



RAISE YOUR VOICE

A crash course on Effective Youth Advocacy

GenU Side Event at the 4th Pan-African Conference 24th – 27th March 2020, Nairobi, Kenya

Background

The current generation of young people is faced with a world of unlimited potential: it is a world of expanding connectivity, enhanced mobility and unprecedented technological progress. However, the world is also challenging to navigate – young people are facing enormous challenges due to globalization, displacement, shrinking civic space, changing labour markets and the impact of climate change.

That is why UNICEF launched Generation Unlimited (GenU), a global multi-sector partnership to meet the urgent need for expanded education, training and employment opportunities for young people, aged 10 to 24, on an unprecedented scale.

GenU's mission is to co-create and support investment opportunities, programmes and innovations at a large scale, all the while keeping young people at heart of the partnership. Because young people viscerally understand the challenges that they face and have the ambition to come up with the most relevant solutions.

A big part of our work is helping ensure that young people have the skills to advocate for their needs in a manner that is engaging, impactful and long-lasting because once young people learn how to best capture an audience and open their minds towards the challenges they are facing in terms of lack of labor market skills, lack of quality education, lack of access to jobs, lack of entrepreneurship opportunities and lack of civic engagement, then there will be real hope for the future.

UNICEF's Youth Advocacy Guide launched in 2019 is a great example of a tool that the youth can use to amplify their voices to a volume that can resonate with policy and decision makers.

The Youth Advocacy Guide aims to lead young people in the process of advocacy, combining the clear, "how to" steps with inspirational stories from other young people who are striving to bring about change in their communities. The guide incorporates learning around understanding youth participation, advocacy and policy. The topics covered include, fact-finding, developing an advocacy plan, policy engagement, attending events with decision makers, building momentum and how to push through barriers that often come with standing up for yourself and your beliefs.

Our plan for this side event is to work with GenU young leaders – who are part of the global Board and Young People's Action Team for example – to conduct this crash course training on youth advocacy.

This session will re-ignite the fire in the participants and equip them with the skills they need to be great African advocates for change as well as have the tools to train other young people to be the same.

Objectives

1. Empower young people with the skills they need to effectively communicate their asks to policy and decision makers
2. Empower young people with the tools they need to train other young people with advocacy
3. Gain feedback from young people on the issues they encounter while advocating for their rights

Proposed Agenda

The meeting will be held on either the 24/25th of March pending approval from the organizers. It will be two-and-a-half-hour session

Time	Agenda	Description	Responsible/Speaker
10 mins	Opening Remarks	<ul style="list-style-type: none"> • Welcoming participants to the workshop by Djanabou Mahonde, Senior Advisor for GenU Africa, and remarks from Global GenU Board Member H.E Joe Mucheru, Kenyan Minister of ICT and Youth (TBC) • Introduction to the facilitators, Cynthia and Sobel (TBC) 	<ul style="list-style-type: none"> - Djanabou Mahonde - H.E Joe Mucheru
15 mins	GenU Overview	<ul style="list-style-type: none"> • Introduction of GenU • Q&A 	- Djanabou
45 mins	Crash Course Pt. 1	Cynthia presents on the topics: Understanding youth participation, fact-finding and developing an action plan and gives her experience of working in the youth advocacy space through "Cynthia Untamed"	- Cynthia
10 mins		Q&A	Moderated by Djanabou
45 mins	Crash Course Pt. 2	Sobel presents on the topics: Policy engagement, building momentum and taking personal action and gives his best practices and learning working as a young social entrepreneur in Senegal	- Sobel
10 mins		Q&A	Moderated by Djanabou
20 mins	Activity	Participants complete survey and receive Youth Advocacy guide Workbooks	
10 mins	Closing Remarks		GenU AUC?

The sessions will be a lecture type format with Sobel and Cynthia being the main presenters, leaving time at the end of each session for a short discussion. The final session before the closing will be an activity followed by closing remarks by UNICEF/GenU/AUC

Documentation

A substantive background document on the theme of the meeting along with a brochure of Generation Unlimited will be prepared in advance of the event to provide further reading on youth advocacy and raise awareness about Generation Unlimited and the work done under this multisector partnership platform. GenU and UNICEF will provide support in the preparation of this document.

Participation

The Conference is expected to bring together one thousand (1000) participants from across the continent and diaspora drawn from youth organizations and networks including national youth councils, youth leaders, youth activists, young entrepreneurs, young innovators, young parliamentarians, representatives of Government, policy makers, Inter-governmental agencies (AU Commission, UN entities and Regional Economic Communities), civil society organizations, private sector, academia, and other local and international development partners and foundations.

Participants for the side event will consist of any interested participants attending the 4th Pan African Youth Conference mentioned above.

Expected Outcomes

- I. The session is envisioned to provide participants with a better knowledge of effective youth advocacy and have the knowledge products to further their knowledge on this front.
- II. An analytical summary of the survey filled out by all participants on the key takeaways from the crash course, identifying areas they want to further explore, mentioning whether they will delve into the guide further and train other young people. The summary will also indicate whether these young people are youth advocates already, young leaders/influencers, young students etc.
- III. This session is expected to provide participants with the opportunity to network with GenU colleagues, YPAT and our young Board Member and potentially establish opportunities of working with GenU.
- IV. It is also envisaged that the deliberations will lead to actionable suggestions and follow up actions for relevant stakeholders in the context of youth advocacy in Africa.

About the 4th Pan-African Youth Conference

The Pan African Youth Conference on African Unity and Development is an annual multi-stakeholder youth-led and driven platform aims at building capacities and strengthening engagement of youth in the current policy and decision-making processes at national, sub regional and continental levels. The previous sessions were held in Addis Ababa, Ethiopia (2017), Harare, Zimbabwe (2018) and Banjul, The Gambia (2019).

The 4th Pan African Youth Conference on African Unity and Development and the Annual General Assembly Meeting of the African Youth Commission (AYC), is scheduled to take place from 23-27 March 2020 in Nairobi, Kenya under the theme: "Beyond All Talks, Youth as Drivers of Africa's Peace, Political and Socio-Economic Development".

The Nairobi Conference is co-hosted by the AYC Secretariat, National Youth Council of Kenya and Youth Senate Kenya under the auspices of the Ministry of Public Service, Youth and Gender Affairs.