

2017-18
IMPACT

2050 CLIMATE GROUP

1 April 2017 - 31 March 2018

www.2050.scot



W H O A R E W E ?

2050 Climate Group are a youth-led, volunteer-driven organisation on a mission to lead a social movement by **engaging, educating and empowering** Scotland's future leaders to take action on climate change.

Our **vision** is that, by 2050, our generation will have led and accelerated the progress to a low-carbon society and be active citizens in a sustainable world. We work towards a vision where Scotland's Young Leaders:



ENGAGE

Feel they have a part to play in creating a sustainable future.



EDUCATE

Understand the challenges of climate change and how Scotland can lead the change.



EMPOWER

Are equipped, prepared and motivated to be active citizens of the low carbon movement.



LEAD

Are the voice of our generation on climate change action at a national and international level.

2050 Climate Group began in 2014 when a group of young people set out to plan Scotland's first Youth Climate Summit, '2050: Designed By Me', in partnership with Young Scot and Scotland's 2020 Climate Group.

Following this highly successful inaugural event, 2050 Climate Group went on to launch the first **Young Leaders Development Programme (YLDP)**, a unique climate leadership programme for young professionals in Scotland combining climate change education with leadership skills development. We have now successfully delivered our second year of this programme, become our own incorporated charity and grown our reach and influence in Scotland.

2017/18 AWARDS HIGHLIGHTS



- Winner (Contribution to Skills), The Scottish Green Energy Awards
- Winner (Best UK Project), Energy Globe Awards
- Shortlisted NGO of the Year, BusinessGreen Leaders Awards
- Invited by the United Nations to present at their international Climate Change Conference (COP23)
- Sustainable Growth Agreement (SGA) launched with Scottish Environment Protection Agency (SEPA).

O U R Y L D P

Our 2017-18 **Young Leaders Development Programme (YLDP)** met and surpassed 21 of 22 Key Performance Indicators we set for ourselves.

This included significant increases in self-declared levels of leadership skills (influencing and negotiation), knowledge on climate change, and the levels of empowerment young people felt to take action in their own communities.

TESTIMONIAL

“ Honestly the best and most rewarding and inspirational experience of my life. It is such an amazing programme, and it really enables you to take action and feel like you can do things. Before the programme I would sit and despair about how little I could do and how small I felt, but the YLDP has changed that massively, so thank you so much!



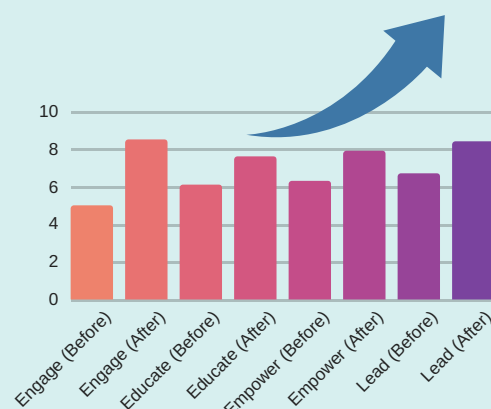
KEY STATS: YLDP

- **Six full day Saturday modules** held on themes of **personal, professional and political** changemaking.
- **300 applications** were received for our YLDP, approximately 100 more than the previous year.
- **130 young people** ages **18-35** recruited onto the programme.

97% OF YOUNG LEADERS RATED THEIR EXPERIENCE OF THE PROGRAMME AS 'VERY GOOD' OR 'GOOD'.

ENGAGEMENT ON CLIMATE CHANGE

5.0 (out of 10) before the programme
8.5 (out of 10) after the programme



Participant self-declared levels of engagement, education on climate change, empowerment and leadership skills before and after the YLDP. Data collected in baseline survey and follow-up surveys (122 respondents total).

OUR IMPACTS

SUPPORTING ACTION

199 ACTIONS
COMPLETED BY
YOUNG LEADERS



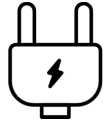
Transport
25



Workplace
23



Politics & Campaigns
22



Home
16



Food & Waste
91



Community
22



Policy responses compiled young people's views on the Climate Change Bill & Scottish Energy Strategy. Written evidence on the proposed Climate Change Plan submitted.



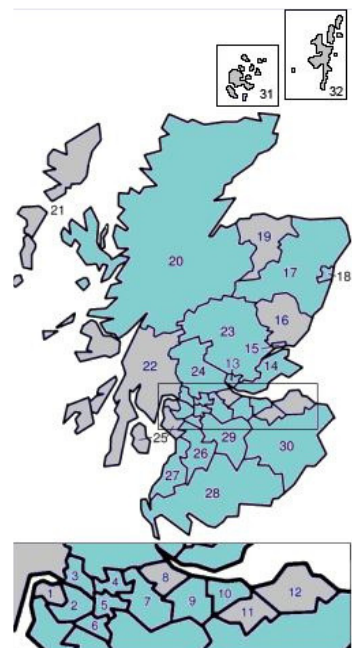
The **2050x Fund** was launched to provide financial support for projects run by our Young Leaders. **£4500** went towards supporting youth-led climate change projects across Scotland.



Mentoring programme launched to support Young Leaders achieve their goals. **28** external mentors from private, public and third sectors were linked to our network.

INCLUSION AND WIDENING PARTICIPATION

- This year we grew our geographic reach, with our YLDP intake covering **23 of 32 local authorities**, compared to 11 the previous year.
- We also launched a **Travel Fund** to reduce barriers to participation associated with the cost of travel. Inclusion and participation are an ongoing an important area of our work.



Map of YLDP intake across Scotland's local authorities. Blue = local authority represented in YLDP. Grey = local authority not yet reached. Image: WikiCommons

OUR NETWORK

Our growing Leaders Network provides a space for YLDP alumni to continue to collaborate on actions, build skills and drive a social movement. In our first year of this new network, the group held:

- 25 Doing Dinners held across Edinburgh, Glasgow and Inverness
- A COP23 Debrief Event in collaboration with Transition Edinburgh and GESA (Global Environment and Society Academy) students
- Climate Week Film Screening with Learning for Sustainability Scotland
- A Climate Justice Dinner with Glasgow Caledonian University Centre for Climate Justice
- Six social and networking events held for the 2050 Leaders Network, including a One Planet Picnic in Cromarty in collaboration with Keep Scotland Beautiful



PUBLIC ENGAGEMENT

We engaged with an estimated audience of 3700 people through contributing to 27 external events in 2017/18. Some of these included:

People's Climate Rally | European Climate Change Adaptation Conference (ECCA) | Climate Change and Scotland: 2050 Visions, Scottish Parliament | Raising the Bar: Communicating for Sustainability, 2020 Climate Group | Shackleton Medal presentation to Manuel Pulgar-Vidal, Royal Scottish Geographical Society | Scotland and the New North, Arctic Circle Forum | Scotland's Climate Ready Cities, Adaptation Scotland (at COP23 UK Pavillion, Bonn) | Edinburgh Sustainable Innovation Conference

SOCIAL MEDIA



62K
average monthly
tweet impressions

▲ +28.8K

4800
online followers (twitter,
facebook, instagram, linkedin)

▲ +2100

THANK YOU

VOLUNTEER POWERED

This year we trebled our volunteers after a recruitment drive for new operational volunteers to join our team. Our 2017-18 team was made up of 34 operational volunteers and 21 trustees.

Our amazing volunteer team have contributed an estimated 8,300 volunteer hours over the financial year, an in-kind value of £178,000; a value much greater than our current income.

These volunteers have powered 2050 Climate Group's success - we would like to acknowledge the teams exceptional passion, drive and motivation to empower young people to take action on climate change.



“The camaraderie and we-can-do-it spirit of the group has been central for me to get to where I want to be in life.” - Operational Volunteer

FUNDERS AND PARTNERS

