



**Young Reporters
for the Environment**

Step 3: Report

Your discoveries deserve a story.
How will you tell yours?

Name: _____

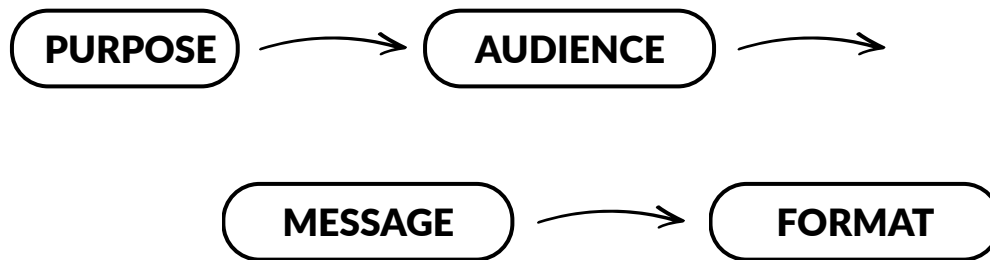
School/Organisation: _____



Where are you in your YRE journey?

Bring your findings from Steps 1 and 2: your local issue, evidence, people's views, and the solutions or ideas you have explored. This guide will help you turn what you discovered into a clear, engaging report in your own voice.

You will work through:



By the end, you will have chosen who your report is for, created a draft, and improved it using feedback. Your report will help people understand the issue and what could make a difference.

Before you start, ask:

- **Why am I telling this story?**
- **Who is it for?**
- **What do I need them to understand, consider, or do?**

DECIDE: What story will you tell?

Look back at your discoveries.

What surprised you?

What did people help you understand?

What solution or idea is worth further research?

Choose one focus that your evidence can support.

PURPOSE:

Why are you telling this story?

What could your story help people understand, discuss, or do?

Perhaps you want people to:

- Understand something they did not know.
- Question something they take for granted.
- See an issue from another perspective.
- Talk about an issue that is being overlooked.
- Learn about a solution that is helping or an idea worth exploring.
- Consider changing a behaviour.
- Understand who they could support.
- Identify a useful next step they could carry out.

Let your findings shape your purpose. You can show people a promising way forward while being clear about what is known, what is uncertain, and what help may be needed.

My communication purpose

Through my report, I want to...

After reading, watching, or listening, I hope people will....

AUDIENCE:

Who is your story for?

Think about who could benefit from knowing what you discovered, who is affected, and who has the ability to influence what happens next.

Your audience might be:



Other young people



Students at your school



Parents or local residents



People who buy or use a particular product or service



A particular community



A business



School leaders or people who run local youth groups



Journalists or local media



An environmental organisation



Local authorities



People who make policies or other decisions affecting the issue

My audience:

Start with one main audience. You may want to reach others too, and later you can adapt the way you present your story. But keep your facts consistent.

The main audience I want to reach is:

The story could matter to them because:

What might they already know about the issue?

What might matter most to them?

What could they realistically do with this information?

Note: What language or access needs should I consider? For example, would a printed version, readable text, captions, a written version of audio, or a description of important images help? **Choose what fits the people you want to reach.**

MESSAGE:

What should people remember?

Your investigation may have given you more material than one report can include. Your core message is the main point you want people to understand. It should grow from your findings and leave room for any important uncertainties. Try explaining it in one sentence. This could help develop your headline or campaign slogan.

My core message:

If my audience remembers only ONE thing, I want it to be:

Now check:

- ☐ Is it supported by my evidence?
- ☐ Does it represent what I found fairly, including anything that challenges my own views?
- ☐ Is it clear?
- ☐ Is it relevant to my audience?
- ☐ Does it describe the issue and/or solution accurately without promising more than the evidence shows?
- ☐ Does it fit my purpose, or do my findings suggest I should change my purpose?

FORMAT:

What will help you tell the story?

Different stories, purposes, and audiences call for different formats.

Where does my audience usually get information?

What would make them stop and pay attention?

Would an explanation, emotion, images, voices, data, or a combination help people understand?

How much time is my audience likely to give me?

Would they be more likely to read, watch, listen, interact, or participate?

Do I want to reach many people or a smaller group, with the ability to make a particular change?

What support do I have to help me tell my story?

You could tell your story through:

 Article	 Photograph	 Video
 Podcast	 Presentation	 Poster
 Illustration	 Comic	 Exhibition
 Social media content	 Interactive experience	 Another format

If you would like to enter your story in the international YRE competition, check the current categories and requirements with your teacher or YRE National Coordinator before you begin.

Check the format, length or duration, language, and any rules about editing and AI.

My reporting plan

Purpose: I want to...

Audience: I want to reach...

Message: I want my audience to understand or remember...

Format: The best way to communicate this could be...

That suits my story, audience, and available tools because...

Build your story from your investigation

Your report should be grounded in what you discovered during Steps 1 and 2. Go back through your notes and choose material that helps people understand your findings.

WHAT WILL YOU USE?

Evidence that helps show what is happening:

A fact, finding, or piece of data that matters:

A person's words or experience that helps explain the story:

A solution, response, or idea worth including, with evidence of what it achieves or could achieve:

A useful connection to the wider issue, where relevant:

A limit or unanswered question I need to explain:

Create your first draft

Take a blank page. Start with one real detail that makes the story matter: an observation, a person's words, a question, or something promising you discovered. An honest opening can be interesting without exaggeration.

Build the story so people can follow it. Explain what is happening and why it matters locally. Use the strongest relevant evidence and people's contributions. Show what is being tried or proposed, what is helping, and what remains uncertain. Finish with a useful finding, question, or evidence-based next step.

Choose the order that works for your story. You might open with a promising response, then explain the issue it addresses. You do not always have to begin with the problem.

TRY IT IN YOUR FORMAT

Use your own observations, questions, and creative choices. You can try a draft in the language you use most confidently, then seek help with translation if needed.



Article:

Draft an opening, arrange your evidence and quotations, and choose a clear headline that matches the story.



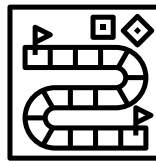
Video:

Sketch the scenes, then plan how images, people's words, and any narration will work together.



Comic:

Sketch the sequence of panels and decide how images, dialogue, and text will work together to communicate your evidence and tell the story clearly.



Board game:

Think about what players will experience as they play. Use the rules, choices, challenges, and information in the game to help them explore your findings and understand the issue.

REMEMBER: Create with accuracy and responsibility

As you create your report:

- Use evidence accurately and explain important limitations.
- Distinguish verified facts from people's views and proposals.
- Represent people's perspectives fairly, including people whose experiences differ.
- Give context to statistics and claims: where, when, out of how many etc.
- Credit your sources so your audience can trace the information if they wish.
- Check names, facts, and quotations against your records. Make sure any translation preserves their meaning.
- Use photographs, recordings, music, and other material with the necessary permission, and give credit.
- Keep people's words and images in context.
- Do not stage an event or change an image, recording, or quotation in a way that misleads.
- Clearly label illustrations or reconstructions and check whether the relevant competition category permits them.
- Respect what interviewees agreed you could share.
- Make sure your conclusions are supported by your investigation.

Keep the story yours when using AI

You do not need to use AI for your YRE project. If your teacher and the rules for your project allow them, they may help you understand feedback, explore ways to organise your draft, or check language. Make your own first draft or plan, then decide which suggestions actually improve it. Keep the details, questions, and expressions that make the story yours.

Check every change that affects a fact, quotation, or meaning. Never use AI to invent evidence, interviews, or events, or present generated images or audio as real reporting. Do not upload private interview material or other people's personal information. Keep a note of which tool you used, how it helped, and what you changed or checked. Confirm any required disclosure before submitting.

Get feedback and improve your draft

Share a draft privately with a classmate, teacher, or someone who understands your intended audience, where appropriate. Ask them:

- What is the main point?
- What seems promising, and what evidence supports it?
- What is unclear or needs more context?

Then decide what to change. Check any claims they question, improve the order or wording, and remove repetition. Read your text aloud, watch your video, or listen to your audio from beginning to end. Check captions, sound, and any access features you choose.

Keep your creative decisions. You do not have to accept every suggestion, but you should be able to explain your choices.

Before you move on

- ☐ My report has a clear purpose.
- ☐ I know who I created it for and have considered their language and access needs.
- ☐ I can explain my core message in one sentence.
- ☐ My core message comes from what I discovered during my investigation.
- ☐ I chose a reporting format that fits my story and audience.
- ☐ I have included relevant evidence, people's views, and solutions or ideas that support the story, with important limitations explained.
- ☐ I have checked accuracy, source credits, and permission to share the material.
- ☐ I have reviewed feedback and improved my draft.
- ☐ If I used AI, I have checked its contribution and recorded how I used it.
- ☐ If I am entering the international YRE competition, I have checked national and international entry requirements.
- ☐ My final report is ready to take to Step 4: Disseminate.

YOUR REPORT IS READY. WHAT HAPPENS NEXT?

You have turned your investigation into a report in your own voice. Now you can plan how to help it reach people who could learn from it or use it. Useful reporting can open a conversation, share a promising idea, or inform a decision.

Continue with [Guide Step 4: Disseminate](#) to plan where and how to share your report, invite responses, reflect on your story, and learn from what happens next.