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ARAB YOUTH COUNCIL FOR CLIMATE CHANGE

Developing, Integrating, and Implementing a Youth Climate Change Agenda

Navigating Local and Regional COYs

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INTRODUCTION

The youth of today want their voices to matter, especially in regards to climate change. This rising generation, defined here as late teenagers until the early 30s, is overwhelmingly worried about the topic too.

For example, **76% of Gen Z** say that climate change is one of the **greatest challenges** facing society, while **37%** make it their **number one concern**.

Even so, frustration with traditional political institutions due to **lack of progress on environmental sustainability** has made many youths turn to alternative approaches more than any previous generation, including **entrepreneurship, activism, and educational campaigns**. Compared with older adults, Gen Z and Millennials are talking more about the need for action on climate change; among social media users, they are seeing more climate change content online; and they are doing more to get involved with the issue through activities such as **volunteering** and **attending rallies** and **protests**.

Part of the frustration comes down to **expectations. Youth want big changes, not the tiny incremental improvements so typical of bureaucratic government processes**. Youth want far-reaching, altruistic, empathetic, and

clever solutions to fix our environment, not token efforts designed to temporarily ward off political criticism. Youth want **justice** and **accountability** when government climate promises are not kept.

Yet, the **youth cannot tackle climate change alone**. For example, they **lack institutional knowledge**, such as **navigating the gargantuan logistics requirements for messy industries**, from **commodity supply chains** to **retail distribution**. Their proposed ideas might not be as refined as their older counterparts. **Youth are more prone to making mistakes**. That's **ok**. They must **learn** and **contribute** anyways. After all, firsthand **experience** is the only way for today's youth to blossom into **tomorrow's leaders**.

The goal of this report is twofold: create understanding and provide tools. We must first have a better understanding of both climate change and today's youth (with an emphasis on Arab youth). Then, we can discuss how to meaningfully work with youth, to maximize their contributions towards a sustainable future.

We cannot allow perfection to paralyze our progress towards a **net zero emissions future**. We must implement **good ideas** from our **youth**, while shepherding them to be better stewards of this planet than ever before.

1. https://www.theguardian.com/environment/2021/sep/06/gen-z-climate-change-careers-jobs
2. https://www.un.org/en/climatechange/science/key-findings

UNDERSTANDING CLIMATE CHANGE

In the 21st century, human-accelerated climate change is the greatest existential threat to life our planet faces, and deserves our wholehearted attention. But it is a complicated and divisive topic, and the Arab World is particularly vulnerable to its diverse consequences. So, what exactly is climate change, what happens if we do not stop it, what is already being done to mitigate the damage, and what further action is needed from governments across the world, particularly in the Arab World?

What is climate change?

As defined by the UN, climate change is a long-term process where temperature, rainfall, wind and other elements vary over decades or more. Over the space of millions of years, Earth has experienced periods that are warmer and colder. But today we are experiencing unprecedented rapid warming from human activities, primarily due to burning fossil fuels that generate greenhouse gas emissions. Increasing greenhouse gas emissions from human activity act like a blanket wrapped around the earth, trapping the sun's heat and raising temperatures. Examples:

1 Greenhouse gas emissions that are causing climate change include carbon dioxide and methane. These come from burning fossil fuels such as gasoline for driving a car or coal for heating a building.

2 Clearing land and forests can also release carbon dioxide.

**3** Landfills for garbage are another source.

4 Energy, industry, agriculture and waste disposal are among the major emitters.
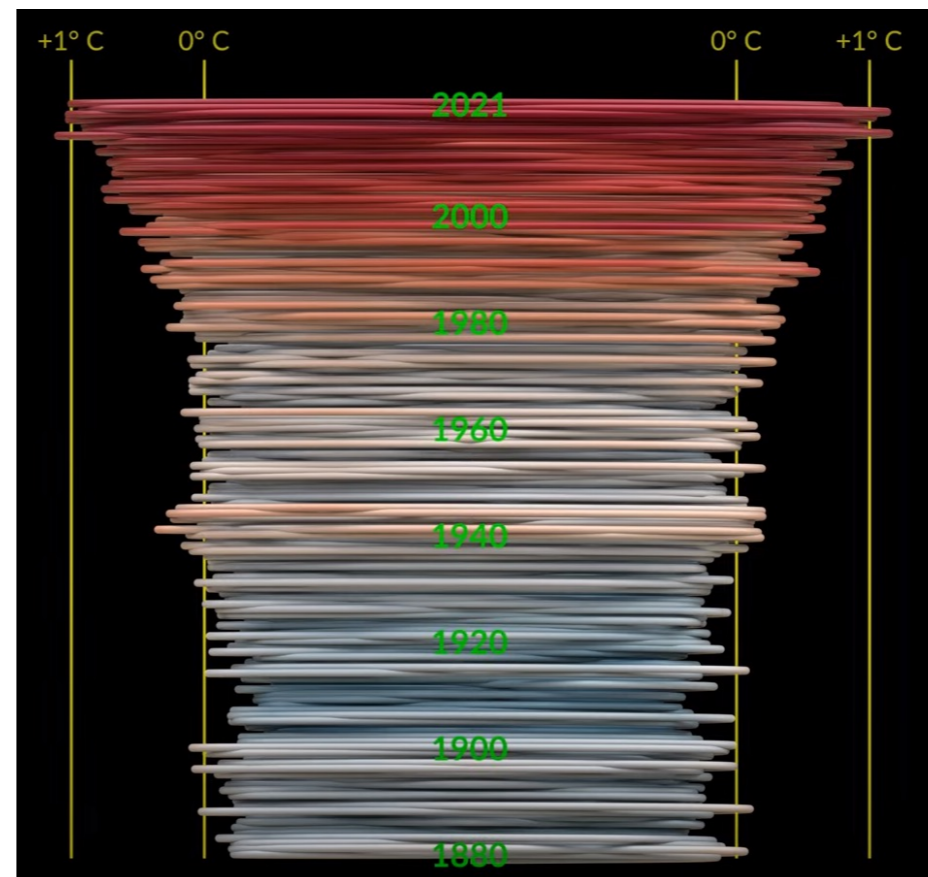
This visualization shows monthly global temperature anomalies (changes from an average) between the years 1880 and 2021. Whites and blues indicate cooler temperatures, while oranges and reds show warmer temperatures. Source: NASA

Greenhouse gas concentrations are at their highest levels in **2 million years and** continue to rise. As a result, the earth is about **1.1°C** warmer than it was in the 1800s. **The 2010s was the warmest decade on record.**

Every increase in global warming matters. In a 2018 UN report, thousands of scientists and government reviewers agreed that limiting global temperature rise to no more than **1.5°C** would help us avoid the **worst climate impacts** and **maintain a liveable climate**. Yet the current path of carbon dioxide emissions could increase global temperature by as much as **4.4°C** by the **end of the century**.'
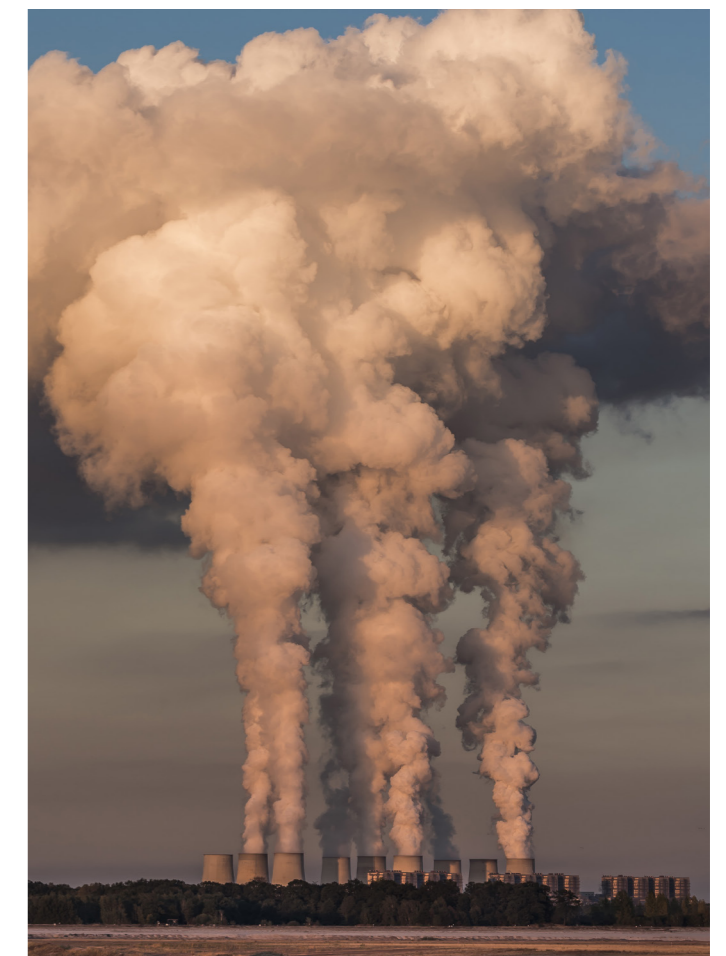
UNDERSTANDING CLIMATE CHANGE

What are the consequences of climate change?

Many people think climate change mainly means **warmer temperatures**. But temperature rise is **only the beginning** of the story. Because the Earth is a system, where everything is connected, changes in one area can influence changes in all others. The consequences of climate change now include, among others,
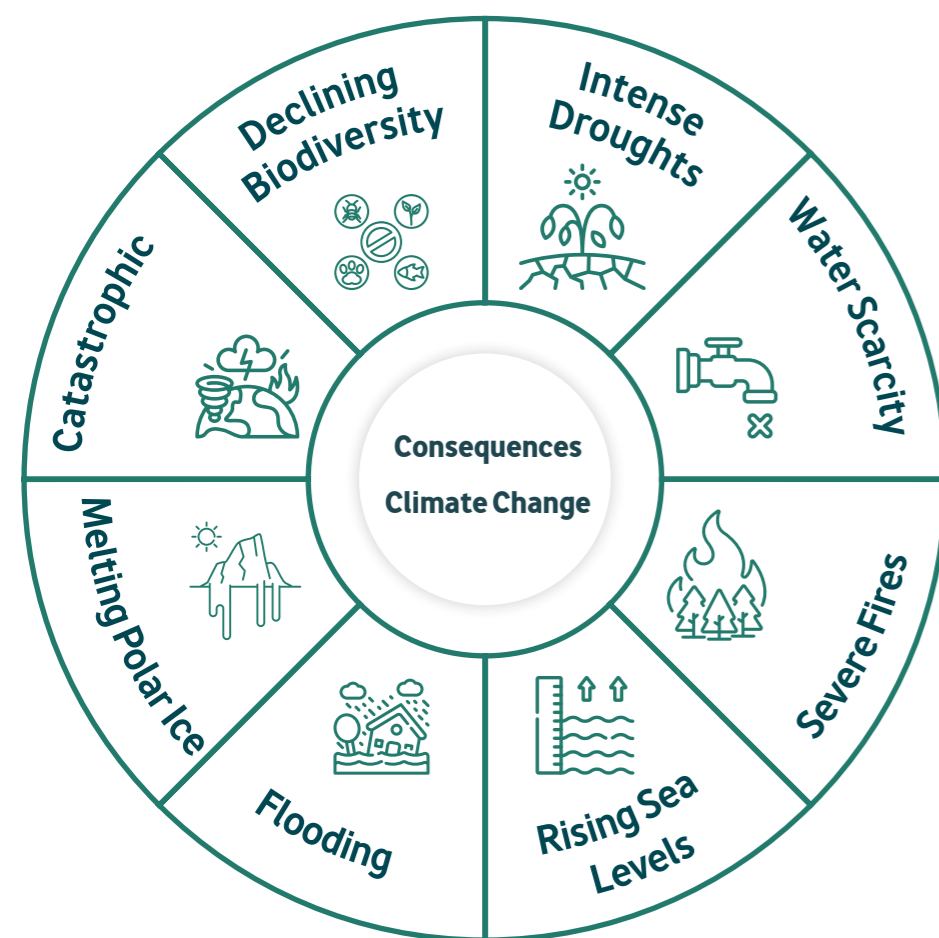
Marginal changes have profound implications. Global temperature averages take into account enormous empty stretches of ocean; land temperatures where people live will rise faster. By 2100, Dubai **and other Gulf cities are expected to reach an average** of **35°C,** up from **31°C** today. In drier locations such as **Kuwait City**, the actual air temperature is projected to top an astonishing **60°C.**

For the Average Consumer	For City Officials	For Farmers
Higher air conditioning bills	Overtaxed electricity grid	Abandoning unfavourable crops and desertification
Higher Water bills	Water quotes	
Higher hospitalization rates from dehydration	Drier foliage that is ripe for wildfires	

Higher ground temperatures mean **faster evaporation and warmer oceans**, which leads to a **number of weather changes**. **Stronger tropical storms** will hammer coastal communities and island nations. **Desertification** will **accelerate** across the **Sahel in Africa**, and the **Amazon basin in Brazil** will turn into a **new savannah**. In every **location**, weather "patterns" will remain less predictable than ever.

Melting glaciers, melting polar ice caps, and the thermal expansion of water are expected to lead to **ocean levels increasing** by **one to three meters**. For some **seaside populations**, that just means more **frequent flooding** and **higher tides**. For other populations, like **slums** in **Jakarta** relying on **failing levees** to **hold back the water**, that means **mass migration**. More extreme is the **Pacific nation of Kiribati**, which is built on a string of flat atolls: the government has purchased **land** from **Fiji** to **relocate** its **entire population** if ever **necessary**.

As the **oceans absorb excess carbon dioxide** and **other pollutants**, their **pH** is **slowly lowering** while the **water heats up**. This is hurting fish stocks, but the bigger issue is that **coral reefs are dying** and will be **90%** wiped out within our lifetimes. Why is that bad? Reefs provide jobs for an estimated **500 million** people between **fishing** and **tourism** and form a protective layer for coastlines – which will be sorely needed with strengthening storms. **25%** of all marine life depend on reefs, and some of those plants and animals are key ingredients for cutting edge medicines.

According to the World Resources Institute, nearly two-thirds of the coral reefs in the Middle East region are at risk, with the greatest pressure is in the Gulf, where more than **85%** of reefs are considered threatened.

Eventually there will be **forced migrations** and **climate refugees**. Poorer regions do have sufficient safety nets, and will cause political upheavals as massive populations cross borders to seek safer homes abroad. Existing NGOs will be unequipped to handle the influx.

4. https://www.cnn.com/2015/10/27/world/persian-gulf-heat-climate-change/index.html#:~:text=By%202100%2C%20however%2C%20many%20regions,value%20of%2035%C2%B0C .4
5. https://www.wri.org/data/reefs-risk-middle-east

UNDERSTANDING CLIMATE CHANGE

What is already being done to mitigate the damage from climate change?

Climate change is a **huge challenge**, but we already know **many solutions**. These can deliver **economic benefits** while **improving our lives and protecting the environment**. We also have **global agreements** to guide progress, such as the **UN Framework Convention** on **Climate Change** and the **Paris Agreement**. **Three broad categories of action are:**

Cut emissions

Adapt to climate impacts

**Finance required adjustments**

Emerging **technology trends** are a key **starting point**. **Electric** and **hybrid cars** are **gaining momentum**, with many wealthier countries **imposing bans** on **petrol models** before the end of the decade. Expect this trend to sweep all countries, including the Arab World, but not until the 2030s or 2040s due to **insufficient infrastructure**. **Renewable energy sources** are slowly **replacing fossil fuels** for **electricity production**, **transportation**, **commercial processes**, and **residential needs**. **Battery improvements** and **smarter grid systems** are teaching us to **store electricity** more **efficiently**.

Sustainable lifestyles are firmly in the **mainstream** – if sometimes in aspiration only. **Biking** and **public** transit are more **popular** than any previous point in history. **Single-use plastic** items are rapidly gaining **notoriety** in dozens of countries, while **recycling** and **composting** are becoming more common and user friendly -- but **implementation** is **extremely lopsided**.

Select **industrialized countries** are **fighting pollution** through **policies** like **cap-and-trade emission schemes**. What started as a **compromise solution** to **deter acid rain** in the **eastern USA** has evolved into a **clever mechanism** to shift the **cost of emissions reductions** onto **producers** rather than **consumers**. But the scope and usefulness of emissions trading remains narrow. As of writing, only a few Arab countries like **Oman** and the **UAE** appear to have **concrete plans** to **rollout** a **cap-and-trade system** in the **Arab World**.
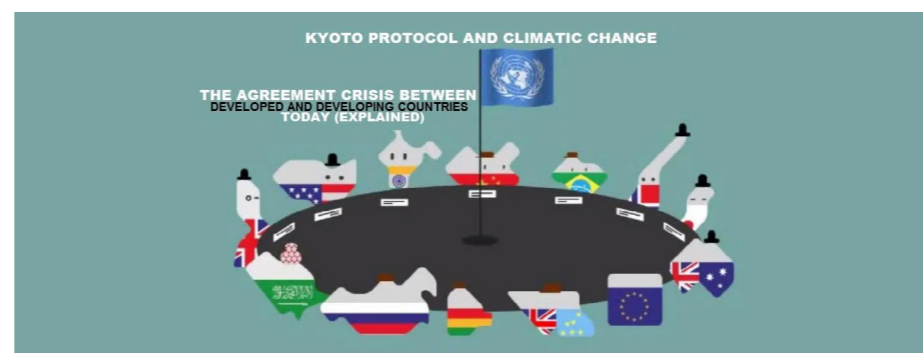
Most countries have **signed global pledges** to adapt to **climate change realities**, most famously the 1990s **Kyoto Protocol** and 2015 **Paris Agreement**. These nonbinding conventions have limited impact thus far, but their aspiration and solidarity are important for cementing public opinion.

What further action is needed from governments to fight climate change, particularly in the Middle East?

Switching **energy systems** from **fossil fuels** to **renewables** like **solar** will **reduce the emissions driving climate change.** But we have to start **right now**. While a growing coalition of countries is committing to **net zero emissions** by 2050 or 2060 – including **three** in the **Arab world**: the **UAE**, **Bahrain**, and **Saudi Arabia** – about half of **emissions cuts** must be in place by 2030 to keep warming below **1.5°C**. **Fossil fuel production** must decline by roughly **6%** per year between 2020 and 2030 – which will be even more difficult if **crises** like the conflict in **Ukraine restrict supply**.

Adapting to **climate consequences protects people**, **homes**, **businesses**, **livelihoods**, **infrastructure** and **natural ecosystems**. It **covers** current impacts and those likely in the future. **Adaptation** will be required everywhere, but must be prioritized now for the **most vulnerable people** with the **fewest resources** to cope with **climate hazards**. The rate of return can be high. **Early warning systems** for **disasters**, for instance, **save lives** and **property**, and can deliver benefits **up to 10 times** the **initial cost**.

Climate action requires **significant financial investments** by **governments** and **businesses**. But climate inaction is vastly more expensive. One critical step is for **industrialized countries** to fulfill their commitment to provide **$100 billion a year** to developing countries so they can adapt and move towards greener economies.

UNDERSTANDING TODAY'S YOUTH

Now that we have a better grasp of climate change, we must turn our attention to those who will be forced to live through it: **today's youth**. The current rising generation is a choice group of individuals. They have been born into a world more volatile and chaotic than any previous generation, and despite enormous challenges, they are **optimistic** about **eventual environmental success**.

Yet, **today's youth** seem to **attract endless criticisms** and **complaints**. Many are dismissed as more irresponsible or lazy than previous generations. Many lament their shifting political and economic priorities compared to their parents. However, they do **care more** about **fighting climate change** than perhaps any other group. Upon closer inspection, it appears that their actions are consistent with their collective life experiences. Therefore, it is **essential to obtain a better profile of these youth, because collaborating with them is essential if we are to ensure a sustainable future.**

Who are Millennials and Generation Z?

Millennials are currently aged from **late 20s** until **early 40s**; **Generation Z – or "Gen Z" –** are currently **aged from teenagers until mid 20s**. Understanding the overlapping profiles of both is essential.

Human generations are often defined by **seminal events** or **crises** that **inflict collective memories**. Youth today are defined by:

1 Witnessing the 2008 **global financial crisis** and **subsequent waves** of **political populism** across the globe.

2 **Experiencing** an **increase** in **natural disasters** (hurricanes, droughts, etc.) and other adverse effects from climate change

3 Going to school or work **during the 2020 COVID-19 pandemic**

4 **Witnessing escalating conflicts** and **instability**, especially in the **Middle East** and **North Africa region**.

According to FamilySearch, the world's largest genealogical organization, **Millennials and Gen Z have the following distinct characteristics**:

Millennials are good at accepting change. Millennials have witnessed a massive shift in technologies, the economy, and business throughout their lifetime. If life has taught them anything, it's that things don't stay the same for long.

Millennials are curious. If there is a faster, better way of doing something, millennials want to know. They'll take advantage of the tools available to them to be more effective. Researchers say that this quality makes them valuable employees.

Millennials value teamwork. This generation tends to enjoy collaborative work environments where they can seek out alternate viewpoints and input from others.

Millennials like feedback. Millennials recognize the importance of valuable, regular feedback, especially when it comes to the workplace. In addition to seeking out constructive criticism and mentorship, this generation also appreciates positive feedback and recognition for a job well-done.

Millennials visit public libraries more regularly than other age groups. The reason for this characteristic is a bit of a mystery. Maybe they get tired of tapping screens. Maybe they're nostalgic, and the feel of a book reminds them of their childhoods. Who knows for sure?

Members of Gen Z are digital natives. When it comes to apps and devices, they don't need instructions, and they don't ask for them.

Members of Gen Z are highly educated. According to Pew Research Center, Gen Z are less likely to drop out of high school and more likely to enrol in college than previous generations. This characteristic could be because they are also more likely to have parents who attended college.

Gen Z makes for good entrepreneurs. In today's world, all it takes to start a business is a phone, an internet connection, and a good idea. Maybe just a funny idea. Gen Z is not afraid to try.

Remarkably, most of these attributes synergize with the **fight against climate change**. Tackling complex global development issues requires intense collaboration along with a willingness to iterate and change habits. Many emerging digital technologies will be essential to a global net zero emissions transition. An entrepreneurial approach to failure and risk taking will likewise be necessary to reach our global goals before it is too late. In short, **Millennials and Gen Z** are the perfect cohorts to take the mantle of global leadership at this time.

6. https://www.familysearch.org/en/blog/millennial-generation
https://www.familysearch.org/en/blog/generation-z-birth-years-characteristics

WHO ARE TODAY'S ARAB YOUTH?

As of 2022, **60%** of the **population of the Arab world** are below the age of 30. That means **two hundred million young Arabs**, making the region **one** of the **youngest** on **Earth**[7].

Like their global peers, Arab youths are **optimistic** about the future, yet they acknowledge the trauma caused by various events they have experienced over the past two decades. The Arab World has unfortunately hosted more than its fair share of catastrophes in the current millennium, including **devastating wars**, **displaced populations**, Covid-19, and widespread protests. Despite these setbacks and struggles, the **Arab World** has simultaneously hosted numerous **positive developments**, including a **massive reduction** of **people** in **poverty** (not including warzones), a **renaissance** of **educational** and **artistic contributions**, and **opportunities** to bring the world together like **COP18** (in Doha), **COP22** (in Marrakech), the **2020 World Expo** (in Dubai), **COP27** (in Egypt), and **COP28** (in Dubai).

According to the annual Arab Youth Survey, the **top trends from 2021 ago include**[8]:

Climate change: More than half of Arab youth would support the boycott of a brand known to damage the environment.

Youth expect governments in the Arab world to be leaders on global warming

Which of the following do you agree with more? When it comes to addressing climate change and global warming…

GCC 44%
North Africa 39%
Levant 45%
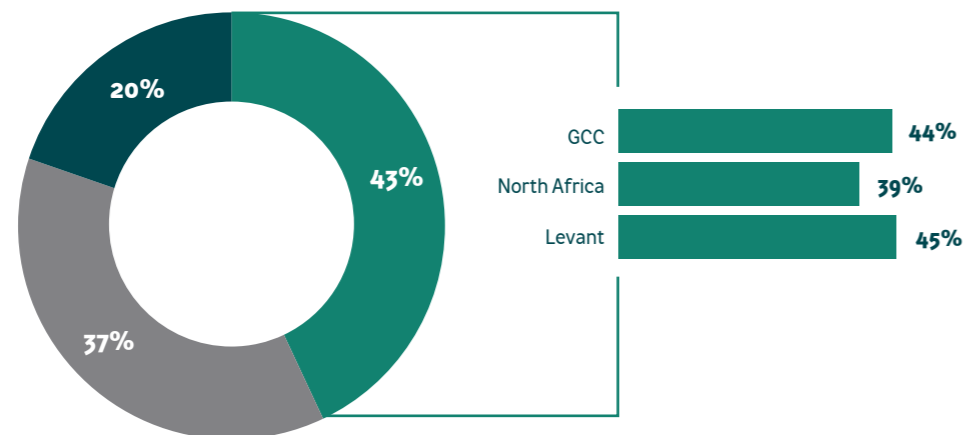
- ■ Arab countries should be doing more than other countries
- ■ Arab countries should be doing the same as other countries
- ■ Arab countries should be doing less than other countries

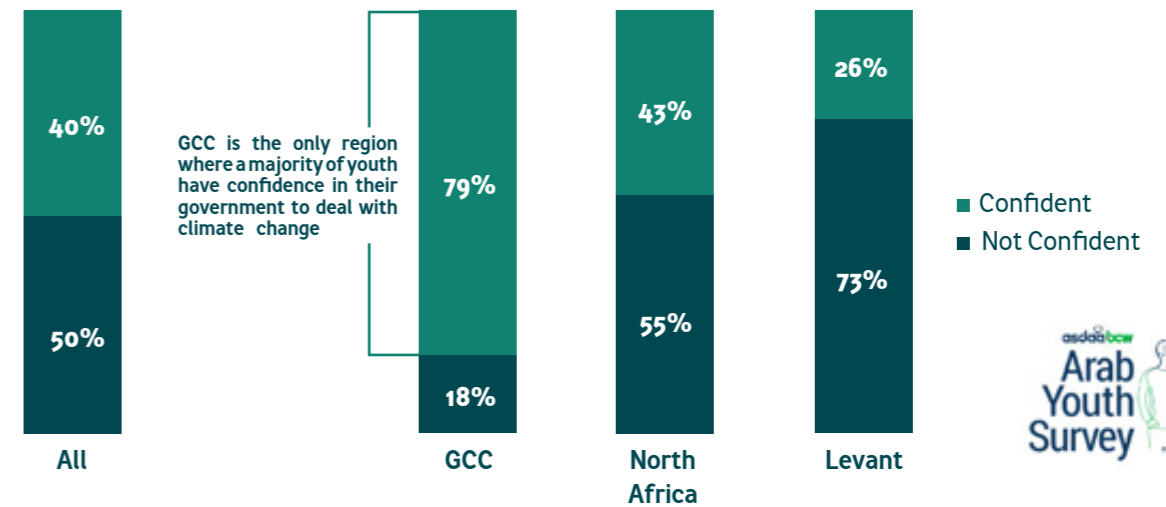## Only half of Arab youth are confident their government's can deal with climate change
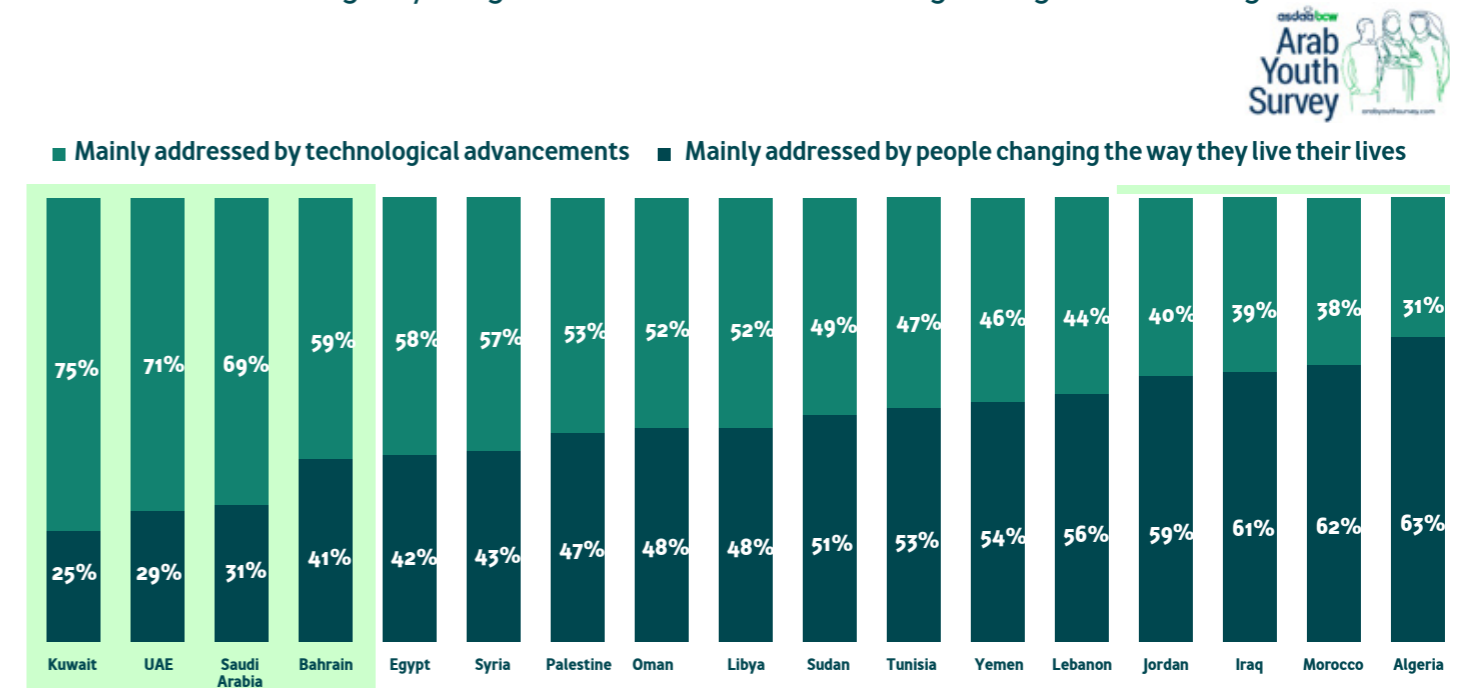
How confident are you in your national government's ability to deal with climate change/ global warming?

All — 40% / 50%
GCC is the only region where a majority of youth have confidence in their government to deal with climate change
GCC — 79% / 18%
North Africa — 43% / 55%
Levant — 26% / 73%

- ■ Confident
- ■ Not Confident

Optimism about the future: Despite the pandemic, ongoing conflicts and record economic decline, most Arab youth are optimistic their best days lie ahead of them.

Arab youth in the GCC are strong believers that climate change will be addressed by technological advancement

Which of the following do you agree with more? Climate change and global warming will be…

- ■ Mainly addressed by technological advancements
- ■ Mainly addressed by people changing the way they live their lives

	Kuwait	UAE	Saudi Arabia	Bahrain	Egypt	Syria	Palestine	Oman	Libya	Sudan	Tunisia	Yemen	Lebanon	Jordan	Iraq	Morocco	Algeria
Technological	75%	71%	69%	59%	58%	57%	53%	52%	52%	49%	47%	46%	44%	40%	39%	38%	31%
People changing	25%	29%	31%	41%	42%	43%	47%	48%	48%	51%	53%	54%	56%	59%	61%	62%	63%

WHO ARE TODAY'S ARAB YOUTH?

Six in 10 young Arabs believe their best days lie ahead

Which of the following do you agree with? **(Showing % saying 'Our best days are ahead of us')**

2021

60%
Among all

2020 50%
2019 59%
2018 58%
2017 58%

Best days are ahead

asda'a bcw
Arab Youth Survey
arabyouthsurvey.com
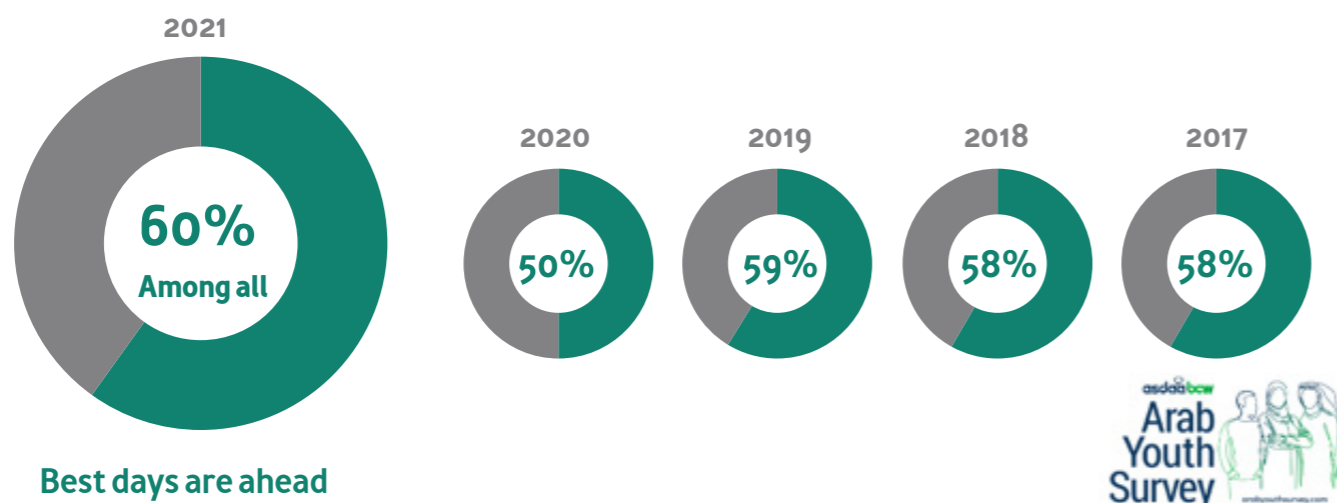
Obstacles: Difficulty paying rising cost of living and other 'kitchen table' issues are seen as top obstacles, as over a third of young Arabs struggle to make ends meet.

Education and economic opportunities: With difficulties in accessing quality education and getting jobs, more young Arabs are turning to entrepreneurship.

Role of government: Young Arabs say their voice matters to their leadership and expect governments to tackle nepotism and promote youth entrepreneurship.

Identity: Fewer young Arabs see religion as central to their identity while over two-thirds are looking for reform of religious institutions.

Foreign relations: Egypt, UAE and Saudi Arabia are seen as top allies by young Arabs, but the influence of the US is felt widely.

Emigration: Fewer young Arabs now consider emigration despite ongoing economic challenges in their countries.
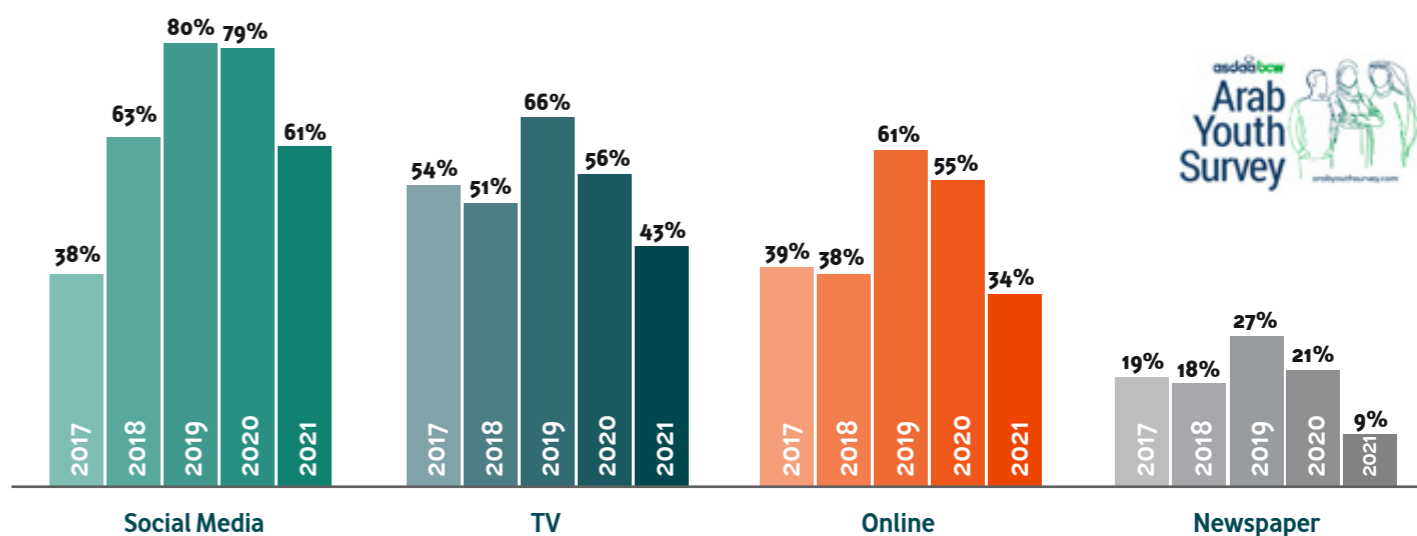
Gender rights: Young Arab women point to a fall in gender equality across the region.

Media consumption: Social media is by far the largest source of news among young Arabs, but TV is more trusted.

Social media is by far the largest source of news for young Arabs

Where do you get your news?

asda'a bcw
Arab Youth Survey
arabyouthsurvey.com

Social Media					TV					Online					Newspaper				
2017	2018	2019	2020	2021	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021
38%	63%	80%	79%	61%	54%	51%	66%	56%	43%	39%	38%	61%	55%	34%	19%	18%	27%	21%	9%

To summarize, the imminent threat from climate change is at the **forefront** for many **Arab youth**. Despite systemic challenges with their **relationship** to **government**, **brain drains**, and **cultural shifts**, Arab youth remain **hopeful** about their region's ability to do **good** and **provide** a **sustainable future**.

A BRIEF HISTORY OF YOUTH ENVIRONMENT ACTIVISM

As **UNICEF** succinctly states: "whether through **education**, **technology**, **science** or **law** – **young people** far and wide are tapping into their skills to speak up for **climate action**[9]."

Swedish teenager Greta Thunberg is perhaps the most famous **youth environmental activist**, organizing **school strikes** outside since 2018 and famously sailing across the Atlantic Ocean to attend **UN meetings** on **climate change** in 2019. Her passion has helped spark a **youth movement** that has been described as a new form of political mobilization, but this is far too simplistic; there is a rich history of young people's **global awareness and action against climate change**.

In particular, the **climate movement** has gained significant traction since the **early 1990s**, when some of the **first global conferences** and **legislation** on climate change were introduced. For example, in **1992**, **youth activists** travelled to **Rio de Janeiro in Brazil to** attend a **conference** for the **UN's** recently created **Intergovernmental Panel** on **Climate Change**. In a striking parallel to Thunberg's speech 27 years later, **Canadian activist Severn Cullis-Suzuki** delivered a **rousing speech** and became known as "**the girl who silenced the world for six minutes**."

Today, the **youth climate movement** has more **political momentum** than ever before, with **international organizations** such as UNICEF and **Fridays for Future** that organize regular events. In **September 2019**, the **largest strike** yet took place: the "**Global Week for Future**" saw an estimated **6-7 million participants**, many of them youth, including **Greta Thunberg** herself.

UNICEF deserves particular mention, through its **Voices of Youth platform**, where **young advocates** can offer **inspiring** and **original insights** on issues that matter to them. For example, a **24-year-old activist** from **Mongolia** says, "**We are the last generation that can end climate change. We can and we will**". **UNICEF** additionally hands over its **social media channels** to **young climate activists** on occasion, giving them access to **20+ million of followers**.

The impetus for this **toolkit** specifically comes from an **August 2021 announcement** from the **UAE**-based **Arab Youth Center**, which launched an **Arab Youth Council for Climate Change** with the express goal to "**enable the Arab world's leading youth climate activists to contribute to the global fight against the greatest existential threat of the 21st century**.[10]" This youth council plays a key role in driving **sustainability** among **youth regionally**.

Greta Thunberg

9. https://www.unicef.org/environment-and-climate-change/youth-action
10. https://www.wam.ae/en/details/1395302959861

HOW TO WORK WITH TODAY'S YOUTH

How to communicate

By communication, we do not mean talking at youth or making sure they physically see content put in front of them. We mean coming to a **mutual understanding** and **building relationships** to the **point of collaboration**. Today's youth engage with the world in different ways than their parents did, making communication efforts a distinct learning process. Youth are **more educated** and **digitally active**, and therefore a **greater level** of **sophistication** is required to come off as **intelligent** and **authentic**.

The OECD recommends **five principles** for effectively reaching **youth audiences**; we will detail each below:[11]

1. **Treat youth as equals**
2. **Be entertaining and relevant**
3. **Prioritize a participatory approach**
4. **Beware of tone and style**
5. **Coordinate with their role models**

Treat youth as equals

The first stage of a youth communication strategy must be based on the principle that young citizens are **active change agents with a valid voice on public policy issues**. Indeed, young people already play an active role in society: they are leading **protests**, are **entrepreneurs**, **artists**, **thinkers** and **influencers**. Failing to take this premise into such as by treating young people as lacking the necessary experience, knowledge, or seriousness will be **counterproductive** and unlikely to produce the desired outcomes. We must **encourage young people** to be **active citizens** while ensuring that **government initiatives** reflect their **needs and concerns**.

Be entertaining and relevant

Research shows that young people are keen to **engage** in **apolitical** and **community** related **issues and social action** (including **climate action**). Taking this into consideration, youth communication strategies should therefore be **personally relevant** and allow them to **identify with and relate to the message.**

Content should be **easily** and **quickly accessible** and presented in a **friendly**, **fun**, and **creative way** (such as incorporating **strong visuals** or **music**). Communication should have something to offer in terms of **entertainment**, **personal gain**, or an **opportunity to connect and communicate with others.**

Finally, young people are used to **instantaneous communication** and **results** and want to see **immediate effect**. **Instant feedback** is therefore important even though it may be challenging in the **context of government reforms** which often require time and multiple channels of approval.

Prioritize a participatory approach

• Beyond engaging content, youth must feel **empowered**. **Non-governmental youth engagement** experts cite the following for successful **uplifting strategies**:

Create **non-judgemental 'safe spaces'** (both online and face-to-face) where young people feel comfortable sharing opinions and ideas freely.

Offer **clear guidelines** on how information will be used and with whom and how it will be shared.

Empower young people to **make decisions** and **lead on their own projects**, rather than just following instructions from adults.

• Governments must provide **opportunities for youth to share and collaborate in the production of knowledge and policy**. Communication may therefore take the form of calls for input ("Please share your opinions on this aspect of our work.") and calls for action ("Tell us what your community is doing about this," or "What would you like your representative to do about this issue?").

• Ensure that, where appropriate, every piece of communication (press release, blog post, social media post) includes a **clear call for input or action**: hashtags can be used to **facilitate tracking of engagement.**

• Best practices insist that **future communications** reflect the **impact of contributions received** (for example, highlighting success stories shared by participants, highlighting examples where input has been used to shape the direction of a policy or initiative).

HOW TO WORK WITH TODAY'S YOUTH

Beware of tone and style

• When governments identify appropriate ways to communicate with young people, striking the **right tone** and **style** is **important**. Young people are **quick** to **refuse messaging** that is **condescending** ("**The government knows more than you on this subject**") or which adopts an **authoritarian tone** ("**The government knows what is best for you on this subject**").

• Likewise **inappropriate use of slang** can be **counterproductive** and **deter young people** from **sharing** and **engaging** with **content**.

• However, overly **formal language** and the **use of jargon** and **acronyms** can also be **alienating**; **colloquial** and everyday expressions are best for **building interest** and **creating trust**.

• Where **multiple languages** are in use in a country (including dialects), **considerations** should be given to issuing **communications** in **each language** to **avoid stigmatizing** those who prefer to **communicate in one language**.

• Likewise, **multiple social media channels** can be created so that **young people** can **engage** with the version in their **preferred language**.

• The **most appropriate tone** to adopt is one that is **simple**, **honest** and **easy to identify** with. **Communications** should not be **out-of-touch** with the everyday concerns of young people. Communication should reflect the **kind** of **relationship** that the state is trying to build with its **young citizens** and focus on **long-term behavior** and **engagement**, rather than **short term** outcomes. The tone should be **respectful** and focus on **positive, aspirational and empowering messages**

Coordinate with their role models

Communication should not be aimed at **young people only**, but also at their **parents**, **teachers** and **other key influencers**.

Identifying suitable **third parties** to **communicate** and **endorse messages** can be a **powerful way of engaging young people**: **sportspeople, artists, and entrepreneurs** can all be powerful advocates on relevant issues, and are more likely to be **trusted** by young people. This can also include **youth movements, civil society groups and community organizations**.

These **key sources** of **influence** might include the following groups of people:

Public servants: police officers, firefighters, nurses, and paramedics.

Work/school mentors

Athletes: both local favourites and international icons.

Media and entertainment celebrities: actors, social media influencers, etc.

"Cool" and visible professions in the climate change or sustainability space: solar panel installers, wind turbine technicians, astronauts, green technology entrepreneurs.
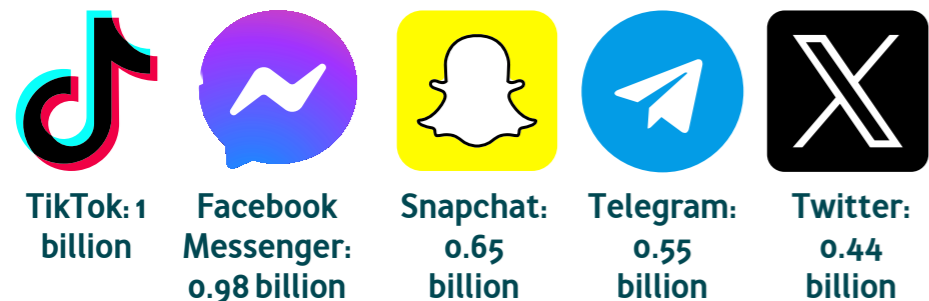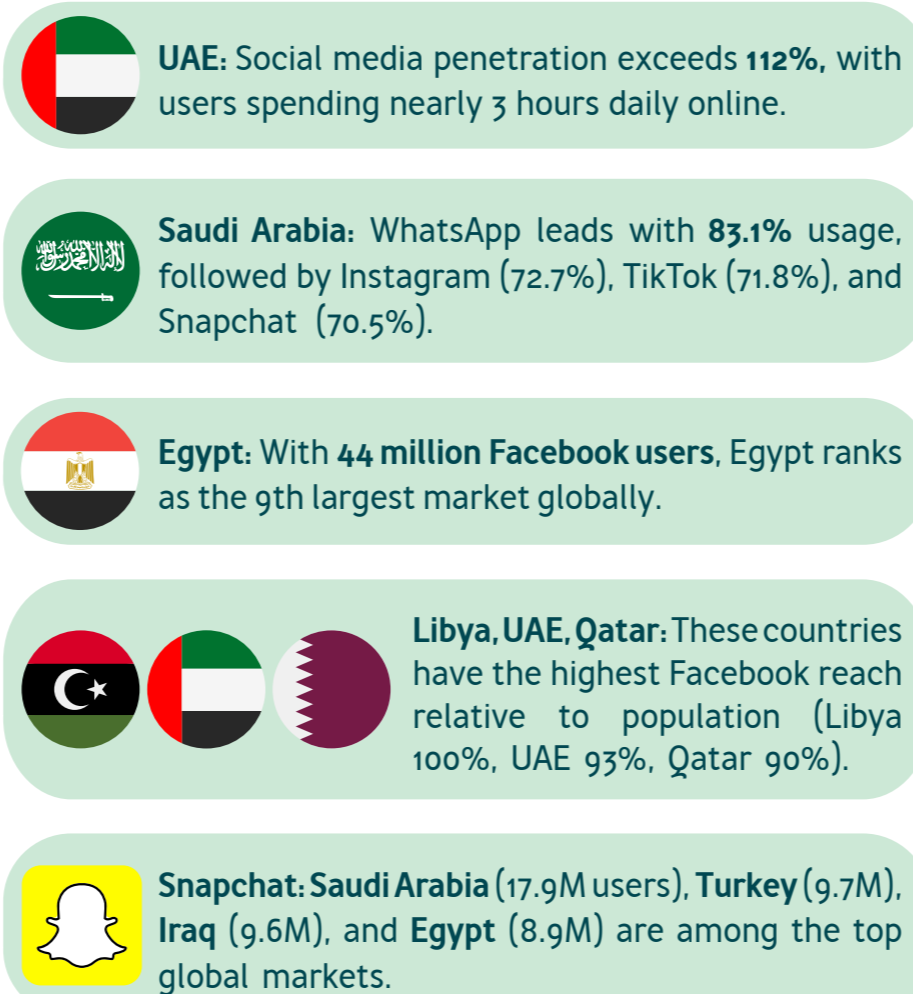
WHERE TO COMMUNICATE

As mentioned above with the Arab Youth Survey, **social media** is the **dominant medium** for regional young adults to **access news content as well as communicate with the world around them**. It should be noted this is a **very recent phenomenon**: in 2015, only **25%** of **Arab Youth** used social media for getting their news. As of 2024, the **five most popular social media platforms globally** include (in terms of active monthly users):[12]

Faceook: 3.03 billion users

YouTube: 2.5 billion users

Whatsapp: 2 billion users

Instagram: 2 billion users
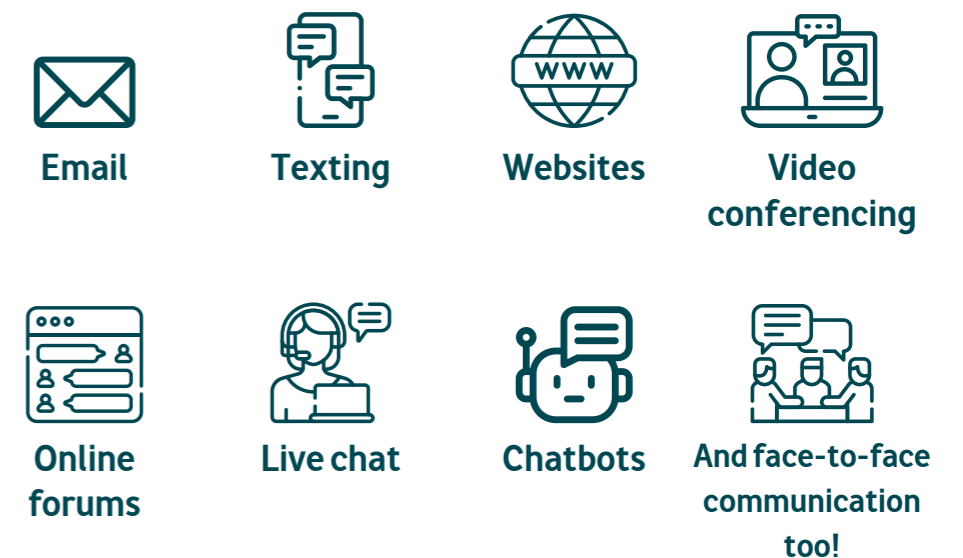
TikTok: 1.58 billion users

Obviously, the popularity of platforms waxes and wanes depending on a **variety of factors**, and **due to the infant nature of the industry** nobody is sure about their **longevity! Other social media platforms relevant to the Arab World** include (in terms of active monthly users):

TikTok: 1 billion

Facebook Messenger: 0.98 billion

Snapchat: 0.65 billion

Telegram: 0.55 billion

Twitter: 0.44 billion

Finding **up-to-date numbers** for **social media** usage in the **Arab World** is a bit **tricky**, but research consistently shows that **Facebook** and **Twitter** are the **most popular platforms regionally**. **Facebook** has a penetration rate exceeding **95%** in **many Gulf countries**, and **Twitter** has particular gravity in **Saudi Arabia** and **Egypt**. **Other interesting usage statistics include:**[13]

UAE: Social media penetration exceeds **112%,** with users spending nearly 3 hours daily online.

Saudi Arabia: WhatsApp leads with **83.1%** usage, followed by Instagram (72.7%), TikTok (71.8%), and Snapchat (70.5%).

Egypt: With **44 million Facebook users**, Egypt ranks as the 9th largest market globally.

Libya, UAE, Qatar: These countries have the highest Facebook reach relative to population (Libya 100%, UAE 93%, Qatar 90%).

Snapchat: Saudi Arabia (17.9M users), **Turkey** (9.7M), **Iraq** (9.6M), and **Egypt** (8.9M) are among the top global markets.

Obviously, communicating with youths must continue through **other channels and mediums** as well. Setting the complex **social media ecosystem aside, other valuable communication channels** include:

Email

Texting

Websites

Video conferencing

Online forums

Live chat

Chatbots

And face-to-face communication too!

It is worth repeating how most of these channels encourage **two way** or **participatory interactions** with **recipients**. **Traditional one-way** methods like **TV** and **radio**, while still **popular** with **niche demographics**, continue to become **less reliable** or **popular** with **younger audiences**.

It is also worth **discussing how social media** and **other digital communication tools act as socioeconomic equalizers**.

Given the diversity of people contained within the 'youth' demographic – especially in the Arab World – governments designing **communications strategies** must ensure an **appropriate range of voices are heard and concerns are addressed**. **Policies** and **programs** should not merely target "elite" **young people**, who are the most likely to be already **engaged** in the **political process**, for example as members of **prestigious schools**, **wealthier families**, **youth associations**, or **NGOs**. Relevant factors to consider include **gender balance**, **racial** and **ethnic diversity**, and **socioeconomic background**.

12. https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/

13. https://www.globalmediainsight.com/blog/uae-social-media-statistics/
https://www.statista.com/statistics/282846/regular-social-networking-usage-penetration-worldwide-by-country/
https://www.statista.com/statistics/433871/daily-social-media-usage-worldwide/
https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/

WHERE TO COMMUNICATE

Research from the **OECD** has demonstrated that young people are particularly **affected** by **social inequality** and that **opportunity** or **lack thereof** at an **early stage** in life can have **significant** and **long-lasting effects** on their trajectory in life, with **early barriers** to **education** and **community engagement** contributing to increasing marginalization and isolation over their lifetime.

Conversely, programs that focus on **marginalized groups** only end up **excluding** many **young people in the middle**. **Youth communications strategies** must also consider the many factors that could hinder youth participation. Such barriers include **negative stereotyping, absence of mechanisms and institutions amplifying youth's voices, national or regional traditions of political behaviour and structures such as centralisation, social factors, such as family background, education and membership in youth movements, psychological factors**, such as **personal motivations** and **beliefs**, and **demographic factors**, such as **gender**, **ethnicity** and **socioeconomic background**. Strategies that operate through closed **social networks** can also shut out important **voices** and **exacerbate inequality**.

A more **egalitarian** approach is crucially important in regards to **climate change**, because **marginalized groups** are often at the forefront of dealing with its **consequences**. **Affluent cities** such as **Dubai** and **Neom** can already **afford expensive technologies** like **desalination plants** to **water expanding public parks**, or **new transit infrastructure** that promises to be **carbon-free**. **Less affluent cities** from all across the **Maghreb**, **Levant**, and **Gulf**, meanwhile are facing **increased pollution**, **temperatures**, **desertification**, **destruction** of traditional fishing grounds, and **unpredictable weather**, without the same **financial resources**. Wealthier communities have greater resources to shield themselves from the **most severe impacts** of **climate change**, often making **adaptation** more **accessible** and **cost-effective** than addressing the **root causes**.

TOOLS FOR WORKING WITH YOUTH ON CLIMATE ACTION

There is no **one-size-fits-all model** for either working with **youth** or **combatting climate change**. Therefore, a **context-specific**, localized approach is **essential** for **success** in both.

Just like **hammers**, **screwdrivers**, and **wrenches** each have **crucial** and **unique roles** in a **standard toolbox**, the same goes for **sustainability policies** and **projects**. Instead of spending **resources** trying to find a perfect silver bullet, we need to **utilize** and **expand** a **flexible toolbox** that is **youth-centric**.

This section includes **three parts:**

> ① **Youth contributions to the laws themselves, through policies or programs**
>
> ② **One-time or occasional projects which excel under youth leadership**
>
> ③ **Recurring services to accelerate favoured sustainability outcomes**

The options explored below should not be seen as **mutually exclusive** but rather as **possibilities** to be adapted, **combined**, and **interlinked** according to a **local** and **national context**.

Policies or programs

Youth need to help **develop** and **enforce laws**, **full stop**. Youth can be involved on a **single event** or **issue** through a **delegation**, or an ongoing basis through a **youth council**. Youth representatives from **private sector businesses** and **non-profits** need to be included as **relevant stakeholders** when **governments** consult outside opinions. **Government agencies** should consider **youth quotas** for **hiring young talent** into the **public sector**.

This is particularly important in regards to **emerging technologies**, where youth are naturally poised to **grasp and master evolving industries more quickly**. This can include **technical assistance** as well as research and **content development**. **Policies** should

also **encourage** and **incubate youth-led projects**, which will be discussed in more depth below.

Youth councils and other formal channels

Youth councils are **representative bodies** that **elect** or **appoint** a **group of young people** to **discuss** and **advise policymakers** on particular issues. They generally operate at a **local level**, for example through **schools** or **municipal councils**, and **prioritize local issues**, such as **youth services** and **programs**, **educational issues**, and **health** and **wellbeing**. They also exist at **national level** and **supranational** (for example, the European Youth Forum) to advise on **specific policy issues**, **run campaigns** and **raise awareness** and **lobby** for desired **policy** outcomes.

Youth councils are **effective** at building **active citizenship** and creating **long-term relationships**, as well as **producing high-quality** input driven by **long-term commitment** to participate. However, they have **downsides** as well, such as limited reach – especially to **vulnerable youth** – and they require **significant commitment** in **time** and **resources**.

Youth Council Case study: Iceland's Young People Constitution[14]

In 2010, the **Icelandic government** appointed a **Constitutional Council** to work on revising the nation's constitution. In order to ensure that **young people's voices** were heard as part of this process, the **Icelandic Children's Ombudsman**, **UNICEF Iceland**, and the **City of Reykjavik launched** a **program to gather young people's input on the constitution.**

The program, the **Young People's Constitution**, used the country's existing network of youth councils and **strong tradition** of **youth participation** to bring young people together to work on this project. As part of this recruitment process, a **concerted** effort was made to ensure **balanced** and **inclusive representation**, including input from **immigrant communities**.

In order to ensure that the **young participants** were fully informed of the **issues**, an **educational phase** was built in at the beginning of the participation process: **videos** and **other tools** were **developed** and **screened** and **shared** in **schools** and **workshops**.

As a result of the **Young People's Constitution meetings** and **workshops**, a report with recommendations was put forward to the **Constitutional Council**; this included a recommendation that the new constitution should include an **article** specifically **supporting children** and **young people's participation** in the **political process**. The Council was **impressed** with the **quality** of **youth engagement** and **recommendations** and **incorporated** the **article** on **youth participation** in its recommended constitution.

One-way communication channels

While delivering effective two-way communication is vital for **fostering engagement**, there are still **organizational needs to communicate using one-way channels**. This could include, for example, **sharing information about programs, reforms, projects** or **events**. Such **one-way channels should include:**

Websites. Can be a repository of data and resources, with links (to social media or video information), news, updates, and opportunities to submit feedback.

Press releases. Can be targeted at media outlets and blogs followed by young people; can also be sent directly to larger associations. Mostly used for announcements.

Reports. Provide detailed commentary and feedback on particular programs, initiatives or topics. Can be produced in partnership with third party organizations, from youth councils to think tanks to universities.

Other media channels: podcasts, newspaper op-eds, youth magazines, and so forth.

14. https://www.oecd.org/mena/governance/Young-people-in-OG.pdf

YOUTH-LED PROJECTS

Projects can be useful to:

1 Reach specific objectives within an already existing program.

2 Address urgent needs and tap into new emerging opportunities.

3 Implement short-term and small and medium-size initiatives.

4 Seize an opportunity to bring stakeholders together.

5 Offer a first learning experience or step parallel to the development of other actions and plans that may require more time, capacities and consultations for their development.

6 Create an opportunity to co-implement and co-lead specific actions with young people and youth-led organizations and groups.

7 Explore innovative ideas through a pilot project, which can later be developed and scaled up.

First and foremost, we want to get our **youth physically involved**. The number and type of climate change projects available today is limited only by an **organization's imagination**.

Passing a law **promoting recycling** or **urban farming** is easy compared to the chore of implementing it. This is where the youth come in, who are perfectly suited for **local service project leadership**. Young adults have **peak stamina** and **physicality** compared to other demographics, they are often familiar with best practices even if **comparable policies** do not exist in their local area, and they are **enthusiastic to see projects** implemented themselves.

Sometimes projects fulfil a one-off need, such as **cleaning up a public area or assisting an at-risk local population**. Other projects involve **daily accountability** through **checking data sensors** or **maintaining public resources**. In these cases, **additional training** might be provided at the beginning, but then youth can handle subsequent actions.

> As a reminder, let the youth lead the projects themselves. Yes, they might make mistakes, yes they might not be as efficient as their mentors would like, but this is an invaluable experience for them one way or another. Relax. Let them handle it.

In the end, a combination of actions makes it possible to best **respond** to **varied priorities** and **needs**. What is important is to **ensure a participatory process**, **engaging young people** of **diverse backgrounds** and **youth-led** and **youth-focused organizations** and **groups**.

Sample project ideas include:

Monitoring air quality: Case study from UNICEF[15]

Children and adolescents are highly vulnerable to **air pollution** as they grow up and develop, but current trends show that the **majority of adolescents** living in lower-middle-income countries are **exposed** to **air pollution above the World Health Organization** recommended levels. For example, in **Mongolia**, **air quality levels** during winter (when locals heat their homes with coal) in the dense and unplanned capital city of **Ulaanbaatar** are **putting children, adolescents, and the population at significant risk**.

UNICEF engaged **adolescents** to research **how air pollution impacts** them through a **citizen-science** approach, and to take a **leading role** in **educating others** and **mobilizing local action**. Adolescents from two selected districts of the capital, Ulaanbaatar, are actively involved in **addressing air pollution through data collection** that aims to document the **adverse effects of air pollution levels in the city**. In 2019, **75 adolescents** from **25 high schools volunteered as community researchers**. The program was a **collective effort** where the **Scout Association of Mongolia managed implementation**; the school administrators **oversaw activities** and **supported logistics**; **high school staff** (mainly teachers and social workers) **facilitated** and supported the youth mappers teams; and **youth volunteers** and **Scout rovers** led the teams after receiving training on how to do so.

Empowering youth to **monitor air quality** is a first, and often powerful, step in providing them with the information that they need to advocate for their rights.

15. https://www.unicef.org/media/90731/file/2020-Adolescent-Engagement-in-Climate-Programming-in-Mongolia-and-VietNam-Case-Study.pdf

YOUTH-LED PROJECTS

Planting trees: Case Study from Vancouver Washington[16]

Each year, the **City's Urban Forestry Program** works with a **variety** of **public** and **private schools** throughout the **City of Vancouver** to **provide and plant trees**. The projects **help connect students to the benefits of trees** and **foster environmental stewardship**. These projects also **support larger community efforts** to **help grow Vancouver's tree canopy**.

Schools are a **major property** owner within the city and an important stakeholder of the urban forest. **Trees** also **help protect our waterways by intercepting storm water, stabilizing soil and using nutrients that would otherwise wash into waterways**. **Trees help moderate temperature and muffle noise**. They even **help improve air quality by absorbing some airborne compounds** that could be **harmful** to us, and by **giving off oxygen**. **Spending time around trees** and **in nature** also makes us **healthier** and even **improves** our **students' academic performances**.

Here's a quick look at **how the City's School Trees Program works**: Project applications are accepted, reviewed, and approved throughout the year in conjunction with the respective school district. Tree planting is normally scheduled between October and April. Urban Forestry provides the needed tools and trees, as well as technical assistance for each approved project, leading up to and on the day of the planting. With support of Urban Forestry staff, students serve as the primary planters, giving them a sense of ownership and increasing their knowledge of trees. Schools that participate in the program must commit to watering their new trees for a minimum of two years following planting.

Recycling drives: Case study from Portland State University[17]

A university partnered with a **local NGO** to become more **sustainable** and **improve recycling** and **waste reduction initiatives** to **motivate students to recycle**. For example, they introduced **reusable Tupperware containers** in their dining halls, and whenever students and staff return their dinnerware after eating they **receive a free token** that can be used towards their next food purchase. There are two ways to a university student's heart: **food and money**!

Recycling clothes for at-risk youth: Case study from Safe Place for Youth[18]

Safe Place for **Youth** is a **Los Angeles-based**, **young adult led**, **nonprofit organization** focused on **helping homeless youth** get back on their feet so that "**the youth, not their situations, define their lives**". Their services include **assertive street outreach**, **low barrier drop-in services**, **health** and **wellness programming**, **case management**, and **education** and **employment services**.

They also rely heavily on **in-kind donations** to keep their youth programs running. They solicit **bulk donations** as well as maintain Amazon.com Wishlists, with donations automatically shipped to their Access Center. Primarily, they ask for clothing, but also accept **food** and **used cars**.

Safe Place for Youth is **not strictly engaged with climate change**, but their actions hit **two birds with one stone**. Most of their donations would otherwise head to a **landfill as waste**, so finding a second life by helping youths escape homelessness is a far more noble and environmentally friendly use of resources.

In the Arab World, **similar businesses** already work tirelessly to provide **in-kind assistance** to **refugee populations** and **other at-risk communities** – but there is ample room for expansion. Global clothing production doubled between 2000 and 2014 while the fashion industry exceeds **55 billion dollars annually** in the MENA region, where recycling is not widespread.

17. https://cleanriver.com/blog-motivate-students-recycle-at-school/

18. https://www.safeplaceforyouth.org/in_kind_donations

YOUTH-LED PROJECTS

Cleaning up trash on a beach or highway: Case study from Companies for Good[19]

Lots of companies in the UAE want to make a **positive contribution to the community**. They want to engage with colleagues, because they know that it enhances **collaboration** and **productivity**. And they want to use **Corporate Social Responsibility** to do good – they know how important it is, and they know **society** expects it of businesses. The problem is that **many companies don't know what to do or how to do it. Companies for Good** – a **small business** based in **Dubai** run by **young entrepreneurs** – acts as a **logistics middleman** to make it **easy for companies** to make a **positive impact** – on their **employees and society**. Companies for Good **helps businesses organize successful team-building activities, support their communities, protect the planet, and make their organizations more sustainable.**
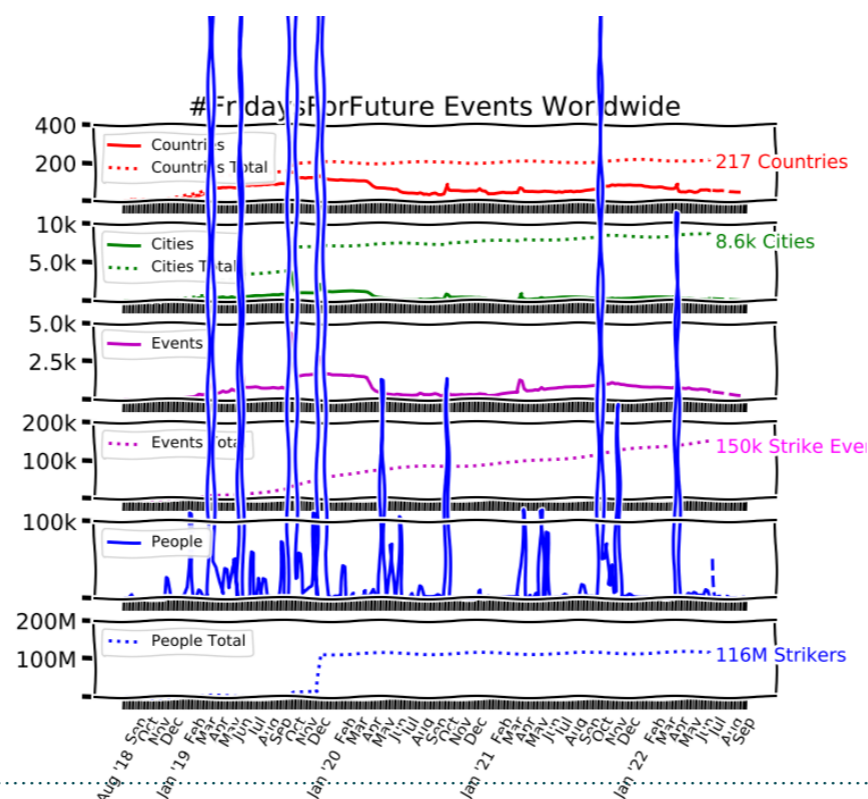
As of 2022, they have removed over 26,000 kg of waste from nature.

Social media campaigns: Case study from #FridaysforFuture[20]

#FridaysForFuture is a **youth-led** and **youth-organized movement** that began in August 2018, after **15-year-old Greta Thunberg** and **other young activists** sat in front of the **Swedish parliament** every school day for three weeks, to protest against the **lack of action on the climate crisis**. She posted what she was doing on **Instagram** and **Twitter** and it soon went **viral**. **Thunberg** and others have since then **organized** and **inspired climate strikes** around the world; as of 2022, **7,500 cities** and an **estimated 14 million** people have **participated**. Subsequent **strikes** have taken place on **Fridays only** to **discourage skipping school entirely**, hence the campaign title "**Fridays for Future**".

The campaign now boasts a combined **20 million followers** on **social media** as well as **national channels** to **coordinate efforts** in **individual countries**, from **Belgium** to **Bangladesh**. Their official website even **teaches current students how to organize their own local school climate strike.**

19. https://www.linkedin.com/company/companies4good/

20. https://www.wired.co.uk/article/greta-thunberg-climate-crisis

https://fridaysforfuture.org/

YOUTH-LED PROJECTS

Hackathons: Case study from Devpost[21]

Devpost is a **global organizer of hackathons**, creating **competitions** across a variety of topics, from **fintech** to **education to climate change**. In 2021, they organized the two-day 'Climate Change-Makers Challenge!' for youth across the world (aged 18-30 specifically, but other demographics were not ejected from the event). **$CAD5000** in prizes were available to winners.

Teams of **2-5 people** worked from Friday to Sunday evening on original ideas that could make a difference to the **climate crisis**. Participants were asked to focus on **four sets of challenges stemming from climate change**: environmental, economic, socio-cultural, and information. Throughout the weekend the sponsors also hosted **educational workshops, mentorship sessions, and networking opportunities**.
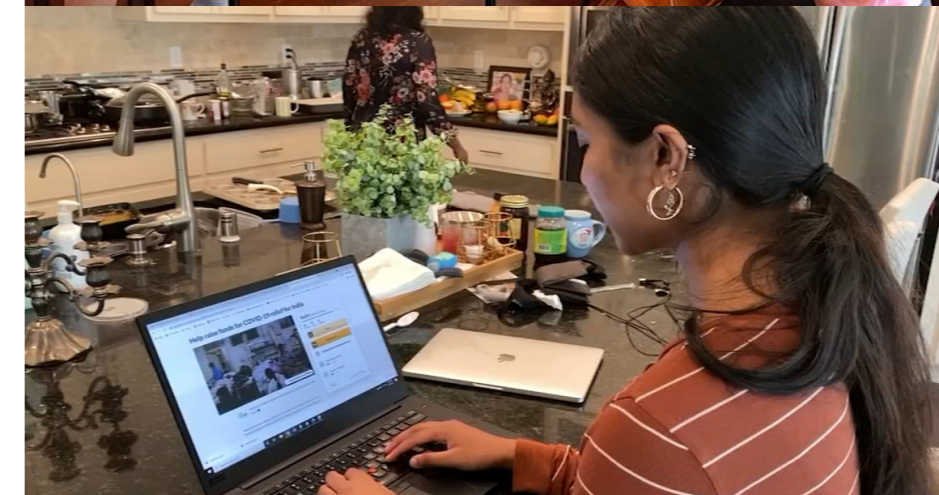
Winners included:

1 An app for automatic **mangrove detection** from satellite images, mangrove extent calculator, and carbon stock.

2 A **solar panel booster** that can improve output up to 30-40%.

3 A **platform** for stores that promote "**slow fashion**" to sell their products.
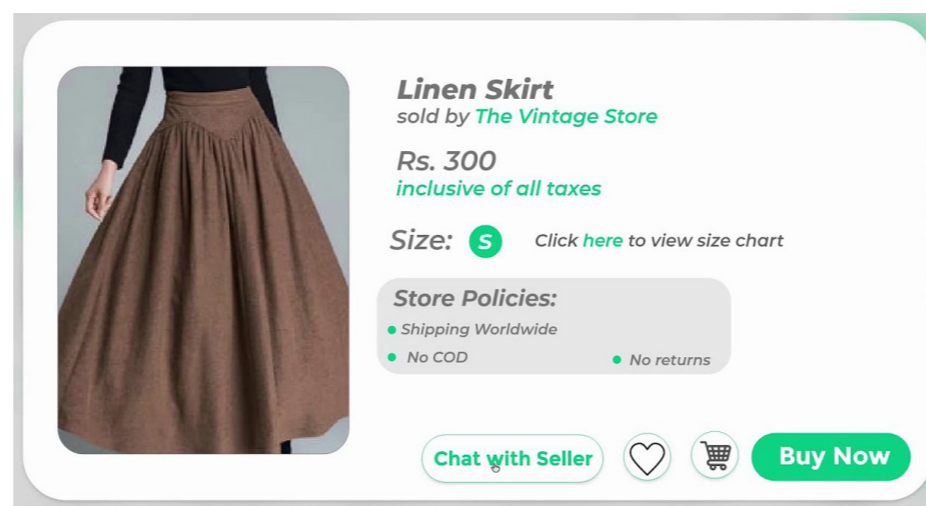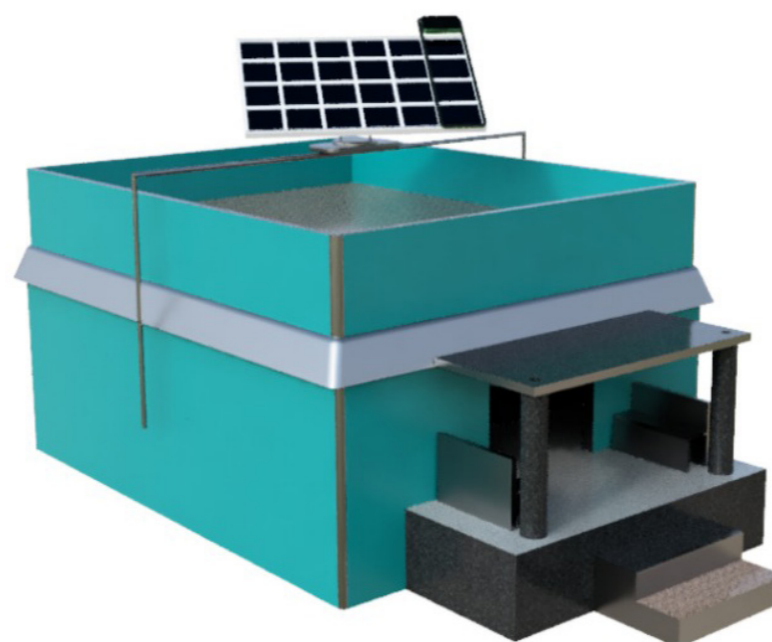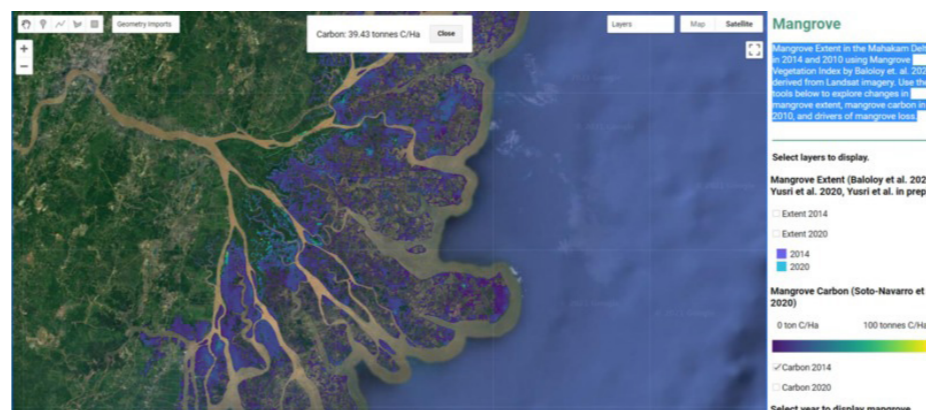
Fundraiser events: Case study from Raincat[22]

To help combat climate change, a **music studio** in central **California**, **Raincat**, hosted a **benefit concert** in July 2021, with all proceeds **donated** to the **Environmental Defense Fund** – one of the **world's leading environmental organizations**. When asked to research the societal issues they considered most important in their lives, **Raincat's students decided to focus their efforts on helping their planet** as their generation faces an uncertain future brought about by climate change.

In addition to preparing their **respective performances**, Raincat students – ranging from **ages 8 to 16** – led **efforts** for each and every **element** of the **concert experience** – from **logo design and website development to research about climate change and ticket sales**.

21. https://climatechangemakers.devpost.com/
22. https://www.trebleadearth.com/
https://abc7news.com/climate-change-crisis-music-class/10902233/

SERVICES

Beyond **standalone projects**, oftentimes **civic leaders** need to **engage youth manpower on a longer timeline**. They can **create or reinforce support services for young people** such as **legal, educational, health, digital support, and organizational management support, and safe spaces**.

Services can be helpful to:

1. **Address not-so-visible barriers** youth face to engage in public life, especially barriers faced by young women, rural youth, and young people from disadvantaged backgrounds or minorities in terms of social protection, mobility or access to relevant and specialized information.

2. **Create an enabling environment for youth civic** engagement through specific support measures and facilitation of youth-friendly safe spaces within public and institutional spaces at all levels.

A growing number of **educational opportunities** – far too many to list here – focus on **combating climate change**, including **internship programs**, **university degrees**, **after school programs**, **class field trips**, and **more**. Expect these programs to expand and gain popularity as the **rising generation** gains more **leadership positions** and **pivots the economy accordingly**.

Other services need to operate on a "**stand-by**" basis for **regular citizens**, such as **counselling** and **legal support**. "**Eco-anxiety**", including **feelings** of **helplessness**, **guilt**, or **anger**, is **increasing among youth** who do not believe the coming decades will see sufficient action against climate change. It is **extremely important** that these people be **taken seriously** and given **proper access to mental health resources**, because otherwise they will exit the **labour force** or **grow apathetic** about helping. This **crucial demographic** will have a **key role to play in the future**, and we cannot allow them to **lose hope**.

Last to be discussed is **investing in youth-led business ventures** and **start-ups in the green economy**, as well as promoting them where appropriate. We live in a **golden age of entrepreneurship**, with more **start-ups** and **more money** available than at any time in history. **Technology start-ups** in particular are attracting unfathomable amounts of capital, even helping in the fight against climate change. The "**green economy**" or the **transition** to a **sustainable economy** is certainly in **vogue** for **investors**, with popular industries including **agritech**, **foodtech**, **biotech**, **renewable energy**, **robotics**, **internet of things, and more.**

But technology for technology's sake is not always the answer, especially when there are so many **low hanging fruits**. For example, **Côte d'Ivoire** announced building a **first-of-its-kind brick factory** which will **convert plastic waste** into **modular bricks** to build much needed classrooms in 2019. These **simple**, **effective**, and **modern businesses** will form the **backbone** of the **future global green economy**. Not every city will have access to the **latest technologies**, so finding **alternatives** will be **key**.

EVALUATION AND ACCOUNTABILITY

Defining realistic and **measurable objectives** is important for **ensuring effective planning, implementation, evaluation**, and **accountability** in **implementation efforts** of any scope. A baseline assessment of the current situation or, in other words, defining a point of departure with **key indicators** is **fundamental** and can help compare **progress** in the future against that original situation.

Evaluation and **accountability mechanisms** are not only important in terms of **learning** and **transparency**, but also for effectiveness purposes. **Gathering** and **analysing information** on **implementation efforts** can help improve them and **visualize** their **impact**. **These mechanisms can be:**

1. **A monitoring group to coordinate data gathering**, analysis, and reporting, for example, to the parliament.

2. **Periodic meetings and specific evaluation activities** including technical theme-specific meetings, involving resource persons, and representatives of youth organizations.

3. **International peer-review exercises**, through which a country is reviewed by one or more countries to allow for the development of common standards and sharing of lessons learned.

Evaluation activities can be **sensitive** in any context, and even more so in settings where there are **power imbalances and lack of trust among stakeholders**. Therefore, they need to be carefully **planned** and **facilitated**, ensuring all **perspectives** are **taken into account** and especially **involving young leaders**, **youth-led** and **youth-focused organizations**. **Efforts** should aim for **transparent**, **impartial**, and **independent evaluations** so that these become **safe**, **trust-building learning experiences**.

CONCLUSION

Climate change has become a **daily challenge** in parts of the Arab World. It **threatens food and water security**, and is **negatively** affecting **quality of life** in cities **and rural communities**. The issues are as diverse as the countries themselves, and the region will need a **combination of local and international coordination** to **mitigate expected damages**.

However, as this **toolkit** has shown, the youth of today **do not accept Earth's environmental** degradation as a **foregone conclusion**. They are motivated to help, they are **more educated**, **creative**, and **entrepreneurial** than their parents, and they are genuinely **optimistic** about their ability to make a difference. Furthermore, today's youth want their voices to matter, and are **not afraid to voice their dissatisfaction**.

Thankfully, there is increased momentum for **youth involvement** for **climate change solutions** which **governments agencies** need to capitalize on. Formal institutions like **Youth Councils** are becoming more common throughout the region, while investors are pouring unprecedented amounts of money into applicable **youth-led start-ups** and **small businesses**.

After major events such as 2022 **COP27 hosted in Egypt and 2023 COP28 hosted in the UAE**, the eyes of the world are more focused on the **Arab World's contributions** to **climate action**. This is a **critical** moment for **new youth-driven initiatives**. Every city needs to self evaluate where they can **improve**, and **decide** what **new policies**, **projects**, or **services are the best fit for tomorrow**.

معهد بوستيرتي

معهد بوستيرتي هو مؤسسة فكرية مستقلة وغير ربحية تسعى إلى خلق غدٍ أفضل ومستقبل مشترك أكثر استدامة للأجيال القادمة. يهدف المعهد إلى تطوير فهم أعمق ووعي بالتحديات التي تواجه التنمية المستدامة في الاقتصادات الناشئة من خلال إجراء الأبحاث، وقيادة البرامج والمبادرات، وتعزيز الشراكات الاستراتيجية مع القطاعين العام والخاص. يركز المعهد على موضوعين رئيسيين: تغير المناخ والنمو الاقتصادي الشامل. كما يركز المعهد على دور التكنولوجيا من أجل الخير، من خلال الاستفادة من أحدث التقنيات لتجاوز العقبات وتحفيز أساليب الحياة المستدامة.

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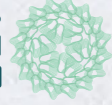
(AYC) مركز الشباب العربي

الذي يترأسه سمو الشيخ ذياب بن محمد بن زايد، رئيس ديوان ولي عهد أبو ظبي ورئيس المركز، إلى تمكين الشباب العرب وتلبية احتياجاتهم. يوفر المركز منصة فريدة لتطوير قدرات الشباب ودعم الابتكار والإبداع بينهم. ينفذ المركز مبادرات هادفة عبر مختلف القطاعات، كما يقوم بإجراء أبحاث عن الشباب العرب لمساعدة صناع القرار على تشكيل السياسات التي تمكّن من تقدمهم.

https://arabyouthcenter.org/en

مجلس الشباب العربي للتغير المناخي (AYCCC)

مجلس الشباب العربي للتغير المناخي (AYCCC) هو مبادرة من مركز الشباب العربي بالتعاون مع وزارة التغير المناخي والبيئة (MOCCAE)، ومكتب المبعوث الخاص لدولة الإمارات للتغير المناخي، وشركاء القطاع الخاص تحت مظلة جامعة الدول العربية. يهدف المجلس إلى تحقيق قفزة نوعية في تفاعل الشباب العرب مع القضايا البيئية، ودعم العمل المناخي للشباب، وإشراكهم في تطوير حلول مبتكرة ومستدامة للتحدي المتمثل في تغير المناخ.

https://climate.arabyouthcenter.org/

مستقبل مستدام بقيادة الشباب

توفر HSBC ومعهد بوستيرتي ومجلس الشباب العربي الدعم من خلال سلسلة من المبادرات التعليمية في مجال الاستدامة، وذلك كجزء من التزامها بدعم المجتمعات التي تعمل فيها.