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PRESS RELEASE (GLOBAL)

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](#). **Some notable speakers at the festival will include H.E. Dra. Rosalía Arteaga, former President of Ecuador; Dr. Erik Solheim, Former Executive Director, UNEP and Patron, WSDF; H.E. Fekadu Beyene, Former Minister of Ethiopia; Mrs. Habiba Al Mar'ashi, Co-founder and Chairperson of Emirates Environmental Group (EEG); Louise Yeung, Director of Resiliency, NYC Department of Transportation; Tracey Ritchie, Director of Education, Earth Day Network; Professor Richard B Dasher, Director, US-Asia Technology Management Center, Stanford University; Xiye Bastida, Climate Activist and Lead Organizer, Fridays for Future, USA; and Dr. Michael E. Mann, Distinguished Professor of Atmospheric Science at Penn State.**

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.

The goals of POP festival 2021 is to advocate for youth-led climate action in the US, Mexico and LAC, Africa and the Middle East and globally; amplify the voices of youth, communities, and stakeholders and promote cross-sectoral, cross-country, cross-regional, and intergenerational exchange, learning, and collaboration; and finally, celebrate the showcasing of climate action and coming together as a global community to lead change for a safe and sustainable future.



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/>)