A photograph of Kathy Jetñil-Kijiner, a woman with long dark curly hair and glasses, wearing a red and black patterned dress. She is holding a microphone and speaking. The background is a stage with a green graphic and text that reads "Celebrating Earth Company".

# **IMPACT HERO 2017 Kathy Jetñil-Kijiner Final Report**

# Founders' Message



## Three years of extraordinary growth

As we look back on the support delivered by Earth Company and impact achieved together with Kathy, we are filled with gratitude.

The first step of support we extended to Kathy involved helping her attend the climate change conference COP22 in Morocco in November 2016. We were thoroughly impressed by how powerful Kathy's presence was on the global stage as she moved and touched the hearts of heads of state, scientific experts, civil society leaders, and more.

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She has always been open and honest about her views and opinions whether speaking to world leaders or youth activists.

We still remember what Kathy said to us at the event, "The truth is, every time I talk about the damage and the situation of climate change in my country my heart is being gutted. There have been many times when I wanted to give up, but I don't have that option. If I stop, I would be giving up on my home. That's why even if it's hard, I will keep using my voice."

We understood a little better why she looked sad at the event. Fast forward a years, her perspective had shifted. When she visited Japan in October 2019, Kathy shared, "Don't worry. I've already accepted it, and now I'm just going to do everything I can." This change in perspective speaks volumes to the transformation she has experienced over the recent years.

Today, among the many hats she wears, she serves as the Climate Envoy to the Marshall Islands and represents the nation at climate change conferences. Her growth over the past three years is truly inspiring.

If our planet manages to avert a climate crisis, it is because of people like Kathy who never give up and keep fighting. Our role is to continue to respect and support the vision and activities of amazing changemakers like her. As you flip through the following pages, we hope you too will become a big fan of Kathy's work (if you aren't already!)

July 2021  
Aska & Tomo Hamakawa

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# Three-year support by Earth Company

Mobilized **US\$144,100** from

**78 donors in 5 countries for**

- 1. Construction of the Jo-Jikum Youth Center**
- 2. PR and media activities, reaching over 10 million people**
- 3. Advisory to strengthen Jo-Jikum's management**

Youth center construction	\$42,400
Core funding	\$62,300
Travel cost to attend COP22	\$6,200
Japan trip & events	\$16,000
Marketing support	\$4,600
Management consulting	\$12,600

## 1. Construction of the Jo-Jikum Youth Center

Jo-Jikum is a Marshall Islands-based nonprofit dedicated to empowering Marshallese youth to turn the tides, become change-makers and creators, and contribute to the survival of their lush, thriving islands. Jo-Jikum focuses on curating programs that foster leadership, arts, media, and project management skills through three core programs: Earth Champions, Climate Change Arts Camp, and Digital Storytellers Collective. In the first several years of operation, Jo-Jikum delivered programs without a home base. Thanks to so many donors, a long-awaited youth center and office was founded and just in the first several months since its opening Jo-Jikum was able to train several hundred youth members in the new space!

Even outside of the programs, young people with high levels of environmental awareness gather on the way home from high school and college to hang out, do their homework, and interact with fellow members.

The youth center is home to a new program, in which young people interview the elderly about the damage caused by climate change in the islands and digitally record the stories for promotion and campaigns.





## 2. PR and media activities, reaching over 10 million people

In November 2016, Earth Company helped finance Kathy's travel to the United Nations Conference on Climate Change in Marrakesh (COP22) and supported her public speaking activities through coordination and media interviews. We also supported the design and production of Jo-Jikum's promotion materials.

In addition, in June 2017, Earth Company organized Kathy's first visit to Japan as an opportunity to raise awareness of the climate cause as well as her profile in a new geography for her and Jo-Jikum.

Over the two week visit, a total of 700 people participated in 12 events organized by Earth Company and its partner organizations. Through six media interviews, including the Asahi and Mainichi Shimbun, Kathy's work has reached over 10 million in viewership.

Later in the year at the International Peace Film Festival held in Tokyo, Kathy's new work "Monster" was recognized as a special judge's award.

In 2018, she also appeared on TV, specifically in NHK World and NHK BS channels which broadcasted in both English and Japanese.

## 3. Advisory to strengthen Jo-Jikum's management & programs

At the request of Kathy, a four-day workshop was held in the Marshall Islands in March 2017 to solidify the foundation of Jo-Jikum's activities and achieve more effective organizational management.

Earth Company played a part in strengthening Jo-Jikum's operations - working with Kathy and co-founder Milan to identify and analyze the issues, formulate annual plans and financial strategies, and provide leadership coaching.

In order to develop a revenue-generating business under Jo-Jikum, Earth Company and Jo-Jikum worked together to create a climate change study tour program targeting Japanese and American students and professionals alike. With the covid pandemic, the study tour plans have been on the backburner but will be revived once international travel resumes.

# IMPACT HERO 2017

## -OUR 3 YEARS TOGETHER

### Selected as Impact Hero 2017



### Consulting in the Marshall Islands



In a four-day workshop, Earth Company worked together with Kathy and formulated a strategy for strengthening future operations.

### Fundraising



A total of **US\$144,100** was raised for a support project including the establishment of an activity base for Jo-Jikum.

### International Peace Film Festival 2017



Facilitated by Earth Company, Kathy's new work "Monster" won the Judge's Special Award at the International Peace Film Festival

### Youth Center founded



Jo-Jikum's youth center was officially opened, thanks to the generous donations from around the world.

### Speaker at Impact Heroes Day in Tokyo



Visited Japan for Earth Company's 5th anniversary event.

### Speaker at Keidanren 1% Club Meeting



Presented the current status of climate change to major Japanese companies.

2016.10

2016.11

2017.3

2017.6

2017.7

2017.9

2018.9

2019.9

2019.10

2019.12

### Travel to COP22 / PR support



Helped finance the travel to COP22 in Morocco where Kathy spoke at numerous events and meetings

### First tour to Japan



A total of 700 participants were mobilized for 12 events including the official event "Pacific Night" in a 12-day visit to Japan.

### TV Appearance on NHK World and NHK BS



Interviews arranged with NHK when Kathy attended the Innovation City Forum in Tokyo. The interviews were broadcasted in English and Japanese.

### Meeting with Koizumi, Japan's Environment Minister, at COP25



The second bilateral meeting was arranged with the Japanese Minister of Environment, Mr. Koizumi, who met the Earth Company delegation in Tokyo in Oct.





## Message from Kathy

In the last three years, our organization has grown significantly. Earth Company has shown us to strategically organize and manage our work and guided us to hire our first full-time manager and realize our dream - establishing the Youth Center. We couldn't have even imagined all this when we established the organization. These tangible contributions have helped to train environmentally conscious youth in the Marshall Islands and to more effectively promote the country's survival on the international stage.

Earth Company helped us in ways that no other organizations have and believed in us more than anyone. Their support has allowed me to grow as a representative of Jo-Jikum, as a changemaker, and as a human. I'm convinced that what I learned and gained in the last three years will be invaluable in my career going forward. I cannot thank everyone enough for making this support possible.

Thank you so much.

Kathy Jetñil-Kijiner





## Story of a Jo-jikum youth leader



**Carlon Zackhras**  
Freshmen at Marshall Islands  
Junior College  
(18 years old)

### Press conference with Greta Thunberg at COP25

When Carlon was in high school, he made an impressive presentation on climate change that led him to be chosen by the Marshallese government as the country's youth representative to the UN Youth Summit 2019 in NY as well as COP25 in Spain. At COP 25, he joined Greta Thunberg at a press conference before which Greta gave advice to his speech. The Asahi Newspaper covered his public appearance in an online article. After gaining invaluable experiences overseas, Carlon is now committed to contributing to the growth of Jo-jikum.

## Story of a Jo-jikum youth leader



**Bryant Zebedy**  
Marine Resources Authority  
(24 years old)

### An Earth Champion committed to the future of his country

Being anxious about the future of his country, Bryant applied to Jo-jikum's Earth Champions program to learn more about the issues of climate change and to action as a leader of the next generation. After successfully graduating from the program, he started his own climate campaigns and was invited to various international speaking opportunities such as the One Young World and COP. Thanks to the Jo-jikum trainings in presentation skills, his speeches have moved and touched the hearts of many people in the Marshalls and beyond.





## Story of a Jo-jikum youth leader



**Carsia Alik**  
Miss Marshall Islands  
NGO Community Officer  
(19 years old)

### Miss Marshalls using her voice for her country's cause

Carsia originally comes from an island which has become uninhabitable due to the nuclear testings by the US government. Carsia first joined the Jo-jikum program to interview and record the effects of climate change among Marshallese communities. As a youth representative, she participated in international conferences and also started her own vlog channel to disseminate her work. As a member of Jo-jikum's partner NGO, Carsia is currently working on a program to prevent teenage pregnancy and ensure a healthy and vibrant young generation.



## Story of a Jo-jikum youth leader



**Cansecho Copra Carmel**  
Freshmen at Marshall Junior College  
Community Outreach officer  
(21 years old)

### A youth leader focused on a bottom-up approach

Cansecho joined Jo-jikum's Earth Champion program that empowers future leaders of the Marshall Islands. Through the program, he learned the mechanisms of climate change and gained practical skills and knowledge such as writing grant applications. He focuses on empowering of youth rather than participating in international conferences like many of his peers. He is dedicated to making tangible impact in the country through a bottom-up approach and contributing to Jo-jikum even after the program.



# The challenge ahead

Kathy Jetñil-Kijiner

Earth Company and its many supporters have given so much to me and Jo-jikum over the past three years. Now Jo-jikum is equipped with our own space, the youth center, through which we are able to reach out to and empower a large number of youth in the country. This year we have the vision to launch a new project whereby the youth in Majuro (the capital city) learns the culture and traditional livelihood from youth in the outer islands.

At the same time, I am planning to embark on a doctorate program at the Australian National University. My purpose is to gain the skills and knowledge in climate change negotiation especially as a representative of my own country. I will pause my artist work for the time being, but I will remain committed to the management of Jo-jikum and my role as a Climate Envoy of the Marshall Islands

We Marshallese will no doubt be undergoing extreme hardships as we navigate these unknown waters ahead, but I promise here to give my best effort on behalf of my people. I will build on the foundation that Earth Company and its supporters have generously built with us.

We welcome you all to visit our homeland to learn about our culture and climate change impact. I'd like to once again express my deepest appreciation to all the supporters of Jo-jikum and our work and hope you will continue to support our work in the future!

## How to support Jo-Jikum

You can follow and support Kathy and Marshallese youth through the links below.

### 1. Follow Jo-Jikum on facebook



[facebook.com/jojikum/](https://facebook.com/jojikum/)

### 2. Donate to Jo-Jikum



[earthcompany.info/ja/onetime/](https://earthcompany.info/ja/onetime/)

\*You can donate from the website of Earth Company. Please specify the donation is for Kathy in the message box.

### 3. Subscribe to Jo-Jikum's Newsletter



[email@email](mailto:email@email)

# Kathy's Poetry Highlights

## "Monster" published in August 2017

Filmed by Earth Company, the poetry performance of Monster took place in front of the Hiroshima Peace Memorial when she visited the nuclear legacy for the first time in 2017. Later in the year, the poem was featured at the United For Peace Film Festival In Tokyo and won the jury's special award.

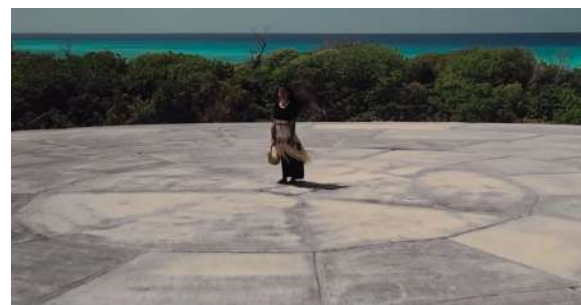


"Monster"  
[bit.do/monster\\_hiros\\_hima](https://bit.do/monster_hiros_hima)



## "Anointed" published in April 2018

Produced by the Nuclear Legacy Project of Pacific Resources for Education and Learning (PREL), the film Anointed explores the forgotten stories of Enewetak Atoll and Bikini Atoll (where the United States conducted 67 nuclear bomb tests after World War II) and of the immense concrete dome of leaking nuclear waste on Runit Island.



"Anointed"  
[bit.do/Anointed](https://bit.do/Anointed)



## "Rise" published in September 2018

Watch this poetic expedition between two islanders, one from the Marshall Islands and one from Kalaallit Nunaat (Greenland), connecting their realities of melting glaciers and rising sea levels. Kathy Jetñil-Kijiner and Aka Niviâna use their poetry to showcase the linkages between their homelands in the face of climate change. Through this video we get a glimpse at how large, and yet so small and interdependent our world is.



"Rise"  
[bit.do/RFOITA](https://bit.do/RFOITA)







**IMPACT HERO 2017**  
**Kathy Jetñil-Kijiner**

**Final Report**

July 2021