Climate change is humanity's biggest challenge this century, yet it may not affect us as individuals for many years. How can we communicate the need for young people to change their own day to day behaviour now to safeguard the future of unborn generations

"All you talk about is money and fairy tales of eternal economic growth. How dare you!" It was the quote Greta Thunberg famously proclaimed at the United Nations that criticised the capitalist style of production. For so long, professional adults in high-pollution industries or governments are said to be responsible for escalating the climate crises; yet young people will soon be the ones to ponder, have a say in society, and be tied with the fate of the planet earth. If we fail to stress the importance of a envisaged environmental catastrophe to the young people, history will repeat and pollution will continue if not curbed. It is, therefore, both a matter of necessity and urgency for agents to play the role of companions, educators and policymakers in facilitating effective conversation with the younger generations to call for a change.

The message delivered to the youth can be categorised by two time horizons. For the short term, they should be well informed about climate change, and understand the environmental costs behind every action, from consuming a beverage on a sunny day, to turning on central heaters, or flying for a vacation. Only by this, can they develop a habit of making sensible and educated decisions to reduce unnecessary environmental harm. In the long run, teenagers should be taught how members of society have a role to play in eradicating climate change, and how they could contribute to sustainable development in their future desired career. By thinking a couple of steps ahead, teens can be mindful of their potential and ability to bring a greater impact when they grow up and make a change when they reach the step.

Every single conversation on this solemn issue may need to be unique, and there are strategies in framing better conversations that increases persuasiveness and effectiveness. Communication is a reciprocal process, yet our current one-way model shapes a passive audience who only knows how to regurgitate the information. For teenagers' companions, putting their feet into youth's shoes is fundamentally important for to be convincing. Very often we use homeless polar bears, melting icebergs, intensified droughts to illustrate the dystopia if global warming progresses. This approach has two main unintended consequences. On the one hand, it creates a distance effect, both about location and time. On the other hand, the doom and gloom situation that we have been bombarded with so many times presents a disconsolate scenery. They may develop a flash of indignation at first, but gradually become demoralising, ultimately suffers from "compassion fatigue". To counter this, mixing in depiction of the issue with personal experience and formulating practical solutions may have a higher potential of changing one's behaviour compared to merely adopting emotive language.

Educators, including teachers, parents, and social influencers, should first act as role models. In the Social Learning Theory put forward by Bandura, behaviours are subconsciously developed by acquired imitations of others, especially from grown-ups when people are still at a young age. Actions speak louder than words, and educators should also play their part in alleviating climate change while

avoid contradicting what they teach. Moreover, outdoor and action-based learning should be encouraged to youth at all age groups. Engaging with the real topic with our five senses is undoubtedly more impactful than listening to vague theoretical lectures in dull classrooms. Outdoor camping, beach cleaning, and visits to animal sanctuaries are some options that not only allow students to develop a sense of appreciation and empathy towards wildlife, but also understand the human disruptions that have been brought to the environment. These experiences gradually mould young people into environmentally-aware citizens in the future, and promulgates a change in society's values, and thus its economic models.

On a broader scale, government and policymakers should attempt to change the social atmosphere. Teens are generally more competitive, voracious to stand out from the crowd to prove their competence. By leveraging these characteristics, schemes can be carried out in small communities to create social pressure. The study conducted by "Climate Lab" involved university students accommodated in dormitories. Those who wasted energy, saved energy, and went above and beyond were given a red dot, a green dot, and a golden star respectively which was visible to everyone. This led to a 20% shrinkage of the overall energy consumption at the site. By expanding the scale of schemes like this and integrating them into different forms, targets would either be stirred up to compete or try their best to shy away from an undesirable social image. Both would result in high participation rates, and hence reduction in energy usage.

Some people argue that legislation is the most effective method in tackling this crisis. They might suggest policies, such as the issuing of carbon permits, or taxation of high-pollution industries to curb greenhouse emissions. While communication with youth and setting rules are not mutually exclusive but can work hand-in-hand, the former still has a competitive edge in many different aspects. Education shapes core values, especially at a young age, and solves the root issue. A considerable amount of resources has already been devoted to climate communication with limited impact on young people. The missing piece to improving this may solely be a change in communication style and better allocation of resources, which should cost less compared to the legislation and enforcement processes.

All in all, with climate change being an ubiquitous issue, what should be reflected upon our past effort is our persisting climate change communication. It may not have an immediate effect as legislation; it does not guarantee that targets will fully act in accordance; and to some, it might be a gamble based on false hopes and illusions on virtues. However, human beings are social by nature, and communication is what draws them together, unites them, and empowers them. Perhaps it is hope left in the Pandora's Box that swayed us in pinning our hopes to future generations to redeem the sins of their ancestors from the seemingly insurmountable battle of climate change.

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