



AUGUST - DECEMBER 2023

# PROGRESS REPORT

CLIMATIFY



<https://climatify-youth.com/>



# TABLE OF CONTENT

• Introduction	1
• Online Campaigns	2
• Participations	3 - 4
• Climatify paving the way to COP28 Campaign	5 - 8
• MOU with ProjectSet	9
• Contributions from Climatify members	10 - 11
• Climatify team's participation at COY18 & COP28	12 - 15
• Contact us	16

*"Reducing plastic usage and  
opting for recyclable materials  
is a key step in protecting the  
environment!"*





# INTRODUCTION

## ABOUT US

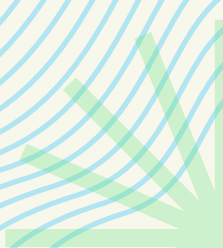
Climatify is a startup company that combines climate digitization with the development of local, regional, and international communities. Through our projects, we aim to enhance community awareness of environmental challenges and the imperative of sustainability. We promote community participation and empower youth and women to contribute to UAE National Strategies. Whether through initiatives or diverse awareness campaigns, we strive to promote sustainable development.

## VISION

Climatify envisions a world where the seamless integration of technology and sustainable practices leads to thriving communities in perfect harmony with the environment. In our vision, every individual, irrespective of age or gender, is an active participant in shaping resilient and environmentally conscious societies. By cultivating a symbiotic relationship between technology and communities, we strive to pave the path to a future where progress coexists harmoniously with unwavering environmental stewardship, ensuring a balanced and flourishing world for generations to come.

## MISSION

Climatify is on a mission to merge climate digitization with community empowerment, fostering environmental awareness, promoting active community participation, and harnessing technology for resilient and sustainable development. We are dedicated to creating a positive impact by engaging communities and leveraging technology to build a harmonious future for both people and the planet.







# ONLINE CAMPAIGNS

Online Awareness Campaign with the following highlights:

Climatify, through its initiatives and campaigns, aims to enhance community environmental awareness and motivate young people to engage in their communities' issues, channeling their thoughts and creativity towards high-priority responsibilities for building a sustainable future. This includes publishing awareness campaigns on various social media platforms, which started in August and continue to address various topics, highlighting the crucial role of youth in climate action.

"Did You Know?" Awareness Campaign.

An overview of upcoming events in the country was presented, emphasizing the significance of youth involvement. How can they participate in these events?

### Topics

- COP28
- COY18
- LCOY & ..ect,



## Climatify Cleanup Awareness Campaign.

Climatify organized a 3-day awareness campaign in conjunction with World Cleanup Day, engaging youth from across Africa. The campaign aimed to inspire young individuals to participate in community service and highlighted their collective efforts.







# PARTICIPATIONS



## “Survive the Wild” activity. 28 Sep,2023

Climatify’s members have participated in the “Survive the Wild” activity.

which exposed participants to essential survival skills required when in natural environments and taught them how to be considerate of the surrounding nature. This activity focused on three crucial aspects of survival: finding water in the wild, fire-setting techniques, and identifying sources of nutrients in the wild.

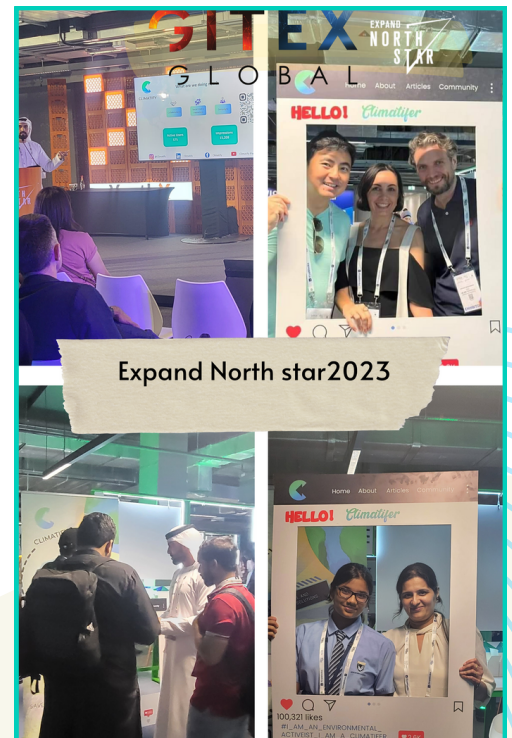
The activity was part of the “Leaders of Change” program that is organized by Emirates Nature, a part of the World Wildlife Fund (WWF).

## Climatify at GITEX 2023 at Expand North star. 15th to 18th October,

Climatify, proudly participated in GITEX 2023, held from October 15th to 18th, 2023, at the Dubai Harbor. Our booth was located at Booth Number **H1-B44**, sponsored by the Dubai Digital Chamber and Expand North Star.

During the 4-day event, we had the opportunity to showcase the Climatify project to a diverse audience, including local and international university students, as well as representatives from national and international organizations. We have gathered the passion and suggestions of the youth to inform the development of our future plans. we have integrated their insights into our strategic vision.

We were delighted to witness the keen interest expressed by various stakeholders in our project and their eagerness to explore potential collaborations.





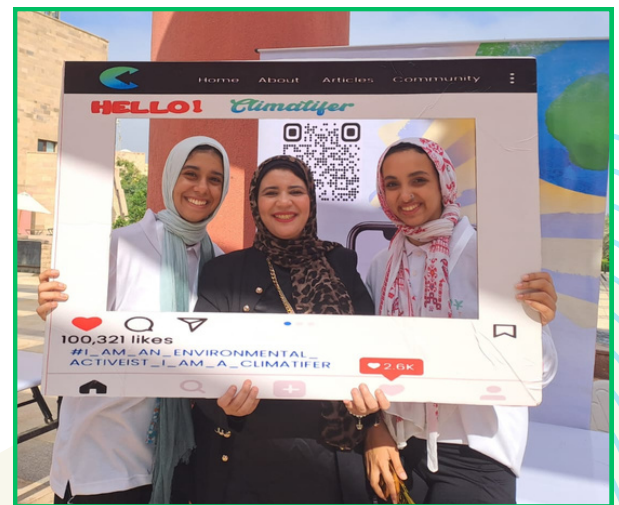
## "Eco-preneurship program" 19 - 29th October,

The Climatify team participated in the "Eco-preneurship program" for 10 days. This program took place at Expo Dubai in partnership with Sheraa Center and the Ministry of Education. The aim of this program is to empower green entrepreneurship and create new local green projects.

## Climatify Participation at LCOY Egypt, 13th to 14 November,

We are thrilled to announce that Climatify actively participated in the LCOY Egypt conference for two impactful days! With pride, we presented our project and engaged directly with the opinions and suggestions of Arab youth, integrating them into our future strategic plans.

This experience served as a platform to build new relationships and strong partnerships that align with our future goals. We extend our gratitude to everyone who joined us and contributed to making this event an unforgettable experience.







Climatify Participation at LCOY, Egypt,



## “CLIMATIFY PAVING THE WAY TO COP28” CAMPAIGN.

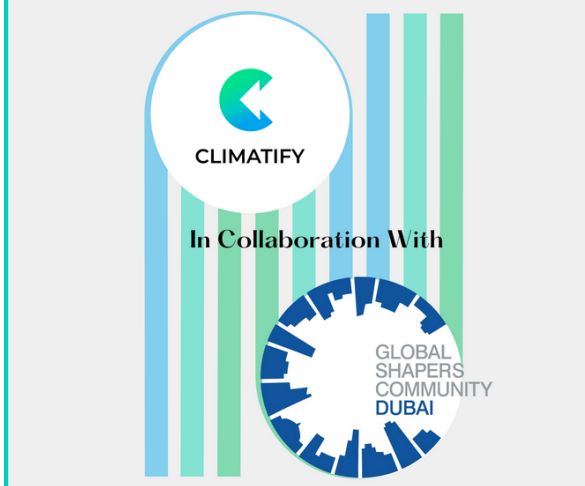
Climatify paving the way to COP28 aims to enrich the knowledge and engagement of young people in climate and environmental issues. in collaboration with Global Shapers Dubai.

This campaign is set to be a landmark event, bringing together climate and environmental activists from various Arab countries, including the UAE, Egypt, Tunisia, Morocco and Lebanon, as speakers. It aims to achieve two main objectives:

**First Objective: Increasing awareness in the community about climate change issues across various sectors, including:**

1. Empowering youth and providing them with opportunities for effective participation in climate action initiatives.
2. Raising environmental awareness in the community and encouraging a shift towards more sustainable lifestyles.
3. Promoting the exchange of knowledge and culture among Arab and African youth through platforms that facilitate knowledge and cultural sharing.
4. Motivating and inspiring Arab and Emirati youth, in particular, to engage in their communities and contribute to national climate change strategies.

### Climatify: Paving the way to COP28







To achieve this, we hope to create a platform as a prominent platform that will showcase the symbols and logos of these youth-led initiatives and institutions from both the Arab and African regions. This platform will serve as a profound gesture of appreciation for their tireless efforts and a vibrant representation of their remarkable achievements in the field of environmental conservation at COY18 and COP28.



By Arab Youth Efforts

**Second Objective: Highlighting the efforts and voices of youth in the field of the environment on the international stage under the slogan "Unifying Youth Efforts for a Better World," which includes:**

1. Empowering climate action groups and initiatives through discussions and workshops.
2. Providing opportunities to showcase youth environmental projects on our platforms and present them to Arab youth.
3. Expanding the scope of youth initiatives and establishing effective partnerships to contribute to the achievement of societal and environmental goals.

As Arab youth, we sincerely recognize the pivotal role of Arab youth in the upcoming Conference of the Parties (COP28) and in advancing its climate-related goals. Therefore, our comprehensive goal with this initiative is to promote community environmental awareness and contribute to empowering young people while highlighting their efforts and voices, which significantly contribute to the global landscape of youth-led climate action.



## Campaign outcomes

Our interactive campaign on climate change issues has proven to be a resounding success. **Nine distinguished panel discussions** were organized, covering various topics related to the challenges of climate change. These sessions witnessed active participation from young speakers and experienced experts from different Arab countries, contributing valuable insights and expertise.

Over **160 young individuals** actively engaged in this campaign, going beyond mere participation to add unique value through the effective exchange of their opinions and messages.

Statistics indicate that **55 young men and women** from the region actively contributed and stood out in expressing their voices.

These interactive events reflect a spirit of collaboration and constructive participation, fostering awareness about the importance of collective action in addressing the challenges of climate change. We cherish the involvement of everyone and aspire to sustain this positive spirit to achieve even greater positive outcomes for a sustainable future.





**160 young men and women participated during these campaigns from these countries:**  
UAE - Yemen - Egypt - Lebanon - Palestine - Iraq - Morocco - Tunisia - Mauritania - Ghana  
- South Africa - Libya- Syria - India - Ugandan - Japan - Jordan



**Percentage of men: 44%**  
**Percentage of women: 56%**

The categories of the **160 participants** were classified and their percentage was determined according to their ages into the following group:



**Age group 45- 60**



**Age group 30- 45**



**Age group 20 - 30**



## MEMORANDUM OF UNDERSTANDING (MOU) SIGNING WITH PROJECT SET: STRENGTHENING YOUTH SKILLS AND ENVIRONMENTAL CONSERVATION

### Memorandum of Understanding (MoU) Signing with Project Set: Strengthening Youth Skills and Environmental Conservation

In alignment with COP28, a significant milestone was achieved through the signing of a Memorandum of Understanding (MoU) with the British company Project Set. The primary objectives of this partnership are to enhance youth skills, foster innovation, and promote environmental conservation.

### PARTNERSHIP ANNOUNCEMENT



The signing ceremony marked a commitment to collaborative efforts in creating opportunities for skill development among the youth, encouraging innovative solutions, and actively contributing to environmental preservation. The two teams engaged in fruitful discussions exploring various avenues for cooperation in these critical areas.

This strategic collaboration underscores our shared commitment to addressing the challenges posed by climate change and emphasizes the importance of empowering the younger generation with the necessary skills and knowledge to be at the forefront of environmental stewardship.

We look forward to the positive impact that this collaboration will have on youth development, innovation, and environmental sustainability.





## CONTRIBUTIONS FROM CLIMATIFY MEMBERS

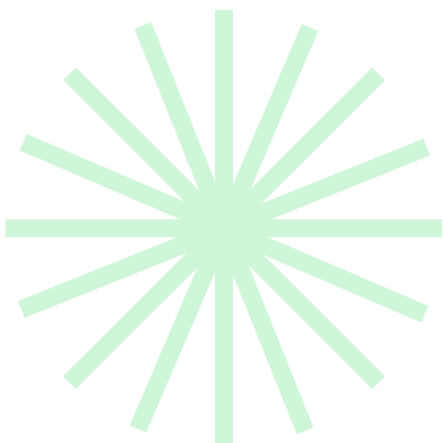


Dr. Marwa Asahlwani in the UAE Youth Challenge

This endeavor is not merely a singular event but a cornerstone in our overarching mission to empower and inspire youth for a sustainable future. Dr. Marwa Shalwani's role in the judging committee adds an invaluable layer of expertise and wisdom, ensuring that the UAE Youth Challenge becomes a beacon of innovation and a catalyst for positive environmental impact.

We are thrilled to announce that Dr. Marwa Shalwani, Co-Founder of Climatify, served as a judging committee member in the UAE Youth Challenge, a collaborative effort with the Arab Youth Center, aligning with the themes of #COP28. This initiative, in partnership with Schneider Electric, a leader in energy management and automation, brings its expertise to empower young minds in exploring innovative solutions and driving positive change in the realms of environmental conservation and sustainable practices.

Dr. Shalwani's involvement in the judging committee underscores her commitment to contributing expertise and guidance to initiatives that address pressing global challenges, particularly those related to climate change and sustainability.







Dr. Marwa Asahlwani in the UAE Youth Challenge





## Climatify team's participation at COP28.

We are delighted to share insights from the impactful event hosted at the Energy Transition Hub in Dar, where **Sheikha Al Shafar**, Co-Founder of Climatify, led a thought-provoking discussion. The event, titled 'Emerging Voices: Youth Perspectives on Climate Challenges in Education and Careers along Green Built Boundaries,' transpired on October 12, 2023, during the COP28.

The dialogue centered around the distinctive challenges faced by the youth in the domains of education and career development within the context of green built boundaries. Our objective was twofold: to illuminate these challenges and to explore viable solutions and strategies for enhancing climate awareness and mitigation within the education sector.



"Emerging Voices: Youth Perspectives on Climate Challenges in Education and Careers along Green Built Boundaries"

The active participation of attendees played a pivotal role in shaping our collective understanding and fostering collaborative action. Climatify is committed to leveraging these insights to contribute meaningfully to the ongoing discourse on climate awareness and education. We believe that by amplifying the voices of the youth, we can drive positive change and cultivate a sustainable future.





Emerging Voices: Youth Perspectives on Climate Challenges in Education and Careers along Green Built Boundaries.



## CLIMATIFY'S PARTICIPATION IN COP28 AND COY18: FOCUSING ON YOUTH CHALLENGES IN THE FACE OF CLIMATE CHANGE



The Climatify team is thrilled to announce its participation in the 28th Conference of the Parties (COP28) and the 18th Conference of Youth (COY18), underscoring a dedicated commitment to addressing the unique challenges faced by young individuals worldwide in the wake of climate change. With an unwavering focus on proactive engagement, our team is actively spearheading initiatives aimed at forging meaningful relationships and fostering collaborative partnerships within the expansive realm of climate action on a global scale.

At the heart of our mission lies the ambition to cultivate enduring connections with like-minded entities, transcending geographical boundaries to form a united front against the pressing issues stemming from climate change. By actively seeking out collaborations and alliances, Climatify endeavors to harness collective expertise, drawing upon the wealth of knowledge and innovative solutions available within the climate action community.

Our initiatives extend beyond conventional boundaries as we strive to unite diverse efforts, bringing together stakeholders from various sectors, disciplines, and backgrounds. Through this collaborative approach, we aim to create a synergy that not only amplifies the impact of individual endeavors but also results in the emergence of novel opportunities to confront and overcome the multifaceted challenges posed by climate change in contemporary society.









# OUR CONTACT

@ [info@climatify-youth.com](mailto:info@climatify-youth.com)

<https://climatify-youth.com/>

📍 Dubai,



*Social Media*

Thank  
you!

