

ANNUAL REPORT

JULY 2024 - JUNE 2025



CONNECT4CLIMATE



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| INDEX

ACKNOWLEDGEMENTS	4
WHAT WE DO	5
HOW WE DO IT	6
WHO WE WORK WITH	7
RECENT HIGHLIGHTS	8
YOUNG CLIMATE INNOVATORS	9
YOUTH ENGAGEMENT AT HIGH-LEVEL FORA	10
COP29 EXPERT CORNER	10
YOUTH4INNOVATION	11
MY PIECE OF THE PUZZLE	12
COP30 BRANDING CHALLENGE	12
X-RAY FASHION UPCYCLED	12
MAX THABISO EDKINS CLIMATE AMBASSADOR PROGRAM	13
YOUTH-LED STORYTELLING	13
REACH AND RESULTS	14
STORIES OF IMPACT	15
PLANET WEEK ILLUSTRATION WINS PRESTIGIOUS AWARD	16
A CLIMATE AMBASSADOR IS INSPIRED TO LAUNCH HER OWN AI START-UP	16
WHERE WE'VE BEEN -> WHERE WE'RE GOING	17



At Connect4Climate (C4C), the power of partnerships is at the core of our strategic vision, and so we must first acknowledge the support, solidarity, and synergy that we are grateful to receive from our broad network of partners.

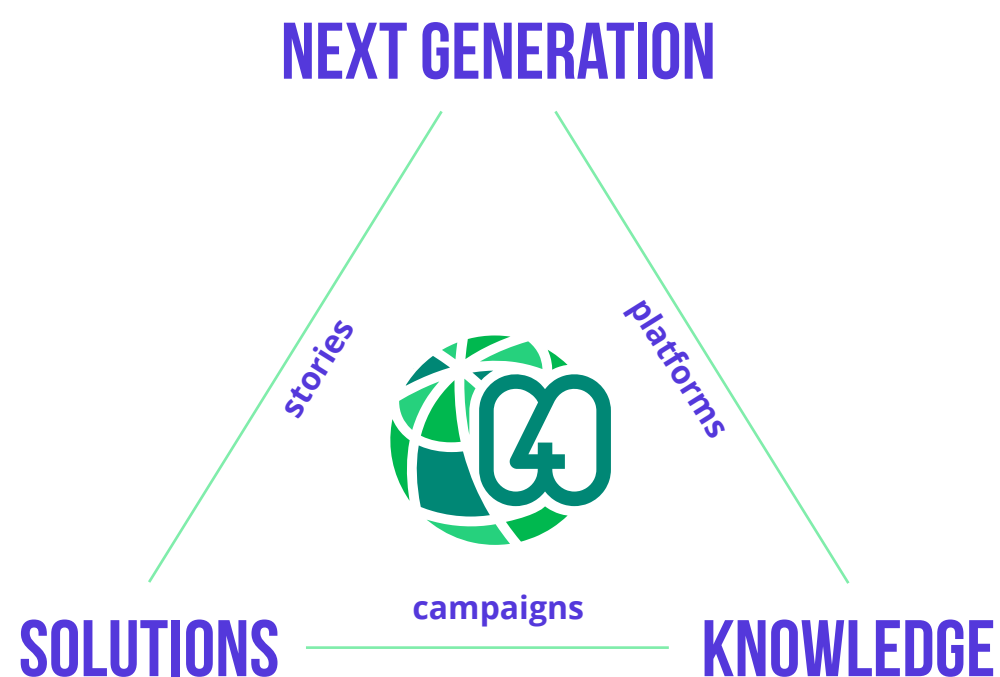
Our Knowledge Partnership Program has grown over the life of C4C to include more than 500 partner organizations around the world, each contributing its own unique ethos, experience, and expertise to the many activities we undertake each year. We would especially like to thank our donor partners, the Italian Ministry of Environment and Energy Security and the German Federal Ministry for Economic Cooperation and Development. Without their generous support, C4C would not have been able to grow in scale and impact. Finally, we are grateful to the World Bank Group for hosting C4C and specifically to our colleagues within External Corporate Relations for their inspiring dedication to ending poverty on a livable planet.

ACKNOWLEDGEMENTS

WHAT WE DO

Connect4Climate (C4C)
is a partnership
for a livable planet.

We put the right people in the room to co-create innovative solutions that have real impact on the ground and tell stories that elevate this action for a global audience. C4C has a robust and trusted network of partners from all over the world that we collaborate with, ranging from youth, private-sector companies, and creative-industry leaders to civil society, academic institutions, and international organizations. Working together with this global community, we develop each year a set of innovative stories, campaigns, and platforms that create connections between the next generation, transformative knowledge, and real-world solutions for a resilient future.



Our workplan is anchored in the World Bank Group mission to end extreme poverty and boost shared prosperity on a livable planet. We believe that involving the next generation in this mission is imperative, which is why **youth inclusion and intergenerational solidarity cut across all that we do**. C4C projects aim to strategically integrate the innovative power of young people, World Bank knowledge, and tangible solutions that our partners — in civil society, the private sector, the creative industries, and academia — are developing and implementing on the ground, with a specific focus on contributing to the following outcome areas of the World Bank Group Scorecard: Green and Blue Planet and Resilient Populations; Sustainable Food Systems; Affordable, Reliable and Sustainable Energy for All; More Private Investment; and More and Better Jobs.





HOW WE DO IT

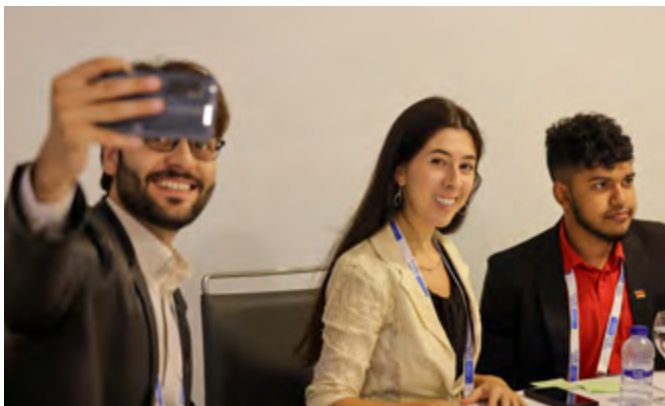
We can sum up our way of working in four words: connect, create, communicate, change. We start by connecting diverse stakeholders — from students to filmmakers, fashion designers to business leaders, musicians to policymakers — and building networks **where relationships are nurtured, trust is fostered, and creativity is encouraged.** Leveraging the unique partnerships and collaborations that emerge from this dynamic community, we create spaces conducive to the generation of novel approaches to today’s intertwined global challenges. As expert communicators, we then amplify these solutions through imaginative, innovative, and experiential storytelling that aims to change how we approach these challenges and activate a new generation of changemakers. These actions, in turn, inspire new partnerships and collaborations, reigniting the sequence: **connecting, creating, communicating, and changing our collective path towards a livable future.**



PLATFORMS
that **CONNECT** stakeholders to **CREATE** innovative solutions and targeted coalitions



STORIES
that **COMMUNICATE** what works and amplify diverse perspectives



CAMPAIGNS
that **CHANGE** how we tackle big challenges and empower new collaborators to **CONNECT**

WHO WE WORK WITH

Connect4Climate continues to bolster and expand **our Knowledge Partnership Program, which now includes over 500 organizations from 83 countries**. The program is a perennial asset that enables strategic partnerships while positioning C4C as a key player globally, particularly around youth engagement, creative climate action, and intergenerational collaboration. Alongside this dedicated network of partners, we maintain strong relationships with young people and youth coalitions worldwide. With the selection of a fourth cohort of **Max Thabiso Edkins Climate Ambassadors**, the global network of program alumni and current ambassadors **surpassed 600 young people** from **155 countries**. This is a passionate community of youth eager to engage with us, dedicated to multilateral collaboration, empowered with knowledge and skills from World Bank experts and C4C partners, and committed to driving change in their communities. This year, C4C's partner networks facilitated a range of new opportunities for collaboration and stakeholder engagement.

We strengthened our relationship with YOUNGO, which, as the official youth constituency of the UNFCCC, **plays a crucial role in advancing youth participation** in climate policymaking processes. This partnership facilitated cross-promotion of C4C and YOUNGO initiatives across a diverse network of youth, built trust within the international youth climate movement, and resulted in a dedicated learning session where the 2025 Max Thabiso Edkins Climate Ambassadors learned about YOUNGO's work at the local, regional, and global levels.

A new collaboration with Six Seconds, an organization dedicated to **increasing the world's emotional intelligence**, resulted in C4C and Climate of Emotions organizing a workshop for 2025 Max Thabiso Edkins Climate Ambassadors that acknowledged the widespread phenomena of eco-anxiety gripping younger generations by encouraging the ambassadors to reflect on their feelings around climate change and explore resilience strategies to cope with its emotional dimensions.

In organizing this year's Youth4Innovation workshop, C4C drew on existing academic and think-tank partners, such as Climate-KIC and the Polytechnic University of Turin, while **engaging new partners from the private sector** with expertise in renewable energy, generative AI, carbon offsetting, architecture, design, and waste management. **We brought this diverse group together with young changemakers** from our alumni network to forge new intergenerational collaborations.





RECENT HIGHLIGHTS

“Youth have the ideas, they have the solutions. It is now time for them to think innovatively and also see how they can effectively deliver their results and maximize impact in their community.”

— Lukhani Rogol
Parliamentary Staffer, United Kingdom



YOUNG CLIMATE INNOVATORS

JUNE 2025 | SEVILLA, SPAIN

PLATFORMS



“Being part of the Young Climate Innovators program was nothing short of inspiring — it exceeded all my expectations. Coming from a country that deeply feels the impacts of climate change, I returned home with a reinforced sense of purpose. This program reminded me that, while we already know the problem, the real task lies in becoming part of the solution. Seeing how committed and passionate my fellow participants were gave me hope. If we try — and try from the heart — we can truly be changemakers. Youth have a critical role to play, and this experience has made that clearer than ever.”

— **Usama Khalid**
2024 Max Thabiso Edkins
Climate Ambassador from Pakistan

Together with Innovate4Climate (I4C), we were excited to host the 3rd edition of the Young Climate Innovators program, which aims to unlock the power of youth to accelerate action and integrate intergenerational perspectives into the annual I4C conference. Twelve young changemakers with expertise in fields such as green entrepreneurship, sustainable energy, climate-smart agriculture, and climate policy were selected from the alumni community of the Max Thabiso Edkins Climate Ambassador Program to participate. Hailing from Brazil, China, Cyprus, Germany, India, Italy, Jamaica, Kenya, Trinidad and Tobago, Nepal, Pakistan, and Tunisia, this cohort brought unique perspectives and insights to Sevilla. To facilitate meaningful intergenerational collaboration between the Young Climate Innovators and other conference attendees, C4C organized a full-day Youth4Innovation design thinking workshop in which the innovators joined forces with representatives from the private sector and academia to co-create new solutions. Several additional engagements were arranged by C4C to encourage intergenerational exchanges and create capacity-building opportunities, including:



A roundtable discussion with Valerie Hickey, Global Director of Climate Change at the World Bank, which provided a unique opportunity for participants to learn about the Bank’s work on climate and how it relates to what they are each doing in their communities.

An informal meet-and-greet with Axel van Trotsenburg, Senior Managing Director of the World Bank, which facilitated a candid exchange of ideas and provided the opportunity for further dialogue with the young innovators.



A presentation from a representative of PCT Cartuja, a renowned scientific and technological park hosting 567 companies, start-ups, training centers, and research institutions, which offered insight into international partnerships and innovation ecosystems.

Storytelling activities that captured the Young Climate Innovators’ experiences and facilitated intergenerational conversations with members of the private sector, World Bank management, and carbon market experts.



YOUTH ENGAGEMENT AT HIGH-LEVEL FORA

OCTOBER – NOVEMBER 2024
BAKU, AZERBAIJAN + VIRTUAL

CAMPAIGNS

COP29

In partnership with the COP28 and COP29 Youth Climate Champion (YCC) teams, and with the support of the UNFCCC Secretariat, C4C organized a series of Youth Dialogues on Inclusive Climate Finance in advance of COP29, which was hosted in Azerbaijan. Two virtual dialogues gave young people from around the world, and specifically the Central Asia region, the opportunity to learn more about the World Bank Group's role in the global climate finance agenda and prepared them to participate in the upcoming COP conference. The first session, led by Nancy Vandycke, Senior Advisor at the World Bank's Planet Vice Presidency, provided an open platform for youth to learn about the institution's mandate, structure, and work on climate finance, offering overviews of the International Development Association (IDA) and the New Collective Quantified Goal on climate finance (NCQG) and drawing connections to COP29 priorities. The second dialogue, led by Urvashi Narain, Lead Technical Specialist at the World Bank, was a closed-door session that centered on climate finance in Central Asia. Members of the COP29 Youth Delegates Program representing nine Central Asian countries were invited to learn about Bank projects relevant to their region, particularly those with an emphasis on youth inclusion. The dialogues allowed participating youth to share their own policy priorities and engage in a candid exchange on how to enhance inclusivity in climate finance as the world works toward the goals laid out in the recent UAE Consensus.

To share outcomes from the virtual dialogues, C4C hosted an in-person event at the COP29 World Bank Group Pavilion on November 18, 2024, in partnership with the COP29 YCC Presidency and the UNFCCC. The panel discussion focused on how to advance Inclusive Intergenerational Climate



"We are looking forward to age-responsive climate finance. We have to invest in the next generation, because we are leaving this planet and all the problems and challenges to them. So, whatever we decide now will affect their future."

— **Leyla Hasanova**
COP29 Youth Climate Champion

Finance and featured Leyla Hasanova, COP29 Youth Climate Champion; Bianca Garvin, from YOUNGO's Finance and Markets Working Group; and Stéphane Hallegatte, Senior Climate Change Adviser at the World Bank.



Photo by Antonio Souto

WORLD BANK GROUP / IMF ANNUAL MEETINGS

During the Parliamentary Forum at the 2024 Annual Meetings, C4C spoke with young members of parliament from seven different countries including Egypt, Tanzania, Zambia, Luxembourg, France, Jamaica, and Kenya who shared their perspectives on climate policy, meaningful youth inclusion, and job-related issues for young people, with reference to their own national contexts and their experiences engaging with constituents. C4C also marked End Poverty Day 2024 by gathering messages of hope and action from young people across its global network. Youth climate leaders such as Elizabeth Wathuti from Kenya, along with Max Thabiso Edkins Climate Ambassadors from countries including Kazakhstan, the Philippines, Mexico, Italy, Nigeria, Brazil, the United States, Yemen, and Afghanistan, participated in the campaign – each sharing their commitment to environmental sustainability and inspiring fellow young changemakers.

COP29 EXPERT CORNER

STORIES

The Expert Corner series serves to foster intergenerational knowledge exchange between World Bank Group experts and up-and-coming climate leaders from the C4C youth network. These candid interviews enable participants to learn from each other, gaining new perspectives and insights while trading experiences and solutions that enhance the audience's understanding of how solutions are being implemented across the world.



YOUTH4 INNOVATION

JUNE 2025 | SEVILLA, SPAIN

PLATFORMS

Youth4Innovation is designed to bridge generational, sectoral, and cultural gaps by facilitating a meaningful exchange of knowledge and experience between private-sector experts and up-and-coming innovators. Following on from last year's pilot event at Planet Week in Turin, C4C organized a day-long workshop as part of the Young Climate Innovators program at Innovate4Climate. On the day of the workshop, participants joined small intergenerational working groups focused on specific challenges within three thematic areas: Jobs, Resilience, and Investment. Together, these groups were guided through a series of design thinking activities to define their respective challenges, ideate solutions, and develop implementation pathways to bring those solutions beyond the workshop and into the real world. The objective of the day was to harness the power of intergenerational cooperation and iterative design thinking to develop new approaches and actionable solutions that could be taken back to the participants' companies, organizations, and communities.

The workshop utilized the Double Diamond design thinking methodology to facilitate creative problem solving and innovative idea development, beginning with the discovery and definition of challenges to overcome and ending with the development of concrete solutions and accompanying delivery plans. This interactive and participatory process guided the working groups through the "four W's": what is, what if, what wows, and what works. Resources and active facilitation were provided

"The workshop was the perfect place for inter-stakeholder collaboration. We really got the opportunity to meet people from different sectors and come together to start from a blank page. It provided us the safe space to think our ideas out loud, and I think that is something that is really missing in the real world."

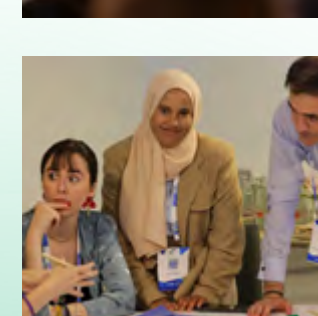
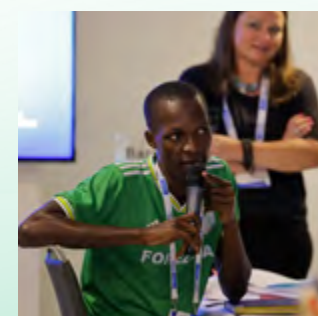
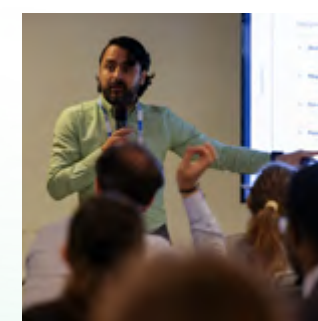
— Sanjana Chhantya
2024 Max Thabiso Edkins
Climate Ambassador from Nepal



during the workshop to ensure a productive and inspiring experience as participants tackled real-world challenges together. The workshop's guiding themes were derived from outcome areas of the World Bank Group Scorecard that are essential to creating a world free of poverty on a livable planet: More and Better Jobs, Resilient Populations, and More Private Investment. Two working groups were assigned to each theme, co-creating intergenerational blueprints that were presented at the end of the day.



The workshop underscored the significance of intentional intergenerational collaboration in addressing a perceived lack of trust between the private sector and youth and bridging the gap in how success is defined and evaluated by these two groups. Young people have expressed feeling excluded and underestimated, while business leaders are unsure how to tap into the innovation of younger generations when their track records and experience are so limited. Participants valued the opportunity to work within groups of diverse ages, reporting that it helped open their eyes to alternative viewpoints and values and facilitated the creation of solutions that were bolder, more sustainable, and more relevant to multiple generations. The majority of participants felt confident that they had created lasting connections during the workshop, enhancing a sense of community and shared purpose. Two thirds of the group felt that the solutions they developed together have the potential to be enacted in the real world, while a third reported that they aim to implement some of the proposals going forward. Following the workshop, more than 80% of participants informed us they were keen to find additional opportunities for intergenerational collaboration.



"Sometimes we have an idea of the challenges related to green jobs for youth, but there are lots of other challenges that we didn't have in mind and that of course exist. This exchange allowed us to see other realities and how everyone has a different view – it was very enriching."

— Cristina Moral
Senior Analyst – Climate Policies and
International Alliances, Iberdrola

MY PIECE OF THE PUZZLE

STORIES

My Piece of the Puzzle is a video series that features changemakers from across the world describing how they are each contributing to the climate solutions space while highlighting how these small actions connect and build into large transformations.



COP30 BRANDING CHALLENGE

CAMPAIGNS

MAY-JUNE 2025 | VIRTUAL

In the lead-up to COP30, C4C collaborated with the Italian Ministry of Environment and Energy Security and the Italian Ministry of Foreign Affairs and International Cooperation to launch the Italy COP30 Branding Challenge, a call for Italian designers and creatives aged 18-30 to submit bold logo concepts for a chance to have their work showcased at the upcoming climate conference in Belém, Brazil. While the campaign had a narrow target audience and required the creation of a robust and detailed design concept, over one hundred young Italians seized this unique opportunity to decide how their country would represent itself at a high-level international forum. The winning proposal will be announced during summer 2025, with the winner(s) invited to attend the Venice Biennale of Architecture for the official unveiling of AquaPraça, a dynamic public installation that will be presented at COP30. An esteemed jury comprising experts from C4C,

il tuo logo



ITALY COP30
Branding
Challenge

Carlo Ratti Associati, and both above-mentioned Italian ministries will evaluate the submissions based on originality and distinctiveness, clarity of messaging, thematic consistency, technical quality, and versatility. The winning design will be used to brand the official Italian Pavilion at COP30, highlighting youth innovation and creativity on a global stage and providing inspiration to other national governments for innovative youth engagement strategies.

“The experience of X-Ray Fashion struck me deeply because of how real it felt. It made me reflect on the true cost of a garment, beyond the price tag, and on how our consumer choices can influence entire supply chains... and other human beings, even if they’re far from us.”

— **Serena Fin**
X-Ray Fashion Participant



Photo by Albert Douglas Quayson

X-RAY FASHION UPCYCLED

STORIES

X-Ray Fashion – Upcycled, a technologically enhanced upgrade of the award-winning immersive experience exploring the social and environmental impacts of fast fashion, exhibited at the Copenhagen International Fashion Fair and travelled to Washington DC for the World Bank Youth Summit. Originally produced as the result of C4C’s Uniting4Climate VR competition in 2018, X-Ray Fashion continues to harness the latest digital technologies to bring this impactful story to life for audiences around the world.

MAX THABISO EDKINS CLIMATE AMBASSADOR PROGRAM

FEBRUARY-SEPTEMBER 2025 | VIRTUAL

PLATFORMS



At the beginning of 2025, C4C and the World Bank Group's Youth-to-Youth (Y2Y) community's Global Youth Climate Network (GYCN) launched the fourth edition of the Max Thabiso Edkins Climate Ambassador Program. Chosen from over 3,300 applications, the new cohort of 150 ambassadors represents 114 countries, reflecting the program's global reach and diversity. This group has an average age of 26 years old and is 56% women. Africa leads in regional representation, with almost a third of ambassadors hailing from that continent.

Participants in the 2025 edition of the program had the opportunity to engage with World Bank Group experts and knowledge partners from C4C and GYCN. They explored critical topics such as the blue economy, gender, climate finance, climate anxiety, communications, and advocacy. A comprehensive series of 18 learning sessions designed exclusively for the 2025 ambassadors welcomed a wide variety of guests from World Bank Group leadership, including Valerie Hickey, Global Director, Climate Change; Saroj Kumar



"Being an Max Thabiso Edkins Climate Ambassador means connecting with people and truly bringing energy to spark new ideas and solutions for climate action."

— Aurora Audino
2024 Max Thabiso Edkins
Climate Ambassador from Italy

Jha, Global Director, Water Global Practice; Nancy Vandycke, Senior Advisor, Planet Vice Presidency; and Demetrios Papathanasiou, Global Director, Energy and Extractives.

The program also provided the 2025 cohort with vital networking opportunities, including regional networking sessions as well as alumni gatherings that facilitated the exchange of insights and experiences across different generations of climate ambassadors. Further sessions offered participants the chance to learn from other programs and initiatives, such as the Youth Negotiators Academy. These engagements exposed ambassadors to a wide range of strategies for maximizing on-the-ground impact, enhancing their ability to develop

and implement effective actions of their own in the final stage of the program. To date, Max Thabiso Edkins Climate Ambassadors have completed more than one thousand climate actions in their local communities. These include: the organization of a Climate Storytelling Bootcamp in Mongolia; the development of a Climate Education Bill to integrate climate knowledge into school curricula in Paraná, Brazil; and the launch of a campaign to boost organic food production in Kathmandu, Nepal. Ambassadors have also spread climate awareness by organizing webinars and other online engagements, training female climate leaders, launching their own start-ups, and mounting tree-planting drives.

YOUTH-LED STORYTELLING

STORIES



C4C prides itself on providing a platform for vital youth perspectives and ideas. This past year, we worked with guest contributors including environmental journalist Jihane Ziyane ("Climate Journalism Needs to Motivate Action, Not Discourage It") and travel blogger Lesley Hoffstadt ("How Food Choices When Traveling Affect Your Carbon Footprint") to publish articles to our homepage drawing on their own lived experiences to offer insights into pressing climate issues. We also platformed high-impact stories from our network of partner organizations, including WomenStrong International ("Climate, Conflict, and Girls: Time for Action") and Resilient Foundation ("8billion: Empowering Young Filmmakers Across the Sahel").

Photo by Aché Ahmat Moustapha

REACH AND RESULTS

Connect4Climate has continued to refine our social media approach to ensure our platforms, stories, and campaigns achieve maximal reach and impact. On LinkedIn, where we are ramping up our presence to engage more directly with a loyal youth audience hungry for opportunities, we logged roughly **115,000 impressions**, with our follower count exhibiting tremendous growth (**410% in June** alone) and our engagement rate well in excess of industry benchmarks. Our LinkedIn audience exhibits remarkable geographic diversity, with engagement divided among countries in Africa (Kenya chief among them), Europe, North America, and all over the world. We have also kept up momentum on our YouTube channel, where we logged over **half a million new views** this year, and maintained steady quarterly growth in our following on Instagram, where our latest content has accrued roughly **150,000 views**. Views across our suite of GIPHY stickers have surpassed **8.7 million** and continue to grow year-on-year. Across the board, the demographic we engage most reliably is **young professionals aged 25-34**, who come to C4C channels seeking community, resources, creative storytelling, and informative content that can guide them through the next stages of their early careers.

Connect4Climate also reached and energized a **community of over 19,500 newsletter subscribers** this past year, delivering updates, stories, opportunities, and educational resources. We have significantly expanded our communications outreach, engaging partners and other youth groups, organizations, and educators around key moments such as #EndPovertyDay, Innovate4Climate, COP29, the Max Thabiso Edkins Climate Ambassador Program, WBG/IMF Spring Meetings, and the COP30 Branding Challenge. In the past year, C4C email campaigns achieved an **average open rate of 45.5%**, which is well above industry benchmarks and has increased by roughly a third from two years ago. The average click rate for our newsletters is almost **double industry benchmarks**, showing that C4C audiences are engaging with our content frequently and deeply. These results have been achieved by nurturing relationships within our partnership network and tailoring our messaging to the specific needs and interests of each audience.





STORIES OF IMPACT



“The Max Thabiso Edkins Climate Ambassador Program has greatly influenced how I think about the work I do today. It pushed me to think beyond simply developing an ocean farm, encouraging me to consider policies and align our work with the broader objectives of the future. It shifted my perspective from seeing climate action as an isolated solution to viewing it as part of a wider effort - one that expands our reach not only within my Caribbean region, but across the global South.”

— Nicholas Kee
2024 Max Thabiso Edkins
Climate Ambassador from Jamaica



PLANET WEEK ILLUSTRATION WINS PRESTIGIOUS AWARD

Margherita Caspani's illustration "New Life – Recycling," which beautifully captures how day-to-day "waste" can be transformed and given fresh purpose, won Gold at the Society of Illustrators Awards. Commissioned by the Italian Ministry of Environment and Energy Security, Palazzo Madama, and Connect4Climate for the Change! Project, the piece was showcased during Planet Week in Turin ahead of the 2024 G7 Ministerial Meeting on Climate, Energy, and Environment. Its recognition within the Society of Illustrators is a call to action for the illustration community to embrace art's changemaking capacity in sparking conversation, sharing knowledge, and motivating viewers to take tangible action.

A CLIMATE AMBASSADOR IS INSPIRED TO LAUNCH HER OWN AI START-UP



As a city councilor in Heilbronn, Germany, Isabell Steidel was already deeply engaged in climate action, working to address both local and global sustainability challenges. However, the Max Thabiso Edkins Climate Ambassador Program gave her the tools and motivation to take her action to new heights. "While I'd been making a difference, I could be creating even more tangible impact," she recalls thinking. Through the program's sessions on climate finance, innovation, and leadership, she learned that challenges like recycling system inefficiencies were not merely problems to manage, but opportunities to innovate. "This awakening led me to found my [own] startup after completing the program, combining artificial intelligence with sustainability to solve the recycling challenges I'd observed for years," she says. Isabell's experience as a Max Thabiso Edkins Climate Ambassador provided her with not just the knowledge she needed to make an impact, but also the confidence and innovative entrepreneurial spirit. Now, Isabell's AI-powered solution helps her community navigate complex recycling systems across language barriers. And she says she couldn't have done it without "the encouragement of my peers, the wisdom of our mentors, and the profound truth the program taught me."

WHERE WE'VE BEEN

Connect4Climate (C4C) was launched in 2011 as the flagship program of the Communication for Climate Change Multi-Donor Trust Fund (CCC MDTF), which is hosted by the World Bank Group and supported by Italy's Ministry of Environment and Energy Security and Germany's Federal Ministry for Economic Cooperation and Development. The program was set up to enhance climate awareness, promote innovative solutions, and mobilize diverse coalitions for climate action. After **over a decade of results building engaging platforms, telling compelling stories, and implementing impactful campaigns**, we have extended the trust fund's closing date to 2030 to align with the international Sustainable Development Agenda. This extension is paired with a five-year strategic plan that proposes a nimble yet high-impact approach leveraging C4C's **expertise in intergenerational collaboration, creative communication, knowledge sharing, and strategic partnerships**.



WHERE WE'RE GOING

C4C's 2025-2030 strategy will revolve around **connecting the private sector and young people to re-imagine the future of jobs** and ensure that the next generation has the opportunity to thrive on a livable planet. By developing creative competitions, building innovative coalitions, and nurturing our global youth networks, C4C will facilitate **intergenerational collaboration to co-create new and exciting stories, approaches, and solutions** in key sectors. We believe that this sort of cross-cutting collaboration has the potential to be transformative at a moment when we are facing unprecedented challenges: climate change, biodiversity loss, inequality, and an uncertain future. Upcoming workplans will continue to be rooted in C4C's signature creativity and vibrant visual identity, which enable us to **communicate diverse solutions, knowledge, and perspectives in uniquely impactful ways**. As ever, our work will be strengthened by longstanding partnerships with leaders from the creative economy — including prominent organizations from the film, fashion, sport, and music industries — which position C4C at the center of both cultural and environmental conversations and allow us to create change on a global scale. Aligning C4C's strategic goals with the World Bank Group Scorecard while holding on to what makes C4C unique, we will continue connecting, creating, and communicating to build long-lasting change for future generations.

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