

CLIMATE VOICES

South Mediterranean Climate Communication Initiative

#ClimateVoicesMENA

FINAL PROGRAM REPORT

Digital Campaign Completion — #ClimateVoicesMENA
February – July 2026

Submitted by Climatic Peace

Countries Covered 9 South
Mediterranean Nations

Report Date July 2026

Prepared for: Partners & Funding Stakeholders

Regional Summit held — Cairo, 18-17 July 2026

Executive Summary

The **Climate Voices — South Mediterranean Climate Communication Initiative** successfully completed its online training and national camp phases, creating the first regional network of Arabic-speaking youth climate communicators.

Between **14 April and 16 May 2026**, more than **200 young participants** from **Algeria, Egypt, Jordan, Lebanon, Libya, Morocco, Palestine, Syria, and Tunisia** completed training in climate storytelling, digital content creation, and misinformation verification. During the national camps, each participant produced and published their first Arabic climate communication piece.

The initiative also implemented a regional digital campaign that reached more than **600,000 people** through **70+ reels and carousel posts** across social media platforms. The campaign documented climate challenges and solutions from **45+ cities** across the nine participating countries and covered **nine key climate topics**.

Building on this momentum, more than **1,000 young people, journalists, content creators, and climate advocates** have been invited to contribute to the development of the **First Manifesto for Ethical Climate Communication in Arabic Media** and accompanying ethical guidelines for climate communication in the Arab region.

600K+ Total social media reach	70+ Reels & carousels published	9 Countries covered	45+ Cities represented
1,000+ Participants invited to manifesto	9 Climate topics covered	914 Registered applicants	54.7% Female participants
200+ Participants Trained	9 Countries Reached	14h Training Delivered	20–30 Participants / Country

Phase 1 — Online Foundational Training

14–24 April 2026 | Virtual | 200+ participants across 9 countries

Four interactive online sessions (8 hours total) provided the theoretical and ethical foundation for climate communication in Arabic. Delivered with breakout rooms, polls, and live exercises, the sessions were adapted to South Mediterranean climate realities — from water scarcity in Jordan to coastal erosion in Tunisia.



Multi-country online session — participants visible from Algeria, Egypt, Syria, Jordan, Tunisia and more

The Four Sessions

1. Storytelling for Climate	The Hook – Journey – Resolution framework, with real Arab examples (drought in Morocco, fisheries in Tunisia).
2. Digital Tools & Content	Hands-on Canva, CapCut, and smartphone filming. The Content Formula: Hook + Message + Source + Call to Action.
3. Misinformation & Verification	Distinguishing mis- vs. dis-information. The IPCC/NASA/WMO trusted triad and the C.R.A.A.P. checklist.
4. Ethical Content & Action Prep	Simplifying without distorting, avoiding eco-anxiety, citing sources visually, kind correction scripts.

Regional Training Team

Six experts from across the region delivered the curriculum: **Sabahiya Ben Khalil** (Libya, environmental journalism)

• **Nour Najm** (Jordan, media & discourse analysis) • **Reem Al-Waei** (Tunisia, environmental economics) • **Ilyas Barbou** (Tunisia, audiovisual production) • **Manal Shakri** (Algeria, environmental policy) • **Al-Qa'id Abdul-Khaliq** (Iraq, climate justice & law).

Phase 2 — National Climate Communication Camps

26 April – 16 May 2026 | In-person across 9 countries | Each participant produced their first original Arabic climate content piece

Following the online phase, each of the 9 local partner organizations hosted a one-day intensive national camp. Three sessions — Story Development & Production Planning, Content Creation Lab, and Fact-Checking & Showcase — totaling 6 hours of hands-on learning, transformed online theory into published content.

Country Camps at a Glance



Algeria

16 May 2026 • 25 participants
Blue and Green



Egypt

1 May 2026 • 30 participants
Nabata Foundation



Jordan

26 April 2026 • 20 participants
AYN (Arab Youth Network)



Lebanon

2 May 2026 • 23 participants
Spotlight Organization



Libya

25 April 2026 • 22 participants

Fazaker



Morocco

6 May 2026 • 20 participants



Palestine

16 May 2026 • 23 participants

PY4C – Palestine Youth for Climate / Sawasna



Syria

16 May 2026 • 15 participants

Syrian Pioneers



Tunisia

3 May 2026 • 25 participants

ADN – Académie de Dialogue National

What each participant produced:

- ✓ A refined personal climate story (Hook–Journey–Resolution)
- ✓ A first original content piece (short video or carousel)
- ✓ A debunking post tackling one real Arabic misinformation claim
- ✓ A 30-day climate communication action plan
- ✓ Membership in the regional digital network

Phase 3 — Regional Digital Campaign Results

28 May – 15 June 2026 | #ClimateVoicesMENA | Instagram, TikTok, YouTube, Facebook & X

Reach & Engagement

- **600,000+ total unique reach across all platforms**
- 70+ Reels and carousel posts published by participant communicators
- Content produced and distributed across Instagram, TikTok, YouTube, Facebook, and X
- Consistent daily publishing throughout the 19-day campaign window

Geographic Coverage

The campaign achieved full 9-country coverage, with content documenting on-the-ground climate realities in more than 45 cities:

Country	Partner Organisation	Key Cities Covered
Algeria	Blue and Green	Algiers, Oran, Constantine
Egypt	Nabata Foundation	Cairo, Alexandria, Mansoura
Jordan	AYN – Arab Youth Network	Amman, Zarqa, Irbid
Lebanon	Spotlight Organization	Beirut, Tripoli, Sidon
Libya	Fazaker	Tripoli, Benghazi, Misrata
Morocco	LionsGeek	Casablanca, Rabat, Marrakech
Palestine	PY4C / Sawasna	Ramallah, Gaza, Nablus
Syria	Syrian Pioneers	Damascus, Aleppo, Homs
Tunisia	ADN – Académie de Dialogue National	Tunis, Sfax, Sousse

Climate Topics Covered

Participants produced content across 9 core climate themes, each grounded in local realities and communicated in culturally relevant Arabic:

Climate Topic	Regional Relevance
Water Scarcity & Drought	Jordan, Yemen, Morocco, Tunisia
Coastal Erosion & Sea-Level Rise	Tunisia, Lebanon, Libya, Egypt
Desertification & Land Degradation	Algeria, Morocco, Libya, Sudan
Extreme Heat & Urban Heat Islands	Egypt, Syria, Jordan, Algeria

Food Security & Agricultural Stress	Palestine, Syria, Yemen
Air Pollution & Industrial Impact	Egypt, Lebanon, Algeria
Biodiversity Loss & Marine Ecosystems	Tunisia, Morocco, Palestine
Climate Migration & Displacement	Syria, Libya, Yemen
Climate Justice & Youth Action	All 9 countries

Top-Performing Content — Campaign Rankings

The following posts achieved the highest reach and engagement across the campaign period. Each link leads directly to the published content on Instagram:

Rank	Content	Link
🏆 1st Place	Highest reach reel — #ClimateVoicesMENA campaign	View on Instagram →
🏆 2nd Place	Second highest reach reel — #ClimateVoicesMENA campaign	View on Instagram →
🏆 3rd Place	Third highest reach reel — #ClimateVoicesMENA campaign	View on Instagram →
4th Place	Fourth highest reach reel — #ClimateVoicesMENA campaign	View on Instagram →
5th Place	Fifth highest reach reel — #ClimateVoicesMENA campaign	View on Instagram →

Manifesto & Ethical Guidelines — Next Phase

Building on the momentum of the campaign, more than 1,000 participants across all 9 countries have been invited to participate in the collective drafting of two landmark documents:

Manifesto for Ethical Climate Communication	Ethical Guidelines for Campaign Communicators
A collective declaration to be ratified at the Cairo Regional Summit, representing the values and commitments of the South Mediterranean Youth Climate Media Network. The Manifesto will be distributed to 50+ media outlets, universities, and NGOs across the region.	A practical framework governing how participants communicate climate topics — covering accuracy, source citation, cultural sensitivity, avoiding eco-anxiety, and the responsible use of digital platforms in Arabic-language content.
1,000+ participants invited to contribute	To be finalized and adopted — Cairo Summit, July 2026

What Comes Next — Cairo Regional Summit

THE CAIRO REGIONAL SUMMIT 17-18 July 2026 • Cairo, Egypt

The culmination of the programme: a 2-day gathering held in Cairo on 17–18 July 2026 in the presence of **42 participants from 9 countries** across the South Mediterranean, bringing together the voices that powered the campaign. The Summit was held under the patronage of the **League of Arab States (Arab League)**.



Cairo Regional Summit, 17–18 July 2026 — 42 participants from 9 South Mediterranean countries

New Partners & Patronage

The Summit welcomed three new partners who joined the initiative for this milestone event:

- **EU Jeel** — partner
- **EGYouth4Climate** — strategic partner
- **League of Arab States (Arab League)** — the Summit was held under its patronage

Manifesto for Ethical Climate Communication in Arabic Media:

<https://canva.link/4h0sl09ououj5xq>

Summit Deliverables

- Advanced training on ethical climate leadership and Arabic media
- Co-drafting and ratification of the Manifesto for Ethical Climate Communication in Arabic Media
- Adoption of the Ethical Guidelines for Campaign Communicators
- Governance design and 12-month workplan for the South Mediterranean Youth Climate Media Network
- Formal network launch and closing ceremony
- Distribution of Manifesto to 50+ media outlets, universities, and NGOs

- Publication of 'Voices for the Climate: Stories from the South Mediterranean'

Two-Day Summit Agenda

Cairo • 17–18 July 2026 • 42 participants from 9 countries

Day 1 — 17 July — “Skills Day”: Social Media & Content Creation

A hands-on skills day opening with a panel of social media influencers and content creators sharing their experience, followed by sessions on turning online content into offline community action, live podcasting for public engagement, and gamification for behaviour change. The day also launched Part 1 of the Manifesto Workshop and closed with a cultural evening.

Day 2 — 18 July — “Visibility & Launch Day”: Diplomacy, Partnership, Media & Manifesto

A visibility and launch day centred on a roundtable connecting youth, misinformation and climate security, and Part 2 of the Manifesto Workshop for finalisation and adoption. Sessions on CSR campaigns and digital storytelling led into the closing ceremony and the Manifesto adoption moment.

Conclusion

The completion of the #ClimateVoicesMENA digital campaign marks a defining milestone for Arabic-language climate communication. More than 600,000 people across the South Mediterranean were reached by youth-produced, ethically grounded climate content created by and for their own communities, in their own language.

The Cairo Regional Summit on 17-18 July 2026 is where this campaign becomes a permanent institution. We look forward to sharing the full results of the summit and the formal launch of the South Mediterranean Youth Climate Media Network in the final program report.

Lead Organisations

Climatic Peace (Nefertari foundation) & Foras Khadra (Regional)

Next Milestone

Cairo Regional Summit: 17-18 July 2026

Progress Against Program Indicators

Indicator	Target	Status
Participants completing training	≥90%	✓ Completed — 200+ across 9 countries
National camps conducted	9 countries	✓ Completed — all 9 camps held
First original content piece produced	200+	✓ Completed — produced at each camp
Women participants	≥50%	✓ Exceeded — 54.7% female (500/914 registered)
Campaign social media reach	≥500,000	✓ Exceeded — 600,000+ reached
Reels & carousels published	—	✓ 70+ pieces of content published
Countries with campaign coverage	9	✓ All 9 countries covered
Cities documented	—	✓ 45+ cities across 9 countries
Climate topics addressed	—	✓ 9 distinct climate topics covered
Participants invited to manifesto drafting	—	✓ 1,000+ invited to contribute
Regional Summit	Cairo, July 2026	✓ Completed — held 17–18 July 2026, Cairo
Summit participants	—	✓ 42 participants from 9 countries
New strategic & institutional partners	—	✓ 3 added — EU Jeel, EGYouth4Climate (strategic), under Arab League patronage
Manifesto adopted	Bilingual, by Month 6	✓ Adopted at Cairo Summit, 18 July 2026
Network launch & charter	≥80% of summit participants	✓ Network formally launched & charter adopted at Cairo Summit

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