

# 2023-2026 Strategy

Empowering young people from all backgrounds  
across Scotland to lead the fight against the climate  
emergency and drive a just transition



# Statement by the Chair of the Board



## Our mission and vision

2050 Climate Group was founded with a mission of empowering 18-35 year-olds (“young people”) in Scotland to lead the fight against the climate emergency and drive a just transition. Today, as the climate emergency intensifies and its impacts compound with other systemic crises, we remain as dedicated to delivering on our mission as ever before.

Our vision for the future is one where young people all across Scotland are active citizens, leading the climate movement from the forefront and driving a just transition by becoming involved in projects in their communities, by driving change in their workplaces, and by influencing political institutions through democratic processes. We see our role as one of support and empowerment, helping young people every step of the way to build their understanding, to come together and to find and use their voice.

## 2023-2026 strategy

Our new 2023-2026 strategy will drive us towards making our vision for the future a reality.

In many ways we’ll continue to do what we’ve always done best - inspiring young people through learning, bringing them together to drive change, and amplifying their voices. But what’s become clearer in the last few years is that vital voices are underrepresented in the wider climate conversation. For climate justice to become reality, this needs to change and people from diverse communities and backgrounds



John Lowe,  
Chair of the Board

need to be involved and have their voices heard. It’s with this in mind that a core element of our new strategy will be **diverse participation** - empowering young people from diverse communities and backgrounds making sure they’re invited, involved, and heard.

This principle will be at the heart of everything we do and it’ll broaden the communities we’ll engage through our work, helping to build diverse representation amongst tomorrow’s young leaders in Scotland.

## Delivering on our strategy

As we continue to mature as an organisation, we’re setting four strategic priorities to help us reach our goals. We’ll focus on quality and lasting interactions with the young people we work with, offering opportunities every step of the way in their climate action journey. We’ll find ways to be smart with our resources, innovating to deliver impactful work. We’ll work collaboratively with partners and funders, sharing best practice and gaining new perspectives. Crucially, we’ll support our talented staff and volunteer teams by building a culture that allows them to thrive.

The Board of Trustees are hugely grateful to our staff, operational volunteers, funders, partners, and other stakeholders who’ve helped us grow over the years and continue to support us to deliver our mission. While we know the next few years will be difficult for our global society, the vibrancy and optimism of the young people we work with gives us hope for a brighter future where our vision can become a reality.



## Our story so far

Over the past **8 exhilarating years**, we've worked hard to empower young people all across Scotland to take charge and lead action on tackling the climate crisis from the frontlines.

We've delivered 6 editions of our award-winning Young Leaders Development Programme (YLDP) to over **800 participants**, where over **6 carefully curated modules** young people have been trained in climate change knowledge and leadership skills. In Scotland's Minister for Green Skills, Circular Economy and Biodiversity, Lorna Slater's words,

**“Programmes such as the YLDP provide passionate young people in Scotland with an essential platform to discuss important ideas, network, and contribute to solutions to tackle the issues which will affect their generation.”**

We're currently redeveloping our leadership programmes for re-launch in 2024.

Over the years, we've built a bustling and passionate Leaders' Network of **689 members**, consisting of alumni from our YLDP, other climate enthusiasts and young people in the environment/sustainability sectors more broadly. Leaders' Network events have included 'ClimaTell' in 2022, which brought together young people from across Scotland to share and celebrate their climate action stories and work. With support and mentorship from 2050 Climate Group and funding from our "2050x Fund", Leaders Network members have come together to launch climate-action projects. Our Leaders' Network's special

interest groups ("circles") focusing on energy and transport now have more than **60 members** each.

Our Policy Engagement subgroup have amplified young voices in political decision-making processes on a local, national and global level, including responding to consultations on the Circular Economy Bill and Biodiversity Strategy. The subgroup also write blog articles on current policy issues and have worked to help bring a youth voice to COP 26 and 27.

More recently, we've delivered more events aiming to engage young people new to the climate movement and climate action. In 2022, in an exciting partnership with Scotland's Tennent's Brewery and the Scottish Environment Protection Agency (SEPA), we hosted **230 young people** across two events in Edinburgh and Glasgow called 'A Pint & A Plan.'



You can find more details of our activities in our [annual Impact Reports](#).

# Our 2023-2026 strategy overview



**We're driven by our mission and inspired by our vision**

**Our mission:** To empower young people from all backgrounds across Scotland to lead the fight against the climate emergency and drive a just transition.



**Our vision:** Young people from all backgrounds across Scotland are empowered to become active citizens, taking the lead in tackling the climate emergency and advocating for a just transition in their communities, their workplaces and in political spaces.

**We follow our guiding principle**

**Diverse participation:** Making sure young people from diverse backgrounds and communities are invited, involved, and heard.



**We make a difference through our areas of focus**

**Skills and Understanding:** We equip young people with the skills and understanding they need to grow and become leaders.



**Community:** We're building a community of young people supporting each other to make a difference.

**Voice:** We empower young people to find and use their voice in order to influence policy and to help shape the climate conversation.



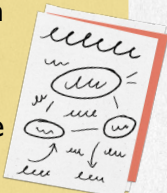
**We make our vision reality through our strategic priorities**



**Quality and lasting interactions:** We'll provide opportunities to young people at every step of their climate action journey, from the very beginnings of them learning about climate change to taking leadership roles in their workplaces or communities.

**Strong partnerships:** We'll partner with funders and other organisations to reach new audiences, hear new perspectives and share expertise.

**Dynamic delivery and versatility:** We'll use our networks to design and deliver our work in innovative ways that maximise our impact.



**Unleashing our people's potential:** Together, we'll create the conditions where our small-but-might staff team and our dedicated volunteers can thrive.





## Our guiding principle - diverse participation



**“2050 Climate Group is working for the future of all young people across Scotland. Overwhelmingly the leaders of today are drawn from only a small section of society, delivering ‘business as usual’. We want the leaders of tomorrow to represent all of our communities and work with peers from around the world to deliver equitable policies, social justice and a planet free from the threat of climate change”**

**- Laura Curtis-Moss, Director**

We’re establishing **diverse participation** as the guiding principle of our new strategy - channelling our efforts into empowering young people from diverse backgrounds and communities, making sure they’re invited, involved, and heard. This principle will be at the heart of everything we do. It’ll shape how we recruit our staff, trustees and volunteers. It’ll determine how we design our programmes and activities. And it’ll broaden the communities we’ll engage through our work.

We’re focusing on this because it’s becoming more and more clear that the impacts of the climate emergency aren’t being borne equally or fairly. In order to achieve climate justice, it’s vital that people from all communities and backgrounds are involved and have their voices heard in the climate movement and conversation - but research points to a lack of diversity, with vital voices underrepresented.

A core element of our guiding principle is a commitment to seek to engage with those who have little or no current involvement in climate discussions, therefore addressing the systemic biases which have excluded them from the conversation to date. We’ll work with partners within different communities, co-designing accessible events and learning activities ‘with’ rather than ‘for’ young people. Through our guiding principle, we’ll bring together diverse voices that truly reflect the perspectives of young people in Scotland.

**Our guiding principle is underpinned by our Equity, Diversity and Inclusion statement, collaboratively drafted across the organisation in 2022.**

*Climate leaders come from all backgrounds, all walks of life and have different lived experiences. We want everyone to feel welcomed, supported and represented as we work together to create a just and sustainable society. We know there are barriers to participating in climate action and we are working together to dismantle them. We will keep learning, reflecting, and challenging ourselves along the way.*

# Our areas of focus

Through our areas of strategic focus, we empower young people by helping them to develop the skills, knowledge, confidence and connections they need to take climate action in their communities, their workplaces and in political spaces.

## Skills and Understanding

**We equip young people with the skills and understanding they need to grow and to become leaders**

We run events, workshops and development programmes to help young people to build their skills, knowledge, and confidence.

Across our range of activities, we aim to cater to young people at different stages of their climate journey. Some of our activities are specifically targeted at those who have been previously excluded from the climate conversation.

We also give young people the chance to develop through hands-on activities through opportunities to join our staff, our volunteer teams and our Board of Trustees.

## Community

**We're building a community of young people supporting each other to make a difference**

We're building a broad, diverse and intersectional community of young people made up of members at different stages of their climate journey.

We help young people to connect through online and in-person interactions, supporting them to collaborate on projects and to learn from and support each other.

## Voice

**We empower young people to find and use their voice in order to influence policy and to help shape the climate conversation**

We interact with local and national governments on key issues to give a youth perspective.

We engage young people in democratic processes, and we empower them to speak up on the issues important to them.

We help to shape the conversation and give a youth perspective through our online social media channels and blogs.



# Our strategic priorities

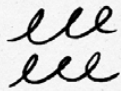
We've outlined four key strategic priorities which will help us deliver innovative and impactful work.



## Quality and lasting interactions

We want to provide opportunities to young people at every step of their climate action journey, from the very beginnings of them learning about climate change to taking leadership roles in their workplaces or communities.

We're focused on building long-lasting and high-quality relationships with young people that truly help them to grow and succeed. See more on the next page about how we aim to give opportunities to young people at each stage of their climate journey.



## Strong partnerships

We're committed to partnering with other organisations, allowing us to see new perspectives, and share and draw on varied expertise and examples of best practice.

Our aspiration is to develop partnerships across Scotland and further afield, opening up new opportunities for our organisation and the young people we serve.

## Dynamic delivery and versatility

We structure our work to make sure we can have as broad an impact as possible.

We leverage peer-to-peer education and our ever-broadening network of leaders to help deliver our activities, giving broad geographical coverage.

We review our proposition periodically and are receptive to feedback, making changes where necessary to make sure it remains fit-for-purpose.



## Unleashing our people's potential

Our activities are designed and delivered by our passionate volunteers, alongside our small but mighty staff team. We draw on their wide range of experience and perspectives from across different sectors.

We're committed to working together to build a vibrant, caring, collaborative and non-hierarchical organisation in which everyone has the chance to grow and develop while making an impact.

# Empowering young people every step of the way

We value long-lasting and high-quality relationships with the young people we work with. We want to provide opportunities to young people at every step of their climate action journey, supporting them from the very beginnings of learning about climate change to taking leadership roles in their workplaces or communities.

Below is an illustration of how we seek to provide opportunities to young people whatever stage they are at in their climate action journey.

## Early Engagement

Those with little or no prior engagement with the climate emergency

## Taking Action

Those with the understanding, skills and confidence to start participating in climate action

## Leading Change

Those ready to lead change from the forefront





# How we'll measure our success



As we implement our strategy, we'll measure our success in a number of ways.

## Diversity of engagement



We'll measure the demography and geography of the young people we engage.

## Quality or outcome of engagement



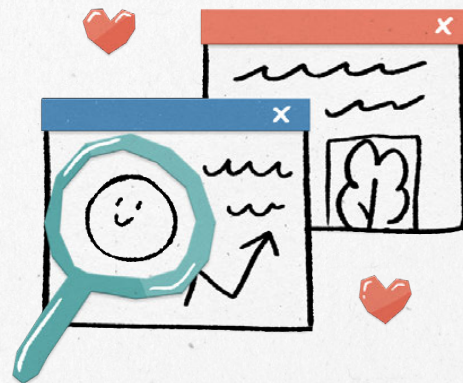
We'll use surveys and case studies to measure what the young people we work with have gone on to achieve after interacting with us (e.g. progression in their career, or running a community project).

## Policy contribution



We'll evaluate how we've helped contribute to democratic decision-making through giving a youth perspective.

## Online impact



We'll monitor our impact through social media and our blogs.

# Thank you to our funders and supporters past and present

for helping to get us to where we are today



## Contact details



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