

POP Movement

Category:

Best EcoHealth Solution

Organization/Company Name:

Provide the official name of your company or organization.

POP Movement

Overview:

Provide key information about the company, including its origins, mission, and core philosophy. Describe the solution, impact, and sector focus (e.g., water management, renewable energy, circular economy, waste management, sustainable agriculture, net-zero initiatives, etc.).

The POP (Protect Our Planet) Movement was founded in 2016 by Dr. Ash Pachauri, inspired by the legacy of his father, Nobel Laureate Dr. R.K. Pachauri. With the blessings of H.E. Ban Ki-moon, former UN Secretary-General, and as active members of UN platforms on Youth and Human Rights, the POP Movement views access to clean air, clean water, and health - including mental well-being - as non-negotiable human rights. At the heart of our mission is POPPix - a multilingual, AI-powered climate-health mentor that empowers young people to confront today's eco-health crisis through knowledge, emotional resilience, and daily action. POPPix uniquely combines climate education, mental health support, and behavioral nudges into one seamless tool. It helps transform eco-anxiety into empowered leadership, especially for youth and underserved communities.

Given the very small window of opportunity to address the EcoHealth challenge, POPPix stands out as a powerful, scalable solution designed for rapid deployment across geographies, generations, and levels of digital access. Already reaching learners in over 40 countries, POPPix adapts easily to local needs and is ready to grow further through global partnerships.

Grounded in evidence and ethics, POPPix draws from leading science repositories including the IPCC, WHO, and UN, with guidance from a global team of scientists, educators, and mental health specialists. Its interactive content is personalized, voice-driven, and behaviorally informed. Dr. Ash Pachauri serves as a Technical Advisor to WHO on self-care and environmental health, and to UNESCO on AI competency frameworks, ensuring alignment with international standards.

POPPix advances multiple UN Sustainable Development Goals, including:

- SDG 3 (Good Health & Well-being): Addressing eco-anxiety and building emotional

resilience.

- SDG 4 (Quality Education): Delivering inclusive, multilingual climate-health education.
- SDG 10 (Reduced Inequalities): Closing access gaps through mobile-first deployment.
- SDG 13 (Climate Action): Encouraging sustainable behaviors and youth-led action.
- SDG 17 (Partnerships for the Goals): Built on global collaborations with academia, UN bodies, and civil society.

POPPix also converts POP Movement's published research and books on climate and health (four published already) into AI-guided courses in multiple languages. For children aged 6-12, POPPix stars in a dedicated YouTube series featuring 3D animated, Pixar-style, under-2-minute episodes - making climate-health education simple, magical, and accessible to young minds.

Impact Measurement is central to our approach. POPPix tracks:

- User Engagement: Over 25,000 youth to be reached in early programs.
- Behavior Change: 60%+ adopt new sustainable habits within one month of its launch.
- Mental Well-being: Pre/post evaluations using validated mental health, eco-anxiety scales.
- Real-World Action: Thousands of user-logged actions (e.g., tree planting, waste reduction) to be monitored.
- Scientific Validation: Ongoing partnerships with researchers and health experts ensure evidence-based updates and user-driven evolution.

In today's rapidly changing climate-health landscape, POPPix represents the fusion of technology, science, empathy, and rights-based values. It is not just a tool - it is a catalyst for change, transforming awareness into action and anxiety into agency.

Climate Health & Alignment with UN SDGs / National Policy Guidelines:

Please explain how your innovation mitigates or adapts to climate-related health risks and aligns with the United Nations Sustainable Development Goals (SDGs) and national climate policies.

Climate change is not only an environmental crisis-it is a public health emergency. Rising temperatures, air pollution, vector-borne diseases, food and water insecurity, and climate-induced mental health challenges are escalating worldwide, with young people among the most vulnerable. POPPix, a multilingual, AI-powered climate-health mentor developed by the POP Movement, directly addresses these risks by combining education, emotional well-being, and guided climate action in one accessible platform. POPPix is designed to mitigate and adapt to climate-related health risks through four key functions:

1. Climate-Health Literacy: Educates users on the connection between climate change

and health impacts-such as respiratory illness, heat stress, and disease outbreaks-through interactive, science-based content.

2. Mental Health Support: Tackles rising eco-anxiety and climate-induced stress by offering emotional resilience tools, guided reflections, and mental health check-ins.
3. Actionable Behavior Change: Encourages sustainable habits like waste reduction, water conservation, and local advocacy to improve both planetary and personal health.
4. Localized Adaptation Guidance: Delivers region-specific insights rooted in climate science and community needs, helping users adapt in their own contexts.

POPPIX advances key UN Sustainable Development Goals:

- SDG 3 - Good Health & Well-being: By prioritizing mental health and public health literacy.
- SDG 4 - Quality Education: By offering mobile-first, inclusive, multilingual climate-health education.
- SDG 10 - Reduced Inequalities: By reaching underserved communities with offline-ready, low-bandwidth solutions.
- SDG 13 - Climate Action: By mobilizing youth-led sustainable behaviors and leadership.
- SDG 17 - Partnerships for the Goals: By collaborating with UN bodies, academic institutions, and youth networks globally.

POPPIX also supports national policy goals. For example, it aligns with India's National Action Plan on Climate Change (NAPCC), among others, by promoting climate-health literacy, youth-led adaptation, and community-level resilience-key components of these frameworks. As a mobile-first, scalable tool, POPPIX complements national and local efforts to build adaptive capacity and drive climate-smart public health education. Currently in its early growth phase, POPPIX has been piloted all continents through schools, universities, and youth networks. Its flexible design enables rapid deployment across languages, cultures, and levels of digital access. Partnerships with WHO, UNESCO, and behavioral scientists ensure it is grounded in scientific evidence and policy relevance.

Impact metrics include in phase 1:

- Over 25,000 youth that will be reached across five continents.
- 60%+ of users will adopt at least one new sustainable habit within a month.
- Improved mental well-being will be measured through pre/post assessments using validated eco-anxiety scales.
- Thousands of real-world climate actions will be logged via the app.

As demand grows for scalable, tech-enabled climate-health solutions, POPPIX is positioned to lead. It transforms anxiety into agency, knowledge into action, and policy into practice-empowering youth to build a healthier, more resilient world.

POPPIX stands for: Your Mind. Your Mission. Your Planet.

Measurable Impact:

Explain how you benchmark success and impact using scientific validation

and quantifiable metrics where possible (e.g., peer-reviewed publications, Life Cycle Assessment (LCA) data, partnerships, net-zero targets, CO₂ reduction, resource efficiency, waste diversion rates, improved health outcomes, etc).

POPPix is currently in pilot form, being tested across schools, universities, and youth networks in both developed and emerging regions. Once fully deployed, POPPix will benchmark its impact using validated tools, measurable behavior and health metrics, and strategic partnerships to scale its influence on climate and health outcomes.

1. Climate & Health Education + Behavior Change

POPPix will educate users on climate-health links-air pollution, disease spread, extreme heat-while promoting sustainable actions.

- Success will be tracked via user reach, engagement time, and retention across regions.
- User-logged actions (e.g., tree planting, plastic reduction) will be aggregated to estimate impact, targeting 60% behavior adoption within 30 days.
- These behaviors will be converted into CO₂ reduction, waste diversion, and resource efficiency using standard models.

2. Mental Health & Resilience

POPPix will offer AI-guided mental health support, emotional check-ins, and resilience coaching.

- Clinical psychologists are co-developing content to ensure trauma-informed, culturally sensitive guidance.
- Well-being will be measured using the Climate Anxiety Scale and HES Index.
- Pre/post assessments will track changes in stress, resilience, and engagement.

3. Scientific Validation & Research

POPPix is partnering with universities and global researchers to assess effectiveness.

- Peer-reviewed studies will evaluate learning, behavior change, and mental health impact.
- Collaborations with institutions like Princeton will support curriculum validation and third-party evaluation.

4. Global Partnerships

POPPix will be embedded in education and climate programs worldwide.

- In 2026, UNESCO will integrate POPPix into its Blue Economy toolkit in every global region.
- Local partners and mental health experts will help adapt content to community contexts.

5. Policy Alignment

POPPix will support national frameworks like India's NAPCC, aligning with government

priorities on health, adaptation, and youth engagement.

6. Youth Co-Design

The POP Movement's global network, active in over 100 countries, will guide the development of POPPix.

Current Stage & Market Potential:

Describe the current stage and potential for scaling your solution to new markets, industries, or geographies. If any, include details on market demand, regulatory considerations, barriers to scale, adoption strategy and long-term sustainability.

POPPix is currently in pilot phase, being tested across schools, universities, and youth networks in both developed and emerging regions. Early pilots demonstrate strong engagement, cultural adaptability, and alignment with the needs of youth in climate education and mental well-being. Upon full deployment, POPPix will be positioned for scalable impact across geographies, sectors, and institutions.

Market Demand and Opportunity

POPPix addresses the convergence of three urgent global needs:

Rising eco-anxiety and climate-related mental health challenges.

Growing demand for climate-health education and sustainability skills.

The expansion of digital learning and mental health markets, projected to exceed USD 400 billion and USD 16 billion respectively by 2026.

Governments, multilaterals, and corporations increasingly seek tools that align with UN SDGs, public health adaptation, and youth engagement-positioning POPPix as a high-impact, scalable solution.

Adoption and Scale Strategy

POPPix will scale through:

Institutional licensing to schools, universities, and NGOs.

White-label partnerships with corporations for CSR and SDG-linked initiatives.

Subscription-based premium features for individuals and networks.

Integration into multilateral programs, including the 2026 UNESCO Blue Economy

toolkit, to be deployed in Africa, Latin America, the Caribbean, Portugal, Mexico, and 10+ additional countries.

Financial Sustainability

POP Movement will adopt a blended funding model combining:

Philanthropic grants from global foundations.

In-kind academic and NGO partnerships for co-development and outreach.

Revenue from licensing, subscriptions, and sponsorships.

This structure will ensure long-term resilience and reduce dependency on single-source funding.

Regulatory Considerations and Mitigation of Barriers

Key barriers include digital access, localization, and age-appropriate content compliance.

POPPix is mobile-first and offline-ready to reach low-connectivity regions.

It is designed for multilingual use and localized deployment.

Content is developed in consultation with educators, mental health experts, and global youth to ensure safety and relevance.

POPPix is designed in alignment with global best practices in sustainability and ethical digital development. While the POP Movement is not yet a UN Global Compact signatory or ISO-certified, it actively collaborates with UN agencies, including the UN Global Compact and operates under principles aligned with environmental responsibility, youth protection, and inclusive innovation.

Scientific Validation and Policy Alignment

POPPix will be validated through partnerships with academic institutions such as Princeton, and peer-reviewed studies will measure learning outcomes, behavioral change, and mental health impact. The platform aligns with frameworks like India's NAPCC, contributing to national goals in education, health, and adaptation.

Youth-Led Co-Design

POP's global network in over 100 countries will drive continuous improvement through youth feedback, ensuring POPPix remains inclusive, relevant, and effective across contexts.

Staff and Advisors:

Describe your team's expertise (e.g., academic standing, intellectual property contributions, research collaborations, and professional communications). Highlight the team's role in innovation, policy influence, and industry leadership.

The POP Movement is powered by a globally respected, multidisciplinary team whose expertise spans public health, climate science, behavioral research, education technology, AI innovation, and youth leadership. This collective strength enables POPPix to be more than a technological tool—it is a mission-driven platform for measurable change in climate and health.

Leadership

Dr. Ash Pachauri (Co-Founder & Chair) is an internationally recognized public health expert with a Ph.D. in Decision Behavior and former experience at McKinsey & Company. He serves as a Technical Advisor to WHO on environmental determinants of self-care and to UNESCO on AI competency frameworks and partner of UNESCO's youth and community partner of global blue economy project. As a global speaker, author, and youth mentor, his leadership has guided the POP Movement's expansion across 100+ countries.

Dr. Saroj Pachauri (Climate and Health Mentor and Director) is a distinguished public health professional with an MBBS, MD, Ph.D., and DPH. A Senior Fellow at the Population Council and a pioneer in integrating reproductive health and environmental issues, she brings decades of research and programmatic experience, grounded in equity, gender, and policy.

The team's leadership is rooted in the legacy of Dr. R.K. Pachauri, Nobel Peace Prize Laureate (IPCC, 2007), whose vision continues to inspire the POP Movement's mission.

Scientific, Academic, and Innovation Networks

POP is advised by globally recognized experts in behavioral science, climate policy, mental health, AI development, and youth engagement. Our collaborators include faculty from institutions such as Princeton, heads of states, and members of various UN scientific panels.

POPPix is co-developed with AI technologists, psychologists, curriculum designers, youth, and public health professionals. The platform is rooted in scientific literature from IPCC, WHO, and peer-reviewed publications. Mental health dialogues are validated by practitioners to ensure emotional safety and trauma-informed delivery.

Our academic partnerships facilitate ongoing research validation, curriculum alignment, and independent impact assessment. Current collaborations are underway with institutions including Princeton University and other research hubs to evaluate POPPix's educational and mental health outcomes.

Policy Influence and Global Engagement

The POP Movement contributes actively to UNFCCC negotiations, COP summits, UN Youth Assemblies, and regional dialogues on climate-health policy. Team members have provided expert input to governments, multilateral agencies, and civil society

platforms across continents.

POPPix is being integrated into the UNESCO Blue Economy education toolkit for implementation in Africa, Latin America, the Caribbean, Portugal, Mexico, and beyond-demonstrating institutional trust and multilateral adoption.

Youth-Led Innovation

The POP Movement's youth present in over 100 countries, ensures that POPPix is co-designed with those it serves. Youth leaders provide iterative feedback on platform design, cultural relevance, and real-world application-making POPPix not only youth-facing but youth-driven.

Financial Structure:

Describe how your innovation is funded and sustained (e.g., key investors, funding sources, financial stakeholders, royalties, grants, revenue-sharing agreements, strategic partnerships such as academic institutions, equity groups, corporate alliances, and angel investors, etc.).

POPPix is supported by a robust and diversified financial model that blends philanthropic investment, earned revenue, strategic partnerships, and in-kind institutional support. Designed to ensure long-term sustainability, this structure allows the initiative to scale responsibly across regions, institutions, and sectors while remaining mission-aligned and impact-focused.

Seed Funding and Philanthropy

The initial rollout of POPPix will be financed through philanthropic grants from global foundations and donors committed to climate action, education, and mental health. These include climate-focused philanthropies, innovation funds, and social impact investors aligned with the Sustainable Development Goals (SDGs). The POP Movement has a successful history of fundraising through individual contributors, and will expand these relationships to support POPPix's development and deployment.

Funding will also be sought from multilateral organizations, intergovernmental agencies, and development institutions that support youth leadership, digital innovation, and climate-health interventions. Early expressions of interest have been received from aligned institutional partners and UN bodies.

Strategic Partnerships

POPPix is strengthened by partnerships with academic institutions, including universities and research centers, that provide in-kind support, curriculum co-development, and access to research expertise. These collaborations reduce upfront development costs and ensure educational quality.

The initiative will also leverage partnerships with NGOs, community-based organizations, and UN agencies for outreach, localized deployment, and integration into global toolkits such as UNESCO's Blue Economy education toolkit, which will expand POPPix's reach across multiple continents in 2026.

Revenue-Generating Streams

To ensure financial sustainability, POPPix will adopt several revenue models:

- Institutional Licensing: Educational institutions and NGOs will license POPPix for integration into their sustainability, leadership, and digital education programs.
- White-Label Partnerships: Customized versions of POPPix will be developed for corporations and institutions under co-branded models that support CSR goals, employee training, and youth engagement.
- Premium Features: Individual users, schools, and youth networks will be able to access advanced AI modules, personalized mentorship paths, and gamified learning journeys through affordable subscription plans.
- Corporate Sponsorships: Climate-conscious companies will support POPPix scale-up through branded partnerships, sponsorship of student cohorts, and licensing arrangements, creating shared value while expanding reach.

Financial Resilience and Governance

POP Movement's established credibility, global donor base, and strong relationships with multilateral organizations provide a foundation for sustained funding.

- Financial operations will follow transparent governance practices, including periodic reviews, external audits, and impact-linked financial reporting to funders.
- A hybrid funding approach-balancing grants with earned income-will ensure that POPPix remains resilient to funding fluctuations and scalable across markets.
- The initiative will also explore revenue-sharing models with institutional partners to incentivize long-term collaboration.

By diversifying funding sources, engaging global partners, and embedding revenue generation into the platform itself, POPPix is well-positioned to scale globally and deliver high-impact, youth-led innovation for climate, health, and education.

Regulatory Compliance & Certifications (Optional Uploads):

If appropriate, provide any regulatory approvals, environmental certifications, or compliance documents demonstrating adherence to sustainability standards (e.g., ISO 14001, B Corp Certification, LEED, WELL, SBTi commitments, REACH, USDA, etc.).

N/A

Community & Social Impact:

Explain how your innovation benefits local communities, underserved populations, or public health (e.g., job creation, social equity, environmental justice, improved quality of life, tourism, etc.).

Community and Public Health Impact of POPPix

POPPix is not just a digital tool-it is a scalable platform for community empowerment, public health promotion, and youth-led climate resilience. Designed for accessibility and

inclusion, POPPix delivers education, mental health support, and actionable tools to underserved populations, bridging gaps in opportunity, equity, and well-being.

Empowering Youth in Underserved Communities

At its core, POPPix empowers youth to become leaders within their communities. Through the POP Movement's Youth Network, young people in over 100 countries receive training, mentorship, and support to design and implement local climate-health initiatives. These leaders cascade knowledge, spark peer engagement, and drive impact from the ground up.

POPPix's mobile-first and offline-ready platform ensures that marginalized youth in low-resource settings can access quality education and emotional support regardless of connectivity, geography, or income level—directly addressing SDG 4 (Quality Education) and SDG 10 (Reduced Inequalities).

Promoting Public Health and Mental Well-being

Eco-anxiety, climate stress, and emotional fatigue disproportionately affect young people, especially in communities vulnerable to climate shocks. POPPix addresses these challenges through AI-guided mental health check-ins, journaling prompts, and resilience-building exercises, co-developed with clinical psychologists.

This focus on compassionate mental health support enhances individual well-being, fosters hope and agency, and strengthens community public health resilience—particularly where formal mental health services are inaccessible.

Climate Action Rooted in Local Contexts

POPPix encourages community-led climate action, inspiring users to initiate local projects such as tree planting, clean-ups, awareness drives, and adaptation solutions. These actions are tracked and celebrated through the platform, creating a culture of accountability, pride, and shared purpose.

POP-trained youth have already launched hundreds of grassroots initiatives with support from mentors and local partners. POPPix will scale this by embedding real-world challenge prompts, enabling youth to lead localized efforts that align with global sustainability goals.

Economic Empowerment through Green Livelihoods

POPPix introduces young people to green entrepreneurship and sustainable career pathways through specialized learning modules. By linking climate action with job readiness, POPPix supports economic empowerment and positions the climate movement as a source of livelihood, not just advocacy.

This approach equips underserved youth with the skills, confidence, and opportunities needed to participate in the emerging green economy, fostering dignity and long-term development.

Advancing Social Equity and Environmental Justice

Equity and justice are built into POPPix's design. The platform promotes gender equality, climate justice, and inclusive participation through its content, outreach, and deployment strategies. It actively collaborates with indigenous and frontline communities, integrating traditional ecological knowledge and resilience practices to ensure cultural relevance and respect.

Document Uploads: Supporting Data & Evidence and References:

Include letters of support, endorsements, or formal commitments from third parties, such as pilot partners, policymakers, academic institutions, news articles, or industry leaders, validating your approach and impact. Provide quantifiable metrics, case studies, third-party assessments, or regulatory approvals to support your application. Please label all files with your company name and asset name.

N/A