

#YOUTH Demand

Campaign

08.03 – 30.03 2021

 UN
WOMEN 
GENERATION EQUALITY

Take a stand.

Demand.

Be part of the change.



#YOUTH Demand

#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



Aseel Kubanychbekova
co-leader,
Kyrgyzstan



Burcu Koleli
designer,
Turkey



Teano Kardula
designer,
North Macedonia



Bodan Kostov
designer,
North Macedonia



Melissa Mantyla
content creator,
Finland



Claire McIntosh
content creator,
Canada



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.

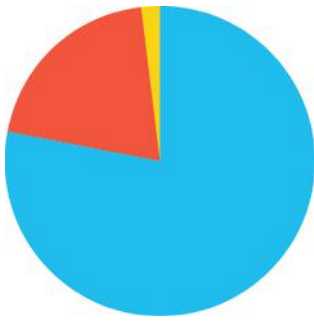


**#YOUth
Demand**

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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.

Gender



Gender data of the young people who joined the campaign and raised a demand.

- Female **78,1%**
- Male **20%**
- Non-Binary **1,9%**

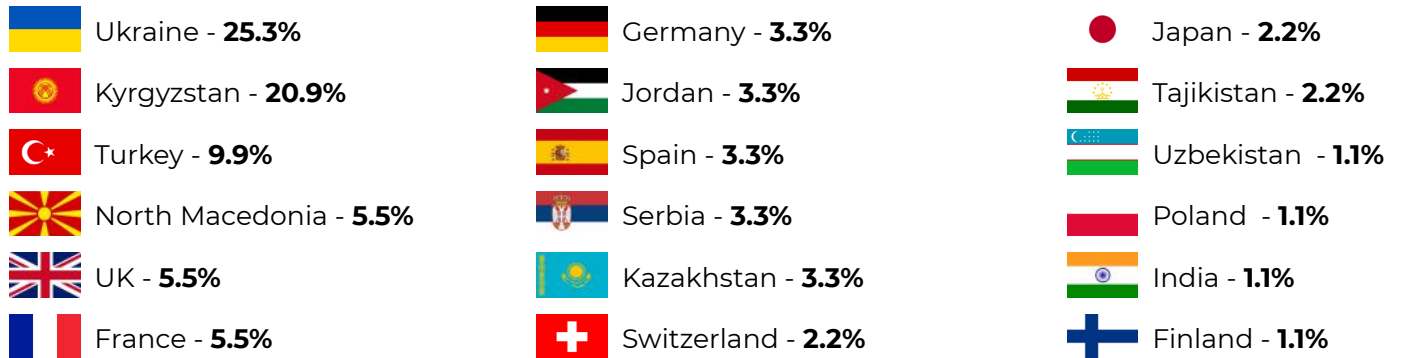
Age

The average age of participants is

23

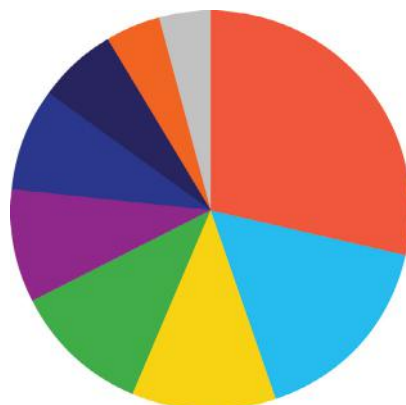
Demographics

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.



- Gender-Based Violence (GBV) - **28.6%**
- Other - **16.2%**
- Leadership - **11.7%**
- Employment and Salary - **11%**
- Sexual and Reproductive Health and Rights (SRHR) - **9.1%**
- Safety and Security - **8.4%**
- Education - **6.5%**
- LGBTQ+ Rights - **4.5%**
- Mental Health - **3.9%**



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.



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Social Media Outreach

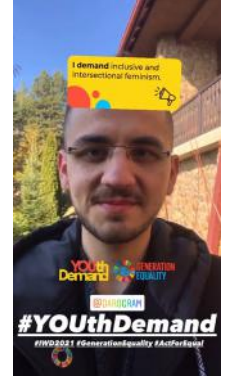
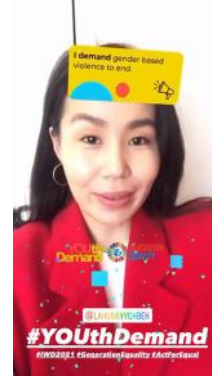
We created an Instagram filter and Instagram stickers to reach more people.

Instagram English filter:

19K impressions
490 captures

Instagram Russian filter:

146K impressions
1.5K captures



Insights



23,955 Impressions
1060 Engagements



75,491 Impressions
29,912 Engagements



54,130 Impressions
964 Engagements

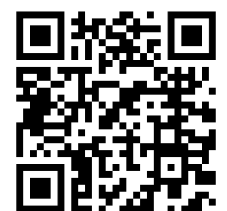
TOTAL

153,576 Impressions

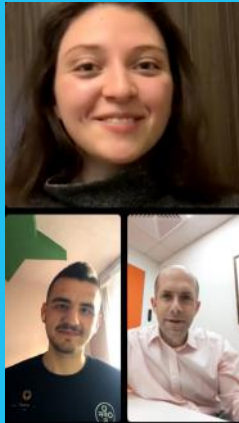
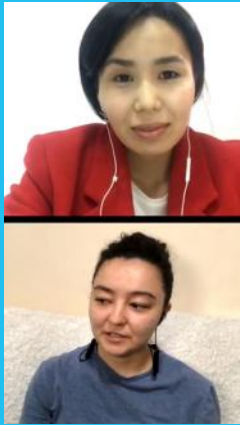
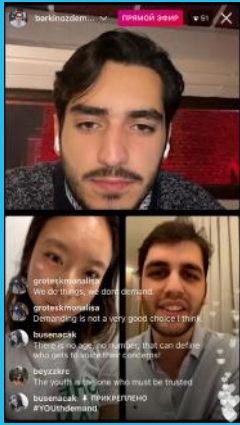
31,936 Engagements



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

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

Total views 24 898



300%

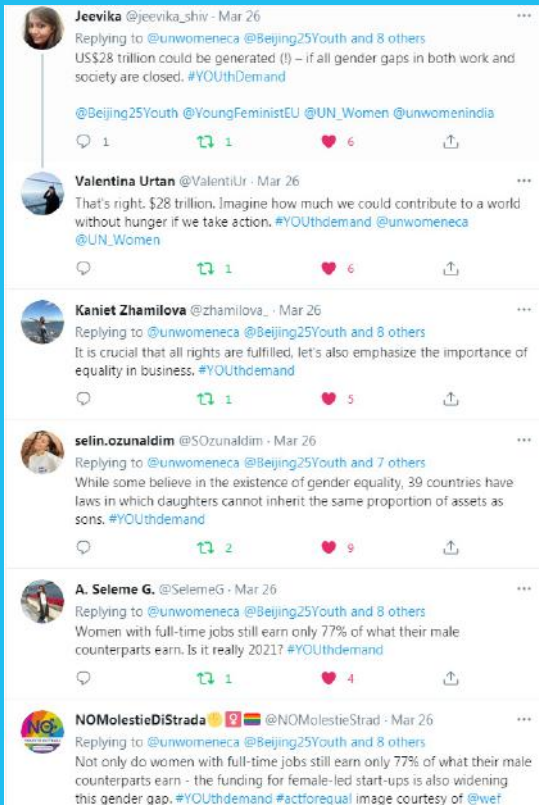
Follower growth on English Instagram

223%

Follower growth on Russian Instagram

#YOUthdemand hashtag has received

268.5K Impressions



About 200 profiles were engaged in Campaign's Twitter flood

**#YOUth
Demand**



**GENERATION EQUALITY
FORUM**



Generation Equality Forum Mexico

29.03.2021 – 31.03.2021

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.

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.

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:

- **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 the 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 [Future Leaders – Norway](#)

- 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.