



2050 Climate Group
Strategic Plan
2019 - 2022



#2050startsnow

Contents

Introduction	3
2050 Climate Group	5
Our story	5
Our context	6
Our vision, mission and values	7
Vision	7
Mission	7
Values	8
Our strategic objectives	9
Empower	11
Equip	13
Enable	15
Making our strategic plan a reality	18

Introduction

This is a pivotal and exciting time in our history. For our charity, and our society as a whole, as concern for the climate crisis reaches an international tipping point. This strategic plan articulates 2050 Climate Group's strategic direction, key objectives and approaches for 2019-2022. It sets out how we will achieve our vision of a world in which Young Leaders have led and accelerated the progress to a just and sustainable society.

This plan outlines the difference we aim to make with the Young Leaders we engage with and the decision-making systems they are part of. It recognises and champions the potential of Young Leaders to shape our sustainable future. This plan began in consultation with everyone who is part of our movement - our volunteers, members and stakeholders - and their valuable input has helped us to further shape our ambitions.

Over the next three years we will continue to build a social movement which engages, educates and empowers Young Leaders across any and all sectors in Scotland. To us, a social movement is a group of people with a common desire working together to achieve that goal. These Young Leaders, joining the movement between the ages of 18 and 35, come from different backgrounds and bring different experiences but they all share a drive to achieve a zero carbon Scotland and a just and sustainable society, acknowledging the myriad and multi-faceted approaches needed. We define leadership as any action which aims to motivate and support others to achieve a goal. In this context, we recognise and celebrate young leadership in all its forms.

Three key strategic objectives:



Empower

Young Leaders to lead and take climate action to create a just and sustainable society



Equip

Young Leaders with the knowledge, skills and confidence to take climate action



Enable

Young Leaders to create and access opportunities to influence and be a leading voice for young people on climate change decision-making locally, nationally and globally

2050 Climate Group

Our story

Since 2014, 2050 Climate Group has been working to engage, educate and empower Scotland's Young Leaders to lead action on tackling our climate crisis. We are instilling a sense of responsibility in Scotland's future leaders, equipping them with the skills and knowledge that they require to collectively lead Scotland in the transition to a just and sustainable society.

By 2020 we will have educated and empowered over 500 Young Leaders to believe that their views and voices matter, and undertake meaningful action on climate change - building on the success of our network to date. We will recognise this achievement through a landmark Summit and continue to grow our reach and engagement with Scotland's Young Leaders.



Our context

2050 Climate Group is working in the context of the most recent international scientific evidence on the climate crisis. It is clear that to avoid the dangers of allowing the temperature rise of the planet to exceed 1.5 degrees Celsius transformative change across all areas of society is needed, to deliver significant reductions in the production of greenhouse gases.

Scotland's approach to this is driven by the Scottish Government's Climate Change Bill, and accompanying Climate Change Plan which sets out how it is addressing climate change issues and supporting people, businesses and communities to do the same. The Scottish Government has committed to a target of net-zero emissions by 2045, and Edinburgh and Glasgow have declared ambitions to reach these targets much earlier. This will be a huge challenge, requiring radical, difficult and transformational change to every aspect of our lives. In this complex and rapidly changing context, 2050 Climate Group is in a strong position to enable Young Leaders to lead the transition to a just and sustainable society.

2050 Climate Group's work relates to the United Nations Sustainable Development Goals which correlate with the Scottish Government's National Performance Framework and outcomes. Our work directly contributes to 8 of the 17 SDGs and 7 of the Scottish Government National Performance Framework Outcomes (see Appendix for further detail).

Our vision, mission and values

Vision

By 2050, Young Leaders will be active citizens, having led and accelerated the progress to a just and sustainable society.

Mission

We will lead a social movement by engaging, educating and empowering Young Leaders in Scotland to take climate action.

Values

2050 Climate Group works to a strong set of values that run through all of our activity and represent who we are. These values are the defining qualities we see in strong leadership and those we seek to develop in our Young Leaders. Over the next three years we will continue to work hard to make these values a reality in everything we do.



Values



Inspirational

We seek to inspire by being passionate, positive and genuine. We recognise there are many different forms of leadership and consider a leader to be someone who inspires others to take action. We encourage leaders to emerge from all parts of society.



Innovative

We value creative solutions to our current challenges and encourage our Young Leaders to be imaginative in defining a new normal for society.



Brave

We are bold and challenge the status quo. We are willing to push boundaries to pursue our vision.



Collaborative

We are proactive in building the strong partnerships needed to transform our society to a zero carbon Scotland.



Inclusive

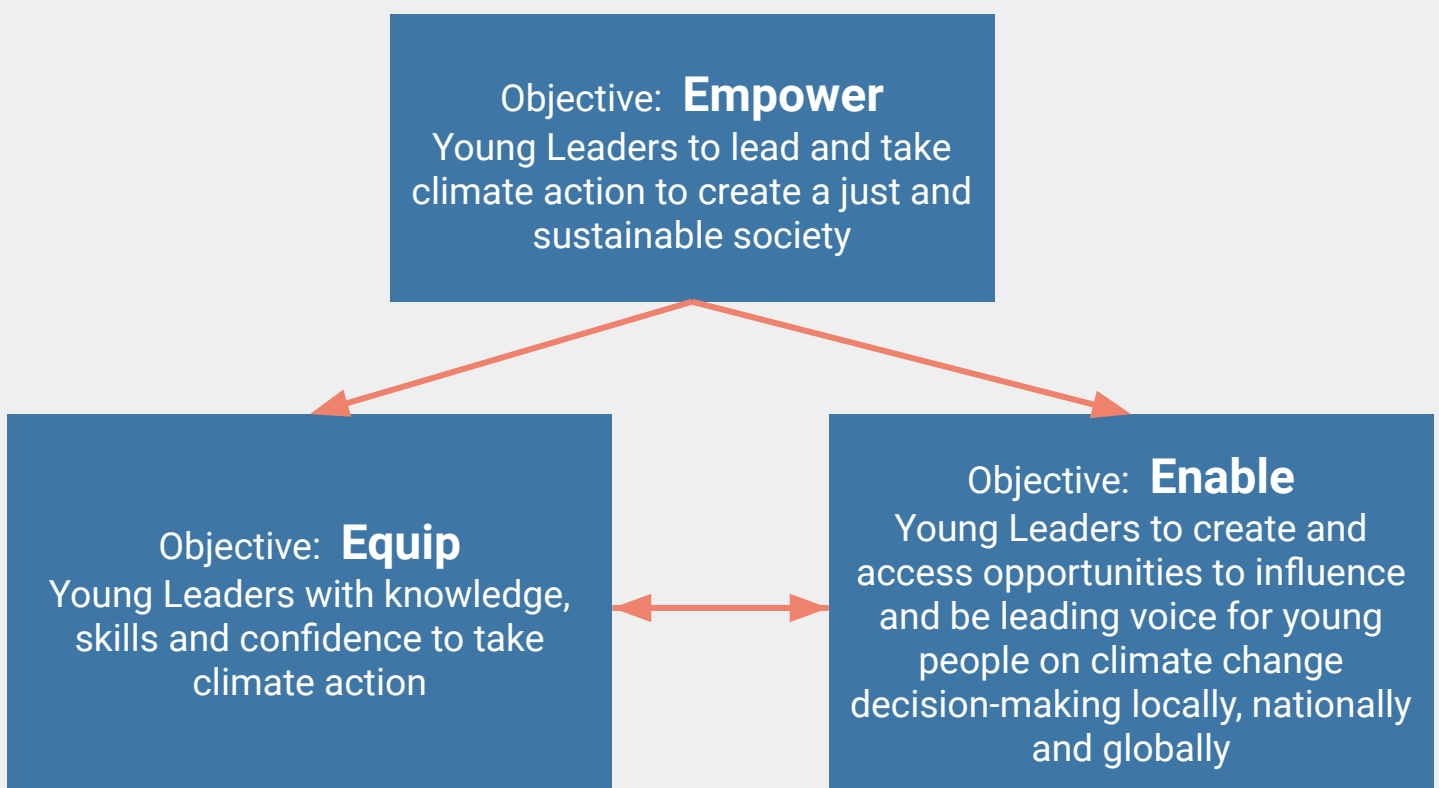
We are open and welcoming. We recognise that some Young Leaders face barriers to participating in our organisation and in climate change discussions. We will acknowledge these and work together to remove them.

Our strategic objectives

This plan outlines 2050 Climate Group's three key strategic objectives for the next three years.

All of our resources will be focused on delivering these priorities: we believe these are the most effective ways through which we can support Young Leaders to accelerate Scotland's progress towards a just and sustainable society.

Vision: By 2050, Young Leaders will be active citizens, having led and accelerated the progress to a just and sustainable society





Strategic objective: Empower

Empower Young Leaders to lead and take climate action to create a just and sustainable society

Why is this important?

- Climate change is a huge challenge, and its impact will affect everyone. For Scotland to achieve its net-zero emissions target requires significant systems-wide change;
- Tackling the climate crisis requires action. We believe Young Leaders must be at the heart of this shift providing leadership for their own and other generations;
- Young Leaders can deliver change in their own educational, work, community, social and political settings, taking action in their own sphere of influence, both individually and collectively, but often lack the opportunity to do so.

What we will do to deliver this strategic objective

- ❑ Enable the Young Leaders who are part of our network to clearly and simply explain the climate crisis to those around them;
- ❑ Articulate how to get to a positive future and what it looks like, in the context of dealing with climate change, so Young Leaders can see a pathway to change;
- ❑ Grow and open access to our Leaders Network to those beyond our joining age, building a stronger and more inclusive social movement, and resourcing it effectively;
- ❑ Provide support for Young Leaders taking action in their own sphere of influence through the Leaders Network (not only in personal behaviour change, but delivering change in their community, place of work or study or other area of influence);
- ❑ Create effective influencing channels, through consultation mechanisms and other participatory processes, so that all Young Leaders across Scotland can shape policy and decision-making on climate change;
- ❑ Continue to shape Scotland's transition to an equitable and fair zero-carbon society, for example through our leadership role on the Just Transition Commission;
- ❑ Celebrate success where Young Leaders have taken action and delivered change.

What success looks like – Our outcomes

- ★ Young Leaders take climate action in their own spheres of influence;
- ★ Young Leaders across Scotland shape decision-making and policy on climate change at all levels;
- ★ Young Leaders across Scotland, including those outside of our Leaders Network and our Young Leaders Development Programme, participate in our consultations and participatory processes.

Strategic objective: Equip

Equip Young Leaders with the knowledge, skills and confidence to take climate action

Why is this important?

- In order to take climate action Young Leaders need both the motive and means to do so;
- Many Young Leaders in Scotland, whilst feeling strongly about the environment and climate change, lack the necessary knowledge about the problem which can lead to inaction in the face of an issue that seems too big and overwhelming to make a difference;
- In order to take action, Young Leaders first need to believe that they will make a difference and that they have a place in decision-making structures at the political, professional and community level;
- Young Leaders need the knowledge and skills to lead, challenge and shape decision-making and policy.

What we will do to deliver this strategic objective

- ❑ Young Leaders Development Programme (YLDP) – we will explore the potential to grow and develop the programme to best equip Young Leaders:
 - ❑ We will regularly review the programme to ensure it is informed by current policy and practice, provides enough detail on key topic areas and is focused on taking action at the necessary scale;
 - ❑ We will identify young people who might face barriers to participation and we will target recruitment and support to facilitate their involvement. We will adapt and be dynamic with the programme to new and changing target participants and growing diversity;
- ❑ Ongoing training and development – through our Leaders Network we will offer tailored, high-quality training and development opportunities for Young Leaders:
 - ❑ We will consult with our members to develop an annual programme of talks, training, support opportunities and networking that all members can participate in;
 - ❑ We will continue to support and facilitate action and leadership by our Leaders Network to ensure motivation and activity continues and grows following the YLDP.

What success looks like – Our outcomes

- ★ Young Leaders believe their actions can make a difference;
- ★ Young Leaders are knowledgeable about the challenges of climate change and the changes needed for a just and sustainable society;
- ★ Young Leaders can identify and apply their learning from our programmes;
- ★ Young Leaders have the skills to take climate action.

Strategic objective: Enable

Enable Young Leaders to create and access opportunities to influence and be a leading voice for young people on climate change decision-making locally, nationally and globally

Why is this important?

- Young people are often cited as the reason and motivation for others to make decisions on climate change¹ but are rarely in the high-profile leadership roles they need to shape these decisions themselves².
- As well as preparing Young Leaders to lead on climate action, we must create the conditions and opportunities which put Young Leaders at the centre of decision making on climate change;
- We will work with existing leaders across the public sector, private sector, and wider society to challenge, encourage and support them to recognise the role that Young Leaders have in shaping our future;
- We need to normalise Young Leaders' involvement in climate change policy and decision-making.

What we will do to deliver this strategic objective

- ❑ We will work with public and private sector decision-makers to create new and meaningful opportunities for Young Leaders to lead decision-making on climate change. This includes all levels of governance from education on how to run for a local elected representative, to participation in high profile commissions or international engagement;
- ❑ We will work to improve the accessibility of opportunities to lead on climate change, including considering how we can adequately represent a voice of Young Leaders in our engagement and influencing;
- ❑ We will identify existing opportunities for Young Leaders to lead on climate change and promote these opportunities to members;
- ❑ We will support Young Leaders to apply and engage with opportunities to lead on climate change including, but not limited to, training and support to consider elected roles of authority such as board positions, planning councils, community councils, and other elected positions;
- ❑ We will facilitate, share and promote examples of Young Leaders involvement in policy and decision-making on climate change in order to create role models for other Young Leaders.

What success looks like – Our outcomes

- ★ Young Leaders are visible in leadership roles on climate change across society;
- ★ More Young Leaders are involved in influencing policy and decision-making on climate change;
- ★ Policy and decision-makers value and actively seek the involvement of Young Leaders on climate change issues locally, nationally and globally.

1 <https://www.unicef-irc.org/article/920-climate-change-and-intergenerational-justice.html>

2 <https://www.ft.com/content/b07f4610-e40b-11e7-8b99-0191e45377ec>
https://www.parliament.scot/ResearchBriefingsAndFactsheets/SPStatistics_17-18.pdf

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Making our strategic plan a reality

Annual work plans

This strategic plan will have annual work plans that deliver our outcomes. The annual work plan takes the high level activities from the strategic plan and details how we will action them, when they will be delivered, by whom, and the performance indicators which monitor our progress.

The annual work plan will provide clear direction for our staff and operational volunteers and detail all of our activities for that year. It will be reviewed quarterly by our Board of Trustees.

People

2050 Climate Group works within a tight budget, employing a small staff team and relying heavily upon Board Members and volunteers who predominantly originate from the YLDP to deliver core activities. Recruitment onto the YLDP and into the Leaders Network is therefore an important aspect of 2050 Climate Group's succession planning and forms an integral part of the Strategic Plan.

- We will ensure that our staff and volunteers have the competencies to deliver their roles, supporting them to access training and development support where needed;
- We will develop a long term and resilient approach to managing, supporting and coordinating our volunteers, ensuring we have regular recruitment processes and adequate channels for support.

Funding

A crucial aspect of any charity's sustainability is successfully securing funding streams in order to deliver and grow the core activities and provide financial stability for the organisation. In light of this strategic plan, we will refine a clear actionable multi-year income generation plan for the organisation.

Support systems

We will ensure that our support systems are fit for purpose, reviewing and identifying improvements where needed in the following: HR (including performance management and support for staff and operational volunteers); communications; IT; finance; and governance.

Monitoring and evaluation

We are committed to thoroughly understanding the impact of our work and how successfully we deliver our strategic plan and annual work plans.

Monitoring

The annual work plan will detail performance indicators and targets to help us measure our success.

Evaluation

We also have a set of outcomes for each strategic objective and the annual work plan will include our approach to evaluation. This evaluation framework sets out what we will measure, how we will measure it to understand the difference we are making, and how we will use that understanding to improve our work. We want our work to have the greatest positive impact possible and our evaluation framework will help us do this, gathering data that helps us to understand and report our impact.

Appendix - our policy context

SDGs

SDG 4 - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

SDG 7 - Ensure access to affordable, reliable, sustainable and modern energy for all

SDG 9 - Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

SDG 11 - Make cities and human settlements inclusive, safe, resilient and sustainable

SDG 13 - Take urgent action to combat climate change and its impacts

SDG 14 - Conserve and sustainably use the oceans, seas and marine resources for sustainable development

SDG 15 - Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

SDG 17 - Strengthen the means of implementation and revitalize the global partnership for sustainable development

Scottish Government National Performance Framework Outcomes

- People value, enjoy, protect and enhance their environment
- People are well educated, skilled and able to contribute to society
- People live in communities that are inclusive, empowered, resilient and safe
- People tackle poverty by sharing opportunities, wealth and power more equally
- People have a globally competitive, entrepreneurial, inclusive and sustainable economy
- People are healthy and active
- People respect, protect and fulfill human rights and live free from discrimination
- People are open, connected and make a positive contribution internationally

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Partners

