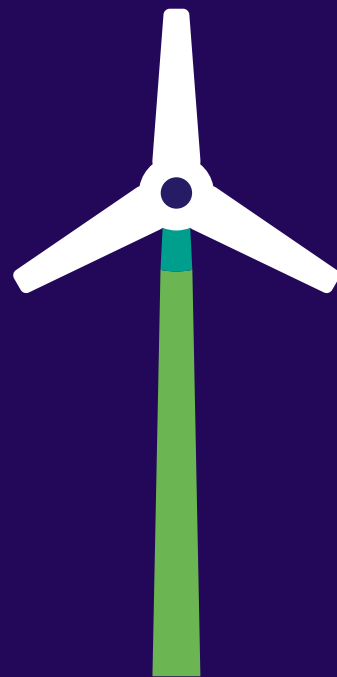
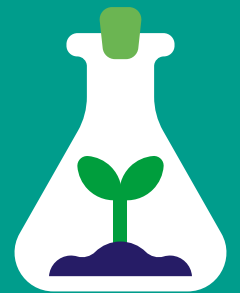
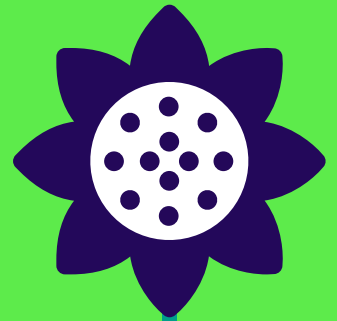


The Climate Connection in Europe

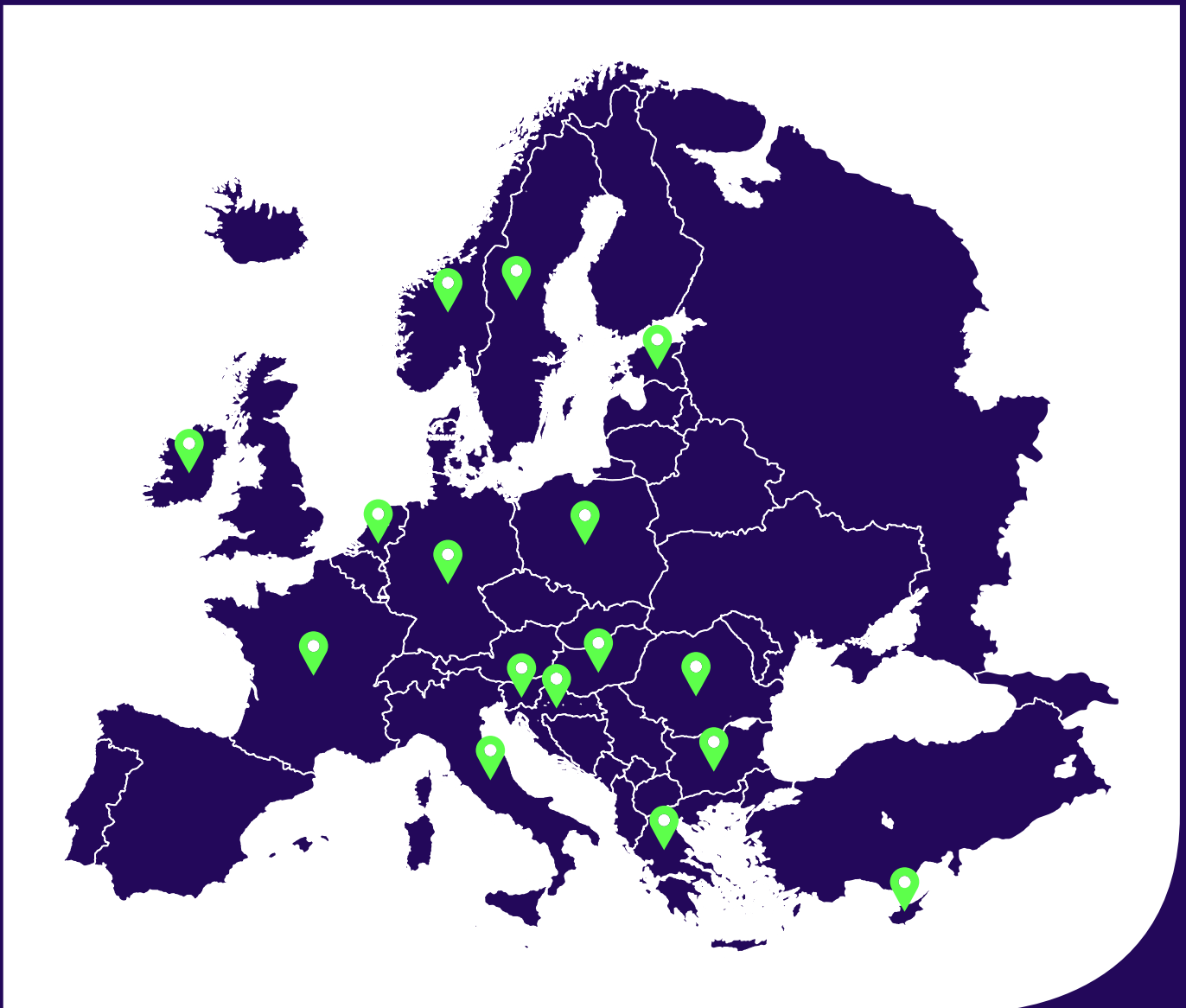
Working together for our planet



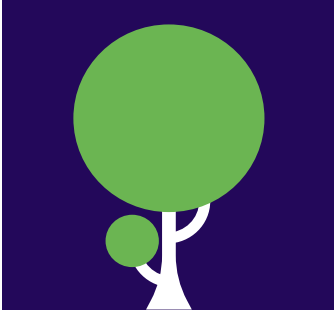
Introduction

The Climate Connection is a global programme that brings people around the world together to meet the challenges of climate change. Through arts and culture, education and the English language, the programme aims to empower young people, foster international collaborations and innovation to achieve real change. The programme is divided into four strands of work: Youth Engagement, Policy Engagement, Public Engagement, and Institutions and Partnerships.

EU Countries participating, in addition to EU-wide activities: Bulgaria, Croatia, Estonia, Cyprus, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Sweden, Norway, Poland, Romania, Slovenia.



Key numbers



45 projects, in addition to the promotion of the Climate Connection campaign



4,600,000 people reached through direct engagement, social media or press coverage



56,000 people were directly engaged through webinars, trainings, workshops or by attending in-person events



At least **43,000** of them were young people



416 teachers trained



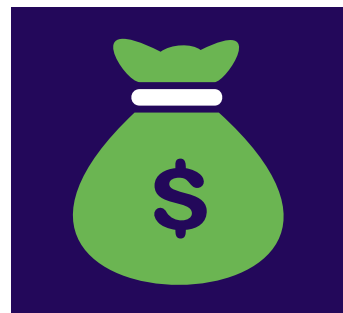
More than **3000 school students** directly engaged



More than **80 organisations** partnered with the British Council, including **UK Embassies** in **9 countries**, **14 public entities**, **30+ NGOs**, **7 academic institutions** and **2 UN agencies**.



In total, **82 connections** between partners were created through the projects– some of them already existed and some of them new.



Approximately **130,000 euros** were raised by the British Council teams and their partners to deliver the projects. Funds came mostly from foundations, UK embassies and government bodies in European countries.



Contributions to the Climate Connection in Europe

Youth Engagement

The Climate Connection **put young people at the centre of climate change solutions** by giving them the tools to learn, exchange and develop their ideas. In Europe, the British Council teams and their partners empowered young people to act against climate change.

Support for the Global Youth Letter and 8,000 Rising campaign. The teams in Europe supported the launch and promotion of the Global Youth Letter and the subsequent call to share pledges, the 8,000 Rising campaign. As part of the Stronger Together for Climate, group discussions with young artists, entrepreneurs, researchers, journalists and activists from across Europe were organised around the topics of the Global Youth Letter. As a result:

- **135 young people** in Europe shared their views in the 8000 Rising campaign.
- The campaign and Global Youth Letter were shared with networks across Europe and Africa
- **184 young people** exchanged in group discussions

Youth Engagement COP26: Challenge Funds for Young People. Active Citizens is a flagship social leadership training programme developed by the British Council. The teams in Europe and globally used the Active Citizens model to help young people with brilliant ideas gain the skills and connections to make them a reality. The Challenge Funds for Young People supported 31 Social Action Projects across six countries. As a result:

- **5,500 people** were directly engaged in the programme, including young people from 20-30, teachers, local policymakers and NGOs.
- An estimate of 66,000 people were reached through social media
- **109 partners** cooperated on the project (CSOs, Municipalities, British Embassies, Institutions)
- **29 projects** implemented across **six countries** (Poland, Croatia, Bulgaria, Greece, Cyprus, Ireland/Northern Ireland)

Climate Action for Language Education (CALE). The programme, implemented at the global level, created resources to help teachers embed climate change into the curriculum. Teams in Europe promoted the project's resources (MOOC course, podcast, and other resources for teachers) to teachers across Europe and offered trainings to teacher:

- About **1135** flyers were distributed to young teachers in Germany
- **520** schools received resources for teachers from CALE
- Webinar organised by partner UK-German Connection to showcase resources for teachers, in particular the MOOCs, lesson plans, podcasts and blog.
- **400** teachers trained on embedding climate change in the curriculum in the Netherlands, France and Romania
- At least **466** activities conducted in the classroom by Romanian teachers, resulting in **8443** students participating in the Green Projects Competition.

Eco-Clubs (France) & training for teachers

(Germany). In partnership with the Académie de Créteil, CentraleSupélec and J&J Projects, the British Council in France organised the Eco-Clubs. The clubs are groups of school students working on a climate project (e.g. design of environmentally-friendly buildings) in English. Each group is supported by teachers from different fields (English, technology, environment) and a student from the university CentraleSupélec. The project culminated in an event taking place at CentraleSupélec, during which students presented the merits of their projects in front of a jury. Teachers were also offered workshops to explore new approaches to teaching about climate solutions. Similar workshops were also offered to teachers in Germany. In total:

- **240** school students took part in the project in France;
- **32** teachers received training in Critical Thinking and Problem Solving.

Arts competitions (film and poetry). In Estonia, Slovenia and Germany, the British Council and partners organised film competitions around the topic of climate change, sometimes building on existing projects. School students were invited to submit poems and short films about the effect of climate change in their lives:

- In Estonia: **56 young people** participated and **7040 people** were reached on social media by the Youth Film Competition (organised with MH Meedia OÜ).
- In Slovenia: the Keep it Cool film competition attracted **65 young people** who submitted **25 short films** under the mentorship of **27 mentors**.
- In Germany: in total, **49 poems** were submitted by children across Germany (competition organised with Haus für Poesie).
- In the Netherlands: the Create for Climate Art Competition received **28 entries** from **20 secondary school students**. The final event was attended by the UK ambassador and youth representatives.

Reframing Green Spaces (Greece). A design thinking training organised in partnership with EUNIC and the Municipality of Athens to help young people come up with ideas and plans on how to engage with local communities, build partnerships with local stakeholders and revitalise green spaces in Athens. In total, **15 young people** participated.

COOPower COOPAthons and workshops. COOPAthons are hackathon-style competitions where young people develop social business ideas for potential solutions to climate-related challenges or focused on UN Sustainable Development Goals. They are part of a wider project by the British Council - The COOPower - which raises awareness of cooperative and social economy enterprise. There was an open call for on-line applications and workshops took place in Croatia, Cyprus and Greece. In total:

- **234 young people** participated in the workshops
- Organic and paid social media campaign, TV appearances and press articles about the project reached about 1 million people in Greece, Croatia, Cyprus and Hungary.





Designing for the Planet #Destination Zero (Hungary).

In Hungary, the British Council partnered with the British Embassy to engage young people in the Destination Zero challenge, which also took place as part of the Global programme. Teams of young people worked on products and services that address climate issues related to fashion, food, water, urban areas and education. Young people were invited to pitch their project online in March 2021. In total:

- **50 young people** participated in the projects, developing, and presenting their ideas
- About **250 people** were reached by the online event
- At least **10,000 people** were reached through social media

Green Careers. The EU team contributed to the global Green Careers programme by offering new resources (blogs, articles) and online webinars to inform students about career opportunities in the green sector and relevant courses of study at UK universities. They also created the “Entente Cordiale Scholarship” for the Climate, which echoed the Green Scholars scholarships offered at the global level. As a result:

- **36 Masters and PhD students** received scholarships to study topics related to the environment.
- **85000 students** were reached through webinars and online presence
- **5 UK universities** were showcased

Springboard programme for a sustainable future.

In partnership with the French Embassy in the UK, the British Council designed a funding scheme dedicated to Franco-British scientific teams working together in the field of sustainable development and aiming at upscaling and upskilling their partnership. In total, **60** researchers benefitted from the opportunity, among which (24) young people.

Policy Engagement

The projects under the Policy Engagement strand provided a **platform for young people to connect with UK and global leaders** and policymakers through strengthening research and developing new partnerships.

Youth4Climate Summit (Italy). The Youth4Climate summit’s objective was for delegates aged 15 – 29 to produce a Youth4Climate declaration to be presented on the final day of the summit to Ministers and Heads of States ahead of their COP26 negotiations. Jane Costello as Dir. Programmes Italy was invited to Co-Chair several hours of workshops with the 100 delegates in the Non-State Actors working group to reach consensus for our contribution to the final declaration.

Stronger Together for Climate. The event series was built on the results of the [Next Generation Research](#) and [Youth Perception Research](#). The British Council partnered with the Africa-Europe Foundation and the British Embassy in Rome to organise an online event that would bring together young people from across Europe and Africa with policymakers during the 7th EU Africa Business Forum. The goal was to enable young people to participate in discussions that could shape the response of both continents to the challenges of climate change. The series also included focus groups with young people, including artists, activists, entrepreneurs and researchers, and training for journalists, to better understand young people’s perceptions and idea on climate change. In total:

- More than **220 attendants** to the policy dialogue
- **175 young people** expressed interests in joining the focus groups; around **35** were able to finally join due to participants’ maximum capacity for an efficient focus group

Pre-COP UK House | The Missing Link: International Perspectives on Culture and Climate (Italy). The event was hosted at the UK House building in Milan and facilitated by the UK NGO, Julie’s Bicycle. The new global research produced by Julie’s Bicycle in the context of the Climate Connection was shared with policy makers and cultural sector stakeholders. Participants explored the opportunities and best practice models identified in the report and reflected on the barriers to mainstreaming climate policies into the Culture Sector. Audience:

- **95 participants** attended the event
- Approximately **10,000 people** were reached online



Local Conference of the Youth (Greece). In partnership with FCDO, WWF and a number of Greek Youth NGO's, the British Council organised the Greek Local Conference of the Youth (LCOY), under the umbrella of UN YOUNGO. It is a national version of the international Conference of Youth (COY), which takes place immediately before the Conference of Parties (COP). It is a space to develop ideas and influence the next COP. In total, the conference attracted:

- **70 young people**
- **5000 people** were reached through social media

Climate action in Higher Education Panel Discussion (Netherlands). In collaboration with British Embassy in The Hague and the Youth Climate Movement NL, the British Council organised a bilateral panel discussion focusing on climate action within Higher Education. The discussion focused on the role of Higher Education in mitigating the effects of climate change. In total:

- **250 people** attended (in person or online)
- **4 young people** were among the 7 speakers/panel members

Public Engagement

The Climate Connection worked to **build the public's trust in climate science** through the Public Engagement strand.

FameLab Climate Change Communicators. FameLab is the world's leading science communication competition. EU teams supported the Global Famelab programme by promoting the project in their countries. For example, an event was organised for UK and Greek participants to present to the public the work of a UK scientist/ researcher that has advanced our knowledge for the environment and climate. In Ireland, the competition was not specifically dedicated to climate change, but a significant number of talks had an environmental theme. In total, EU teams reached :

- about **16,000** direct audience (in Bulgaria, Greece and Ireland)
- an estimated **1.1 million people** through social media and the press (mostly in Ireland).

UK-German Connection youth webinar "Green Cities" (Germany). The British Council supported the organisation of the webinars organised by UK-German Connection on the topic of green cities. The British Council secured key speaker and FameLab alumni for the events.

Clean Air Project (Bulgaria). British Council in Bulgaria invited the finalists in the science communication competition FameLab to create the 'Clean Air' digital resources (e-book and videos), which help pupils, their parents and teachers in their classes better understand the impact of air pollution. Practical tasks, projects and experiments can be found along with facts and information. The project was funded by the UK Embassy in Bulgaria and reached about **500** people.



Sofia Science Festival (Bulgaria). In the context of the Science festival, the British Council organised 8 events devoted to COP26 and set up an Exhibition Zone on Recycling. The events brought together Bulgarian, Austrian, Swedish and UK scientists. The programme was supported by the Ministry of Education and Science, Sofia Municipality, Tyndall Center for Climate change. In total, almost **9000** people attended.

Green Discussions at Athens Science Festival (Greece). The British Council, with the support of the British Embassy and in partnership with a number of Higher Education institutions, organised a discussion to explore the different careers that exist within the green sector and some of the routes into them, with a particular focus on the higher education options available in the UK. The event was attended by **3000** people and reached **103,000 people** through social media and the press.



Building Spaces of Possibility (Ireland). As part of the Science Week Ireland, CoisCéim Broadreach Dance theatre partnered with the British Council and Science Gallery Dublin to organise events that would help put the Climate Crisis into plain words and enable local communities to dream up new possibilities. The project was funded by Science Foundation Ireland. It involved young people, including one of the Active Citizens Social Action Projects, in its design and delivery. More than **560 people** participated in the activities in person.

Queen's Lecture (online). The British Council Germany organised the annual Queen's Lecture online on the topic of 'Blueprint for a Green Future' with Dr Emily Shuckburgh (Director, Cambridge Zero). The number exceeded the **9,000 views**.

Impact against the Climate Connection outcomes

The data available to evaluate the impact of the projects is still limited; however, the projects presented above have the potential to contribute to the goals of the Climate Connection.

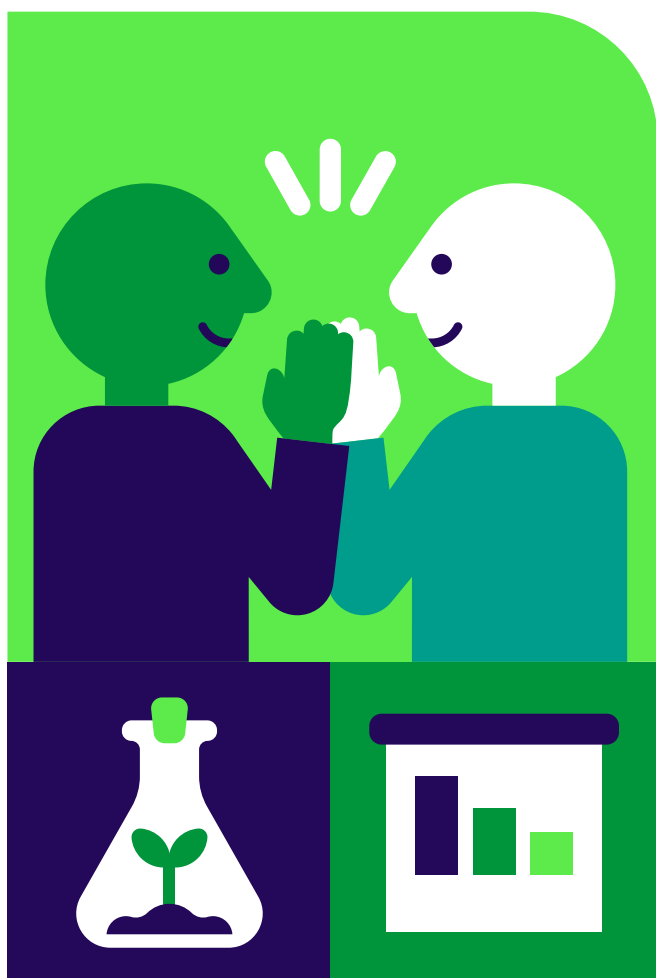
Outcome 1: Policy makers, institutional and community leaders understand the role Arts & Culture, Education (including science) and English can play in addressing the negative impacts of climate change. By training some 400 teachers and disseminating resources from the **Climate Action for Language Education**, the British Council Europe contributed to increasing the number of teachers who are likely to integrate climate change as a topic in English and science education. In fact, teachers in Romania have already started activities linked to climate change in their classrooms and impacted **8443** students. Resources from the **Clean Air Project** are also likely to be used by teachers.

Outcome 2: Young people have increased knowledge and skills, agency and engagement in responses to climate environmental challenges. Supporting young people to acquire new skills to engage on climate change is perhaps the most evident impact of The Climate Connection project. The global evaluation has shown that projects such as **Active Citizens** and **Designing for the Planet #Destination Zero** are likely to equip young people with new skills (e.g. communication, entrepreneurship, scientific), the confidence and networks to continue and deepen their engagement for climate change. The **Eco-Clubs, arts competitions** (film and poetry) and **COOPathons** also provide young people with the opportunity to improve their communication and problem-solving skills while engaging on useful, concrete work on climate change related issues. Antonia Shalamanova, from partner organization Green Sofia, describes the impact of Active Citizens on participants: *"The Active Citizens' programme of the British Council managed to increase the capacity of participants on how to work together on initiatives that can bring positive change for our community. Even though in the beginning of the project they were not very experienced, with the help of their mentors and trainers, they managed to implement successful projects that increased awareness on environmental topics and helped to build better informed and connected communities."*

Outcome 3: International collaborations between UK and overseas institutions drives knowledge exchange, technological transfer, creativity and innovation in tackling climate challenges. The **Springboard programme for a sustainable future**, which brings together French and British scientists, has the potential to impact their capacity to develop solutions for climate-related challenges. The evaluation of the global programme has shown that international research partnerships were extremely useful in fostering interdisciplinary research and increase researchers' resources.

Outcome 4: Community, national and international leaders have an improved understanding of climate concerns from youth and communities most affected by climate challenges. The British Council offered many opportunities for policymakers to meet young people, and for young people to formulate their demands and ideas to policymakers. The **Stronger Together** focus groups brought together young people from Europe and Africa to exchange on the topics of the Global Youth Letter and come up with recommendations, which were presented through a creative video during the Policy Dialogue event. Youth representatives, high-level speakers from the EU, Egypt and the UK were represented on the panel reacting to the video, and representatives from the European Commission, OECD and European and African countries Ministries were presents. Policymakers at the events shown a strong commitment to listening to young people in the context of climate policies. The **Local Conference of the Youth** (Greece) and **The Youth4Climate** also enabled young people to come together and formulate their demands ahead of the COP26 negotiations. The **Climate action in Higher Education Panel Discussion** offered 4 young people the opportunity to be part of the panel. Although it is difficult to estimate how many young people attended the events organised by the British Council, we know that at least about 300 young people were directly engaged.

Outcome 5: Young people, especially educators, scientists, artists and journalists, promote greater public awareness and understanding of and trust in global climate science. The British Council in Europe provided platforms and training for young people to communicate about climate change with a wider audience. The FameLab was one of the key projects in this regard, as it enabled young scientists to share their messages with more than **16,000 people** in Bulgaria, Greece and Ireland and **1.1 million people** through social media. Interestingly, the British Council in Europe leveraged the knowledge and experience of FameLab alumni. They contributed to the **Clean Air Project** (Bulgaria), creating accessible and engaging documentation on air pollution; alumni also provided their inputs to the **Green Cities** webinars (Germany). Other activities organised by the British Council in Europe were aimed at increasing public awareness of climate science and solutions to the climate crisis, for example the Exhibition Zone on Recycling or events on COP26 at the **Sofia Science Festival**. The Green Discussions at **Athens Science Festival** and the **Queen's Lecture** served a similar purpose. **Building Spaces of Possibility** events used arts to convey messages and hope about climate change. In total, about **21,500 people** engaged directly with those events. According to some partners, the work on the British Council in those countries is even more important given the lack of large-scale climate-related events in countries like Greece and Bulgaria.



Value to partners

We asked British Council partners to tell us about their experience working with the British Council. Seven partners from Europe shared their responses, and they all found the partnership mutually beneficial. Here is what they found valuable about their partnership with the British Council:

- They established new connections with other organisations & were able to make use of the British Council's extensive network (both during the project and in the future)
- They were able to reach young(er) audiences (and in some cases keep those connections)
- Their teams learned about new methodologies (Active Citizens methodology)
- They gained access to high quality resources and tools (e.g. Climate Education in English Language) to engage youth on climate change
- They built their understanding of the cultural aspect of climate change action



Partners' testimonies:

"Collaborating with the British Council opened up new opportunities for us to participate in online events and for our participants to join global events and networks"

*"We, at Sofia Green project of the Sofia Municipality will certainly use the know-how and experience we gained through participating in the AC initiative for future projects that we will implement in Sofia. For us, the awareness raising on environmental topics and inclusion of students and young people is an important asset we would definitely work on in the future." - **Green Sofia, Bulgaria***

"We have been absolutely delighted by the response to Building Spaces of Possibility and how effective the partnership and project design have been in engaging disengaged audiences to act on climate change through dance and discussions that mean something to them and their lives. We are looking forward to the next stage in particular more in-depth co-creation with harder to reach young people from across Ireland and beyond"
- CoisCeim Dance Theater, Ireland

*"We value the excellent cooperation we've had with the British Council in the context of the Active Citizens Program. Our participation in this initiative furthered our core mission, that is to promote sustainable development and climate change to a variety of stakeholders and especially to younger audiences. We look forward to collaborating with the British Council soon and to forging synergies in order to raise awareness and to provide training opportunities on climate change issues and on the SDGs" - **Institute of Sustainable Development, Greece***



