



Save the Children

2025 HOPE TO ACTION

The 2025 Narrative Report
for Save the Children's
Generation Hope Campaign



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INTRODUCTION & KEY IMPACT

In communities facing droughts, floods, heatwaves, polluted rivers, and shrinking civic space, children transformed hope into action and emerged as leaders in the campaign for climate justice and equality. Throughout 2025, Save the Children's Generation Hope campaign amplified children's voices from schools and city halls to ministerial roundtables and regional and global platforms. Across regions, children designed campaigns, addressed decision-makers, and formed partnerships that lay the foundation for lasting impact today and for generations to come. This report features inspiring examples of how children shaped agendas, shifted public narratives, and secured commitments for climate action.


Building on the momentum of Generation Hope in [previous years](#), 2025 marked a shift from participation to leadership. What began as children claiming their seat at the table evolved into children shaping agendas, embedding priorities in national climate commitments, and driving systemic changes in education and governance. This underscores Generation Hope's growing impact: from amplifying voices to securing commitments that protect children's rights and future.

These highlights reflect how children turned hope into action by shaping decisions, influencing policies, and driving real change in 2025 through the Generation Hope campaign:

 **19,500+**
children and youth supported to lead, deliver, and participate in advocacy and campaigns across the globe

 **CHILD VOICES**
shaped national climate commitments, with priorities embedded in NDC 3.0 revisions and policy dialogues across multiple countries

 **PARTNERSHIPS AND LOCALIZATION**
strengthened sustainability, embedding child participation in governance and education systems through coalitions with ministries, municipalities, and community networks

 **EDUCATION SYSTEMS**
advanced climate literacy, embedding child participation in governance and education systems through coalitions with ministries, municipalities, and community networks

 **PUBLIC NARRATIVES**
shifted through child-led media, with strategic campaigns and co-created content reaching millions and influencing mainstream discourse

GENERATION HOPE OBJECTIVES



Participants attend a COP simulation held in Bolivia

Generation Hope aims to strengthen children’s agency by enhancing their knowledge, understanding, and capacity to campaign on the climate crisis and ensuring that their experiences are heard where decisions are made. Children’s realities should be at the center of public discourse, and their voices must be listened to in decision-making spaces, especially on matters that directly affect them.

1. Support children to successfully campaign for the changes they demand, in order to tackle the impact of climate change and economic inequality
2. Play a strong contribution, with partners, to shift the dominant public narrative and put pressure on governments and business to prioritize just, green action for children
3. Call for financial commitments to improve investment in climate-sensitive and child-centred social protection systems and additional children’s services and rights. Contribute to shifts in the global financial system that could unlock the investment needed in emerging and developing economies
4. Accelerate investment in children by stopping harmful spending that fuels climate change and threatens child rights

INFLUENCING APPROACHES

The Generation Hope objectives are achieved through four influencing approaches that bring our campaign vision to life: “People, governments and businesses to build a green and just global economy that protects and empowers children, now and for the future.” The following section highlights how Country Offices and young campaigners around the world used these approaches - **Advocacy and Political Impact, Supporting Children’s Power, Building Networks and Partnerships, and Media, Communications, and Public Engagement**—to translate children’s lived realities into policy change, public commitments, and lasting platforms for participation.



Participant shares their insights during the NDC consultation in Colombia

01 | Advocacy, thought leadership and political impact

Save the Children offices implementing the campaign have seen clear progress in influencing decision-makers so they listen to children, uphold their rights, and commit to action on climate crisis and inequality. In 2025, this progress was evident in situations where children’s priorities were embedded in national climate commitments and formal decision-making spaces, and where education systems began to integrate climate literacy. This reflects a clear shift from consultation to implementation and signifies that children are not only consulted but are recognized as crucial stakeholders that need to be actively involved in monitoring, adaptation, and public accountability.

Work around the [Nationally Determined Contributions \(NDC\)](#) demonstrated this shift strongly. The NDCs set out the plans and efforts each country takes to reduce national emissions and adapt to the impacts of climate change. 2025 was a significant year as countries submitted a new set of NDCs (known as NDCs 3.0) ahead of COP30 in November and various **Save the Children offices across the world took this opportune time to campaign for children's views to be included** in the revision and implementation of these plans. In **Rwanda**, the [updated NDC 3.0](#) now recognizes children and youth as key stakeholders and commits to climate education across school levels, safer school and health infrastructure, and youth-led adaptation. This change strengthens the connection from advocacy to follow-through action, giving children a standing role in implementation and progress tracking. Similarly in **South Africa**, the Department of Forestry, Fisheries and the Environment formally included children in NDC consultations for the first time. Children presented recommendations on adaptation, mitigation, just transition, and loss and damage, supported by a consolidated Children's Position Paper that highlighted gaps in climate education and resilience. This step helps embed child participation in national climate planning and strengthens the relevance of commitments to children's needs.

What are NDCs?

Nationally Determined Contributions (NDCs) are each country's climate action plan under the Paris Agreement, outlining how it will reduce greenhouse gas emissions and adapt to the impacts of climate change. Countries must prepare, communicate, and regularly update these plans with progressively higher ambition.

When children's priorities are included in NDCs, governments are required to consider how climate impacts affect children's health, education, safety, and future opportunities—helping ensure national climate action protects children's rights and advances climate justice.

Côte d'Ivoire reached a national milestone by embedding [children's participation in NDC 3.0](#) after consultations gathered more than sixty children from multiple regions. This formal recognition moves children from being invited occasionally, to being recognized as contributors to policy design and monitoring, which is pivotal for education planning and local decision-making. In **Sierra Leone**, engagement with the United Nations Framework Convention on Climate Change (UNFCCC) focal point helped ensure children and gender perspectives were captured in the NDC review, creating a platform for children's lived experience to inform future adaptation and resilience strategies.

10th National Children and Youth Forum on Climate and Sustainable Development: Rethinking the future of children with inclusive NDCs!

By sani | Nov 11, 2025 | News , Children's Blog | 0 comments



Save the Children, in partnership with [JVE \(Young Volunteers for the Environment\)](#), the Ministry of Environment, and national civil society networks, organized NDC consultations for children and youth in Niger

In **Niger**, children and youth joined national [NDC 3.0 consultations organized by Save the Children](#) and partners, presenting recommendations directly to authorities, including the National Committee who is leading the revisions. Through this, children's rights become part of national climate strategies so essential services are better equipped to protect children from climate related risks. **Nigeria** positioned children at the centre of national climate dialogue through the Children/Youth Climate Summit 2025 held on World Environment Day in Abuja. The summit convened more than 400 participants across child and youth advocates, policy actors, and sector professionals, creating a large intergenerational platform for engagement. During structured discussions and mentorship spaces, children and youth shared insights and recommendations toward Nigeria's NDC 3.0 review, which were documented and formally submitted to the Federal Ministry of Environment and the Department of Climate Change. Building on this, the Climate Change and the Nigerian Child Study generated rights-based evidence across four highly vulnerable states, identifying how climate change is affecting children's health, education, nutrition, protection, and wellbeing, and highlighting gaps in national responses—evidence now being shaped into briefs to inform federal and state engagements as Nigeria revises climate policies and NDC commitments.



Participants at the NDC consultation in Colombia

Advocacy aligned to the NDCs was also evident in Latin America. **Colombia** submitting its NDC with a child-focused approach for the first time, through an inter-institutional process led by the Ministry of Environment. This opens opportunities for children to influence environmental decisions at local and national levels and helps normalize their participation in core climate processes. Meanwhile, young people in **Bolivia** presented their recommendations on adaptation, water, risk management, and climate education to the NDC focal point of the country who formally recognized these contributions, incorporating them into the sections on social participation and community resilience. This process sets a precedent for systematically integrating youth voices into national climate planning processes and helps future generations access more inclusive, equitable, and child rights-sensitive policies.

The policy environment went beyond the NDCs, with national legislation providing opportunities for child-centered change. In the **Philippines**, Save the Children submitted a comprehensive position paper on the [Climate Accountability Act \(CLIMA Bill\)](#), ensuring child rights, safety, and climate resilience are reflected in national climate discussions. If adopted, the CLIMA Bill can drive systemic changes that protect children from climate and mobility-related risks while expanding opportunities for child-friendly urban environments. It places children's needs at the heart of national policy deliberations and reinforces the Generation Hope message that climate solutions must respond to the lived realities of children.

Education systems were also seen as drivers of change, creating pathways from learning to leadership. In **Sierra Leone**, the Ministry of Basic and Senior Secondary Education (MBSSE), with support from Save the Children, UNICEF, and civil society, coordinated climate and environmental education standards and teaching resources. Graduates will leave school better equipped to understand, adapt to, and mitigate climate change, which strengthens community and economic resilience. Save the Children in **Iraq** progressed curriculum reform through dialogues with the Ministry of Education (MoE) to integrate environmental awareness and climate education, positioning it as a long-term investment in children's resilience, well-being, and climate literacy. If adopted, thousands of children will gain foundational climate knowledge early in life, improving sustainable behavior and decision-making for years to come.



Nepal's school-to-municipality pathway, using children's photojournalism campaign amplified youth voices and contributed to visibility in national discussions. This creates a replicable process of participation that helps local authorities respond to pollution and protect heritage.

Similarly, with the objective of including climate change in the next multi-year National Education Plan of **Madagascar**, children presented the results of consultations of children on the climate crisis in front of decision-makers including representatives from the Ministry of National Education.



In **South Africa**, the Children's Sustainable Development Goals (SDG) Voluntary National Review (VNR) Complementary Report opened strategic channels with government at national, regional, and local levels. The government invited child champions to present findings at a Tri-Nation Seminar in **Zimbabwe** and a local government seminar where municipalities committed to embed child participation across programs. Stats SA and the United Nations Department of Economic and Social Affairs (UN DESA) recognized the report as authentic evidence of children's lived realities. These outcomes are laying foundations for institutionalized engagement, including ongoing work to revise the National Child Participation Framework, so departments have clear guidance for meaningful involvement. In **Albania**, 180 children contributed to the Universal Periodic Review (UPR) process, identifying priorities on climate action, inclusive education, and safe schools. From this group, two child representatives presented these recommendations at the UPR Pre-Session in Geneva. Several recommendations from the children were officially accepted by the Albanian government as part of the UPR outcome, marking a significant step toward institutional recognition of child-led advocacy and reinforcing commitments to climate protection and educational equity.

What are VNRs?

Voluntary National Reviews (VNRs) are country-led assessments of national progress on the 2030 Agenda and the Sustainable Development Goals, presented at the UN High-Level Political Forum. The process reviews progress, gaps, and priorities to help accelerate SDG implementation.

The VNR process creates a national platform to surface inequality and inclusion gaps, offering a key opportunity to ensure commitments on the SDGs reflect children's rights and wellbeing.

What are UPRs?

The Universal Periodic Review (UPR) is a UN Human Rights Council mechanism that reviews every UN Member State's human rights record roughly every 4.5–5 years. It is a peer-review process in which States report on progress and challenges, and other States provide recommendations to support improved human rights protection.

The UPR gives children and child-focused actors a formal route to influence national human rights commitments, helping ensure governments address gaps in children's protection, participation, climate resilience, and access to essential services as part of their obligations.

In **Thailand**, Save the Children participated in the Bangkok Climate Action Week which brought children and youth into policy dialogues through workshops, roundtables, and creative advocacy spaces. These engagements produced a set of policy recommendations on climate and environmental issues, later shared with the Department of Climate Change and Environment and referenced in global discussions, including COP30. In **China**, the “Children First: A Climate-Resilient Future Forum,” co-hosted with the National Alliance on Climate Change Education, convened government agencies, schools, CSOs, and private sector actors to advance climate-resilient education and child-focused adaptation strategies. Consensus was reached on empowering children to take climate action, and the event amplified visibility through live streaming and media outreach, reaching more than 650,000 people. In **Indonesia**, children’s perspectives on climate justice and gender equality shaped the country’s Voluntary National Review and informed recommendations for the National Adaptation Plan 2026–2030, including integrating girls’ issues in climate policy, improving climate literacy, and strengthening child protection during crises. Child representatives took part in consultations led by the Ministry of Environment and UNICEF, reinforcing inclusive approaches in national climate planning.



ASEAN Declaration on Environmental Rights



In 2025, the Association of Southeast Asian Nations (ASEAN) adopted its first-ever [declaration](#) affirming the right to a safe, clean, healthy, and sustainable environment as a human right for present and future generations. Crucially, the declaration names children as key stakeholders and commits to their meaningful participation in environmental decision-making. This milestone sets a regional framework for stronger protection and accountability as climate risks accelerate across Southeast Asia—where warming is nearly twice the global average.

Save the Children helped shape this outcome by working with partners such as UN Environment Programme and Child Rights Coalition Asia to open spaces for children’s feedback and facilitated consultations in the [Philippines](#) and [Thailand](#). By acknowledging environmental rights as human rights and ensuring children have a voice in decisions, the declaration paves the way for national reforms that prioritize children’s participation in climate action. A regional plan of action is expected to follow, guiding countries to translate the declaration into legislation and procedures critical for safeguarding children’s health, safety, and future opportunities.



02 | Supporting children's power by strengthening their campaigning skills and amplifying their voices

Progress was most compelling when children were given the opportunity and supported to meaningfully participate. Generation Hope countries strengthened children's agency in 2025 by expanding access to policy spaces and building practical campaigning skills. Children engaged in local, regional, and global climate processes and used creative, evidence-based approaches to make their demands clear.

Securing Political Entry Points and Strengthening Campaigning Skills for Child-Centered Climate Diplomacy Ahead of COP30

At the Pre-COP30 event in Lima, a space traditionally dominated by adult decision-makers, Save the Children worked to position the climate crisis as a children's rights issue while strengthening the foundations needed for children's future campaigning and climate-diplomacy engagement. By opening space in a high-level institutional forum, this early-stage work helps ensure that upcoming national climate discussions consider child-centered priorities and create room for children and adolescents to participate meaningfully as the COP30 process advances.

Collaboration with the Embassy of Brazil, a key actor in coordinating Peru's official COP30 delegation, and youth-led partner Sustainable Ocean Alliance (SOA Perú) helped amplify youth voices in preparatory dialogues. Save the Children also used this platform to emphasize the need for meaningful child participation in climate governance, laying the groundwork for the advocacy, negotiation, and public-facing skills children will need as opportunities for direct engagement expand.

These efforts strengthen the bridge between youth-led action and formal decision-making spaces. By creating entry points for children and adolescents in climate diplomacy, Peru can move toward a more inclusive approach to negotiations which better reflect the lived realities, rights, and leadership potential of younger generations, and where children's campaigning skills and policy influence can grow over time.



Peru also demonstrated what meaningful participation looks like through the Children's COP ("Mini COP"). Children transformed their lived experiences—heat disrupting school life, polluted rivers, biodiversity loss—into proposals linked to everyday rights such as health, protection, water, participation, cultural identity, and safe environments. They drafted 45 letters to the Ministry of Environment and engaged in intergenerational dialogue with youth networks. The long-term effect goes beyond a single event: children gain confidence and develop a habit of civic participation, returning to policy spaces as informed contributors.

Bolivia strengthened similar skills through a nationwide COP30 simulation, building capacity in climate diplomacy, public communication, and problem solving. An important milestone in this process was the creation of the Agencia Juvenil de Noticias Ambientales Bolivia (AJNAB) or Bolivian Youth Environmental News Agency, which amplifies youth voices, enables consistent and credible environmental reporting, and strengthens public advocacy on policy debates in the lead-up to COP30.

Similarly, children and adolescents in **Guatemala** met with authorities through a COP simulation that featured game-based learning. A key outcome of this was a commitment from decision-makers to hold

What is COP?

The Conference of the Parties (COP) is the annual decision-making meeting of countries that are Parties to the UN Framework Convention on Climate Change (UNFCCC). At COP sessions, governments review progress, negotiate commitments, and take decisions needed to implement the Convention and address the climate crisis.

COP negotiations shape global climate action, making it essential for children's experiences and priorities to influence decisions that affect their safety, health, education, and future opportunities.

the first Regional Meeting of Children on Climate Change in 2026 which is expected to include various Indigenous Peoples from the country's North-Western region.

Somalia advanced children's participation in climate governance across national, regional, and global spaces. Children engaged in COP-related processes, youth forums, and national consultations, supported by training and safeguarding. A key milestone was the accreditation of a Somali child delegate within the national delegation to global climate processes, signaling stronger institutional recognition of children as stakeholders in climate decision-making.



Child-run Tiktok by young campaigners in Egypt



Inclusive campaign workshops in Iraq

Creativity amplified impact as seen in various countries such as **Egypt** where disability-inclusive campaigning combined performance, social content, and public events—from a child-run **TikTok** presence to activism workshops—so children with disabilities were leading the narrative and not just represented. Save the Children in **Iraq** facilitated inclusive workshops with games, art, and simple tools to equip children, including those with disabilities, to identify environmental problems and propose solutions at home, in schools, and across communities. The effect is a cohort of child ambassadors ready to lead campaigns. **Côte d'Ivoire** engaged children through an arts-based festival, featuring murals, models, and messages presented to authorities, and formed local “Climate Heroes” groups in Grand Bassam, San Pédro, and Korhogo. These groups now take proposals into schools and municipal forums, strengthening civic engagement. **Kosovo**'s child-led groups used the **SHIFT** model to design campaigns on air pollution, river protection, and waste. Creative actions (seen below) such as a **lung-shaped installation**, “**Would you drink this water?**” displays, and eco podcasts made abstract issues tangible and opened constructive dialogue with peers and decision makers.



Practical action on the ground created change that communities can sustain. In **South Africa**, children planted a 450-tree community forest, launched food gardens, and piloted recycling and upcycling after training on climate adaptation and mitigation. Immediate benefits such as cleaner spaces, fresh produce, and income potential help build habits of stewardship and civic responsibility. **Malawi's** [girl-led groups](#) established nurseries with 10,000 seedlings in Ntcheu and 800 trees in Mzuzu, linking conservation with nutrition and livelihoods, which in turn supports economic empowerment and improved school nutrition. **Sierra Leone** combined girls' leadership and media training with a Local Conference of Youth (LCOY) and a five-day recycling program that turned "trash to treasure." Children left with practical skills, growing confidence, and the ability to influence local behaviours.



Children getting ready for the tree-planting activity in South Africa



Malawi's girl-led groups lead the establishment of nurseries

Innovation and organizing continued to spread across regions. In Latin America, **Colombia's** National Participation Network trained 200 children to lead campaigns through the SHIFT model and engage biodiversity policy, while **Bolivia's** more than 100 multimedia pieces produced by Agencia Juvenil de Noticias Ambientales Bolivia (AJNAB) or Bolivian Youth Environmental News Agency kept youth-led communication active between major policy moments. Madagascar strengthened children's leadership through local climate clubs and creative advocacy, helping align community action with national priorities.

In Asia, Ecolery's edible cups and cutlery from Bangladesh was awarded as the [inaugural winner of Generation Hope Goals](#), a climate innovation competition co-led by Save the Children, the United Nations Economic and Social Commission for Asia and the Pacific (UN ESCAP) and other partners at the Asia-Pacific Forum on Sustainable Development. Following the success of the first iteration in February 2025, a [second edition](#) was launched in August receiving applications from 357 children and youth groups or over 1,400 individuals in the region. **China's** interactive education and digital mobilization made climate ideas accessible at scale. **Japan** connected children across borders to co-create messages for COP30 and regional dialogues. **Indonesia** trained children in campaigning and storytelling so local actions could inform municipal plans.



Top 5 finalists of Generation Hope Goals 2025 with representatives from the organizing committee including UN ESCAP, UNFCCC, UNDP, Save the Children, and other CSOs



Africa Climate Summit II

At the Africa Climate Summit II (ACS II) in Addis Ababa last 5 to 10 September 2025, children's voices and rights were elevated through the 2nd Africa Children's Climate Summit, the launch of a child-friendly climate impact study with African Committee of Experts on the Rights and Welfare of Children (ACERWC), and official side events on child-centered climate action. Over 60 children from 16 countries shared a unified [declaration](#) and engaged directly with over 140 representatives from the African Union, ACERWC, government delegations, UN agencies, and international organizations. The ACS II Declaration formally recognized children as stakeholders and included commitments on inclusive climate action, child-sensitive financing, and climate literacy in education.

Save the Children coordinated child participation, organized side events, and facilitated high-level dialogues (including with Kenya's First Lady and the Africa Group of Negotiators chair) while providing technical support to ensure safe, meaningful engagement.

Ahead of the summit, consultations with children and preparation of recommendations took place in various countries including Côte d'Ivoire, Sierra Leone, Malawi, Nigeria, Rwanda, and South Africa, feeding into the Africa Children's Climate Declaration presented in Addis Ababa. During ACS II, child representatives from Côte d'Ivoire, Malawi, Rwanda, South Africa, and Egypt participated in panel discussions, intergenerational dialogues, and media briefings which helped in amplifying priorities such as climate education, financing for youth initiatives, inclusive policies, and the rights of children with disabilities. Save the Children South Africa (SCSA) co-developed the Child Participation Methodology used across the summit, facilitated side events with the UN Special Rapporteur on Climate Change, and supported regional coordination with partners.

Recognition of children as stakeholders strengthens their role in climate governance. Commitments in the ACS II Declaration open pathways for child-sensitive policies, financing, and education reforms, which are critical for building resilience and protecting children's rights as climate risks intensify across the continent.

03 | Building networks and partnerships

Generation Hope's progress in 2025 was strengthened by partnerships that embedded child participation into governance and education systems. These alliances moved beyond short-term collaboration, creating structures that sustain advocacy and amplify children's voices over time. New partnerships with youth-led collectives and local civil society organizations transferred leadership to national actors, fostering a localized and sustainable approach. Local institutions provided technical expertise, engaged directly with children, and supported child-led advocacy efforts.

In West Africa, collaboration in **Niger** placed children's voices inside the NDC 3.0 process. Work with JVE (Young Volunteers for the Environment), the RJNCC (Nigerien Youth Network on Climate Change and Sustainable Development), local civil society and the Ministry of Environment enabled direct engagement with national actors, and children's recommendations now sit within structures tied to the country's ongoing revision. In **Côte d'Ivoire**, joint efforts with FEREADD, AEJT (Association des Enfants et Jeunes Travailleurs de Côte d'Ivoire), PACJA and the Ministry of Environment progressed from consultations in Grand-Bassam, Yamoussoukro and

San-Pédro to a formal policy shift, with NDC 3.0 carrying a dedicated provision on the participation of children and young people in climate governance. The same network supported children's presence at continental dialogues during the Africa Climate Summit, showing how national platforms can travel into regional arenas. **Nigeria** strengthened national partnerships through a formal request from the Federal Ministry of Environment to collaborate on the Eco School Initiative—a direct response to one of the advocacy demands made by children during the COP29 Simulation in 2024. This collaboration aims to scale child-centred climate education nationwide and reflects stronger institutional recognition of children's priorities in environmental governance.

Partnerships in East and Southern Africa institutionalized predictable routes for participation. In **South Africa**, links to South African Local Government Associations (SALGA), Department of Planning Monitoring and Evaluation (DPME), the National Planning Commission, Department of Forestry, Fisheries and the Environment (DFFE) and the Presidency created regular entry points for children across VNR, High-Level Political Forum (HLPF), NDC and G20 processes. Legal-sector allies deepened this collaboration with the Centre for Child Law,



Clever (13). Generation Hope Campaigner poses with the Minister of Youth, Sports and Culture and Save the Children's Director of Operations, Partnerships and Awards following a presentation of the child-led communique during the summit organized and sustained with partners in Malawi

Lawyers for Human Rights and the Youth Climate Justice Project that brought rights-based practice into the partnership, placing children's perspectives inside national conferences on climate justice and litigation, and strengthening pathways from evidence to policy and accountability. In **Rwanda**, sustained engagement with Rwanda Environment Management Authority (REMA), UNICEF, Plan and Global Green Growth Institute (GGGI) helped child-sensitive priorities enter [NDC 3.0](#) and positioned children as stakeholders in climate education, resilient services and youth-led adaptation. In **Malawi**, a broad coalition with government, universities and Joining Forces for Africa (JOFA) partners sustained the National Children's Summit through shared resourcing, while local CSOs supported food gardens, recycling and children's parliaments so community action sits alongside national advocacy. In **Madagascar**, community climate clubs were connected to institutional dialogues with National Office for Risk and Disaster Management/BNGRC, the Ministry of Education, municipalities and media, keeping children's perspectives on the table as policies evolve.



Localization also advanced in other regions. In the **Philippines**, a Memorandum of Agreement was signed (*seen above*) between Save the Children and the Climate Change Commission (CCC) to formalize their partnership in jointly addressing the climate vulnerability of children by mainstreaming child participation. In **Thailand**, collaboration with the Bangkok Metropolitan Administration and the Bangkok Art and Culture Center placed children’s messages inside city policy conversations during Bangkok Climate Action Week, blending cultural platforms with technical roundtables that reached municipal leaders. In **Nepal**, work with Lalitpur Metropolitan City and national partners connected school-based advocacy and public forums to municipal priorities, while child and youth declarations gained visibility in national diplomacy spaces. In **Peru**, partnerships through the Mesa de concertación de Lucha contra la Pobreza (MCLCP), Ministry of Environment/MINAM, municipalities and child- and youth-led groups ensured local initiatives—such as the Children’s COP, the public “Voices of Children and Youth for Climate” event, and Amazonian child-led storytelling—fed directly into national agendas and diplomatic entry points. In **Bolivia**, partnerships with the Autoridad Plurinacional de la Madre Tierra, Gaia Pacha, universities and youth platforms connected a nationwide COP simulation and youth media work to NDC influence and a standing communications ecosystem that children now use between policy moments. In **Colombia**, engagement with the Ministry of Environment and a network that includes UNICEF, World Vision and the child-led National Participation Network helped seed a child-focused approach in NDC work and carry territorial campaigning into national policy spaces. In **Kosovo**, Save the Children collaborated with partner civil society organizations ECO-Z, Respect Our Rights (ROR), and Syri i Vizionit to support three child-led groups in planning and implementing their campaigns. Through these partnerships, local organizations played a central role in facilitating children’s participation, decision-making, and ownership of the campaign process, contributing directly to the localization agenda.

Education alliances underpinned curriculum change. **Sierra Leone** advanced climate learning with Ministry of Basic and Senior Secondary Education (MBSSE) and UNICEF to shape national standards and resources, embedding climate and disaster risk reduction concepts across the system. A collaboration with the Department of Education (DepEd) in the **Philippines** led to the development of Youth for Environment in Schools Organization (YES-O) modules which are youth-centered learning resources on environmental awareness. These modules have been endorsed by DepEd and are now in the process of digitization to ensure wider accessibility and seamless integration into schools. In **Iraq**, engagement with the Ministry of Education laid groundwork for integrating environmental awareness and child-friendly climate content into future curriculum revisions, with MYRP partners enabling inclusive school-based pilots. In **China**, the National Alliance on Climate Change Education, Roots & Shoots, education bureaus and research institutes helped equip schools with child-campaigning toolkits and a Mini-COP board game, expanding practical resources for climate teaching.

Regional and global networks have amplified the reach of campaigning work. **Indonesia** aligned eight ministries and agencies around the Aksi Generasi Iklim (AGI) national movement, while partnerships with LEGO, BSI Maslahat and Gramedia helped scale learning-through-play literacy, publications and radio-digital reach across provinces, creating stronger pathways from provincial campaigns to national planning and international reporting. The **Generation Hope Child Ambassadors Group** consisting of 16 children from across the world connected with the youth panel supported by the Northern Ireland Commissioner for Children and Young People (NICCY) by sharing a [video message](#) that speaks about the campaign and issues affecting them in their communities.



[Watch the video from the Generation Hope Child Ambassadors](#)

Through Our Eyes: Children from Madagascar and Japan Speak Out on Climate Justice

Hundreds of children aged 14–17 from Madagascar and Japan joined the Generation Hope: Through Our Eyes campaign—a cross-country initiative giving children a platform to share how climate change is shaping their lives. In October 2025, Save the Children Madagascar and Save the Children Japan organized parallel consultations where children described local climate impacts, researched mitigation measures, and exchanged perspectives through photos, captions, and message videos. Their shared message was clear: the climate crisis is also a children’s rights crisis.

Save the Children facilitated structured sessions, group work, and creative exchanges, enabling

children to present findings to peers and, later, to decision-makers in Madagascar during a plenary meeting with stakeholders such as the Ministry of Education, BNGRC, and civil society platforms. Media coverage amplified the initiative, with features in [MIDI Madagasikara](#), [Les Nouvelles](#), and broadcasts on [TVM](#) and [Dreamin](#).

By connecting children across borders, the campaign strengthened research and leadership skills, deepened understanding of climate challenges, and fostered global citizenship. For many participants, it was their first experience presenting climate concerns to officials—an important step toward ensuring children’s voices shape conversations on climate justice.



04 | Media, communications, and public engagement

In 2025, Generation Hope strengthened public narratives by pairing strategic media outreach with child-led storytelling. Across regions, children moved from being featured in campaigns to becoming creators and communicators. They designed content, led interviews, and curated messages that resonated with peers, communities, and decision-makers. This approach ensured that climate advocacy was visible and authentically owned by children.

Indonesia scaled child voices to a national audience. Through a co-created media plan around the [Aksi Generasi Iklim \(AGI\)](#) or Generation Hope movement, children's content reached an estimated 14.24 million people. The partnership with Prambors Radio combined on-air segments, digital posts, and TikTok clips that carried youth-written messages on climate literacy and everyday actions. Eight child media groups produced 111 pieces of content that explained local issues in their own words. This placed child voices inside mainstream youth culture, turning climate messages into regular features of music, entertainment, and commute-time radio rather than one-off campaign posts.

Colombia turned a launch into a national press cycle. A coordinated release on children's right to a healthy environment and a child-focused approach to the NDC reached 19 media outlets with an estimated audience of over five million and social channels adding 326,075 in measured reach. The coverage introduced a wider public to messages developed by children in SHIFT-based workshops, including calls for cleaner water, safer communities, and child-sensitive climate plans. That attention signaled to ministries, local authorities, and community leaders that a child-led narrative could hold space in the national news agenda.

Public broadcasters helped move child stories into everyday conversations. In **Japan**, NHK covered a school-based Generation Hope workshop and a student's simple framing—"the world should become one to tackle the issues brought by the climate crisis"—became a prime-time quote. That signal from a national broadcaster validated the seriousness of child-led learning and encouraged schools to see climate dialogue as part of the curriculum. In **Rwanda**, peak-hour national TV segments featured children from a school competition and an advocacy forum. Those broadcasts complimented a year of social media posts and interviews, reinforcing a public understanding of children as credible climate stakeholders during the NDC 3.0 update. **Nigeria** strengthened public engagement through participatory storytelling and multimedia documentation across four states, with children's testimonies and visuals being woven into a short documentary, "Through Their Eyes," to humanize evidence and support advocacy with government, media, and climate stakeholders. In **Sierra Leone**, four youth-led panels on Africa Young Voices Radio walked listeners through early-warning behaviours and argued for child inclusion in the NDC. Weekly airtime turned advocacy into habit, building routine exposure to children's analysis of climate risk and preparedness. These narratives challenged stereotypes and built safer pathways for participation, proving that climate advocacy can be a platform for equity as well as environmental justice.

The Green Finish: Inspiring a Generation to Care for Nature

In Peja, Kosovo, the City Park “Karagaq” became a hub of energy as more than 25 children joined [The Green Finish race](#)—an event celebrating environmental care and community action. Alongside the race, children from the CLMA group designed and installed four creative waste-collection bins in the park, combining wood and metal and adding a compartment for extinguishing cigarettes to reduce litter and fire risks.

The initiative quickly drew attention from park visitors and local authorities, who praised the children’s creativity and commitment to sustainability. The Directorate of Public Services publicly expressed interest in replicating the model in other city areas, signaling how child-led ideas can inspire broader community practices.

By taking practical steps to protect shared spaces, children demonstrated that environmental responsibility starts locally. Their actions strengthened public awareness and showed how young people can influence sustainable habits and build momentum for cleaner, safer, and greener communities.



LESSONS LEARNED

2025 offered valuable insights into approaches that can guide and strengthen future campaigns:

Child-led design anchored in safe, structured methods created ownership and credibility. Approaches such as Mini COP simulations, speaker training, SHIFT model, and participatory labs moved children from passive participants to co-authors of evidence and messaging. When children help define the problem, shape the message, and choose the pathway, their contributions are clearer, more confident, and more persuasive to decision-makers.

Multi-stakeholder partnerships and localization ensured continuity. Formal links with ministries, municipalities, youth networks, and community organizations provided practical entry points and follow-up routines that individual actors could not sustain alone. These coalitions kept child participation stable through policy cycles, resource constraints, and shifting priorities, embedding advocacy in systems rather than one-off events.

Co-created content and inclusive public storytelling amplified reach and built durable skills. Art-based advocacy, podcasts, documentaries, youth newsrooms, and radio panels proved that when children own both the message and the medium, public engagement becomes authentic and influential. These formats also equipped children with practical skills—digital literacy, public speaking, and media production—that extend beyond the campaign.

These approaches helped teams navigate constraints such as limited funding, election calendars, and digital divides. By embedding Generation Hope in existing programs, sharing resources with partners, and prioritizing low-cost, child-friendly formats, Country Offices kept participation safe, frequent, and visible—even under pressure. The through line is simple: methods that center children, networks that sustain them, and media that carry their voices remain the most reliable ways to secure and hold child-sensitive climate decisions.

