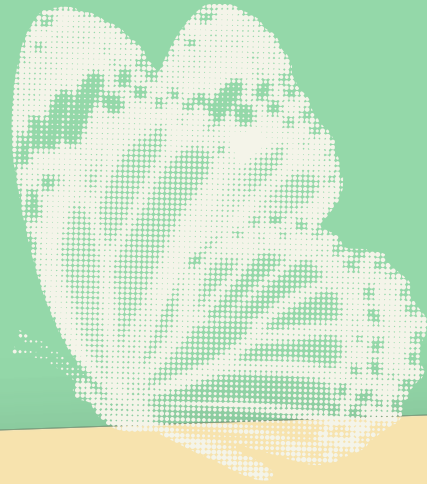




STATE OF
YOUTH



State of Youth Global Preferendum

Publication date: 16 October 2026

BIODIVERSITY, CLIMATE, AND THE FUTURE

Time for young
people to be heard

AN INITIATIVE OF



**THE STATE OF YOUTH GLOBAL
PREFERENDUM IS PART OF THE SOWING
THE SEEDS OF CHANGE PROGRAM**

STATE OF YOUTH IS AN INITIATIVE OF



SOWING THE SEEDS OF CHANGE IS
IMPLEMENTED IN PARTNERSHIP WITH

**Wilde
Ganzen**

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SUPPORT FROM



FOREWORD

Dear Reader,

Before you is the State of Youth Global Preferendum Report, capturing young people's voices on biodiversity, climate, and the future they want to see, alongside the solutions they see for protecting our natural environment. A total of **12,716 young people participated** in our study and made their voices heard.

State of Youth exists to empower young people by building a global platform for leadership and changemaking. Our ultimate goal is to create real change and impact, driven by youth, across the world. For our Global Preferendum, together with our partners, we engaged representative panels in Brazil, China, Colombia, Ethiopia, Germany, Kenya, and the USA, and, with an open link, we collected voices from young people from 77 countries around the world. In an innovative way, we gather the voices of young people to make their stories more visible and audible.

For this study, we collaborated with the independent research firm Glocalities, who coordinated the survey with the representative panels. These panels are statistically weighted to be representative of age, gender, and region. Collectively, they account for more than a quarter of the world's population. In addition, more than 10,000 young people from 77 countries participated through an open link, reinforcing many of the messages emerging from the representative panels. Throughout the report, all figures in text, graphs, charts and other visualizations come from the representative panels, unless stated otherwise.

This makes our State of Youth Global Preferendum one of the largest international studies dedicated exclusively to biodiversity and youth voices.

The findings carry one message above all others: there is an enormous and largely unrealized potential to mobilize young people to take action for biodiversity. **97% of young people would realistically consider taking action themselves**, and a third would go as far as organizing or leading a campaign. 50% name themselves and their fellow citizens as carrying the greatest responsibility for a sustainable future, almost level with the 52% who name governments. Nearly eight in ten believe young people can make a real difference to protect biodiversity, and seven in ten still believe the tide can be turned against biodiversity loss in their lifetime.

This is not a report that only asks governments to act. It is a report about a generation that is ready to act alongside them. But the willingness comes with a warning. **While 52% hold governments most responsible, only 34% count them among the actors they trust to lead on biodiversity protection.** Trust sits higher with scientists at 44% and with local community initiatives at 42%. Young people are not turning away from institutions. They are waiting for those institutions to earn their confidence by acting, and by acting with them. Concern is also still rising: 62% are more worried now than they were two or three years ago, against just 7% who are less worried.

FOREWORD

Our State of Youth Global Preferendum is a research tool, a mobilization tool, and an agenda-setting tool. It is a wake-up call, and it is an invitation.

We are deeply grateful to all the children and young people who shared their perspectives with us and who are committed to the rights of their generation. We also thank our partners for their support, expertise, and network, which made this study possible.

We would also like to thank the Postcode Loterij for its generous financial support.

We hope this report provides valuable insights and helps inspire meaningful action for biodiversity and the future of our planet. If you have any questions, please contact us at action@stateofyouth.org.

Sincerely,

State of Youth



ABOUT US

KidsRights

KidsRights is an international non-governmental organization that strives for a world where all children have access to their rights and are enabled to realize the great potential they carry within them. KidsRights sees children as changemakers with the power to move the world, and facilitates in voicing their opinions and taking action in order to bring about change. KidsRights supports children by commanding global attention for the realization of children's rights and acting as a catalyst to ignite change, together with children and youth. KidsRights is the founder of the International Children's Peace Prize, the world's most important youth prize, and the organization behind the annual KidsRights Index, the first and only ranking that annually measures how children's rights are respected worldwide and to what extent countries are committed to improving the rights of children.

State of Youth

In 2019, KidsRights introduced State of Youth at the World Summit of Nobel Peace Laureates in Mexico and at the United Nations General Assembly in New York. State of Youth is the first non-political, non-religious digital "youth state" that transcends borders to unite young people worldwide. State of Youth is a global grassroots movement created for youth, by youth (ages 12-29). It provides young people with the tools, resources, and global connections needed to address the world's most pressing challenges. Since its launch, State of Youth has expanded rapidly. Young people join as local groups - called Chapters - led by youth themselves. These Chapters represent State of Youth in their communities, engaging peers in awareness, advocacy, and action around issues that directly affect them. Between 2019-2026, State of Youth has worked with more than 900 Chapters across 70+ countries, and the movement continues to grow every day.

Sowing the Seeds of Change

Sowing the Seeds of Change is a three-year international program funded by the Postcode Loterij and led by KidsRights and Wilde Ganzen. It is implemented locally with partners in Nepal, Kenya, Ethiopia, Brazil, and Colombia, and all over the world building on KidsRights' global digital youth movement - State of Youth. The program starts from a simple but urgent truth: young people are not only future leaders, they are already driving change in their communities. Yet despite making up most of the population in many regions most affected by biodiversity loss and climate change, young people remain excluded from decision-making and underrepresented in environmental funding. Sowing the Seeds of Change responds by shifting resources, skills, and influence directly to youth-led organizations, enabling them to lead locally rooted action and shape the environmental agenda.

If world leaders were to tackle one biodiversity challenge tomorrow, what should that be?

Young people share their ideas...

"Make people that pollute pay for their actions: rebuild nature and plant trees that are being cut down" — Michael from the USA*

"When will they take action? We're knowledgeable enough about what's happening to our biodiversity; the challenges are piled up, so my challenge is: when?" — Sofia from the Philippines*

"Transforming how we use land and sea, with a specific focus on rewiring our global food system." — Mohammed from Ethiopia*

"Strictly enforcing the protection of existing global ecosystems, particularly halting deforestation in the Amazon and protecting critical marine habitats from commercial overfishing" — Aisha from Kenya*

"Prioritize nature and ecosystems before the economy — the alternatives are there. Make people understand that every action has its consequences, so they make a better one" — Rajesh from India*

**Note 1: Names used in this report are fictional/anonymous, as the survey was conducted anonymously; however, all quotes presented are authentic and taken directly from respondents.*

**Note 2: Open-ended responses were selected from the final datasets with the help of AI tools and reviewed manually by KidsRights. Quotes appear as written by respondents, with minor spelling and punctuation corrections, and translated into English where needed.*

If world leaders were to tackle one biodiversity challenge tomorrow, what should that be?

"Tackling deforestation will go a long way in protecting animals, lands, water bodies and human beings alike. Plants prevent natural disasters like flooding and erosion, and provide economic value as food, medicine and income." — Chinedu from Nigeria*

"There should be reliable, universally accessible sources so everyone can learn to care for the planet, both individually and collectively. Governments and international (and local) companies with large capital should respect the environmental laws in place." — Victoria from Argentina*

"Marine protection. Taking robust, international action to better protect our oceans and marine biodiversity would have a quicker impact on reversing biodiversity loss." — Charlotte from the United Kingdom*

"Impose a biodiversity footprint tax on imported goods, and require product labels to disclose how much ecological space was used in producing them." — Wei from China*

"I would say protecting of endangered species. The Asiatic lion now are only left in a small part of India, instead they should have been all over Asia. I just hope the future generations still have a chance to see the nature we are trying to protect." — Aryan from India*

**Note 1: Names used in this report are fictional/anonymous, as the survey was conducted anonymously; however, all quotes presented are authentic and taken directly from respondents.*

**Note 2: Open-ended responses were selected from the final datasets with the help of AI tools and reviewed manually by KidsRights. Quotes appear as written by respondents, with minor spelling and punctuation corrections, and translated into English where needed.*

EXECUTIVE SUMMARY

Young people do not need to be convinced that biodiversity matters. Our State of Youth Global Preferendum, part of the Sowing the Seeds of Change program, asked 12,716 young people aged 13 to 29 across 77 countries what biodiversity loss means for their lives, who they hold responsible for addressing it, and what they want to see as a way forward.

The study combines nationally representative panels in Brazil, China, Colombia, Ethiopia, Germany, Kenya and the USA with an open link available to young people worldwide. Although these groups were reached through different methodologies, their findings aligned on almost every major issue, reinforcing the strength and consistency of the results. Throughout the report, all figures in text, graphs, charts and other visualizations come from the representative panels, unless stated otherwise.

Key findings

Young people understand biodiversity and care about it. They rate their own understanding of biodiversity, and how its loss harms people and nature, at 4.1 out of 5. 93% of young respondents had a concrete reason to care about biodiversity, with less than 1% saying they don't care about it. Their confidence drops only when questions become practical: knowing which source to trust for reliable information receives the lowest score, at 3.8 out of 5.

Biodiversity loss is already personal. Two-thirds of young people say it affects their lives at least moderately, and one-third say it affects them a lot. Half worry about biodiversity often or very often. Most tellingly, 62% say they are more worried now than they were two or three years ago, compared with just 7% who are less worried. Concern is not decreasing; it is growing.

When asked which rights are most at risk, young people place basic needs first: the right to live in a clean and healthy environment, and the right to food and clean water. When describing the most serious consequences of biodiversity loss, they point to the degradation of the ecosystems that communities depend upon for survival and well-being. Among those 18 years or older, one in two young people say **biodiversity loss is already affecting their lives and influencing major life choices, including whether or not to have children.** Their concerns are not abstract. They reflect real fears about the future of the natural systems that sustain life.

Young people do not feel heard, and they have limited trust in the institutions they hold most responsible. Asked how well young people's voices are heard when governments make decisions affecting biodiversity, respondents give an average score of 3.3 out of 5, the lowest score anywhere in this study. Nearly half feel frustrated or worried by the short-term thinking behind those decisions.

Governments are seen as having the greatest responsibility for creating a healthier and more sustainable future, identified by 52% of respondents. **Yet only 34% place governments among the actors they trust most to lead on biodiversity protection.** Trust is higher in scientists and experts (44%) and local community initiatives (42%). The contrast is even stronger among participants in the open link, where 65% regard governments as most responsible, but only 13% trust them to lead effectively.

EXECUTIVE SUMMARY

Young people are clear about the action they want to see. Among those who see governments as most responsible for addressing biodiversity loss, 70% want stronger rules properly enforced, 60% want more natural areas protected, 53% want sustainable choices to be easier and more affordable, and 38% want greater youth involvement in decision-making. Among those who identify companies as most responsible, 63% want stricter environmental laws and 62% want activities that destroy forests and natural habitats to stop. Across both the representative panels and the open survey, stronger regulation and effective enforcement emerge as the most consistent priorities.

They are also ready to act themselves. 97% would realistically consider acting to protect biodiversity and nature, with only 3% seeing no role for themselves in that. Half identify citizens as carrying the greatest responsibility, second only to governments. Beyond making changes to their own behavior, around one-third would consider volunteering regularly, and around another third would consider organizing or leading an activity or campaign. This level of willingness is remarkably consistent across both survey samples and suggests substantial potential for youth leadership in biodiversity action.

Young people are equally clear about what would help them contribute more. A majority say they would benefit from a better understanding of why biodiversity matters for people and society (54%). Others highlight the importance of knowing that their actions can make a real difference (47%), receiving practical guidance on effective action (43%), and having others to act alongside (42%). The most commonly reported barrier is a lack of funding and resources (37%). These findings reveal that the challenge is increasingly not awareness alone, but creating forms of participation that feel meaningful, collaborative, and capable of producing visible impact.

This is a generation that is anxious but not resigned. Nearly 8 in 10 believe young people can make a real difference, and seven in ten still believe the tide on biodiversity loss can be turned in their lifetime. Nearly eight in ten worry about future generations, making this a moral and forward-looking commitment rather than personal fear alone.

Young people are not turning away from the institutions charged with addressing biodiversity loss. They are calling for leadership, accountability, and action that matches the scale and urgency of the challenge.



EXECUTIVE SUMMARY

The message is not that young people need persuading. It is that there is an enormous willingness among them to act, and they are ready to be put to work. Young people are asking to be taken seriously as partners, not audiences. The opportunity is to meet that energy with real openings for participation and real change, and to build what comes next together.

These findings are not only a description of what young people think. They are a reminder of commitments that already exist.

The UN Convention on the Rights of the Child guarantees every child the right to be heard in decisions that affect them, and the Committee on the Rights of the Child confirmed in General Comment No. 26 that this right applies squarely to environmental decision-making.

The Convention on Biological Diversity and its Kunming-Montreal Global Biodiversity Framework commit governments to a whole of society approach that recognizes the role of children and young people. States have binding obligations under applicable environmental and human rights treaties, alongside political commitments and targets, to halt and reverse biodiversity loss by 2030, and businesses carry a responsibility to identify and address their environmental and human rights impacts, as set out in the UN Guiding Principles on Business and Human Rights.

The right of young people to be involved and the duty of governments to act are not separate agendas. They are two halves of the same obligation.

What makes these results powerful is that young people are not simply angry. They want to help.

93% can name a concrete reason why biodiversity matters to them, and 97% would realistically consider taking action themselves, from changing their own behavior to organizing and leading campaigns. They are asking for stronger rules and real enforcement, and they are offering to be part of delivering them.

Half the world's population is under thirty. It is the largest available source of energy, legitimacy and capacity for meeting the biodiversity commitments that governments, businesses, and civil society have already made.

The potential is on the table. 97% of young people would realistically consider taking action to protect biodiversity, half hold themselves responsible alongside governments, and they have told us exactly what they need. Meeting these commitments no longer requires convincing a generation. It requires resourcing one.

The generation that will live longest with these decisions is ready to help make them work. The task now is not to convince young people to care. It is to stop leaving them outside the room.

TABLE OF CONTENTS

03	<u>FOREWORD</u>
05	<u>ABOUT US</u>
06	<u>WHAT SHOULD WORLD LEADERS DO?</u>
08	<u>EXECUTIVE SUMMARY</u>
11	<u>TABLE OF CONTENTS</u>
14	<u>INTRODUCTION</u>
16	<u>READING GUIDE</u>
18	<u>RESEARCH DESIGN</u>
23	<u>CHILDREN'S AND YOUTH RIGHTS & BIODIVERSITY</u>
31	<u>YOUTH VOICES</u>
33	<u>KNOWLEDGE AND UNDERSTANDING</u>

TABLE OF CONTENTS

35	<u>CARING ABOUT BIODIVERSITY</u>
36	<u>EXPERIENCING BIODIVERSITY LOSS</u>
41	<u>CONSEQUENCES OF BIODIVERSITY LOSS</u>
43	<u>IMPACT ON YOUNG PEOPLE</u>
45	<u>CROSS-ANALYSES ON GENDER, AGE, AND COUNTRIES</u>
53	<u>EXTERNAL INFLUENCES</u>
55	<u>TRUST</u>
56	<u>RESPONSIBILITY</u>
57	<u>IS TRUST BEING MET BY RESPONSIBILITY?</u>
58	<u>FROM CONCERN TO PARTICIPATION</u>

TABLE OF CONTENTS

62	<u>WHAT DIFFERENT ACTORS SHOULD DO</u>
68	<u>ENABLERS OF ACTION</u>
72	<u>BARRIERS TO ACTION</u>
74	<u>SOLUTIONS BY YOUNG PEOPLE</u>
77	<u>YOUTH VIEWS AND THE FUTURE</u>
79	<u>CLOSING REMARKS</u>
84	<u>APPENDIX - SAMPLING JUSTIFICATION</u>
92	<u>APPENDIX - QUESTIONNAIRE</u>

INTRODUCTION

Our Global Preferendum is an international participatory survey that gives young people aged 13–29 a structured, amplified voice on biodiversity, climate, and their future. It functions as a megaphone: gathering the collective views of thousands of young people worldwide and translating those views into data that can inform programs, advocacy, and policy.

Unlike a standard survey, the Preferendum is designed to be fed back to respondents themselves – their answers become the foundation for youth-led initiatives, communications, and campaigns. It is deployed through KidsRights’ State of Youth network and targets participants from the Sowing the Seeds of Change five program focus countries (Nepal, Kenya, Ethiopia, Brazil, Colombia) as well as the broader global youth community.

Over 12,000 young people were part of this study.

It captured how young people aged 13–29 understand and relate to biodiversity across different thematic clusters: if and how their voices are heard; what biodiversity means to them and their grasp of key ecological concepts and local threats; the actions they already take and the barriers that hold them back, from time and resources to not being heard or distrusting institutions; the solutions they prioritize and which actors they trust most, including governments, youth-led groups, communities, NGOs, schools, media, and companies; whether they feel heard in national decisions and how they respond emotionally to short-termism in policy; and their sense of agency, eco-anxiety, and hope, closing with a direct call to world leaders.

There are surprisingly few opportunities for young people to shape the global conversation on biodiversity at scale. After reaching over 12,000 young people worldwide, our Global Preferendum is one of the largest international youth studies dedicated exclusively to biodiversity and youth voices. Every response helped build a stronger evidence base, ensuring that young people’s priorities, concerns, and solutions are reflected in the decisions that will shape their future.

Our Global Preferendum turns what thousands of young people think, feel, and want into statistically grounded evidence that can anchor policy briefs, media work, and donor conversations, with results broken down by country, region, age, and gender to sharpen advocacy messages at local, regional, and international levels. Crucially, findings are shared back with young people themselves, making it a mobilization tool as much as a research one. Young people become co-authors who use the data to shape their own campaigns.

INTRODUCTION

For young people, biodiversity loss is personal and worrying. Almost seven in ten (67%) say it affects their own life at least moderately, and 33% say a lot. Half (49%) worry about it often or very often, and 62% are more worried now than two or three years ago. *The open link points the same way, more strongly: 78% say it affects their life at least moderately, 70% worry often or very often, and 75% are more worried than before.*

Their view of government is critical. Asked whether young people's voices are heard in government decisions on biodiversity, the representative panels give an average of 3.3 out of 5. Young people do not feel silenced, but they clearly do not feel fully heard either. Nearly half (48%) feel frustrated or worried by short-term thinking in policy, and just 34% name governments among those they trust most to lead on nature, behind scientists and local community initiatives. Yet 52% say governments bear the greatest responsibility for a healthier and more sustainable future.

Their message to governments is clear. Among those who see governments as most responsible, 70% want stronger rules and better enforcement to protect nature, 60% want more natural areas protected, and 53% want sustainable choices made easier and cheaper. *The same three asks come first in the open link, with stronger rules and enforcement again at the top, chosen by 82%.*

At the same time, young people do not place the burden elsewhere alone. Half (50%) name themselves and fellow citizens as bearing the greatest responsibility, second only to governments. *This is almost identical in the open link at 52%, making it one of the steadiest findings in the survey.*

They also want the means to act, and a way in. Understanding better why biodiversity matters for people would make action easier for 54%, the most chosen answer of all, and 43% want more information or guidance on what they can do. Among those who see governments as the most responsible actor to protect biodiversity and nature, nearly a third (32%) say more chances to be involved in decisions and activities would help and 38% want young people involved more in decisions.



READING GUIDE

Structure

Young people were not all asked the same questions. Depending on their answers, some questions and some response options were shown only to specific groups. Where a question was asked of a subgroup, this is stated in the chart. For example, the question about what governments should do was shown only to respondents who named governments as carrying the greatest responsibility to protect biodiversity.

The sample size for each result is listed with the chart, shown as: n = number of young people who answered the question; weighted = the number after weighting. Weighting was applied to the representative panel only, to correct the sample so that it reflects the actual distribution of age, gender and region in each country.

The two samples

This study draws on two samples, and they are named consistently throughout the report:

- The representative panels refer to the seven nationally representative panels in Brazil, China, Colombia, Ethiopia, Germany, Kenya and the USA, coordinated by the independent research firm Glocalities and statistically weighted. Note that these seven countries are not the same as the five Sowing the Seeds of Change program focus countries.
- The open link refers to young people worldwide who took part through an openly accessible survey link, distributed through a paid social media campaign. This sample is self-selected and was not weighted.

All figures in graphs, charts and other visualizations come from the nationally representative panels in seven countries, unless stated otherwise. Headline percentages combine these panels with roughly equal weight per country. They therefore describe the combined results across the seven country panels and should not be interpreted as population-weighted estimates of young people worldwide. Open-link findings are reported separately in the text. They show whether similar patterns occurred among the self-selected respondents who participated across a wider range of countries, but do not make the findings globally representative. Read a phrase such as "62% of young people" as "62% across the seven representative country panels". The open link corroborates the patterns, but because it is self-selected it cannot make the findings globally representative.

Reading the percentages

Where we write *young people* followed by a statement, this should be understood as young people from the representative panels that were respondents to this study.

Where respondents could select more than one answer, this is noted with the chart and the percentages add up to more than 100%. Where a question allowed only one answer, the percentages add up to 100%.

All percentages are rounded to whole numbers, so figures may not always total exactly 100%.

READING GUIDE

Definitions

- **Referendum** – a participatory study, at national or international level, that collects young people's views on a specific topic. Unlike a standard survey, the results are fed back to the participants themselves so they can use them in their own advocacy and campaigns, which makes it a mobilization tool as well as a research one. The format was created by KidsRights.
- **Young people** – This study surveyed people aged 13 to 29. Under Article 1 of the CRC, a child is every human being below the age of 18. For readability, to align with other research, and to speak to the group we are addressing, we use the term "young people" throughout. Where we refer to youth participation, we mean the participation of both children and young people. Because the CRC applies to those under 18, its provisions cover the 13- to 17-year-olds in this study. For respondents aged 18 to 29, the relevant guarantees are the general human rights instruments, in particular the ICCPR.
- **CRC** – The United Nations Convention on the Rights of the Child, adopted by the United Nations on 20 November 1989.
- **General Comment No. 26 (2023)** – An official interpretation by the UN Committee on the Rights of the Child of children's rights in relation to the environment, with particular attention to climate change. It confirms that children have a right to a clean, healthy and sustainable environment, and sets out the obligations of States to protect children from the consequences of climate change, pollution and biodiversity loss.
- **ICCPR** – The International Covenant on Civil and Political Rights is a major international treaty that guarantees basic civil and political rights.
- **ICJ** – The International Court of Justice is the main judicial organ of the United Nations.
- **UDHR** – The Universal Declaration of Human Rights, adopted by the United Nations on 10 December 1948. It is not a law, but it carries considerable weight as a moral and legal standard for human rights.
- **ECHR** – The European Convention on Human Rights, concluded on 4 November 1950. Every member state of the Council of Europe has signed it.
- **CBD and the GBF** – The Convention on Biological Diversity and its Kunming-Montreal Global Biodiversity Framework explicitly include children and youth for inclusive decision-making and access to information on biodiversity.
- **UNFCCC** – The United Nations Framework Convention on Climate Change is an international environmental treaty created to limit global warming and human interference with the climate system.
- **Biodiversity** – The variety of all living things, including plants, animals and the ecosystems they form together. Biodiversity loss refers to the decline of that variety, for example through deforestation, pollution, and species extinction.
- **Eco-anxiety and worry about the environment** – These describe different levels of emotional response to environmental and climate change. In this report we use the wording of the survey itself, which asked whether respondents feel anxious when they think or read news about biodiversity, nature and the future.

Appendixes

The appendixes contain additional information, including:

- Demographics of the representative panel and the open link respondents, including the full country distribution of the open link sample across 77 countries;
- The questionnaire.

RESEARCH DESIGN

About Glocalities

Glocalities is an Amsterdam-based international research and consultancy agency specializing in values, lifestyles and audience motivations. They help organizations understand how people's social context, priorities and beliefs shape their views, behavior and willingness to act. Since 2013, Glocalities has built a global values and lifestyle database of more than 450,000 completed surveys across 65 countries and territories. Their approach combines robust quantitative research with psychographic analysis, identifying both shared international patterns and meaningful local differences. Glocalities works with NGOs, think tanks, companies, governments and purpose-driven organizations on policy, communications, campaigns and social impact. As part of Motivaction International, they combine international research capability with expertise in behavioral psychology, segmentation and social trends. Glocalities has an established relationship with Stichting KidsRights, conducting research among young people globally and in the Netherlands on themes including children's rights, housing and performance pressure. This experience supports rigorous, context-sensitive interpretation of young people's perspectives worldwide.



Method

The State of Youth Global Preferendum was conducted among young people aged 13 to 29, and combined two complementary approaches: nationally representative online panels in seven countries and an open online survey for young people around the world. These two samples serve different purposes and were therefore analyzed separately.

The questionnaire took approximately ten minutes to complete and was offered in the main local languages of the seven countries where we drew representative samples, and in English, French, Spanish or Portuguese in the rest of the world (each respondent could choose).

Representative panels in seven countries

Glocalities coordinated nationally representative online panels in seven countries: **Brazil, China, Colombia, Ethiopia, Germany, Kenya and the United States.**

The countries were selected to provide geographical and cultural diversity across Africa, Asia, Europe, North America and South America. Together, they account for more than a quarter of the world's population.

In each country, approximately **n = 300** young people aged 13 to 29 participated through the international panel provider Dynata. This resulted in a total representative-panel sample of **n = 2,189**.

RESEARCH DESIGN

Within each country, the data were weighted to reflect the national population of young people aged 13 to 29 in terms of age, gender and region. Each national panel can therefore be used to describe young people in that country on the variables included in the weighting.

The seven countries contributed similar sample sizes to the combined panel results. The combined figures consequently give each country equal weight. They describe the overall pattern across the seven country panels, but should not be interpreted as a population-weighted estimate for all young people worldwide.

International open survey.

Alongside the representative panels, State of Youth made the questionnaire available through an openly accessible survey link. The link was promoted internationally through a paid social media campaign on Instagram and Facebook, using youth-oriented messages and locally adapted campaign materials.

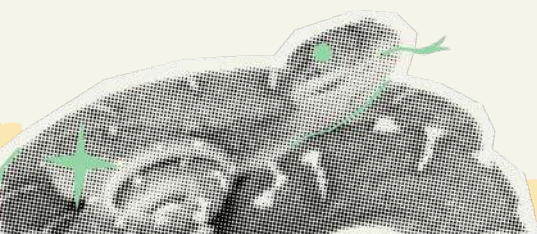
A total of **n = 10,527** young people from **77 countries** completed the open survey. Together with the representative panels, this brought the total number of participants in the Global Preferendum to **n = 12,716**.

The open survey allowed young people far beyond the seven panel countries to contribute their experiences, priorities and ideas. It also generated a large number of open answers in which participants described solutions they had seen in their communities and the biodiversity challenges they wanted world leaders to address.

Participation in the open survey was voluntary and self-selected. The results were not weighted and are not statistically representative of young people in the participating countries or worldwide. They are used to assess whether the main themes found in the representative panels also resonate among a broader international group and to add depth through young people's own words.

The open link was distributed through a paid social media campaign on Meta platforms, running on both Instagram and Facebook with youth-oriented messaging and visuals.

The campaign combined a conversion campaign optimized directly for survey completions with a parallel reach campaign driving traffic to the landing page, a structure chosen to maximize completions while building broader international awareness of the Global Preferendum.



RESEARCH DESIGN

To keep efficiency high while scaling daily spend, the audience was segmented by language and region into localized ad sets, each using localized ad copy, with urgency messaging added during the final push phases. Five language and region clusters were covered: worldwide in English, Europe together with the United States and Canada in English, Spain and Latin America in Spanish, France and French-speaking Africa in French, and Brazil and Portugal in Portuguese.

Ads were created to reach both young men and young women and were targeted exclusively at users aged 13 to 29. By the close of the campaign on 10 August, Meta had delivered 10,097 completed survey submissions, contributing the large majority of the 10,527 open link responses, with participants spread across 77 countries (see annexes for the full country distribution).

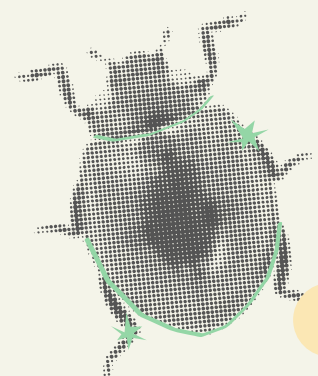
The open link sample is self-selected and was not weighted, so it cannot be treated as scientifically representative in the way the seven country panels can. Its value is corroborative. Comparing the two samples question by question from Q19 onwards, the open link reproduces the priorities of the representative panel with striking consistency.

Across the fifteen multiple-response questions the top three answers coincide in 37 of the 45 available positions. Where the two differ, it is generally a matter of intensity rather than direction, with open link respondents sitting at the more activated end of the same scales, which is what would be expected of young people who chose to take part. Read this way, the open link does not establish worldwide percentages, but it does reinforce that the global trends identified in the representative panel are shared by young people far beyond the seven countries surveyed.

Fieldwork period

The two research routes ran during partially overlapping periods:

- **Representative panels:** 3 to 23 July 2026
- **International open survey:** 7 July to 10 August 2026



RESEARCH DESIGN

Questionnaire

The questionnaire was developed specifically for the Global Preferendum and covered the following themes:

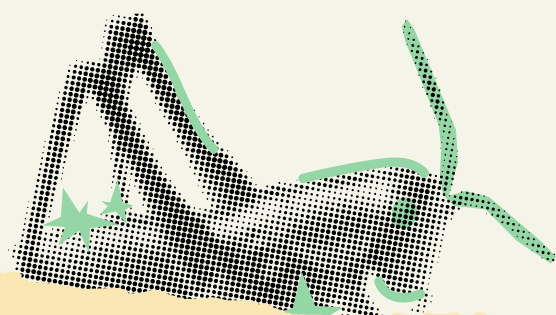
- understanding of biodiversity and biodiversity loss;
- the personal and emotional impact of biodiversity loss;
- the relationship between biodiversity and young people's rights;
- willingness to act and preferred forms of participation;
- barriers and practical support needed to take action;
- trust in governments, scientists, communities and other actors;
- responsibility for creating a healthier and more sustainable future;
- preferred solutions for governments, companies, schools, citizens and civil-society organizations;
- hope, anxiety and expectations for the future.

Most questions were closed, with respondents selecting one or more answers from a predefined list. The questionnaire also included open questions asking young people to describe local solutions and identify the biodiversity challenge they most wanted world leaders to address. Young people from State of Youth contributed to the questionnaire design ensuring their views were considered and appropriate language was used.

Routing was used for several questions. For example, respondents who identified governments as carrying the greatest responsibility were subsequently asked what governments should do. The results of these follow-up questions are therefore based only on the relevant subgroup, not on the full sample.

Respondents under the age of 18 could participate only after permission from a parent or legal guardian. They were also asked to confirm that they personally wished to take part. Participation was voluntary, respondents could stop at any time, and they were instructed not to include personal information in their open answers.

The complete questionnaire is included in the appendices.



RESEARCH DESIGN

Analysis and reporting

The representative panels and open link samples were not merged into a single weighted dataset. Instead, they were analyzed separately to preserve the methodological distinction between nationally representative panel research and voluntary open participation.

All percentages shown in charts and other visualizations in this report are based on the weighted representative panels, unless stated otherwise. Open-survey findings are discussed separately in the text, primarily to show whether the same broad themes and priorities appear beyond the seven panel countries.

Where respondents could select more than one answer, percentages may add up to more than 100%. Percentages have been rounded to whole numbers, which means totals may not always add up to exactly 100%.

Results were also analyzed by country, age, gender and region. Subgroup differences were tested at a 95% confidence level. A statistically significant result indicates that an observed difference is unlikely to be due to sampling variation alone. Statistical significance does not automatically mean that a difference is large or substantively important, so the interpretation also considers the size and consistency of the observed pattern.

The open answers were used to illustrate young people's experiences and ideas in their own words. Quotes included in the report were selected to reflect recurring themes or provide a clear example of a perspective expressed by participants. They should be read as illustrations rather than as statistically representative findings.

How to interpret the findings

The research provides two complementary forms of evidence.

The representative panels offer a robust basis for understanding young people aged 13 to 29 within Brazil, China, Colombia, Ethiopia, Germany, Kenya and the United States. The combined panel results identify patterns shared across a geographically and culturally diverse group of countries.

The open survey broadens the range of voices included in the Preferendum and shows how the findings may resonate among self-selected participants in many other parts of the world. Because participants chose to take part after seeing the social media campaign, this group is likely to include young people with stronger prior interest or engagement in biodiversity and related issues.

The consistency between the two samples strengthens confidence in the direction of many findings. It does not, however, make the open survey representative or turn the combined results into estimates for all young people worldwide. Throughout the report, claims and percentages remain clearly linked to the sample from which they were derived.

CHILDREN'S AND YOUTH RIGHTS & BIODIVERSITY

International agreements on human rights are primarily enshrined in the Universal Declaration of Human Rights (UDHR) and the European Convention of Human Rights (ECHR). These rights apply to everyone, including children. In addition, children also have special rights. These are enshrined in the UN Convention on the Rights of the Child (CRC).

In addition to that, multiple binding and non-binding instruments reinforce how children's and youth rights are intrinsically linked to biodiversity protection.

See below the main rights and instruments we highlight:

Convention on the Rights of the Child (CRC)

On November 20, 1989, the United Nations adopted the CRC. It contains 54 articles setting forth provisions regarding the rights of children and young people up to the age of 18. These children's rights include provisions on how we should treat young people under the age of 18. Nearly all countries in the world are parties to the CRC. If a country is a party to the convention, it must abide by the rules set forth in it. It is worth mentioning that this study had a representative panel in the USA, and they are the only United Nations member state that has signed but not fully ratified the CRC.

CRC Art 6 (Child's right to life)

1. States Parties recognize that every child has the inherent right to life.
2. States Parties shall ensure to the maximum extent possible the survival and development of the child.

CRC Art 12 (Child's right to be heard)

1. States Parties shall assure to the child who is capable of forming his or her own views the right to express those views freely in all matters affecting the child, the views of the child being given due weight in accordance with the age and maturity of the child.
2. For this purpose, the child shall in particular be provided the opportunity to be heard in any judicial and administrative proceedings affecting the child, either directly, or through a representative or an appropriate body, in a manner consistent with the procedural rules of national law.

CRC Art 13 (Freedom of expression of children)

1. The child shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of the child's choice.
2. The exercise of this right may be subject to certain restrictions, but these shall only be such as are provided by law and are necessary:
 - (a) For respect of the rights or reputations of others; or
 - (b) For the protection of national security or of public order (ordre public), or of public health or morals.

CHILDREN'S AND YOUTH RIGHTS & BIODIVERSITY

CRC Art 24 (Health)

1. States Parties recognize the right of the child to the enjoyment of the highest attainable standard of health and to facilities for the treatment of illness and rehabilitation of health. States Parties shall strive to ensure that no child is deprived of his or her right of access to such health care services.
2. States Parties shall pursue full implementation of this right and, in particular, shall take appropriate measures: [...]
- (c) To combat disease and malnutrition, including within the framework of primary health care, through, inter alia, the application of readily available technology and through the provision of adequate nutritious foods and clean drinking-water, taking into consideration the dangers and risks of environmental pollution; [...]

CRC Art 27 (Adequate standard of living)

1. States Parties recognize the right of every child to a standard of living adequate for the child's physical, mental, spiritual, moral and social development.
2. The parent(s) or others responsible for the child have the primary responsibility to secure, within their abilities and financial capacities, the conditions of living necessary for the child's development.
3. States Parties, in accordance with national conditions and within their means, shall take appropriate measures to assist parents and others responsible for the child to implement this right and shall in case of need provide material assistance and support programmes, particularly with regard to nutrition, clothing and housing.
4. States Parties shall take all appropriate measures to secure the recovery of maintenance for the child from the parents or other persons having financial responsibility for the child, both within the State Party and from abroad. In particular, where the person having financial responsibility for the child lives in a State different from that of the child, States Parties shall promote the accession to international agreements or the conclusion of such agreements, as well as the making of other appropriate arrangements.

CRC Art 29(1) (Education)

1. States Parties agree that the education of the child shall be directed to:
 - (a) The development of the child's personality, talents and mental and physical abilities to their fullest potential;
 - (b) The development of respect for human rights and fundamental freedoms, and for the principles enshrined in the Charter of the United Nations;
 - (c) The development of respect for the child's parents, his or her own cultural identity, language and values, for the national values of the country in which the child is living, the country from which he or she may originate, and for civilizations different from his or her own;
 - (d) The preparation of the child for responsible life in a free society, in the spirit of understanding, peace, tolerance, equality of sexes, and friendship among all peoples, ethnic, national and religious groups and persons of indigenous origin;
 - (e) The development of respect for the natural environment.

CHILDREN'S AND YOUTH RIGHTS & BIODIVERSITY

CRC General Comment No.26. (2023)

Confirms that children have a right to a clean, healthy, and sustainable environment and outlines how environmental damage harms children. It explains what governments should do to fix it. Specifically, the General Comment links environmental harm to Article 6 (life, survival, and development), Article 24 (health), Article 27 (standard of living), and Article 12 (the right to be heard in environmental decision-making), while also highlighting that these harms fall disproportionately on already marginalized children under Article 2.

ICJ Advisory Opinion on Obligations of States in respect of Climate Change paras. 155-157 explicitly addressed the rights of future generations and recognized children among vulnerable groups. It underscored the long-term consequences of present decisions and the value of integrating youth perspectives into climate governance.

ICCPR Art 19 (Freedom of expression)

- Everyone shall have the right to hold opinions without interference.
- Everyone shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of his choice.

ICCPR Art 24(1) (Special rights for children)

Every child shall have, without any discrimination as to race, colour, sex, language, religion, national or social origin, property or birth, the right to such measures of protection as are required by his status as a minor, on the part of his family, society and the State.



CHILDREN'S AND YOUTH RIGHTS & BIODIVERSITY

UNFCCC Art 3(1) (State's responsibility to protect the climate)

The Parties should protect the climate system for the benefit of present and future generations of humankind, on the basis of equity and in accordance with their common but differentiated responsibilities and respective capabilities. Accordingly, the developed country Parties should take the lead in combating climate change and the adverse effects thereof.

UNFCCC Art 3(2) (Developing countries vulnerable to adverse effects of climate change)

The specific needs and special circumstances of developing country Parties, especially those that are particularly vulnerable to the adverse effects of climate change, and of those Parties, especially developing country Parties, that would have to bear a disproportionate or abnormal burden under the Convention, should be given full consideration.

UNFCCC Art 3(3) (Duty of States to take precautionary measures against climate change)

The Parties should take precautionary measures to anticipate, prevent or minimize the causes of climate change and mitigate its adverse effects. Where there are threats of serious or irreversible damage, lack of full scientific certainty should not be used as a reason for postponing such measures, taking into account that policies and measures to deal with climate change should be cost-effective so as to ensure global benefits at the lowest possible cost. To achieve this, such policies and measures should take into account different socio-economic contexts, be comprehensive, cover all relevant sources, sinks and reservoirs of greenhouse gases and adaptation, and comprise all economic sectors. Efforts to address climate change may be carried out cooperatively by interested Parties.

UNFCCC Art 6 (States' commitment to education and public awareness regarding climate change)

(a) Promote and facilitate at the national and, as appropriate, subregional and regional levels, and in accordance with national laws and regulations, and within their respective capacities:

- (i) The development and implementation of educational and public awareness programmes on climate change and its effects;
- (ii) Public access to information on climate change and its effects;
- (iii) Public participation in addressing climate change and its effects and developing adequate responses;



CHILDREN'S AND YOUTH RIGHTS & BIODIVERSITY

Convention Concerning the Protection of the World Cultural and Natural Heritage Art 4 (Duty to future generations)

Each State Party to this Convention recognizes that the duty of ensuring the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage referred to in Articles 1 and 2 and situated on its territory, belongs primarily to that State. It will do all it can to this end, to the utmost of its own resources and, where appropriate, with any international assistance and co-operation, in particular, financial, artistic, scientific and technical, which it may be able to obtain.

Paris Agreement Preamble

Acknowledging that climate change is a common concern of humankind, Parties should, when taking action to address climate change, respect, promote and consider their respective 3 FCCC/CP/2015/10/Add.1 obligations on human rights, the right to health, the rights of indigenous peoples, local communities, migrants, children, persons with disabilities and people in vulnerable situations and the right to development, as well as gender equality, empowerment of women and intergenerational equity

Paris Agreement Art 2(1)(a)(b) (Response to the threat of climate change)

1. This Agreement, in enhancing the implementation of the Convention, including its objective, aims to strengthen the global response to the threat of climate change, in the context of sustainable development and efforts to eradicate poverty, including by:

(a) Holding the increase in the global average temperature to well below 2 °C above preindustrial levels and pursuing efforts to limit the temperature increase to 1.5 °C above pre-industrial levels, recognizing that this would significantly reduce the risks and impacts of climate change;

(b) Increasing the ability to adapt to the adverse impacts of climate change and foster climate resilience and low greenhouse gas emissions development, in a manner that does not threaten food production;



CHILDREN'S AND YOUTH RIGHTS & BIODIVERSITY

Convention on Biological Diversity Art 1 (Objectives)

The objectives of this Convention, to be pursued in accordance with its relevant provisions, are the conservation of biological diversity, the sustainable use of its components and the fair and equitable sharing of the benefits arising out of the utilization of genetic resources, including by appropriate access to genetic resources and by appropriate transfer of relevant technologies, taking into account all rights over those resources and to technologies, and by appropriate funding.

Convention on Biological Diversity Art 6 (General measures for conservation and sustainable use)

Each Contracting Party shall, in accordance with its particular conditions and capabilities:

- (a) Develop national strategies, plans or programmes for the conservation and sustainable use of biological diversity or adapt for this purpose existing strategies, plans or programmes which shall reflect, inter alia, the measures set out in this Convention relevant to the Contracting Party concerned; and
- (b) Integrate, as far as possible and as appropriate, the conservation and sustainable use of biological diversity into relevant sectoral or cross-sectoral plans, programmes and policies.



CHILDREN'S AND YOUTH RIGHTS & BIODIVERSITY

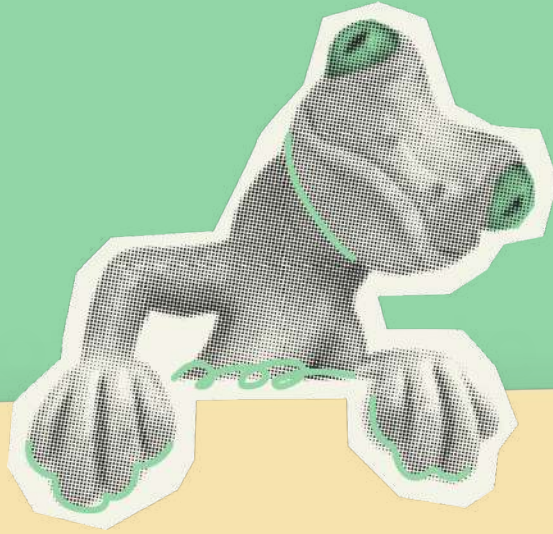
The Kunming-Montreal Global Biodiversity Framework (GBF) explicitly includes children and youth in its core targets for inclusive decision-making and access to information related to biodiversity.

The Rio Declaration on Environment and Development Principle 1 (Human-Centric Focus)

Human beings are at the centre of concerns for sustainable development. They are entitled to a healthy and productive life in harmony with nature.

Explanatory note: of the instruments listed, the CRC, ICCPR, UNFCCC, Paris Agreement, Convention on Biological Diversity and World Heritage Convention are binding treaties on their States Parties, as per the terms of their respective legal frameworks. General Comment No. 26, the ICJ advisory opinion, the Global Biodiversity Framework, the Rio Declaration, the UDHR and the UN Guiding Principles on Business and Human Rights are authoritative but not legally binding.





Findings of the State of Youth Global Preferendum

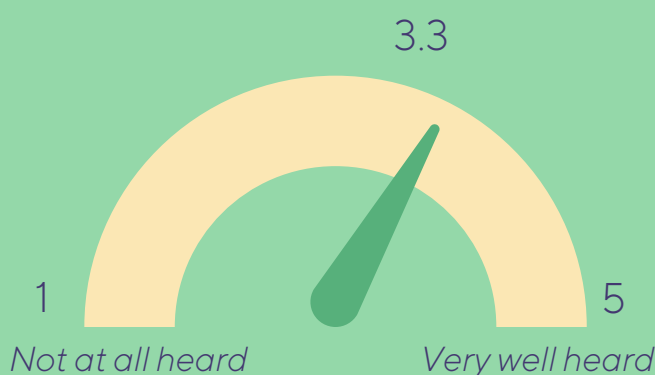


THE VOICE OF YOUNG PEOPLE ON BIODIVERSITY PROTECTION

According to Article 19 of the UDHR, everyone—including young people—has the right to freely express and communicate their opinions. In addition, under Articles 12 and 13 of the CRC, young people under the age of 18 have the right to freely express their views on matters that concern them, and due weight must be given to the views of the young person. We asked youth all around the world how they experience this.

On a scale of 1 to 5, young people give an average score of 3.3 for how well they think the voice of young people is heard when the government of their country makes decisions that affect biodiversity. Open link respondents are even more critical, as they give an average score of only 2.4.

HOW YOUNG PEOPLE FEEL THEY ARE BEING HEARD



(Basis: all, n=2189; weighted=2189)

Everywhere, young people demand to be heard:

"They should include youth, so their voices can be heard. Leaders should bring in policies that pass strict measures on biodiversity."

— John from Kenya

"World leaders should involve young people in decision-making and fund youth-led projects to protect and restore nature and wildlife."

— Ayesha from Pakistan

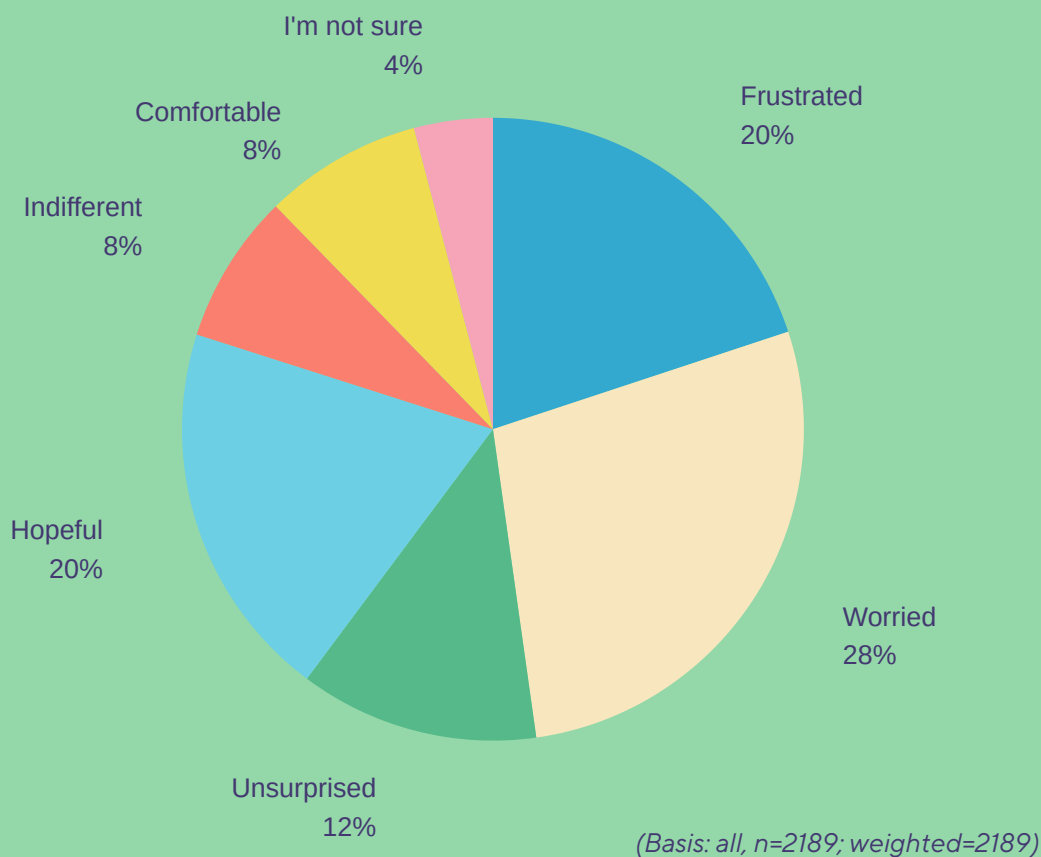
"Let the youth speak out on projects that involve the environment — and listen to what they have to say."

— Samantha from the Philippines

**Note: Names used in this report are fictional/anonymous, as the survey was conducted anonymously; however, all quotes presented are authentic and taken directly from respondents.*

THE VOICE OF YOUNG PEOPLE ON BIODIVERSITY PROTECTION

HOW YOUNG PEOPLE FEEL ABOUT GOVERNMENT DECISIONS CONCERNING BIODIVERSITY AND NATURE



The takeaway is clear: **youth concern is not matched by a sense of influence.**

Among young people in the representative panels, worry is the most common response at 28%, followed by frustration at 20%, but a comparable 20% feel hopeful and only 8% are comfortable with the short-term thinking behind many governmental decisions regarding biodiversity and nature.

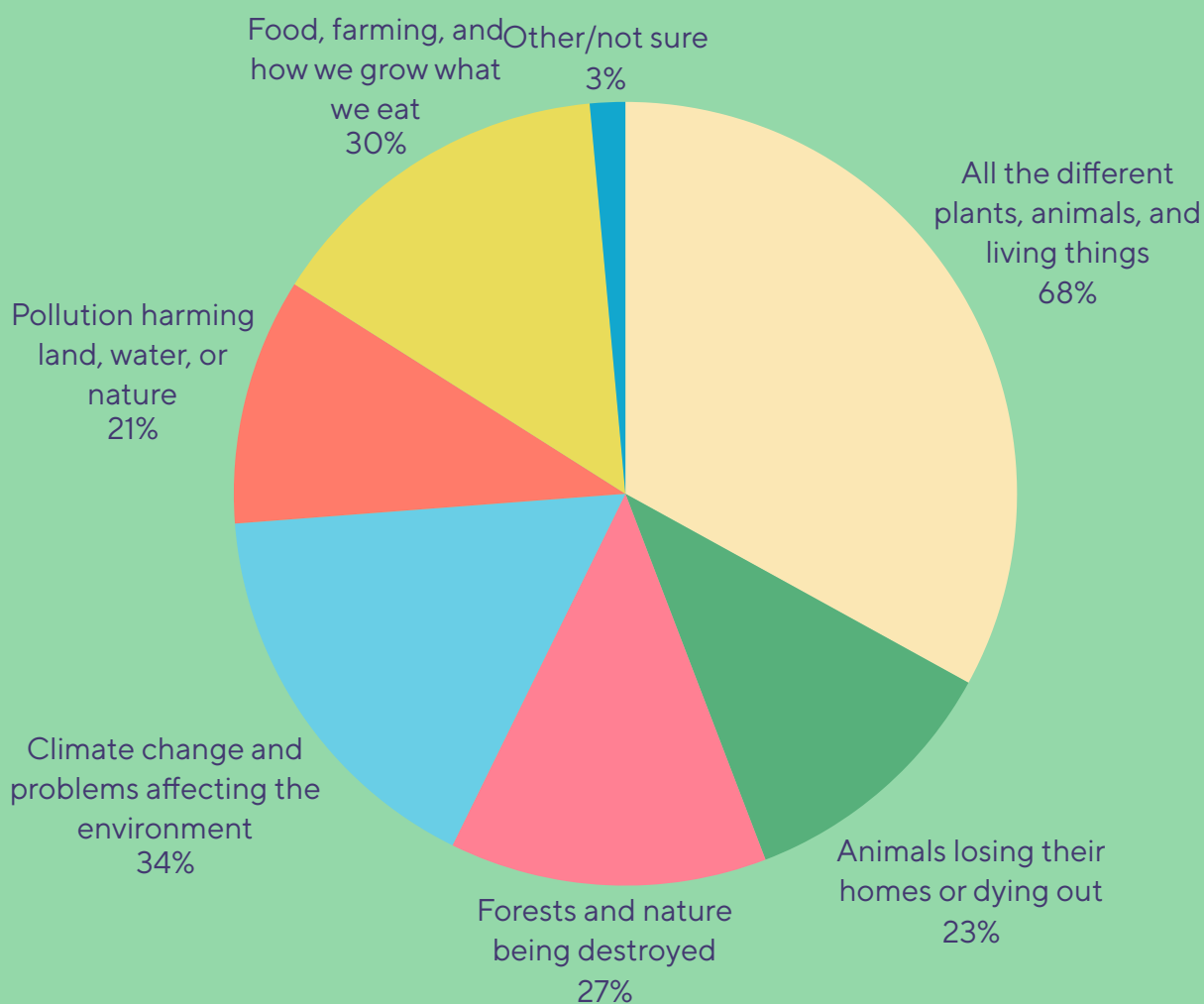
This is even more intense for those that answered via the open link: they feel strongly shut out of government decisions on biodiversity. This sense of exclusion produces mostly negative emotions: 37% feel frustrated and 26% worried by the short-term thinking behind many governmental decisions regarding biodiversity and nature, while only 6% feel hopeful and 3% are comfortable with government decisions.

World leaders now have a choice about what to do with that gap. Young people are not asking to be consulted after decisions are made. They are asking for a seat at the table where the trade-offs between short-term growth and long-term survival are actually decided.

WHAT DO YOUNG PEOPLE KNOW AND UNDERSTAND ABOUT BIODIVERSITY?

Young people report understanding biodiversity well. They say they know what it means and how its loss harms both nature and people. They most strongly associate biodiversity with the diversity of plants, animals and living things, while many recognize links with climate change and environmental challenges.

YOUNG PEOPLE ASSOCIATE BIODIVERSITY WITH...



(Basis: all, n=2189; weighted=2189)

Respondents could select more than one option, so figures exceed 100%

Most picture biodiversity first as plants, animals and living things, and also to climate change, while fewer connect it to food and farming. This is highlighted both in our representative panels and the open link.

HOW WELL DO YOUNG PEOPLE UNDERSTAND BIODIVERSITY AND BIODIVERSITY LOSS?

Young people demonstrate a strong understanding of what biodiversity means and the impacts of biodiversity loss on people, animals and nature. However, they report lower confidence in knowing which sources to trust for reliable biodiversity information. Scores are almost identical in the representative panels and the open link.

On a scale of 1 to 5, young people give an average score of **4.1** for their understanding of biodiversity



On a scale of 1 to 5, young people give an average score of **4.1** for their understanding of how biodiversity loss affects people



On a scale of 1 to 5, young people give an average score of **4.1** for their understanding of how biodiversity loss affects animals



On a scale of 1 to 5, young people give an average score of **4.1** for their understanding of what actions can really help protect biodiversity



On a scale of 1 to 5, young people give an average score of **3.8** for their understanding of who they can trust for information about biodiversity

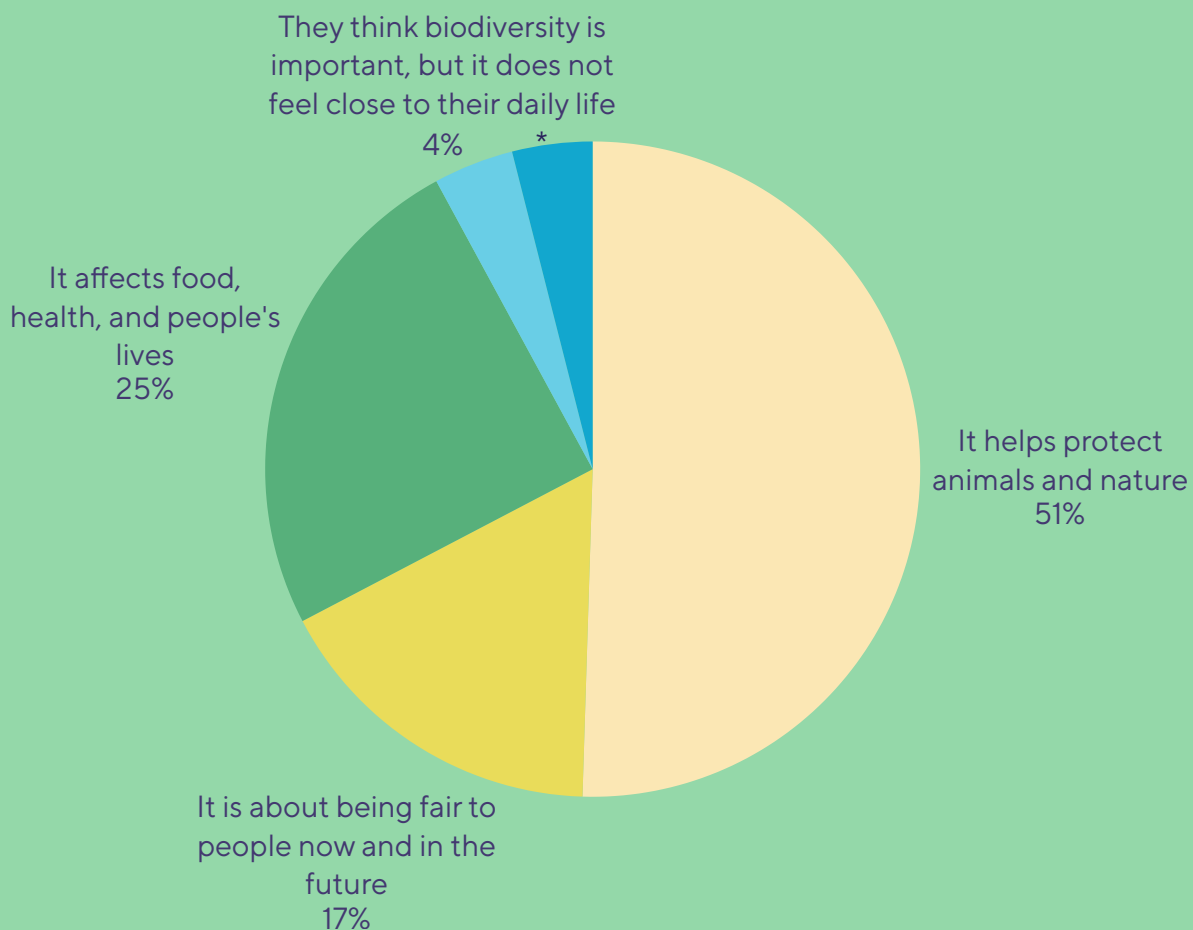


(Basis: all, n=2189; weighted=2189)

WHY DO YOUNG PEOPLE CARE ABOUT BIODIVERSITY?

Young people's motivation to care about biodiversity is primarily driven by a desire to protect animals and nature.

YOUNG PEOPLE CARE ABOUT BIODIVERSITY BECAUSE...



(Basis: all, n=2189; weighted=2189)

*4% said they haven't thought about it or don't care

Half of panel respondents (51%) say biodiversity matters to them because it helps protect animals and nature, and so do 58% in the open link. Food, health and people's lives comes second in both, at 25% and 20%. Fairness between people now and in the future is named by 17% and 16%. The order is the same in both samples, and so is the very small group who feel distant from the issue: fewer than 8% say biodiversity feels far from their daily life, that they have not thought about it, or that they do not much care.

93% have a concrete reason to care about biodiversity.

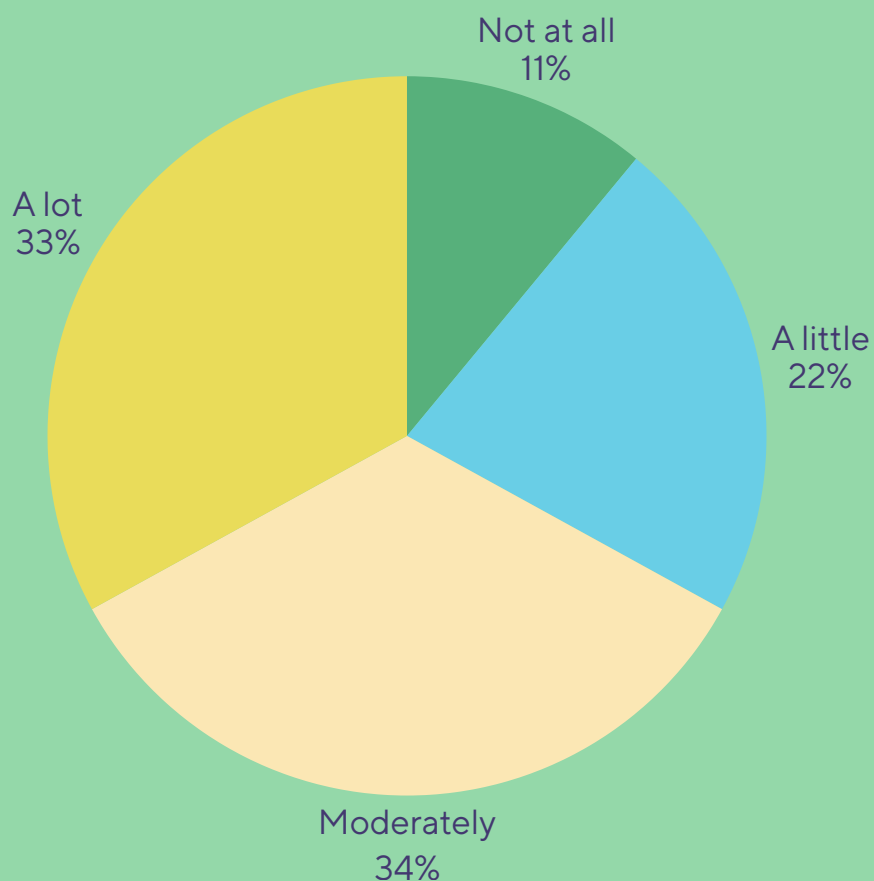
Caring about biodiversity is close to universal among young people.

HOW ARE YOUNG PEOPLE EXPERIENCING BIODIVERSITY LOSS?

Biodiversity loss is not an abstraction for most young people. 67% say it affects their own life moderately or a lot in the representative panels, while the open link sits at 78%. Only 11% (representative panels) and 8% (open link) say it doesn't affect them at all.

They feel a strong personal impact, showing that young people recognize the connection between biodiversity and their own well-being.

THE EXTENT TO WHICH YOUNG PEOPLE FEEL BIODIVERSITY LOSS AFFECTS THEIR LIVES



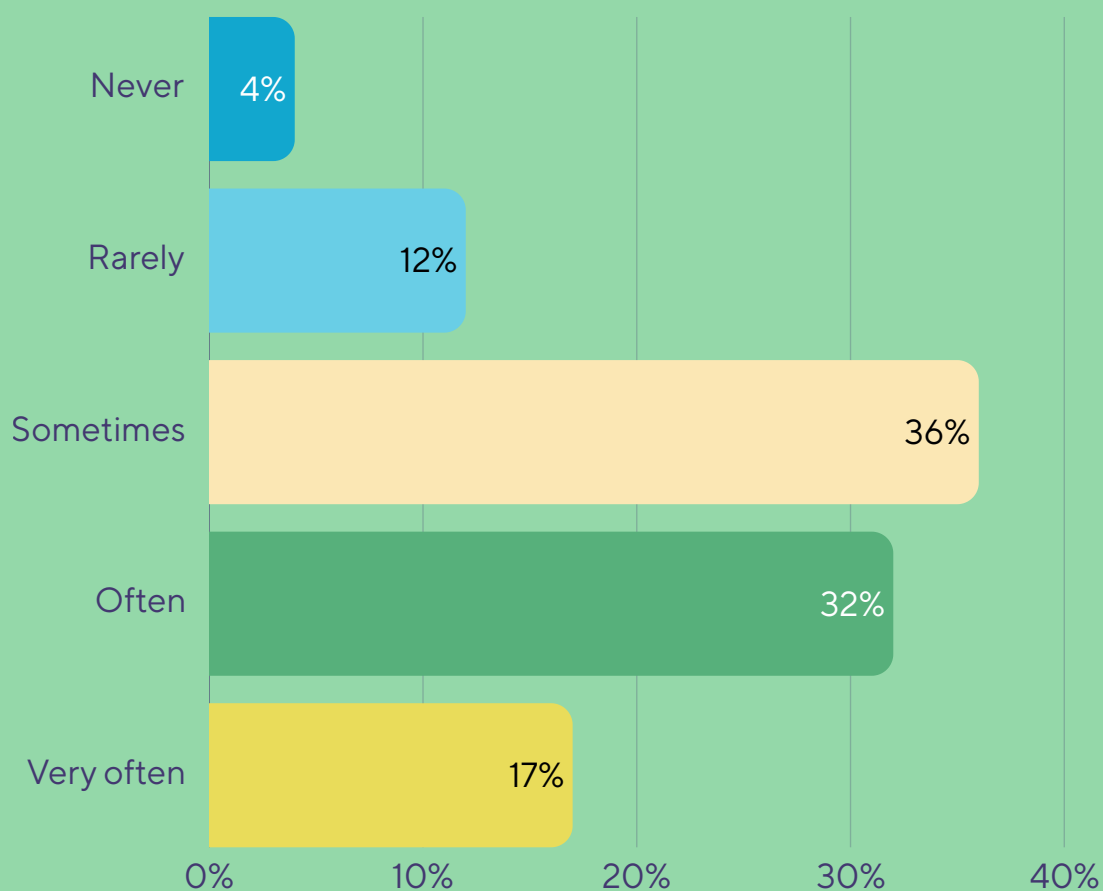
(Basis: all, n=2189; weighted=2189)



YOUNG PEOPLE'S CONCERN ABOUT BIODIVERSITY LOSS

Biodiversity loss is a growing concern among young people. Half of them (49%) worry about biodiversity loss often or very often. This reflects a strong and increasing awareness of biodiversity loss as an urgent issue. It is picked up at even more intense levels by respondents to the open link - 70% worry often or very often.

HOW OFTEN YOUNG PEOPLE WORRY ABOUT BIODIVERSITY LOSS



(Basis: all, n=2189; weighted=2189)

YOUNG PEOPLE'S CONCERN ABOUT BIODIVERSITY LOSS

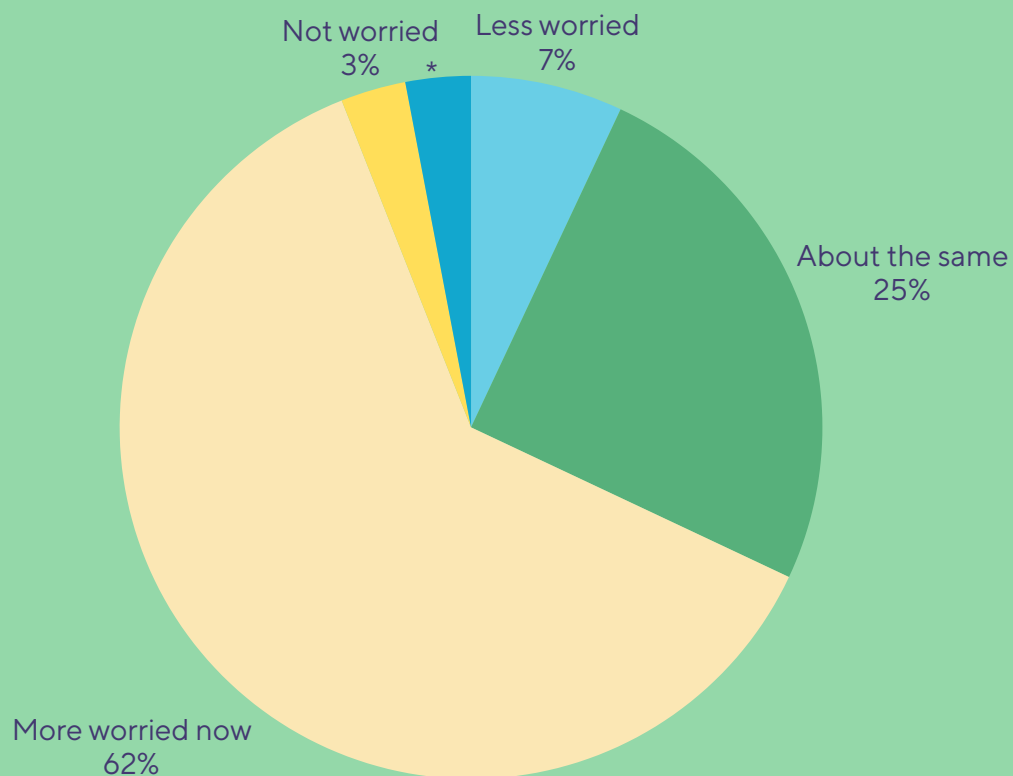
For young people, biodiversity loss isn't a distant environmental issue, it's something they feel touching their own lives, and it's clearly getting more personal over time.

Growing concerns about biodiversity loss compared with 2-3 years ago

Worry is also moving in one direction. In the representative panel it is 62% against 7% that feel less worried. In the open link, 75% say they are more worried than two or three years ago against 6% less worried.

Concern is not settling, it is rising.

ARE YOUNG PEOPLE MORE WORRIED NOW THAN THEY WERE 2-3 YEARS AGO?



(Basis: all, n=2189; weighted=2189)

*3% don't know or cannot say

RIGHTS MOST AFFECTED BY BIODIVERSITY LOSS ACCORDING TO YOUNG PEOPLE

Young people strongly recognize the connection between biodiversity loss and human rights, particularly the right to live in a clean and healthy environment and the right to food and clean water. Many also see links with health, safety and well-being, showing that biodiversity is understood as an issue that affects both the planet and people's lives. The top-three is exactly the same in both the representative panels and the open link.



The right to live in a clean and healthy environment (65%)



The right to food and clean water (59%)



The right to good health (41%)



The right to life and safety (35%)



The right to protect your culture and way of life (27%)



The right to be treated fairly, no matter who you are (17%)



The right to education (13%)

(Basis: all, n=2189; weighted=2189)

*Respondents could select more than one option,
so figures exceed 100%*



RIGHTS MOST AFFECTED BY BIODIVERSITY LOSS ACCORDING TO YOUNG PEOPLE

Young people connect biodiversity most strongly to basic needs, seeing threats to a clean and healthy environment and to food and clean water as the rights most at stake when biodiversity is not protected. This shows they understand nature loss as a human and survival issue, not just about animal rights or nature protection.

When asked which rights are most at stake, young people name basic needs. The right to live in a clean and healthy environment comes first, chosen by 76% in the open link and 65% in the representative panels, followed by the right to food and clean water at 63% and 59%. The order of every right is the same in both samples, and almost nobody says they are unsure.

This closeness between biodiversity protection and basic needs helps explain why worry is so widespread and rarely occasional, and why so many say they are more worried now than a few years ago rather than less.

Concern isn't fading or settling, it's rising, which signals both growing urgency and a growing base of young people motivated to act, if they are given the chance and support to do so.



CONSEQUENCES

What do young people think are the most significant consequences of biodiversity loss?



Collapse of ecosystems that communities depend on to survive (48%)



A future with fewer species, less nature, and less beauty in the world (44%)



Less food security - fewer crops, food sources, and clean water (40%)



Spread of diseases as natural barriers break down (29%)



Displacement of people from their land and homes (21%)



Growing anxiety, grief, and distress about the state of our natural world (19%)



Loss of cultural identity and indigenous ways of life (19%)



Loss of medicines and healing plants (19%)



Worsening inequality - poorer communities are hit hardest (18%)

(Basis: all, n=2189; weighted=2189)

Respondents could select more than one option, so figures exceed 100%

CONSEQUENCES

What do young people think are the most significant consequences of biodiversity loss?

Young people are not worried about losing beautiful landscapes. They are worried about losing food, water and safety. The consequence they name most often is the collapse of the ecosystems their communities depend on to survive, chosen by 48% in the representative panel and 64% in the open link. Alongside it they name a world with fewer species and less beauty, and the loss of food security. Barely anyone dismisses the question: just 2% in the panel and 3% in the open link say none of this worries them.

That is a generation asking to be taken literally. When young people say ecosystem collapse, they are describing food, water and survival, not scenery. Governments and institutions that treat biodiversity as an environmental portfolio, separate from food policy, health policy and security, are working with a narrower definition of the problem than the people who will inherit it.

So the ask is straightforward. Treat biodiversity loss as the survival issue young people say it is. Put it where the decisions about food systems, water and public health are actually made.



Translation

Left poster: "Save the trees — if not now, then when?"
Middle poster: "Save the forest."

IMPACT ON YOUNG PEOPLE

How does biodiversity loss impact young people?



69% agree or strongly agree that they feel anxious when they read news about biodiversity, nature, and our future



67% say biodiversity loss affects their own life at least moderately (33% "a lot"), and only 11% say "not at all".



62% are more worried than they were 2–3 years ago



49% worry often or very often about biodiversity loss



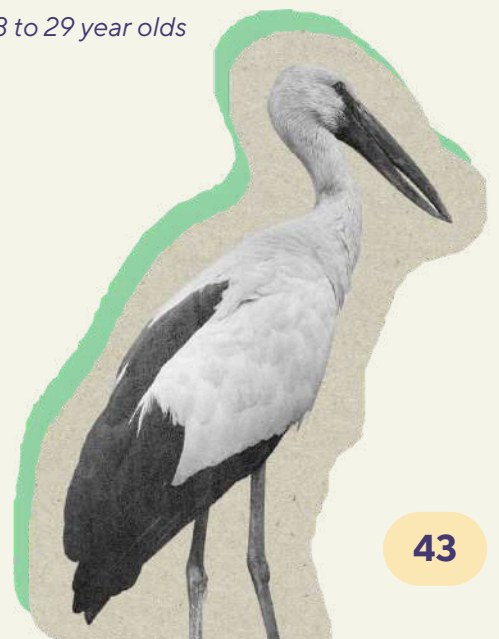
48% agree or strongly agree that they adjust life plans — including whether to have children — because of biodiversity and climate concerns



20% are feeling frustrated about short-term government decisions, while **28% feel worried**, and **12% are unsurprised**

(Basis: all, n=2189; weighted=2189)

The 48% life-plans figure has a base of 1,524 because it was asked only of 18 to 29 year olds



IMPACT ON YOUNG PEOPLE

Biodiversity loss reaches young people emotionally and practically. Most say they feel anxious when they think or read about nature and the future, 69% in the representative panels and 86% in the open link. Worry about future generations is higher still, at 79% and 88%. This is not a background concern.

For some it shapes decisions about their own lives.

Among 18 to 29 years old, 48% in the representative panels and 59% in the open link agree that they adjust their life plans, including whether to have children, because of biodiversity loss.

When young people look at how governments act, frustration and worry dominate, and only 8% feel comfortable about decisions driven by short-term goals (representative panels). But that judgment of governments has not become a judgment of themselves. Around eight in ten still believe young people can make a real difference, and a majority still believe the tide can be turned in their lifetime.

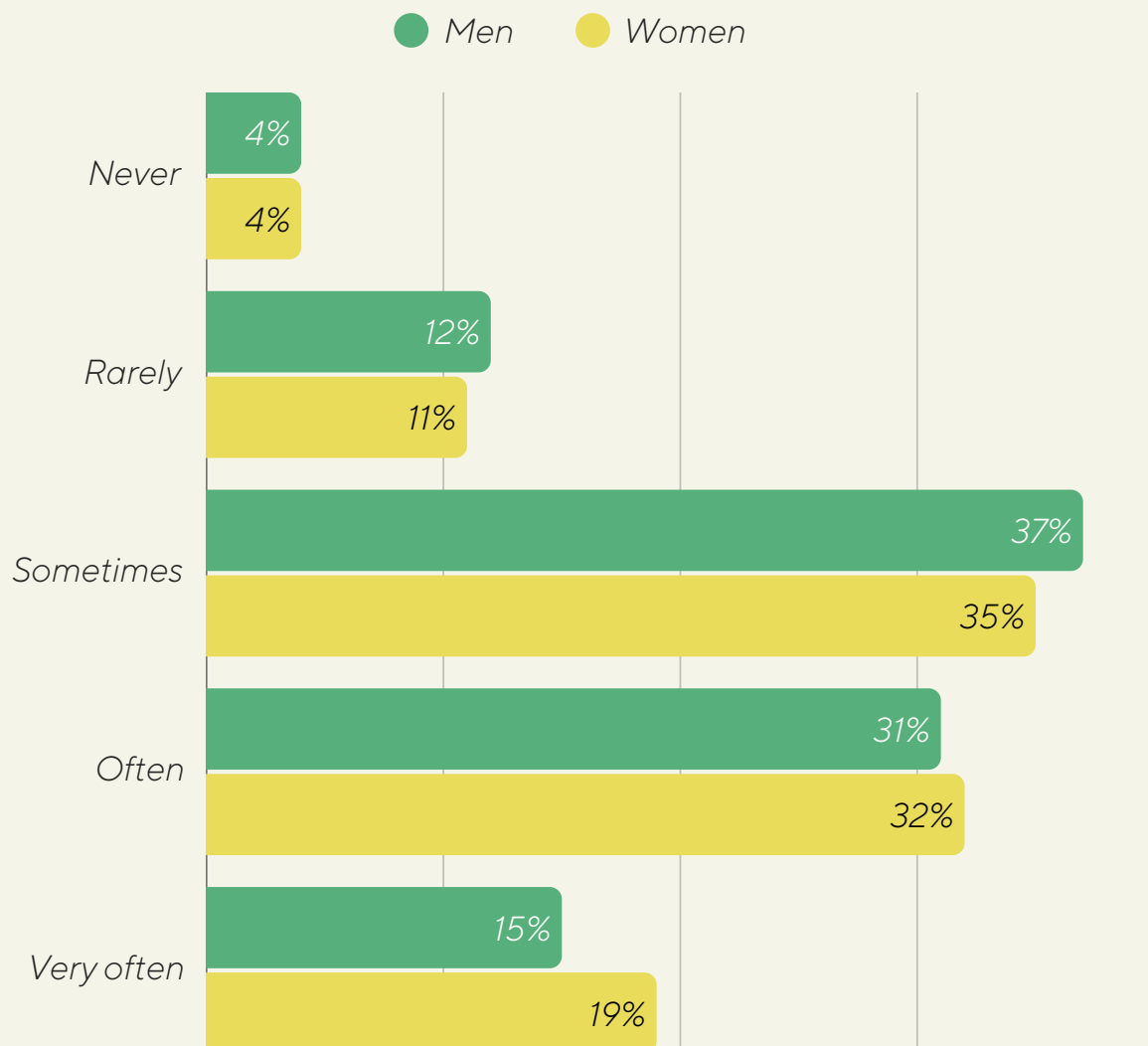
This is what the findings describe: a generation carrying real anxiety about biodiversity loss, holding on to belief in its own capacity to act, and losing faith mainly in the institutions meant to act with them. The burden is heaviest where young people have least control.



WHAT CAN WE TAKE FROM A GENDER ANALYSIS OF THE RESULTS?

Overall, gender makes less difference to what young people think than to how strongly they feel it. Young women and young men identify the same concerns in the same order, and on most questions the gap between them is small. Where they differ, it is a matter of intensity rather than direction: young women report higher anxiety about biodiversity and the future, and worry about it more often.

HOW OFTEN YOUNG PEOPLE WORRY ABOUT BIODIVERSITY LOSS, BY GENDER



(Basis: all, n=2189; weighted=2189)

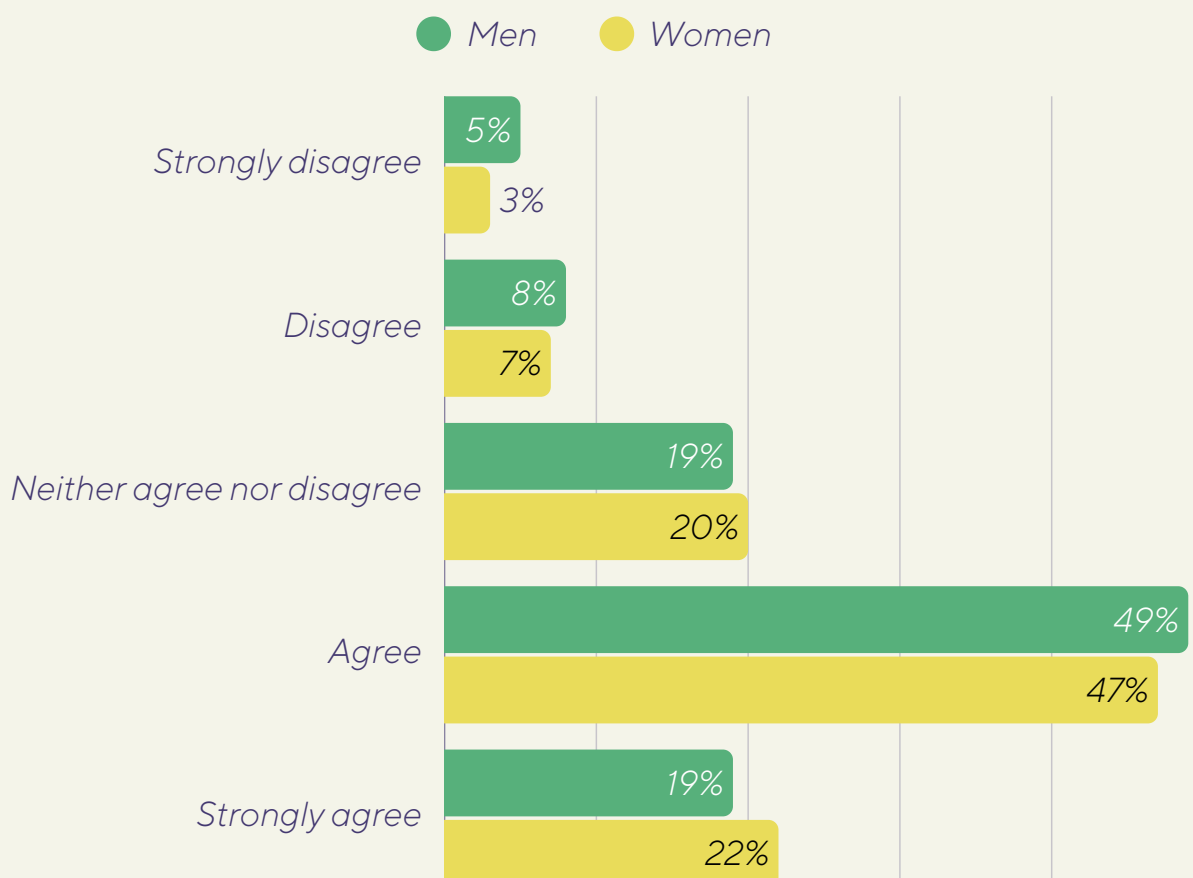
WHAT CAN WE TAKE FROM A GENDER ANALYSIS OF THE RESULTS?

As explained previously, where they differ is in how much it weighs on them. Young women report higher anxiety about biodiversity and the future in both samples, and worry about it more often.

This is the one gender difference that holds across both the open link and the representative panels.

ANXIETY ABOUT BIODIVERSITY, BY GENDER

Male and female respondents agreeing or disagreeing that they feel anxious when thinking or reading news about biodiversity, nature and the future



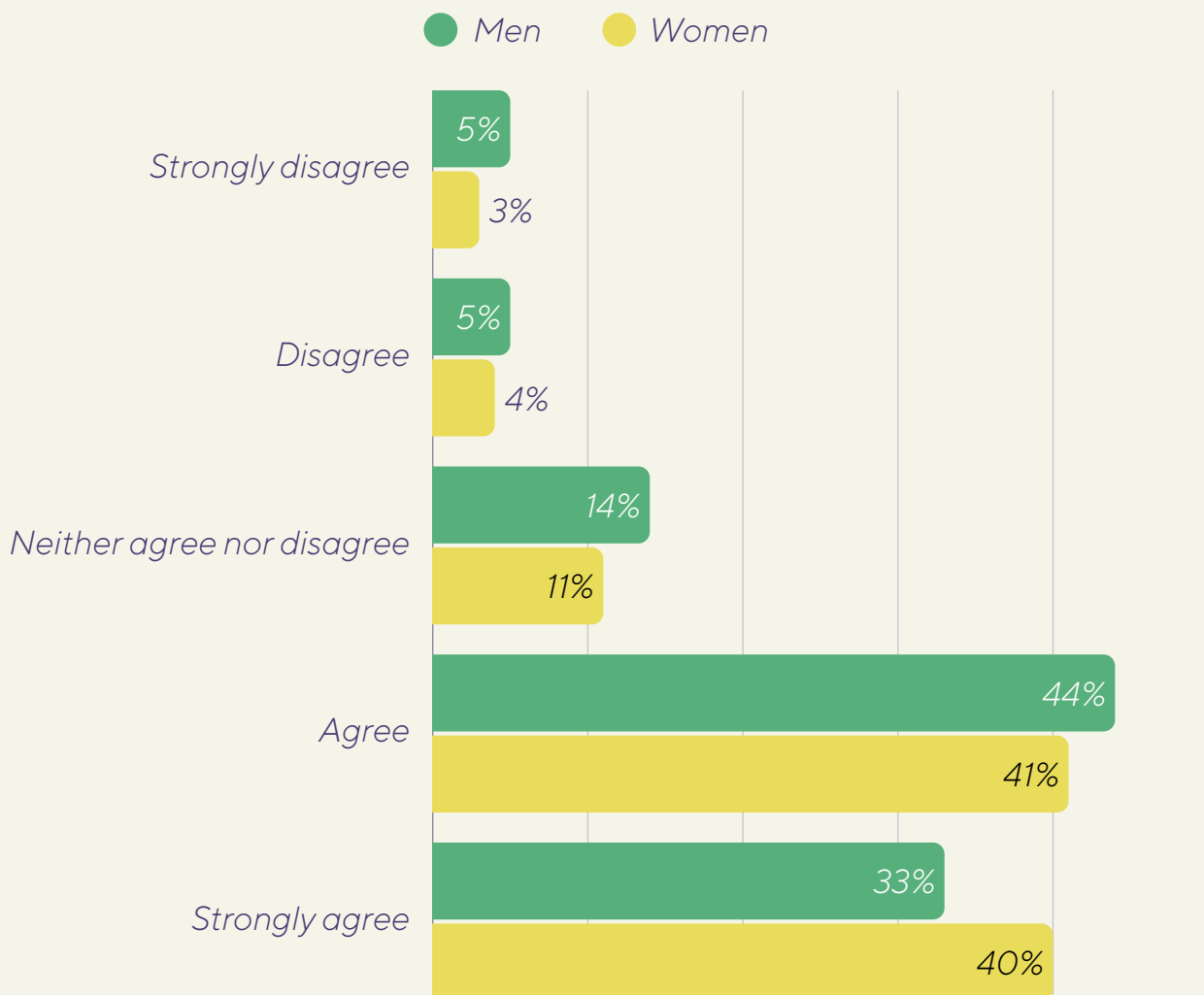
(Basis: all, n=2189; weighted=2189)

WHAT CAN WE TAKE FROM A GENDER ANALYSIS OF THE RESULTS?

Worry about future generations is close to universal, and it is felt slightly more intensely by young women. Around eight in ten young people agree or strongly agree that they worry about future generations, with little difference between young women and young men.

CONCERN FOR FUTURE GENERATIONS BY GENDER

Male and female respondents agreeing or disagreeing that they worry about future generations

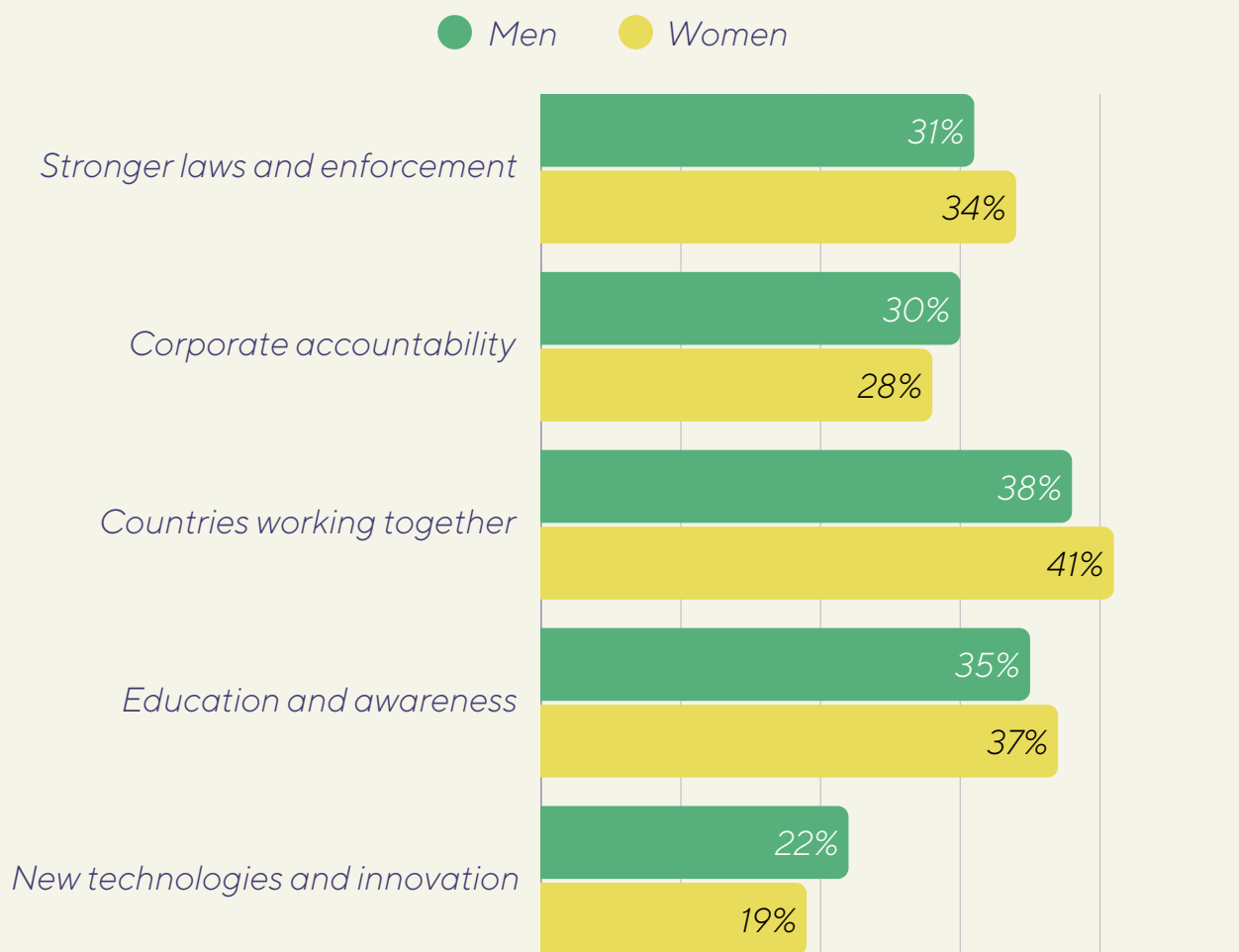


(Basis: all, n=2189; weighted=2189)

WHAT CAN WE TAKE FROM A GENDER ANALYSIS OF THE RESULTS?

The one place where the emphasis shifts rather than the strength of feeling is solutions, where young men lean slightly more toward corporate accountability and technology, and young women towards enforcing laws, international cooperation and awareness-raising.

PREFERRED SOLUTIONS FOR PROTECTING BIODIVERSITY, BY GENDER



(Basis: all, n=2189; weighted=2189)

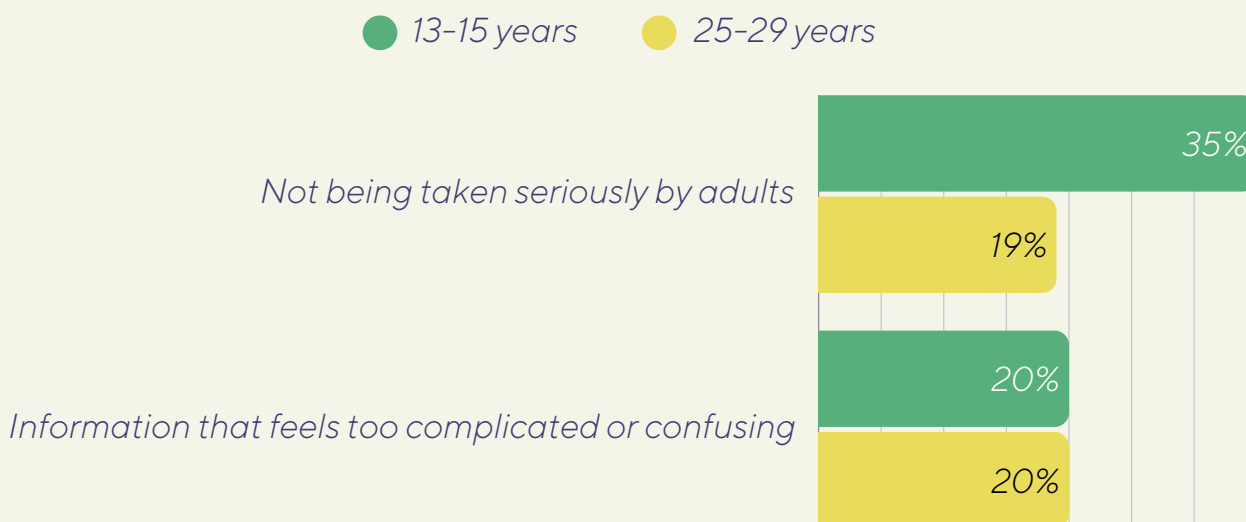
Both young women and young men name the same rights at risk, the same consequences and the same solutions, in the same order. Any strategy for engaging young people can therefore be built on shared ground, while recognizing that young women are carrying more of the emotional load.

WHAT ARE THE DIFFERENT AGE GROUPS TELLING US?

Age shapes these findings more than gender does, but not their direction. Willingness to act holds up at every age. What shifts is what stands in the way: the youngest are the most likely to feel dismissed by adults, the oldest to run into a lack of resources. Hope also fades gradually as young people get older.

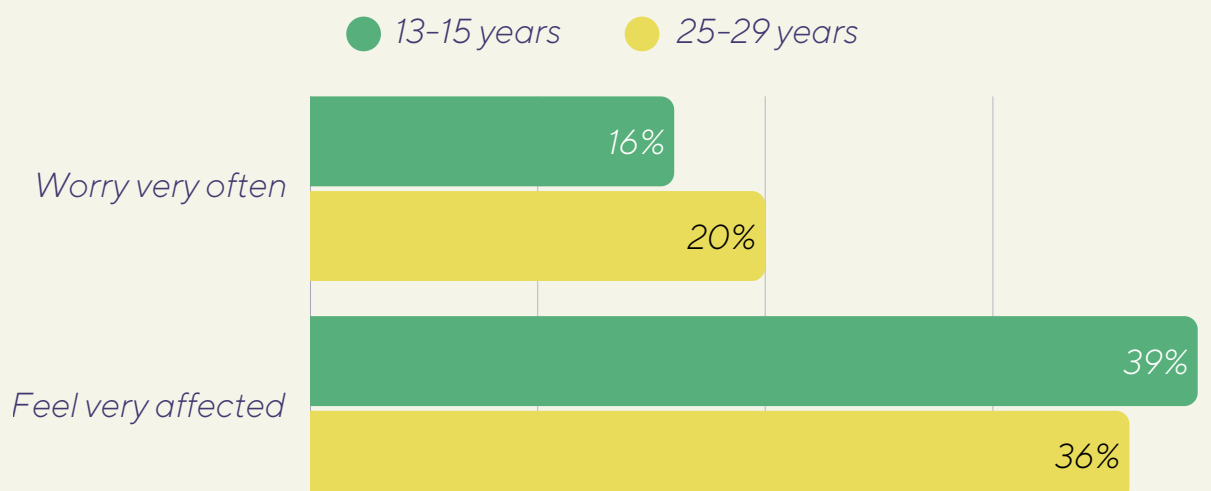
WHAT HOLDS YOUNG PEOPLE BACK FROM TAKING ACTION TO PROTECT BIODIVERSITY

At younger ages, they feel not taken seriously but language isn't the issue



HOW OFTEN THEY WORRY AND HOW MUCH THEY FEEL AFFECTED BY BIODIVERSITY LOSS

Younger youth are less worried but feel more affected than the older ones

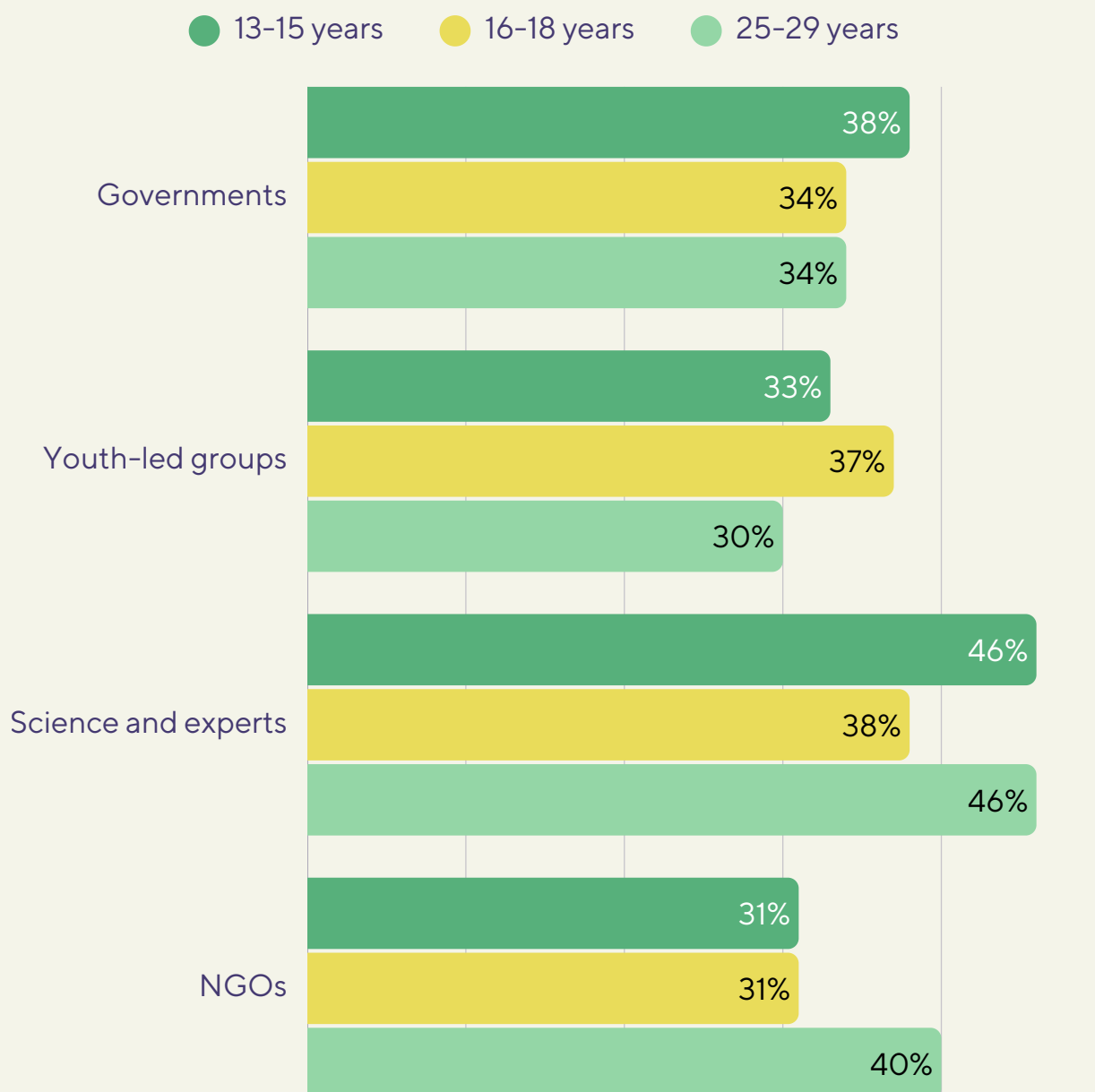


(Basis: all, n=2189; weighted=2189)

WHAT ARE THE DIFFERENT AGE GROUPS TELLING US?

WHO THEY TRUST TO LEAD ON PROTECTING BIODIVERSITY AND NATURE

As young people get older, their trust shifts toward NGOs and away from youth-led groups, while scientists stay the most trusted almost at every age



(Basis: all, n=2189; weighted=2189)

HOW DO THE REPRESENTATIVE PANELS IN DIFFERENT COUNTRIES RELATE TO EACH OTHER?

REPRESENTATIVE PANELS WERE ESTABLISHED IN BRAZIL, CHINA, COLOMBIA, ETHIOPIA, KENYA, GERMANY, AND THE USA

Where they converge:



Concerned about future generations: in six out of the seven countries, **75% or more** are worried about future generations. Germany is the only exception still with a high number of 62%.



Hopeful and willing to act: ranging from 58% in Germany to 81% in Kenya, **70%** feel hopeful they can turn the tide on biodiversity loss in their lifetime. Alongside that, **only 1-4%** don't see a role for themselves in protecting biodiversity.



Worry is growing everywhere: **62%** are more worried now than they were 2-3 years ago, ranging from 50% in Germany to 73% in Kenya



Governments are held responsible: **52%** find governments responsible for protecting biodiversity and nature, ranging from 42% in Colombia to 62% in Ethiopia



Share interest: **46%** want to act to protect wild animals and plants, ranging from 44% in Germany to 52% in the USA

(Basis: all, n=2189; weighted=2189)

HOW DO THE REPRESENTATIVE PANELS IN DIFFERENT COUNTRIES RELATE TO EACH OTHER?

REPRESENTATIVE PANELS WERE ESTABLISHED IN BRAZIL, CHINA, COLOMBIA, ETHIOPIA, KENYA, GERMANY, AND THE USA

Where they tell different stories:



Governments have different levels of trust: while in Colombia, Germany, and Brazil only 16%-23% trust their governments to protect biodiversity, that number goes up to 43-53% in Kenya, China, and Ethiopia.



Different views on responsibility: 50% find themselves and other citizens as responsible for protecting biodiversity and nature, but the number is only at 35% in China while it goes up to 75% in Kenya. When it comes to companies, only 9% in Kenya and 12% in Ethiopia find them responsible, with that number going up to 39% in China and 40% in the USA.



Media information: while only 16% in China said there is too little information in the media about biodiversity and nature, that number goes up to 45% in Colombia and 52% in Kenya.

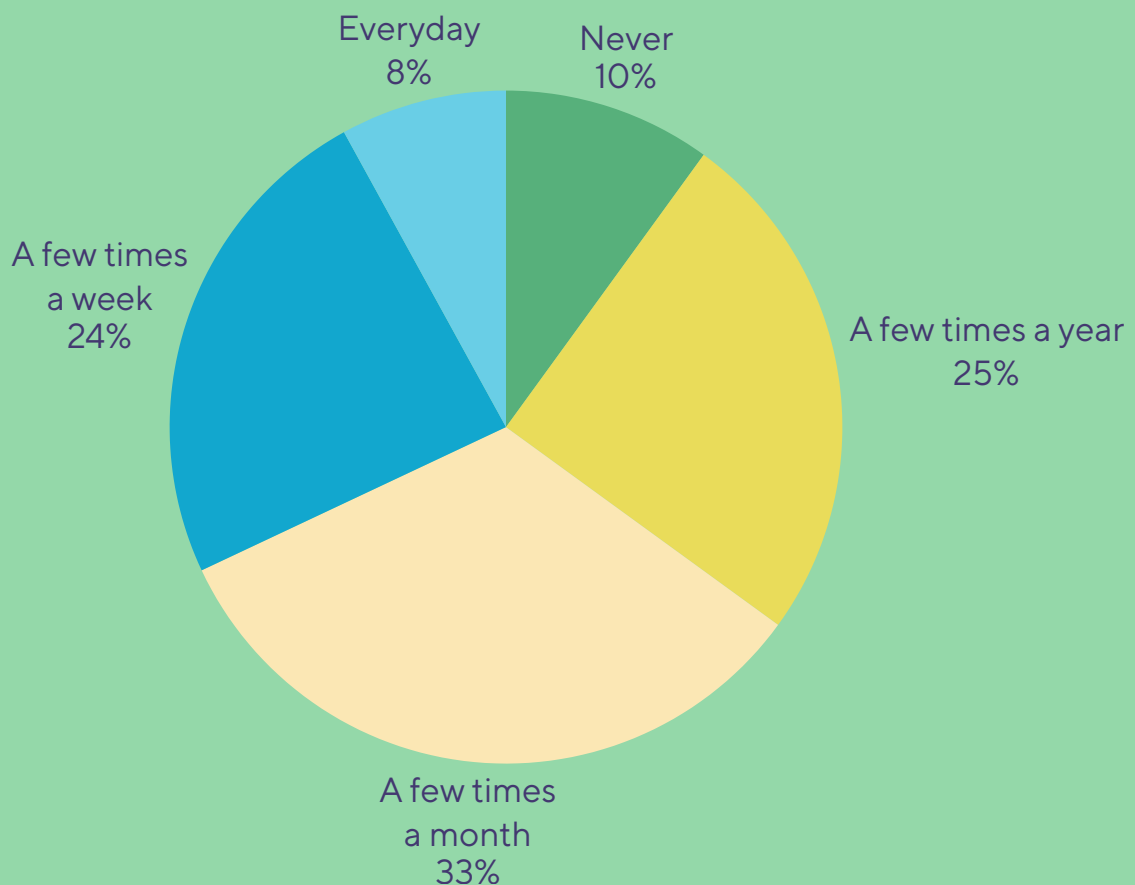
(Basis: all, n=2189; weighted=2189)

Note: the media information results are indicative because the subgroup that named media as the most responsible actor had only 319 weighted responses.

EXTERNAL INFLUENCES

Conversations and relationships play an important role in shaping young people's connection to biodiversity. Only 10% never talk about it. Open link and panel respondents converge on that.

HOW OFTEN YOUNG PEOPLE TALK ABOUT BIODIVERSITY AND NATURE



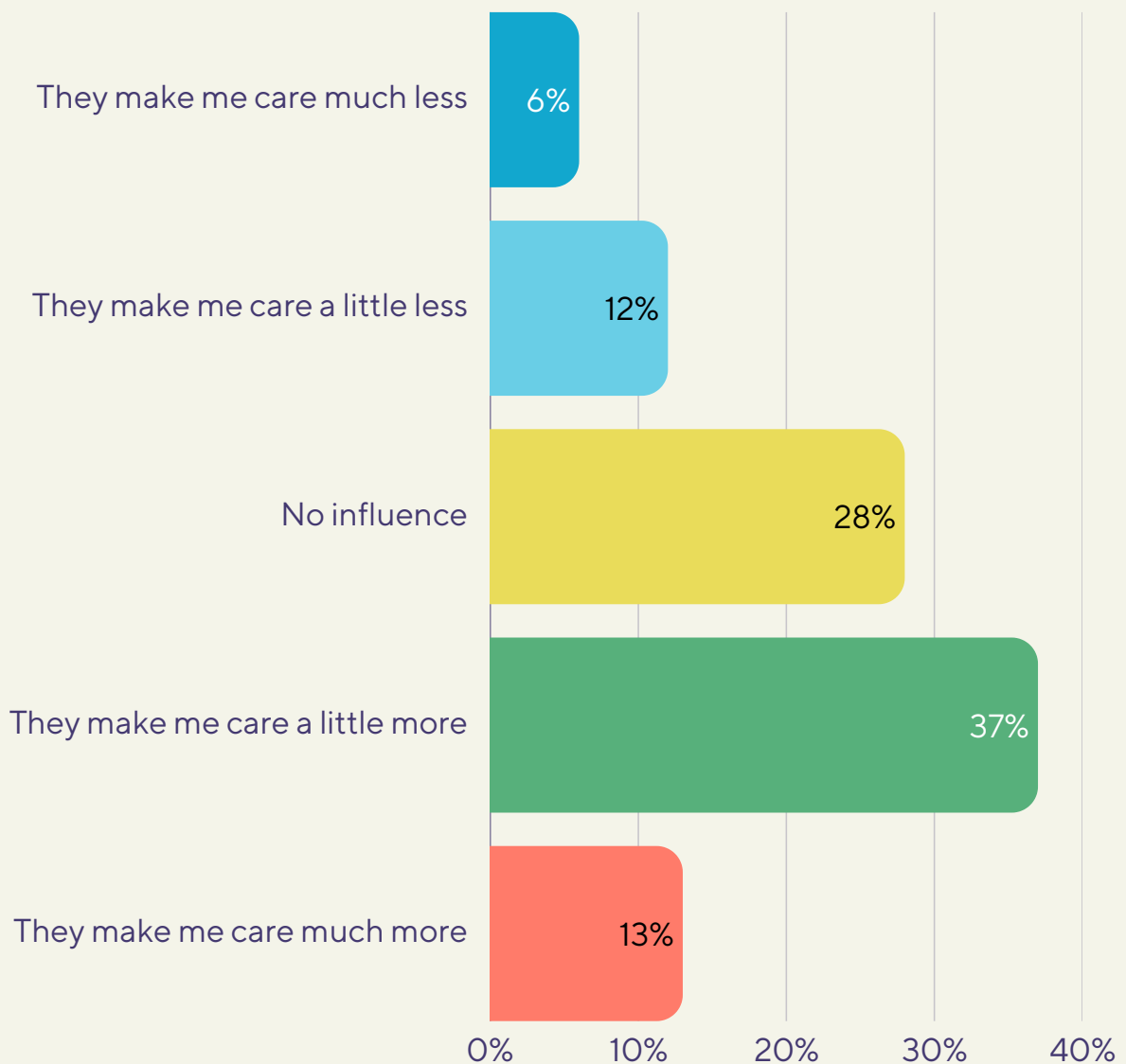
(Basis: all, n=2189; weighted=2189)

EXTERNAL INFLUENCES

50% say that people around them make them care more or much more about sustainability and protecting nature.

Social networks can have a positive influence in encouraging environmental awareness for young people.

YOUTH VIEWS ON THE INFLUENCE OF OTHERS ON HOW MUCH THEY CARE FOR SUSTAINABILITY AND NATURE



(Basis: all, n=2189; weighted=2189)

*4% answered "I don't know"

WHO YOUNG PEOPLE TRUST THE MOST TO LEAD ON BIODIVERSITY AND NATURE PROTECTION?



44% of young people believe **scientists and experts** are most capable of handling biodiversity and nature protection.



42% believe that **local community initiatives** can take the lead.



36% of young people believe **non-profit organizations** can be trusted.



34% of youth trust **governments** most to lead on biodiversity.



34% of young people trust international organizations such as the United Nations.



33% trust in **young people themselves** to lead.



17% of young people believe that the **influencers or public figures** can be trusted

(Basis: all, n=2189; weighted=2189)

Respondents could select more than one option, so figures exceed 100%

WHO BEARS THE GREATEST RESPONSIBILITY FOR A HEALTHIER AND MORE SUSTAINABLE FUTURE?



52% of youth believe **governments** have the greatest responsibility



50% believe that **young people and citizens themselves** have a responsibility



25% find **companies** responsible.



18% see a role for **schools**.



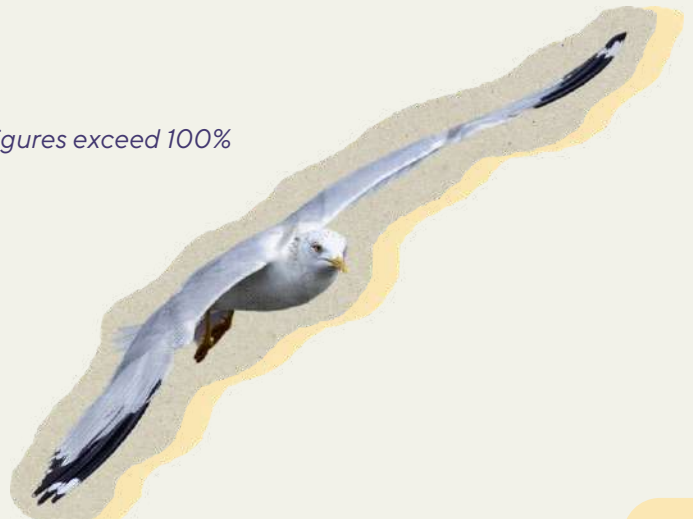
15% of young people believe that the **media** play a role.



14% of young people believe **non-profit organizations** are also responsible.

(Basis: all, n=2189; weighted=2189)

Respondents could select more than one option, so figures exceed 100%



IS TRUST BEING MET BY RESPONSIBILITY?

Young people reveal a gap between who they hold responsible and who they trust to deliver. Governments come first on responsibility for a healthier and more sustainable future, named by 52%, but only 34% count governments among those they trust most to lead on protecting nature. Trust sits higher with scientists and experts (44%) and local community initiatives (42%). *The open link shows the same gap far more starkly: 65% hold governments most responsible while just 13% trust them to lead.*

This is the heart of the story. Young people are not turning away from the state. They are asking it to earn back confidence by acting. What they ask for is concrete. Among those who see governments as most responsible, 70% want stronger rules properly enforced, 60% want more natural areas protected and 53% want sustainable choices made easier and cheaper.

Among those who point to companies, 63% want stricter environmental laws and 62% want a halt to activities that destroy forests and habitats. *Stronger rules and enforcement top the list of government asks in the open link too, at 82%, and the same two demands lead for companies.*

They see a role for themselves as well, and it is nearly as prominent: 50% name citizens as bearing the greatest responsibility, just behind governments. Among them, 69% point to nature-friendly choices in daily life, 60% to learning more and sharing that knowledge, and 55% to joining local conservation or community initiatives. *Daily choices lead here in the open link as well, at 78%, and citizens are named by 52%, making this one of the steadiest findings across both samples.*

Where young people look to institutions, they ask for relevance and accountability. Of those who see schools as most responsible, 58% want teaching on biodiversity loss and its causes and 56% want learning connected to real local environments. Of those who look to NGOs, 52% want public awareness raised and 52% want governments and companies held accountable. *The same priorities come first for schools and NGOs in the open link.*

Young people know what needs to happen. The challenge is converting the trust they place in scientists and local communities into real influence over the institutions they hold responsible.

The findings also raise a broader question: what kinds of participation and engagement models are most likely to resonate with younger generations today?



FROM CONCERN TO PARTICIPATION

Biodiversity through a broader youth lens

The findings of this Global Preferendum point to a generation that already cares deeply about biodiversity, but often understands it through a broader social and human lens than traditional environmental communication assumes.

For many young people, biodiversity is not only about protecting wildlife or conserving nature. It is also about food, health, safety, fairness, mental well-being, and the future they expect to inherit.

To place these findings in broader context, Glocalities analyzed international survey data collected in 2022 across 29 countries^[1] among 14,820 young adults aged 18–29, compared with 49,806 adults aged 30–70. While this research was conducted earlier and separately from the Global Preferendum and should not be compared directly, it helps explain wider attitudes and participation patterns shaping younger generations internationally through an extensive set of additional variables.



[1] Australia, Austria, Belgium, Brazil, Canada, China, Czechia, Denmark, Finland, France, Germany, Hungary, India, Italy, Japan, Mexico, the Netherlands, the Philippines, Poland, Romania, Russia, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey, the United Kingdom, and the United States.

FROM CONCERN TO PARTICIPATION

The combined findings suggest that the challenge is no longer persuading young people that biodiversity matters. The challenge is creating credible ways for them to participate and make a difference.

The Global Preferendum shows that biodiversity loss already feels personal to many young people. 67% say biodiversity loss affects their own life at least moderately, while 49% worry about it often or very often. 62% say they are more worried now than they were two or three years ago.

Their concerns are closely connected to human well-being and basic rights. 65% identify the right to live in a clean and healthy environment as one of the rights most threatened by biodiversity loss, while 59% point to the right to food and clean water. The most frequently identified consequence of biodiversity loss is the collapse of ecosystems communities depend upon for survival, selected by 48% of respondents.

The broader Glocalities youth data reinforces this wider social framing. Young adults are not only concerned about climate change, but also about human rights violations, racism and discrimination, gender inequality, mental health problems, and sexual harassment and abuse.

These findings suggest many young people do not separate environmental issues from social issues as clearly as institutions often do. Biodiversity becomes meaningful when connected to fairness, health, livelihoods, inequality, and future quality of life.

Key Insight: Young people often engage with biodiversity less as a standalone environmental issue and more as part of a broader concern about well-being, justice, and the future.

The Preferendum also shows substantial willingness among young people to participate directly. 97% say they would realistically consider taking action for biodiversity and nature. 47% would change their own behavior if they knew it would help, 41% would participate in events or actions, 35% would volunteer regularly, and 34% would consider organizing or leading a campaign themselves.

The Glocalities data helps explain further why participatory approaches matter so much. Compared with older adults, younger generations are more open to experimentation, collective participation, and visible forms of engagement. Young adults like exploring new things relatively more and find adventurous hobbies especially appealing. They are also substantially more active than their older counterparts on participatory social platforms such as Instagram, TikTok, YouTube, and Snapchat.

FROM CONCERN TO PARTICIPATION

The values data points in the same direction. Compared with older adults, young people consider concepts such as ambition, adventure, success and self-confidence much more appealing than older citizens. They are also much more likely to value beauty, creativity and luxury.

This matters because it changes how biodiversity engagement is likely to resonate. Younger generations respond more strongly when biodiversity action is framed not only around sacrifice and restraint, but also around agency, participation, visible progress, and collective impact.

This pattern is visible across behavior as well. Young adults are considerably more likely than older generations to participate in digital and social forms of engagement. These are not simply entertainment patterns. They reflect a generation accustomed to interactive participation, peer communities, co-creation, rapid feedback, and visible contribution. Biodiversity engagement increasingly competes within this wider participatory culture.

At the same time, the Preferendum findings reveal a clear participation gap. Young people are motivated, but many do not yet feel fully equipped or included. 37% identify lack of funding and resources as a barrier. 30% feel individual actions do not matter. 23% say they are not taken seriously by adults, while 21% say they are asked for their opinion but not actually listened to.

The Glocalities data helps explain why this matters so much. Younger generations are more ambitious and participation-oriented, but also are skeptical of traditional authority structures. Trust in governments is relatively low (33%), while trust is substantially higher in science (77%), education (67%), NGOs (47%), and the United Nations (47%). Young adults are also less interested in traditional politics, despite being highly motivated by issues of fairness and inequality.

This creates an important challenge for institutions. Young people are not withdrawing from social issues. They are looking for forms of participation that feel credible, responsive, and capable of producing visible results.

The findings point to a clear agenda for sustaining young people's engagement with biodiversity. Engagement is most likely when:

- they can see measurable impact from their contribution;
- participation is collective and peer-driven rather than purely institutional;
- action is connected to everyday life, well-being, and fairness;
- they are trusted with meaningful responsibility rather than symbolic consultation;
- and engagement creates visible progress, skills, networks, or opportunities for self-development.

FROM CONCERN TO PARTICIPATION

This is particularly important because the data shows that younger generations are not passive observers. They are highly participatory audiences when engagement matches how they already navigate the world socially and digitally.

For institutions, this means biodiversity engagement cannot rely only on information campaigns or one-way communication. Young people are asking for participation models that are interactive, visible, collaborative, and consequential. That could include:

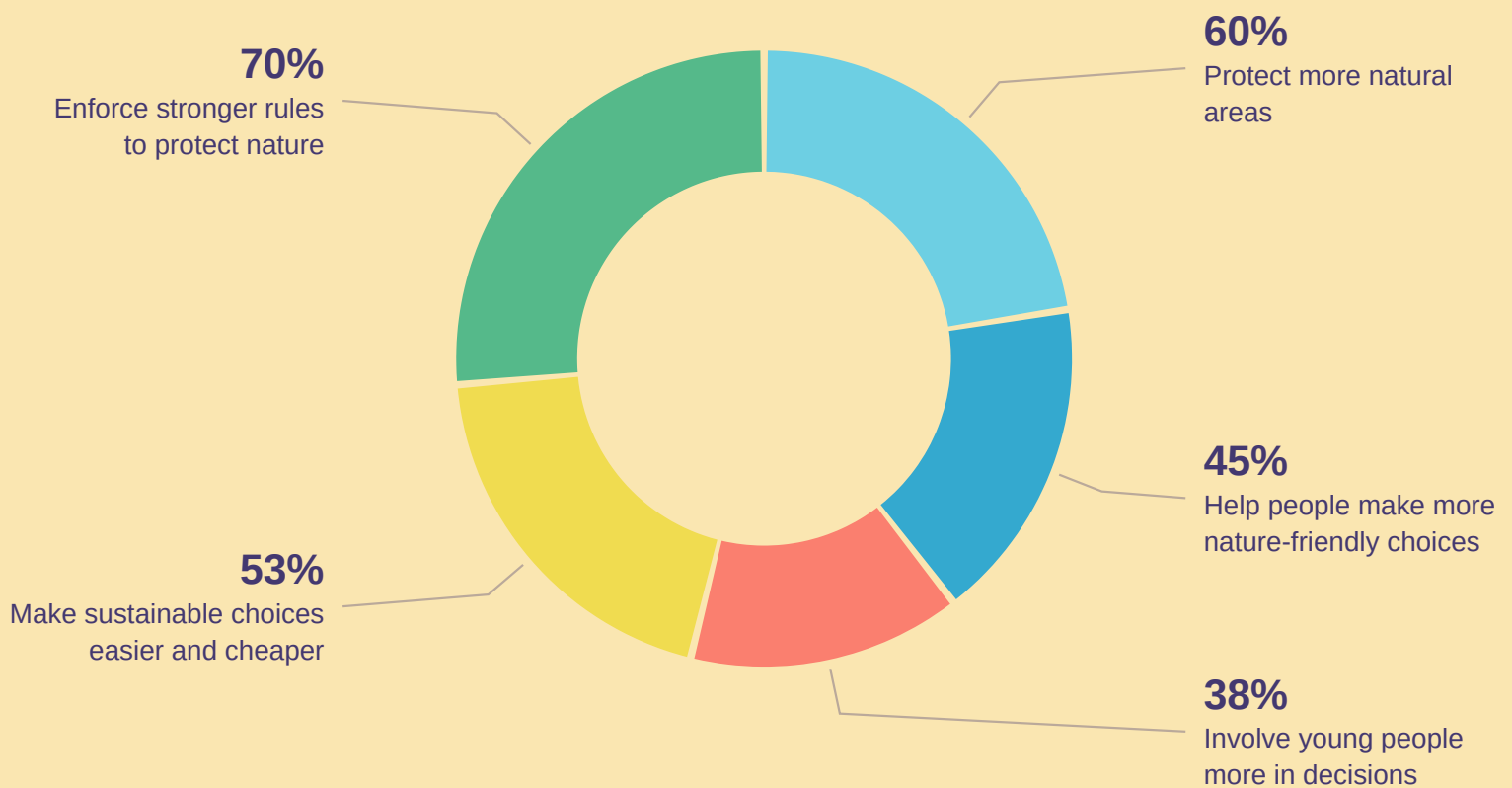
- youth-led local biodiversity projects with direct funding and decision-making power;
- peer-to-peer campaigns and community action networks;
- participatory budgeting or youth assemblies linked to biodiversity policy;
- digital platforms where young people can track impact and contribute ideas;
- education models connected to local ecosystems and practical action;
- and long-term partnerships that allow young people to shape priorities, not only respond to them.

The Global Referendum shows the potential for greater youth involvement in biodiversity action. Young people are concerned about biodiversity loss, but many also believe that change is possible and want to contribute. The challenge is therefore not only to increase awareness, but to create meaningful ways for them to participate.

This means involving young people earlier and giving them a genuine role in developing solutions, rather than approaching them mainly as an audience for information. Institutions that provide space for young people's ideas, experience and initiative will be better placed to sustain their engagement.



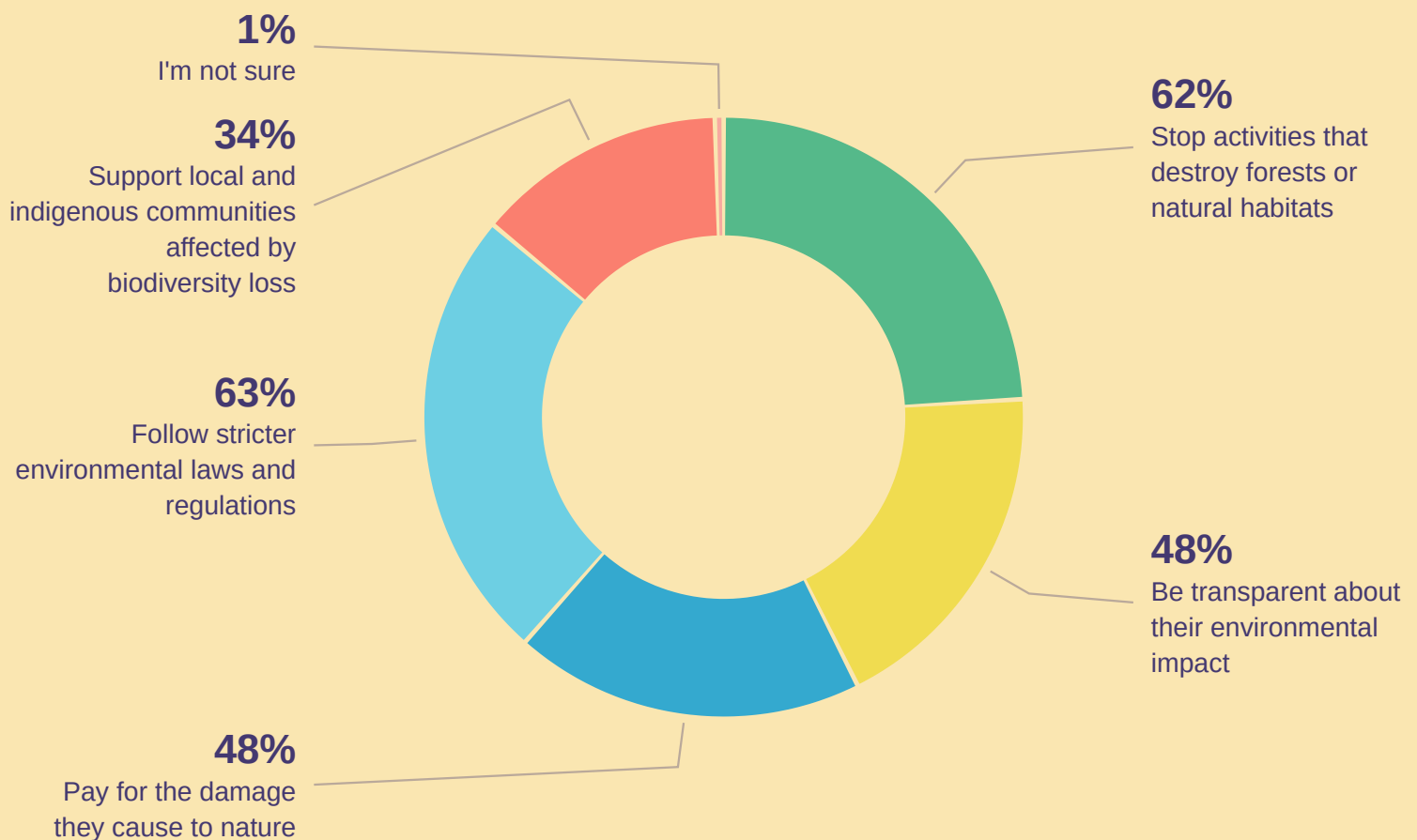
WHAT GOVERNMENTS SHOULD DO TO PROTECT BIODIVERSITY AND NATURE?



(Basis: all, n=1,137; weighted=1,129)

Respondents could select more than one option, so figures exceed 100%

WHAT COMPANIES AND BUSINESSES SHOULD BE REQUIRED TO DO TO PROTECT BIODIVERSITY AND NATURE?



(Basis: all, n=567; weighted=547)

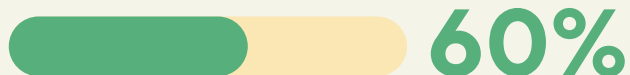
Respondents could select more than one option, so figures exceed 100%

WHAT INDIVIDUALS AND CITIZENS CAN DO TO HELP PROTECT BIODIVERSITY AND NATURE?



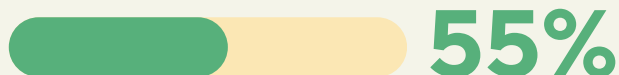
69%

Make more nature-friendly choices in daily life (food, waste, transport, consumption)



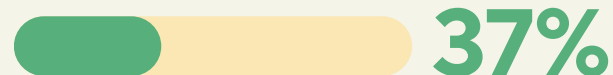
60%

Learn more about biodiversity and share that knowledge with others



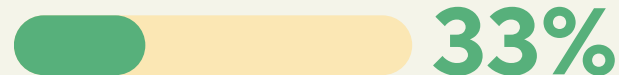
55%

Support or join local conservation or community initiatives



37%

Vote for leaders who take nature protection seriously



33%

Put pressure on governments and companies to act

(Basis: all, n=1,072; weighted=1,085)

Respondents could select more than one option, so figures exceed 100%



WHAT SCHOOLS SHOULD DO TO HELP PROTECT BIODIVERSITY AND NATURE?



58%

Teach students about biodiversity loss and its causes



56%

Connect learning to real local environmental issues and ecosystems



50%

Give students space to lead their own environmental projects



43%

Encourage students to engage with policymakers and decision-makers



35%

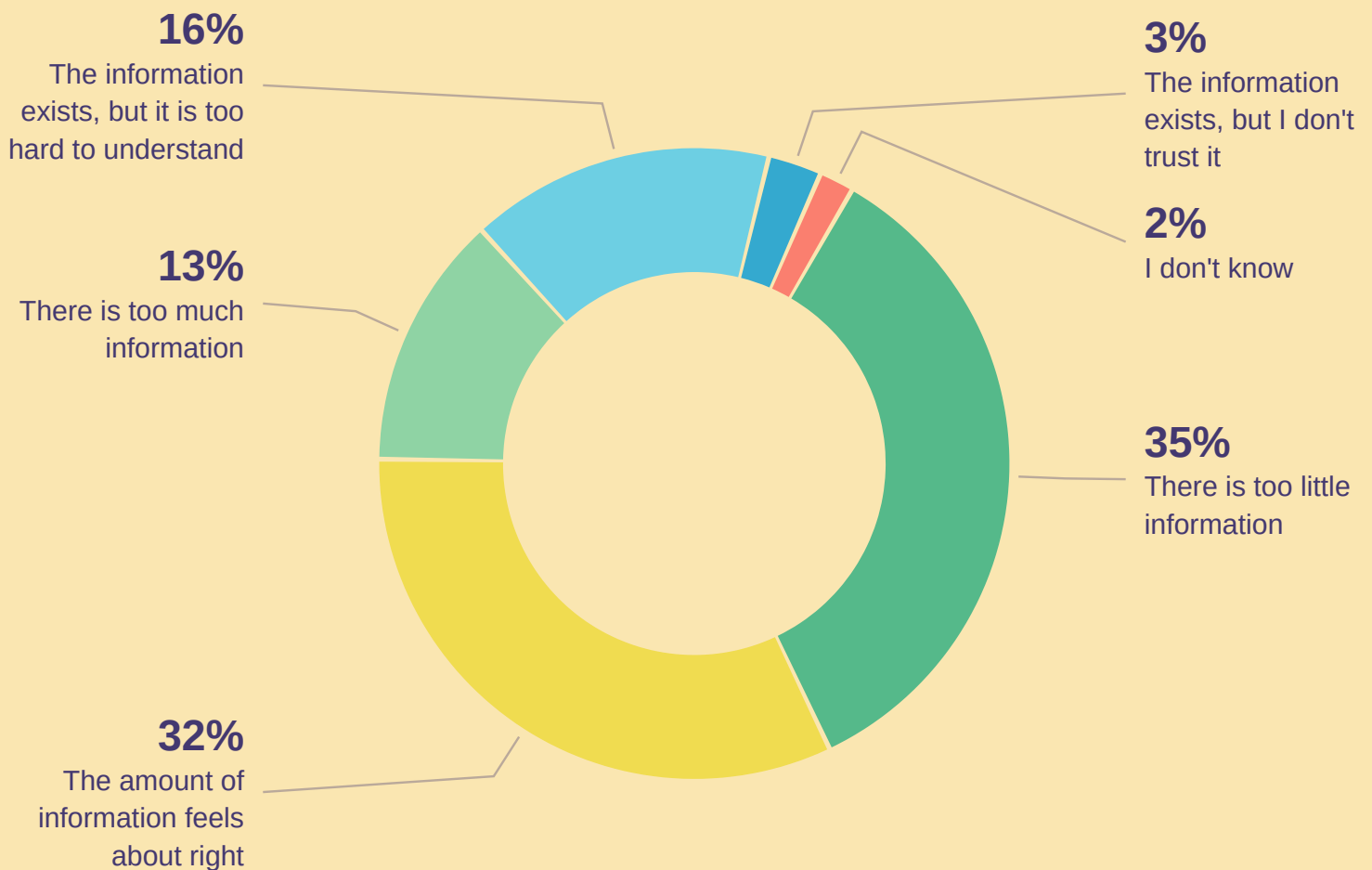
Invite indigenous and community knowledge into the classroom

(Basis: all, n=371; weighted=385)

Respondents could select more than one option, so figures exceed 100%

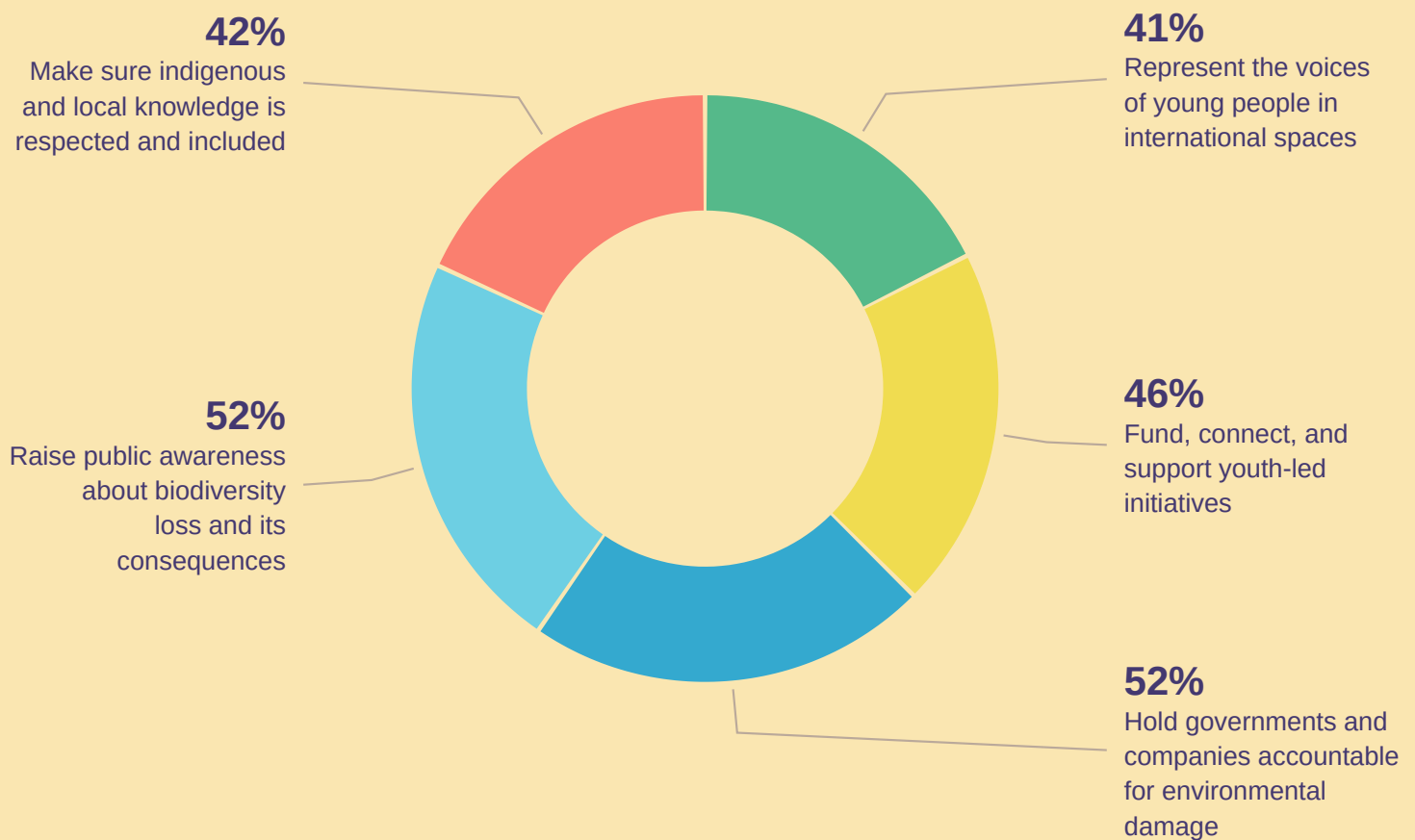


WHAT DO YOUNG PEOPLE THINK ABOUT THE INFORMATION AVAILABLE IN THE MEDIA ABOUT BIODIVERSITY AND NATURE?



(Basis: all, n=307; weighted=319)

WHAT NGOS AND CIVIL SOCIETY ORGANIZATIONS SHOULD DO TO HELP PROTECT BIODIVERSITY AND NATURE?



(Basis: all, n=311; weighted=303)
Respondents could select more than one option, so figures exceed 100%

WHAT ENCOURAGES YOUNG PEOPLE TO TAKE ACTION TO PROTECT BIODIVERSITY?

Why would young people like to take action to protect biodiversity and nature?

Because they...



46% care about protecting wild animals and plants



45% want to reduce pollution and waste



37% care about protecting rivers, lakes and oceans



36% care about protecting forests



34% would learn and teach others about nature and biodiversity



31% want to help nature deal with climate change



26% want food production to be more environmentally friendly



1% said none of these options interest them

(Basis: all, n=2189; weighted=2189)

Respondents could select more than one option, so figures exceed 100%



WHAT ENCOURAGES YOUNG PEOPLE TO TAKE ACTION TO PROTECT BIODIVERSITY?

What young people need to take action to protect biodiversity and nature?



54% require a better **understanding** of why biodiversity matters



47% are encouraged by knowing their **actions can make a real difference**



43% need more **information** on what they can do



42% believe in **taking action together** with friends/classmates



32% seek more **funding, tools or other practical support**



32% want more **chances to be involved** in decisions and activities



1% does **not** want to take action



1% already feel **ready and able** to act

(Basis: all, n=2189; weighted=2189)

Respondents could select more than one option, so figures exceed 100%



WHAT ENCOURAGES YOUNG PEOPLE TO TAKE ACTION TO PROTECT BIODIVERSITY?

What would young people realistically do for the protection of biodiversity and nature?



47%

Changing their own behavior if it would clearly help



41%

Taking part in an event or action sometimes



35%

Volunteering regularly



34%

Organizing or leading an activity or campaign



31%

Posting about it or showing support online



29%

Volunteering sometimes



26%

Signing or joining an online campaign

(Basis: all, n=2189; weighted=2189)

Respondents could select more than one option, so figures exceed 100%

WHAT ENCOURAGES YOUNG PEOPLE TO TAKE ACTION TO PROTECT BIODIVERSITY?

Young people are ready to act. 97% would realistically consider taking action to protect biodiversity and only 3% say they see no role for themselves. Their interest is mostly around visible, tangible causes: 46% want to act on protecting wild animals and plants and 45% on reducing pollution and waste. Around a third (34%) choose learning and teaching others about nature.

These same two topics come first in the open link, where reducing pollution and waste leads at 52%.

Asked what they would realistically consider doing, the strongest appetite is for changing their own behavior if it would clearly help (47%) and taking part in an event or action sometimes (41%). But willingness runs deeper than one-off participation: 35% would consider volunteering regularly and 34% would consider organizing or leading an activity or campaign themselves.

This last figure is close to identical in the open link, where it sits at 32%, making their leadership potential and willingness to act a strong finding across the two samples.

The motivation is already there, so the priority is to remove the barriers, give young people genuine influence, practical guidance, visible impact, and a community to act with, rather than trying to convince them to care.



BARRIERS PREVENTING YOUNG PEOPLE FROM PROTECTING BIODIVERSITY

Young people identify a range of barriers to taking action for biodiversity, with the lack of funding or resources emerging as the greatest challenge. Many also feel limited by not being taken seriously by adults, believing individual actions have little impact, and lacking the time, energy or knowledge to act.



37% reported a lack of funding/resources available to them



30% feel that individual actions don't matter



27% do not have enough time or energy



25% are unsure what actions make a difference



23% believe their views are not taken seriously by adults



23% distrust organizations or institutions



21% feel that even though they are asked for their opinion, they are not actually listened to



19% find that information on biodiversity is too complicated or confusing



19% feel that local or indigenous knowledge is ignored or inaccessible



16% feel overwhelmed, anxious or burned out

(Basis: all, n=2189; weighted=2189)

Respondents could select more than one option, so figures exceed 100%

BARRIERS PREVENTING YOUNG PEOPLE FROM PROTECTING BIODIVERSITY

The biggest thing holding young people back is not a lack of will but a lack of means.

The most named obstacle is a lack of funding or resources to act, at 37%, followed by the feeling that individual actions do not matter (30%) and not having enough time or energy (27%).

Around a fifth point to being dismissed rather than blocked: 23% are held back by not being taken seriously by adults and 21% by being asked their opinion but not actually listened to. Only 5% say nothing holds them back. *Lack of funding is the leading barrier in the open link too, at 45%.*

The enablers they name follow directly from this. More than half (54%) say a better understanding of why biodiversity matters for people and society would make it easier to act, the most chosen answer of all. Just under half (47%) want to know their actions make a real difference, 43% want practical guidance on what to do, and 42% want to act alongside friends, classmates or others. *Guidance and acting together are named at similar levels in the open link, at 47% and 42%.*

The pathway to overcome their main obstacles is clear: provide resources and funding, **show young people their impact is real, take them seriously as partners**, and give clear guidance on what works, and much of what currently blocks action falls away.



WHAT ARE THE SOLUTIONS PROPOSED BY YOUNG PEOPLE?

The findings reveal that young people are most likely to stay engaged when participation feels practical, collaborative, visible, and connected to real influence and impact. Young people see the greatest potential for protecting biodiversity in countries working together, in education and raising awareness in communities, and in stronger national laws with better enforcement.



39% believe that countries should work together to protect biodiversity and nature



36% feel that education and community awareness can make a difference



33% want stronger national laws and better enforcement



31% mention restoring and rewilding natural habitats



29% think that companies should be held accountable for environmental damage



21% believe that we should change how we farm and produce food



21% trust that individual lifestyle changes can make a difference



20% feel that new technologies and scientific innovation can make the most difference



19% think that youth-led initiatives and community action can help



16% mention listening to and learning from indigenous peoples and local communities

(Basis: all, n=2189; weighted=2189)

Respondents could select more than one option, so figures exceed 100%

THEIR MESSAGE TO SOLVE THE PROBLEM

Young people's proposed solutions carry a consistent message. They point first to countries working together, then to education and awareness in communities, stronger national laws with better enforcement, and restoring habitats. Individual lifestyle changes and new technologies rank near the bottom. *The open link points the same way on individual effort and technology, though it puts stronger laws and corporate accountability well ahead of the rest.*

When they describe what world leaders should tackle in their own words, the themes are concrete rather than abstract: stopping deforestation and protecting forests, cleaning up pollution and water, saving wildlife and species, and restoring damaged habitats. *These are the leading themes in the open link too.*

Asked instead what they have seen working in their own communities, the picture shifts to the grassroots: clean-up efforts, tree-planting and restoration, community initiatives, and local education and awareness. *The same local solutions dominate in the open link.*

The demand for accountability appears most sharply when young people address specific actors. Among those who see governments as most responsible, enforcing stronger rules is the leading ask. Among those who point to companies, stricter environmental laws and halting activities that destroy habitats come first. *Both hold in the open link, where the enforcement demand is stronger still.*

There is a revealing gap in all of this. Young people report seeing grassroots solutions work where they live, yet they rank youth-led local initiatives and indigenous and local knowledge among the least effective solutions overall. They are not overestimating their own reach. They see change happening locally and doubt it will hold without political and corporate weight behind it.

That is what they are asking leaders to supply: not new ideas, but the commitment to scale the ones already working.



SOLUTIONS TO PROTECT BIODIVERSITY SEEN BY YOUNG PEOPLE IN THEIR COMMUNITIES

"I'm actively working to preserve and expand the orchard meadows in my community, one of the most species-rich habitats."
— Hannah from Germany*

"One example of a solution I've seen in Colombia is the creation and protection of community nature reserves, where local residents work to conserve forests, protect water sources, and care for native species."
— Carlos from Colombia*

"We have areas of special protection that people protect from the public for wildlife habitats, also rewilding gardens for habitats and heavier focus on outdoor accountability."
— Aoife from Ireland*

"As a kid I loved crafts, so I made bird feeders for small birds and different species out of plastic bottles. To this day, I still make them, and it did work: now there are more birds and they brought insects that weren't there before. I recommend doing this."
— Maria from Venezuela*

"One practical example from many communities is community-led tree planting and forest restoration. Another effective solution is community-based waste management, where residents separate waste, recycle plastics, and organise regular clean-up activities."
— Peter from Kenya*

**Note 1: Names used in this report are fictional/anonymous, as the survey was conducted anonymously; however, all quotes presented are authentic and taken directly from respondents.*

**Note 2: Open-ended responses were selected from the final datasets with the help of AI tools and reviewed manually by KidsRights. Quotes appear as written by respondents, with minor spelling and punctuation corrections, and translated into English where needed.*

SOLUTIONS TO PROTECT BIODIVERSITY SEEN BY YOUNG PEOPLE IN THEIR COMMUNITIES

“In my Indigenous Konso community we have a traditional mechanism to protect the soil and forest — a living form of biodiversity conservation passed down through the community.”
— Mariam from Ethiopia*

“Performance artwork that lets participants take part in rewilding efforts, such as planting local meadow plants.”
— Johannes from Finland*

“I’m part of an organisation where we support the reforestation of degraded forests, and we run more and more training sessions to spread environmental education.”
— Melissa from DR Congo*

“In my school and community we organise recycling drives and clean-ups of local parks. As a solution, I’d like more native plants and trees sown in the green spaces, to help bring back more birds, insects and pollinators.”
— Luciana from Colombia*

“Everyone in the community grows their own food in a community garden.”
— Jorge from Brazil*

**Note 1: Names used in this report are fictional/anonymous, as the survey was conducted anonymously; however, all quotes presented are authentic and taken directly from respondents.*

**Note 2: Open-ended responses were selected from the final datasets with the help of AI tools and reviewed manually by KidsRights. Quotes appear as written by respondents, with minor spelling and punctuation corrections, and translated into English where needed.*

HOW DO YOUNG PEOPLE FEEL ABOUT BIODIVERSITY LOSS AND THEIR FUTURE?



79% worry about future generations



69% feel anxious when they think or read news about biodiversity, nature and the future



48% say that biodiversity loss influences their life plans, such as having children

In contrast...

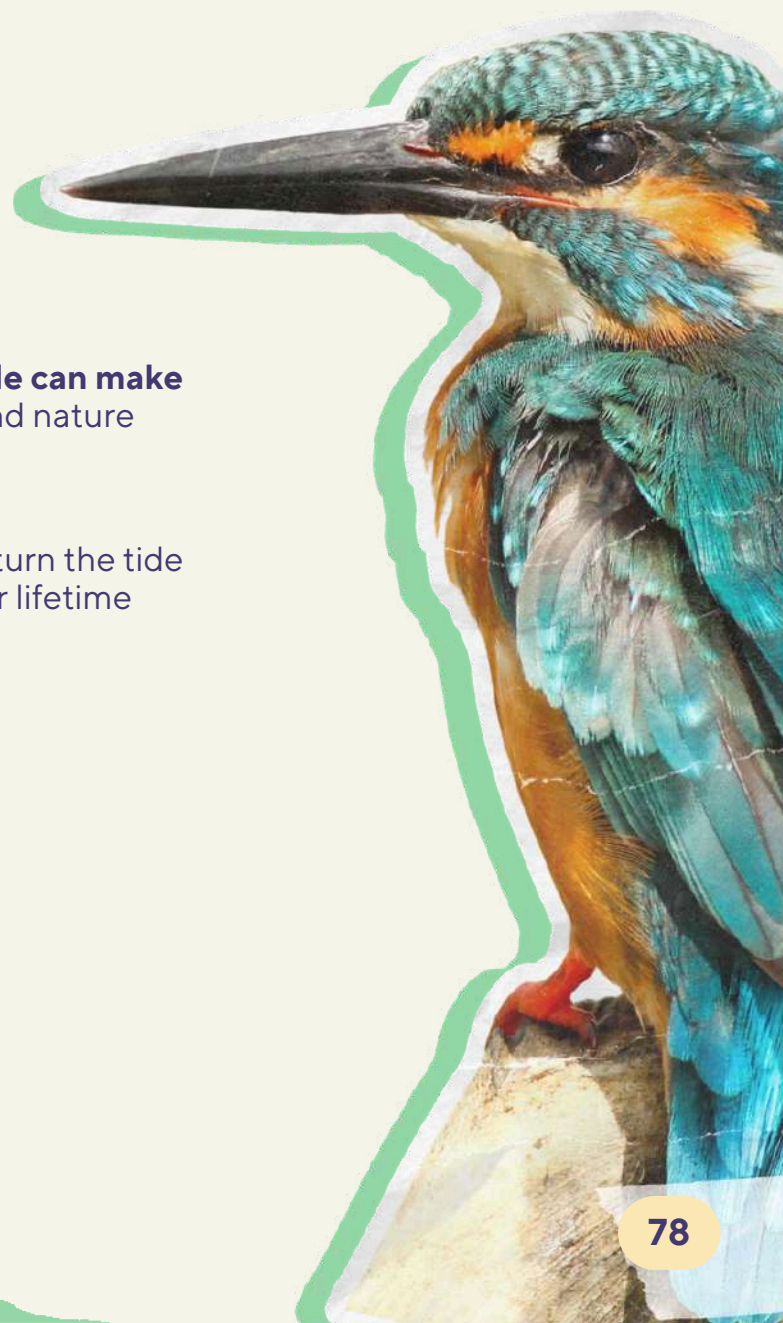


78% believe that young people can make a difference for biodiversity and nature



70% are hopeful that we can turn the tide on biodiversity loss within their lifetime

(Basis: all, n=2189; weighted=2189)



HOW DO YOUNG PEOPLE FEEL ABOUT BIODIVERSITY LOSS AND THEIR FUTURE?

Young people are not defeatist. Nearly eight in ten are convinced that they can make a real difference for biodiversity, among the strongest signals anywhere in the survey and a clear sign of agency rather than resignation. *This belief is even more widespread in the open link.*

Hope holds up alongside the anxiety they feel rather than being overwhelmed by it. Seven in ten agree the tide can be turned on biodiversity loss within their lifetime, a share close to the number who say they feel anxious about nature and the future.

Hope is a majority position in the open link too, though anxiety there runs considerably higher.

Their concern also reaches beyond themselves. Nearly eight in ten worry about future generations, making this a forward-looking and moral commitment rather than personal fear alone. *This is one of the most widely shared findings across both samples.*

The picture is a generation that is anxious but far from paralyzed. **They believe in their own capacity to act and they want to be hopeful, but that hope needs to be earned by the adults, governments and institutions around them.**

This is the most important message of all. **Young people are ready and willing.** The risk is not apathy but disappointment, and there are early signs of it: hope that the tide can be turned falls steadily with age, from the youngest respondents to those in their late twenties.

The longer young people wait for action, the less they expect it. That is the urgency world leaders are required to work with.



CLOSING REMARKS

Nearly every country in the world has ratified the Convention on the Rights of the Child. Governments have signed the Convention on Biological Diversity, committed to the Paris Agreement and the Sustainable Development Goals, and many other international instruments.

On paper, children have the right to be heard in decisions that affect them and the right to a clean, healthy and sustainable environment, and everyone has the right to freedom of expression and to take part in public affairs. In practice, the young people in this study tell us something different: they are worried about nature and about their future, and they do not feel that their voices count. When those rights are not honored, it becomes harder for young people to grow up healthy, to trust institutions, and to take part in shaping the world they will inherit. We want to change this.

In this report we have brought together the voices of 12,716 young people aged 13 to 29 from 77 countries, combining nationally representative panels in Brazil, China, Colombia, Ethiopia, Germany, Kenya and the USA with an open global survey. We take seriously what young people tell us – both their concerns and the solutions they put forward. In doing so, we offer concrete starting points for governments, companies, schools, NGOs and funders who want to build biodiversity and climate policy that reflects the perspectives of the generation most affected by it.

Key findings

- Two thirds of young people say biodiversity loss affects their own life at least moderately, and a third say it affects them a lot.
- Half worry about biodiversity loss often or very often, and 62% are more worried now than they were two or three years ago, against just 7% who are less worried.
- Nearly half of the young respondents aged 18 years or more said they adjust major life choices, including having children, because of biodiversity loss.
- Asked whether young people's voices are heard in government decisions on biodiversity, they rate it 3.3 out of 5, and nearly half feel frustrated or worried by the short-term thinking behind those decisions.
- Governments come first on responsibility for a healthier future, named by 52%, but only 34% count them among the actors they trust most to lead on nature, behind scientists and local community initiatives.
- Despite this, nearly eight in ten believe young people can make a real difference, and seven in ten believe the tide on biodiversity loss can still be turned in their lifetime. This is a generation that is anxious but not resigned.



CLOSING REMARKS

Young people are reaching out and proposing solutions

- Governments can enforce stronger rules to protect nature (70%), protect more natural areas (60%), make sustainable choices easier and cheaper (53%), and involve young people more in decisions (38%).
- Companies can be required to follow stricter environmental laws (63%), stop activities that destroy forests and habitats (62%), pay for the damage they cause (48%) and be transparent about their impact (48%).
- Schools can teach about biodiversity loss and its causes and connect learning to the local environments young people actually live in. NGOs can raise public awareness and hold governments and companies accountable.
- Young people themselves are ready to change their own behavior, join local action such as tree-planting, restoration and clean-ups, and teach their peers. Half name citizens as carrying the greatest responsibility, second only to governments.
- What they say would help most is understanding why biodiversity matters for people and society (54%), knowing their actions make a real difference (47%), clear guidance on what works (43%) and others to act alongside (42%). What holds them back most is a lack of funding and resources (37%).

Young people are ready to act. 97% would realistically consider at least one form of action, from changing their own behavior to joining local tree-planting, restoration and clean-ups, teaching their peers, and in a third of cases organizing or leading a campaign themselves. Half name citizens as carrying the greatest responsibility for a sustainable future, second only to governments.

This is not a generation that needs convincing. It is a generation that needs equipping, and it is precise about what that means. 54% want a better understanding of why biodiversity matters for people and society, and 47% want to know their actions make a real difference. Over 40% want practical guidance and the chance to act alongside others rather than alone, while a third ask for funding and tools and a third for more say in decisions.



CLOSING REMARKS

The message from this generation is not that they need to be convinced to care. They already do. What many young people are asking for instead are more meaningful opportunities to participate, contribute, and help shape biodiversity solutions directly. What they need is to be taken seriously as partners. The risk is not youth apathy - it is losing a willing generation to disappointment if their belief is not met with real change.

It is time to act. That is why State of Youth and KidsRights are eager to work with governments, businesses, schools, funders and youth-led organizations around the world.

Interested in exploring the solutions young people propose?
Get in touch at action@stateofyouth.org.

We thank all our readers for their interest, and we hope you will join us in amplifying the voices of young people - so that every young person can have a say, and take part.



**THE STATE OF YOUTH GLOBAL
PREFERENDUM IS PART OF THE SOWING
THE SEEDS OF CHANGE PROGRAM**

STATE OF YOUTH IS AN INITIATIVE OF



SOWING THE SEEDS OF CHANGE IS
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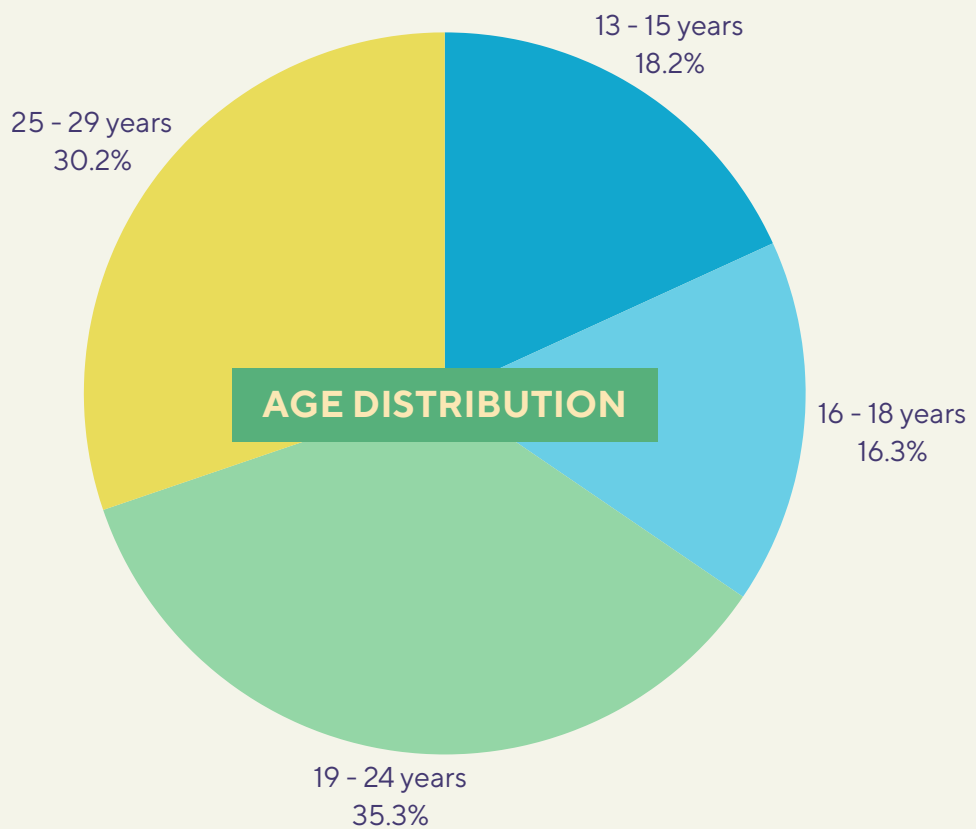
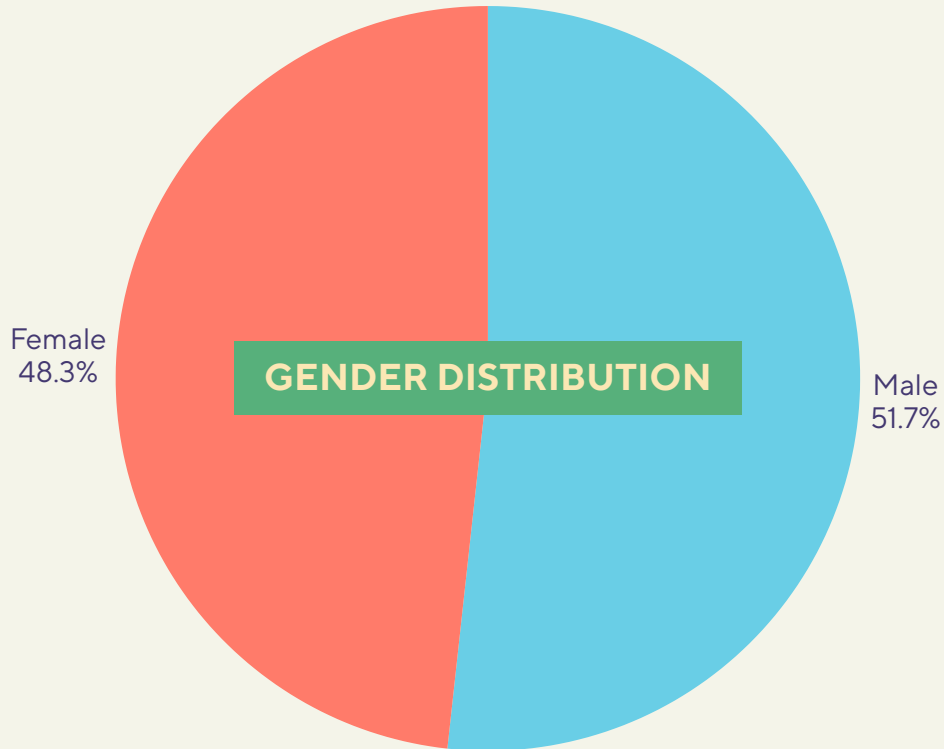
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Appendix

Sample Justification

Representative Panels



Appendix

Sample Justification

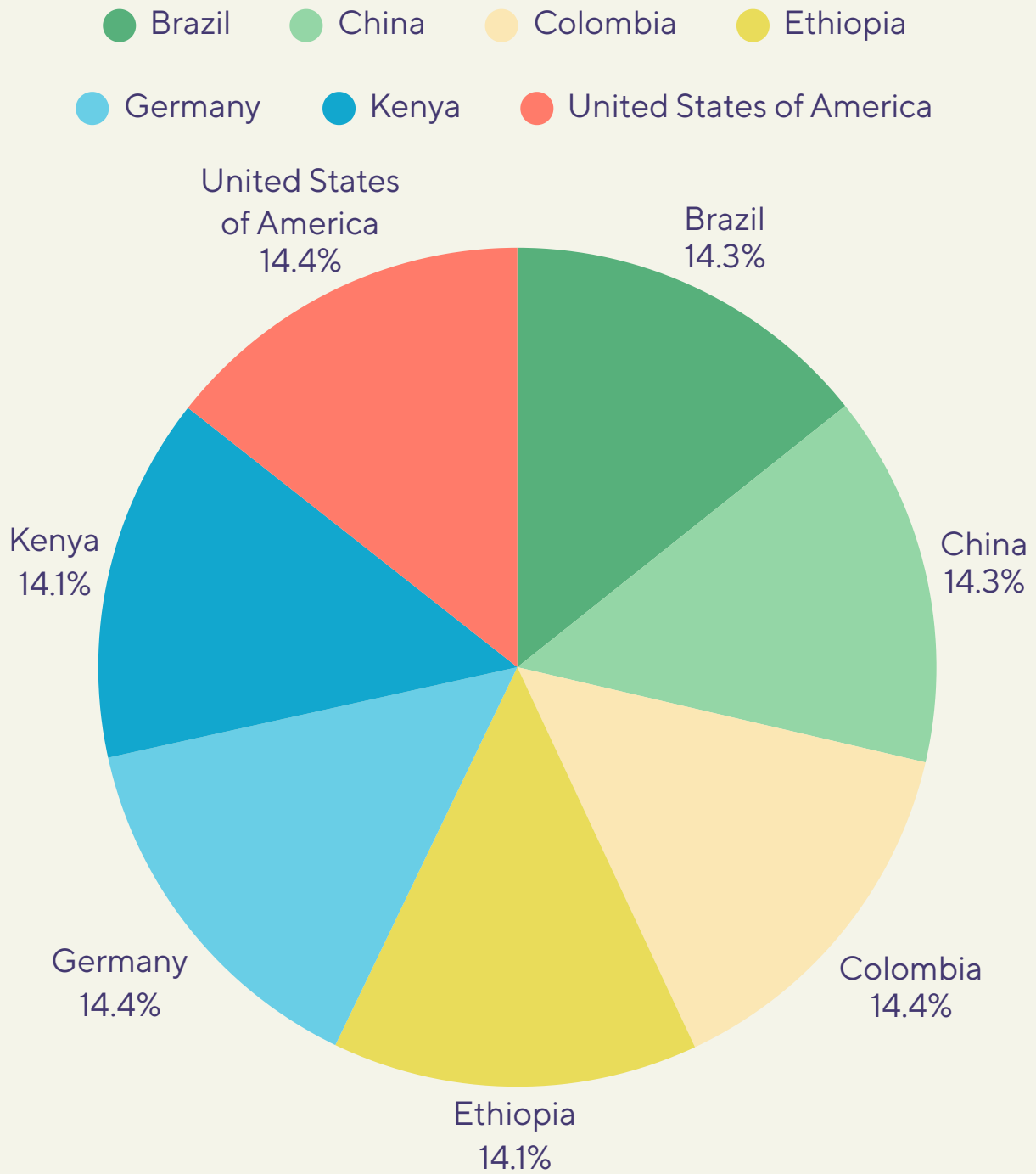
Gender and age breakdown in the representative panels (n=2189)

Country	Female	Male	13 - 15 years	16 - 18 years	19 - 24 years	25 - 29 years
Brazil	15%	14%	13%	15%	15%	15%
China	14%	15%	15%	15%	14%	15%
Germany	14%	14%	13%	14%	14%	16%
USA	14%	14%	14%	16%	14%	14%
Colombia	15%	14%	13%	15%	15%	15%
Kenya	15%	13%	17%	16%	14%	11%
Ethiopia	13%	15%	16%	11%	15%	14%

Appendix

Sample Justification

Representative Panels



Appendix

Sample Justification

Open Link Countries

Country	Number of responses	%
India	2227	22%
Pakistan	980	10%
Brazil	659	7%
Philippines	657	7%
Bangladesh	592	6%
Mexico	457	5%
France	425	4%
United States of America	368	4%
Democratic Republic of Congo	346	3%
Nigeria	274	3%
Nepal	272	3%
Kenya	272	3%
Venezuela	253	3%
Colombia	236	2%
Canada	229	2%
Peru	208	2%
Indonesia	199	2%

Appendix

Sample Justification

Open Link Countries continued

Country	Number of responses	%
United Kingdom	181	2%
Argentina	173	2%
Chile	138	1%
Germany	135	1%
Belgium	122	1%
Egypt	115	1%
Ethiopia	92	1%
Poland	94	1%
Hungary	87	1%
Senegal	73	1%
Portugal	49	1%
Netherlands	48	1%
Nicaragua	47	1%
Spain	45	>1%
Italy	45	>1%
Afghanistan	40	>1%
Finland	37	>1%

Appendix

Sample Justification

Open Link Countries continued

Country	Number of responses	%
Greece	36	>1%
Ireland	35	>1%
China	33	>1%
Republic of Congo	29	>1%
Austria	24	>1%
Switzerland	22	>1%
Liberia	19	>1%
Denmark	18	>1%
Norway	10	>1%
Uganda	9	>1%
United Arab Emirates	6	>1%
Luxembourg	5	>1%
Romania	3	>1%
Cameroon	2	>1%
Burundi	2	>1%
Guatemala	2	>1%

Appendix

Sample Justification

Open Link Countries continued

Country	Number of responses	%
Saudi Arabia	2	>1%
Tanzania	2	>1%
South Korea	2	>1%
Australia	2	>1%
Iran	2	>1%
Japan	1	>1%
Cyprus	1	>1%
Croatia	1	>1%
Gabon	1	>1%
Malawi	1	>1%
Malaysia	1	>1%
Mauritania	1	>1%
Kyrgyzstan	1	>1%
Kazakhstan	1	>1%
Palestine	1	>1%
Qatar	1	>1%
Rwanda	1	>1%

Appendix

Sample Justification

Open Link Countries continued

Country	Number of responses	%
Sierra Leone	1	>1%
Somalia	1	>1%
Somaliland	1	>1%
Sudan	1	>1%
Syria	1	>1%
Taiwan	1	>1%
Tunisia	1	>1%
Vanuatu	1	>1%
Bolivia	1	>1%

Appendix

Questionnaire – State of Youth: Your Voice on Biodiversity, Climate & the Future

Introduction Text

Q01 [T] Nature and biodiversity are changing in many parts of the world. These changes may affect people's lives now and in the future, including those of young people.

Q02 [T] Sowing the Seeds of Change is a three-year international program led by KidsRights and Wilde Ganzen, and implemented with local partners in Nepal, Kenya, Ethiopia, Brazil, and Colombia. It builds on KidsRights' global digital youth movement, State of Youth.

Q03 [T] As part of this project, we are conducting an international survey to understand young people's views on nature, biodiversity, and the future.

Q04 [T] Take part in this questionnaire and share your views. Your answers will help us better understand what young people think about nature, biodiversity, and the future.

Q05 [T] Participation is voluntary. You can stop at any time. Please do not share personal details in your answers. Your answers will be used for research purposes only. If you choose to receive updates, your contact details will be collected separately from your survey answers. If you are under 18, your parent or legal guardian must give permission before you take part. If you have any questions or complaints, please contact us at action@stateofyouth.org. You can read more about privacy [here](#).

Appendix

Background questions

Q06 [O] First, a quick question about you (don't worry, you will remain completely anonymous). How old are you?

Q07 [T, IF Q6 = < 13 OR > 29] For this research, State of Youth focuses specifically on young people aged 13 to 29. Unfortunately, you cannot participate in this survey. You can close this window. Have a nice day!

Q08 [END, screenout, IF Q6 = < 12 OR > 29]

Q09a [S IF Q6 >=13 AND <=17] Because you are under 18, we need permission from your parent or legal guardian before you can take part in this survey. Please ask your parent or legal guardian to read the information below and complete the next question.

Q09b [T, IF Q06>=13 AND Q06<=17] Information for parents/legal guardians
Your child is invited to participate in an online research study about the views of young people on biodiversity, climate, and the future.

Participation is voluntary.

The survey takes approximately 10 minutes.

Survey responses are used for research purposes only.

Please do not let your child share personal details in open answers.

If contact details are provided to receive updates, these will be stored separately from survey responses.

Your child may stop participating at any time.

By agreeing below, you confirm that you are the parent or legal guardian of this participant and that you give permission for them to participate.

For questions or complaints, contact us at action@stateofyouth.org.

Privacy notice: <https://www.stateofyouth.org/privacy>

Q09c [S, IF Q06>=13 AND Q06<=17] Are you the parent or legal guardian of this participant, and do you give your permission for them to take part in this survey?

Yes, I am the parent/legal guardian and I give permission

No, I do not give permission

Q09d [O, IF Q06>=13 AND Q06<=17 AND Q09c=1] Parent/legal guardian email address (optional, if you would like a copy of this information): [PLACEHOLDER: Enter email address]

Appendix

Questionnaire – State of Youth: Your Voice on Biodiversity, Climate & the Future

Q10 [T, IF NOT 'PANEL' AND ((Q06 >= 18 AND Q06 <= 29) OR (Q06 >= 13 AND Q06 <= 17 AND Q09c = 1))] Great, then we'll continue. We now have a few general questions for you. Your survey answers will be used for research purposes only. If you choose to receive updates, your contact details will be collected separately from your survey answers and will not be used to identify your answers.

Q11 [T, IF Q06 >= 13 AND Q06 <= 17 AND Q09c = 2] Okay. Without permission from a parent or legal guardian, you cannot take part in this survey. You can close this window. Have a nice day!

Q12a [END, SCREENOUT, IF Q06 >= 13 AND Q06 <= 17 AND Q09c = 1]

[S, IF Q06 >= 13 AND Q06 <= 17 AND Q09c = 1]

Your parent or legal guardian has given permission. Do you yourself want to take part in this survey?

Yes, I want to participate

No, I do not want to participate

Q12b [T, IF Q12a = 2]

No problem. You do not have to take part. You can close this window now.

[END, SCREENOUT, IF Q12a = 2]

Q13 [IF NOT 'PANEL', S, picklist countries] In which country do you currently live? (don't worry, you will remain completely anonymous.)

Q15 [IF NOT 'PANEL', S] Are you...

a boy/man

a girl/woman

I would rather not say

Q17 [T]

There are no right or wrong answers to the questions below. Please answer in the way that fits your own views best.

Appendix

Questionnaire – State of Youth: Your Voice on Biodiversity, Climate & the Future

Q19 [M, maximum 3, randomize] When you hear the word "biodiversity", what do you think of first?

All the different plants, animals, and living things

Animals losing their homes or dying out

Forests and nature being destroyed

Climate change and problems affecting the environment

Pollution harming land, water, or nature

Food, farming, and how we grow what we eat

Something else

I'm not really sure

Q20 [T]

Below are some statements about biodiversity. For each one, please say how well you understand it.

Show slider

(1 = I don't understand at all, 5 = I fully understand)

Q21 What biodiversity means

Q22 How biodiversity loss affects people

Q23 How biodiversity loss affects animals and nature

Q24 What actions can really help protect biodiversity

Q25 Whom I can trust for information about biodiversity

Q26 [S, single response] Which of these sentences best describes why you care about biodiversity?

It matters to me because it helps protect animals and nature

It matters to me because it is about being fair to people now and in the future

It matters to me because it affects food, health, and people's lives

I think biodiversity is important, but it does not feel close to my daily life

I do not really care that much about biodiversity

I have not really thought about it before

Appendix

Questionnaire – State of Youth: Your Voice on Biodiversity, Climate & the Future

Q27 [SLIDER, 1-5]

How much does biodiversity loss feel like something that affects your own life?

Not at all

A little

Moderately

A lot

Q28 [M, maximum 3, randomize]

Which of these rights do you think are most affected when biodiversity is threatened? Choose up to 3.

By rights, we mean basic things people should be able to have or do.

The right to food and clean water

The right to good health

The right to education

The right to life and safety

The right to be treated fairly, no matter who you are

The right to protect your culture and way of life

The right to live in a clean and healthy environment

Other rights

I am not sure

Q29 [SLIDER 1 TM 5] How often do you worry about biodiversity loss?

Never

Rarely

Sometimes

Often

Very often

Q30 [S] Compared with 2–3 years ago, are you more or less worried about biodiversity loss now?

Less worried now

About the same

More worried now

I am not worried about biodiversity loss

I do not know or I cannot say

Appendix

Questionnaire – State of Youth: Your Voice on Biodiversity, Climate & the Future

Q31 [M, maximum 3, randomize] When it comes to biodiversity and nature, which of these topics would you personally most like to take action on? Choose up to 3.

Protecting forests

Protecting wild animals and plants

Protecting rivers, lakes and oceans

Making food production more environmentally friendly

Reducing pollution and waste

Helping nature deal with climate change

Learning and teaching others about nature and biodiversity

None of these really interest me

Q32 [M, maximum 3, randomize] What would make it easier for you to take action to protect biodiversity and nature? Choose up to 3.

Knowing that my actions can make a real difference

Taking action together with friends, classmates, or other people around me

More information or guidance on what I can do

More chances to be involved in decisions and activities

Better understanding of why biodiversity matters for people and society

More funding, tools, or other practical support

I don't want to take action on biodiversity

Nothing, I already feel ready and able to act

Q33 [M, maximum 3, randomize] Which of these would you realistically consider doing for biodiversity and nature? Choose up to 3.

Posting about it or showing support online

Signing or joining an online campaign

Taking part in an event or action sometimes

Volunteering sometimes

Volunteering regularly

Changing my own behavior if it would clearly help

Organizing or leading an activity or campaign

I don't see a role for myself

Appendix

Questionnaire – State of Youth: Your Voice on Biodiversity, Climate & the Future

Q34 [M, maximum 3, randomize] When it comes to protecting biodiversity and nature, which types of solutions do you think would make the most difference?

Restoring and rewilding natural habitats

Stronger national laws and better enforcement

Holding companies accountable for environmental damage

Changing how we farm and produce food

Education and raising awareness in communities

Listening to and learning from indigenous peoples and local communities

Countries working together to protect biodiversity and nature

Youth-led local initiatives and community action

New technologies and scientific innovation

Individual lifestyle changes

Something else

I don't know

Q35 [O] Have you seen an example of a solution in your community that helps to protect biodiversity and nature? Or would you like to propose something else as a solution to protect biodiversity?

(Please do not include your name, address, phone number, social media handle, or any other personal details in your answers.)

[PLACEHOLDER: Enter your answer here.]

I do not know

Q36 [M, maximum 3, randomize] What sometimes holds you back from taking action to protect biodiversity? Choose up to 3.

Not having enough time or energy

Not knowing what actions make a difference

Feeling that individual actions don't matter

Not being taken seriously by adults

Being asked for my opinion but not actually listened to

Information that feels too complicated or confusing

Distrust of organizations or institutions

No funding or lack of resources to act

Local or indigenous knowledge being ignored or inaccessible

Feeling overwhelmed, anxious, or burned out

Nothing really holds me back

Appendix

Questionnaire – State of Youth: Your Voice on Biodiversity, Climate & the Future

Q37 [M, maximum 3, randomize] Who do you trust most to lead on protecting biodiversity and nature? Choose up to 3.

Governments

Scientists and experts

Youth-led groups

Local community initiatives

Non-profit organizations

International organizations (such as the United Nations)

Influencers or public figures

I don't really trust anyone on this

Q38 [M] Who do you think has the greatest responsibility for a healthier and more sustainable future?

Governments

Companies

Myself/citizens

Schools

Media

Non-profit organizations

Someone/something else

Q39 [IF Q38 = 1, M, maximum 3] What do you think governments should do to protect biodiversity and nature? Choose up to 3.

Protect more natural areas

Help people make more nature-friendly choices

Involve young people more in decisions

Make sustainable choices easier and cheaper

Enforce stronger rules to protect nature

Something else

Q40 [IF Q38 = 2, M, maximum 3, randomize] What do you think companies and businesses should be required to do to protect biodiversity and nature? Choose up to 3.

Stop activities that destroy forests or natural habitats

Be transparent about their environmental impact

Pay for the damage they cause to nature

Follow stricter environmental laws and regulations

Support local and indigenous communities affected by biodiversity loss

I'm not sure

Appendix

Questionnaire – State of Youth: Your Voice on Biodiversity, Climate & the Future

Q41 [IF Q38 = 3, M, maximum 3, randomize] What do you think individuals and citizens can do to help protect biodiversity and nature? Choose up to 3.

Make more nature-friendly choices in daily life (food, waste, transport, consumption)

Learn more about biodiversity and share that knowledge with others

Support or join local conservation or community initiatives

Put pressure on governments and companies to act

Vote for leaders who take nature protection seriously

Something else

Q42 [IF Q38 = 4, M, maximum 3, randomize] What do you think schools should do to help protect biodiversity and nature? Choose up to 3.

Teach students about biodiversity loss and its causes

Connect learning to real local environmental issues and ecosystems

Give students space to lead their own environmental projects

Invite indigenous and community knowledge into the classroom

Encourage students to engage with policymakers and decision-makers

Something else

Q43 [IF Q38 = 5, S, single response, randomize] What do you think about the information available in the media about biodiversity and nature? Think, for example, of news about species extinction, deforestation, coral reef decline, or the disappearance of insects.

There is too little information

The amount of information feels about right

There is too much information

The information exists, but it is too hard to understand

The information exists, but I don't trust it

I don't know

Q44 [IF Q38 = 6, M, maximum 3, randomize] What do you think NGOs and civil society organizations should do to help protect biodiversity and nature? Choose up to 3.

Represent the voices of young people in international spaces

Fund, connect, and support youth-led initiatives

Hold governments and companies accountable for environmental damage

Raise public awareness about biodiversity loss and its consequences

Make sure indigenous and local knowledge is respected and included

Something else

Appendix

Questionnaire – State of Youth: Your Voice on Biodiversity, Climate & the Future

Q45 [SLIDER 1TM 5] Do you think the voice of young people is heard when the government of your country makes decisions that affect biodiversity?
(1 = not at all, 5 = very well)

Q46 [S, randomize, single response] Many government decisions about nature and biodiversity are made with short-term goals in mind, like economic growth or quick results. How does that make you feel?

Frustrated

Worried

Unsurprised

Indifferent

Hopeful

I feel comfortable with these decisions

I'm not sure

Q47 [M, maximum 3, randomize] What do you think are the most serious consequences of biodiversity loss? Choose up to 3.

Less food security – fewer crops, food sources, and clean water

Collapse of ecosystems that communities depend on to survive

Loss of medicines and healing plants

Spread of diseases as natural barriers break down

Displacement of people from their land and homes

Loss of cultural identity and indigenous ways of life

Worsening inequality – poorer communities are hit hardest

Growing anxiety, grief, and distress about the state of our natural world

A future with fewer species, less nature, and less beauty in the world

I don't worry about these consequences

Something else

Q48 [T] Biodiversity and nature protection is something you might think about yourself, but also something you can talk about with others.

Q49 [S] How often do you talk to others about biodiversity and nature?

Never

A few times a year

A few times a month

A few times a week

Every day

Appendix

Questionnaire – State of Youth: Your Voice on Biodiversity, Climate & the Future

Q50 [S] Overall, how do the people around you – such as friends, family and teachers – affect how much you care about sustainability and protecting nature?

- They make me care much less
- They make me care a little less
- They have no influence
- They make me care a little more
- They make me care much more
- Don't know

Q51 [T] We will now conclude with a few short statements. We would like you to indicate whether you agree with the statements on a scale of 1 (strongly disagree) to 5 (strongly agree). Here we go!

5-point scale:

- I strongly disagree
- I disagree
- Neither agree nor disagree
- I agree
- I strongly agree

Q52 [SLIDER 1TM 5] I believe young people can make a real difference for biodiversity and nature.

Q53 [SLIDER 1TM 5] I feel anxious when I think or read news about biodiversity, nature, and our future.

Q54 [SLIDER 1 TO 5, IF Q06 >= 18] I adjust my life plans, such as having children, because of biodiversity loss.

Q55 [SLIDER 1TM 5] I feel hopeful that we can turn the tide on biodiversity loss in my lifetime.

Q56 [SLIDER 1TM 5] I worry about future generations.

Appendix

Questionnaire – State of Youth: Your Voice on Biodiversity, Climate & the Future

Q57 [O] And to wrap it up: If world leaders were to tackle one biodiversity challenge tomorrow, what should that be?

(Please do not include your name, address, phone number, social media handle, or any other personal details in your answers.)

[PLACEHOLDER: Enter your answer here.]

I do not know

Q58 [T] Biodiversity loss affects people, animals, and fairness between generations. We must listen to the voices of young people around the world.

Q59 [T]

For ages 13–17

Would you like to stay up to date on State of Youth? Please only enter your email address if your parent or legal guardian has given you permission to receive updates. We will only use your email address to send you updates about State of Youth.

Yes, and my parent or legal guardian gives permission

No, or my parent or legal guardian does not give permission

For ages 18–29

Would you like to stay up to date on State of Youth? Leave your email address below to receive updates.

We will only use your email address to send you updates about State of Youth.

Yes

No

Email address

[Enter your email address here]

Appendix

Questionnaire – State of Youth: Your Voice on Biodiversity, Climate & the Future

End text

Q60 [T] Thank you for participating in this survey. With your answers, you help to include the voice of young people in conversations about youth and biodiversity protection.

Q61 [T] Do you know other young people who would also like to share their opinion on the topic of biodiversity and nature? Then forward this chat! You can easily do this via WhatsApp.

Share via WhatsApp

Q62 [T]

Want to stay involved?

Follow @stateofyouth on Instagram and Facebook for updates and opportunities to take part.

You can now close this window 🌞

Q68 [END]

State of Youth Global Preferendum

Publication date: 16 October 2026

BIODIVERSITY, CLIMATE, AND THE FUTURE

Time for young
people to be heard

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