



ACCESSIBLE GUIDEBOOK



Podcast BUDDIES

“poIDcast BUDDIES- Strengthen inclusion of people with Intellectual disability through pairing podcasting with volunteers on environmental issues”

Project Number:2023-2-EL01-KA210-ADU-000174550

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СЪЗДАВАНЕ НА ПОДКАСТИ
АДАПТИРАНО ЗА ХОРА СЪС
СПЕЦИАЛНИ
ПОТРЕБНОСТИ

TABLE OF CONTENTS

INTRODUCTION 6

Who Is This Guide For?	7
Podcast	8
Why to use podcasts to address environmental issues?	10

UNDERSTANDING ENVIRONMENTAL ISSUES 14

Climate change	14
Air Pollution	15
Loss of Biodiversity	16
Environmental Podcasts: Examples	17

PODCAST CREATION: STEP-BY-STEP INSTRUCTIONS 19

Types of podcasts	27
Podcasts Categories	27
Individual Podcasts or Solo episode	28
Podcasts with multiple hosts or participants	28
Interview - style podcasts	29
The narrative podcasts.....	29
Panel podcasts	30

BRAINSTORMING ABOUT PODCAST IDEAS 33

Writing a Podcast Scenario/script.....	36
--	----

BEFORE THE INTERVIEW 41

Indicative Environmental Topics	45
Websites/podcasts to assist podcast creators in the script creation process	48
Skills and Mindset for a successful Podcast	53
Record & Edit Podcasts.....	66
Applying Effects	74
Marking Edit Points	75

TABLE OF CONTENTS

Undoing an Edit or Effect	75
Save Project	76
Export Project	76
Name your project.....	77
Video Instructions for editing the podcast	77
Hosting and Promotion.....	78

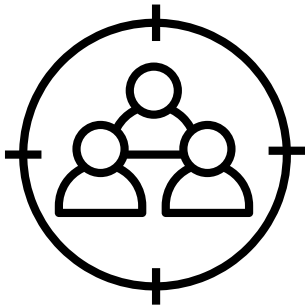
CONCLUSIONS	82
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REFERENCES	84
-------------------	-----------

ВЪВЕДЕНИЕ

Цел на ръководството

This Accessible Guidebook will serve as a valuable resource for the implementation of the Podcast Buddies project and its goals. The basic purpose of this result is to increase accessibility and inclusiveness of pwID in the field of digital and environmental education, as well as volunteers with different backgrounds (e.g., cultural, age, etc.). By developing this guide, the project consortium hopes to give pwID and volunteers the chance to learn how to organize their own podcasts, how to use the necessary tools and equipment for the podcast production as well as other useful tips on how to speak publicly especially regarding environmental issues. One of the most valuable aspects is the fact that pwID will have the chance to learn how to organize and implement their own podcast with or without support. Apart from these benefits, the development of this result will be beneficial also for the general public and especially those who are eager to organize their own podcast or podcast series.



Who Is This Guide For?

- People with Intellectual disability (pwID).
- Volunteers supporting pwID.
- Organizations empowering pwID.
- Organizations promoting Volunteering.
- Professionals/Educators working with pwID – They need to build their capacity towards digital & green skills and methodologies for educating pwID on them.

Podcast



Podcast

The term "**podcast**" is a combination of "iPod" and "broadcast." It was first coined in 2004 by journalist Ben Hammersley and it's now an essential element of the digital landscape. While podcasts have been around for over a decade, their popularity has recently surged due to the rise of smartphones and audio streaming platforms(Wix, n.d.).



Any digital media file, or series of files, distributed over the internet for playback on portable media players and personal computers (Lonn and Teasley 2009:88).



Potential Topics Covered:

- News
- Entertainment
- Education
- Personal development
- Marketing

Podcast



- Podcasts offer a unique opportunity to reach a large and engaged audience.
- By creating a podcast, businesses can connect with their target audience in a more natural and engaging way (Hanan, 2024)



Podcasts serve as useful tools to promote:

- discussion,
- information,
- education,
- awareness

Some topics could cover:

- Arts and music,
- science and technology,
- culture,
- Environment

One of the most important fields that podcasts can and should contribute to is the field of environmental issues and climate change

Aside from the growing success and use of podcasts globally, the comparatively easy and cost-efficient production and distribution tools for podcasts are seen as one of the main reasons for the growth in podcast production (Berry, 2015; Newman & Gallo, 2019).

In the following chapters we will explore some of the most prominent and crucial environmental issues of our modern society.

Why to use podcasts to address environmental issues?

Protecting the Environment for the Future!



As the years are passing by, we are constantly hearing and learning about various environmental issues that arise due to multiple factors. The European Environment Agency informs that Europe is persistently facing problems in various sectors.



The **European Environment Agency (EEA)** is an agency of the European Union and provides valuable insights on the state of Europe's environment (European Environment Agency, 2025).



Environmental problems:

- Biodiversity loss
- Resource use
- The impact of climate change
- The environmental risks to our health and well-being



As those problems grew, the necessity of **sustainability** and **sustainable** practices emerged. The development of a **European sustainability competence framework** is one of the policy actions set out in the **European Green Deal** as a catalyst to promote learning on environmental sustainability in the European Union (Bianchi, Pisiotis, & Cabrera Giraldez, 2022).



Sustainability:

Meeting the needs of the present without compromising the ability of future generations to meet their own needs.



GreenComp is a reference framework for sustainability competences. GreenComp identifies a set of sustainability competences to feed into education programmes to help learners develop knowledge, skills and attitudes that promote ways to think, plan and act with empathy, responsibility, and care for our planet and for public health (UNESCO-UNEVOC, n.d.).



Competencies Defined by GreenComp:

- Embodying Sustainability Values (valuing sustainability, fairness, and nature),
- Embracing Complexity in Sustainability (systems thinking, critical thinking, and problem framing),
- Envisioning Sustainable Futures (futures literacy, adaptability, and exploratory thinking),
- Acting for Sustainability (political agency, collective action, and individual initiative).



The emergence of Podcasts in our lives, especially during the last years, creates a fertile ground in terms of having an additional tool/medium to raise awareness and advocate for various environmental issues. While the need for a more thorough reporting of the climate crisis is often still prevalent in mainstream media today, the genre of climate podcasts has been growing in the past periods (Neubauer & Ulrich, 2021; Salazar, 2011).



Since environmental issues are a topic of general interest, discussing them in a podcast format can serve as an engaging and accessible way to attract and raise public awareness, educate the audience, and inspire collective action (Mulki & Ormsby, 2021).

Understanding Environmental Issues

Climate change:



Climate change:

Refers to long-term shifts in temperatures and weather patterns. Some of these shifts can be natural, due to changes in the sun's activity or large volcanic eruptions. Even though, since the 1800s, human activities have been one of the main contributors of climate change, primarily due to the burning of fossil fuels like coal, oil and gas. Burning fossil fuels generates greenhouse gas emissions that act like a blanket wrapped around the Earth, trapping the sun's heat and raising temperatures (United Nations, n.d.).

Understanding Environmental Issues

Air Pollution:

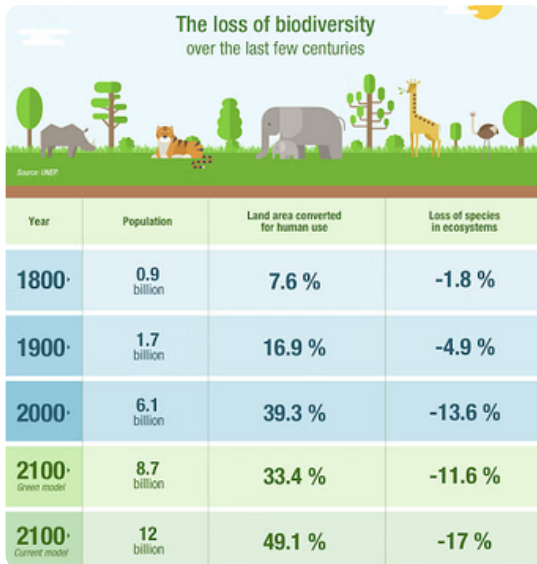


Air Pollution:

Air pollution is the contamination of the indoor or outdoor environment by any chemical, physical or biological agent that modifies the natural characteristics of the atmosphere. Air pollution is the consequence of different actions and is affected by various sources such as household combustion devices, motor vehicles, industrial installations, forest fires and others that have a direct impact on it. Some of the most significant and dangerous pollutants in terms of public health risks include carbon monoxide, ozone, nitrogen dioxide, and sulfur dioxide. Almost all of the global population (99%) breathe air, exceeds the guidelines set by WHO in terms of pollution limits and contains high levels of pollutants. The quality of air is relevant to the Earth's climate and ecosystems globally (World Health Organization, n.d.).



Loss of Biodiversity:



Loss of Biodiversity:

Biodiversity loss refers to the reduction of any aspect of biological diversity (i.e., diversity at the genetic, species and ecosystem levels) in a particular area through death (including extinction), destruction or manual removal; it can refer to many scales, from global extinctions to population extinctions, resulting in decreased total diversity at the same scale (IPBES, no date).

Environmental Podcasts: Examples

In the following table you can find some examples of environmental podcasts

Podcast Title:

Outrage + Optimism: The Climate Podcast

Creators:

Christina Figueres, Tom Rivett - Carnac and Paul Dickinson

Topics:

Climate Change:

You can find there episodes explaining the term “**Climate Change**” itself, basic information and what we as citizens can do about it. Moreover, there are many episodes covering **politics, top climate change news, Climate Change Conferences** and key decisions etc (Outrage + Optimism, n.d.).

Podcast Title:

Sustainababble

Creators:

David Powell and Oliver Hayes

Topics:

The podcasters deliver the topics of environment and sustainability in a light way that might be interesting for people who want to get to know more but get bored or discouraged by a more serious way of delivery. The episodes focus on specific topics, people, countries or phenomena. Additionally, they provide some Q&A sessions which involve the listeners and let them ask about things that haven't been covered in the podcast or were too hard to understand (Sustainababble, n.d.).



Podcast Title:

Forces For Nature

Creators:

Crystal DiMiceli

Topics:

The host focuses on answering the question “**What can we do about the environment**”. Instead of showing basic information she presents solutions and ways on how we can act in our daily life. The episodes consist of interviews with different people who have creative ideas on how we can make a difference (Forces for Nature, n.d.).

Podcast Title:

The Food Fight

Creators:

Matt Eastland and Lukxmi Balathasan

Topics:

Examines the food system from an environmental perspective. They talk about **sustainability, innovations and climate change**. It presents different ideas on how the food industry is changing and which of these ideas are more **eco-friendly** (EIT Food, n.d.).

Here you can also find a list with some of the most famous environmental podcasts (Robinson, 2024):

Click Here



<https://earth.org/top-environmental-podcasts/>

Podcast Creation: Step-by-Step Instructions

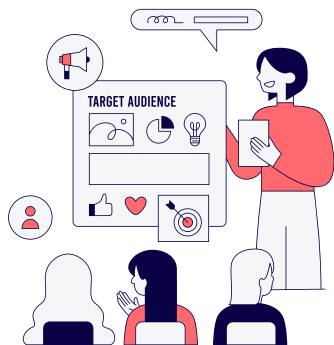
In this chapter, some useful instructions will be presented on how to create a podcast step by step. There are various parameters that can lead your podcast creation and also ensure its success. Let's explain some of these parameters so the readers of this Accessible Guide will have the opportunity to have a deeper understanding of the process of creating a podcast(Copple, 2025).



Step1: **Define the podcast Topic**

This step is the most crucial since it will give them the chance to attract their audience. In order to be able to define their topics, podcast creators need to make an analysis of their target group and do research (interview, focus group etc) through which they will gain insights regarding the interest of their audience.

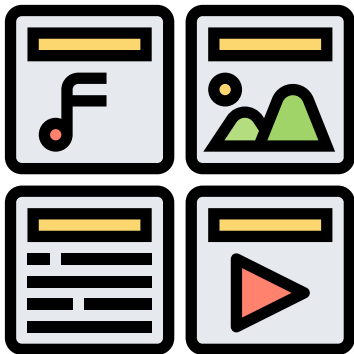




Step 2:

Get to know your audience

Ask yourself: “Who are you making this podcast for?”, “How much knowledge of the topic does the audience have?”, “What tone is right for this audience?”. These are some indicative questions which will help podcast creators to better identify their target audience and their needs, but also will help them decide and define their podcast’s main topic.



Step 3 :

Decide on the podcast format

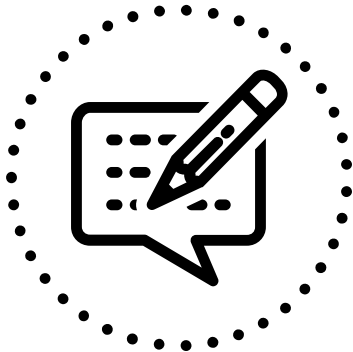
Decide if you would like to create a podcast with video or only with audio. This is crucial for the setup and production of a podcast since the video creation has more technical requirements and it could be more costly. Our podcast creators should also have in mind that they should feel confident in themselves regarding the topic and the format of their podcast in order to be successful.



Step 4 :

Choose a proper Title

Choose something concise and easy to remember. The title of your podcast should also reflect somehow the tone of your show. More specifically, the title of your show should define if it's about a serious podcast, humorous etc. This is something that will make your podcast show unique, and it is really important for the potential audience, in order to get attracted by your podcast.



Step 5 :

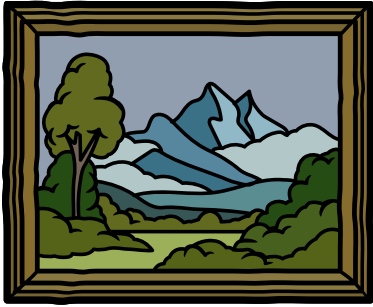
Create a description of your show

The description should include some of the following elements:

1. What is the podcast about?
2. Write a few words about it.
3. Mention the audience of the podcast.

This information could be included in the description of your podcast, making it easier for your audience to understand if the topic is of their interest.





Step 6 :

Use an Artwork for the podcast

The cover/artwork of the podcast can act as a complementary element, offering more information about the podcast but at the same time making it more appealing to the audience which can understand if the topic is interesting for them or not. Podcast creators can either use free online tools for artwork and visuals creation like Canva, or hire a professional designer to make it for them.



Step 7 :

Getting the Equipment

In general the cost of the podcast equipment lies between 150-200 euros. The necessary equipment consists of:

- A microphone,
- A pop filter (reduces undesired sounds like the “p” sounds and also protects your microphone during the recording process),
- Over the ear headphones,
- Audio interface (not always mandatory).



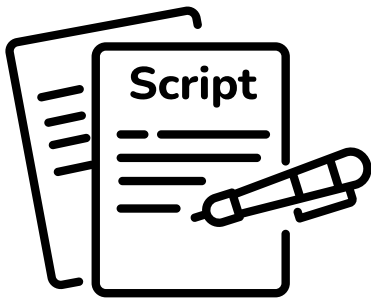
Microphone Options

a) Use a dynamic microphone (this microphone requires additional equipment in order to connect it to the computer, which is called : audio interface).

b) Use a USB microphone which can directly connect to the computer.

If the podcast includes guests or co-hosts, pairs of over the ear headphones are required in order to hear them without their audio being picked up by the microphone





Step 8 : **Script and organization of the podcast**

Podcast creators should outline their ideas in order to be aligned with their co-hosts or collaborators. In general the script is dependent on the type of the podcast and the episode's length. Even so, there are some specific guidelines for the definition of the script. The following structure could be followed:

- a) Introduction
- b) Welcome the guests
- c) Segue (this term refers to the smooth and uninterrupted transition from one issue to another).
- d) Topic for discussion
- e) Outro

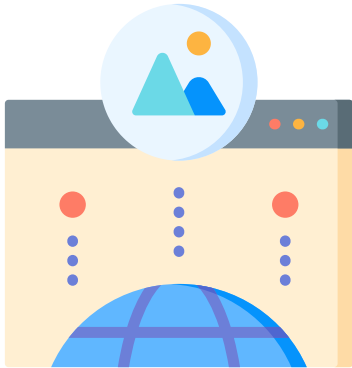


Step 9 :

Recording of the podcasts

- Choose the proper software for podcast creation.
- Set up the recording equipment.
- Share invitations to the guests by sharing the link of the podcast session.
- Start the recording.
- Speak in a clear and natural way.
- After the recording process of the episode, the recordings are stored in the computer.
- Edit the audio or video of the episode before making it available online. During this process, they will have the chance to edit the material and cut any unnecessary sounds or moments that came up during the recording.
- Various editing tools support multitrack editing, allowing users to cut, rearrange and layer different audio sources. These tools also offer background reduction (e.g. street noise, barking dogs, etc.). The last step is to finalize the material and make the podcast public.





Step 10 : Host the Podcast

Find an appropriate way to promote it.

Choose a hosting platform. In the list below, we present some of the most known podcast hosting platforms:

- [Spotify](#)
- [Youtube](#)
- [Podbean](#)
- [Acast](#)
- [Buzzsprout](#)

Types of podcasts

Podcasts Categories :



1. Individual Podcasts or Solo episode

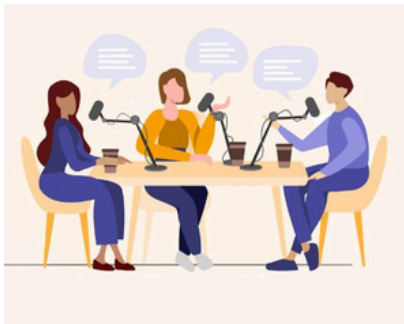
Definition: Refers to a form of podcast in which there is only one speaker, hosting the whole podcast, defining the topic of discussion for the episode and sharing his/her perspective on the specific topic (Kingland, 2024).



2. Podcasts with multiple hosts or participants.

Consist of two or more co-hosts discussing a specific topic, without a designated interviewer or interviewee (Santo).





Advantages:

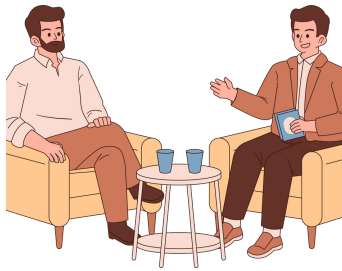
1. Make the creation process easier since the scheduling of the recording is much easier than with guest speakers.
2. Give the hosts the chance to discuss whatever they want.

Disadvantages:

1. Host and co-host may easily go off on irrelevant topics.
2. This could confuse the audience and create frustration to those willing to listen and learn about a specific topic, preventing them from listening to future episodes.

How to avoid going off topic:

1. Clearly define and create the outline of the podcast.
2. Have a copy of it during the podcast process to avoid any off-topic references and discussions.



3. Interview - style podcasts

Definition: One or more people are invited by the main speaker to have a conversation in the form of questions from the host and answers from the guest.

This podcast format requires:

- More preparation time.
- Pre-defining the questions for the upcoming interview and.
- Finding suitable guests.

Interview-style podcasts are mainly adopted by podcast series, where each episode presents a new guest offering a new point of view to discuss the central theme of the series (Berg, 2021).



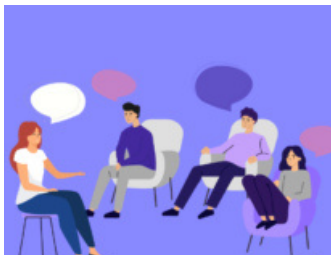
4. Narrative podcasts

A series of podcasts based mainly on the narration of a story which could either be factual or fictional, across the realization of multiple episodes. Narrative podcasts follow a structured plot, and the host or narrator of the podcast, guides the listeners through the narration (Tella, n.d.).



Key Steps:

1. Develop a strong concept/narrative, ensuring the script provides a structured flow.
2. Present a story, usually a complete story or a personal experience of the narrator.
3. Use sound effects, music, and possibly combine audio segments from other media or individuals when they help tell the story (Lindgren, 2016).



5. Panel podcasts

Involve the participation of the podcast creator/host as well as the participation of various and multiple experts at the same time.

Main purpose:

Promote discussion between the host and the guest experts in order to enhance the audience engagement through the presentation and discussions of different perspectives related to the topic.

Requirements



Panel podcasts - Requirements

- Requires a lot of preparation by the host before the meeting.
- Skill of being able to make interviews with multiple people at the same time.
- Research related to the main topic of discussion but also related to the guest-experts.
- Conduct some preparatory interviews with their guests.
- Create a structured outline of the episode.

Depending on the guests' dynamics, this category of podcast can take various forms. Some of the most common panel podcast formats are (Kingland, 2024):

- **Round-robin:** At this format of podcast, every guest has to answer each question asked by the host.



- **Debate-style:** This format is more common when there are opposing viewpoints regarding the main topic of the debate.
- **Expert-led:** This format is usually used when the guest/experts of the podcast have specialized knowledge and expertise in a different area of the main topic.



6. Educational podcasts

Educational podcasts are usually intended to "train" the listener in a new skill. They are a useful tool, both for personal use by the public and for the education sector, where teachers and lecturers use them to educate and inform students on specific topics (Drew, 2017).

Brainstorming about podcast ideas



Brainstorming about podcast ideas

Before podcast creators proceed to the actual podcasting process, a key consideration they should have in mind is the definition of their topic. This activity needs to follow a brainstorming process taking into account many issues. When it comes to the selection of the topic, podcast creators should be very careful since there is a difference between the theme that underpins it and the individual episodes that are going to be released (The Podcast Host, n.d.). The theme is the overarching category e.g environmental awareness, and the episodes go into detail in relation to the central theme. A podcast must have a theme that is of interest to the creator and beneficial to listeners. Once an idea is solid, it can then be structured into episodes or seasons focusing mainly on enhancing audience engagement (McLean & Errey, 2023).

In the following table there are some guidelines about the definition of theme and topics for a podcast:



Brainstorming about podcast ideas



WHY?

1. Definition of purpose

- Ask yourself: Why do you want to start a podcast?
- Determine the purpose and the goals.

There are many reasons to start a podcast.

For example, a podcast can provide:

- Fun
- Knowledge
- Awareness



2. Selection of the overall podcast topic

- Select a subject that is interesting to you and that you feel familiar with.
- This will be beneficial in terms of long-term consistency and maintenance.
- Choose an appealing subject to attract a wide range of audience.

PODCAST PLANNER

Printable Template

Canva

AI

EPS

PDF



3. Planning the episodes

After the main subject of the podcast is determined, you should analyze and break it down into topics for individual episodes.

4. Format & Style

After the main subject of the podcast is determined, you should analyze and break it down into topics for individual episodes.

- Decide on the format and style of the podcast. (This is based on the creator's needs and expertise).
- The formats that you could follow may be:
 - Individual Podcasts,
 - *Podcasts with multiple hosts or participants,*
 - *Interview - style podcasts,*
 - *Narrative podcasts,*
 - *Panel,*
 - *Educational podcasts.*

“**Style**” refers to the way the content and episode will proceed e.g., scripted or semi-scripted content during the podcast.





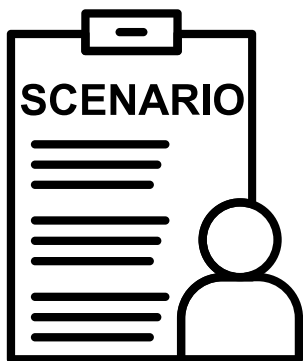
Brainstorming Template

Here you can find a template that will help you brainstorm ideas for your podcast: https://library.dwu.edu/ld.php?content_id=59594547



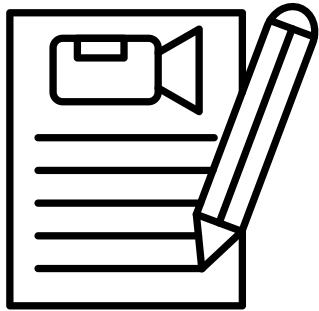
Writing a Podcast Scenario/script

The creation of a podcast requires a lot of preparatory work in order to be successful. In addition to preparing the equipment and the research and rehearsals done by the speaker(s), another key element needs to be carefully addressed. This is the **script/scenario** of the podcast.



Podcast Script/Scenario

In general, the script of a podcast is an outline of what takes place during a podcast episode. The scripts of the podcasts do not necessarily have to be lengthy and detailed but they should be adapted to the needs of the podcast creators (e.g., their experience) but also to the format of the podcast they have chosen to create (Breitman, 2025).



Why to use a Script?

The use of a podcast script, can help you:

- Keep your episode **focused and structured.**
- Make **editing easier** since there's less off-topic content to cut out.

Help you sound more **confident and professional.**



In the following Table, you can find the most Essential Parts of a Podcast Script.



Intro

Start your podcast with an introduction

- Briefly explain the episode's theme.
- Keep a consistent structure every week, even if the content changes.

Example:

"Hello and welcome to *[Podcast Title]*, the show that *[insert concept]*. I'm *[Host Name]*."

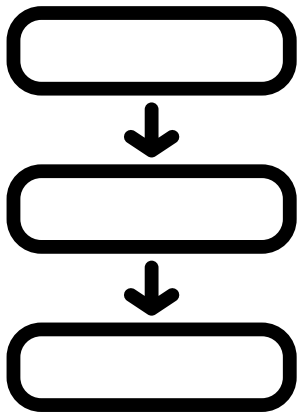


Guest Intro (If you have guests)

Introduce your guests.

Share a bit about their background and expertise.

- Make them feel welcome and appreciated.
- Example: "Today's guest is *[Guest Name]*. They are a *[role, title, or experience]* with a passion for *[topic]*. We're thrilled to have them here to discuss *[episode topic]*. Welcome, *[Guest First Name]*!"



Segue

The term “**segue**” refers to a smooth transition between topics.

- Can be a **sound effect, musical break, or short phrase** (can be added during editing),
- Helps create a **flowing and cohesive episode**.



Summary

Wrap up the main points of the episode.

- Recap the **key takeaways** so listeners leave with a clear message.

Outro

End the episode with a proper closing.

- Give a **brief preview** of the next episode.
- Share resources or links related to the topic.





Call to Action

Ask your listeners to do **one clear thing** (like follow you on social media or leave a review).

- Keep it **simple and direct** to avoid overwhelming them.

Example:

"If you liked our episode, **follow us on [Social Media]!**"

Examples of podcast script Templates

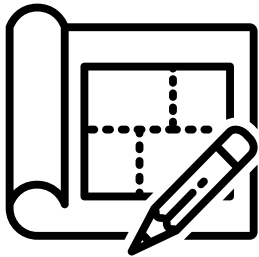
The following table includes some examples and templates for your interview-style podcast's scripts.



BEFORE

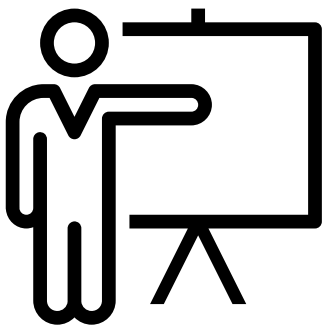
Before the Interview

- **Send your guest** an outline about a week before the interview.
- Share the **questions** you plan to ask so they have time to prepare.



Script Layout

You could start with a music intro to set the mood.



Speaking Intro

- Get your listeners' attention with a quick overview of the episode.
- Give an overview of what they'll learn or hear.





Guest Introduction

Share some information about your guests. This information should include:

- Their name
- Role
- Accomplishments or expertise

Example:

"Today, we're joined by [Guest Name], a [profession] with a passion for [Topic]. He/she managed to [Mention Accomplishment] and he/she is here to share his/her insights with us!"



Interview Questions

Select questions that encourage a **natural conversation**.

- **Question #1:** (Duration: _____)
- **Question #2:** (Duration: _____)



Episode Recap & Closing Remarks

- Summarize the main points from the interview.
- Thank your guest for joining.



Sneak Peek of Next Episode

Give a preview of your next episode to your audience.



Call to Action

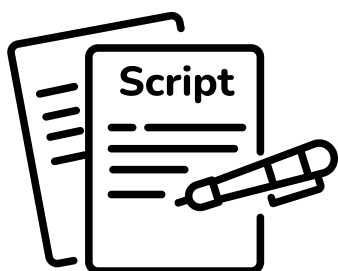
Close your episode by asking your audience for **one clear thing to do** after listening.

Example:

"If you enjoyed this episode, make sure to follow us on social media!"



In case you would like to follow a different podcast style, you can choose the script template that works best for you in the following list:

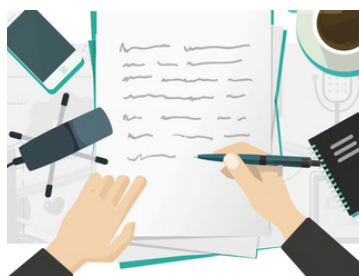


Podcast script Template

Click Here



<https://docs.google.com/document/d/17hboqfyGpAIOBCzpC1trNGgwclzoWpja2n1D5faFwdQ/edit?tab=t.0#heading=h.x4m1vhj7ho0d>



Different podcasts scripts for different styles of podcasts

Click Here



<https://www.buzzsprout.com/blog/write-podcast-script-examples>



Free podcast script and/or outlines for a variety of podcast styles

Click Here



<https://www.ausha.co/blog/podcast-script-templates/>

In the following section our podcast creators can find a source of inspiration for their podcast scenarios, based on some indicative environmental topics and websites which can be really helpful in terms of the creation of the scenario.

Indicative Environmental Topics

<p>Natural Greenhouse Effect More Heat Escapes Into Space Less Re-emitted Heat Solar Radiation Re-radiated Heat Greenhouse Gases</p> <p>Human Enhanced Greenhouse Effect Less Heat Escapes Into Space More Re-emitted Heat Solar Radiation Re-radiated Heat More Greenhouse Gases</p>	<h2>Climate Change</h2>
<p>AIR POLLUTION - THE SILENT KILLER</p> <p>Every year, around 7 MILLION DEATHS are due to exposure from both outdoor and household air pollution.</p> <p>Air pollution is a major environmental risk to health. By reducing air pollution levels, countries can reduce:</p> <ul style="list-style-type: none"> Stroke Heart disease Lung cancer, and both chronic and acute respiratory diseases, including asthma <p>REGIONAL ESTIMATES ACCORDING TO WHO REGIONAL GROUPINGS:</p> <ul style="list-style-type: none"> Over 2 million in South-East Asia Region Over 2 million in Western Pacific Region Nearly 1 million in Africa Region About 500 000 deaths in Eastern Mediterranean Region About 500 000 deaths in European Region More than 300 000 in the Region of the Americas <p>CLEAN AIR FOR HEALTH #AirPollution World Health Organization</p>	<h2>Air Pollution</h2>
<p>DRIVERS</p> <p>INDIRECT</p> <ul style="list-style-type: none"> DEMOGRAPHIC: Population, Migrations TECHNOLOGICAL: Agrotechnical change, Production factors, Practices POLITICAL: Policies, Regulations, Incentives ECONOMIC: Market demand, Finance, Investments ENVIRONMENTAL: Climate, Soils, Terrain <p>DIRECT</p> <ul style="list-style-type: none"> AGRICULTURE: Large-scale agriculture, Smallholder farming, plantations EXTRACTIVES: Logging, Fuelwood, Minerals INFRASTRUCTURE: Transport, Hydroelectric power, Urban expansion OTHERS: Fires <p>Deforestation fronts</p> <p>RESPONSES</p> <p>RESPONSE TYPES</p> <ul style="list-style-type: none"> Area based Commodity or sector-specific Responsible finance <p>APPROACHES</p> <ul style="list-style-type: none"> IPLC rights Conservation Legality of production Sustainable supply chains Environmental services Integrated approaches (NBSAPs, sustainable jurisdictions) 	<h2>Deforestation</h2>





Noise Pollution



Biodiversity loss

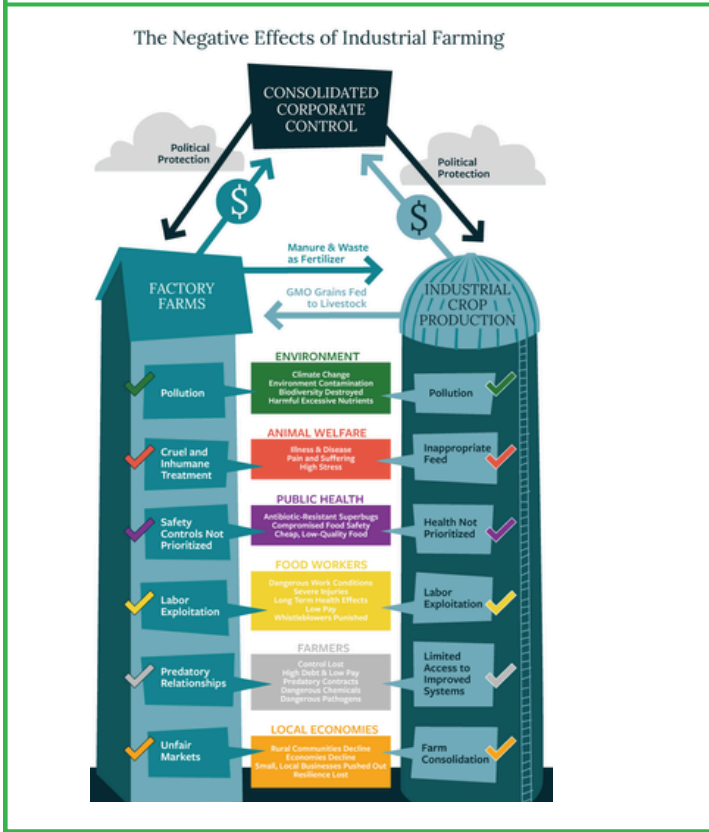


Plastic pollution

Indicative Environmental Topics



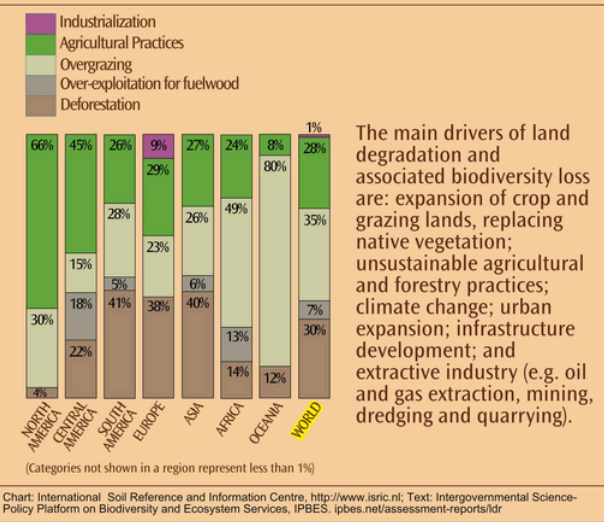
Water Scarcity



Industrial Agriculture



PRINCIPLE CAUSES OF SOIL DEGRADATION



Soil Degradation

Websites/podcasts to assist podcast creators in the script creation process:

WEBSITE	LINK
United Nations: What is climate change	https://www.un.org/en/climatechange/what-is-climate-change
NASA: Climate Change	https://science.nasa.gov/climate-change/
European Commission: Deforestation	https://environment.ec.europa.eu/topics/forests/deforestation_en

National Geographic: Deforestation	https://education.nationalgeographic.org/resource/deforestation/
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WWF: Deforestation	https://www.worldwildlife.org/threats/deforestation-and-forest-degradation
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World Health Organization: Biodiversity	https://www.who.int/news-room/fact-sheets/detail/biodiversity
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United Nations Office for Disaster Risk Reduction: Biodiversity Loss	https://www.undrr.org/understanding-disaster-risk/terminology/hips/en0008#:~:text=Biodiversity%20loss%20refers%20to%20the,global%20extinctions%20to%20population%20extinctions%20
---	---

UN Environment Programme : Plastic Pollution	https://www.unep.org/plastic-pollution
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<p>National Geographic: Plastic Pollution</p>	<p>https://www.nationalgeographic.com/environment/article/plastic-pollution</p>
<p>Unicef: Water Scarcity</p>	<p>https://www.unicef.org/wash/water-scarcity</p>
<p>WWF: Water Scarcity</p>	<p>https://www.worldwildlife.org/threats/water-scarcity</p>
<p>United Nations Office for Disaster Risk Reduction: Soil Degradation</p>	<p>https://www.undrr.org/understanding-disaster-risk/terminology/hips/en0005</p>
<p>Science Direct: Soil Degradation</p>	<p>https://www.sciencedirect.com/topics/earth-and-planetary-sciences/soil-degradation</p>

<p>European Environment Agency: Noise pollution</p>	<p>https://www.eea.europa.eu/themes/human/noise/noise-2</p>
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<p>European Commission: Noise pollution</p>	<p>https://environment.ec.europa.eu/topics/noise_en</p>
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<p>UN Environment Programme Industrial Agriculture</p>	<p>https://www.unep.org/news-and-stories/story/10-things-you-should-know-about-industrial-farming</p>
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<p>Indeed: Industrial Farming</p>	<p>https://www.indeed.com/career-advice/finding-a-job/industrial-farming</p>
--	--



Indicative questions for environmental podcasts



What are the most significant environmental challenges facing our planet?



How can individuals contribute to environmental conservation?



What are the implications of overpopulation on global resources, and how can they be managed?



What roles can individuals play in addressing global challenges?

Podcast interview questions on global trends



How are shifts in global energy infrastructure influencing national and international energy policies?



What role does international collaboration play in addressing biodiversity loss and ecosystem degradation?



What lessons have been learned from global responses to climate crises, and how can they be applied for future challenges?

In the following link you can find a list of possible questions to choose from, for your podcast:

<https://maestra.ai/blogs/100-great-podcast-interview-questions>

SKILLS AND MINDSET FOR A SUCCESSFUL PODCAST



Skills for a successful podcast

When it comes to the creation and realisation of a podcast, our podcast creators should have some skills to make a successful podcast. A key factor is the self-confidence of the podcaster, as well as other skills.



Self-Confidence



Many podcasters experience **Public Speaking Anxiety**. This can make them feel less confident because of:

- **Fear** of being judged
- **Lack of expertise**
- Performance **pressure**
- The good news is that self-confidence can be **built** with the right strategies and mindset (Podium, n.d.).

Practical ways to feel more confident while podcasting:



Here are some practical ways to feel more confident while podcasting:

1. Practice Makes Perfect

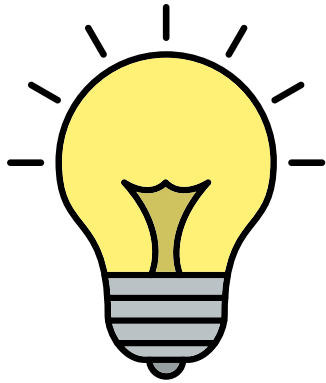
- Anxiety often comes from not being familiar with the topic.
- Whether you use a **scripted** or **unscripted** format, take time to get familiar with your content.

Ways to Practice:

- Practice speaking in front of a mirror.
- Record a **mock session** and listen back to it.

Another common reason for anxiety is not knowing how to use podcast equipment.

Getting Comfortable with Equipment



Tips to Get Familiar:

- Do a few **test recordings** to check sound quality.
- Adjust the **microphone settings** for optimal audio.
- Learn the **software interface** to avoid last-minute stress.



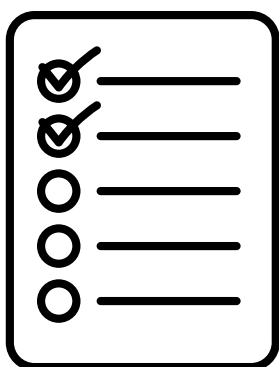
As a podcaster, you'll be handling:

- **Microphones**
- **Headphones**
- **Recording software**



Organization and Planning Skills

As mentioned above, there is a series of necessary skills that ensure the high quality of the podcast episode. Podcast creators need to have and develop strong organization and planning skills in order to succeed.



Organization and Planning Skills

Podcast creators need to have and develop strong organization and planning skills. The creation of a well-structured plan describing the topics, the timeline and the podcast vision could prove beneficial in terms of:

- Increasing the self-confidence of the speaker.
- Ensuring the podcast's success ensuring that the podcast remains on track and positively affects the engagement of the audience.
- Assisting in the creation of a community around the podcast. (Horn, 2023)

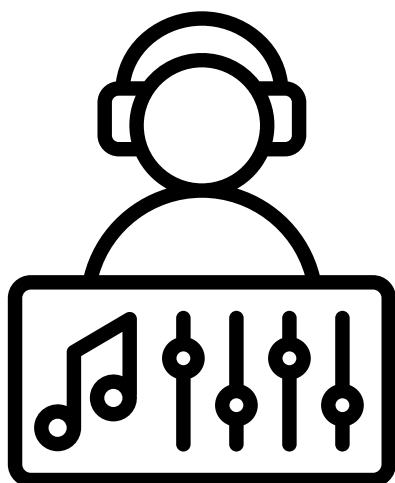


Research Skills

- Research is not limited to the topic itself.
- Start with the research on the audience. It is really important for the research and development of your content.
- Define the target audience.
- What are their interests?
- What type of content would they prefer? (Horn, 2023)

Audio Engineering Skills (for recording and editing)

A general requirement for every podcast episode is a basic understanding of audio engineering.



Importance of audio engineering skills

Good audio quality is key to attracting and keeping listeners. Knowing the basics of sound engineering helps you:

- Record **clear** and crisp audio.
- Edit out background noise or mistakes.
- **Master** the final recording for a professional finish.



Recording: Editing and Mastering

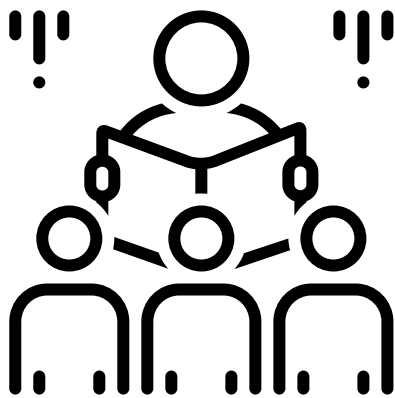
Audio engineering skills aren't just useful during recording. They're also essential when it comes to:

- **Editing:** Cutting out unwanted parts and adding effects.
- **Mastering:** Balancing sound levels and enhancing the final output.



Storytelling and interviewing Skills

In order for our podcast creators to successfully develop a podcast, some basic skills need to be developed. More specifically those skills are related to the capacity of a podcaster to narrate a story and take an interview.



Storytelling

Storytelling is an essential element for creating podcasts that **captivates listeners** and builds a **community**. No matter what type of podcast you're creating, good storytelling can:

- Make your content more **engaging** and **relatable**.
- Help listeners **connect** with your message.
- Turn casual listeners into **dedicated fans**.



Interviewing Skills

Interviewing skills are especially important if you're hosting a **1-on-1 interview podcast** like "PoIDcast Buddies." These skills help you:

- **Craft thoughtful questions** that lead to interesting conversations.
- **Put your guest** at ease so they feel **comfortable** sharing their story.
- **Practice active listening** to guide the interview smoothly.

Active listening is key because it helps you:

- **Follow up naturally** with better questions.
- **Stay present and engaged** during the conversation.
- Make your guest feel **heard and valued**.



Communication Skills

Communication Skills are crucial for a successful podcaster. This set of skills can assist podcast creators in terms of better communicating their message to their audience.



Communication Skills

The development of those skills ensures that podcast creators will be able to:

- clearly express their ideas,
- listen intently,
- give proper answers
- ask the right questions

Asking the right questions can prove beneficial in terms of engaging the audience by giving a really interesting characteristic to your podcast.

Audience Psychology

During the last few years, podcasts have become a daily routine for many listeners. Many listeners use podcasts during various activities of their daily lives, for example, during their workout, household chores, or others. This is something directly related to the psychological principle of “economy of action”, which is really important in today’s fast-paced society (Hello Podium, n.d.).



Why do people love listening to podcasts?

Listening to podcasts offers several benefits including:

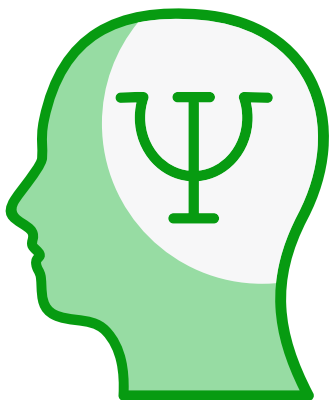
- **Time-saving:** You can listen while doing other tasks.
- **Makes tasks enjoyable:** Activities feel less boring with a podcast playing.
- **Personal connection:** Listeners often feel closer to hosts and guests compared to other media (like TV or radio) and in this way they can develop a personal connection with the host and the guests of the podcast, which is really beneficial especially for people experiencing isolation during their everyday life (Moore, 2023).





Why do they love educational and informative podcasts?

These types of podcasts (educational) can provide a variety of **learning opportunities**, which can assist listeners in their **personal growth** and **development** as well as further exploration related to the topic of the podcast (Moore, 2023). One of the main reasons that listeners prefer educational podcasts is the factor of **human curiosity**, but also the **pleasure** people get when they learn something new (Hello Podium, n.d).



Psychological aspects

Podcasts have the potential to fulfill some basic human needs for:

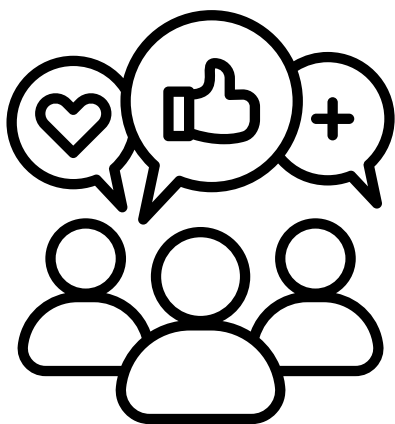
- **Connection**
- **Learning**
- **Self-improvement**

since they can combine all of these in an appealing format (Moore, 2023).

Podcasts also have the potential to extend into offline and online communities where listeners have the opportunity to:

- **Interact** with each other by exchanging opinions and taking part in discussions.
- **Feel part of a larger community**, which is directly related to the psychological need of belonging (Hello Podium, n.d.)

How to Engage Your Podcast Listeners



A successful podcast is determined by various factors, e.g. the quality of sound, the topic it addresses, and others mentioned in previous chapters. Another important aspect that determines the success of a podcast is the number of listeners and their engagement. In the table below you can find some ways to engage your audience (Winter Audio, n.d.):





Know Your Audience

To create engaging content, you first need to **understand your audience**.

- **Research your listeners' interests, needs, and preferences.**
- Choose topics that **resonate** with them.
- Keep content **relevant and interesting** to maximize engagement.



Create Exceptional Content

To make your podcast unique, focus on delivering **high-quality, engaging content**. Some ideas include:

- **Interviews:** Bring on guest speakers or experts for unique insights.
- **Storytelling:** Share captivating stories that keep listeners hooked.
- **Guest Appearances:** Invite people with different perspectives to keep things fresh.



Build Your Brand

Creating a **strong brand** is essential for attracting and retaining listeners.

- **Podcast Title:** Make it **unique and informative** about your topic and style.
- **Logo:** Use a **square image (1,400 to 3,000 pixels)** as your channel icon. **A catchy logo** helps your podcast stand out in a crowded space.



Promote Your Podcast

Promotion is crucial to **reach more listeners**. Share your podcast on:

- **Podcast Platforms:** YouTube, Spotify, Apple Podcasts, Google Podcasts, Amazon Music.
- **Social Media:** Facebook, TikTok, Instagram, and more.



Using social media allows you to:

- **Promote new episodes** and updates.
- **Interact with listeners** through comments and messages.
- **Get feedback, reviews, and ratings** to improve your show (Shah, 2024).





Build a Community and Connect with your audience

Creating a sense of **belonging** is crucial in terms of audience engagement. This can be done through (Winter Audio, n.d.):

- Hosting **interactive Q&A sessions**.
- Setting up a **dedicated group or community** for listeners.
- Using **email communication** to share updates and news.
- Collaborating with other podcasters or influencers.

Record & Edit Podcasts

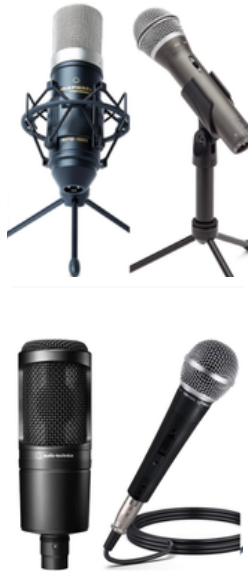
In general, when it comes to podcast creation, the most crucial thing that podcast creators will need is a microphone.

Depending on the quality of your microphone, the quality of the podcast sound may vary, so it is important to make the right selection.



USB Microphone

This type of microphone is quite easy to plug in and use, since it only requires the microphone to be connected to your computer's USB.



XLR Microphone

XLR microphones will not physically plug into the computer. In order to properly connect it, podcast creators will need an additional device called a sound card or audio interface.



Sound Card

The use of this device will let podcast producers connect the device (sound card) to their computer and later the microphone to it. This will make the microphone readable by the computer and allow them to start the recording process. Here you can find a video on how to setup your devices:






Click Here



https://www.youtube.com/watch?v=u_qCh3Tlk8w

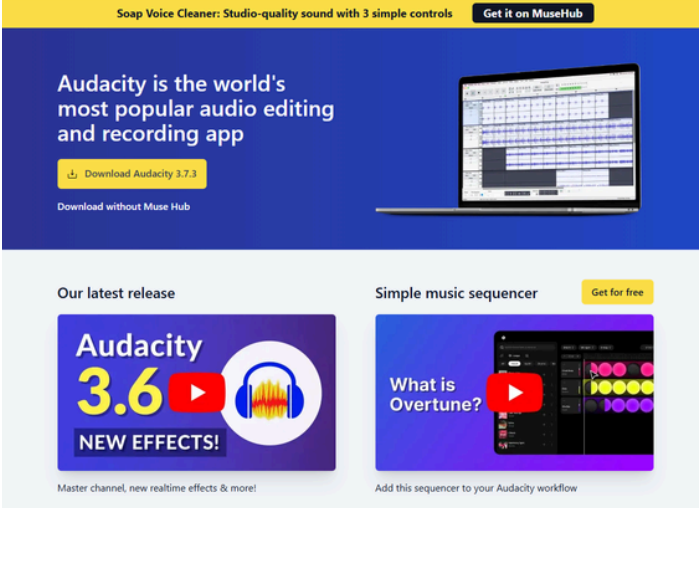
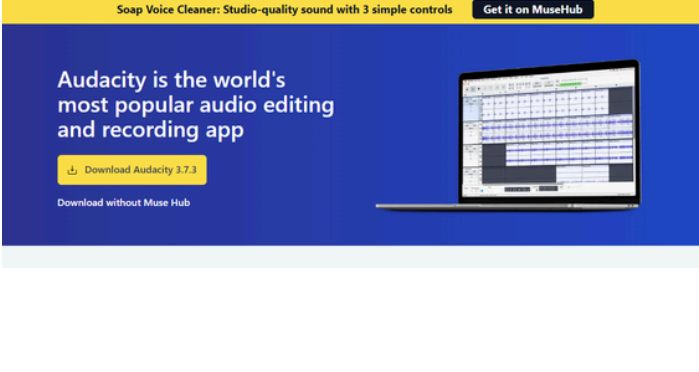



In order to be able to record any material on the computer, a recording software is required. In the list below, we present some of the available recording software that you could use in order to record your shows:

 Audacity®	Audacity https://www.audacityteam.org/
	Reaper https://www.reaper.fm/
 ashampoo	Ashampoo https://www.ashampoo.com/en-us/audio-recorder-free?srsltid=AfmBOoodtR7NGULGRcyr yyGCIAXS9XnqhrEIlCppkTbeHzM _Jq-cZZ0s
	FL Studio https://www.image-line.com/
 CUBASE	CUBASE https://www.steinberg.net/cubase/

In the following section, we are going to demonstrate how to install one of these softwares (Audacity) and properly set it up for the needs of a podcast.

How to install and properly setup your software:

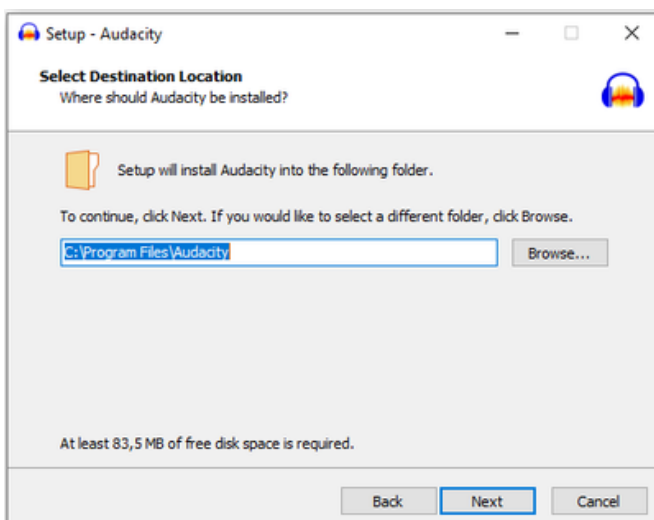
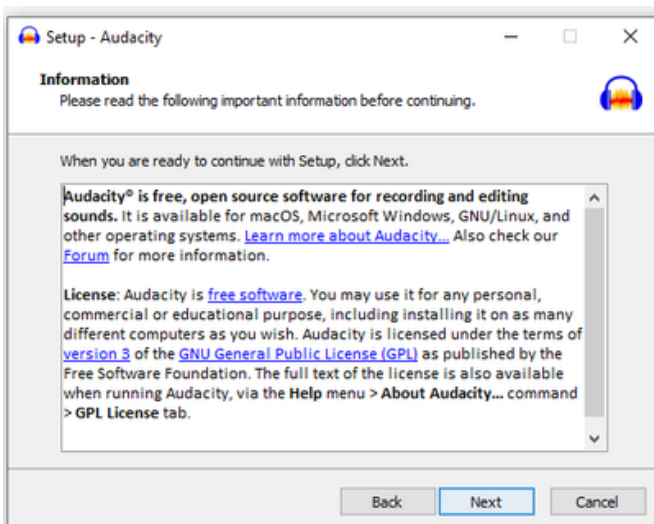
	<h3>Step 1</h3> <p>Visit the Audacity official website.</p> <p>Click Here</p> <p>↓</p> <p>https://www.audacityteam.org</p>
	<h3>Step 2</h3> <p>Download the software (without Muse hub).</p>
	<h3>Step 3</h3> <p>Open the installation file.</p>

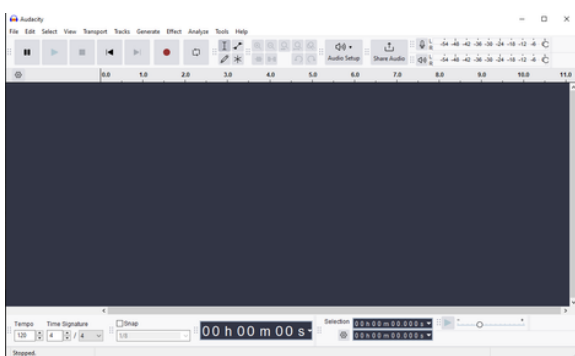




Step 4

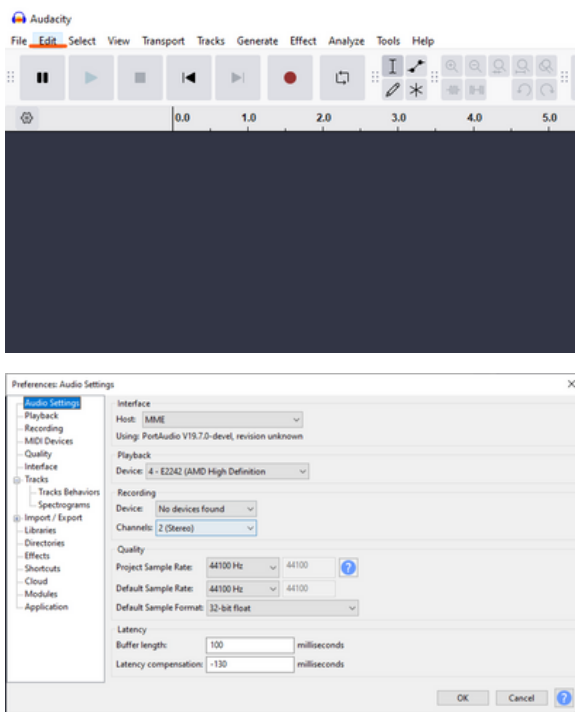
Continue the installation process.





Step 5

Once the installation is complete, launch the software.

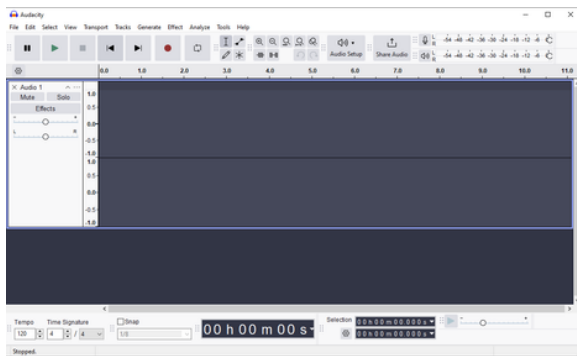


Step 6

Set up your devices by clicking on the “**Edit**” button on the top bar menu and then click on the **preferences** button.

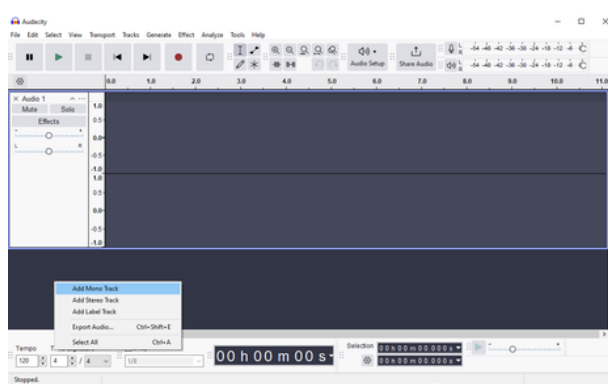
- Find the section called “Recording”. There you will see a drop down menu for “device”. Your microphone will probably already be recognized by the software so there will not be a need to do it manually, but in case it is not recognizable, you can just find your microphone from the drop down menu mentioned above.
- Click “**OK**” and you will move to the main screen of the software.





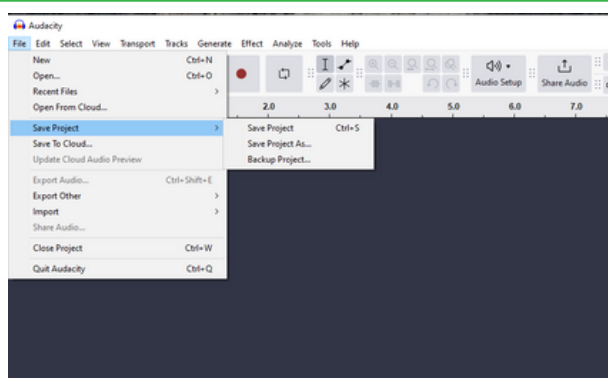
Step 7

Start your recording. Once you have finished setting up your devices, you can now start the recording process by clicking on the red recording button on the top bar.



Step 8

Create Multiple Channels. In case you need to create additional channels which is something that significantly could help in splitting the various recordings, you can just right click in the software and add an additional channel by clicking “add mono track”.



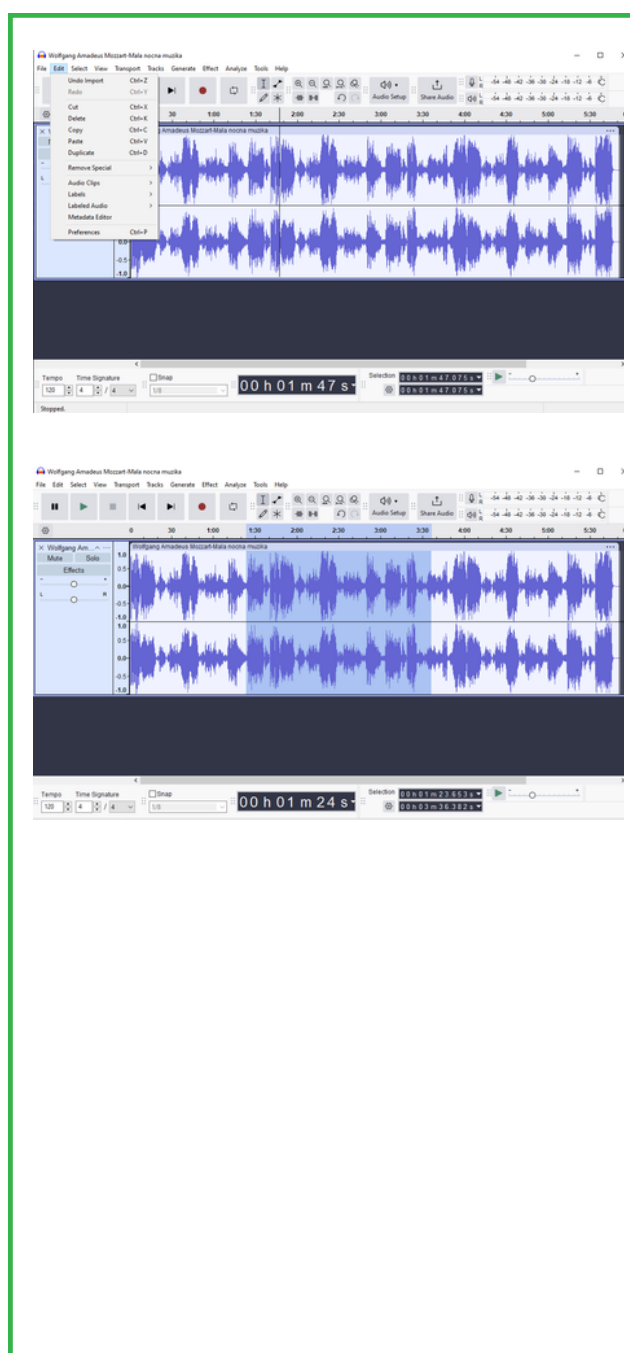
Step 9

Save your project before starting the editing process, since during the editing phase you might delete something that you will later decide that you need.

After you have recorded and saved your material, it's time to start the editing process.

Editing

As mentioned before, at this stage we will present some of the main editing functions of the Audacity software.

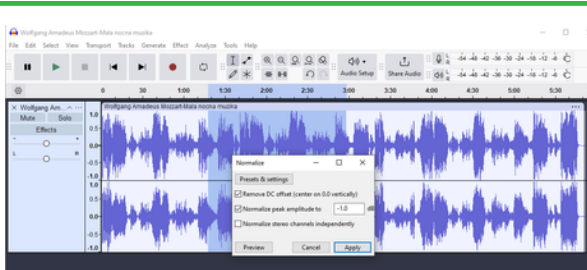


Editing Commands

The main editing tools are found under the **Edit Menu** and **Effect Menu**. You can also use the **Edit Toolbar** for quick actions like:

- **Cut:** Remove selected audio (Ctrl + X).
- **Copy:** Duplicate selected audio (Ctrl + C).
- **Paste:** Insert copied audio (Ctrl + V).
- **Delete:** Remove selected audio (Del).
- **Remember:** Effects or edits cannot be applied while the audio is **playing, recording, or paused**. Stop the audio first!

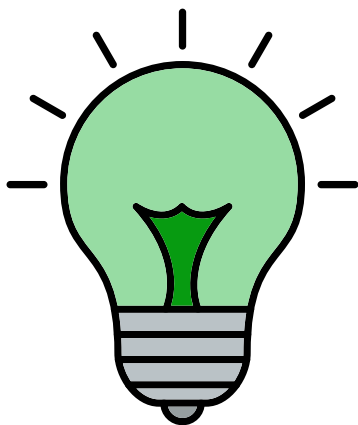




Applying Effects

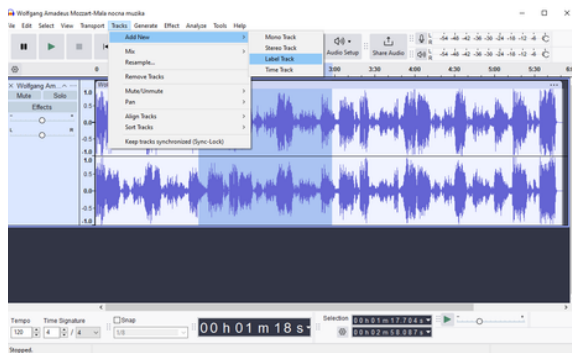
To apply an effect, follow these steps:

- **Select the Audio:** Click and drag to highlight the part of the track you want to edit.
- **Choose an Effect:** Go to the Effect Menu and click on the effect you want.
- **Adjust Settings:** A dialog box will open. Adjust the settings as needed.
- **Preview the Effect:** Click the **Preview** button to hear how it sounds.
- **Apply:** When you're happy, click **apply**.



Tip:

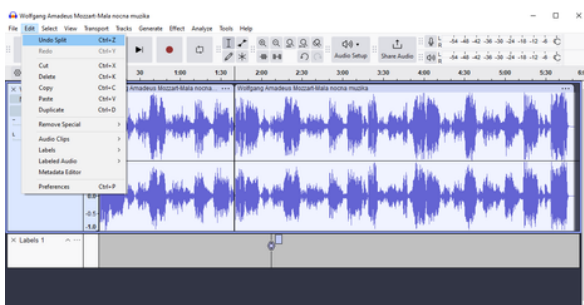
Try out effects on a **short section first** to make sure they sound good before applying them to a larger part of the audio.



Marking Edit Points

You can mark specific spots or regions in your audio to make editing easier.

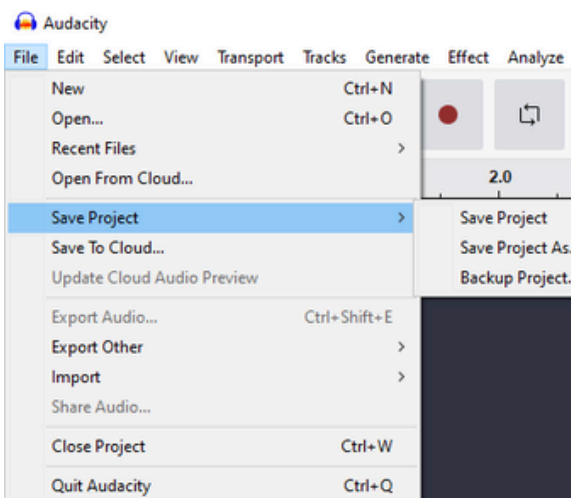
- **Add a Label:** Go to your track>select the area you want and press **Ctrl + B**.
- **Name the Label:** Type a short description to remember the edit point.
- **Use Labels to Split Tracks:** Helpful for exporting long recordings into separate files.



Undoing an Edit or Effect

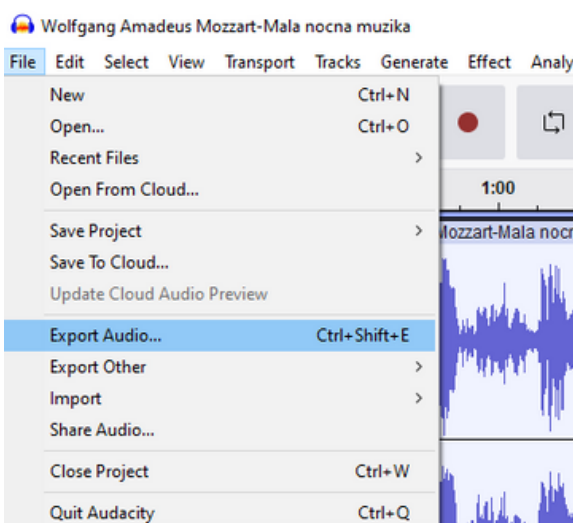
If you don't like the result, simply **Undo** by pressing **Ctrl + Z** or just select **Undo** from the **Edit Menu**.





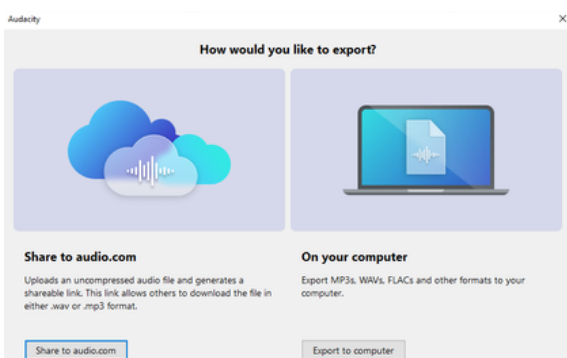
Save Project

When the editing process is completed then you should Save and Export your file in order to upload it and spread it. From the top bar menu, click **File>Save Project**

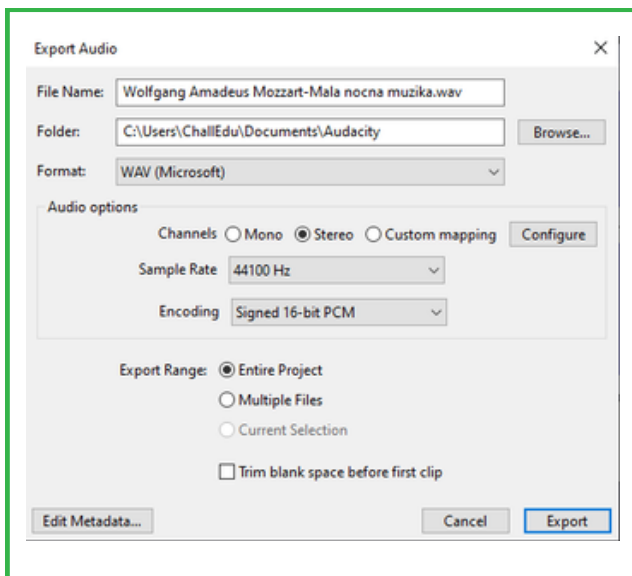


Export Project

To export the file, click **File>Export Audio.**



Once you click the export audio selection, a screen will appear asking how you would like to export. Click the option **“On your computer”**.



Name your project

For the next step, choose a proper **file name** and decide where you want it to be stored. Click “**Export**” and your file will be ready very soon.

On the following table you can find a video with useful instructions.

Video Instructions for editing the podcast



Click Here



https://www.canva.com/design/DAGjpwhcuAY/90EcYIoUDs1oPeGnBL3ZmA/edit?utm_content=DAGjpwhcuAY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton





Hosting and Promotion

After you have completed the recording and editing process of your podcast, it's time to upload it and start its promotion. The place where you can upload your material is known as “hosting platforms”.



Hosting Platforms

Podcast hosting platforms consist of a service that is able to store and promote the podcast episodes to various streaming directories like Spotify, Amazon music and others. Those platforms create an RSS feed (Really Simple Syndication) which is a file with all podcast data and material, and through this, the podcast episodes are becoming available to the audience (Dodd, 2023).

Below, there is a list **with hosting platforms** where podcasts can be uploaded:

HOSTING PLATFORM	WEBSITE LINK
Youtube	https://www.youtube.com/
Spotify for Creators	https://creators.spotify.com/
Apple Podcast	https://podcasts.apple.com/us/browse
Simplecast	https://www.simplecast.com/
Libsyn	https://libsyn.com/
Megaphone	https://megaphone.spotify.com/
Captivate	https://www.captivate.fm/signup?ref=nzy3zdu
Buzzsprout	https://www.buzzsprout.com/
Podbean	https://www.podbean.com/
Casted	https://www.casted.us/

In the following section there are some instructions on how to upload your podcast on Youtube.



Podcasting on YouTube

YouTube is one of the most popular platforms for podcasts, with a vast global audience of over 2 billion active users. Podcasts on YouTube help creators expand their reach and build their community while providing monetization opportunities. Podcasts are also available in the YouTube Music app, so your audience can keep listening or watching on the go.

[CREATE A PODCAST](#)

[REGISTER FOR WORKSHOPS](#)

Creators pictured clockwise from top: Nick Viall, Jay Shetty, Jay Williams

Step 1:

Visit the Youtube Creators website for podcasts:
<https://www.youtube.com/creators/podcasts/>.

Podcasting on YouTube

YouTube is one of the most popular platforms for podcasts, with a vast global audience of over 2 billion active users. Podcasts on YouTube help creators expand their reach and build their community while providing monetization opportunities. Podcasts are also available in the YouTube Music app, so your audience can keep listening or watching on the go.

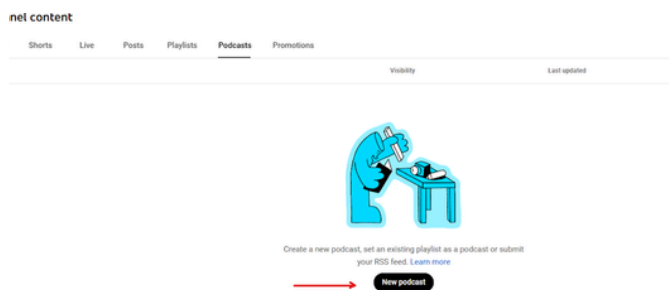
[CREATE A PODCAST](#)

[REGISTER FOR WORKSHOPS](#)

Creators pictured clockwise from top: Nick Viall, Jay Shetty, Jay Williams

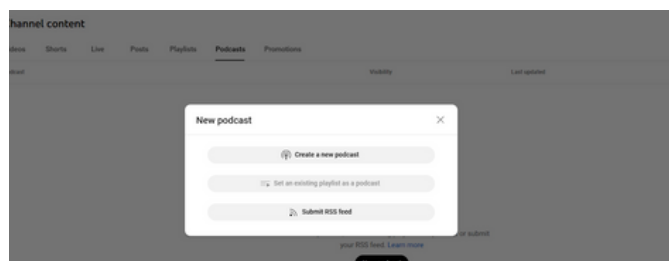
Step 2:

Click “create a Podcast”.



Step 3:

On the next screen click “New podcast”.



Step 4:


Click “Create a new podcast”.

Create a new podcast ✕

Title (required) ?
Add title

Description
Add description

Thumbnail (required)
Upload a square picture that represents your podcast. [Learn more](#)


Upload file

Visibility and sort order

Visibility: Public ▼ Default video order: Date published (newest) ▼

Videos
A podcast is a type of playlist. Choose existing videos to add to your podcast. [Learn more](#)

[Add videos](#)

[Create](#)

Step 5:

On the next screen, add the title, the description and a thumbnail of the podcast and later upload your video file. Remember to make your video public (otherwise it will be private) and click “Create”. Your video is uploaded and ready for promotion!



Instruction Videos:

https://www.canva.com/design/DAGjghQRxKY/bJr8jaQz6wgC5X5pEf8kow/edit?utm_content=DAGjghQRxKY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton



CONCLUSIONS



The **Accessible Guidebook of PoIDcast Buddies** can act as an useful and inclusive toolkit designed to empower people with intellectual disabilities and their supporters in order to assist them in exploring the world of podcasting. This guidebook offers practical guidance regarding the podcast production, the brainstorming processes of ideation for podcasts as well as useful examples of already existing environmental and educational podcasts. More specifically, the readers of this guidebook will have the chance to learn about the different types of podcasts, and learn step by step the process of recording, editing and promoting their podcast episodes.

CONCLUSIONS



Emphasis has been placed in terms of using the podcasts in order to advocate for the environment and analyze environmental issues. Furthermore, this guidebook not only supports environmental education, but also strengthens digital and sustainability related skills for all readers. A crucial objective that we wanted to achieve is to make the guide accessible enough for everyone who wants to create their own podcast episodes. We believe that we achieved our goals and we hope to listen to new environmental podcasts from those who read this Accessible Guidebook.



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