

“Let the Music Talk!”



Rio+20 Global Youth Music Contest (Rio+20 GYMC)

Group Entry Points for Rio+20 UNCSD

31st October, 2011

Vienna, Austria

The Rio+20 GYMC is a global competition for youth organized by the International Association for the Advancement of Innovative Approaches to Global Challenges (IAAI) aimed to inspire, engage and mobilize youth to support sustainable development through music as an universal language that facilitates dialogue, bring global people together and strengthen effective global governance as well as the work of the United Nations system.

Launched on 15th September 2011 in Klagenfurt at the international conference “[Knowledge, Youth and Global Commons](#)” by 30 participants from over 25 different countries and on 05 October 2011 at the United Nations Vienna Austria, the Rio+20 GYMC encourages youth to communicate to a global audience, innovative and specific ideas regarding environmental protection, sustainable development and international cooperation.

The successful launch of Rio+20 GYMC was a clear testimony to youth unquestionable commitment and unwavering willingness to take a leading role in tackling global challenges. However, due to a lack of resources, youth participation in

sustainable development is limited. As a result youth turn to other markets in the economy other than the green economy. For example; youth looking to work on sustainable issues in their summer vacation may be thwarted in their efforts, because these programmes are often unaffordable. If they or their parents cannot afford them, then youth turn elsewhere (e.g. media companies offering paid participation in mindless consumer-fueled reporting at summer vacations for teenagers camps of beaches). In order to fully engage youth, the Rio+20 GYMC would like to see the following outcomes from Rio+20 UN Conference:

Green Economy

A Green and Sustainable Economy should be an economy that has an infrastructure that is open enough to include the youth participation.

Institutional framework

Governments need to provide sustainable conditions for youth work by aiming to create youth opportunities. Youth participation needs to be operated on global governance and policy-making levels.

- ✓ Governments, the United Nations system and other stakeholders to renew efforts to implementing General Assembly Resolution A/RES/56/38 and subsequent resolutions of the United Nations General Assembly on measures to support volunteerism and look forward to further actions by the UNGA to commemorate IYV+10 and to continue to call for global recognition, support, and advocacy for volunteerism for sustainable peace and development
- ✓ There should be strategies that engage young people as agents for sustainable development and peace.
- ✓ Educational Institutions and Academia should integrate volunteerism, youth activities and an understanding of civil society into curricula and similar structures to promote a deeper and more universal understanding of civic service and volunteering.
- ✓ The Media should communicate to the public the value of volunteerism and youth and join as a stakeholder in promoting a supportive environment for community engagement and volunteerism.
- ✓ The Civil Society should mainstream volunteerism and civic engagement strategies into sustainable peace and development programming.

- ✓ Corporations should engage youth to make sustainable development initiatives a key part of their work, taking local communities into consideration.
- ✓ All stakeholders should be open to new ways to volunteer by connecting and engaging people through internet and other new technologies.
- ✓ There should be promotion of youth volunteering strategies that engage young people as agents for sustainable development and peace.
- ✓ All stakeholders should ensure equal opportunity for female and male young people not only in leadership positions within sustainable development, but also equal pay for these responsibilities.

While encouraging volunteerism, common good oriented activities that provide resources for youth should be supported by governments.

Project examples

Jean Paul Brice Affana – Cameroon: With his youth-led NGO, Vital Actions for Sustainable Development (AVD), Jean Paul organized a press conference on the national launch of Rio+20 GYMC in Cameroon on the 04th October, 2011 parallel to the launch of the "I Vote for Climate" campaign (video):

(http://www.voxafrica.com/vod/videos/&v=0_k58i9d62&p). Jean Paul also established collaboration with the French Cultural Centre in Yaoundé city to mobilize youth in Cameroon to get involved in contest. The contest is announced in the centre's weekly newsletter. Furthermore, the French Cooperation included the contest in a series of activities that will start in January 2012 until December and will aim at promoting access to renewable energy for all. The Direction of Youth at the French Speaking Countries Organization, Francophonie, has published the contest announcement in its website visited everyday by more than one million youth. Finally, Jean Paul promoted the contest at various events he attended between September and October 2011, among them the One Young World Summit 2011 in Zurich, the 12th University on Youth and Development in Malaga and the 8th Commonwealth Youth Forum in Perth, Australia. The government can help Jean Paul by providing him with enough resources so that he can continue to effectively promote the project.

Jessica White - Austria: Based on the GYMC, as a youth facilitator I raised sponsorship from the local government to facilitate the making of music and videos with disadvantaged youth who do not normally have access to resources such as music training, a recording studio and instruments and provided them with these resources and facilitated lyrics with the themes that they were interested in and related to Rio+20 objectives such as Governmental Debt, Wasting money, War, Oil Business / economy, Faith, Greed, and atomic energy. The workshops shall be over a series of six weeks, twice a week 2 hours each, the result shall be submitted to Rio+20 GYMC that is part of the youth contribution of Rio + 20 UNCSD.

Anam Gill - Pakistan: For mobilizing young people in Pakistan, an article on Rio+20 GYMC was published in two mainstream, highly circulated dailies Dawn International and The News International; the Dawn and the News. This initiative will also be aired on FM 91 Radio and talked about during the Freedom Songs show which is aired Lahore, Karachi and Islamabad. The main hindrances are security issues. Mobilizing resources to bring people to this initiative from other sectors like the government has been a challenge. The governments can support us in making this initiative a success. It is not only centred on funding but also guidance which we need to deter the challenges being faced locally.

Jones Llewelyn – United Kingdom: Helping a group of homeless young people from England and Wales along with young refugee and asylum seekers in the UK to make entries for the competition. In this case, the government can assist by communicating the results of the project to relevant government bodies such as DFID and them taking the results onboard.

Contacts

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