



POP FESTIVAL 2024

International Conference and POP Festival for Youth-Led Climate Action

Location: New Delhi, India

Venue: India Habitat Center

Date: February 3, 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)—and his son, Dr. Ash Pachauri, who now leads the organization. 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](#))

Since its inception, the POP Movement has reached 2.3 million youth in [127 countries](#) in collaboration with 429 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 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](#) 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.

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 POP Festival has recently been recognized by the G20's Civil Society Group (Sustainable and Resilience Communities Working Group) as a global best practice (Udharan) with high positive impacts, shortlisted from many successful projects from G20 nations around the world.



Proposed themes for the 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 build **collective resolve** to attain the United Nations' Sustainable Development Goals, while leaving no one behind.

By bringing together various stakeholders, including global leaders, experts, and youth that the POP Movement has been working with, the POP Festival will focus on, but not limit to: climate and health, use of technology in climate action, role of women in sustainability leadership, and action-oriented strategies to address the challenges of climate migration and other risks from the perspective of equity and justice. The POP Festival will also serve as a platform to communicate the learnings of the POP Movement's participation at the COP28. The event will be in hybrid mode, with in-person participation of youth from Delhi-NCR region in India and online participation from across the world.

Goals of the 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 of 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. Advocate for action to address the growing threats to Planetary Health, with focus on the climate-health nexus.
5. Demonstrate indigenous knowledge and wisdom; and innovative practices necessary for climate action and achieving the UN SDGs, while leaving no one behind.
6. 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 commemorate an RK Pachauri memorial event in the honor of our founding father, Late [Dr. R.K. Pachauri](#).

Proposed Outcomes and Follow-Up

1. Notable projects presented during the POP Festival will receive the prestigious ***RK Pachauri Award for Youth-led Climate Action*** and the ***John “Mac” McQuown Award for Youth-led Climate Technology and Innovation*** for the year 2024.
2. Young people intending to conceive a climate action project or engage in one, will receive capacity building, mentorship, and networking opportunities from the POP Movement (and its network of partners). For a long-term and sustained impact, the POP Movement will collaborate with some identified projects, and mentor and amplify them as POP Climate Initiatives.
3. A network among all stakeholders (academia, civil society, businesses and corporates, governments, think-tanks, media, and so on) will be created for youth-led climate action to facilitate synergies and co-participatory actions. For all partners and sponsors involved, this would create **intergenerational** and **multisectoral** opportunities to **catalyze climate action** and build **collective resolve** to attain the SDGs.
4. A “*POP 2024 Declaration*” will be pledged and translated into action at the policy and ground levels by the stakeholders involved in the festival.