Take Action Global
2021 Annual Report
Climate change is real. All around the world where the patterns are changing and affecting people, animals and the environment. To tackle this growing crisis we have to take action. We have to change mindsets.

Dr. Jane Goodall

Supporter Climate Action Project
THE CLIMATE CRISIS

We believe that people, when inspired and empowered to create change, can do amazing things. We see into classrooms of our world and recognize that teachers and students can become leaders of a movement to protect our planet and secure our future.

Climate change is the defining crisis of our time.

And, we have a plan.
We believe in an environmentally just world, where informed and inspired young people – every age, everywhere – are the stewards of a thriving planet.

With over two billion children on our planet, we believe this is the moment and that this generation can bring collective action and the hope and optimism needed to transform mindsets and behaviors across our world.
In 2021, we were able to expand and deepen our work.

And, for us,

this is just the beginning.
WE ARE ON A MISSION.

We pioneer solutions in climate education empowering students, teachers, and partners to reverse climate change and realize environmental justice for all.
2021 AT-A-GLANCE

2,712,417 Students
147 Countries
16 Language Translations
83,228 Tree Plantings

Our Approach

» Commitment to research and science, innovative instructional design.
» Access to ideas, information, and opportunity.
» Shared, positive experiences.
» Democratized systems of working and collaborating.
Our Solutions

Programs, Resources, Community

Our Community

Educators, Students, Partners
The year 2021 was our most impactful year to date. We developed and funded climate education projects for OVER 2.7 MILLION students and educators in 147 countries.
Commitment to Research and Science

Work within education provides an opportunity to ground decisions and understandings of the world in science and fact. Students as digital citizens can begin to better understand their roles as critical consumers of information and responsible constructors of knowledge.

We commit to ensuring students can access, critically critique, and apply information to ultimately add to the growing body of knowledge around climate education.
Innovative Instructional Design

Our methods of teaching and learning are organized around principles of cooperation, collaboration, leadership, and action. Activities emphasize experiential learning across all content areas with every teacher a climate action educator and every student bringing unique ideas and skills.
Access to Ideas, Information, and Opportunity

We know that to tackle the climate crisis, we will need the hands, hearts, and best ideas from every person at every age from everywhere.

To equip our students with the tools they need to meet this call for action, it is our responsibility to ensure that every classroom can equitably access new ideas, reliable information, and meaningful opportunities for engagement to take action with and for the world.

We commit to working to reduce barriers to learning across language, technology, resources, and funding.
Shared, Positive Experiences

Something special happens when people from different locations and different life experiences come together to create change.

Working with people who look and live differently from you - you begin to challenge your own assumptions, break molds of possibility.
Our students and teachers join in virtual exchanges and global collaborations and, as they become united in an effort for taking on a problem as big as the climate crisis, they start to understand how in this world we all fit together.

Those are the moments that change you. Those are the moments where humanity can shine.
Democratized Systems of Working and Collaborating

Climate education creates this perfect **opportunity** for teachers and students **to enter together as co-learners** with vulnerability, curiosity, and openness to learning.

Our programs are **not built for our people**, they are **built by our people**.
We create space for inquiry, identity, and expression.

Everyone is welcome and everyone has a place with us.

Our democratized systems allow for contribution and creation accessible entry points show where to get in and then pathways of action allow for customized action.

For us, every action counts.

You just have to jump in, and we’ve got a global community ready to lock arms and move forward together.
We invite you to learn more about our commitments within our Approach in our 2021 Programs, Resources, Community, and Operations.

www.takeactionglobal.org
It was a mind-blowing experience for me! I learned a lot of things from it.

Not only did I get to interact with other students of different schools and get to learn about their views, I also was able to learn a lot about climate change which motivated me to do something to prevent it!

I am grateful to my teachers and my school for giving me this wonderful opportunity!
The Climate Action Project unites teachers and students across every continent to take action for the planet. During the six-week project, classes join in online spaces to learn about climate change and impacts at individual, local, and global levels.

The project is free and open to all ages 4 through university.
Educators are supported with:

- professional development
- high-quality resources
- new ways of teaching and learning that emphasize systems thinking
- asset based community development
- participatory learning
- creative expression
Student Solutions

inventions » advocacy campaigns » school-wide pledges » performances

experiments » art showcases » school-to-community partnerships » policy change

new podcasts » creation of video games and apps
The 2021 Climate Action Project was the fifth annual project and was the largest one to date involving

OVER 2.7 MILLION participants

across 147 countries

over 200 volunteer educators

joined as group leaders to serve as “Facilitators” meeting with classrooms, answering questions, and allowing for relationship building for teacher-to-teacher and class-to-class.
Action by students. Impact for the world.

Ireland
Students in Ireland brought national change with the Green Dot Movement.

Malawi
Students in Malawi planted 60,000,000 native trees.
Belgium
Students in Belgium started a **Repair Cafe** fixing broken devices.

Nigeria
Students in Nigeria developed **biomass plants** and delivered them to their community.

USA
Students in the United States **developed a technique using aquaponics to grow plants with 80% less water**. It is now used in Malawi and was presented at Oxford University.
Sierra Leona
Students in Sierra Leona created an emotional video to tell of the tragic loss of two classmates due to mudflows.

Tunisia
Students in Tunisia created a video game about climate change.

Argentina
Students worked along with students from Romania, Canada, and India to create bioplastic water bubbles and to use mealworms to break down polystyrene.
Tanzania
Students in Tanzania created a water heater with plastic bottles.

Peru
Students in Peru did a **march** and held a **festival** rewarding students who came to school by bike.

Global
Students across 50 countries designed an **eco-friendly world** in Minecraft.
Results from our 2021 educator survey showed that 92% of the teachers who participated in the project were very satisfied and 88% will join the project in 2022.

These are great numbers knowing that many teachers suffered during COVID-19 having quarantaines and lockdowns which forced schools to have closures or teachers to shift to online learning.
## Our 2021 Top Participating Countries

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World Wildlife Fund

Our partnership with WWF allowed us to co-author the Climate Action Project teacher guide and curriculum.

The program and scientific facts are verified by WWF as a global organization and by their climate scientists.

The teacher guide shares best practice in climate action education prioritizing research and student-centered learning.
Our new partnership with LEGO enabled us to offer the new Build the Change learning resources to our participants. We joined with LEGO to produce two live webinars for both students and teachers. Participating classrooms received materials, support, and certificates of participation.
The Royal Foundation

Our new partnership with the Royal Foundation allowed us to connect our network to the Generation EarthShot initiative and free learning resources. HRH Prince William spoke for our Climate Action Day event.
Climate Action Day

Our 2021 Climate Action Day event brought together global classrooms, world leaders, and climate experts in a live online event celebrating climate action and youth activism.

Student representatives shared their ideas with the world and received feedback and inspiration from presidents, activists, celebrities, artists, and leading organizations.
This year, our event was live from the UN Climate Change Conference on November 4, 2021. Sessions were shared in the main event area of the Blue Zone which welcomed 125,000 live visitors.
Our full-day event was broadcasted out to classrooms and communities across the world. Schools hosted watch parties inviting students, parents, teachers, and local community members.

Climate Action Day was promoted by the UN Environmental Programme, the United Nations, and the Education Commission.

Partners included Global Citizen Year, Wakelet, UNEP, Cartoon Network, the Royal Foundation, and LEGO. This year, we were proud to reach over 250,000 people.
2021 Speakers and Performers

Keynote Address: HRH Prince William, United Kingdom

Welcome Address: President James Michel, Seychelles

Message of Inspiration: HE Cardinal Peter Turkson, Vatican
HRH Princess Esmeralda, Belgium

Matt Larsen-Daw, WWF, United Kingdom

Dr. Richard Davis, NASA, United States

Juan Garcia Celis Garcia, UNEP, Kenya
Featured Speakers

Liesbeth Steer, Education Commission, *United States*

Hakima Elhaité, former Minister of Environment, *Morocco*

James Levelle, filmmaker, *United Kingdom*

Cassie Flynn, UN Development Programme, *United States*
Featured Speakers

Elizabeth Wathuti, Youth Activist, Kenya

Kaossara Sani, Youth Activist, Togo

Martina Fjällberg, Youth Activist, Sweden

Dan Russell, Voice Actor Cartoon Network, United States
Featured Speakers

Nandi Bushell, Young Musician, Activist, United Kingdom

Nompumelelo Ngomane, Author, Activist, United States
Climate Action Schools of Excellence

In 2021 in partnership with Cartoon Network, we named **250 Climate Action Schools of Excellence**.

Interested schools proceeded through an application process demonstrating commitment at the school level. Schools of Excellence included every community member in the work of climate action and committed to ensuring every educator on faculty was certified as a Level 1 and Level 2 Certified Climate Action Educator.
The schools were announced live at Climate Action Day, and the 250 schools were sent a certificate and a formal plaque. Schools were guided to share the recognition with local and national press with press releases which resulted in successful media coverage across 40 countries in local and national newspapers, magazines, radio, and television.

All Schools of Excellence representatives were invited to join a community platform to serve as a network of exemplar schools and leaders prepared to join for new initiatives, collaborations, and research needs.
In 2020, we opened our first two schools, the Innovation Lab Schools at the Kakuma Refugee Camp in Kenya.

Opened in partnership with UNHCR, our Lab Schools provide space for us to keep access, equity, and sustainability at the core of all our organizational decisions - from programming to technology to operations.

Our two schools are carbon neutral running on solar panels and are fully equipped with technology and resources with 100 laptops, WiFi connection, and learning materials.
We employ two teachers who keep instruction possible despite the fact that the schools in Kenya were all closed due to the pandemic.
Impact Kakuma for this year includes:

» Tree plantings throughout the camp.

» Participation in the 2021 Climate Action Project.

» Commitment to the UN Sustainable Development Goals.

» Refugee student solutions of solar lights.

» Participation in virtual exchanges with global classrooms.

» Climate Action Day presenters interviewing President James Alix Michel from Seychelles.
Earth Project Tree Plantings

Take Action Global is committed to protecting our planet and taking action on the climate crisis through tree plantings.

We sponsor and promote plantings by students and schools both individual and large scale efforts.
In 2020, we launched our PlantED initiative where we invited teachers and students who participated in the Climate Action Project to lead tree planting efforts. Since the launch of the program, we have had

2,095,050

native trees

planted by students and teachers in over 100 Countries.
With our technology, we are able to verify every planting with carbon offsets equaling 50,281,200 KG (111,037,650 LBS) of carbon dioxide absorption.
In Fall of 2021, we moved forward in our commitment establishing a new alignment to carbon across all our programs and platforms.

In 2022, our PlantED website, EarthProject app, and Take Action Global programs will align to better support plantings and demonstrate impact. Tree plantings will also be open to organizations.

We are proud to partner with ThreeFold in their commitment to a carbon neutral internet with offsets from our trees.
In 2021 as part of our Tree Planting program, we supported a **large tree planting in Sierra Leone**.

In 2022, we will **expand to support tree plantings on a large scale in Malawi, Cambodia, and the Philippines**.

In addition, we will **promote individual efforts** by teachers and students.

Development of a **new feature** on our EarthProject **app** keeps track of planted trees with location, tree type, amount of carbon, and opportunities for tracking growth. Trained members of our community verify trees and impact.
I’ve been involved in the project since 2017 and students rely on the project to take action protecting our planet. They feel that their worries are shared and heard.

Lúcia Tardão

Educator, Portugal
What is the impact of climate education?

After running the Climate Action Project and programming for four years, we noticed that we needed data to better demonstrate impact.

In 2021, we developed the EarthProject app to allow students, teachers and parents to be informed about climate change and record daily actions to understand impact.
The app shows the amount of **carbon avoided through choices and actions** and is equipped with a leaderboard. Groups can come together to work as teams and gamification incentivizes use. Our app keeps track of **avoidance of single use plastics** and global tree plantings initiated by the Climate Action Project. The EarthProject app is available for iOS and Android.
We were proud to release the EarthProject mobile app on October 1, 2021. The Deloitte Foundation supported the development of the app with advising for the sustainability algorithm, design, and testing.

Since the app was released, we have been able to track and report:

- 2,609 tons of carbon avoided (equivalent to the electricity consumption of 1,695 households in the United States)
- 3,295 ton of plastic avoided
- 8,800 users
- 550 teams in schools globally
Teacher Training and Certification

Take Action Global is committed to supporting and recognizing the professional development of educators. In 2021, we launched the Climate Action Educator Certification Program.

Participating teachers engage in online learning experiences that include leveled courses, opportunities to engage with world leaders and industry experts, and exclusive webinars and professional development sessions.
Certified Educators receive certification as recognized with digital badges, certificates, and professional development hours. The Climate Action Certified Educator program is available to educators worldwide and is in partnership with Headstream Technologies, Edlusion.
LEVEL 1

- 2 hour
- Community connections: member
- Climate education foundations
- Leadership as action

2021: 900 level 1 Climate Action Certified Educators

LEVEL 2

- 6 hour
- Community connections: contributor
- Climate education
- Leadership as exchange

2021: 140 level 2 Climate Action Certified Educators
Climate Action Boosters

As we recognize that climate education needs to be across the entire curriculum, in 2021 we set out to create *grab-and-go lesson plans for all content areas and grade levels.*

We were proud to introduce the **Climate Action Boosters**, a collection of eight *research-based climate activities for K-12 classrooms.*

Our first collection of Boosters were created in *partnership with leaders in environmental sciences, education technology, and human rights.* The Boosters and all associated materials are *open-source* and *free for all.*
Climate Action + Digital Citizenship,  
*Content Partner: Wakelet*

Climate Action + Kids as Climate Champions,  
*Content Partner: Cartoon Network*

Climate Action + Space Exploration,  
*Content Partner: NASA*

Climate Action + Girls Education,  
*Content Partner: Girl Rising*
Climate Action + Data Visualization,
Content Partner: UN Foundation

Climate Action + Digital Storytelling,
Content Partner: Rock Your World

Climate Action + Coding,
Content Partner: KJC

Climate Action + Nature Connections
Content Partner: WWF
We were proud to publish our 1st annual *The Climate Action Booklist for Classrooms*. The booklist is offered as a **free resource for classrooms around the world** and published as a supporting resource for Take Action Global programs, including the Climate Action Project.
» Book titles were presented in categories based on general developmental reading levels.


» Curator notes provide comments and guidance from global educators based on their own instructional practice.

» Books are coded and tagged to provide ease of use for climate topics and in alignment to Take Action Global’s commitment to diversity.
Our 2021 booklist contains 125 books for students of all ages curated by a global team of 20 representative educators and students from our education community.

We were happy to partner with Wakelet to provide an accessible and digital booklist that allows for community response and contribution.
Communication Channels

For us at TAG, we started as a community-first organization and will always continue to be community-first.

As many of our educators first come to us through online and social channels, we look to provide access to opportunities and information through our newsletter, social media accounts, and live online events.
At TAG, we don’t just talk about youth activism, we lead with it! In 2021, we launched a monthly newsletter and expanded our social channels. Our internship program commits to bringing in young, diverse voices and empowering them to lead programs and initiatives.
Our brilliant young team members lead our newsletter, content calendar, and coverage of events. And, they are global:

Maria, Peru

Carla, Switzerland

Hila, Singapore

Sandra, China

Hermann, Germany

Itziar, Mexico
» Monthly Educator newsletter: climate education resources, events, educator spotlights, inspiration, and monthly climate class Spotify playlist

» Social channels: Twitter, Instagram, Facebook, Linkedin, YouTube, Tiktok

» Hashtags: #TakeActionEdu, #ClimateActionEdu
Live Online Events

- Climate Action Day
- UN Headquarters Tour for classrooms
- Live Earth Day Benefit Concert from Washington, D.C.
- LEGO Build the Change Webinars
- Climate Action Educator Webinars
Media Coverage

In the past few years, Take Action Global programs have been covered by media across 45 countries, including BBC, CNN, and National Geographic.

Our co-founder Koen Timmers also spoke at TEDxUHasselt in his talk “When Education Tastes Sweeter than Winning the Lottery.”
It was an amazing experience for the teacher and the students. The participation in this global community made us feel empowered and we appreciated the small yet essential changes in our everyday life we can all do to protect our planet.

Maria Panousiadou

Educator, Greece
OUR COMMUNITY

We are all teachers. We are all learners. We are all taking action for climate, together.

We’ve worked to assemble the best minds in both climate and education to take on the challenge of our lifetime. Meet our network of creators and visionaries.
Our Global Network of Volunteers

Climate Action Education Ambassadors

We have 80 ambassadors in 75 countries who are committed to bringing climate education to national levels within their own countries.

They coordinate introductions and lead relationships with Ministries of Education, bring climate education initiatives to new teachers in their countries, and communicate to press and national public figures.
Ministries of Education and Environment

In order to bring substantial change on national levels, we work with Ministries of Education and Ministries of Environment.

The project was endorsed by Austria, Argentina, Belgium, Canada, Croatia, Germany, India, Ireland, Malawi, Moldova, Philippines, South Africa, United Kingdom, Venezuela, and the European Parliament.

In 2021, we also started formal national partnerships with the Department of Education in the Philippines, the Ministry of Education in Peru, and the Ministry of Education in Gibraltar with national commitments for partnership including programs for students and professional development for educators.
Me encanta participar y que los alumnos perciban que muchos jóvenes igual que ellos participan en las mismas acciones y tienen también intención de que el cuidado al planeta sea una realidad.

[translation: I love to participate and that the students perceive that many young people just like them participate in the same actions and also have the intention that caring for the planet is a reality.]

Bertha Alicia Sayeg Garza
Our commitments to climate, education, and access through innovation were strengthened in 2021 due to support and collaboration with our partners and supporters.

We offer our sincerest appreciation for their commitment to youth empowerment and climate education through their support of our work.

We look forward to continuing forward in solidarity for 2022 and beyond.
It has been life-changing for many of my students and their families. I found that absolutely thrilling.

Van Hoang Thi

Educator, Vietnam
OPERATIONS

Our Board of Advisors

Princess Esmeralda of Belgium

Dr. Melissa Collins, Educator, Author, United States

Hakima El Haite
Former Minister of Environment, Morocco

Noah Geisel, Digital Badging Expert, University of Colorado, United States
Dr. Loise Gichuhi, Professor, Kenya

Marc Goodchild, Media Strategist, Cartoon Network, United Kingdom

Lord Jim Knight, Former Minister of Schools United Kingdom

James Levelle, Filmarker, Adventurer, United Kingdom

Dr. Randy Ziegenfuss, Dean, Professor, United States

James Alix Michel, Former President, Republic of Seychelles
Dr. Richard Pountney, Professor Sheffield, United Kingdom

Dr. Nathan Lang-Raad, Educator, Author, United States

Dr. Liesbet Steer, Director, Education Commission, United States

Vikas Pota, Global Education, United Kingdom
Our Team

Joslyn Adcock,
Volunteer, Germany

Nhial Deng,
Refugee Consultant, Kenya

Hila Davies,
Community Strategist, Singapore

Carla Fankhauser,
Student Intern, Switzerland
Maria Jose Gordillo, Community Strategist, Peru

Scott Kennedy, Climate Science Expert, United States

Thomas Anthony Jones, Producer, United States

Hermann Klein-Hessling, Student Intern, Singapore

Hope Kennedy, Climate Science Expert, United States

Franco Ohisa, Refugee Consultant, Kenya
Koen Timmers, 
Co-Executive Director, 
Belgium

Bram Vanbilsen, 
App and Web Developer, Belgium

Nine Viaene, 
Design, Storyteller, 
Belgium

Dr. Jennifer Williams, 
Co-Executive Director, 
United States
By working at TAG, I have the opportunity to both enjoy my job and have an impact on the environment. There is no better combo!

Bram Vanbilsen
App and Web Developer, Belgium
In 2021, we raised $332,942.60 for climate education with $329,323.03 in corporate sponsorships and $3,619.57 in individual donations.

Allocation of Expenses: $160,632.68. All individual donations are included in programs in Kenya.
Global Programs: 78%
Technology: 13%
Africa Programs: 6%
Fundraising: 2%
Operations: 1%

Allocation of Expenses

Global Programs
Technology
Fundraising
Operations
Africa Programs
Great project! Great activities! GREAT PEOPLE!

Ciprian Dan Bogdan

Educator, Romania
VISION FOR 2022

As we look ahead, we stand ready to build on our successes of 2021 and answer the calls for change to regenerate our planet and enhance the lives of citizens of our world through education initiatives.
We’re already getting started on our 2022 plans which will allow us deepen and strengthen our current work and to expand with:

» Roll out a schools model allowing for systems-level change

» Enhancement of our community-first platform for global educators, allowing for collaboration, sharing of information, recognition of learning, and celebration of

» Visualization of carbon across all work to develop understandings of actions and impact and to document collective action and offsets