

# FORCE<sup>OF</sup> NATURE

The youth nonprofit  
**mobilising mindsets**  
for climate action





# 70% of young people feel hopeless about the climate crisis<sup>(1)</sup>

The climate crisis is already upon us, and science tells us we have less than a decade to prevent irreversible damage.

Gen Z have inherited this challenge. Millions of young people have taken to the streets globally to protest climate inaction, yet we've been met with vague promises and incrementalism.

In response to widespread inaction, **56% of young people** believe that humanity is doomed.<sup>(2)</sup>

1) The rise of eco-anxiety <https://www.forceofnature.xyz/research>

2) 56 Percent of Young People Think Humanity Is Doomed <https://www.vice.com/en/article/88nnpn/fifty-six-percent-of-young-people-think-humanity-is-doomed>





“I feel constant anxiety that the climate is seriously worsening but there seems to be almost nothing you can do about it as an individual... and so many people don't seem to care.”

- **Catrina, Australia**

“I don't want to have children because I don't know what kind of world I'll be bringing them into.”

- **Yaashree, India**

“I have experienced eco-anxiety since I was an adolescent, and have experienced suicidal ideology as well as intense anxiety as a result.”

- **Anna, USA**



## Leaders are sleepwalking

As young people fall into despair, decision-makers are ensnared in denial – even as the science tells us we’re hurtling toward a cliff of climate collapse. People in power must shift out of “business-as-usual” thinking and toward transformative solutions.

The biggest barrier to this change is that of mindset, illuminated by stories such as these\*...

“I don’t think we should be expected to do anything. We’ve done what can reasonably be expected without hurting the business’ competitiveness.”

- **Leader at a consulting firm**

“We shouldn’t have to do anything until China stops burning coal.”

- **Leader at a legal firm**

“We are a global for-profit company in the consumer space. Our core business and associated business model are fundamentally at odds with sustainability.”

- **Leader at an FMCG**

\*Written responses captured through our Pulse survey, delivered to clients in business.

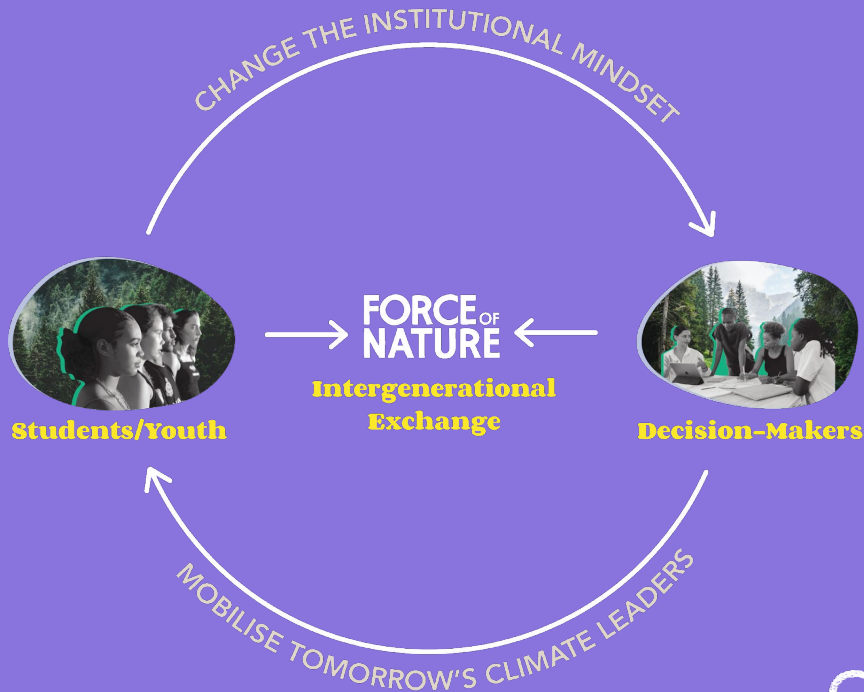


## We need a revolution in mindset

We will not solve the climate crisis with the same people and thinking that created it. We must invite new voices into the room – including the generation who have not only inherited the crisis, but possess the creativity and imagination to solve it.

We need to empower a new generation of leaders, who are prepared to challenge business-as-usual; and catalyse decision-makers by awakening their moral imperative to take action.

Key to this is intergenerational exchange.





## Force of Nature

We're the leading non-profit turning climate anxiety into action. Through our free programmes, we help young people feel empowered and develop the skills to make a difference.

We then place them at the heart of decisions that affect their future, by working with leaders across business, policy and education.

As featured in:

The New  
York Times

The  
Guardian



FT  
FINANCIAL  
TIMES

VOGUE





## Our approach

1. Help young people feel empowered and develop the skills to make a difference
2. Equip young people to influence change at scale by engaging with people in business, policy and education
3. Lead on research, resources and campaigns that enable people to come into conversation with their climate emotions

See next slide for  
2022 highlights →



## Navigating climate emotions

In 2022, we scaled up our Anxiety to Agency workshops for young people (16-30). The curriculum helps participants navigate strong emotions, identify self-limiting beliefs, and identify what agency looks like to them.

Among a sample of 500 students, the workshop facilitated a:

**26% decrease** in feelings of hopelessness, and a **19% increase** in positive mental health outcomes.

We also delivered CPD sessions to **+150 educators** across the UK, upskilling them in navigating eco-anxiety in the classroom, and consulted the Department for Education on their *National Education Nature Park & Climate Leadership* strategy.

“A true game-changer in the youth climate space - as someone who has been involved with multiple youth climate organisations, the creativity, passion, and ingenuity behind programmes behind FoN truly stands out.”

- **Emily, Vine member**





## Launching climate cafés

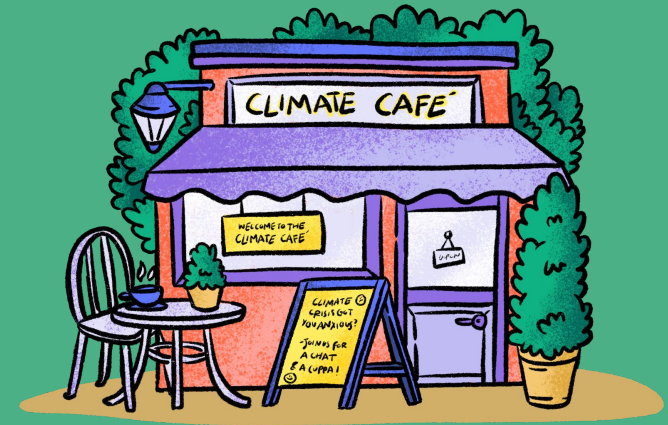
While the spotlight turned to Egypt for COP27 in November '22, we wanted to create spaces for conversations within our own neighbourhoods. So, we launched climate cafés.

Our **Flagship Climate Café** was launched at the Natural History Museum in London, where young people, professionals and members of the public came together to talk about the climate. 9 natural scientists and 8 activists were platformed in conversation with community members.

- **250 people** participated in the climate café.
- **+75%** of people felt “more hopeful” after participating.

“You’re changing the world one conversation at a time. It was incredibly valuable and eye-opening.

- **Climate café attendee**





## 160+ decentralised climate cafés

Our flagship café provided a template for decentralised, community-led cafés around the world. Via fundraising, we launched a micro-grant scheme for young people who faced financial barriers to hosting their own cafés.

- **160+ people** from around the world signed up to host their own climate café, across
- **40+ countries.**
- **£2500** was allocated to young people via micro grants to help them run their climate cafés.



“Force of Nature's *Anxiety to Agency* workshops were not only inspiring and empowering for my students in Environmental Studies; they are based on the best psychological research on *what the climate generation needs most in order to face the greatest challenges of our time.*”

**– Sarah Jaquette Ray**

Author of *A Field Guide to Climate Anxiety*  
and professor at Humboldt State

**HUMBOLDT**  
STATE UNIVERSITY



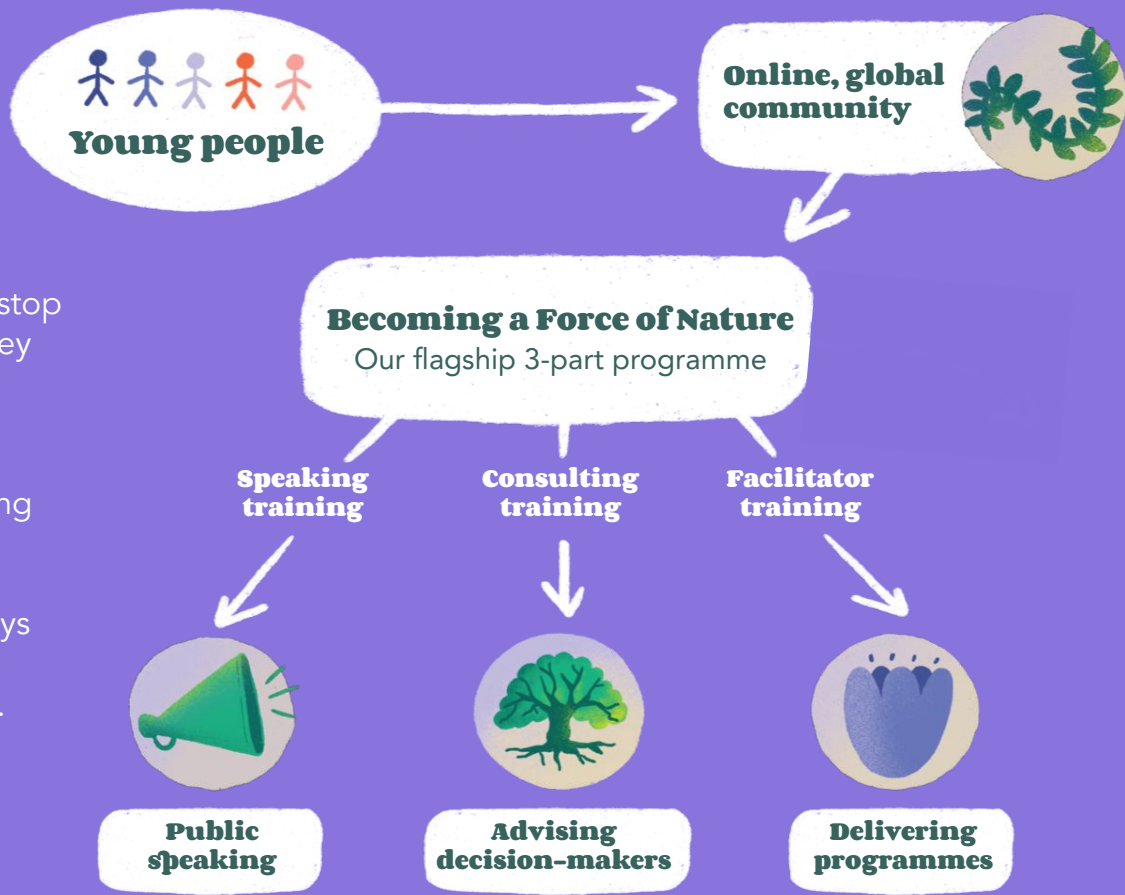


## Empowering a global community

For young people who feel powerless to stop the climate crisis, we've designed a journey proven to turn anxiety into action.

In 2021, we piloted a 3-part programme, *Becoming a Force of Nature*, to help young people feel empowered.

In 2022, we piloted three training pathways to ensure that young people have the knowledge and skills to influence change.





## Influencing change at scale

Following the pilot trainings, graduates engaged with people in business, policy and education\*

**12 speakers** delivered keynotes and panels.

**13 consultants** joined youth advisory boards and ran workshops to challenge the status quo within companies.\*

**10 facilitators** ran workshops in their schools and communities to increase feelings of agency among peers, and support educators.\*

**2 young people** found long-term employment in non-profits.

**1 young person** was awarded several grants to start their own non-profit.



\*All speakers, consultants and facilitators were paid for their time – making climate action economically sustainable.



### Public speaking

**Bella Zenin** graduated through our speakers training in 2022. She has since spoken on several stages, including at the Natural History Museum for “Generation Hope” in March 2023. You can watch her panel on “*Why Gender Equality matters in the Planetary Emergency*” [here](#). In February 2023, Bella started a new role with the UNEP.



### Advising decision-makers

**Hana Kidy** has advised companies including Airbus and the Crown Estate since graduating from our consultant training. In October '22, she landed an internship with B Lab UK – which she attributes to the knowledge and confidence she gained through the consultant training.



### Delivering programmes

**Pim Sullivan-Tailyour** is one of our licensed facilitators, and has delivered A2A workshops with St. Johns School, at the Natural History Museum, at the On Purpose Summit, and for Greenpeace. During COP27, she also led and delivered her own climate café at the Conduit.



## Challenging business-as-usual

Our consultant training equips young people to advise decision-makers in business, including through workshops, intergenerational forums, and youth advisory boards. By enabling young people to walk the corridors of power, and platforming a diversity of lived experiences in these spaces, we're constructively disrupting the incumbent mindset.



“Interacting directly with the Executive Committee of a large corporation was an invaluable experience. While challenging, having discussions at this level showed me that we’re all on a learning journey; and my voice can make a real difference.”

- **Aparna, youth advisor**



## Case study from a Fortune 50 Company

Our youth advisors ran a series of workshops across departments; then designed a bespoke 10-week programme for young professionals. The programme not only motivated participants, but produced **company-wide solutions**. These were brought to the highest levels of leadership, including to ExCo at HQ as part of a sustainable advisory board.

Participants, in numbers:

- **83% more motivated** to take action.
- **66% more likely** to raise sustainability concerns with colleagues.
- **35% overall improvement** in mental health outcomes related to the climate crisis.

“It gives you a chance to take a step back each session, come closer to yourself, explore your thoughts and concerns in a safe environment, then to be equipped with materials to make an impact in your organisation.”

- Programme participant

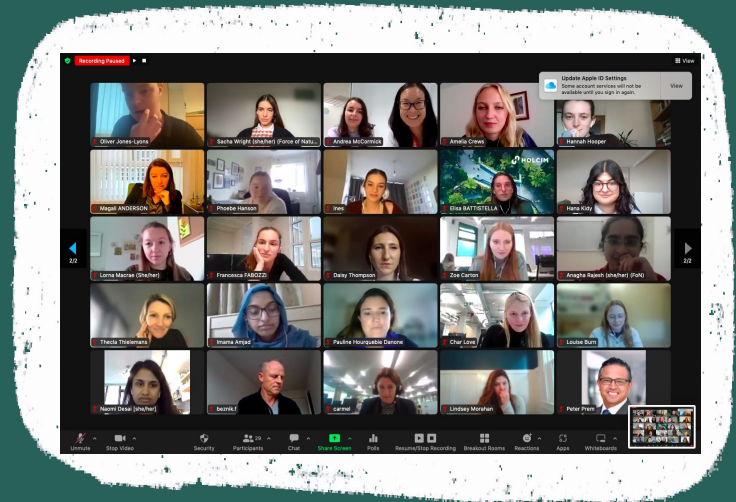




## Launching the Biome

Of all the business leaders we've spoken to, they consistently cite one barrier to their own climate action: isolation. It can feel exhausting to swim against the status quo alone, and ineffective to operate in a silo. We saw the need to foster connections among like-minded agitators who share a common purpose.

This is why we launched the Biome in 2022: **an online community** bringing together change-makers in business, as well as our youth advisors. Meeting on a quarterly basis, its purpose is to share learnings, facilitate intergenerational exchange, and **deepen relationships for greater impact.**



“We benefit from listening to and working with leaders like yourself that want to work with other stakeholders to drive needed change.”

In many cases the best ideas don't come from those most experienced, *but rather from open and curious minds that are passionate about solving a problem.*”

**- David Taylor**

former CEO, Procter & Gamble





## Leading global research on youth mental health & climate

In collaboration with research institutions, we co-led the largest ever study into youth mental health and climate (surveying **10,000 young people across 10 countries**).

Off the back of this, our Head of Impact, Sacha Wright, co-authored a landmark paper "*Not about us without us - the feelings and hopes of climate-concerned young people around the world*".

We lobbied to have 23 young people from 15 countries around the world recognised as co-authors (rather than mere contributors). This was the very first collaboration of its kind in a peer-reviewed academic journal.



## Developing resources

This year, we developed free, research-backed resources to disseminate our theory of change. Including:

- **Educator's Discussion Guide on eco-anxiety**  
(launched in tandem with a 2-part doco series on climate anxiety, in partnership with YouTube)
- **Climate Emotions Journal for young people**  
(in partnership with Imperial College)
- **#HoldThisSpace, a digital tool**  
(helping people explore climate emotions, in partnership with research institutions such as UKRI & NERC).
- **Climate Café: a “how to” guide**  
(a manual launched during COP27 on hosting climate cafés, incl. safeguarding procedures & risk assessment)





## Supporting activists at COP27

We helped four climate activists from the Global South get to COP27 via funding and coordination of passes, representing Uganda, Jamaica and South Africa.

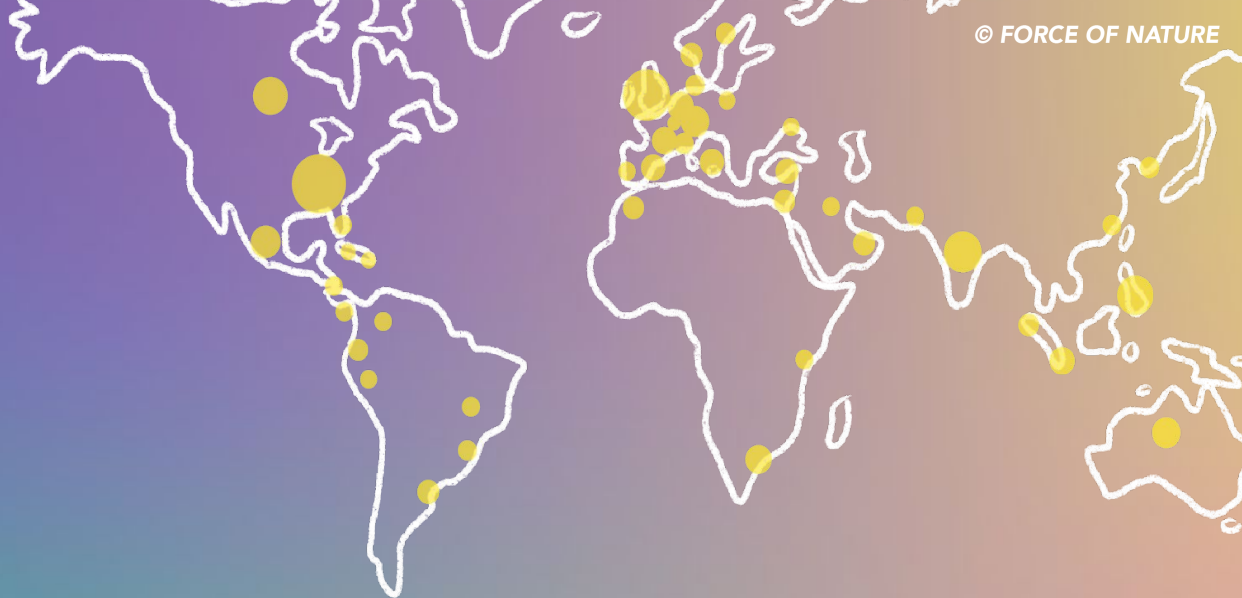
We also created the first and only centralised **contact list of youth activists** attending COP27 and COP15, in order to coordinate media opportunities and platform a diversity of voices. 300+ activists are represented from 100+ countries.

“Unless we hear from diverse experiences, the story hasn't been fully narrated. Those living through the climate crisis need to be in decision-making spaces.”

- **Shelot, South Africa**

*Vine community member on experience at COP27*





## Our 2025 vision

Our vision is to mobilise a generation of young people who feel empowered to take action, and have the opportunities to do so at scale. By the end of 2025, we'll have graduated **1100+ young people through our training pathways.**

With the addition of two new training pathways, we'll be equipping young people to catalyse change in wider society, business, education & policy. Through research and analysis, we estimate that the average graduate goes on to impact ~100 people in a year. 1100+ graduates means that our community will go on to **influence 110,000+ people.**



## Mobilising young people through our programmes

**2023**

**1000+** young people complete *Anxiety to Agency* classroom (35% from underserved backgrounds\*).



**500+** complete *Becoming a Force of Nature* programme.



**200+** graduate through 3 training pathways.

**2024**

**2000+** young people complete A2A classroom (40% from underserved backgrounds).



**1000+** complete BFoN (stipends made available\*\*).



**400+** graduate through 4 training pathways (new training on social entrepreneurship).

**2025**

**5000+** young people complete A2A classroom (50% from underserved backgrounds).



**2,500+** complete BFoN (stipends available).



**500+** graduate through 5 training pathways (new training on policy change).

\*Youth from socially excluded groups, incl. black and global majority groups; individuals of lower socioeconomic status; women; the LGBTQ+ community

\*\*We will provide stipends to young people from economically disadvantaged backgrounds, as an incentive for completing the programme



## Influencing change in society, business, education & policy through training pathways



### Public speaking

300+ young people **using their voices** to inspire change: from taking stages, to participating in global campaigns.



### Advising decision-makers

300+ young people **challenging business-as-usual** within companies, including via youth advisory boards.



### Delivering programmes

250+ young people **delivering programmes** to mobilise their peers from climate anxiety to action.



*Coming in 2024*

### Social entrepreneurship

150+ young people **solving for complex problems** through entrepreneurship, by joining existing initiatives or starting their own.



*Coming in 2025*

### Advocacy

100+ young people **advocating for policy solutions**, from grassroots mobilising to running for local office.





## 2023 – 2025: Levers for scaling

### 1. Digitising our curriculum

Currently, all curriculum is delivered live by a handful of facilitators. Pre-recording content will free up resources and enable self-paced learning – ensuring greater accessibility.

### 2. Youth network trained to deliver services

Increasing the number of graduates through our training pathways increases our capacity to deliver our services (from youth advisory boards in business, to workshops in classrooms).

Partnerships with delivery partners (e.g. sustainability consultancies) will enable us to achieve a consistent pipeline of work, and place more young people in paid opportunities.

### 3. Deepening impact via partnerships

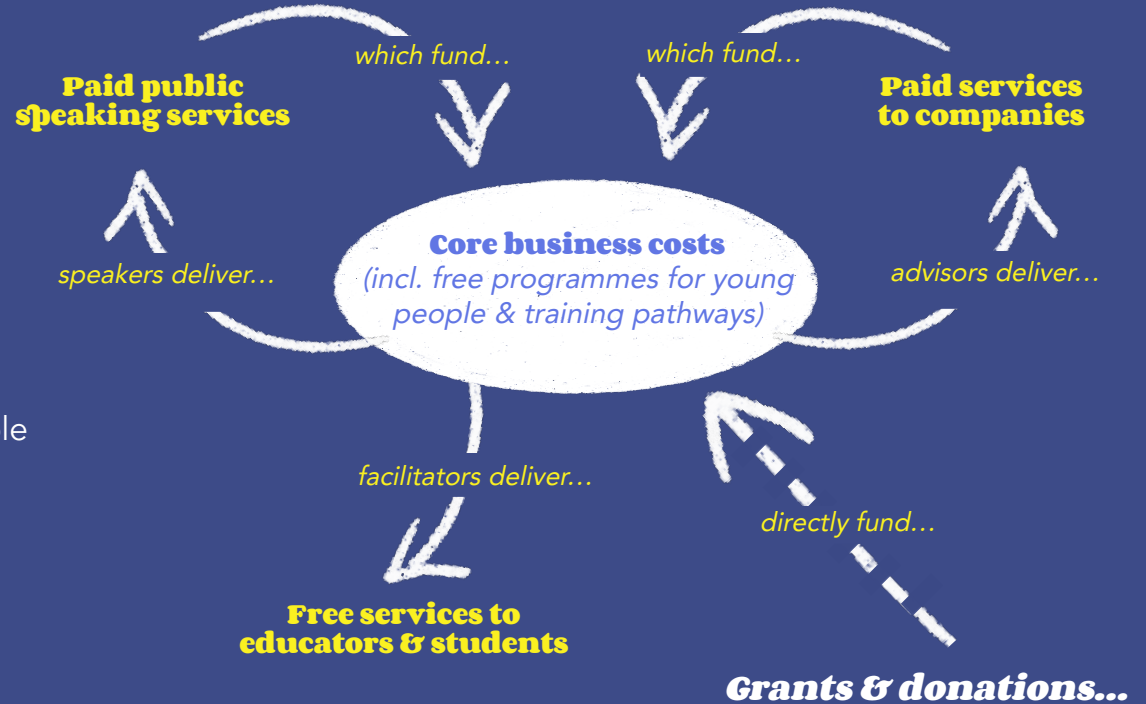




## Hybrid funding

As a non-profit, our paid services (including working with companies, and delivering speaking engagements) enable free and subsidised services to young people, as well as those who support them (educators, charities, other non-profits, community groups).

To-date, our hybrid funding model (a combination of paid-for services and private philanthropy) has ensured financial resilience and long-term sustainability.





# Thank you!

For more information, email [hello@forceofnature.xyz](mailto:hello@forceofnature.xyz)



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