

CLEAN ENERGY YOUTH CAMPAIGN · IMPACT REPORT

NextGen Energy Champions

Reaching, training and activating young people on clean energy,
across the first three days of the Goodwall × UNDP campaign.

Programme launched: Tuesday 19 May 2026, 3:00 PM SAST

Report generated: Friday 22 May 2026, 4:10 PM SAST

Dashboard window: 22 April – 21 May 2026

Prepared by Goodwall Partnerships & Programs

For UNDP · Confidential · partner copy

Reaching, training and activating young people on clean energy

In the first 72 hours, the campaign reached 2M+ young people, generated 25K+ engagements, and surfaced 200+ pieces of youth-created content. Of those who entered the programme funnel, 95.5% completed training, and 84% left saying they're ready to build a career in clean energy.

CAMPAIGN HEADLINE

2M+

Youth reached

across Goodwall + partner channels

25K+

Engagements

likes, comments, shares

200+

Pieces of youth content

submitted to the challenge

Executive summary

The NextGen Energy Champions campaign set out to make clean energy feel relevant, achievable, and career-relevant to young people. The programme went live on Goodwall on 19 May 2026; in its first three days it reached over two million youth across Goodwall and partner channels, drew 25,000+ engagements, and surfaced more than 200 pieces of youth-created content.

Inside the deeper programme funnel, 870 young people opted into the structured learning journey, and 831 of them (95.5%) completed training. That is an exceptionally strong engagement-to-training rate this early in a campaign. Across the learning experience, participants demonstrated solid clean-energy knowledge (average quiz score of 83%, with 7 in 10 scoring 6 or 7 out of 7). Self-reported confidence and intent moved sharply: among post-survey respondents, the share who said they could fully explain clean energy rose from 37% to 56%, and interest in a clean-energy career climbed to 84%.

THE HEADLINE

Strong reach (2M+) and near-universal training completion (870 → 831) inside the first 3 days. Knowledge is high where it counts: policy, youth agency, and clean-energy basics all above 89% correct. Clear intent to act: 76% committed to the UNDP Sustainable Energy Academy. The opportunity is to convert trained participants into credentialled champions.

The engagement funnel

From broad awareness through to deep learning. The journey UNDP funded.

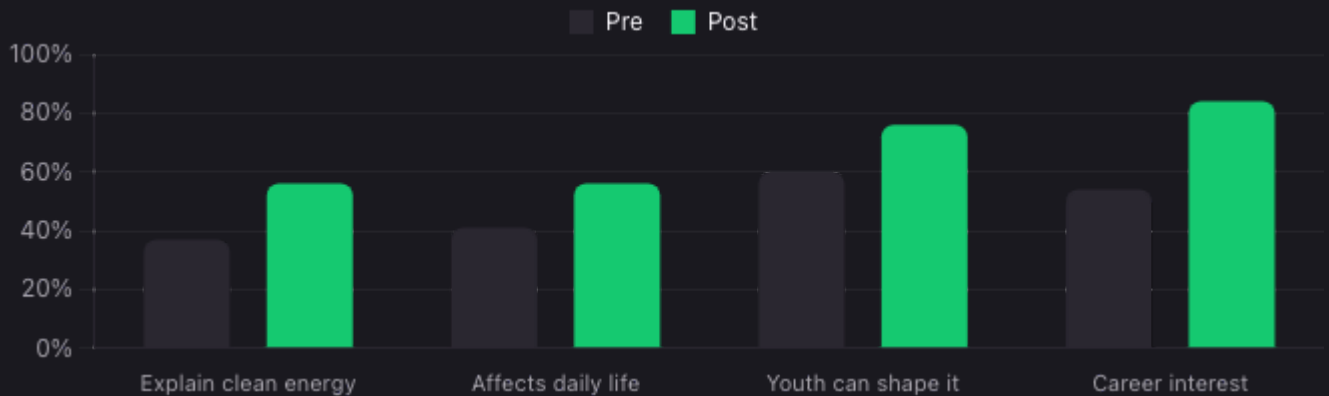
Reached	2,000,000+	100%
Engaged	25,000+ engagements	~1.3%
Entered programme	870	0.04%
Completed training	831	95.5% of entrants

TAKEAWAY

Almost everyone who entered the programme completed training. The drop-off lives at the credentialling step, which is the campaign's clearest growth lever.

Confidence & intent · pre vs. post

Every indicator moved in the right direction. Career interest moved most.



WHY THIS MATTERS

Energy transition outcomes are built by the generation now entering the workforce. Moving young people from awareness → knowledge → career intent, at this scale and conversion rate, this fast, is rare. The campaign's funnel is now warm; the work ahead is to credentialise and place.

- 2M+ reached with clean-energy messaging in 72 hours
- 831 trained participants, ready for the Sustainable Energy Academy
- 84% leaving the programme open to a clean-energy career
- 200+ youth-created pieces of content amplifying the message

Reach & engagement

The campaign was promoted through **#sustainableenergy** (453 unique users) and **#cleanenergychallenge** (230 unique users), reaching a youthful, mobile-first, globally distributed audience. The reach figures below combine Goodwall in-app reach with co-promoted partner channels over the 22 April – 21 May 2026 window.

#SustainableEnergy · 453 users

#CleanEnergyChallenge · 230 users

~94% mobile (Android)

2M+

Youth reached

Goodwall + partner channels

25K+

Engagements

likes · comments · shares

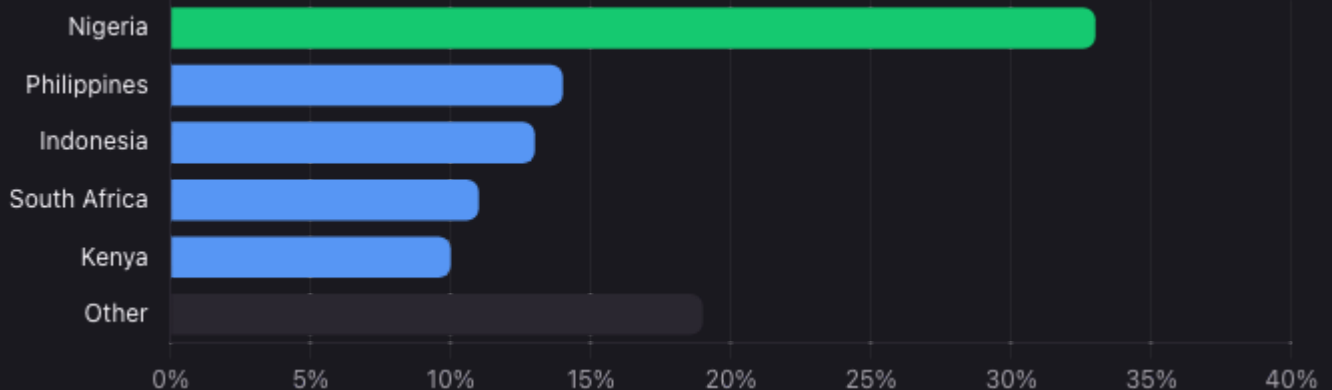
200+

Pieces of content

submitted to the challenge

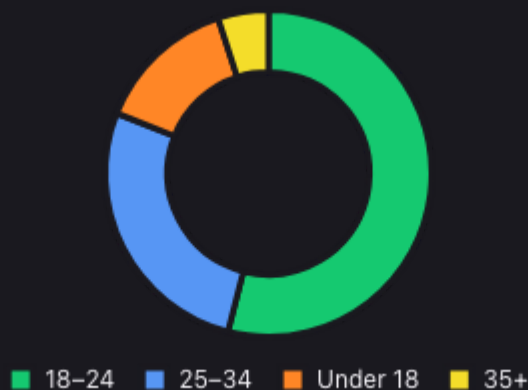
Top countries · engaged participants

Programme-tagged engagement by country. Nigeria drove roughly a third of all activity; the next four markets cluster tightly.



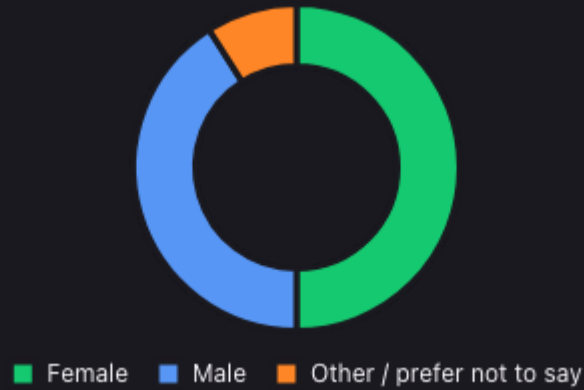
Audience · age cohorts

The 18–24 group is the largest cohort, followed by 25–34, with a meaningful under-18 segment.



Gender split

Across post-programme survey responders (n = 25).



WHO WE REACHED

- Audience skews young: 18–24 is the largest cohort, followed by 25–34, with a meaningful under-18 segment
- Broadly balanced gender split (~50% female / ~41% male / ~8% other) across survey responders
- Mobile-first and global: ~94% of responses came from Android devices
- Top markets: Nigeria, Philippines, Indonesia, South Africa, Kenya

TAKEAWAY

The next four markets behind Nigeria are tightly clustered. That is a signal that the campaign model is repeatable across regions, not dependent on one country.

What they learned

The knowledge quiz (n = 443) tested seven core concepts. Performance was strong overall: an average score of 83% correct, with 70% of participants answering 6 or 7 of 7 questions correctly. Participants mastered the policy and youth-agency questions; the soft spots, the scale of clean-energy jobs and the "engineering jobs" myth, are quick wins for the next content iteration.

83%

Average score
5.8 of 7 correct

70%

Scored 6–7 of 7
high performers

443

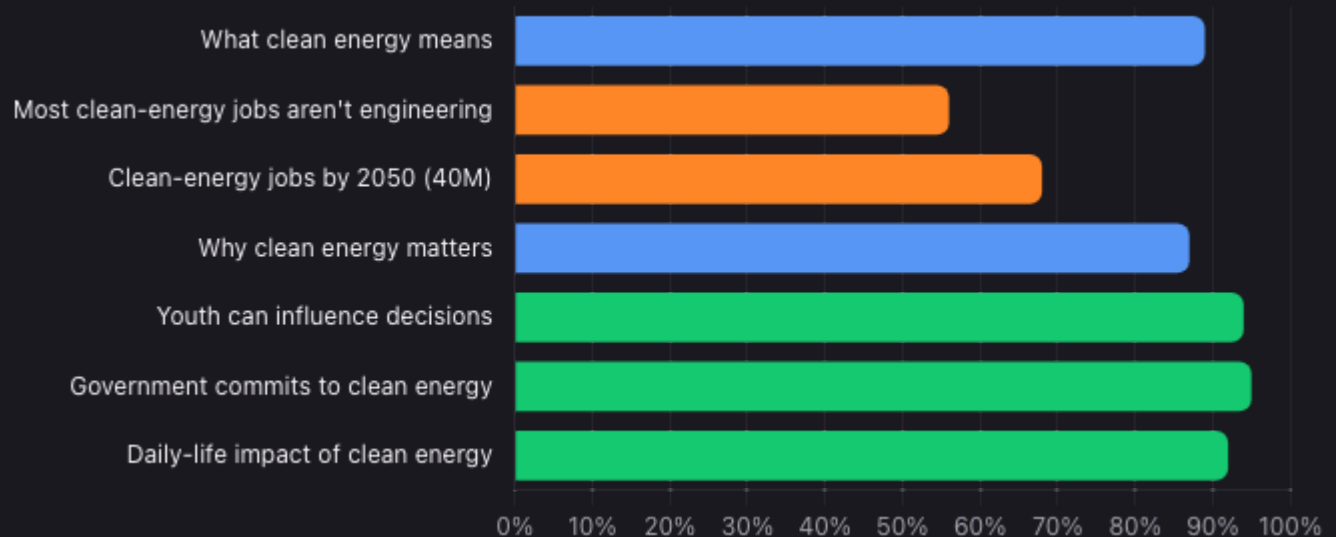
Quiz completions
in reporting period

95%

Best question
"government commits to clean energy"

Correct-answer rate by question

Each bar is the share of 443 respondents who answered correctly.



STRENGTHS

- What happens when a government commits to clean energy: **95%** correct

- How youth can influence energy decisions: **94%** correct

- What clean energy fundamentally means: **89%** correct

GAPS TO CLOSE

- Only **56%** knew that most clean-energy jobs are *not* engineering jobs


- Only **68%** identified the 2050 clean-energy jobs figure (40 million)

- Recommendation: foreground "non-engineering" career pathways in v2 content

Voices of the audience

The campaign generated 200+ pieces of youth-created content. Featured below are three participants from across the cohort, each speaking to camera about why clean energy matters to them, followed by the comment wall for each explainer video.


FEATURED YOUTH-CREATED VIDEOS



Kenya

Mercy Orok

Watch on Drive [↗](#)



Sudan

Mohamed Khalafallah

Watch on Drive [↗](#)



Nigeria

Naim Muniru

Watch on Drive [↗](#)

Three of the 200+ participant videos submitted to the campaign. Featured here as a representative cross-section. The full library is available via the Goodwall partner workspace.

HOW THE AUDIENCE RESPONDED TO THE EXPLAINER VIDEOS

340

Total likes

across 4 explainer videos

1,973

Total views

across 4 explainer videos

42

Comments captured

substantive + reactions

COURSE TRAILER

id:
7921726

Welcome to NextGen Energy Champions

83 likes 816 views 7 comments

❤️❤️ #SustainableEnergy

19 May 2026, 11:58

Energy is a part of life

19 May 2026, 12:31

It's all about clean energy

20 May 2026, 16:01

EDUCATIONAL VIDEO · THE TECH

id:
7921882

The technology behind clean energy

91 likes 445 views 14 comments

Energy is about to living good

19 May 2026, 12:33

An effective way of reducing the rate of CO₂ emissions ✅

19 May 2026, 15:31

Living a good and healthy lifestyle

19 May 2026, 13:42

Knowledge is power.

20 May 2026, 10:38

I live in Brazil, a country whose energy matrix is mostly renewable and has great expansion potential. This reality grants us a privileged position at the global vanguard in the pursuit of total economic decarbonization.

20 May 2026, 13:15

EDUCATIONAL VIDEO · THE DECISIONS

id:
7921887

The decisions shaping our energy future

81 likes 354 views 10 comments

That is fact, I've seen a lot of it in my country

19 May 2026, 12:34

Exactly. Happens mostly in some countries

19 May 2026, 13:43

Very true

19 May 2026, 14:22

Absolutely right

19 May 2026, 17:40

Decision is good

19 May 2026, 23:17

EDUCATIONAL VIDEO · THE SKILLS

id:
7921892

The skills clean energy needs from you

85 likes 358 views 11 comments

Powerful

19 May 2026, 13:02

Impactful

19 May 2026, 13:43

Innovative

19 May 2026, 14:23

I love listening to you speak though ❤️

20 May 2026, 9:35

For a better tomorrow.

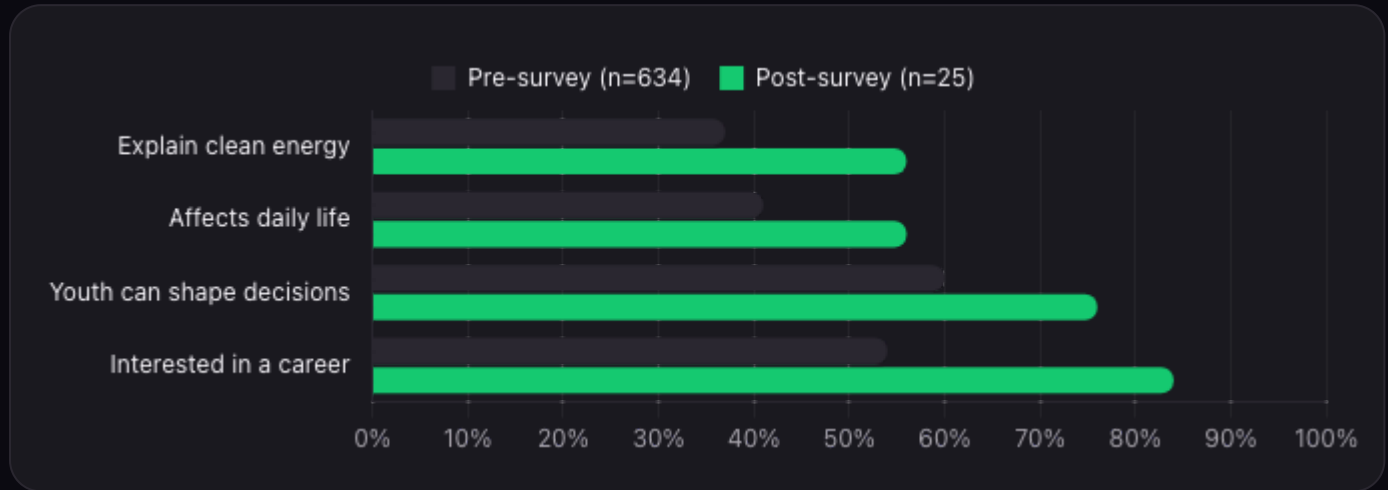
20 May 2026, 10:45

WHAT THE COMMENTS TELL US

The Tech and The Decisions videos drew the most substantive engagement, including a fully-formed reflection from a Brazilian participant on their country's renewable energy matrix. The Skills video is converting strongest on view-to-like (85 likes on 358 views = 23.7%), suggesting the careers framing lands hardest with this audience.

The shift · before vs. after

Comparing the pre-survey (n = 634) with the post-survey shows movement on every measure that mattered. Note: the post-survey sample is small (n = 25), so these results are directional rather than statistically conclusive, but the direction is unambiguous.



MEASURE	PRE	POST	DIRECTION
Can fully explain clean energy	37%	56%	▲ +19 pts
Feel it affects daily life	41%	56%	▲ +15 pts
Youth can shape energy decisions	60%	76%	▲ +16 pts
Interested in a clean-energy career	54%	84%	▲ +30 pts

Pre-survey n = 634 · Post-survey n = 25. Post-survey figures combine the two most positive response options per question.

From learning to action

The campaign didn't just shift attitudes; it generated concrete commitments. When asked what they would do next, post-survey participants overwhelmingly chose tangible steps over "nothing yet."

76% Will enrol in the UNDP **Sustainable Energy Academy** course

68% Will **share** what they learned with peers

52% Will explore **clean-energy career** pathways

8% Nothing yet

WHY THIS MATTERS

Only 2 of 25 selected "Nothing yet." The campaign converted awareness into an intent pipeline, exactly the on-ramp needed to lift the credentialing number from the current 15.

Appendix · data sources & method

SOURCE	SAMPLE	CAPTURES
Pre-survey	634	Baseline knowledge, attitudes, interests
Knowledge quiz	443	7-question clean-energy assessment
Post-survey	25	Self-reported shift + intended actions
Goodwall dashboard	870 engaged	Reach, funnel, demographics (UNDP-filtered)
Video comments & likes	4 videos · 42 comments · 340 likes · 1,973 views	Qualitative response to each explainer video

The programme went live on 19 May 2026 at 3:00 PM SAST; this report was generated on 22 May 2026 at 4:10 PM SAST, covering the first three days live. Dashboard figures are drawn from the 22 April – 21 May 2026 window and filtered to the UNDP / NextGen Energy Champions programme where applicable. Quiz accuracy was computed against the correct answer for each item; the average reflects 7 questions per participant. Pre/post percentages combine the most positive response options per question and are directional given the post-survey sample size (n = 25).