



# YOUNG LEADERS

— SUSTAINABLE DEVELOPMENT GOALS —



## About

The United Nations is launching a worldwide search for exceptional young leaders to help achieve Sustainable Development Goals. The Young Leaders will be recognized for their exceptional leadership in the efforts to end poverty, combat climate change and reduce inequalities.

The group of 17 will collaborate with the UN and partners to engage young people in the advocacy and realization of the Sustainable Development Goals

<http://sdgyoungleaders.org>

## How will it work?

The Young Leaders Initiative will recognize and convene on an annual basis 17 young people in leadership positions who are uniquely placed to engage young audiences in the SDGs, accelerate progress and champion youth as agents of change.

- A global call for nominations will go live **15<sup>th</sup> June – 15<sup>th</sup> July**.
- Anyone is free to nominate using the online nomination form at [www.SDGYoungLeaders.org](http://www.SDGYoungLeaders.org)
- A selection panel will help determine who the final 17 will be
- The “Class of 2016” will be announced ahead of the UN General Assembly in September.

## **Partner Asks**

- Please help promote the call for nominations by sharing on your social media channels and with your networks
- Please also consider nominating exceptional young people that you have worked with or come across, who fit the criteria (see below)

## Campaign Assets

All campaign assets available on the Young Leaders [Trello Board at this link](#). There you will find:

- Press release available in six UN languages
- Social media assets including digital cards and Gifs
- Sample Tweets and FB/Insta Posts
- Young Leaders brand in six UN languages
- Frequently Asked Questions (FAQs)
- Website at [www.SDGYoungLeaders.org](http://www.SDGYoungLeaders.org)

# Social Media Cards



# Three different Gifts

**THE  
UNITED  
NATIONS**

**CALLING  
ALL...**



# Suggested Tweets

- *LIVE: Nominations for @UN #YoungLeaders are now open. We need YOU to nominate [sdgyoungleaders.org](http://sdgyoungleaders.org) #GlobalGoals*
- *Calling all #YoungLeaders! @UN needs you to help achieve #GlobalGoals. Nominations now open [sdgyoungleaders.org](http://sdgyoungleaders.org)*
- *Nominate a #YoungLeader 18-30 yrs old who is making a change in the world at [sdgyoungleaders.org](http://sdgyoungleaders.org) #GlobalGoals*
- *Who should be a part of the 2016 Class of #YoungLeaders? Have your say, nominate at [sdgyoungleaders.org](http://sdgyoungleaders.org)*
- *.@UN launches #YoungLeaders for #GlobalGoals: We need YOU to nominate young change-makers [sdgyoungleaders.org](http://sdgyoungleaders.org)*



# Suggested Facebook/Instagram Posts

- Calling all Young Leaders! The UN is convening 17 of the world's best change-makers to help achieve the #GlobalGoals and you have a say in who they should be. Nominate the young leaders who are changing our world for the better at [www.SDGYoungLeaders.org](http://www.SDGYoungLeaders.org) #YoungLeaders
- Nominations are now open! The UN is calling all Young Leaders to help achieve the #GlobalGoals. If you know someone leading exceptional change, nominate now at [www.SDGYoungLeaders.org](http://www.SDGYoungLeaders.org) #YoungLeaders
- The United Nations is calling all Young Leaders who are working to end poverty, combat climate change, reduce inequalities. We need you to help achieve the #GlobalGoals. Nominate now at [www.SDGYoungLeaders.org](http://www.SDGYoungLeaders.org) #YoungLeaders
- The UN is calling all Inventors/Creators/Designers/Founders/Innovators to help achieve the #GlobalGoals. Nominations are open for the first-ever class of UN Young Leaders. Nominate today at [www.SDGYoungLeaders.org](http://www.SDGYoungLeaders.org) #YoungLeaders



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## F.A.Qs

## Timeline

- **15<sup>th</sup> June** - Global call for nominations goes live at [www.SDGYoungLeaders.org](http://www.SDGYoungLeaders.org)
- **15<sup>th</sup> July** – Nominations close
- **August** – Review of nominations. Selection panel meets to determine final 17
- **15<sup>th</sup> September** – Class of 2016 announced
- **UNGA** – Young Leaders engaged in events in and around the UN General Assembly



# Why Young Leaders?

In order to achieve the Sustainable Development Goals (SDGs), we must engage today's youth and empower a generation which knows about the Goals, cares about their success and actively works toward their realization.

By working with young influencers, we can reach new audiences that would not otherwise be engaged in this work, whilst recognizing youth leadership in support of the SDGs.

## Who is a Young Leader?

A young person of influence, aged 18-30, who can *command an audience, influence their peers and inspire their followers*, and is working in support of the SDGs (knowingly or not)

## What will the Young Leaders do?

The Young Leaders will come together as a community to support efforts to engage young people in the realization of the SDGs both through strategic opportunities with the UN and through their existing initiatives, platforms and networks. Young Leaders will be expected to actively support one or more of the following objectives:

- Advocate for the Goals, in ways most accessible and relatable to young people across different contexts;
- Promote innovative ways of engaging their audiences and peers in the advocacy and realization of the Goals;
- Contribute to a brain trust of young leaders supporting the UN and partners for key moments and initiatives related to the Goals.

## What is the selection criteria?

- Young people who are genuinely leading exceptional efforts to support the realization of the Sustainable Development Goals.
- They might be a chef, a designer, a campaigner or a blogger. They might know all about the Goals or nothing at all. The important thing is that they are leading an exciting initiative that helps to meet one of the Goals.
- Young Leaders must be aged 18-30 on International Youth Day 2016 (12 August).

Successful candidates will be selected based on the following considerations:

- Their demonstrated achievements in promoting and advancing sustainable development and youth participation;
- Their personal influence within their respective fields and reputation for inclusive and innovative leadership;
- The ability to command an audience, influence their contemporaries and inspire their constituents;
- Their demonstrated integrity, commitment to the SDGs and core values of the UN.

## How will the selection process work?

- **Round 1** – Nominations are open from 15th June to 31st July
- **Round 2** – Qualified candidates are selected to go to the next round (see above for who qualifies to be a young leader).
- **Round 3** – The selection committee reviews the nominations and recommends the finalists.
- **Round 4** – Selected finalists are contacted and interviewed
- **Finally**, the Class of 2016 is announced.





# **Why are young people so important to the success of the Goals?**

Today, the world is home to the largest generation of youth in history, with 1.2 billion aged 15-24 worldwide. What is more, this number is expected to continue to grow: between 2015 and 2030 alone, around 1.9 billion young people are projected to turn 15 years old.

In order to achieve the Sustainable Development Goals, we must engage a generation of young people who know about the Goals, care about their success and actively works toward their realization.

We can be the first generation to end extreme poverty, the most determined generation to end injustice and inequality, and the last generation to be threatened by climate change.



# Contact

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All resources available at: <https://trello.com/b/lfe9jVk2/nominate-a-young-leader>