

# ENGAGING YOUNG PEOPLE FOR HEALTH AND SUSTAINABLE DEVELOPMENT

Strategic opportunities for  
the World Health Organization and partners



Engaging young people for health and sustainable development: strategic opportunities for the World Health Organization and partners

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# FOREWORD

There is limited time available to achieve the ambitious 2030 Agenda where we will see the fruits of our collective actions. The world is changing, challenges are growing and every single action matters. With more than half of the planet under 30 and a world's population that is younger than ever before, it is clear that we cannot achieve the Sustainable Development Goals without the engagement of young people. To fully unleash this power, institutions at all levels are required to provide an enabling environment that provides young people with their human rights allowing them to thrive up to their potential.

The power of young people is probably the most untapped resource in the global endeavors towards achievement of health for all. A first reason could be the nature of the power of young people itself with its enormous potential and versatile roles to play alongside the insufficient understanding of how possibly this power can be put in harmonized action towards achieving the global goals. Secondly, there is global institutional under-investment with both intellectual and financial resources on developing robust engagement strategies that recognize young people as partners.

As the global health leader, and in recognition of the power of young people, the World Health Organization (WHO) is leading the way on how to meaningfully engage young people as partners towards achieving health for all. The report in hand presents a valuable assessment and brings examples on initiatives that engage young people from across and beyond the UN system, providing a valuable piece of evidence to WHO as well as all partners willing to improve and create meaningful engagement strategies. It comes at an opportune time whereby WHO embarks on developing an action plan on Meaningful Youth Engagement and the launch of the UN Youth Strategy. This report particularly provides valuable evidence on engagement with young people aged 10-24 and opportunities on opening safe and meaningful spaces for their voices to drive transformative change.



I invite all leaders in institutions from local to global levels and from within and beyond the UN system to carefully read this valuable report and allow a moment for institutional rethinking on how their respective organizations are placed to meaningfully engage with young people. Lastly, to young people everywhere, I reaffirm our solid commitment to you; your health and your rights. Together, let us collaborate meaningfully and make our world a better place; now and for the generations to come.

Diah S. Saminarsih  
Senior Adviser on Gender and Youth  
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WHO

# ACKNOWLEDGMENTS

This report is an extension of World Health Organization's (WHO) long-standing work on young people's health and rights. It is informed by the UN Youth Strategy (launched in 2018), the Every Woman Every Child Global Strategy for Women's, Children's and Adolescents' Health (2016–2030), the Global Accelerated Action for the Health of Adolescents (AA-HA!) guidance and WHO's mandate related to young people's health within the SDGs, including as part of the WHO Thirteenth General Programme of Work (2019–2023). The report was developed as part of the consultations and roadmap towards the development of a WHO strategy for engaging young people and young professionals, being coordinated by the WHO Gender and Youth adviser, Diah Saminarsih.

This report would not have been possible without the contributions of numerous organizations and individuals, including young people on the teams. To develop this report, WHO commissioned Global Development and Antara Global Health Advisors, with the work led by Barbara Bulc and Rohit Ramchandani, with assistance from Mia Clausin, Grace Kamara, Desmond Molloy and Julianne Nyasulu. The consultants worked closely with a team at WHO led by Shyama Kuruvilla, Alastair Robb and Guilhem Labadie, with Valentina Baltag, Ryan Bunney, Kid Kohl, Mary Manandhar and Basem Mohamed. Richard Cheeseman of Robert Taylor Communications provided editorial consultancy to shape the report.

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# LIST OF ABBREVIATIONS

AA-HA!	Global Accelerated Action for the Health of Adolescents	IANYD	Inter-Agency Network on Youth Development
AGYW	Adolescent Girls and Young Women	IAP	Independent Accountability Panel
AIESEC	Association Internationale des Étudiants en Sciences Économiques et Commerciales	IBRD	International Bank for Reconstruction and Development (World Bank Group)
ARMADILLO	Adolescent/Youth Reproductive Mobile Access and Delivery Initiative for Love and Life Outcomes	IDA	International Development Association (World Bank Group)
AYC	Adolescent and Youth Constituency	IDEA	Institute for Democracy and Electoral Assistance
BGCPR	Boys & Girls Clubs of Puerto Rico	IFMSA	International Federation of Medical Students' Associations
CIFF	Children's Investment Fund Foundation	IGLYO	International Lesbian, Gay, Bisexual, Transgender, Queer and Intersex (LGBTQI) Youth & Student Organization
CoP	Community of Practice	ILO	International Labour Organization (Office)
CRVS	Civil Registration and Vital Statistics	IOE	International Organization of Employers
CSE	Comprehensive sexuality education	IOM	International Organization for Migration
CSW	Commission on the Status of Women	IPU	Inter-Parliamentary Union
DFID	The United Kingdom's Department for International Development	ITU	International Telecommunication Union
DREAMS	Determined, Resilient, Empowered, AIDS-free, Mentored, and Safe women	J&J	Johnson & Johnson
ECOSOC	Economic and Social Council	LEAPs	Leadership, Empowerment, Action and Partnerships
FAO	Food and Agriculture Organization of the United Nations	LGBT	Lesbian, Gay, Bisexual, Transgender
FENSA	Framework of Engagement with Non-State Actors	LGBTQI	Lesbian, Gay, Bisexual, Transgender, Queer and Intersex
GAVI	Global Vaccine Alliance	M&E	Monitoring and Evaluation
GFF	Global Financing Facility	MPs	Members of Parliament
GPE	Global Partnership for Education	NCDs	Non-Communicable Diseases
GPW	General Programme of Work	NGOs	Non Governmental Organizations
GRYC	Global Refugee Youth Consultations	ODI	Overseas Development Institute
HPA	The Harry Potter Alliance	ODIHR	Office for Democratic Institutions and Human Rights
HPS	Health Promoting Schools		

OHCHR	Office of the United Nations High Commissioner for Human Rights	UNHCR	Office of the United Nations High Commissioner for Refugees
OSCE	Organization for Security and Cooperation in Europe	UNICEF	United Nations Children's Fund
OXFAM	Oxford Committee for Famine Relief	UN -MGCY	United Nations Major Group for Children and Youth
PEPFAR	President's Emergency Plan for AIDS Relief	USLP	Unilever Sustainable Living Plan
PETSI	Peer Education Training Research Institute	WASH	Water, Sanitation and Hygiene
PMNCH	Partnership for Maternal, Newborn & Child health	WFP	World Food Programme
PSI	Population Services International	WHO	World Health Organization
R&S	Roots & Shoots	WLL	World's Largest Lesson
RMNCAH	Reproductive, Maternal, New-Born, Child and Adolescent Health	WPAY	World Programme of Action for Youth
SDGs	Sustainable Development Goals	WRC	Women's Refugee Commission
SRH	Sexual and Reproductive Health	YCSRR	Youth Coalition for Sexual and Reproductive Rights
SRHR	Sexual and Reproductive Health and Rights	YKPs	Young Key Populations
STF	She's the First	Youth-GPS	Youth Global Programme for Sustainable Development and Peace
SWAP	System-Wide Action Plan on Youth	YVC	Young Voices Count
TEGA	Tech Enabled Girl Ambassadors	YWCA	Young Women's Christian Association's
UHC	Universal Health Coverage		
UN	United Nations		
UNAIDS	Joint United Nations Programme on HIV/AIDS		
UNDP	United Nations Development Programme		
UNDPi	United Nations Department of Public Information		
UNEP	United Nations Environment Programme		
UNESCO	United Nations Educational, Scientific and Cultural Organization		
UNFPA	United Nations Population Fund		
UNGA	United Nations General Assembly		

# EXECUTIVE SUMMARY



*"We must build on the work that has been done with the support of Member States, the Youth Envoy and civil society. But this cannot be an initiative by old people discussing the younger generation. The United Nations must empower young people, increase their participation in society and their access to education, training and jobs."*

*– Antonio Guterres,  
UN Secretary-General*

The world today has the largest generation of young people in history with 1.8 billion between the ages of 10 and 24 years. Many of them already are driving transformative change, and many more are poised to do so, but lack the opportunity and means. This cohort represents a powerhouse of human potential that could transform health and sustainable development.

This force for change represents an unparalleled opportunity for the World Health Organization (WHO) and partners to transform the way they engage with young people. Their engagement is critical to achieving the 2030 Agenda for Sustainable Development.<sup>1</sup> WHO needs young people's input to ensure its work reflects the lived reality of their lives, and their needs, concerns, ideas and solutions. This input should come through strongly in the advice and support WHO gives to Member States and partner organizations.

Safe, effective and meaningful engagement is also an important part of helping young people realize their full potential for health and wellbeing and their rights. This not only enables individuals to thrive, it also brings economic and social benefits for countries, because a healthy population is more likely to be productive and prosperous.

However, for many organizations, successful engagement with young people is more of an ambition than a reality. Several United Nations (UN) agencies, governments, non governmental organizations, and private sector actors are benefiting from engaging young people in innovative ways, and vice-versa. However, there are still obstacles to seeing such engagements lead to a paradigm shift in young people realizing their rights and driving transformative change. Leveraging some of WHO's core functions – its normative, data, research and innovation activities, as well as helping countries meet their health-related Sustainable Development Goals (SDGs) – could help overcome some of these obstacles and will require strong partnerships.

Engagement with young people is a two-way street. Organizations that do it well not only display internal leadership – putting in place the necessary people, systems and resources – they also enable young people to participate fully and to develop and act as leaders. These organizations typically share certain behaviours:

- ensuring young people have space, voice, audience and influence, grounded in their agency and rights
- enabling young people to shape and implement agendas
- explicitly committing to young people's engagement and leadership by young people.

To gain insight into these and related issues, WHO commissioned Global Development and Antara Global Health Advisors to review young people's engagement on health globally across sectors and geographies. This report highlights four areas of strategic opportunity for WHO: 1) Leadership; 2) Country impact; 3) Focusing global public goods on impact; and 4) Partnerships. These areas are aligned with WHO's General Programme of Work (GPW) 13.<sup>2</sup> Recommendations for WHO are listed here in each of the four strategic areas, and elaborated within the report.

## RECOMMENDATIONS

### LEADERSHIP

1. Create a fully resourced WHO strategy for engaging with young people
2. Modernize WHO culture to orient the organization towards young people, ensuring none are left behind in the SDG era

### COUNTRY IMPACT

3. Engage all young people, taking into account their diverse backgrounds and characteristics, in health and sustainable development planning and implementation
4. Strengthen the capacity of organizations to engage safely, effectively and meaningfully in ways that

enable young people to augment their knowledge and to lead on health and rights

### FOCUSING GLOBAL PUBLIC GOODS ON IMPACT

5. Engage young people throughout the design and delivery of global public goods, and especially on issues that affect their health and rights
6. Establish an innovative partnership-driven platform, such as Young Voices Count, so that young people can share their experiences and ideas to monitor and drive change on health and the SDGs

### PARTNERSHIPS

7. Forge innovative partnerships with diverse organizations that engage with young people
8. Mobilize resources for a comprehensive, coherent global movement that engages the power of young people for health and sustainable development.

## CONCLUSION

By implementing the recommendations of this report, WHO can become a global leader on engaging young people towards achieving health and SDGs, setting an example within its own organization and creating norms and standards for others to follow. It should work with Member States and a diverse range of partners, including groups led by young people, to embed engagement with young people in all relevant aspects of the health system. And it should lead efforts to fill data gaps and improve understanding of how to maximize the impact of young people's engagement.

The priority is to ensure that no young person is left behind and all can realize their right to health equitably and without discrimination or hindrance. These aims can only be achieved with young people's informed and enthusiastic engagement. It is WHO's responsibility to smooth the path so young people can lead on creating a healthy and sustainable future for the planet.

# INTRODUCTION

*"When the whole world is silent, even one voice becomes powerful."*

– Malala Yousafzai,  
Co-Founder, Malala Fund and Board Member



WHO and its Member States and partners recognize the immense potential of young people to realize their own health and human rights – and in so doing to strengthen their societies and the economy.<sup>3,4</sup> They are a tremendous global resource for leadership, ideas and collaboration, but they require a place at the decision-makers' table and a platform where their voices can be heard. Currently, opportunities to engage in this way are rare. Even in health systems, which should set an example, young health professionals and young users of health services have little or no say in policy, planning and other decisions that impact them.

There are multiple efforts worldwide to correct the deficit and engage with young people. However, it is not always clear how meaningful this engagement is for young people or how it contributes to the Sustainable Development Goals (SDGs).<sup>1</sup> With WHO's mandate on health and the SDGs, and the General Programme of Work (GPW) 13,<sup>2</sup> WHO has an unprecedented opportunity to step up leadership to address these issues.

No proven formula exists for engaging safely, effectively and meaningfully with young people. However, within WHO there is consensus in two key areas:

1. To maximize the impact of their investments in health, countries urgently need to engage more effectively with young people – who are not only beneficiaries of services, but can also be leaders of health and sustainable development efforts.
2. WHO has a unique global health leadership role and unique capabilities, which it must use to strengthen its own, and Member States', engagement with young people.

To gain fresh insight on these issues, WHO commissioned Global Development and Antara Global Health Advisors to explore innovative initiatives that engage young people, to review evidence and to identify potential partnerships for WHO. They interacted with a broad range of partners, including young people (see Annex 2 Methods; Annex 3 List of interviewees; Annex 4 Interview questionnaire).

This report summarizes the findings and presents recommendations. The latter envision a transformative role for WHO and its leadership in creating a new paradigm for engaging young people with health and the SDGs.

## **THE CASE FOR ENGAGING WITH – AND INVESTING IN – YOUNG PEOPLE**

Today's generation of young people is the largest in history. It is also potentially the most influential, in part due to the rapid increase and geographical spread of internet-enabled devices and other modern communications methods.

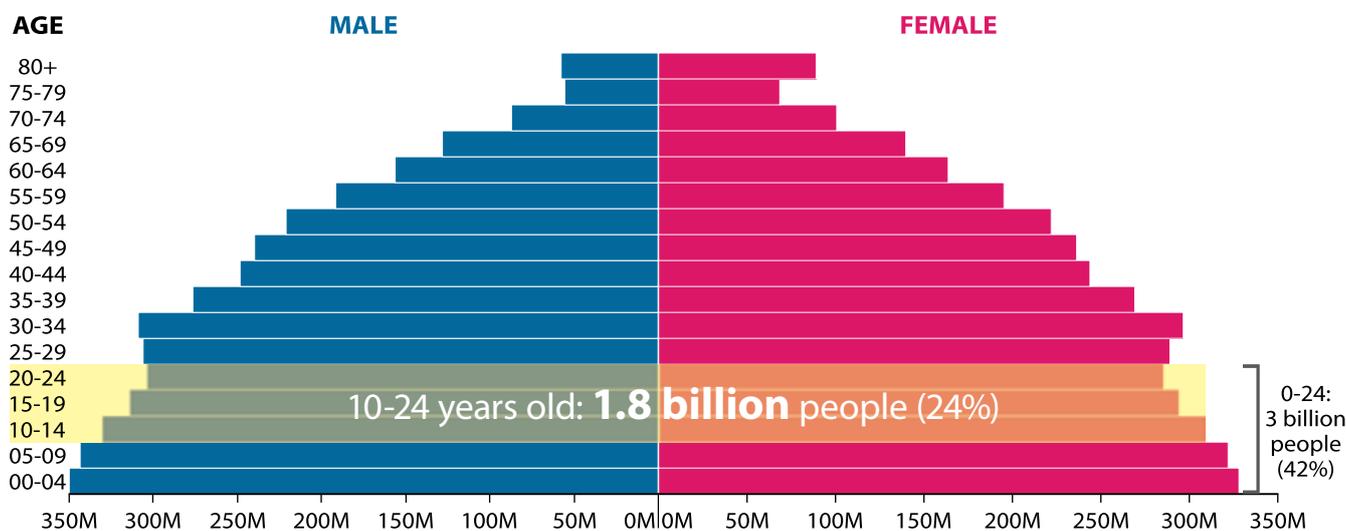
In this report we refer to young people as those aged 10 to 24 years, including both adolescents and youth. More than 3 billion people (42% of the world's population) are under the age of 24 years; 1.8 billion (24%) are between the ages of 10 and 24.<sup>5</sup> Close to 90% live in developing countries.<sup>6</sup> This cohort represents a powerhouse of human potential that could transform global health and sustainable development.

However, young people are not a homogenous group. They experience immense physical and cognitive changes between the ages of 10 and 24 years, so a variety of approaches is required to engage with them at different points on the age spectrum.

Age is not the only significant factor. Young people should be considered in all their diversity, including those most at risk of being left behind – such as individuals with disabilities or chronic illnesses; living in remote locations; caught up in social disruption; or stigmatized and marginalized because of sexual orientation, gender identity or ethnicity. Annex 1 lists different definitions of young people by age and gives more details of at-risk, underserved and marginalized groups.

## FIGURE 1

Young people as a proportion of the global population in 2017.  
Data from The World Bank Group. 2018.<sup>5</sup>



A clear case for investing in the health and well-being of young people has been made by WHO and others over the last decade.<sup>3,4,7</sup> Key points include:

- **At least a 10 to 1 benefit to cost ratio** with health, social and economic dividends for young people now, their future and future generations.<sup>4,5</sup> Investments in adolescent health can yield benefits for socioeconomic growth and sustainable development.<sup>8</sup>
- **Developing human capital** better health has a powerful, positive effect on human capital. According to the World Bank, human capital represents roughly two-thirds of global wealth.<sup>9</sup> Improving human capital across the life course is central to GPW 13.<sup>2</sup> Healthier children are more likely to perform well in schools, get jobs, earn good wages and be productive adults.
- **Reducing disease and preventable death** in 2015, more than 1.2 million adolescents died and many more suffered from issues such as poor mental health, communicable and noncommunicable diseases, sexual and gender-based violence and inequities.<sup>10</sup>

Many of the lowest-income countries are those with the largest populations of young people – and therefore human capital – and should be well positioned to benefit from a “demographic dividend”.<sup>11</sup>

This is the economic growth that may occur in a country when people of working age outnumber non-workers, and when the number of young people increases and fertility declines.<sup>12</sup>

Yet, young people in these countries often have limited access to health and social services and face significant barriers and discrimination to realizing their full potential and rights. Crucially, they may be unaware of their rights, lack information and be unable, or reluctant, to exercise their right to influence decisions that affect them.

A key challenge and strategic opportunity for all Member States is to move away from a position where many young people are excluded from public dialogue and processes around health. Hearing young people’s powerful voices on their lived experiences and ideas for change could profoundly change the shape of health and sustainable development.

## A MANDATE FOR ENGAGING WITH YOUNG PEOPLE

The human right of young people to participate in decisions, institutions and processes that affect their lives is protected by international human rights law.

United Nations General Assembly (UNGA) resolution A/HRC/RES/35/14 “calls upon all States to promote and ensure the full realization of all human rights and fundamental freedoms for youth ... [empowering] them to contribute as active members of society to the political, civil, economic, social and cultural development of their countries”.<sup>13,14</sup>

WHO’s GPW 13 is well placed to align with these rights and with global frameworks and indicators to transform the engagement of young people with health and the SDGs. It includes a “triple billion” target of 1 billion more people benefiting from Universal Health Coverage (UHC), 1 billion more being better protected from health emergencies, and 1 billion more enjoying better health and well-being.<sup>2</sup> At least one quarter of the triple billion is likely to be young people so this is an ideal opportunity to progress engaging with young people as part of WHO’s overall strategy. WHO’s mandate extends also to multi-sectorial engagement including young professionals and service providers. Their full participation will be instrumental to succeed in achieving UHC, in the context of the global shortage of health workforce.<sup>2</sup>

WHO’s mandate for engaging with young people includes a 2015 request from Member States to develop the Global Accelerated Action for the Health of Adolescents (AA-HA!) guidance (now being rolled out to countries).<sup>4</sup> It is also grounded in United Nations-wide and partner initiatives, such as the first United Nations System-wide Action Plan on Youth<sup>15</sup> and the Young Voices Count initiative. WHO is collaborating on related initiatives with the Food and Agriculture Organization of the United Nations (FAO), the Joint United Nations Programme on HIV/AIDS (UNAIDS), the United Nations Development Programme (UNDP), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the United Nations Population Fund (UNFPA), the United Nations Children’s Fund (UNICEF), the United Nations Secretary-General’s Envoy on Youth, the World Food Programme (WFP), and the Adolescent and Youth Constituency of the Partnership for Maternal, Newborn & Child Health.<sup>16</sup>

The WHO Adolescent Health Flagship Programme in Africa applies knowledge about adolescent health, from AA-HA! and other sources, to the unique health challenges of young people in African countries.<sup>17</sup>

WHO’s mandate for engaging with young people is further strengthened by the 2030 Agenda for Sustainable Development, which recognizes the critical role young people can play as agents of change. The latest related General Assembly Resolution, A/RES/70/127, advocates meaningful participation of young people “... including in designing and implementing policies, programmes and initiatives”.<sup>18</sup> Another mandate is the new United Nations Youth Strategy, which was formally endorsed in July 2018.<sup>19</sup> Its first priority is to amplify youth voices for the promotion of a peaceful, just and sustainable world.

## THE WAY FORWARD

While WHO and partner organizations have various activities for engaging with young people (see Annexes 5 and 6), this report concludes these efforts are currently fragmented and are not guided by an overarching strategy. The key to transforming these activities into a strong position of global leadership in young people’s engagement lies in building on WHO’s existing areas of comparative advantage. Aligned with GPW 13,<sup>2</sup> these cover four strategic areas:

### 1) LEADERSHIP

WHO needs to strengthen its leadership on engagement with young people by putting in place an overall strategy for engaging with young people with the necessary people, systems and resources – including measures to enable young people themselves to lead on health.

### 2) COUNTRY IMPACT

Evidence-based policies on young people are needed to drive country impact. To this end, WHO should help countries to strengthen their capacity for effective engagement with young people.

### 3) GLOBAL PUBLIC GOODS

WHO is well placed to leverage its core functions around: setting global norms and standards; data and monitoring; research and innovation.

### 4) PARTNERSHIPS

Strategic, high-impact, multi-stakeholder partnerships are central to improving engagement of young people in health.

# LEADERSHIP



*"I could sit by idly as the world around me—my world—collapsed. But a lot of people say this generation is the future. The truth is we're here now; we are the present. I had to take action."*

– Xiuhtezcatl Martinez,  
Youth Director, Earth Guardians

A clear finding of this report is that WHO needs to transform its leadership and culture on engaging with young people. However, a word needs to be said about what constitutes “leadership” in this context. While the standard definition of an entity that sets the agenda and directs the action does apply, WHO’s leadership has to be much broader than this.

Engagement with young people is a two-way street. Organizations that do it well not only display internal leadership – putting in place the necessary people, systems and resources – but also enable young people themselves to participate fully and to develop as leaders. This aligns with the fourth priority of the UN Youth Strategy, which advocates support for the civic and political engagement of young people.<sup>19</sup>

Crucially, leadership for WHO must include creating – and sustaining – safe, effective and meaningful leadership and engagement opportunities for young people, both within WHO and externally. They should participate at every step of the design and delivery of the activities recommended in this report.

## SUMMARY OF EVIDENCE

The review of evidence identified organizations within the United Nations and elsewhere that have demonstrated effective leadership on engaging with young people (Annex 5). Although approaches differ, these organizations typically share certain behaviours:

- ensuring young people have space, voice, audience and influence, grounded in their agency and rights
- enabling young people to shape and implement agendas
- explicitly committing to young people’s engagement and leadership by young people.

### ENSURING SPACE, VOICE, AUDIENCE AND INFLUENCE

Examples of good practice demonstrated that organizations should be flexible enough to fulfil a variety of roles, each of which is equally important. They include: enabler, facilitator, mentor, mentee and listener. Organizations that displayed strong leadership on engagement with young people were seen to ensure space, voice, audience and influence for young people with their rights and agency at the centre (Fig. 2). These categories are taken from Lundy’s

model,<sup>20</sup> which conceptualizes a young person’s right to participate based on Article 12 of the UN Convention on the Rights of the Child (UNCRC).<sup>21</sup>

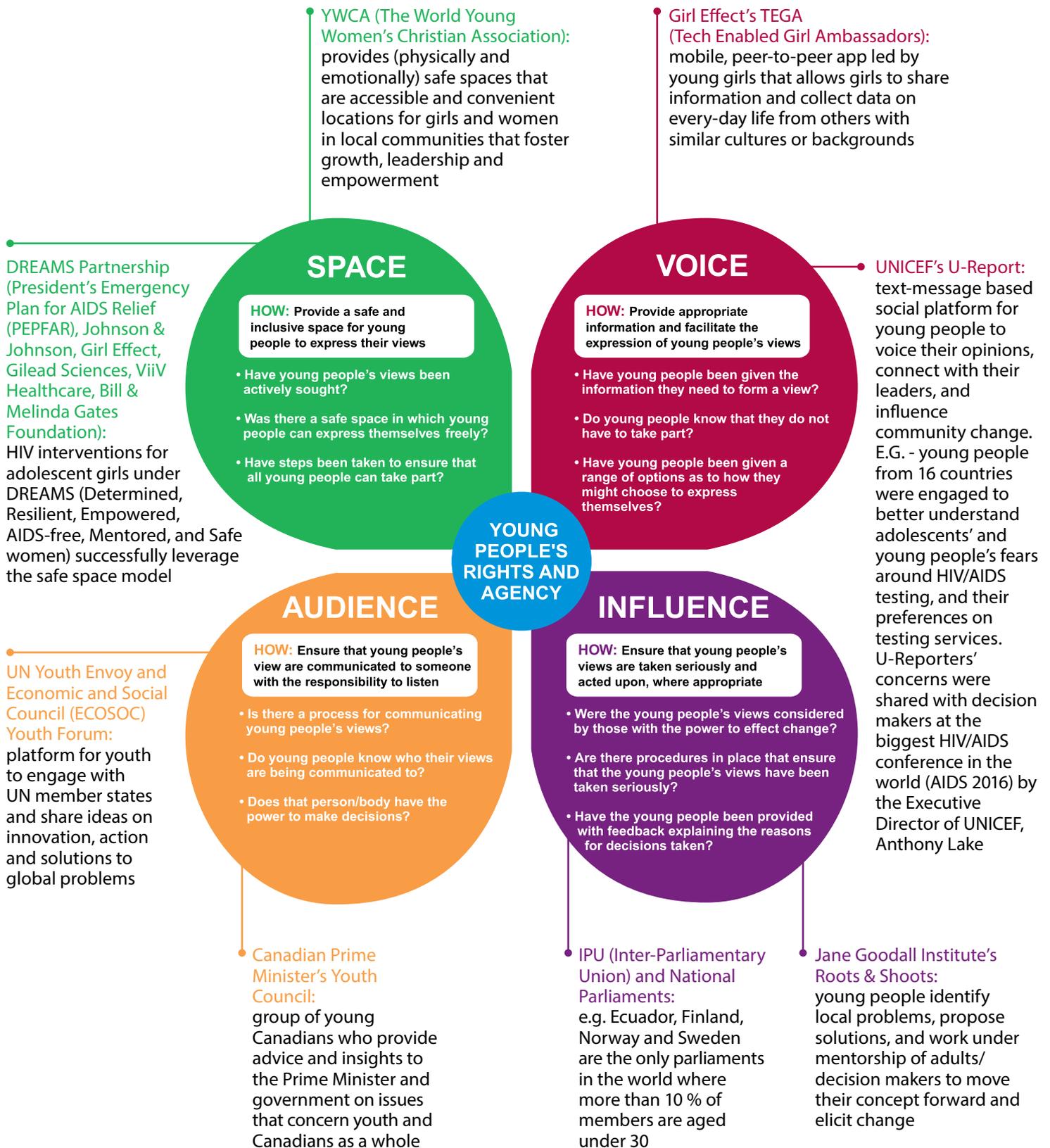
### SHAPING AND IMPLEMENTING THE AGENDA

Some organizations interviewed made a point of hiring young people, at senior level or as core staff, to lead their activities focused on young people. An example is SheDecides, a global movement created in 2017 to promote and protect the rights of girls and women. More than 33% of all staff are young people and 75% of the Friends of SheDecides are under 30. Among its young people’s champions, four senior leaders, politicians and influencers are under 30.<sup>22</sup>

The World Economic Forum’s annual shaper’s survey of young people from 186 countries provides insights into the dynamics of hiring young people and what it takes to create an environment where they can shape the agenda and develop as leaders.<sup>23</sup> These included: opportunities to contribute to vision and strategy (41.4%); mentoring and reverse mentoring (34.3%); accepting failure as a learning experience (33.9%); self-managed work schedules (25.2%); ability to express opinions freely (24.6%); engage young board members (22.5%); and allotting time for personal interest projects (17.7%).

**FIGURE 2**

Examples of young people’s engagement from the organizations interviewed, using Lundy’s model (space, voice, audience and influence). Adapted from Lundy L. British Educational Research Journal; 2007.<sup>20</sup>



## EXPLICITLY COMMITTING TO YOUNG PEOPLE'S ENGAGEMENT AND LEADERSHIP

The United Nations and some of its agencies are well advanced in articulating their commitments to engaging with young people (Annex 6).

- **UN Strategy on Youth.** The UN system is finalizing the UN Youth Strategy, to be launched at the 73rd UN General Assembly in September 2018 (WHO is participating in this process).<sup>19</sup>

In addition, several UN agencies have developed their own strategies focused on young people:

- **UNFPA strategic plan 2018–2021** – it commits the agency to “enhance multistakeholder partnerships” and to “creating partnership platforms for young people’s participation in the development agenda”.<sup>24</sup>
- **UNICEF Adolescent and Youth Engagement Framework** – “feeds into the UNICEF Strategic Plan 2018-21 and Adolescent Strategy for the rights-based inclusion of adolescents and youth in areas that affect their lives and their communities, including dialogue, decisions, mechanisms, processes, events, campaigns, actions and programmes – across all stages, from identification, analysis and design to implementation, monitoring and evaluation.”<sup>25</sup>
- **UNAIDS youth programme** – works with young people as beneficiaries, partners and leaders of the HIV response. The Youth Programme was launched in 2012, based on the CrowdOutAIDS recommendations developed in collaboration with more than 5000 young people.<sup>26</sup>
- **UN Women youth and gender equality strategy** – this has a well-articulated LEAPs framework (leadership, empowerment, action and partnerships). As well as partnering with young people, it seeks to forge multi-stakeholder partnerships for young people’s engagement across the public and private sectors and civil society.<sup>27</sup>
- **UNESCO operational strategy on youth 2014–2021** – this provides the framework for constructive partnerships to be developed with and between young people’s organizations and stakeholders related to young people.<sup>28</sup>

Outside the UN, some organizations and sectors are noted for their young people-focused cultures and organization-wide strategies and principles.

For example:

- **Lumos**, an international NGO founded by author JK Rowling. It has developed a clear set of core values that include placing “the rights and needs of children ... at the center” and “involving young people both in matters that affect them and in [Lumos’] advocacy activities”.<sup>29</sup>
- **The technology sector** is known for its culture of young people. In an April 2016 global survey, market research firm Statista<sup>30</sup> found that the median age of employees at selected technology companies was in the late 20s. Companies in this sector often have policies to attract and nurture young talent.

## ACCOUNTABILITY

The 2017 report of the Independent Accountability Panel (IAP) for Every Woman, Every Child, Every Adolescent is themed around young people.<sup>31</sup> To enhance accountability to young people and realize their potential for leadership, the IAP prioritizes improved data and monitoring, especially at national and local levels. It recommends investing in countries’ accountability processes (including social accountability), and engaging young people in decision-making as key informants and experts to ensure effective policies and investments that “deliver for and with them”. This echoes the fifth priority of the UN Youth Strategy, which recognizes the potential of young people as agents of change.<sup>19</sup>

Concluding that accountability to adolescents is fragile and needs special attention, the IAP calls for “civic engagement, independent review, meaningful oversight mechanisms and participatory accountability”, and bringing the voices of young people to the fore.

The six recommendations of the IAP report are:

1. Leverage accountability for the Global Strategy for Women’s, Children’s and Adolescents’ Health and the SDGs.
2. Make adolescents visible and measure what matters to them.
3. Foster whole-of-government accountability to adolescents.
4. Make universal health coverage work for adolescents.
5. Boost accountability for investments, including for adolescents’ health and well-being.
6. Unleash the power of young people.

## CHALLENGES AND STRATEGIC OPPORTUNITIES FOR WHO

WHO has a leadership role and mandate related to health and the SDGs,<sup>32</sup> and to support country implementation and monitoring progress of the Global Strategy for Women's, Children's and Adolescents' Health.<sup>33</sup> Interviewees also noted WHO's technical leadership in developing the Global Accelerated Action for the Health of Adolescents (AA-HA!) guidance.<sup>4</sup> WHO's leading role in its publication in 2017, and its ongoing roll-out to countries, has increased its credibility as a leader in engaging on health with this age group.

There are various activities focused on young people across different WHO departments (Annex 5). Notwithstanding these, WHO was perceived among interviewees as lagging behind several other UN agencies in terms of showing leadership for engaging with young people, having a coherent organization-wide strategy and having innovative partnerships with public or private organizations outside the UN system. WHO is not yet perceived by young people as an open-minded and innovative partner engaged with young people, speaking their language or understanding their needs. However, certain comparative advantages should enable WHO to address this.

WHO's mission aligns strongly with what many young people increasingly value – the opportunity to make a positive difference in the world. Therefore it is reasonable to infer they will respond favourably when WHO shows leadership by articulating a coherent new strategy for engaging with young people, commits resources to implementing it and invites young people to participate in meaningful ways. The appointment of an Adviser on Gender and Youth in the office of the WHO Director-General holds promise for strengthening leadership and accelerating progress.

## RECOMMENDATIONS

### 1. CREATE A FULLY RESOURCED WHO STRATEGY FOR ENGAGING WITH YOUNG PEOPLE

- a) Develop WHO's own strategy for young people's engagement on health aligned with the new UN Strategy on Youth.
- b) Clearly articulate WHO's leadership position, based on its areas of core competency and mandate to support Member States.

### 2. MODERNIZE WHO CULTURE TO ORIENT THE ORGANIZATION TOWARDS YOUNG PEOPLE, ENSURING NONE ARE LEFT BEHIND IN THE SDG ERA

- a) Transform the ethos of WHO, placing young people and their ideas and experiences at the heart of the organization and the "triple billion goal".
- b) Create opportunities for young people to play a leadership role in relevant areas of decision-making and policy.
- c) Develop WHO's capability as a global leader on young people's engagement in health.
- d) Avoid replicating power norms and elites that discriminate against, exclude or make vulnerable certain individuals or groups, even if these consequences are unintended.

*"We [donor] aim to amplify young peoples' voices in decision making and strengthen their participation in political and development processes. At a local, national and international level, we will look for opportunities to provide a platform for young voices, enabling them to contribute to the decisions that will affect them, and supporting them to advocate for delivery of Agenda 2030."*

– Donor Representative

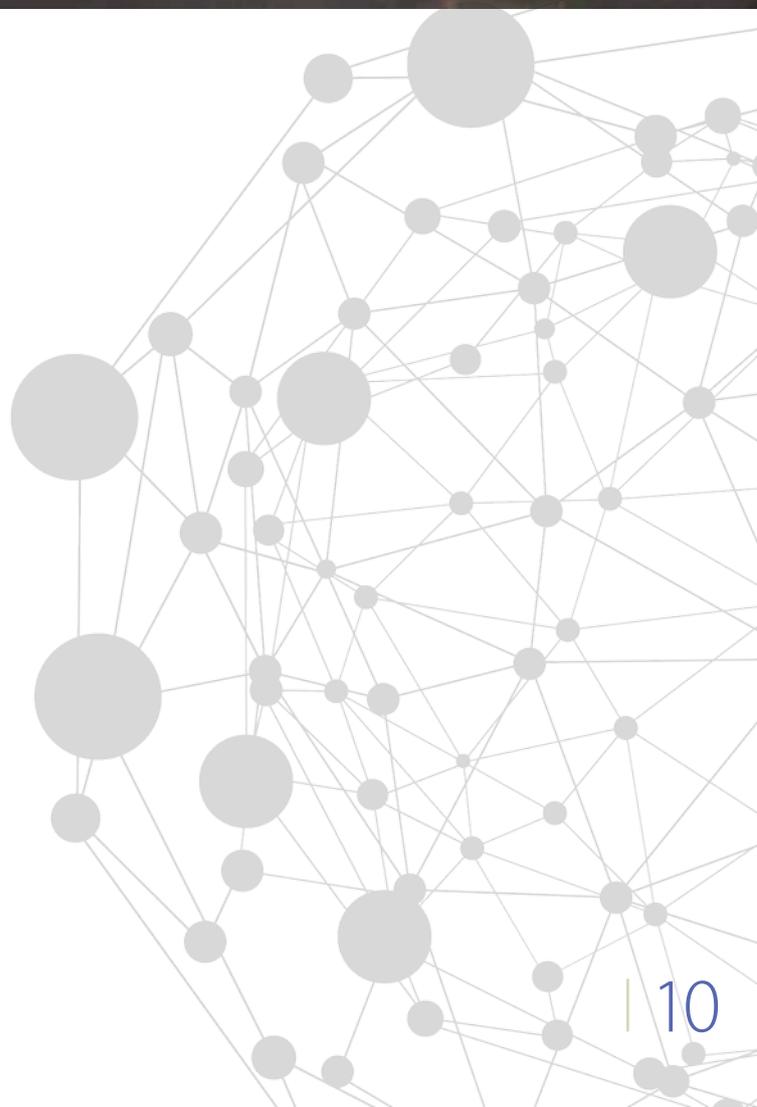


*“They try to include young people in panels, but the young people are not the ones that choose the person and the person is just a token.”*

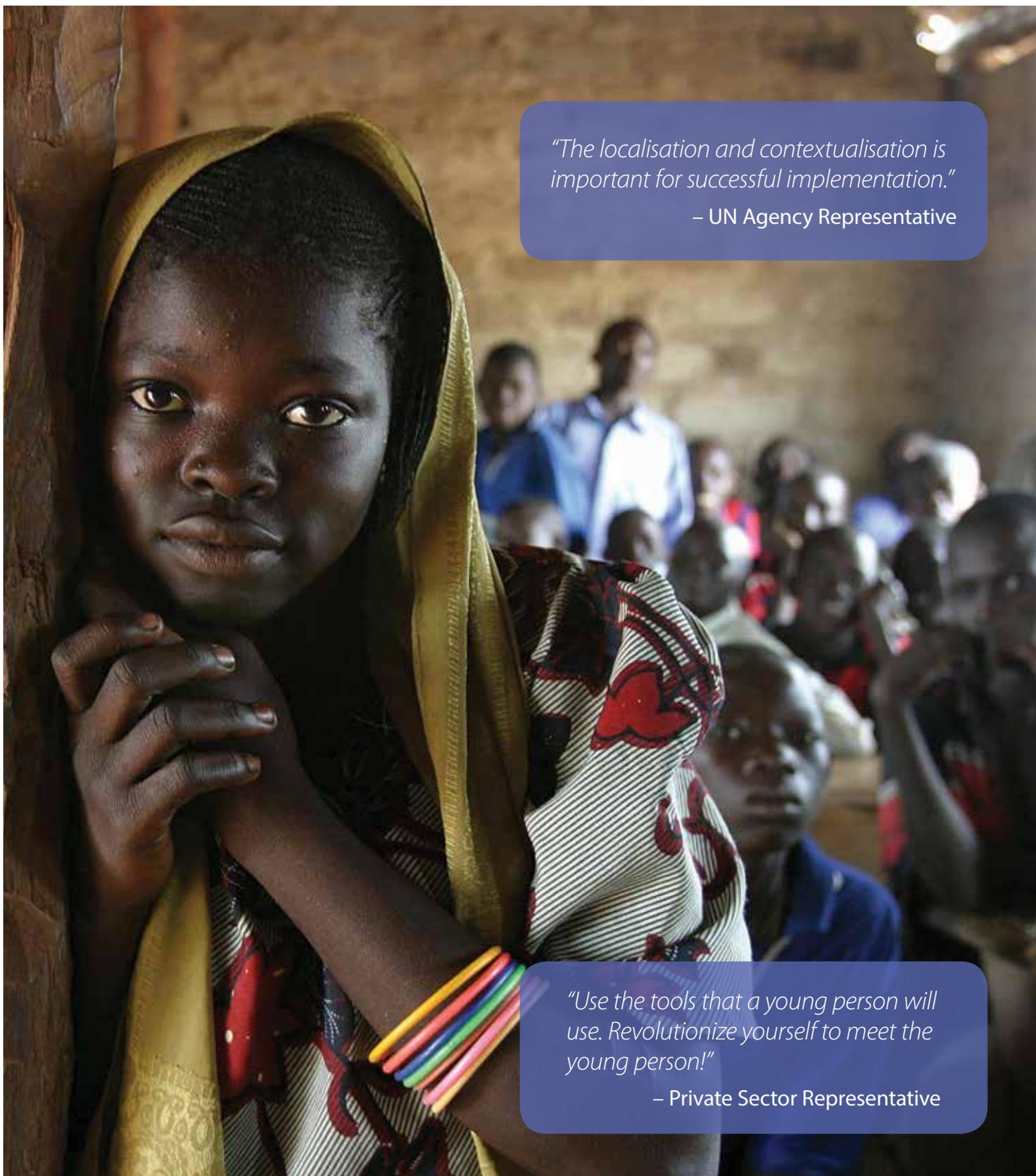
– Youth-Led Organisation Representative

*“WHO has a unique opportunity to play an instrumental role in youth engagement. Best would be to clearly link to what WHO is already doing. Good mapping of activities and resources is essential.”*

– UN Agency Representative



# COUNTRY IMPACT



*"The localisation and contextualisation is important for successful implementation."*

– UN Agency Representative

*"Use the tools that a young person will use. Revolutionize yourself to meet the young person!"*

– Private Sector Representative

There is major potential for young people's ideas, energy and leadership to drive impact for health and sustainable development in countries. Platform 1 of GPW 13 – improving human capital across the life course – provides the context for WHO's engagement with young people in countries with its "special focus on women, children and adolescents".<sup>2</sup> Similarly, the second priority of the UN Youth Strategy supports human capital by advocating greater access to quality education and health services for young people.<sup>19</sup>

## SUMMARY OF EVIDENCE

This report highlights numerous programmes and initiatives that engage young people at global, regional or national level, including many involving WHO (Annex 5). It includes WHO's emerging activities (Annex 6). However, interviewees identified systemic barriers to greater effectiveness and wider country adoption, including:

- inadequate political commitment, policies and resources
- insufficient integration across health and other sectors (such as education, nutrition and jobs)
- data gaps relating to young people and inadequate civil registration and vital statistics systems (see text on data and civil registration and vital statistics (CRVS) in next section)
- lack of awareness of initiatives and platforms for young people's engagement
- uncertainty over how young people can contribute to these initiatives
- limited support to strengthen young people's capacities to engage meaningfully and drive country impact
- inadequate safety measures – physical, political, financial, psychological, sociocultural – for young people's engagement
- absence of, or weak, accountability mechanisms in countries, regions and globally.

## CHARACTERISTICS OF YOUNG PEOPLE'S ENGAGEMENT

Public and private sector programmes that effectively engage young people on health and the SDGs in countries are often characterized by their broad appeal, by multisectoral approaches that emphasize the whole person in their context, and by the close involvement of young people themselves. They frequently integrate determinants of health from outside the health sector, such as education, nutrition, employment and commercial factors. Conversely, traditional health programming and advocacy have often been narrowly focused or siloed. They have paid insufficient attention to comprehensive approaches – such as "adolescent health in all policies" – that look beyond health and view young people as powerful societal assets and future leaders.

It also is critical that young people are aware of the importance of attaining the highest standard of health both as an intrinsic right, and linked to their getting a better education, having fulfilling relationships and productive jobs, and their security, safety and well-being overall.

Reflecting these findings, interviewees agreed it is critically important to look at young people and health in a holistic, multisectoral way rather than as purely medical or technical challenges. GPW 13 highlights the importance of multisectoral approaches to address the social, environmental and economic determinants of health. It also stresses the need to strengthen critical systems and processes.<sup>22</sup>

## EFFECTIVE ENGAGEMENT PLATFORMS

The school system is an increasingly important platform for engaging with young people in health. With a growing retention of adolescents in secondary education in many countries, the task of developing and scaling-up health initiatives within schools should be a priority for Member States and for WHO. The most effective school actions are likely to be multicomponent and coordinated across different aspects of school life.<sup>34</sup> Evidence suggests that school-based programmes have been utilized to engage and inform young people on health issues such as sexual abuse and self-protection, tobacco use, nutrition and physical activity.<sup>35</sup> The WHO initiative, Make Every School a Health Promoting School, in collaboration with UNESCO, aims to develop global standards in this area.<sup>36</sup>

WHO and its partners need to find effective ways of engaging with young people who are not in education, particularly those unable to attend school due to economic, social, cultural and other factors. Girls and young women are of particular concern as their opportunities for education may be compromised by issues such as early marriage, lack of sanitary and hygiene facilities at school, or pressure to stay at home to complete domestic chores.<sup>4</sup>

Launched in 2015 by the WHO Regional Office for Africa, the Adolescent Health Flagship Programme<sup>17</sup> aims to guide and support African countries and partners in the implementation of evidence-based interventions to improve adolescent health, aligned with AA-HA! guidance. The programme takes a multisectoral approach, with the strong involvement of adolescents themselves.

The Prime Minister's Youth Council of Canada is an example of a country initiative that actively engages with young people to inform public policy.<sup>37</sup> A group of young Canadians provides non-partisan advice to the Prime Minister and the Government of Canada on issues of importance to them and to all Canadians. Youth Council members meet both online and in person several times a year and interact intermittently at other times. A fundamental component of any country initiative to engage young people on health is that it should be safe. The Young Women's Christian Association's (YWCA) Safe Spaces Model emerged from programming on sexual and reproductive health and rights in Sub-Saharan Africa.<sup>38</sup>

It offers reliable information on sexual and reproductive health and rights (SRHR) and provides safe spaces where young women and girls can discuss challenging subjects without fear or judgement. Women build mutual trust, share experiences and develop solutions of their own. For example, a YWCA group in Kenya helped a 23-year-old mother of two, who is HIV positive and separated from her husband, to create her own support group of friends living with HIV.

The Youth Progress Index has been created as an initial effort to measure the quality of life of young people in more than 100 countries. It is based on 60 indicators and structured around three dimensions: 1) Basic human needs, 2) Foundations of well-being and 3) Opportunity (including indicators on the engagement of young people). It can be used as a mapping dashboard of public expenditures, civil society engagement and private sector investment.<sup>39</sup>

## CAPACITY BUILDING

The third priority of the UN Youth Strategy centres on the importance to young people of accessing decent work and productive employment.<sup>19</sup> The economic and social empowerment they achieve in this way is vital to building both personal and country capacity. For example, many young people aged 18–24 years work in country health systems at all levels. Given the right support, knowledge, empowerment and capabilities, they have the potential to drive change from within. However, as noted previously, young health professionals currently have little or no say in health system policy and planning.

A notable capacity-building initiative for countries is the Adolescent and Youth Constituency (AYC) of the Partnership for Maternal, Newborn & Child health (PMNCH). As well as growing a global network of delegates of young people aged 10–30 years, AYC is a leader in young people-friendly communications, engaging young people's grass-roots organizations and connecting with young people in innovative ways. For example, AYC has posted an induction video on YouTube as an introduction for new members.<sup>40</sup> It worked with WHO to develop a comic book to tell young people about the AA-HA! guidance.<sup>41</sup> And it is rolling out a one-year pilot mentorship programme, which matches mentors from WHO and other organizations with young people.

Another initiative driving country impact and building capacity is the Women Deliver Young Leader's Programme.<sup>42</sup> Started in 2010, it now has 700 young people's advocates for gender equality and women's health and rights from more than 120 countries. It helps young people to strengthen their advocacy skills through opportunities such as a speakers' bureau, media events and training, and alumni networking and mentoring.

A variety of initiatives led by young people have been seeded by UNFPA to build capacity for young people to advocate for adolescent sexual and reproductive health. They include Youth Peer Education Network (Y-Peer), Youth LEAD and Youth Coalition (Annex 5). An example of a crowdsourced and self-organized social movement for young people's engagement in health is NCDFREE, which campaigns for "a world without preventable noncommunicable diseases".<sup>43</sup>

## CHALLENGES AND STRATEGIC OPPORTUNITIES FOR WHO

Interviewees viewed WHO as a unique catalyst for policies and action. They remarked on its potential to use its position as a provider of strategic support and technical assistance to help countries identify their priorities for young people's engagement on health and to develop plans and programmes. Roll-out of the AA-HA! guidance offers a template for how this could work (Annex 6) – while noting the caveat of low awareness of AA-HA! reported by some interviewees.

There is clear untapped potential for WHO to support and work in countries with other development partners that work on young people's, health and SDG-related challenges. Focus areas for these organizations include: health, nutrition, education, environment, gender, technology innovation, advocacy and employment.

## RECOMMENDATIONS

### 3. ENGAGE ALL YOUNG PEOPLE, TAKING INTO ACCOUNT THEIR DIVERSE BACKGROUNDS AND CHARACTERISTICS, IN HEALTH AND SUSTAINABLE DEVELOPMENT PLANNING AND IMPLEMENTATION

- a) Increase young people's involvement in implementing the AA-HA! guidance in countries.
- b) Connect community-level young people's voices with national, regional and global decision-makers.
- c) Focus on subnational, district and community levels and engage through primary health care.

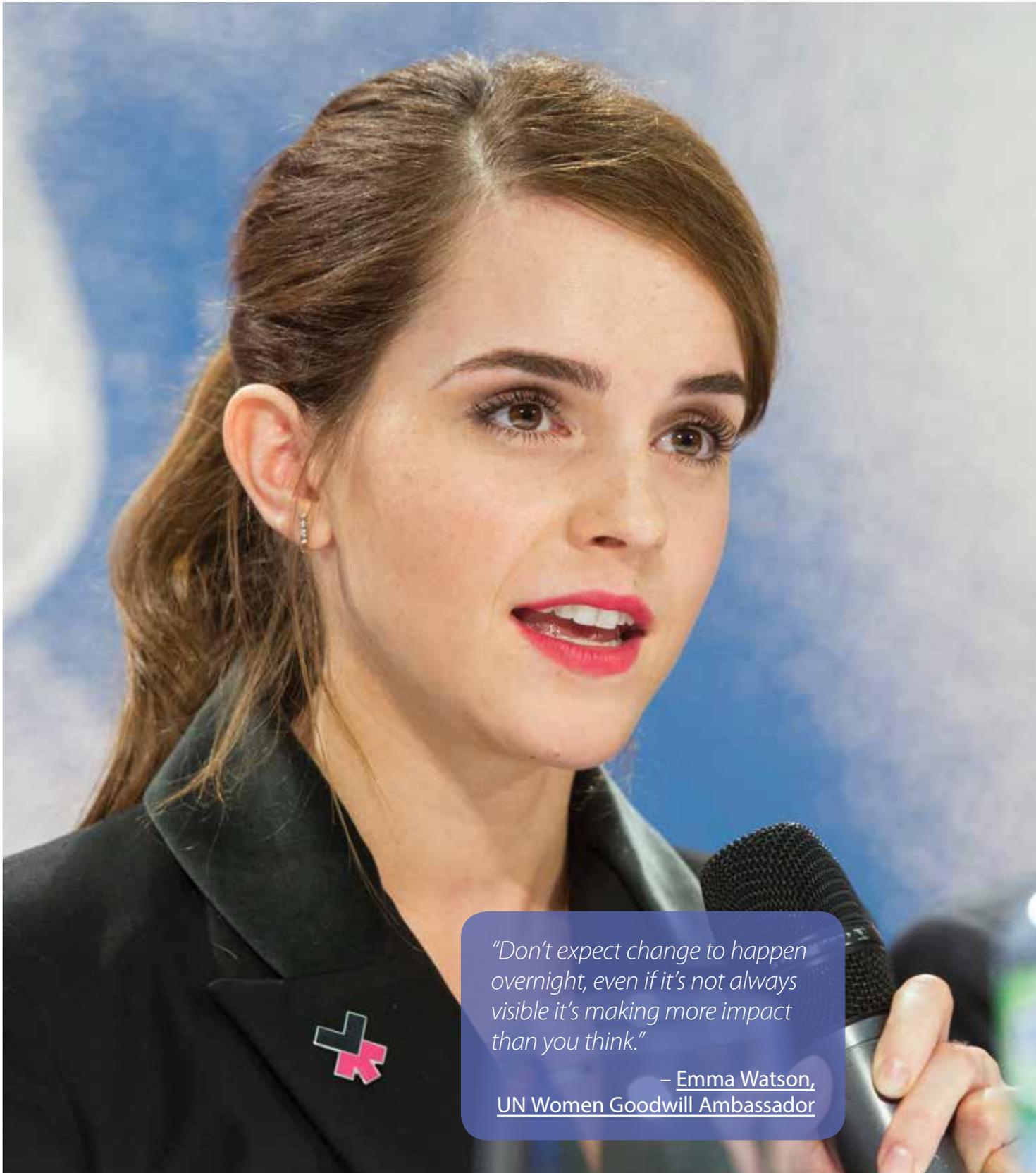
### 4. STRENGTHEN THE CAPACITY OF ORGANIZATIONS TO ENGAGE SAFELY, EFFECTIVELY AND MEANINGFULLY IN WAYS THAT ENABLE YOUNG PEOPLE TO AUGMENT THEIR KNOWLEDGE AND TO LEAD ON HEALTH AND RIGHTS

- a) Build new partnerships across sectors for young people's engagement, including with initiatives led by young people and private sector organizations.
- b) Accelerate development and country Implementation of the Make Every School a Health Promoting School initiative.

*"One of the key fundamentals of this [children and young people's participation in decision-making] strategy is recognition that children and young people are not 'beings in becoming', but rather are 'citizens of today' with the right to be respected and heard during childhood, their teenage years and in their transition to adulthood."*

– Dr James Reilly,  
Minister for Children and Youth Affairs Ireland

# FOCUSING GLOBAL PUBLIC GOODS ON IMPACT



*"Don't expect change to happen overnight, even if it's not always visible it's making more impact than you think."*

– Emma Watson,  
UN Women Goodwill Ambassador

GPW 13 notes that WHO's normative, data and research and innovation activities underpin the creation of global public goods to drive impact in countries – with the organization's "quintessential function" being to ensure access to authoritative and strategic information on health. GPW 13 commits also to a strategic shift for gender equality, health equity and human rights.<sup>2</sup>

Engagement with young people is central to these processes. Health information can only be fully authoritative and strategic if it takes account of voices from across the life course, including young people's. It follows that all WHO's activities focusing public goods on impact should involve the participation of young people, and to a significant extent be shaped by them. Examples of initiatives that have successfully engaged young people and/or enhanced the creation of global public goods are included in Annex 5.

## SUMMARY OF EVIDENCE

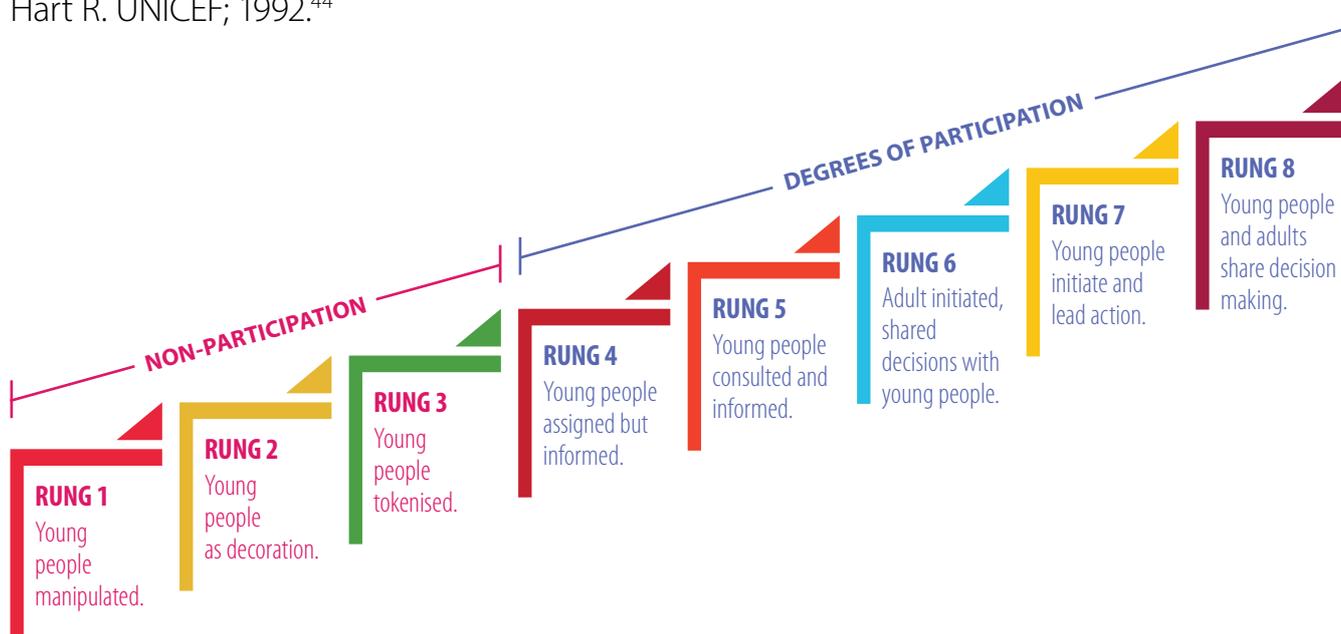
### NORM AND STANDARDS

Interviews conducted for this report demonstrated that meaningful engagement means different things to different organizations. However, the evidence reviewed identified a set of enabling principles already employed by stakeholders in the public and private sectors. These should inform WHO's work to create and disseminate global norms and standards for engaging with young people in health:

- **Clarity of purpose and partnership** – Young people, and the organizations engaging with them, should share a clear understanding of why engagement is taking place. The process should be a partnership in which young people can see a definite outcome from their role. Roles and responsibilities should be clearly defined.
- **Safe, effective and meaningful engagement** – Define and develop standards for safe, effective and meaningful engagement of young people, and guidelines to support implementation.
- **Shared authority for decision-making** – This is the ideal (Fig. 3). When equal decision-making is not possible, organizations should make this clear and identify areas where young people can make meaningful contributions.
- **Varied methods of communication** – Young people are not a homogenous group. They will require different forms of engagement and varying communication styles and platforms, depending on age, background and other factors.
- **Mentoring, support and training** – Organizations should help young people to build capacity and skills and to understand their role, the engagement process and their level of influence.
- **Factors related to access** – When planning engagement activity, organizations should take account of factors such as where young people live, when they are at school, and when they are available. It may be appropriate to offer incentives or compensation.
- **Adequate resourcing** – Resources should be dedicated to ensure completion of the engagement activity, including adequate financing and people with the necessary expertise.
- **Monitoring, evaluation and follow-up** – Young people will be more likely to engage in future if organizations can demonstrate that their involvement has made a difference.

**FIGURE 3**

Examples of young people’s participation in organizations interviewed, using Hart’s Ladder of Participation. The ladder depicts participation as a continuum, from manipulation and tokenism (which do not constitute meaningful engagement), to higher levels of participation where young people initiate, lead and share decisions with older people. Adapted from Hart R. UNICEF; 1992.<sup>44</sup>



**Some events organized by UN agencies with youth on SDG related issues (1-5):** various agencies mentioned, often young people feel assigned, tokenized or as decoration with lack of follow up engagement.

**DFID Engagement with young people (the United Kingdom’s Department for International Development) (4-6):** focus on integrating young people into DFID programmes by emphasizing positive transitions and young people as advocates and agents. In 2015, DFID invited 300 young people for its first ever Youth Summit. Designed and delivered by young people, for young people, it brought together a diverse group of young people from across the UK and developing countries, providing a platform for young people to call on the development sector to take their voices seriously.

**Child Frontiers (5-7):** a child protection consultancy group conducting research that engages children to better understand community perceptions of child wellbeing.

**UNICEF’s U-Report (5-7):** mobile phone and text-message based platform for young people to voice their opinions, connect to their leaders, and help change the conditions in their communities.

**NCDFFREE (6-7):** crowdsourced global social movement dedicated to getting NCDs on the map for young people through social media, design, short film and creative events. It aims to empower the next generation of leaders from across different backgrounds to engage in beating NCDs and contribute to promoting healthier lifestyles around the world.

**Girl Effect’s TEGA (Tech Enabled Girl Ambassadors) (6-7):** mobile-based, peer-to-peer app used to collect feedback and ideas from young people living in hard to reach communities.

**Jane Goodall Institute’s Roots & Shoots (7-8):** young people identify community challenges for people, animals and the environment and then design their own youth-led service projects with resources and support provided.

## DATA AND MONITORING

Interviewees expressed concern over data gaps, lack of disaggregation and quality of data in relation to young people's health and rights. As 40% of the 1.1 billion people living without proof of identity are children under the age of 18,<sup>45</sup> interviewees noted that countries need to strengthen civil registration and vital statistics (CRVS) systems to ensure that all young people have legal identify and can claim their rights, including their right to health. By extension, these systems are also necessary to enable all young people to engage meaningfully with governments, UN agencies and other authorities. If young people are not "on the radar" their ability to contribute is severely compromised. Many governments do not have adequate data on their populations, including young people. Data are particularly scarce on the poorest and most marginalized people – on whom governments need to focus to achieve the SDGs.

WHO has a lead responsibility in monitoring health and SDGs, including on young people – as set out in the documents WHA69.11 on "Health in the 2030 Agenda for Sustainable Development"<sup>32</sup> and WHA69.2: "Committing to implementation of the Global Strategy for Women's, Children's and Adolescents' Health".<sup>33</sup>

WHO has the lead responsibility for supporting countries to improve health information systems globally, linked to system-wide efforts to improve CRVS. GPW 13 commits WHO to support Member States in building their health information systems by strengthening their capacity to collect, analyse, disseminate and use national and subnational disaggregated data.<sup>2</sup>

Interviewees observed that, while young people are sometimes engaged in health initiatives and contribute insights, they are rarely informed in a meaningful way about the outcomes, results and lessons learned. There is a perception that data (particularly scientific data) are guarded by "gatekeepers" within country systems and within WHO, other UN agencies and academia. This creates an information and power asymmetry between young people and data holders, which may alienate the former from collecting, viewing or acting on health data.

There were calls for greater "democratization" of health data for young people, in the sense of

involving young people throughout the whole monitoring and evaluation (M&E) process – from data collection through to interpretation, dissemination and advocacy, as well as making data more readily available to young people. Their insights, opinions and experiences can prove invaluable to both countries and WHO when setting the M&E agenda and planning M&E activities.

WHO is committed to supporting this process through initiatives such as Young Voices Count, which the World Health Assembly noted will enable young people to monitor, and help to shape, progress towards their health and attainment of the SDGs.<sup>3</sup> At the Global Adolescent Health Conference in Ottawa, Canada, in May 2017, partners discussed options to develop and implement this platform, where young people could contribute their ideas and experiences on health and the SDGs. The conversation with young people started with a video, *Does my voice count?*, which is now available on YouTube.<sup>46</sup>

Robust accountability mechanisms are needed to ensure that the safety and well-being of young people's advocates are not compromised by their engagement. In this context, the UN has a role in creating standards and a policy framework whereby young people can safely hold governments and WHO accountable, and can improve their decision-making, leadership and action on their own and families' health.

### *The growing role of information and communication technology and big data*

Recent analysis of adolescent health interventions has noted the value of deploying innovative platforms that assist with reaching disadvantaged and other hard-to-reach populations.<sup>35</sup> A similar role for technology in M&E was identified – specifically in collecting the opinions, experiences and feedback of young people.

For example, Girl Effect's Technology Enabled Girl Ambassadors (TEGAs) are girls and young women who use a mobile-based, peer-to-peer research app on their phones to participate in research programmes.<sup>47</sup> TEGAs collect feedback and ideas from young people living in-hard-to reach communities, including gangs, war zones, refugee camps, out-of-school girls, and those whose voices have never previously been heard.

Their information can enhance understanding and inform programme and product design. In a similar vein, UNICEF's U-Report is an SMS-based platform that enables UNICEF to consult young people on a given topic, and to send them health information and alerts.<sup>48</sup> The U-report programme polls up to 5 million people aged 10–24 years across 42 countries through an SMS and Facebook messenger platform, addressing issues such as health, education, water, sanitation and hygiene (WASH), and unemployment of young people.<sup>48</sup> Information gathered through polls can be responded to on a one-on-one basis or aggregated and analysed. Results are used to adjust programmes or for advocacy with authorities.

It has been predicted that the next 1 billion people to connect to the internet will mostly be young people, who will mostly connect via mobile devices.<sup>49</sup> The opportunity for WHO and countries is to tap into this trend to transform their monitoring and analysis around young people's health through the use of big data. An example of how this might work is provided by the My World survey, run jointly by UNDP, UN Millennium Campaign and the Overseas Development Institute.<sup>50</sup> It has gathered more than 5 million responses worldwide to a question about people's priorities for themselves and their families. Data have been collected via mobile phones and online and through face-to-face interviews. Data can be disaggregated by country, gender, age and level of education.

Particular attention should be paid to diverse inequalities for young people that prevent them from accessing or using these technologies. Building on innovative solutions such as TEGA, it is critical to bridge the digital divide for young people, particularly for those most marginalized, to ensure that no one is left behind.

*"There needs to be a standard definition of what engagement is. The lack of an agreed framework against which to measure meaningful engagement has been a major stumbling block for evidence-based programming."*

– UN Agency Representative

## RESEARCH AND INNOVATION

Stakeholders who engaged with young people expressed the view that approaches involving the active participation of young people were more productive and sustainable, and produced results that were more relevant. Interviewees perceived gaps in knowledge around how best to reach young people with public goods, and a need for more implementation research. A priority should be to ensure diversity in engagement activity by including young people from all backgrounds and characteristics.

The end-to-end process of engagement with young people – from first contact to final outcomes – is not well understood. Recent research by the Overseas Development Institute (ODI) highlighted research gaps in relation to understanding what motivates young people to become involved in development processes.<sup>51</sup> They indicated a need for more:

- **Analysis of outcomes from engagement processes** – both for young people personally and in terms of development impact.
- **Analysis of how context facilitates or hinders young people's engagement** – as agents or advocates for development.
- **Discussion of implementation issues** – including how project design and implementation affect results, and the sustainability of such initiatives.
- **Systematic and rigorous studies** – out of 333 studies reviewed, only 39 used a quasi-experimental or experimental design.

*"There is an unprecedented opportunity for innovation and evaluation to extend our knowledge of digital media interventions that currently derives from a few high-income countries."*

– Academia Representative

## CHALLENGES AND STRATEGIC OPPORTUNITIES FOR WHO

WHO has a unique mandate to provide independent normative guidance, and so is strongly placed to guide the development of norms and standards for the engagement of young people in health (Annex 6). This should be informed by a consultation process including young people and should take account of existing good practice, as noted above.

This report has already highlighted lack of information as a barrier to young people's accessing health services. Effective engagement is a crucial step in overcoming this barrier, because information invariably flows in both directions when genuine engagement occurs, with young people informing and being informed.

There was a perception among interviewees that WHO could do much more to "democratize" health data. This would entail using its global roles in M&E and reporting to make data more readily available in forms that are accessible and comprehensible to young people and other stakeholders. There was also a perception that WHO could better leverage innovative technologies and existing platforms for young people in activity engaging young people. It should drive research to define how to develop and deploy these systems, and how to advance knowledge of young people's-engagement processes.

*"Many international development actors don't have much knowledge or experience in how to engage young people. Yet it is often treated not as a technical subject with best practices and approaches but as an "afterthought" area that can be tackled with a few hashtags or quick fixes."*

– UN Agency Representative

## RECOMMENDATIONS

### 5. ENGAGE YOUNG PEOPLE THROUGHOUT THE DESIGN AND DELIVERY OF GLOBAL PUBLIC GOODS, AND ESPECIALLY ON ISSUES THAT AFFECT THEIR HEALTH AND RIGHTS

- a) Develop with young people norms and standards for safe, effective and meaningful engagement on health and rights, based on established good practice and new research.
- b) Involve young people fully at every stage of developing and implementing global public goods relevant to their health and rights, including for setting norms and standards

### 6. ESTABLISH AN INNOVATIVE PARTNERSHIP-DRIVEN PLATFORM, SUCH AS YOUNG VOICES COUNT, SO YOUNG PEOPLE CAN SHARE THEIR EXPERIENCES AND IDEAS TO MONITOR AND DRIVE CHANGE ON HEALTH AND SDGS

- a) Enhance WHO's monitoring and reporting mandate on health-related SDGs by using participatory approaches to share insights, stories, experiences and ideas from young people, particularly from marginalized young people, bridging both the data gap and the digital divide and bringing life to the data on progress towards health and SDGs.
- b) Use a blend of technology and traditional methods and harness the power of partner initiatives, including those discussed in this report, to democratize data and give young people everywhere an opportunity to engage in a two-way conversation on health, rights and sustainable development, to hold their governments and all stakeholders accountable, and help drive transformative change.

*"We often talk about the importance of youth voice, but it needs to lead to concrete action."*

– NGO Representative

# PARTNERSHIPS

*"We need to focus on integrated, multisectoral approaches. What needs to be done is broader than what we have done."*

– Donor Representative

*"H6 has fundamental communication & branding problems. Charities, sports clubs, churches & extremist groups for example, attract young people and are mainly activity focused. H6 need to have a more comprehensive look at these (to see what to do differently)."*

– UN Agency Representative

WHO has to transform its approach to partnerships in order to deliver its strategic priorities, because the ambitious goals of GPW 13<sup>2</sup> can only be accomplished with partners from all sectors. GPW 13 and the WHO framework of engagement with non-state actors (FENSA)<sup>52</sup> make this explicit, while SDG 17 (partnerships for the goals) provides the broader context.<sup>53</sup>

It will be necessary for WHO to embrace new forms of partnership, and to partner with diverse groups and organizations in non-traditional alliances. This is essential if it is to lead on transforming young people's engagement with health. The new partnerships should include innovative alliances forged across sectors and with young people – who should be involved at every level and often take the lead.

In a world where boundaries between sectors have become blurred, robust global mechanisms will be needed to ensure the accountability of all partners and stakeholders to the young people they engage with, and to achieving common goals. The 2017 recommendations of the Independent Accountability Panel for Every Woman, Every Child, Every Adolescent provide a framework for these mechanisms.<sup>31</sup>

## SUMMARY OF EVIDENCE

A mapping exercise identified more than 60 organizations with potential to partner with WHO in young people's engagement on health (Annex 5). They included public and private stakeholders that were already engaging closely or in a transformative way with young people. More than 20 were interviewed for this report.

All interviewees expressed the view that partnerships across sectors or disciplines, and across stakeholder groups, were key to success when engaging with young people. They also recognized that a partnership mindset requires re-examination and potential disruption of traditional ways of operating at every level of the organization and its value chain.

The organizations reviewed were found to demonstrate potential for impact and partnership with WHO in four areas:

- UN agencies as conveners and catalysts for partnerships
- private sector innovation and market reach

- foundations and non governmental organizations (NGOs) as a source of creative solutions
- existing young people's engagement within civil society, including education, culture and sports.

### UN AGENCIES AS CONVENERS AND CATALYSTS FOR PARTNERSHIPS

Examples of internal UN partnership initiatives, such as the UN Youth Strategy<sup>19</sup> and the role of the UN Youth Envoy,<sup>54</sup> were considered valuable by interviewees, as were agency-specific partnership initiatives. Interviewees also noted the potential convening power of UN agencies for engaging with young people.

Despite its best efforts to create partnerships for and with young people, the UN system was perceived as inaccessible, closed-minded and stagnant in this area. There was a perception of WHO as an observer rather than a proactive leader on health, young people and partnerships.

The flip side of this negative picture is that great scope exists for WHO to step up its partnership work in forums such as the H6 Adolescent Health Working Group, and the Interagency Network on Youth Development – as well as in its partnerships with UNDP, the International Organization for Migration (IOM), the Office of the United Nations High Commissioner for Refugees (UNHCR), the United Nations Environment Programme (UNEP), UNESCO and others. Examples of WHO's activities collaborating across the UN system are included in Annex 6.

## **PRIVATE SECTOR INNOVATION AND MARKET REACH**

Partnerships with private sector organizations were perceived as having huge untapped potential to extend the demographic reach and coverage of young people's engagement on health and across the SDGs. Companies engage with young people continually and have the potential to innovate, forge partnerships, shape products and markets, provide job opportunities and drive positive social and environmental change.<sup>55</sup> Some are able to engage effectively with people in marginalized or hard-to-reach communities who use their products and services.

The opportunity for partnership on health and the SDGs is recognized by the global business community. A January 2017 report by the Business and Sustainable Development Commission made a strong case for a socially focused business model based on the SDGs, to be delivered in partnership with governments and civil society. The report's commission estimated that achieving the global goals would create at least US\$12 trillion in business opportunities.<sup>56</sup>

Unilever provides one of the best private sector examples of partnership working. Every day its products reach more than 2 billion customers across the demographic spectrum globally, which would not be possible without an efficient and extensive partnership network. The Unilever Sustainable Living Plan,<sup>57</sup> established in 2010, encourages development of brands that contribute positive societal and environmental impact. An example is Unilever's Confident Me programme, associated with its Dove brand. It works with schools to increase young girls' participation in education by promoting adolescent body confidence and care.<sup>57</sup>

In another example, Coca-Cola is engaged in the Coletivos partnership with UN Women and the national programme Coletivo Retail in Brazil. Young people are encouraged to engage in local entrepreneurship initiatives and are connected to employment opportunities through partners and customers of Coca-Cola. The focus is on small shops run by women. The programme includes training on gender equality and human rights. These and other partnerships also need to be considered in the context of overall health and sustainable development impacts.

## **FOUNDATIONS AND NGOS AS A SOURCE OF CREATIVE SOLUTIONS**

Interviewees perceived multisectoral partnership initiatives involving foundations and NGOs as an important source of creative approaches and meaningful young people's engagement on health. The Technology Enabled Girl Ambassadors (TEGAs) network of Girl Effect is a leading example. It is supported by a partnership that includes Bill & Melinda Gates Foundation, Oxfam, the United Kingdom's Department for International Development (DFID), Mercy Corps, Facebook and UNICEF.<sup>47</sup>

Two consortium approaches to engaging with young people in health illustrate the type of creative solutions that can emerge from multisectoral partnerships. Fondation Botnar's Healthy Cities for Adolescents Challenge engages with and supports young people aged 10–15 years in growing urban environments in Ecuador, Colombia, Senegal, Ghana and India.<sup>58</sup> It is supported by multi-stakeholder consortiums that include partners from government, civil society and the private sector.

Adolescents 360 is a four-year collaborative project aimed to increase access to, and uptake of, voluntary modern contraception among adolescent girls (15–19 years) in Ethiopia, Nigeria and Tanzania.<sup>59</sup> It places adolescents, and their key influencers, at the centre of the design process and seeks to foster safe, meaningful and effective partnerships between young people and adults. Population Services International (PSI) leads a consortium of partners from governments, NGOs and academia.

## EXISTING YOUNG PEOPLE'S ENGAGEMENT WITHIN CIVIL SOCIETY

It is clear that WHO needs to partner with existing young people's grassroots leadership platforms that already actively engage young people with debates and foster decision-making related to health, rights and the SDGs. Some platforms are specifically dedicated to health issues, such as the Youth Coalition for Sexual and Reproductive Rights.<sup>60</sup> This aims to ensure that the sexual and reproductive rights of all young people are respected, guaranteed and promoted, and to secure their meaningful participation in decision-making.

Student organizations such as the International Federation of Medical Students' Associations (IFMSA)<sup>61</sup>, or the Association Internationale des Étudiants en Sciences Économiques et Commerciales (AIESEC)<sup>62</sup> are also key partners to link with. Both have consultative status with the United Nations Economic and Social Council (ECOSOC), which allows them to participate in UN processes and participate in the General Assembly. IFMSA also has special recognition status and collaborations with several UN agencies, such as WHO, UNESCO, UNAIDS and others.

The importance of fandom communities should not be underestimated, as demonstrated by the Harry Potter Alliance, which engages for equality, human rights and literacy.<sup>63</sup> This is manifested in a community that spans 225 chapters in 25 countries. Other platforms succeed in engaging the most marginalized populations, such as Majal in the Middle East and North Africa.<sup>64</sup> In general, WHO should engage in a two-ways discussion with these organizations, with the goal of finding the best ways to strengthen safe and meaningful engagement and participation of young people for health, rights, leadership building and the SDGs.

Areas of civil society that already engage effectively with young people were perceived as having significant potential for partnership. Education is the prime example, because the sector's aims are already in sympathy with those of WHO and likeminded partners. An initiative such as the Global Partnership for Education (GPE) is the focus of a multistakeholder partnership and a funding platform that works to

strengthen education systems in developing countries.<sup>65</sup> The aim is to increase the number of children who are in school and learning. Similarly, sectors involved in food and nutrition are clear candidates for more and better partnership working. The Scaling up Nutrition movement is a leading example of how impact can be achieved.<sup>66</sup>

Another obvious candidate is sport. This sector engages millions of young people through global sports such as athletics, basketball, cricket, hockey, rugby and swimming, and through national games such as Australian rules and Gaelic football. It appeals equally to girls and boys and has clear potential to deliver health and social benefits, particularly for participants. The UN Office on Sport for Development and Peace previously was active in engaging young people from disadvantaged communities with sport through its Youth Leadership Programme.<sup>67</sup> The football world has also been engaged with the SDGs: football stars Didier Drogba, Zinédine Zidane and Ronaldo, who are UNDP Goodwill Ambassadors, have raised funds by helping to kick-off 11 international Matches Against Poverty since 2003.<sup>68</sup>

The benefits of partnership within the arts, music and cultural sectors were highlighted by research from Australia, which considered the social and economic impacts.<sup>69</sup> These sectors offer great potential for engagement with young people for health and sustainable development due to their ability to connect rapidly and vividly with young people. For example, a remake of Beyoncé's *Freedom* video, released to support the International Day of the Girl in 2017, quickly attracted 40 million views.<sup>70</sup> *Heal the World*, a video featuring gifted musical children from around the world, has attracted nearly 22 million views on Facebook.<sup>71</sup>

Across civil society, young people are increasingly motivated by issues related to health and sustainability. In August 2018, students were involved in demonstrations for improved road safety in Dhaka, Bangladesh.<sup>72</sup> Boyan Slat, a 24-year-old Dutch inventor, has proposed a new technique for removing plastic pollutants from the world's oceans.<sup>73</sup>

## RESOURCE MOBILIZATION

Greatly increased financial resources are essential to advance the young people's engagement agenda. This will require political commitment at the highest levels of governments and other organizations, including WHO. Organizations interviewed (in particular UN agencies) noted low levels of investment in engagement with young people. They also tended not to track the funds that were committed.

Sustained and unified global movements – on the scale of Every Woman Every Child – are needed to mobilize resources. It will need to forge a variety of new alliances that emphasize the role and value of young people as thinkers and leaders. Innovative financing from both private and public sources, including effective blended financing mechanisms, will be required to unlock opportunities towards achieving the SDGs. However, a clear concept and investment case will be required to attract funding.

Recent experience shows that resources can be effectively mobilized. SheDecides, a global movement created in 2017 to promote the fundamental rights of girls and women, has already attracted more than US\$ 200 million in pledges.<sup>22</sup>

A good start has been made with stand-alone initiatives (see Annex 5), as well as innovative financing mechanisms such as the Global Financing Facility (GFF) in support of Every Woman Every Child<sup>74</sup> or the Global Fund's new US\$ 55 million catalytic fund for prevention of HIV in adolescent girls and young

women in sub-Saharan Africa.<sup>75</sup> However, they only begin to scratch the surface. New innovative funders, such as Fondation Botnar, are also emerging to stimulate young people's engagement in urban areas through digital solutions including artificial intelligence, and related cross-cutting research. The Every Woman Every Child Innovation Marketplace is another good example of how resources and innovation can be channelled for change.<sup>76</sup>

## CHALLENGES AND STRATEGIC OPPORTUNITIES FOR WHO

WHO was perceived as participating in young people's engagement partnerships with other H6 agencies, but to a lesser extent with non-H6 agencies. Interviewees mentioned UNESCO, UNEP, the International Labour Organization (ILO), IOM, UNHCR and the International Telecommunication Union (ITU), as agencies that WHO could seek to partner with more extensively. Generally, WHO was perceived as bureaucratic, slow moving and insufficiently action oriented in relation to innovative partnerships. Implementation of the WHO framework of engagement with non-state actors (FENSA) should incentivize game-changing partnerships across all sectors.<sup>52</sup>

There was often a lack of awareness and understanding among interviewees about WHO's role and capabilities relating to partnerships, both at global and country level. WHO enjoys high credibility in countries and among partners for its technical work, but is not viewed as an open-minded and innovative partner engaged with young people, speaking their language and understanding their needs. It is also not viewed as having committed sufficient resources to these ends.

*"The biggest issue isn't finding enthusiasm among people to engage youth, its finding the funding to support that and in some areas, making space for young people."*

– NGO Representative

## RECOMMENDATIONS

### 7. FORGE INNOVATIVE PARTNERSHIPS WITH DIVERSE ORGANIZATIONS THAT ENGAGE WITH YOUNG PEOPLE

- a) Seek out and partner with organizations that have potential to “change the game”.
- b) Strengthen partnerships for young people’s engagement across the UN system.

### 8. MOBILIZE RESOURCES FOR A COMPREHENSIVE, COHERENT GLOBAL MOVEMENT THAT ENGAGES THE POWER OF YOUNG PEOPLE FOR HEALTH AND SUSTAINABLE DEVELOPMENT

- a) Lead a unified global movement to mobilize resources for young people’s engagement on health.
- b) Work with partners to identify and develop the potential of innovative funding sources.

*“If you have that scale and reach, it’s an enormous possibility to transform markets, and we cannot do this alone. The main thing we’re trying to do is give every brand we sell—because ultimately we’re a branded goods producer—a social purpose. Now, if that purpose is big enough, that brand will be very successful.”*

– Private Sector Representative



# CONCLUSION



*“Young people are the greatest resource for societies to thrive. I encourage more countries to invest in improving the health of young people and engaging them in decision-making processes and initiatives to achieve health for all.”*

– Dr. Tedros Adhanom Ghebreyesus,  
WHO Director-General

The voices of young people are getting louder and louder due to their passionate concern for health and rights, the environment and sustainability. Their demands for change have been amplified a thousand times by the exponential growth of the internet, mobile communications and social media. Even if they cannot access these technologies, they still make a difference within their communities. Young people in marginalized communities face significant challenges ranging from violence to discrimination or disability. They had no voice until recently, but they are beginning to tell their stories now.

Even if WHO wanted to close its ears it would be an impossibility. Movements amplified by social media such as #heforshe, #shedecides and #uproot have changed the game by enabling young people to set the agenda and call powerful organizations and people to account.

The message of this report is that WHO *is* listening and *does* care what young people think. It has been poor, until now, at engaging with young people and creating opportunities within the organization for them to lead and contribute. It has not reached out to young people as much as it should, nor has it always listened attentively to what they have to say. But that can and will change.

By implementing the recommendations of this report, WHO can become a global leader on young people's engagement with health and rights, setting an example within its own organization and creating norms and standards for others to follow. It should work with Member States and a diverse range of partners, including groups led by young people, to embed young people's engagement in every aspect of the health ecosystem. And it should lead efforts to fill data gaps and improve understanding of how to maximize the impact of young people's engagement.

The priority is to ensure that no young person is left behind and all can realize their right to health equitably and without discrimination or hindrance. These aims can only be achieved with young people's informed and enthusiastic engagement. It is WHO's responsibility to smooth the path so young people can lead on creating a healthy and sustainable future for the planet.

*"The litmus test for the success of the SDGs is whether we can translate young people's voices to reality."*

– [Amina Mohammed](#),  
[United Nations Deputy Secretary-General](#)

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# ANNEX 1

## DEFINITIONS AND DIVERSITY OF YOUNG PEOPLE

For the purposes of this report, we use the term young people, acknowledging that young people are not a homogenous group. Interviews emphasized that the lack of standard definitions for young people represents a challenge for disaggregation of data, designing and implementing programmes for young people, or communication. Standardization could help advance the youth engagement agenda. A 2013 OHCHR Expert meeting on the human rights of youth pointed out that while the UN age-range of 15 to 24 years is often used to categorize youth, this was originally chosen purely for statistical purposes. “Youth” could be viewed as a time of transition, from childhood to adulthood, from dependence to independence, but opinions differed concerning when this may occur. They also reflected that the transition from child to adult occurs at different times in relation to different rights – for example in the justice system, in the labour market, in education, and in the family.<sup>1</sup> The table below presents the age ranges of different types of young people according to different organizations, illustrating the lack of standardization.

Young people should also be considered in all their diversities, including those who are most at risk of being left behind:<sup>2</sup>

- living with disabilities or chronic illnesses (e.g. sickle-cell anaemia or HIV)
- living in remote areas or caught up in social disruption from natural disasters or armed conflicts (e.g. refugees)
- stigmatized and marginalized because of sexual orientation, gender identity or ethnicity
- institutionalized or exposed to domestic violence or substance abuse in the family
- exploited and abused (e.g. girls working as domestic servants)
- married, or who migrate for work or education without family or social support
- experience racial or ethnic discrimination
- not in education, employment or training
- who do not have access to health services or social protection (e.g. poor urban and rural residents or homeless adolescents).

### Annex 1 references

1. OHCHR Expert meeting on the human rights of youth. HRESIS/RRDD/18 September 2013. Available from: <https://www.ohchr.org/Documents/Issues/Youth/ExecutiveSummary.pdf>
2. Global Accelerated Action for the Health of Adolescents (AA-HA!): guidance to support country implementation. Geneva: World Health Organization; 2017.
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9. YouthSTATS ILO. Geneva: ILO. Available from: <http://www.youthstatistics.org/>

# ANNEX 2

## METHODS TO DEVELOP THIS REPORT

There already have been numerous consultation processes with young people and Member States, including for the elaboration of the Sustainable DGs,<sup>1</sup> for the Global Strategy for Women's, Children's and Adolescents' Health,<sup>2</sup> or for the Global accelerated action for the health of adolescents (AA-HA!).<sup>3</sup>

This report builds on this mandate for young people's engagement and focuses on how a broad range of partners in the global health ecosystem, including young people themselves, are working to support young people's engagement in the SDGs. It contains the collective views of an international group of experts and partners, and does not necessarily represent the decisions or the stated policy of the World Health Organization.

This report was developed between November 2017 and July 2018, built on the following work:

### INTERVIEWS

- The interview protocol was developed collaboratively by the consultants and WHO (Annex 2). The consultants independently conducted the interviews with partners. Interviews were conducted either in person or by phone. All respondents were sent the questions before the interview and requested to provide written answers in advance. Interviews were audio-recorded to assist in analysis, which also was done independently by the consultants.
- Semi-structured interviews with 25 organizations and 41 key informants (as well as a review of key documents and websites) were conducted across different stakeholder groups (Annex 3). Respondents were chosen using purposive sampling based on seniority within their organizations and their association, interest or influence with the engagement of young people.

### DESK REVIEW AND STAKEHOLDER ANALYSIS

- Stakeholder analysis and mapping process of over 60 organizations across diverse sectors working with young people.
- Documentation and website review, consisting of key publications and reports, including published peer reviewed and grey literature, focused on adolescent health and wellbeing.

It should be noted that there are countless organizations working with and on issues related to young people. The purposive selection of stakeholders mapped and interviewed was based on innovative approaches to working with young people; potential to collaborate with the WHO and contribute new or complementary knowledge, skills or resources; and exploration of our networks across sectors.

It was not always possible to cross-check information provided to us by stakeholders. Information available on stakeholder websites, reviewed documentation, and other resources we were directed to, did not always provide the most comprehensive or up to date information nor answers to our specific questions.

#### Annex 2 references

1. A million voices: the world we want. New York: United Nations Development Group; 2013 (<https://undg.org/wp-content/uploads/2016/12/The-World-we-Want.pdf>, accessed 7 September 2018).
2. Shaping the future for healthy women, children & adolescents. Crowd360; 2015 (<https://crowd360.org/shaping-the-future-for-healthy-women-and-children>, accessed 7 September 2018).
3. The development of Global AA-HA! Guidance. Geneva: World Health Organization; 2017 ([http://www.who.int/maternal\\_child\\_adolescent/topics/adolescence/framework-accelerated-action/background/en](http://www.who.int/maternal_child_adolescent/topics/adolescence/framework-accelerated-action/background/en), accessed 7 September 2018).

# ANNEX 3

## LIST OF INTERVIEWEES

### UN AGENCIES

#### UNAIDS

- Ruben Pages, Coordinator for Youth Programme

#### UNESCO

- Jennelle Babb, Programme Officer Section of Health and Education, Division of Peace and Sustainable Development Education Sector

#### UNFPA

- Irem Tumer, Global Youth Focal Point

#### UNICEF

- Fabio Friscia, Adolescents Participation Specialist, HQ
- Julianna Lindsey, Country Director, Botswana

#### UN Women

- Elena Kudravtseva, Policy Specialist, Gender Equality and HIV/AIDS

#### UN Youth Envoy

- Saskia Schellenkens, Special Advisor to Secretary General's Envoy on Youth

#### World Food Programme

- Fatiha Terki, Deputy Director, Nutrition Division

#### World Health Organization

- Valentina Baltag, Scientist, Maternal, Newborn, Child and Adolescent Health Department
- Kid Kohl, Technical Officer, Maternal, Newborn, Child and Adolescent Health Department
- Shyama Kuruvilla, Senior Strategic Adviser, Family, Women, Children and Adolescents
- Guilhem Labadie, Consultant, Office of the Assistant Director-General for Family, Women, Children and Adolescents
- Alastair Robb, Senior Technical Officer, Information, Evidence and Research Department
- David Ross, Medical Officer, Maternal, Newborn, Child and Adolescent Health Department

- Julia Samuelson, Technical Officer, Key Populations and Innovative Prevention, HIV/AIDS Department

- Lale Say, Coordinator, Adolescents and at-Risk Populations, Reproductive Health and Research Department

- Kathleen Strong, Medical Officer, Maternal, Newborn, Child and Adolescent Health Department

### PARTNERSHIPS

#### Coalition for Epidemic Preparedness Innovations

- Frederik Kristensen, Deputy CEO

#### PMNCH

- Anshu Mohan, Senior Technical Officer, Country Engagement
- Meheret Melles, Adolescents and Youth Focal Point

#### She Decides

- Robin Gorna, Co-Lead
- Mallah Tabot, Youth Representative

### DONORS AND FOUNDATIONS

#### Global Affairs Canada

- Catherine Palmier, Deputy Director, Global Health Policy and Research, Global Issues and Development Branch

#### United Kingdom Department of Foreign Affairs

- Ed Barney, Deputy Head, Higher Education, Skills and Youth

#### Bill & Melinda Gates Foundation

- Caitlin Feurey, Program Officer, Family Planning & Gender Equality, Program Advocacy & Communications
- Katherine Haye, Program Officer

#### Lumos

- Anna Darling, Advocacy & Campaigns Officer
- Brid O'Brien, Advocacy & Campaigns Assistant

## **NON GOVERNMENTAL ORGANIZATIONS**

### **Girl Effect**

- Laura Scanlon, Founder & Director of TEGA

### **Jane Goodall Institute**

- Carlos Drews, Executive Director, JGI US
- Jen Duffy, Manager, Roots & Shoots Canada and Roots & Shoots Global representative
- Andria Teather, CEO, JGI Canada
- Erin Viera, Vice-President, Roots & Shoots US

### **Canada's Youth Delegation**

- Nicola Toffelmire, Canada's Youth Delegate to the World Health Assembly

### **Youth Coalition for Sexual and Reproductive Rights (YCSRR)**

- Hazal Atay, Sexual and Reproductive Rights Advocate

### **Project Everyone**

- Alison Bellwood, Director, World's Largest Lesson

### **World Young Women's Christian Association**

- Kara Brown, Lead, Young Women's Engagement

## **PRIVATE SECTOR**

### **Child Frontiers**

- Emily Delap, Senior Associate
- Martha Nelems, Senior Associate

### **Johnson & Johnson**

- Jami Taylor, Global Commercial Strategy, Brand Equity, External Affairs

### **Salesforce**

- Charlotte Finn, VP- Marketing and External Relations

### **Unilever**

- Myriam Sidibe, Hygiene and Nutrition Social Mission Director, Unilever Africa

Interviews led by Barbara Bulc, President, Global Development and Rohit Ramchandani, CEO, Antara Global Health Advisors.

# ANNEX 4

## SEMI-STRUCTURED INTERVIEW QUESTIONNAIRE

1. Does your organization have initiatives to engage young citizens, aged 10-24 - in providing information, goods or services to them, as well as in receiving feedback and ideas from them? Can you describe the initiative?
2. What is the geographical scope (e.g. regions, numbers reached) of these initiatives? Please specify the age groups engaged, especially as relates to young people aged 10-24 years.
  - a. Is this engagement effective? Why or why not? Please provide specific examples from your work.
  - b. Is this engagement meaningful, for example in promoting young people's health and well-being and addressing their needs? Please provide specific examples from your work.
  - c. Can this engagement be done safely? What are some of the considerations? Please provide specific examples from your work.
3. What are some of the main incentives, or drivers, for your engagement with young people? Please provide specific examples of 'what is in it for you and what is in it for them'.
  - a. Have you developed an evidence base and/or measures of success to demonstrate the value of engaging with young people? What is the nature of this evidence (e.g. formal research design, anecdotal, operational, informal, etc.)? Are there any related resources you could share?
  - b. What other evidence are you aware of that demonstrates the value of engaging with young people, for example to improve utilization of evidence-based solutions, shape innovative approaches, improve health and development outcomes, etc?
4. While there are several organizations and initiatives focused on engaging young people, there seems to be consensus that these are not at a sufficient scale, synergistic or effectively channelled, for transformative change. Do you agree? What do you see as key gaps or challenges?
5. The premise of Young Voices Count (YVC) is that achieving the Sustainable Development Goals (SDGs) will hinge on amplifying the voice of young people, young people being aware of and claiming their rights, contributing their ideas and hopes, and tracking and transforming progress to achieve the goals. YVC focuses on five areas – R's – where synergies between existing initiatives could be explored to create scale and effect transformative change:
  - REGISTER – advocating that all young people be registered and have legal identity and rights – linked to strengthened civil registration and vital statistics systems.
  - REACH – promoting young people's access to essential information, goods and services related to the SDGs, for example as set out in the WHO guidance report Global Accelerated Action for the Health of Adolescents (AA-HA).
  - REPORT – facilitating young people to safely and meaningfully share their experiences, hopes, needs and ideas to track and shape SDG progress.
  - RIGHTS – enabling young people's awareness and realization of rights, and promoting social accountability for the same.
  - REVOLUTIONIZE – amplifying and channelling young people's voices for transformative change at all levels.

Do you think these are the right areas to drive synergies and scale across initiatives for transformative change? Are there other areas that could have greater impact?
6. To help shape the Young Voices Count initiative, what insights, ideas and approaches can you share from your work on how these areas for young people's engagement - Register, Reach, Report, Rights, Revolutionize – could be strengthened?
  - a. How do you think this can be done?
  - b. What potentially could be your organization's and your contributions to Young Voices Count?
  - c. What do you think WHO's role could be in helping to catalyze synergies through YVC?
  - d. Do you have a sense of what your organizations investment is in the engagement of young people?

# ANNEX 5

## INNOVATIVE PARTNER INITIATIVES ENGAGING YOUNG PEOPLE ILLUSTRATIVE EXAMPLES

Today it is hard to imagine a prosperous society or community that does not include and engage young people. This report focused on key public or private stakeholders in the global health ecosystem that are working closely or in some transformative way with young people and contributing to improvement of their health and wellbeing.

Examples of countries and organizations that are setting up, or strengthening programmes for youth engagement are presented below. This exploratory mapping based on interviews and desk review is not comprehensive, but rather illustrative of the range of actors and initiatives engaging young people for health and sustainable development.

In the electronic version of this report, all sub-headings are hyperlinked.

### COUNTRIES / GOVERNMENTS

Several countries / governments have programmes related to engaging young people in health and sustainable development. Some illustrative examples are:

- **Barbados:** Barbados Health Strategy 2018-2028 was developed using a participatory process, including adolescents.
- **Belize:** UNICEF will support 130 adolescent representatives from the Children’s Advisory Bodies operating in municipalities nationwide, to join other stakeholders in informing the development of the adolescent health strategy.
- **Canada:** The Prime Minister’s Youth Council is a group of young Canadians who provide non-partisan advice to the Prime Minister and the Government of Canada on issues of importance to them and to all Canadians.
- **Ethiopia:** One of the six strategic objectives for action of the National Adolescent and Youth Health Strategy (2016-2020) is “Supporting and facilitating youth engagement and ownership of health programmes”.
- **India:** One of the key principles of the national health programme for adolescents, Rashtriya Kishor Swasthya Karyakram, is adolescent participation and leadership.
- **Saint Vincent and the Grenadines:** The National Health and Development Action Plan is spearheaded by a steering committee comprising individuals representing various youth clubs and community development programmes.
- **Sudan:** The national Adolescent Health Strategy (2018-2022) was developed with the active participation of adolescents themselves.
- **The United Kingdom, Scotland:** The Young People’s Health Advisory Group sat on policy steering groups, gave evidence to health committees and established ways of collecting the views of other children and young people’s groups.

### INTERGOVERNMENTAL ORGANIZATIONS

#### INTER-PARLIAMENTARY UNION (IPU)

Initiatives	Key Activities
<b>Forum of Young Parliamentarians</b>	<ul style="list-style-type: none"> <li>• It is set up to boost the participation of young people in parliaments and to help ensure young members of parliament (MPs) play a full part in the work of parliament.</li> <li>• The Forum makes sure the youth voice is heard in global political decision-making both through greater participation of young MPs at meetings, and through formal inputs into outcomes. It also ensures there is a youth perspective in all IPU work and builds bridges with outside organizations.</li> <li>• The Forum is represented at IPU annual Global Conference of Young Parliamentarians—a vital platform for empowering young leaders which focuses on how to draw more young people into the formal democratic process.</li> <li>• It meets twice a year during IPU Assemblies. The Forum is steered by a Board composed of 12 people—one man and one woman from each of IPU’s six geopolitical groups—who in turn elect a president.</li> </ul>
<b>IPU WHO Partnership</b>	<ul style="list-style-type: none"> <li>• For the last two years, IPU has organized parliamentary meetings at the World Health Assembly, to highlight the importance of strengthening the role of parliaments in promoting universal health coverage (UHC) and reinforcing and mobilising health systems to actively engage in the World Health Assembly. Activities include:               <ul style="list-style-type: none"> <li>◦ Producing joint publications, including a review of the legislation on child marriage in 37 Asia-Pacific countries.</li> <li>◦ Promoting parliamentary contribution to implementation of the Global Strategy for Women’s, Children’s and Adolescents’ Health.</li> </ul> </li> </ul>

## UN AGENCIES

### ILO

Initiative	Key Activities
<b>Global Initiative on Decent Jobs for Youth</b>	<ul style="list-style-type: none"> <li>Decent Jobs for Youth: is the first-ever, comprehensive United Nations system-wide effort for the promotion of youth employment worldwide. It is a catalyst for evidence-based action and impact at country and regional levels. With commitments from a wide range of partners, it can scale up action, ensure ownership and coherence with national development priorities, and assist countries on delivering on the 2030 Agenda for Sustainable Development.</li> <li>Partners include governments, social partners, youth and civil society, parliamentarians, the private sector, the media, United Nations entities, academia, foundations and regional institutions.</li> <li>Decent Jobs for Youth prioritizes action across eight thematic areas: green jobs, digital skills, quality apprenticeships, the rural economy, fragile situations, hazardous occupations, entrepreneurship and self-employment, and transitions to the formal economy.</li> </ul>

### OHCHR

Initiatives	Key Activities
<b>Expert meeting on the human rights of youth</b>	<ul style="list-style-type: none"> <li>In July 2013, OHCHR organised a meeting of experts to analyse the human rights framework applicable to young people, and to formulate possible ways forward for the human rights of youth at an international level.</li> </ul>
<b>2018 Regional Consultation on Youth and Human Rights</b>	<ul style="list-style-type: none"> <li>Diverse group of 22 young people, representing national and international youth organisations.</li> <li>Organized by the European Youth Forum and the Office of the UN High Commissioner for Human Rights.</li> <li>Key challenges and examples of discrimination were reviewed: Right to participation, Right to employment and social protection, Right to education, Right to health, Right to housing, multiple discriminations.</li> <li>Recommendations to the Member States, to the Human Rights Council and to other stakeholders within the UN system were listed.</li> </ul>

### UNAIDS

Initiatives	Key Activities
<b>UNAIDS Youth Programme</b>	<ul style="list-style-type: none"> <li>Based on the CrowdOutAIDS recommendations developed in collaboration with over 5,000 young people aged between 10-30 years old.</li> <li>Advocating for evidence-informed policy through increased strategic information, by fostering a decentralized, organic youth-led movement in the AIDS response.</li> </ul> <p>Activities Include:</p> <ul style="list-style-type: none"> <li>Challenging harmful policies.</li> <li>Supporting youth participation in decision-making processes in the HIV response.</li> <li>Engaging in community responses, and partnerships.</li> <li>Co-chairing The Youth PACT, a global coalition and movement of 80+ youth organizations to end AIDS by 2030.</li> </ul>
<b>All-In to End Adolescent AIDS (2015)</b>	<ul style="list-style-type: none"> <li>Mobilizing cross-sectoral UN partnerships between UNAIDS and UNICEF.</li> <li>Galvanizing global action towards an HIV population that were largely neglected in the global AIDS response: adolescents. The ALL-IN Initiative: <ul style="list-style-type: none"> <li>Focuses on 25 lead countries that contribute to 86 per cent of all new HIV infections in adolescents.</li> <li>Seeks to bring adolescents into focus in fast-track efforts to end the AIDS epidemic by 2030.</li> <li>Provides three targets for the year 2020 to frame this acceleration agenda: <ol style="list-style-type: none"> <li>1) Reduce AIDS-related deaths among adolescents by at least 65%.</li> <li>2) Reduce new HIV infections among adolescents by at least 75%.</li> <li>3) End stigma and discrimination.</li> </ol> </li> </ul> </li> </ul> <p>Monitoring Impact:</p> <ul style="list-style-type: none"> <li>Building on existing national programmes and supporting countries to improve age- and sex-disaggregated data.</li> <li>Creating a knowledge management platform and supporting stronger adolescent components in innovation, engagement, advocacy and national programmes.</li> </ul>

UNDP	
Initiative	Key Activities
<b>Youth Global Programme for Sustainable Development and Peace   Youth-GPS 2016-2020</b>	<ul style="list-style-type: none"> <li>• 5-year global programmatic offer on youth empowerment, designed to sharpen the organization's response to the challenges young people face worldwide, boost the implementation of UNDP's Youth Strategy 2014-2017, the 2030 Agenda for Sustainable Development and the United Nations Security Council Resolution 2250 on Youth, Peace and Security.</li> <li>• Youth-GPS is a systematic response to the concerns young people have expressed in global, regional and national fora and the growing demand at all levels for cutting-edge and strategic support in youth programming in all development contexts.</li> <li>• Based on UNDP's careful context analysis, Youth-GPS' multi-dimensional approach will focus on four interdependent thematic areas of work where UNDP has developed an expertise: <ul style="list-style-type: none"> <li>○ Civic engagement &amp; political participation.</li> <li>○ Peacebuilding &amp; resilience-building.</li> <li>○ Economic empowerment.</li> <li>○ Youth as partners in the 2030 Agenda implementation and monitoring.</li> </ul> </li> <li>• Youth-GPS will harness UNDP's presence in nearly 170 countries and territories, its regional reach, knowledge and policy capacities by leveraging its strengths at country, regional and global level, mainstreaming gender equality throughout all programmatic levels, and including a standalone area of intervention supporting young women's empowerment.</li> </ul>
UNESCO	
Initiatives	Key Activities
<b>UNESCO Operational Strategy on Youth (2018-2021)</b>	<ul style="list-style-type: none"> <li>• Engaging a multidisciplinary 8-year youth strategy, that encompasses three complementary axes of work which incorporate the full range of UNESCO's expertise in education, culture, natural, social and human sciences, and communication and information: <ul style="list-style-type: none"> <li>○ Policy formulation and review with the participation of youth.</li> <li>○ Capacity development for the transition to adulthood</li> <li>○ Civic engagement and democratic participation and social innovation.</li> </ul> </li> </ul>
<b>Programme on Health &amp; Education</b>	<ul style="list-style-type: none"> <li>• Incorporating: <ul style="list-style-type: none"> <li>○ Comprehensive sexuality education (CSE) that engages young people, mainly in formal education systems, in "safe" spaces for receiving information on SRHR and building their agency through life skills, attitudes and values surrounding their SRHR.</li> <li>○ CSE/SRHR youth-led advocacy and action, through: <ul style="list-style-type: none"> <li>▪ Global level partnerships such as with the PACT for Social Transformation, the World YWCA and the International Lesbian, Gay, Bisexual, Transgender, Queer and Intersex (LGBTQI) Youth &amp; Student Organization (IGLYO).</li> <li>▪ Co-creation with young people on activities they implement and receiving feedback from them on UNESCO technical/normative tools on CSE.</li> </ul> </li> </ul> </li> </ul>
<b>UNESCO Youth Forum</b>	<ul style="list-style-type: none"> <li>• Enabling the opportunity for youth to work in dialogue with UNESCO to shape and direct the organization's approach and to present their concerns and ideas to Member States, by: <ul style="list-style-type: none"> <li>○ Coming together at the UNESCO HQ every 2 years and through debate and discussion, drawing up a list of recommendations for action, reflecting the most urgent needs and concerns of youth today.</li> <li>○ Institutionalizing the Forum as a permanent and integral part of UNESCO's highest decision-making body: The UNESCO General Conference, allowing for youth voices to be properly heard and influence UNESCO's Member States programmatic decisions.</li> </ul> </li> </ul>
<b>YouthMobile Initiative</b>	<ul style="list-style-type: none"> <li>• Organising workshops that stimulate young people to identify a problem in their community, develop a mobile application solution, elaborate a business plan, and develop their confidence and skills to market the application.</li> <li>• Since its launch in March 2014, UNESCO's YouthMobile has been rolled out in more than 25 countries, reaching more than 6000 beneficiaries through trainings, contests, assessments and events.</li> </ul>
UNFPA	
Initiatives	Key Activities
<b>UNFPA Strategic Plan 2018-21</b>	<ul style="list-style-type: none"> <li>• Focusing on youth and adolescents in all areas of its programmatic work from SRHR to peacebuilding and humanitarian, with a particular focus on young women and adolescent girls, and other marginalized youth groups.</li> </ul> <p>Vision includes :</p> <ul style="list-style-type: none"> <li>• Achieving universal access to sexual and reproductive health, realize reproductive rights and reduce maternal mortality, to accelerate progress on the agenda of the International Conference on Population and Development and to improve the lives of women, adolescents and youth.</li> <li>• Increasing youth participation, through a dedicated 7-member technical team at HQ that exclusively focuses on youth issues, by the means of: <ul style="list-style-type: none"> <li>○ Working directly with youth focal points at the national level to identify country specific funding and programmes.</li> <li>○ Appointing a dedicated youth lead coordinator to strategize financing, evaluation and strategic plans for increased youth engagement, alongside the corresponding UNFPA divisions.</li> </ul> </li> </ul>

**Incubating various youth-led initiatives such as:**

- **Youth Peer Education Network (Y-Peer)**
- **Youth LEAD**
- **Youth Coalition**

**Y-Peer** activities Include:

- Strengthening and spreading high quality peer-to-peer education in the field of adolescent sexual and reproductive health (SRH) and HIV prevention worldwide, through an international network of specialized SRH organizations and institutions.
- Capacity Building through The Peer Education Training Research Institute (PETSRI)
  - Trainings & Workshops, utilizing creative methods such as theater-based techniques, role games and simulations.
- Policy/Advocacy
  - Publications include policy statements, research reports and newsletters.
- Networking
  - Active members in 52 countries/ 450 national Focal Points/50,000 members.

**Youth LEAD** activities include :

- Empowering young key populations (YKPs) aged 18-27 at the grassroots level who have or are at high risk for HIV in 19 countries in Asia and the Pacific, by equipping them with the necessary skills and tools to advocate for change.
- Fighting against stigma and discrimination while ensuring YKPs' human rights are respected through:
  - Education
    - Educating young people through NewGen workshops, Global Fund training and SRHR promotion.
  - Networking
    - Engaging multi-stakeholder partnerships at the local, national and regional level. Partners include UN agencies (such as: UNFPA, UNICEF, UNAIDS), foundations (such as: AHF, Robert Carr Fund) and civil society members (such as: PACT, Y-Peer, University of Melbourne).
  - Advocacy
    - Working to change national and regional HIV and youth responses in order to implement positive change and advocate for the needs of YKPs.
- Monitoring Impact:
  - 300 YKP Leaders Empowered in 19 countries.
  - 50 Focal Points.
  - 40 International Partners.

**Youth Coalition** activities include :

- Promoting adolescent and youth sexual and reproductive rights at the national, regional and international levels, through an international youth led coalition aged 18-29.
- Advocating for the inclusion of youth-friendly language in international documents and agreements.
- Advocating to realize the full spectrum of sexual and reproductive rights for young people, including access to information and education, comprehensive sexual and reproductive health services, and meaningful participation in all decision-making processes that affect them.
- Building the capacity of young people working on sexual and reproductive rights issues to advocate on their own behalf, through training and workshops, and conferences.

**UNFPA Young Innovators Fellowship Programme**

- Fully funded 1-year fellowship programme at the UNFPA headquarters, for socially and economically marginalized youth (18-25-year-olds) to realize their full human capital potential.
- Many fellows are retained and offered full-time positions once completed.

**Youth Café Sessions**

- Organization of informal, country specific, Safe Space sessions for young people to discuss SRH.

**UN HABITAT**

**Initiative**

**Key Activities**

**Urban Youth Research Network**

- The objectives of the Urban Youth Research Network are to:
  - Bring together organizations, individuals, researchers and academic institutions which produce research on urban youth as well as organizations which utilize (or would like to utilize) research findings in order to benefit and improve outcomes for urban youth.
  - Foster collaboration between stakeholders to produce better ways of addressing issues affecting the well-being of urban youth.
  - Encourage and take lead in the production and dissemination of research and the creation of research environments that allow the voices of youth to be clearly heard and understood.
  - Improve linkages between practice, research and policy.
  - Support the capacity of young researchers and especially of those who come from lower income countries, to conduct, publish, and disseminate research to ensure diversity and ownership to research and global policy developments.
  - To secure/gain Global/regional recognition and support for Research on Urban Youth.
- Focus Areas:
  - Job creation.
  - Youth Civic participation and Good governance.
  - Adequate shelter.
  - Secure tenure.

## UNHCR

Initiative	Key Activities
<b>Global Refugee Youth Consultation</b>	<ul style="list-style-type: none"> <li>• Between October 2015 and June 2016, UNHCR and the Women’s Refugee Commission (WRC) undertook the Global Refugee Youth Consultations (GRYC) to amplify youth “voices” in decisions that affect them. The GRYC included 1,482 young people who participated in 65 national or sub-national consultations held in 23 countries.</li> <li>• The GRYC is only the beginning of a process that will continue to develop the leadership, capacity, and futures of refugee youth everywhere.</li> <li>• The consultation identified ten challenges for refugee youth:               <ul style="list-style-type: none"> <li>○ Difficulties with legal recognition and obtaining personal documents.</li> <li>○ Difficulty in accessing quality learning, education, and skill-building opportunities.</li> <li>○ Discrimination, racism, xenophobia, and “culture clash”.</li> <li>○ Few youth employment and livelihood opportunities.</li> <li>○ Gender inequality, discrimination, exploitation, and violence—including for LGBTQI youth.</li> <li>○ Poor access to youth sensitive health care—including psychosocial support.</li> <li>○ Lack of safety, security, and freedom of movement.</li> <li>○ Challenges for unaccompanied youth.</li> <li>○ Lack of opportunities to participate, be engaged, or access decision makers.</li> <li>○ Lack of information about asylum, refugee rights, and available services.</li> </ul> </li> <li>• Seven core actions were recommended:               <ul style="list-style-type: none"> <li>○ Empower refugee youth through meaningful engagement.</li> <li>○ Recognize, utilize, and develop refugee youth capacities and skills.</li> <li>○ Ensure refugee youth-focused protection.</li> <li>○ Support refugee youth.</li> <li>○ Facilitate refugee youth networking and information sharing.</li> <li>○ Reinforce refugee youth as connectors and peace builders.</li> <li>○ Generate data and evidence on refugee youth to promote accountability to youth.</li> </ul> </li> </ul>

## UNICEF

Initiative	Key Activities
<b>U-Report Programme</b>	<ul style="list-style-type: none"> <li>• Polling over 5 million 10-24-year-olds across 42 countries through an SMS and Facebook messenger platform, addressing real-time issues such as health, education, WASH, youth unemployment.</li> <li>• Aggregating and analyzing information provided on the platform, for the adjustment of programmes and advocacy with authorities.</li> </ul> <p>Examples of applications include:</p> <p><i>Globally:</i></p> <ul style="list-style-type: none"> <li>• Responding to polls, reporting issues, supporting child rights, and working as positive agents of change in their communities.</li> <li>• HIV/AIDS sensitization (2016):           <ul style="list-style-type: none"> <li>○ Conducting a poll with 410,000 young people in 16 countries, in preparation of the 2016 Global HIV/AIDS conference, in order to better understand:               <ul style="list-style-type: none"> <li>▪ Youth fears around HIV/AIDS testing.</li> <li>▪ Youth preferences on testing services.</li> </ul> </li> </ul> </li> </ul> <p><i>Liberia:</i></p> <ul style="list-style-type: none"> <li>• Promoting accurate information and tracking rumors during the Ebola response:           <ul style="list-style-type: none"> <li>○ Targeted follow-up community engagement activities, such as dialogues.</li> <li>○ Special guest sessions on community radio (e.g. call-in sessions with government officials to answer questions/queries).</li> <li>○ Providing access to poll results through the U-report website.</li> </ul> </li> </ul> <p><i>Nigeria:</i></p> <ul style="list-style-type: none"> <li>• Running a media campaign on Radio Nigeria, where bi-weekly poll results are shared, and experts interviewed comment.</li> <li>• Connecting high political officials (office of the Vice President, Nigerian senators and members of the House of Representatives), with their communities:           <ul style="list-style-type: none"> <li>○ Raising important issues, finding out what needs to be improved or where the focus needs to be in service delivery in their states.</li> </ul> </li> </ul> <p>Monitoring Impact (Mozambique):</p> <ul style="list-style-type: none"> <li>• 2,000 questions/day managed by a team of 37 SRH counsellors.</li> <li>• 62% of users consider U-Report as a preferred source of information thanks to the built-in anonymity feature.</li> </ul>

## UN MAJOR GROUP FOR CHILDREN AND YOUTH (UN-MGCY)

Initiative	Key Activities
<b>UN MAJOR GROUP FOR CHILDREN AND YOUTH (UN-MGCY) Mission Statement</b>	<ul style="list-style-type: none"> <li>• UN GA-mandated, official, formal, self-organised space for children and youth (under 30) to meaningfully engage at the United Nations.</li> <li>• Bridge between young people and the UN system to ensure their right to meaningful participation is realized. It does so by engaging formal and informal communities of young people, in the design, implementation, monitoring, and follow-up and review of sustainable development policies at all levels. Created in 1992. The UNMGCY receives its mandate from Agenda 21, bilateral agreements and/or terms of reference with specific UN entities.</li> <li>• Mobilizing young people (under 30) to contribute to and engage in certain intergovernmental and policy processes at the UN, as the UN General Assembly-mandated, official, formal and self-organized space for youth, through: <ul style="list-style-type: none"> <li>○ Policy Advocacy <ul style="list-style-type: none"> <li>▪ Facilitating the collective participation of young people in policy design, implementation, monitoring, follow-up and review.</li> </ul> </li> <li>○ Capacity Building <ul style="list-style-type: none"> <li>▪ Facilitating activities for young people aimed at enhancing understanding, knowledge and skills in relation to sustainable development, meaningful engagement and in the UN system.</li> </ul> </li> <li>○ Youth Action <ul style="list-style-type: none"> <li>▪ Providing young people with a platform that encourages them to address the SDGs.</li> </ul> </li> <li>○ Knowledge <ul style="list-style-type: none"> <li>▪ Providing a platform for dialogue to create an evidence base for best practices.</li> </ul> </li> </ul> </li> </ul>

## UN SUSTAINABLE DEVELOPMENT SOLUTIONS NETWORK (SDSN)

Initiatives	Key Activities
<b>Mission</b>	<ul style="list-style-type: none"> <li>• Empowering young people to create sustainable development solutions through a global network by youth and for youth, with a membership of 500 organizations from more than 70 different countries.</li> </ul>
<b>Global Schools Programme</b>	<ul style="list-style-type: none"> <li>• Educating and engaging young people on the SDGs. The global schools programme is now creating a one-stop, online interactive platform that provides educational materials, lesson plans and curriculum guides for teachers to teach and students to learn about the SDGs.</li> </ul>

## UN WOMEN

Initiatives	Key Activities
<b>The Commission on the Status of Women (CSW) and Youth Forums</b>	<ul style="list-style-type: none"> <li>• Promoting women's rights and documenting the reality of women's lives throughout the world, CSW is the principal global intergovernmental body exclusively promoting gender equality and the empowerment of women.</li> </ul> <p>Activities include:</p> <ul style="list-style-type: none"> <li>• Adopting multi-year programmes to appraise progress and make further recommendations to accelerate the implementation of the Beijing Declaration and Platform for Action: the key global policy document on gender equality.</li> <li>• Engaging with Youth Forums: raising the voices of youth leaders around the world, convened ahead of the CSW.</li> </ul>
<b>Mozambique Joint Programme: Improving Sexual, Reproductive, Maternal, Newborn, Child, and Adolescent Health (RMNCAH)</b>	<ul style="list-style-type: none"> <li>• Mobilizing cross-sectoral UN partnerships between UN Women, UNFPA, UNICEF, and UNESCO.</li> <li>• Supporting the Mozambique government to increase the demand, use and quality of sexual, reproductive, maternal, new-born, child and adolescent health (RMNCAH) interventions in 2 provinces of Mozambique.</li> </ul> <p>Activities include:</p> <ul style="list-style-type: none"> <li>• Launching a mentorship programme for youth to enhance SRH/HIV knowledge.</li> </ul> <p>Monitoring Impact (2017):</p> <ul style="list-style-type: none"> <li>• 23,518 young women and girls were reached through the mentorship programme.</li> <li>• An additional 68,967 young people reached by informative RMNCAH health fairs.</li> </ul>
<b>Youth and Gender Equality Strategy: "Empowered Young Women and Young Men as Partners in Achieving Gender Equality"</b>	<ul style="list-style-type: none"> <li>• Engaging a multi-faceted strategy: The "LEAPs" Framework, which is founded on three thematic pillars (LEA): <ol style="list-style-type: none"> <li>1) <i>Leadership</i> of young women in all spheres strengthened.</li> <li>2) <i>Economic empowerment</i> and skills development of young women.</li> <li>3) <i>Action</i> on ending violence against young women and girls.</li> </ol>                     and three crosscutting approaches (Ps): <ol style="list-style-type: none"> <li>1) Strengthening <i>participation</i>, voice and partnerships with young women and their organizations.</li> <li>2) <i>Partnerships</i> with young men as partners of gender equality.</li> <li>3) <i>Intergenerational partnerships</i> throughout the life cycle to achieve a gender transformative society.</li> </ol> </li> </ul> <p>Strategy includes:</p> <ul style="list-style-type: none"> <li>• Mobilizing a multi-stakeholder approach to leveraging partnerships and participation: UN Inter-Agency Networks, Civil Society Organizations, Youth-led Organizations and Networks, Youth-Focused Organizations, Private Sector, Foundations, Media and Academia.</li> </ul> <p>Monitoring Impact:</p> <ul style="list-style-type: none"> <li>• Creating an M&amp;E Report: Evaluating the participation of youth, youth-led, and youth-focused organizations, and general progress towards SDG 5.</li> </ul>

## OFFICE OF THE UN SECRETARY-GENERAL'S ENVOY ON YOUTH

Initiatives	Key Activities
<b>Youth Envoy's Workplan, guided by the World Programme of Action for Youth (WPAY)</b>	<ul style="list-style-type: none"> <li>• Focusing on youth on the 2030 Agenda for Sustainable Development, Employment, Civic Engagement, Peace and Security and Promoting Youth Policies while ensuring the integration of a gender perspective across all work areas.</li> <li>• Establishing a Youth Volunteer Programme and the UN Inter-Agency Network on Youth Development (IANYD) to develop a System-Wide Action Plan on Youth (SWAP).</li> <li>• Guided by the World Programme of Action for Youth, the UN Youth Envoy engages with the following priority principles and actions:               <ul style="list-style-type: none"> <li>○ Participation                   <ul style="list-style-type: none"> <li>▪ Promoting structured mechanisms for youth participation in the UN.</li> <li>▪ Strengthening the channels of communications between young people and the United Nations and enhance youth access to information related to the United Nations' work on youth.</li> </ul> </li> <li>○ Advocacy                   <ul style="list-style-type: none"> <li>▪ Promoting investments in youth development and youth participation in implementing the 2030 Agenda for Sustainable Development.</li> <li>▪ Undertaking country missions and utilizing various platforms to advocate for a stronger youth agenda at the national, regional and international level.</li> <li>▪ Promoting the Youth, Peace, and Security Agenda and Security Council Resolution 2250.</li> <li>▪ Deploying traditional and new media tools to advocate for effective responses to address the development needs of youth and stronger youth participation with special focus on marginalized youth and young women and girls.</li> </ul> </li> <li>○ Partnerships                   <ul style="list-style-type: none"> <li>▪ Convening the Global Youth Partnership for SDGs.</li> <li>▪ Coordinating closely with Member States to increase investments in youth policies and to reinforce a youth perspective in relevant resolutions.</li> <li>▪ Promoting and supporting the Global Initiative on National Youth Policies and strengthen the evidence-based research on youth issues in partnership with several UN agencies.</li> <li>▪ Supporting the development and implementation of the Global Initiative on Decent Jobs for Youth.</li> </ul> </li> <li>○ Harmonization                   <ul style="list-style-type: none"> <li>▪ Promoting the implementation of the World Programme of Action for Youth (WPAY).</li> <li>▪ Encouraging and supporting the establishment of inter-agency networks at regional and national levels and the implementation of the System Wide Action Plan (SWAP) on Youth.</li> <li>▪ Enhancing the communications and the flow of information between UN agencies and UN Country Teams.</li> <li>▪ Supporting implementation of the Youth Volunteerism strategy and advocate for promotion of volunteering among youth and recruitment of young people as volunteers in large scale UN Programmes.</li> </ul> </li> </ul> </li> </ul>
<b>UN Youth Envoy ECOSOC Youth Forum</b>	<ul style="list-style-type: none"> <li>• Global advocacy for addressing the needs and rights of young people, and engaging youth in discussions on SDGs.</li> <li>• Mobilizing a multi-sectoral collaboration between ECOSOC, the Office of the Youth Envoy of the Secretary-General and the United Nations Inter-Agency Network on Youth Development.</li> <li>• Supporting multi-stakeholder partnerships related to the United Nations system-wide action plan on youth and to youth volunteer initiatives.</li> <li>• Promoting the empowerment and leadership of youth at the national, regional and global level, through:               <ol style="list-style-type: none"> <li>1. Exploring and encouraging mechanisms for youth participation in the United Nations' political and economic discussions.</li> <li>2. Paying particular attention to the most marginalized and vulnerable youth groups.</li> </ol> </li> </ul>
<b>UN Youth Delegate Programme</b>	<ul style="list-style-type: none"> <li>• Coordinated by the Focal Point on Youth at the global level, but it is the responsibility of the Member States to establish a youth delegate programme at the national level, and to decide who will represent the young people of their country.</li> <li>• The roles of a youth representative vary from country to country, but normally include providing input to their delegation on issues related to youth and participate in their delegation's general work through attending meetings and informal negotiations.</li> <li>• Youth delegates can participate in several intergovernmental meetings at the United Nations. Most official youth delegates participate in the General Assembly, but some also attend functional Commissions of the Economic and Social Council.</li> </ul>
<b>Young UN</b>	<ul style="list-style-type: none"> <li>• Started in 2016, the network includes over 800 young professionals working across the UN system in over 60 countries, with a long-term commitment to the UN and SDGs with 25+ years potential service remaining.</li> <li>• Cross-UN, global, informal and inclusive network.</li> </ul>

## MULTISTAKEHOLDER PARTNERSHIPS

### PARTNERSHIP FOR MATERNAL, NEWBORN & CHILD HEALTH (PMNCH)

Initiatives	Key Activities
<b>PMNCH</b>	<ul style="list-style-type: none"> <li>Increasing the engagement, alignment and accountability of partners, by creating a multi-stakeholder platform that will support the successful implementation of the WHO's Global Strategy for Women's Children's and Adolescents' Health (2016-2030), enabling partners to achieve more together than any individual Partner could do alone.</li> <li>Alliance of more than 1000 organizations in 77 countries:               <ul style="list-style-type: none"> <li>Representation of 10 constituencies: partner countries (1), donors and foundations (2), intergovernmental organizations (3), NGOs (4), academia (5), research and training institutions (6), adolescents and youth (7), healthcare professional associations (8), private sector partners (9), UN agencies and global financing mechanisms (10).</li> </ul> </li> <li>Working on a global consensus statement on meaningful youth engagement.</li> </ul>
<b>Adolescent Youth Constituency (AYC)</b>	<ul style="list-style-type: none"> <li>Engaging youth-led organizations at country, regional and global levels to help deliver on the Global Strategy for Women's Children's and Adolescents' Health (2016-2030).</li> <li>Upholding of two PMNCH board member seats.</li> <li>Utilizing existing regional youth networks to channel capacity building support to countries.</li> <li>Strengthening the quality of the pilot <a href="#">PMNCH mentorship programme</a> (launched in October 2017, 100 participants to date), with intensive support to mentors and mentees.</li> <li>Linking youth networks with civil society partners at country level to strengthen roll-out of the <i>Advocating for change for adolescents!</i> Toolkit.</li> <li>Providing capacity building and earmarked funding to youth organizations as part of the seed grants mechanism to be developed in collaboration with the Global Financing Facility.</li> <li>Convening an adolescent health and wellbeing working group as a platform to bring together the PMNCH constituencies, including youth organizations, to deliver on the adolescent health and wellbeing agenda.</li> <li>Convening sub-groups to deliver on key products this year, including a resource on meaningful youth engagement, a campaign on adolescent health and wellbeing and a coalition of champions to amplify the key messages of the campaign.</li> <li>Supporting a youth engagement sub-group to feed into the planning of the Partners' Forum.</li> </ul>

### SHE DECIDES

Initiative	Key Activities
<b>She Decides</b>	<ul style="list-style-type: none"> <li>Global movement created in 2017 to promote, provide, protect and enhance the fundamental rights of every girl and woman to decide freely and for themselves about their sexual lives.</li> <li>Proactively employing young people as their core staff, partners and "champions":               <ul style="list-style-type: none"> <li>1/3 of their team is under 30.</li> <li>75% of "Friends" of SheDecides are under 30.</li> <li>4 "champions" are under 30 who are senior leaders, politicians and influencers.</li> </ul> </li> </ul>

NGOs	
AIESEC	
Initiative	Key Activities
<b>AIESEC</b>	<ul style="list-style-type: none"> <li>• An apolitical NGO run by students for students of institutions of higher education, providing a global platform for young people to explore and develop their leadership qualities including their ability to: <ul style="list-style-type: none"> <li>○ Empower others.</li> <li>○ Be solution oriented.</li> <li>○ Be a "World Citizen".</li> <li>○ Be self-aware.</li> </ul> </li> <li>• Various programmes of youth engagement include: <ul style="list-style-type: none"> <li>○ Global Volunteer <ul style="list-style-type: none"> <li>▪ Cross cultural volunteering experience.</li> </ul> </li> <li>○ Global Talent <ul style="list-style-type: none"> <li>▪ Internship experience aiming towards professional career development.</li> </ul> </li> <li>○ Global Entrepreneur <ul style="list-style-type: none"> <li>▪ Internship experience within a startup.</li> </ul> </li> <li>○ Youth 4 Global Goals <ul style="list-style-type: none"> <li>▪ Activating youth towards achieving the Global Goals through forums and interactive learning materials.</li> </ul> </li> <li>○ YouthSpeak <ul style="list-style-type: none"> <li>▪ Enabling youth to voice their opinion and take action through a global youth survey.</li> </ul> </li> </ul> </li> <li>• In a consultative status with ECOSOC, affiliated with the UN Department of Public Information (DPI), member of ICMYO and is recognized by UNESCO.</li> </ul> <p>Monitoring Impact:</p> <ul style="list-style-type: none"> <li>• 1 million+ alumni.</li> <li>• 7,887+ partners.</li> <li>• 120+ countries.</li> </ul>

EARTH GUARDIANS	
Initiative	Key Activities
<b>Earth Guardians</b>	<ul style="list-style-type: none"> <li>• <b>YouthVGov Environmental Lawsuits:</b> youth are suing the US government for failing to act on climate change. Earth Guardians and 21 youth plaintiffs are suing the federal government for the right to clean air, clean water, and a healthy future. These young leaders have created a wave of action as their case advances through the courts.</li> <li>• <b>Protect Our Future</b> is Earth Guardians' ongoing campaign highlighting environmental issues connected to the Earth, Water, Air, and Climate. People choose what kind of project will best serve their community needs. Earth Guardians considers that environmental issues look different in every community, and it is the people who live there who know how to solve the problems.</li> <li>• <b>We Rise, We Vote</b> is a campaign to increase young voter participation in the United States, as more than 4 million young people turn 18 between the 2016 elections and this year's.</li> </ul>

EUROPEAN YOUTH FORUM	
Initiative	Key Activities
<b>Youth Progress Index</b>	<ul style="list-style-type: none"> <li>• This platform of youth organisations in Europe represents 104 youth organisations, which bring together tens of millions of young people from all over Europe.</li> <li>• The Youth Forum's mission is to empower young people to participate actively in society to improve their own lives by representing and advocating their needs and interest and those of their organizations. In the current uncertain political and social context that affects young people, they can be powerful catalysts for positive change and contributors of innovative solutions to Europe's challenges.</li> <li>• To overcome the challenges faced by young people, the European Youth Forum has three main goals: <ul style="list-style-type: none"> <li>○ Greater youth participation.</li> <li>○ Stronger youth organizations.</li> <li>○ Increased youth autonomy and inclusion.</li> </ul> </li> <li>• The Youth Progress Index has been a joint initiative of the European Youth Forum, Deloitte, the International Institute for Democracy and Electoral Assistance (International IDEA), the Organisation for Security and Cooperation in Europe (OSCE) Office for Democratic Institutions and Human Rights (ODIHR), the Social Progress Imperative, and in collaboration with the International Organisation of Employers (IOE). It has been created as an initial effort to measure the quality of life of young people in more than 100 countries. It is based on 60 indicators and structured around 3 "dimensions": Basic Human Needs, Foundations of Wellbeing and Opportunity. It can be used as a mapping dashboard of public expenditures, civil society engagement and private sector investment.</li> </ul>

## GIRL EFFECT

Initiatives	Key Activities
<p><b>Youth Brands</b></p>	<ul style="list-style-type: none"> <li>• Building global youth brands and mobile platforms that millions of girls and boys interact with. The diverse platforms include apps that build skills, TV dramas that explore vital issues and magazines written and distributed by girls.</li> </ul> <p>Country examples include:</p> <ul style="list-style-type: none"> <li>• <i>Ni Nyampinga</i>: “Created by girls, for all young people” (Rwanda)               <ul style="list-style-type: none"> <li>○ 1<sup>st</sup> multi-platform youth brand in Rwanda made up of a magazine, radio drama, a network of clubs and digital platforms.</li> <li>○ A girl-led movement focused on education, sexual health and violence.</li> <li>○ Challenging set perceptions and showcasing female role models, whilst also offering new skills and advice.</li> <li>○ Multi-platform youth brand made up of a magazine, radio drama, a network of clubs and digital platforms.</li> <li>○ Impact:                   <ul style="list-style-type: none"> <li>▪ &gt; 1 million girls reached.</li> <li>▪ 8 in 10 of all Rwandans aware of it.</li> <li>▪ &gt; 50% of Rwandan people over the age 10 having read or listened to it in the past year.</li> </ul> </li> </ul> </li> <li>• <i>Yegna</i>: “Real-life stories that spark change for girls” (Ethiopia)               <ul style="list-style-type: none"> <li>○ Inspiring positive behavior change for girls in Ethiopia, through storylines that confront challenging real-life issues such as early marriage, violence and barriers to education.</li> <li>○ Channels include: radio drama and talk show, TV special, digital channels and music.</li> <li>○ Impact:                   <ul style="list-style-type: none"> <li>▪ 8.9 million people reached (2017).</li> <li>▪ 94% of girl listeners sought support from people outside their family (2015).</li> <li>▪ 95% of boy listeners would raise the alarm if they witnessed a young girl being forced into marriage.</li> </ul> </li> </ul> </li> </ul>
<p><b>Springster Global Digital Platform (2017)</b></p>	<ul style="list-style-type: none"> <li>• Building knowledge, resilience and self-belief around health, education, finances and personal safety, for vulnerable 14-16-year-old girls through a global mobile-first platform and brand.</li> <li>• Celebrating the diverse, inspirational and convention defying experiences of girls through entertaining and educational content and stories written for and by girls.</li> </ul> <p>Methodology includes:</p> <ul style="list-style-type: none"> <li>• Positively influencing girls’ online and off-line attitudes and behaviors (by tracking real time usage), towards the issues that they face most by providing resources, information and a safe place for girls to connect and share their stories.</li> <li>• Ensuring girls’ identity and data are secure and private to create a safe online experience that enables them to share their stories openly.</li> </ul> <p>Vision:</p> <ul style="list-style-type: none"> <li>• Enabling 100 million girls to find their voice online.</li> </ul> <p>Monitoring Impact:</p> <ul style="list-style-type: none"> <li>• One of Facebook Free Basics’ top five most visited sites.</li> <li>• Active in 60 different countries (30 million users).</li> </ul>

**Technology Enabled Girl Ambassadors (TEGA)**

- Creating a girl-operated mobile-based, peer-to-peer app used by some of the leading development organizations that:
  - Collects feedback and ideas from young girls aged 18-24 living in hard to reach communities.
  - Delivers accurate, rapid insight into girls' lives.

**Innovative thinking:**

- Understanding that conventional research methods have limitations when understanding attitudes to girls in hard to reach communities:
  - "Bottom-up" Approach: Engaging local girls allowing for content to be culturally appropriate.

**Methodology includes:**

- Certified data-collection techniques and mobile technology which allows speedy data translation and analysis within 15 minutes of being uploaded.
- A 3-way multi-modal process:
  1. Formative research to gain a true and full understanding of the challenges girls are facing.
  2. Concept testing and programme design - at every stage of the creative, iterative design process, we consult and co-design with girls to ensure the programme is as relevant and effective as possible.
  3. M&E: Frequent check ins to understand impact, identify areas of weakness, and adapt and optimize programmes.

**Proactive Engagement:**

- Providing a bespoke research qualification that equips girls with employable skills for the future and provides partners with authentic peer-to-peer insights.

**Monitoring Impact:**

- Networks operating in hard to reach communities in Nigeria, Malawi, Rwanda, India, United States of America and Bangladesh.
- Partners include: Bill & Melinda Gates Foundation, Oxfam, DFID, Mercy Corps, Facebook and UNICEF.
- Data amassed (2017):
  - 7227 Interviews.
  - 4686 Respondents.
  - 94079 Quant Data.
  - 28501 Videos.
  - 13985 Audio.
  - 9637 Photos.
- By June 2018, the Global TEGA network will comprise of 415 TEGAs.
- Canada, Department of Foreign Affairs and Trade-Australia funding 4 TEGA networks in Bangladesh.

**THE HARRY POTTER ALLIANCE**

**Initiative**

**Key Activities**

**The Harry Potter Alliance**

- **Accio Books:** Since 2005, the HPA is transforming hundreds of local communities through the power of story, and has engaged millions of fans in its work for equality, literacy, and human rights:
  - 225 active chapters across 38 countries.
  - led by a community of chapter organizers that is 88% female, 5% transgender and 3% non-binary.
- Since 2009, this annual worldwide book drive has given over 350,000 books away to communities in need. This year, they collaborate with the Boys & Girls Clubs of Puerto Rico (BGCPR) to support educational programmes at their Clubs. The BGCPR serve over 15,000 participants (ages 6 - 18) throughout Puerto Rico.
- **#WithoutHermione: Support Education for Girls:** The Harry Potter Alliance (HPA) and She's the First (STF) are working together to fight gender inequities in education on a global scale.
- **Friends of the Apparating Library:** since 2009, the Harry Potter Alliance has built several new libraries in the United States, Rwanda, and Uganda.
- In recent years, they have partnered with the American Library Association, and pledged to continue organizing an annual book drive until one million books are raised and 25 new libraries are built across the world.

## JANE GOODALL INSTITUTE (JGI)

Initiative	Key Activities
<b>Roots &amp; Shoots (R&amp;S)</b>	<p>Humanitarian, environmental education and youth empowerment programme founded in 1991 by Dr. Jane Goodall through the JGI, whose mission is to:</p> <ul style="list-style-type: none"> <li>● Foster respect and compassion for all living things.</li> <li>● Promote understanding of all cultures and beliefs.</li> <li>● Inspire individuals to act to make the world a better place for people, other animals, and our environment.</li> <li>● Empowering young people aged between 5-24, to develop skills and traits of compassionate leaders, activities include:               <ul style="list-style-type: none"> <li>○ Providing young people with resources to map their community needs for people, animals and the environment.</li> <li>○ Enabling young people to design their own youth-led service projects to make a difference for the need they are most passionate about.</li> <li>○ Involving young people in R&amp;S Youth Leadership Councils, which help guide the direction of country programmes.</li> <li>○ Equipping young people with various leadership resources such as toolkit guides, access to a global network, mini-grants, collaborative “1-click” campaigns, and training.</li> </ul> </li> </ul> <p>Implementing innovative initiatives, R&amp;S outreach approaches include:</p> <ul style="list-style-type: none"> <li>● “Roots &amp; Shoots Heroes”               <ul style="list-style-type: none"> <li>○ Educators, mentors and youth enroll online and receive resources, newsletter and virtual support for their R&amp;S action.</li> <li>○ Project funding (“mini-grants”) is available.</li> </ul> </li> <li>● “Roots &amp; Shoots Schools”               <ul style="list-style-type: none"> <li>○ Training of school faculty to guide R&amp;S action.</li> <li>○ M&amp;E: Support from JGI for 3 years (training, resources, school visits, project funding).</li> <li>○ Impact (at present): 8 schools registered (3221 students, 209 teachers in Canada).</li> </ul> </li> <li>● “Roots &amp; Shoots Campaigns”               <ul style="list-style-type: none"> <li>○ Mobilizing high school students with campaigns, such as Cycle My Cell, a 10-school competition to recycle electronics and raise awareness about the harmful effects of conflict minerals in the DRC.</li> </ul> </li> <li>● “Roots &amp; Shoots Post-Secondary Chapters”               <ul style="list-style-type: none"> <li>○ Student-run chapters in post-secondary institutions.</li> <li>○ Impact (at present): 5 chapters in Canada.</li> </ul> </li> </ul> <p>Monitoring Impact:</p> <ul style="list-style-type: none"> <li>● 150,000 young people engaged across 80 countries and all 6 continents:               <ul style="list-style-type: none"> <li>○ Most active regions/countries include the USA, Canada, China, Tanzania, the United Kingdom, Australia, Argentina, Belgium.</li> </ul> </li> <li>● Canada: 10,000 young people/ 600 educators engaged per year.</li> <li>● The USA: 4,500 individuals registered to lead youth age range: 5-24 years.</li> <li>● M&amp;E activities include an original tool using Google Earth which highlights R&amp;S geographic scope and activity.</li> </ul>

## LUMOS

Initiative	Key Activities
<b>Lumos</b>	<ul style="list-style-type: none"> <li>● An international NGO founded by J.K. Rowling that works to help the millions of children in orphanages regain their right to a family, Lumos has developed a clear set of core values focused on children and young people:               <ul style="list-style-type: none"> <li>○ Child-focused                   <ul style="list-style-type: none"> <li>▪ Placing the rights and needs of children and their safety, protection and well-being at the center of everything they do.</li> </ul> </li> <li>○ Accountable                   <ul style="list-style-type: none"> <li>▪ Taking responsibility for our actions when carrying out programmes, exercising great care in the use of resources and seeking to deploy them to maximum effect, always considering the consequences and impact on children.</li> </ul> </li> <li>○ Transformative                   <ul style="list-style-type: none"> <li>▪ Supporting change to create a positive and sustainable difference to the lives of children, and transformation that brings lasting benefits.</li> </ul> </li> <li>○ Inclusive                   <ul style="list-style-type: none"> <li>▪ Aiming to ensure access to opportunities for everyone, operating in open and honest ways in internal and external relationships, developing and delivering flexible approaches that address the needs of all.</li> </ul> </li> </ul> </li> </ul> <p>Monitoring Impact:</p> <ul style="list-style-type: none"> <li>● Development of a flexible, evidence-based model that supports governments in moving from outdated orphanage systems to caring for children in families and child-friendly, community-based homes.</li> <li>● Prevented &gt; 20,000 children from being admitted to institutions, and 11,000 babies and infants from suffering harm or being placed in orphanages.</li> <li>● Helped re-direct more than €300 million of donor funds from orphanages toward creating community-based services.</li> <li>● Trained &gt;31,693 social workers, medical professionals, teachers, carers, civil servants and policy makers to deliver community-based services for children.</li> </ul>

## MAJAL.org (former Mideast Youth)

Initiative	Key Activities
<b>Majal.org</b>	<ul style="list-style-type: none"> <li>• <b>CrowdVoice.org</b> Open source platform employing crowdsourcing technology to mine relevant content from internet noise, presenting complete and nuanced pictures using both citizen and mainstream media.               <ul style="list-style-type: none"> <li>○ Hosting many educational resources like interactive timelines and infographics to promote both at-a-glance and in-depth understanding of the complexities surrounding a wide range of topics.</li> <li>○ Archiving and disseminating evidence that may not be available through mainstream media due to climates that are repressive or dangerous to journalists, and featuring hundreds of thousands of individual pieces of crowdsourced media on over 450 topics from around the world.</li> <li>○ CrowdVoice's media feeds were featured in reports by the UN, the Guardian, Al Jazeera, and other local and international media outlets.</li> </ul> </li> <li>• <b>Migrant-Rights.org</b>: Middle East's foremost platform dedicated to advancing rights of migrant workers.               <ul style="list-style-type: none"> <li>○ Currently focusing primarily on the Gulf Cooperation Council countries and their corridors of migration, MR bridges the spectrum of the region's otherwise self-contained stakeholders by producing resources for citizens, academics, media, local civil society organizations, as well as migrants.</li> </ul> </li> <li>• <b>Mideast Tunes</b>: Mission : to unite people across social, political, and religious barriers by creating constructive discourse through music.               <ul style="list-style-type: none"> <li>○ It functions as a social tool that amplifies the voices of marginalized communities, especially youth, in a way that transforms the entire narrative around the Middle East and North Africa.</li> <li>○ The platform is a microcosm of what the region offers. Many artists (more than 1780 bands) are women who perform across a wide variety of genres, or artists from minority communities who face multiple barriers in their search for expression.</li> </ul> </li> <li>• <b>Ahwaa.org</b>: Open discussion platform across the Middle East and North Africa for Arab Lesbian, Gay, Bisexual, Transgender (LGBT) individuals that uses game mechanics to protect and engage its community.               <ul style="list-style-type: none"> <li>○ Because LGBT youth feel increasingly isolated, distant, and depressed and wish to escape this loneliness, they place themselves at risk by resorting to unsecure tools to communicate with each other. Launched in 2011, Ahwaa is a very tight community where users create a pseudonym and a custom cartoon avatar upon signup to participate in the platform. They unlock features of the site by making contributions to the platform that are judged positive and helpful by their peers. Trustworthy users are rewarded with the ability to create chatrooms, send private messages, and more. This functionality likewise insulates Ahwaa's inner sanctum from those who'd seek to harm its users, creating a community-powered defense system.</li> <li>○ In countries where LGBT individuals are severely underrepresented as a community and face systematic oppression, discrimination, marginalization, and persecution, it offers an interactive platform that connects this community in an anonymous and supportive space to share their thoughts, fears, and concerns regarding their sexuality and identity.</li> </ul> </li> </ul>

## NCD FREE

Initiative	Key Activities
<b>NCDFREE</b>	<p>A crowdsourced global social movement dedicated to getting NCDs on the map of young people everywhere.</p> <p>Advocacy tools include:</p> <ul style="list-style-type: none"> <li>• Social Media.</li> <li>• Design.</li> <li>• Short films: 70 short films about NCDs produced.</li> <li>• Creative events: 10 global advocacy bootcamps organized.</li> </ul>

## THE PACT

Initiative	Key Activities
<b>The PACT: Young People united to END AIDS by 2030</b>	<ul style="list-style-type: none"> <li>• Coalition of more than 80 youth-led and youth serving organizations working collaboratively and strategically within the sexual and reproductive health and HIV movement.</li> <li>• Four priority areas:               <ul style="list-style-type: none"> <li>○ To advocate and promote youth-led accountability and participation for the integration of HIV and SRHR services and policies, including comprehensive sexuality education.</li> <li>○ To mobilize young people and engage decision makers to increase access to evidence-informed HIV prevention and treatment.</li> <li>○ To strengthen young people's capacity to change the legal and policy frameworks that prevent young people from accessing HIV and SRHR services.</li> <li>○ To advocate for young people's participation in global, regional and national (including district and city level) decision-making processes around resource mobilization and allocation, to ensure adequate funding for young people in the context of HIV and SRHR.</li> </ul> </li> <li>• Leads a range of youth-led initiatives including:               <ul style="list-style-type: none"> <li>○ <b>#UPROOT</b>: A youth-led political campaign based on the principles of equity, inclusion and solidarity, aimed at ending AIDS by 2030 and advancing SRHR.</li> <li>○ <b>ACT!2030</b>: a global movement of young people advocating for SRH education and services, that uses data to show governments the realities that young people face, and advocate for better policies and accountability.</li> </ul> </li> </ul>

## PLAN INTERNATIONAL

Initiatives	Key Activities
<b>Because I am a girl</b>	<ul style="list-style-type: none"> <li>• Because I am a Girl supports the youth-led, global movement for girls' rights and gender equality. Across the world girls suffer injustices every day simply because they are young and female.</li> <li>• The initiative supports girls to take the lead and influence decisions that matter to them and be leaders of change.</li> </ul>
<b>Together we Rock (2017)</b>	<ul style="list-style-type: none"> <li>• Partnering with Nickelodeon, the "Together we Rock" initiative launched a pro-social campaign dedicated to promoting gender equity from March-May 2017 in the USA.</li> </ul> <p>Initiatives included:</p> <ul style="list-style-type: none"> <li>• Creating an international game to inspire concepts of gender equity, which invites players to join Tomika, the main character in the hit show School of Rock, to lead a group of student musicians on the way to greatness.</li> <li>• Airing an international School of Rock programming marathon, across more than 170 countries and territories internationally, showcasing episodes from the series that highlight female role models, equity-themed moments and self-confidence.</li> </ul>

## POPULATION SERVICES INTERNATIONAL (PSI)

Initiative	Key Activities
<b>Adolescents 360</b>	<ul style="list-style-type: none"> <li>• Launched in January 2016, A360 is a four-year project aiming to increase access to and uptake of voluntary modern contraception among adolescent girls (15-19 years old) in Ethiopia, Nigeria and Tanzania.</li> <li>• The programme is reimagining and redefining the way sexual and reproductive health programmes are designed and delivered for adolescent girls and young women, by shifting from a typical model where programmers design programmes to one where youth and adults from a range of disciplines design programmes together. Solutions include: <ul style="list-style-type: none"> <li>○ Placing adolescents, and their key influencers, at the centre of the design process. Fostering meaningful and lasting youth-adult partnerships.</li> <li>○ Embedding human centred design within a disciplined marketing process that has been proven to work at scale.</li> <li>○ Employing anthropological and consumer marketing lenses to better understand adolescent audience segments and transform that understanding into insights.</li> <li>○ Engaging the private sector to develop an effective model for filling gaps in the market.</li> <li>○ Addressing the social, developmental and normative factors that lead to early and unintended pregnancy and improve the culture of acceptance of contraception.</li> </ul> </li> <li>• Building upon the premise that in order to accelerate change for adolescent health there needs to be an interdisciplinary approach that pushes the international community to not only change practice, but to change mindset; the project has engaged a consortium of multisectoral partners including: <ul style="list-style-type: none"> <li>○ IDEO.org, The Center on the Developing Adolescent at University of California Berkeley, Triggerise, Bill &amp; Melinda Gates Foundation, and Children's Investment Fund Foundation that bring together leading experts in public health, social marketing, human-centred design, developmental science and cultural anthropology.</li> </ul> </li> </ul>

## PROJECT EVERYONE

Initiative	Key Activities
<b>World's Largest Lesson (WLL)</b>	<ul style="list-style-type: none"> <li>• Annual campaigning to encourage schools and to teach young people aged 8-18 about the Global Goals: <ul style="list-style-type: none"> <li>○ Producing content (films, comics, lesson plans and projects) that are made available digitally to help teachers introduce the Goals and present them as a positive plan for the people and our planet that young people can contribute to.</li> </ul> </li> </ul> <p>Advocacy Aims include:</p> <ul style="list-style-type: none"> <li>• Increasing the knowledge and realization of the Global Goals.</li> <li>• Supporting teachers and young people to accomplish tangible things within their communities to achieve these goals.</li> <li>• Creating high-quality content that is shared in places that young people visit (e.g.: YouTube, social media).</li> </ul> <p>Channels include:</p> <ul style="list-style-type: none"> <li>• Engaging global celebrities and influencers in video postings. Campaigners to date include: Malala, Emma Watson, and the Spice Girls. <ul style="list-style-type: none"> <li>○ 100 million views on social media of the Spice Girls' video.</li> <li>○ 40 million views of the Remake of the Beyoncé song "Freedom for Girls", launched on International Day of the Girl.</li> </ul> </li> </ul> <p>Monitoring Impact:</p> <ul style="list-style-type: none"> <li>• 200,000 teachers on digital platforms.</li> <li>• 1.4 million active users in classrooms.</li> <li>• Lessons taught in 118 countries and in 10 different languages.</li> </ul> <p>Country Implementations include:</p> <ul style="list-style-type: none"> <li>• Argentina <ul style="list-style-type: none"> <li>○ Adopting WLL as an annual activity.</li> <li>○ Encouraging utilization in schools.</li> </ul> </li> <li>• Bulgaria, Macedonia &amp; Uruguay <ul style="list-style-type: none"> <li>○ Enabling WLL content on tablets.</li> </ul> </li> </ul>

## WOMEN DELIVER

Initiatives	Key Activities
<b>Young Leader's Programme</b>	<ul style="list-style-type: none"> <li>• Advancing gender equality and the health, rights, and wellbeing of girls and women since 2010, by providing youth advocates with opportunities to build and strengthen their advocacy capacity and skills, through its:               <ul style="list-style-type: none"> <li>○ Digital University.</li> <li>○ Speakers Bureau.</li> <li>○ Small Grants.</li> <li>○ Scholarships to attend Women Deliver Global Conference.</li> <li>○ Media Opportunities &amp; Training - including with <i>The Guardian</i>, <i>BBC</i>, <i>Teen Vogue</i>, <i>Washington Post</i>, <i>NPR</i>, <i>Refinery29</i>, <i>Marie Claire</i>, <i>Forbes</i>, <i>Reuters</i>, and many more.</li> <li>○ Direct In-Country Advocacy on the implementation of SDGs.</li> <li>○ Alumni Network &amp; Mentorship Opportunities.</li> </ul> </li> <li>• 700 youth advocates in more than 120 countries.</li> </ul>

<b>Advocating for Change for Adolescents!</b>	<ul style="list-style-type: none"> <li>• Developing an inspiring toolkit for young people to advocate for improved adolescent health and wellbeing in collaboration with PMNCH's Adolescent &amp; Youth Constituency and other partners.</li> </ul>
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## WORLD YOUNG WOMEN'S CHRISTIAN ASSOCIATION (YWCA)

Initiatives	Key Activities
<b>World YWCA Mandate</b>	<ul style="list-style-type: none"> <li>• Advocating for a young women's engagement strategy, focused on mobilizing leadership capacity around the SDGs through three key pillars:               <ol style="list-style-type: none"> <li>1. Young women's leadership.</li> <li>2. Women's human rights, focusing on sexual and reproductive health.</li> <li>3. Rights and movement building.</li> </ol> </li> </ul> <p>The Vision 2035 includes:</p> <ul style="list-style-type: none"> <li>• Scaling up reach and impact on young women and girls from different faiths, ages, backgrounds, beliefs and cultures, as leaders and for the protection of their rights.</li> </ul> <p>Monitoring Impact:</p> <ul style="list-style-type: none"> <li>• 35 million reached in over 120 countries and 20,000 local communities.</li> <li>• 109-member associations.</li> </ul>

<b>Rise Up! Youth Training Programme YWCA of Solomon Islands</b>	<ul style="list-style-type: none"> <li>• Training participants in five topics: (1) women's rights, (2) leadership, (3) public speaking, (4) human rights and (5) gender in 4 provinces in the Solomon Islands, which aims to:               <ul style="list-style-type: none"> <li>○ Enable young women to become leading positive change in their communities.</li> <li>○ Empower young women to be more confident and identify as leaders in their own communities.</li> <li>○ Sensitize community members to recognize the leadership potential of young women.</li> <li>○ Equip young women with the skills necessary to share information with their peers in the areas of Human Rights, Women's Rights, Gender, Public Speaking, and Leadership.</li> </ul> </li> <li>• Mobilizing a cross-sectoral engagement between the Pacific Leadership Programme, a Department of Foreign Affairs and Trade–Australian Aid initiative that supports influential Pacific leaders to shape and lead developmental change; and the World YWCA.</li> </ul> <p>Monitoring Impact:</p> <ul style="list-style-type: none"> <li>• Over 700 young women mobilized.</li> <li>• 93% of participants reported that they shared information on what they learnt informally with their peers, family and other community members.</li> <li>• 78% of participants reported that they have increased their knowledge in the areas of human rights, women's rights, gender, public speaking and leadership.</li> </ul>
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<b>YWCA Safe Space Model for Women and Girls</b>	<ul style="list-style-type: none"> <li>• Implementing a human-rights based approach to development through the expansion of safe spaces that reach over 25 million women, young women and girls in 120 countries, to discuss taboo subjects without fear or judgement.</li> <li>• The Safe Space Model aims to:               <ul style="list-style-type: none"> <li>○ Engage young women to actively contribute to the development of their communities.</li> <li>○ Closing the accountability gap between policies and commitments and realities facing women in accessing services (such as SRHR) and making personal decisions.</li> </ul> </li> </ul>
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## PRIVATE SECTOR

### COCA COLA

Initiative	Key Activities
<b>Brazil's Coletivo Programme</b>	<ul style="list-style-type: none"> <li>Partnering with Coca-Cola Institute and UN Women, the national programme in Brazil aims to mainstream gender equality and human rights issues in youth training sessions. It includes two programmes:               <ol style="list-style-type: none"> <li>"Coletivo Retail"                   <ul style="list-style-type: none"> <li>Promoting and encouraging young people's local entrepreneurship initiatives, connecting them with employment opportunities through partners and customers of Coca-Cola System, focusing on small shops run by women, including young women.</li> <li>Involving UN Women who focused on the promotion of first job opportunities, qualifying youth on retail and life skills trainings and acting as a bridge for income generation and self-esteem.</li> </ul> </li> <li>"Coletivo Entrepreneurship"                   <ul style="list-style-type: none"> <li>Focusing on technical and management training to formalize women's businesses, including those of young women.</li> <li>Developing a guide to summarise the steps taken and encourage the formalization of women's businesses and partnerships with local NGOs.</li> </ul> </li> </ol> </li> </ul>

### JOHNSON & JOHNSON (J&J)

Initiative	Key Activities
<b>Supporting DREAMS (Determined, Resilient, Empowered, AIDS-free, Mentored, and Safe women)</b>	<ul style="list-style-type: none"> <li>Mobilizing a multisectoral partnership between PEPFAR, Bill &amp; Melinda Gates Foundation, Girl Effect, J&amp;J, Gilead Sciences, and ViiV Healthcare, to reduce new HIV infections among adolescent girls and young women in 10 sub-Saharan African countries.</li> <li>Helping girls develop into determined, resilient, empowered, AIDS-free, mentored and safe women, by the means of:               <ul style="list-style-type: none"> <li>Finding breakthrough innovations to reduce HIV infections.</li> <li>Delivering a Core Package of evidence-informed approaches that go beyond the health sector.</li> <li>Addressing the structural drivers that directly or indirectly increase girls' HIV risk, including poverty, gender inequality, sexual violence, and lack of education.</li> </ul> </li> <li>J&amp;J specific insights as a leading multinational pharmaceutical and consumer packaged goods manufacturing company include:               <ul style="list-style-type: none"> <li>Consumer insights.</li> <li>Programme design and innovation.</li> <li>Youth Market Research:                   <ul style="list-style-type: none"> <li>Knowledge about adolescent focused products.</li> <li>Knowledge about adolescent behaviors (desires and needs).</li> </ul> </li> </ul> </li> </ul>

### SALESFORCE

Initiative	Key Activities
<b>Future Ready: Education &amp; Workforce Development Initiatives, supported through the Salesforce Foundation</b>	<ul style="list-style-type: none"> <li>Supporting partners to develop technology educational programmes, through vocational training that focuses on SDG 4 (inclusive and equitable education) and:               <ul style="list-style-type: none"> <li>Equips K-12, teens, and young adults with learning environments and technological skills needed for their academic and professional development, through a combination of initiatives such as:                   <ul style="list-style-type: none"> <li>Mentoring and volunteering (active in 45 different schools worldwide).</li> <li>Coding camps.</li> <li>Creating a digital platform, that enables young people to acquire the digital skills needed outside of the classroom.</li> </ul> </li> </ul> </li> </ul>

### UNILEVER

Initiatives	Key Activities
<b>Unilever Sustainable Living Plan (USLP)</b>	<ul style="list-style-type: none"> <li>Implementing company-wide, sustainable business strategies based on the SDGs, to make meaningful and incremental contributions to tackle some of the world's greatest environmental, health and socio-economic challenges.</li> <li>Mobilizing a 3- Goal Strategy, that includes:               <ol style="list-style-type: none"> <li>Improving the health and wellbeing of &gt; 1 billion people by 2020, focusing on:                   <ul style="list-style-type: none"> <li>Health and hygiene.</li> <li>Improving nutrition.</li> </ul> </li> <li>Reducing the environmental impact by half by 2030, focusing on:                   <ul style="list-style-type: none"> <li>Greenhouse gases.</li> <li>Water use.</li> <li>Waste and packaging.</li> <li>Sustainable sourcing.</li> </ul> </li> <li>Enhancing livelihoods for millions of people by 2020, focusing on:                   <ul style="list-style-type: none"> <li>Fairness in the workplace.</li> <li>Opportunities for women.</li> <li>Inclusive business.</li> </ul> </li> </ol> </li> </ul>

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**Sustainable Living Brands (as part of the USLP)**

Engaging Sustainable Living Brands that reach an estimated 2 billion customers daily and mobilizing youth as one of the largest advertising influencers to promote consumer awareness and action on the SDGs.

Examples of brand engagement include:

- **Improving health and hygiene** (Goal 1):
  - *Lifbuoy*: 426 million people reached with handwashing programmes (2010-17).
  - *Signal*: 78 million people reached with oral health programmes (2010-17).
  - *Dove*: 29 million young people received help via the **Dove Self-Esteem Project** (2004-17).
- **Enhancing opportunities for women through empowering female entrepreneurship** (Goal 3):
  - *Radiant Laundry* (Brazil, India, Bangladesh, South Africa, Thailand): launching Academies of Shine in all its markets aiming to upskill young people (2015).
  - *TRESemmé* (the USA, the United Kingdom & Canada): partnering with LEVO, the fastest growing network for millennials in the work place to help young women with the skills necessary to sustain professional presence (2016-17).
  - *Sunsilk* (Brazil): partnering with non-profit Plano de Menina, aiming to build a sisterhood between girls to support each other as they think about expanding their horizons through inspiration and tools (2017).

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**Country Example of the USLP: Heroes for Change (Kenya, 2017)**

- Mobilizing a multi-stakeholder collaboration with like-minded partners Sightsavers, UNFPA and Amref Health Africa, as part of the USLP.
  - Recruiting and training 100 university students to deploy targeted health programmes in Kenyan communities to improve the wellbeing and livelihoods of young people. Programmes include:
    - Brush Day and Night Programme (*Signal/Pepsodent*)  
Supporting the prevention of future cavities, as oral health issues are one of the main causes of absenteeism in schools.
    - Good Breakfast Programme (*Blueband*)  
Encouraging daily nutritious breakfast for better school performance.
    - School of Five Programme (*Lifbuoy*)  
Motivating children to wash their hands with soap during the 5 key moments in the day: after going to the toilet (1), before breakfast (2), lunch (3) and dinner (4), and in the bath (5).
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## DONORS AND FOUNDATIONS

### BILL & MELINDA GATES FOUNDATION

Initiatives	Key Activities
<b>Conceptual model of women and girls' empowerment</b>	<ul style="list-style-type: none"> <li>• Developed in partnership with the Gender Team at the Royal Tropical Institute of the Netherlands (KIT).</li> <li>• Designed using a process that involved an extensive literature review, alongside consultations with foundation staff, partners, and experts to ensure its relevance to our core values and work.</li> <li>• Empowerment defined as the expansion of choice and strengthening of voice through the transformation of power relations so women and girls have more control over their lives and futures.</li> </ul>
<b>Partnering with the Well Told Story Group</b>	<p>Creating social and economic value in Africa, by harnessing the power of research, media and strategic communications, to improve the lives of millions.</p> <p>Activities include:</p> <ul style="list-style-type: none"> <li>• Research               <ul style="list-style-type: none"> <li>○ Providing data and insights for everything the organization does.</li> <li>○ Campaign strategies are built on the "Ground Truth" methodology:                   <ul style="list-style-type: none"> <li>▪ An in-depth fieldwork, triangulating multiple unique qualitative methods with user-centered design approaches to develop the most effective insight-based persuasion strategies.</li> <li>▪ On-going campaigns are tracked by numerous parallel studies, blending experimental machine learning, regular qualitative checks and rigorous large-scale quantitative studies.</li> </ul> </li> </ul> </li> <li>• Media: <i>Shujazz Report</i> <ul style="list-style-type: none"> <li>○ A 2-time, International Emmy Award winning youth communications platform, reaching over 6 million young people in Kenya and Tanzania with a mixture of media platforms including comic books, radio, social media and events.</li> <li>Aim: To become the #1 youth brand in East Africa reaching over 20 million Kenyan and Tanzanian youth by 2020 and enabling them to get ideas that will improve their lives, feel connected, and be entertained.</li> </ul> </li> <li>• Strategic Communications               <ul style="list-style-type: none"> <li>○ Supporting commercial, philanthropic and development organizations across 13 countries, helping them realize their full potential, maximize success and create impact at scale.</li> <li>○ Mobilizing multi-sectoral partnerships with organizations like: Coca-Cola, Google, ClIFF, Microsoft, Population Council, Safaricom, Unilever, World Bank, Yara and others.</li> </ul> </li> </ul>

### DEPARTMENT FOR INTERNATIONAL DEVELOPMENT (DFID, UK)

Initiative	Key Activities
<b>DFID'S Youth Agenda</b>	<p>Focusing on three key areas:</p> <ol style="list-style-type: none"> <li>1) Positive Transitions             <ul style="list-style-type: none"> <li>○ Ensuring girls and boys are enabled to make safe, healthy and informed choices as they transition through puberty into their reproductive years, and then from adolescence to adulthood.</li> </ul> </li> <li>1) Youth as Advocates             <ul style="list-style-type: none"> <li>○ Looking for opportunities to provide a platform for young voices, enabling them to contribute to the decisions that will affect them, and supporting them to advocate for delivery of Agenda 2030.</li> <li>○ Exploring four areas to engage young people as advocates:                 <ul style="list-style-type: none"> <li>▪ Making their voices heard by decision makers, with young people contributing to service delivery and political processes at a local and national level.</li> <li>▪ Holding governments to account for delivering better quality services and improved development outcomes.</li> <li>▪ Having access to and the capacity to use data and information to hold decision makers to account.</li> <li>▪ Being heard on the international stage to influence the implementation of the Global Goals.</li> </ul> </li> </ul> </li> <li>2) Youth as Agents             <ul style="list-style-type: none"> <li>○ Looking for opportunities to support youth led development agencies, youth movements and young individuals who are bringing about local, regional and national change.</li> <li>○ Identifying three areas to explore with young people to build their agency:                 <ul style="list-style-type: none"> <li>▪ Integrating young people into DFID programmes – ensuring they are involved in design, delivery, monitoring and evaluation.</li> <li>▪ Enabling young people to deliver development programmes on the ground.</li> </ul> </li> </ul> <p>Supporting young people to fulfil their potential to shift social norms and change behaviour of young people and the wider population.</p> </li></ol>

### FONDATION BOTNAR

Initiatives	Key Activities
<b>Fondation Botnar</b>	<ul style="list-style-type: none"> <li>• A Swiss foundation established in 2003 with the core purpose of improving the health and wellbeing of children and young people in growing secondary cities around the world. To achieve this, Fondation Botnar acts as a catalyst, connecting diverse partners and investing in solutions that leverage artificial intelligence (AI) and digital innovation.</li> <li>• The foundation's work focuses around three key multidisciplinary areas:             <ul style="list-style-type: none"> <li>○ Connecting diverse players in innovative urban environments ("Cities fit for children").</li> <li>○ Investing in digital solutions ("Artificial Intelligence for child wellbeing").</li> <li>○ Engaging with cross-cutting research and sustainable business models ("Learning and entrepreneurship").</li> </ul> </li> <li>• By addressing the broader determinants of urban health such as nutrition, partnerships, advocacy, technological readiness and digital innovation, the Foundation has supported multi-stakeholder consortiums which include partners from the government, civil society and the private sector.</li> </ul>

<b>Botnar Healthy Cities for Adolescents Challenge</b>	<ul style="list-style-type: none"> <li>Focusing on young people aged 10-15 in growing urban environments in Ecuador, Colombia, Senegal, Ghana and India, the Challenge seeks to advance living conditions that promote the health and the wellbeing of urban adolescents.</li> </ul>
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#### GLOBAL AFFAIRS CANADA

Initiatives	Key Activities
<b>Centre de solidarité internationale du Saguenay–Lac-Saint-Jean (Saguenay–Lac-Saint-Jean centre for international solidarity)</b>	<ul style="list-style-type: none"> <li>As part of a partnership with the Laboratoire d'Études et de Recherches Appliquées sur l'Afrique of the University of Quebec in Chicoutimi and the Cegep in Jonquière, the selected partner will send 85 interns to four countries (Burkina Faso, Colombia, Ecuador and Senegal) as part of the Young Professional Interns for a More Just World project. They will focus on agro-ecology, collective marketing, community development, the empowerment of young women and girls, rural economic development, processing of non-timber forest products, adaptation to climate change and sustainable natural resource management.</li> </ul>
<b>Hosted the 2017 Global Adolescent Health Conference: Unleashing the power of a generation</b>	<ul style="list-style-type: none"> <li>This conference was cohosted by the Canadian Partnership for Women and Children's Health, along with Every Woman Every Child, the PMNCH and the WHO.</li> <li>The overarching goal of this conference was to present a clear portrait of the current barriers and solutions to realizing health related rights and its implications for advancing adolescent health and well-being so adolescents are healthy and empowered to live to their fullest potential.</li> </ul>
<b>Youth Challenge International</b>	<ul style="list-style-type: none"> <li>Youth Challenge International will send 92 interns to six countries (Djibouti, Gabon, Ghana, Jordan, Senegal and Thailand), where they will address youth engagement and leadership development; environmental sustainability; youth livelihood, literacy and workforce development; youth access to technology; and the promotion of science, technology, engineering and mathematics (STEM) for youth, including by applying them to real-life situations.</li> </ul>

#### GLOBAL FINANCING FACILITY IN SUPPORT OF EVERY WOMEN EVERY CHILD (GFF)

Initiative	Key Activities
<b>GFF</b>	<ul style="list-style-type: none"> <li>Launched at the Financing for Development Conference in Addis Ababa in July 2015 as part of a global conversation about how to finance the SDG, with the goal of: <ul style="list-style-type: none"> <li>Initiating an innovative approach to financing that recognizes that countries themselves are the engines of progress and that the role of external assistance is to support countries both to get more results from the existing resources and to increase the total volume of financing.</li> </ul> </li> <li>Since, GFF has become the financing arm of the Every Women Every Child movement and aims to empower governments to bring partners around the table to agree on a clear set of priorities and a country-led plan: <ul style="list-style-type: none"> <li>Focusing on women, children and adolescents, GFF supports countries to invest in high-impact but historically under-funded areas such as sexual and reproductive health and rights, newborn survival, adolescent health, nutrition – and in the health systems needed to deliver at scale and sustain impact.</li> <li>Engaging multisectoral partnerships, GFF works closely with the H6 partners (UNAIDS/UNFPA/UNICEF/ UN WOMEN/ WHO/ World Bank Group), PMNCH, as well as civil society organisations, the private sector and multilateral financiers such as Gavi and The Vaccine Alliance.</li> </ul> </li> </ul> <p>The GFF Trust Fund acts as a catalyst for financing, with countries using modest GFF Trust Fund grants to significantly increase their domestic resources alongside the World Bank's International Development Association and International Bank for Reconstruction and Development financing, aligned external financing, and private sector resources. Each relatively small external investment is multiplied by countries' own commitments – generating a large return on investment, contributing to lives saved and improved.</p>

#### THE GLOBAL FUND TO FIGHT AIDS, TUBERCULOSIS AND MALARIA

Initiative	Key Activities
<b>Global Fund's Strategy (2017-2022) to Promote and Protect Human Rights and Gender Equality</b>	<ul style="list-style-type: none"> <li>Directly identifying the importance of addressing the issues of gender inequality and the rights of women, children, adolescents and youth to accelerate the end of HIV, tuberculosis and malaria.</li> </ul> <p>Operational objectives include:</p> <ul style="list-style-type: none"> <li>Scaling up programmes to support women and girls, including programmes to advance sexual and reproductive health and rights.</li> <li>Investing to reduce health inequities including gender – and age-related disparities.</li> <li>Supporting meaningful participation of key and vulnerable populations and networks in Global Fund-related processes.</li> </ul> <p>Monitoring Impact:</p> <ul style="list-style-type: none"> <li>Catalytic funding available to support HIV programmes among adolescent girls and young women (AGYW aged 15-24) in 13 countries.</li> <li>Key corporate target is to reduce HIV incidence among AGYW aged 15-24 by 25% over the life of the strategy (2017-2022).</li> <li>55-60% of spending is directed to AGYW (2015), up from 46% in 2010.</li> </ul>

## USAID

Initiative	Key Activities
<b>Youth Power</b>	<ul style="list-style-type: none"> <li>YouthPower is expanding the evidence base for what works in positive youth development and applying improved approaches across programs and sectors. As an USAID project, YouthPower seeks to improve the capacity of youth-led and youth-serving institutions and engage young people, their families, communities, and governments so that youth can reach their full potential.</li> <li>The USAID's <a href="#">YouthPower Action Youth Engagement Training</a> was designed in collaboration with DREAMS Youth Ambassadors, and aims to better prepare staff, other donor organizations and implementing partners to meaningfully include youth in development initiatives.</li> <li>As illustrative example of projects, <a href="#">Virtual Safe spaces for Adolescents Living with HIV</a> piloted a structured support group intervention called SMART (Social Media to promote Adherence and Retention in Treatment) Connections. Given increasing access to and use of mobile phone technology in Nigeria, it was delivered through "secret" Facebook groups by trained facilitators and designed to improve retention in HIV services and antiretroviral therapy adherence for Adolescents living with HIV. YouthPower Action is launching a randomized controlled trial to determine the effect of SMART Connections on retention in HIV treatment services among youth living with HIV ages 15-21 years.</li> </ul>

## ACADEMIC INSTITUTIONS AND THINK TANKS

### OVERSEAS DEVELOPMENT INSTITUTE (ODI)

Initiative	Key Activities
<b>Young people as agents and advocates of development: Evidence Gap Map Report (2016)</b>	<p>Summarising in a comprehensive manner a number of research gaps:</p> <ul style="list-style-type: none"> <li>The literature relating to the engagement of young people often focuses on the process of youth involvement, and the analysis of personal outcomes for young people concerned. Often it does not attempt to tease out the development outcomes and impact.</li> <li>Despite established efforts to promote youth participation at international conferences, there was only one study that examined the outcomes of such participation.</li> <li>Limited analysis of how context facilitates or hinders young people's engagement as agents or advocates for development.</li> <li>Limited discussion of implementation issues (including how project design and implementation affect results, and the sustainability of such initiatives), with most of what is available focused on peer education and structured volunteering projects.</li> <li>Out of 333 studies reviewed (all focused on Low and Middle Income Countries, with over a third focused on sub-Saharan Africa) only 39 used a quasi-experimental or experimental design (mostly of peer education initiatives), one was a systematic review, and a select few were rigorous qualitative designs. The overall quality of studies included were found to be relatively poor.</li> </ul>

## UNIVERSITY OF GENEVA

Initiative	Key Activities
<b>EURYKA - Reinventing Democracy in Europe: Youth Doing Politics in Times of Increasing Inequalities</b>	<ul style="list-style-type: none"> <li>Cross-national research project, bringing together researchers and civil society practitioners from European countries to provide systematic and practice-related knowledge about how inequalities mediate youth political participation, and suggest innovative democratic models to help reimagine a more inclusive European political arena.</li> <li>Funded by the European Union's Horizon 2020 research and innovation programme.</li> <li>Project aims include:             <ul style="list-style-type: none"> <li>Understanding the conditions, processes, and mechanisms underpinning how young people "do" politics.</li> <li>Investigating the norms, values, attitudes and behaviors underpinning youth political participation, and how these interplay with issues of democracy, power, politics, policy-making, social and political participation (online and offline) and the organization of economic, social and private life.</li> </ul> </li> </ul>

# ANNEX 6

## WHO INITIATIVES ENGAGING YOUNG PEOPLE ILLUSTRATIVE EXAMPLES

This annex on WHO initiatives which explicitly focus on engaging young people is based on WHO key informant interviews, but does not represent a comprehensive mapping exercise.

There are a range of other activities on adolescent health in WHO, including research, but the specific focus on engaging young people would need to be mapped more comprehensively.

WHO	
Initiatives	Key Activities
<b>UN System-Wide Collaborations on Youth</b>	<ul style="list-style-type: none"> <li>• WHO is a member of the UN Inter-Agency Network on Youth Development (IANYD) and the framework of the World Programme of Action for Youth (WPAY). This includes developing the UN System-Wide Action Plan (UN SWAP) which is transitioning into the new UN Youth Strategy..</li> <li>• Member of the H6 Global Health Partnership (UNAIDS, UNFPA, UNICEF, UN Women, WHO, World Bank Group) and its working group on adolescents.</li> </ul>
<b>Appointment of a WHO Advisor on Gender and Youth in the Office of the WHO Director General</b>	<ul style="list-style-type: none"> <li>• Hosting first-of its kind Youth Town Hall during the 71<sup>st</sup> World Health Assembly (2018).</li> <li>• Developing an action plan on Meaningful Youth Engagement aligned with the UN Youth Strategy.</li> </ul>
<b>The Global Strategy for Women’s, Children’s and Adolescents’ Health (2016-2030), in partnership with “Every Women Every Child (EWEC)” movement</b>	<ul style="list-style-type: none"> <li>• <b>Consulting young people</b> and incorporating adolescents as they are central to the overall success of the 2030 Agenda:               <ul style="list-style-type: none"> <li>○ Envisioning a “world in which every woman, child and adolescent in every setting realizes their rights to physical and mental health and well-being, has social and economic opportunities, and is able to participate fully in shaping prosperous and sustainable societies”.</li> <li>○ Outlining three overarching objectives:                   <ol style="list-style-type: none"> <li>a. <i>Survive</i> “end preventable deaths.</li> <li>b. <i>Thrive</i> “ensure health and well-being”.</li> <li>c. <i>Transform</i> “expand enabling environments”.</li> </ol> </li> </ul> </li> <li>• <b>World Health Assembly (WHA) resolution 69.2</b>, “Operational plan to take forward the Global Strategy for Women’s, Children’s and Adolescents’ Health” that requests WHO Director-General, to: provide technical support for country implementation; report regularly on progress; work with partners to align and leverage resources for progress.</li> </ul>
<b>UN H6+ technical Working group on Adolescent Health and Well Being</b>	<ul style="list-style-type: none"> <li>• Monthly meeting, including the UN Major Group for Children and Youth, UNAIDS, UNESCO, UNFPA, UNICEF, UNWomen, the World Bank, the World Food Programme, WHO, and PMNCH.</li> <li>• Coordination and information exchange regarding ongoing or potential programmes and events.</li> </ul>
<b>WHO Internship Programme</b>	<ul style="list-style-type: none"> <li>• WHO as the leader in global public health issues is committed to building a diverse pool of future leaders in public health.</li> <li>• WHO’s Internship Programme offers a wide range of opportunities for graduate and postgraduate students to gain insight in the technical and administrative programmes of WHO while enriching their knowledge and experience in the health field, thereby contributing to the advancement public health.</li> </ul>

## WHO

Initiatives	Key Activities
<p><b>Global Accelerated Action for the Health of Adolescent (AA-HA!): Guidance to Support Country Implementation</b></p>	<ul style="list-style-type: none"> <li>• Translating the Global Strategy for Women’s, Children’s and Adolescents’ Health (2016-2030) into action, by providing evidence-based guidance for country implementation.</li> <li>• Assisting governments, policy makers and programme managers in how to develop or update their national adolescent health strategy.</li> <li>• Advisory group of 6 young people, two consultation processes especially targeting youth organizations, NGOs workshops with adolescents in eight countries in different regions, and workshops with adolescents from particularly vulnerable groups (such as young sex workers; immigrants; lesbian, gay bisexual or transgender; refugees; etc).</li> <li>• Working closely alongside the Adolescent and Youth Constituency (AYC) of the PMNCH to:               <ul style="list-style-type: none"> <li>○ Engage with grassroots youth organizations to develop an adolescent-friendly <b>comic book</b> on the AA-HA! Guidance written by young writers.</li> <li>○ Facilitate and support youth engagement in the AA-HA! Guidance, as well as the WHO mental health guidelines for adolescents.</li> </ul> </li> <li>• Creating a unique opportunity for a more inclusive advocacy and partnerships beyond governments with other stakeholder including youth groups, parliaments and the private sector in health and beyond for success.</li> <li>• In 2017 WHO has begun with the implementation of AA-HA! recommendations in countries. Updates on AA-HA! Country implementation are available on the WHO website:               <ul style="list-style-type: none"> <li>○ WHO was able to organize 5 intercountry capacity building workshops with young people in 3 WHO regions in 3 languages (2018).</li> <li>○ A AA-HA! workshop for the regional pool of experts in the South-East Asia Region is being planned.</li> <li>○ Joint WHO/UNICEF/UNFPA AA-HA! orientation webinars are under way.</li> <li>○ AA-HA! capacity strengthening follow-up webinars are being considered for WHO and other UN staff as well as a wider audience, primarily RMNCAH experts. These workshops could be expanded and modified to include a broader range of stakeholders, and approaches.</li> </ul> </li> </ul>
<p><b>Adolescent Health Flagship Programme (2015-2020) launched by WHO’s Regional Office for Africa</b></p>	<ul style="list-style-type: none"> <li>• In line with the AA-HA! Guidance, the Programme aims to guide and support African countries and partners in the implementation of evidence-based interventions to improve adolescent health. A quarter of a billion of 10-19-year-olds in Africa remain vulnerable to high rates of HIV infection, adolescent pregnancy and maternal mortality: 250,000 15-19-year-olds are newly infected by HIV yearly in the region, with girls accounting for 80% of these new infections in sub-Saharan Africa (2015).</li> <li>• Success will depend on the meaningful young people’s participation in decision-making and in the full programme cycle.</li> </ul>
<p><b>Global Standards for quality health care services for adolescents</b></p>	<ul style="list-style-type: none"> <li>• In 2015, WHO/UNAIDS published the Global standards to improve quality of health-care services for adolescents. The standards 2 and 8 of the Global Standards set expectations for the level of community’ and adolescents’ engagement in local adolescent-friendly health services initiatives.</li> <li>• The project is in the phase of the field testing of the web platform. English, Spanish and French versions are being tested in a number of countries across WHO geographical regions.</li> </ul>
<p><b>Review of adolescent participation and needs in development of SRH policies and programmes</b></p>	<ul style="list-style-type: none"> <li>• Work with IPU for review of adolescent participation and needs when developing Sexual and Reproductive Health (SRH) policies and programmes.</li> </ul>
<p><b>Global Early Adolescent Health Study</b></p>	<ul style="list-style-type: none"> <li>• International study aiming at understanding the factors in early adolescence that predispose young people to subsequent sexual health risks and promote healthy sexuality, to provide the information needed to promote sexual and reproductive well-being.</li> <li>• Workshops are organized with groups of youth to determine overarching themes and suitable stems for vignette instrument development, using narrative interviews with 10–14 years old.</li> <li>• It has been carried out in sites in Belgium, China, Democratic Republic of the Congo, Ecuador, Egypt, India, Kenya, Nigeria, Scotland (the United Kingdom), and the United States of America. In some sites, it is used alongside an intervention to assess impact.</li> </ul>

Initiatives	Key Activities
<b>Adolescent/Youth Reproductive Mobile Access and Delivery Initiative for Love and Life Outcomes (ARMADILLO) Study</b>	<ul style="list-style-type: none"> <li>• ARMADILLO will consist of an automated, interactive, and on-demand short message service (SMS, also known as 'text message') platform that will provide essential facts and address common misconceptions about a full range of SRH issues pertinent to youth, including puberty, sex and pregnancy, HIV and STIs, and contraception. Additionally, the platform will contain various role model stories (featuring fictional peers modelling healthy SRHR behaviours, including use of health services). The ARMADILLO system will be available to users at no charge.</li> <li>• The intervention is built together with young people. For instance, when the content of the mobile health messaging was reviewed by a youth committee, they asked to focus more on the relationship aspects, and point of contact.</li> </ul>
<b>Review of the use of adolescent mystery clients</b>	<ul style="list-style-type: none"> <li>• Systematic review of the use of adolescent mystery clients in assessing the adolescent friendliness of health services in high, middle, and low-income countries.</li> <li>• Systematic review of journal articles and grey literature published between 2000 and 2016 that used mystery clients as part of their methodology in assessing adolescent sexual and reproductive health provider behavior and service provision.</li> <li>• Mystery clients are a useful and unique methodology for monitoring improvement in SRH service provision. Adolescents and young persons can be involved as mystery clients to report insightful and unique feedbacks. The method has been found useful and informative in high income countries and low/middle income countries.</li> </ul>
<b>Adolescent HIV prevention, testing and treatment</b>	<ul style="list-style-type: none"> <li>• Adolescent included in different works as well as part of key population. <ul style="list-style-type: none"> <li>◦ Work on higher acceptability by adolescents for male circumcision in Eastern and Western Africa.</li> <li>◦ In Zimbabwe, work on learning by doing (guided space) for SRH services with youth engagement.</li> </ul> </li> </ul>
<b>Publications from the Regional Office for the Americas on good practices on adolescents' and youth's health and innovative initiatives</b>	<ul style="list-style-type: none"> <li>• In Brazil, alongside the Ministry of Health, the Regional Office for the Americas has developed publications on good practices on adolescents' and youth's health and innovative initiatives.</li> <li>• In partnership with the State Health Secretariat of São Paulo, a Health Application Award was implemented to stimulate creative ideas and technological solutions to issues of sexual health and adolescent reproductive rights through incentives, awards, and dissemination through a mobile application developed by the adolescents themselves, modernizing communications and facilitating preventive health actions.</li> <li>• This strategy was intended to broaden the debate and seek ways to guarantee the sexual and reproductive health of adolescents (SWAP report, 2017).</li> </ul>
<b>Online Community of Practice (CoP) on NCDs &amp; the Next Generation</b>	<ul style="list-style-type: none"> <li>• platform for young people to engage in discussion, knowledge and idea sharing, networking and to provide new ideas to address the global burden of Non-Communicable Diseases (NCDs).</li> <li>• Promotion of innovative approaches and initiatives for advancing engagement of young people on NCDs at national, regional and global levels with a view to promoting global (multilateral) solutions to the global challenge of NCDs.</li> <li>• Sharing knowledge on successful NCD initiatives and concrete action already taken by young people.</li> <li>• Launching ideas and initiatives for collective action toward successful attainment of the NCD goals in the context of the Sustainable Development Agenda.</li> <li>• Audience: Students and early career professionals working on/ interested in reducing the global burden of NCDs.</li> </ul>
<b>Expert consultation: Adolescents – Agents of change for a well-nourished world</b>	<ul style="list-style-type: none"> <li>• In June 2018, WHO and the Global Alliance for Improved Nutrition (GAIN) hosted a 2-day consultation which brought together country stakeholders, academia, development partner representatives, some private sector actors and adolescents themselves to discuss adolescent nutrition and other related adolescent issues.</li> </ul>
<b>Gender Equity and Rights Group</b>	<ul style="list-style-type: none"> <li>• Work on assessing the barriers to access services for vulnerable and excluded groups. Adaptation for adolescents specifically, and including gender and intersectionality lens.</li> <li>• In 2 pilot test countries (Nigeria et Tanzania), efforts will be made to involve young people in the adaptation of the guides for data collection and in the participation in the study.</li> </ul>

WHO

Initiatives	Key Activities
World days and panel events	<ul style="list-style-type: none"> <li>• International Day of Innocent Children Victims of Aggression.</li> <li>• World Day Against Child Labour.</li> <li>• World Youth Skills Day.</li> <li>• Universal Children’s Day.</li> <li>• International Youth Day.</li> <li>• International day of the girl child.</li> </ul>
Incubation of the “Make Every School a Health Promoting School” Initiative	<ul style="list-style-type: none"> <li>• Collaborating with UNESCO with an aim to develop global standards for Health Promoting Schools, and a web-platform for their monitoring and implementation:               <ul style="list-style-type: none"> <li>○ Schools are an effective setting for preventive interventions.</li> <li>○ Health Promoting Schools (HPS) have been recognized as a strategic vehicle to promote positive development and healthy behaviors such as physical activity, physical fitness, recreation and play, balanced nutrition, prevent tobacco use, and preventing being bullied.</li> </ul> </li> </ul>
Young Voices Count (YVC)	<ul style="list-style-type: none"> <li>• The Young Voices Count platform was noted by the World Health Assembly (A70/37) as an initiative “in which adolescents and young people themselves will monitor and help to shape progress towards their health and the attainment of the Sustainable Development Goals.”</li> <li>• To start the conversation, young people from different parts of the world discussed what the SDGs mean to them. In the resulting video, <a href="#">Does My Voice Count?</a>, they talk about things that matter in their lives and their role in shaping their future, such as staying healthy, ending conflict, feeling safe, playing with friends, going to school, stopping environmental pollution and building a better world. This video sparked conversations at global adolescent health conferences in Canada and Delhi that are continuing worldwide.</li> <li>• A recommendation in this report is to take forward this initiative, using a blend of technology and traditional methods and harness the power of partner initiatives, including those discussed in this report, to democratize data and give young people everywhere an opportunity to engage in a two-way conversation on health, rights and sustainable development, to hold their governments and all stakeholders accountable, and help drive transformative change.</li> </ul>



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