

Youth Engagement and Participation in Climate Action

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In the Numbers

► Make Your Mark 2022

	Covid Recovery	Education and Learning	Environment	Health and Wellbeing	Jobs, Money, Homes and Opportunities	Our Rights and Democracy	Poverty	Total Vote
Bedford	165	838	736	938	693	278	630	4,278
Cambridgeshire	0	3	0	0	0	2	0	5
Central Bedfordshire	261	179	623	506	150	198	211	2,128
Essex	1,490	2,765	3,267	4,307	4,557	1,362	2,470	20,218
Hertfordshire	16	76	87	135	49	29	57	449
Luton	0	0	1	0	0	1	0	2
Norfolk	519	2,183	2,154	2,816	2,293	623	1,071	11,659
Peterborough	301	1,043	898	1,073	980	269	563	5,127
Southend-on-Sea, City of	237	1,508	1,131	1,742	1,268	327	923	7,136
Suffolk	124	394	748	939	384	154	538	3,281
Thurrock	18	70	67	62	75	14	73	379
TOTALS	3,131	9,059	9,712	12,518	10,449	3,257	6,536	54,662

Key Takeaway:

- The environment remains a key issue for young people despite more short-term issues (e.g., cost of living crisis, Covid recovery) taking precedence in the media.

In the Numbers

► Make Your Mark 2019

Key Takeaway:

- A nearly unprecedented ~47% of Essex's vote was devoted to protecting our environment.
- Demonstrates effectiveness of youth-led and youth-targeted campaigns.

	Protect the Environment	Votes@16	Tackling Hate Crime	UN Convention on the Rights of the Child	Welcome Refugees	UK Topics Total Votes	Curriculum for Life	Child Poverty	Mental Health	Street Harassment	End Knife Crime	Devolved Topics Total Votes	Spoilt Votes
Bedford	3,634	691	1,162	524	741	6,752	1,179	856	1,158	444	2,863	6,500	8
Cambridgeshire	722	200	167	66	150	1,305	222	226	271	57	506	1,282	12
Central Bedfordshire	2,746	603	863	391	784	5,387	619	701	1,245	405	2,290	5,260	21
Essex	12,665	3,905	4,908	2,701	2,812	26,991	4,669	4,135	5,478	2,441	11,033	27,756	1,322
Hertfordshire	-	-	-	-	-	-	-	-	-	-	-	-	-
Luton	-	-	-	-	-	-	-	-	-	-	-	-	-
Norfolk	4,963	1,138	1,443	832	1,332	9,708	2,117	1,517	2,777	1,115	2,716	10,242	76
Peterborough	1,547	907	612	494	402	3,962	1,105	342	978	329	1,208	3,962	27
Southend-on-Sea	2,297	594	721	292	474	4,378	695	755	866	271	1,933	4,520	31
Suffolk	2,833	616	608	305	425	4,787	1,010	850	965	255	1,802	4,882	34
Thurrock	391	187	196	103	115	992	188	165	149	116	410	1,028	-
TOTALS	31,798	8,841	10,680	5,708	7,235	64,262	11,804	9,547	13,887	5,433	24,761	65,432	1,531



How should this inform our approach?

- ▶ Communication becomes most effective when it is driven by social media and other young people.
- ▶ Our messaging must be regular and consistent so as to ensure we maintain 2019 levels of youth participation in environmental work/campaigns.
- ▶ This is incredibly important: the attitudes of the youth of today will shape how future industry leaders, voters, and even consumers will act on protecting our environment.

School engagement

- Hopes Sustainability energy pilot via the challenge fund
- Let's Go Zero – a campaign helping schools reduce carbon emissions
- 2Imprezs – energy saving measures in school buildings
- Visits by ECC Climate Czar
- Essex Schools' Food and Farming day
- In-school presentations – all secondary schools in Epping, Thundersley and Darlinghurst Academy



What have we been doing effectively?

- ▶ Eco-schools programme
 - ▶ Information provision for schools to embed sustainable practices into everyday school life.
- ▶ Essex Schools Green Day
 - ▶ Over 60 schools across Essex took part in 2022.
 - ▶ Organised by Multi Schools Council.

Proposal

- ▶ A network of environment ambassadors from schools, sixth forms, colleges across Essex, supported by ECAC/ECC.
- ▶ Students can learn from the approaches taken by students of other schools.
- ▶ Messaging: a clear communication channel, from students to students.
- ▶ Send out regular newsletters to members detailing action taken across the county, especially with relation to other schools/young people.
- ▶ Can be an effective way of communicating Eco-schools and Let's Go Zero programme messages.
- ▶ Allows for more consistency in youth engagement.