

Climate Action Changemakers



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Who we are

Founded in 2012, at the heart of ChangemakerXchange is a community of **900+ young changemakers, startup social entrepreneurs and activists** from across the world working on a vast range of social and environmental issues.



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Building on

our learnings from working with hundreds of social innovators, we have equipped over 150 civil society leaders in the facilitation skills needed to create spaces for collective impact.



the Possibilists

Through

The Possibilists, an alliance of youth social innovation networks which ChangemakerXchange initiated, we gather scientific data about the needs and challenges of young changemakers and collaborate towards addressing them.

Collectively the alliance reaches hundreds of thousands of young social innovators globally.

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Partners and *Collaborators*

ChangemakerXchange has been delivering programs with and for: _____



The *Idea*

ChangemakerXchange will support 250-300 of the world's leading young changemakers & social entrepreneurs (aged 18-35) over two years who are **pioneering intersectional and innovative solutions** around the climate crisis.

We are ultimately aiming at **youth-led systemic change** by convening high impact individuals in **regional collective action cohorts**.

- We **search, identify, select and empower** young 'climate action changemakers' from each region of the world.
- We connect them as part of **intensive summit/s and collective action experiences**.
- We showcase their work with a large-scale **comms campaign**
- We build their capacity and make connections between the regions as part of an online **capacity building program** and **give seed grants / collaboration funds** to their initiatives.
- We **connect them to a wider eco-system** of partners, experts, supporters and collaborators.



Why youth?

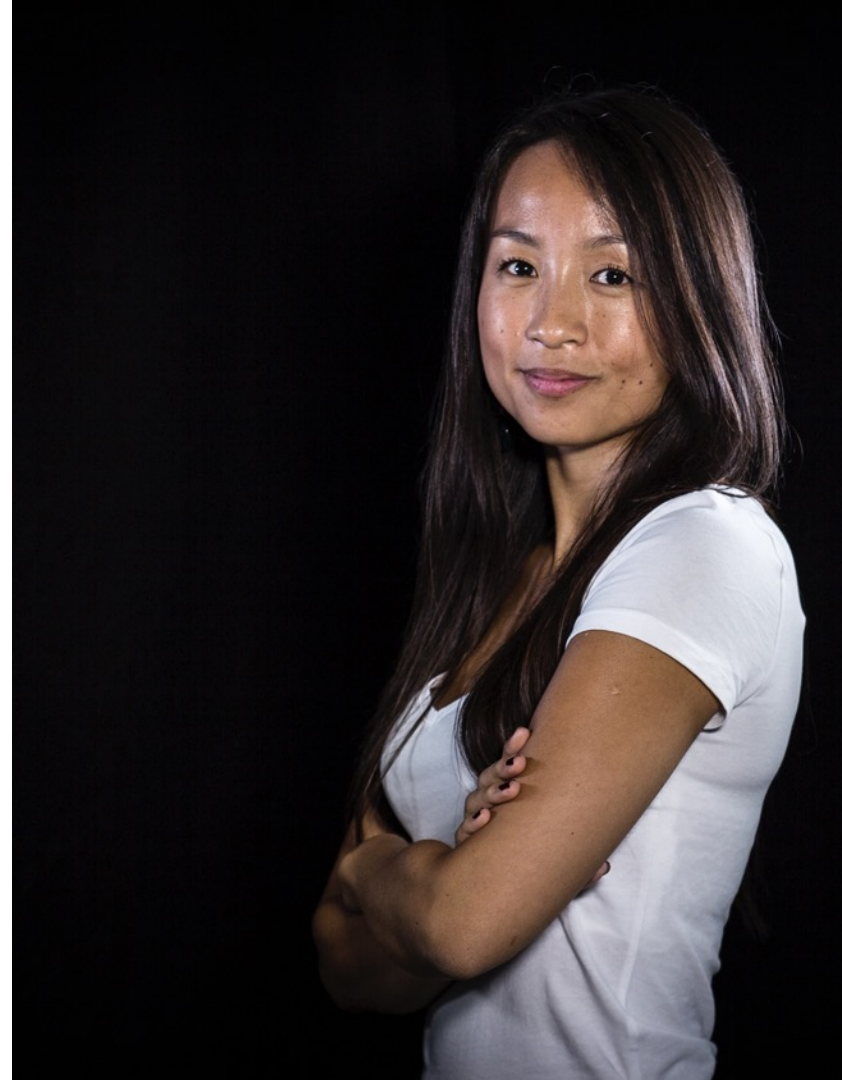
- Young people are the group which will be most **heavily affected** by the climate crisis and its intersecting social and economic fallout in the future.
- The crisis is also already taking a huge toll on young people's mental health today, with '**eco-anxiety**' a growing issue.
- Youth is currently a demographic which is truly **holding industry leaders accountable** and **building critical masses** of movements like never before in history.
- The **Fridays for Future** movement has mobilised tens of millions of people into climate action, **Polluters Out**, the **COP26 People's Coalition** and the broader **divestment** movement have also been significantly youth-led and have had real tangible impact in changing mindsets and policies.
- Young people are also creating entrepreneurial solutions like **Plan A**, which supports companies reach net negative emissions or **Ecosia** which has created a search engine which plants trees in biodiversity hotspots when users browse the web.



The challenge

- Many young climate action changemakers **lack access to a community of likeminded individuals** to openly share the challenges and difficulties of the path they have chosen.
- They often also lack **hands-on support** (94% expressed a need for skill development*), in all things scaling impact, system change strategies, fundraising, project management and more. Many (95% +) face barriers accessing **funding**.
- A worrying number of young changemakers are close to **burnout** (59% have experienced burnout and 78% expressed a need of support to avoid it*) and therefore abandoning their changemaking / activism.
- Appetite for **collaboration** is high (94% expressed a need & desire for more chances to collaborate with initiatives in their field*), but opportunities & spaces to do so are limited, particularly given the pandemic situation.
- If given the right time and space to collaborate we believe **massive synergies would emerge**.

*Figures taken from our global research with [The Possibilists](#)



The Program *Elements*



Application & Selection

- We put out an open call for application via social media channels.
- We also rigorously source nominations via our extended network and The Possibilists alliance.
- We select 250-300 changemakers who best fit the criteria, 150 in 2022 and 150 in 2023.



Collective Action Cohorts

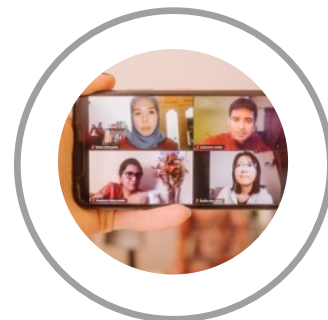
We bring them together in regional cohorts summit, in a 5-day convening in an intimate location focused on;

- deep community building.
- peer to peer learning.
- collective action (finding synergies between their work to build on).



Presence at COP / Places of Influence

- Some participants are supported with involvement in the COP events (e.g. with accreditation or with attendance at the COP Youth side events.)
- We connect the changemakers to influential stakeholders from their region to advance their work.



Online Accelerator & Seed Grants

- Participants then go through a tailored online capacity building program which connects the global cohorts and builds the individual and collective impact of the individuals and their organisations.
- We give collaboration funds / seed grants to build on each others' work.



Communications & Community

- We run a communications campaign around the 'climate action changemakers', their impact and their personal stories.
- The changemakers become part of our global community and the lifetime support that entails.

Our networks *around the world*

- Through The Possibilists Alliance and our wider network we are uniquely positioned at the heart of a vast 'network of networks' with a reach of many hundreds of thousands of youth.
- Organisations we currently partner with / are close to who would support us with outreach include Ashoka, Unleash, Yunus & Youth, Obama Foundation, ChangeNOW, WWF, Project Drawdown, Climate KIC, Youth for Nature, WWF, World Economic Forum Global Shapers, One Young World and many more.
- Their commitment to both share calls for application with their networks and nominate people directly would ensure both high quality and high quantity of applicants for the cohort and some of the world's leading changemakers for the capacity building program.

changeNOW



PROJECT
DRAWDOWN



YOUTH 4
NATURE



one
YOUNG
WORLD



YUNUS
& YOUTH



WWF

Comms and Storytelling

- Showcasing the work of the changemakers, **boosting their profile** in the ecosystem and raising awareness for their work is a core element of the program.
- Highlighting their solutions to the climate crisis as well as snippets from their key challenges to help increase exposure and opportunities for collaboration or backing.
- The communications pieces would be dynamic and personal. They would zoom in on the **personal stories**, impact strategies, founding motivation and needs / challenges of the changemakers.
- Previous campaigns have used audio-visual & social media content which has resulted in hundreds of thousands of views.



The *Summits*

- We will launch each regional program (5-6 in total) with an intensive gathering which convenes the cohort of 20-25 selected young changemakers.
- We have vast experience in designing transformational experiences and have run over 50 such programmes in the past, including bringing together thematic cohorts for collective action around migration, employment, education system transformation, urban regeneration, gender justice and disability.
- Each venue chosen would fit the values and vision of the program (e.g. using renewable energy, local vegan food, reinvesting their profits etc.)
- Each summit would be facilitated by young facilitators who all have lived experience of starting social change initiatives themselves and a passion for climate action.
- Many of these would come from our [global facilitation pool](#).



The Summit *Agenda*

- There are three main pillars of our gatherings: 1) human connection 2) peer-learning 3) collaboration.
- Elements of wellbeing being weaved in throughout to raise awareness of the importance of burnout prevention.
- Over many years of experience convening groups, we have learned that for meaningful collaborations to emerge, you must first devote time and space for participants to forge deep human connections.
- We then also run explicitly designed sessions which tap into the collective intelligence of the group, often using the '[Open Space Technology](#)' format. This has the dual purpose of allowing the group to see each other's strengths and expertise and also continue to build deeper connections as they shape the agenda of the gathering itself.
- Only then we feel the group is ready to move towards collaborative action, so we run sessions including 'group asset mapping' 'needs & offers' and 'proaction café' which explore synergies and enable the development of concrete collaboration ideas.

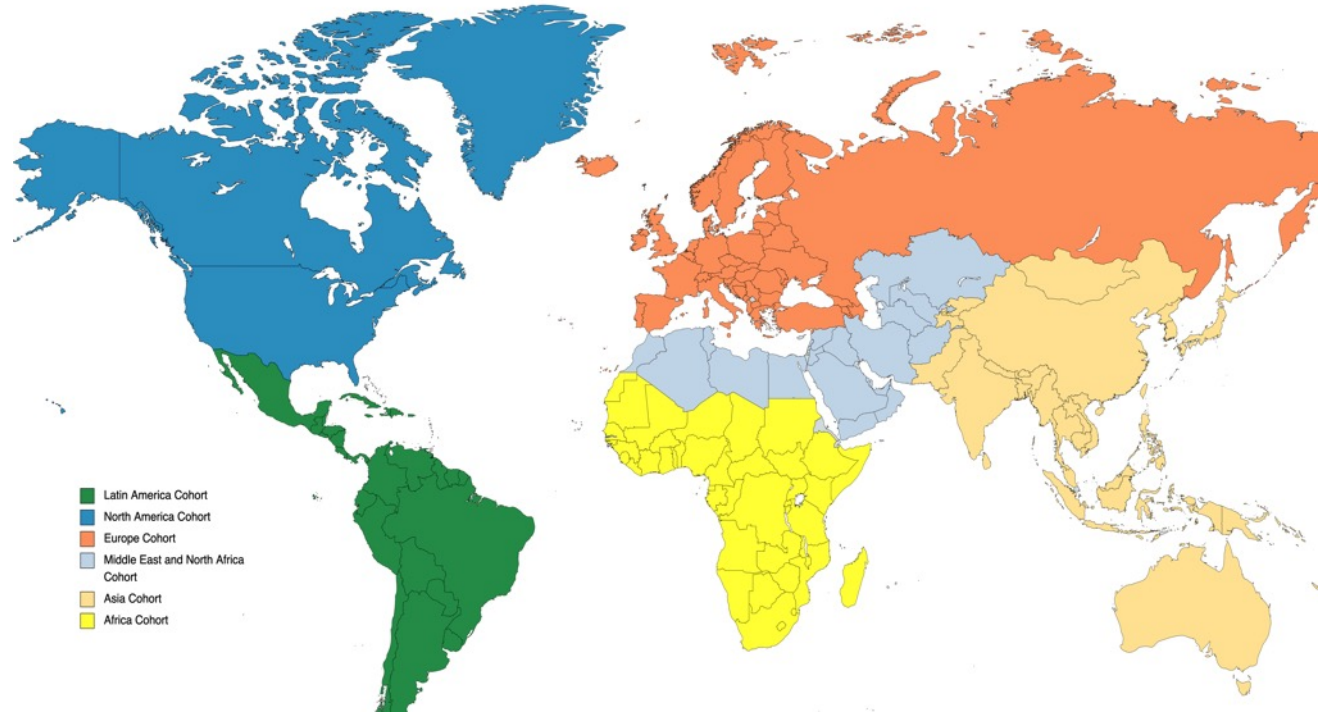


The *Summits*

We will host twelve different cohorts (six per year) in all regions of the world.

Note: While we plan for some element of in-person gatherings in most regions, this depends on the local context, low carbon routes and the current pandemic status.

We are equally adept at both and are renowned in the sector for our online facilitation, having trained over 150 organisations in our methodologies.



The Local Partners

- We know that when viewed through different regional lenses, the impact of the climate crisis can be very different
- In certain regions the focus may be on pushing the financial sector towards divestment, in others the focus may be more on food systems and agriculture or on renewable energy.
- In each region we will work with a **local outreach and contextualisation partner** who will ensure that the framing, messaging and thematic approach fits the local context.
- These partners will also support us with **network building and mobilisation** in each region.
- Rather than making blanket rules for the whole programme (e.g. there will not be any flights to convene changemakers), we first consult with the local partner and local changemakers in each region.



The Capacity Building

Following each regional summit, we will then run a multi-module online capacity building program which would consist of simple but dynamic virtual formats which bring in sector leaders with lived experience of some of the below topics*. Changemakers from across all the six cohorts would come together jointly for this.

- **Collaboration & Partnerships**

Building strategic alliances, aiming for deep-rooted systemic change.

- **Organisational Development**

Sessions which build capacity on the 'essentials' for changemaking e.g. Knowledge management, team culture and setup, setting up a legal entity, finance & operations.

- **Business Modelling & Fundraising**

Developing creative and sustainable funding strategies.

- **Burnout Prevention**

Deeply exploring ways of preventing burnout, boosting personal sustainability and spreading this culture to teams.

- **Impact Strategy**

Developing a theory of change, executing and measuring it.

*The exact modules will be finalized together with the cohort based on their needs..

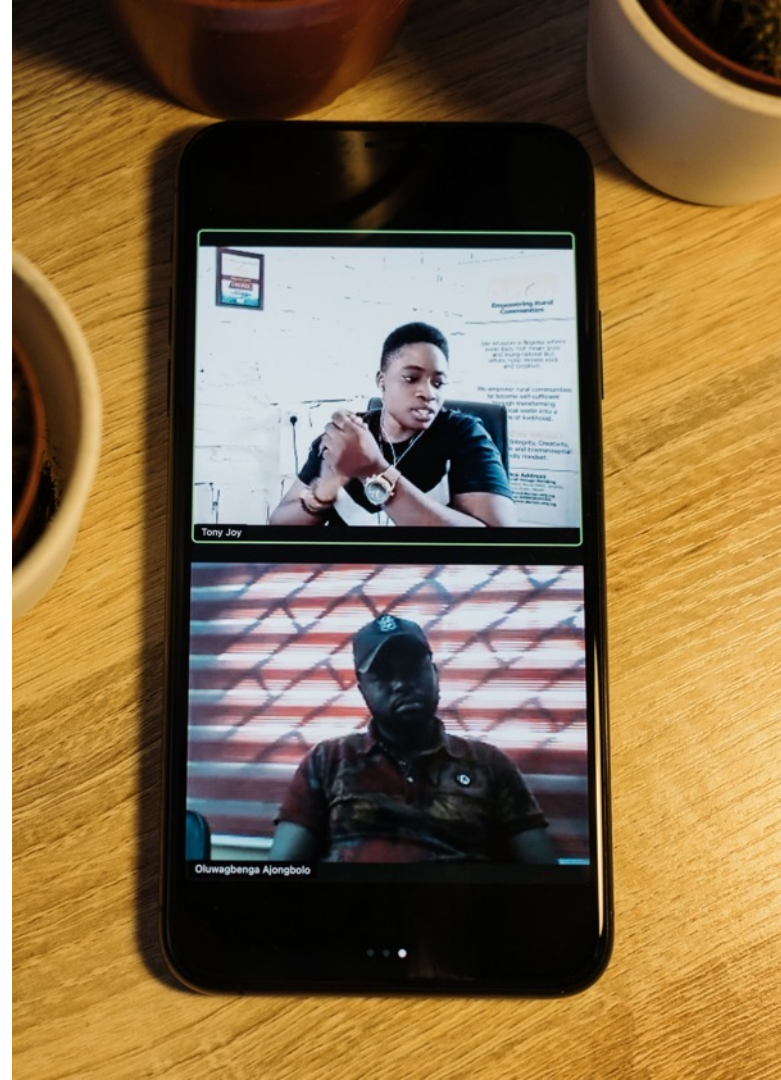


The Seed Grants

We also have extensive experience as ChangemakerXchange in disseminating small scale seed grants / collaboration funds to grass-roots youth-led organisations all around the world.

We propose that each regional cohort has a **collaboration fund of 10-15,000 EUR** for small seed grants / cross-border collaborative initiatives between the changemakers.

- We propose that the cohorts themselves decide which projects to give the grants to and would follow a **participatory budgeting process** to define this. We run a very **light application and reporting procedure** for the funding which is not an operational burden on the young changemakers.
- We have supported over 100 collaboration projects from our community, resulting in now globally established youth-led climate crisis response initiatives like [Climate Farmers](#) and [Public Planet Partnerships](#).
- We run an online public '**showcase day**', where collaboration projects are pitched to an external audience which will include the cohorts, philanthropists and other potential supporters.





The *Outputs*

Outreach

A 'pipeline' and application pool of **2000+** young changemakers who apply for the program over the two years.

Participation

250-300 changemakers each (100-150 per year in total) from 5-6 regions selected to participate in the program and join the summits, capacity building & CXC community.

Engagement

Satisfaction & engagement in the program is high.

We aim for an NPS of **70+**.

At least **75%** of participants engage in the capacity building program.

Seed Funds

At least **40** initiatives / cross-border collaboration projects are funded through the programme.

50% of changemakers participate.

Communications

A story-telling media campaign with **high reach** (Exact targets TBD) showcasing changemakers and their work in order to influence the narrative around their communities.



The *Outcomes*

Trust & belonging

- Changemakers feel a sense of belonging to a community of likeminded supportive peers.
- Changemakers share skills & knowledge and support each other.
- Changemakers are more open and authentic with peers.

Burnout Prevention

- Changemakers show raised awareness of wellbeing and take actions to prevent burnout.
- They spread this culture to their teams.
- Ultimately they are able to sustain themselves and therefore their impact.

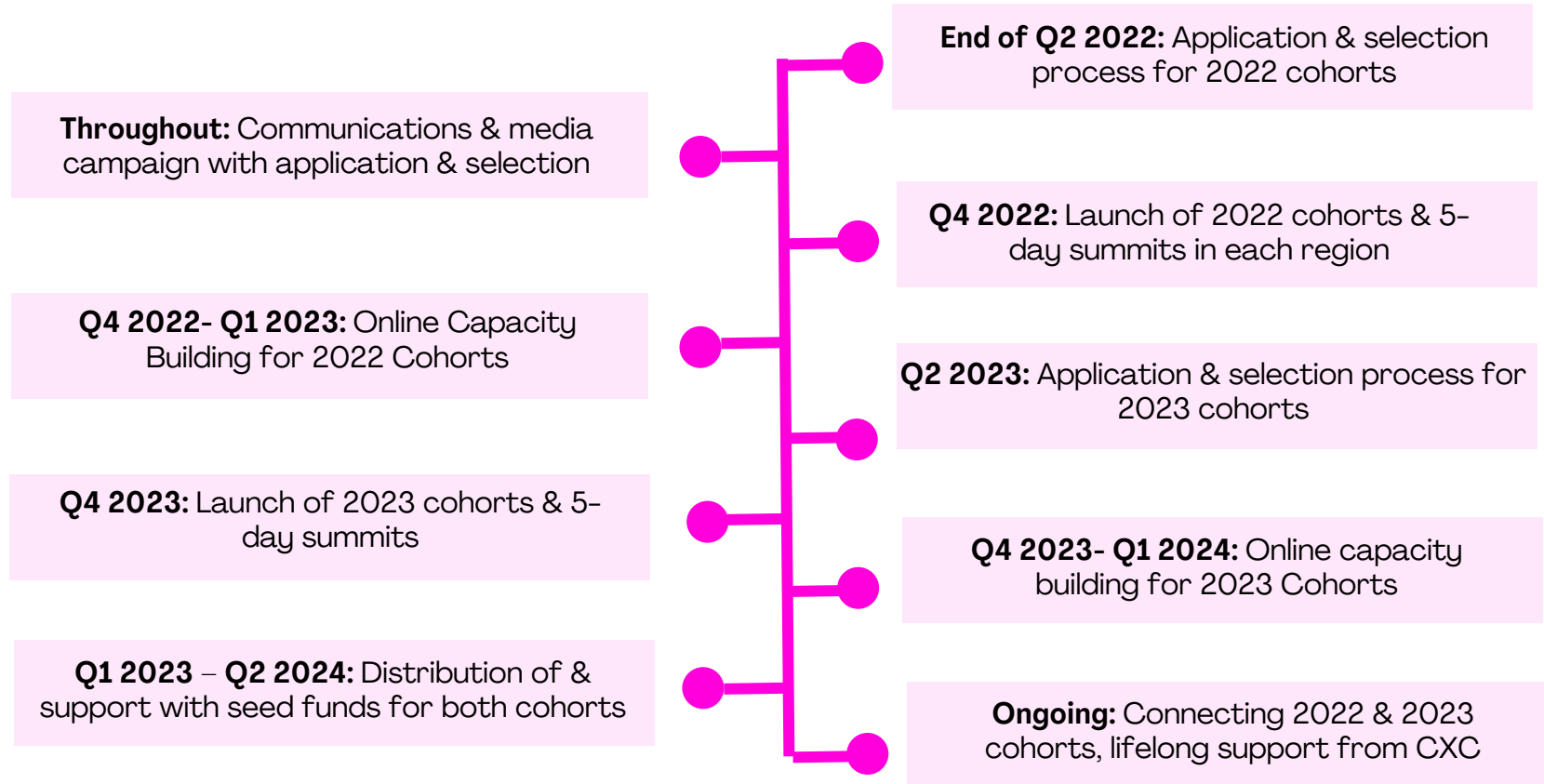
Increased Impact

- Changemakers collaborate more with other organisations (some open up their model to others to replicate).
- They adopt a more systemic strategic approach.
- They are ultimately able to sustain, deepen and scale their impact.

Ecosystem Impact

- The overall climate action eco-system in each region becomes more connected, and collaborative.
- Youth-led initiatives are better integrated and prioritized in the ecosystem and taken more seriously.
- Other social innovators are catalyzed to focus more on climate.

The Programme *Milestones*

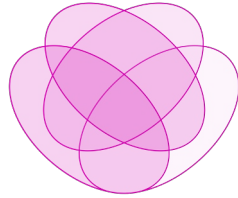


Our Guiding Principles



CLIMATE JUSTICE

- We explicitly acknowledge that the climate crisis is rooted in historic and multi-layered injustices and inequities.
- Our work is thus inextricably linked to social justice.
- We therefore centre diverse voices and engage and empower those being marginalized in leading roles.



INTERSECTIONALITY

- We know the climate crisis is interdependent with many other social and economic issues and cannot be tackled in isolation.
- We take an intersectional lens and approach to selection of changemakers and programming.



TELL IT HOW IT IS

- We do not sugar-coat the issue, or accept 'business as usual' approaches
- We know that the situation calls for much more transformative and rapid action than is currently planned to stay in line with the Paris accord.
- We make this explicit in our communications.



WALK THE TALK

- We also believe that individual action and embodying our own principles and values is crucial.
- We follow a sustainability manifesto which includes a vegan policy, renewable energy for our operations & are completely carbon neutral.



LOCALLY ROOTED

- We work with local partners in each region to contextualise our work.
- We therefore ensure the messaging around the climate crisis resonates in the local context.

Application & *Selection*

Application

- **Open Call:** We create high quality visuals and stories across all social channels.
- **Nominations:** We also have a system where individuals and organisations in our wide-reaching network can both share calls for application and also nominate candidates,
- For in-person convenings, we usually receive between 100 and 1,000 applicants per cohort.
- We have a significant presence on social media (close to 100K followers)

Selection

- We have an agile but thorough selection process, which is always led by local experts in each region and young changemakers and includes an interview and in-depth application.
- All are filtered according to our criteria (see next slide).



Selection *Criteria*

Initiative criteria

1. **Stage:** The initiative should be beyond idea stage, be tackling a key element of the climate crisis and currently active.
2. **Impact:** The initiative should have some proven impact / reach and it should have the potential to scale, ideally across borders.
3. **Innovation:** The initiative should show ideally some elements of innovation for the specific context.

Personal criteria

1. **Age & Leading role:** Participants should be between 18-35 years old and play a leading role in the initiative.
2. **Values:** The applicant should demonstrate an alignment with the [CXC values](#).
3. **Character:** The applicant should show an entrepreneurial and creative mindset.
4. **Motivation:** The applicant should show motivation to co-create and collaborate.

Diversity & Inclusion

We aim for at least a third of participants to come from underrepresented communities (will include BIPOC changemakers, refugees, indigenous groups).



Examples of young climate action *Changemakers*



Serisha Iyar
North America
Leading in Colour



Serisha is the Founder and Executive Director of Leading in Colour.

- LIC is a community organization dedicated to providing racialized youth with the necessary tools, resources and skills to conduct advocacy efforts in their communities.
- Drawing from liberation and womanist theologies, Serisha is committed to practicing foundational frameworks of anti-oppression like decolonization, anti-racism and intersectional feminism.
- Serisha decided to create a space where racialized youth leaders could learn from one another and mobilize.
- She has trained many young climate activists across North America



Nisreen Elsaim
Sudan
**UN Advisory
SYOCC**



Nisreen is the Chair of the UN Secretary General's Youth Advisory Group on Climate change and of the Sudan Youth Organisation on Climate Change.

- A young Sudanese activist committed to climate issues, campaigning since 2012.
- Sudan is ranked as one of the world's most vulnerable to climate change, with droughts, food insecurity and conflict all issues.
- Nisreen brings a youth and Global South perspective to places of privilege and power through her United Nations role
- In 2020 she was named one of the most influential people in the world by the Africa Youth Awards.



Antonio Rohrßen
Germany
KlimaListe



Antonio is one of the founders and a candidate for city-parliament with Klimaliste Berlin.

- Klimaliste is a political grassroots party working towards climate justice.
- He led the party's efforts to write a collaborative climate plan that became the basis for Klimaliste Berlin's election program.
- The 300 page long plan is a first of its kind document combining scientific insights, civic engagement and political systems thinking to combat the climate crisis.
- He also leads the initiative Klimanotstand Berlin, which led to the city of Berlin declaring a state of climate emergency.

Examples of young climate action

Changemakers



Kristian Kroll
Global
Ecosia



Christian co-founded Ecosia at the age of 24.

- Ecosia is the search engine which plants trees and restores and protects biodiversity hotspots.
- Instead of monocultures, they grow over 500 different native species where they are needed most. Always shoulder-to-shoulder with local communities.
- Close to 15 million users have helped plant close to 150 million trees all over the world.
- Ecosia was the first German company to become a B Corporation thanks to its social business model.



Gabriel Klaasen
Sub-Saharan Africa
African Climate Alliance



Gabriel is communications lead & youth coordinator at the African Climate Alliance & Project 90 by 2030.

- ACA are a youth-led, grassroots organization acting and advocating for Afrocentric climate justice.
- Gabriel brings an intersectional lens to the issue, forcing Africa's climate movement to acknowledge how the interlocking crises of social injustice and climate breakdown impact some of society's Most Affected People and Areas (MAPA) — such as BIPOC and LGBTQ+.
- With Project 90 by 2030 they also uses storytelling and social media to raise awareness for a just green transition.



Lubomila Jordanova
Global
Plan A



Lubomila Jordanova is the founder of Plan A.

- Plan A is an end-to-end platform that lets companies measure, monitor and reduce their environmental footprint and improve their ESG performance.
- The product calculates company emissions through automated data collection processes, removing the need for cross-department data collection hassle.
- She is also the co-founder of the Greentech Alliance, a community of 500+ startups which are connected to over 350+ advisors from VC, media and business, who help them monthly with advice and feedback.

The 2-year Global Budget

Item	Cost p.a.	Total Cost
Core Staff <ul style="list-style-type: none">• Project Manager & Administrative Support• Leadership	122,500 EUR	245,000 EUR
<ul style="list-style-type: none">• Operations Staff• Communications & Community Manager Staff	50,000 EUR	100,000 EUR
Logistics Costs for Cohorts <ul style="list-style-type: none">• Accommodation & Meals & Space Rental• Transport & visas	211,500 EUR	423,000 EUR
Online Accelerator Programme	30,000 EUR	60,000 EUR
Summit Facilitation & Regional Project Manager & Local Outreach Partner	131,100 EUR	262,200 EUR
Seed Grants	90,000 EUR	180,000 EUR
Evaluation & Impact Monitoring	7,500 EUR	15,000 EUR
Comms, Photography, Design & Marketing	7,500 EUR	15,000 EUR
Overhead Costs, Unforeseen & Offsets	68,310 EUR	136,620 EUR
TOTAL COSTS	718,400 EUR	1,436.8 M EUR



Our Planned Project *Team*

Our project team is made up of CXC staff and leaders on climate action. Collectively it has many decades of hands-on experience in the social innovation and climate space, further regional lead positions are being recruited for.



Tariq Al Olaimy

- MENA Region & COP 27-28

Tariq is one of the leading youth climate experts in MENA with connections across government and civil society. He is among the first 100 people in the world to complete a specialization in Biomimicry and founder of Public-Planet Partnerships



Linh Do

- Partnerships & Asia & Australasia Region

Linh has worked at the intersection of grassroots movements, policy development and social enterprise to drive action on climate change for over a decade.

Has experience with Climate Catalyst, Climate Reality, The Verb and University of Melbourne



Nick McGirl

- Programme Design & Network Building

In-depth expertise in community and network building, facilitation, systemic change, youth empowerment.

Co-founder ChangemakerXchange & the Possibilists, previously with Ashoka, Catch 22 and DFID



Nadya Saib

- Community & Communications

In-depth expertise in product research & development, branding, team and community building, public speaking.

Member of Davos50, Co-founder of Wangsa Jelita, an award-winning social enterprise in Indonesia.



Ariane Umuringa

- Africa Region

Ariane is passionate about green technology and social innovative solutions that tackle climate change, affordable access to clean energy and women's issues in sub-Saharan Africa.

Founder of Starlight

Our Planned Project *Team*



Nicole Winchell

Storytelling

Impact journalist, content creator & media expert

Expertise in storytelling, communications and social media.

Co-founder of TBD, young changemaker herself



Greta Rossi

Agenda Design & Facilitator Coordination

In-depth expertise in personal sustainability and holistic wellbeing,, facilitation, coaching.

Co-founder of Recipes for Wellbeing, Akasha Innovation, ImpactAimers, and Pitch Your Failure.



Miriam Sweeney

- Overall Project Lead
- In-depth experience in running innovation programmes for early stage tech startups.
- Formerly ran Europe's largest early stage mentorship programme
- Lead social inclusion strategist for Ireland's government-backed Accelerator program (NDRC)



Matthias Scheffelmeier

Strategy & Seed Funds Coordination

In-depth expertise in scaling social impact, systemic change, fundraising, new work,

A senior leader at Ashoka for 12 years, TEDx speaker, MBA graduate, Board Member of various social impact organisations.



Anouk Siegrist

Finance & Ops

In-depth expertise in Financial Accounting and Grant Management.

Graduate of „Political Economics of Energy & Climate“ studies, former Financial Specialist @SIRPLUS GmbH & Foodsharing volunteer.

Get in *touch*

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