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1,000 Kids on Climate Change

1K

A project by:



V
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1K

We surveyed



Madhavi Venkatesan
NorthEastern University

1,000 kids in
US & Canada



Erik Steiner
York University

Ages
8 to 14



Adeola Adegoke
SOWCOOL.org

...about the
environment



Nike Macaulay
Wakanow



Sean Lyons
University of Guelph

Project Team

Research Scope

**Voice of
1,000
National
Youth
Survey**

- **1,000 Youth**
- **Ages 8 to 14**
- **US & Canada**
- **Fall 2022**

Research Focus

**Voice of
1,000
National
Youth
Survey**

2022

- **Youth concern for the environment**
- **Youth interest in lowering carbon footprint**

**Voice of
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2022



Respondent Demographics

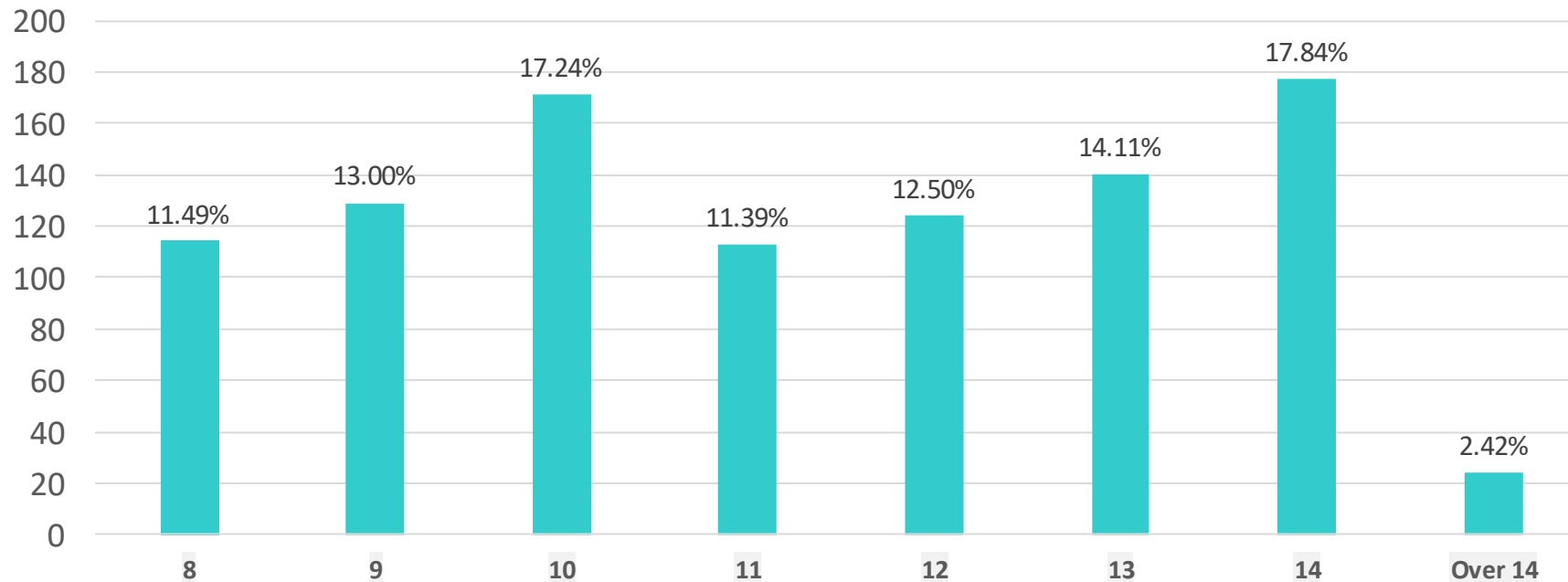
Representation by country of residence



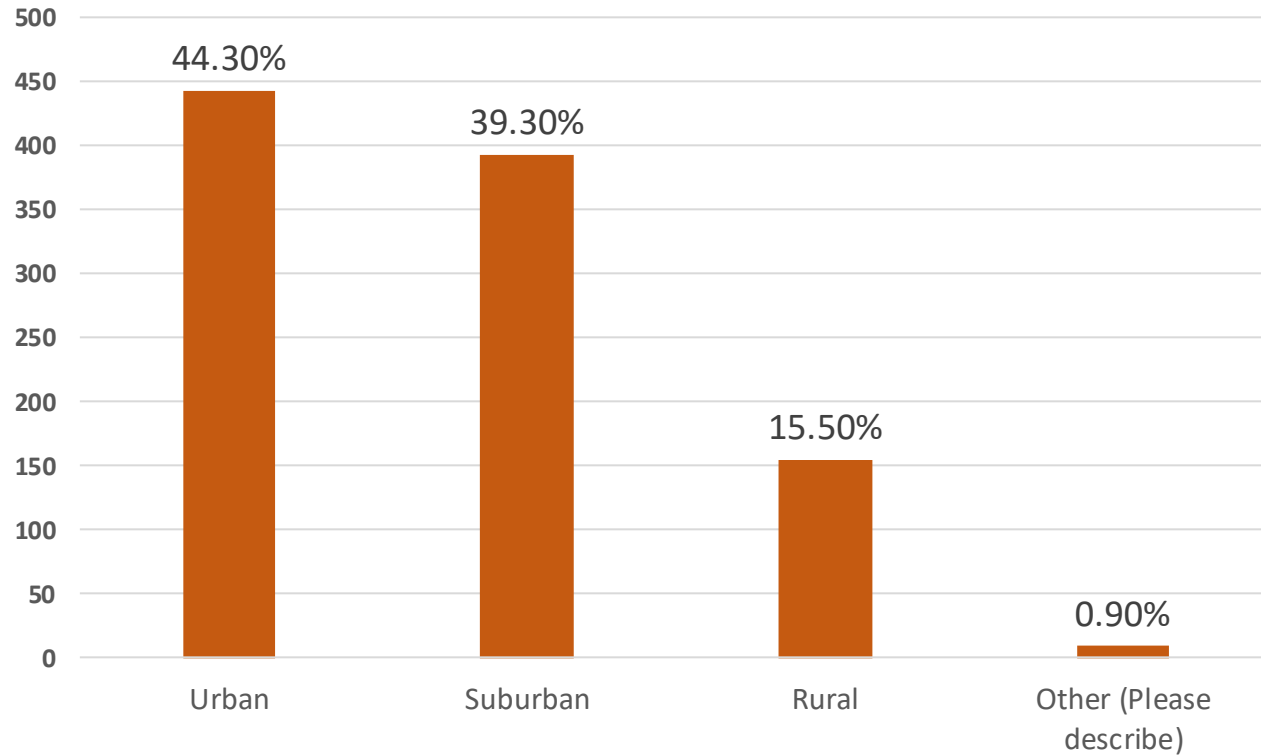
 United States  Canada

Respondents by Age

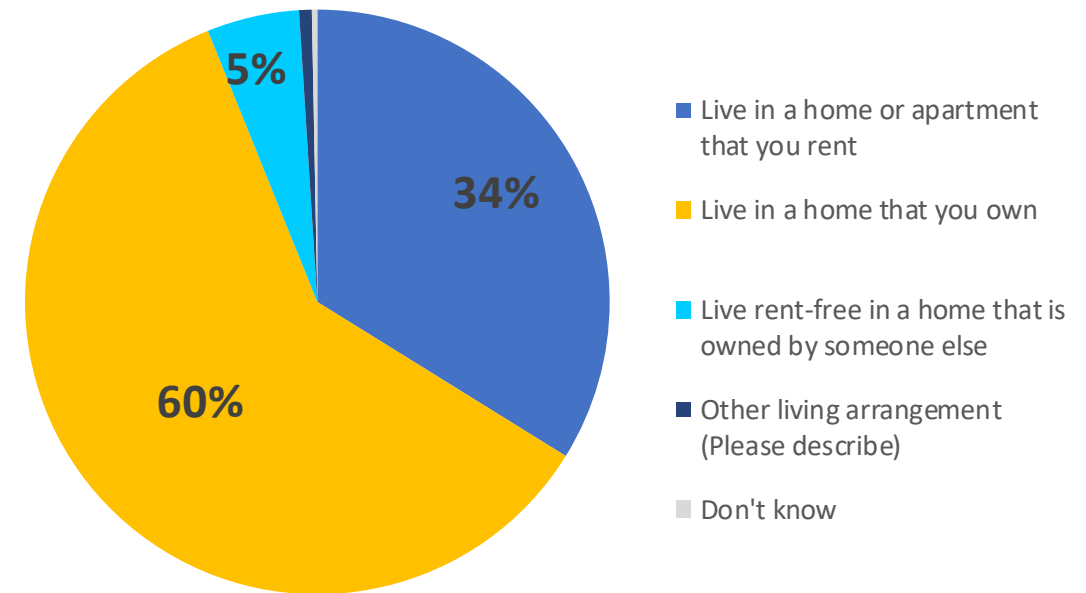
Participant Age



Households/Lifestyle



Participant Living Area



Participant Living Arrangement

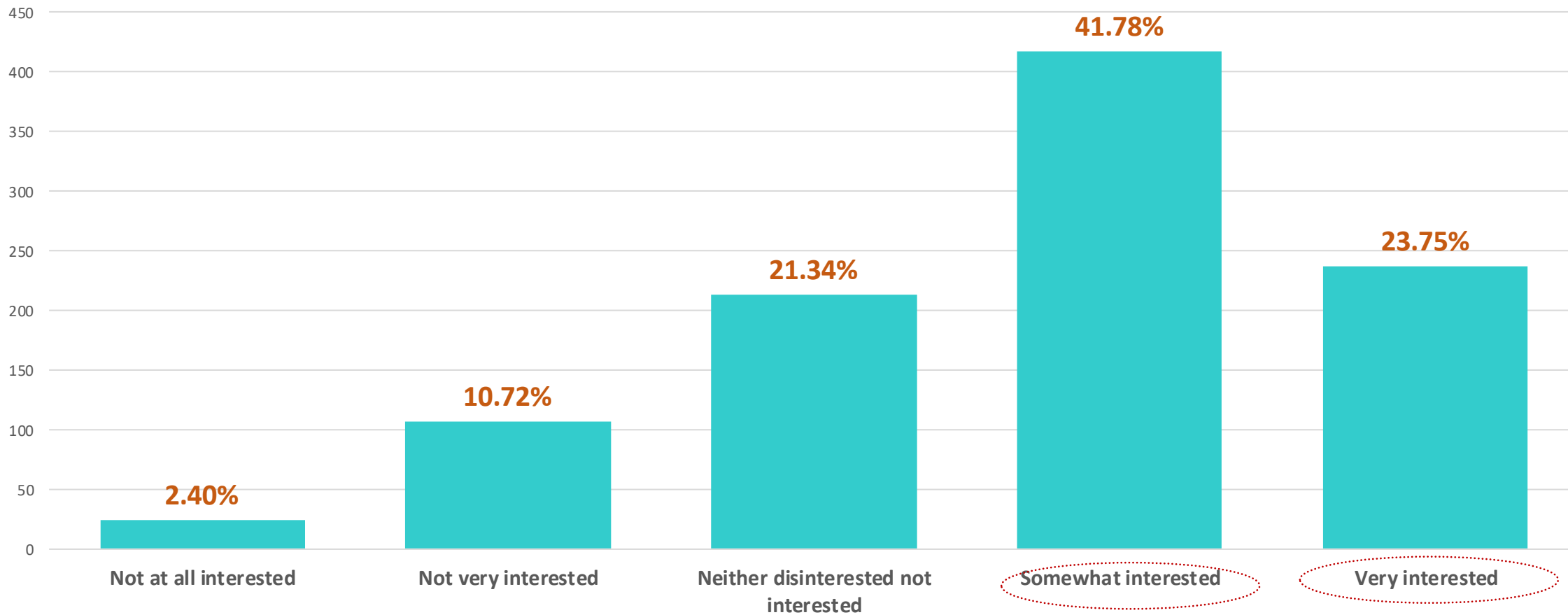
**Voice of
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Youth
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2022

.... kids are helping with conservation...but not keen on plant-based diets

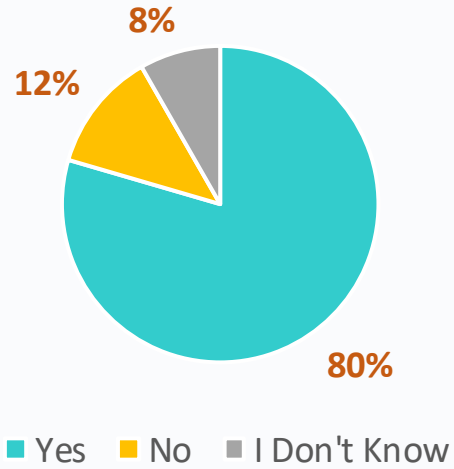
Interests & Habits

Youth interest in the environment and sustainability

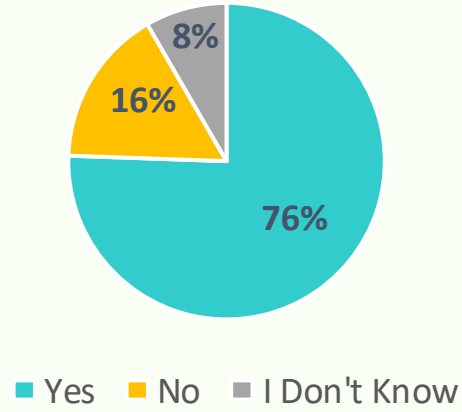


Youth on Their Habits

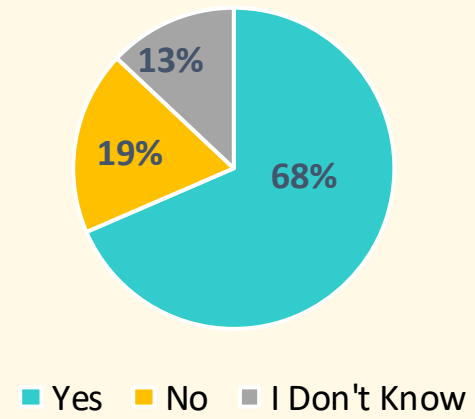
Use re-usable shopping bags and water bottles



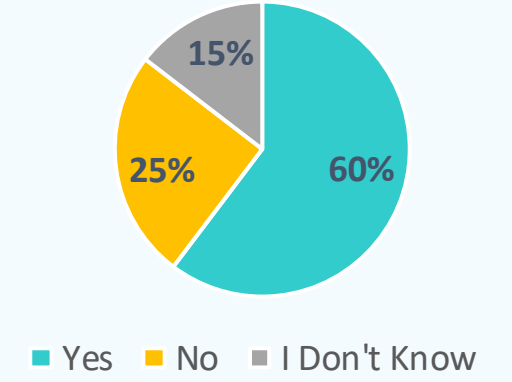
Switch lights and devices off when not in use



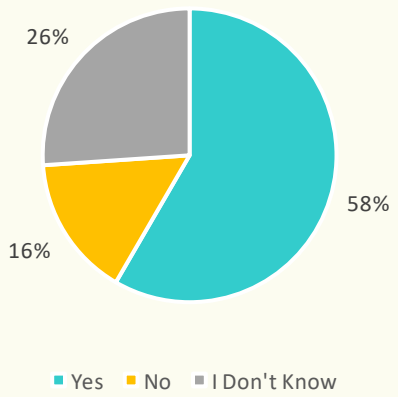
Walk or cycle to places when safe instead of using a car



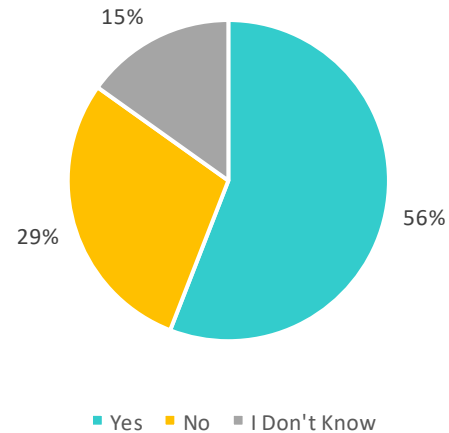
Re-use or fix clothing and accessories instead of buying a new one



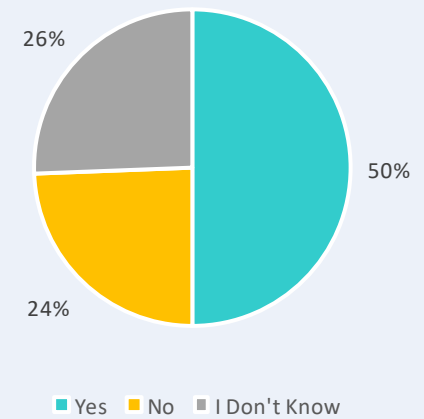
Support brands that care for their employees and the environment



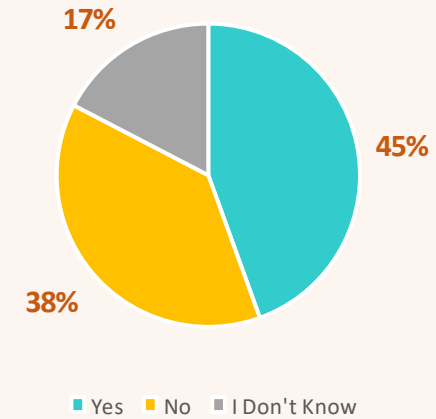
Buy second hand clothing



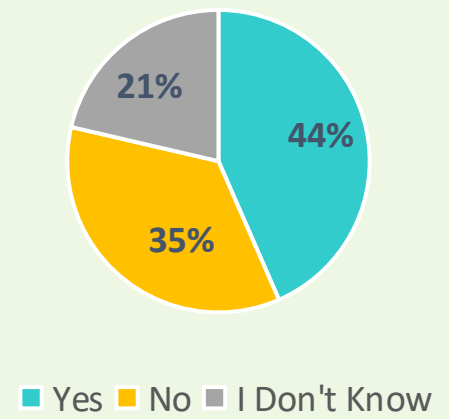
Use eco-friendly products



Limit Shower time to 5 minutes or less



Eat more plant-based meals



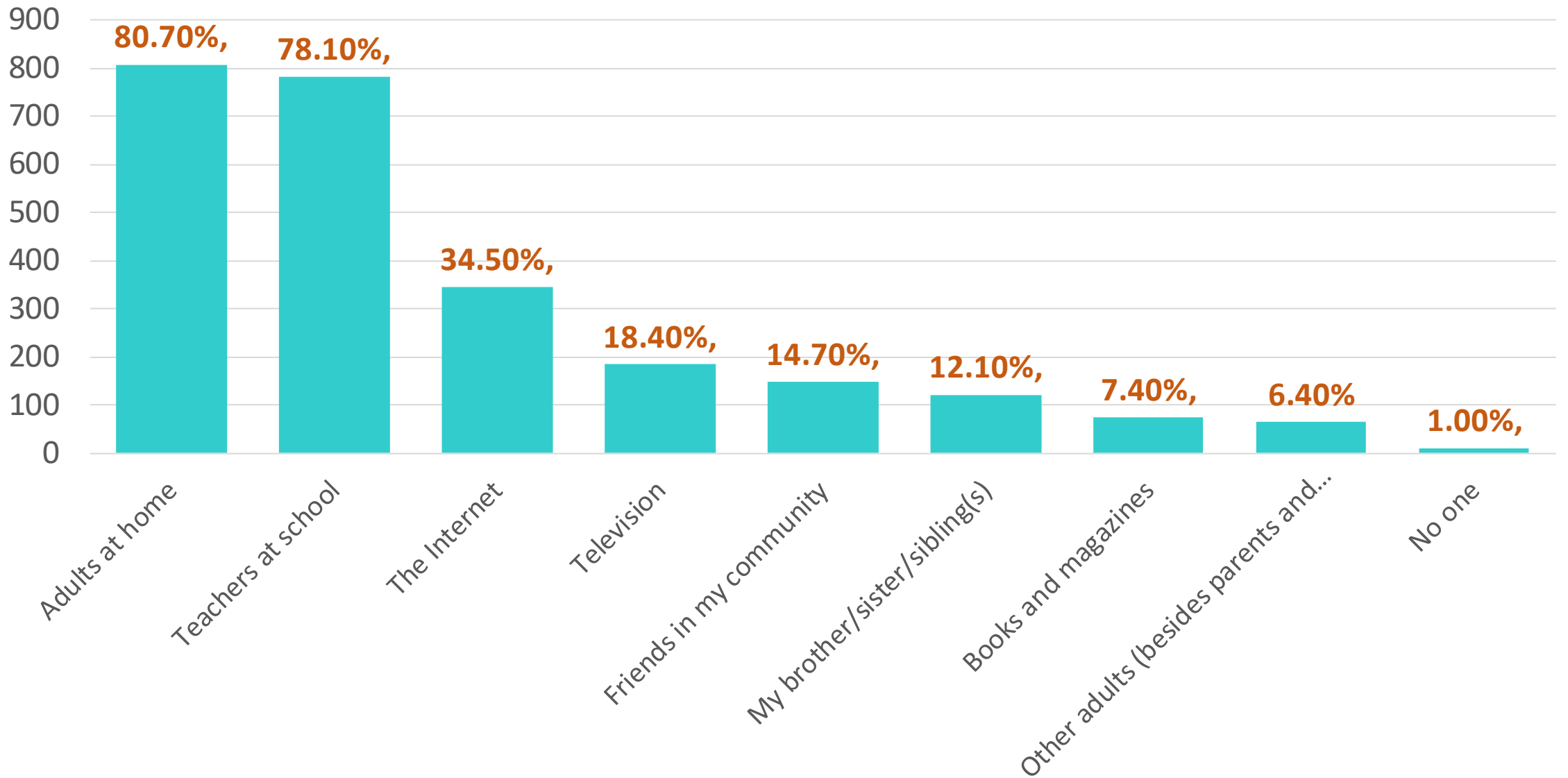
**Voice of
1,000
National
Youth
Survey**

2022

....teachers are helping
kids learn about climate
change

Change Agents

Who teaches you about the environment?



**Voice of
1,000
National
Youth
Survey
2022**

**Youth
Sentiments**



“In Victoria, there are a lot of trees everywhere. There’s a lot of fresh air. If you’re sitting here, looking out the window, you think, ‘Oh, the environment is great.’ But in some places in Canada, there are a lot of forest fires. When I look at it from that perspective, I’m not too happy about [the state of the environment]. The forest fires are happening because of climate change, and how the Earth is getting warmer year by year, decade by decade, century by century. I’m pretty sure that the world’s temperature has actually risen one degree Celsius. From a 12-year-old’s perspective, when I see the decisions adults and companies are making, sometimes I feel sad, because I know when I’m 50, I’ll have to live with it.”

ELLA L. , 12



"I feel like [the state of the environment is] not very good, because people are littering and then the earth warms up. And then animals start dying because of the environment. I feel a bit annoyed because the government says, 'Don't litter, don't litter,' and people just keep littering. At school, sometimes you can make clubs about picking up garbage. I was also in an environmental club, and one time I went [to a clean-up event] and helped pick up garbage. Instead of going on a car, I go on the bus with other kids, so that'll cause less pollution. I also make sure I turn off the lights when I leave a room and I don't leave the water running when I'm brushing my teeth. But I really do want to help more, so it's not as polluted as it is now. My biggest wish for the environment is probably that everyone in the world starts trying to help it more. I think we need the government to make stricter rules about littering, and they should have a day in the year that everyone should start cleaning up garbage"

ANDRE B., 10





"The environment is very polluted. If you look at the beach, there's a lot of garbage on the sand and in the water. It makes me feel bad because we could do much better, instead of just throwing all our garbage everywhere. I also feel worried for the animals. I learn about the environment a lot at school. In science class, we learn about the planet, what we can and can't recycle and how to reuse things. We also had a garage sale to raise money for the environment. And I learn a lot from my parents. When I'm not in the room, I turn off the lights. I also try to use less water while showering, so I try not to take too much time. [When I outgrow them], I give my clothes to a family member or to friends that are younger. And sometimes, I show my friends when I see litter. They usually say, 'Oh yeah, we should clean it up' and we put it in the garbage. I also talk to my family about the environment and climate change, but I want to do more to help. It's really important for us [to take action], because we need clean water to drink and to water plants so that we can have fruits and veggies."

KIANA B. , 12

“I know a lot about global warming and climate change. I learn about the environment at school. I also do my own research. I go to The Weather Channel website to see what’s coming up [in my city], and sometimes there’s also articles about what’s happening, like wildfires or about climate change. I think the environment is kind of bad, but not that bad. We can definitely still live in it. But [there are] side effects of climate change, like the oceans getting warmer and hurricanes getting stronger. To help, I recycle, and I also think about how we can reuse things and waste less. We use a lot of paper, so I think we can use less. My biggest wish for the environment is to reduce global warming, but I think adults and kids are probably not taking climate change seriously enough.”

THEO A., 8



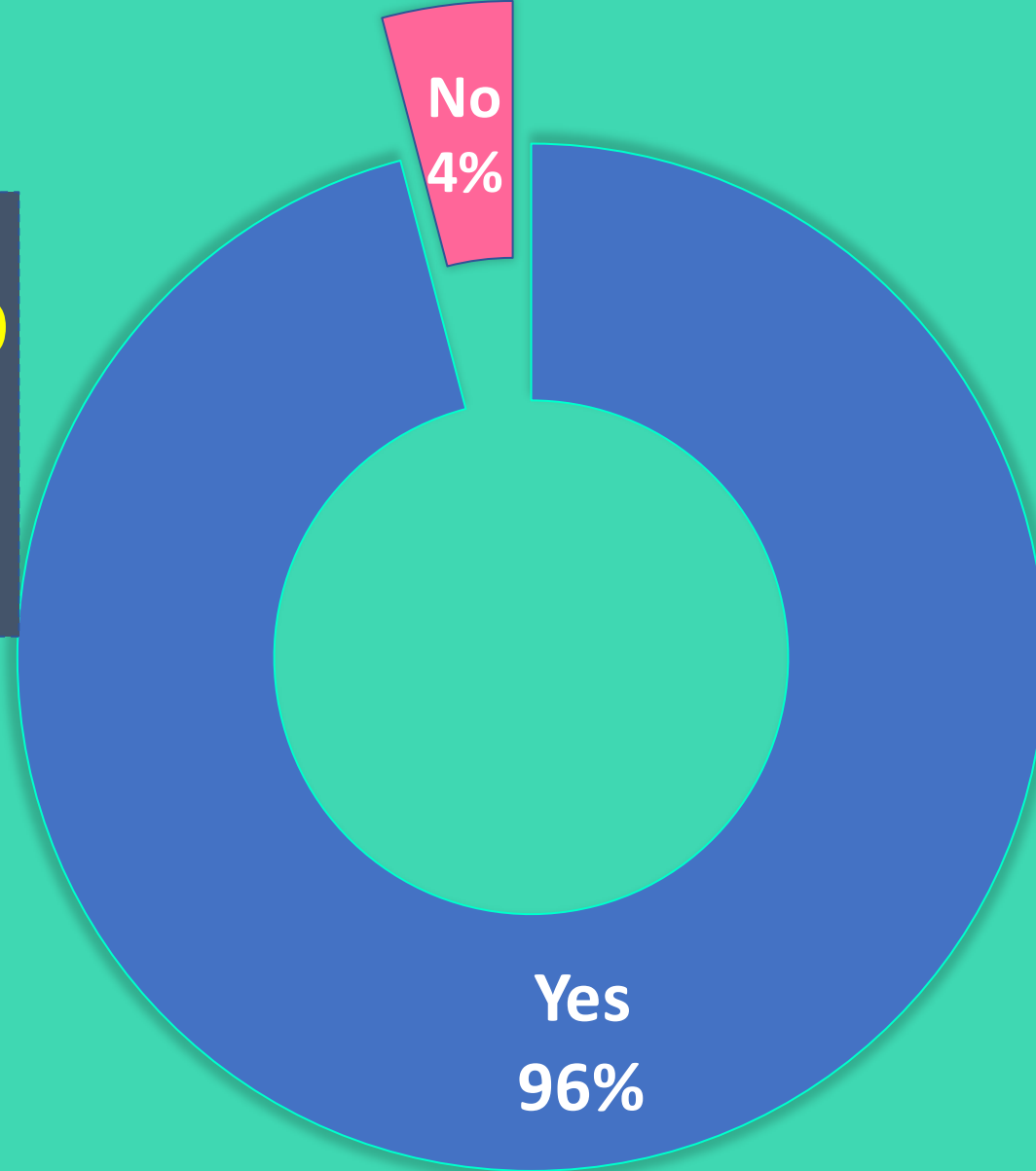
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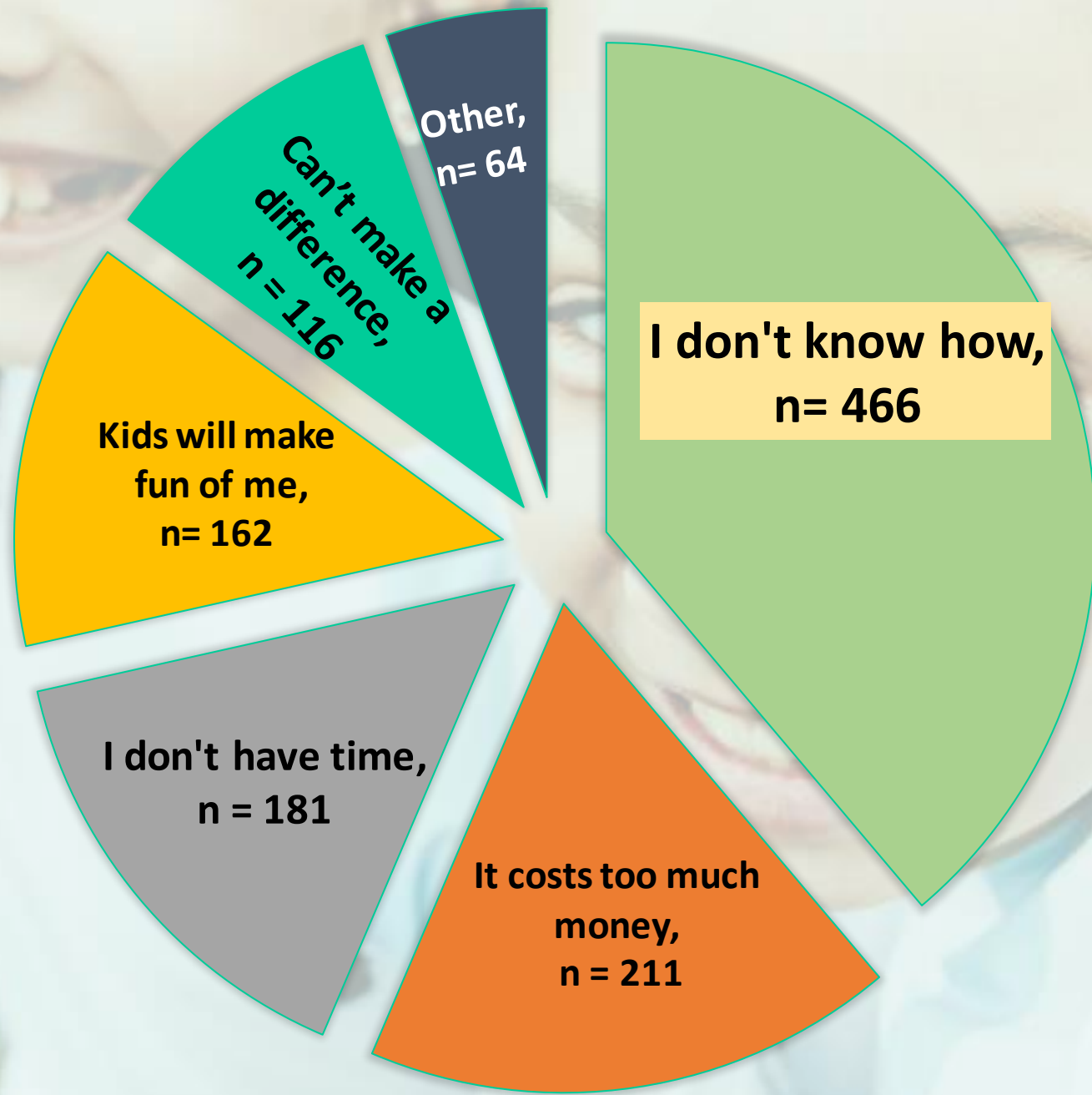
....while youth want to do more, **1 in 2 don't know how**

Aspirations

96% OF KIDS SURVEYED
WANT TO DO MORE
ABOUT THE ENVIRONMENT



GEN ALPHA
READY
FOR
CLIMATE
CHANGE
ACTION



Where to from here?

1 Pause & Listen

Listen and learn more about ways to reduce waste.

2 Baby Steps OK

Commit to doing one thing and grow from there.

You can do it!

3 Together is better

Incorporate conservation
into household routines.

4 Celebrate small wins

Empower and encourage
each other and celebrate
your eco-friendly hurdles!

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Advancing environmental stewardship through research and engagement