

PGC2025 Day 25 Greenest Challenge - "Carbon Conversations & Community Action Toolkit"

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Team Name Action For World.

Introduction: My PGC2025 Video Challenge Journey

This document details my response to the PGC2025 challenge of designing a youth-led project and creating a video pitch. Building on my exploration of Citizens' Climate Lobby (CCL) and inspired by the Earthshot Prize, I've conceptualized the "Carbon Conversations & Community Action Toolkit" to address a critical gap in climate advocacy. This document outlines the project idea, its rationale, the structure of the video pitch, and the accompanying Instagram post.

Challenge : Youth-Led Project - "Carbon Conversations & Community Action Toolkit"

Original Challenge Prompt: "Explore the Earthshot Prize and 2025 Winners & Finalists to see how innovators are tackling the planet's biggest challenges through creativity, collaboration, and measurable impact. Building on the issue and organization you chose earlier, design a youth-led project, campaign, or initiative that addresses a related problem. Consider: What action would you take, and who would it connect? What change do you want to see? What would success look like in your school, community, or region? Create a 1–2 minute video pitch introducing your idea. Walk us through your personal awareness → action → impact pathway: What issue inspired you, and why do you care? What change do you want to see? How could you begin turning this idea into reality? Share your video on Instagram with a short caption summarizing your idea and one first step you'll take. Tag @TurningGreenOrg, @earthguardians, and @citizensclimate, and include #PGC2025."

1. My Youth-Led Project Design: "Carbon Conversations & Community Action Toolkit"

- **Issue Inspired By:** I've identified the ongoing challenge of effectively engaging local communities, especially youth, in climate policy discussions. Specifically, it's about making complex topics like Carbon Fee and Dividend relatable, accessible, and actionable for a younger audience. This addresses the gap between general climate awareness and specific policy advocacy.
- **Why I Care:** My previous exploration of Citizens' Climate Lobby (CCL) highlighted the immense power of informed citizens in driving policy change. I believe that equipping my generation with user-friendly resources to understand and advocate for effective climate solutions is crucial, as climate change directly impacts our future.
- **My Project Idea:** I plan to develop and distribute a comprehensive, user-friendly, and locally relevant "Carbon Conversations & Community Action Toolkit." This toolkit would be designed by youth, for youth, and their broader communities, to initiate constructive dialogues and localized actions related to carbon pricing and other climate solutions.

What Action Would I Take, and Who Would It Connect?

1. **Develop the Toolkit:** I would create the core content for the toolkit. It would feature simplified explanations of carbon pricing (specifically Carbon Fee and Dividend), illustrating its local benefits (e.g., potential economic impact on families, encouragement of local clean energy development). It would include interactive elements such as easy-to-understand infographics, short video explainers (e.g., animated shorts), discussion guides tailored for family or friend gatherings, and a "policy postcard" template designed for sending to local and national representatives. Examples and context would be specifically tailored to Pune/Maharashtra.
2. **Pilot Workshops/Training:** I would organize and conduct workshops (both online and in-person) at various venues such as schools, community centers, and youth groups. These workshops would train youth leaders on how to effectively use the toolkit. This would connect students, local youth leaders, teachers, parent-teacher associations, local community groups, and potentially local elected officials.
3. **Community Outreach "Carbon Conversation Circles":** I would encourage and facilitate youth to host informal "Carbon Conversation Circles" within their personal networks, utilizing the toolkit to guide discussions with their families, friends, and neighbors. This action directly connects families, neighbors, and local businesses in climate dialogue.
4. **Advocacy "Postcard Blitz":** I would organize a coordinated advocacy effort where youth and community members actively send personalized postcards (using the pre-designed template from the toolkit) to local and national policymakers, expressing informed support for effective climate policy. This directly connects informed citizen voices with their elected officials.

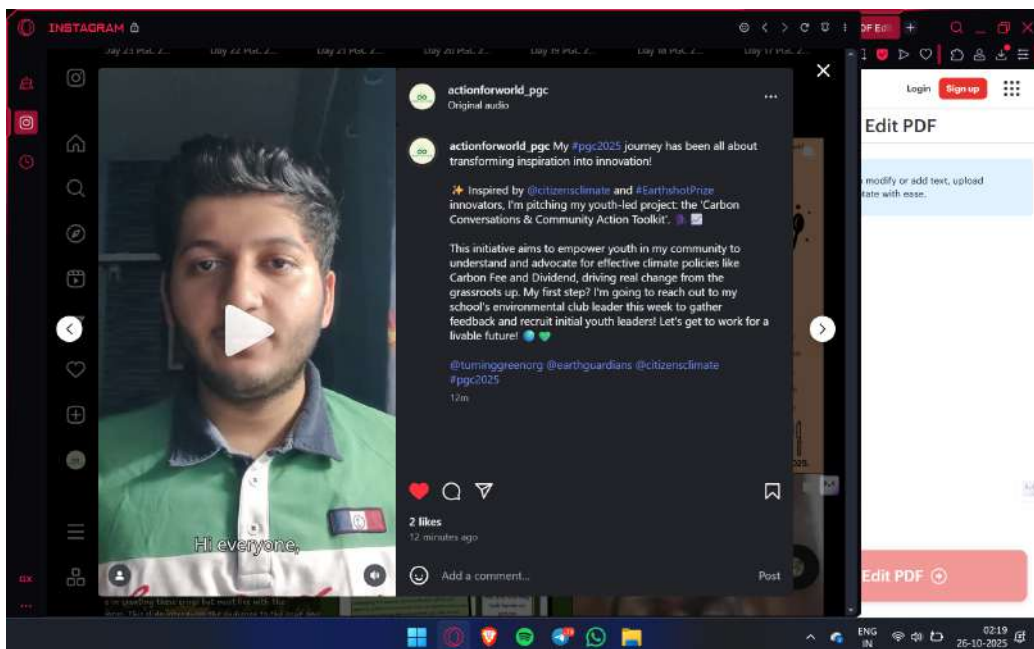
What Change Do I Want to See?

- **Increased Understanding:** I want to see a youth population and broader community in Pune that is better informed about carbon pricing and its potential as a powerful, equitable climate solution.
- **Empowered Advocacy:** I envision a significant increase in youth actively participating in climate policy discussions and confidently advocating for tangible policy changes.
- **Local Dialogue:** I aim for climate policy discussions to move from abstract, national-level debates to tangible, relatable conversations within families, schools, and communities.
- **Support for Policy:** I hope for increased public and political will at both local and national levels for the implementation of effective climate policies, such as Carbon Fee and Dividend.

What Would Success Look Like in My School, Community, or Region?

- **School:** "Carbon Conversation Circles" would become a regular, recognized activity within school environmental clubs and curricula. Students would be able to confidently discuss carbon pricing and climate policy in debates and projects. School administration might even consider officially endorsing or advocating for such policies.
- **Community:** Local community centers would regularly host "toolkit" events and workshops. Local news outlets would feature stories on youth-led climate policy discussions. There would be a measurable increase in the number of policy postcards sent to local representatives.
- **Region (Pune/Maharashtra):** I would see a noticeable and positive shift in local and regional discourse towards accepting and actively advocating for market-based climate solutions. Local leaders would actively seek engagement with youth advocates on climate policy matters.

2. Instagram Post



My #PGC2025 journey has been all about transforming inspiration into innovation!

✨ Inspired by @citizensclimate and #EarthshotPrize innovators, I'm pitching my youth-led project: the '**Carbon Conversations & Community Action Toolkit**'.



This initiative aims to empower youth in my community to understand and advocate for effective climate policies like Carbon Fee and Dividend, driving real change from the grassroots up. My first step? I'm going to **reach out to my school's environmental club leader this week** to gather feedback and recruit initial youth leaders! Let's get to work for a livable future! 🌍💚

@TurningGreenOrg @earthguardians @citizensclimate #PGC2025
#YouthForClimate #ClimatePolicy #ActionForImpact #Innovation