



YOUTH DEMAND.

YOUTH LEAD.

YOUTH ACT.

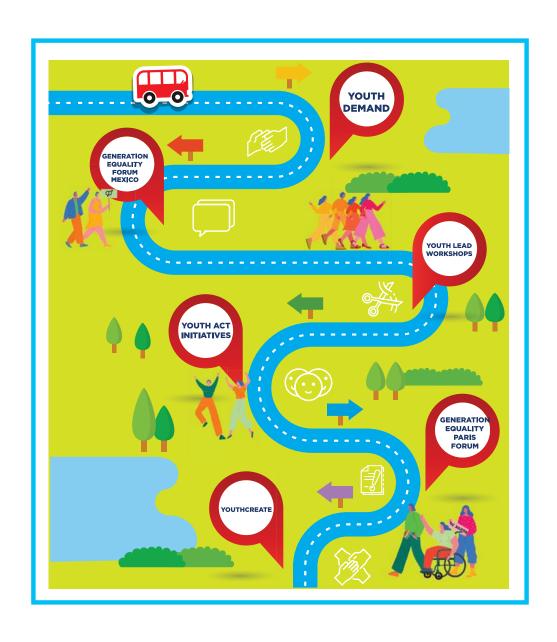
YOUTH CREATE.



YOUTH AS THE AGENTS OF CHANGE FOR GENDER EQUALITY

YOUTH DEMAND. YOUTH LEAD. YOUTH ACT. YOUTH CREATE.

YOUTH AS THE AGENTS OF CHANGE FOR GENDER EQUALITY



Accelerating Progress for Gender Equality by 2030 Together with the Youth

In 1995, the most visionary agenda for the empowerment of women and girls, Beijing Declaration and Platform for Action were adopted by 189 governments, which committed to taking strategic and bold actions in 12 critical areas of concern. Despite the progress, after 26 years, no country has fully achieved gender equality. In order to drive high-level public and private investment and political leadership from various actors over the next years, UN Women started a new action journey which was launched at the Generation Equality Forum this year and is reflected in a Global Acceleration Plan - a global road map for gender equality that aims to fulfill the promise of the Beijing Platform for Action and achieve the Sustainable Development Goals. This ambitious journey involves every sector of society – governments, civil society, private sector, entrepreneurs, trade unions, artists, academia, social influencers, and youth – to drive urgent action and accountability.

Youth engagement and leadership are central to the Generation Equality Forum (GEF) and are reflected through the GEF Youth Journey. Despite youth's transformative power and potential for changing harmful and unequal practices, the youth has not taken a role in decision-making processes towards gender equality. Today, youth face complex challenges and vulnerabilities exacerbated by COVID-19. However, they are also at the forefront of the crisis response, supporting the vulnerable with new ways of problem-solving. Young women and men, girls and boys worldwide, put their efforts into achieving gender equality and empowering women and girls to create a more equal, fairer future free from discrimination and violence. The engagement of the youth in addressing rooted inequalities play a vital role in the future of the globe. A joint action taken by the youth can enrich institutions, create innovative solutions for long-standing and dated issues and shape an equal future where the new generations' voices are heard.

#Youth Demand, Lead, Act, and Create

UN Women Europe and Central Asia Regional Office (ECARO) ran an eight-month Youth Engagement Initiative to provide a space for young activists not as recipients and beneficiaries, but as active agents of change in the processes of transformative actions of the Generation Equality journey.

NO DECISION ABOUT YOUTH WITHOUT YOUTH

The key principle of the program was inviting young people to **LEAD, ACT, and CREATE** real change with the support of UN Women and developing each next step of the initiative based on young people's feedback and ideas.

1. #YOUthDemand

In order to understand the main challenges young people face and amplify their voices, the **8 months initiative** started with the online youth-led campaign #YOUthDemand, which was co-created and led by the youth activists in cooperation with the UN* Women. It aimed to collect the demands and needs of the young people across Europe and Central Asia for achieving gender equality. Young people of 18 countries participated in the campaign and their voices made the focus areas visible for the next step of the initiative. The collected demands were shared with the Generation Equality Forum decision-makers in Mexico and supported UN Women to build the #YOUthLead Workshops. More information.

2. #YOUthLead

The YOUthLead Workshops launched as unique digital spaces for youth activists and UN Women to learn, build, and together create ideas to mobilise communities and trigger action across the region by expanding the activism. 27 young activists across the region participated in the workshop series. The Workshops gave birth to eight actions developed by the youth, which kicked off the #YOUthAct. More information.

3. #YOUthAct

Eight innovative youth-led projects were born out of the workshops and seed funded to pilot the methodology used throughout the initiative. Activists received **mentoring sessions** for three months. The majority of projects were finalized by the end of August 2021, and some are still running as long-term initiatives. The #YOUthAct projects represent examples of the youth driven work and presented at the #YOUthAct Talk Show on the road to the Generation Equality Forum in Paris.

4. #YOUthCreate!

Building on #YOUthDemand, Lead, and Act, with #YOUthCreate UN Women carried out **focus groups** with youth to explore a number of questions around youth's experience as gender activists in their communities and their engagement with UN Women. Building on the Focus Groups a youth consultation was held, where the participants determined the top five prioritized areas they would like to work on in the future. As the final step of the 8 months regional youth engagement initiative, the UN Women Europe and Central Asia Office conducted an in-person workshop at the UN Women office in Istanbul, where nominated youth activists and UN Women together created a strategy for youth engagement in the region for the next five years.

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#YOUthdemand is a youth-led social media campaign, created to galvanize action among the youth across the Europe and Central Asia region and beyond to make a strong call for the achievement of gender equality. This initiative aims to unite and amplify young change-makers' voices around the region and across the globe and put forward their ideas to influence decision-makers. Co-created and led by the youth activists in cooperation with UN Women, the campaign gathered activists, influencers, and opinion leaders across the region under a joint call to action: **demand, change the world.**

More info

Team



Dario Korolija co-leader, North Macedonia



Valentina Urtan co-leader, Ukraine



Asel Kubanychbekova co-leader, Kyrgyzstan



Burcu Koleli designer, Turkey



Teano Kardula designer, North Macedonia



Bodan Kostov designer, North Macedonia



Melissa Mantyla content creator,



Claire Mcintosh content creator,



Monika Skadborg mobilizer, Denmark

It all started with a youth gathering

Some of us had joined the youth consultations organised by UN Women Europe and Central Asia (ECA) Regional Office. The consultations enabled us to discuss our priorities, challenges, and expectations as young activists working towards gender equality. Following the consultations, we had the chance to build up our own campaign to be the voice of the youth across the region.

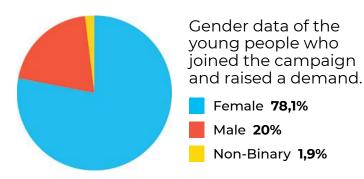
We took over the social media accounts of UN Women ECA for two weeks and ran the #YOUthdemand Campaign. We collected hundreds of demands across the region, galvanised action hand in hand with influencers, social media gurus, young feminist activists, young women and men, adolescent girls and boys and non-binary. Then, we presented our campaign findings to the decision-makers at the Generation Equality Forum in Mexico.





education, leadership, an end of gender-based violence, safety and security, sexual and reproductive health, decent employment and salary, LGBTQI+ rights, mental health, equal parental leave, peace, representation as leaders.





Age —

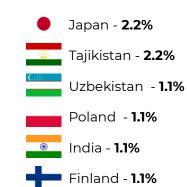
The average age of participants is



Demographics

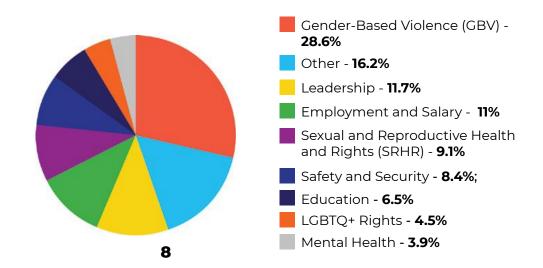
Young people participated the campaign from more than 18 countries located in Europe, Central Asia and beyond.





Categories

According to the campaign results, the majority of the young people prioritise action to end gender-based violence, which is followed by increasing youth leadership and decent employment.





I demand to be heard and seen for who I am, and what I look like; I demand for wearing any kind of clothes that makes you feel confident, happy, and pretty regardless of everyone's opinion.



I demand safety in public places and transport for girls; I demand cities where we can all safely walk with our children, with our families, so that we have cities not for cars, but for people;



I demand Inclusive Education.



We demand zero underrepresentation in leadership positions.



We demand equal paternity leave, hirings, promotions, and wages based on merit.



I demand equal wages between men and women in the same positions



I demand introduction of sexuality education in schools, I also believe that parents should not be shy and openly talk about such topics with their children.



I demand therapy to be included in my health insurance; I demand for all gender related mental health stigmas to end.



I demand that our trans sisters are treated and respected in the same way as cis women.





Social Media Outreach

We created an Instagram filter and Instagram stickers to to reach more people.

Instagram **English filter:** Instagram Russian filter:

19K impressions 146K impressions **490** captures

1.5K captures





Insights

23,955 Impressions 1060 Engagements

75,491 Impressions 29,912 Engagements

54,130 **Impressions** 964 Engagements

TOTAL

153,576

31,936

Engagements





Young feminists across the region galvanized action through their social media accounts.



Watch our campaign video











We discussed the actions to be taken by the youth with influencers across cultures and generations

Total views	24 898
Olga Rudneva, Ukraine	16.3K
Nasiliutochka.net, Russia	30.1K
Leyla Makhmudova, Kazakhstan	2,137
Zere Asylbek, Kyrgyzstan	13.1K
British Council Ukraine, Ukraine	11.8 K
Artur Frantz, Brazil	16.5K
Turkish Dictionary, Turkey	601K
NomadHer, Korea	2,672
Barkın Özdemir, Turkey	80.3K
Guests	Followers

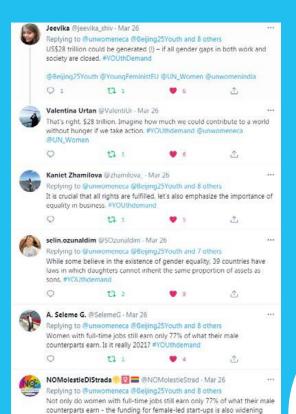


300% Follower growth on English Instagram

223% Follower growth on Russian Instagram Russian Instagram

#YOUthdemand hashtag has received

268.5K Impressions



About 200 profiles were engaged in Campaign's **Twitter flood**







Generation Equality Forum Mexico

29.03. - 31.02.2021

The Generation Equality Forum is a civil-society centered, global gathering for gender equality convened by UN Women and co-hosted by the Governments of Mexico and France. Kicking off in Mexico City from 29 to 31 March and culminating in Paris from 30 June to 2 July 2021, the Forum in Mexico launched a series of concrete, ambitious and transformative actions to achieve immediate and irreversible progress towards gender equality.

45,8% of the participants were youth representatives.

Within the framework of the Generation Equality Forum in Mexico, together with the young activists, UN Women Regional Offices for Europe and Central Asia, and the Americas and Caribbean conducted the #YOUthdemand Gender Equality dialogue, where the results of the #YOUthdemand Campaign were presented. The dialogue had a focus on the challenges of achieving gender equality from the youth perspective.

The cross-regional and inter-generational dialogue brought together youth activists and decision-makers from the public, civil and private sectors across the regions. The event was kicked off with the opening remarks by Alia El-Yassir, UN Women Regional Director for Europe and Central Asia, and Maria Noel Vaeza, UN Women Regional Director for the Americas and the Caribbean. The Regional Directors highlighted the importance of opening interregional, intergenerational, and intersectional spaces to jointly create and lead bold responses to today's gender equality challenges.

For more information about the GEF Mexico click here

Strong voices of the young activists from Europe, Central Asia and Latin America

The dialogue featured strong voices of national gender young activists from the two regions.



Melissa Herrera Colombia



Ana Saenz Guatemala



Dario Korolija North Macedonia



Valentina Urtan Ukraine



Youth is enthusiastic, united and committed with the ability to create a transformation.

Demands

Demands of Melissa and Ana on behalf of the youth activists from the Americas and Caribbean:

- The need for accelerating the elimination of gender-based violence.
- Advanced protection for women's human rights defenders.
- A guarantee of sexual and reproductive rights for women and girls.
- Increased effective participation of young women in formal and non-formal decision-making processes.

Demands of Dario and Valentina on behalf of #YOUthdemand Campaign for Europe and Central Asia region:

- Recognition and criminalization of femicide to end all forms of gender-based violence.
- Provision of complementary menstrual hygiene products worldwide to achieve a world free of menstrual poverty.
- Mental health services to be included in the national health insurance policies to fulfill societies where every individual thrives and flourishes.
- Acceleration of investments and introduction of Comprehensive Sexuality Education in formal education.
- Improved urban planning for women and girls' safety.



The activists stressed the urgency of recognizing and strengthening the capacities of young people, to build and jointly lead initiatives for equality. This is for the youth to participate in decision-making on equal terms and have sufficient resources to develop projects in truly inclusive scenarios. Activists shared their recommendations with decision-makers to provide safe spaces for communication and exchange of experiences to promote inter-generational unity and innovation with a view to the Generation Equality Forum in Paris and beyond.

The youth should be present at the decision-making tables

Decision-makers from both of the regions participated in the event as key listeners. Their interventions underlined the importance of gender equality as a crucial element in building peace, progress, development, and an equal future for all. The key listeners responded to the speeches of the activists and made interventions according to the demands of the activists.



The inspirational nature of the young activists, their leadership, diversity, creativity, their struggle against inequalities and passion for constructing new and better paradigms will transform our world.



Mayra Jimenez

The Minister of Women of the Dominican Republic and the President of the Inter-American Commission on Women of the Organization of American States

- The minister emphasized the role of youth in transforming the region's socio-economic reality and building a new future.
- Jimenez pledged to continue to pay attention to the problems and solutions raised regarding violence against women, especially in the comprehensive response, from a human rights, inter-generational and inclusive perspective.



Marcella Zub

Member of UN Women's Civil Society Advisory Group for Latin America and the Caribbean

- Zub raised the need for a very broad commitment from social movements and women's organizations to continue contributing to capacity building of youth to advance their active engagement.
- She emphasized to importance of strengthening the political participation of young people to address gender-based violence.



Erna Kristín Blöndal

Director of the Office of Children and Family Affairs, Ministry of Social Affairs and Chairperson of the Steering Committee for Children's Affairs, Government of Iceland

- Blöndal emphasized the significant value and importance of listening to and working together with the youth.
- She highlighted that without the active and meaningful participation of the youth, an equal future will not be achieved.
- On behalf of the Government of Iceland, Blöndal committed to include the youth in decision-making and policy-making processes.
- Blöndal reported that Iceland is already working to address the issues raised by the panelists and continues working with youth to respond to these demands.



Elin Nørve

Founder and executive director of the <u>Future Leaders – Norway</u>

 Nørve pledged to challenge her portfolio of companies to ensure equal pay for their staff and make Future Leaders services available and accessible to youth.

The way forward

Now, it is time for us to follow up on the commitments made by the decision-makers to address the demands of the youth in their policy actions. We continue to walk hand-in-hand through the path and will have a stronger voice at the Generation Equality Forum in Paris.

Following the #YOUthdemand Campaign and the Generation Equality Forum in Mexico, UN Women Europe and Central Asia is kicking off the #YOUthlead Workshops to enable a free space for all of us to learn, build and co-create strategies that youth can implement before the Generation Equality Forum in Paris. These digital spaces will also welcome activists from Latin America, Asia and the Pacific to build a cross-regional roadmap, which will define the steps to be taken after the Generation Equality Forum in Paris.



#YOUthLead Workshops

#YOUthDemand'ed, it is time to #YOUthLead!

Innovative workshops to provide a space for young people to reflect on their priorities, build strategies to act, create and lead actions that will help to achieve a more equal and just future free from violence and discrimination!



The **#YOUthDemand** Campaign helped young activists to voice their demands, connect with the youth of the whole region and beyond, and bring these voices to the Generation Equality Forum in Mexico. **But it was just the beginning!**

The next stop of our regional youth engagement journey became the **#YOUthLead Workshops**.

Following the consultations, #YOUthdemand Campaign, and the Generation Equality Forum in Mexico, young people expressed a need to create **a free space for all of us to learn, brainstorm, and explore together** the tools we need to **move from idea to action** and plan how we will transform our communities for the better.

With these goals, UN Women Europe and Central Asia Regional Office created the next stage of youth initiative — #YOUthLead Workshops which aimed to provide a space for youth to reflect on their priorities and build innovative strategies to act.

#YOUthlead Workshops focused on providing:

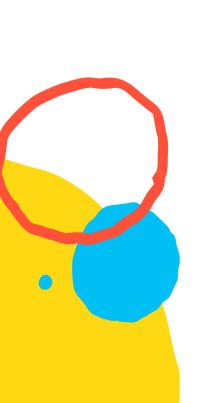
- A space for reflection on the key gender issues prioritized by YOUth
- Knowledge and understanding of tools and strategies for effective advocacy.
- Knowledge and skills to develop and manage a campaign.
- Skills to design an idea and turn it into a plan.
- Presentation, slogan, and message creation skills.
- Competencies to reflect on inclusive youth leadership and its translation into youth activism practice.
- Skills to build teams, mobilise others, and create coalitions.

#YOUthlead Workshops as unique digital spaces:

- Designed based on the principles and practice of non-formal education, and embraced principles such as autonomy in learning, voluntary participation, and nonhierarchical educational settings
- Used diverse participatory methods to help us learn by doing.
- Provided a safe and inclusive environment.
- Applied a variety of working methods: plenaries, small group discussion, peer-to-peer support, and self-reflection.
- Were diverse in content and composition, with keynote speakers from across the globe.

► TARGET GROUP ◀

After an open call for participation, **116 young applicants** applied to take part in the workshop series, and **27** of them were selected to participate in 5 weeks long workshop series from all over **Europe, Central Asia, and South America regions**.





TEAM ◀





It was moving to see how a loose group of young workshop participants became a team. That we were able to pull it off virtually is a testimony to everyone in the room.

Monica Sanchez de Ocaña (co-facilitator)



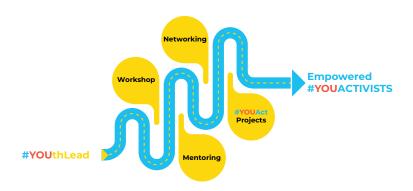


Observing their ideas becoming action was one of the most enjoyable parts of the process. Problems and needs we discussed in the beginning were transformed into a fully executed action and solution with skills and knowledge that were acquired at the workshop and seed funding provided by UN Women. We were able to witness what young people can achieve with just a little bit of support.

Aygen Bekte-Akiner (co-facilitator)

The two external consultants, Aygen Bekte Akiner and Monica Sanchez de Ocaña were in charge of the content design and facilitation of all 11 workshops which were conceived to improve participants' understanding of issues such as how to engage, plan and lead social change, advocacy tools, communications and gender. While the design and content of the workshops were fully owned by facilitators, a participatory design was used to ensure youth would feel safe, motivated, and valued, as well as free to shape discussions. The UN Women team was made up of the regional youth engagement leader, Tayfun Yılmaz, and youth engagement consultant, Afra Seleme Göncüoğlu.

► TIME FRAME ◀



#YOUthlead workshops took place between April 19 - May 23, 2021. Participants were expected to attend two workshops (each up to 2h), usually on Tuesdays and Thursdays, followed by a Learning Cafe session on Fridays where different keynote speakers addressed youth on topics such as youth activism and mental health. Participants were also required to work individually and in teams before and after the workshops (30 minutes per workshop). The total expected dedication per week was 7,5 hours.



ACHIEVEMENTS

1. YOUTH SKILLS DEVELOPMENT





Thanks to the engaging and inclusive atmosphere created by our #YOUthLead facilitators, I felt encouraged to freely share my ideas and to be ambitious with my plans.

Shukurgeldi Myradov,

National Gender Youth Activist, Turkmenistan

During the identification of the methodology and content process, the facilitators pinpointed the **knowledge and skills** mentioned below to increase through the workshop series.

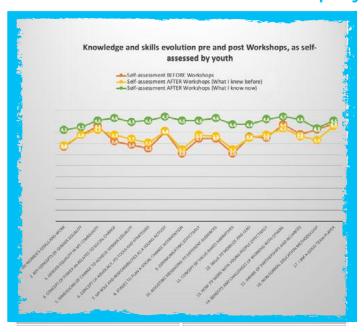
- Knowledge and understanding of gender equality and UN Women's goals and work
- Awareness of the current situation of gender equality in their prospective communities

- Understanding of the concept of power, its various forms, and its relationship with social change
- Understanding the concept of advocacy and knowing its tools and strategies to influence.
- Communication skills
- Teamwork skills
- Youth work and youth engagement skills
- Awareness of their role and responsibilities as young activists
- Partnership & community collaboration skills
- Leadership skills

Data-Driven Approach

Before the workshops started, the team sent a pre-assessment survey to understand the participants' knowledge and skills in the prospective areas. The same skills were measured after the workshops.

Pre and Post-Assessment of #YOUthLead Workshops by Participants



The participants were asked to rank their perception about their level of ability in 17 learning objective areas with 5 representing a high level of competence and 1 representing no experience, knowledge, or level of competence. They were asked to rank their perceptions once in the pre-assessment. Later, in the post-assessment, they were asked to rank their levels of ability before the workshops (how they perceived

their previous abilities) and their level of ability after the workshops. Workshop participants' perceptions about their level of abilities with regard to learning objectives have changed, as shown in the graphic above.

Learning Outcomes

In the post assessment, the participants were asked about their most important learning outcomes. The major cross-cutting learning outcomes are listed as following:

- Better communication, listening and intercultural/intergenerational understanding skills;
- Networking and connecting with other youth activists;
- Better time management, project-writing and efficient planning skills;
- Team building, effective community and youth mobilization, and advocacy strategies;
- Reaching target audience and conveying clear messages;
- Further knowledge about gender inequality problems in other countries, youth activism and UN Women's working mechanisms;
- Stakeholder mapping;
- Understanding the importance of mentorship throughout project implementation.

2. YOUTH NETWORKING





As an activist working to counter street harassment and all forms of gender-based violence in Italy, I had the opportunity to learn from fellow activists how similar issues take different forms within the ECA region. Mentoring was key to navigate across our different approaches, strengthening our group, and paving the way for a long lasting youth network determined to ensure gender equality at all levels, from local, to national, to regional.

Alma Rondanini,

National Gender Youth Activist, Italy

UN Women Europe and Central Asia Regional Office has created the Regional Youth Network composed of National Gender Youth Activists (NGYAs) representing countries of the region as active activists within their countries, who were selected to represent diverse youth constituents in the Generation Equality journey as UN Women agents of change. 10 out of 27 participants were NGYAs. 17 participants were coming from other youth initiatives where they were passionate about addressing gender inequalities and social justice. The combination of NGYAs and other young people created a unique learning experience for workshop participants where they were able to see different practices and perspectives during the workshop series. Participants were also able to meet with different civil society actors and change agents through keynote speakers' events where they were able to intercommunicate with others who are also passionate to create a change.

3. FINANCIAL AND MENTORSHIP SUPPORT FOR 8 YOUTH INITIATIVES



Generation Equality cannot exist without meaningful youth participation. For me, #YouthLead was a great example of meaningful partnership with youth. Such initiatives are hugely important because they allow youth to reveal their potential as leaders and creators of change. #YouthLead created sustainable opportunities for youth in my region and supported us not by words, but by concrete actions.

Valentina Urtan, National Gender Youth Activist, Ukraine

Throughout the 11 workshops, the participants increased their skills to create innovative ways for mobilization and advocacy in the gender field. They gained new knowledge, particularly in developing effective advocacy strategies, baking an idea and turning it into a presentable plan, building a team and a coalition. As part of the workshop series, participants were also able to design and implement actions to address gender equality in their respective countries and communities with the support of UN Women Europe and Central Asia Regional Office. At the end of the workshop series, **8 initiatives** were designed by the young participants. They also received mentorship and support throughout the implementation of their actions.

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YOUthLead, Powered by Pecha Kucha





Link to recording: https://unwomen. zoom.us/rec/share/87bT7_4rgYFMfAKC vpNvqKVrP6xlG62Wz_fPLfmrlkJf7zRpgrRcX5G5Xv6jeEJm.OfoRd6axl0a9m81Y

Passcode: iz3C17\$S

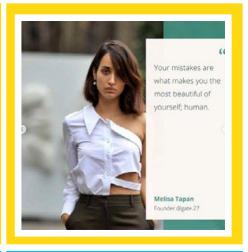
QR Code to recording:



Pecha Kucha is an informal, creative, and interactive platform for storytelling. As part of the format, individuals who drive positive change in their communities share their experiences on a particular topic with the audience. The format calls for 20 slides and 20 seconds for each slide. In this way, the presentations are more concise and effective, and plenty of time is spared for Q & A. Transitioning from Youth Lead Workshops to Youth Act Initiative, UN Women ECA Regional Office gathered 9 inspiring speakers across the globe on 21 May 2021 for a Youth Lead Pecha Kucha session, and they told their stories about how they have created real change in their communities. Moderated by Tayfun Yılmaz from UN Women ECA Team, and opened with a surprise Pecha Kucha talk from UN Women ECA Regional Director Alia El Yassir, the session was a youth-friendly celebration of creative, inspiring ideas. 60 young activists and NGYAs joined the session and asked their questions and further discussed social initiatives during the Q&A session.





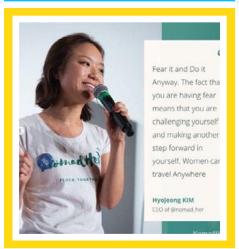


Merel van der WoudeCreative Director of Butterfly Works

Shayla Adams-Stafford
CEO of AdaptiveX, CEO and Founder
of RemixEducation

Melisa TapanFounder of Gate 27, Social
Entrepreneur







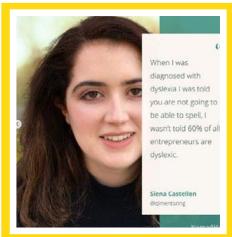
Kyzzhibek BatyrkanovaProgram Director of Kyrgyz Space
Program, Founder of TechCamp

Hyajeong KimCEO and Co-founder of NomadHer,
Solo Traveler

Sophie SandbergFounder of Cat Calls of NYC, Chalk
Artists and Gender Justice Activist







Semin GümüşelCo-founder of Sensiz Olmaz, Journalist

Alice Mizrachi
Muralist, Artist, Educator

Siena CastellonFounder of Neurodiversity Celebration
Week, Young Leader for the SDGs

#YOUthAct Initiatives







Youth Demanded, Youth Led, now it is time to Act!

Following the skill-building, reflecting on priorities, and designing action strategies, #YOUthLead workshop participants were seed funded to design and implement their own initiatives (collectively or individually) to create impact in their region. The youth designed and prepared their project proposals, goals, and budgets, received seed funding from UN Women ECA Regional Office, pitched their projects to UN Women Country offices staff all over the region for their feedback, and were supported with weekly mentorship sessions throughout the implementation process. Every week, they discussed their progress, challenges, and achievements with the mentors and asked for advice. The projects were initiated in May 2021, continued throughout summer, and were concluded by August 2021, with some continuing to create impact to the day. Designed, created, and led by youth, here are 8 inspiring #YouthAct initiatives that fostered change, mobilized youth, and initiated transformation in their communities.

Click here to listen to the #YouthAct project pitches by the young creators themselves!



https://www.youtube.com/watch?v=ckY7AFHittU&t=13s&ab_channel=UNWomenEuropeandCentralAsia

#YOUth4YOUth2Act



Shukurgeldi Myradov TURKMENISTAN



Carola Andrade
BOLIVIA



Güneş Sezik
TURKEY



Aleksandar Đurić



Valentina Urtan



Selin Özünaldım
TURKEY

#YOUth4YOUth2Act team aimed to create a safe, youth-friendly space for young people across the globe who have not yet been involved in youth activism to express their ideas and visions, to provide them with opportunities to convey their messages and to introduce them to the world of youth activism overall.

Between 21-25th of June 2021, they organized three major events titled "Launch of Activism Rocket", "Virtual Café", and last but not least, the "YOUth4YOUth2Act Global Youth Summit": which included the adoption of a Joint Appeal, a "YOUth Got Talent show" (Passcode: 2xc+x6vQ), and a "Youth Statements" round.

- > 61 participants (including 20 male participants) between the ages of 16-29 from 36 cities and 20 countries joined the interactive online events.
- Participants became a part of an inclusive capacity-building and networking platform of young people interested in activism.
- Their leadership and creativity potential was increased with the help of talent performances and shared experiences of gender equality champions.
- They created a unique Joint Appeal document to be presented to the UN Women ECA Regional Office, reflecting their perspectives on youth activism and a compilation video about what youth activism means to them.



Gender Free Minds THE TEAM:



Mersi Shehu ALBANIA



Sabiha Azad



Alexandra Muntean



Elina Vildanova
UZBEKISTAN



Aleksandar Đurić



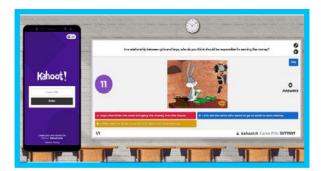
Assel Mukasheva
KAZAKHSTAN

Gender Free Minds team aimed to change the social and cultural norms around gender and transform the perspectives of adolescent boys and girls and young men and women, with a specific focus on toxic masculinity. They have created:

A series of social media posts in multiple languages defining key concepts such as "consent" and "feminism" to ensure gender understanding and equality and promoting the culture of gender free minds, encouraging young people to combat gender stereotypes and toxic masculinity.



Theonline Kahootgametitled "Getout of the Gender Box" Gametoengage young people. To play the game and evaluate your (unconscious) gender bias, click here: https://kahoot.it/challenge/2c22955c-c006-4d5c-874f-7376e6e2b55b_1631567466786



An animated educative video, encouraging young people to combat against gender stereotypes. Click here to watch the video: https://drive.google.com/drive/u/0/folders/1PogU2_UcB-VUgkRKL5gQ59Mp9NALpZ9l



We for Women



Dusan Kovacevic







Asel Kubanychbekova

KYRGYZSTAN



Alisa Jamalyan

ARMENIA



Fatma Bade Çimen



Pearl Mody SWEDEN

We for Women team aimed to promote the economic independence of rural women and foster their equal access to education and labor market as well as their freedom of action, and particularly targeted rural women from Sweden, Serbia, Turkey, Kyrgyzstan, and Armenia. The team:

- Produced a video that raised awareness about the socio-economic situation of rural women living in Central Asia and Europe and highlighted the problems they are facing to empower other rural women.
- Conducted an interview with Mahabat Zhakeva, a rural woman and an internal migrant from Kyrgyzstan and animated and narrated her story on how she built

a successful crafts business and how it affected her community.

You can watch Mahabat Zhakeva's inspiring story, presented by We for Women team by clicking here:

https://drive.google.com/drive/u/1/folders/1Wr87TvesfUTsPhR59nPBu5t58APe-nbo







Hana Pollak
SERBIA



Nilufar Shekohova

TAJIKISTAN



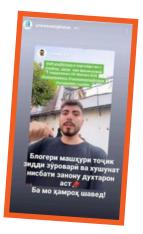
Alma Rondanini

Aiming to create a safe space both online and in person to discuss the issue of sexual harassment in the workplace in the Tajik context, Ask me Sister teamed up with the local youth activist group Tell Me, Sister who are specialized in raising awareness in Tajikistan on various forms of gender-based violence on social media. Their target group mainly consisted of young Tajik women who survived or witnessed sexual harassment in the workplace.

- The team built a safe online space first and started a 3-week long social media campaign through which they have anonymously collected personal experiences from Tell Me Sister followers, providing accurate and clear information about sexual harassment at the workplace, dispelling myths around the topic and offering concrete support. The online campaign reached more than 9000 Instagram users, receiving approximately 400-500 likes per post.
- Ask Me Sister team organized an in-person meeting -an offline safe space- at a local cafe in Dushanbe, Tajikistan. Local women, along with Mahin Umedi as a psychological expert, had a chance to have a deeper conversation focused on experiences. The offline meeting hosted 27 women, including mothers bringing along their daughters, a journalist directly reporting on the topic, and several bloggers and influencers active in the Tajik femminist community.
- > Several corporations got in touch with the Ask Me Sister team to learn more about the discussions and promised to adopt more restrictive policies on harassment in their working environment.
- Clips from the eventi as well as some stories narrated by actors were put together into a video: https://drive.google.com/drive/u/0/folders/1do0BDZDmS54gLSY83PE07ogAPH4-a9U6







Periodhood THE TEAM:



Makhabbat Boranbay KAZAKHSTAN



Maren Schnittker
GERMANY



Sajid Arghandaiwal

AFGANISTAN



Jhesmin Solis Peña
BOLIVIA



Lucy Fagan



Teodora Mileska NORTH MACEDONIA



Aiming to fight against and raise awareness about period stigma caused by the lack of proper menstruation education in schools and period poverty, Periodhood team launched a social media campaign and organized two training sessions in Naryn and Karakol, Kyrgyzstan. Their target group was not only menstruators, but all

young people aged 16-29 from Europe & Central Asia.

- The social media campaign focused on raising awareness about period poverty, period stigma & education on menstruation in schools, were prepared in multiple languages and disseminated via local partners' social media accounts, reaching out to more than 4000 Instagram users.
- Two training sessions were organized in Naryn and Karakol, Kyrgyzstan led by an experienced trainer where a safe space was created to talk openly about menstruation. 40 menstruators participated.
- Following the, a faculty of nursery and a local university reached out to the Periodhood team, asking to repeat the trainings.



6 Girls Can Ride Bikes in the Pamirs THE TEAM:



Safina Shohaydarova

TAJIKISTAN

Inspired by her childhood dream, Safina Shohaydarova from Tajikistan created the "Girls Can Ride Bicycles in the Pamirs" project. Aiming to challenge stereotypes about young girls' abilities in rural Tajikistan, she was able to provide bicycles and riding training to 10 local girls living in Khorog at the Pamirs. The project team also produced a video capturing the progress of the girls during the training days that took place between 11-13th of June. Amina, a local girl from Khorog shared her enthusiasm at the end of training: "Until today, I really wanted to ride a bicycle but it remained to be a dream because I did not have a bike and did not know how to ride one. Today I am

extremely glad that I learned how to ride a bike and I can say my dream is coming true."

The training days with girls were recorded and gathered in a video:

https://www.youtube.com/watch?v=KKbuRc-o-1U&t=1s&ab_channel=UNWomenEuropeandCentralAsia







Alma Rondanini

#YouthLead participant Alma Rondanini joined forces with two other national gender youth activists, Ana Sáenz from Guatemala and Jeevika Shiv from India, and initiated a comprehensive social media campaign focusing on Generation Equality, aiming to prevent tokenism and marginalization of young people engaged in the GEF processes.

- The project team created an inclusive online campaign with the hashtag #YoungFeministsInAction in English, Hindi, Italian, and Spanish to mobilise youth activists and young leaders from marginalised communities while localising the participation and bringing in the ground voices to participate in GEF.
- The team curated the selection of the parallel events, contributed to the editing of the participant package, provided translation and interpretation as well as moderating plenary and thematic sessions during the Young Feminist Unconference.

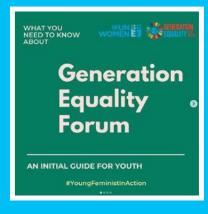
- They prepared a multi-lingual starter guide to maximise registration and participation to the Generation Equality Paris Forum. With their efforts, more young people were mobilised both before and after the Paris Forum.
- The online campaign continued throughout the Paris Forum, with posts being shared and retweeted by UN Women ECA and LAC official Instagram accounts, Generation Equality Youth Task Force, and the UN Youth Envoy, reaching approximately more than 100k people.
- The team worked hard to ensure the inclusion of young people despite some technical problems with regards to the Paris Forum website, hosting zoom screenings of live events as well as check-in and check-out sessions to provide a real space of dialogue and interaction among young activists.













United to Act



Valentina Urtan

UKRAINE

#YouthLead participant and NGYA, Valentina Urtan, joined her forces with an adolescent local artists, Anastasiya Liniavskaya, and aimed to tackle problems of the generation gap and improve communication between young activists, decision-makers, private sector, civil society, and different #GenerationEquality stakeholders with the United to Act project. Emphasizing the lack of awareness of each other's work among all members of the Generation Equality journey, the main goal of this project is to create a unique interregional and intergenerational network of decision-makers, private sector, civil society, and other stakeholders to unite them with young activists in creating global change and facilitating hand-in-hand work together.





The United to Act team started with conducting communication with authorities. Valentina Urtan, leading the project has made contact with the Prosecutor General's Office of Ukraine, Ministry of Youth and Sports in Ukraine, and the Office of the President of Ukraine.

> The team launched an online platform and will later start an online media campaign. They will use these online tools to cover stories of different members of the Generation Equality journey and those who work in gender equality around the world. The platform will also be used as a space for further creation of the United To Act Network which will help its members to connect with each other and stay in touch.





United To Act platform web interface

Some of the visuals of Instagram stories to be shared at the stage of media campaign

- The United to Act team, operating a long-term initiative, has been successfully mobilizing several target groups and they are planning to organize a series of events in the future, gathering them together, where young people will tell more about their work to decision-makers, private sector, civil society and different stakeholders and vice versa.
- The team is in close communication with possible future partners, including the Ministry of Youth and Sports of Ukraine, TikTok, Snapchat, Bill and Melinda Gates Foundation, Elena Pinchuk Foundation, British Council, «Nasiliu.Net» (No To Violence), as well as influencers and young leaders with more partners to come as the projects develops.





Now we have the momentum, it is time for youth to create a long-term project for meaningful and inclusive youth engagement - to build their future roadmap ahead!

YOUthAct Talk Show



Link to recording: https://www.facebook.com/unwomeneuropecentralasia/videos/
youthact-talkshow/338067197725629/

QR Code to recording:



HOST SPECIAL GUEST SPEAKERS Afşin Yurdakul Charlotte Miriam Huacani Alia El-Yassir Asel Kubanychbekova Lefluffy Zapana Journalist and UN Women News Anchor at Women's Procter & Gamble, Vice-Minister **Regional Director** Haberturk News Global Social of Equal for Europe and Entrepreneurship Network Impact Director for Central Asia Development Fund Opportunities of the Ministry young entrepre-Always neur, #YOUthAct of Justice and Institutional participant Transparency of Bolivia

In line with the Generation Equality Forum Youth Journey, youth activists and UN Women ECA co-organized a **#YOUthAct Talk Show.** At the talkshow we celebrated youth achievements of our youth journey on our road to the <u>Generation Equality</u> Forum in Paris and discussed next steps that we can take for gender equality.

"#YOUthDemand, #YOUthLead, and #YOUthAct are about #GenerationEquality. It is about me, it is about you, and it is about everyone in this world", said Asel Kubanychbekova, National Gender Youth Activist from Kyrgyzstan and Founder of Women's Entrepreneurship Development Fund, sharing her experience of being part of the youth journey.

#YOUthAct Talk Show was organized with the collaboration of Women's Entrepreneurship Development Fund (Kyrgyzstan), UN Women Europe and Central Asia, UN Women Americas, and the Caribbean Regional Office, and Girl Up (Turkey), with speakers from Procter & Gamble (P&G), governments of Bolivia, and Women's Entrepreneurship Development Fund.

#YOUthAct Project Pitches by Young Creators



In order to highlight details and progress of their initiatives, young people prepared <u>videos</u> sharing **stories of 8 inspiring #YOUthAct projects**, their experiences, and social entrepreneurship journeys via the #YOUthAct campaign. Invited guests in the virtual studio had a chance to share their feedback after watching video presentations.

What did you think about the YOUthAct projects? Are there any crossovers with the projects you are working on?

There are so many good topics being tackled. I love how there are so many collaborations with individuals from different parts of the world and how there are so many innovative ways of using limited resources to tackle some very big problems. There are definitely some crossovers with the work that we do.—

Charlotte Le Flufy, Global Social Impact Director at Procter & Gamble.

Street Interviews



In order to bring voices of youth from different parts of the world to our virtual studio, we prepared <u>street interviews</u> with young people from Bolivia, Turkey, Turkmenistan, and the UK asking them what they can do for gender equality today and <u>what the world would look like if gender equality goals were met!</u>

Turkmenistan

"As a digital graphic designer, I see our bright future free of gender stereotypes where young women can engage enthusiastically in the STEM field", Selbi Niyazberdiyeva, 26, Turkmenistan

"I believe that I am fully able to contribute to the promotion of gender equality by starting with conducting sessions, presentations to my classmates", Mahri Azizova, 18, Turkmenistan

Turkey

"I think we would have a matriarchal society, with less violence and more reconciliation. We would approach problem solving through communication rather than violence as a society. What I can do is **to support girl's education more**. I can do my best to bring more women to the forefront of the health sector, for more women to get medical education", a young person from Isparta, Turkey.

Bolivia

"Fulfilling gender equality objectives implies working on the eradication of violence and is also directly linked to the fulfilment of other rights such as the right for education, health, decent work, etc. In order to achieve these I can question the imposed gender roles that are in force in my daily life and also work, fight and inform others for the fulfilment of these rights", a young person from La Paz, Bolivia.

The United Kingdom

"If gender equality goals were met, there would be more female representation in the senate and they would be able to better tackle all the issues that matter to us. As a young person, I can campaign for mentor and coaching programs and address the issues that women and girls face when engaging in politics", a young person from London, United Kingdom

Feedback from the audience



During the event, audience members were writing their questions and thoughts on the chat and on the interactive **Jamboard** which were then shared by the host with the guests in the studio.

What can governments around the world do to support youth and achieve gender equality?

Today, young people in the Plurinational State of Bolivia are part of the development of policies, plans and programmes to be implemented in favour of youth, besides having achieved important participation in the executive and legislative bodies", - said Miriam Huacani Zapana, Vice-Minister of Equal Opportunities of the Ministry of Justice and Institutional Transparency of Bolivia.

#YOUthAct Talk Show provided a space for young people, government, and private sector representatives to learn more about each other and discuss ways to achieve gender equality by supporting the leadership of young people and working together with them. The Talk Show received positive feedback from invited guests and audiences, defining a new format of online interactive events where everyone felt engaged and actively participated in discussions. In total **201 people registered** to attend the event and it currently has **2.6K views** on the <u>UN Women ECA Facebook page</u>.

I am one of the lucky people who were able to follow this journey right from the beginning. We had an opportunity to give young people feedback and help them build their ideas, to do this in a co-creative way among themselves and with others. You saw little snippets of it, but there is a really huge potential here. It is the end of one phase, but I really hope it will be the beginning of an even bigger journey" - said Alia El-Yassir, UN Women Regional Director for Europe and Central Asia.

#YouthCreate: Building the Way Forward

Focus Groups

As an initial step to create the way forward co-led and co-created by youth, 5 focus groups were held in total between August and September 2021, facilitated by expert consultants Aygen Bekte Akıner and Mónica Sánchez de Ocaña. 26 youth activists, mostly NGYAs, joined the 1,5 hour focus group sessions to explore a number of questions around youth's experience as gender activists in their communities and in their engagement with UN Women.

Some of the key findings from these discussions are:

Main challenges faced by young gender activists in their communities

- Patriarchal and conservative mindsets
- Backlash against activism and gender advancement, and online abuse of activists
- Discredit of organisations working in favor of civic rights
- Power dynamics, non-youth-friendly organizational culture in non-profits and international organizations
- Lack of funding/resources, professional opportunities or remunerated activism for young people and youth organizations
- Skills to be able to engage confidently on complex issues or with unsympathetic audiences
- Being instrumentalized, tokenized or taken advantage of

What youth would like to see over the next years in UN Women's engagement with them

- New opportunities combining skills trainings and practical engagement, workshops and career-development opportunities
- More funding
- New connections and community building
- A youth-friendly online platform and a collectively created agenda/calendar of upcoming events
- More visibility and recognition for young people's work with UN Women Europe and Central Asia Regional Office (ECARO)
- Clear mandate for the role and tasks of NGYAs
- Better representation of minority or vulnerable groups with a particular emphasis on underrepresented and non-English speaking youth

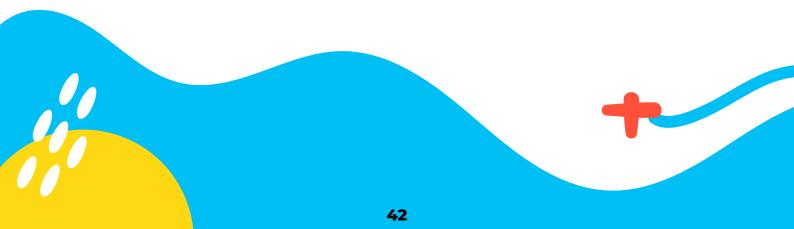
- Activists and organisations working in silos, with few links amongst them
- Competing socio-economic crisis and the deprioritization of gender equality
- In contexts of socioeconomic crisis and the deprioritization of gender equality
- Making compromises to reach key audiences
- Complicated and technical UN terminology
- Difficulties of advocating for issues that are seen as niche

- More outreach to rural youth in the languages they speak
- Promotion of the NGYA regional network
- More accessibility from UN Women, closer interaction between UN Women country offices and youth
- UN Women collecting youth voices on key topics, youth represented in non-youth focused discussion too
- Co-leadership and meaningful engagement at the international level

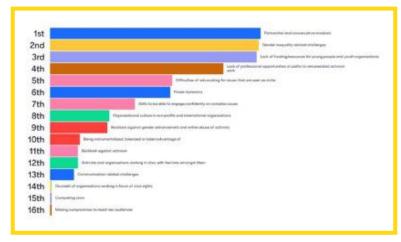
First Youth Consultation



Building on the questions discussed during Focus Groups, on October 4, 2021, a youth consultation was held. Based on the experienced challenges previously discussed in the focus groups, the participants narrowed down a long list and determined the top 5 prioritized areas they would like to work on in the future.

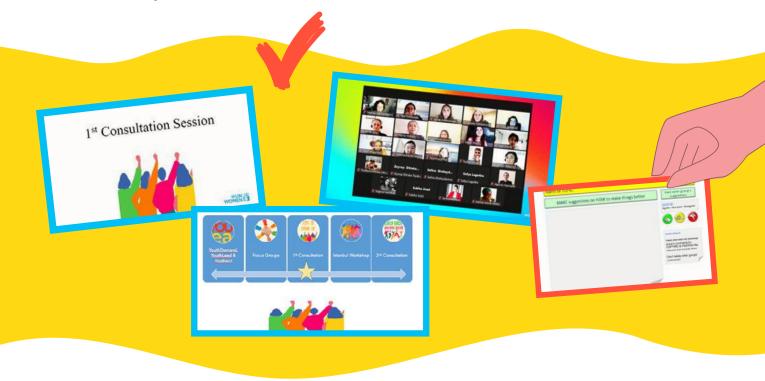


Which of these priorities I would like to work on together in the next two years?



The chosen priorities are:

- Patriarchal and conservative mindsets
- Gender Inequality related challenges
- Lack of funding/resources for young people and youth organizations
- Difficulties of advocating for issues that are seen as niche
- Power Dynamics



Workshop to Define the Way Forward

The final stop of YOUthCreate and the first step towards a new journey!

October 13th-17th 2021 Istanbul, Turkey



From left to right: İlayda Eskitaşçıoğlu, Ishaan Shah, Mersi Shehu, Afra Goncuoglu, Tayfun Yılmaz, Valentina Urtan, Safina Shohaydarova, Zerina Mandzo, Monica Sanchez de Ocaña.

As the final step of the 8 months regional youth engagement initiative, youth and UN Women Europe and Central Asia Regional Office (ECARO) conducted a workshop to develop a project proposal for the sustainability of meaningful youth engagement and effective implementation of the Global Acceleration Plan for Gender Equality, announced at the Generation Equality Forum in Paris.

Who was there with us?

No decisions about youth without youth

Within this framework UN Women invited the National Gender Youth Activists of Europe and Central Asia Region to become workshop participants and to co-create the next youth engagement strategy together with them.

NGYAs nominated **four NGYAs** (and/or self-nominate) to represent the Western Europe, Western Balkans, Eastern Europe, and Central Asia subregions.

ISHAAN SHAH



MERSI SHEHU



NGYA Albania representing Western Balkans



NGYA Ukraine representing Eastern Europe



NGYA Tajikistan representing Central Asia

Video message: https://youtu.be/ R3L0FUCaNmI



Video message: https://youtu. be/8BHowQJAPIw



Video message: https://youtu.be/ ogonAKDyAXM



Video message: https://youtu.be/ SdJk7u7tt6M



The workshop was facilitated by the engaged expert **Monica Sanchez de Ocaña** with the support of UN Women staff, **Tayfun Yılmaz, Afra Seleme Goncuoglu,** and a **Youth Task** Force representative, İlayda Eskitaşçıoğlu. The workshop was also attended by **Zerina Mandzo**, Youth Focal Point, Bosnia-Herzegovina.

What topics did we discuss?



Together we worked on developing a project proposal to create a strategy for youth engagement in the region for the next 5 years which would be further supported by donors and partners



During the workshop the team had a chance to discuss lessons from our shared experience, explore UN Women country level youth work and youth engagement initiatives from all over the world, discuss how to ensure diversity, inclusiveness, and accountability, and finally define priorities of the youth, UN Women, and its partners based on the Global Acceleration Plan for Gender Equality and UN Women Strategic Plan.

The workshop also reviewed the current condition, feedback, and experience of the youth activists, the outputs of the consultation, and focus groups to ensure that the project creation is in line with the expectations of the youth.

Outcomes of the Worksop

Leaving no one behind

Message from the workshop:

Link - https://youtu.be/qdsH52dErJI

QR Code to recording:



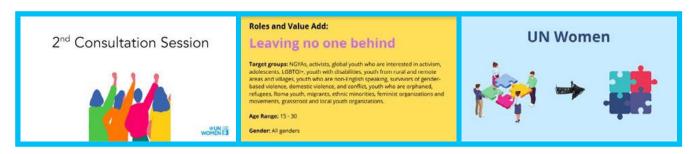
This workshop became a true example of meaningful youth participation. We were given the opportunity to use our expertise to co-lead and co-create the youth engagement strategies of the UN Women and the project proposal itself. At the same time, we are grateful that this workshop wasn't the first time when UN Women ECA Regional Office listened to young people. We believe that the practice of these eight months of youth engagement initiative and this workshop led by UN Women Europe and Central Asia Regional Office (ECARO) needs to be continued, because it proved to be an effective way of sustainable and effective youth engagement."— a collective message from 4 National Gender Youth Activists who represented youth at the workshop.

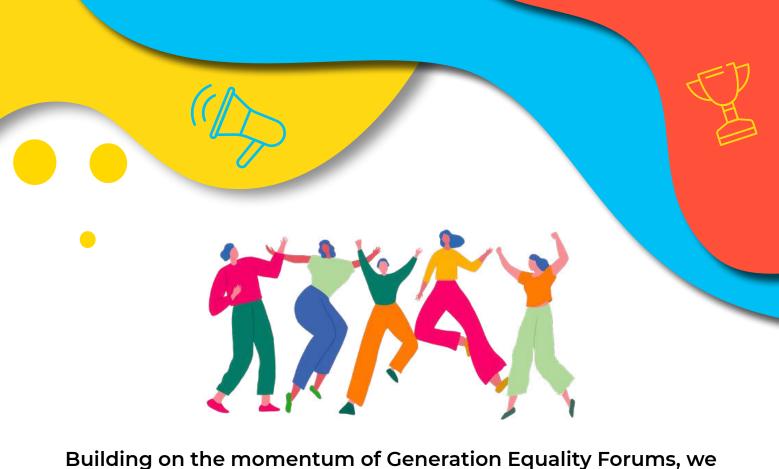
As a result of teamwork and discussions around the lessons learned during the last 8 months of youth engagement, best practices and priorities of UN Women and its partners, as well as recommendations from youth, the team put 3 following areas as main focuses and pillars of the next youth engagement strategy in the project proposal:

- Meaningful youth participation and engagement in intergovernmental decision-making processes in Europe and Central Asia will be increased.
- Youth mainstreaming in thematic areas advances the gender equality agenda across the UN systems, and among governments, civil society, and the private sector.
- 3. Youth-led community mobilization is advanced to promote gender equality in Europe and Central Asia.

Second Youth Consultation

The draft project proposal was presented to the youth at the **second youth consultation** for their review and feedback on **October 26, 2021**, co-facilitated by Aygen Bekte Akıner and İlayda Eskitaşçıoğlu. This was a space where National Gender Youth Activists of the region shared their questions, comments, and recommendations to be included in the final version of the project proposal.





Building on the momentum of Generation Equality Forums, we are finishing our pilot program of regional youth engagement and making the first step towards the new journey envisioned and co-created with youth. Youth Led. Youth Acted. Youth continues to Create and our journey goes on.

Are you as excited as we are?



