COP29 Climate Action Messages
Dear Future Me Experience

Comprehensive Analysis Report

Analysis Period: COP29 - Baku, Azerbaijan

Total Messages Analyzed: 187

Report Date: October 2025

By: Outra Onda Conteúdo & Nature and Climate Impact Team - University of Exeter

Authors:

Eduardo Carvalho (Outra Onda Conteúdo)

Marcos Oliveira Jr (NCIT - University of Exeter)

Executive Summary

This report presents an analysis of **187 climate action messages** collected during an engagement activity at the COP29 Pavilion in Baku, Azerbaijan. The participants were invited to share personal reflections and messages of hope about climate action. The collected messages convey a predominantly **positive and forward-looking sentiment**, emphasizing themes such as biodiversity protection, climate justice, and collective optimism for a sustainable future, with insights representing reflections of the participants.

Context

The "Dear Future Me" experience was born of the desire to offer COP29 participants a space for hope, empathy, and commitment to the future. Developed by Outra Onda Conteúdo at the invitation of the organisations that comprise the Regional Climate Foundations (RCFs) pavilion, the installation was part of the *Building Hope* exhibition.

The exhibition as a whole invited deep reflection on the importance of keeping hope alive in multilateralism and climate action, highlighting the essential role of cooperation among organizations, governments, and individuals in building a sustainable future.

The "Dear Future Me" experience delivered a message from the future, suggesting that humanity had successfully adapted the planet to the new climate regime through a collective effort. Faced with this new reality, the "future self" asked the "present self": What was done to make this optimistic future possible?

Responding to this invitation, nearly 200 people wrote messages on postcards. Notes were left from various countries and continents, in different languages. One year after COP29, in partnership with the University of Exeter in the United Kingdom, all the messages were analyzed to identify the main sentiments and actions shared by the participants.

The research associated with the experience used artificial intelligence tools to examine thousands of letters written in multiple languages. The technology enabled the translation and interpretation of complex phrases, revealing participants' emotional and behavioural patterns. This innovative approach made it possible to understand how people are acting in the present to confront the climate crisis—from individual actions to collective initiatives—and how they project their hopes and commitments for the future.

The collected data indicate that the experience generated feelings of empowerment, intergenerational connection, and a renewed commitment to concrete actions. By combining art, science, and emotion, "Dear Future Me" demonstrated that it is possible to create transformative spaces that not only raise awareness but also catalyze real change. The initiative reinforces the role of positive narratives and collective imagination as essential tools in the fight against the climate crisis, emphasizing the importance of cultivating hope as a mobilizing force.

Eduardo Carvalho
Director of Outra Onda Conteúdo

Key Findings at a Glance

Metric	Value
Total Messages	187
Countries Represented	38 (43 messages without country data)
Languages	10 (11 messages with unknown language)
Positive Tone	89.3% (167 messages)
Neutral Tone	10.7% (20 messages)
Negative Tone	0.0% (0 messages)

Major Insights

1. Overwhelming Optimism

With **89.3% of messages expressing positive sentiment** and virtually no negative messages, the data reveals an exceptionally hopeful outlook on climate action.

2. Strong Geographic Diversity

Azerbaijan leads participation in this activity, with 59 messages (41.0% of identified countries), reflecting the host country's engagement. **Brazil follows with 17 participant messages** (11.8%). The messages also reflect strong South Global participation in this activity, with participants from **38 countries** across all continents.

3. Hope as Central Theme

"Hope" emerges as the leading theme with 38 messages (22.8% of messages with identified themes), followed by "Protect Biodiversity" (29 messages, 17.4%) and "Climate Justice" (26 messages, 15.6%).

4. Multilingual Engagement

Messages were written in **10 identified languages**, with English dominating at (128 messages), followed by Azerbaijani (15 messages) and Portuguese (13 messages).

1. Methodology

The data was collected through the **"Building Hope" postcard initiative** at COP29 in Baku, Azerbaijan, where participants wrote messages to their "future selves" about climate action on physical postcards.

AI-Powered Data Extraction Pipeline

The analysis employed a sophisticated multi-stage AI pipeline:

Stage 1: Image Preprocessing – Scanning and normalization of postcard images

Stage 2: OCR (Optical Character Recognition) - Google Cloud Vision API for handwritten text recognition across multiple scripts

Stage 3: Message Extraction & Translation - OpenAI GPT-3.5-turbo model for extracting core messages and translating from different languages to English

Stage 4: Semantic Extraction - Google Gemini model for identifying geographic information (city, country, region) and message content

Stage 5: NLP (Natural Language Processing) Analysis - Sentiment analysis (tone classification) and theme extraction (words processing)

Stage 6: Human Review - Manual sample validation for quality checking

Stage 7: Data Analysis - Statistical analysis and visualization generation

Data Quality Notes

Unknown Values: Some messages have unknown values due to AI/OCR limitations: - **Unknown Countries (43 messages):** Postcards without country information or illegible handwriting - **Unknown Themes (20 messages):** Handwriting recognition or translation challenges - **Unknown Languages (11 messages):** illegible scripts.

Important: For messages with unknown themes, tone was classified as **"Neutral"** by default, as sentiment cannot be determined without understanding content. Some data was also inferred, in cases of high confidence, such as identifying the country from the city. Unknown values, at the end, are excluded from distribution visualizations but acknowledged in this report.

2. Geographic Distribution Analysis

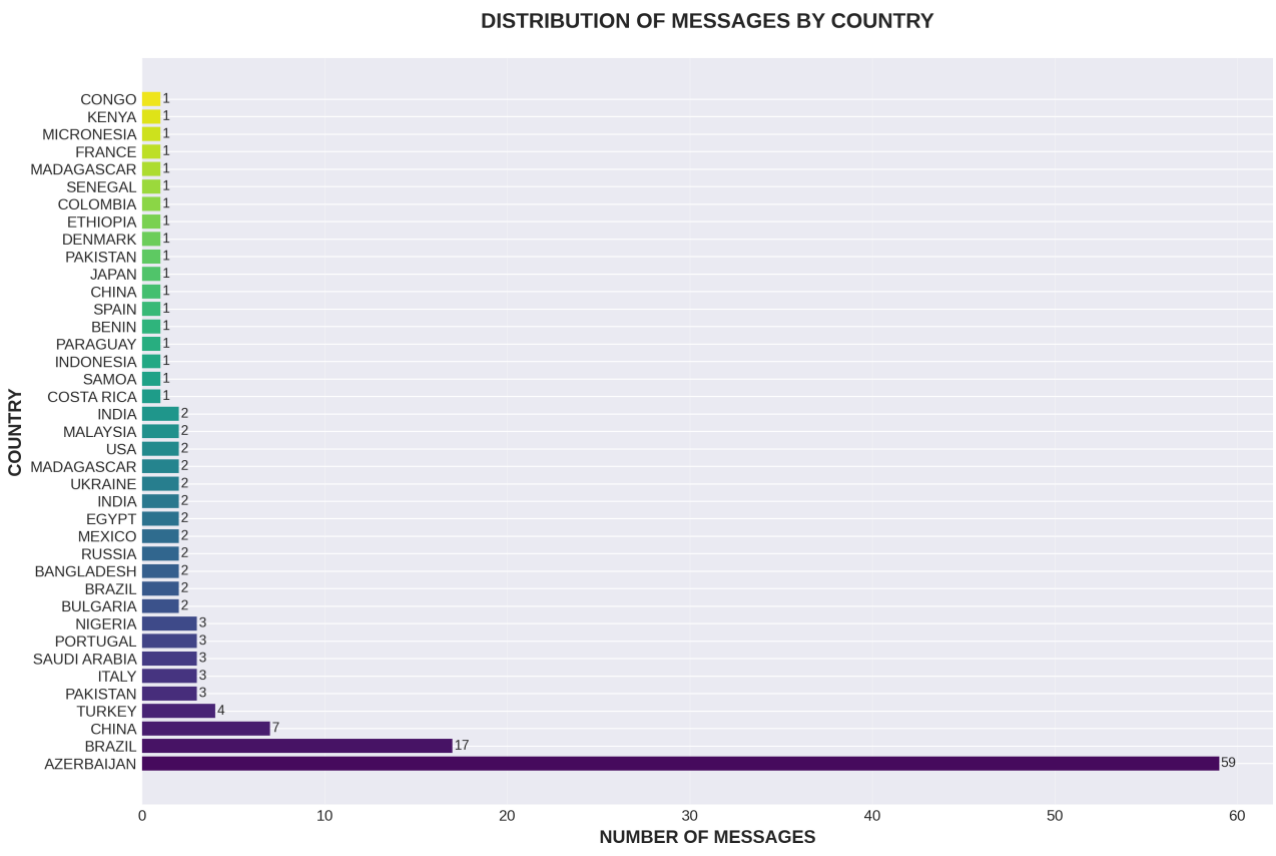

Figure 1: Distribution of Messages by Country

Note: 43 messages did not include country information and are excluded from this visualization.

The dataset includes messages from **38 unique countries**, with **144 messages including country identification**. Azerbaijan's dominant representation reflects the host country's active engagement, while Brazil's strong showing demonstrates South American commitment to climate action, particularly given Brazil's critical role in biodiversity conservation.

3. Language and Communication Analysis

Note: 11 messages had unknown or unidentifiable languages.

Messages were written in **10 identified languages**, demonstrating the multilingual and international nature of climate discourse among participants. English's dominance reflects its role as the lingua franca of international climate negotiations, while the presence of **9 other languages** demonstrates meaningful efforts toward linguistic inclusion.

Brazil participants showed primarily Portuguese messaging with some English, reflecting linguistic identity while maintaining international communication. Azerbaijan participants demonstrated multilingual communication with Azerbaijani, Russian, and English.

4. Tone and Sentiment Analysis

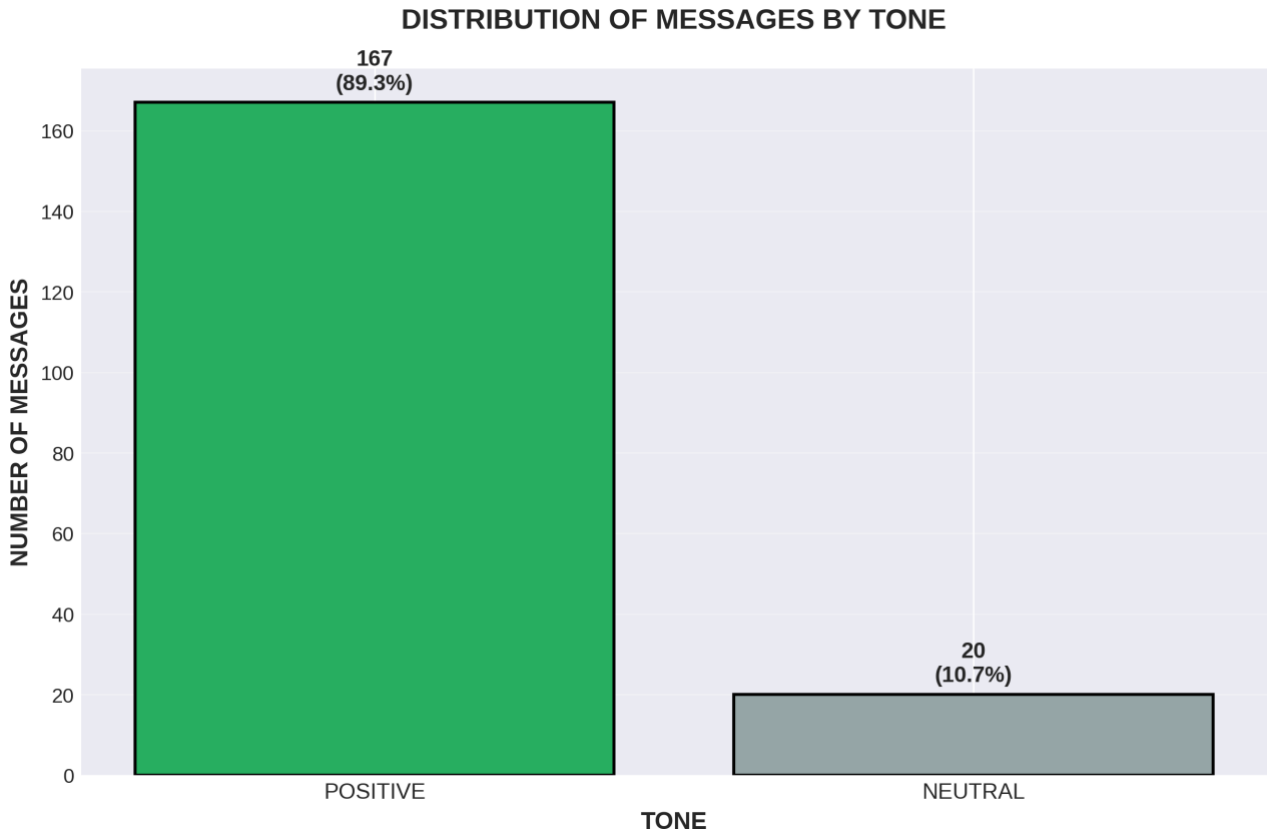

Figure 4: Distribution of Messages by Tone

Important Note: Messages with unknown themes (20 messages, 10.7%) were classified as "Neutral" tone by default, as sentiment could not be determined without understanding the message content.

Overall Tone Distribution

Tone	Messages	Percentage	Interpretation
Positive	167	89.3%	Overwhelming optimism and hope
Neutral	20	10.7%	Balanced messaging (includes unknowns)
Negative	0	0.0%	No pessimistic messaging

The **exceptionally high positive sentiment (89.3%)** and **absence of negative messages** is particularly noteworthy. This overwhelming optimism may reflect

- **Empowerment through Participation:** Attending COP29 gave participants a sense of agency
- **"Building Hope" Initiative Framing:** The project's focus encouraged positive messaging
- **Belief in Collective Action:** Genuine belief that international cooperation can address climate change
- **Cultural Communication Styles:** Emphasis on positive framing in many cultures

---

Most participants maintain **predominantly positive messaging**, suggesting that a positive outlook transcends national boundaries. Themes related to **solutions, values, and empowerment** (Hope, Love, Empower Youth) also inspire overwhelmingly positive sentiment. Even serious themes like **Climate Justice and Protect Biodiversity** maintain predominantly positive tones.

5. Thematic Analysis

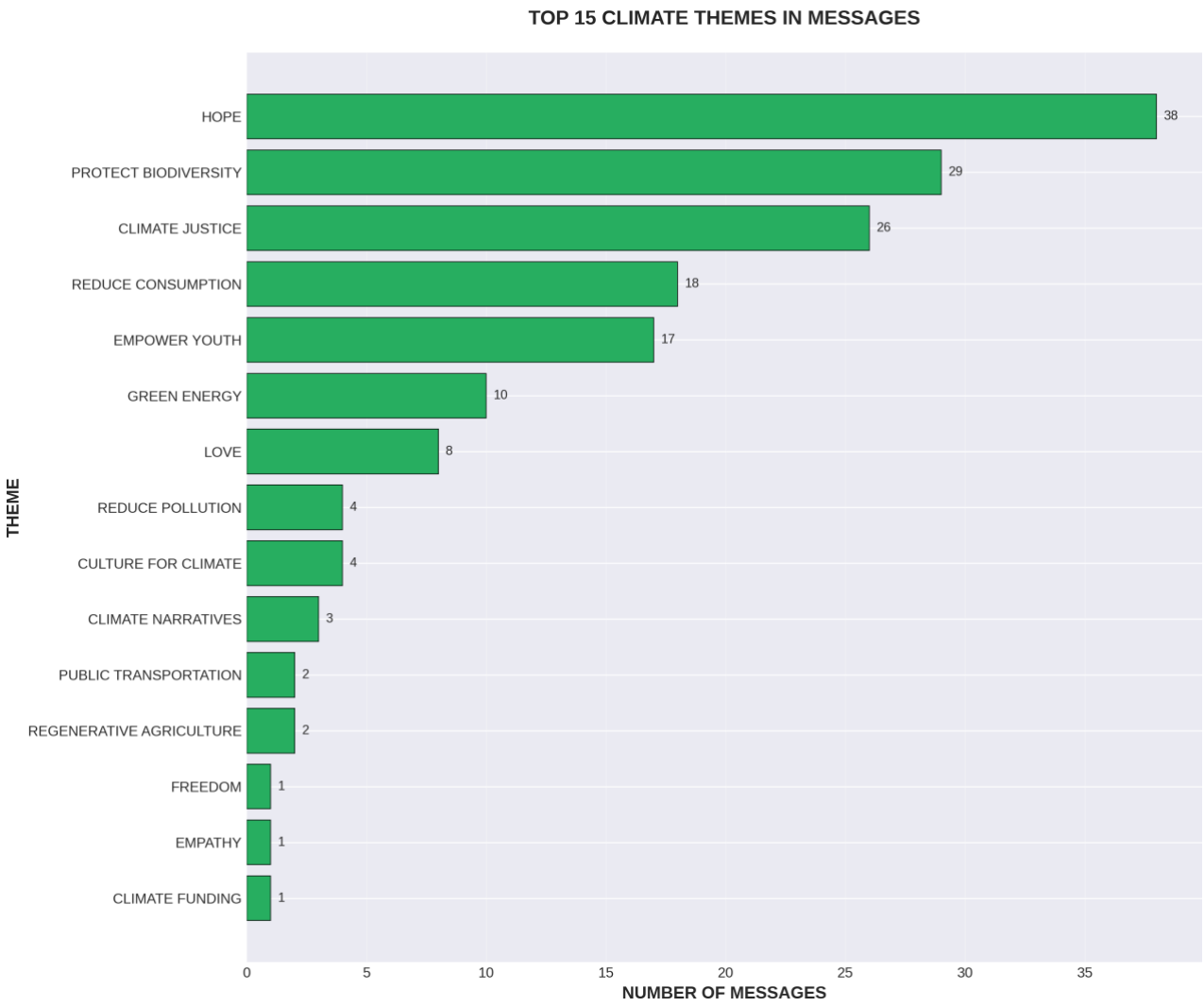

Figure 7: Top 15 Climate Themes in Messages

Note: 20 messages had unknown themes due to handwriting recognition or translation limitations and are excluded from this visualization.

The messages cover **18 distinct climate themes** (excluding unknowns), reflecting the multifaceted nature of climate action.

Detailed Theme Analysis

1. Hope (22.8%)

"Hope" emerges as the leading theme, with 38 messages explicitly focusing on optimism and belief in positive futures. This aligns with the "Building Hope" initiative framing and demonstrates that participants wanted to communicate possibilities, not just problems. The prominence of hope as a distinct theme indicates that participants **explicitly wanted to send messages of optimism to future generations**.

2. Protect Biodiversity (17.4%)

Biodiversity protection messages reflect growing recognition of the interconnection between climate change and biodiversity loss, with 29 participants addressing this topic. This emphasis likely relates with Brazil's strong representation, given the Amazon rainforest's critical role in global biodiversity. Participants recognize that **climate action must integrate ecosystem conservation and restoration**.

3. Climate Justice (15.6%)

Climate Justice appears in 26 messages, emphasizing the social equity dimensions of climate action, including: Disproportionate impacts on vulnerable communities; Historical responsibility of developed nations; Intergenerational equity; Fair distribution of climate finance; and Recognition of indigenous rights and knowledge.

4. Reduce Consumption (10.8%)

With 18 messages, this theme highlights awareness of participants that addressing climate change requires transforming consumption patterns, particularly in high-consumption societies. Participants acknowledge that technological solutions alone are insufficient and behavioral and systemic changes are essential.

5. Empower Youth (10.2%)

17 messages focus on **empowering youth**, reflecting recognition that young people are both disproportionately affected by climate change and crucial to long-term solutions. This theme emphasizes intergenerational responsibility and the need to engage and educate younger generations.

Word Cloud Analysis

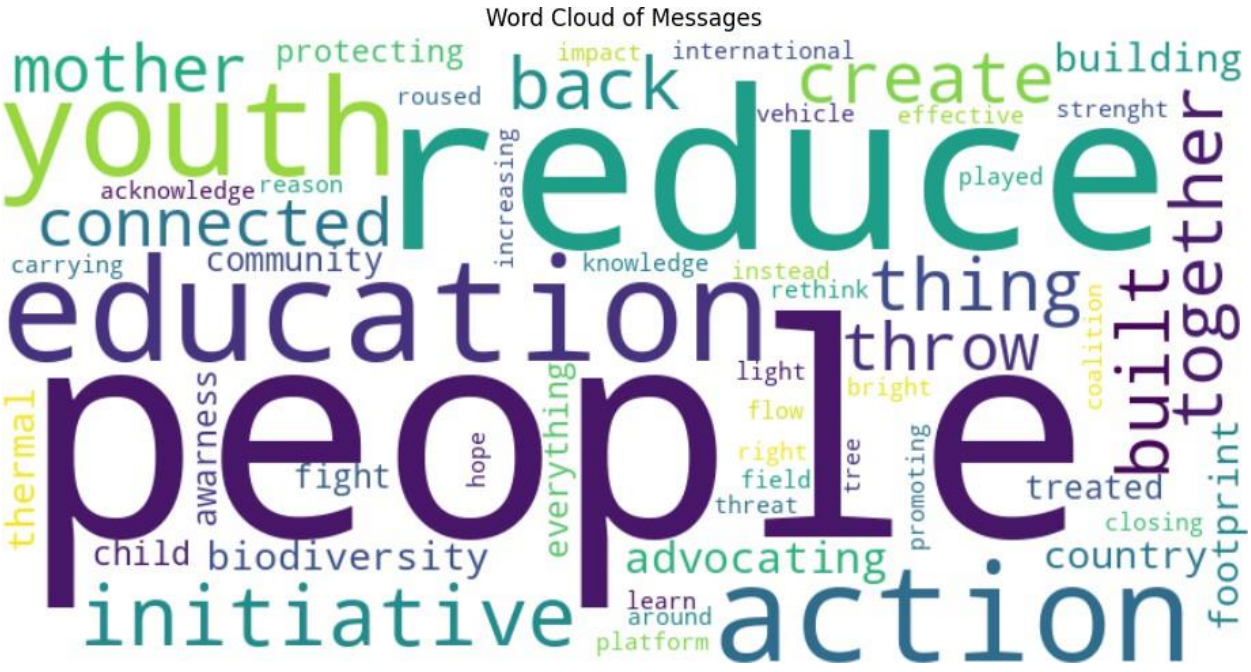

Figure 8: Most Frequent Words in Climate Messages

The word cloud visualization reveals the most frequently used words across all messages. Prominent terms include **"people," "reduce," "youth," "education,"** and **"action."** This reinforced the themes of collective action, optimism, and future-oriented thinking that characterize these messages.

6. Cross-Dimensional Analysis

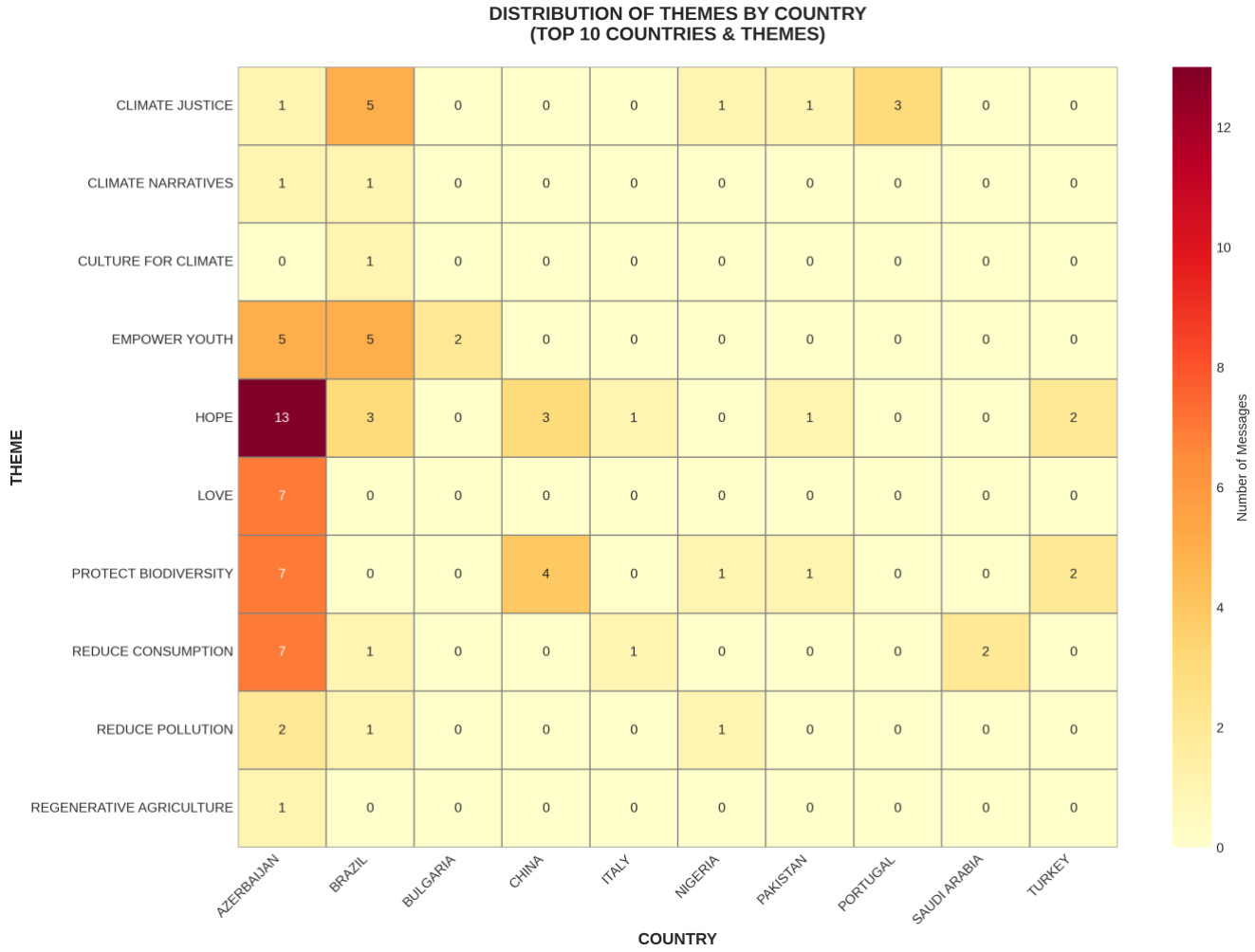

Figure 9: Distribution of Themes by Country (Top 10 Countries & Themes)

Note: Only messages with identified countries and themes are included in this heatmap.

Analyzing the relationship between countries and themes reveals interesting patterns:

Azerbaijan (Host Country): Participants showed diverse theme representation, including strong emphasis on Hope, Biodiversity, and Climate Justice, reflecting the country's role in facilitating broad climate conversations.

Brazil: Messages with strong focus on **biodiversity protection**, which aligns perfectly with the country's role as a biodiversity reference and home to the Amazon rainforest. Brazilian participants also emphasize climate justice and hope.

China: Participants demonstrated a mix of themes including **consumption reduction and climate justice**, reflecting the country's dual role as both a major emitter and a developing nation vulnerable to climate impacts.

Key Insight: The variation in thematic priorities observed among participants from different countries reflects how national contexts shape climate concerns and narratives. While these qualitative insights cannot be directly generalized, they echo the broader principles embedded in the climate agenda. This underscores the value of climate policy approaches that recognize diverse social and environmental realities while advancing shared global goals.

---

7. Climate Action in Messages

7.1 All Themes as Climate Action

It's important to recognize that **all identified themes represent forms of climate action**. Every message—whether focused on hope, biodiversity protection, climate justice, youth empowerment, or consumption reduction—contributes to the broader climate action discourse. These themes are not passive observations but active calls for engagement in different dimensions of climate response:

- **Hope** provides the motivational foundation for sustained action
- **Protect Biodiversity** calls for ecosystem conservation and restoration
- **Climate Justice** demands equitable and fair climate policies
- **Reduce Consumption** advocates for systemic lifestyle changes
- **Empower Youth** mobilizes the next generation of climate leaders
- **Green Energy** promotes renewable energy transition
- **Love** emphasizes emotional connection to the planet and each other
- **Climate Education** builds capacity for informed action

While **all messages represent climate action through their themes**, 9 messages use particularly **explicit implementation language** with urgent, directive keywords such as: implement, action, act now, take action, must do, need to, should, we must, call for, demand, require, urgent, immediately, commit, pledge.

These messages provide indicative insights, reflecting how members of civil society perceive and expressing expectations around climate action. Many participants emphasized the importance of turning commitments into tangible results rather than relying solely on aspirational goals. Beyond these explicit appeals, the broader collection of messages collectively contributes to the public narrative of climate action, revealing how hope, justice, and individual responsibility are framed by those engaged in the pavilion activity.

7.2 Hope Throughout Messages

While 21 messages (11.2%) explicitly use the word **"hope"** or related terms (hopeful, optimistic, future, better tomorrow, believe, dream, inspire, bright future, positive, can do, will succeed, together we), this represents only a fraction of hope-oriented content.

38 messages (22.8%) are thematically classified as "Hope," demonstrating that hope permeates the messages far beyond explicit keyword usage. Additionally, the **89.3% positive tone** across nearly all messages indicates that hope and optimism are fundamental characteristics of these communications, even when not explicitly stated.

This distinction is crucial: **hope is not just a word but an underlying sentiment and theme** that runs through most messages. The 11.2% represents explicit hope language, while the broader hope theme (22.8%) and overwhelmingly positive tone (89.3%) reveal that hope is truly central to how participants communicate about climate action.

8. Key Insights and Implications

Major Findings Summary

1. Exceptional Optimism

The **89.3% positive tone** represents an extraordinarily optimistic outlook among participants, suggesting belief in humanity's capacity to address climate change.

Output: Climate communication should leverage this optimism while maintaining urgency, avoiding both despair and complacency.

2. Strong Global Representation

With **38 countries and 10 languages represented**, and 77% of messages including country data, the dataset demonstrates truly global engagement among participants.

Output: Climate policy must center diverse voices from all regions.

3. Hope as Leading Theme

"Hope" as the #1 theme (22.8%) indicates that participants explicitly wanted to communicate optimism to future generations.

Output: Climate narratives should balance problem-focused messaging with solution-oriented, hopeful communication.

4. Biodiversity-Climate Nexus Recognition

Biodiversity protection as the #2 theme (17.4%) reflects growing understanding that climate and biodiversity crises are interconnected.

Output: Climate policy must integrate biodiversity conservation, ecosystem restoration, and nature-based solutions.

5. Climate Justice as Central Concern

Climate Justice as the #3 theme (15.a%) demonstrates recognition that climate action must be equitable.

Output: Climate finance, adaptation support, and mitigation efforts must prioritize equity and justice.

6. Youth Empowerment Emphasis

Youth empowerment (10.2%) indicates recognition of intergenerational responsibility.

Output: Climate initiatives should meaningfully include youth voices and education programs.

7. Consumption Transformation Awareness

"Reduce Consumption" (10.8%) shows awareness that technological solutions alone are insufficient.

Output: Climate policy should address consumption patterns and sustainable lifestyles.

9. Limitations

Data Limitations

AI and OCR Limitations: Some messages were illegible or partially readable, resulting in 20 messages (10.7%) with unknown themes. Translation from 10 different languages to English may lose nuances.

Missing Geographic Data: 23.0% of messages lack country identification, limiting some geographic analyses.

Sample Representation: 187 messages provide valuable insights but may not represent all COP29 attendees. Self-selection bias may favor more engaged or optimistic participants.

"Building Hope" Framing: The initiative's focus on "Building Hope" likely influenced message tone and content toward optimism.

Methodological Considerations

Tone for Unknown Themes: Messages with unknown themes were classified as "Neutral" by default, slightly inflating the neutral category.

Theme Categorization: Manual theme labeling involves subjective interpretation, though efforts were made to standardize classifications.

Temporal Snapshot: Messages represent a single moment in time (the "Building Hope" activity at COP29), not longitudinal perspectives.

10. Conclusions

This comprehensive analysis of **187 climate action messages from participants** indicates some level of **hopeful, diverse, and engaged** in addressing climate change. The messages demonstrate:

- **Exceptional Optimism:** 89.3% positive tone with zero negative messaging
- **Global Diversity:** 38 countries and 10 languages represented
- **Hope as Central Theme:** Hope leads all themes at 22.8%
- **Biodiversity-Climate Integration:** Strong recognition of interconnected crises
- **Climate Justice Priority:** Equity and fairness as key concerns
- **Youth Empowerment:** Recognition of intergenerational responsibility

The Path Forward

The messages point toward possible pathways for effective climate action:

Center Equity and Justice - Climate action prioritizing equity, justice, and the needs of vulnerable communities.

Integrate Nature and Climate - Climate and nature addressed together through nature-based solutions and ecosystem restoration.

Empower Future Generations - Meaningful youth participation in climate decision-making is essential.

Transform Systems - Systemic changes in production, consumption, and lifestyles are necessary beyond technological solutions.

Maintain Hope While Demanding Action - Hope and accountability demands can and should coexist.

Final Reflection

The postcards from "Building Hope" at COP29 are **messages about what kind of future we want to build together**. They reveal a community sense that, despite facing one of humanity's greatest challenges, there is a beliefe in our collective capacity to create positive change.

This hope is grounded in recognition of challenges (climate justice, biodiversity loss, consumption patterns) and belief in solutions (renewable energy, ecosystem restoration, youth empowerment, sustainable lifestyles). It is hope that **acknowledges urgency while refusing to surrender to despair**.

Call to Action

For policymakers, civil society, youth activists, and all who work on climate action:

- **Be inspired** by the hope and optimism from 38 countries
- **Be challenged** to translate hope into concrete action and measurable progress
- **Be inclusive** by centering diverse voices from the Global South and vulnerable communities
- **Be just** by ensuring climate action addresses equity
- **Be ambitious** by integrating climate, biodiversity, and social justice
- **Be accountable** by matching commitments with implementation