

## About Action for Conservation

Action for Conservation is a young environmental charity using pioneering approaches to inspire and empower thousands of young people from diverse backgrounds, aged 12-18, to take action for the natural world and become the next generation of environmental leaders. Their WildED school workshop programme, which targets secondary schools in which an average of 49% of pupils are in receipt of pupil premium, supports students in delivering local conservation projects that positively impact biodiversity, increase connection to nature and build soft skills. Their Residential Conservation Camps give smaller groups transformational experiences in nature and work in more depth to build the youth environmental leaders of the future. 96% of their camp participants feel that they have increased their knowledge of environmental issues and developed new skills to take action for the environment following camps and over 35% self identify as Black, Asian or Minority Ethnic. Through their one-year Ambassador Programme young people are supported as they lead change in their own communities and become powerful youth voices for nature nationally. Ambassadors have presented to hundreds of people at events; started youth ranger groups; fed into Defra's 2030 strategy; co-created a film on plastic pollution that opened the Klosters Forum on ocean pollution in Switzerland; produced videos on plastic pollution and species loss viewed well over 500,000 times on social media and are in the process of launching the UK's first large-scale youth-led nature restoration project in partnership with farmers and conservationists in Wales, among many other actions. In addition to appointing young people to their own Board of Trustees, the charity supports their Ambassadors in accessing leadership opportunities across the sector. Their Ambassadors have gone on to successfully apply for leadership positions at Groundwork UK and the London Wildlife Trust, among others, and to join the #iwill campaign's youth ambassador scheme.