

The Climate Connection



**Global
Youth Letter
on Climate
Action:
final report**

Acknowledgements

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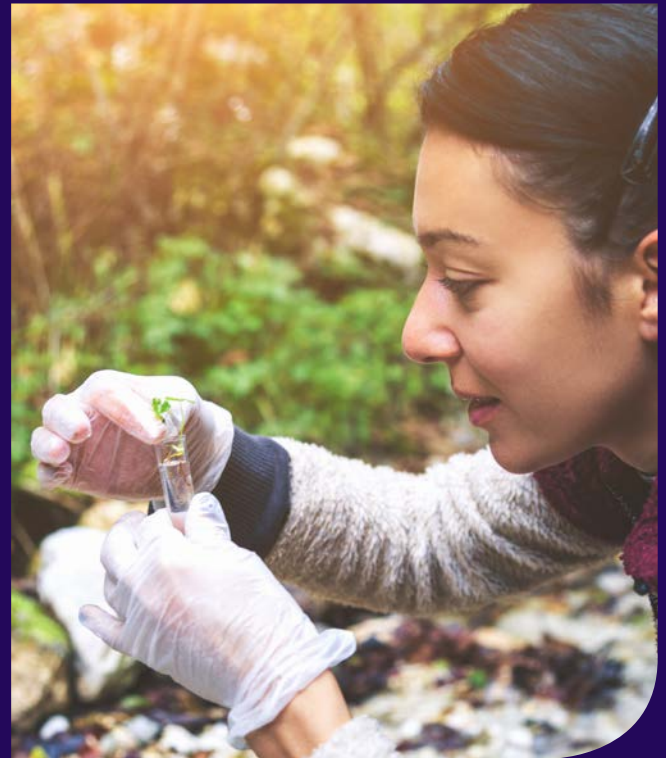
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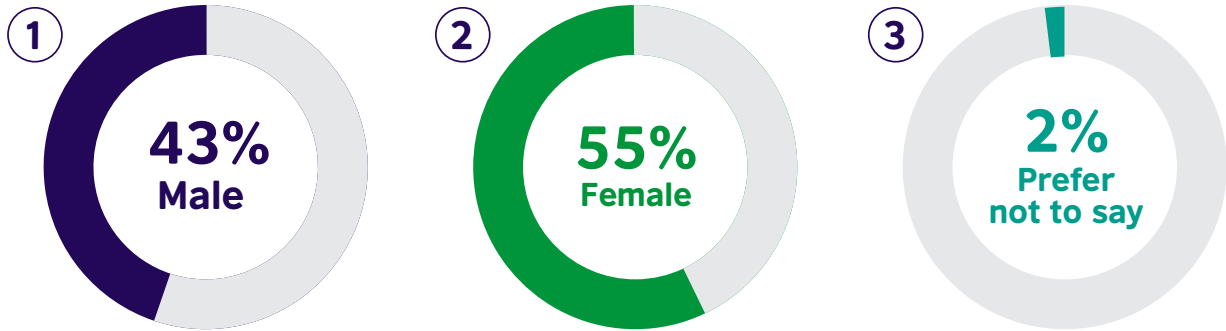
Disclaimer: the interpretations offered in this report are those of the authors and do not necessarily represent the views of the British Council, its officers, or those individuals who contributed to the research.

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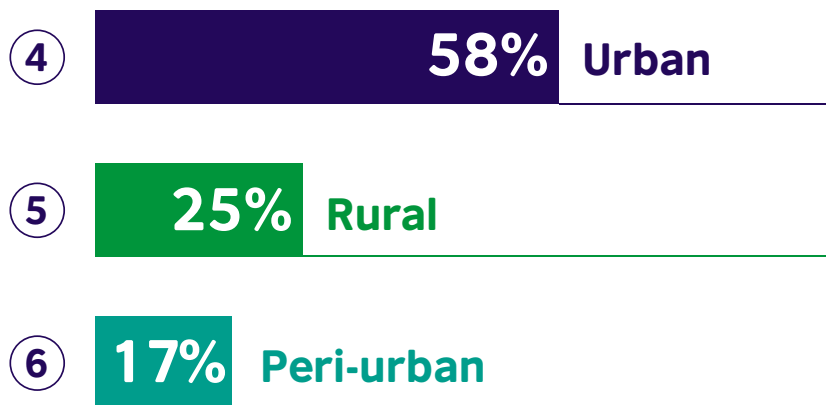
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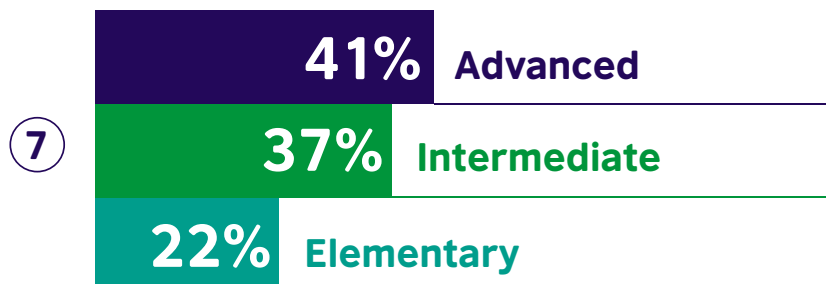
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Executive summary



Young people and the climate challenge

Young people across the globe see climate change as the most critically important challenge facing [our world today](#).¹

As the UK prepares to host the 26th United Nations Climate Change Conference of the Parties (known as COP26),² which will bring together heads of state, climate experts and negotiators to agree on coordinated actions to tackle climate change, the British Council is helping to amplify the voice of young people globally to inform the climate change conversation.

Through research and cultural relations work, the British Council highlighted a gap in relation to [young voices being heard and their ability to influence actionable change](#).³ To challenge this, a new research project was launched to capture the aims and aspirations of young people around the world, culminating in the Global Youth Letter on Climate Action – a statement of intent from young people globally in relation to climate change.

¹ See the 2020 British Council Soft Power Perceptions Research: <https://www.britishcouncil.org/research-policy-insight/policy-reports/2020-British-Council-soft-power-perceptions-research>

² “Conference of the Parties” is the decision-making body of the United Nations Framework Convention on Climate Change

³ See Young People and Climate Change (a British Academy COP26 briefing): <https://www.thebritishacademy.ac.uk/documents/3285/Young-people-and-climate-change.pdf>

The Global Youth Letter on Climate Action

To lead the project, the British Council commissioned not-for-profit social enterprise Catalyst in Communities (CIC), that specialises in youth and community engagement. CIC has a network of trusted international partners who provided access to young people facilitated youth discussion and collated youth views in each country. These partners included universities, consultants and youth specialists, who connected with their own in-country contacts to reach all members of the youth community and capture young people's voices on climate change. With these insights, they produced the Global Youth Letter on Climate Action, and statements for each participating country, to engage young people, inform discussions leading up to COP26 and, ultimately, to influence real action.

To increase participation and engagement, the research team developed a brand for all research activities, called HyperVoice. Under this banner, they used a crowdsourcing approach, combined with focus group

discussions and online surveys, to engage young people (aged 18 to 35⁴) with varying levels of education and skills. The surveys were disseminated digitally to large samples of young people (aged 18 to 25) in each country, across different backgrounds, genders and geographical locations. To improve the validity and credibility of survey data, the team also collected data from people aged 26 to 35 through focus group discussions and interviews.

Scope and scale

The British Council chose to target 23 countries, based on climate vulnerability, size of youth population and geographical spread. These were grouped into three clusters, determined by the approach used to collect data.

- **Cluster A:** countries where new data was gathered using the HyperVoice platform and tools: Brazil, India, Indonesia, Kenya, Mexico, Nepal, Nigeria, Philippines, South Africa, Turkey and the United Arab Emirates.
- **Cluster B:** countries where data was taken from [the British Council's Next Generation](#)⁵ research and updated where possible⁶: Ethiopia, Germany, Ireland, Italy, Myanmar, the UK, Vietnam and Zimbabwe.
- **Cluster C:** countries where data was gathered through a concurrent British Council research project in South Asia (using the same survey as cluster A countries): Afghanistan, Bangladesh, Pakistan and Sri Lanka.

The methodology, tools, analysis and report were independently reviewed and approved by an external ethics committee, led by Professor Jeff Gow, of the University of Southern Queensland.

To facilitate data gathering in cluster A countries, CIC built a full digital eco-system, which generated responses from more than 6,000 young people. Combined with clusters B and C, where data was gathered through the sources outlined above, the research garnered the views of more than 8,000⁷ young people, which were used to develop the Global Youth Letter on Climate Action and individual country statements.⁸



⁴ As schools in some rural areas cater for students aged 18 and above, some pupils were included in the exercise

⁵ Next Generation reports: <https://www.britishcouncil.org/research-policy-insight/research-series/next-generation>

⁶ The research team undertook a refresh of data in cluster B countries, to update the datasets not directly collected by the research team, although this happened with limited success due to the short timeframes and COVID-19 restrictions, which limited the mobilisation of in-country teams

⁷ A total of 11,632 responses were gathered from clusters A and C

⁸ See Annex A for Global Youth Letter on Climate Action

Key messages

The strongest and most prominent message to come from the research exercise was that across 23 countries, there is a strong unanimous voice of young people in relation to climate change.

Young people consider climate change to be one of the largest and most unprecedented threats to the world. And while they believe they can play a key role in addressing the issue, most young people surveyed say they have never participated in climate mitigation actions. Still, many are willing to become politically active – not just by participating in demonstrations, but by disseminating climate change information via social media and becoming climate role models for their peers. In so doing, they believe they can influence those around them, counter disinformation and collaborate for positive change. In short, young people are calling for opportunities to make a valuable contribution to the climate challenge.

One of the main criticisms made by young people is the perception of 'a lot of talk and no action'. Yet they are prepared to lead by example and act. They believe they understand the issues (for example, skills development, a need for action) and recognise that, although we are all interconnected, different approaches are required in different parts of the world. In addition, while most young people are willing to act and engage in global initiatives such as COP26, they lack information about these initiatives, which hinders their participation and engagement.

Policy makers need to recognise that many young people feel their leaders and decision-makers are not doing enough to address climate change. They also need to value the importance and potential of social media in young people's lives. Civil society organisations and the third sector should explore the use of digital channels to share relevant climate change education and knowledge amongst young people, who can then act as vehicles to amplify the collective youth voice, to ensure it is heard and reflected on a wider scale.

Future generations need to be involved in developing climate action plans, with measurable outcomes, and realistic, meaningful targets – whether it's tackling deforestation, pollution or carbon emissions. We all have a responsibility to engage and value the young people of today, and to involve them in the planning and implementation of climate change solutions.

While young people are willing and able to act – and, in many cases, believe they have the skills to do so – there is still a need for relevant education, training, public awareness and access to information, as these are all critical for building the skills for effective climate action. They are aware that the climate challenge is too big for them to tackle alone, yet they not only lack avenues for active participation, but also the climate literacy, language and leadership skills to initiate climate action amongst their peers and within their communities.

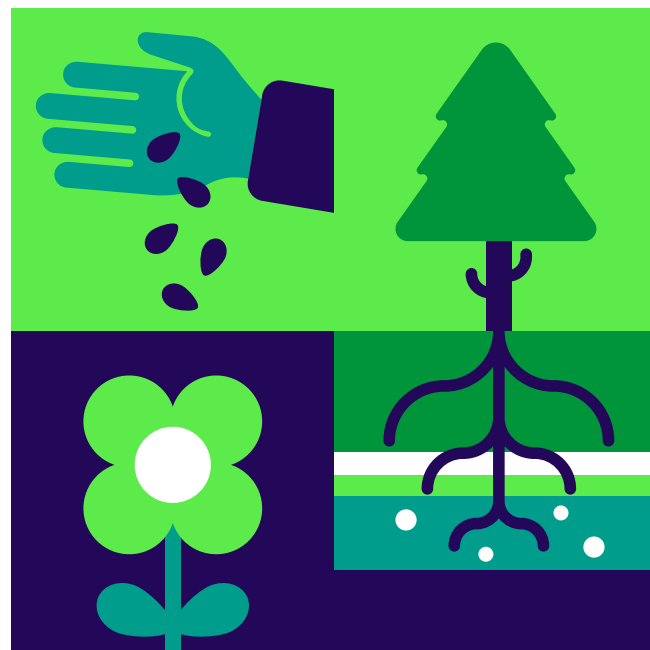


They should, therefore, be provided with easy access to local and global literature and resources around climate science, climate action and resilience building. Communication, creative problem-solving and active citizenship skills should also be key learning priorities, so that young people can effectively relay their concerns and propose actions to their peers, families, communities and leaders.

Recommendations

Based on this research, this report puts forward the following key recommendations for policy makers and national governments in relation to increasing youth participation in the climate debate.

1. Develop suitable forums for young people to express their views and sentiments towards the future of our planet and their place in it.
2. Encourage more young people to come to the forefront of these conversations, recognising that most are more open to listening to their peers.
3. Create diverse consultation structures to ensure young people are heard.
4. Establish communication channels for hard-to-reach young people and remote communities; a consultation app would be effective in many remote contexts.
5. Raise awareness about climate change in rural areas that have limited or no access to digital facilities in other ways, such as printed materials, civil society organisations and educational settings.
6. Support the unemployed and young people to become trainers, to enhance their knowledge and skills about climate change and support sustainable development in rural areas.
7. Host mini or micro-COP summits quarterly or bi-annually in rural and remote areas, to ensure young people are well equipped with the skills to adapt to climate change effectively.
8. Integrate climate change into school curricula.
9. Use school and community events to raise awareness.
10. Support the development of collective youth action plans, in collaboration with civil society and other organisations.
11. Build practical and effective social media infrastructures to promote inclusive, positive engagement and support the development of relevant action plans.
12. Develop clear, understandable measures to tackle climate change, so young people can see progress and gain confidence in solutions.
13. Strengthen efforts to raise awareness and build capacity to deal with the impact of climate change on young people's health.



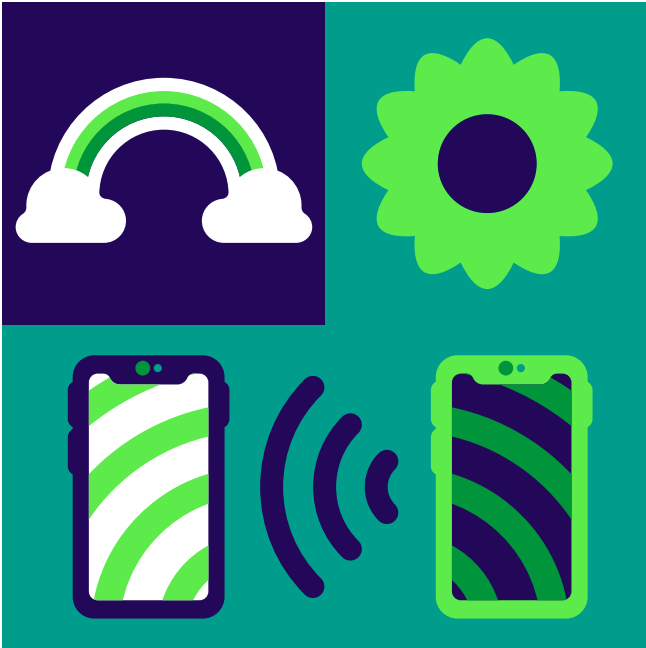
The following recommendations reflect how young people feel youth participation can be improved.

1. Policymakers and leaders must develop clear and simple action plans, tailored to each country and its unique challenges, so young people can make contributions via:
 - a. communication campaigns to ensure their voices are heard
 - b. adjusting personal behaviours (for example, committing to conserving water or tackling pollution)
 - c. raising awareness via social media and other avenues
 - d. leading and/or participating in social campaigns (for example recycling and tree planting initiatives)
 - e. volunteering with local organisations to improve the resilience of vulnerable groups and communities in relation to climate change and disasters.
2. Strengthen multi-level governance on the issue of climate change and youth engagement to ensure there is coherence at the local, national and regional levels.
3. Mobilise young people to support the development of awareness-raising materials for vulnerable groups, such as women and girls, people with disabilities, other minority groups and children, as well as those living in rural areas who may otherwise have no access to such material.
4. Create global and national support programmes for young people, through which they can develop or further hone critical skills for climate action, such as social media, language and leadership and communication.
5. Place young people at the forefront of climate action and related risk mitigation.

These recommendations are not exhaustive, and further engagement with young people through focus group discussions will generate further data to signpost a way forward.



Introduction



Climate change is one of the most critical environmental issues of the 21st century, threatening not only public health and food security, but also exacerbating natural disasters such as floods, wildfires and erosions. In short, most countries in the world are climate vulnerable.

Given the size of the global youth population (18 percent of the world's population is aged 15 to 24, which rises to 40 percent when including everyone under 24), it's clear that young people will be most affected by climate change in the years to come. They will also be our future leaders, policy makers and decisions-makers, so it's critical to engage them in climate action now, so they can play a part in building more equitable and climate-resilient societies.

The Global Youth Letter on Climate Action research project aims to share the crowdsourced voices of young people from 23 countries around the world, augmented with a mixed methodology approach to enable young people to make contributions to discussions in the run up to COP26 and beyond.

To increase outreach and engagement, and minimise the risk of bias, research partner CIC created the HyperVoice brand, under which it developed a platform to collect the crowdsourced data, run focus groups and conduct interviews. Using a crowdsourcing methodology, combined with digital and analogue

approaches (online surveys, face-to-face focus groups, WhatsApp groups, Basecamp groups), the project gained access to hard-to-reach cohorts of young people, largely from the Global South, and from a diverse range of backgrounds (all aged 18 to 35). The large number of young people who participated through social channels – particularly Facebook, Instagram and Twitter – is evidence of their active engagement.

The countries targeted for the research were grouped into three clusters, determined by the approach used to collect data. The HyperVoice platform and tools were used to gather data for cluster A countries. Data for cluster B countries was taken from the British Council's Next Generation research, and updated as required. Data for cluster C countries was gathered using the same survey as those in cluster A, but this research was conducted via a concurrent British Council research project focusing on the perceptions of young people in South Asia.

- **Cluster A:** Brazil, India, Indonesia, Kenya, Mexico, Nepal, Nigeria, Philippines, South Africa, Turkey and the United Arab Emirates.
- **Cluster B:** Ethiopia, Germany, Ireland, Italy, Myanmar, the UK, Vietnam and Zimbabwe.
- **Cluster C:** Afghanistan, Bangladesh, Pakistan and Sri Lanka.

Initial survey questions were provided by the British Council, and these were refined to be more youth-focused, and to support the collection and collation of the youth voice. The surveys were distributed by partners in each country and through crowdsourcing approaches. Further qualitative data was obtained through national, regional and global focus groups.

To reach young people from diverse backgrounds, despite Covid-19 constraints, CIC, leading a team of country-level partners,⁹ delivered a set of data nodes across the 11 cluster A countries to frame the data collected.¹⁰

⁹ See list in appendices

¹⁰ While the project effectively reached diverse audiences, it was hampered by short timeframes, Covid-19 restrictions and limited access to 18-25-year-olds



Outputs

This report provides a summary of the views of young people from countries in cluster A, while offering insights from clusters B and C, where the data was mainly quantitative.¹¹

During this research exercise, the team:

- collected, collated and analysed all national survey data for cluster A countries.
- analysed the British Council's Next Generation data for cluster B countries, and updated this where required.
- analysed data gathered for cluster C countries via the concurrent British Council research on youth perceptions in South Asia.
- developed survey tools available in other languages as needed.¹²
- managed crowdsourcing of data, including any required social media engagement.¹³
- ensured the views of young women and girls were included in the data collected .
- developed an inferential overview analysis of all data collected in the shape of a Global Youth Letter on Climate Action.
- developed country-specific briefs for each participating country.
- developed a collective report to present a summary of results from all countries.¹⁴

This project produced the following outputs.

1. Global Youth Letter on Climate Action final report: an overview of the methodology, key findings and recommendations of the research exercise.
2. Global Youth Letter on Climate Action: a collective statement of the aims and aspirations of young people based on the research findings from all 23 countries.
3. Youth Voices on Climate Action: country-specific calls for action accompanied by an overview of country-level research findings.

Objectives

The aim of this research was to collate and amplify the voice of young people from diverse backgrounds to understand how best to address their key needs and concerns around climate change and action and to highlight existing institutional challenges and gaps.

¹¹ Quantitative data limits the ability to extract a 'voice' from target audiences, which was identified early in the study, resulting in a greater focus on engaging young people with a climate change agenda (accounting for the high level of awareness from those engaged)

¹² For cluster A, country-level researchers took the decision on whether to translate the survey; in most cases, the translated versions of the survey saw less engagement than the English version (with the exception of the Portuguese and Spanish surveys)

¹³ Social media presence had to be built from scratch, and while some channels received significant interest, engagement was asynchronous, mainly serving to educate users of Pre-COP26 and COP26 activities, which can be seen from the number of respondents who were aware of COP26 and the UN Sustainable Development Goals; from this perspective, the HyperVoice social media campaign proved to be successful from an educational perspective

¹⁴ This data went on to inform the Global Youth Letter on Climate Action

Methodology

Sampling approach

The study was delivered through national surveys, [focus groups and interviews](#).¹⁵ The same survey was used for countries in clusters A and C (and data was gathered in parallel through the respective research projects). The target was to obtain a minimum sample size of 500 survey responses in each country.

The surveys primarily targeted young people (aged 18 to 25) and covered different occupations, genders and geographical locations. Data was taken from nine Next Generation countries (cluster B) to broaden the scope of the study.

The approach to data collection was adapted to national and local contexts, and used a mix of online tools, mobile applications, gamification devices and focus group discussions, engaging with over 200 national partners in hard-to-reach areas. The data, gathered through surveys, focus groups, interviews and the Next Generation datasets, provided a sound evidence base for data triangulation to generate credible insights.

Instruments of analysis

Survey tools

As a mixed methodology approach was employed, structured and semi-structured tools were used for the surveys, [focus groups and interviews](#).¹⁶ These tools were designed with key assessment markers, including parameters for gauging:

- youth perceptions of climate change
- their existing knowledge of climate change and its impact, both generally and in their communities
- their preparedness for climate action and any skills gaps
- the most effective sources of information on climate change.

These tools helped to generate more diverse insights across the target countries.



The British Council provided the research team with a survey for collecting data in cluster A countries, which was also used in cluster C. This survey was informed by the datasets available for countries in cluster B¹⁷ (Next Generation research). Where possible, the structure of the survey used in cluster A was kept as close as possible to that used in cluster C, so data could be cross-referenced easily. However, some revisions were made after the pilot, in consultation with the project team, to increase engagement amongst the target audience.

Considering 'survey fatigue' due to Covid-19, and to ensure a higher completion rate, the team kept the number of questions to a conservative level, thus improving the likelihood of [survey completion](#).¹⁸

Focus groups

The focus groups were held after the first iteration of the survey, so those running the focus groups could account for any biases or themes that emerged from the initial dataset. Focus groups were held either face-to-face (where Covid-19 constraints allowed), or on platforms like Basecamp, WhatsApp and Zoom. There were also some online focus groups.

Data was analysed in four stages.

1. Focus group results were reviewed by country-level partners, so they could interpret national and local languages and nuances.
2. The main ideas were noted for each question.
3. Critical thinking was applied to the main ideas to identify themes.
4. Quotes were selected to illustrate each theme.

The focus groups were designed to complement the quantitative exercise, and enabled the team to explore the quantitative results in more depth with young people.

¹⁵ See: <https://www.hypervoicecop26.com/focus-groups/>

¹⁶ See: <https://www.hypervoicecop26.com/focus-groups/>

¹⁷ The questionnaires used for the Next Generation research were diverse and only generated limited data to inform this research

¹⁸ See: <https://forms.gle/MAJnDJJE9CiHfQRb8>

They also helped to ensure that any underrepresented parts of the target population not reached via the survey could be included.

The project delivery team developed a strategy that aimed to balance the limitations of the online focus groups with face-to-face approaches, to address some of the initial weaknesses that had been identified in the pilot rollout phases. These were:

- a. limited reach into the young unemployed and NEET¹⁹ communities
- b. bias towards urban communities.

Each country was free to adapt the qualitative approach and questions for their national and regional contexts. However, the core questions remained consistent at the baseline across all countries. This qualitative approach enhanced the cross-country contextual evaluations and assisted in extracting and validating a consistent voice to support the final narrative.

The methodology, tools, analysis and report were independently reviewed and approved by an external Ethics Committee led by [Professor Jeff Gow](#).²⁰ It was recognised that listing climate change as an issue might lead to selection bias, but this was inevitable given the need to extract young people's voices about climate change specifically, plus the need to build the exercise around a social media campaign concurrently would inevitably lead to bias. This was mitigated with the help of data triangulation, but was not eliminated, and is identified as a limitation of the study.

Pilot study

As there was limited time available to extract suitable data to support the development of the Global Youth Letter on Climate Action, different approaches were applied in some target countries. All networks were engaged with a clear agenda to assess young people's views on climate change and to promote transparency in terms of how their voices could feed into COP26 and related events.

The team initially deployed a cluster A survey link to generate datasets, to assess the reach of the country-level teams and to refine the survey tool.²¹ Kenya was selected as a pilot country, given the in-country partners were already in place. The pilot generated 21 responses and allowed the team to refine the survey tool²¹ and generate more qualitative data to support research exercises.

It was evident from the pilot that a purely data driven exercise (i.e., surveys) would not provide enough insights to develop the Global Youth Letter on Climate Action. It was, therefore, decided to supplement the quantitative data with additional qualitative data through focus groups and interviews, to generate sentiment that could be analysed. While the use of social media did generate responses on Facebook, Twitter and Instagram, these channels were more effective in educating and informing young people, rather than drawing out sentiment. Plus, developing these social media channels from scratch over a period of eight weeks was unlikely to deliver the relevant material for effective sentiment analysis.



¹⁹ Stands for 'Not in Education, Employment or Training'

²⁰ See: <https://staffprofile.usq.edu.au/profile/jeffrey-gow>

²¹ All tools used during the research were subject to process and ethics assessments to ensure the rigorousness of the data (within the limits applied); however, given the time scales, tools and data collection strategies were deployed through various iterations, so for countries where online surveys were less suitable, a shortened version was used (in line with the approved research strategy), to ensure baseline data and insights could still be gathered

The focus group strategy was hampered in most countries by Covid-19 restrictions and had to be digitally driven (i.e., Basecamp, WhatsApp, Facebook, Instagram, Twitter and online surveys). Through HyperVoice, CIC created focus groups across all cluster A countries, as well as some cluster B (Italy) and C (Pakistan and Sri Lanka) countries.

Focus groups were used to obtain qualitative data and to attempt to compensate for any bias from leading questions in the survey. The basic structure for the focus groups followed those previously employed to generate the cluster B datasets, to ensure consistency. However, upon reviewing the cluster B process, it was felt that there was potential bias in the order of the questions, which was corrected to prevent leading questions around climate change. National, regional and global focus groups all took place.

The HyperVoice platform managed to provide balanced insights into the views of young people to the level that could be achieved within the context of Covid-19 lockdowns.

Crowdsourcing eco-system

The research team used crowdsourcing²² to raise awareness of the project and to obtain data on youth perceptions on climate change from as many young people as possible in each target country.

A key benefit of crowdsourcing is its ability to surpass geographical, political and economic barriers through the medium of virtual integration, thus achieving a wide dataset. Given its ability to transcend physical boundaries, crowdsourcing allows for close collaboration between developing countries, where there are many innovative and original ideas, but where financial capacity constraints limit access to effective channels and, thus, the role of developing countries in driving the global narrative.²³

Furthermore, not only does crowdsourcing promote inclusion of activists and organisations, but also allows for the public to engage and express their opinions. This is an important step when it comes to supporting agency in young people, as they can easily participate through social media. However, it must be noted that, in many developing countries, digital access is still limited, which may, in turn, limit participation.

A recent article by Cambridge Institute for Sustainability Leadership notes: 'The digital divide is another problem. The assumption that "everyone has a smartphone" is inaccurate and marginalising, yet it is often implicit in the design of youth engagement programmes. Multiple obstacles exclude young people from the

internet, including lack of electricity and connectivity. For context, studies²⁴ state that just [11 per cent of people in Burundi, 12 per cent in Chad, and 18 per cent in Malawi have electricity](#). These barriers must be addressed to enable sustained engagement of excluded youth.'

The research team used crowdsourcing to raise awareness of the issues by sharing the research link via relevant blogs and news articles. This had the advantage of generating fast and wide engagement from potential participants, but also had the obvious bias that they would already have an interest in the subject. However, it enabled the research team to have a presence on the social media platforms that young people use, strengthening engagement and participation and enabling them to reach less-heard young people.²⁵ Given the timeframes of the study, the effectiveness of this approach was limited, and signalled the need for focus groups, discussed further below.

The team looked at social media use in each country and targeted the most appropriate and popular apps used by young people locally. Discussing these social media platforms with the in-country experts led to three key platforms being selected for the research: Facebook, Twitter and Instagram.



²² Crowdsourcing is the collation of information, opinions, work or funding to achieve a common goal, usually via social media or the internet. It is the collective development of a project – generally on a voluntary basis, or by invitation – by a multitude of people outside the company who launched it.

²³ See OECD Perspectives on Global Development 2019: https://www.oecd.org/doev/Overview_EN_web.pdf (accessed 23 May 2021)

²⁴ See: <https://www.cisl.cam.ac.uk/news/blog/climate-talks-will-fail-without-more-young-peoples-voices>

²⁵ For the purposes of this project, the British Council defined 'unheard' as female, rural and unemployed

Data and analysis

Global reach summary

The research aimed to generate a minimum of 500 responses in each cluster A country, and when combined with data gathered from cluster C countries (via the same survey), clusters A and C together generated 11,632 responses (see Table 1).

Table 1: Total reach in clusters A and C

Cluster A country	Numbers of surveys	Numbers of focus groups
Brazil	557	31
India	946	80
Indonesia	588	64
Kenya	516	49
Mexico	511	36
Nepal	557	28
Nigeria	567	65
Philippines	537	37
South Africa	711	61
Turkey	529	45
United Arab Emirates	574	26
Total	6,593	522
Cluster C country	Numbers of surveys	Numbers of interviews
Afghanistan	1,194	12
Bangladesh	1,630	15
Pakistan	1,215	32
Sri Lanka	1,000	25
Total	5,039	84
Total A and C	11,632	606

Next Generation data for cluster B countries was updated where possible. Data for cluster C was collected via the British Council's research on youth perceptions in South Asia, and went on to inform both projects.²⁶

²⁶ The cluster C data in this report can be cross-referenced with finding of the British Council's South Asia research on perceptions of young people on climate change and action project to gain more insights

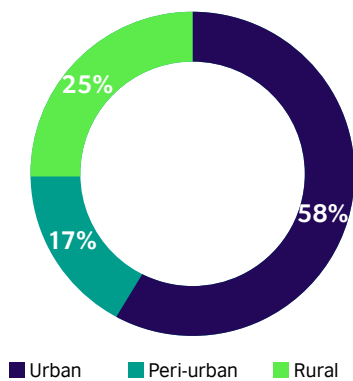
Results: perceptions and opinions

This data²⁷ provides insights into the young people who participated, disaggregated below by gender, location and employment status, to help build a mosaic of voices from cluster A countries.

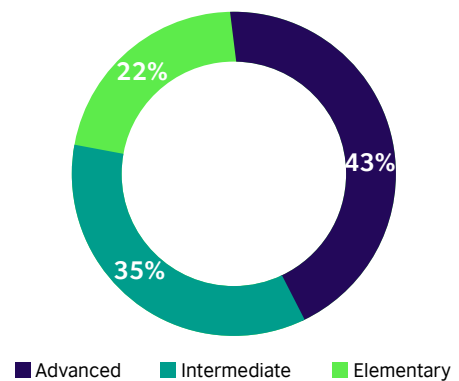
1. Females

A total of 2,943 respondents were female.

Female participation by area

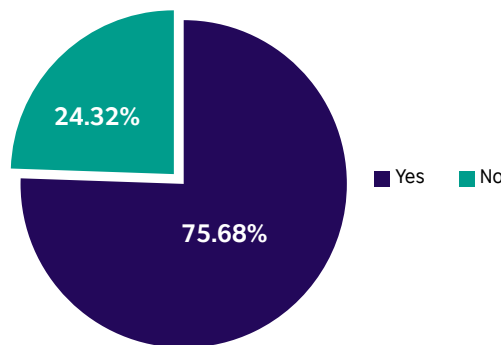


Female English ability (self-reported)

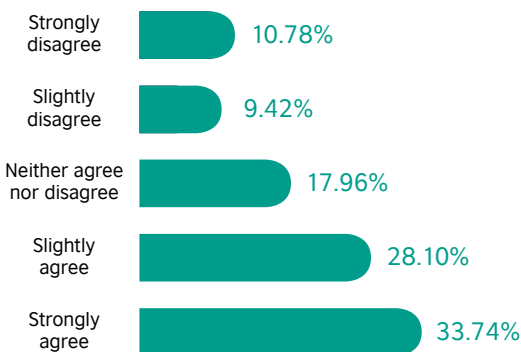


Results and knowledge on young people’s readiness.

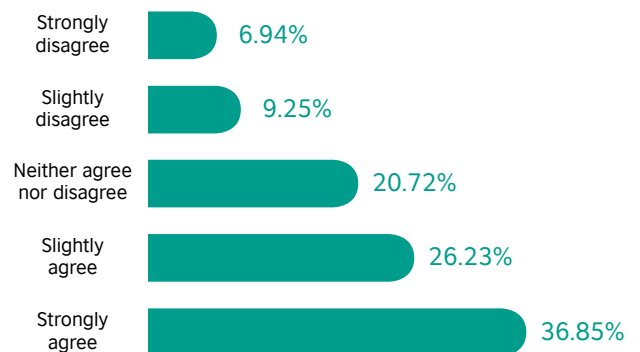
I have the skills to deal with climate change in the community



I am familiar with the UN Sustainable Development Goals



I am familiar with COP26 and the issues it will cover



²⁷ All data is self-reported

Hearing the female voice

The following quotes provide some insight into the sentiments of the young women who participated in the focus groups.

What should leaders be doing?

- ‘They should be doing a lot. First, they should end their incorrect responses towards issues that should be addressed immediately such as climate change. Their incompetence hinders a bright path for our future so that’s the first thing that they should address.’
Philippines
- ‘Be natural... Be nature loving... Live with and amidst nature. Avoid all the luxuries enjoyed at the cost of nature... This shall resolve the problem.’
India

Tackling climate change

‘Greedy people burn fossil fuels and convert land from forests to agriculture. Burning fossil fuels produces carbon dioxide, a greenhouse gas. Every person on earth has to understand that resources on earth are more than enough to sustain human needs but not human greed.’

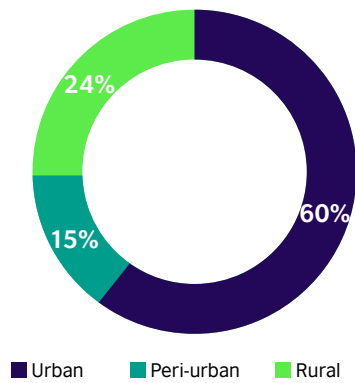
India

‘Industrialisation is one of the main causes of climate change. The industries should take caution on how to dispose of their waste products like dangerous fumes and gases. The gases being released by the industries affects the ozone layer, which later on leads to global warming, which is very harmful as it can lead to skin cancer.’

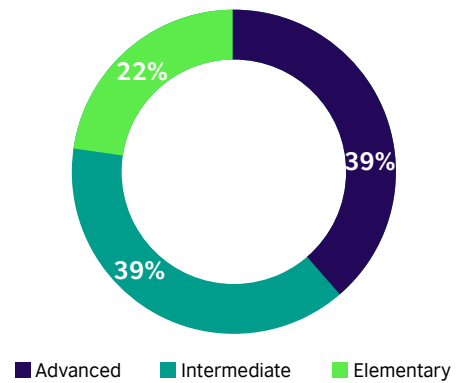
Kenya

2. Males

Male participation by area

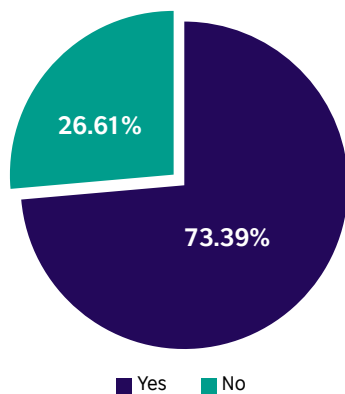


Male English ability (self-reported)

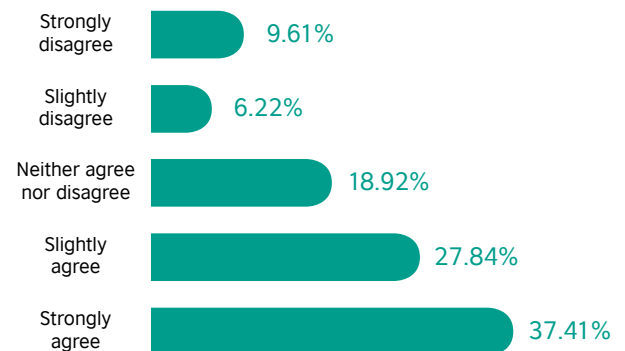


Results and knowledge on young people’s readiness.

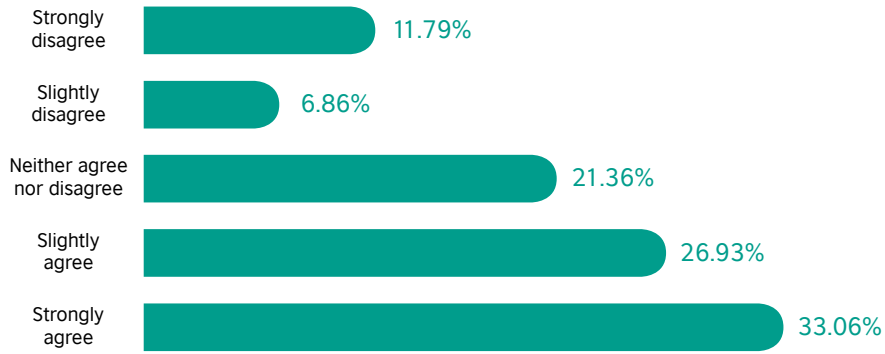
I have the skills to deal with climate change in the community



I am familiar with the UN Sustainable Development Goals

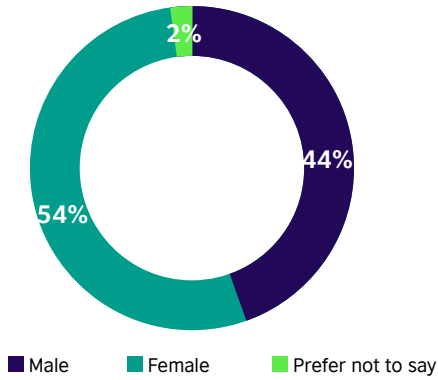


I am familiar with COP26 and the issues it will cover

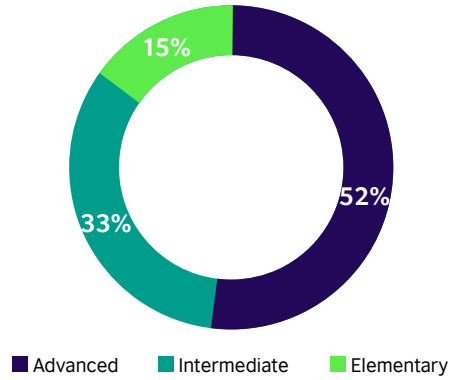


3. Urban

Cluster A : urban

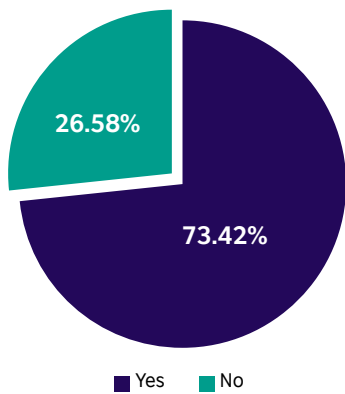


English ability (self-reported)

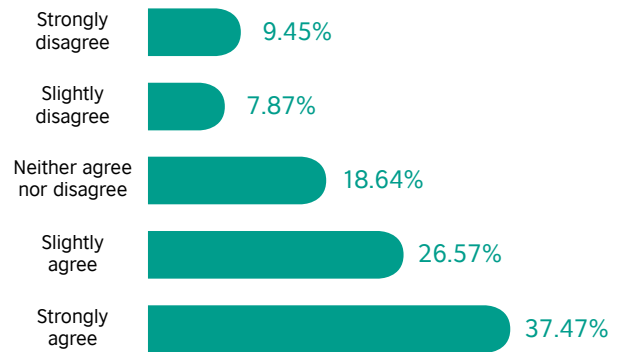


Results and knowledge on young people's readiness.

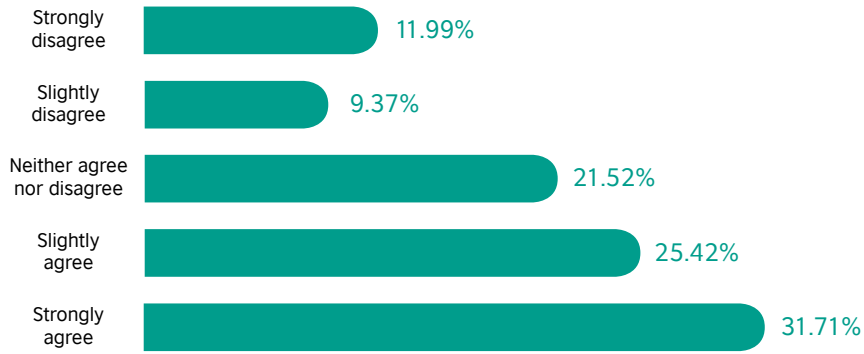
I have the skills to deal with climate change in the community



I am familiar with the UN Sustainable Development Goals

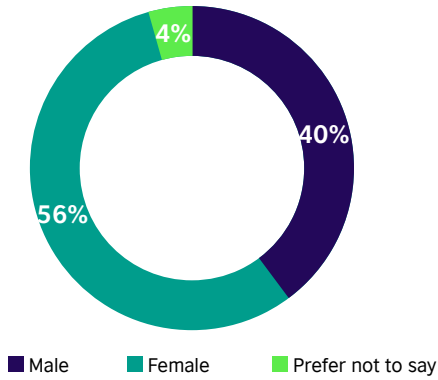


I am familiar with COP26 and the issues it will cover

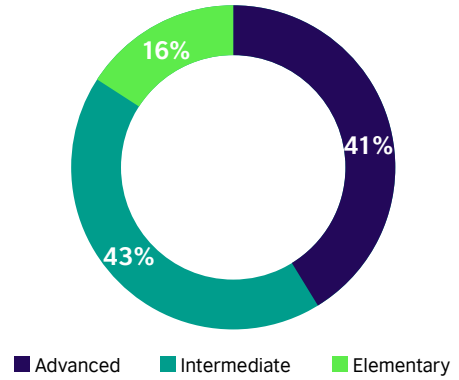


4. Peri-urban

Cluster A : peri-urban

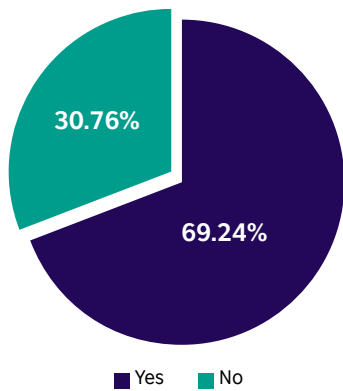


English ability (self-reported)



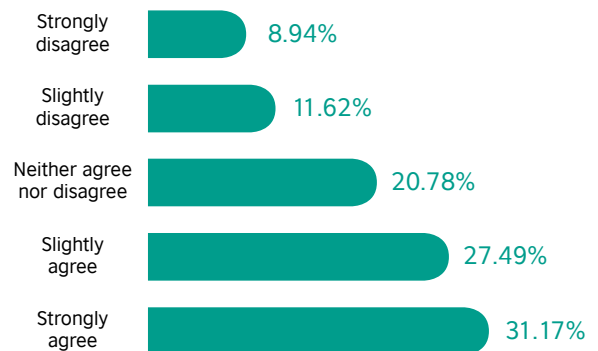
Results and knowledge on young people's readiness.

I have the skills to deal with climate change in the community

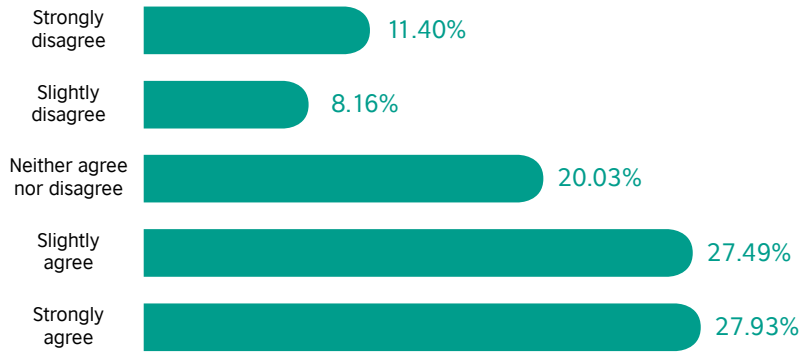


Yes No

I am familiar with the UN Sustainable Development Goals



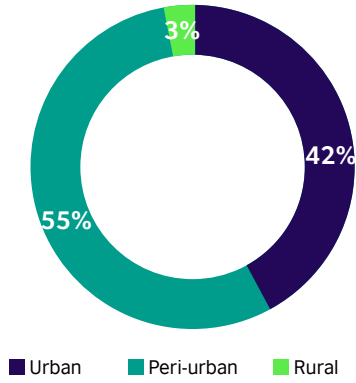
I am familiar with COP26 and the issues it will cover



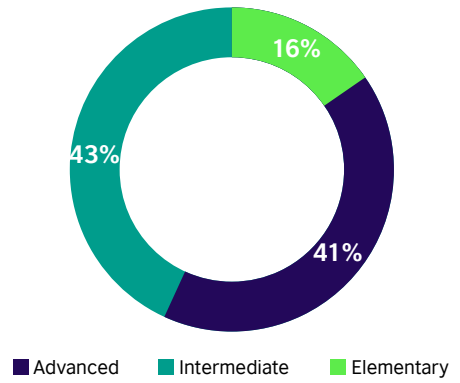
5. Rural

A total of 1,344 respondents were from rural areas.

Cluster A : rural

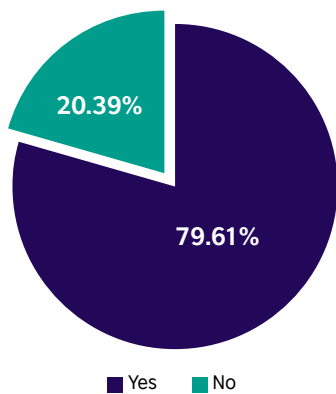


English ability (self-reported)

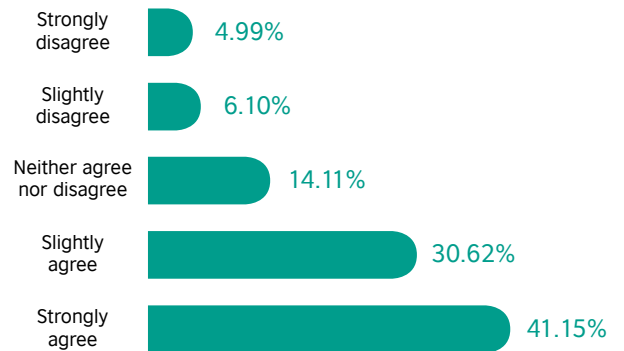


Results and knowledge on young people's readiness.

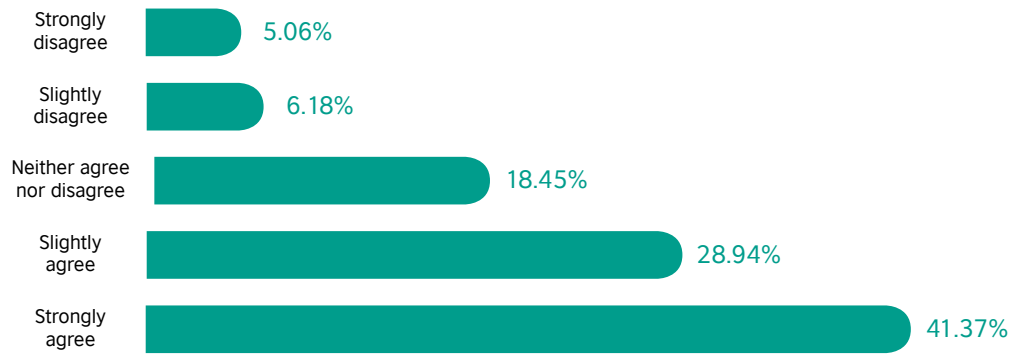
I have the skills to deal with climate change in the community



I am familiar with the UN Sustainable Development Goals



I am familiar with COP26 and the issues it will cover



Hearing the rural voice

The following quotes provide some insights into the sentiments of young people from rural areas who participated in the research.

The role of young people

'Young people must stand and fight against climate change for the reason of the next generation so they can inherit a better future.'

South Africa

Tackling climate change

'Build compactly and use energy-efficient, green building techniques; investing in water infrastructure and natural watersheds could expand access to clean water. We need more efforts to reduce or prevent emission of greenhouse gases.'

United Arab Emirates



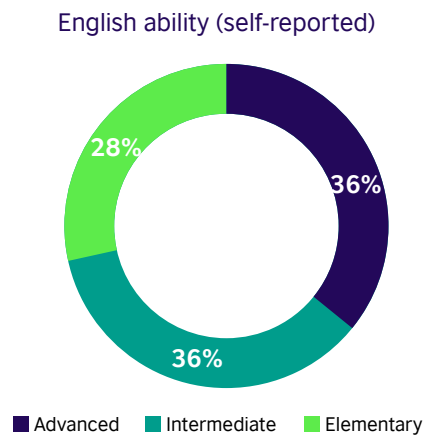
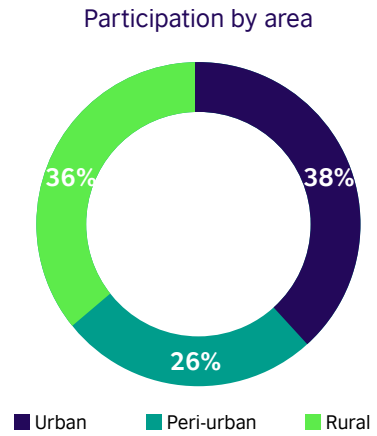
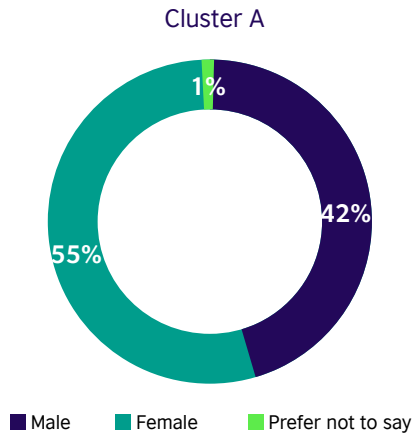
“

We are the reason for exploiting nature and we must look at ourselves and take responsibility on an individual level.

Rural voice

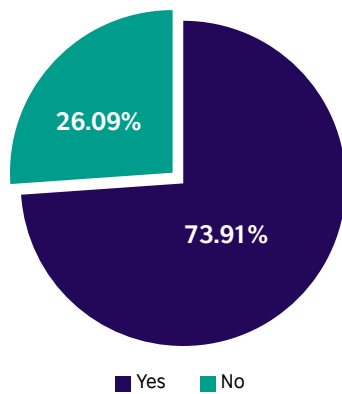
6. Unemployed

A total of 943 of the respondents were unemployed.

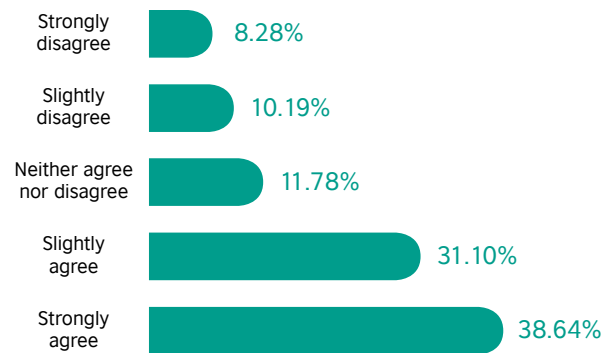


Results and knowledge on young people's readiness.

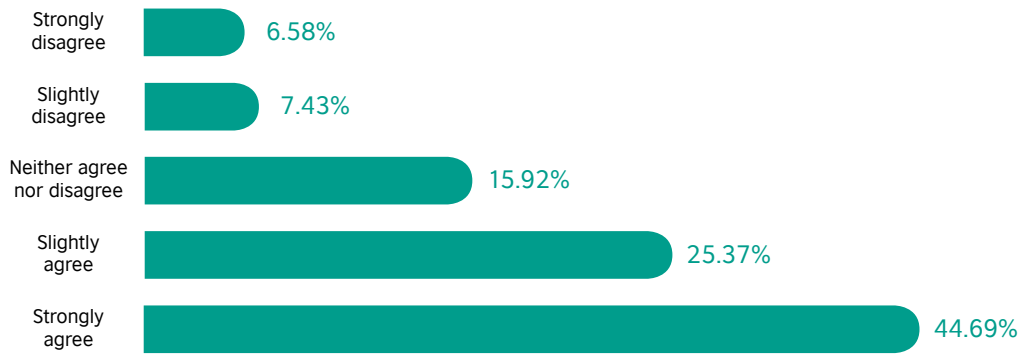
I have the skills to deal with climate change in the community



I am familiar with the UN Sustainable Development Goals



I am familiar with COP26 and the issues it will cover



Hearing the unemployed voice

The following quotes provide some insights into the sentiments of unemployed young people who participated in the research.

Key issue in your country

'Climate change is a global issue. Here in India, pollution is a persistent problem that affects the health of many people.'

India

'I am an 18-year-old girl, who loves nature and enjoys it. I am worried that future generations will not be able to enjoy the same as me. I live in constant stress of thinking about my future, how difficult it will be to find work, emotional and social stability. I still have doubts about whether currently studying a university degree is very good due to the great unemployment that my country faces.'

Mexico

Tackling climate change

'We should be creating a new system to monitor and evaluate the weather and sea level to help people be safe.'

United Arab Emirates

'Climate change awareness should be provided especially amongst our peers. I believe that individuals with this awareness can take preventive steps and we can take slowing measures with projects and ideas.'

Turkey



Thematic analysis

This research shows that young people believe that all sections of the community should have a voice and the right to have that voice heard – especially the younger generations, who will inherit the future and the future problems.

The three distinct that emerged from the research are:

1. contribution to climate mitigation actions
2. policy intervention and advocacy
3. skills development (social media and green skills).

1. Contribution to climate mitigation actions

The research shows that 75.68 per cent of females and 73.39 per cent of males believe they have the skills to deal with climate change within their communities. The data shows a similar trend based on geography, with 73.42 per cent of those in urban areas, 69.24 per cent of those in peri-urban areas and 79.61 per cent of those in rural areas feeling confident in their abilities to address climate change and its impact within their communities. Yet, the research also shows that 69 per cent of participants have never actually participated in any climate change or mitigation actions.

While young people are eager to make meaningful contributions, they currently lack access to opportunities for doing so. Participating in global conferences like COP26 can provide young people with the platform to not only be heard, but to also participate in decisions that will impact their futures. This research finds that only 36.8 per cent of females and 33.06 per cent of males are familiar with COP26. And even those who are familiar with COP26 don't necessarily feel they have the opportunity to actively participate.

The focus group discussions show that young men and women, regardless of their geography, believe that they should be more actively involved in conversations and action around climate change.

Climate change ambassadors

'As young people, we have a clear idea of what climate change entails, so we can do a lot to tackle it. For instance, support electric vehicles, using renewable sources of energy, avoiding cutting down forests can all help slow down the climate change.'

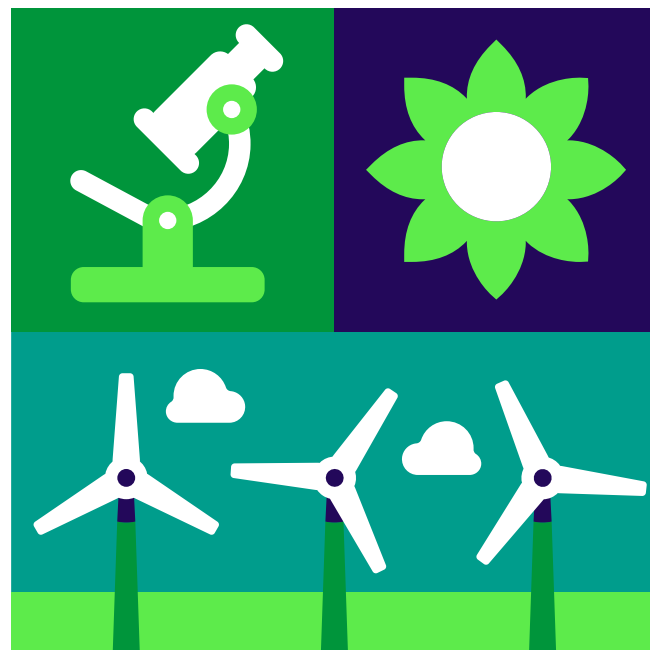
Female voice from Nepal

The role of young people

'The next generation should be allowed to express their thoughts on important issues such as climate change that affect our future without thinking about what people will say. For this to happen, we – including politicians and leaders – must familiarise and educate ourselves on important issues.'

Rural voice from Turkey

In addition, there is unequal access to information, or a lack of relevant information altogether, which tends to further hinder young people's ability



to influence those around them, correct misinformation and collaborate with others for positive change, restricting their role in climate risk mitigation.

To ensure young people can make valuable contributions, governments, policy makers and even civil society organisations and the third sector are responsible for raising awareness and disseminating easily accessible materials to inform them about climate change, its impact and ways in which they can make valuable contributions. Data from Ethiopia, for example, highlights an immediate need for timely access to information.

Next Generation data from cluster B countries also shows that, in Zimbabwe for example, young people are highly engaged on social media, which can be leveraged as a primary medium to inform them about climate change and other issues. Similarly, 76 per cent of young people in Italy use social media on an almost daily basis, making it one of the most effective tools for information sharing.

In cluster C, where digital access is limited (only 20 per cent of respondents identified social media as a source of climate change related information), alternative means of disseminating information should be mobilised. For example, television and radio can ensure those in remote areas, who don't have access to mainstream social media, can still access vital information.

Other barriers that hinder youth participation in climate action range from access to institutions to hierarchical social cultures, corruption and the politicisation of youth organisations. While most national governments now include young people in climate programmes, there is a need to mobilise non-governmental organisations, civil society organisations, climate activists and others to effectively integrate young people in climate action and allocate the necessary resources.

2. Participation in policy intervention and advocacy

Young people want to be heard. And, ultimately, that means not just being part of discussions on critical matters, but also having a say in solutions. They want to be a part of the policy making process, as this directly impacts their lives, now and in the future.

An analysis of cluster C data demonstrates a need for more current youth-centric policies. A young environmental lawyer, for example, pointed out that Pakistan's climate policy was first drafted 15 years ago, by overseas consultants supporting the government. He felt that, since then, many local experts have emerged, and it would make sense to revise the policy with Pakistan-specific insights in mind. A community influencer suggested that women and people with disabilities should be involved in the policy making process, and their comments could be used to review policies to make them more inclusive. An international development consultant similarly noted that women, minorities and people with disabilities are not reflected in Pakistan's current climate change policy, and noted that the National Climate Change Policy is presently undergoing a revision process to integrate more inclusive approaches.

Young people are direct stakeholders in the climate sector, and, in most cases, they make up a significant proportion of the population, which means their participation in policy making processes is critical. In Brazil, for example, 81 per cent of young people are aware that policy makers and civil society organisations can't deal with climate change on their own. They believe leaders and policy makers need to include them in meaningful ways, particularly when it comes to the climate conversation.

Next Generation data from Zimbabwe shows that youth empowerment is not necessarily about handing out donations. True empowerment, the data shows, comes from changing mindsets and helping young people realise their true potential.

In South Africa, one focus group participant felt there was a need to: 'elevate the voices of young people to protect the future of our planet. But, far from being passive victims, young people all over the world have begun to fight.'

In Mexico, young people rank climate action as the most important Sustainable Development Goal, and are aware that policy makers and civil society organisations have a big job to do. Here, 66 per cent believe climate change can't be dealt with alone, and 82 per cent are willing to become community leaders on climate action. Similar trends are evident in other countries. For example, 67 per cent of young people in the United Arab Emirates, 77 per cent in the Philippines and 70 per cent in Bangladesh also feel they have the potential to address climate change.

Their voices need to be heard and included the narrative. Only by creating a platform for youthful voices to reach government and other leaders and become a consistent part of and contribution to policy decisions, can we all begin to work together to better our society and fight climate change.



3. Skills development (social media and green skills)

Policy makers need to recognise that many young people feel leaders and decision-makers aren't doing enough to address climate change. They also need to value the role and potential of young people in climate change mitigation. Since a significant proportion of those who participated in this research believe they have the potential to make meaningful contributions to climate action, there is a need to channel their passion and enthusiasm in more practical and structured ways. This means that governments and policy makers need to identify the role young people can play, and give them access to resources and training that can support them in fulfilling their potential.

Gaps in knowledge regarding the social, psychological, economic and political impacts of climate change, and a lack of appropriate capacity of stakeholders to address these issues, are two key barriers to effective action against climate change.

In Afghanistan, for example, one respondent noted the disparity in policy when it comes to agriculture; while the government, civil society and the private sector have worked to build capacity for production in villages, they have done so without imparting the requisite education to village residents. As such, there are now situations where a lot of money has been spent on building greenhouses under the assumption they will enable villagers to grow food all year round. However, many villagers did not know how to use these greenhouses properly, and were using them to house cows in many cases. An official noted that young people did not have an adequate understanding of climate change, and had cut down trees in some areas for fuel and money.

While this points to the government's effort to mitigate climate risks, it also only further highlights the importance of building the capacity of young people and of helping them develop skills that can have positive lasting impacts. Increasing the involvement and engagement of youth in climate change governance has widespread benefits for disseminating information. It is also imperative for raising awareness across a diverse group of stakeholders and in helping build nationwide adaptive capacity and resilience to climate change.



Whilst the research overall shows that a clear majority (75 per cent) of young people globally feel they have the skills to deal with climate issues in their communities, targeted skills development and capacity building is required to realise this potential and channel it effectively.

Many young people don't have access to skills development and capacity building of this kind. In Bangladesh, only 18.6 per cent of participants have access to affordable capacity-building resources on climate action, while 46.7 per cent have no access. Similarly, data from Zimbabwe shows that more than 69 per cent of young people need to develop the relevant skills to undertake more focused climate action.

A focus on the green economy – which is about social inclusion, not just the environment – could help to develop skills for climate action, while also covering the broader issues participants identified, such as unemployment and access to education. [The 2011 UNEP Green Economy Report](#)²⁸ argues that to be green, an economy must not only be efficient, but also fair. Fairness implies recognising global and country level equity dimensions, particularly in assuring a just transition to an economy that is low-carbon, resource efficient, and socially inclusive.'

Through education and collaboration, young people can be involved in climate risk mitigation and can support with co-developing sustainable climate solutions.



²⁸ Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication: <https://sustainabledevelopment.un.org/index.php?page=view&type=400&nr=126&menu=35>

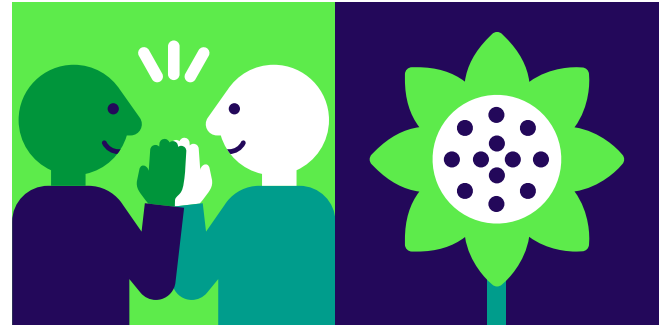
Way forward

Listen to us and understand the seriousness of climate change and its impact on us, our communities, and our countries. Involve us and we can contribute to making positive changes. We have the skills, drive and motivation, just provide us with the opportunity.

This research demonstrates that young people possess the enthusiasm and drive to fuel positive change, and are interested in playing an active part in mitigating climate issues, irrespective of their social class, education or location. Now is the time for organisations and governments to provide opportunities for young people to engage in positive, proactive climate change mitigation programmes.

Organisations working to tackle climate change should focus on:

- engagement – work with policy makers to be the bridge between formal organisations and young people
- personal action – support young people to change their behaviours for lessening their environmental impact by making lifestyle changes such as consuming/wasting fewer resources, eating less meat, preserving water and driving fuel-efficient vehicles



- community/social volunteering projects – help young people volunteer in activities such as picking up waste, planting trees and discouraging the use of plastics
- employment/career skills – promote green jobs.

Through The Climate Connection programme and the [8,000 Rising](#) campaign²⁹, the British Council is engaging even more young people, by providing them with the opportunity to collaborate with local British Council offices and to highlight the importance of young voices in the climate debate. This has culminated in the Global Youth Letter on Climate Action, which will be shared at the upcoming Conference of Youth and at the British Council's Exhibition in the Blue Zone in Glasgow.



²⁹ For more information on British Council's 8,000 Rising Campaign, see <https://www.britishcouncil.org/climate-connection/get-involved/global-youth-letter>

Annexes and appendices

Annex A: The Global Youth Letter on Climate Action (with introduction)

The Global Youth Letter on Climate Action

The Global Youth Letter on Climate Action is a call for action from young people globally, directly addressing the leaders attending COP26 – the 26th UN Climate Change Conference, in Glasgow, November 2021.

It is the result of a large-scale research exercise between the British Council and not for profit social enterprise Catalyst in Communities, who used a mixed methodology approach including crowdsourcing to garner the views, experiences and aspirations of 8,000 young people across 23 countries.

Aiming to be as representative as possible in terms of gender, background, location and socio-economic status, the research team worked through global Covid-19 restrictions to amplify the unheard voice of the climate debate: today's young people. Research for the report was carried out between January and March 2021.

The key messages and recommendations to come out of this research can be found in this document, after the letter itself.

The Global Youth Letter on Climate Action, and accompanying 8,000 Rising campaign, is part of the British Council's [The Climate Connection](#) programme, a global platform for dialogue, cooperation and action, connecting millions of people through shared solutions to the climate crisis.

Young people are at the centre of this collaborative approach, as we support them to raise their voices, and gain the skills and networks to participate in meaningful dialogue and bring about real change for our planet.

We hope the following letter inspires you to think about your role in tackling climate change and motivates you to take action in whatever way you can.

Find out more about the Global Youth Letter on Climate Action research, read the report, and join in the 8,000 Rising campaign [here](#)



Dear COP26 leaders,

We come to you, as more than 8,000 young people from 23 countries across the globe, to share our aims and aspirations for the future of our planet.

We represent the unheard voices in the climate debate, yet we are the ones who will be most affected by climate change – now and in the future.

Coming from all sections of society, many of us are overlooked. We are aged 18 to 35, and include males, females and others on the gender spectrum. We are both urban and rural. We have different levels of access to education and employment. We have diverse socio-economic statuses, and some of us have disabilities.

From young women and girls in Nepali villages, to transgender youth in Bangladeshi cities, to unemployed young people in Kenya – we all want to be heard and valued at COP26.

Through surveys, focus groups, social media campaigns and meeting and messaging apps, we finally got the opportunity to raise our voice. And, now, we want to share this collective voice with you, as we set out our hopes and demands for climate action.

How climate change is impacting us

We are deeply worried about the long-term effects of climate change. Depending on where we live, we've already witnessed the impact of the climate crisis. We've experienced coastal erosions in the United Arab Emirates, deforestation in the Amazon, air pollution in Turin, and flooding in rural Bangladesh and South Africa.

As well as destroying our natural environment, the climate crisis is also diminishing our future employment opportunities. Because economic growth is directly linked to climate change, by not addressing it, there will be no long-term economic growth – and far fewer jobs. And that affects us all.

A message to world leaders

Carbon emissions have gone up by 60 per cent in the last 30 years. We cannot go on as normal if we want to maintain a global temperature rise of under 1.5°C. So we need our leaders to be more proactive in response to this global challenge.

Our leaders must listen to us. You should recognise that we are motivated, ready to learn and inspired and act – for now and for the future. We want to see the systemic barriers around meaningful youth engagement in climate action – and other key issues – be removed. Provide us with access to institutions, let us into decision-making spaces, provide us with resources, and work with us to address the climate crisis.

Our commitments

We want to realise our true potential, but most of us have never participated in climate mitigation actions. We are willing to become politically active – not just by joining demonstrations, but by spreading information about climate change and by becoming role models for our peers. That way, we can begin to influence those around us and collaborate for change.

We believe that young people can influence climate change action. We are quick to react and to adjust our lifestyles, so we can be an example for older generations. We are more connected now than we've ever been, and we are open to collaborating with and listening to the views of others.

We can use our role as digital citizens to share our knowledge and experience with our peers, particularly those who are marginalised and vulnerable, by using online and digital tools.

We are prepared to make lifestyle changes. We are ready to consume less and waste less, and to reduce our carbon footprint. We are the last generation who can stop climate change, and we are willing to do what is necessary to achieve our goal – together as one world.



Our global voices

'The youth of today will be the decision makers of tomorrow. Hence, it is essential that young people across the world are aware of environmental and climate issues, so they can contribute to address these global challenges.'

Rural Indian voice

'We want to be active and constantly participate in a long-term process by and for young people, in which they can develop not only a discourse, but actions that involve the whole of society as well their local communities.'

Brazilian voice

'If young people act on climate change and work together as one, their voices will be heard, and it will encourage the whole world to also take action.'

Rural, female, unemployed Kenyan voice

'Our youths need education, skills and empowerment. All the things to enhance their ability on how to tackle climate change in our community.'

Unemployed Indonesian voice

'We are the future, and if we want to see the future, we need to keep the environment safe, also for the next generations.'

Unemployed South African voice

'Youths should be educated more on climate change and see its effects ... they should be supported by leaders through employment opportunities.'

Unemployed Philippines voice

“

The government and the people should work together to find solutions to this global issue.

Female Turkish voice



‘Build energy-efficient cities using green building techniques, wind power and bio-energy. We should reduce pollution and emissions from cars and factories and create a new system to monitor and evaluate the weather and sea level to help people be safe.’

Rural, female United Arab Emirates voice

What we demand from our leaders

We want governments to draw upon our knowledge and creativity, to strengthen our education and training opportunities, and to invest in green technology that reduces environmental impact and creates new jobs for current and future generations. We want education that inspires us, that promotes employment and gives us the tools to take climate action. We want guarantees and commitments to curbing carbon emissions, and, just as important, we want you to provide better responses to social issues within our societies, like unemployment and access to education.

Alongside this global letter, our thoughts have been captured and shared in national letters, from each of our 23 countries. These will help policy makers, civil society actors and young people to identify individual and collective lived experiences, challenges and opportunities to build climate change resilience.

We have a chance to mobilise the largest population group in every region – young people – to act as anchors for collective climate stewardship across the world, and to build upon the agency, ideas, innovation and youth-led change fostered through global, national and community-level connections.

Our final message is that, as young people, we are extremely positive about the potential future of our planet – but only if we are listened to by world leaders and policy makers and have opportunities to engage and make a difference. And we are ready to work with you to create those opportunities.

Further reading

The Global Youth Letter on Climate Action was created using qualitative and quantitative data gathered during a large-scale research project commissioned by the British Council, in 23 countries³⁰ globally.

The following key messages and recommendations are taken from the findings of that research, and provide good further reading for leaders and policy makers – and anyone else concerned about climate change – on how the aims and aspirations of young people can be translated into real action.

Key messages

The strongest and most prominent message to come from the research exercise is that there is a strong, unanimous voice of young people in relation to climate change, across all 23 countries.

Young people consider climate change to be one of the largest and most unprecedented threats to the world. And while they believe they can play a key role in addressing the issue, most young people surveyed say they have never participated in climate mitigation actions.

Still, many are willing to become politically active – not just by participating in demonstrations, but by disseminating climate change information via social media and becoming climate role models for their peers. In so doing, they believe they can influence those around them, counter disinformation and collaborate for positive change. In short, young people are calling for opportunities to make a valuable contribution to the climate challenge.

One of the main criticisms made by young people is the perception of ‘a lot of talk and no action’. Yet they are prepared to lead by example and act. They believe they understand the issues (for example, skills development, a need for action) and recognise that, although we are all interconnected, different approaches are required in different parts of the world. In addition, while most young people are willing to act and engage in global initiatives such as COP26, they lack information about these initiatives, which hinders their participation and engagement.

³⁰ Afghanistan, Bangladesh, Brazil, Ethiopia, Germany, India, Indonesia, Ireland, Italy, Kenya, Mexico, Myanmar, Nepal, Nigeria, Pakistan, Philippines, South Africa, Sri Lanka, Turkey, the UK, the United Arab Emirates, Vietnam and Zimbabwe.

Policy makers need to recognise that many young people feel their leaders and decision-makers are not doing enough to address climate change. They also need to value the importance and potential of social media in young people's lives. Civil society organisations and the third sector should explore the use of digital channels to share relevant climate change education and knowledge amongst young people. Who can then act as vehicles to amplify the collective youth voice, to ensure it is heard and reflected on a wider scale.

Future generations need to be involved in developing climate action plans, with measurable outcomes, and realistic, meaningful targets – whether it's tackling deforestation, pollution or carbon emissions. We all have a responsibility to engage and value the young people of today, and to involve them in the planning and implementation of climate change solutions.

While young people are willing and able to act – and, in many cases, believe they have the skills to do so – there is still a need for relevant education, training, public awareness and access to information, as these are all critical for building the skills for effective climate action. They are aware that the climate challenge is too big for them to tackle alone, yet they not only lack avenues for active participation, but also the climate literacy, language and leadership skills to initiate climate action amongst their peers and within their communities.

They should, therefore, be provided with easy access to local and global literature and resources around climate science, climate action and resilience building. Communication, creative problem-solving and active citizenship skills should also be key learning priorities, so that young people can effectively relay their concerns and propose actions to their peers, families, communities and leaders.

Recommendations

1. Develop suitable forums for young people to express their views and sentiments towards the future of our planet and their place in it.
2. Encourage more young people to come to the forefront of these conversations, recognising that most are more open to listening to their peers.
3. Create diverse consultation structures to ensure young people are heard.
4. Establish communication channels for hard-to-reach young people and remote communities; a consultation app would be effective in many remote contexts.
5. Raise awareness about climate change in rural areas that have limited or no access to digital facilities in other ways, such as printed materials, civil society organisations and educational settings.
6. Support the unemployed and young people to become trainers, to enhance their knowledge and skills about climate change and support sustainable development in rural areas.

7. Host mini or micro-COP summits quarterly or bi-annually in rural and remote areas, to ensure young people are well equipped with the skills to adapt to climate change effectively.
8. Integrate climate change into school curricula.
9. Use school and community events to raise awareness.
10. Support the development of collective youth action plans, in collaboration with civil society and other organisations.
11. Build practical and effective social media infrastructures to promote inclusive, positive engagement and support the development of relevant action plans.
12. Develop clear, understandable measures to tackle climate change, so young people can see progress and gain confidence in solutions.
13. Strengthen efforts to raise awareness and build capacity to deal with the impact of climate change on young people's health.

The following recommendations reflect how young people feel youth participation can be improved.

1. Policymakers and leaders must develop clear and simple action plans, tailored to each country and its unique challenges, so young people can make contributions via:
 - a. communication campaigns to ensure their voices are heard
 - b. adjusting personal behaviours (for example, committing to conserving water or tackling pollution)
 - c. raising awareness via social media and other avenues
 - d. leading and/or participating in social campaigns (for example recycling and tree planting initiatives)
 - e. volunteering with local organisations to improve the resilience of vulnerable groups and communities in relation to climate change and disasters.
2. Strengthen multi-level governance on the issue of climate change and youth engagement to ensure there is coherence at the local, national and regional levels.
3. Mobilise young people to support the development of awareness-raising materials for vulnerable groups, such as women and girls, people with disabilities, other minority groups and children, as well as those living in rural areas who may otherwise have no access to such material.
4. Create global and national support programmes for young people, through which they can develop or further hone critical skills for climate action, such as social media, language and leadership and communication.
5. Place young people at the forefront of climate action and related risk mitigation.

These recommendations are not exhaustive, and further engagement with young people through focus group discussions will generate further data to signpost a way forward.

Appendix A: Online **survey link**

The survey can be accessed at either of the following links:

[Link 1](#)

[Link 2](#)



Appendix B: Focus group structure and prompts

Personal data and insights

- Tell us about yourself (in 50 words or less).³¹
- What do you feel are the key challenges facing young people in your country?³²
- Do you feel your schooling/education has prepared you for the future?

General skills and resilience³³

- Do you have the skills to embrace the challenges facing young people in your country in the future?
- What do you think the leaders of your country should be doing to improve your opportunities in the future?
- Are you prepared to undertake further education and training to improve your prospects? What should these education and training programmes include, in your opinion?

UN Sustainable Development Goals

There are 17 UN Sustainable Development Global; can you list any of them without research?

- The 17 are: 1: No Poverty; 2: Zero Hunger; 3: Good Health and Well-Being; 4: Quality Education; 5: Gender Equality; 6: Clean Water and Sanitation; 7: Affordable and Clean Energy; 8: Decent Work and Economic Growth; 9: Industry, Innovation and Infrastructure; 10: Reduced Inequality; 11: Sustainable Cities and Communities; 12: Responsible Consumption and Production; 13: Climate Action; 14: Life Below Water; 15: Life on Land; 16: Peace and Justice Strong Institutions; 17: Partnerships to achieve the Goal³⁴
- Of these 17, which do you feel are most relevant and need attention in your country?



Climate change Pre-COP26 and COP26

Are you familiar with the COP26 structure for 2021?

- If you could write one Tweet (i.e., 140 characters) for reading out loud at COP26 what would it be?
- If you could write a short letter to the leaders (maximum 50 words) for global leaders at COP26, what would it be?

Engagement with deeper focused activities and climate change ambassadors

The research team is aiming to collate young people's voices from several countries. Would you like to be more involved?

- How would you approach the need to expand social media reach in your country?
- In 50 words, write what role a young climate change ambassador can achieve in promoting the need for climate change action in your country?



³¹ While personal circumstances are relevant, the qualitative strategy needs to enhance the willingness to share opinions and not be too focused on these factors. Such a generic question allows the respondent to lead and share what they consider important, and allows for them to recognise the locus of control of the data extraction is firmly located with them.

³² The quantitative survey has generated a comprehensive list for each country and this question acts as a regulator for voice extraction, i.e., cross-referencing in a non-leading context.

³³ From this category, Basecamp groups were managed to encourage dialogue and the honing of young people's voices. The time frame limited the scope for sentiment analysis; these tools were applied as datasets grew.

³⁴ Focus group mediators were encouraged to generate dialogues on each of the goals and their significance in the country context.

