

A background image showing a person from behind, wearing a red vest with the Red Cross Red Crescent emblem, walking through a dry, dusty landscape with sparse vegetation and a cloudy sky. The person is wearing blue jeans and a light-colored shirt. The vest has a circular emblem with a red cross and a red crescent. The text "RED CROSS RED CRESCENT STRATEGY ON YOUTH-LED CLIMATE ACTION" is overlaid on the image in white, bold, sans-serif font. The word "CLIMATE" is crossed out with a thick red horizontal line.

RED CROSS RED CRESCENT STRATEGY ON YOUTH-LED ~~CLIMATE~~ ACTION

Young people at the heart of climate action

A strategy for youth by youth

As the impacts of climate change become increasingly severe, today's youth (persons ranging from 5-30 years old) have an ever-important task. The IFRC recognises the key role that youth play in ensuring that people now and future generations do not suffer the consequences of a worsening climate. Filled with energy, youth across the world are ready to act and do so at an unprecedented scale. This strategy aims to continue that momentum through providing inspiration and direction for the RCRC youth to take meaningful climate action.

All over the world, National Societies and their young leaders can use this strategy to shape their climate activities. Upon explicit request, concrete information and tools are available to youth from all ages:



Children
5-12 years old



Adolescents
13-17 years old



Young adults
18-30 years old

This strategy has not only been created for youth, but also by youth. A series of consultations, surveys, and virtual engagements were held in English, French, Spanish and Arabic. Over 1,200 youth from all over the world participated. This shows clearly: the RCRC Youth are eager and ready to act!

“ Young people's pragmatic and future-oriented mindset are vital to accelerate local action to strengthen community resilience in the face of climate change. ”



Bas van Rossum, Chair IFRC Youth Commission
Michelle Shi Jie Chew, Asia Pacific representative IFRC Youth Commission

Global strategic alignment

IFRC Strategy 2030 ∞

RCRC Climate Centre Strategy ∞

Movement's Climate Ambitions ∞



RCRC Strategy on Youth-led Climate Action



IFRC Youth Engagement Strategy ∞

IFRC Youth Policy ∞

The Climate Crisis is here

How our communities are affected worldwide

The science is clear. The frequency and severity of extreme weather events have increased and will continue to do so, together with more uncertainty.

Climate change impacts different people in different ways. Even if we stop all emissions today, climate change will shape the lives and livelihoods of young people now and in the future. This is especially the case in low-income countries with rapid population growth, which have high concentrations of young people. All over the world, youth are guardians of the future and as such have a role in shaping this future.

The climate crisis in numbers (WDR, 2020)



In the past 10 years, **83%** of all disasters triggered by natural hazards were caused by extreme weather - and climate-related events, such as floods, storms and heatwaves.



The number of climate- and weather-related disasters has been increasing since the 1960s, and has risen almost **35%** since the 1990s.



A further **1.7 billion people** around the world have been affected by climate- and weather-related disasters during the past decade.



Challenges to take climate action

Barriers faced by young people to engage

Across all regions, youth continue to inspire the world with their intense drive, creative innovation, and passionate advocacy in addressing the climate crisis. Nevertheless, there are barriers preventing youth from taking climate action to the best of their ability. Four key barriers are: sense of urgency, knowledge, tools and technology and voice.



Sense of urgency

For many young people, there's a great sense of urgency when it comes to wanting to address the climate crisis. However, others lack the awareness about the state of the climate to feel that urgent action is needed now.



Access to information and knowledge

In many places, there is a lack of adequate available education and training in climate change. Furthermore, many schools are not required to include climate change in their curriculums.



Enabling environment

Once youth are incentivised to take action, they sometimes lack a supportive environment to translate their energy and ideas into action. Elements of this are: sharing knowledge, funding, partnerships and inclusion.



Voice

In policy and decision-making spaces from local to global young people do not have a seat at the table to voice their ideas. Where spaces are created, it tends to be tokenistic and meaningful engagement is limited.





RED CROSS RED CRESCENT ~~MAKING A DIFFERENCE~~

RCRC role and commitment to youth-lead action

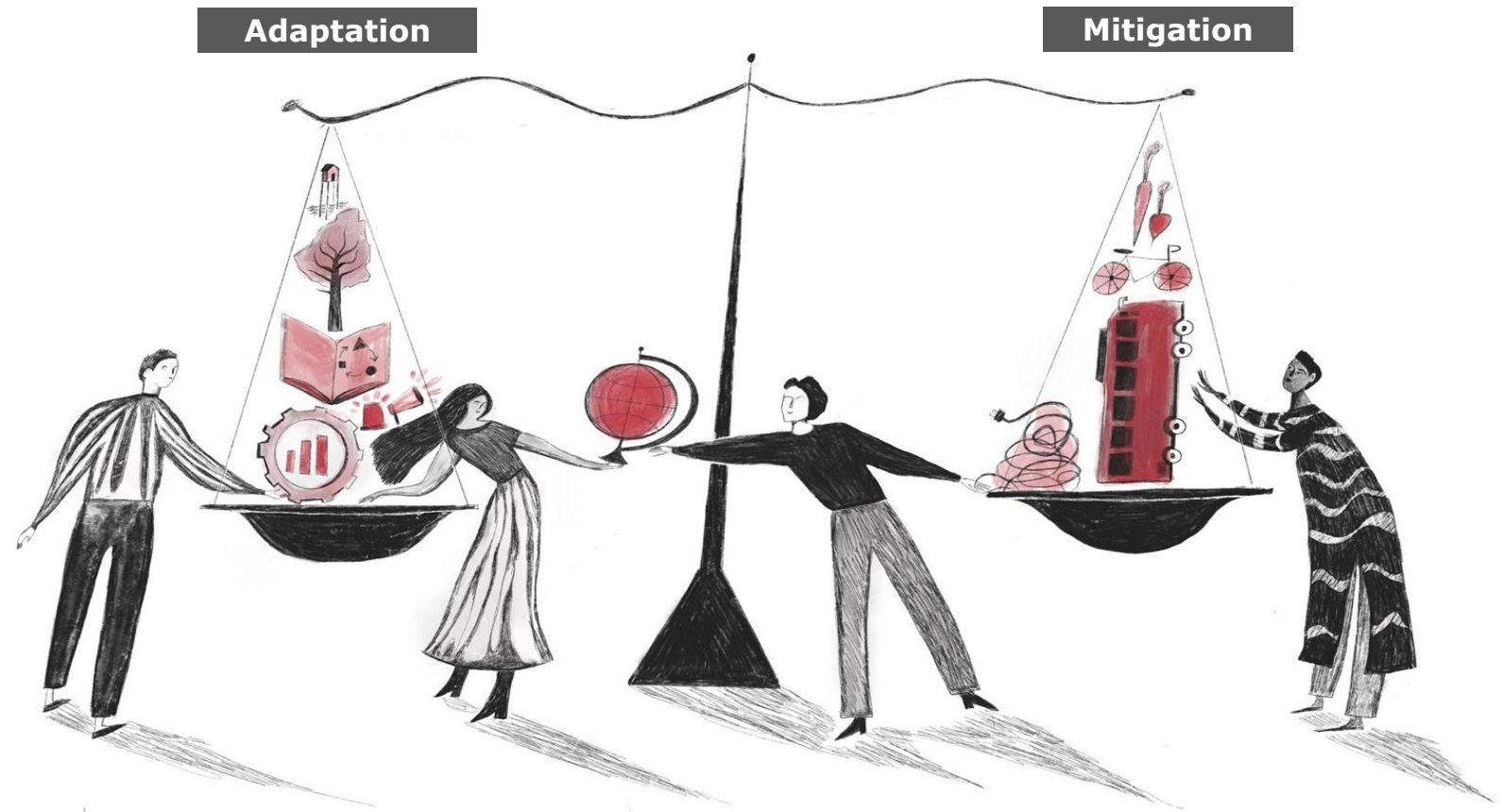
The RCRC youth have a great role to play

Our role as the IFRC is to support communities in becoming stronger and safer through a variety of development projects and humanitarian activities. As a humanitarian organisation we work together to strive to reduce the impacts of disasters for the most vulnerable people.

Until now, much of the energy from youth around the world has focused on preventing climate change from happening ("mitigation"). Though the IFRC recognises the importance of reducing greenhouse gases, **our predominate role lies in addressing the humanitarian impacts of climate change ("adaptation")**. This is highlighted in strategy 2030 with climate change adaptation now a marked priority for the IFRC.

We also recognise that we must ensure our RCRC internal programmes and processes do not contribute to the causes of climate change and environmental and ecosystem damage. Our Greening the Red and Green Response Agendas aim to address this.

The RCRC youth have a great role to play. Strategy 2030 priorities include shifting power to the most local level. The IFRC has 192 member National Societies and globally, there are around 12 million active volunteers out of which more than a half are young people. A vast and engaged network that presents a huge opportunity for youth-led impact on the ground. Innovation, anticipation and agility are also key components of strategy 2030. With national societies calling for systemic change, young people bring fresh mind sets, technological know-how and ideas to influence new RCRC approaches fit for our changing environment.



Ready for the challenge!

Youth as powerful agents of change



Young climate champions from all regions building a collective, inclusive strategy together.

What young people bring



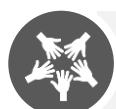
Social movements through new forms of advocacy



Energy, passion and creative solutions



Access to unique tools, innovation and technology



Access to communities around the world

We know climate change is here and youth will be most affected in the future. Yet, youth are certainly not passive victims of climate change. In the last few years an important shift has taken place in how young people are perceived. Millions of youth from all over the world have expressed their concerns about climate change. And more than ever, youth are listened to.

Youth have brought more public attention and demand on climate change than others have in years. Indeed, youth engagement is critical in global climate action. And there is a great and important opportunity for RCRC's youth to engage.



“The climate crisis is our present and our future. We owe it to ourselves to act and design a climate-safe future today.”

Isa, 19, from The Philippines

Three Dimensions of Change

Providing direction and tools to lead meaningful climate action



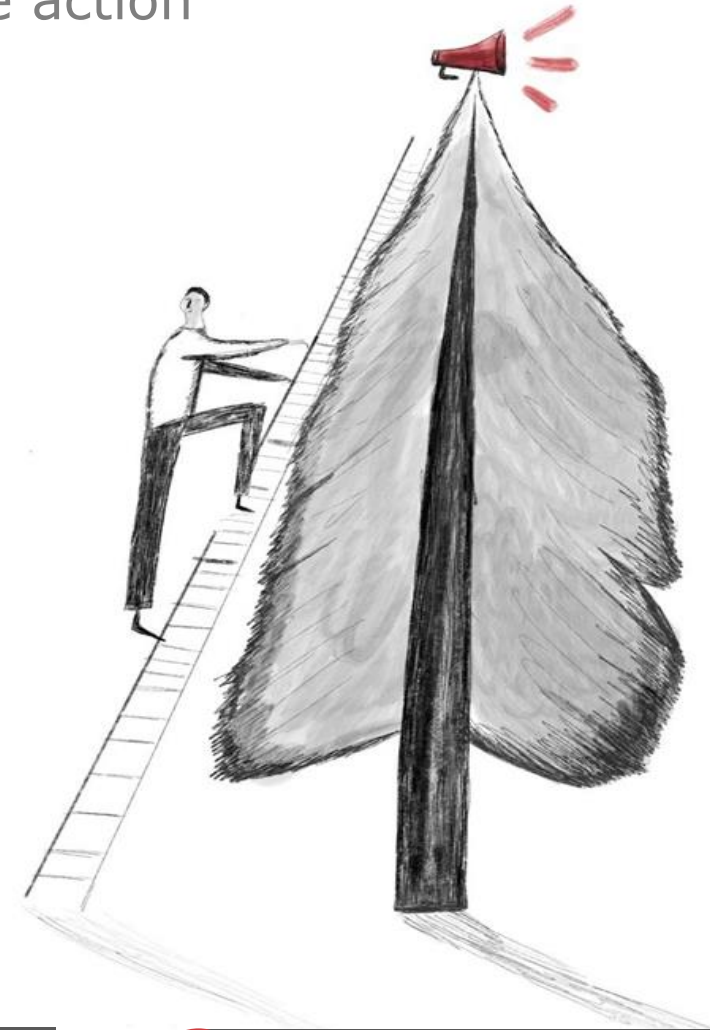
Awareness

Understand climate change impact



Action

Build resilience to reduce climate risk



Advocacy

Make your voice heard where it matters



Awareness

Understanding the impacts of climate change

In order to address the climate crisis, we must first understand it. Increasing awareness through education is the foundation for all activities mentioned in this strategy.

Key roles for youth to play

01

Educate themselves. In order to take meaningful climate action, youth should first enhance their own capacity to understand climate change and the risks involved with climate change.

02

Educate others. Once youth have a good grasp of climate change and its impacts, they can inspire and educate other youth.

03

Inspire National Society climate outreach. Youth have a crucial role in encouraging their National Societies to engage in climate information outreach activities and actively support these agendas

04

Support National Society efforts to **advocate for climate education in the national curriculums**, with a clear focus on the most vulnerable population.

What will success look like?

In 2025, RCRC youth in at least 50 countries across all 5 regions:

- Have educated themselves;
- Have inspired and educated youth to address the climate crisis;
- Have inspired and supported the NS' climate outreach programmes;
- Have advocated for clear climate education in the national curriculums.

Snapshot of available tools



Spread the word! Know your facts and tell your friends, family and neighbours. Ask them to join #FacesOfClimateChange and mobilise the power of people



Climate Training Kit: designed to provide innovative tools to trainers and facilitators within the RCRC Movement and its partners. Check out the [Youth Unit](#).



Y-Adapt: games-based curriculum toolkit. It educates, engages and inspires youth to act in their communities to adapt to climate change.



Answering the Big Questions: by NASA kids: provides clear videos and descriptions about climate change.



Climate games: use these serious games to engage young and old. For youth, we recommend especially:

- The [Greenhouse Gas Game](#) explain the science of climate change;
- [Paying for Predictions](#) manage disasters while facing changing risks (older youth)
- [Sinking Island](#) an energetic, physical game where you can experience the impacts of climate change;



Children's Climate Cards: provide a series of inspiring and interactive activities to engage children on the climate change agenda and call for climate action.

Examples from across the IFRC



In [Lebanon](#), youth are raising awareness about environmental problems in schools. They use games and interactive presentations to make learning about climate change fun and interesting.



In [Portugal](#) youth are using social media as a tool to further spread awareness, hold campaigns, and facilitate dialogue about the impacts of climate change on their communities.



In [Croatia](#) youth are running workshops for volunteers to hold in schools and kindergarten and youth are creating guides for businesses with tips and tricks for greening their offices and homes.



In [Egypt](#) youth are implementing a new climate change infrastructure to better disseminate materials and reach more citizens, which will increase overall awareness.



Action

Engaging in practical initiatives to reduce climate risk

In the face of rising global challenges, responding to crises is no longer enough. The IFRC strives to directly tackle the underlying causes of crises, reduce their impacts, better address emerging risks and prevent them from occurring. RCRC youth have a role to take climate action. Youth can also contribute greatly in reducing own environmental footprint.

Key roles for youth to play

01

Take practical climate action. Youth can take practical action themselves to adapt to climate change in their communities.

02

Inspire other youth to take practical climate action. Youth can support and encourage other youth in their communities, countries and globally, to take action to adapt to climate change

03

Support your National Societies' climate change adaptation activities. This is one of the key goals of the Movement until 2030, where youth can play a crucial role.

What will success look like?

In 2025, RCRC youth in at least 50 countries across all 5 regions:

- Have taken practical action to address the climate crisis;
- Have inspired other youth to take practical action to fight climate crisis;
- Supported the NS' climate change adaptation activities.

Snapshot of available tools



Spread the word! Know your facts and tell your friends, family and neighbours. Ask them to join #FacesOfClimateChange and mobilise the power of people



Climate Training Kit: designed to provide innovative tools to trainers and facilitators within the RCRC Movement and its partners. Check out the [Youth Unit](#).



Y-Adapt: games-based curriculum toolkit. It educates, engages and inspires youth to act in their communities to adapt to climate change.



Children's Climate Cards: provide a series of inspiring and interactive activities to engage children on the climate change agenda and call for climate action.



Climate games: use these serious games to engage young and old. For youth, we recommend especially:

- **Ready!** To create a climate proof contingency plan;
- **Act to Adapt** A giant board game during which the 'community team' has to protect vulnerable community resources and take collective or individual actions to protect.



World's largest lesson: Climate Campaign Resources to engage and inspire students aged 8-14.



Climate Kids activities by NASA: Fun and practical activities for children.

Examples from across the IFRC



In **Australia** youth are using competitions and incentives as a tool to involve youth. They are providing grants to enable young people to implement ideas in their own communities.



In **Kenya** youth are involved in backyard gardening and sustainable farming from a young age. It helps them understand the process of food production and how sensitive it is to climate change.



In **Haiti**, through the Y-Adapt programme youth are raising community awareness and clearing drains to reduce the risk of flooding, empowering people to make concrete, practical contributions.



In the **Philippines**, through the Y-Adapt programme youth have taken nature-based solutions, partnering with an expert organisation to plant mangroves to protect coastlines from storm surges.



Advocacy

Making your voice heard where it matters

The climate has changed and the risks are rising. Now we need to rise up too. It is imperative we use our influence to mobilise more urgent and ambitious climate action by all. RCRC youth have important messages to share that can shape policies, decisions and funding. We must ensure we create and enable the spaces for meaningful participation.

Key roles for youth to play

01

Have a seat at “the table” and help shape policies, decisions or funding to reduce the suffering from the impacts of climate change, with a focus on the most vulnerable. The table can be small or big, for example youth can inspire their local school or university, or other decision makers.

02

Inspire and influence National Societies to change policies, decisions, or funding to reduce the suffering from the impacts of climate change, with a focus on the most vulnerable. Many National Societies are involved in shaping local climate policies, as well as national climate policies, such as the National Adaptation Plans (NAPs) and Nationally Determined Contributions (NDCs). Youth can support their National Societies’ efforts.

03

Become lead advocates “*from within*” to call for institutional culture change to to “**Green the Red**”. It is not only about adoption, but we also encourage youth to support their National Societies to reduce their own environmental footprints.

What will success look like?

In 2025, RCRC youth in at least 50 countries across all 5 regions:

- Have a seat at “the table” and helped shape climate change adaptation policies or decisions.
- Have inspired and supported the NS’ role to engage in policy dialogue activities, advancing the Movement’s climate change adaptation ambitions.
- Supported the NS’ efforts to “Green the Red”.

Snapshot of available tools



Become a climate activist e.g., make your campus single-use plastic free, start a meat-free day in the cafeteria or introduce energy-saving light bulbs



Climate Training Kit: designed to provide innovative tools to trainers and facilitators within the RCRC Movement and its partners. Check out the [Youth Unit](#) and [Policy](#) section.



Y-Adapt: games-based curriculum toolkit. It educates, engages and inspires youth to act equips them to raise their voices and advocate for climate action



Advocacy training manual: especially module 6: “Dialogue and Advocacy for Integrated Risk Management.



Climate games: use these serious games to engage young and old. For youth, we recommend especially:

- **Invest in the Future**: a card game that combines story-telling and strategy to make sustainable development decisions
- **Decisions for the decade**: a game where young participants experience changing probabilities



Urban Action Kit: is a quick start, low-cost, do-it-yourself guide full of urban resilience activities.

Examples from across the IFRC



In **Uganda** youth advocated to their school, for their school to adapt to the increasing and changing patterns of malaria due to higher temperatures and stagnant flood water.



In **Guatemala** youth advocated to their local government about the importance of addressing dengue, given the increasing risk of dengue with higher temperatures and flooding.



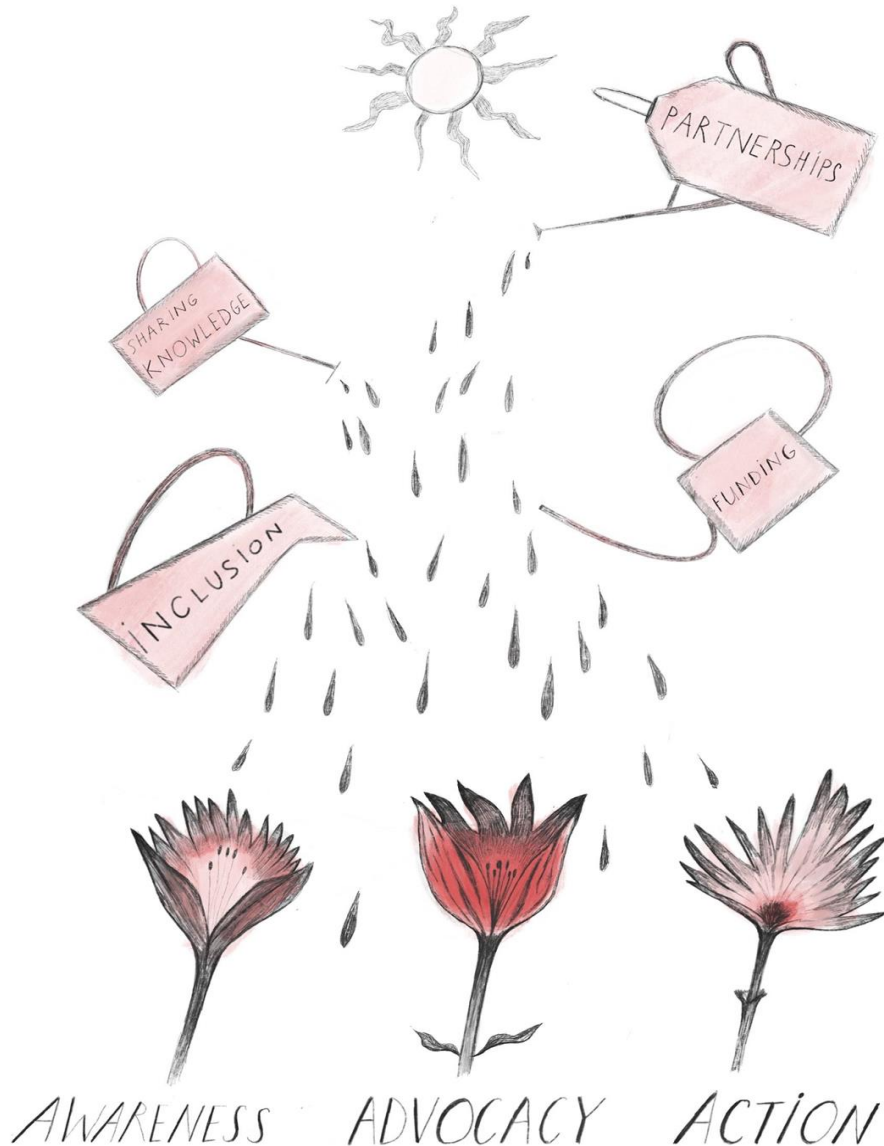
In **Pakistan**, youth are becoming involved in climate smart city planning (construction, development, etc.), and have a role in those decision processes with local authorities.



In **Sweden**, an IFRC youth representative joined the global NDC Partnership youth engagement initiative, aligning the Movement with important global advocacy partners.

To create success - we need to build an enabling environment

Introducing four factors for impactful youth-led climate action



Sharing knowledge

As shown by the examples, there are many inspiring examples of youth action from across the world. To effectively advance and scale these agendas we will strongly encourage and enable sharing knowledge. The IFRC Youth Commission and the Red Cross Red Crescent Climate Centre will **organise an annual virtual fair: "Climate and YOUTH"** where youth can exchange lessons and where we will keep track of progress.



Partnerships

Climate change is a multi-disciplinary, cross-sectoral challenge. Our impact will be greater if we work in partnership at local to global level. Youth are encouraged to reach out to their own local networks and organisations to raise Awareness, Act, and Advocate. Partners can range from youth clubs, to local authorities and meteorological offices, to NGOs and CSOs, to schools and universities, to expert partners.



Funding

We encourage youth to think creatively about low-cost climate action they can take utilising the capacities and resources they have available to them. For funding for larger programmatic approaches on youth and climate change, NS's will be encouraged to think about climate change and youth as a multi-faceted, cross-cutting agenda and how this aligns with their existing strategic objectives for integration into existing programmes and funding proposals going forward



Inclusion











































Inclusivity, accessibility and gender sensitivity is central to our RCRC work and will be key to all our youth and climate work. Youth are not a homogenous group. We must recognise that climate change impacts different youth in different ways, based on a range of factors including gender, ethnicity, disability, legal status, and poverty. Inclusion of the most marginalised groups, including children with disabilities, girls, minorities and street children, is imperative.

Working across the digital divide will also be crucial. We will strive to ensure information is made accessible in offline, as well as online formats that can work at low bandwidths.

And finally, in all the work that we do, it is imperative that youth are aware of possible child protection issues, and there is a need for the protection of children, adolescents and young adults from violence, abuse, and exploitation in climate change related activities and climate related disasters.

Tool overview

Ten of our favourite tools

#	Name	Description	Dimension	Age
1	Y-Adapt	Games-based curriculum toolkit. It educates, engages and inspires youth to act in their communities to adapt to climate change.	  	 
2	Climate Training Kit	Designed to provide innovative tools to trainers and facilitators within the RCRC Movement and its partners. Check out the Youth Unit and Policy section.	  	 
3	Children's Climate Cards	The Children's Climate Cards provide a series of inspiring and interactive activities to engage children on the climate change agenda and call for climate action.	  	
4	Spread the Word!	Know your facts and tell your friends, family and neighbours. Ask them to join #FacesOfClimateChange and mobilise the power of people.		 
5	Climate Games	Use these serious games to engage young and old. Have a look at the three Dimension pages for specific recommendations per dimension.	  	  
6	Become a Climate Activist	IFRC Faces of Climate Change initiative proposes concrete examples: make your campus single-use plastic free or introduce energy-saving light bulbs.	 	 
7	Advocacy Training Manual	This training manual provides practical tools for dialogue and advocacy for Integrated Risk Management, see especially module 6.		
8	Urban Action Kit	This a quick start, low-cost, do-it-yourself guide full of urban resilience activities. Youth in urban areas can pick activities on various topics including urban agriculture!	  	 
9	Climate Kids Activities	This NASA kids site provides clear videos and descriptions about climate change. Also, there are fun activities for 9-11 year old children.	 	
10	World's Largest Lesson	Climate campaign resources to engage and inspire students aged 8-14. The Climate resources are available in English, French, Spanish, Arabic, German and Russian.	  	 



Awareness



Action



Advocacy




Children
5-12 years old



Adolescents
13-17 years old



Young adults
18-30 years old



JOIN US IN LEADING IMPACTFUL AND
~~YOUTH-LED CLIMATE ACTION~~