

Social media influencer "Edgar Fresh"



LATVIA

Summary

Edgar Fresh is a well-known influencer in Latvia, especially aimed at young people. He actively communicates about issues related to the environment and climate change on his social platform. In addition to social networks, he is a civic participant in public consultations who follows processes and tries to influence them.

Why is it a case of energy citizenship?

Edgar Fresh has been an enthusiast and promoter of a climate-friendly lifestyle from a young age. He communicates his thoughts on environmental sustainability actively on social media to a wide audience in Latvia. He also gets involved in various activities and campaigns related to climate change, acts as a moderator in discussions on climate change, edits videos to promote climate marches, and draws posters. His YouTube channel, Edgar Fresh, is a unique blend of environmental activism, eco-friendly lifestyles, internet marketing and a little entertainment.



HOLISTIC



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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101022492.



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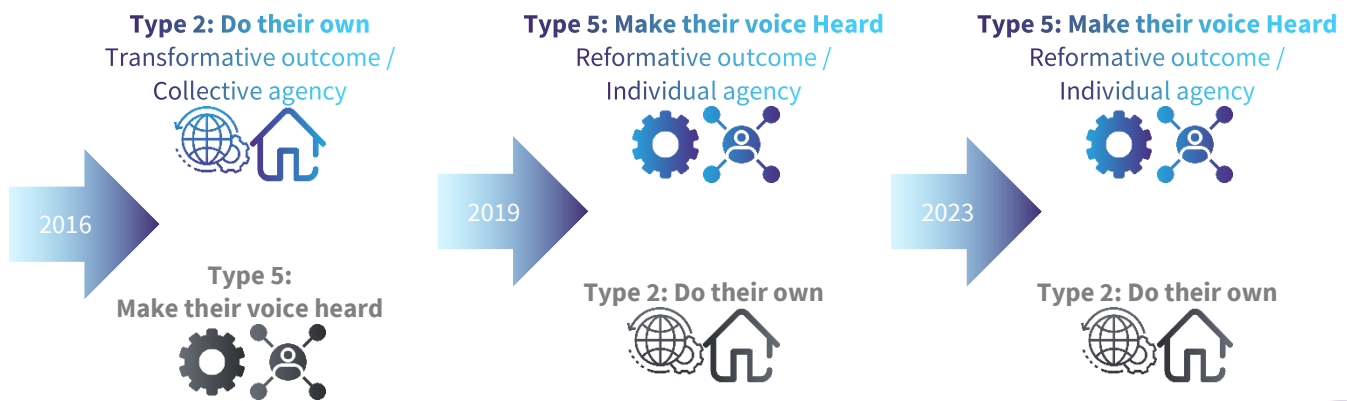


Goals

1. Drawing people's attention to climate-related issues and invite them to participate in climate action;
2. Showing people that by changing their habits and being environmentally friendly, it is possible to save money and live a better lifestyle;
3. Promoting civic participation in political and administrative processes.

The story and the typology

Edgar Fresh started his activities in 2016, and at the beginning focused on “greening” his lifestyle, giving advice and providing tips to others on reducing their ecological and carbon footprint. Later, he broadened his use of communication tools and learned more about the systemic conditions for sustainable living and environmental management in Latvia. Although the case's main and secondary ideal energy citizenship types have remained the same throughout its history, its operations have broadened, so the relative importance of the ideal types has changed, as explained below.



Case history summary



For the summary methodology, click [HERE!](#)



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Phase 1: Creation and initial stage of the case, 2016 - 2019

During the first phase, Edgar set up his YouTube channel and social media pages. He started to communicate about his efforts to live a more sustainable lifestyle, gradually building up his audience and broadening the scope of the topics he was sharing. He also encouraged people to participate in climate action, including public action, inviting them to participate, e.g., in the first Climate March organised in Latvia in 2019.

	Individual			Collective	
					
 Reformative	1. Do their bit (in the household)	3. Do their bit (within organizations)	5. Make their voice heard	7. Do their share	9. Do the job
 Transformative	2. Do their own (in the household)	4. Do it their way (within organizations)	6. Make their vote count	8. Go ahead	10. Make their claims

Main type: Do their own

Transformative outcome / Private in the household agency

Secondary type: Make their voice heard

Transformative outcome / Public agency

Phase 2: Broadening partnerships and communication tools, 2019 - 2023

In the second phase, Edgar's cooperation with various organisations, such as Fridays for Future Latvia, WWF, etc., broadened, and his cooperation with others, both organisations and individuals, also grew in number and variety.

Furthermore, he also broadened the use of his communication tools and channels; e.g., he created a podcast series and a new YouTube channel in cooperation with another organisation. He also started participating in events and conferences, presenting and moderating discussions.

Finally, to better manage his work as an influencer and professionalise his activities further, he created a communication agency.

	Individual			Collective	
					
 Reformative	1. Do their bit (in the household)	3. Do their bit (within organization)	5. Make their voice heard	7. Do their share	9. Do the job
 Transformative	2. Do their own (in the household)	4. Do it their way (within organizations)	6. Make their vote count	8. Go ahead	10. Make their claims

Main type: Make their voice heard

Reformative outcome / Public agency





Secondary type: Do their own

Transformative outcome / Private in the household agency

Phase 3: Future, 2023 -

Edgar plans to broaden his activities further and would like to secure funding for his various project ideas and/or find sponsors for his activities.

At the moment, he is more actively communicating about green energy and technologies, such as solar panels, electric cars or micro mobility.

	Individual			Collective	
					
 Reformative	1. Do their bit (in the household)	3. Do their bit (within organizations)	5. Make their voice heard	7. Do their share	9. Do the job
 Transformative	2. Do their own (in the household)	4. Do it their way (within organizations)	6. Make their vote count	8. Go ahead	10. Make their claims

Main type: Make their voice heard

Reformative outcome / Public agency

Secondary type: Do their own

Transformative outcome / Private in the household agency



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The aspects of energy citizenship

As this is an individual case, in general, decisions related to the case are made individually. However, other people often serve as a source of inspiration. Sometimes suggestions for content creation come from followers. When a broader view of citizen power is taken, civic participation is important in the content created by Edgar as well as in his opinions; **thus, he often invites and encourages others to be active citizens and to get involved in political and decision-making processes.**

Energy democracy does not appear as a distinct and prominent topic in Edgar's communication. However, this topic is indirectly present through other topics. In general, Edgar's overall position is based on the fact that energy, especially green energy, should be available to everyone. He **calls on people to be active citizens and to get involved in public consultations**, and to try to influence the direction of policy-making.

Democratic energy future
Energy democracy is considered a positive value, but it remains limited to formal energy democracy



Citizen power/control
Citizens can express their views, but their views are not necessarily taken into account

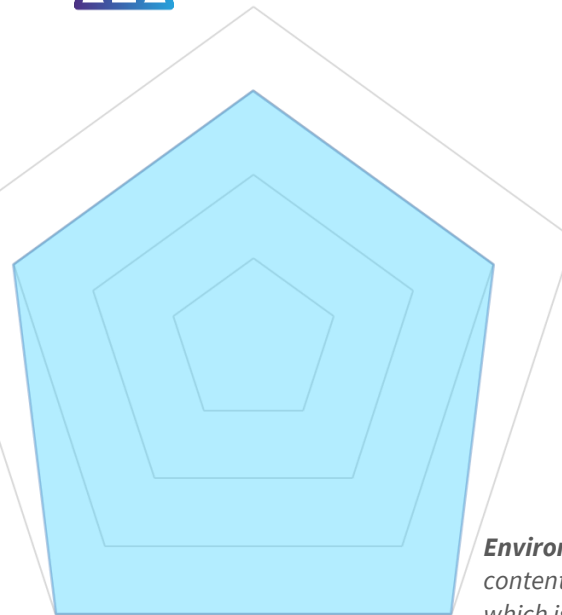


Issues related to equity and justice do appear in the content created by Edgar Fresh in a fragmented way. For example, he discusses the mobility rights of people, such as cyclists in overly car-dominated cities, and consumer rights related to the right to repair and other issues.



Equity and justice
Equal access is granted, but limited by various criteria

Addressing climate change and reducing carbon emissions are key concerns of Edgar Fresh. **Carbon reduction and mobility are some of the current topics that Edgar includes in his communications.** In addition to creating his own content, he also joins other people and projects, including European level ones, to amplify their messages in Latvia.



Environmental concerns are at the heart of the case. In creating content, Edgar puts great emphasis on environmental sustainability, which is communicated in different forms and about different sectors. In addition, setting a good example by acting in an environmentally friendly manner is also very important for Edgar.



Environmental sustainability
Environmental sustainability is a core issue, and is considered in goal setting

Carbon limit
Explicit recognition with mention/objective of reaching the max. carbon footprint



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Further information



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References

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- Edgar Fresh features in online content on other YouTube channels:
<https://www.tv3.lv/pedas-pec-tevis/ka-ar-savu-macinu-var-nobalsot-par-labaku-nakotni-stasta-jutuberis-un-finansu-entuziasts-edgars-fresh/> (Accessed 30.08.2023)
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Source of images

facebook.com/edgarfrsh/; youtube.com/c/EdgarFresh



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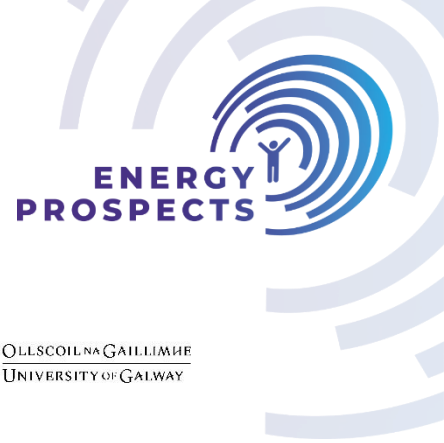
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