

Voices for Climate Action Co-funded by the European Union

How to Start a Podcast for Climate Action

A Guide for Women Entrepreneurs Working in Climate Action Across Europe

Voices for Climate Action

Project Reference: 2024-2-AT01-KA210-VET-000266752

Project Acronym: VCA24

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1. Introduction & Context

1.1. Why this guide?

Facts are necessary, but stories? They're 22 times more memorable, according to research by [Dr. Jennifer Aaker at Stanford Graduate School](#). That's the power of your voice: it's not just heard, it's remembered.

But here's the catch: women make up nearly half of all podcast listeners, yet only 29% of podcast creators are women, according to [Edison Research](#). It's time for women entrepreneurs in climate to take center stage, and we're here to make that happen! Because their voice matters, and it's time the world hears it.

1.2. About "Voices for Climate Action"

Welcome to the guide for the "Voices for Climate Action" program, an initiative designed to empower and amplify women entrepreneurs leading the charge in climate action.

[Voices for Climate Action](#) is a hands-on vocational education and training (VET) program designed to help women entrepreneurs in climate action across the European Union share their inspiring stories.

Our approach is rooted in the belief that learning should be practical, collaborative, and impactful. To achieve this, we developed a dynamic hybrid methodology centered on **Project-Based Learning (PBL)**. Rather than focusing on abstract theory, our entire program was anchored to the tangible and collaborative goal of producing a [joint podcast channel](#).

This project-driven framework was supported by intensive, **workshop-based trainings** in podcast production and Conscious Marketing, where participants gained hands-on experience. We ensured the longevity of this learning through a strong emphasis on **peer-to-peer support and community building**, creating a lasting network that extends far beyond the initial training.

This model ensures that our participants don't just complete a project; they emerge with demonstrable competencies, a powerful platform to share their stories, and a resilient community of fellow leaders dedicated to creating sustainable change.

Created by [Circles of Impact](#) (Austria), Evolving Cycles (Greece), and [Conscious Marketing Movement](#) (Estonia), and co-funded by the [European Union](#), the program ran from March to December 2025.

The program combined in-person and online experiences focused on podcasting, regenerative practices, and Conscious Marketing:

- Xylokastro, Peloponnese, Greece: 11–15 June 2025
- Plank am Kamp, Kamptal, Austria: 2–6 July 2025
- Five Online Sessions & Community Support: August to October 2025

As part of this project, participants launched the [Voices for Climate Action Podcast](#) channel, featuring 40+ episodes from 32 women entrepreneurs across Europe in English, Greek, and German.

Each episode explores different perspectives on climate action: from policy and regenerative business models to personal transformation and ancestral wisdom.

These aren't studio-polished productions. They're authentic, real, and filled with the courage of women learning by doing — experimenting, creating, and finding their voices in real time.

Alongside the podcast channel, we created this guide so that more people can learn from this experience and feel empowered to start their own journey in podcasting for climate action.

Because when women's voices rise, systems change.

1.3. Who is it for?

This guide is for women working in or supporting climate action: entrepreneurs, educators, community builders, activists, and creators who want to amplify their impact through their voice.

It is also designed for vocational education and training (VET) providers, facilitators, and organizations who wish to integrate podcasting, storytelling, and conscious communication into their learning programs.

1.4. How to use it?

You don't need to be a sound engineer or an influencer to start.

Begin with what you have, where you are. Start small. Start authentic.

This guide offers the essentials — from finding your idea to recording, marketing, and building a conscious relationship with your audience — helping you turn your climate story into sound that connects.

2. What is a Podcast?

A podcast is audio on demand. It's like radio, but more personal, flexible, and available anytime.

Common formats include:

- Interviews
- Co-hosted conversations
- Storytelling or documentary-style narratives

- Solo reflections or guided insights

A good podcast feels intimate. Like a trusted friend sharing something meaningful right in your ear.

3. Why Podcast?

Podcasting is one of the most powerful ways to grow your impact. It creates:

- **Intimacy** — listeners hear your real voice and feel connected.
- **Continuity** — episodes build trust and community over time.
- **Flexibility** — people can listen while cooking, commuting, or walking.
- **Community** — your listeners become co-travelers in your mission.

Your voice builds relationships, and relationships create change.

4. Find Your Concept

Before you start recording, take a moment to clarify your vision.

Ask yourself:

- Why am I starting this podcast?
- Who am I speaking to?
- What do I want my listeners to feel, think, or do after each episode?
- What stories do I want to tell or help others tell?

A clear purpose keeps your podcast grounded, meaningful, and long-term focused.

5. Find Your Authentic Voice

Your voice is more than just sound—it's your presence, power, and unique perspective in the world. Finding your authentic voice means connecting to both the physical and emotional dimensions of how you speak.

5.1. The physical layer

Your body is your instrument. When you speak, your voice is shaped by:

- Your breath support and diaphragm connection
- Posture and physical tension (especially in jaw, shoulders, and throat)
- Resonance in different parts of your body (chest, head, nose)

5.2. The emotional layer

Your voice naturally reflects your inner state:

- Confidence or nervousness
- Passion or detachment
- Authenticity or performance

Many women have been conditioned to soften their voices ("speak like a lady") or apologize through tone. Reconnecting with your natural voice means releasing these patterns.

5.3. Finding your natural pitch and pace

Your authentic voice often sits 1-2 steps lower than your "social voice." To find it:

- Try the "Note to Self" exercise: Say "This is my voice and I'm learning to trust it" in different pitches until you find what feels most like you.
- Practice the "Tortoise & Hare" game: Record yourself speaking both very fast and very slow, then find your natural middle ground.
- Use humming to activate facial and chest resonance for a fuller sound.

Remember, your goal isn't perfection but presence. When you speak from this grounded place, listeners feel your authenticity and trust your message.

6. Recording & Production Basics

You don't need a professional studio to sound good. What matters most is intention, a quiet space, and simple tools that work for you. Creating a podcast requires both technical knowledge and creative intuition.

In this section, we'll walk through everything you need to know about recording, editing, and producing your climate action podcast – from choosing your equipment to finalizing your episodes with a professional polish.

6.1. Choosing your equipment

The right gear is an important first step. Your microphone is your most important tool, but other accessories can significantly improve your sound quality.

6.1.1. Microphones

Different microphone types serve different needs.

Dynamic Microphones

Best for noisy rooms or shared spaces.

- Great for home or co-working environments.
- Less sensitive to background noise, making them forgiving.
- Durable and reliable.
- You need to speak close to the mic (10–15 cm).
- **Recommendations:** Samson Q2U, Audio-Technica ATR2100x, Shure SM58

Condenser Microphones

Best for quiet, acoustically treated rooms.

- Capture rich, warm, and detailed sound.
- Very sensitive and will pick up small background noises and room echo.
- **Recommendation:** Blue Yeti (Note: While popular, these mics require proper technique to avoid picking up unwanted noise. Beginners should be cautious).

Lavalier (Clip-on) Microphones

Best for mobile interviews or field recording.

- Portable and easy to use, great for on-the-go interviews.
- Excellent for video, as they are discreet.
- Slightly less rich sound quality compared to dynamic or condenser mics.
- **Recommendations:** Rode SmartLav+, BOYA BY-M1

Your Smartphone

Modern phones can capture surprisingly good sound, making them a great starting point.

- **Tips:**
 - Position the phone 15–20 cm from your mouth.
 - Switch to airplane mode to avoid interruptions.
 - Record in a small space with soft materials (like a closet full of clothes) to reduce echo.
 - Consider using a sock over the phone as a makeshift pop filter to reduce harsh "p" and "b" sounds.

6.1.2. Headphones

Always use headphones when recording to monitor your sound and prevent echo.

- **Closed-back headphones** prevent sound from your headphones from leaking out and being recorded by your microphone.
- Avoid Bluetooth headphones for recording, as they can have a slight delay (latency) that is distracting.
- **Affordable option:** Audio Technica M20x

Helpful accessories

- **Pop Filter or Foam Windscreen:** Reduces "plosives"—the harsh pops of air from "p" and "b" sounds.
- **Boom Arm:** A flexible arm that holds your microphone, allowing for better positioning and reducing vibrations from your desk. A good option is the RODE PSA1.
- **Shock Mount:** A cradle that suspends your microphone to reduce noise from vibrations and bumps.

Setups for multiple participants

- **Two-Person Setup:** Two Samson Q2U mics connected to an audio interface like the Focusrite Scarlett 2i2.
- **Three-to-Four-Person Setup:** Multiple mics connected to a mixer or recorder like the RODECaster Pro.
- **Budget Alternative:** A portable recorder like the Zoom P4 can handle multiple microphones effectively.

6.2. Setting up your recording space

The environment where you record has a massive impact on your sound quality.

Room Acoustics

- Choose a **small room with soft furnishings** like carpets, curtains, and couches.
- Avoid rooms with hard, reflective surfaces like empty walls, large windows, or tile floors.
- **Add soft materials** like blankets, pillows, or foam panels to absorb echo. A closet filled with clothes is a fantastic natural sound booth.
- Close windows and doors to minimize outside noise. Turn off fans, air conditioners, and any other sources of background hum.

Setup and Positioning Tips

- **Sit or stand tall** for open breathing and a stronger, more confident voice.
- Keep a **consistent distance** from your microphone (usually 15–20 cm, but check your mic's ideal range).
- Face away from noise sources like windows or computer fans.
- **Wear headphones** to monitor your sound in real-time.

- Always **record a backup** on a separate device (like your phone) if possible.

Pre-Recording Checklist

- Restart your computer to free up resources.
- Close all unnecessary applications and browser tabs.
- Set your phone to airplane mode.
- Do a 30-second test recording to check your audio levels and quality.
- Have a glass of water nearby. Avoid coffee or dairy, which can affect your voice.
- Warm up your voice with a few breathing exercises or tongue twisters.

6.3. Recording software & platforms

You'll need software to capture your audio. There are options for recording by yourself, in person with others, or with remote guests.

For Solo or In-Person Recording

- **Audacity (Free, all platforms):** A powerful and popular choice for beginners. It has a simple interface but includes all the essential features for recording and editing.
- **GarageBand (Free, Mac only):** Very user-friendly with great built-in effects and music loops. An excellent starting point for Mac users.
- **Adobe Audition (Paid, all platforms):** A professional-grade digital audio workstation (DAW) with advanced features for editing, mixing, and restoration.

For Remote Interviews

- **Riverside.fm (Free and paid tiers):** An easy-to-use platform that records high-quality audio and video directly from your browser. It records each speaker's track separately in studio quality, even with a poor internet connection.

- **Tips for Riverside:** Use the Chrome browser for best performance. Ask guests to wear wired headphones to prevent echo. After recording, download the separate tracks for maximum editing flexibility.
- **Zencastr (Free and paid tiers):** Another browser-based tool that records separate tracks for each speaker. It also offers automatic post-production options.
- **SquadCast (Paid):** Known for its excellent user experience, lossless audio quality, and a great mobile interface for guests joining from their phones.
- **Zoom (Free and paid):** While familiar to most guests, Zoom's audio quality is lower because it's designed for real-time conversation, not recording. Use it as a backup for less tech-savvy guests, but always select the option to "record a separate audio file for each participant."

6.4. Editing your podcast

Editing is where you transform your raw recording into a polished, engaging story.

- **Audacity (Free):** Perfect for beginners. You can easily cut unwanted sections, remove background noise (using the Effect > Noise Reduction tool), normalize volume, and add your intro/outro music.
- **Descript (Free trial, then paid):** A revolutionary editor that transcribes your audio and lets you edit it like a text document. Simply delete words or sentences from the transcript, and Descript removes the corresponding audio. It also features "Studio Sound" to clean up audio with AI and can automatically remove filler words like "um" and "uh."
- **GarageBand (Free, Mac only):** Its intuitive multi-track timeline makes it easy to arrange audio clips, add music from its built-in library, and apply effects.

Basic Editing Workflow

1. **Import** all your audio files (your voice, guest's voice, music).

2. **Rough Cut:** Listen through and cut major mistakes, long pauses, and off-topic conversations.
3. **Fine Edit:** Remove filler words, awkward silences, and mouth sounds.
4. **Add Music & Sound Design:** Place your intro, outro, and any transitional sounds.
5. **Mix & Master:** Adjust the volume levels of each track so they are balanced. Apply effects like compression and EQ to improve clarity.
6. **Export:** Save your final file as an MP3.

6.5. Sound design & podcast identity

Your sound is part of your story. It sets the tone and makes your podcast instantly recognizable. Focus on clarity, emotion, and intention.

Essential Elements

- **Intro Music (10–15 seconds):** Sets the tone and creates brand recognition.
- **Outro Music (30–60 seconds):** Provides closure and includes your calls to action (e.g., "visit our website," "follow us on social media").
- **Transitions (1–3 seconds):** Short sounds or musical cues used to separate different segments of your show.
- **Silence:** Don't be afraid of it. A well-placed pause can create space for reflection and add dramatic impact.

Sources for Music and Sound Effects

- **Free Options:** Pixabay, Incompetech, Musopen, Freebeats.io (always check the license to ensure it allows for your use case and provide attribution if required).
- **Affordable Subscription Services:** Artlist, Epidemic Sound, Soundstripe.

6.6. Hosting & distribution

Once your episode is ready, you need a place to host it and a way to get it to your listeners.

Podcast Hosting Platforms

You upload your final MP3 file to a hosting service. This service creates an **RSS feed**, which is the link you'll submit to podcast directories.

- **Spotify Creators:** Free, unlimited hosting and very beginner-friendly.
- **Buzzsprout:** Known for its user-friendly interface and great analytics.
- **Acast:** Strong monetization and advertising options.
- **Podbean:** An affordable and reliable option with good storage.

Distribution Process

1. Upload your episode file, title, description, and cover art to your chosen host.
2. Your host generates or updates your RSS feed.
3. Submit this RSS feed to other podcast directories like **Apple Podcasts and Google Podcasts**. This is typically a one-time process for each directory.
4. Once approved, any new episode you upload to your host will automatically appear in all the directories where you are listed.

Cover Art

Your cover art is your podcast's visual identity.

- **Format:** Square, ideally 3000x3000 pixels.
- **Design:** Keep it simple, bold, and readable even as a small thumbnail on a phone screen.
- **Content:** Your podcast title should be clearly visible.

6.7. Connection over perfection

Remember, podcasting is a skill that develops with practice. Your first episodes might not be perfect, but consistency and authenticity are far more important than technical perfection. As a climate action advocate, your message, passion, and connection with your audience are what will ultimately make your podcast a success.

7. How to Interview For Your Climate Podcast

Interviewing is an art that combines deep listening, curiosity, and thoughtful preparation. For women entrepreneurs in climate action, interviews can be powerful tools to uncover solutions, amplify diverse voices, and build bridges between communities and knowledge bases. This section will guide you through the entire interview process—from preparation to execution.

Great interviews have the power to:

- Reveal new perspectives and solutions to climate challenges
- Create emotional connections with listeners
- Amplify voices that are often marginalized or unheard
- Build a sense of community and collective action
- Humanize complex climate topics

7.1. Pre-Interview Process

7.1.1. Finding and Inviting Guests

Identifying Potential Guests:

- Look within your existing networks
- Research speakers at climate conferences and events
- Follow climate action communities on social media
- Ask your audience for suggestions
- Consider diverse voices and perspectives

Making the Invitation:

- Send a personalized message explaining why you value their perspective
- Be clear about your podcast's purpose and audience
- Specify the time commitment needed
- Mention the topics you'd like to discuss
- Be flexible with scheduling

7.1.2 The Pre-Interview Call

Before recording, schedule a 15–30 minute pre-interview conversation to:

- Build rapport and trust
- Find the most compelling angles for your conversation
- Identify boundaries or sensitive topics
- Address any concerns about the interview process
- Explain the technical aspects of recording

This call is not about rehearsing answers but discovering the most powerful direction for your conversation.

7.2. Research and Preparation

7.2.1. Background Research

- Study your guest's work, publications, and social media
- Listen to the previous interviews they've done
- Research their organization and its climate initiatives
- Identify unique perspectives they can offer
- Note areas where your audience would benefit from their expertise

7.2.2. Creating Your Question Framework

Structure your questions in three tiers:

1. **Opening questions:** Warm-up, biographical, establishing context
2. **Core questions:** The heart of your discussion, exploring their work and insights
3. **Reflective questions:** Looking forward, broader implications, personal meaning

7.2.3. Technical Preparation for Guests

Send a pre-recording checklist:

- Find a quiet space with minimal background noise
- Use wired headphones (not Bluetooth)
- Turn off notifications on devices
- Ensure stable internet connection
- Position the microphone properly (10–15cm from mouth)
- Have water nearby
- Test their setup before the interview day

7.2.4. Crafting Powerful Questions

The quality of your questions directly impacts the quality of your interview.

Closed questions lead to short answers:

- "Did you enjoy founding your climate tech company?"
- "Is climate change important to you?"
- "Are your solutions working?"

Open questions invite storytelling and reflection:

- "What surprised you most about founding your climate tech company?"
- "When did you first feel the urgency of climate action in your own life?"
- "How have you seen your solutions impact communities?"

Story-Drawing Questions:

- "Can you tell me about a moment when you knew this work mattered?"
- "What was happening when you first developed this solution?"
- "Take us back to when you realized the impact of your work."

Sensory Questions:

- "What did it look like/sound like/feel like when that happened?"
- "Describe the moment you saw your project succeeding."

Reflection Questions:

- "How has that experience shaped your approach to climate action?"
- "What would you tell others facing similar challenges?"
- "What does success look like for you in five years?"

Perspective-Shifting Questions:

- "How might someone with different resources approach this problem?"
- "What do you think future generations will say about this moment?"
- "How does your work connect to the broader climate movement?"

Questions to Avoid

- Leading questions that suggest a "right" answer
- Overly complex or multi-part questions
- Questions that could be answered with just "yes" or "no"
- Confrontational questions that put guests on the defensive
- Questions that require highly technical explanations (unless that's your focus)

7.3. During the Interview

Creating a comfortable space:

- Begin with light conversation before hitting record
- Explain the format and flow of the interview
- Reassure them about editing (mistakes can be removed)
- Start with easier questions to build confidence
- Check in occasionally: "How are you doing?" or "Is this making sense?"

Active listening is the foundation of great interviewing:

- Give your full attention to the guest (not your next question)
- Use non-verbal cues like nodding and smiling
- Allow silence after answers (count to three before responding)
- Follow interesting threads, even if they weren't in your plan
- Listen for emotional shifts that indicate important areas to explore

Often the best insights come from follow-up questions:

- "Can you tell me more about that?"
- "Why do you think that happens?"
- "How did that make you feel?"
- "Could you give an example?"
- "What did you learn from that experience?"

When a guest gives very short answers:

- Ask for specific examples
- Rephrase the question from a different angle
- Use silence as a tool (people often fill silence with more detail)

When a guest goes off-topic:

- Gently guide them back: "That's interesting, and I'd like to circle back to..."
- Use transitions that acknowledge their point before redirecting
- Have a few "reset" questions ready to refocus the conversation

When technical issues arise:

- Stay calm and reassuring
- Have backup recording options ready
- If the connection drops, pick up where you left off when reconnected

7.4. Post-Interview Process

Immediate Follow-Up

- Thank your guest immediately after recording
- Ask if there's anything they'd like to clarify or add
- Confirm when the episode will be published
- Request any additional materials (bio, headshot, links)

- Invite them to share the episode when it's released

Editing Considerations for Interviews

- Preserve the guest's authentic voice and speaking style
- Edit for clarity, not perfection
- Keep moments of genuine emotion or laughter
- Remove technical issues or major distractions
- Consider the pacing—interviews often benefit from tightening

Building Ongoing Relationships With Your Guests(s)

- Share the published episode with a personalized note
- Tag them appropriately when promoting the episode
- Follow up on any commitments made during the interview
- Consider them for future episodes or collaborations
- Become a genuine supporter of their climate work

7.5. Complete Interview Checklist

Before the Interview

- Initial guest research completed
- Invitation sent and accepted
- Pre-interview call scheduled
- Pre-interview call completed
- In-depth research conducted
- Question framework developed
- Technical instructions sent to guest

- Recording platform selected and tested
- Calendar invitation sent with all relevant links
- Guest bio and headshot requested
- Recording environment prepared

Day of Interview

- Equipment double-checked
- Recording software tested
- Water and notes ready
- Guest welcomed and briefed
- Recording levels checked
- Brief warm-up conversation before recording
- Start recording (with backup if possible)
- Note timestamp for powerful moments
- Capture room tone (10 seconds of silence)

After the Interview

- Thank-you sent to guest
- Recording backed up
- Files uploaded to editing platform
- Best portions identified for potential clips
- Episode title and description drafted
- Show notes compiled with relevant links
- Edited file reviewed for quality
- Publication date confirmed
- Guest notified of release date
- Social media and promotion plan created

Remember, the best interviewers approach conversations with genuine curiosity and a desire to understand. When your guests feel truly heard, they're more likely to share the authentic, powerful insights that will resonate with your audience and advance the climate action conversation.

8. Conscious Marketing

8.1. What is Conscious Marketing?

Conscious Marketing is a practice rooted in the [Conscious Marketing Movement](#), a purpose-driven business that aims to transform marketing from manipulative to conscious.

Traditional marketing often relies on pressure tactics — scarcity, fear of missing out, urgency, or guilt — that push people to act. Conscious Marketing replaces those tactics with empathy, honesty, and care.

As Conscious Marketing Movement defines it:

“Conscious Marketing is a long-term strategy that cares for both people and the planet. Instead of triggering impulsive buying, we help people decide what they truly need. This leads to happier customers, positive word-of-mouth, and profit as a result. Aligned with United Nations Sustainable Development Goal 12, our goal is to promote responsible consumption and production.”

Instead of manipulation, it invites connection. Instead of pushing, it listens. Instead of selling to everyone, it speaks to those who resonate.

Conscious Marketing values:

- Building trust over reach
- Prioritising alignment over virality

- Focusing on relationships, not transactions
- Collaboration over competition
- Quality over quantity

This section will help you bring that philosophy into how you share your podcast — through storytelling, promotion, and monetization.

8.2 Conscious Storytelling

Climate hope has a sound — it's your voice.

Stories shape how people see the world and what they believe is possible. In climate action, stories can either trigger fear and paralysis or spark courage and collaboration. Conscious Storytelling chooses the latter.

It means telling stories that are honest and hopeful, grounded in reality but focused on possibility.

Tell stories that:

- Honor dignity and show agency, not deficit
- Acknowledge systems and name the forces at play
- Offer possibility and focus on solutions
- Are co-created with people, not about them
- Build partnership and invite participation

And research supports this approach.

According to [Dr. Jan Maskell \(Responsible Science, No. 4, 2022\)](#), hope and pride inspire more climate action than fear or guilt. When people hear messages that highlight courage, care, and possibility, they're more likely to believe that their actions matter.

Dr. Maskell's review also reminds us that:

- People act more when they have a clear next step — simple, specific calls to action make a difference.
- Messages that highlight co-benefits, such as health, cost savings, and community wellbeing, increase motivation and engagement.
- In short, stories that nurture hope, agency, and clarity are the ones that move people to act and keep acting.

8.3 Conscious Promotion

Growing your podcast consciously means expanding your reach without losing your authenticity. Choose promotion methods that feel good and grounded. When you promote from alignment, your audience grows through trust, not tactics.

There are two pathways...

EXTERNAL CHANNELS: Growing through collaboration

- Be a guest on aligned podcasts
- Partner with women-led shows or movements
- Share your values through joint initiatives

INTERNAL CHANNELS: Your own ecosystem

- Build your own ecosystem with newsletters or community updates

- Focus on one or two platforms that feel natural and energizing
- Share consistent, genuine updates. Connection matters more than frequency

8.4 Conscious Monetization

Sponsorships and ads aren't the only way to make money from your podcast. They're also one of the hardest, since most sponsors look for thousands of regular listeners and steady download numbers — something that usually takes years to build.

Instead, you can attract opportunities. Podcasting can open doors to collaborations, grants, speaking invitations, and clients who share your values. Real growth happens through trust and genuine connection.

You don't need a huge audience. What matters is alignment between what you talk about and what your listeners care about.

Your podcast can gently guide people toward your larger work. It can help listeners discover your projects, understand your mission, and see how they can take part.

Each episode can highlight a project, idea, or initiative you're working on. Share what inspired it, who it helps, and the difference it makes. This helps people connect with your purpose on a deeper level. In this way, your podcast becomes more than a story. It becomes a bridge between your message and meaningful action.

When your purpose and your message are aligned, monetization happens organically.

9. A Holistic Approach

Climate action isn't just about what we do — it's about how we do it. Bringing regenerative principles into your podcasting practice means creating in ways that renew rather than deplete your energy and the systems around you.

9.1. Honoring natural cycles

Just as nature moves through seasons, your creative energy has its own rhythm. Instead of pushing for constant output:

- Plan your podcast in seasons with intentional rest periods
- Batch record when energy is high
- Create space for reflection and integration

9.2. Sustainable energy management

Women often juggle multiple responsibilities and forms of labor. To create sustainably:

- Set clear boundaries on production time
- Create a "good enough" standard that honors your capacity
- Develop pre-recording rituals that ground and center you

9.3. Aligned Voice, Values, and Body

When your podcast process mirrors the change you're advocating for, your message becomes more powerful:

- Check in with your body and energy before recording

- Align your tone with your truth
- Create with intention, not just for output

9.4. Community and Reciprocity

Regenerative podcasting means creating in relationship with others:

- Collaborate rather than compete
- Honor the sources of your knowledge
- Consider how your podcast gives back to its community

A holistic approach to podcasting doesn't just create better content—it models the world we're working to create. When your voice rises from a place of wholeness, your impact expands naturally.

10. Checklist: From Idea to Launch

This practical checklist will guide you through the essential steps of creating your climate action podcast. Remember, you don't need to complete everything perfectly—start where you are and grow as you go.

10.1. Define Your Podcast Vision

- What's your core purpose? (Why this podcast needs to exist)
- Who is your primary audience? (Be specific)
- What unique perspective do you bring?
- What format will best serve your message? (Interviews, solo, storytelling)

- How frequently can you realistically publish?

10.2. Prepare Your Content Strategy

- Create a name that reflects your purpose
- Write a clear, compelling description
- List 8-10 potential episode topics
- Develop an intro/outro script
- Create a basic episode structure template

10.3. Set Up Your Technical Elements

- Choose your recording equipment
- Select recording and editing software (f.e. Descript, riverside, audacity)
- Find royalty-free music (if needed)
- Create simple cover art (f.e. [canva.com](https://www.canva.com))
- Choose a hosting platform (f.e. creators.spotify.com)

10.4. Plan Your First Episodes

- Outline your first 3-5 episodes
- Schedule recordings (with guests if applicable)
- Create a pre-recording ritual
- Prepare interview questions or talking points

10.5. Record and Edit

- Record in a quiet space
- Focus on clear delivery and authentic presence
- Edit for clarity, not perfection
- Add intro/outro and music
- Export as MP3 files

10.6. Publish and Share

- Upload to your hosting platform
- Submit to podcast directories
- Write compelling episode descriptions
- Share with your community
- Invite feedback and engagement

10.7. Reflect and Grow

- Listen to your episodes and note learnings
- Collect listener feedback
- Identify what's working and what could improve
- Adjust your process as needed
- Celebrate your courage in sharing your voice!

Remember: Your podcast is a living creation that will evolve with you. The most important step is beginning—the world needs your voice for climate action now.

11. Acknowledgments

This guide was created as part of [Voices for Climate Action](#), a hands-on vocational education and training (VET) program designed to help women entrepreneurs in climate action across the European Union share their stories with the world.

The program was co-created by [Circles of Impact](#) (Austria), Evolving Cycles (Greece), and the [Conscious Marketing Movement](#) (Estonia), and co-funded by the European Union.

Our heartfelt thanks go to all the incredible participants who brought their ideas, courage, and creativity to life:

Greece Cohort

Despoina Mertzanidou, [Amy Psycha](#), [Atiqah Fairuz Salleh](#), [Ilektra Koutsiviti](#), [Tara O'Donoghue](#), [Isabella Rossi](#), [Cristina Galindo](#), [Florina Minzat](#), [Nathalie Aubourg](#), [Luca Jakab](#), [Migle Makuskaite - Survile](#), [Dr Shirley Gallagher \(FISEP\)](#), [Ana Maksimovic](#), [Carla Davila](#), [Danae Tsekoura](#), and [Prisca Weems 5D Architect](#)

Austria Cohort

[Stephanie Oppitz](#), [Digna Akkermans](#), [Dimitra Zakynthinou](#), [Caitlyn Socwell](#), [Brunni Corsato](#), [Viktoriiia Simakova, BSc](#), [Adina Deacu 邱天美](#), [Donna York, M.A.](#), [Anna Korlath](#), [Elena Vallianatou](#), [Rozina Pátkai](#), [Conach Gibson](#), [Sarah Stötzner](#), [Hanna Schoening Jertz](#), [Polina Belyaeva](#), [Karla Andrić](#), and [Anna Katrīna Elme](#)

To our dedicated external trainers, [Aspasia Provou](#) and [Jeanne \(Nickels\) Drach](#), thank you for sharing your expertise and inspiration throughout the program.

A special thanks to the [Riverside.fm](#) team, especially [Kendall Breitman](#), for hosting an insightful online session that helped participants bring their podcasting skills to the next level.

A heartfelt thank you to [Daphne](#), who welcomed and hosted the Greek cohort at her

female-run eco-labeled vegan and vegetarian hotel Daphne's Club in Sykia (Xylokastro, Greece)!

Finally, our gratitude goes to the committed teams of each partner organization, who guided, supported, and cheered on every step of this journey:

[Clôd Priscilla Baumgartner](#), [Tina Lymberis](#), [Claudia Guerreiro](#), [Daiva Dominyka](#), [Catarina Monteiro](#), and [Shreya Krishnan](#).