



# **2025 Leadership Programme**

# **Climate**

# **Action Lab**

# **Report**

# Table of Contents

---

**03 — Introduction**

**04 — Action Framework**

**05 — Executive Summary**

**06 — Meeting 2**

**12 — Meeting 3**

**21 — Meeting 4**

**28 — Conclusion & Next Steps**

**29 — Acknowledgements**

# Introduction

The 2025 Resource Alliance Leadership Programme was co-designed with participants, based on an extensive consultation with and surveys of leaders across the sector, to ensure the content delivered on the ambition and priorities of the group.

The 2025 programme consisted of four Leadership Summits, six regional Peer Leadership Groups and four Action Labs addressing the topics our community of leaders told us mattered the most to them right now – Innovation, Strategy & People, and Climate.

The Action Lab covered in this report is focused on Climate. Over the course of the year, this group met four times online (2-hour meetings) and once in-person/hybrid during the IFC 2025 conference.

This particular Action Lab was unique in that it continued directly on from the foundations set by the Climate Action Lab in the previous year's Leadership Programme. In the first Action Lab meeting this year, participants used an online Miro board to share ideas about campaign contents, communication strategy, and coalition building for the global Climate Justice Campaign initiated by the 2024 Action Lab.

Based on this, they co-created an 'Action Framework' covering their Vision, Goals, Strategies & Measurements, which was then used to guide their work together for the rest of the year.

The next page of this document contains the full Action Framework co-designed by the Action Lab members in **Meeting 1**, then the remainder of the report details their progress in achieving the goals set at the start of the year.



# Leadership Programme 2025

## Climate Action Lab

### GOALS

How do we make our vision concrete & measurable?  
How high do we set the bar?

#### Build a Compelling, Youth-Led, Climate Justice Campaign

- Curate and publish **10+ youth-led, justice-rooted case studies** from around the world
- Ensure **regional and thematic diversity**
- Develop and test a **core campaign narrative** and **3–5 key messages**
- Launch campaign materials publicly by **IFC 2025**, with amplification tied to **COP30**

#### Build & Activate a Strategic Coalition

- Develop an internal framework for **who we partner with, and why**
- Map and engage a **coalition of allies**: youth networks, NGOs, legal advocates, storytellers, funders, and influencers
- Define clear criteria for **coalition engagement**: shared values, reach, role
- Host a **collaborative activation moment** at IFC 2025

#### Create Accessible, Replicable Tools

- Produce a **Campaign Starter Kit** for grassroots organisers
- Design a suite of **digital assets**
- Translate and localise content for broad global use
- Document the campaign as a **replicable framework** for youth-led climate mobilisation

### VISION – What is our shared dream?

This Climate Action Lab aims to enhance youth-led, justice-focused climate initiatives through a global campaign that shares impactful stories, inspires grassroots movements, and engages decision-makers. Building on the 2024 Lab's work, this year's campaign emphasises **climate justice, youth leadership, and local-global connections**. It seeks to elevate underrepresented narratives, provide **practical action tools**, and combat the growing disillusionment among youth regarding climate action. By showcasing successful youth initiatives, the campaign intends to foster hope and empowerment, focusing on those most affected by the climate crisis and advocating for necessary systemic changes.

### STRATEGIES

What important choices do we make to realise the vision?

Use **sub-meetings** between core Action Labs to maintain momentum

Assign **roles and responsibilities** to ensure continuity and accountability

Use **shared workspace & tools** to track progress and document deliverables

Invite **expert speakers** to anchor each major focus area (content, comms, coalition)

Host campaign materials on an **external-facing platform**

Leverage **existing networks** like IFC, RA, and COP partners to extend reach

Allocate team members to **workstreams focused on key topics** – audience research, communication strategy, coalition building – and take responsibility for pushing them forward throughout the year.

### MEASUREMENTS

How do we measure progress once action areas are identified?

#### Measuring Reach & Impact

- Maintain an **impact log** to track small wins, engagements, media reach
- Track how campaign content is **used by others** (downloads, adaptations, reposts)
- Collect **qualitative stories of use** and audience feedback
- Share case studies with other Labs and collect their responses

#### Defining Success

- Youth campaigners act as **ambassadors**, carrying case studies into action
- Campaign is featured and amplified at **IFC 2025**, with real reach
- The group creates a **sustainable model** that can be adapted or continued post-2025.

### ACTIONS

Meetings scheduled to pursue goals

#### Action Lab Meeting 1

Mon 7 April  
09:00 – 11:00 BST  
**Miro Board Brainstorm**

#### Action Lab Meeting 2

Tue 10 June  
10:00 – 12:00 BST  
**Content & Case Studies**

#### Action Lab Meeting 3

Tue 2 Sept  
09:00 – 11:00 BST  
**Audience & Comms**

#### IFC In-Person Meeting

14–17 October  
TBC

#### Action Lab Meeting 4

Mon 3 Nov  
08:00 – 10:00 GMT  
**Coalition Building**

# Executive Summary

This report covers how the members of this Action Lab achieved the goals they set themselves at the start of the year through their Action Framework.

On this page, we provide a quick summary of progress against each goal:

## **Goal 1: Build a Compelling, Youth-Led, Climate Justice Campaign:**

This was the key overarching goal that continued the work of the 2024 Climate Action Lab. The team this year worked towards the goal by focusing on three overlapping workstreams: **Audience Research, Communications Strategy, and Coalition Building**. The first two workstreams completed their work and reported back in **Meeting 3 (see pages 16-19)**. The Coalition Building workstream also completed their work, which is covered in more detail in **Goal 2 below**. At the end of the year, this goal to build a compelling, youth-led, climate justice campaign was complete, and the implementation of this campaign will take place in 2026 (**see pages 25-26** for more details)

## **Goal 2: Build & Activate a Strategic Coalition**

The team had a discussion during **Meeting 2** to set the internal framework for who they partner with, and why. The mapping and engaging of potential coalition partners then took place in **Meeting 3**, including the defining of nine different categories these allies could fit under: **Academic/Expert, Access to Funds, Amplifier, Case Study Host, Case Study Provider, Journalistic, Legal, Media/Creative, Youth Advocate**. Over **60 potential coalition partners** were identified through this process and the full list is included as an [additional document to this report](#).

## **Goal 3: Create Accessible, Replicable Tools**

This goal was primarily achieved through the development of the in-depth case study template. This is more accurately described as two templates: One containing the detailed questionnaire for collecting case study examples, and one demonstrating the layout of the final case study document using the organisation YUVA as a first completed example. Both of these templates are included as [further accompanying documents to this report](#).

# Meeting 2 Agenda

Time	Focus
<b>15 mins</b>	Scene-setting, sharing of final Action Framework, overview of agenda today
<b>45 mins</b>	Guest Speaker: Jule Schnakenberg, Director at World's Youth for Climate Justice - Case study of successful youth-led Climate Justice action
<b>30 mins</b>	Confirming final template for further case study collection and discussion on plan for collecting more case studies
<b>10 mins</b>	Introduction of workstreams – Audience Research, Coalition Building, Communication Strategy
<b>10 mins</b>	Next steps for this Action Lab

# Meeting 2 Outcomes

Guest Speaker: Jule Schnakenberg, Director at World's Youth for Climate Justice

## Background & Introduction

- Jule is the **Interim CEO of World's Youth for Climate Justice (WYCJ)**, a youth-led coalition that achieved a significant milestone: getting the UN General Assembly to request an advisory opinion from the **International Court of Justice (ICJ)** on states' obligations in relation to climate change.
- She explained this was the **first time in history** that a UN body had submitted such a request to the ICJ regarding climate action.

## The Campaign Narrative

- The campaign was deeply rooted in **climate justice and intergenerational equity**.
- Jule emphasised the importance of not starting from zero: they built on **20 years of legal movement building** led by the Global South.
- The idea was not just about litigation, but about **creating a global movement** that could bridge **grassroots energy with international law**.

## How It Worked

- The campaign began with 27 Pacific Island law students who partnered with Pacific governments.
- WYCJ later mobilised over **1,500 civil society organisations**, youth groups, and legal experts worldwide.
- Jule described how the campaign combined **legal advocacy with grassroots pressure**, particularly focusing on **lobbying UN missions in New York**.

## Tools & Tactics

- Used **visual storytelling and digital content** to communicate complex legal ideas in youth-friendly formats.
- Created **social media graphics, videos, and infographics** about ICJ, state responsibility, and climate impacts.
- Jule shared that their most powerful messaging was simple but urgent:
- "We're asking the ICJ: What are the legal obligations of states to protect people from climate harm?"

## Youth Leadership & Authentic Voice

- Jule stressed that WYCJ was **youth-led from top to bottom**. Young people weren't just featured — they were driving the legal process, campaign strategy, and political lobbying.



- She noted that authenticity and local context mattered: "We didn't need celebrities. We needed youth from the communities most impacted by the crisis."

### 🤝 Collaboration & Credibility

- The campaign built legitimacy by involving **legal scholars**, human rights experts, and **states from the Global South**, especially from the Pacific.
- The youth leadership team included members from different continents and backgrounds — "no one voice dominated."

### 💬 Q&A + Reflections

#### Q: How did you balance being youth-led with legal credibility?

- Jule: WYCJ partnered with organisations like **Greenpeace International**, legal NGOs, and academics for technical backup, but **maintained clear boundaries**: young people made strategic decisions.
- The ICJ submission was drafted by legal scholars but **reviewed and shaped** by youth campaigners.

#### Q: How did you measure success?

- Immediate success was the **UNGA vote passing overwhelmingly**.
- Long-term: the ICJ's advisory opinion could shift how **international climate law** is interpreted and implemented.
- Symbolically: "We showed what happens when youth push at the highest levels — and succeed."

#### Q: What advice would you give to others creating youth-led movements?

- **Start from your own communities** and build outward.
- Don't wait for perfection. "We didn't have all the answers — but we had urgency, and that moved people."
- "Language matters": they framed the campaign around **rights, dignity, and accountability**, not just science and carbon.

### ⌚ Why This Case Matters to the Climate Action Lab

- **Perfect alignment** with the Lab's focus on youth-led, justice-focused campaigning.
- Demonstrates how legal levers, storytelling, and grassroots power can **intersect to create systemic change**.
- It is **highly replicable**: even small youth groups can build powerful movements if they stay clear on narrative, partnerships, and purpose.

## Case Study Library purpose and initial audience notes

### Why this work matters

- The media and funders still mostly amplify stories from the Global North. We're flipping that.
- The case studies are about:
  - **Changing the dominant narrative** around who is leading climate solutions
  - **Connecting grassroots and institutional power**
  - Providing tools and stories that can be **leveraged across multiple systems**
- This work was started in 2024, and now the 2025 cohort is scaling it up:
  - Adding more case studies
  - Being intentional about audience strategy
  - Shaping a campaign that goes **beyond awareness** and into **activation**

### What is the purpose of this case study library?

Several participants reflect on how the case studies should function:

#### "Library vs. Launchpad"

- These aren't just to be filed away as stories — the case studies are the **foundation of a campaign**, not the product.
- Case studies are both the **content and the strategy** — they are not an end in themselves.
- <https://impactguide.org/library/> was one of the key inspirations for our own case study library.
- We have developed both a Case study questions template and a Case study presentation template to ensure consistency as we collect more examples.
- The stories serve as **evidence** and **narrative power** to support strategic influence — including:
  - Raising awareness among the general public
  - Creating resources for other activists and fundraisers
  - Building legitimacy for advocacy towards political or philanthropic targets.

#### Adaptability for Multiple Audiences

- Participants emphasise these case studies need to be:
  - **Modular**: able to be lifted into **toolkits, videos, campaign packs, or briefings**.
  - **Customisable**: edited into multiple formats for different audiences — e.g. youth, donors, policymakers, corporate actors.
  - **Translatable**: both literally (for different languages) and conceptually (for localised issues).

**Who is the audience (or audiences)?** — *in development with audience workstream*  
Agreement that the campaign won't have **one single audience** — instead, messaging



needs to “flex” depending on where and how it’s used. Kristie later refers to these as **“nested audiences”** — they overlap, but require different narrative angles and delivery channels.

1. **Youth & grassroots leaders** — to feel represented and empowered
2. **General public (especially Global North)** — to build solidarity and awareness
3. **Decision-makers and institutions** — e.g. funders, INGOs, philanthropies, UN agencies
4. **Corporate sector / influential elites** — as potential targets of pressure or influence
5. **Educators and communicators** — as multipliers to spread stories.

# Meeting 2 Visuals

# Meeting 3 Agenda

Time	Focus
<b>10 mins</b>	Scene-setting, agenda for today, recapping our main goals for the year
<b>5 mins</b>	Quick sharing of updated/finalised case study format
<b>50 mins</b>	Guest Speaker: Afikile Ndude , Training Coordinator at SAFCEI – Case study of successful youth-led Climate Justice action
<b>10 mins</b>	Update on audience research and comms strategy
<b>40 mins</b>	Group discussion on Coalition Building – collaborator / amplifier mapping and outreach strategy
<b>5 mins</b>	Round-up, next steps and looking ahead

# Meeting 3 Outcomes

Guest Speaker: Afikile Ndude, Training Coordinator at SAFCEI

## Who is SAFCEI?

- **Identity & reach.** SAFCEI (based in Cape Town) works across the African continent—currently engaging with **13 countries**—and deliberately serves **people of faith and people of no faith** to keep the work inclusive. The organisation originally emerged from a gathering of **senior faith leaders (two bishops among the founders)** who committed to meet annually and collaborate on environmental justice.
- **Mission & approach.** SAFCEI focuses on **environmental justice**, equipping leaders to take **ethical action** and **hold decision-makers accountable** through capacity building, campaigning, and practical implementation in communities. Their mantra is to “**transform faith leaders into change-makers.**”

## What makes SAFCEI's model distinctive

- **Big tent praxis:** A rare, intentionally **inter- and non-faith** environmental platform that also **embraces indigenous knowledge** and traditional leadership—broadening legitimacy and reach.
- **Youth + women quotas by design:** Hard-wired **50% youth and 50% women** participation, backed by practical roles (youth lead mobilisation; women's leadership foregrounded due to climate impacts they face).
- **Implementation bias:** Trainings are **paired with follow-ups**, resources, and mentoring until **community projects and advocacy** are in motion—e.g., gardens, seed exchanges, and country-level workshops.
- **Proven policy impact:** A history of **high-stakes wins** (nuclear build halted; ongoing regulatory scrutiny) combined with **grass-roots mobilisation** on JET and animal welfare supply chains.

## Four coreprogrammatic pillars

1. Energy & Climate Justice
2. Food & Climate Justice
3. Animal Justice
4. FLEAT – Faith Leaders Environmental Advocacy Training (flagship training platform)

## Flagship training: FLEAT

- **Design & coordination.** FLEAT convenes leaders for multi-topic



- training (energy, food, animal justice), which Afikile curates with programme owners.
- **Participation targets.** Each FLEAT cohort aims for **50% youth and 50% women**, reflecting both the region's youthful demographics and the disproportionate climate burden borne by women.
- **Follow-through & mentoring.** After the initial convening, SAFCEI **returns 2–4 weeks later** (or about a month) to check on implementation, provide **fact sheets and resources**, and continue **peer learning**—so training translates into **projects in congregations and communities**.
- **Youth mobilisation in practice.** SAFCEI asks faith leaders joining campaigns/workshops to **bring three young people** who can **lead pickets, facilitate community workshops**, and maintain campaign momentum when senior leaders are time-pressed.

### Food & Climate Justice – what it looks like on the ground

- **Agroecology & seed sovereignty.** Trainings often include **seed swaps/exchanges** and encourage **backyard or community gardens**, with the aim that participants go home and start productive plots. (Example: **Kenya** training with seed exchange.)
- **Implementation stories.** Example from **Eswatini/Swaziland**: after a Cape Town FLEAT, a participant returned and **trained church and community members** to set up gardens (and a BHI referenced in the transcript), demonstrating immediate diffusion of practice.
- **Regional workshops & intergenerational mix.** SAFCEI runs **in-country FLEAT** sessions (e.g., **Malawi** on food/energy justice), and designs spaces where **senior faith leaders** and **youth** share and transfer knowledge. One workshop even involved **Miss Earth**, amplifying reach via social media.
- **Indigenous knowledge & inclusivity.** SAFCEI explicitly includes **traditional leaders and healers**, distinguishing “faith” from “religion,” and integrates **indigenous knowledge** (especially in agroecology) as a core perspective.

### Energy & Climate Justice – campaigns & advocacy

- **Promoting sustainable energy systems.** The programme advances community understanding of **sustainable energy** and equips leaders to advocate locally.
- **Landmark nuclear case (2017).** SAFCEI helped **stop a new nuclear build** through litigation in **2017**, highlighting procedural failures and community harms, and continues to **watchdog** attempts to **extend the licence** of South Africa's **Koeberg** nuclear plant (described as the continent's sole, aging nuclear facility).
- **“Just Energy Transition” & false solutions.** A current youth-forward campaign focuses on the **Just Energy Transition (JET)** and warning communities about “false solutions” embedded in government energy plans—explicitly calling out pushes for

- **oil and gas** within JET narratives. The framing is intentional so participants recognise and challenge these elements early.

### Animal Justice – youth-led “Cage-Free” campaign

- **Campaign goal.** Mobilise **corporates** to **commit publicly** to cage-free supply chains for eggs/laying hens; **youth** coordinate and front-line much of the action (with SAFCEI’s social media coordinator supporting).
- **Market access for smallholders.** The switch helps **small-scale farmers** producing **cage-free eggs** access buyers, addressing a common barrier in African markets. The campaign is **growing across Africa**, while still **building traction** in South Africa.

### Youth engagement & micro-activism pathways

- **Social media & content.** Youth help **amplify** campaign messaging and report from the field via social channels.
- **Green Action Week micro-grants.** A complementary initiative funds **youth-proposed short projects**, recognising that many can't commit long-term but can deliver **discrete actions** that **maintain campaign momentum**.

## Audience Research working group – report & recommendations

### Goal:

1. Synthesise key audience insights to share with the wider team ahead of the Climate Lab meeting on 2 September – The Audience Brief

**What are the key points for our AUDIENCE BRIEF to the rest of the Climate Lab and sub-groups?**

**How do we define the core audiences?**

- 12-25 y.o to include school age children and pre-teens (in some contexts youth is defined until 35; OECD until 29, UN till 24)
- We should aim to reach both Engaged (youth activists and campaigners) and Un-engaged (not yet active).

**How do we map them?**

- Broadly a Global North audience and a Global South audience
- Importantly though within this to consider the specific context:
  - Factored by level of stability in their country/region, relative wealth, global position (eg: BRICS are Global South?)
  - And sub audiences within this (eg: South Africa)
  - Extent of the impact of Climate change already on their context and their awareness of these impacts

**What do we understand about their needs / barriers?**

- Engage them in telling us...and co-creating it ALL!
- We should trust anecdotal evidence from various sources – as well as formal research
- Using psychographic segmentation (where we can) is quite important – targeting outer directed (self transcendent) values
- Hope, inspiration, stories to share, narratives to tell – Look to understand their dreams and aspirations, so we can create a gain frame where climate impacts “affect the things they love”
- Practical ideas and materials to share and use – How can I make a difference even though I am just one person? (links back to hope and agency)
- Tactics and strategies for advocacy, campaigning and influencing – Identified targets with power to influence
- Offering opportunities for agency and the chance to demonstrate self efficacy – Showing that young people have agency and influence
- Creating a sense of community amongst peers
- Using influential peer voices they can relate to

### Potential Barriers:

- Other priorities dominate day to day: Fitting in, earning a living, having a home, relationship, the state of the economy
- Day to day proximity of climate impacts may not be obvious and clear – future outcomes distant and uncertain
- Mental wellbeing and balance inherently disturbed for some in thinking about the future
- there is an insight around peer pressure and the need for self identity – the contradictions in a desirable high carbon lifestyle – promoted by commercial forces, consumerism, influencers and social media
- Alienation from mainstream politics
- How do we reach the direct audience directly? (besides institutions and organisations, how do we make sure that ordinary 'unengaged' young people are reached)

### Do we need a campaign focus which links to action?

- Question...what is the potential to focus on the ICJ ruling as a focus for action
- <https://theconversation.com/worlds-highest-court-issues-groundbreaking-ruling-for-climate-action-heres-what-it-means-for-australia-261842>
- Even this article notes that this came about because of the WYCJ and the original 27 law students in 2019 at the University of the South Pacific in Vanuatu

### Existing examples to consider: Maybe collaborate with and learn from?

- Consider partners and potential collaborators in <https://www.connect4climate.org/>
- Who else is already talking to them? – see fuller list of collaborators below?
- Gatekeeper orgs (Greenpeace, Generation Unlimited,
- Key influencers (and even social media influencers)

### Research sources:

Consider the literature review (2015) (also at end of this doco)

[https://www.researchgate.net/publication/281608494\\_How\\_do\\_young\\_people\\_engage\\_with\\_climate\\_change\\_The\\_role\\_of\\_knowledge\\_values\\_message\\_framing\\_and\\_trusted\\_communicators](https://www.researchgate.net/publication/281608494_How_do_young_people_engage_with_climate_change_The_role_of_knowledge_values_message_framing_and_trusted_communicators)

capgemini UNICEF report: <https://www.capgemini.com/insights/research-library/global-youth-and-sustainability/>

### Communication Strategy working group – report & recommendations

#### What are our goals?

To build a sense of community and agency among 12–25-year-old youth globally by connecting them with grassroots transformation stories, inspiring them to take meaningful action in their own contexts, and amplifying their voices in the global climate justice movement.

#### How will we define success?

- Awareness: Reach unengaged youth with accessible, relatable stories that make climate justice relevant to their lives.
- Inspiration: Share grassroots transformation stories that model agency and hope, showing that change is possible.
- Activation: Encourage engaged youth to take action, collaborate, and contribute to collective efforts.
- Community-building: Create safe and inclusive spaces (online/offline) for youth to feel ownership of the campaign.

#### What are the core messages we want to share?

1. **It's your future – help shape it!** The climate crisis isn't someone else's problem. It's your life, your community, your tomorrow.
2. **You are powerful.** Change doesn't only come from politicians. It comes from young people daring to act, create, and demand better.
3. **Together, we're unstoppable.** You're not alone in this fight. Millions of young people around the world are rising up for climate justice and you're part of that wave.
4. **Hope is action.** Every story of resistance, every small win, every action you take matters. Together they build the future we deserve.
5. **Justice for people, animals, and the planet.** Climate justice means fairness – protecting the most vulnerable, lifting grassroots voices, and fighting for a world where all can thrive.

#### How will we define success?

We'll measure impact across two levels:

##### Quantitative:

- Number of youth reached (followers, views, impressions)
- Engagement rates (likes, comments, shares, story submissions, sign-ups)
- Participation in campaign calls-to-action (pledges, events, petitions, community challenges)

##### Qualitative:



- Stories of increased youth agency (youth-led initiatives, peer-to-peer organizing, testimonials)
- Feedback from collaborators/gatekeepers on campaign resonance
- Evidence of community formation (youth-led networks, collaborations sparked by the campaign)

### What platforms will we use for the campaign?

- **TikTok & Instagram Reels:** Short, engaging stories from grassroots campaigns, youth voices, challenges, behind-the-scenes.
- **YouTube Shorts / Mini-documentaries:** Longer storytelling content showcasing grassroots transformation.
- **Discord / WhatsApp / Telegram groups:** Community spaces for peer-to-peer exchange and action organizing.
- **Website / Microsite:** A hub for stories, campaign materials, and calls-to-action.
- **Collaborations:** Partner with youth orgs, influencers, artists, educators for amplification.
- **Offline/Hybrid:** Local events, school/university engagements, creative art/music-based activations linked to online campaign.

# Meeting 3 Visuals

**safcei** SOUTHERN AFRICAN FAITH COMMUNITIES' ENVIRONMENT INSTITUTE

## SAFCEI's Programmes and Campaigns

**Afikile Ndude**  
Training Coordinator

02 Sept 2025

Caring for Living Earth [www.safcei.org](http://www.safcei.org)

Recording and taking notes

James' Little AI Friend FATHOM ➔

Doel i YUVA

Resource Alliance Events

Ask to unmute ➔

Gavin Coopey

Afikile Ndude, SAFCEI

Angel Flores\_World...

JunePatrick

Thomas Nyangulu Jr.

Payal. BWorks - India

JunePatrick

Thomas Nyangulu Jr.

Payal. BWorks - India

### Faith Leaders Environmental Advocacy Trainings

Our Faith Leader Environmental Advocacy Training (FLEAT) empowers people of faith to advocate for the environment and justice in their communities. These peer-learning opportunities are available for people in Southern and East Africa.



SA II FLEAT, Cape Town, May 2024



Malawi II FLEAT, Lilongwe, May 2023



Regional women FLEAT, Johannesburg 2024

Resource Alliance Events

Afikile Ndude, SAFCEI

Mute ➔

Gavin Coopey

Carolin Gomula

Kristie Robinson

afcei.org

Kristie Robinson

# Meeting 4 Agenda

Time	Focus
<b>10 mins</b>	Scene-setting, agenda for today, recapping our progress so far
<b>40 mins</b>	Guest Speaker: Phoebe Hanson , Coordinator, MockCOP – Case study of successful youth-led Climate Justice action
<b>40 mins</b>	Coalition Building – defining our approach, pitch, and messaging to each group of collaborators
<b>10 mins</b>	Final thoughts and thank yous – next steps for this work

# Meeting 4 Outcomes

Guest Speaker: Phoebe Hanson, Coordinator, MockCOP

## Who is Phoebe?

Phoebe's climate work began in the UK school-strike movement ("climate striking most Fridays"), helping organize large Fridays for Future actions pre-pandemic. When COVID halted mass mobilisations, she and peers launched **Mock COP26**: a youth-run replication of COP in which young people acted as national delegates, negotiated over two weeks, and produced a youth treaty with concrete "asks/demands." She has **trained 800+ young activists** through that work and through **Teach the Teacher**, an initiative enabling students to teach their own teachers climate content in response to the lack of climate teacher training despite a national strategy. Her perspective now spans engaged and less-engaged youth.

## Core diagnosis: Why "hope" is hard (and what works instead)

### 1. The attention environment is polarised and formative for youth.

- For many young people, the "third space" is now the **phone**, not a library or local venue; first encounters with "the world" are via polarising, click-driven feeds that skew negative and corrode trust in institutions.
- Mock COP created rare moments that **re-instilled trust** by putting youth in dialogue with politicians and systems — but **that's become harder** recently. *"Hope is a difficult message to sell... what has helped convey that message of hope is community and belonging more so than just barraging facts at them."*

### 2. Identity > information.

- Hope lands when it's **identity-based** and relational — **belonging** and **community** first, then information; "soft" skills and spaces matter as much as content.

### 3. Meet youth where they are.

- Effective efforts **speak the language of young people** and **meet them where they are**, acknowledging issues are **interconnected**, not siloed.

## What this means for content & channels (from Q&A)

### 1. Bite-sized, easy to consume.

- The group asked about making content **bite-sized** and **digestible**; Phoebe affirmed the need for **short, accessible formats**.

### 2. Example that works:

- **Ollie Frost** — parody music videos that smuggle climate themes without shouting "climate" in every line; light-touch tone lowers resistance and broadens reach.

- **Outside with Lira** – short, story-led videos connecting everyday moments in nature to bigger climate ideas; calm, personal, and rooted in lived experience rather than activism slogans.
- **Hank Green** – fast-paced explainer content that blends solid science with humour and humanity, showing how credible information can still feel accessible and emotionally resonant.

### 3. Practical principle:

- **Don't barrage with facts; build soft, identity-anchored entry points and community touchpoints** that normalise participation and trust.

### Implications for the Lab's youth-focused campaign

- The comms aim "to build a sense of **community and agency** among 12–25s by connecting them with grassroots transformation stories" directly mirrors Phoebe's belonging/identity emphasis.
- The campaign should **prioritise short-form, identity-led storytelling** (Reels/Shorts), spotlight **collective belonging**, and create **spaces** (Discord/WhatsApp/Telegram) where trust and peer exchange can grow — all aligned with your channels plan.
- The broader Lab objective of curating **10+ youth-led case studies** is consistent with her stress on **showing** agency and hope through **concrete stories**, not just telling.

### Quotes

1. **On hope's delivery mechanism.** *"Hope is a difficult message to sell... what has helped convey that message of hope is community and belonging more so than just barraging facts at them."*
2. **On the phone as the 'third space.'** *"My third space... has become my phone, which is a really terrifying statement... as opposed to the local library... that can define my understanding of the world."*
3. **On trust and institutions.** *"It was really monumental to instil some trust in institutions... having young people speak with politicians... but it's gotten a lot more difficult recently."*
4. **On tone and format.** *"Parody music videos... about climate change... not so aggressively about climate change..." (re: Ollie Frost).*

### Actionable takeaways (as stated/clearly implied during Q&A)

- **Design for belonging first:** Build **identity-based** entry points; prioritise **community spaces** (not just one-way broadcasts).
- **Reduce cognitive load:** Use **bite-sized** storytelling; **meet youth where they already are** online; avoid "fact barrages."

- **Re-build trust through proximity:** Create tangible youth–institution touchpoints (e.g., dialogues, participatory processes) that show systems responding to youth.
- **Use light-touch culture hooks:** Humour/music/creator collabs (e.g., Ollie Frost) can surface climate meaning without triggering immediate resistance.

### How this supports the Lab's 2025 goals

- **Case studies** that foreground **belonging + agency** will help “build a compelling youth-led climate justice campaign.”
- **Content strategy** (short-form, identity-based, community-centred) aligns with the Comms Sub-group framework and success measures.

### Looking Ahead: Beyond the 2025 Climate Action Lab

As the Climate Action Lab reached its final meeting of 2025, this marks the end of the “Action Lab” phase, but it has the potential to be the beginning of a much larger, more purposeful climate collaboration. We discussed how the foundations built over the last two years—audience insights, communications strategy, and a growing coalition—can set the stage for fundable work in 2026.

#### From Storytelling to Purposeful Action

Sharing powerful stories is valuable but insufficient without a clear action-focused purpose. The group discussed all future storytelling, case studies, and campaign activity focusing on a more concrete outcome: **mobilising and empowering youth activists worldwide to pressure their governments to implement the International Court of Justice (ICJ) Advisory Opinion on States' Obligations Regarding Climate Change.**

This historic ruling, delivered in July 2025 after years of advocacy led by World's Youth for Climate Justice (WYCJ), affirms that governments have a legal duty to cut emissions, protect vulnerable communities, and provide reparations for climate harm. The Advisory Opinion transforms moral arguments for climate justice into binding legal responsibilities—creating a unique moment to turn global youth energy into policy and legal accountability.

WYCJ's Executive Director, **Jule Schnakenberg**, joined the Action Lab as a guest speaker earlier in the year, so this campaign alignment feels natural and authentic. Our focus into 2026 will therefore be to connect communications, storytelling, and coalition-building efforts toward advancing the ICJ decision's implementation at national and regional levels.

#### Strengthening the Coalition

Momentum around this next phase is already visible. Informal IFC conversations brought together Nicholas (Rainforest Alliance), Solveig (Climate-KIC), and Angela (clean energy leader, Scotland). These early allies represent the type of cross-sector partnership that could give the campaign both credibility and reach.

Nicholas has expressed strong interest in co-developing ideas that align with Rainforest Alliance's upcoming funding rounds. Gavin will meet with him to discuss potential collaboration. Meanwhile, Solveig confirmed that Climate-KIC is reassessing its funding landscape and looking toward Asia, creating potential pathways for pilot projects under this new campaign framework.



### The Agency Workshop: Converging into a Campaign

To turn these threads into a coherent proposition, we have a potential opportunity to work with **Bak Agency** on a focused half-day or full-day convergence session (free of charge). The goal is to bring together the Action Framework, communications strategy, case studies, and coalition insights and use them to build a unified, fundable campaign narrative.

The output should provide a clear campaign spine: a compelling story, key messages, and an activation plan that funders and collaborators can easily join. Importantly, the campaign will now be anchored in advancing implementation of the ICJ ruling—a tangible objective that connects law, activism, and public pressure.

### Reviewing Progress and Next Steps

The Lab has achieved strong progress against its 2025 Action Framework:

- **Case Studies:** The storytelling model is established and gaining momentum, with YUVA, SolarAid, Greenpeace Africa and SAFCEI examples leading the way. More will follow into 2026.
- **Coalition Building:** The network of initial collaborators is strong, spanning NGOs, funders, campaigners, and climate communicators.
- **Audience and Comms Foundations:** Clear research and messaging principles now guide how to engage youth audiences authentically and effectively.
- Building on this, the next stage is to evolve into a broader **Climate Collaboration Campaign**, where the Lab's outputs form the backbone of a sustained, cross-sector effort to drive awareness and accountability around the ICJ ruling.

### Actions & Responsibilities

#### 1. Agency Convergence Workshop

Confirm date and scope with the Bak Agency; share key Lab materials in advance.

#### 2. Funder and Partner Follow-ups

Meet Nicholas (Rainforest Alliance) to explore partnership and co-funding.

Reconnect with Solv (Climate-KIC) to align on Asia-focused pilot opps.

#### 3. Case Study Development

Continue sourcing case studies –especially youth-led and Global South examples.

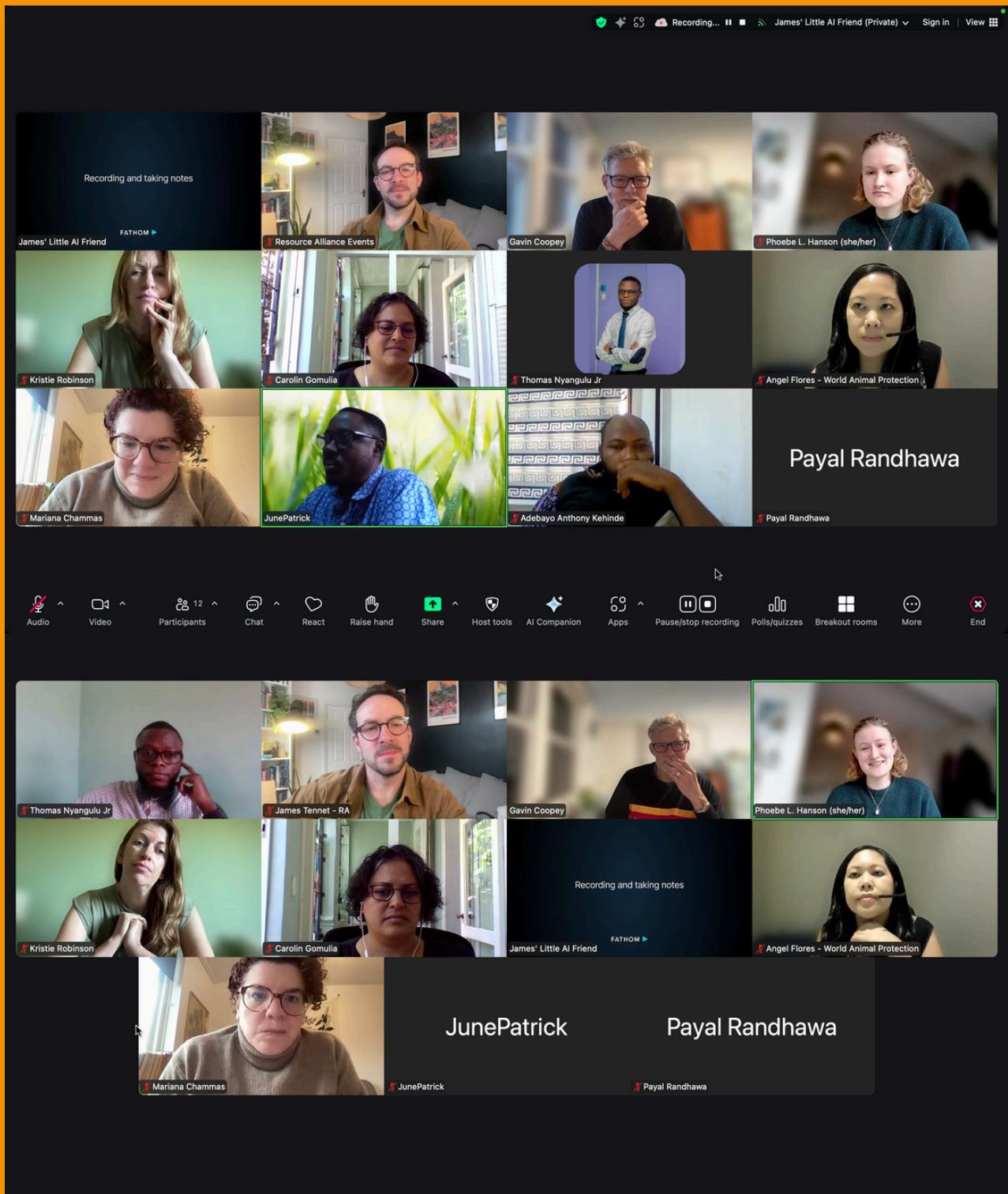
- that illustrate how young people are advancing climate justice.

### Summary

The Climate Action Lab closes 2025 having achieved laid the intellectual, creative, and relational groundwork for a wider climate justice campaign. The group will now channel those efforts into a united global collaboration supporting youth activists to hold governments accountable for implementing the ICJ's Advisory Opinion.



# Meeting 4 Visuals



# Conclusion & Next Steps

The 2025 Climate Action Lab has fulfilled the mandate handed over by the 2024 group: to move from designing a bold vision for a global, youth-led climate justice campaign to making that vision a reality. This year's Lab concentrated on three overlapping workstreams – audience research, communications strategy, and coalition building – to shape a campaign that is both compelling and actionable.

The Lab developed a clearer understanding of who this campaign is for and how it can resonate with young people in very different contexts, drawing on insights from guest speakers as well as their own experience working with youth and frontline communities.

The Audience Research and Communications Strategy workstreams produced a shared set of principles for engaging 12–25 year olds. At the same time, the Lab created concrete tools that turn “stories” into strategic assets. The case study question set and presentation template now offer a replicable way to document youth-led climate justice campaigns around the world. The full coalition partner list gives the emerging campaign both breadth and direction. Taken together, these outputs deliver on the Lab's goals of building a compelling campaign narrative, activating a strategic coalition, and creating accessible, replicable tools that others can use.

Crucially, the Lab agreed a clearer purpose for this work. Rather than storytelling for its own sake, the next phase will focus on mobilising and supporting young people to push their governments to implement the ICJ Advisory Opinion on states' obligations regarding climate change. This alignment with WYCJ anchors the campaign in a concrete legal moment, linking youth energy, grassroots stories and cross-sector collaboration to a shared objective: turning the court ruling from words on paper into lived climate justice.

The work now shifts into a broader Climate Collaboration Campaign that will take place outside the Action Lab structure. In 2026, a core team will take the work forward and ensure the foundations built over 2024–2025 become a sustained cross-sector collaboration that supports young people around the world to hold governments to account for delivering climate justice.

# Acknowledgements

An extra special thank you to the Lab Leaders of this Climate Action Lab for their tireless efforts setting agendas and driving the work throughout the year:

**Doel Jaikishen**, Senior Manager, Communications and Partnerships at YUVA (India)

**Gavin Coopey**, Insight Director at More Strategic (Australia)

**Kristie Robinson**, Senior Manager, Donor Relations at Wikimedia Foundation (Spain)

Thank you to all the Action Lab participants for your hard work and dedication:

**Adebayo Anthony Kehinde**, Founder at CYM Education Foundation (Nigeria)

**Ali Walker Davies**, CEO at Forward Action (UK)

**Angel Flores**, External Engagement Manager at World Animal Protection (Philippines)

**Carolin Gomulia**, Independent Consultant at The Workroom (South Africa)

**Eleanor Gibson**, Founder at Tilt (UK)

**June Patrick Bigirwa**, Grants Manager at Finn Church Aid (Uganda)

**Mariana Zayat Chammas**, Global Project Lead at Greenpeace International (Netherlands)

**Payal Randhawa**, Founder/Director at Bworks (India)

**Rewati Dhakal**, Founder & CEO at Nepal Center for Philanthropy and Development (Nepal)

**Rita Ruigi**, Senior Development Manager at Strathmore University Foundation (Kenya)

**Ronika Mumbire**, Executive Director at Zimbabwe Women's Bureau

**Thomas Nyangalu Jr.**, Communications Officer at SolarAid (Zambia)

Report compiled by:

**James Tennet**, Senior Programme Curator at the Resource Alliance (UK)

