

Youth Climate Leaders (YCL) | 2020 Activities

About us

Youth Climate Leaders (YCL) catalyzes climate action by providing youth with training, networks and concrete opportunities to start their careers in the field of climate change. Although they represent the largest percentage of the world's population, youth continue to face great barriers to secure employment and economic security, while facing uncertain futures with mounting externalities from the climate crisis. Therefore, YCL offers unique pathways to equip young people with the tools needed to engage in the climate economy. This includes immersive learning journeys, where participants develop an understanding of climate change in theory and in practice through hands-on work with climate solutions. And a Global Network that facilitates connections between climate practitioners, experts, and young leaders to foster professional development opportunities and climate job placements around the world.

IMPACT GOAL (2030): EMPOWER 1M YOUNG PEOPLE TO LEAD CLIMATE PROJECTS AS PART OF A GLOBAL NETWORK

Our model offers a comprehensive solution to catalyze climate careers and actions:

Learning Journeys: We select and train young talents through hands-on international immersions and local courses. Participants witness first-hand the impacts of climate change and improve their technical and leadership skills working together. They also have mentorship sessions to leave our programs with a clear action plan to start or boost their careers. From days to weeks, we have offerings tailored to different needs.

YCL Network: After being trained by any YCL program, participants become part of the YCL Network, a community of practice with members from 20 countries, 4 continents and multiple areas of expertise. YCL alumni promote our programs in their countries and lead YCL Hubs, acting as multipliers by facilitating educational activities and implementing projects locally. They also exchange resources and team up on projects and campaigns.

Access to Opportunities: Members of the YCL Network can apply to Field Placement assignments worldwide with our partner organizations, having the opportunity to increase their work experience on climate change and use the skills acquired during our trainings. They also have access to job vacancies, mentorship and Delegations to global events. We help young talents to take the first, and hardest, step towards rising climate careers.

Maximizing individual potential and connecting talents to leverage systemic impact

2020 Activities

YCL was born global from its very first pilot. We launched it officially in January 2018, our website was ready in February, we opened applications to our first learning journey from March to end of April and, in only two months, we received 500 applications from 95 countries - a great debut which showed that there is a huge and global demand for our services. In one year and a half of existence, we have already trained 120 young people from 20 countries and 4 continents, reaching more than 1 million people through our social media only in the first semester of 2019. Our team is spread out over 4 countries, often engaging in global events such as UN Climate Conferences (COPs), [C40 World Mayors Summit](#), the [UN General Assembly](#), [COP 24](#) and the [Paris Peace Forum](#). We thus believe that we have the expertise, skills, networks and passion needed to take our work to the next level, and we are now starting the implementation of an ambitious scaling plan. Are you in?

OUR SERVICES



Learning Journeys

>> 2 cohorts of the [YCL Brazil Course](#) ([link](#)): The course “YCL Brazil – Leadership for the 21st Century” advocates that individual and collective transformations should go together. In this context, a new kind of education should develop skills that combine theory and practice. The initiative is our flagship program for Brazil, directly aligned with the experiences and opportunities offered by our Global Network. During the course, participants count with individual mentorship, supporting their transition to climate careers. The course takes place in Sao Paulo, but is also broadcasted to other states. So far, we had 76 participants coming from 11 states, and 20 organizations engaged in 2 cohorts. Our plan is to offer the YCL Brazil course every semester, with in-person activities happening in 3 cities through our YCL Hubs. We expect to train at least 90 young leaders per semester with our flagship program for Brazil, reaching thousands more with our YCL Hubs spread out over the country and through ambassadors at universities and schools.

>> **Launch of YCL Portugal Course:** To kick off our activities in Portugal, we are preparing to launch a national course there in the first semester of 2020, potentially having a second cohort for the same year. It will happen in parallel with the YCL Brazil Course, and participants will have full access to the lectures happening in Brazil together with an exclusive program of activities happening in the country, including:

- Urban Future Global Conference ([website](#)): 01-03 April, Lisbon
- Planetiers World Gathering ([website](#)): 23-25 April, Lisbon

>> **2 YCL Immersions ([link](#)):** Climate change, like Game of Thrones' white walkers, is something too big, complex and out of our daily lives' concerns. To really understand it, one must see and feel it for oneself. Therefore, to build the next generation of climate leaders, we created a unique experience: one multicultural immersion to learn more about climate change in theory, understand it in practice, and work on hands-on projects with other young people. During the week, participants will work part-time on a common group project and attend lectures and field visits about climate science, international cooperation, climate finance and other topics in which YCLs must excel.

Knowing that practical and academic knowledge is not enough to foster leadership, the program also includes a skills-based curriculum with leadership and self-knowledge activities to help YCL Fellows to discover more about themselves and how to put their knowledge in service of others. Climate change is a competitive field, so we also offer individual mentoring to participants reflect on their personal aspirations and career plans. They will then be ready to go back to their countries, or explore other ones, to work on climate change mitigation and adaptation projects. Our team is building partnerships with a series of organizations worldwide in an ongoing basis to ease the reallocation of YCL alumni, who will be part of a living community of practice.

For 2020, we plan to host 2 YCL Immersions:

- Brazilian Amazon: focus on forests and climate change
- Portugal: focus on energy and climate change

>> **New learning journeys - B2B and Short Courses:** In order to scale our impact and increase more rapidly the number of members on our network, we are currently developing short courses that will be offered at our YCL Hubs worldwide. At the same time, we are negotiating our first B2B trainings, which are closed groups and take place at partner organizations. Additionally, these courses increase our financial sustainability by offering new sources of revenue at the same time that they create new opportunities for YCL Network members.

Among the topics for our B2B and Short Courses are:

- Climate Science
- The future of work
- Financing Climate Action
- Accelerator of Climate Initiatives
- Sustainable Development for Government
- Climathon (Hackathon on Climate Change)
- Vocational Training for High School Students
- Closed Delegations for Universities and Organization

YCL Network

>> Online Engagement - A Global Movement:

To amplify the impact of our activities, we will invest in our website and social media channels, becoming a reference for young professionals willing to start or boost their careers in the field of climate change. Our encompassing platform will share exclusive content from members of the YCL Network (including mentors and partner organizations), as well as resources about a variety of climate issues and professional development opportunities. We will also create an area dedicated to showcase the YCL Network members and their projects, including landing pages with information and activities from our local Hubs.

Content planned for 2020:

- An exclusive landing page with resources (articles, books, online courses, videos, etc.) on climate change in Portuguese and English, organized in modules to guide the study of individual visitors and groups led by YCL Hubs and Campus Ambassadors.
- A page for the YCL Network showcasing our members (already coming from 20 countries), their projects and the activities of our YCL Hubs.
- Exclusive content from members of the YCL Network, including videos in an accessible language to reach a wider audience – e.g. videos summarizing IPCC reports and academic research to spread the word outside the climate “bubble”.
- Improve the “YCL Opportunities” section to increase the number of vacancies, courses and events showcased on our website and social media.
- Create a B2B landing page to promote our services for organizations.

>> **Offline Engagement - YCL HUBs:** YCL Hubs are innovation-driven spaces, boosted by resources from the Global YCL Network, where YCL alumni can team up with each another and with local youth and community to foster and multiply local climate actions. Hub activities include regular meetings, lectures, and educational courses organized by YCL Fellows and dedicated staff appointed as Hub Curators and serving as focal point for YCL in their region. YCL Hubs will be hosted in together with key partners, who will offer their space to better facilitate resource exchange and long-term engagement.

Priority countries and cities for YCL Hubs in 2020 are:

- Brazil: Sao Paulo, Rio de Janeiro, Florianopolis, Minas Gerais, Manaus e Bahia
- International: Portugal, Italy, Netherlands, Germany, USA, France, Australia, and more!

>> **Co-Hosting Events & Post-Program Engagement:** In 2019, YCL organized and spoke in more than 40 events around 9 countries. Our Network has extensive experience organizing and speaking at events, from high-level gatherings such as the [C40 World Mayors Summit](#) to hands-on workshops at universities. Therefore, we are now offering services for events, such as co-designing the program, contacting speakers, promotion and tailored workshops. Our support continues even after the event is over: you can hire our services of post-program engagement to offer membership for the YCL Network to attendees.

Basic plans include an exclusive channel on our platform for members of your event plus access to public channels such as “Jobs”, “YCL Brasil” and “YCL Europe”. We can add more features, such as post-program webinars, in-person meetings and short courses. Contact our team for more information!

>> **YCL Campus Ambassadors:** YCL Fellows and partners also receive support if they want to launch a YCL representation in their universities. YCL Campus Ambassadors will promote YCL programs, share resources, host lectures about climate change and organize YCL Workshops (1-2 day events) and YCL Treks (tailored field trips). Their main goal is to sensitize, inspire and engage their classmates to join our global youth-led movement for climate action. Study groups can also be implemented using resources materials available on our website. Students, faculty and local youth who attended YCL Workshops or YCL Treks will also be eligible to join the YCL Network.

>> **YCL Talk:** To leverage the power of our network and spread the knowledge gathered by its members, we organize YCL Talks on all our Hubs. The idea is to bring leading professionals, youth and entrepreneurs to discuss research, ideas and projects, taking this specialized knowledge to a wider audience. YCL Talks are broadcasted live and recorded, so that people can participate remotely or watch them later and share with their contacts. Our goal is to keep the YCL Network engaged by constantly convening events and meetings, also increasing our local impact.

Access to Opportunities

>> **Tailored bootcamp trainings based on demands from employers:** Shorter courses focused on specific skills or methodologies highly demanded by climate vacancies.

- **Step 1 (under development):** In depth research on organizations working with climate change to understand the technical and non-technical skills they look for in young professionals.
- **Step 2:** Co-creation of bootcamp trainings with partner organizations, ideally potential employers and/or experts in the topic covered by each training. The specifics of the content will be largely based on the research outcomes.
- **Step 3:** The third step involves connecting participants with the market. This will be done via partnerships with organizations and by developing a pool of consultants from our network. For example: Bootcamp trainings for community climate vulnerability assessment or proposal writing. Organizations or local government entities approve our methodology and pay YCL Fellows to conduct short-term assessments in scale, generating sustainable projects.

>> **YCL Trainee Program:** Linked with the topics highlighted by the research and bootcamps, our trainee program will select talents for existing vacancies offered by partner organizations. After they are selected, YCL Trainees will join a preparatory course, counting with our support throughout the whole process. For 2020, we plan to start with opportunities at local governments and prepare trainees to conduct Vulnerability Capacity Risk Assessments. The training will be divided between an online part focused on the tools and methodologies used on those assessments, and an in-person immersion applying the tools in the field in partnership with a local government.

The output of the course would be a real community assessment with several pathways to develop projects or sustainable small businesses to help local communities to become more aware of environmental and social issues while contributing to increasing their resilience. These ideas could then be pitched by the communities themselves to impact investors, and promoted on our website. After concluding the program, YCL Trainees will start a 6-month

placement at a partner municipality, receiving the support of the YCL Network and its partners, such as ICLEI and Columbia University.

>> **Climate Careers Fair:** Inspired by similar fairs convened by universities and other thematic areas, we are partnering with [Climate.Careers](#) to host Climate Careers Fairs. The framework is inspired by the UN's Sustainable Development Goals and Project Drawdown's list of evidence-based solutions to reverse global warming. Our goal is to leverage employment as a vehicle to drive climate action, connecting job seekers with companies and nonprofits working to address climate change.

>> **YCL Opportunities:** We created a section on our website to share vacancies, courses, events and other professional development opportunities to a wider audience, thereby increasing our outreach and systemic impact. We already update that section every week, also sharing the opportunities on social media and on our newsletter.

>> **Consultancies:** The YCL Network is getting ready to act as a consulting company in the field of climate, allocating its members in projects according to the needs and challenges of each client. In addition to young talents from 20 countries, we also have leading professionals and researchers as mentors, and more than 30 institutional partners worldwide. We rely on a pool of talents with diverse backgrounds and expertise, as well as innovative methodologies to foster climate action.

Social and Environmental Impact

Our main goal is to empower a diverse group of young leaders from all over the world with leadership and entrepreneurial skills to be used right now to address climate change. With this unique approach, we thus transform a daunting challenge as the climate crisis into an opportunity to include millions of young people through the new climate economy. Youth Climate Leaders (YCL) provides innovative solutions to the climate crisis. Through structured channels and methodologies, we are positioned to focus the energy and passion of thousands of young leaders on supporting innovative projects on climate change mitigation and adaptation.

YCL's impact will be represented by the impact that each YCL Fellow will have throughout her/his career in the field (SDG 13) after having access to skills-based training and accelerating (SDG 4) through our interconnected network of YCL Partner Organizations that together will mobilize to offer professional opportunities within the new climate economy (SDG 8). Our growing alumni network will occupy leadership positions in several organizations, increasing their systemic impact. A diverse selection of content is produced throughout this process, inspiring millions of young people worldwide, shifting mindsets, educational systems and habits towards low-carbon societies.

YCL is motivated from an intimate understanding of the ways in which our generation continues to face impediments in attaining meaningful and rewarding work that positions youth to shape climate solutions. YCL's own founder, Cassia Moraes, had experienced this very struggle in her own career development. To address these gaps, YCL is building structures to support members in finding employment through their participation in YCL programming while increasing the number of climate leaders working together to contribute to systemic change. The Global YCL Network offers exclusive access to opportunities such as job vacancies, field placements, and global delegations to climate and environment-related events (e.g. COP 24). Additionally, YCL alumni will gain membership access to continued knowledge and action resources from Global YCL Hubs being established in cities and regions around the world.

| Impact Indicators | | 2019 | 2020 |
|------------------------------------|--|-----------------------------|--|
| Pillar 1 - Learning Journeys | 1.1 # of participants trained (per year) | 61 participants | 210 participants + B2B and short courses |
| | 1.2 # of organizations engaged | 58 organizations engaged | 100+ organizations engaged |
| Pillar 2 - YCL Network | 2.1 # of network members | 120 Members | 500+ Members |
| | 2.2 # of nationalities | 20 countries | 35+ countries |
| | 2.3 # of YCL Hubs | 5 YCL Hubs | 15 YCL Hubs |
| | 2.4 Outreach of YCL social media | 1H19: 1 million | 5+ millions |
| | 2.5 Events: participation and organization | 40+ events (in 9 countries) | 100+ events |
| Pillar 3 - Access to Opportunities | 3.1 % of YCL fellows working in the field of climate change 6 months after concluding a YCL Learning Journey | Under Development | 70% or more |
| | 3.2 # of events and projects developed | 10 projects | 50+ projects |
| | 3.3 # of Institutional Partners who can connect YCL Fellows with opportunities | 28 institutional partners | 60+ institutional partners |

Most programs and initiatives currently supporting youth engagement in climate change are focused on activism--school mobilization, petitioning, voting, public policy campaigning--or preliminary education--building awareness of the many causes and effects of the climate crisis. These solutions, while vital aspects to the ecosystem needed to drive macro cultural shifts, do not go far enough to provide channels for youth to apply their energies in sustained, long-term, tangible settings. They do not directly address the work gap, and therein the demand for adaptive leaders to fuel the new climate economy that those very campaigns are ushering.

After they are aware of the climate crisis and get the right skills to act, young people still lack funding, networks, and legitimacy to have a tangible contribution within current structures. As organizations are becoming increasingly aware of the climate crisis, those at the forefront are struggling to hire the young talent that will bring the fresh perspectives and resources needed to boost their climate projects. Therefore, YCL was created to bridge this gap and support youth to find jobs and opportunities aligned with their purpose, and organizations to hire young talents who are willing to dedicate their lives to finding solutions to the climate crisis.

Our main innovation is in our approach to equip young climate leaders through a complete program combining hands-on learning, cultural exchanges, mentoring, professional field placements, and access to a global network and climate solutions spaces. This transdisciplinary approach builds diverse pathways between young talents and organizations from different actors,

locations and backgrounds. Our team has and continues to build partnerships with a multitude of organizations worldwide to facilitate these employment pathways for YCL Alumni. Through these efforts, we are working to tackle youth unemployment while increasing the number of skilled climate professionals to solve one of this century's most pressing challenges.

Our Team:

>> [Cassia Moraes](#) (CEO): Focus on strategy and strengthening YCL's capabilities to scale its impact worldwide. Main responsibilities include: Fundraising, Partnerships, Development of new services, Growth & New Markets, Representing YCL in global events and Institutional Communications.

>> [Fernanda Matsuoka](#) (COO): Focus on YCL operations, ensuring that our existing services are not jeopardized throughout the scaling process. Main responsibilities include: Logistics, Management of YCL Services & Network, Social Media & Public Relations and Finances (Global Operations).

>> [Evelyn Araripe](#) (CFO): Evelyn is part of our team as freelancer advising and connecting YCL with potential funding and partnerships opportunities. Previously, she has also developed the agenda of visits for the [YCL 2019 Immersion](#) and other key YCL activities.

>> [Flavia Bellaguarda](#) (Brazil): Climate Change Legal Coordinator at Legal Response International - Latin America and Climate Change Adviser at ICLEI, Flavia currently represents us in Brazil.

>> [Steven Carlson](#) (Strategic Growth Specialist): Focus on supporting the CEO in scaling YCL, particularly in North America. Main responsibilities include: Fundraising, Partnerships (North America), Coordinating YCL Delegations and Programs (USA) and prospecting B2B clients.

>> [Rodrigo Ponzio](#) (Comms & Design): [Reverte](#)'s co-founder, Rodrigo has more than 20 years of experience in marketing in large agencies and as a consultant. He has been working with YCL since the beginning and is the main responsible for our website, templates and comms materials.

>> **Volunteers:** To support the work of our team, we are recruiting 4 Hub Volunteers ([Edoardo Truculento](#) - Italy, [Erica Liberato](#) - Lisbon, [Bruno Cunha](#) - Rio de Janeiro and [Luciana Brandão](#) - São Paulo) + 1 Professional Development Volunteer ([Marcela Ricupero](#)) + Communications (TBC).

>> [See full team on our website](#)

Supporting Materials:

- YCL's Theory of Change: [link](#)
- YCL 2019 Immersion: [website](#) | [concept note](#) | [curriculum](#) | [agenda](#) | [blog posts](#)
- YCL Brazil Course (in Portuguese): [link](#) | [concept note](#)
- Social Media: [Instagram](#) | [Facebook](#) | [LinkedIn](#)
- Columbia University video about YCL: [link](#)
- Subscribe to our Mailing: [link](#)

YCL in the Media:

- CGTN video about the C40 World Mayors Summit: [link](#)
- (Portuguese) Jovens, Mulheres e Ativistas: As 'Greta Thunberg' da América Latina: [link](#)
- Game of Thrones and Climate Change: [link](#)
- Article at Columbia Global Centers | Paris: [link](#)
- Cassia's interview at Authority Magazine: [link](#)
- Video Obama Foundation: [link](#)