



**Contact:** Dr. Ash Pachauri  
Co-Founder and Senior Mentor  
POP Movement  
[outreach@thepopmovement.org](mailto:outreach@thepopmovement.org)

## **PRESS RELEASE (FOR UNITED STATES)**

### **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.

On June 9 and 10, 2021, the festival will focus on youth-led climate action in United States featuring close to 15 sessions. Co-presented by [FXB Climate Advocates](#), the sessions will bring together public leaders, academics, civil society members, activists, and youth including **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**; and **Dr. Michael E. Mann, Distinguished Professor of Atmospheric Science at Penn State**. It will also witness the engagement of indigenous youth leaders like **Mindahi Bastida** and 18-year old **Samuel Schimmel**, and youth activists like **Xiye Bastida, Climate Activist and Lead Organizer, Fridays for Future**, among others. Advocacy, environmental justice, climate migration, plastic pollution, youth climate leadership, native american youth leadership, impact investment, and other related themes will be the topics of focus.



The goals of this regional segment of the festival is to step-up youth-led efforts to reduce greenhouse gas emissions, promote renewable energy, and an adaptive capacity to climate change impacts by amplifying diverse voices and action; showcase sub-national efforts to integrate climate change measures into policies, strategies and planning and engage youth and the most vulnerable communities in the process; and demonstrate institutional capacity and action to improve climate education and strengthen resilience in school and university settings, while promoting meaningful youth participation.

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/>)