**Fostering “Climate Change Action Ambassadors”**

**to Fight Against Climate Change by Janathakshan Gte Ltd**

**Project Background**

University students and young generations play a pivotal role in the fight against climate change, and their active engagement is of paramount importance for several compelling reasons. First and foremost, young people are disproportionately affected by climate change, as they will have to live with the long-term repercussions of our actions today. This fact alone gives them a powerful stake in shaping a sustainable future. Their participation can bring fresh perspectives, innovative ideas, and an unwavering commitment to addressing climate change challenges.

Moreover, university students are uniquely situated to drive change through education and research. They have access to cutting-edge knowledge and resources that can help find solutions to environmental issues. Engaging in climate change actions empowers them to make a real impact and enriches their educational experience.

By advocating for climate action and participating in grassroots movements, young people can pressure governments, businesses, and institutions to adopt more sustainable practices. Their collective voice has the potential to influence policies, demand cleaner technologies, and accelerate the transition to a low-carbon economy.

**Introduction to Project & Main Project Activities**

The project is to be conducted in close collaboration with five state-owned universities of Sri Lanka over one and half years with the main objective of fostering climate change action ambassadors among Sri Lankan youth and to mobilize them to encourage mitigation, adaptation, resilience, loss, and damage strategies within their generations as well as within the general society, making sure the future of the country plans, implements and acts in accordance with the new normal created by climate change. Janathakshan (GTE) Ltd will work closely with the expert academic staff of each university and together will act as a panel for close monitoring and evaluation of student groups and their progress. The project is expected to launch in three phases.

*Phase One*

The students at the selected universities will receive awareness sessions as a capacity building initiative to increase their understanding of climate change and related issues at the beginning of the project. It is also expected to give priority to student groups/clubs available in the universities (environmental conservation group) as they hold more passion towards the subject. The sessions will be conducted by the subject experts from the respective universities, Climate Change Secretariat, private sector organizations, Central environmental Authorities, Janathaksha (Gte) Lted and other Civil Society Organization representatives etc. as appropriately

*Phase Two*

In the second phase of the project, 75 students from each university will be selected as “Climate Change Action Ambassadors”. A Climate Change Action Ambassadors’ Camp will be held for these students for their further improvements in the aspect of climate change expertise. The camp will help the students to understand the project concept, discuss local and global innovations and solutions against climate change, discuss and present case studies, and brainstorm green gaps in their universities or any other field/location along with the right guidance to develop a project proposal. At the end, these “Climate Change Action Ambassadors” will be asked to identify a specific gap within their university or in any other specific area regarding climate change/sustainability and bring up a practical solution for the same.

*Phase Three*

The selected fifteen (15) proposals will be given with financial support and technical coordination for implementation. The project will partially finance the selected proposals while encouraging the winning groups to raise funds to finance the rest of their project. The funds for these proposals will be released on an installment basis to make sure that the students are in the process of implementing their projects. The expert panel appointed by Janathakshan will closely monitor the groups to make sure that they are on the right track. The final results of each project will be shared through national-level conferences, publications, and media briefs and the student group will be encouraged to keep the action carried on. The sustainability of this team of “Climate Change Action Ambassadors” will be ensured by linking them with existing Climate Action networks.

**Expected Project Impacts**

The project is expected to work with 450 students (75 from each university) who will also be the direct beneficiaries of the project. Aside from that, the project is expected to identify 4500 indirect beneficiaries, who will participate in phase one awareness sessions. The impact the project will create on society in general by creating awareness and empowering 4500 individuals is beyond the quantitative figures that can be presented. This will create a ripple effect that will spread through communities and benefit society as a whole. The project will also create a legacy of sustainable change that will benefit generations to come.

**About Janathakshan**

Janathakshan is a not-for-profit company based in Sri Lanka, committed to deliver innovative solutions to drive the Sustainable Development Goals. Janathakshan’s strategy is focused on: 1) Promoting Low Carbon Development Pathways; 2) Building Resilience; and 3) Promoting Circular Economy. Janathakshan was established in 2011 as the legacy organization of Practical Action, an international NGO (iNGO) using technology to challenge poverty across the world that has worked in Sri Lanka and South Asia for over 25 years. Janathakshan serves as a local focal point for international and national networks in implementation of climate change adaptation interventions.

**Inquiries**

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