



The Global Youth Polar Race4Good invites youth to take ACTION

**Our focus: people living with the effects of climate change
within the three most critical regions on the planet...**

the Arctic, Antarctica and the third Pole – the Himalayas

Real People | Real Problems | Real Change

Launches Globally on 23 October - Final Judging 1st December 2023

Final judging takes place LIVE in Dubai at COP 28

**Race4Good Initiative Connects Students Worldwide for Climate Action at COP28
with Zeitfilm, Youth Climate Action Dialogue and Youth4Planet, under the
patronage of The Ministry of Environment and Climate State of Luxembourg**

Students and business mentors from diverse environments: the Arctic, deserts, mountains, jungles, oceans, urban and rural, from privileged and less privileged countries, representing all ethnic backgrounds and world religions, will come together in teams to compete in this global youth league.

The Race4Good develops the leaders of tomorrow while solving today's critical issues

Climate change has destabilised the Earth's Polar Regions, putting the rest of the planet in peril. Sea levels are rising, weather patterns are shifting, ecosystems altering, livelihoods are being destroyed and communities can no longer live sustainably.

As COP 28 approaches, it's time to stop talking and **take action**.



Our focus is giving a voice to the local and indigenous communities living in the Arctic, Antarctica and the third Pole – the Himalayas, the Polar Regions affected by climate change.

Launching on **23 October 2023**, the **Global Youth Polar Race4Good** harnesses the best and brightest young minds worldwide to help challenged communities innovate and adapt to living with the world's most critical environmental problem.

The Global Youth Polar Race4Good connects youths directly from around the world, facilitates understanding and empathy through conversations and finds real solutions on the ground for families. It implements solutions, as guided by the local community, immediately.

Founder Linda Cruse is a frontline humanitarian and leadership expert who has spent over two decades in disaster areas and war zones, helping families re-establish their lives. In the Race4Good she has created a high-impact formula that ignites the minds of students in schools globally, and mobilises international business leaders to develop sustainable uplift plans that change lives, forever.



It's time to stop talking and take epic action. In the Race4Good we are training agents of change, students who will become tomorrow's leaders with an understanding of practical compassion.

Using gaming principles to excite and inspire, teams from different schools around the world are challenged – with a limited budget – to innovate real-world, tangible solutions that will be implemented within two days. It's highly competitive and fast paced.

Teams are paired with business leaders who act as mentors and the proposed solutions are judged by the affected community. The team with the winning solution is given the opportunity to travel to meet the community and help bring their idea to life by activating their plan.

It's easy to get overwhelmed when looking at world crises like climate change. So, I believe in shining a torch around your feet and affecting direct change incrementally. We're changing lives one family at a time. We seek out the most vulnerable communities, find out what skills and passion they have, and match them up to market opportunities and what is possible in their location and environment.

By harnessing the entrepreneurial and business skills of the students and private sector, we bring inspired and alternative thinking to the community's challenges. There's financial support for initial equipment and training, but the essential part is the students' active engagement – their empathy and their skills.



– Linda Cruse, speaking from Qaanaaq in the Arctic Circle.

Pole to Pole

Meet students from the most **northern school in the world, deep in the Arctic circle, in Qaanaaq, Greenland** to the most **southern and only school on Antarctica, Esperanza Hope Bay** and students from the **third Pole, high in the Himalayas**



Students taking part from all 7 CONTINENTS

Through the Global Youth Polar Race4Good, students worldwide are given a platform to communicate directly to their peers and gain empathy and understanding from each other. Students living in the Arctic region, in **Qaanaaq, Greenland**, the most northern town at 77.28° north, students from the most southern school **Esperanza Base, Hope Bay**, the only permanent school in Antarctica at 63.23° south, as well as students living in an isolated community in the highest mountain range in the world, the **Himalayas in Nepal**.

Why the Three Poles?

The Earth's two continental glaciers, the south pole (Antarctic) and north pole (Greenlandic) ice sheets comprise about 99% of Earth's glacial ice, and approximately 70% of the world's fresh water. The world is melting here four times faster than anywhere else on the planet due to climate change.

The 'third Pole', the Himalayas, the vast expanses of land from Afghanistan, Pakistan, China, India, Nepal, Bhutan, Bangladesh and Myanmar that has the largest source of water stored as ice outside the Polar Regions, home to thousands of glaciers and the largest reserve of freshwater. The third Pole has an added complication of being home to two of the most densely populated countries on the planet, with many living

in extreme poverty. The impact of climate change on this region is of monumental scientific importance. It also has great consequence to human lives. More than a 2 billion people (or approximately 25% of the world's population) rely on water downstream from the Himalayas in one way or the other; not only for drinking and sanitation but for food production, hydroelectric power and a host of economic activities. While poor people have always needed to be resilient to normal weather patterns, they are finding it harder to be resilient as weather patterns become more extreme. They do not have the resources to overcome the increasing number of long droughts or floods, heatwaves and landslides – the increased frequency of disasters is having considerable impact on human lives and livelihoods.

True Global Collaboration

The Antarctic Treaty of 1961 is the only true global collaboration our world has. It has stayed strong for the past 62 years.

As you pass 60° south, the continent and ocean of Antarctica is protected for peace and science. No one country can own it and all scientific knowledge must be shared.

Why the focus on people?

We are all aware of the science of climate change; the statistics we hear daily are terrifying and getting increasingly worse.

Do these gloomy statistics drive us to action? In many cases, yes. But for some of us it can lead to increased negativity, feeling overwhelmed, totally helpless and without agency.

Humans are inspired to action by stories. The **Global Youth Polar Race4Good** facilitates a platform to inspire people to action.

Real stories from real people who are **right now** living in the most critical areas affected by climate change – it then all becomes very personal. You will meet the people, the children, the elders, the students, the teachers, you will be taken into their world. The world of polar bears, of penguins, of freezing temperatures, of yak and high Himalayan altitudes. You will see their faces, discover their hopes and dreams, their

joy and their struggle. This human connection drives friendship, hope and the desire to take positive action together, however small, that will help them to adapt and prosper.

You will connect with community leaders, women's groups, youth leaders and religious leaders and will gain deep understanding and empathy as to how they live with a critical issue affecting the whole world – climate change.

By using your intelligence, innovation and creativity in your teams, you will compete to find ways to help them adapt to the environmental changes and find new ways to live sustainably.

By **connecting on a human level** and in dialogue and partnership with the community, the student teams – and their business mentor who helps with sustainability and research – develop solutions, interventions and adaptations to help families survive and thrive.

Taking Epic Action with Urgent Optimism

- Are you a super-empowered, hopeful individual?
- Do you believe you are capable of changing the world?
- Does being involved in an awe-inspiring mission excite you?
- Do you want to play a game that **really matters**, with real rewards, a game that can inform and transform vulnerable families living in challenged environments?
- Do you want to be involved in a mission of meaning and be attached to an awe-inspiring outcome?

The Global Youth Polar Race4Good invites global players to take ACTION



Global Youth Polar Race4Good

— The Challenges —

"Never, ever give up".

No one is special; everyone is needed. The strategy for navigating difficult times is to tap into the collective, the diverse ideas, the energy and the resources of everyone. The people in positions of power do not need to save the world. We do, and we are. All they need to do is to get behind it and open the way.

As global citizens, we must propose, not just reject. We must establish a foundation of belief in one another. We must start from where we are, accept responsibility, and create meaningful opportunities for each other to contribute as we do so.

We must step up, and step in.





Challenge 1: Third Pole – Himalayas

Family Economic Uplift Challenge in Chhyangshing, Nepal

THE BAHADUDR FAMILY

The Bahadudr family has five members: Bir Bahadudr (the father), Suntali Bahadudr (the mother), and their three children Sumitra, Parbati and Bisnu.

Bir Bahadudr was born blind and Suntali also has problems with her sight. Their son Bisnu experiences mild eye problems but he has not yet had medical treatment.

The parents would love to raise goats and chickens, to earn money and also provide food for the family. Bir Bahadudr dreams of owning an electric grain mill, so they could process various grains in the home to sell. Suntali Bahadudr would love to learn how to create a small business that she can run from her home. Neither parents received much education – Bir was denied schooling due to his blindness, and Suntali was only educated to a very basic level.

The family has some loans that need repaying, and the cost of food and schooling are a major

source of worry for them. Their oldest daughter Sumitra will soon complete grade 8, which is the highest grade the village school can offer, and to continue progressing she will need to move away from home. The Bahadudr family do not have the money to pay for this.

THE HOME

Their home, which they do not own, consists of two floors. They have access to electricity and water from a pump outside. They do not own any land.

INCOME

The family's income is very minimal. Bir Bahadudr plays musical instruments and earns a little money from the other villagers this way. Suntali Bahadudr occasionally earns money from the other villagers by working on their farms or doing domestic work within their homes – but this is rare. They find it difficult to earn enough money to survive.

THE CHALLENGE

We know the Bahadudr family would benefit greatly from a sustainable economic hand-up to help them generate income and become financially stable. What can you come up with?

UPLIFT BUDGET

\$500 USD



Challenge 2: North Pole to South Pole – the two ends of the world

Almost 12,500 miles separate the Arctic from the Antarctic, two 'ends of the world' lying at the opposite extremes of the planet. Though these regions of the North and South Poles resemble each other, they present very different and unique natural spectacles.

THE PEOPLE

Numerous populations of native peoples live at the North Pole. The Inuits of North America, the Sami of Northern Europe and the Yakuts at the edge of Siberia have long inhabited this vast territory. Each in their own way, manage to cope with the wild and extremely harsh natural environment.

Inaccessible prior to the modern era, the South Pole remained untouched by human presence until 1821. Today still, this southern continent does not have any permanent inhabitants, just scientific teams that rotate on a regular basis.

THE ANIMALS

'Arctic' comes from the Greek word 'arktos', meaning 'bear' – the northern Polar Region is the sacred land of the polar bear, one of the largest land predators on the planet. Arctic foxes, caribou/reindeer, snowy owls and musk ox: the Arctic showcases a wonderful range of native fauna, though the animals are shy and fearful in the presence of humans. The Inuit depend on dogs for travel and hunting.

In Antarctica, the marine fauna boasts sea lions, whales, seals and elephant seals, amongst other creatures. In addition, there are also around forty species of bird. With human contact being both recent and extremely limited, the animals of the South Pole are quite fearless, making them a wonderful spectacle for visiting observers.

There are in fact no entirely land-based animals at all in Antarctica.

THE CHALLENGE

For the very first time, these two extreme communities will connect. Wow!

Plot your impact, connect and collaborate.

You will be introduced to the students and community from the northernmost school in the world in the Arctic; Qaanaaq, Greenland, AND students and the community from the south pole, the most southern and the one and only school on the continent of Antarctica; Esperanza Hope Bay.

Your challenge is to connect them in the most meaningful way.

What can they learn from each other? What are their stories?

What kinds of adventures do they have? How do they survive?

What do they love the most?



Challenge 3: Small Change Big Impact – What can you do?

The key to fixing everything is to involve all of us.

Unfortunately, when we turn to the news, we see reports about droughts, floods, hurricanes and other extreme weather events almost daily. This year is on its way to being the hottest year in history and the effects of climate change are already very visible.

Even if you are not personally affected by extreme weather events, it is easy to notice a change in long-established weather patterns. It is too hot or too cold at unusual times of the year. It rains too much or too little and winters tend to be either extreme or non-existent.

It is not too late. On the contrary, now is the time to act. Never, ever give up.

What do you feel most strongly about?

THE CHALLENGE

Every small action counts. What will you do?

Come up with a plan of action for the next three months – what you will do, why you will do it, and through sharing the impact it can have, how you will inspire others to take action.

My advice is to make it fun, fast and fair.

Here are some ideas from previous participants...

"A plant-based diet. It is common knowledge that red meat is a big player in climate change. We agreed to have more vegetarian nights and, even though we love to BBQ on the weekends, reduce our hamburgers and chorizos."

"Buying less stuff, stuff that we probably don't really need and that breaks quickly therefore is quickly thrown away. Buying better quality items."

"The textile industry is one of the most unsustainable industries. I plan to buy 50% of my clothes from thrift stores from now on."

"I will take the bus, or carpool to school, rather than be driven with just me."



Challenge 4: Antarctic Ambassadors

Antarctica is probably the best example of international collaboration in the world at the moment: The continent and its surrounding waters are under the Antarctic Treaty and co-managed by all its members.

This example of collaboration at an international level is a lighthouse directing us towards the possibility of global collaboration to protect not just the jewel of Antarctica, but our whole world.

The regions of Antarctica and the Arctic are the **thermostats of the planet**. The global climate stems from the pole temperature exchange, sea currents and biodiversity conservation.

The Antarctic Treaty

Established in 1959, its purpose was to demilitarize Antarctica, to establish it as a zone free of nuclear tests and the disposal of radioactive waste, and to ensure that it is used for peaceful purposes only. The Treaty is intended to promote international scientific cooperation in Antarctica and set aside disputes over territorial sovereignty.

THE CHALLENGE

Because of the Antarctica Treaty, Antarctica is owned by no one country: it is the greatest global collaboration. But what happens when no one country is accountable for its protection?

This challenge is to create a global platform for youth to inform, discuss, understand and be a united voice with collective responsibility to take action to slow down the affects of global warming. The platform should inspire youths globally to take part.

Your challenge is to tell the critical story of the penguins and inspire action. In 2022, Antarctica saw record-low levels of sea ice, and scientists now say this led to a catastrophic reduction in Emperor Penguin chicks fledging (growing their waterproof feathers so they can survive at sea).

We must work **TOGETHER** to solve the issues we are now facing.

GLOBAL YOUTH POLAR RACE4GOOD® TIMETABLE

3 OCT – 1 DEC 2023



MONDAY | 23 OCT
Round One Live Launch

The Global Youth Polar Race4Good begins
All teams compete

There will be two mid-race challenges (MRC):
MRC 1: **30 OCT** to **03 NOV**
MRC 2: **06 NOV** to **10 NOV**

THURSDAY | 16 NOV
Round One Judging

Teams present to the Judging Panel

ROUND 2

Duration: 15 days*
Round 2 main challenge issued

WEDNESDAY | 29 NOV
Final Day of Round Two

Business plans submitted to the
Judging Panel

*20–24 Nov is a week of reflection and
consolidation (Thanksgiving 23 Nov),
no challenges issued

ROUND 1

Duration: 25 days
Round 1 main challenge issued

TUESDAY | 14 NOV
Final Day of Round One

Challenge submission deadline

FRIDAY | 17 NOV
Round Two Begins

All teams compete

FRIDAY | 1 DEC
Race Final

Teams present to the Judging Panel
WINNING TEAM REVEALED!

RACE4  GOOD®

GLOBAL YOUTH POLAR RACE4GOOD®

at COP28, Dubai 2023



UAE YOUTH LIVE

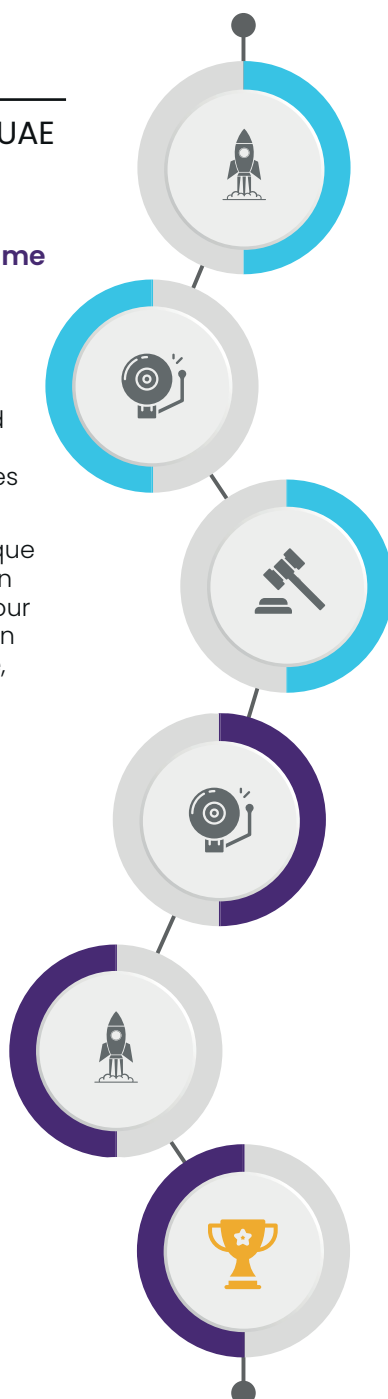
Reaching the youth of the UAE

**MONDAY 4 DECEMBER
– MONDAY 11 DECEMBER**
Daily from 10am–12 noon UAE time

**Want to be part of Race4Good,
creating tomorrow's leaders
while solving today's issues?**

Linda Cruse, founder of Race4Good is hosting workshops in schools throughout the United Arab Emirates every day during COP28.

Find out how you can use your unique talent to help solve a critical issue in your world. With Race4Good, use your innovation, intelligence, compassion and empathy to make a difference, today. Be the change!



GLOBAL YOUTH ONLINE:

Students from 7 Continents

LIVE broadcasts with the youth of the world

**THURSDAY 30 NOVEMBER
– TUESDAY 12 DECEMBER**
Live streaming daily from COP28,
at 2–4pm UAE time

Join a global youth LIVE conversation

The South: from the only school in Antarctica, at Esperanza Base, Hope Bay

The North: from the northernmost school in the world, in Qaanaaq, Greenland

The Third Pole: from Nepal, high in the Himalayas, the third polar extreme

Plus schools from all around the world

What is it like to live in the Polar Regions, where the effects of climate change are part of your lived experience, right now, every day?

What is it like to combine poverty with the effects of climate change? The students of the Himalayas know all about this.

Join a global live conversation with **students from all seven continents**, streamed every day from COP28 in UAE.

Hosted by Race4Good founder Linda Cruse, students in schools in the North, South and Himalayas will be in conversation – linking the world by sharing their everyday experiences and taking questions from students around the world.

There may be some surprise guests, too.

Become a truly global citizen and join the conversation!

Your Journey

GET IN SHAPE: STARTING YOUR JOURNEY

We kick off on the w/c 9 October with **Leadership Module 1: Personal Mission**. Discover how to bring the best of yourself to this programme and your team, and identify your unique passions, gifts and expertise.

We follow this up on w/c 16 October with **Leadership Module 2: Cultural Awareness**, which teaches you cultural awareness, cultural sensitivity and extreme empathy. This forms the perfect introduction to these vital skills before the Race4Good begins in earnest!

THE RACE4GOOD

Time to compete! You will collaborate with your peers and business mentors throughout the duration of the race. There are two rounds integrating dynamic mid-race challenges and assignments where you will use all available resources to tackle real-life issues. Sustainable, economic uplift business plans are submitted at the end of each round, when a judging panel, including members of the community, will review the plans. **All winning plans will be implemented.**

The Race Final will take place at COP 28 Dubai, on 1 December 2023!

All winning solutions – as judged by the community – will be implemented immediately.

Talking is important – but we are focussed on ACTION!

EMBEDDING LEADERSHIP: CONTINUING THE JOURNEY

The journey continues on w/c 4 December with **Leadership Module 3: The Power of You**. Integrate all you have learned into your everyday life, and continue to lead and inspire others.

The Climate Change Challenge

The Global Youth Polar Race4Good harnesses the best and brightest brains globally, to help families adapt to living within the world's most critical environmental problem.

How many years do we have to save the world?

The Climate Clock, a website powered by scientists, artists, educators and activists across the world, currently says that in order to have a two-thirds chance of staying under the critical threshold of 1.5°C warming, we must achieve near-zero emissions in **less than seven years**.



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It's time for each of us to be accountable to our planet. It's time to take the best and brightest brains to help solve our most critical social and environmental problems. To flip the traditional model on its head – to change the players, the model and the approach.

*It's time to be capable rather than charitable. To give of ourselves: to be actively engaged in making the world a great place to live now and for future generations – not to simply delegate responsibility to government or charities and give money to them and feel it's enough. It's time to **stop this**.*

*It's time to use our unique talent, to discover what burning issue we are attracted to, to make a difference and find our tribe and **take action**. Use our innovation, intelligence, compassion and empathy to **be the change**.*

”

– Linda Cruse, speaking from Qaanaaq in the Arctic Circle.



"What I loved most about participating was how, as a team, we were updated on the initiatives we had developed for the community, enabling us to see immediately the difference we had made. It's a feeling like no other to make a real tangible difference, simply by applying my intelligence and empathy."

– CHRIS L, STUDENT
BRITISH SCHOOL MANILA



Arctic Race4Good : Implementation in Qaanaaq, Greenland





"Race4Good was a unique and incredible opportunity for our students, simply unlike any other. I have personally seen students transformed and gaining a deeper understanding of their unique skills and talent through the Race4Good experience."

– DARREN LIM JEN ZEN, HUMANITIES TEACHER
PRINCE OF WALES ISLAND INTERNATIONAL SCHOOL, MALAYSIA



"The race develops responsible global citizens, tomorrow's leaders – caring, compassionate, inquiring, internationally-minded, empathetic, and knowledgeable young people who can create a better world through the development of intercultural understanding and respect."

LINDA CRUSE