2022 Impact Report
We’re incredibly proud of our impact and community, which continued to grow in 2022. A key strategy to expand our impact is to grow our network of partner organizations and trainers who use our “Green Leaders Academy” curriculum. We continue to provide our training and support at no cost to frontline youth leaders and NGOs so they can focus on driving change.

We made a tremendous amount of progress in 2022, working with partners and youth in more than 40 countries. We’ve also continued to build strong networks in the U.S., Africa, and Asia.

Since we started this journey, we’ve been rigorously tracking how our program helps our participants take effective environmental action.

Among the metrics we’re most proud of, more than 95% of the participants we’ve trained agree that, “This program helped increase my ability to address environmental issues in my community.”

Our outlook for 2023 is looking even brighter with new partnerships to run programs for the Department of State in Ghana, Kenya, and Namibia. Stay tuned for more great work ahead!

Patrick Arnold
Founder
The Green Leaders Academy

GLA is our flagship program and is a 15-module online or in-person training centered on environmental literacy, leadership development, and civic engagement.

We drive environmental impact by enabling participants to develop an understanding of critical environmental issues, supporting them to learn how to lead themselves and others, and building their capacity to use the levers of power to create change.
Master Trainer Institutes
Integrating the Green Leaders Academy into our partners' programs.

- We trained **15 Master Trainers from Kenya, Malawi, Tanzania, and Uganda** at our in-person Master Trainer Institute held in March in Nairobi, Kenya. 14 of the 15 participants were founders or senior leaders at their organizations and collectively they impact more than 10,000 individuals per year.

- We trained **24 Master Trainers from Bangladesh** at our in-person Master Trainer Institute held in July in Dhaka.

- We trained **20 Master Trainers from India, Indonesia, the Philippines, Sri Lanka, and Vietnam** at our in-person Master Trainer Institute held in July in Indonesia.

David Mulo
10 Billion Strong Master Trainer
Founder, Green-Kenya

"Working with 10 Billion Strong has helped Green-Kenya focus our training to reach more than 1,000 Kenyan youth per year and made it possible to secure the largest grant in our organization's history."

These multi-day training sessions have allowed us to strengthen already impressive leadership capabilities, share our impact model, and make plans for them to lead their own training with our curriculum in the future.
Our new master trainers in Bangladesh followed up our workshops by training more than 200 young Bangladeshi youth. They worked with university students and young professionals who want to take action to address Bangladesh’s many environmental challenges. These include rising sea levels, rapid urbanization, food insecurity, and limited waste management capacity.
Spotlight: India

- World's most populous country by 2030
- High climate change vulnerability
- Rapid economic development + decline in habitat & biodiversity
- Extremely high energy needs
- Motivated, tech-enabled, & digitally savvy young population

Greshma Pius Raju
10 Billion Strong Master Trainer
Founder, Ecopeace Teen Cafe, India

"I am a peacebuilder with a focus on environmental peacebuilding among youth and interfaith dialogue. It's been great to collaborate with 10 Billion Strong to connect with the network of environmental leaders and curriculum that they have curated.

Our collaboration helped us secure funding from the United Religions Initiative to launch a youth leadership program in my home state of Kerala, one of the most climate change-vulnerable regions in the world. We're looking forward to training the next generation of climate activists together."
Home to diverse land + ocean ecosystems and many endangered species

Large peatland carbon-sinks

Currently the 4th largest population

Trash from rivers account for significant ocean plastic

Rapid deforestation and related air pollution due to palm oil planting

Spotlight: Indonesia

- Home to diverse land + ocean ecosystems and many endangered species
- Large peatland carbon-sinks
- Currently the 4th largest population
- Trash from rivers account for significant ocean plastic
- Rapid deforestation and related air pollution due to palm oil planting

"We're excited to work with 10 Billion Strong in Indonesia on critical environmental issues, especially food systems, waste management, and sustainable tourism. By investing in leaders, we can address important challenges across Indonesia."

Hermitianta Prasetya Putra
10 Billion Strong Master Trainer
Community Relations Manager, Yayasan Bumi Sasmaya Indonesia
Growing the Green Leaders Academy & Meeting Community Needs

We have found that in many countries where we work, there is often very little environmental leadership training. Many youth, especially in developing countries, are well aware of local environmental issues, but don’t have access to quality education to help them understand the causes and solutions. Research from UNESCO and Stanford’s Woods Institute for the Environment supports our observations. Recent work from Cornell University’s Civic Ecology Lab shows that most environmental education programs focus too much on knowledge gathering, rather than building capacity for effective action. We remedy this in our program model by optimizing our program design and assessment tools around interest and ability to take action.

Both our online and in-person programs are often over-subscribed. For example, we received 3-4 times the applications for our Master Trainer Institutes than we had capacity for. And our Master Trainers share that their only limiting factor to conducting more follow-on trainings in their communities is lack of funding. In our recent programs with participants in Kenya and Namibia, we received nearly 10 times more applications than spots available. Additionally, the Pan-African Youth Union, the premier network for youth in Africa, has requested a custom program for their network of youth leaders, which spans 54 countries.

As we seek to meet the incredible demand for environmental training across the globe, we convened more than 30 members of the 10 Billion Strong community from 10 countries for a virtual ideation session to get their insight and gain buy-in for our future plans.

Highlights From our External Evaluation

In 2022, a graduate student from American University’s Measurement and Evaluation program implemented a mixed-methods performance evaluation of the Green Leaders Academy program. Among many highlights, the evaluation found that:

“Participation in the Green Leaders Academy led to substantive and statistically significant increases in all three outcome variables (self-reported levels of Environmental Literacy, Environmental Leadership, and Civic Engagement), as determined by multiple statistical tests.”

“Participants tend to feel better equipped to serve as environmental leaders in their community upon completion of the program. Graduates are substantially more likely to report that they possess adequate knowledge to be an environmental leader and that they have the capacity to teach others about environmental issues after the intervention.”

“Linear regression modeling reveals that environmental leadership is a statistically significant predictor of civic engagement, meaning that as one’s level of one variable increases, so does the other. This finding serves as validation of the Green Leaders Academy’s Theory of Change, which states that individuals with higher levels of environmental leadership are more likely to engage in collective, sustainable action.”
Expanding and Accelerating Environmental Impact

We expect compounding gains on environmental impact. In other words, the further out from training, the greater the impact that we expect from our participants. We have already seen systematic examples of our alumni taking actions in their communities.

For example, our "Plastic Free July" Campaign was supported by community members in 12 countries. Collectively, they:

- Opted out of using over 500 pounds of single-use plastic.
- Upcycled over 1,300 plastic items, keeping them from being burned or discarded.
- Educated 254 community members on how to reduce single-use plastic.

Many of our alumni are also taking part in major international policymaking forums. Some examples include:

- Kevin Lunzalu - Master Trainer, Kenya, was selected as an Aspen Institute New Voices Fellow
- Garvita Gulhati - Master Trainer, India, spoke about the role of youth to address the climate crisis in the UN's pre-COP27 meetings and was recently recognized as one of the top 15 Indian environmentalists by LinkedIn.
- Jolly Nguyen - Master Trainer, Vietnam, was selected to join the UN Women Asia & the Pacific 30 for 2030 to promote gender equality in the environmental movement.
- Moh Khatibul Umam - Master Trainer, Indonesia, presented at the G20 Interfaith Forum about how “Green Islam” can align religion and environmental goals.
- At least 10 of our alumni were delegates at COP27 Climate Change negotiations that were held in Egypt in November.
Other Programs & Initiatives

In addition to the programs listed above, we initiated the following activities:

**Youth Policy Labs** - we featured 10 of our community members who have worked with leading international and national-level programs to advance sustainability. More than 200 young leaders registered for these workshops.

**Midwest Climate Collaborative (MCC)** - the MCC is a new initiative based at Washington University in St. Louis that works towards a carbon neutral, climate resilient, interconnected Midwest region. It has more than 40 higher ed, corporate, and social sector member organizations. We are supporting programs for its Educator Community of Practice, its February 2023 Midwest Climate Summit, and the March 2023 Student Conference.

**CircularSTL** - is a St. Louis-based coalition 10 Billion Strong co-founded to promote the circular economy in the region. 10 Billion Strong co-founded this with three other environmental leaders leading two well-known organizations. We launched at the OneSTL Sustainability Lab in November. OneSTL is an initiative of the East-West Gateway Council of Governments and provides a forum where local governments in the bi-state St. Louis region can work together to address and solve problems that cross jurisdictional boundaries.

### CircularSTL

*Building a Circular Economy in St. Louis*

For People & Planet
Plastic Free Campus program - We support the Ugandan NGO, End Plastic Pollution, in its effort to educate youth about plastic pollution and secure safe water supplies for schools and villages. In 2022, they engaged with **5,000 youth across 12 high schools and four universities in Uganda**, training over **500** with our curriculum.

Nirere Sadrach, Founder of End Plastic Pollution

Nirere Sadrach is a Ugandan activist and founder of End PlasticPollution, an initiative with the aim of demanding greater corporate action and responsibility from companies which generate plastics to end the plastic pollution crisis.

He’s also an alumnus of 10 Billion Strong and participated in our very first program in 2019, our Environmental Leadership Accelerator.
10 Billion Strong is a U.S.-based 501(c)(3) nonprofit which mobilizes and supports environmental leaders in more than 40 countries to take effective action through leadership training, capacity building, and network acceleration.

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