



AWARENESS

PUT THE YOU INTO YOUTH

In 1999, “the United Nations General Assembly endorsed the recommendation ... that 12 August be declared International Youth Day”, explains the United Nations Educational, Scientific and Cultural Organization (UNESCO). Every year, there’s a focus on important issues for youth.

The United Nations Department of Economic and Social Affairs (DESA) gives details for 2023:

- 1. Green skills:** The 2023 theme is “Green Skills for Youth: Towards a Sustainable World”. DESA defines green skills as “knowledge, abilities, values and attitudes needed to live in, develop and support a sustainable and resource-efficient society”. While these skills “are relevant for people of all ages,” DESA points out that “they have heightened importance for younger people, who can contribute to the green transition for longer.”
- 2. Decent jobs for youth:** To commemorate the day, DESA will hold a global webinar with the UN Global Initiative on Decent Jobs for Youth, where they’ll offer critical information and data and promote discussions and varied perspectives from international organisations, governments, and young industry experts.

Ways to jump in for youth

‘On the spot’ ideas from DESA:

- 1. Set up ‘info points’** for youth-related topics in your town/village, high schools, and university centres.
- 2. Arrange virtual/public meetings** and debates on the youth’s contribution to global issues.
- 3. Request a slot at radio stations** to discuss local youth matters with notable individuals and young people.
- 4. Plan a (virtual) concert** with local musicians and incorporate panel discussions with expert guests or policymakers to deliver the keynote speech.

How adults can back the youth

- **Support** community-driven youth activities.
- **Ask** young people about their dreams and plans and listen to them.
- **Offer** help or ask young people for help on tasks they’d generally be good at, like tech-related matters.
- **Maintain** interest to get their buy-in and attention.