

PURPOSE IMPACT REPORT 2024

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A LETTER FROM THE CO-CEOs

Dear Friends,

As Purpose completes 15 remarkable years, we embrace this milestone as a moment of reflection and renewal. Our journey has been anything but linear – we have succeeded, failed, and most importantly, learned. Each challenge has been a catalyst for evolution, pushing us to adapt, grow, and reimagine our approach to creating meaningful and lasting change.

Today, we are a truly global organisation – working from 8 offices, delivering work that has reached people in more than 14 countries and across all continents, and with a leadership team that represents those diverse regions. This global perspective has never been more important than in the complex landscape of 2024.

2024 has been an extraordinary year of historic democratic elections, underscoring the power of the people, resilience of democratic ideals and the fragility they often face. At Purpose, we believe in the power of participation - especially to engage youth and marginalized populations - unlocking people's power to drive social change. Economy, cost of living and quality of life are paramount concerns. There is an urgent need to find innovative at-scale solutions to tackle climate change, health and food security, gender and racial equity, as well as protect against the risks of technological transformation & AI.

In an increasingly fragmented and polarised world, Purpose's mission is more crucial than ever. Active participation in public debates is vital. The ability to engage across divides is our core focus. Fostering meaningful participation with the aim of building bridges where others see walls and finding solutions that work for everyone.

From our 15 years of experience, fundamental insights have crystallized. In this year's impact report, we are highlighting eight key learnings that will shape our work moving forward. The importance of starting where people are, understanding cultural contexts, uplifting new voices and building innovative collaborations is more clear than ever as we navigate increasingly dynamic information systems.

In 2025, innovation in movement building will be essential to building an open, just and thriving world. We continue to challenge conventional approaches, bringing together diverse stakeholders to address complex global challenges.

Thank you for being part of our story. Here's to 15 years of purpose-driven change – and to the remarkable possibilities that lie ahead.



Harpreet Bagga
Partner and Co-CEO



Simon Goff
Partner and Co-CEO

PURPOSE 2024

AT A GLANCE

8

offices

14

countries

70

projects*

376

partners**

OVER 130

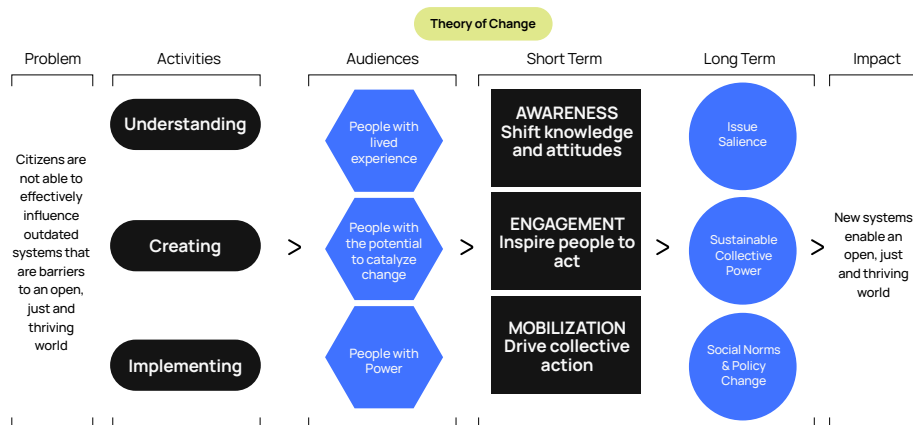
MILLION

people reached

* Projects that were delivered either in part or entirely in 2024

** Partner and reach numbers reflect whole numbers achieved by projects delivered either in part or entirely in 2024

OUR APPROACH



Our work is about partnering closely with communities to create campaigns that use powerful stories to change how people think about important issues, and inspire them to take action. This challenges existing power structures to create systemic changes for real-world impact. Our Theory of Change highlights how we surface insights about complex issues, and activate key audiences.

We focus on understanding, creating and implementing campaigns.

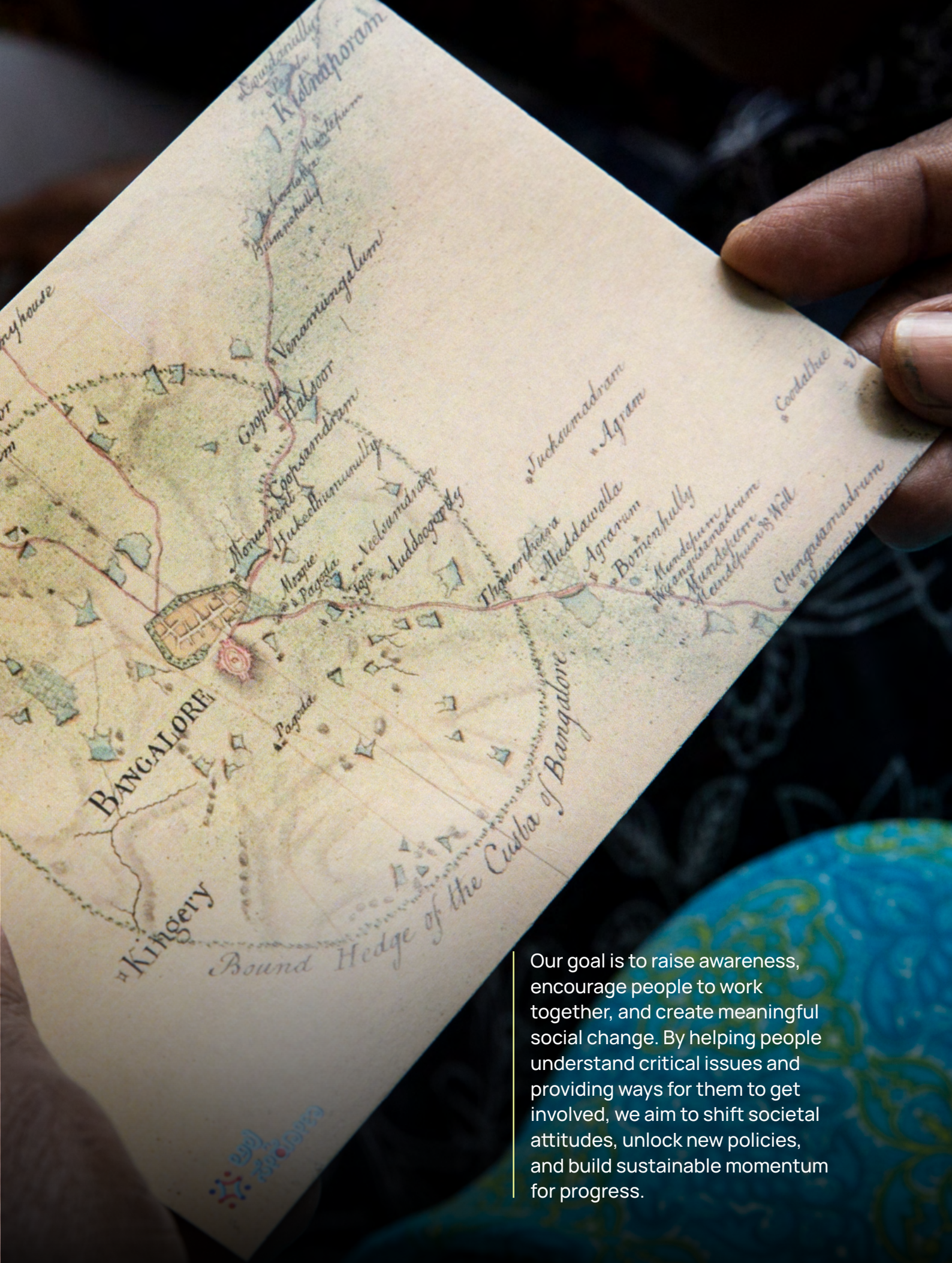
Understanding refers to the research, strategy and co-creation that we undertake at the start of all projects to ensure that we have a clear picture of the issue and context that we are operating in.

Creating encompasses our ideation and production processes - branding, concepting and designing.

Implementing refers to our work managing partners and delivering campaigns online and offline.

We focus on three key groups of people:

- People with personal experiences of the issues we're addressing. We help them share their stories authentically and connect with each other, bringing unique insights to public conversations.
- Potential change-makers, including people with influence in their communities who can spark broader conversations and inspire action. These might be community leaders, activists, or respected voices that others listen to.
- Decision-makers who can actually implement changes. This includes politicians, business leaders, influential media figures, and funders who have the power to shape policies, redirect resources, or influence social expectations.



Our goal is to raise awareness, encourage people to work together, and create meaningful social change. By helping people understand critical issues and providing ways for them to get involved, we aim to shift societal attitudes, unlock new policies, and build sustainable momentum for progress.

OUR 8 LESSONS FROM 2024

ಪುತ್ತಮುತ್ತಲಿನ ಸರ್ವೆ

- ಜಿಲ್ಲಾ ಶಾಲಾ
- ಪುಟ್ಟಾತ್
- ನರಳು ನೀಡುವ ಅಂಗಳ
- ಲೈಟ್
- ಸಾರ್ವಜನಿಕರು
- ಶಿಕ್ಷಾಲಯ
- ಕುಡಿಯುವ ನೀರು
- ವಿದ್ಯುತ್ ಸೌಕರ್ಯ
- ವ್ಯಕ್ತಿಯ ಆರೈಕೆ
- ಮಿಷನ್ ಆರೈಕೆ
- ಮಾನ್ಯತೆ
- ಕೆಲಸ

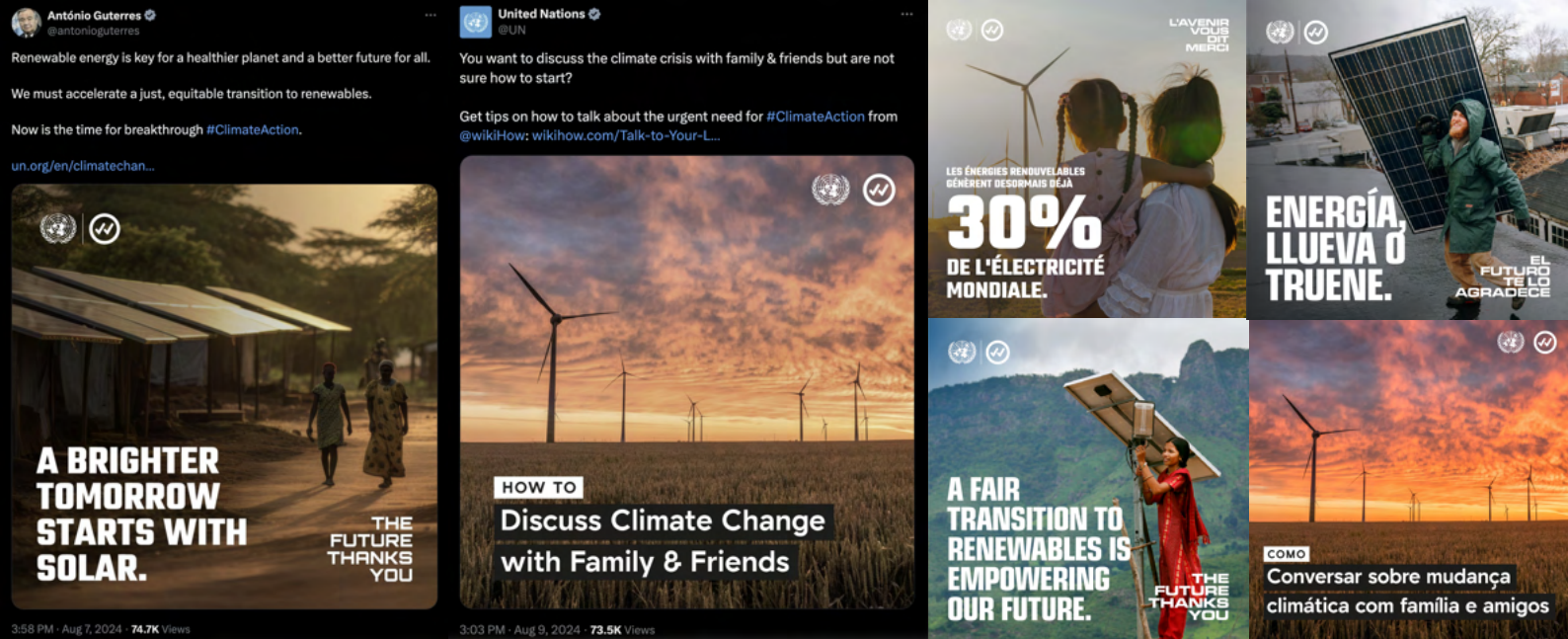


Lesson One

Starting where people are is critical - the simplest entry points can open up the most meaningful conversations

Meaningful dialogue often begins with surprisingly simple connections, and relies on developing a deep understanding of your audience's context and lived experiences. By designing low-barrier, accessible entry points, organizations can invite people into conversations without overwhelming them. These initial touchpoints might be straightforward questions, relatable personal stories, or small, achievable actions that spark curiosity and empathy.

Campaigns must feel non-threatening, and genuinely engaging to the communities you are trying to reach. Whether through brief interactive experiences, thought-provoking prompts, or micro-actions that require minimal commitment, these entry points can gradually dissolve initial resistance. The goal is to transform complex issues into accessible and human interactions that feel personal, relevant, and approachable—opening pathways for deeper understanding and collective action.



Building Hope to Drive Engagement and Action on Climate

Global

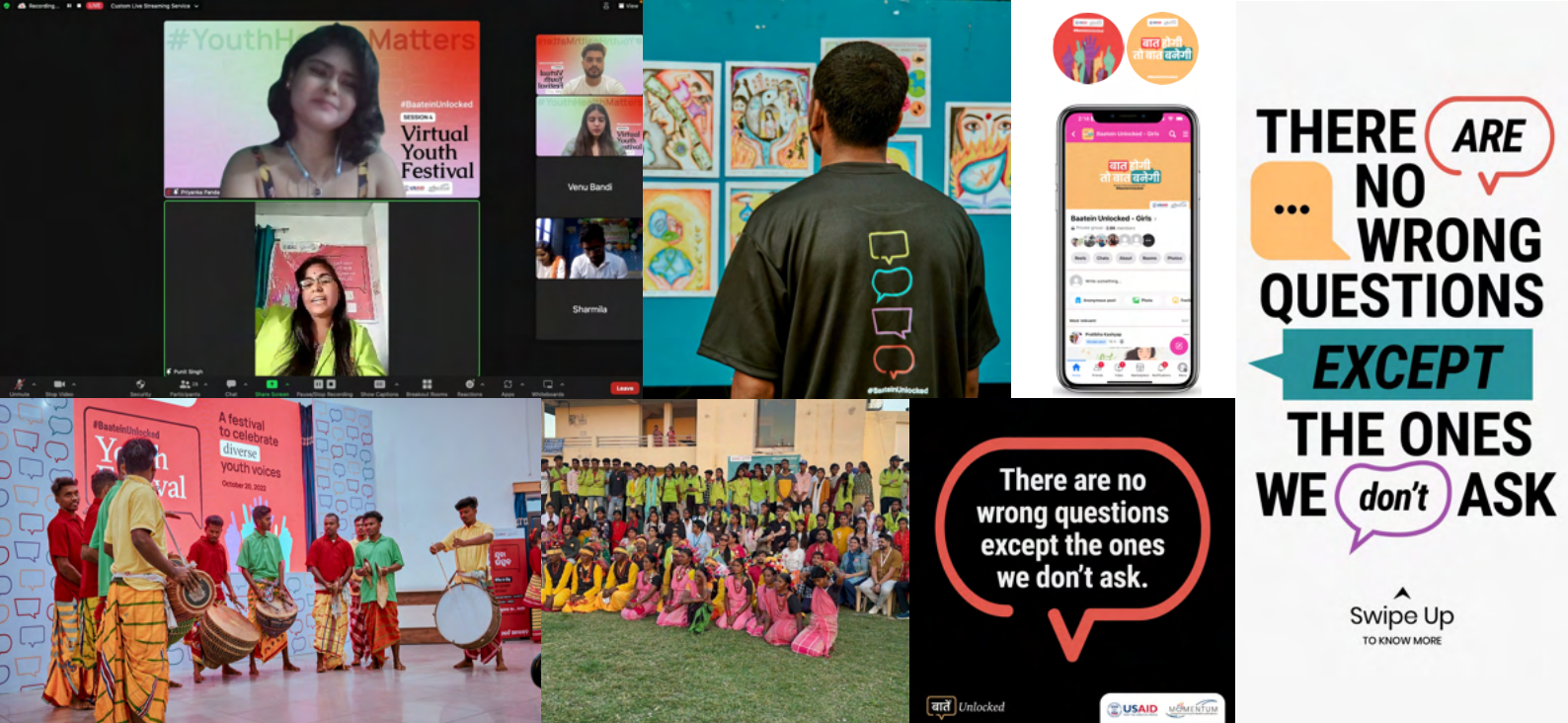
The Future Thanks You is a global narrative change campaign that is part of our Verified programme, a strategic communications initiative we deliver in collaboration with the UN.

In 2024, the campaign demonstrated how a simple entry point - asking people to imagine their 2045 world - could spark meaningful climate action conversations. Through an interactive digital experience of three questions, the campaign invited people to share personal visions of the future before connecting these hopes to tangible actions on renewable energy.

This low-barrier entry point proved highly effective, prompting over 30,000 people worldwide who shared their hopeful visions for 2045 with us. Our content led to measurable shifts in attitudes: 39% reported increased hope about reducing global warming, and 17% showed greater support for renewable energy expansion.*

“ We need a green future—not just for ourselves, but for the world. I want my voice to help build that future —participant from Iraq ”

*Panel surveys conducted 4,400 respondents in Brazil and USA



Facilitating Dialogues Around Sexual and Reproductive Health

India

The Baatein Unlocked (Conversations Unlocked) campaign aimed to combat misinformation and increase young people's engagement around sexual and reproductive health in India. It focused on relatable entry points, unlocking conversations through beauty routines, dance, and personal identity.

The campaign developed a digital-first approach that provided safe, non-judgmental spaces for exploring sensitive subjects. It strategically connected sexual and reproductive health and rights (SRHR) to everyday youth experiences like inter-caste relationships, career choices, and self-esteem, transforming potentially intimidating conversations into accessible dialogues. Young people were invited to explore critical health

topics by first connecting through their passions and lived experiences. By providing platforms for authentic expression—from social media lives to public speaking opportunities and strategic partnerships with youth-led organizations—the campaign transformed SRHR conversations from stigmatized subjects to meaningful, youth-led dialogues that centered young people's experiences and voices.

Over 20 workshops/idea jams/youth focused events (online and offline) were conducted as part of the campaign, with over 1,000 youth participants. The campaign reached over 6.8 million individuals digitally, and strengthened government peer and community networks.



Lesson Two

Culture and Social License Matter - cultural insights and meaningful co-creation underpin coordinated action

Campaigning becomes most effective when organizations transcend traditional boundaries, cultivate genuine community trust, and adopt strategic, collaborative approaches - this is best achieved by embracing culture and creativity to break down barriers and enable intentional co-creation.

Through an approach that harnesses imagination and innovation organizations forge deep partnerships, leveraging collective expertise, resources, and networks. They move beyond transactional interactions to foster shared knowledge and coordinated action, better equipped to address complex challenges. When organizations align their strengths and work toward common goals, they unlock the potential for innovative, sustainable, and far-reaching impact that no single entity could achieve alone.



What Can 'Green Islam' Achieve in the World's Largest Muslim Country?

Clerics in Indonesia are raising fatwas, retrofitting mosques and imploring congregants to help turn the tide against climate change.

Source: The New York Times

Be good khalfa to overcome the climate crisis

INSIGHT
Nasrudin Umar
Grand Imam of Istiqlal Mosque, Jakarta

Indonesian Muslims have huge potential to play a bigger and leading role on environmental protection and climate solutions. Especially in the spirit of supporting the commitment of the government conveyed during the 26th United Nations Climate Change Conference in Glasgow, Scotland, including forest protection and the retirement of coal-fired power plants.

As a country known for its tolerance and the world's largest Muslim population, which values its role as khalfa (custodian of the Earth), we have not lived up to our potential in supporting what the Quran asks us to do: taking care of the planet as khalfa.

At COP26, scientists from 196 countries grouped under the Intergovernmental Panel on Climate Change (IPCC) described the climate crisis as code red for humanity. There is no time for delay or room for excuses. This is a never-ending situation for Indonesian Muslims to take the responsibility and act as true khalfa.

We witnessed the devastating storm in Liris, South Sulawesi, last month, followed by flash floods in Batu, East Java, just last week, while La Niña is lurking. On the other hand, the extended

These impacts of the climate crisis have been happening because ummah (society) has been overly masculine in dealing with the earth. If we look back to Ahmad Hani, most of those 99 names are on the feminine side, and only two on the masculine side. For example the merciful. If we, as ummah, practice the feminine nature of God, like the merciful and the protective, we will not see ummah create damage, but do our best to be the stewards of the planet.

The key for good climate stewardship as khalfa is to support the Muslim community in leading, creating and leveraging its very own climate initiatives and movements as part of being good khalfa. It is the interesting and urgent task for khalfa to protect the environment, including the climate, to ensure the livability of the earth.

Based on a 2021 national survey conducted by social impact agency Purpose across the country, 92 percent of Indonesians believe that they must be good custodians of all God's creation on earth. This means that Indonesian Muslims believe that they commit good deeds, according to Islamic values, when taking care of the environment.

When presented with a list of messengers, most Indonesians trust religious leaders as the second-highest climate messengers after government.

About 75 percent of Indonesians also believe that disaster is a punishment from God. With this belief, people believe that God also plays a role in the climate crisis. Without God's blessing, the climate crisis and the disasters would not happen.

Hence, 61 percent of respondents believe that humans are partly responsible for the climate crisis, along with other variables, including God.

This is not true, as khalfa, we cannot just sit around blaming God and waiting for a miracle to solve the climate crisis. As mentioned by Surah Al-Balad, verse 11, "Allah will not change the condition of a people until they change what is in themselves."

There is potential for further education on the climate crisis for the Indonesian Muslim community.

that environmental and climate movements have been developing throughout Islamic organizations and movements all over the archipelago.

The largest Islamic organization in the world, Nahdlatul Ulama, has been showing its focus on climate issues through the Agency for Disaster Management and Climate Change (LPM). At the moment the LPM is pushing for green Islamic boarding schools.

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Mearufah, another influential Islamic organization, Muhammadiyah, has developed the Environmental Assembly Majelis Lingkungan Hidup. Alayrah, the women's organization of Muhammadiyah, has also been working on the Center For the Environment and Disaster Management (LLEPDM).

Furthermore, sustainable Islamic boarding schools and ecological Islamic boarding schools are spreading throughout the country, especially in Java. Working with the local Indonesian Muslim community.

United Nations • Climate change refers to long-term shifts in temperatures and weather patterns. Human activities have been the main driver of climate change, primarily due to the burning of fossil fuels like coal, oil and gas.

'Green Islam': How Indonesian Muslims are helping protect the Earth • FRANCE 24 English

Description

'Green Islam': How Indonesian Muslims are helping protect the Earth • FRANCE 24 English

2.2K Likes 49,153 Views 15 Nov 2024

Indonesia may be on the front lines of the fight against global warming, but many of its people are climate sceptics. A 2019 survey found that Indonesia – the world's biggest Muslim-majority country – has the highest proportion of climate change sceptics globally. About 18 percent of respondents said human activity is not...

PENGINGAT

Pekerjaan yang baik sejatinya didasari oleh niat yang baik. Kemudian dalam bekerja bisa kita dapatkan melalui cara-cara kerja yang baik dengan memaksimalkan kebermaksudatan bagi diri sendiri, keluarga, hingga masyarakat sekitar kita.

Untuk itu, baktikan dalam mencari rezeki, sudah hanya berfokus pada uang yang kita dapat, tapi juga baktikan keaktifan karena itu adalah sebuah keagamaan. Sebab, pekerjaan baik yang benar dilakukan termasuk sebagai ibadah muamalah. Artinya, kamu sedang berjuang di jalan Allah SWT.

(Ijtihad fi sabillillah)

Pesan Gus Mus untuk Menjaga Alam

Pesan Ustadz Hanan Attaki untuk Menjaga Alam

Developing a Faith-based Climate Movement

Indonesia

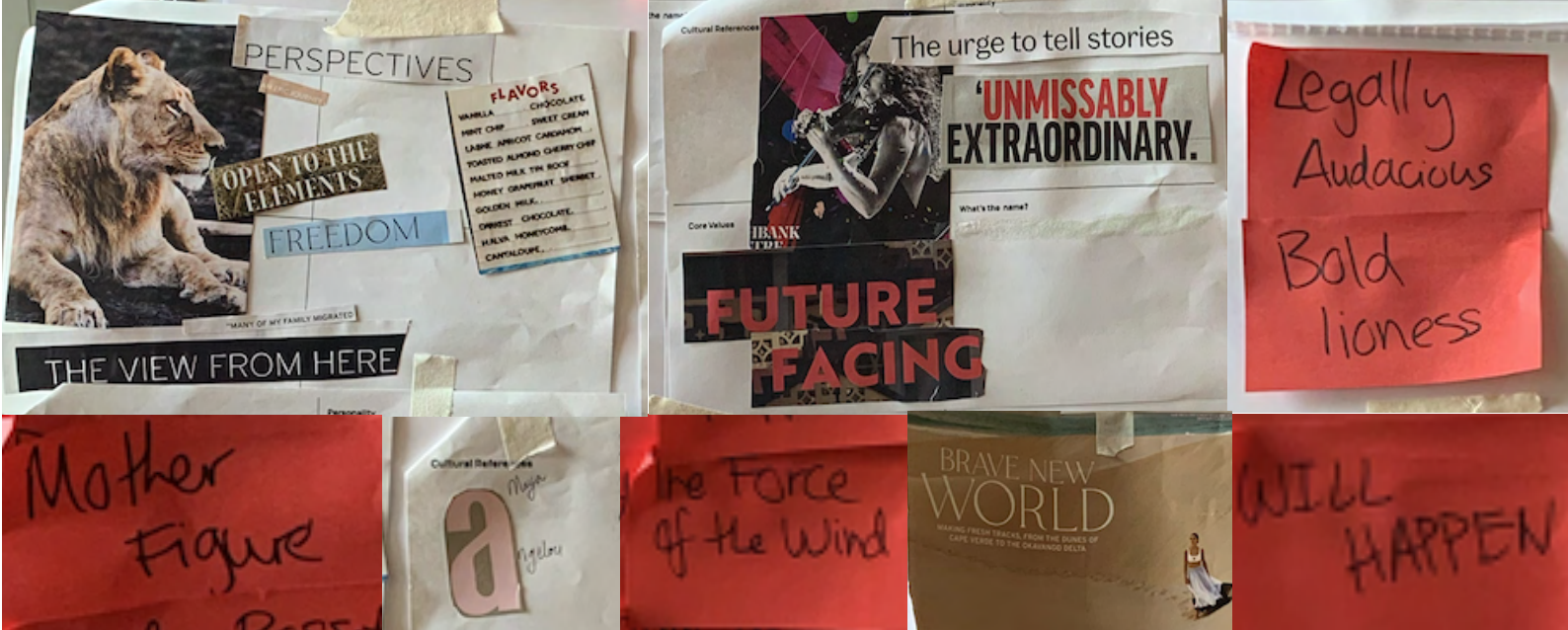
The Islamic Climate Movement is a collaborative campaign designed to empower the ummah, the Islamic community, to drive climate action and support Islamic leaders in leading climate solutions. Muslims for Shared Action on Climate Impacts (MOSAIC) is a hub for Islamic leaders within the movement to raise awareness about the connection between climate issues and Islamic teachings, and catalyse action on climate solutions. The hub includes high-level and grassroots leaders from NU* (Nahdatul Ulama) and Muhammadiyah**, the two largest Islamic organisations in Indonesia, along with civil society organisations, academia and media organisations.

The project is drawing on Islamic philanthropic and almsgiving principles to drive the conversation around climate finance amongst Islamic audiences, receiving widespread media coverage including from The New York Times and France 24. The movement is continuing to develop, onboarding increasingly high profile institutions and connecting this to narratives that resonate on the ground. There is interest from Badan Wakaf Indonesia*** (the Indonesian Waqf Agency) to integrate aspects of the campaign into their platform.

*Nahdatul Ulama (NU) is the world's largest Islamic organization in Indonesia, with nearly 160 million members. Known for its inclusive approach, NU embraces local cultural traditions while maintaining strong Islamic principles. The organization's work centers on social work, running schools, hospitals, and community programs that improve people's lives.

**Muhammadiyah is Indonesia's second-largest Islamic organization, with about 60 million members dedicated to education and social development. The organization focuses on modernizing Islamic understanding and practices while maintaining deep respect for core religious principles. Muhammadiyah has made remarkable contributions to Indonesian society by establishing over 160 universities and numerous hospitals.

***Badan Wakaf Indonesia is an independent state agency for Islamic endowment.



Championing Women in Leadership

Global

The Women in Law and Leadership (WILL) coalition is a collaborative effort uniting organizations to drive institutional change and promote women's leadership in the law and justice sector. WILL harnesses the diverse expertise of its members to address systemic barriers by fostering inclusive dialogue and co-developing strategies informed by cultural nuances. By prioritizing meaningful co-creation, the coalition unites diverse organizations to address institutional challenges. Rather than pursuing top-down strategies, WILL embeds cultural insights into every aspect of its approach, recognizing that sustainable change requires deep understanding of contextual nuances.

Through collaborative dialogue and evidence-based narratives, the

coalition is reframing women's leadership as a critical societal imperative. By bringing together varied perspectives and expertise, we are demonstrating that coordinated action, when rooted in genuine co-creation and cultural sensitivity, can drive profound institutional transformation.



Lesson Three

New voices are needed to push for change - campaigns can provide the tools and approaches to elevate and empower authentic and compelling messengers

Campaign methodologies offer powerful frameworks for developing and supporting potentially influential communicators. Through capacity building programmes, we can identify, nurture, and amplify new or under-represented voices that share important stories and insights. In turn, these individuals and organisations create content that resonates with target audiences.

This training and support goes beyond traditional communication skills, focusing on empowering messengers with contextual understanding, narrative-crafting abilities, and strategic communication tools. It helps them to transform personal experiences into compelling stories. We provide technical skills and strategic guidance that enable individuals to communicate complex issues with precision, empathy, and impact.



Supporting and Connecting Amazonian Climate Campaigners

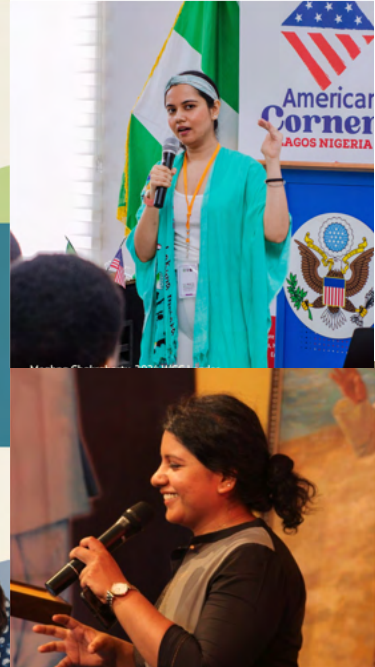
Brazil

In 2021, Purpose set up Innovation and Acceleration in the Amazon Region (IARA) - an accelerator created to strengthen local activist collectives in the Amazon region of Brazil. Between 2021 and 2024, 27 initiatives participated in workshops and were mentored by Purpose campaigners. In parallel, a new collective of IARA alumni was formed to run joint campaigns.

A follow-up survey with the first two graduating cohorts from IARA demonstrated that the programme supported participants and alumni were able to recruit new partners, access new funding opportunities, increase their media reach and better influence policy outcomes. In 2024, we launched the fourth installment in a new resource-rich

region of Brazil called Cerrado.

On the basis of this established network, Purpose was invited to run a rapid response campaign against oil drilling exploration in the Amazon. After the first round of mobilization, Brazil's environmental agency (IBAMA) denied the Amazon drilling project, and the agency specifically asked Purpose to continue with the campaigning work.



Uplifting Female Leaders in the Climate Movement

India

The Women's Climate Collective (WCC) is a transformative program designed to empower female leaders in the climate space by leveraging campaigning approaches to build their skills and amplify their voices. The program supported up-and-coming female climate leaders through tailored training, peer support, and practical tools to amplify their voices, build networks, and drive impactful action.

Through a series of targeted training sessions, mentorship, and peer learning opportunities, WCC equipped participants with practical tools for storytelling, social media engagement, PR, and stakeholder communication. The program

emphasized the value of compelling messengers in climate advocacy and provided participants with the confidence and networks to influence change. By focusing on leadership development and strategic visibility, WCC fostered an ecosystem where women leaders could inspire and drive impactful climate action.

The WCC programme built the capacities of 36 women climate leaders over 2 years, some of whom represented India on key global platforms including COP28, COP29 and New York Climate Week in 2024. WCC was covered by the New York Times during UNGA.



Lesson Four

Investing in meaningful collaboration amplifies impact - in an increasingly fragmented and polarised world, this is critical to build relationships with communities

In a world of echo chambers and divisive narratives, strategic outreach to unengaged audiences is more critical than ever. Rather than dismissing potentially unsympathetic audiences, effective campaigns must develop approaches that bridge divides. This means leveraging communication strategies that respect diverse information consumption habits, use multiple entry points, and avoid confrontational rhetoric.

By crafting messages that connect on shared values, offering accessible pathways to understanding, and creating low-barrier opportunities for meaningful dialogue, we can meet people where they are and build meaningful partnerships.



Bringing New Audiences into Conversations Around Extreme Heat

UK

This campaign aimed to highlight negative health impacts of extreme heat for UK audiences, and particularly focused on an audience group that our research suggested were hard-to-reach on climate issues. By leveraging Britain's favorite topic – the weather – as an entry point, it raised awareness about the health risks associated with extreme heat, and highlighted how this was linked to climate change.

As part of the campaign, trusted voices delivered messages via their social media platforms, emphasizing the risks and highlighting adaptation solutions.

This framing, combined with personal stories, proved highly effective at engaging this group. Authentic, relevant content resonated, and brought new audiences into the climate movement.

Up to 45% of the audience reported learning something new about the risks of extreme heat*.

*Results based on panel testing of n=1,053 respondents in the UK.



Shaping the Just Transition in the Brick Kiln Industry

India

For the Buniyaad (Foundation) campaign, we have been working to build a strong campaigning ecosystem focused on advocating for a just transition in the brick kiln industry.

Our campaign created a multi-stakeholder collective of over 200+ diverse stakeholders, we successfully engaged two historically hard-to-reach audiences: brick kiln owners (~50%) and worker organisations (~30%), including young women from worker families. Our nuanced approach navigated intricate local stakeholder dynamics, building trust-based relationships with those typically marginalized in transition discussions.

Through community-led storytelling, we developed a narrative strategy rooted in the lived experiences of impacted communities. We highlighted the intersectionality between worker's rights, gender equality, health, migration, agriculture and extreme climate conditions. The cohort of female storytellers that we trained achieved extensive media reach, and coverage of their own including from The Guardian, The Wire and India Development Review (IDR). We also developed a set of policy recommendations drafted by grassroots collective members and the first just transition framework for the brick-kiln industry with the Indian Institute of Technology - Kanpur's Just Transitions Research Centre.



Lesson Five

Safe spaces facilitate authentic stories - current systems and structures limit the emergence of new voices, prioritising the development of safe platforms and spaces is paramount

The importance of hyperlocal influencers and lived experiences is widely recognised, but there is less engagement with critical safety considerations. Campaigns centring individual messengers or building off personal narratives must have supportive structures that consider potential backlash, personal vulnerability, or unintended consequences. Storytelling grounded in authentic voices relies on the creation of genuinely protective and supportive environments for potentially vulnerable messengers.

This approach goes beyond standard communication protocols. It involves holistic systems that prioritize messenger wellbeing, provide psychological support, and create clear boundaries between public narrative and personal safety. Close collaboration with platforms is critical to this.



Addressing Climate Mis and Disinformation

This article discusses how AI industry's data centers will vastly increase global electricity consumption - uh oh! Read this to learn more about how we'll need to adapt our current and future estimated energy usage with artificial intelligence's growing popularity.

REMEMBER: Do not share or start your content with misinformation or disinformation because we don't promote that here.

What's Hot: Try These Top TikTok Trends

Here are the most trending themes on TikTok this week per category:

Tourism 🌍: The "destination dupes" trend is reshaping travel in 2024, steering adventurers towards locally accessible, but equally enchanting alternatives to traditional tourist hotspots. This movement not only uncovers affordable and less crowded local gems but also addresses the growing concern for sustainable travel by alleviating pressure on over-visited sites. From swapping international excursions for domestic equivalents to choosing serene islands over popular crowded ones, travelers are finding new ways to enjoy iconic experiences without the downsides of mass tourism.

CHALLENGE: Connect the fact that when we travel somewhere, we always rate the hotel we stayed at, the transportation company, and the food, thus helping others avoid potential travel pitfalls. Explain how in the same way, by reporting a profile that spreads climate mis/disinformation, we reduce the chances of that information reaching other people and promoting greater platform integrity.

Food + Beverage 🍴: During Ramadan 2024 on TikTok, food-related content has become a key trend, significantly increasing user engagement. Users share and discover unique culinary experiences, creating a vibrant community around Ramadan traditions. Content creators and brands are leveraging this trend by

What's Happening: Climate News

Important Dates in March 📅:

- On March 21, the UN kicked off its **Weather Kids Campaign!** This is a series of amazing videos featuring kids giving weather reports on our climate future forecast. It's such a powerful series. **Feel free to watch, get inspired, and stitch these videos as part of your content!**
- March 22 is **World Water Day!** Use this opportunity to talk about how climate change is affecting our water resources via droughts. This year's theme is **Water for Peace!**
- March 23 is **Earth Hour Day**, a global day of action where people turn off their lights and limit electric usage for one hour to show solidarity for mindful energy consumption in the face of climate change. You can share this with your audience who might not be aware its happening.

MARCH 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9



Combatting Climate Mis- and Disinformation

Spain, United Arab Emirates, Brazil

Verified is our communications programme to counter mis- and disinformation that we deliver in collaboration with the United Nations Department for Global Communications. Purpose recruited 35 trusted messengers from scientists, journalists and activists on Tiktok in Brazil, Spain and UAE. We called these messengers Verified Champions, and trained them to communicate about climate mis- and disinformation. With Purpose's support, they created and shared nearly 1,000 pieces of content that has been shown to be effective at increasing the audience's knowledge of how to identify and best respond to the mis- and disinformation about climate change. The onboarding of Verified Champions included training on Tiktok content production and mis- and disinformation tactics recognition. The Champions also

received an advertising budget to promote their posts. This helped reach an audience far exceeding their usual followers and share their messages more widely, reaching nearly 90 million people with over 600 million views. Greater exposure caught the attention of internet trolls and climate sceptics resulting in some negative comments. Working directly with Tiktok enabled us to raise the issue and take active steps in protecting the community. For the next phase of work the project team has implemented additional training and resources on reporting and handling abusive interactions, such as automated comment moderation and real-time support, ensuring a supported and protective environment for the community.

Verified Champions won a Gold Award for Global Awareness in the Anthem Awards in 2024.



Healthy Cities for Young People

India

Purpose pioneered youth-centered co-creation workshops that prioritized safe, inclusive spaces in Thrissur, Kerala. By designing non-judgmental platforms and creating an environment of trust and genuine listening, adolescents and youth not only candidly shared complex issues from mental health to urban development, but also collaboratively developed innovative solutions tailored to their specific community needs. Their authentic stories emerged through carefully crafted participatory exercises that valued their lived experiences. The result was a rich, nuanced understanding of youth well-being that traditional research methodologies could have been unable to capture.

Participants discovered their collective strength, articulating experiences that challenged prevailing narratives. Stakeholders, confronted with these authentic stories, began reconsidering policy frameworks as well as the need for involving youth in decision-making. The initiative revealed a fundamental truth: safe spaces are essential catalysts for amplifying marginalized voices and driving systemic transformation.



Lesson Six

A rapidly changing world demands responsive campaigns - being able to mobilise quickly to deliver campaigns is vital

In today's fast-changing world, effective campaigning relies on being quick and adaptable. Organizations need to build flexible systems that can respond rapidly to new situations, use technology and existing networks to act quickly, and shift strategies faster than traditional planning allows.

The key is creating an organizational structure that can quickly gather and understand new information, make fast, but informed decisions, coordinate different stakeholders, and deploy focused actions with speed and accuracy.

This approach enables more nimble, responsive teams that can navigate complex and changing environments more effectively.



Highlighting the Impacts of Climate Change

Brazil

The "Water Up To Here" campaign was launched in the days following the catastrophic floods in southern Brazil in the spring of 2024. By making the severity of floods tangible through strategically placed stickers, the initiative not only raised awareness about the climate emergency but also engaged citizens to replicate the action and amplify its message, strengthening the conversation around climate change nationwide.

It had over 60 million views in one week, and engaged leaders in over 50 cities across Brazil.

The simple and visually impactful creative solution of the campaign captured media attention and sparked a strong sense of participation among people in various cities across Brazil.

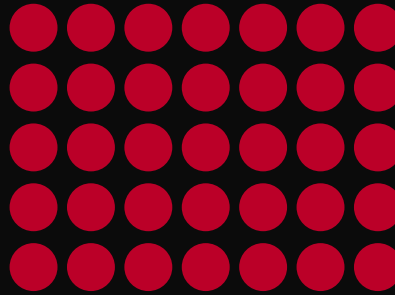
The campaign is being used in public schools to engage young people in climate change discussions. It has also gained support from climate-conscious politicians as a creative example of how participatory actions raise awareness and drive systemic solutions.



INDICATORS OF FREEDOM OF EXPRESSION
ARE **DETERIORATING** EACH YEAR



7 COUNTRIES IN 2012



35 COUNTRIES IN 2022

Source: V-Dem Report, 2022

Developing Rapid Response Mechanisms

Global

We conducted a Campaigning in a Crisis Workshop for the World Liberty Congress' senior leadership, country leads and communications team to support them to develop their rapid response capabilities. The World Liberty Congress is the largest global movement of pro-democracy leaders, representing activists from 60 countries ruled by autocracy.

In the workshop, we took the participants through a number of Purpose's rapid response case studies, highlighting the key elements of each campaign that ultimately led to success, including the importance of building a

strategy around a key audience insight, the use of trusted messengers, and leveraging creative storytelling to make complex issues relatable for target audiences. We then guided the participants through Purpose's Rapid Response Framework, engaging the group in co-creative activities to build a simple Theory of Change for a campaign they were currently working on, elaborate on their main challenges, and ideate solutions and rough creative concepts together.



Lesson Seven

Not all coalitions are created equal - loosely networked groups are more nimble, and can be facilitated by tools that create varied pathways to participation

Coalitions that rely on consensus building and hierarchical approval systems can be limiting - they can struggle to react in a timely manner and messaging may end up being diluted. However, the coordination of a range of actors is valuable and essential to shift narratives at a societal level. This is best achieved through fluid, loosely networked groups that support more dynamic, responsive movement-building by creating infrastructures that welcome varied contributions and facilitate rapid, distributed organizing.

We purposefully build coalitions that use culture, messaging, partnerships, flexible entry points to accommodate diverse levels of commitment and capacity. Ensuring that there are a broad range of options allows for organisations to collaborate together whilst also curating their own experiences. Flexible, modular resources can also help to accommodate diverse levels of commitment and capacity.



Advocating for Child Safety Online

European Union

Our Child Safety On! coalition brought together the EU's leading child rights organisations, providing campaigning and advocacy support. We gathered over 720 stories from survivors of online sexual abuse, and the campaign's centrepiece, a provocative storefront installation in Warsaw, was covered by over 81 publications.

The members of the coalition had very different perspectives, priorities and partners. To manage this, we ensured there were multiple ways in which partners

could amplify and support activations that accommodate their different strategies. We also created a campaign playbook and a digital resource hub to help partners access campaign materials and messaging guidance.



Connecting Climate and Health With Marathon Runners

Kenya

NikoActive was an initiative in Kenya to raise awareness about the impacts of climate change on people's health. By connecting the science and lived experiences of communities, we strengthened awareness of the intersection of climate & health highlighting the need for immediate action. The team worked closely with communities to co-create the campaign. This strengthened the ability of Kenyan leaders to advocate for progressive action that reduces the health impacts of climate change by equipping them with a solid base of relatable examples.

We built a partnership with the First Lady of Kenya and with Kenyan marathon runners.

Through this, we unlocked the potential of athletes becoming compelling spokespersons seamlessly integrating climate and health messaging at key moments (e.g., interviews during sporting events), leveraging their global reach and exposure.

Additionally, our collaboration extended to grassroots organisations and individuals in the climate and health space. We not only amplified the stories of our community champions, but also developed a toolkit that served as a simple and clear overview of climate and health to help leaders and other stakeholders (e.g., journalists) to understand the intersection between climate and health.

A woman with long dark hair is seen from the back, looking at a large, colorful quilt displayed on a wall. The quilt features various patterns and colors, including pink, yellow, and blue. The background is slightly blurred, showing other people and museum displays.

Lesson Eight

Tap into local culture to build power- use art to build pride, drive engagement and prompt action: specificity increases resonance

Discourse around economic, political and social issues doesn't exist in a vacuum – it's rooted in culture. A campaign that doesn't take culture into account will struggle to connect with people, however creative or artistic it may be.

Local art and culture are powerful catalysts for community connection and social change. By centering recognizable creative work, grassroots artistic expressions, and cultural narratives, campaigns can tap into collective identities and shared experiences. These approaches transform abstract issues into tangible, emotionally resonant stories that speak directly to lived realities.

Art is a strategic communication tool that bridges gaps, surfaces hidden narratives, and creates spaces for dialogue. When local cultural forms are authentically integrated into campaigns, they generate organic momentum, making complex social messages more accessible, memorable, and personally meaningful. The result is engagement that feels intrinsic, not imposed.



Mobilising Communities to Champion Air Quality Solutions

London, UK

Live + Breathe (L+B) is an organisation incubated by Purpose in South London mobilising community arts and culture organisations in South London to campaign for air quality. Led by musician Love Ssega, this black and brown-led movement addresses air pollution in London's communities through two key groups: community partners in two boroughs, Lambeth and Southwark who serve as trusted messengers, and Gen-Z residents engaged through their outdoor and creative interests. Through partner-led campaigns and activations on the ground, partner workshops, social media campaigns and media coverage, L+B demonstrates how culturally authentic engagement can build trust and inspire action.

The initiative has elevated diverse voices to speak at prominent platforms including at the Houses of Parliament, The Royal Opera House, and London Climate Action Week. The campaign was covered by the BBC and ITV News, and collaborated with Billie Eilish, Imperial College London and others. L+B has successfully developed new environmental advocates while ensuring marginalized voices shape the clean air movement, proving that art and culture can transform local activism into wider influence.



Transforming Public Transport

India

The Alli Serona (Let's Meet There) initiative transformed urban mobility advocacy by leveraging local art and creative storytelling to empower women informal workers. Through participatory workshops, a mobile bus stop installation, and community-driven data collection, the project turned abstract transportation challenges into tangible, visual narratives.

By creating an interactive, community-co-created bus stop that traveled through four neighborhoods, the collective gave voice to over 200 women, turning their lived experiences into powerful evidence for urban policy change. The women articulated evidence-backed demands to policymakers combining their lived

experiences with data collected during walking audits and surveys. The bus stop became a dynamic platform for dialogue, drawing decision-makers, media, and civil society groups into critical conversations on mobility. The innovative approach not only highlighted infrastructure gaps but also built women's collective confidence, resulting in successful engagements with city decision-makers and recognition across mobility advocacy networks.

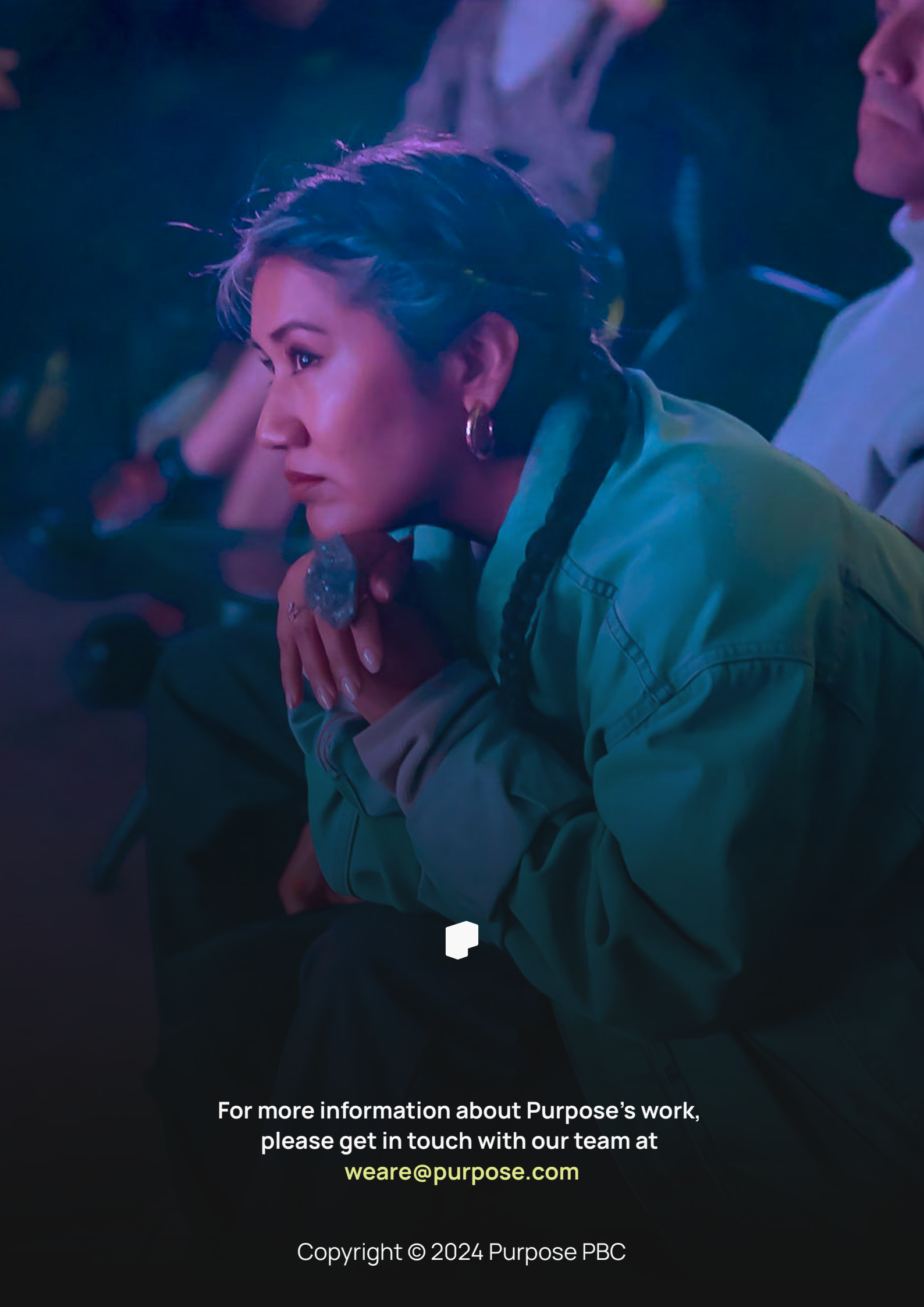
Alli Serona won a Silver Anthem Award in the Community Outreach Category, and won the World Resources Institute's Uddhesya award for community engagement. The Campaign led to the approval of three new bus routes.

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