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PRESS RELEASE (FOR AFRICA AND THE MIDDLE EAST)

POP FESTIVAL 2021: A MULTI-STAKEHOLDER PLATFORM FOR YOUTH-LED CLIMATE ACTION

Celebrating Youth and Amplifying Regional Voices

Leadership for climate action and environmental protection can be progressive when the youth of different nations who are mobilizing action are provided with support, encouragement, and mentorship by different stakeholders in society. In this respect, the **Third International Conference and POP Festival for Youth-Led Climate Action, 2021**, also known as the **POP Festival 2021**, will be organized between June 5 and 10, 2021 bringing together academics, global leaders, scientists, government representatives, civil society and business leaders, alongside youth. With over 60+ partners from across the world, the festival will take place in key collaboration with H.E. Dra. Rosalía Arteaga, former President of Ecuador and Fundación Fidal, her NGO dedicated to youth and education, [World Sustainable Development Forum](#), and [FXB Climate Advocates](#).

Specific days of the 6-day festival will be dedicated to *Celebrating Youth and Amplifying Regional Voices* from [Mexico and Latin America and the Caribbean \(LAC\)](#); [Africa and the Middle East](#); [the United States](#); and [other regions](#). Featuring close to 55 sessions, the online festival will involve a range of project presentations by youth, high-level and youth-led panel discussions, keynote addresses, dialogues and 12 [capacity building workshops](#) focussing on a varied range of themes including marine pollution, ocean conservation, ecosystems and biodiversity, circular economy, clean energy, environmental education, food security, environmental justice, and so on.

Two days in the POP Festival 2021, specifically June 5 and 6 will be dedicated to the youth and regional voices in Africa and the Middle East. With more than 10 featured sessions, the two days will bring together public leaders, researchers, youth, entrepreneurs and other stakeholders including **Dr. Richard Munang, Africa regional Climate Change Coordinator, UNEP**; **H.E. Fekadu Beyene, Former Minister of Ethiopia**, **Mrs. Habiba Al Mar'ashi, Co-founder and Chairperson of Emirates Environmental Group (EEG)**, and more. The sessions will range from project presentations to panel and dialogues on food and water security, addressing climate crisis and regional environmental threats, climate education, women empowerment, building sustainable cities, and so on.

The goals of this regional segment of the festival is to identify community actions and solutions being implemented in the Africa and Middle East region; support networking and cross-learning



of climate actions, solutions, and challenges faced in the region and how to overcome them; and finally, amplify the voices of young people and communities from across the region and inspire them to take action and promote local leadership for peace and sustainability.

The POP Festival is an annual initiative of [the POP \(Protect Our Planet\) Movement](#), an international youth-oriented organization that attempts to mobilize and mentor young people around the world, inspire them with knowledge to implement actions in their schools, colleges, communities and homes. It was founded in 2016 by Nobel Laureate and Chairman of the IPCC (2002-2015) Late Dr. R.K. Pachauri who believed that dealing with climate change requires people-based actions, driven by knowledge about the problem and its solutions.

“Over the course of the last 5 years, the POP Movement has created a strong youth-led movement to Protect Our Planet. We are now present in over 90 countries and working with 300-plus partners and over a million youth. Our key message today is that there is hope. True hope lies with the 1.8 billion youth of the world. In the next decade, the POP Movement will mobilize over a billion youth around the world to take urgent action to Protect Our Planet and the future of generations to come.”

- Dr. Ash Pachauri, Co-Founder and Senior Mentor, POP Movement

PRESS KIT:

- [Event Agenda and Registration Links](#)
- [Google Drive folder with social media postings](#)

FOLLOW ON SOCIAL MEDIA:

- **Official webpage:** <https://thepopmovement.org/>
- **Facebook:** The POP Movement (<https://www.facebook.com/popmovement>)
- **Instagram:** @pop.movement (<https://www.instagram.com/pop.movement/>)
- **YouTube:** POP Movement (<https://www.youtube.com/channel/UCIbXU1oCUL-w3Je1O9p3kEA>)
- **LinkedIn:** The Protect Our Planet Movement (<https://www.linkedin.com/company/33217804/>)