Danger: how to test the quality of the air in your city:

Creative Team: #NewME Youth Board Polish team; Karolina Bober, Karolina Kafara, Maria Bielanicz, Adam Weimer, Stanisław Buszta Music: Elevator music 🖗

Protecting the Climate from the Bottom-Up: Creative Team: #NewME Youth Board Czech team; Natálie Šindelářová

Images: Andrea Špak

Park(ing) Day in Münster:

Creative Team: #NewME Youth Board German team; Antonia Liebich, Eduard Krieger, Jonna Homberg, Laurenz Pelster **Music:** under Pixabay license agreement Lexin Music – Science Documentary

Environmental Awareness in Ukraine:

Creative Team: #NewME Youth Board Ukrainian team; Maria Abramchuk, Oleksandra Korzh Music: The Dream Of Life - Aleph One Sources: Enviromental education







This publication has received funding from the European Commission under Grant Agreement no. 2021–1-DE04-KA220-YOU-000028739, ERASMUS+ Strategic Partnership, "#NewME: New Media for Green Citizenship." Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Published in February 2025.

Content by: #NewME European Youth Editorial Board Design: Made with Canva Editing by: Antonia Liebich and Holly Dagnan © 0 2022 - 2025 #NewME Consortium