



UNITED  
NATIONS  
**INTERNATIONAL  
YOUTH DAY**

2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION

Events Toolkit

#YouthDay

## Celebrating International Youth Day 2020

International Youth Day is commemorated every year on August 12<sup>th</sup>. This year's event will be commemorated with a podcast-style discussion led by youth, for youth. UNDESA and the IANYD Youth Caucus encourage young people, youth structures, civil society and other relevant stakeholders to come together and celebrate the theme *Youth Engagement for Global Action*. Many young people have innovative and creative ways to celebrate the day, but if you would like to explore some of our suggested ways to get involved, see this toolkit for some great ideas!

### Join our campaign!

You can help commemorate IYD with the simple click of a button! Join our online campaign running from late July until the 12th August 2020. Use the **#YouthDay**, **#Youth4GlobalAction**, and **#SDG16** to help spread the word and strike up a conversation surrounding youth engagement for global action.

Join our event page on Facebook to learn more about the campaign and how you can get involved.



<https://twitter.com/UN4Youth>  
[www.instagram.com/UN4Youth](http://www.instagram.com/UN4Youth)  
[www.facebook.com/UN4Youth](http://www.facebook.com/UN4Youth)

### Organise an event!

One way to engage your community in a visible and interactive way is to organize an event or activity that can attract as many youth as possible. With the outbreak of COVID-19, physical events have had to transition online. Take advantage of social media and use virtual platforms for your events to initiate discussions where youth can participate in activities such as:

**Seminars, lectures or peer-to-peer debates**- why not take the initiative to organise a round table discussion or organize a focus-group discussion online and invite both young and older people to stimulate inter-generational discussions? Ensure a wide geographic and gender-balance to help capture everyone's ideas and suggestions.

**Virtual exhibitions and live streams**- are great ways to engage talented local people who can perform dance, music, art, or poetry to promote the theme for International Youth Day. Why

not collaborate with other artists to generate a collective response? Solo or collaborative, creative endeavours can be a good way to spark discussion around the theme.



### Engage and Advocate!

Engage community leaders and activists and invite them to an online meeting where a politician or policy maker will be present. Below are some ways to advocate and lobby your government or policymakers to recognize the role youth can play in stimulating global action.

**Organize a speaking role** for a senior politician to share their insights about the importance of youth action and invite youth participants from different backgrounds - to exchange information with political representatives.

**Encourage** the participation and engagement of various actors from the community. You can highlight the importance of youth action and inclusive decision-making processes.

**Reach out** to the media or organize a small radio session to speak on the topic of youth engagement for global action, and how this is important for tackling key issues, such as the climate crisis, peace building, inequality, and the future of work. You might even choose to focus on the COVID-19 pandemic and look at the role of youth in overcoming crises on various scales. See our Trello board for key messages you can engage with.



### Spread the word!

You can help spread the word and raise awareness about the importance of youth engagement by beginning with those closest to you, such as your inner circles of family and friends. Raising the topic with those close to you can help bring up useful ideas. The discussions can also be an opportunity to dispel assumptions, misconceptions and stereotypes associated with youth engagement. You can help spread the word!

**Engage in discussions** about the importance of what a youth perspective can bring to global issues, and how young people can contribute in formal politics. Take the opportunity to educate friends or family members on how local, national, and global agendas impact youth. You can highlight the importance of consulting youth in agenda setting and decision-making processes, as well as the impact of youth-led movements.

**Have your say!** 2020 marks the 75<sup>th</sup> anniversary of the UN. Take part in the one-minute survey and share your thoughts on current and emerging global trends, allowing you to inform global priorities moving forward. Encourage other youth to take part by posting a selfie or scene with the note 'I had my say' on social media, making sure to use the hashtag #UN75.

**Share your knowledge** and information on the theme. Provide an explanation of how engaging youth can enrich institutions and help achieve the global action needed to address

the most pressing issues of today. We've provided plenty of resources for you on our Trello board- have a look! Use them as a springboard for further reading.

**Encourage participants** to explore the views youth have on issues of today as well as what they have done to tackle them so far. You can discover what young people are already doing to address local, national and global agendas. Explore different ways to maximise youth engagement and creative ways of addressing the issues important to you. Explore different ways to respond to issues across all scales. Think of all youth, including those from diverse backgrounds such as youth with disabilities, diverse gender identities, young women and girls, and migrants and refugees. As a global community, how might we foster a narrative of collaboration and global action? International Youth Day is an opportunity to hear lots of different views and suggestions.

**Create a 'take-away package'** from your event and identify specific and actionable items that include the kinds of institutional engagement that can benefit your community. You can map them out and create a table to share with your local leaders or community planners.



### Map it!

Many young people around the globe will be celebrating the day. You can share your event by pinning it on our World Map of Events. The link will be shared across our social media channels, so look out for it!



### Useful links:

**IYD Trello board:** <https://trello.com/b/mXwnWZXXK/2020-international-youth-day-iyd>

**IYD website:** <https://www.un.org/development/desa/youth/what-we-do/international-youth-day.html>

**UN75 Survey:** [www.un75.online](http://www.un75.online)

### Any questions?

Contact us at: [youth@un.org](mailto:youth@un.org)

**Be creative, be inclusive, and sustain the conversations!**