



PRESS RELEASE

THE NEW ZERO WORLD YOUTH PROGRAMME IS LAUNCHED
"It's not just Climate Change, it's the Everything Change"

Sharm el-Sheikh, Egypt, November 10, 2022 – The New Zero World (NZW) Youth Programme was officially launched today, the Youth Day of the 27th Conference of the Parties (COP27) of the United Nations Framework Convention on Climate Change (UNFCCC). The COPs are the biggest and most important annual climate-related conferences on the planet.

The NZW Youth Programme is endorsed by the COP27 Presidency will be Co-Chaired by the COP27 Youth Envoy Omnia el-Omrani. The New Zero World is a new way of climate action by supporting a shift in climate narratives toward actionable, empowering solutions by working alongside young climate leaders who are most often the planets most powerful allies and advocates.

Launched by the Global Brain Foundation, **the New Zero World is an action-oriented, multi-year initiative that creates a new way of climate action by shifting the current climate change narrative to re-imagine our vision of the future by empowering the public with tangible and scalable climate solutions.** The initiative will focus on developing creative and original content, solutions-oriented actions tracks, Storytelling + Communication Labs, and diverse partnerships to support a new narrative that will empower the public to act by engaging mainstream culture on global climate solutions. The NZW Youth Programme will draw on the knowledge from the NZW Youth Council of Ambassadors who include some of the worlds most Influential young climate leaders in order to launch the creation of a Youth Fellowship for upcoming young leaders.

The New Zero World initiative received [official endorsement](#) from H.E. the President of the UN General Assembly and Foreign Minister of the Maldives Abdulla Shahid during the event: **"I commend the New Zero World goal of fostering greater partnerships on environmental action. As the campaign aptly notes: to break cycles of inaction and disengagement, we need to find a new way forward."** The New Zero World has also been endorsed by the UNFCCC: Race to Zero and Race to Resilience, and works in collaboration with dozens of organizations including ENZA and ART 2030 who co-hosted the launch event.

Among the New Zero World founding partners is Sustainable Energy for All, **"The New Zero World Campaign will help sustain this momentum with focused content that highlights energy access as a critical part of the climate change conversation,"** says Damilola Ogunbiyi, CEO and Special Representative of the UN Secretary-General for Sustainable Energy for All and Co-Chair of UN-Energy.

"As youth, we are here to ensure that our nations do not backtrack on their promises. As the first-ever COP27 President's Youth Envoy, I am excited to co-chair the NZW Youth Fellowship and collectively elevate youth-led voices and grassroots efforts," said COP27 Presidency Youth Envoy and NZW Youth Programme Co-Chair Omnia el-Omrani.

The New Zero World is on the ground at COP27 in Sharm el Sheik creating content and meeting and presenting with different partners and allies.

Contact our team to learn more about our mission and to join us at our upcoming activations.

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ABOUT THE GLOBAL BRAIN FOUNDATION: The Global Brain Foundation was created to fulfill our mission to support the achievement of the UN Sustainable Development Goals with special focus on Climate Change. It was launched in 2014 by founders Natalia Vega-Berry and Michael P. Tracy to fill the gap of engaging humanity with the world's most pressing problems. The Global Brain serves as a catalyst for the emergence of social and environmental change using creative minds to mobilize action and create serious, scalable impact.