Shaping the Post-2015 Conversation:
A guide on sharing Youth Voices to shape the world we want
Introduction

This guide has been designed for young people and youth organisations who have been involved in post-2015 youth consultations. It provides guidance on how to share the findings with key influencers in the post-2015 process. We recommend that you use this together with the full consultation report ‘Youth Voices on a Post-2015 World’, which can be downloaded from www.youthpost2015.org/youth-voices.

Background: The post-2015 youth consultations project

The global conversation on a post-2015 world is one of the most important debates of our time: any policy framework agreed by UN member states in 2015 / 2016 will guide future policies and spending on development, not only in developing countries - where over 87% of the population is under 25 - but also globally. As youth-led and youth-focused agencies working internationally, we see no sense in discussing future development goals without recognising the role that young people can and must play as assets and problem-solvers in development. The youth consultations project has sought to promote genuine youth-led development through strengthening the youth sector and meaningfully consulting young people to bring their voices to policy-makers, and working with other youth organisations in other countries, as part of a sustainable network-based approach.

Between September 2012 and January 2013 consultations were run with 346 young people in 12 countries to understand young people’s views on what should come after the Millennium Development Goals. During these consultations young people were given the space to discuss the local and global issues of importance to them, and articulate their solutions and visions for a world beyond 2015. Each consultation lasted two days and was delivered through a global network of 14 youth-led and youth-focused partners. In-person workshops enabled partners to generate a greater depth of insight and analysis than other methods, such as surveys, allow.

These consultations have engaged diverse groups of young people rarely present in global or national policy-making processes. We are confident that this innovative collaboration has provided access and insight on the world that young people want; showing that young people can and must be a leading part of the solution. The project report ‘Youth Voices on a Post-2015 World’ details the findings in an in-depth analysis of young people’s vision for the future and the key principles that underline this vision. The report then goes on to outline the key youth-identified issues to be addressed in order to achieve the vision, whilst putting forward potential solutions to these challenges.

Next Steps: Disseminating the findings

The challenge we now collectively face is how to ensure that these youth voices are heard in the process of designing a new development framework for post-2015. This dissemination guide therefore aims to give organisations and young people who have been involved in the youth consultations some tools to influence the debate in the run up to 2015.

Dissemination Goal:

To ensure that the key messages of the youth consultations report can be fed into the post-2015 process, through targeting key decision-makers at local, national, regional and global levels in the lead up to the UN MDG Review Summit in September 2013, and beyond.

These consultations have generated a powerful and unified youth voice at the grassroots within our communities. Through our dissemination activities, we now need to build broad support at the local level for these voices, and then target decision-makers in the post-2015 process with the findings – from local councillors right up to global decision-makers like the UN High Level Panel.

Our first step is to present the highlights of this report directly to the UN High Level Panel at their fourth meeting in Bali, March 2013, and then by working through the key steps identified in this dissemination guide we will develop an influencing strategy that ensures that the voices in this report are fed into the global conversation from now on.
Why disseminate these youth voices

- **Legitimacy**: More than half of the global population today is under 25 years old, we will inherit the outcomes of the post-2015 development agenda. As young people, we therefore have a huge stake in creating a strong, impactful and ambitious global development framework.

- **Responsibility**: It is today’s young people who will bear most responsibility for the post-2015 agenda, and the success of its implementation depends on our active engagement with the entire process: planning, implementation and monitoring.

- **Unique Voice**: Youth people have the creativity, energy and passion that make us an innovative, powerful and valuable voice that must be at the table if global development is to progress beyond business as usual.

By disseminating the findings of the youth consultations we have the power to ensure that the post-2015 development agenda is 1) responsive to the needs and rights of young people and 2) enables them to play a leading role in addressing the most important issues facing their countries and the world.

---

How to navigate this Dissemination Guide

This guide explores the key steps in building an effective dissemination strategy — effective dissemination strategy. As you work through the different sections you will be able to develop a clearer picture of why, when, who, what and how to disseminate ‘Youth Voices’:

- **Section 1**: What do young people have to say about post-2015?  
  page 4

- **Section 2**: When are the key influencing points?  
  page 7

- **Section 3**: Who are the key influencers in the post-2015 debate?  
  page 9

- **Section 4**: How can you influence the debate?  
  page 12

- **Section 5**: Wrapping up our strategy  
  page 18

- **Section 6**: Quick and easy actions everyone can take  
  page 19

- **Appendices**: Useful resources to support our dissemination  
  page 20

This project would not have been possible without the support of the Youth in Action Programme of the European Union. This project was co-funded by the Youth DFID PPA Consortium led by Restless Development, with War Child and Youth Business International.
Section 1: What do young people have to say about post-2015?

In this section we’ll begin by exploring the key findings of the youth consultations. As you read through, identify the key messages that are emerging from the report, and think about how this applies to your local / national context. Would young people in your country share this vision for the future, and do the issues reflect your local situation? What are the key take-aways for decision makers?

A summary of the key findings for dissemination

It’s 2013 and we live in a complex world. There are 3.5 billion people on the planet who are under 25. This is the generation that is the most impacted by poverty the world over, the generation that will hold the responsibility for the implementation of any future goals. That’s 3.5 billion who have the greatest stake in seeing the world we want, and through platforms such as these youth consultations this generation has been engaging critically in discussion on how we get to that world.

The consultations have been broad and far-reaching in scope, exploring young people’s visions and principles for the future, whilst identifying the key issues to be addressed by a new development framework, and proposed solutions to these. What we now see emerging from this process is a united youth voice that is visionary and inspiring, tackling the root causes of poverty and inequality:

Visions for a post-2015 world, and the principles that underpin them

Through the youth consultations a picture emerged of how young people envision a better world post-2015. The vision presented here is a summary of individual visions and discussions collected from the youth consultations in 12 countries worldwide:

“We see a world that values diversity, environmental sustainability and active participation by all citizens. A world that operates an economic system based on fairness and equality, where everyone feels safe and has access to basic services such as health and education and where the standards of those services are high no matter what people’s background or economic situation. No young person in this world would be excluded or marginalised because of gender, ethnicity, disability or sexual orientation. Young people in this world are incorporated into decision making processes and given access to the levers of power regardless of their background.”
We have identified 11 principles in the consultations that underpin the world we want. The most important of these is equality and freedom for all, regardless of gender, disability or where you are on the social spectrum. This focus on equality and freedom highlights the current issue of widening inequality, which young people see as having a significantly negative impact on development. Closely related are the principles of non-violence and respect for diversity that young people underlined. Environmental sustainability was one of the top three principles globally and was seen as enabling the achievement of many of the goals. Crucially a post-2015 framework should ensure that concern for sustainability underpins other targets. The right to access basic services (such as health and education) was also important, as were taking responsibility and ensuring accountability – key roles in principles that relate to governance, the economy and civic participation.

The most important issues to be addressed by the post-2015 framework and youth-identified solutions to them

Many of the important issues identified by young people related closely to the underpinning principles. For example, ineffective governance / corruption was the most widely mentioned issue across all consultations. The discussions also included issues that are not explicitly mentioned in the principles or visioning discussions, such as poverty, nutrition and infrastructure.

Participants from all global regions had direct and indirect experience of the issues and were well-placed to offer solutions to address these. From better harnessing technology to reforming local or global systems, the young people we have consulted are pushing for a transformative development agenda. The analysis team identified five common themes within the solutions:

- **SENSITIZE** - Raise awareness to promote human rights, respect for others, support equality and protect the environment.
- **EMPOWER PEOPLE** – Support wide scale civic participation, proper representation, accountability and knowledge of human rights.
- **HARNESS TECHNOLOGY** – Use technology and promote innovation to enable, support and strengthen solutions and their reach.
- **COLLABORATE** – Build effective relationships from local to international levels to support solutions across issues and amongst everyone involved.
- **REFORM INSTITUTIONS** – Review and reform systems across education, health, governance and infrastructure (to ensure access to basic human securities).
These solutions have roles for many stakeholders, not just governments. But young people aren’t relying on older generations to change the world: from the Arab Spring to technology revolutions, they’re already doing it.

**Key ‘asks’ emerging for decision-makers**

Youth engagement has been much more visible in the post-2015 process, than it was during the formulation of the Millennium Development Goals: young people have been involved in national and thematic consultations and have taken part in discussions with the UN High Level Panel, as well as being active in various online and SMS consultations. Our consultation results are being used by young people and youth-led / youth-focused organisations to shape national, regional and international conversations on the world we want post-2015.

The next challenge for the post-2015 process is to go beyond creating the space for participation to ensuring that young people’s input is reflected in the final outcome. The conversation with and between young people on post-2015 can’t and won’t stop here. For the partners in this project, this must only be the end of the beginning.

**So what can you do?**

- Listen to the priorities and recommendations from these youth consultations as you develop your own position on post-2015.
- Recognise the innovation and expertise that young people bring across all development priorities, not only the typical ‘youth issues’.
- Keep opportunities open and accessible for diverse young people to be equal partners in the discussion on all themes and at all levels in the process.
- Build partnerships with young people, their organisations and their networks to deliver participatory and inclusive decision-making on the decisions that matter and will make a difference.
- Prioritise innovative solutions that get to the root causes of issues, harness new technologies and transform global and local systems, ensuring that young people are partners in the design and implementation of these new strategies.
- Work to ensure that the new development framework is transformative for all young people, guaranteeing their equal status and opportunities no matter what their background.

**Getting in to the detail**

To dive in to the depth of the consultations and better engage with youth voices in your national context, please visit the following:

- **Overall consultation conclusions:**
  The ‘Youth Voices’ report summarises the findings from the 12 country consultations and makes recommendations for action. The full report can be found at youthpost2015.org/wordpress/report/youthvoices.pdf

- **Country-by-country conclusions:**
  You can also access details about the findings from each individual country taking part by visiting youthpost2015.org/youthvoices
Section 2: When are the key influencing points?

To influence the debate it is important to know when key meetings and discussions will happen. This timeline sets out some of the key points (past, present and future) in the run up to the formulation of a post-2015 framework:

**High Level Panel on Post-2015 Process (HLP)**
- September 2012: 1st meeting
- November 2012: UK meeting
- February 2013: Liberia meeting
- March 2013: Bali Meeting
- May 2013: HLP final report to the UN on post-2015 framework

**Sept 2012 UN General Assembly on MDGs**

**Sustainable Development Goals Process (SDG)**
- June 2012: Rio 20 in Brazil - outcome documents include reference to SDG
- March 2013: 1st meeting of the SDG Open Working Group (OWG)
- Mid-Late 2013: On-going meetings of the SDG OWG
- Early 2014: Final report to the UN on sustainability in the post-2015 framework

**September 2015 UN General Assembly: Post-2015 Summit**

**Sept 2013 UN General Assembly: MDG Review Meeting**

**Early 2016**

New development framework comes into force

**On-going: Civil society, governmental and UN input to the process**
- Online platforms, consultations, meetings: including Beyond 2015, World We Want etc.
As you can see from this timeline, the process up to now has been a complex one of many intersecting elements: from the local to the global, the past year of activity has generated a wide variety of voices and perspectives on both the broad overarching elements of a new development framework, and on the more technical detail of how to address specific issues within the framework (health, environment, distribution of resources etc). Our youth consultations have the potential to add great strength to these voices if we ensure that our dissemination efforts feed in to the next steps.

Moving forward, the path is looking decidedly less clear on where the key platforms, moments and opportunities will be, as the process is now starting to narrow-down and focus consolidating all of the input so far: the UN General Assembly in September this year is certainly the largest marker on our timeline, but what happens after that point is still to be defined.

It is therefore crucial that we make the most of the time leading up to the UNGA to share the findings of the youth consultations. The opportunities for our dissemination are now largely going to be at the national level (as you can see with the 50 UN national and ad hoc consultations in the timeline), which we’ll go on to explore in the next section: ‘Who are the key influencers?’

It is hoped that more opportunities will become available beyond September, and sometimes information on these will only be available at the last minute. It’s therefore important to keep checking for the latest updates on influencing opportunities.

Keeping track of next steps
Beyond 2015 and the ODI Post-2015 information site both offer updates on key events and consultations:

- www.beyond2015.org/events/unitednations
- post2015.org/2013/03/04/post-2015-calendar-current-upcoming-events

World We Want – process?
We will also be keeping any opportunities relating specifically to young people updated on the Youth Voices page:
- www.youthpost2015.org
Section 3: Who are the key influencers in the post-2015 debate?

Now that we’ve explored the key moments in the post-2015 process, we need to think about who the key people, organisations and initiatives might be within that process. In this section we will look at some of the key influencers, but because of the scope and the huge network of people involved in the post-2015 agenda we cannot cover them all, especially those who are situated at a national and local level. It is therefore useful to also do your own research, which we’ll come on to later in this section.

Navigating the different kinds of influencers in the debate

To influence the debate it is useful to think about key ‘targets’, and these targets may be situated at the local, national, regional or global level. These targets may have direct influence on the agenda (i.e. they are one of the people with the final word on what gets included), or they may have indirect influence (i.e. they may have the opportunity to put pressure on those who do have direct influence).

You can think of this like a triangle. Those at the top of the triangle (political leaders, UN representatives) will often have a direct say in how the agenda is shaped. However, those at the top of the triangle are only at their most effective when they have a broad base of support from being fed up from their community (or constituents). We call this ‘creating political space’. Therefore, although those at the bottom of the triangle (youth groups, general public, grassroots NGOs) might not have as much direct influence on framing the new development framework, they form a much larger proportion of society and could be useful strategic allies to put pressure on those with direct influence (government officials, civil society leaders).
Exploring the three levels of influence

We're now going to focus our lens on some specific targets that are influential in the post-2015 debate at each of the 3 different levels in the triangle of influence:

1. GLOBAL

- The High Level Panel (HLP) was announced by the UN Secretary General Ban Ki Moon in 2012 to guide the process of establishing a new framework for development post-2015. Three co-chairs were announced: The UK Prime Minister David Cameron, The President of Liberia Ellen Johnson Sirleaf and the President of Indonesia Susilo Bambang Yudhoyono. Check the website below to see if any of the members of the HLP are active in or connected to your country, and if so you could think about trying to set up a meeting, or writing a letter to them to share the consultation findings. www.post2015hlp.org

- Open Working Group on Sustainable Development (OWG): The UN Conference on Sustainable Development (Rio+20), took place in Rio de Janeiro, Brazil, in June 2012. The Conference agreed to establish an ‘Open Working Group’ of government representatives to make a set of goals like the MDGs, but specifically about sustainable development. These are known as the SDGs – or Sustainable Development Goals. The people on the Open Working Group will have to think about how these SDGs can join together with whatever is chosen to follow the MDGs. As with the HLP, visit the OWG website below to see if your country sits on the OWG, and then you should only need to do a little research to find out which government department, ministry or representative body is participating. http://sustainabledevelopment.un.org/index.php?menu=1549

- The Beyond 2015 Global Campaign is a civil society grouping that brings together over 500 organisations from all over the world. The Beyond 2015 campaign aims to make sure that a wide range of voices from across civil society are included in the post-2015 debate, and targets decision-making at the global level. Why not sign up your organisation to Beyond 2015? It’s free to do, and a great way to stay informed and engaged. For more information about the campaign visit www.beyond2015.org

2. NATIONAL & REGIONAL

- UN Member States – National Representation: There are 193 United Nations Member States, and each of them is a member of the United Nations General Assembly. The Assembly meets every year (Sept/Oct) to discuss key priorities, and this year the key focus is on the MDGs and post-2015. It is therefore vital that we focus energy on building relationships with our national delegations ahead of September 2013. Many member states have official youth representatives in their delegations, is your country one of these? If so, think about how you can involve your youth representative in national/global youth conversations on post-2015. See http://social.un.org/index/Youth/OurWork/Youthdelegateprogramme.aspx for more information. For many of us however, our governments are unlikely to have official youth representation, and so it is crucial that we build relationships with our wider delegation. Think about how you might do this – can you arrange an initial meeting between young people and civil servants/government representatives that will be attending the UNGA? Or perhaps a joint letter from civil society and young people to your government department that will be running the delegation?

- National government decision-makers (involved in development): As citizens we have the power to shape and influence the political process through lobbying our national decision-makers. Lobbying can bring about real change and succeed in putting an issue at the very top of the political agenda, giving more scope for delegations to the UNGA to be taking an ambitious and progressive approach to the new development framework. Why not arrange a meeting with your local representative / national decision-maker to raise the profile of the post-2015 in your national political agenda?
3. LOCAL

- **Local government decision-makers** are often much more accessible and willing to be engaged than some of the other groups we have mentioned above – they are much closer to the experiences of those at the grassroots, and are often very invested in helping to lift local communities out of life’s daily challenges. For many, local decision-makers provide a key bridge between the community to the national government, and can act as spokesperson for your issues.

- **Civil society at the grassroots**: Outside of formal decision-making processes, different groups and communities are having their own discussions about post-2015. Civil society is made up of citizens and organisations: Young people, youth groups and those working on the post-2015 agenda NGOs (non-governmental organisations) are part of civil society and sometimes referred to also as the ‘third sector’. At this level you can mobilise others to help influence decision makers further up the triangle. For example you could mobilise others to take part in a letter writing campaign. If a politician receives one letter about a particular topic they are unlikely to take action, if several hundred letters arrive on their desk they are more likely to take the action they are being asked to do.

OTHER STAKEHOLDERS

- **UN Agencies**: Certain agencies and institutions of the UN are very active in areas closely related to youth development and the priorities identified in these youth consultations. For example: UNFPA, UNDP, UNDESA, UNESCO, UNICEF, UNAIDS etc. These institutions work at a variety of levels – local through to global – and are actively working to support the post-2015 process by running consultations, contributing to key meetings, and supporting partnerships with young people on the ground. Much of this work is overseen by the Inter-Agency Network on Youth Development. How can we be linking up our findings with those of the UN consultations, and drawing a greater collective picture of youth voices on post-2015? For more information, visit [http://social.un.org/index/Youth.aspx](http://social.un.org/index/Youth.aspx) and [http://social.un.org/youthyear/unianyd.html](http://social.un.org/youthyear/unianyd.html)

- **The private sector** plays a nuanced role in development, and many businesses have been active over time as delivery partners and brokers of financial assistance in development. The new global framework is likely to explore ways in which the private sector engage in development practice and many businesses are participating in this discussion. What kinds of conversations might we explore with these groups, and what are our synergies and points of difference for youth development?

### Identifying the influencers in your network

When thinking about who would be the most relevant constituency to target the findings of the report, you might find it useful to answer the following questions:

- Are there any particular organisations, individuals, institutions and/or decision-makers in my community, country or broader network that are engaged in the post-2015 global discussion? Who?
- Within these groups/institutions, who in particular is focusing on your areas of interest – who are your allies? (And similarly, who is working against the priorities raised in the youth consultations?)
- Who are the people with direct influence on decisions?
- Why are they useful contacts?
- Have you worked with them before? If not, how can you connect to them?
- What could you do to influence them?

*If you are struggling to find any particular groups or coalitions that you can engage with, you might want to think about starting your own! See Section 4 for support on mapping your network to identify partners.*
Section 4: How can you influence the debate?

So, we now have a good understanding of the key moments in the timeline moving forward, and a clear idea of who the key people are within our network that have influence on the shape of the next global development framework. Next, we need to create a plan of action that will help us to share the findings of the youth consultations with the right people at the right moments. This section will explore ways that you can engage your peers and the community to disseminate youth priorities in an impactful way.

Making connections

As we looked at in the previous section, to reach your advocacy targets you might want to mobilise others at the local and national level that can support you in your goals. Spreading information about the post-2015 process to other young people, to other youth groups and to other civil society groups with similar concerns can help you to magnify your voice, making it more likely that the key influencers will respond to your requests.

Who can you mobilize?

Activity Suggestion: Create a map of actors and influencers for the post-2015 agenda

Think about who to involve at the different levels – local, national, regional and global – and note down answers on post-it notes for each:

1. Make a list of other youth groups and young leaders in your area. Where are they based?
2. Who are the other civil society organisations in your community? What are their key concerns?
3. Who are the key decision makers in your community, and in your country?
4. What work on young people and the post-2015 agenda is already happening?
5. Who are the key organisations working with young people in your country?
6. Are there other groups in your network already working on young people and the post-2015 agenda?

Place these post-it notes on a flip chart in groups.

Think about: What are the links between the different groups? For example: How can young people speak to decision makers in your community? How do civil society groups influence decision-makers in your country and how do they involve youth in their activities? How do government leaders influence at the global level (do representatives attend the UN General Assembly for example?) Draw arrows and notes indicating these links to build up a map of your network of influence. You may then find it useful to re-visit the triangle on the previous page and add names to the different levels.
Communicating

Once you have identified different individuals and alliances to involve you need to think about how to involve them.

What are your key messages?

Activity Suggestion: Group work to plan your communication

To build this element of your dissemination strategy, you may want to include key young people (participants in these youth consultations for example) and development actors identified through your network mapping – this will build a collective sense of ownership over the findings of the youth consultations, making it much easier to spread information across a wider audience and amplify youth perspectives.

Here are some useful questions to work through when building your key messages:

• What were the key outcomes from your consultation and the wider youth consultations? (Tip: Use the executive summary of the report at the front of this guide for the key findings!)

  - ask young people from the youth consultation to present the findings back to others present.

• Ask for contributions from others involved - what do they think of the key conclusions? Can they think of anything that is missing?

• Break into groups to discuss the key messages that have emerged from the consultations - ask each group to present back on any amendments they would suggest to the key conclusions, and draw up 3-5 key sentences that cover youth priorities for post-2015.

• In pairs, practice your youth consultations ‘elevator pitch’ - a short summary used to quickly and simply explain the youth consultations, their findings and why these are important for the post-2015 agenda. Imagine you were in an elevator with an influential politician: how would you persuade them in 2 minutes to push for youth priorities?

Think about: Who are you targeting with these messages – one audience, or different audiences (e.g. young people, organisations, politicians)? How can you ensure that you are using language that is accessible to your audience(s), and that your ideas behind the messages are clear?

Youth active in the post-2015 development agenda

- www.youthpost2015.org
- On Twitter @YouthPost2015, #YouthVoices, #YouthLedSolutions
- Organisation of African Youth www.oayouth.org
- Restless Development restlessdevelopment.org
- World Association of Girl Guides & Girls Scouts www.waggsworld.org
- Indonesian Future Leaders indonesianfutureleaders.org
Mobilisation and Advocacy

You should now have other young people and partners supporting you to influence the debate, and an agreed set of messages that you want to promote. Make a plan of action for after this messaging session - how can you utilise the contacts and skills of everyone present at the meeting?

What activities will help you to disseminate the findings?

Both mobilisation and advocacy activities work very differently in different cultures, depending on your community values and societal practices. It is therefore very difficult to prescribe a one-size-fits-all approach or strategy. Think about what methods you can use to reach out to others, and what actions they can take to support you, and what might work in your local context but not in others?

Remember that we also want youth messages to reach those who might not otherwise hear the voices of young people on the post-2015 agenda.

Think about:
- groups/links you have identified on a national/regional and global level.
- How can you keep in touch with what they are doing?
- Are there any ways you can link your work up?

For a more in-depth exploration of the many different activities and tactics that you can employ in advocacy and public engagement (including guidance on media interviews, meetings with politicians etc.), why not have a read through this brilliant guide produced by VSO: www.vsointernational.org/Images/advocacy-toolkit_tcm76-25498.pdf
A guide on sharing Youth Voices to shape the world we want

Post-2015 Youth Voices Online – Blogs, websites and social media highlights

Blogs & Websites:
- www.youthpost2015.org
- post2015.indonesianfutureleaders.org
- www.youthpolicy.org/development/2013/01/07/un-high-level-panel-on-mdgs-demystifying-the-myths-of-youth-participation/
- katiwashington.wordpress.com/2012/11/02/were-banging-on-the-door-of-development-please-let-us-in-youth-engagement-and-the-post-2015-agenda/
- sparkaction.org/content/speak-up-shape-UN-goals

Twitter:
- @YouthPost2015
- @Beyond2015
- @WorldWeWant2015
- @MyWorld2015
- #YouthVoices
- #YouthLedSolutions
- #post2015
- #post2015HLP

Facebook:
- Global youth: www.facebook.com/YouthVoicesUN
- Asia Pacific youth: www.facebook.com/AsiaPacificYouthOnPost2015Agenda
- For some quick tips on making the most of social media, visit: nonprofit.about.com/od/socialmedia/tp/Getting-Started-With-Social-Media-Where-Do-Nonprofits-Begin.htm
Shaping the Post-2015 Conversation

Here are a few ideas to help with your thinking:

**Translate the findings of the Youth Consultations**
To ensure that the findings of the consultations are accessible in your local / national community, you may want to translate some or all of this report. You might want to consider:
- Your key messages
- The executive summary of the report...
- ...or even the whole thing!

**Hold an event to launch ‘Youth Voices on a Post-2015 World’**
To celebrate these youth voices and draw attention to the important findings, you could hold a launch event to share youth priorities. This could be used to rally civil society on post-2015, target decision makers, and/or invite original consultation youth participants to feedback on the findings.

**Write a blog post**
Write a blog post on post-2015 from a youth perspective - you could use your own blog or get in touch with an organisation that might be able to post it for you.
*TIP: for an example web story see [www.restlessdevelopment.org/news/2013/03/21/](http://www.restlessdevelopment.org/news/2013/03/21/)*

**Write letters to decision makers**
You could mobilize others to write to key decision makers on the post-2015 agenda, using your key messages and thinking about who you are most directly able to reach and influence from our earlier exploration of targets (p10-12, 14)
*TIP: for an example letter see Appendix 2.*

**Write a petition**
Use your key advocacy messages to create a petition. This petition should have a clear recipient (a specific decision-maker), and a clear call to the public explaining why they should sign the petition. Remember that a petition should be short and to the point, with a clear action you are asking the recipient to take.
*TIP: for guidance on how to put together an effective petition see [www.change.org](http://www.change.org)*

**Arrange ‘lobbying’ meetings**
Meeting with decision-makers at the local, national and global level means that you are directly lobbying those who have strong influence. It’s important to have a clear ‘ask’ ahead of your meeting – what can this person do to help? You might want to take a small group, or even the signatures from your petition.
*TIPS on lobbying from Action AID: [www.youtube.com/watch?v=VvVlt5eaCN8](http://www.youtube.com/watch?v=VvVlt5eaCN8)*
Distribute information
Put together a flier or a poster about post-2015 and how to get involved in taking action.
TIP:
• Use your local language
• Avoid jargon and ‘technical’ terms
• Think about why this should matter to young people in your community
• Make sure you have a clear call to action

Hold a public panel discussion
Invite young people and organizations with knowledge of post-2015 to a panel discussion. If possible invite a local decision maker to also participate.
TIP; Ideas for questions to focus on:
• Why should young people be involved in post-2015?
• What are youth priorities?
• How can we work together to implement the new framework?

Use social media
Social media is a great way of communicating to a large number of people about what you’re trying to do, and really useful for reaching those who might not otherwise hear the voices of youth on post-2015. You could use Facebook and Twitter to speak about your key messages, making use of popular hashtags (#)! TIP: See “post-2015 youth voices online” (p15) and Appendix 1.

Get creative
If you’re feeling really creative, then why not devise a short performance to tell the story of the MDGs and the obstacles for the future? Perhaps you could turn this in to a song or a film for sharing online? Or you could paint a mural in your local community to share the vision for the future that young people are working towards – there is no limit to the creativity that you can employ...

Use community radio
Arrange with your local community radio for some of your group to talk about involving young people in post-2015, why it is important and how other young people can get involved. You could host a phone-in to collect opinions of other young people and to answer their questions.

Write a press release
To raise the profile of youth involvement in post-2015 and to increase awareness in your community, why not write a press release for your local / national newspaper about involving youth in the post-2015 discussions. TIP: See Appendix 1 for tips on writing a strong press release.
Section 5: Wrapping up our dissemination strategy

And that’s all there is to it! Hopefully, having worked through this dissemination guide, you will now have a clearer idea of the key elements of your dissemination strategy:

- **Why**: A clear goal for dissemination with your own objectives that relate to the context you are working in
- **When**: A timeline of key influencing moments, to be developed as you come across new opportunities
- **Who**: A map of the key influencers in your extended network, which may grow over time as you engage further
- **What**: An outline of the key messages that young people expressed through the youth consultations
- **How**: A plan for the different activities you are going to employ to share those messages

However, dissemination and/or advocacy strategies are rarely ever straightforward or linear in their design and implementation – what works as a message today may need to be reworked tomorrow, and what seems like an effective partnership with a decision-maker one day could be very different the next. Certain activities will be more relevant to you and your peers, and we therefore ask that you are flexible in your approach – there is no single recipe for success, and you may find that you need to re-visit certain steps over time, as demonstrated in this diagram:

**Participatory advocacy process diagram**

Please see appendices for further tips and support, and contact hannahs@restlessdevelopment.org with questions.

Source: “Participatory Advocacy: A toolkit for VSO staff, volunteers and partners” – VSO International
Section 6: Take action now!

As we explored in Section 4, there are many different ways to approach advocating for the inclusion of youth voices in the post-2015 framework. To get things started, here are five simple actions that everyone can take towards ensuring that youth voices are heard in the post-2015 development process:

1. **Share the results of your consultation**
   Think about how you can use contacts, networks and social media to share the results of the youth consultations. This could either be the results of all the youth consultations (use the youth consultations summary on p4-5) or it could be using your country’s own youth consultation – the findings can be accessed here: www.youthpost2015.org/youth-voices

2. **Fill in the Youth Voices survey**
   …and mobilise others to do the same! Although the youth consultation workshops have finished we are still collecting young people’s opinions on post-2015 through our online survey - www.surveymonkey.com/s/YouthVoicePost2015. The results of this survey will be shared online at www.youthpost2015.org/youth-voices to contribute to the growing youth voice for post-2015.

3. **Join with others**
   Your voice is stronger with others. Join online platforms and youth networks to keep informed and to work together to strengthen youth voices in the post-2015 agenda. See the ‘To find out more…’ box below for ideas.

4. **Use the World We Want online platform**
   The World We Want platform is facilitating online consultations in 11 thematic areas. Some of these consultations have already completed, and some are still on-going. Log on to the World We Want platform to add your voice to the conversation, see the results from consultations that have already run and find out about new events and ways to get involved in the discussion: www.worldwewant2015.org

5. **Write to key decision makers about the post-2015 agenda**
   You can find an example letter in Appendix 2. Use the template or write your own letter to a key decision-maker on post-2015 in your country. See Section 3 for some ideas about who to target. Encourage others you know and networks you’re part of to take part in this letter writing campaign.

---

To find out more…

Young people the world over are working to consolidate their ideas and strengthen their voice in the post-2015 process as we move ever-closer to defining the next global development framework. To help shape that direction, and to receive updates on key moments and opportunities, here are a few places to start:

**Join the Beyond 2015 Children and Youth Working Group**

The Beyond 2015 Children and Youth Working Group is a global platform for individuals and organisations interested in the Post 2015 agenda and children and young people. It is an online group and a dynamic platform for knowledge sharing. It aims to be a way of unifying the youth voice for global discussion and cooperation on youth engagement in post-2015. To join the group email the co-ordinator eleanork@restlessdevelopment.org

**Join Youth Voices on Facebook**

facebook.com/YouthVoicesUN

**Follow Youth Voices on Twitter**

twitter.com/YouthPost2015
Appendices

Appendix 1: Top tips for media engagement

Writing a great press release
There is great potential for sharing the story of youth-involvement in post-2015: the positive and empowering personal journeys that young people are embarking on, the global scale of the project, the active involvement of the local community. Here are some tips on how to write a strong press release to get your story published in the newspaper:

- **A strong story**
  - Something new, surprising, shocking or personal
  - Something that your audience can relate to (know your audience and write for them – are you aiming for national news, or local?)

- **An attention-grabbing headline**
  - A snappy summary of the nub of the story
  - Word-play, puns and alliteration
  - Something counter-intuitive or surprising
  - Remember: it is not about getting all the facts in - that comes later

- **Getting all the facts in the first two paragraphs**

- **Good and clear writing**
  - Short sentences
  - No jargon
  - No clichés
  - Creativity

- **Quotes**
  - Write as you speak
  - Opinion, not facts
  - Catchy
  - Soundbites & catchphrases

Example tweets to adapt and share:

The results are in! Read about #youth priorities for #post2015 here: visions, principles, issues & solutions at youthpost2015.org/youth-voices

#YouthVoices on #post2015 are here: good governance, equality & responsible economics all strong. What's your view? youthpost2015.org/youth-voices

The #MDGgeneration champion solutions – share #YouthVoices on #post2015 with friends, colleagues & decision-makers: youthpost2015.org/youth-voices

How to beat the challenges of our generation? #YouthVoices have the answers at youthpost2015.org/youth-voices Tell us what you think @youthpost2015
Appendix 2: Template letter to your decision-makers

[ Address of your MP / Decision-maker ]  [ Your address ]  [ Date of letter ]

Dear [full name and title of your MP / Decision-maker ],

I am a young [your nationality] who is committed to seeing a strong and effective new global development framework replace the Millennium Development Goals in 2015. I am therefore writing to ask you to ensure that our government does all in its power to make sure that young people’s priorities inform the next set of development goals.

It's 2013 and we live in a complex world. There are 3.5 billion people on the planet who are under 25. This is the generation that is the most impacted by poverty the world over, the generation that will hold the responsibility for the implementation of any future goals. That’s 3.5 billion who have the greatest stake in seeing the world we want.

The global conversation on a post-2015 world is one of the most important debates of our time: any policy framework agreed by UN member states in 2015 / 2016 will guide future policies and spending on development, not only in developing countries - where over 87% of the population is under 25 - but also globally. Young people here in [your country] are therefore willing and ready to engage in the post-2015 process, and have already been doing so: Between September 2012 and January 2013 consultations were run with 346 young people in 12 countries globally to understand young people’s views on what should come after the MDGs. I participated in these consultations, and we were given the space to discuss local and global issues and articulate our solutions and visions for a world beyond 2015.

Our consultation results have now been collated in to a report [which I have included with this letter OR which you can read at www.youthpost2015.org/youth-voices] and these findings are being used by young people and youth-focused organisations to shape national, regional and international conversations on the world we want post-2015. For example, young people have been involved in national and thematic consultations led by the UN, including discussions with the UN High Level Panel on Post-2015.

The next challenge for the post-2015 process is to go beyond creating the space for participation, to ensuring that young people’s input is reflected in the final outcome. The conversation with and between young people on post-2015 can’t and won’t stop here. This must only be the end of the beginning. I therefore ask that you support youth voices in the post-2015 political process by taking a few clear steps to collaborate and promote youth-led solutions to today’s biggest challenges.

How you can support youth voices for a better world:

- Prioritise innovative solutions that get to the root causes of issues, harness new technologies and transform global and local systems.

- Work to ensure that the new development framework is transformative for all young people, guaranteeing their equal status and opportunities no matter what their background.

To close the letter, you must give your decision-maker a clear next step in the process: invite them to a meeting or a panel discussion, ask to meet with your national delegation to the UN General Assembly, arrange a phone conversation, or ask for a written response to a specific question you have regarding their potential involvement.

Thank you for your time and I look forward to receiving your response.

Yours Sincerely,

[Your signature, full name and contact information (email, phone, home / work address)]
Appendix 3: Glossary

**Dissemination** broadly means the communication of information to a wider audience. Dissemination to multiple people can take on different meanings to each individual depending on the experience, the attitude, the knowledge, the race or even the gender of the listener.

**Young People / Youth** has many different definitions, and the ages by which someone is defined as ‘youth’ varies enormously. For the purpose of this document and the post-2015 youth consultations we will use the UN definition, which says a young person is aged between 15 and 24.

**Civil Society** is made up of citizens and organisations outside of the government and business sectors. NGOs (non-governmental organisations) are part of civil society and sometimes referred to also as the ‘third sector’.

**CSO** stands for Civil Society Organisation.

The **UN** stands for the United Nations. It has 193 member states.

The **Millennium Declaration** was agreed by UN member states at the UN headquarters in New York in the year 2000.

The **Millennium Development Goals (MDGs)** are a set of eight goals with specific targets and indicators that were agreed upon to help advance the Millennium Declaration agenda. The eight goals are:
1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development

**Post-2015 / new global development framework** refers to the potential set of goals and indicators that will replace the MDGs in late 2015 / early 2016.

**Rio+20** was the UN Conference on Sustainable Development, which took place in Rio de Janeiro (Brazil) in June 2012. It was a follow on to the Earth Summit that took place in Rio in 1992 and resulted in the outcome document ‘The Future We Want’.

**Sustainable development** is often defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It strives to find a balance between the environment, society and the economy.

**The High Level Panel** was announced by the UN Secretary General Ban Ki Moon in 2012 to guide the process of establishing a new framework for development post-2015. Three co-chairs were announced: The UK Prime Minister David Cameron, The President of Liberia Ellen Johnson Sirleaf and the President of Indonesia Susilo Bambang Yudhoyono.

The **SDGs** is an acronym for Sustainable Development Goals. This now generally refers to the inter-governmental process that is exploring how sustainable development fits in to the next global development framework, either as specific goals, or as a principle that underpins the whole framework.

The **UNGA** is an acronym for United Nations General Assembly. The UN holds a General Assembly once a year, normally in September. In 2013, the General Assembly will hold a special event on the MDGs and the post-2015 framework.

**UN country consultations** The UN is running at least 50 national consultations to feed into the post-2015 framework. Civil society has been recognised as a key stakeholder in these consultations.

**UN thematic consultations** on the post-2015 framework will be run with civil society on nine themes. There will be a variety of ways for civil society to contribute their thoughts on these themes, including through e-discussions, hosted on the ‘World We Want’ platform. The nine themes are:
- Inequalities
- Food Nutrition and Security
- Governance
- Growth and Employment
- Conflict and Fragility
- Health
- Education
- Environmental Sustainability
- Population Dynamics

**DFID** is the UK Department for International Development
Appendix 4: Useful further information

GENERAL INFORMATION

The World We Want
worldwewant2015.org
This website is hosted by the United Nations and civil society, this is a platform devoted to the post-2015 framework. It aims to give up-to-date information on the post-2015 process and on opportunities to take part in the global conversation.

Beyond 2015
beyond2015.org
Beyond 2015 is a global campaign to influence the post-2015 development framework. Beyond 2015 brings together over 380 civil society organisations in more than 80 countries around the world.

Post-2015
post2015.org
Post-2015 brings together key documents, reports and the latest research on the post-2015 agenda, with regular updates on events and information about the emerging agenda. The site is coordinated by the Overseas Development Institute, which conducts a lot of research on the post-2015 agenda.

Proposals for the Post-2015 Development Framework
tracker.post2015.org
There are many different proposals on the table and it can be hard to keep up with who is advocating for what! This tracker tool from the ODI (Overseas Development Institute) makes it a lot easier to see who is asking for what.

Information from the UN on the MDGs
un.org/millenniumgoals

YOUTH IN POST-2015

Online platform for Youth Voices
youthpost2015.org
A youth-led online platform that pulls together youth voices from across the globe on post-2015, and provides guidance for young people interested in engaging in the process.

Post-2015 Youth Consultations Toolkit
youthpost2015.org/wordpress/toolkit/toolkit.pdf
A useful toolkit for anyone wanting to hold consultations with children and young people on the post-2015 framework.

Youth Voices on a Post-2015 World
youthpost2015.org/wordpress/report/youthvoices.pdf
The summary report of this project’s youth consultations on post-2015.

Youth Voices on Facebook
facebook.com/YouthVoicesUN

Youth Voices on Twitter
twitter.com/YouthPost2015

ADVOCACY RESOURCES

VSO Participatory Advocacy Toolkit
vsointernational.org/Images/advocacy-toolkit_tcm76-25498.pdf

IYC Post-2015 Youth Advocacy Toolkit
youthpolicy.org/development/2013/01/14/iyc-post-2015-youth-advocacy-toolkit-wash/

Guide to Lobbying: UNGA Youth Representation
Find out more: For more information on youth participation in the post-2015 consultations visit www.youthpost2015.org
• Follow us on Twitter @youthpost2015
• Like our page at facebook.com/YouthVoicesUN

Has this dissemination guide been helpful? Please let us know how you’ve used it, and follow the discussion online:
• #youthvoices
• #youthledsolutions
• #post2015

This project was funded by the Youth in Action Programme of the European Union.

This project was co-funded by the Youth DFID PPA Consortium led by Restless Development, with War Child and Youth Business International.

April 2013

This publication reflects the views only of the author, and the commission cannot be held responsible for any use which may be made of the information contained therein.