



YOUTH VOICES FOR THE FUTURE

The Value of Public Value

A project from **YOUR PUBLIC VALUE**

WHY YOUTH VOICES ON PUBLIC VALUE?



TRANSFORM THE
WORLD THROUGH INTER-
GENERATIONAL
COOPERATION

In the global context of insecurity and fear for the future, youth voices are becoming louder every day. Millions of young people take to the streets of capitals and cities worldwide to express their anger, distrust and frustration towards the institutions and political elites. There is an omnipresent, palpable sense of urgency.

Anxious about their future, young people are requesting immediate (re)action concerning many burning issues, starting from climate change and social injustice, to gender inequality and unemployment. They expect to be listened to and demand an open and constructive dialogue with governments, NGOs, the private sector, academia and development actors. They do it differently on each continent, but their goals are very similar.



However, the political elites and decision makers worldwide seem to be reluctant to respond to such urgency in an adequate way. The gap between generations is growing and there remain a lot of bridges to be built in order to connect them. The youth feel that their future is jeopardised and that they will suffer from the consequences of wrong and harmful policies implemented by older generations. They want to be included into the political and social life as equal partners and actively co-shape the vision of the future.

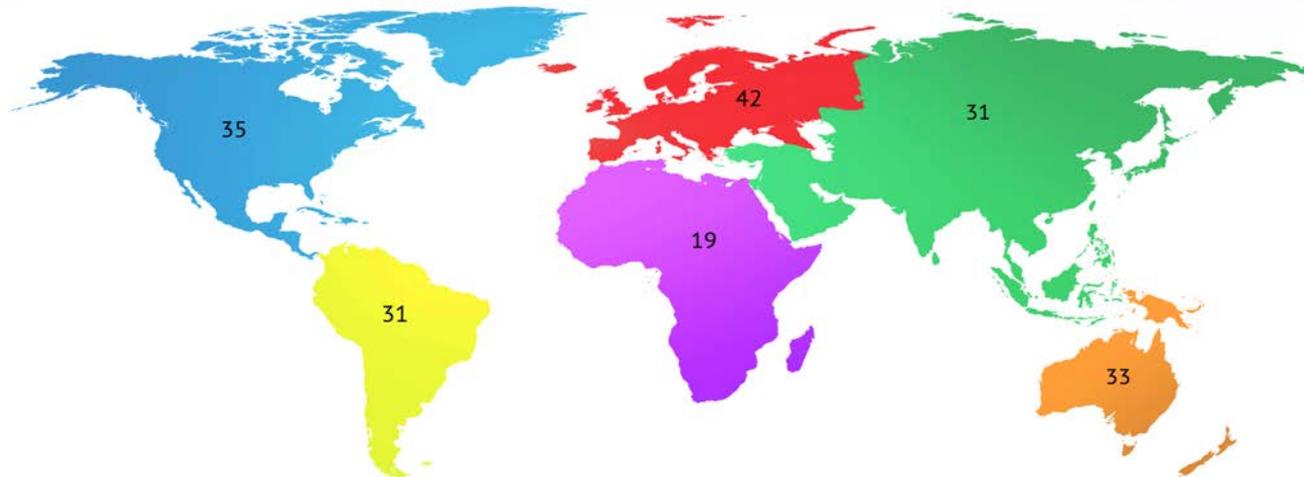
At **YOUR PUBLIC VALUE** we believe it is an absolute priority to establish the relation of trust and accountability in order to bridge the growing gap between generations and between continents. It is crucial to actively listen to youth voices and invite young people to define what public value means to them. We want to hear about their needs in their own words and how they envisage solutions to current challenges. This is the first step in starting the process of co-creation of principles for the universal wellbeing and common good.



EUROPE AND AFRICA

Relying on a qualitative approach, **Your Public Value** will collect youth voices around the globe to understand the main challenges they are facing, and look for common solutions through inter-generational dialogue. We want to hear the youth's point of view, their analysis, vision, engagement and solution proposals, as they co-create a **Youth Public Value Compass**.

Your Public Value have decided to make a first series of video interviews with European and African young people (aged 18-30) to highlight the similarities and divergences in the understanding of what common good is between the “oldest” and the “youngest continent” (the median age of Europe's population is 42,6 years whereas the median age of Africa's population is 19.7 years).



WHAT ARE THEIR GOALS?

European Youth Goals

1. Connecting EU with Youth
2. Equality of All Genders
3. Inclusive Societies
4. Information & Constructive Dialogue
5. Mental Health & Wellbeing
6. Moving Rural Youth Forward
7. Quality Employment for All
8. Quality Learning
9. Space and Participation for All
10. Sustainable Green Europe
11. Youth Organisations & European Programmes

(Source: European Commission:
Supporting Youth Actions in Europe)

The African Youth Charter

1. Employment
2. Sustainable livelihoods
3. Education
4. Skills development
5. Health
6. Youth participation
7. National youth policy
8. Peace and security
9. Law enforcement
10. Youth in the Diaspora
11. Youth with disabilities

(Source: OSAA Office of the Special Adviser on Africa)

YOUTH VOICES FOR PUBLIC VALUE: OBJECTIVES



OVERALL OBJECTIVES

- Through dialogue and engagement co-shape youth's vision and demonstrate that public value can be profitable.
- Offer young people worldwide (18-30 years old) a voice and tools to create their own public value principles and recommend strategies for their implementation.
- Establish inter-generational dialogue to build bridges and show new paths for profitable business creating public value.

SPECIFIC OBJECTIVES

- Youth voices in Europe and Africa are heard and obtain visibility and importance they deserve within their geopolitical and social communities, as well as worldwide.
- Exchange between young Europeans and Africans through digital platforms and on- and off-line conferences is established in order to co-create public value principles for the benefit of all segments of society and the environment.
- Through the lenses of co-created public value principles, young people recommend strategies and concrete actions to shape a new accountability and well-being framework.

OUTCOME AND OUTPUTS: YOUTH VOICES CONTRIBUTE TO SHAPE A BETTER WORLD

OUTCOME

- Profitability of public value is proved among young people of Europe and Africa
- Better understanding of each other's needs and of public value on both continents
- A collaborative approach as a ground for peaceful autonomy and sustainable development
- A community of doers for public value is created

OUTPUTS

- Videos with **Youth Voices on Public Value** released and offered a global reach (1000 per continent)
- Online Debates between youth from both continents and sustainability experts and policy makers through a dedicated digital platform for knowledge-sharing
- Lab Accelerators and two-way mentoring process to present and develop project ideas, and empower young people to build a safe, open and financially autonomous world
- Public Value Training and creation of SME's with public value
- Digital Conference to vote on the Public Value Principles co-created by sustainability experts
- Pan-European-African Youth Conference on Public Value
- Publication of the results of the Conference as Youth Public Value Principles and Action Strategies on the European and African continent
- **"The Value of Public Value"**, a feature-length documentary film on the youth in Europe and Africa (following young people in five European and five African countries)



ACTIVITIES

Record circa 1000 video interviews with young people per continent. First start with Europe and Africa in parallel. Create platforms for their mutual exchange of opinions and make them vote on the public value principles that sustainability experts created in 2020. Organise a pan-European-African Youth Public Value Conference. Continue collecting voices on other continents and creating synergies globally. Create a Universal Youth Community for Public Value.

1. Conduct online video interviews with young people in Europe and Africa (c. 10-20 per country, i.e. 1000 per continent). Develop partnerships to increase their reach.
2. Create a digital community platform to incite discussions on public value, wellbeing and the common good and engage youth from both continents: **Universal Youth Community for Public Value**
3. Establish Lab Accelerators and two-way Mentorship Programme in order to develop projects and help implement value-driven businesses.
4. Young people vote for their preferred public value principles ahead of joining our conference.
5. Organise European-African **Youth Conference on Public Value**.
6. Publication of the Conference results sheds light on the co-created Youth Public Value Principles and Strategies for Action on the European and African continent.
7. Make a feature-length documentary film “**The Value of Public Value**” with the youth in Europe and Africa.
8. Advocacy and communication
9. Monitoring and Learning.

SELECTION CRITERIA

As we keep into consideration all cross-cultural comparative angles, we are planning to recruit at least 10% of respondents among diaspora and refugee groups. We will also interview young Africans temporarily living (studying/working) in Europe and young Europeans living (studying/working) in Africa.

To be selected respondents would need to be between 18 and 30 years old at the time of the interview, and be a:

- ❖ student in different programmes, either vocational or career trainings and schools
- ❖ university student
- ❖ young professional, inc. young farmer
- ❖ young businessman and entrepreneur

Approximately 10% of the interviews will be “a special format interviews” with exceptional youth leaders (26-30 years old) in various fields.

We will organize regular online debates with selected respondents as part of our youth digital community for public value. Our team members will moderate these debates.

CONTACT



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