GREEN RISING

The youth skilling and action program for the green economy

GENERATION UNLIMITED • accenture • SAP • GOODWALL

GREEN RISING

60% of youth wake up with climate anxiety

56% of youth think humanity is doomed

83% of youth believe we have failed to care for the planet

Youth are on the frontlines of the climate crisis.

We need to mobilize, motivate and resource them to be part of the solution.

Green Rising is a global initiative to mobilize youth for climate action and equip them, using experiential learning, with skills needed for the green economy of tomorrow.

Green Rising unites Goodwall and Generation Unlimited (UNICEF), alongside SAP and Accenture, in a strategic partnership to unleash youth potential at scale to tackle the climate crisis head-on.

Three core approaches to mobilize youth for our planet

DO
A series of gamified upskilling challenges to complete sustainable tasks in local communities, from tree planting to recycling.

AMPLIFY
A youth-led think tank amplifying youth voices and giving them a seat at the table at key international events (i.e. COP28, UNGA).

INNOVATE
An innovation competition for grassroots green ideas and solutions. The best ideas receive funding through results-based microgrants and are shared to inspire others.

> ❝ It's different for young people - for us, the destruction of the planet is personal"
> - 16 year old

How we will measure impact

Quantitative Data: live dashboard monitoring various metrics such as youth actions, participation, engagement and reach through the program.

Qualitative Surveying: compile photo and video user-generated evidence of actions, and gather participants insights and feedback.

Impact Stories: identify and amplify individual youth stories to give perspective on the data.

9:41 — Brought to you by Goodwall — #MyPassion — ClimateMatters — 769 — Planting my first tree 💚 — Add a comment (64)

⬡ GOODWALL

Goodwall is a skills-based social network for 2 million+ young talent in 150+ countries to learn and earn.

Alongside partners, we host impactful online programs mobilizing young citizens to take action and address some of humanity's greatest challenges while developing skills.

GOODWALL · GENERATION UNLIMITED · accenture · SAP