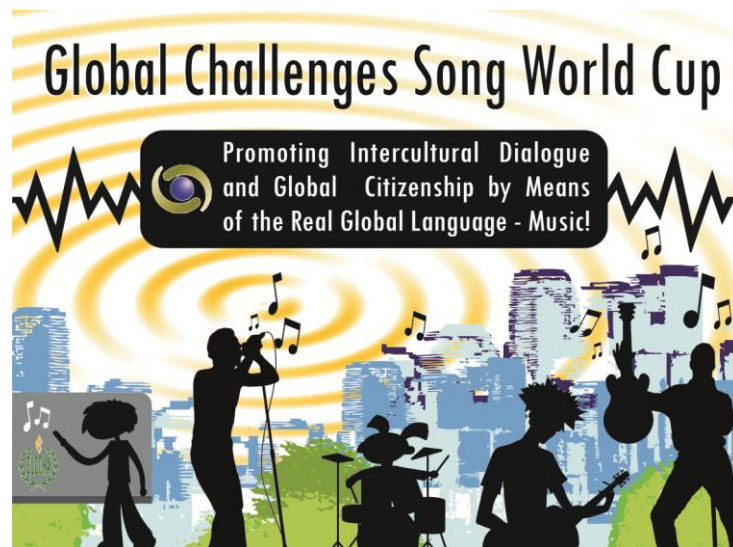


Rio 2012 Youth Song World Cup: Music, Collaborative Action and Sharing of Resources for a Sustainable World



Introduction - 'Global Challenges Youth Song World Cup' (GloCha YSWC)

'**Global Challenges Youth Song World Cup**' (GloCha YSWC <http://www.glocha.info/iaai/index.php/swcglocha>) is an initiative of 'International Association for the Advancement of Innovative Approaches to Global Challenges' Vienna-Ljubljana www.glocha.info which gives youth a voice in global efforts to address global challenges based on new social media.

The **basic idea** of GloCha YSWC is that the **view on common global challenges** and the challenges of the **future** articulated by means of the **universal language "music"** can **facilitate intercultural dialogue**, bring **young people from around the world in contact**, strengthen **global citizenship identity** layers and thus **support effective global governance** in general and the **work of UN system** in particular.

The **GloCha Youth Song World Cup** is a competition that asks youth around the world to **translate their visions on global challenges** through the universal medium of music thus helping to **build trust** among the nations of the world and **providing energy and enthusiasm** for the work of **United Nations**.

Rio 2012 Youth Song World Cup

Following the small, but successful, first **350 Climate Protection Song World Cup** competition <http://www.glocha.info/glocha350/> leading up to the UNFCCC COP 15 in **Copenhagen** in **2009**, the YSWC partners are organizing the second competition in advance of the **Rio +20 United Nations Conference on Sustainable Development** www.uncsd2012.org in **2012**.

Next year, Rio +20 UNCS D will mark the 20th anniversary of the official commencement of the **modern sustainable development movement**. However, in those twenty years, despite massive efforts, **humanity has continued to develop unsustainably**, over-exploiting ever more **natural resources**, polluting the environment, destroying habitats, and under-investing in **human resources** development.

A particular group of people that is strongly **affected by these unsustainable development patterns** is the **youth**. It is the future of today's youth that is increasingly at risk as their access to the natural capital of the world is decreased continually through mismanagement, over-exploitation, and growing unjust distribution.

A guiding conceptual framework for the Rio 2012 YSWC competition is the IAAI vision of a "**Knowledge and Global Citizenship Ethics Driven Multistakeholder Partnership for (Global) Sustainable Development Commons Growth**" (*working title*) which forges – based on a social contract/charta on a voluntary basis a partnership and a network of trust among individual global citizens, civil society organizations, schools, universities, local and regional authorities, companies, national and international authorities, .. in which every partner of the partnership agrees to have – depending on its

specific capacities and systemic strengths - a special responsibility to contribute to the growth of commonly owned natural, financial and intellectual resources that present and future generations are needing for sustainable development ("Global Sustainable Development Commons" see <http://p2pfoundation.net/Commons> for more info on 'commons').

These concepts have been presented to global governance experts at 2011 **Annual Meeting of Academic Council on the United Nations System** in Waterloo/Canada <http://www.glocha.info/iaai/index.php/component/content/article/84-reportiaaiacuns2011> and are going to be developed further with input of a variety of Civil Society Organizations at IAAI workshop "**Rio+20 – A Window of Opportunity for a Multi-Stakeholder Partnership on Global Commons Growth**" at 64th **UN DPI NGO conference "Sustainable Societies; Responsive Citizens"** Bonn/Germany, Monday, 5 September, 11:45 am – 1:15 pm (see <http://www.glocha.info/iaai/index.php/component/content/article/89-iaaiworkshopbonn2011>)

A next step of Rio 2012 Youth Song World Cup initiative implementation will be a **workshop with about 30 youth representatives from all around the world** who will elaborate the administrative and technical details of the initiative, a communication strategy and a strategy for participation in Rio+20 conference organization. A Rio 2012 YSWC '**Call for Music**' will be **launched September 15th 2011** and submissions will be received till mid of December 2011. At another milestone event mid of December (perhaps at UN Alliance of Civilizations Forum in Doha, *to be confirmed*) the voting phase will be launched addressing all global citizens – calling them to pay attention to global and local sustainable development challenges and to engage in **sharing and collaborative accumulation and preservation of sustainable development resources**.

Thus the initiative will **mobilize youth** around the world to **express the visions, hopes, dreams, and ideas** they have about **sharing our planet's natural resources** and **joining of forces** in accordance with the principles of sustainable development.

The YSWC will partner with and rely on the networks of relevant **UN bodies** (United Nations Department of Public Information/UNIS Vienna/UN Academic Impact initiative, UNESCO, UNICEF, UNEP /Vienna office, UNCSD), **global and regional networks of youth activists** (Earth Charter Youth network, Friendship Ambassadors Foundation, UN AoC youth, Road to Rio+20 partners, youth networks in Southeast Europe ..) and **schools and universities networks** to spread the word and to organize **subregional, national and target group specific sub-contests** (so that there will be in addition to the overall winner **many winners** in sub-categories).

Voting will be open to anybody with some **quality assurance mechanisms** in place to avoid manipulation of results (see <http://www.participate.si/350/> for the voting system of previous round of GloCha YSWC).

Participating youth will be networked by **social media** tools such as facebook, twitter, YouTube, **crowdsourcing** on sustainable development hotspots (in cooperation with crisismapper.net, *to be confirmed*) and encouraged to get in contact with **radio and TV broadcasters** asking them to report about Rio 2012 YSWC and UNCSD in general.

Timeline



25 July 2011: A **first step towards implementation of "Rio 2012 Youth Song World Cup" initiative** has been a side event to the UN High Level Conference on Youth <http://social.un.org/youthyear/high-level-meeting.html> A report of the event as well as links to the videos of the presentations can be found here: <http://www.glocha.info/iaai/index.php/component/content/article/87-rioinitiativepresentation>

12 & 13 Sept. **Preparatory meeting** for the Rio 2012 Youth Song World Cup with about 30 youth representatives from around the world is planned in Klagenfurt (Austria) (*see draft agenda and list of participants below*)



(photo: Maria Loretto Palace in Klagenfurt)

- 12 & 13 Sept Rio 2012 Youth Song World Cup preparatory workshop in Klagenfurt am Wörthersee
- 15 September The **launch** of the **Call for Music** of “**Rio 2012 Youth Song World Cup**” will take place at the **international conference “Knowledge, Youth and Global Commons”** <http://www.uncsd2012.org/rio20/index.php?page=view&type=13&nr=372&menu=27> at **Maria Loretto Palace** in **Klagenfurt/Celovec (Austria)**. At this conference there will be also the **launch of GloCha Center Klagenfurt-Ljubljana** which will be the main support unit (technical and administrative) for Rio 2012 Youth Song World Cup. (see http://www.glocha.info/iaai/images/stories/news2011/conference_agenda.pdf for more details)
- Mid of Dec Launch of the **online voting procedure/phase** (at **United Nations Alliance of Civilizations Forum in Doha/ Qatar** <http://www.unaoc.org/2011/07/unaoc-fourth-forum-in-doha/> (to be confirmed))
- March 2012 **presentation of winners/finalists in New York** with celebrities/pop stars and nobel laureates and media in connection with a workshop on **‘GlobalCommons, Knowledge and Ethics’** connected with UNCS D prep session 26 March 2012
- June 2012 performance of the **overall winner** of the initiative at **UN Conference on Sustainable Development** in Rio
- July 2012 **GloCha Song World Cup 2012 Gala Night at Lake Wörthersee/Carinthia (Austria)** with the overall winner and winners from different sub-categories and each continent on stage. The show shall be live-broadcasted all around the world (creative commons complement to the market economy based Eurovision Song World Cup; in cooperation with Austrian public broadcasting company ORF and European Broadcasting Union EBU; to be confirmed)

Expected Outcomes:

- Youth empowerment by opening up a communication channel for youth participation in global governance
- Enhancement of global literacy and (social) media literacy of participating youth
- Intercultural dialogue and trust building for international negotiations on sustainable development
- Broad media coverage
- Public awareness raising and positive political momentum for Rio 2012 UNCS D
- Documentation of contribution of youth activism to (global) sustainable development efforts
- Promotion of (decentralized) youth led social development and philanthropy (development of a global GloCha Youth centers network for youth led mobilization and documentation of collaborative sustainable development efforts)

Contact:



GLOBAL CHALLENGES WORLD CUP

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Every individual must act as if the whole future of the world, of humanity itself, depends on him. (Joseph Weizenbaum)

Annex 1 - Draft Agenda Klagenfurt Preparatory Workshop:

Sunday 11th of September – arrival – 18.00h informal meeting at Jugendgästehaus

Monday – <u>venue</u> : Maria Loretto Palace 12.09	Tuesday <u>venue</u> : Maria Loretto Palace 13.09
<i>Workshop “Rio 2012 YSWC” preparation – day 1</i>	<i>Rio SWC Workshop Day 2</i>
09.00 – introduction Tour de table Presentation of IAAI and the GloCha SWC initiative, Global Challenges and the UN system The role of civic engagement/ethics/participation of youth Broad Brainstorming regarding possible youth action and GloCha activities What can/shall be accomplished with the Rio SWC preparatory workshop (Call for Music, guidelines, PR materials, community building, ...) multistakeholder partnerships/intergenerational partn. GloCha Charter on Shared Social Responsibility for Global Commons <i>draft</i> Building of teams (video documentation, web 2.0 strategy, UNCSD strategy, ambassadors’ activities, linking up with celebrities, presentation at conference on 15 th , SWC launch ceremony prep team, ...)	Technical issues: fund raising, copyright (creative commons licensing, GloCha youth centers network etc.) Language issues – how to manage unity in diversity? How to measure success of the initiative? (web 2.0 community building numbers, fund raising, media coverage, ..?) What can go wrong? How to maintain transparency, legitimacy and accountability? Parallel work in teams
12.00-15.00 time for lunch, leisure activities, sightseeing, first discussions <i>within teams</i>	Lunch
15.00-18.00 The role of music in intercultural dialogue and momentum building for Rio +20 Web 2.0 technologies for collaborative knowledge management (crisismappers.net) – positive message! Discussion of the first ideas regarding the work plans of the teams	Presentation of results of the team work PR-materials Approval and translation of Call for music and guidelines into as many languages as possible
Informal meeting with local youth and representatives of city of Klagenfurt am Wörthersee presentation of initiatives of workshop participants’ organizations & multilingualism and multiculturalism in Kärnten/Koroška/Carinthia	free evening

Wednesday 14.09 - **Trip to Italy and Slovenia** (for Workshop and conference participants)

06.00 departure of bus -> Trieste (visiting Central European Initiative and/or The Academy of Sciences for the Developing World/Miramare) -> Portorož (Euro-Mediterranean University EMUNI) -> Ljubljana (Slovenian nat. comm. f. UNESCO, city center, uni & ministries people, etc.)

Thursday 15.09, 08.00 - 9.30h **IAAI general assembly** (new members welcome!)

Changing of bylaws: transfer of headquarter from Vienna to Klagenfurt; approval of creation of GloCha centers network, election of additional board members (e.g. youth representatives), adoption of procedural guidelines, discussion of fundraising and outreach strategies, ...

Accommodation of workshop participants:



Youth hostel Jugendgästehaus Neckheimgasse 6, Klagenfurt
<http://www.oejhv.at/index.php?id=61&L=1>
 (15 minutes walk to Maria Loretto palace)

Annex 2 – List of Participants of Klagenfurt Preparatory Workshop (as of August 12):

	Name	Country	Institution	Gender	Age	Languages
1	Affana, Jean Paul Brice	Cameroon	African Youth Initiative on Climate Change (AYICC), Youth Constituency at the UNFCCC (YOUNGO); UNICEF Climate Ambassadors Program; Rio 2012 Youth Song World Cup coordinator	M	24	English, French
2	Albert, Willy	Ni-Vanuatu (in South Pacific)	Vanuatu National Youth Council	M	24	English, French
3	Apostolova, Biljana	Macedonia	International Association for the Advancement of Innovative Approaches to Global Challenges IAAI www.glocha.info	F		
4	Batware, Billy	Rwanda	ACUNS Vienna Liaison Office & United for Education and Development	M		
5	Bowman, Hilary	Australia	Australian Youth Climate Coalition (AYCC) www.aycc.org.au International Co-Director	F	20	English, German
6	Dave, Roshni <i>(to be confirmed)</i>	Kenya/Canada	Energy-Ethics Project, Copenhagen, Denmark	F		English
7	Elaine, Ella Bella Constantinides	South Africa	Co-founder of Generation Earth / Educational Officer of Miss Earth South Africa www.generationearth.co.za / www.missearthsouthafrica.co.za United Nations Youth Ambassador for the UN Environmental Programme	F	26	English, Zulu, Greek, Afrikaans, Xhosa
8	Gill, Anam	Pakistan	Member of the International Jury Plural +, UN Alliance of Civilizations; Forgotten Diaries Content and Outreach Coordinator; Interactive Resource Centre Program Associate 06/2008 – 04/2011	F	24	English, Urdu
9	Gomez Mont, Constanza	Mexico	Director of PIDES- Plataforma Integral de Desarrollo Sustentable PIDES www.bypides.org	F	25	English, Spanish
10	Jones, Llew	United Kingdom	Made From Scratch www.vo-mo.org , full time youth worker	M	30	English
11	Mahmoud, Nora	United States	The Earth Charter ; International Youth Coordinator	F		
12	More, Suresh	India	Zest Youth Movement India; Indian youth delegate to United Nations General Assembly Sept. 2011	M	29	English
13	Polzer, Nadja	Austria	Youth branch of Community of Carinthian Slovenes SKS www.skupnost.at/	F	20	
14	Preda, Dragos <i>(to be confirmed)</i>	Romania	Romanian Ministry of National Defense, Department of Defense Policy and Planning	M		(Romanian, English, French)
15	Rifai, Nadim	Qatar /Russia	Georgetown University School of Foreign Service in Qatar – Qatar Foundation http://qatar.sfs.georgetown.edu/	M	22	English, Arabic, Russian, Spanish
16	Savic, Ivana	Serbia	Major groups “C&Y” UNCSD, CIVICUS Youth Assembly	F		
17	Scheithauer, Anna	Austria	ACUNS Vienna Liaison (Academic Council on the UN System)	F		
18	Vesna Schnabl	Austria	International Association for the Advancement of Innovative Approaches to Global Challenges IAAI www.glocha.info	F		Slovene, German, French, English, Arabic
19	Janja Sitter	Austria	University of Vienna & International Association for the Advancement of Innovative Approaches to Global Challenges IAAI www.glocha.info	F	29	Slovene, German, English, Russian
20	Rajagopalan, Priti	India	Sri Lanka Youth Climate Action Network, Indian Youth Climate Network, National Institute of Technology (India)	F	22	English , Hindi, French, Arabic
21	Vujovic, Ivana	Montenegro	Youth Cultural Center Juventas.me & IAAI	F		
22	Wilenski, Anastasia Stacey	Russia	Project, as representative of Russian ENGO sector www.ecowiki.ru Coordinator for international speakers and events; climate change advisor	F	23	English, German, Russian, Spanish, French

23	Zajc, Sabina	Slovenia	Ministry of Higher Education, Science and Technology and IAAI	F	32	Slovene, English, Chinese
24	Zuomei, Ning	China	China Green Student Forum www.gsfcchina.org	F	23	English, Chinese
25	White, Jessica	Austria	Facilitator; art education expert; mediadot.at/thinc ; http://jtamsin.blogspot.com/ ; http://linkd.in/bxrcHp topic: Art education (using music to express oneself and to interact)	F		

Potential additional - invited - participants - who but did not confirm participation yet

N.N.	United States	United Nations Academic Impact (UNAI) Initiative – student network ASPIRE (Action by Students to Promote Innovation and Reform through Education) – UNAI expressed interest to be partner of Rio 2012 YSWC initiative – representative at workshop will be nominated in due time	
Klampfl, Michael	Austria	President of United Nations Youth Association Network (UNYANET) – Academic Forum for Foreign Affairs – Austria – involvement recommended by United Nations Information Service Vienna staff	M

Further facilitators and management staff

Simon Delakorda	institute for e-participation, Ljubljana	ICT and Youth participation in global governance
Miroslav Polzer	IAAI secretary general	Global Commons & The GloCha system
Gorazd Weiss	IAAI deputy secretary general	Administration
Sabrina Schifrer	Gainandsustain	Youth volunteering & EU Youth in Action programme /Austria Linking up youth activism with corporate sector
Francesca Giannotti	Multistakeholder strategist, Geneva Diaminds & IAAI	Civic participation strategy development, fundraising, networking
Patrick Sciaratta (to be confirmed)	Friendship Ambassadors Foundation	Linking Rio 2012 YSWC with celebrities and pop stars & GloCha & FAF cooperation potentials in the field of youth Cultural tourism in Alps/Adriatic region
O'Doherty, Liam (to be confirmed)	Canada TakingITGlobal www.tigweb.org	Online Community Animator, Web 2.0 outreach and mapping of youth led sust dev activities/Geographical info systems
Georg Gombos	University of Klagenfurt – department of intercultural education	Language issues – how to manage unity in diversity
Gašper Hrastelj	Slovenian National Commission for UNESCO	Linking Rio 2012 YSWC with UNESCO – and support in organizing trip to Slovenia
Miriam Strmenik-Wakounig	IAAI	Graphic design issues, production of PR materials