**POP FESTIVAL 2024**

*International Conference and POP Festival for Youth-Led Climate Action*

**Location:** India  
**Venue:** (TBC)  
**Date:** Early 2024

**About the POP (Protect Our Planet) Movement**

The POP (Protect Our Planet) Movement was founded on Earth Day in 2016, by Late Dr. R.K. Pachauri who accepted the Nobel Peace Prize in 2007 on behalf of the Intergovernmental Panel on Climate Change (IPCC), which he led as Chairman for thirteen years (2002-2015). Dr. Pachauri was of the strong conviction that tackling the issue of climate change would take a groundswell of action, inspired by knowledge, led by the 1.8 billion youth of the world (UNFPA).

![Nobel Peace Prize Ceremony, Norway, 2007 (Listen to Nobel Lecture)](image)

Since its inception, the POP Movement has reached 2.3 million youth in 127 countries in collaboration with 424 partners from across every sector. With a mission to ultimately reach the size, scale, and momentum to become a global movement, the POP Movement seeks to promote youth leadership to tackle climate change through unique and innovative technology-based solutions, community-driven regional projects, and advocacy. With this vision and goal, the POP

[www.thepopmovement.org](http://www.thepopmovement.org)
Movement, in collaboration with its partners, hosts an annual, global flagship event called the *International Conference and POP Festival for Youth-Led Climate Action*.

**About POP Festival**

With a focus on climate action, the [POP Festival](https://www.thepopmovement.org) provides a youth-led platform for *all* to celebrate climate leadership; promote cross-learning and exchange of wisdom, practices, and experiences; and mobilize stakeholders (policy-makers, governments, diplomats, activists, non-profit organizations, businesses, academia, tribal and indigenous communities, networks, and groups) so as to propel a movement founded on inclusion, innovation, and initiative. The festival brings together youth and communities from around the world to exhibit, promote, and celebrate a wide range of sustainability initiatives with the following goals.

To,

1. Advocate for youth-led climate action in all regions across the globe.
2. Amplify the voices of youth, communities, and stakeholders and promote cross-sectoral, cross-country, cross-regional, and intergenerational exchange, learning, and collaboration.
3. Celebrate, with music, art, creativity, and enthusiasm the showcasing of climate action and collectivization to build a safe and sustainable future for all.

In the true spirit of a festival, the POP Movement brings together artists, performers, musicians, craftswomen and men, indigenous tools, innovative technologies, games, and interactive applications (to name a few) at the event.
The proposed theme for POP Festival 2024

The International Conference and POP Festival for Youth-Led Climate Action 2024 is set to create intergenerational and multisectoral opportunities to catalyze climate action and collective resolve to attain the United Nations’ Sustainable Development Goals, while leaving no one behind.

Proposed Goals for POP Festival 2024

1. Amplify voices, policy action, and the role of successful climate action models and exemplary practices that urgently need to be scaled-up.
2. Showcase and promote youth-led climate adaptation and mitigation efforts, especially initiatives led by women and girls, among an intergenerational and multisectoral audience. Prior to the POP Festival 2024 capacities of a large number young women climate leaders will be built, developed, and strengthened.
3. Foster and strengthen partnerships among all stakeholders and groups to urgently tackle the issue of climate change.
4. Demonstrate indigenous knowledge and wisdom; and innovative practices necessary for climate action and achieving the UN SDGs, while leaving no one behind.
5. Celebrate the role of sports, music, dance, art, and creativity in identifying creative solutions, nurturing hope, and building a global movement based on the principle of *Vasudhaiva Kutumbakam* (the universe is one family).

It is proposed that the POP Festival 2024 will witness the creation of the largest mural of art representing action to Protect Our Planet and launch of the “POP-Patchy Cricket and Golf Tournaments” in the honor of our founding father, Late Dr. R.K. Pachauri.
Links to Past POP Festival Events
International Conference & POP Festival for Youth-Led Climate Action, 2021
International Conference & POP Festival for Youth-Led Climate Action, 2020
International Conference & POP Festival for Youth-Led Climate Action, 2019

POPFestival Film 2021| The International Conference and POP Festival for Youth-Led Climate Action, 2021
Special session on Women in leadership role, POP Fest 2021
POPFestival Film 2020| International Conference & POP Festival for Youth-Led Climate Action POP Festival 2020
POPFestival Film 2019| International Conference & POP Festival for Youth-Led Climate Action I POP Festival 2019

POPFestival Partner | World Sustainable Development Forum
WSDF 2020 Film | #WSDF2020, Durango, Mexico | Vision towards limiting warming to 1.5 degrees Celsius

Upcoming Festivals
POPFestival USA Fest April 2023
POPFestival Latin America Fest May 2023

www.thepopmovement.org