

IUCN-J Future Generation Strategy 2024-2030

The scope of this strategy

Youth is the central target of this strategy. However, the challenges the members of youth face cannot be overcome by them alone. In order to realize meaningful participation of the youth, efforts and support from the entire society will be necessary. For this reason, this Strategy includes contents for the youth generation specifically, those for the society as a whole, and those related to intergenerational dialogue.

This strategy does not make the dichotomy of youth and non-youth, but considers youth as a part of the society as a whole with unique characteristics and ability. Society is like a ship sailing for a destination with diverse members—young and old, male and female—and youth is a subset of the members. In order to reach the destination of *a just world that values and conserves nature*, all members have their roles to play, making the most of their respective characteristics and abilities, while engaging in intergenerational dialogue and cooperation.

This strategy has been named the Future Generation Strategy, with the recognition that “future generations” that appear in the global agreement now really refer to the youth of today. They are the ones who will be living in the consequence of actions today in the target years of global agreements, and they are the ones who can make the difference.



Nature provides solutions to many issues the society faces now; i.e., nature-based

solutions (NbS). Thus, this strategy targets not only people of the conservation sector, but also a broader spectrum of people to integrate nature in the fabric of societal problem solving.

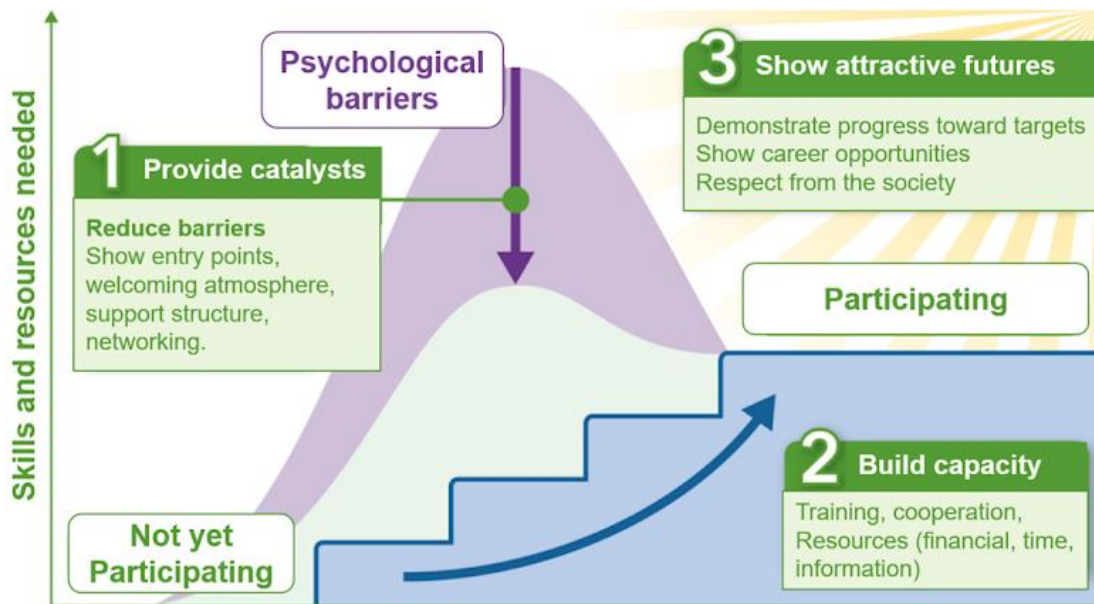
Future Generation Strategy

The strategy considers youth engagement analogous to chemical reactions. For a reaction to move from one state to another, it requires an activation energy that is much more than the difference between the states. This high activation energy is the barrier for youth to take actions. The barrier can be actuarial (the lack of skills and resources), but there is a significant portion that is psychological. More fundamentally, youth has to want to move from non-participating to participating state. Thus, the strategy has the following three parts.

① **Provide catalysts to lower the activation energy:** Communication and mentoring of where and how to start the engagement, networking with like-minded individuals to be formed. The barriers to participation, such as anxiety and preconceived notions about having never participated before, will be decreased by providing information, opportunities to connect with other future generations who are working together, and opportunities to experience participation.

② **Build capacity.** The capacity of youth is built through training of those wanting to be engaged, cooperation between the experienced and novice, and provision of resources. Youth is to be equipped with the skills and financial resources necessary for effective participation by providing opportunities for capacity building and financial support for activities.

③ **Show attractive futures.** Discussions on environmental issues often lead to pessimistic future outlook, which discourages youth to be engaged. Positive visions of the future must be painted. This is the core activities of the members of IUCN-J. This is why the Future Generation Strategy is not just for youth, but for the entire society. Transformative changes toward a nature-positive, carbon-neutral world and the achievement of the SDGs must be demonstrated as a proof of concept to attract youth. It has to be shown that the society is making efforts and, thus, that a bright future is possible, so that youth want to join forces.



There is an inseparable relationship between ①, ②, and ③. For example, ③ may lead to progress in ①, or ② may enhance the quality of ③. This is a strategy to change the current situation, in which there are major environmental problems (to which individuals are powerless) and a lack of attractiveness of environmental issues (and there are many more attractive things to do than saving the environment) to a situation in which youth can feel that they can improve the future environment with the opportunities, abilities, and partners that they have.

Stock-taking of activities and outcomes under this Strategy will be conducted in two years, and the action plan will be revised.