



THE YEAR OF
YOUTH
2023

Celebrating 50 years of the
Commonwealth Youth Programme

YEAR OF YOUTH COMMUNICATIONS TOOLKIT

By Youth Communication Taskforce



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ABOUT

At the Commonwealth Heads of Government Meeting 2022, leaders declared 2023 a year dedicated to youth-led action for sustainable and inclusive development. Year of Youth was officially launched in January under the theme *Youth as co-creators of peaceful and sustainable Commonwealth futures*.

The Commonwealth Year of Youth's mission will be achieved by accomplishing the following aims:

1. **Energise** development partners to participate in youth empowerment activities.
2. **Empower** young people to lead and work with others to meet the SDGs.
3. **Envision** a new Commonwealth that reflects the views and aspirations of young people.
4. **Engage** development partners to increase investment in creating an enabling environment for youth empowerment.

Please use this toolkit to spread the word about **#YearofYouth**

WHY IS THE YEAR OF YOUTH IMPORTANT?

The **Year of Youth** is all about recognising the vital role that young people play in shaping the future of our world.

It's a time when young changemakers, civil society and governments come together to support and empower young people through a variety of initiatives.

In 2023, the **Year of Youth** will be extra special, with two main events taking centre stage: the Commonwealth Youth Games and the Commonwealth Youth Awards.

These events are a opportunity for young people from around the world to come together, compete, celebrate their achievements, and inspire each other to make a positive impact in their communities and beyond.

WAYS TO GET INVOLVED

1

Year of Youth 2023

If your organisation would like to propose a Year of Youth activity and collaborate with the Commonwealth Secretariat, please complete this form.

[Expressions of Interest](#)

2

Start a Youth Club

Set up a Youth Club called the Fifth Space, in a school or in your community.

[Download the manual](#)

3

Commonwealth Youth Network

Join a Commonwealth Youth Network.

[Join a network](#)

4

Commonwealth Professional Association

Join a Commonwealth Professional Association or Society.

[Learn more](#)

Social Media

You can share the sample captions on all of your social media platforms to help promote [#YearOfYouth](#).

[Click here to download the logo.](#)



Sample Captions

2023 is the **#YearOfYouth**

- 50th anniversary of **#CommonwealthYouth**, supporting member states to empower young people
- 10th anniversary **#CommonwealthCharter**
- Mid-point to 2030 for achieving the **#SDGs**

Learn about Year of Youth:
<https://thecommonwealth.org/our-work/youth/2023>

The **#Commonwealth** Heads of Government declared 2023 the **#YearOfYouth**: youth-led action for sustainable and inclusive development.

Learn more about **#CommonwealthYouth** Programme, which has been supporting member countries for 50 years:
<https://thecommonwealth.org/our-work/youth>

The #Commonwealth Secretariat works across all 56 member countries to:

- Protect the environment
- Boost trade
- Promote democracy, good governance and rule of law
- Develop society and #CommonwealthYouth support small states

#YearOfYouth

Here are some quick #Commonwealth facts:

- made up of 56 countries
- Spans across 5 regions
- Over 2.5 billion people
- 60% are under the age of 30

Follow @comsecyouth for more updates.

#YearOfYouth

More than 1.5 billion people in the #Commonwealth are under the age of 30.

@CommonwealthSec's Youth work has supported member countries for nearly 50 years.

↓ Discover more about #CommonwealthYouthNetwork.

@ComSecYouth | #YearOfYouth

Young people have the potential to lead change and are a vital investment now and in the future.

Discover more about #CommonwealthYouth work ↓

@ComSecYouth | #YearOfYouth

2023 is the **#YearOfYouth**! Last year, #Commonwealth Heads of Government declared 2023 the year for youth-led action for sustainable and inclusive development.

This year it is also:

50th anniversary of #CommonwealthYouth, supporting member states to empower young people

10th anniversary the signing of the #CommonwealthCharter

The mid-point to 2030 for achieving the UN #SDGs

Learn about @Commonwealth_Sec Year of Youth: <https://thecommonwealth.org/our-work/youth/2023>

60% of the #Commonwealth's 2.5 billion citizens are under the age of 30.

These 1 billion young people can help us deliver our promise of a better world.

Discover more about #CommonwealthYouth work ↓

#YearOfYouth | @ComSecYouth

#YearOfYouth will help young people and partners develop and implement youth-led and youth-focused activities.

#YearOfYouth will deliver at least 50 special pan-Commonwealth, regional or national initiatives and events led by the Commonwealth Youth Programme, Commonwealth Youth Council, Commonwealth Youth Networks, and Commonwealth Accredited Organisations with the support of their partners.

#YearOfYouth will recognise, celebrate and award at least 50 young people for their contributions to the attainment of the Sustainable Development Goals through the Commonwealth Youth Awards and the launch of a Digital Spotlight series on young people excelling in work on peace, democracy and development.

#YearOfYouth will provide learning and upskilling opportunities for at least 20,000 young people and 5,000 youth development policymakers and practitioners including on leadership, entrepreneurship, digital skills, youth development mainstreaming, participation, and inclusion, safeguarding and evidence-based policymaking, grant-making, and financing youth development.

#YearOfYouth will increase youth access to Commonwealth decision-making processes through youth representation and participation in at least 5 high-level intergenerational dialogue sessions with Commonwealth Heads of Government, the Secretary General, Ministers and senior government officials.

#YearOfYouth will create new opportunities for youth skill-building and advocacy for youth development through at least five regional youth summits/conferences led by youth networks and councils and at least one pan-Commonwealth conference on youth development work.

Quotes/ Statements on Youth Empowerment

Here are few quotes that you can use in your captions



“

Empowering young people with the tools and resources to become change makers in their own right is crucial to building a fairer, more equitable world for all.”

Rt Hon Patricia Scotland QC, Secretary-General of the Commonwealth (from her speech at the Commonwealth Youth Forum, April 16, 2021)

“

NOW IS THE TIME TO ACT!
Youth as a positive changemakers-
Your family, society, and country
need's you. Taking Charge of the
Future with Unity in Diversity.

Kim Allen, Chairperson,
commonwealth youth council (from
his speech at the Commonwealth
Youth Forum, June 19, 2022)





“

**“One child, one teacher,
one pen, and one book
can change the world.”**

Nobel Peace Prize recipient Malala Yousafzai, who fights for every girl's right to education and a life of freedom

“

**"We're not
drowning,
we're fighting."**

Samoan young climate activist
Brianna Fruean addressing world
leaders at the opening of COP26



“

"The future of Africa lies in the hands of the youth. They are the ones who will lead us towards progress and development."

Paul Kagame, President of the Republic of Rwanda



“

**When you
empower young
people, they can
change the world.**

Kofi Annan, former UN Secretary-General (from his speech at the International Youth Day celebrations, August 12, 2008)



Get Involved

Help spread the word
[#YearOfYouth](#) by using our
filter.



Instagram Filters

Instagram filters are fun and interactive ways to engage the youth and can help generate buzz and excitement around the event, increasing its visibility and reach on social media.





Sample Instagram Filters



How to use?

Use the filter on your selfies.

Use the Hashtag **#YearOfYouth** and tag the Commonwealth Secretariat Account and Commonwealth Youth Account

Social Media Challenge



Challenge #1

Creative Video Contest

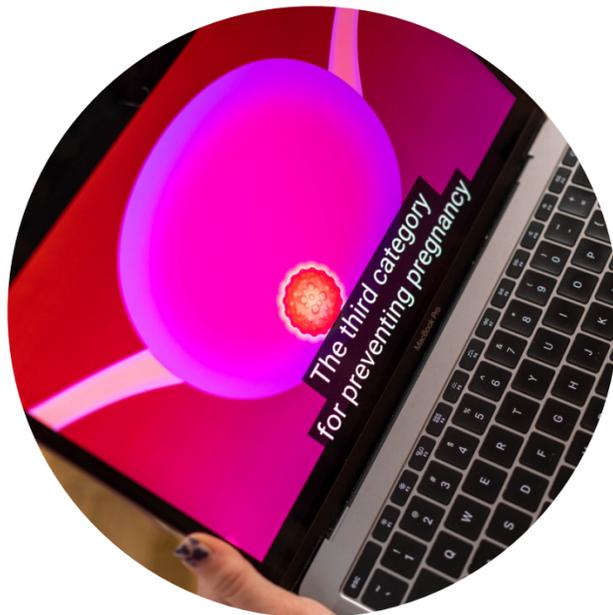
It encourages user-generated content, where participants create and share their own content related to the event, which can help to promote the event's messaging of empowerment, positivity, and engagement.



Sample Contest Rules

1. Create a video highlighting [insert theme].
2. Your video must be no longer than [x mins] in length.
3. Post your video on social media (Social Platforms) and tag it with **#YearofYouth #CommonwealthYouth** and #[Insert your organisation's hastag].
4. Ensure your post is set to **public** so we can see it.
5. The deadline for submissions is [insert date].
6. Winners will be announced on [insert social media platform] on [insert date].

Social Media Accessibility



Captions and transcripts for videos

Captions and transcripts make videos accessible for Deaf and Hard of Hearing users.



ALT Text for images

Provide alternative text descriptions for images so that screen readers can describe them for visually impaired users.



Closed captioning for live events

Use closed captioning or sign language interpreters for live events so that Deaf and Hard of Hearing users can participate.



Accessible websites and social media platforms

This includes using colour contrast, clear fonts, and accessible navigation tools.



Accessible Hashtags

Use CamelCase to make hashtags easier to read for screen readers.

Hashtags

The main hashtags to include in all posts are [#YearofYouth](#) and [#CommonwealthYouth](#).

We also use the following:

[#Commonwealth](#)

[#CommonwealthSecretariat](#)

[#CommonwealthDay](#)

Accounts

You can follow us for more updates on.

Commonwealth Youth



Commonwealth Secretariat



CONTACT US

[Facebook](#)

[Email us](#)

Follow [#CommonwealthYouth](#) on Twitter and Facebook