

CAMPAIGN BRIEF

Hear Us. Act Now for a Peaceful World



Peace is not something done to or for young people. It must be built with them.

Today, the world is witnessing more armed conflicts than at any time since the end of the Second World War. Approximately two billion people live in fragile contexts, characterized by insecurities from economic to environmental, from political instability to conflict. In a world facing rising conflict, shrinking trust and growing inequality, evidence shows young people are leading the call for peace—not as a distant ideal, but as a daily demand. Fifty percent of the world population are under 30 years of age. They are peacebuilders, mediators, educators, artists, volunteers and tech innovators. They are the generation that has the greatest stake in our common future. However, too often, they are excluded from the spaces where solutions are shaped.

A direct outcome of the Pact for the Future, **Hear Us. Act Now for a Peaceful World** is a year-long global youth campaign organized by the United Nations with youth and partners that advocates for inclusion, investment and partnership with youth to build peace. Peace is not just the absence of war, it means different things to different people: from having an education, to being able to feed the family, to a life with human rights, justice and dignity. Under the umbrella of the UN's flagship **ActNow** campaign, it brings together public advocacy and social mobilization to spotlight young people as powerful agents of peace.

Launched on the International Day of Peace (21 September 2025), the year-long campaign is led by the UN Department of Global Communications (DGC) in partnership with the UN Youth, Peace and Security (YPS) Secretariat—comprising the UN Youth Office, the UN Department of Political and Peacebuilding Affairs, (DPPA) and the United Nations Population Fund (UNFPA).

The campaign has two core tracks:

1 Social Mobilization

At the heart of the campaign are Peace Circles—inclusive dialogues, coalition building and solutions facilitated by youth and allies across the globe. These intergenerational circles are spaces for action-oriented solutions, co-creation, peer exchanges and storytelling, around peace, using the How Might We collaborative design thinking technique.

From prevention to disarmament to climate security and gender equality, they address the urgent need to invest in people-centered solutions and shape a more peaceful, just and sustainable future—guided by and with youth.

A defining feature of every Peace Circle is **youth inclusion**. At least 50 per cent of participants must be under 30—as per world demographics—with an emphasis on young people who are often not at the table and new to UN spaces—offering a vital platform for fresh perspectives, bold solutions and untold stories.

Solutions and stories from Peace Circles will feed directly into:

- **The UN Secretary-General's 2026 Independent Study on youth's positive contributions to peace**
- **A Global Youth Peace Manifesto**
- **A Peace Library**
- **A Peace Circle Exhibit**

2 Public Advocacy

The campaign will spotlight and amplify youth actions and solutions including in crises and fragile contexts. Each month, it will feature themed advocacy content, activations, changemakers and allies in action.

Partners and participants—including UN offices, civil society and youth networks—are invited to host peace circles using the Activist Toolkit as well as promote the campaign's content on their platforms, over a period of one year. The content will showcase stories and solutions for a peaceful world, harnessing diverse youth voices, peace circles and thematic issues. The UN will amplify select youth-generated content on official UN platforms.



Join Us. Act Now.

How you can take part in the movement:

- **Host Peace Circles (See the Activist Toolkit)**
- **Share and amplify youth-led voices, stories and solutions**
- **Use campaign materials and hashtags to mobilize youth influencers and networks and inspire action for peace**

Together, we can co-create a peaceful, just and sustainable future—with and for youth. **#ActNowForPeace**