



Engagement through digital media

The Initiative: Children and Youth

46% of the world population is now younger than 25 years old.



Greatest change agents in the households and communities.



engaging through digital media

- Media and ICTs are **spreading rapidly**
- Youth are **early adopters**
- UNICEF has developed **low bandwidth tools** for the internet and messaging for mobile outreach
- **Open source** for localization and communities of development
- **Building next-generation communities** of advocacy

Online communities for Youth Advocacy

Voices of Youth

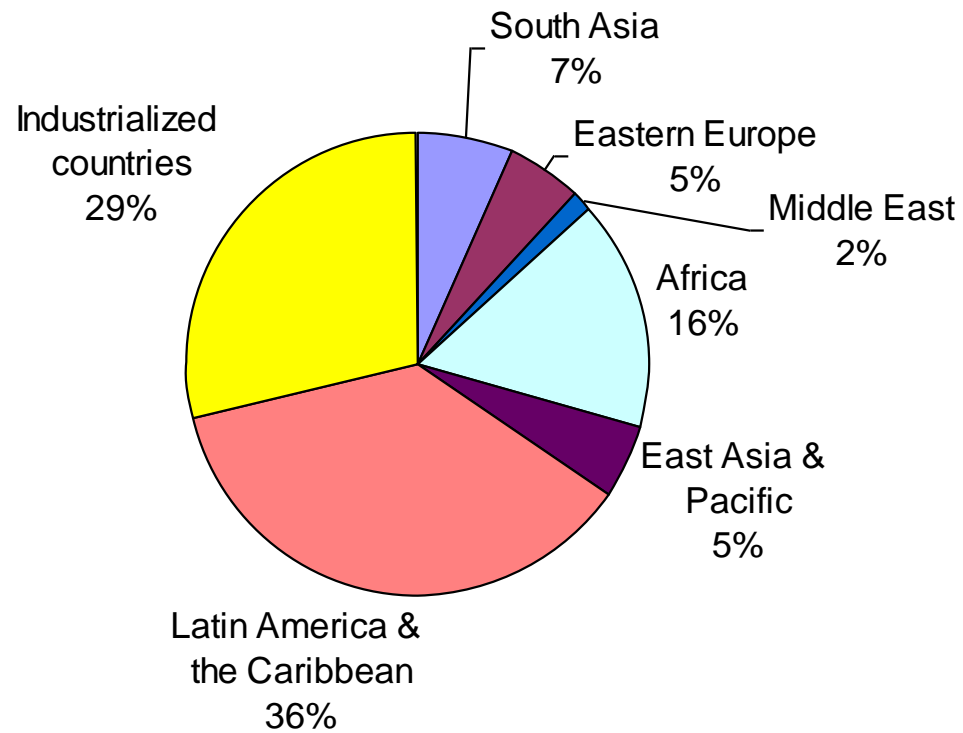
- UNICEF's website for children and adolescents, launched in 1995, upgraded in 2004. Soon in 2009.
- Guided by the Convention on the Rights of the Child: Articles 12, 13, 17 & 29
- Focuses on exploring the educational and community building potential of the Internet in a safe and secure environment
- Facilitates the meaningful participation of young people on child rights and development related issues



<http://www.unicef.org/voyn>

Mission: To offer all children and adolescents, including the hard-to-reach, a safe and supportive global cyberspace within which they can explore, discuss and partner on issues related to human rights and social change, as well as develop their awareness, leadership, community building, and critical thinking skills through active and substantive participation with their peers and with decision makers globally.

Geographic representation



Programmatic Opportunity



- Establish peer groups
- Mechanism for Question and Answers
- Peer-to-peer mentoring
- Develop and support regional and national online communities.
- Use materials offline for awareness and education.
- Facilitate youth participation and input around events, reviews, conferences

Initiatives:

Rural Voices of Youth:

RVOY links young people from rural areas in 20 countries, who do not have access to internet: Argentina, Bangladesh, Bulgaria, Gambia, Ghana, Haiti, Kenya, Liberia, Malawi, Nepal, Nigeria, Oman, Pakistan, Peru, Rwanda, Singapore, Swaziland, Togo, Uganda, Zimbabwe.

Digital Diaries:

A series of audio pieces produced by youth for youth.

One Minute Junior Videos:

A series of one minute videos produced by youth to be aired in different youth TV networks.

Online communities for Youth Advocacy

UniteForClimate

Community and Content

Universities

1. Act as regional leaders for advocacy and knowledge.
2. Provide local, actionable strategy through group brainstorming and resources.
3. Site moderation through mentors and interns

Youth Organisations/NGO

1. Identify resource needs and action.
2. Take part and reflect with university students in brainstorming groups
3. Share with other groups locally
4. Upload and share locally developed resources and content

**Global
network of
universities**

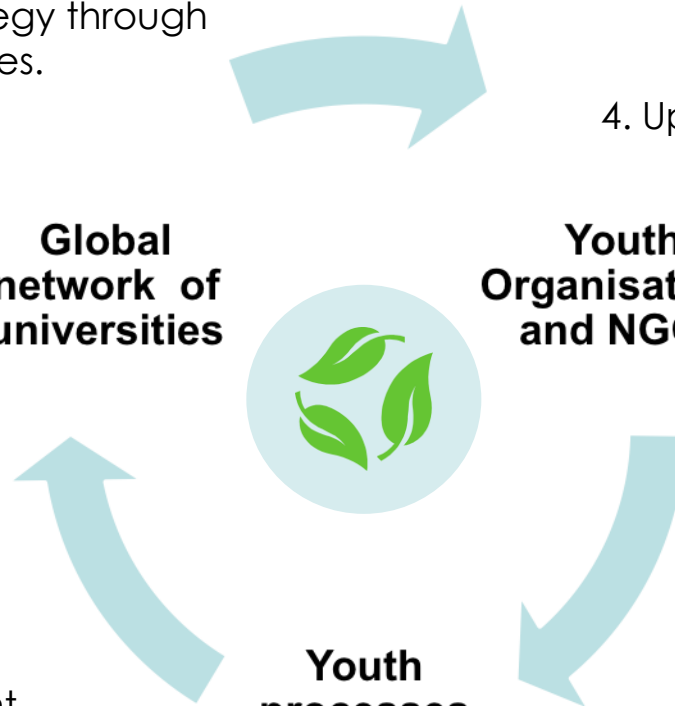
**Youth
Organisations
and NGOs**



**Youth
processes**

Youth processes

1. Develop meaningful, coherent participative process through virtual participation and collaboration.
2. Enrich their consultative process through inputs and knowledge provided by the other actors of the community.



The Initiative: How

HOW

1. **Communication:** Online collaboration and networking
2. **Resources:** Global network of partners
3. **Education:** Connecting Classrooms
4. **Events/Campaign actions:** TUNZA/community driven

OUTCOMES

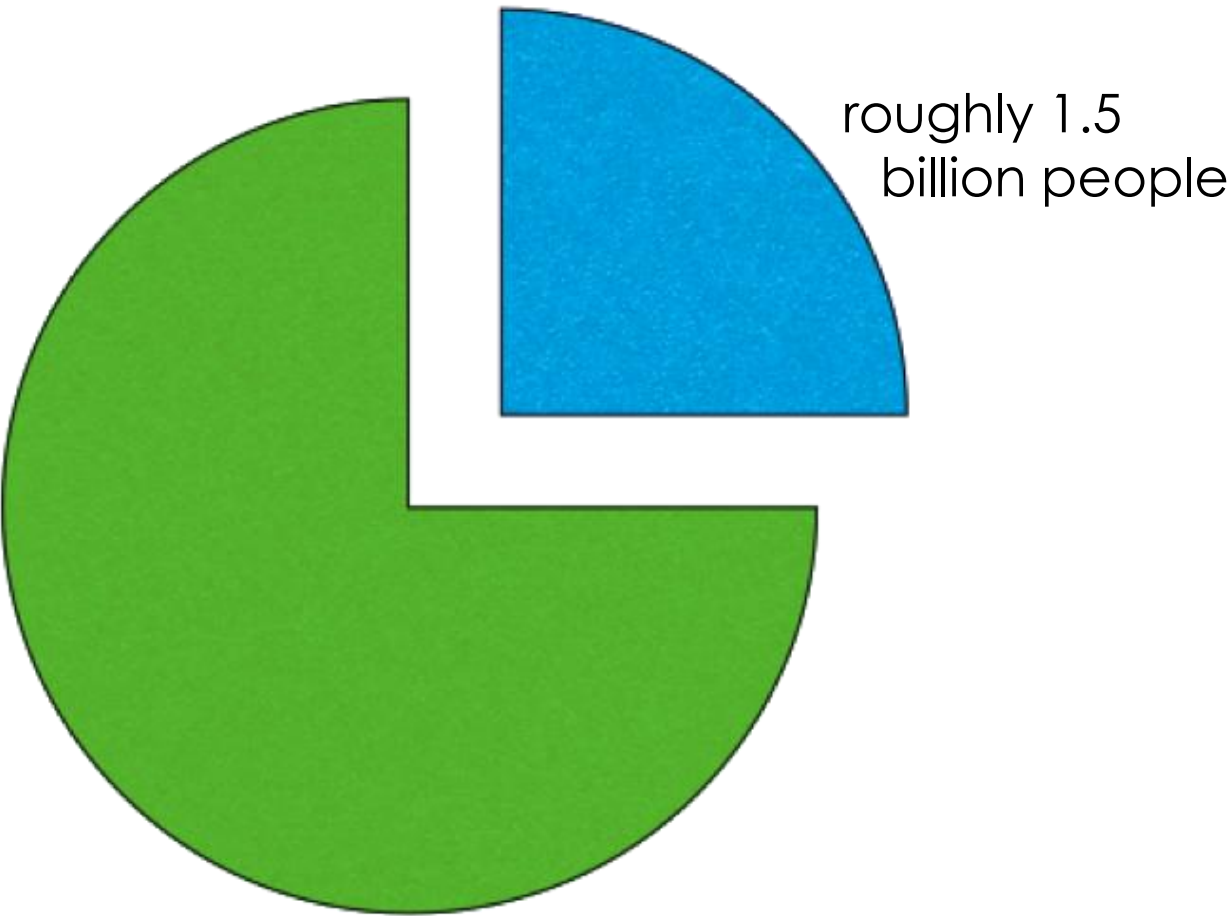
1. Facilitate technical, academic and logistic **support** for existing youth initiatives
2. Increase the **voice and visibility** of existing youth actions
3. Provide increased access to **knowledge**
4. Create opportunity for cross-cultural **learning**.
5. Facilitate **collaboration** between academics, youth NGOs and UN agencies.
6. Support climate change discussions in schools through **global student dialogue**.

Online communities for Youth Advocacy

Mobile Solutions

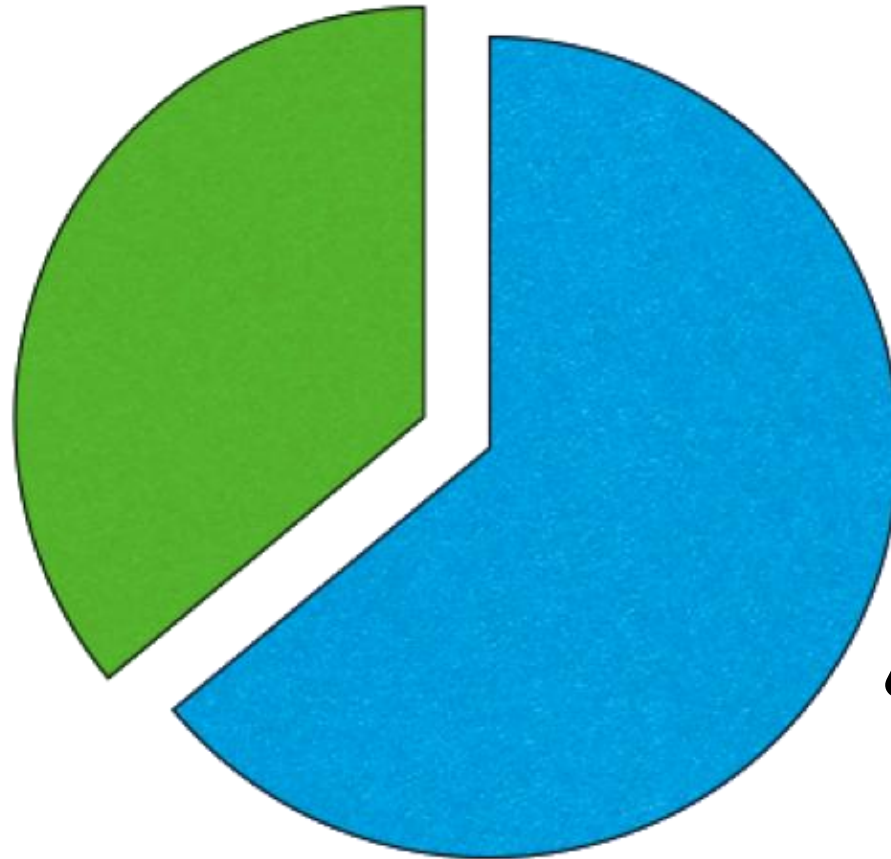
internet access

Only **25%** of the population is online

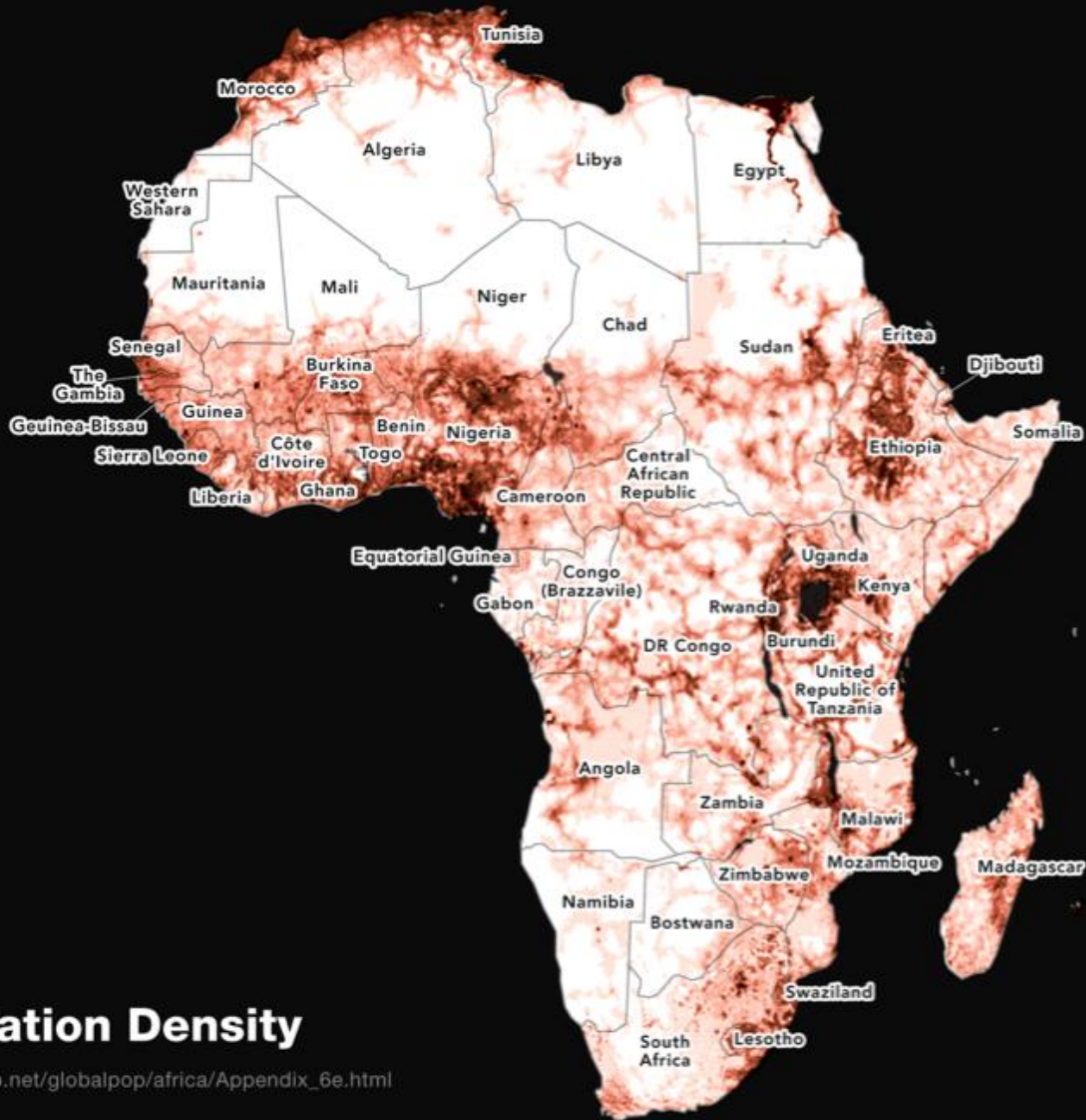


mobile growth

4 **billion** mobile subscriptions

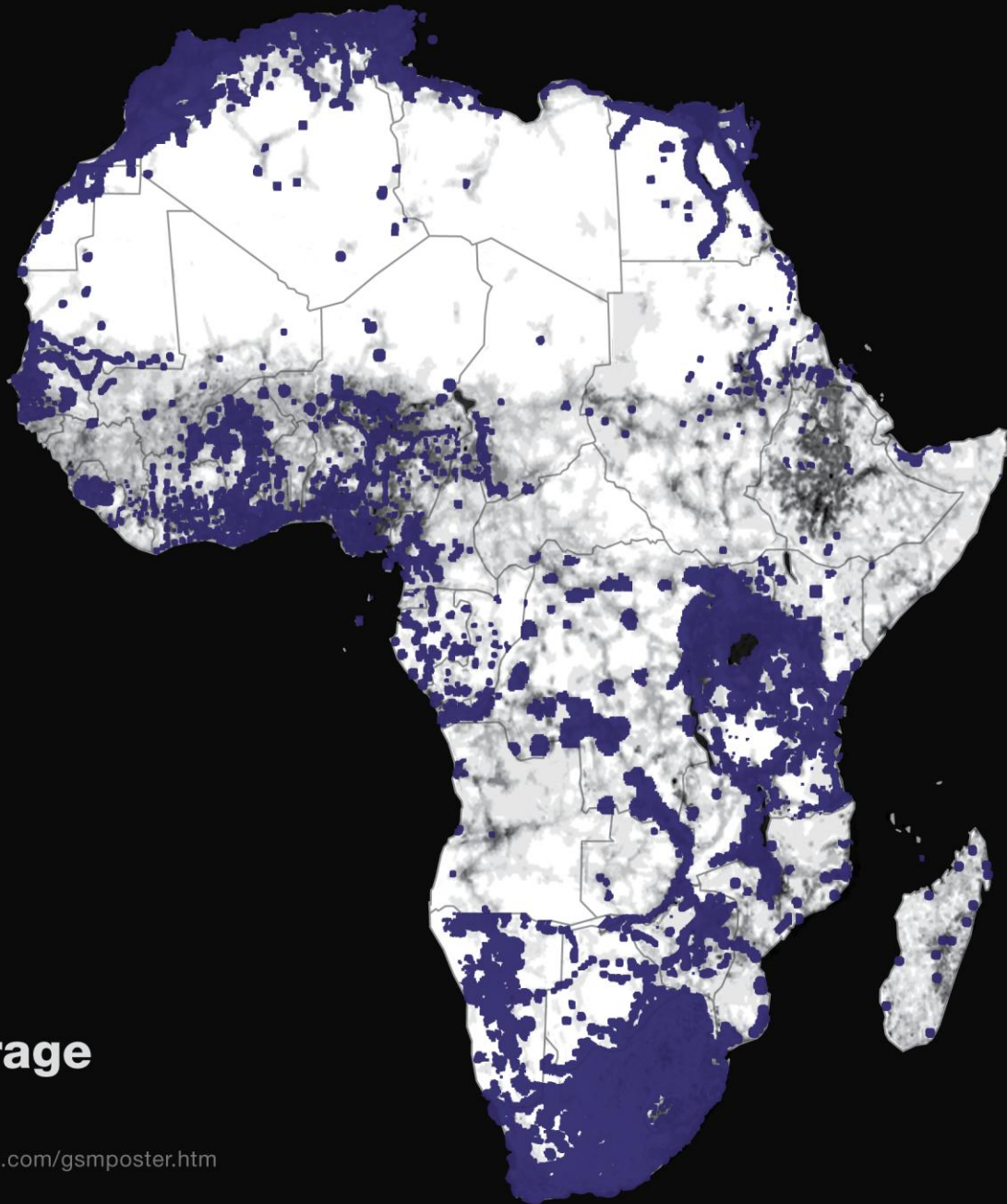


64% of those from
developing
nations



Population Density

http://na.unep.net/globalpop/africa/Appendix_6e.html



GSM Coverage

● Strong Coverage

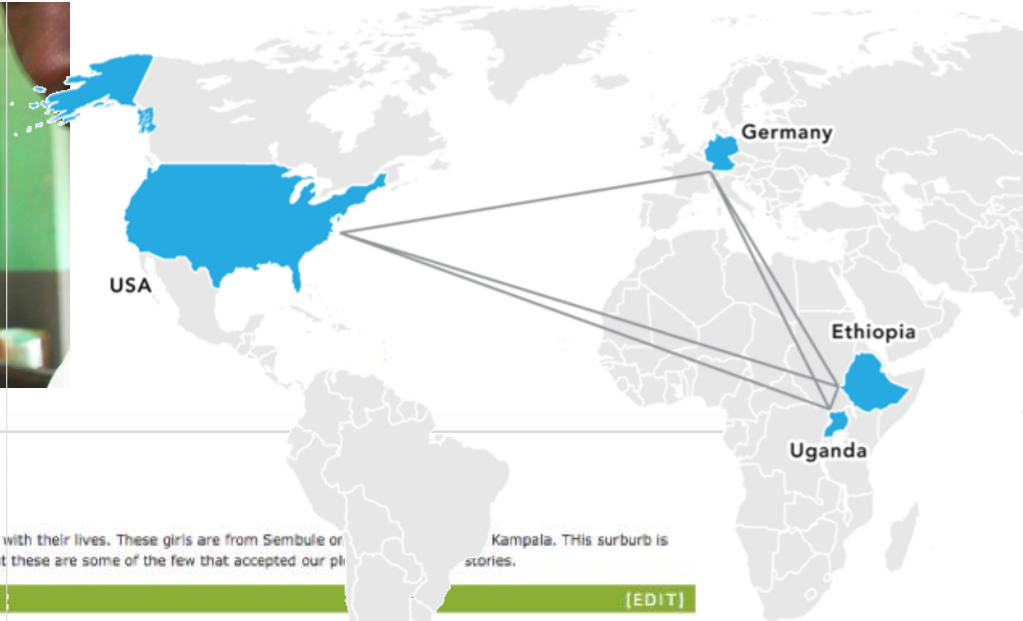
<http://www.coveragemaps.com/gsmposter.htm>

engaging on mobile: speak africa

south africa
nigeria
egypt
uganda
senegal
ghana
madagascar
ethiopia



engaging online: connecting classrooms



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WHY GIRLS DROP OUT OF SCHOOLS

In this page we are going to show how young girls in Uganda who dropped out of school school live and cope up with their lives. These girls are from Sembule or just a few metres down the road from our School. Wel some of the girls were not willing to share their stories but these are some of the few that accepted our pl

MAIN BODY

[Nakawuuki's audio in luganda](#) [Nakawuuki's audio in English](#)

Nakawuuki is a girl aged 15. She never had a chance of going to school because of the lack of finance in that her parents were poor. Her parents are staying in the village and so they sent her to kampala city where she is working as a house girl in a certain home.

[Nambazira's audio in Luganda](#) [Nambazira's audio in English](#)

Nambazira Faridah is a girl who is working as a house girl in her sister's house she is 18 years of age and stopped in senior one due to fees problems and school requirements. Despite the fact that she has ever attained education, she stopped in senior one and hence no good job for a person who ended that low.

Nambazira says that she misses education so much that if an opportunity comes her way, she wouldn't let it pass.

Kampala. This suburb is stories.

[EDIT]



Nakawuuki in Sembule sitted next to a neighbour



engaging on mobile: speak africa

Current Question

Africa wants to know what you think! Please finish this sentence: "What I like about my country is...."

Contribute to this Question. Join Us!

ages 16 – 24

distributed by fliers at UNICEF Country Offices

weekly PSAs on local radio

3,000 – 5,000 responses

sent via SMS or 'please call me' PCM messages

arrangements in each country

reviewed and published on speakafrika.org

engaging on mobile: speak africa



SMS Poll

To edit this text, go to the categories section of the admin and edit the category description for "SMS".

[Contribute to this conversation. Join!](#)

Current Question

Africa wants to know what you think! Please finish this sentence: "What I like about my country is...."

[Contribute to this Question. Join Us!](#)

Recent Responses

“ Most of time I like to spend time with my friends, talking about life and what kind of life we are living
South Africa

“ I think the fish oil. When me and my brother go to the shop, we see that the 5 litre one will cost about R40 bucks.
South Africa

“ People would get a job, and also the government assist them to find a job.
South Africa

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“ *What the leaders have to do is to stop taking young people for granted, thinking that we are a tool for mischief.*

— Lilly, Ghana

Calendar

[View & Participate in upcoming events](#)

Global Youth Service Day

April 24th, 2009

A time in the year when we come together to focus the world's attention on what young people are contributing every single day. During Global Youth Service Day (GYSD), millions of youth around the world organize community service projects to address the needs of their local communities through service, to be recognized for their contributions, and to be a part of a global youth service movement. GYSD is held during a weekend every April in over 100