

Unifying the Youth Movement...
Make Our World - Malibu, December 2000

Each year the world sees hundreds of conferences, attended by thousands of youth groups, representing millions of young people, all adding their voices to a global dialogue regarding what direction the future of this planet might take. None of these conferences, as powerful or heartfelt as they may be, have yet reached a level of participation or exposure that the general public or media is aware of them. From December 7 to 11, 2000, forty-three youth activists and industry leaders met to explore ways of expanding, diversifying and unifying the youth movement. This document summarizes the purpose and outcomes of this meeting.

BACKGROUND

Two groups convened the December 2000 meeting, including **Make Our World (MOW)**, an ad-hoc Los Angeles based group who seek to ensure that the voices of young people are heard. MOW raised the seed funds and organized the logistics for the meeting, and based on the success has decided to support the follow-up plans developed by the group. The **Global Youth Action Network (GYAN)** helped to identify key youth and organizations to invite. The GYAN is a youth-adult partnership based in New York that promotes cooperation among youth organizations and extends opportunities for youth to make a difference in over 120 countries.

This meeting was the first in what is hoped to be a series of working groups to explore the potential for joint action by individuals and organizations committed to giving youth a voice.

Participants:

Action Without Borders / Idealist.org, Beyond Limits, Emerging Leaders Network, Enfants du Monde, FairSay, Free the Children, Global Youth Action Network, Global Youth Connect, GM Productions, Hague Appeal for Peace, HAIR the Musical, Independent Media Center, Interfaith Youth Core, International Indian Treaty Center, International Youth Cooperation, International Youth Parliament, Make Our World, The McCannon Group, Model United Nations Program (UNA), Nation1, Nuclear Age Peace Foundation, One Day Foundation, Oxfam-America, Seeds of Peace, Taking IT Global, Tolerance in Diversity, United World Colleges, World Voices, Young Media Partners, Youth for Environmental Sanity and individuals from law, philanthropy, entertainment, art, media and other industries.

SPIRIT:	Bring together a global network of people who share common vision and goals	✓
PURPOSE:	Establish common ground and explore ways of uniting efforts for greater impact	✓
ACTION:	Develop a plan of action to enable our organizations to collaborate for greater impact	✓
COALITION:	Form a core group of organizations who commit concretely to furthering the plan of action	✓

Through a series of conversations and working sessions, the following vision, mission, and goals were initially established. These and the strategies further below serve as the guiding framework for the MOW Process in 2001 and will be revisited and refined at the next MOW encounter in mid-2001.

VISION:	MISSION:	GOALS:
We call the youth of the earth. We stand at the threshold of a new and compassionate millennium. It needs only be chosen. Moving forward, we honor all creation. We join together to bring forth a sustainable, global society founded on respect for nature, universal human rights, economic justice, and a culture of peace.	To unify the youth movement. To offer our vision and celebrate our diversity.	(1) To increase youth participation and voice; (2) To secure access; (3) To diversify and expand education

STRATEGY

Five strategies were agreed upon. These strategies complement what each organization is already doing and create synergy and foundation for greater and broader impact.

1. Build and maintain a shared portal and knowledge resource center
2. Organize a follow-up / annual meeting and other events
3. Develop and distribute a global youth e-zine and eventual printed magazine
4. Launch a collaborative "No More! // Know More!" Campaign

<p>1. SHARED PORTAL AND RESOURCE DATABASE</p>	<p>Overview: Several organizations present at the meeting have been using the Internet and related applications as a strategic tool to help engage and inform young people, build youth networks, encourage knowledge and information sharing/dissemination and enable joint coordination and action. Yet they work separately and the goal is to strengthen the level of impact each is achieving by reducing unnecessary duplication.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. Joint development of a comprehensive plan, defining needs and resources; 2. Common technology platform / database of organizations & events (not individuals) 3. Meta-Search Engine that searches the web sites of all member organizations; 4. Linking member registration systems of the different web sites and databases; 5. INTRANET – groove.net / intranet.com – on-line working space for core group; 6. Mailing lists – currently enabling on-line discussions to continue; 7. Joint development of www.YouthMovement.org as a clearinghouse youth portal
<p>Contact: Jonah Wittkamper <Jonah@youthlink.org> & Mike Furdyk <mfurdyk@buybuddy.com></p> <p>Discussion Group: mow-tech@takingitglobal.org</p>	<p>Overview: The next meeting will likely take place in Mexico, late May / early June 2001. Participants will include the majority of those present in Malibu with approximately 30 new participants in an effort to diversify the group. The workshop will last 4-5 days with an additional 2-3 days for rest and retreat. Estimated budget is \$30,000 to \$50,000, of which participants are expected to raise travel and partial participation costs. Young participants or those traveling long distances (or in need) will have assistance.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. Creation of a more sustainable and permanent structure 2. Follow-up assessment and detailed plan of actions for 2001-2002 3. Strengthen and build community among the growing network, including team-building and exercises for greater aligning individual efforts 4. DIVERSITY: Include new players, sponsors, allies and advisors; increase diversity (youth from other regions, especially Asia and Africa & working on other issues)
<p>2. YEARLY MEETING AND OTHER EVENTS</p>	<p>Overview: The goal of this group is to create a magazine for youth that allows the voices of young people to be heard via news articles, feature stories, photographs, and their own voices. The magazine will have a fully independent editorial board and institutional structure dedicated to supporting youth organizations by being a platform for cross-promotion and cross-pollination. The e-zine will be established differing from other similar contents in that it will become a common project of several organizations and will eventually evolve into a printed magazine. They will both be professionally written and produced. Content will include coverage of youth participation, projects, events and leadership. Highlights will include issues of integrity, diversity, success & best practices.</p> <p>Objectives: The Ezine team has set March 10 as deadline for a business plan.</p>
<p>Contact: Leon Galindo <leongalindo@msn.com></p> <p>Discussion Group: mow-next@takingitglobal.org</p>	<p>Overview: The goal of this group is to create a magazine for youth that allows the voices of young people to be heard via news articles, feature stories, photographs, and their own voices. The magazine will have a fully independent editorial board and institutional structure dedicated to supporting youth organizations by being a platform for cross-promotion and cross-pollination. The e-zine will be established differing from other similar contents in that it will become a common project of several organizations and will eventually evolve into a printed magazine. They will both be professionally written and produced. Content will include coverage of youth participation, projects, events and leadership. Highlights will include issues of integrity, diversity, success & best practices.</p> <p>Objectives: The Ezine team has set March 10 as deadline for a business plan.</p>
<p>3. YOUTH E-ZINE AND MAGAZINE</p>	<p>Overview: A joint multimedia and multi-approach campaign to highlight and address some of the major issues facing youth and the world today. The concept consists of capturing people's attention and imagination through a collaborative marketing strategy that enables organizations to benefit from using a recognized visual image (with millions of exposures) to convey their message. The Campaign then serves as a tool to inspire and engage, encouraging people to stand up, speak out, and act on issues by getting informed and connecting with resources, people and organizations that are making a difference. A trademark and copyright has been sought and will be held by MOW. A team will write guidelines and memorandum of understanding binding all participating organizations. Links to online resources of coalition members will provide a resource base for those who wish to Know More and get involved. Our goal is to engage millions of people who are not active with any organization.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. Hire a full-time coordinator; this person will help initiate a fundraising campaign, develop and present a sponsorship package to potential sponsors; 2. Approach a public relations agency to adopt the Campaign pro-bono; 3. Determine launch date and coordinate media event; secure celebrity participation; 4. Launch a teaser e-mail campaign, press releases and conferences in 25 cities; 5. Coordinate actions with simultaneous community-based gatherings.
<p>Contact: Wes Tooke <cwtooke@cs.com></p> <p>Discussion Group: mow-mag@takingitglobal.org</p>	<p>Overview: A joint multimedia and multi-approach campaign to highlight and address some of the major issues facing youth and the world today. The concept consists of capturing people's attention and imagination through a collaborative marketing strategy that enables organizations to benefit from using a recognized visual image (with millions of exposures) to convey their message. The Campaign then serves as a tool to inspire and engage, encouraging people to stand up, speak out, and act on issues by getting informed and connecting with resources, people and organizations that are making a difference. A trademark and copyright has been sought and will be held by MOW. A team will write guidelines and memorandum of understanding binding all participating organizations. Links to online resources of coalition members will provide a resource base for those who wish to Know More and get involved. Our goal is to engage millions of people who are not active with any organization.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. Hire a full-time coordinator; this person will help initiate a fundraising campaign, develop and present a sponsorship package to potential sponsors; 2. Approach a public relations agency to adopt the Campaign pro-bono; 3. Determine launch date and coordinate media event; secure celebrity participation; 4. Launch a teaser e-mail campaign, press releases and conferences in 25 cities; 5. Coordinate actions with simultaneous community-based gatherings.
<p>4. NO MORE! KNOW MORE! CAMPAIGN</p>	<p>Contact: Benjamin Quinto <benjamin@youthlink.org></p> <p>Discussion Group: mow-nomore@takingitglobal.org</p>