



LILY MACFARLANE

AGE: 15 years old FROM: England

TOP FIVE CHARACTER VALUES: COMMUNICATION | CREATIVITY | COMMUNITY AWARENESS | COOPERATION | CONFIDENCE

“Hendrikus van Hensbergen, founder of Action for Conservation, has shown me it’s possible to have a vision for change and then make it happen at a really young age, and change the world and still be really nice and inspiring!”

When I was 12 I became increasingly worried about environmental issues, and especially the crisis around single-use plastic in my school and the terrible impact of plastic pollution on marine life. This prompted me to apply for the Action for Conservation Ambassador Programme and summer camp. On the camp I learnt about the wide range of problems our planet faces and what we as young people can use our voices to achieve, and it was great to make friends with like-minded young environmentalists, as well as having fun. After the camp I made a two-minute video explaining to young people why they should care about the plastic crisis. I am proud that this video has been viewed 151,000 times on Twitter alone, used by charities – including the Marine Conservation Society – on roadshows, and shown in schools and charities both in Britain and abroad.

It has been challenging doing social action around the environment, as my peers don’t always respond positively. I think many do not realise the impact of their actions on

the Earth, especially with the plastic they use, or don’t really care. I think many people, myself included, can find the scale of the environmental crisis rather paralyzing and I want to find ways around this through engaging my peers.

I have become an Action for Conservation Ambassador and hope to apply to become a youth trustee for the charity. I now also volunteer at my local community garden, working with people of all ages to transform a previously dilapidated and abandoned bowling green into a biodiverse and beautiful garden for everyone to enjoy.

Through taking part in social action I’ve had the chance to do media interviews and I feel very passionate about all the work I have done as an Action for Conservation Ambassador.



... seek to get involved at higher and higher levels of organisations, trying to get youth voices heard in terms of the environment in Britain after Brexit.

