



**INTERNATIONAL  
YOUTH DAY**

**2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION**

The United Nations, since 2000, has declared 12 August as International Youth Day (IYD). This is to raise awareness about the issues young people in different countries are facing. Organizations working with young people are invited to highlight the efforts of young people in creating a better world. International Youth Day gives an opportunity to celebrate and mainstream young peoples' voices, actions, and initiatives, as well as their meaningful, universal, and equitable engagement. The day is meant to encourage input from the youth on the cultural and legal challenges they are facing, informing the public of the contribution the youth have made and the current status quo of the youth in their countries.

**ABOUT  
INTERNATIONAL  
YOUTH DAY**



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## **ABOUT THE THEME**

The theme of International Youth Day 2020, "Youth Engagement for Global Action" seeks to highlight how the engagement of youths at the local, national and global levels is enriching national and multilateral institutions and how their representation and engagement in formal institutional politics can significantly be enhanced. The international system of governance is currently undergoing a serious crisis of legitimacy and relevance. Young people through Africa and the world are facing incredible challenges and life-threatening risks, often disproportionately carried by girls and young women. These risks arise when, accessing basic rights like quality education and health care facilities. Too many of these young people see their potential hindered by extreme poverty, discrimination, or lack of information. The inequalities and lack of political and social inclusion have appeared to be at the core of their problem. Young people's voices are not sufficiently taken into account,



**INTERNATIONAL  
YOUTH DAY**

**2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION**

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their needs are not sufficiently understood and met, and their engagement and empowerment in various processes are still inadequate. At the level of electoral activity, political participation, and parliamentary involvement, young people are underrepresented in institutional political processes. To enable the engagement of youth in formal political mechanisms there is a need to increase the fairness of political processes by reducing democratic deficits, contributes to better and more sustainable policies, and also has symbolic importance that can further contribute to restoring trust in public institutions, especially among youth. In regards to this, the aim of IYD 2020 is to shed light on the need to enable the engagement of youth people by making local, national, and global institutions more inclusive for the purpose of strengthening their capacity (and relevance) to achieve global action. It seeks to put the spotlight on youth engagement through the following three interconnected streams: 1. Engagement at the local/community level; 2. Engagement at the national level (formulation of laws, policies, and their implementation); and, 3. Engagement at the global level.



**INTERNATIONAL  
YOUTH DAY**

**2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION**

## OBJECTIVES

- To provide a starting point for youth in Africa by engaging them to participate in actionable and achievable activities.
- To celebrate the day with the youth in Africa that comprise over 75% of the population
- To engage young people in the fight against corruption and unemployment
- To engage the youth on a discourse and deliberate ways by which the youth can be supported in enterprise creation, and in that way boost and revive economies ravaged by COVID-19.
- To identify key issues affecting young people in Africa and strategically tackle them accordingly.
- To create top-of-mind awareness of The Youth Café and messages we would like to convey



**INTERNATIONAL  
YOUTH DAY**

**2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION**

The Youth Café will be airing two important documentaries which is aimed to highlight and spot the plight of Youths in Kenya and therefore the rate of unemployment. This brilliant idea emanant from the recent data released by the Kenya National Bureau of statistics which reveals that over 4 million youths are out of labor environment and therefore the youth café seeks to start a significant journey to remedy this example because the world marks international youth day to spotlight these mushrooming issues.

The content of the documentaries is twofold:

- **Feature one:** The first documentary will feature unemployment graduates who will narrate their frustrations. The story will also incorporate latest data and involve experts to talk on the matter. The effects of COV-19 will also be discussed.
- **Feature two:** The second documentary will feature young people with degrees but due to lack of jobs they ventured into self-employment. Some drop out of school because they felt their passion was elsewhere. Majority are as well successfully and definitely faring well. This documentary will be filmed and broadcasted as we commemorate the world youth day with theme **“Youth Engagement for Global Action”**

## PLAN ACTIVITIES

### Two Youth Documentaries:



**INTERNATIONAL  
YOUTH DAY**

**2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION**

This activity is aimed at engaging emerging young leaders and champions and leaders looking for strong, forward-looking, visionary opinions that advance debate and showcases innovative solutions to pressing youth development challenges. In this regard, your video should showcase the frustration of youth with unfulfilled promised made by your government. This can be accomplished by the following identified ways:

- Including a voiceover of the particular speech in your TIKTOK video.
- Providing your peers with practical ideas about how to make an impact
- Making a twist to the already existing TIKTOK challenges to suit your vision

## **PLAN ACTIVITIES**

### **The TITOK Challenge:**



**INTERNATIONAL  
YOUTH DAY**

**2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION**

**Practical modalities** This challenge involves official statements made by our leaders in various positions in the governments, participants are required to keep the content of their video relevant to the issue being addressed. TYC acknowledges that the topic can arouse emotions from angry to passionate response, however, TYC demands respect and diversion of using vulgar language, direct insults, lack of integrity will not be tolerated. The ones that TYC acknowledges will then be reposted in our social media in the duration of the challenge from 1st Aug- to 19Aug. Tag The Youth Cafe in the hashtag #TYC #IYD2020 #TYCchallenge.

## PLAN ACTIVITIES

The TITOK  
Challenge:



**INTERNATIONAL  
YOUTH DAY**

**2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION**

## PLAN ACTIVITIES

### Debate

The Youth Cafe will have a prerecorded debate speech on a selected topic. These would be more efficient with audios however; we are open to used video conferencing platforms. The British Parliamentary System is the most accepted international format. A couple of virtual presentations will be aired, with a picture of the speaker in the background, subtitles, and other images. The debate will start with a motion “This house believes that youth engagement is a hoax”. The goal is to engage and instigate conversation in the spirit of International Youth Day.





**INTERNATIONAL  
YOUTH DAY**

**2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION**

## **PLAN ACTIVITIES**

### **Blog Posting:**

The Youth Café will engage in writing relevant articles about the international youth day celebration. These articles are focused on the challenges of young people in Africa and across the globe such as corruption, employment, natural disasters, and climate change. These articles would be meaningfully and carefully incorporated into a digital magazine which will be launch on 12 August 2020 and subsequently posted on our social media platforms.



**INTERNATIONAL  
YOUTH DAY**

**2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION**

## **PLAN ACTIVITIES**

### **Digital Magazine:**

The digital magazine will be a compilation of articles, poetry, photograph, art pieces and interviews to celebrate International Youth day and highlight the issues that youths face today. Notably, the outlet will entail links interactive videos that will shed light on national and global issues.



**INTERNATIONAL  
YOUTH DAY**

**2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION**

## **PLAN ACTIVITIES**

### **The Memorandum**

The Youth Café is planning to produce a memorandum. This memorandum will embody all our International youth day activities. This is a summative document including all the actionable events undertaking during the youth day. This document will be drafted after the 12 August 2020. The memorandum will be addressed to the minister of youth affairs in our country and a copy sent to the United Nations and also a copy will be posted on our website for posterity.



**INTERNATIONAL  
YOUTH DAY**

**2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION**

The Youth Café will have a podcast-style discussion led by youth for youth. This will involve discussions on the selected theme between young participants that are engaged in political processes at local, national, and global levels, including for instance representatives from youth constituencies linked to the International systems, young parliamentarians, and Youth Delegates. Creative elements such as spoken word artists will also be utilized to break up the substantive discussions. Finally, a range of online products will be created and widely disseminated as tools for independently organized commemorations around Africa. The IYD 2020 will be convened by the Youth Café in partnership with the UNDESA and youth organizations: The podcast will be in two episodes:

- The first episode will be a short clip of about 10 minutes introducing The Youth Café into the podcasting world whilst also giving a glimpse of what the future of the podcast will all about. The episode will be recorded both on audio and video format, and will be highly publicized on social media via paid promotions to create traffic and suspense.
- The second episode will be an interview with The Youth Cafes Director Mr. Willice Onyango on the journey that gave rise to the organization and its vision. This Interview will be followed by conversations revolving around the International Youth day, specifically on what the Youth Café is involved in.

## PLAN ACTIVITIES

### Podcast



**INTERNATIONAL  
YOUTH DAY**

**2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION**

## **PLAN ACTIVITIES**

### **Short storytelling social media videos advocacy**

This will include having different youths from different African countries share in a nutshell how they can make an impact or how inclusion and engagement by the youth is of benefit to global action. This will then be uploaded on Facebook and Instagram to help showcase and create awareness for the various activities that will be streaming during IYD 2020 as Youth Café. The captions will be mainly the generated ones in our planning outline.



# INTERNATIONAL YOUTH DAY

2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION

## SHARE

You can help commemorate IYD by sharing your artwork, poetry, stories, writing or thoughts related to this year's theme Youth Engagement for Global Action. Highlight stories through social media such as Facebook, Twitter or Instagram using the hashtags the #YouthDay, #Youth4GlobalAction, and #SDG16 to help spread the word and strike up a conversation surrounding youth engagement for global action.





# INTERNATIONAL YOUTH DAY

2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION

## JOIN US ONLINE

As part of our efforts to publicize our work and projects, we encourage you to engage with and cross-promote any Youth Cafe events, forums, perspectives, contributions on our public shared social media communities. Or you can share them on your personal pages and tag us so we can also share it. Below you can find our social media pages:







# INTERNATIONAL YOUTH DAY

2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION

- Join @theyouthcafe on #YouthDay for an exciting discussion focused on the role of youth in #policyadvocacy! Mark your calendars for 6 AM EAT Aug. 12 and RSVP at forms.o
- The dawn is coming, there's a big movement. Youth taking the lead, lighting the embers of change, engaging the grassroots, and asking the right questions. Join us as we explore youth engagement for global action. Kindly click link... to register #Youthdayo
- Only 2 weeks to go! Wed 12 August 2020 is #InternationalYouthDay. Join the mobilization by organizing your own event or activity in your community, school, youth club, or workplace. #iyd2020 #YouthDay @UNMGCY @EuropeanYouthEU @Youth\_Forum @YouthCOEo
- Dear Youth ... what's your vision for #TheAfricaWeWant? Save the dates & join us in this movement! @AUYouthProgram.o
- Are you #YouthfulandUseful? Then join youth day of service on the week of August 12th to celebrate through action and service! #internationalyouthday #youthdayofservice #youth #sdgso
- We are the youth and we are set to create impact. Join us @theyouthcafe as we explore youth engagement for global action. To Register kindly click the link... #ActiveCitizen #internationalYouthday.

## SUGGESTED TWEETS





# INTERNATIONAL YOUTH DAY

2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION

- The theme of International Youth Day 2015 is 'Youth Civic Engagement'. More efforts are needed to raise awareness about the importance of youth civic engagement and its benefits to the individual and to society, including for sustainable development as well as resilience and wellbeing. You can be part of these efforts! Take #Action2020 #theyouthcafe. Find more information on #InternationalYouthDay
- Get involved in the #InternationalYouthDay campaign for International Youth Day 2020! Submit your photo on Youth Civic Engagement to [info@theyouthcafe.com](mailto:info@theyouthcafe.com)
- Selected entries will be chosen for the #InternationalYouthDay competition. The winning photo, selected by TheYouthCafe Facebook followers, will be used for the World Youth Report 2020 and for the International Youth Day 2020 event to take place on 12 August 2020 virtually on TheYouthCfe social media platforms.

## SUGGESTED FACEBOOK MESSAGES



# INTERNATIONAL YOUTH DAY

2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION

- As we approach closer to International Youth Day (IYD) on 12th August 2020, let's understand what exactly is IYD? It's a day that is used to Facilitate Youth for their roles in the development of the World. Work Locally, Think Globally! #IYD2020 #IYD2020 #youthday #youthempowerment
- The World Youths deserves to see the total excite of #COVID-19 Pandemic to embrace a Day that enhances UN Youths SDGs campaign on Social Economic Development Goals for sustainability. – C. C. Paradise #IYD2020 #YouthDay
- 2020 Theme for Youth Day is; Youth Engagement for Global Action. This year's #IYD seeks to put the spotlight on Engagement at the local/community level, at the national level (formulation of laws, policies, and their implementation); at the global level. Mark your calendars & invite your friends! Our United Nations
- International Youth Day is on August 12, from 4:30–7:00 PM. Our theme is “Youth Engagement for Global Action”. There will be youth speakers, blog posting, art workshops & debate sessions! #YouthDay
- International Youth Day gives an opportunity to celebrate and mainstream young peoples’ voices, actions, and initiatives, as well as their meaningful, universal, and equitable engagement. The Theme for the year: Youth Engagement for Global Action #IYD2020 #InternationalYouthDay
- Join @theyouthcafe & other distinguished panelists on Aug 12, #InternationalYouthDay for an exciting webinar series. We will explore how youth are contributing to peacebuilding & discuss the key ingredients for government support on matters of participatory budgeting. RSVP here (link...) #Youth4Peace #InternationalYouthDay #IYD2020 loading ...

## SUGGESTED INSTAGRAM MESSAGES



**INTERNATIONAL  
YOUTH DAY**

**2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION**

During the reporting period, the Executive Director has continued his efforts to enhance the visibility of The Youth Cafe, advocating for the causes consistent with the mandate of The Youth Cafe. Staff have continued to implement project activities and to further develop existing successful projects and create new ones, in collaboration with governments, international organizations, foundations and civil society groups, as well as the media. The dynamic process of project development will continue with an emphasis on promoting the values of conflict prevention and reconciliation.

In line with our strategic plan for 2018-2023, The Youth Cafe will continue to streamline its Secretariat activities. The Youth Cafe has increasingly mainstreamed its work within the Secretariat and continues its ongoing integration into headquarters structures. In particular, it will continue to explore the possibility of developing joint or mutually reinforcing capacity-building programmes and projects with other youth serving organizations in accordance with their comparative advantages and respective mandates. That process will lead to even greater cooperation and collaboration between The Youth Cafe and its allies in 2020.

## conclusion



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2020  
YOUTH ENGAGEMENT  
FOR GLOBAL ACTION

The Youth Cafe is an award-winning pan-African youth organization based in Nairobi, Kenya. Youth participation is essential to our mission. When you empower young people, it helps us build stronger communities and a brighter future.

You can support The Youth Cafe in many ways:

- **PARTNER WITH US.** Corporate and foundation partners can play a constructive role in finding collective solutions for some of the problems tackled by The Youth Cafe either in a specific region or on a specific topic
- **SUPPORT THE YOUTH CAFE PROGRAMME OF YOUR CHOICE** The Youth Cafe gives you a unique opportunity to align your business, corporate social responsibility and sustainability priorities with major initiatives that model and advance youth-led approaches towards sustainable development, social equity, democratic governance, and economic viability.
- **MAKE A FINANCIAL CONTRIBUTION TO THE YOUTH CAFE** to support ongoing initiatives around Africa. It's an easy process and your support will make a difference.
- **MAKE AN IN-KIND CONTRIBUTION** Support The Youth Cafe with your expertise or extend resources to enable The Youth Cafe to better fulfill its mandate around Africa.
- **COMMIT TO HOSTING THE YOUTH CAFE ACTIVITY** Support The Youth Cafe's work by organizing The Youth Cafe seminar or by holding awareness campaigns and fundraising events in your communities
- **FOLLOW THE YOUTH CAFE** Advocate, engage and raise awareness about The Youth Cafe. Follow The Youth Cafe on social media, subscribe to our newsletter and receive updates about The Youth Cafe activities around Africa.

HOW TO GET  
INVOLVED