



UK YOUTH for NATURE The 2021 Environmental Super Year - COP26 MURAL PROJECT



Who we are – UKY4N

UK Youth for Nature (UKY4N) is the UK's leading youth-led network calling on UK politicians to take urgent action to address the loss of nature and wildlife. We are a network of determined volunteers between the ages of 16-30: early conservationists, campaigners, and environmentalists of diverse backgrounds and disciplines from across the UK. Through issue-led online and live campaigns, we target politicians, work with organisations and individuals on-the-ground, and provide a platform for young people to speak up and be heard.

2021

Nature is in catastrophic decline in the UK and around the world. However, the biodiversity crisis comes in second to the climate emergency. Whilst fortifying and safeguarding nature mitigates climate change and builds resilience amongst our societies, these solutions are too often ignored. In 2021, the UN Convention on Biological Diversity COP15 and the UN Climate change Conference COP26 in Glasgow will define the future of our natural environment for decades. There has never been a better or more urgent moment to tackle the biodiversity and climate crises together. The Covid-19 pandemic has powerfully demonstrated the extent to which we can adapt to sudden and rapid change. And as the UK hosts COP26, this is our moment to reprioritise nature in the public eye and political processes, now and always.

COP26 Mural Project – The Vision

To create a series of murals in cities/towns throughout the UK that highlight the biodiversity and habitat decline of that area. Driven by the power of the visual arts as an effective means of engaging people in a tangible, creative, and emotive manner, and supported by our communications, community, and political engagement strategies¹, this creative campaign will:

- Spark people's imaginations, show them what's missing, and paint a vision for the future.
- Be a youth and community-led statement for greater consideration of nature at COP26.
- Create local and national narratives about the importance of biodiversity.
- Platform these voices across the UK, to politicians, individuals, and the COP26 negotiations.
- Creatively engage diverse audiences, drawing attention and interest no matter political orientation, background, or opinion on nature.

¹ Please ask us for more details on our communications, community, and political strategies.



This project is scalable and has the potential to engage hundreds of thousands of people across the UK on the issues of biodiversity decline and the role of nature in climate change mitigation. Our main challenge is covering the costs to produce the murals. Funding is therefore vital to its success.

Logistics

We are working with partners, artists, organisations, and individuals in our 14 priority cities to secure walls and artists, ensuring that the murals are created by the communities they are embedded in. They will be painted June-September.



*14 priority cities in black *12 additional cities in purple – all subject to change

Artists

Professional artists conditionally secured include: [ATM](#), [Emic](#), [Alex Rubes](#), and [Michelle Meola](#). We are also working with talented youth, e.g. in Cardiff, thanks to the Prince's Trust.

Support

We have received enthusiasm and support from a range of organisations including: *Circumference Productions*, *The Climate Coalition*, *RSPB*, *Belfast City Council*, *Liverpool City Council*, *the Good Business Festival/Cultural Liverpool*, *the Prince's Trust*, *Nottingham Wildlife Trust*, *Northumberland Wildlife Trust*, *Daubeney Fields*, *Purpose*, *Seedhead Arts*, *Bristol & Bath Parks Foundation*, *the Diocese of Manchester*, *Wild West End*, *Cambridge Conservation Forum*, and individuals (letters of support can be provided). More information on pledges in the Income section below. Our extended network will support us with community engagement and communications.



Funding

Funding will allow us to achieve this vision. We are seeking funding to:

1. Cover the practical costs, which includes materials, shipping, and travel.
2. Compensate the artists who have joined this project to dedicate their time and skills towards prioritising and protecting the UK's nature and wildlife.
3. Support us with marketing/PR and printing/hosting QR codes to create further engagement with the mural.

In return for your financial support and/or material in-kind, you would be listed as a key partner on our website, socials, and in any consequent media and local engagement. We would be thrilled to discuss how you, your brand, or your organisation can be featured further in our campaign.

Budgetary break down

Expenditure	Cost	No. of days	Total
<i>Fees: 14 artists</i>	150	3	6300
Materials	No. artists	Cost	Total
Primer & sealer	14	40	560
<i>Masonry paint*</i>			
White	14	20	280
Colours (Blue, Red, Yellow, Black)	7	100	700
<i>Spray paint</i>			
5 colours	7	80	560
Brushes, cloths, masks, gloves	14	55	770
Shipping	14	30	420
Travel to Site	14	50	700
Marketing/PR			
Social Media	14	50	700
QR codes	14	9	126
Printed codes	14	20	280
Other			
Cherry picker hire	14	100	1400
Subtotal			12796
<i>Contingency 15%</i>			1919.4
Total			14715.4



Cost per mural

	Fees	Materials	Travel, PR, Other	Total
Masonry artist	450	245	229	924
Spray artist	450	205	229	884

Income	Amount
Circumference Productions	1000
Natural Paints – paint donation	500
Belfast City Council	tbc.
Wild West End	tbc.
Manchester-based construction company	tbc.
Liverpool City Council/The Good Business Festival	tbc.

*We are looking to buy masonry paint from [Community Repaint](#) and their paint remanufacturing centre, where in-kind donations are not sufficient. Covid-19 allowing, this should equate to a 50-60% saving on masonry paint and has the double benefit of saving paint from landfill.

This vital funding would secure new opportunities and expand our network and reach:

Level	Communications Outreach
Level 1	Promotion on UKY4N socials and through partners and supporters (youth movements and influencers, 50+ local, regional, and national organisations that support our campaigns, and additional networks developed throughout the campaign).
Level 2	Level 1; shared branding with The Climate Coalition Climate Festival and partners.
Level 3	Level 1; Level 2; output from major conservation partners across the UK; a media partner; full-length features and paid media.

Legacy

These murals will continue to be relevant beyond 2021. We want the UK’s leadership this year to extend into the next decade as we make new 2030 commitments on biodiversity and climate. Engaging people’s imaginations, these murals will provide a point of reference from which to address the Government’s progress towards effective policy and action on nature. The longevity of these murals will sustain public engagement with the importance of robust ecosystems for years.

Thank you for considering this partnership. We hope you join us to make this super year, superb.

