



# Youth Engagement

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**IUCN**  
WORLD  
CONSERVATION  
CONGRESS  
*Marseille*  
2020

ONE NATURE,  
ONE FUTURE

**GLOBAL YOUTH  
SUMMIT**



## Virtual Global Youth Summit 5 - 16 April 2021

- ❖ **Two-weeks intense program of special events:** networking, body awareness, intergenerational dialogues etc.
- ❖ **350.000 USD raised for the event**
- ❖ **40+ youth-led thematic workshops** 6-15 April
- ❖ **15,000+ registrants from over 170 countries**



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## Results in numbers:

- ❖ 8,031 total active users
- ❖ Over 600,000 minutes (10,000 hours) of Summit watched
- ❖ Opening and Closing events with over 1,000 attendees each
- ❖ 3 Plenary Sessions, 17 Body Awareness, 102 Workshops, 93 Networking
- ❖ 319 Individual “Meet-Ups” sessions
- ❖ 90,419 messages among Summit participants
- ❖ 1,168 Community Board Topics posted
- ❖ Over 260k organic impressions generated on social media



## Youth at IUCN WCC in Marseille

1. Global Youth Summit (Sept. 3, 2021)
2. Mainstreaming Youth in the Congress Forum
3. Youth stand in the Congress Exhibition
4. Espaces Générations Nature
5. Youth Engagement at the Members' Assembly

Activities	Outputs	Outcomes
<p>Develop fundraising plan for implementation of Secretariat / Commission / Memeber priority actions</p> <p>Activate IUCN Secretariat/Commission YP focal points/networks</p> <p>Convene IUCN Members to increase experience sharing and collaboration on youth engagement</p> <p>Encourage IUCN Membership of youth organisations</p>	<p>Youth Advisory Committee established and operational</p> <p>Monitoring framework developed to track meaningful engagement</p> <p>IUCN policies, procedures and guidelines include provisions on youth and young professionals</p>	<p>Youth mainstreamed into IUCN policy, strategic planning and relevant monitoring, evaluation and reporting frameworks developed</p>
<p>Re-evaluate the expertise and skills necessary for meaningful engagement in IUCN systems and programmes, ensuring equal opportunities</p>	<p>Strengthened IUCN Young Professionals Programmes (internships, JPOs)</p> <p>Peer-to-peer learning and mentorship programmes in place</p>	<p>Increased professional opportunities for young people at IUCN resulting in a diversified workforce and skills development for young people in the conservation sector</p>
<p>Develop intergenerational, co-learning, co-design approaches and trainings (e.g. ToT), incl. through the IUCN Academy</p> <p>Promote and support youth-led initiatives</p>	<p>Intergenerational approaches systematically applied in programme and project design and implementation, involving youth across IUCN in meaningful roles</p>	<p>Strengthened intergenerational engagement through education, leadership development and capacity building based on intergenerational learning</p>
<p>Integrate youth into event engagement guidelines</p> <p>Continue collaboration and partnership with existing networks (esp. those from the Global Youth Summit)</p>	<p>Youth engagement and intergenerational dialogues as standard practice in IUCN events</p>	<p>Young leaders from diverse communities included in meaningful roles in events</p>
<p>Integrate youth into communications guidelines/framework</p> <p>Provide clear information/guidance on the Strategy and how to engage</p>	<p>Clear systems of communication in place to (1) communicate with youth and (2) to integrate youth voices into all communication</p>	<p>Effective outward and inward communication and advocacy</p>

Member / Commission / Secretariat priority actions



Young people are strategic partners of IUCN contributing to a just world that values and conserves nature

**1 IUCN mandate and policy**

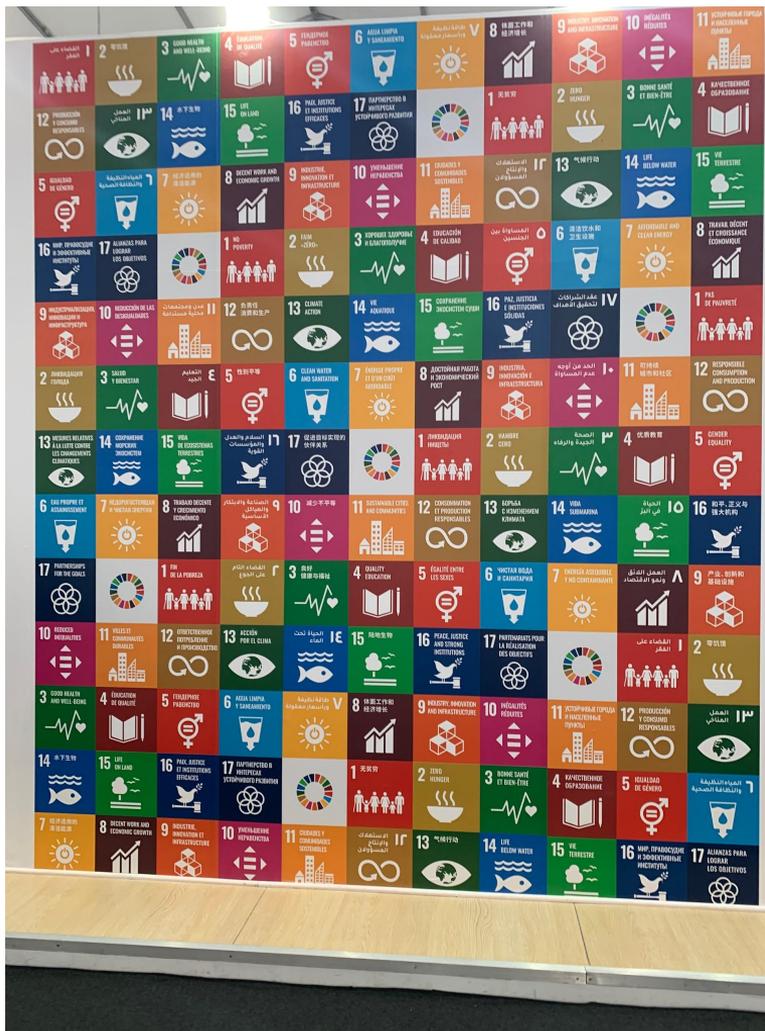
**2 IUCN systems and programmes**

**3 Communication and partnerships**



## Generating a domino effect – *Priority Actions until 2025*

- Become a key partner to youth to increase impact and reach
- Remain cutting-edge through new audiences
- Unlock new funding streams and Membership potential
- Achieve the goals of *Nature 2030*





## Next Steps:

1. Endorse the youth strategy
2. Harness investment opportunities for youth engagement in IUCN
3. Appoint the Youth Advisory Committee

## Youth at IUCN CEC

- Creating structure for Youth empowerment & representation
- Greening the Schoolground project
- Understanding Effective Communication Approaches of Engaging Youth for Climate Change and Environmental Sustainability (CCES) study
- Youth Oasis Guideline

...and more!



## Understanding Effective Communication Approaches of Engaging Youth for Climate Change and Environmental Sustainability (CCES)

This study is done in partnership with UNICEF India Country Office by IUCN India Office and will be implemented with support of Centre for Media Studies (CMS) and IUCN Commission on Education & Communication (CEC). [December 2022 to April 2023]

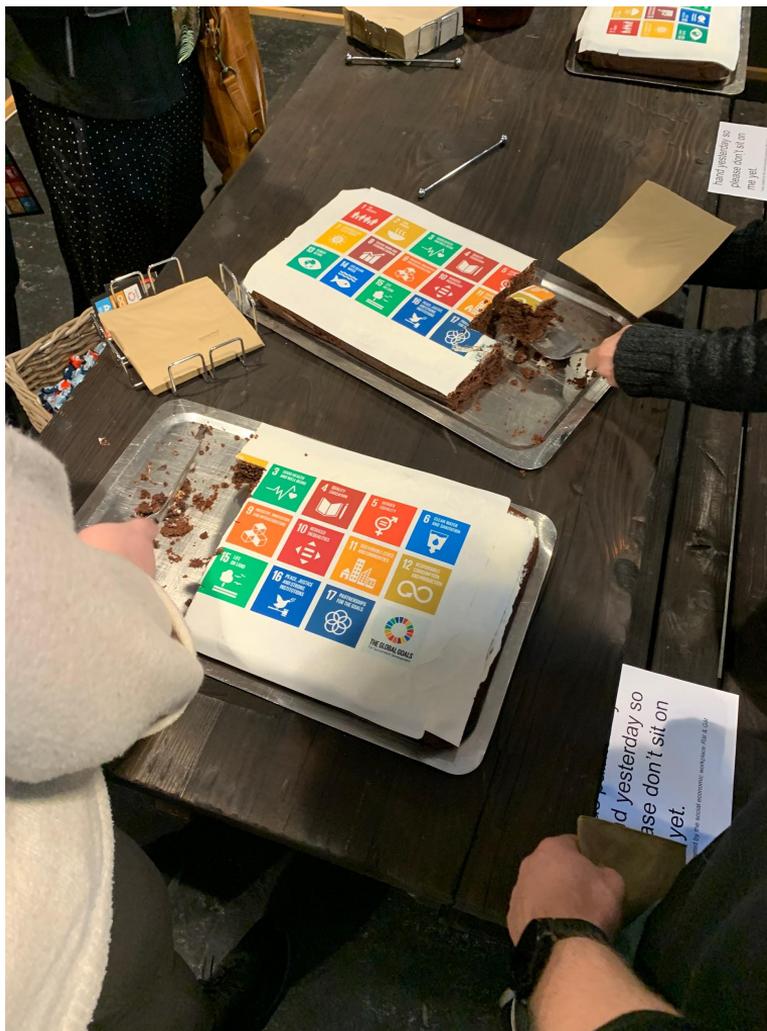
IUCN CEC will contribute in this partnership by sharing their expertise in drawing on global best practices of engaging with youth and also tap on their network of experts in India for the online survey and strategy workshop.



## Youth Oasis Guideline

The #NatureForAll partnership has created over 15 dialogue spaces at numerous international meetings including the Latin America Protected Areas Congress (2019), IUCN World Conservation Congress (2021), Africa Parks Congress (2022), the Asia and Latin America Parks Congresses (2022) and the Fifth International Marine Protected Areas Congress(2023).

Your guide to meaningful youth engagement at events can be found here:



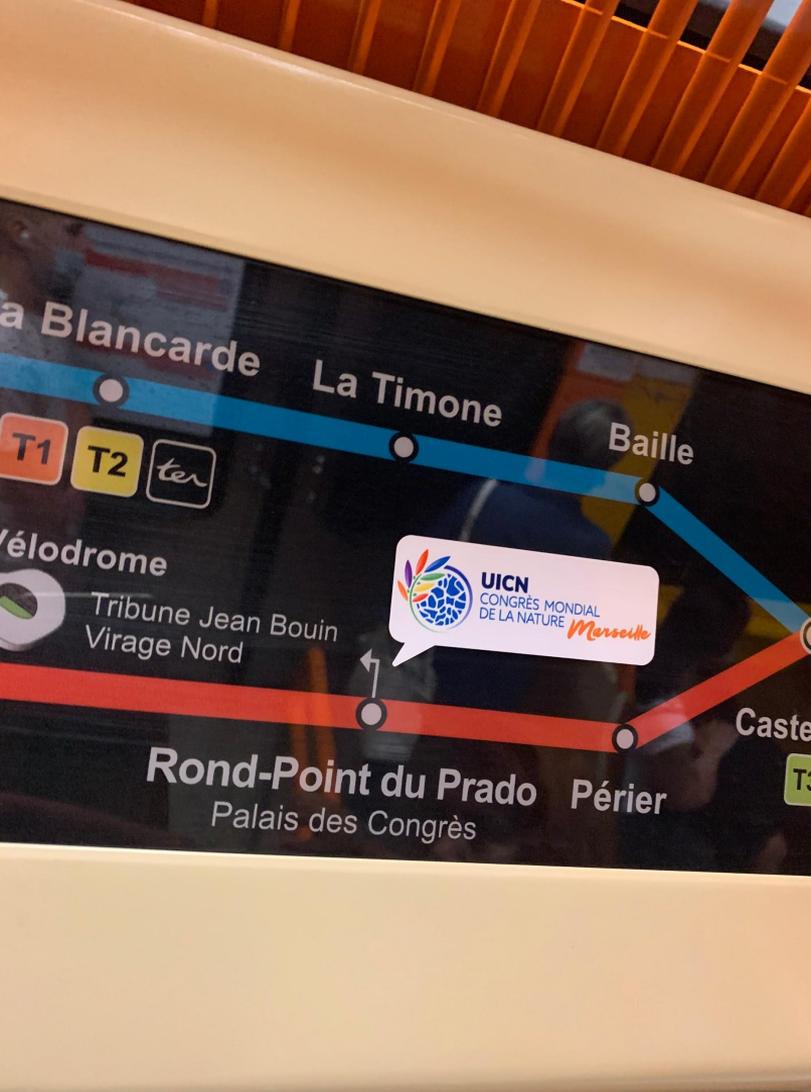
A photograph of a cafe window with motivational text. The text is written in large, white, sans-serif capital letters across the glass. The background shows the interior of the cafe with tables and chairs, and a red banner with the word 'KIDNEY' is visible through the window.

FOLLOW  
YOUR  
DREAMS  
THEY  
KNOW  
THE WAY

**Do you remember what challenges and barriers you experienced as a young professional?**

**How do you foster meaningful youth engagement and intergenerational partnerships in your organization?**





**What would IUCN look like with more Youth in the Union (HQs, national committees, Commissions and beyond)?**



# Thank you for attention!

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