

Youth Climate Pact Challenge (YCPC)

Calling all young people: we need your passion, your vision and your voice!

What is the YCPC?

The Youth Climate Pact Challenge was a chance for young people to make a difference and contribute to the green transition by connecting with others and co-creating innovative youth engagement project ideas in the field of climate action. For the [European Climate Pact](#), an EU-wide initiative inviting



people, communities and organizations in climate action and building a greener Europe under the auspices of the European Commission's Directorate General Climate Action (DG CLIMA), we invited young people to submit project ideas from August to September 2021. Out of 47 entries, four projects were selected and presented to European Vice President Frans Timmermans. Find out more about the successful projects [here](#).

Setting up a YCPC

A YCPC is also an easy and engaging way to get young people involved in climate action at local and regional level, to collect new and fresh ideas to solve climate-related issues, and to support young people in tackling challenges that are close to their hearts. Public authorities, such as cities and municipalities, are invited to follow and adapt the approach to their needs and local contexts.

Tip: The YCPC requires significant planning and coordination to ensure that project can be evaluated and submitted on time.

Setting up a YCPC involves five phases:

1. Planning

- Define your goals and expectations (Which objectives are you pursuing with organising a YCPC?);
- Create a timeline for your YCPC, envisaging at least two-month preparation time;
- Start searching early for incubators that will support the awarded projects. Be clear in your communication about what the participants can gain (e.g. incubator support, prizes).

2. Call for applications and communication

- Start with the communication and promotion as early as possible via social media channels, newsletters, website, etc. as well as other intermediaries that may promote the YCPC, such as local youth organisations;
- Engage the mayor of the city or another high-level representative in promoting the YCPC in person or on their social media channels;
- Launch the YCPC with an official kick-off, allowing the young participants to get to know each other and to find a partner to work on a project idea together.

3. Mentoring

- Accompany participants during project co-creation. Schedule meetings during the process to learn about the status of the project idea;
- Provide them with a project canvas, which will help them to describe and visualize their project idea. You can find a template [here](#).
- Provide them with an instruction for the video-pitch (The video should present the main idea of the project idea. The video must not be longer than 90 seconds)

4. Selection

- Choose the right format to select the winners (Jury, online voting system)

5. Follow-up

- Accompany the winners in their first steps of implementation

Who participates?

We invited young people between the ages of 15 and 30 from or living in the EU to take part in the YCPC. No experience was required – from seasoned sustainability advocates to people who are taking their first step on their climate journey, all are welcome to join the challenge. Also, already existing teams and organisations could participate in the YCPC.

Tip: Clearly describe who can participate: which age, group, from what city or region, what profile.

What was in for young people?

Each team/individual submitting a reasonable project idea received support with the implementation of their project through incubators and coaches. An incubator is the ideal place for young people who still need to develop their idea and who need an initial accompaniment. The winners also received the opportunity to present their project idea in a virtual event to Executive Vice President Frans Timmermans.

Tip: Make it clear what's in for young people who submit a project idea. What can you offer them? (e.g. support with incubators, discussion with mayor, policy makers, prizes, seed funding)

Note: The match between incubators and participants requires careful consideration.

What kind of project ideas were submitted?

We asked young people to submit project ideas on the following categories:

1. **Support from Young Climate Pact Ambassadors:** Young Climate Ambassadors play a critical role in inspiring more people to get on board, step up their climate actions and become Climate Pact Ambassadors.
2. **Individual climate action:** The European Climate Pact aims to encourage everyone to make climate action pledges, in part through establishing partnerships with youth organisations to attract young people's attention to the environment and climate issues.

3. **Youth involvement in climate policy:** It is critical that all voices are heard in policymaking discussions. A key aim of the European Climate Pact is to provide opportunities for young people to discuss climate issues with leading decision-makers.
4. **Education for climate action:** How can young people learn and help others to learn about climate change? The European Climate Pact aims to encourage young people and educators to get involved in taking action on climate.

The thematic topics addressed our youth engagement strategy. Possible topics could be aligned with the climate action plans/strategies of your city or region.

Tip: Make sure that the topics are formulated in an understandable way. Which topics should the project ideas address? Each topic needs a short description.

Key takeaways

- ✓ Be clear in your communication that youth from all backgrounds and without experience on climate action are welcome and encouraged to participate;
- ✓ Start planning as early as possible to ensure that the projects are submitted in time;
- ✓ Make sure to support the participants during the process to see where they stand with their project ideas. Young people should not be left alone in this process;
- ✓ The topics and benefits to participate in the YCPC should be clearly formulated. In this way it can be ensured that the project ideas address the thematic topics;
- ✓ Provide young people with the same or similar opportunities that the city would provide other Stakeholders, e.g. businesses.

YCPC in a Nutshell

- In total, 47 project ideas were submitted over a period of 2 months.
- For registration, we used b2match <https://youth-climate-pact-challenge.b2match.io/>
- For dissemination, we used various social media channels: Twitter, LinkedIn, Facebook, newsletter, website, etc.
- The successful projects were chosen via an online vote out of a total of 47 entries. For the online voting we used our bespoke online collaboration platform "Community Hub".
- One winner was chosen from each of the four categories. Click [here](#) to see the winning projects
- After we determined the winners, they were informed by email and by phone.
- The winners presented their ideas to Frans Timmermans. The event was broadcast live. Click [here](#) to see the recording.
- The participants have been matched with the incubators.
- A follow-up call was organised with the young people who successfully submitted a project.