



YOUNG LIONS COMPETITIONS

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How can we promote young leaders as key actors in the fight against climate change?

The Challenge

The climate crisis is on everyone's minds, and no one can address it alone. It is clear, however, that young leaders are a critical source of innovation, action and change. Their contribution in addressing the crisis matters, and those that are leading companies and organisations dedicated to reversing and responding to the effects of climate change need to be supported.

There are thousands of young people who are working on this agenda in their own way, whether on a local, national or international scale. But the work to address climate change cannot just fall on the shoulders of young people inheriting the crisis; intergenerational collaboration is mission critical.

Large climate-focused events like COP26, attract a lot of attention, but media attention around climate action withers away soon afterwards. The stories of young people are often featured on stage, but they have a hard time translating that visibility into meaningful partnerships with governments and businesses. How can we effectively communicate that young leaders must be taken seriously, and treated as useful collaborators?

Insight

We're all familiar with the problem: climate change affects every country on every continent. Greenhouse gas emissions are at an all time high, sea levels are rising, we're seeing more extreme weather events. There are affordable, scalable solutions to address the root causes and effects of climate change, but we are not seeing enough action.

One Young World's commitment to combating Climate Change is embedded in its DNA as the platform for young leaders and their futures. From grassroots conservation efforts to the heads of supranational organisations paving the way for sustainable development, One Young World Counsellors and Ambassadors are making a substantial difference on the frontlines of Climate Change. We have a community of climate leaders in nearly every country in the world.

One Young World works with 180+ of the world's leading organisations bridging the gap between activism and business. Through their own corporate initiatives and supporting young leaders across the field, our Partner community is on the frontlines tackling some of the world's most pressing issues. It must be noted this community includes some of the world's biggest polluters and carbon emitters, like Coca-Cola and BP. Our partnerships are a



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strength but also present a unique challenge; we do not want to be seen as greenwashing their activities.

Some of the world's greatest climate advocates have supported One Young World, including former Executive Secretary UNFCCC Christiana Figueres, UN Messenger of Peace Jane Goodall and former President of Palau H.E. Tommy E. Remengesau Jr.

Target Audience

We want to reach the business community and policymakers so they will change their perception on who can and must contribute to climate action.

We need the business community and policymakers to understand young people don't just want to go on strike in the name of the planet, but they want to contribute to actionable change.

Strategy

With this idea we will change stereotypical thinking about young people who care about the future of their country and our planet. We will grab the attention of businesses and governments in order for them to change their minds and support One Young World Leaders.

Key Message

Young leaders must be taken seriously by businesses and governments as they are the key players in the fight against climate change.

Support to the Brief

One Young World has led a number of climate-focused projects and campaigns which are listed below.

COP21 Campaign

Ahead of COP21 in 2015, OYW launched the 'Call on COP campaign'. Kickstarted at the One Young World Summit 2015, young leaders from 196 countries recorded video messages calling on their country's leaders to deliver the agreement we need in Paris. One



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Young World Counsellors including former UN Secretary-General Kofi Annan, Unilever CEO Paul Polman and philanthropist Sir Bob Geldof also called on world leaders to commit to urgent climate action. We published each of the recorded videos on Youtube and reached thousands of people around the world, and contributed to the global movement pressuring governments to act on climate change after 20 years of failed negotiations.

Sustainability accreditation

One Young World is proud to be ISO 20121:2012 certified in international standard governing sustainable event management. Our sustainability pledge has 5 key pillars: reduced inequalities, integrity & transparency, environment, good health & wellbeing, and sustainable cities & communities.

Lead2030

From ending extreme poverty to protecting our oceans, the Sustainable Development Goals are an ambitious roadmap to a sustainable future. To make this future a reality by 2030, we need a generation of young leaders who are meaningfully engaged with the Sustainable Development Goals and are working purposefully to achieve them. Lead2030 Formed by One Young World and powered by some of the world's leading businesses, Lead2030 finds, funds and accelerates SDG solutions created by founders under 30.

Mary Robinson Climate Justice Award

The Mary Robinson Climate Justice Award was created by One Young World to recognise and support young leaders behind impactful climate justice initiatives that are preserving the earth for future generations. The award seeks to identify young leaders at the forefront of impactful climate justice initiatives, raise awareness of and celebrate their initiatives as well as directly support their initiatives with grants of up to £5,000. Since 2017, 20,000 pounds have been distributed to these initiatives and in only 2021, 20,000 pounds will be distributed.

TogetherApart

One Young World's #TogetherApart speaker series has brought world class activists and leaders together to discuss some of the world's most critical issues, climate being one of them. Special guests have included First Lady of Colombia María Juliana Ruiz, UN Advisor on Climate Change, Cassie Flynn, Model & Climate activist Arizona Muse, and Formula One Champion Lewis Hamilton.

Personality

One Young World is action-oriented, respectable, energetic, and collaborative. We believe in inviting everyone to the table and working together on a shared vision. As a young team, we test and try out new things all the time. We are adaptable, resourceful and aren't afraid to experiment, but we also want to be recognised as a legitimate player in the eyes of the world's largest businesses and governments.



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One Young World has a start-up mentality, with a culture that is action-oriented, energetic and collaborative. We believe in inviting everyone to the table and working towards a shared vision. We test and try new things out all the time, and aren't afraid to experiment. If you had to compare our spirit and aesthetic, think Tesla, Salesforce, Airbnb, The New York Times.

One Young World Collateral

- Our brand colours can be found [here](#)
- [Brand Guidelines](#)
- [Logo](#)

Specific Campaign Deliverables

10 slide PowerPoint presentation saved as a PDF

Contestants should use at least 2 elements or channels that are predominantly PR driven.

The written submission (max 450 words):

Describe the creative idea (150 words)

Potential for industry impact

Describe the strategy (150 words)

Target audience, target media, PR planning, approach

Describe the execution (150 words)

Implementation of PR activities, timeline, scale