



POP Festival: NYC

YOUTH INSPIRED BY KNOWLEDGE

What is Protect Our Planet?

Protect Our Planet (POP) is an initiative designed to address the urgent need to share information and knowledge with youth on solutions to protect the Global Commons, achieve Sustainable Development Goals (SDG) adopted by the UN, mitigate climate change and adapt to its growing impacts. Intended to ultimately reach the size, scale and momentum to become a global movement, POP mobilizes the youth worldwide to take collective action, inspired by knowledge, needed to mitigate climate change and protect the earth's threatened ecosystems.

What is the POP Festival?

In order to achieve its goals, the POP Movement hosts regional and global, annual events to promote exchange of knowledge, experiences, and practices as well as recognize innovative efforts led by students as POP Stars and outstanding teachers as POP Maestros.

The POP Festival: New York

The POP Festival in New York will be held in the fall of 2016. The festival will foster several partnerships and collaborations across the U.S, Latin America, and the Caribbean. The POP Festival: New York will bring together approximately 200 people, including several school- and college-going youth among whom many will be leading exemplary actions to Protect Our Planet, educationists, non-government organizations and networks, faith leaders, corporate executives, media, diplomats, and potential donors, from across the east coast for a day long festival.

The POP Festival will merge the popularity of entertainment, such as music, art, and film with the empowering potential of education through communication to achieve its goals to:

1. Share youth-led practices, experiences, and actions taken to Protect Our Planet
2. Mobilize young people and communities to Protect Our Planet and promote collective action among youth to implement solutions needed to mitigate climate change and adapt to its impacts
3. Recognize and reward youth-led actions, exemplary initiatives and success stories, based on a carefully designed evaluation process