



Young Climate Ambassadors Photo: Kristin Westby/Norwegian Environment Agency

# Generation Green

## Climate Ambassadors

### About:

- Generation Green is a National Climate lecture tour in Norwegian middle schools and upper secondary schools (high school)
- Target group: age 13-19+.
- Since 2011 the Ambassadors have held more than 2000 lectures reaching a total of about 200,000 students. Approx. 50.000 students each school year. In the spring of 2016 we will reach about 25.000 students and teachers.
- The lectures are developed on professional, academic and technical assistance from the Bjerknes Centre for Climate research (University of Bergen), StormGeo, Tobias Thorleifsson, the Ministry of Education and Research, the Norwegian Centre for Science Education and Norwegian Environment Agency.

### Goals:

- Increase and develop the target groups knowledge about climate change, mitigation

and solutions.

- Create experiences that legitimizes and strengthens climate change as an important part of the curriculum.
- Focus on solutions, action choices, possibilities, young people as agents in shaping their future.
- Generation Green message - everyone can play a role to help to develop a low-emission future (leave their fingerprint on the future)

### Content:

- All the talks are individualized by the Climate Ambassador but contains the same framework of science and curriculum based content.
- Framework: natural variation, climate drivers, the difference between weather and climate, the greenhouse effect, CO<sub>2</sub> and temperature records in ice cores, temperature data from 1850 and onwards. Using IPCC reports as baseline.
- Introduction to biodiversity ecosystems and ecosystems services.

- National and international impacts of climate change.
- Positive introduction to the solutions, renewable energy technologies, city planning, mitigation, transportation and entrepreneurship.

### Methodology:

- Ambassadors are chosen because of their expertise, their experiences, travels, exchange studies and history, and their suitability as a role model for the target group (13-19+)
- Inspire and engage: we practice a balance between education and positive storytelling.
- We believe that the personal and direct meeting between the ambassador and the students creates a lasting impression and reference to the subject.

### Why we have succeeded:

- Using **young role models** that offers personal human interest stories helps the target group relate to them. The lecture legitimizes the subject of climate change in the school setting.
- We break with prejudices and expectations of what it means to be engaged in environmental and climate issues.
- Presence over time is a criteria for success. We have become a trusted source of inspiration and knowledge in a world with enormous amounts of information on climate change.

#### FACTS

- National Climate lecture tour schools
- Target group age 13–19
- Using young role models as ambassadors
- Since 2011 the Ambassadors have held more than 2000 lectures reaching a total of about 200,000 students.
- Approx. 50.000 students each school year.

### Feedback from Schools:

- Feedback from schools are very good. Nearly all respondents (99 percent) are satisfied or very satisfied with the lecture. 99 percent are also satisfied or very satisfied with the ambassadors competence, communication skills and commitment. 97 percent thinks that the lecture was relevant or very relevant to the curriculum. Teachers emphasizes that the lectures have a substantial impact on their students, significantly increasing their knowledge on climate change and substantially increasing students interest in the subject.
- Schools are increasingly including the lecture in the curriculum and expecting a yearly visit from a Climate Ambassador.

*“My class reviewed the lecture as follows:  
Dissemination 6, Professionalism 6,  
Genre Consciousness 6. In particular, the lecture maintained a great deal of personality without compromising objectivity.”  
Olav Smedsrud, Science Teacher,  
Notodden Middle School)*



#### LINKS

- [Norwegian Environment Agency](#)
- [Generation Green on Facebook](#)
- [Generation Green on Instagram](#)
- [Generation Green on Tumblr](#)