Creating an Online Youth Project as a Technology of Civil Initiatives of the Urban Ecological Space

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Abstract: creating conditions for the implementation of youth civic initiatives solves environmental problems in the urban environment. The article substantiates the use of modern information technologies and the online format as an approach to the formation of environmental competence of young people. The article discusses the experience of various regions of Russia in the manifestation of youth civic initiatives in the field of environmental protection, provides research results to justify the use of the online community for the purpose of education, increasing the level of environmental knowledge, as well as communications and interactions of representatives of various state, public structures, and the scientific community on environmental issues on platforms that are authentic to the modern generation. The result of the project is the formation of environmental competence, environmental practices implemented within a single urban environment.

1 INTRODUCTION

Modern civilization has achieved results in scientific and technological progress, but, on the other hand, it has faced serious environmental problems. The Environmental Safety Strategy of the Russian Federation for the period up to 2025, approved by the Decree of the President of the Russian Federation of April 19, 2017 No. 176, analyzes the state of the environment in our country. Ecological disturbance is particularly pointed out in those areas in which production capacities and the most productive agricultural land are concentrated. Global world processes worsen the environmental situation on the planet. It is not only environmental pollution, an increase in the number of endangered species of plants and animals, a decrease in the supply of minerals or climate change. Environmental problems also include pollution of human habitats, primarily large cities. Young people have great potential in solving environmental problems. This is an active part of the population, which always responds to various measures in the field of environmental protection. In addition, young people are an initiative and creative social group capable of innovative solutions in the field of ecology due to their education. This is the most mobile and intelligent group, making up about 40% of the country's population. This justifies the creation of an online community of environmentally responsible young people. The modern space of a large metropolis includes various levels of interaction, the participants include students and young professionals, activists of law enforcement organizations, as well as representatives of regional and federal authorities, business, environmental and supervisory authorities, specialists in the field of environmental monitoring and analytics. The idea of uniting people within a single online community, which functions as an open dialogue on Internet platforms, makes it possible to identify the most significant environmental problems of the metropolis and mobilize all forces to solve it. In addition, the online format involves various workshops, where specialists can clearly demonstrate the processing of materials, practical work with industrial waste. At the Kazan National Research Technological University, students are trained taking into account the environmental problems of processing industrial waste. Successes in the

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processing of secondary materials could become a sensation at such sites for young people. In an online format, it is also possible to conduct interactive seminars on environmental topics by university specialists. In the Russian environmental space, there is an experience of organizing young people participating in reforms. For example, within the framework of the work of the Russian Ecological Society or the "Separate Collection" program. Education should be continued in environmental skills, and information should be conveyed using formats that are familiar to young people. Young people are the future of the country, so the transfer of skills to subsequent generations ensures the future of the entire planet. It should also be noted that in addition to public initiatives, young people should understand the regulatory documents for the preservation of the surrounding space. This is another promising area - ensuring a legal framework for environmental protection by young people. Social content contains a large amount of information, the processing of which takes a lot of time. On the online platform, it is possible to publish reliable and important information, verified facts, and research results. All this will make it possible to conduct a qualitative analysis of the environmental problem for its further successful solution. The organization of young people who are environmentally responsible for their lifestyle within a single online community to discuss environmental problems and find solutions provides the urban social community with a model of participation in environmental protection. The ultimate goal of the environmental project is the formation of environmental awareness and environmentally responsible behavior. This article is devoted to the justification of such a civil project.

2 RESEARCH METHODOLOGY

Ecologically-oriented social practices contribute to overcoming modern environmental contradictions, forming a high level of environmental competence of young people, preventing socio-ecological conflicts, and improving the quality of life of the population. On a sample of 960 respondents in the Republic of Tatarstan, namely in the cities of Naberezhnye Chelny and Nizhnekamsk, a sociological study was conducted aimed at identifying the levels of environmental activity of young people. The All-Russian Center for the Study of Public Opinion presented the results of a survey conducted in 2023 on the topic of ecology. It was concluded that household eco-activism is relevant as everyday practices, the purpose of which is to reduce the negative impact of human activity on the environment. According to the results of the survey, compared to 2021, the environmental activity of Russians has slightly decreased: 52% answered that over the past year they personally or their family members have taken measures aimed at reducing the severity of environmental problems (2021 - 58%). 41% reported the opposite. Despite the fact that it is young people who are distinguished by such qualities as activity, entrepreneurship, openness to the world and innovations, in terms of the degree of involvement in environmental practices, 18-24-year-olds lose to older generations (18-24 years old – 47%, 25-34 years old – 60%, 35-44 years old – 61%, 45-59 years old – 53%). This means the relevance of choosing authentic forms of interaction between young people in the field of ecology.

3 RESULTS OF THE STUDY

A review of the scientific literature on addressing the environmental challenges of climate change, as well as advocating for effective climate change action among young people, is one way to prepare them for the challenges they will face in the future. As a result, researchers, activists, policymakers and others have questions about how best to engage, support and empower young people in the fight against climate change in order to enrich their knowledge. Climate change is one of the most serious threats to the planet and humanity, so urgent action is needed to combat climate change. Analyzing foreign experience, the following areas of programs used in the process of education and training can be noted: - application of methods in the process of climate education by involving young people as "co-researchers" (Cutter-Mackenzie, Rousell, 2019), as well as to expand the capabilities of young people and increase their activity (Rousell, Wijesinghe, Cutter-Mackenzie-Knowles, Osborn, 2023); - encouraging environmental leadership: summer camps and week-long student workshops or trips used a variety of learning activities, they included informal learning and practical scientific activities combined with recreational outdoor activities, including hiking, bird watching or kayaking, as well as participation in reflective activities combining environmental education and nature exposure (Ngo, Poortvliet, Feindt, 2020); - forming a community of alumni so that young people stay in touch and are encouraged to continue environmental behavior or volunteer activities (Hehir, Stewart, Maher, Ribeiro, 2020); -

involvement of local communities in the activation of civic engagement through working groups and presentations (Oe, Yamaoka, Ochiai, 2022); - interactive games or applications to expand knowledge about renewable energy sources (Leitão, Maguire, Turner, Arenas, Guimarães, 2022); - creating student films to attract students to science and education in the field of climate change (Tayne, Littrell, Okochi, Gold, Leckey, 2020); An analysis of the research results has shown that knowledge generation is a necessary component of almost all programmes to engage young people in climate action. The different strategies used to promote the acquisition of knowledge are important. In the United States, research on climate education is being incorporated into the curricula of secondary schools and universities, and a gap remains in European regions in addressing the issue of climate programme accessibility, particularly in East Asia and the Pacific. Over the past decade, there has been a wealth of research evaluating programs to catalyze youth action on climate change. Existing research shows that programs based on a transformative approach to learning, using a variety of experiential learning strategies based on group work theory to create a safe learning space, and providing opportunities for young people to develop leadership and systems thinking in a supportive social environment, produce the best outcomes associated with sustainable behavioural change.

4 RESULTS OF A SURVEY OF STUDENTS OF THE UNIVERSITY

In the course of a survey of 960 respondents in the Republic of Tatarstan, namely in the cities of Naberezhnye Chelny and Nizhnekamsk, a sociological study was conducted aimed at identifying the levels of environmental activity of young people. The study showed that only 5.7% of respondents participate in the organization of environmental activities, 11.4% of the surveyed youth systematically take part in environmental activities. Young people understand the importance and necessity of environmental activities, but they lack the moral and volitional attitude to this activity (Akhmetova, Magsumov, 2018). In the modern world, there is a transformation of all spheres of life in an accelerated rhythm. This is due, first of all, to the development of informatization of society. The modern generation, which is designated in scientific literature as Generation Z, absorbs information conditions as determining their lifestyle. All structures that are interrelated with the education of the modern generation of schoolchildren should adjust the methods and technologies of education to the characteristics. New modern technologies are required to form the personality of adolescents and young people who consider themselves to be part of the modern generation. The second reason for turning to the implementation of the proposed technology – the environmental online club "Civil Environmental Project" – is the mobility of the active manifestation of civil rights in the field of ecology and environmental protection in a constructive way. The online project is aimed at teaching young people to creatively manifest civic initiatives and social activity in the environmental sphere in ways that meet the characteristics of the generation, the informatization of society and the goals of the state in a healthy environment, stability and development. The project, implemented within a single urban space, makes it possible to unite young people to implement common joint environmental tasks, teach them how to create projects on civil and environmental topics and teach the practices of civic engagement in the field of environmental protection using information technology. In modern realities, online platforms, social networks, blogs are becoming platforms for the implementation of various formats of civic participation and social activity. The projects end with the creation of informational videos on the social and environmental issues of the region. The manifestation of activity by modern youth in social networks requires certain skills and professional competencies. Working with professionals in the field of creating projects, including informational videos within the framework of the online club "Civil Environmental Project" will contribute to the high involvement of students in the information environment, the formation of attitudes and values of the modern generation for the protection of civil and environmental rights, will help to predict the possible risks of antisocial forms of behavior and methods of social activity. participation in solving issues of local importance (ecological lifestyle ("green movements"); protection of animals (homeless, wild, endangered species, etc.); local history and urban protection; creation of infrastructure Internet platforms, etc. 2. Development of socially significant qualities, patriotic values, as well as obtaining teamwork skills, communication skills, etc. 3. Creation of starting positions for increasing social activity in the Internet space.

5 DISCUSSION OF THE RESULTS

Research in the field of environmental protection is carried out in various areas. For example, the Kazan school of environmental studies is represented by studies of civil initiatives. Researchers have identified three groups of problems in the process of formation of civil society in the country in the context of environmental policy: there is a tendency for the growth of the importance of civil initiatives and, at the same time, the growth of lobbying activities; The essence of the problem of insufficient transparency of environmental legislation is revealed, the specifics of the implementation of some constitutional rights affecting environmental aspects are revealed. Therefore, effective measures against the factors that impede the formation of an effective policy in the environmental sphere should be: - increasing the degree of transparency of legislation in the environmental sphere. According to researchers, the main task in the field of ecology is environmental lawmaking, including: - improving the quality of environmental education in the country; - development of measures aimed at increasing the level of environmental responsibility and culture of civil society in order to conscientiously implement environmental actions and, as a result, prevent infringement of the constitutional rights and freedoms of the parties to partnership in the environmental sphere (Khafizova, 2006). When it comes to environmental initiatives, the experience of the Yakutsk urban district is discussed, within the framework of which a study was conducted and the attitude of young people to environmental initiatives was revealed. It was determined that the population has a positive attitude towards environmental initiatives. At the same time, the population is inclined to consider different levels of government responsible for the environmental situation and, as a rule, is poorly informed about the measures of the district administration of Yakutsk in the field of ecology and environmental improvement. Most of the respondents are aware of the separate collection of recyclables, the location of the collection point for waste to be disposed of. At the same time, the main sources of information are social networks and the media. While the majority supports environmental initiatives (up to 80% of respondents), only 24.5% take an active part in their implementation. We believe that this is due to the weak organization of the youth community for the implementation of environmental initiatives (Gogoleva, 2021). The manifestation of civil initiatives in the field of urban space ecology in Russia is implemented as volunteering. Volunteers of environmental organizations take an active part in tree planting campaigns, help in specially protected natural areas: garbage collection, installation of notices, repair of infrastructure, etc.; participate in the public city inspection (deal with the prevention of illegal felling of trees, construction, densification development, pollution of water, air, soil). They hold meetings with schoolchildren to discuss environmental topics, collect information and signatures. In the Sverdlovsk Region, volunteers take part in environmental campaigns and events, including the improvement of courtyards and streets, the preservation of springs and rivers; provide voluntary assistance to specially protected natural areas; distribute information and propaganda materials of an environmental orientation; reveal the facts of violation of environmental legislation and the regime of special protection of specially protected natural areas. But within the framework of volunteering, there is no implementation of initiatives through Internet technologies, timely information and work through social networks, which is undoubtedly relevant for our time. Another group of studies is devoted to the problem of the formation of environmental values as opposed to consumer values. It is noted that over the past five years, there have been trends that demonstrate the intensification of the youth environmental movement and the development of environmental volunteering. Understanding the motivating factors for the development of environmental and practical activities of young people can contribute to its further stimulation and long-term development. Social activity of young people is one of the main factors in the formation of the civic position of young people and changes in the social climate in Russia (Leshchinskaya, 2017). Researchers also identify the role of youth in overcoming environmental risks and developing environmental values and environmental culture. It is especially emphasized that the maintenance of ecological balance in the territory inhabited by indigenous peoples is ensured by a developed natural ecological culture and experience of harmonious existence with the nature of indigenous peoples. That is, a set of ethical norms of relationship with nature exists in the community and is transmitted at the level of socialization (Zakharova, 2019). The internalization of the ecological model of behavior through the ecological practices of young people ensures the environmental competencies of the generation. No less important is the environmental policy itself for stimulating and supporting civil initiatives, raising the status of an environmentally

educated person, increasing the activity of young people in the environmental sphere. The experience gained by young people in the course of environmental activities in the online space provides an opportunity to be active in practical activities in the environmental sphere. This is the criterion of the level of environmental competence. Thus, environmental activity is the main condition for the development of environmental competence of young people.

6 CONCLUSIONS

The creation of the environmental online club "Civil Environmental Project" is aimed at developing creativity, creative thinking and acquiring skills for legitimate and socially accepted participation in social life using modern information technologies. The project is aimed at the implementation of strategic goals, creates an online platform for the manifestation of civil initiatives in a creative context on environmental issues. Project activity as the main activity in the learning process turns into the implementation of specific projects. Participation in the Project will allow in the future to develop cognitive skills, navigate in the information and social space, form the ability to independently construct their knowledge, develop critical and creative thinking, the ability to see, formulate and solve social and environmental problems of the region. Participation in real events allows young people to form a real image of the future and allows them to see the prospects for growth in their home country. The innovation of the project of the online club "Civil Environmental Project" is its practice-oriented nature. The project can act as a real mechanism for including young people in socially significant activities to develop social activity and form patriotism. In the process of implementing the project, young people acquire a sense of personal responsibility for the state of the natural environment, for solving environmental problems. The creation of conditions for personal motivation is integrated with the activities of various social institutions to achieve socially significant goals. Ecological resocialization of young people is aimed at the formation of a certain type of environmental competence. This leads to further participation in socio-ecological practices. The study showed that the solution of environmental problems of the urban environment is possible only through technologies that are most adequate to the modern generation. The online environment is familiar to modern youth as a medium of communication, it can be used as an environment for the formation of environmental competence. The state environmental policy, using modern information technologies and online platforms, provides conditions for supporting civic youth initiatives, which increases the trust of young people. Coordination of environmental activities of young people, public organizations, educational institutions, public authorities and the scientific community forms environmental competence and social activity of the modern generation.

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