



1ST GLOBAL FORUM ON YOUTH POLICIES

MEDIA BRIEFING

#youthpolicymatters

28-30 October 2014
Baku, Azerbaijan

THE FIRST GLOBAL FORUM ON YOUTH POLICIES

1. At a glance

28-30 October 2014	The first event of its kind
Appr. 700 participants	Mostly youth sector professionals
Convened by the UN	The Youth Envoy with UNDP and UNESCO
Co-convened by COE	The Council of Europe's Youth Department
Hosted in Azerbaijan	By the Government's Ministry of Youth and Sports

2. The narrative

Youth policies exist, but are too inefficient.	122 countries have current policies, 36 are updating, the majority of policies have little budget and impact.
Fragmentation is stark, coordination is fragile.	Many public policies do affect young people directly, yet cross-departmental coordination is not the norm.
We must do better.	Young people deserve and demand better policies.

3. The question

What can—and must—be done to improve public policies for young people?

4. The pitch

The Forum seeks to be a milestone in defining and exemplifying what it means to take young people and youth policies seriously in the twenty-first century.

A QUICK LOOK AT THE FORUM'S AUDIENCE

Primary Youth Policy Professionals and Practitioners

The First Global Forum on Youth Policies first and foremost seeks to address and involve youth policy professionals, i.e. those who deal with youth policy issues in their youth sector engagement.

The term *youth policy professional* includes numerous occupational profiles, from volunteers and activists to researchers and politicians, with individuals frequently combining roles and working across contexts.

Secondary Policy Professionals in related policy areas

The First Global Forum on Youth Policies also seeks to address policy professionals in areas closely related to and with substantial impact on youth policies.

Frequently, policies in areas as diverse as health, housing, environment or justice have effects on youth populations that are not fully considered and often even unintentional. Extending youth policy knowledge and discourses is therefore crucial.

Tertiary Policy-Interested, Policy-Literate Young People

The First Global Forum on Youth Policies, last but not least, also seeks to address young people who are policy-interested and policy-literate. Those who have an interest in youth policy, and can participate in thematic debates, should be able to do so. While many youth policy professionals are young themselves, it is neither their defining feature, nor should their work be considered through that lens.

THE NARRATIVE, THE MESSAGE & THE ACTION OF THE FIRST GLOBAL FORUM ON YOUTH POLICIES

The narrative Youth policies exist, but are often too inefficient.
Fragmentation is stark and coordination is fragile.
We must do better.

More and more countries have relatively recent national youth policies, but most of them still lack an implementation framework. Action plans, programme budgets, training schemes are all too rare.

Most youth policies limit themselves to a small core set of policies. Policy areas with effects on generations of young people remain untouched; cross-sectoral is a buzzword in need of action.

We can do, and should do, better than this.

The message Youth policies make a difference.

Policy decisions and actions make a difference to the lives and well-beings of young people and the prosperity and happiness of cities, countries and regions.

Too many policy decisions, however, are taken without any youth-check: effects on young people are sometimes unintended, sometimes ignored – and almost always underestimated.

The action We will improve youth policy frameworks.
We will discuss modern youth policy standards.
We will develop indicators for better accountability.

Being critical is worthwhile and important, but the Forum also wants to be a pro-active milestone in contributing to better youth policies.

In consequence, the Forum will kickstart a global community of active youth policy professionals, develop guidelines and indicators for youth policy development, and re-invigorate youth policy discourses.

THE FORUM'S KEY ENGAGEMENT CHANNELS & HOW JOURNALISTS CAN REACH US THROUGH THEM



On Twitter

Our Twitter account is at twitter.com/ypforum2014

Personal contact:

@-mentions will be responded to
Direct messages will be responded to

Hashtag: #youthpolicymatters

On Facebook



Our Facebook account is at facebook.com/ypforum2014

Personal contact:

Posts on walls are responded to
Direct messages will be responded to

Hashtag: none, negative for engagement



By email

Journalists can reach us at media@youthpolicyforum.org

Personal contact:

We respond to all emails within a day

On Storify



Our Storify account is storify.com/ypforum2014

Personal contact:

Comments will be responded to



On Flickr

Our Flickr account is at flickr.com/ypforum2014

Personal contact:

Comments will be responded to
Messages will be responded to

On Vimeo



Our Vimeo account is at vimeo.com/ypforum2014

Personal contact:

Comments will be responded to
Messages will be responded to

SUMMARY & OVERVIEW: COMMUNICATING THE FIRST GLOBAL FORUM ON YOUTH POLICIES

Our audience	Youth policy professionals and practitioners “ Those who make youth policy & ” Those who make youth policy happen
Our voice	Sincere & respectful, with occasional wit, authentic and relevant on each platform.
Our narrative	Youth policies exist, but are often too inefficient. Fragmentation is stark and coordination is fragile. We need and want better policies for young people.
Our message	Youth policies do make a difference! Taking them seriously and improving them is worth the effort.
Our question	What must be done to make youth policies better?
Our actions	We will improve youth policy frameworks. We will discuss modern youth policy standards. We will develop indicators & improve accountability.
Our claim	The Forum will be a milestone in defining and exemplifying what it means to take young people & youth policies seriously in the twenty-first century.