

## 2015 Global Challenges Youth Music Contest (GYMC)



### *Draft Concept Note*

6 May 2015

#### **A. Background and Rationale**

The year 2015 is an important milestone in human history and a unique opportunity for humanity

- to improve at UNFCCC COP21 in December 2015 in Paris the international cooperation towards effective climate change mitigation and adaptation and
- to set the course towards an universal and actionable framework of goals for sustainable development with post2015 sustainable development agenda in September 2015 in New York.

Both UN led processes (COP21 and post2015 agenda) are interconnected and interdependent and will need for its effective implementation an unprecedented mass mobilization effort and a shared global vision of all global citizens being a community united in global challenges action under the leadership of United Nations system.

But how to achieve this as UN system, its processes, programs and goals seem so distant and complex for majority of people?

The answer: 2015 Global Challenges Youth Music Contest (GYMC) !

The Intervention Logic is simple: using Music – the universal language of humanity - as a tool for global community building, innovative science communication and global citizenship education; reducing complexity of global challenges/climate change in a way that ordinary people can relate to.

With global challenges communication through music, there can be established an emotional connection between global citizens and the long-term strategy of United Nations system (post2015 agenda, Paris2015 climate accord, etc) and a shared vision created in which everybody is motivated to act in a culture of shared global social responsibility for global climate action towards successful of global post2015 agenda implementation.

By focusing on young people, their social energy and openness for innovation 2015 GYMC is going to generate hope and social energy in support of the work of UN system and successful COP21 negotiations in particular.

## B. Purpose

The overall objective of the 2015 Global Challenges Youth Music Contest is to engage young people in global challenges action in the context of goals and programs of United Nations system through music, youth focused narratives and innovative media partnerships.

A particular aim of the initiative is to provide - by offering a specific 2015 GYMC Climate Change/COP21 Award (*Working title*) - a communication channel for young people to broaden with their music video clips the perspectives of COP21 negotiations, to create positive momentum towards successful COP21 negotiations and to inspire youth led local and global multistakeholder climate action.

## C. Organizers

The 2015 GYMC is being organised jointly by UNESCO Management of Social Transformation Program and International Association for the Advancement of Innovative Approaches to Global Challenges (IAAI) [www.glocha.info](http://www.glocha.info) in cooperation with the UNFCCC secretariat, WorldWeWant2015 online consultation platform [www.worldwewant2015.org](http://www.worldwewant2015.org) and media partners like e.g. European Broadcasting Union.



UNFCCC constituency of youth non-governmental organizations (YOUNGO) has been involved in designing the initiative at [COP20 in Lima](#) as well as at [COP21 Youth and Media Alliance Building Workshop](#) held at UNESCO Headquarters in Paris 24th of April 2015 in Paris ([https://www.youtube.com/playlist?list=PL07aAmDA8jk1W09QVtz\\_LTS776Hu89fNX](https://www.youtube.com/playlist?list=PL07aAmDA8jk1W09QVtz_LTS776Hu89fNX))

## D. Scope of the initiative:

The 2015 Global Challenges Youth Music Contest consists of 2 main parts:

1. the 2015 GYMC online competition and
2. the 2015 GYMC TV Show which will be held during COP21 at UNESCO Headquarters and will be globally broadcasted in cooperation with European Broadcasting Union and other media partners

2015 GYMC initiative is designed to

- Highlight the Paris climate talks to young people;
- Encourage them to think about what actions they can do, or are doing, or have done to combat climate change;
- Invite them to produce music video clips about their vision of a sustainable world and upload it to the voting platform (address to be determined; Rio+20 GYMC example: [www.global-rockstar.net](http://www.global-rockstar.net));
- Inspire others by watching the films and learning about the visions and actions of entrants;
- online and jury voting
- identifying 2 finalists who will be invited to attend the Paris climate talks and 2015 GYMC TV Show
  -  2015 GYMC Climate Change Award
  -  2015 GYMC Sustainable Development (or post2015 Agenda) Award

- Illustrate to policymakers that young people demand strong global cooperation and bold action on climate change
- provide an enabling international framework for young people to approach local communities, media and philanthropic institutions for globally coordinated local climate action

#### E. Examples of Submissions (from Rio+20GYMC in the context of UN Conf on SustDev 2012)

Rwanda Rio+20GYMC submission: <http://www.global-rockstar.net/our-time-by-gabinema-celse/>

Seychelles Entry to Rio+20GYMC <https://www.youtube.com/watch?v=fxA2cTuxpO4>

#### F. What makes 2015GYMC unique?

- **strong alignment with UN processes and strong cooperation with UN system:** the initiative is uniquely coordinated with all relevant institutions of UN system (UNESCO, UNFCCC secretariat, UN Department for Information, etc.) (more info Video John Crowley, UNESCO: <http://bit.ly/1JerM0A>).
- **strong media partners:** European Broadcasting Union (EBU) appreciates 2015GYMC potentials and EBU board has taken - based on participation of Michael Mullane, head of EUROVISION Social Media unit of EBU at [COP21 Youth and Media Workshop](#) on 24. April in Paris - on Monday 27. April the general decision to partner with 2015GYMC (Letter of Intent (LOI) in preparation). Furthermore Communication company Rocketmedia [www.rocketmedia.at](http://www.rocketmedia.at) partners with 2015GYMC; it works with a network of more than 6.000 broadcasters worldwide, guaranteeing us 500 broadcasting hours and 1,5 billion potential viewers (Details see [Rocketmedia ppt](#) at COP21 Youth and Media Workshop)
- **strong technology partners:** Global Rockstar is the world's leading organizer of Online-Music competitions [www.global-rockstar.com](http://www.global-rockstar.com)
- **concept that has been tested successfully in the context of Rio+20 UN Conference:** IAAI and GRS have organized in 2012 the so called [Rio+20 Global Youth Music Contest](#) with enormous success: 314 submissions from 40 countries, 250.000 online votes (report: [http://www.glocha.info/attachments/article/263/Rioplus20GYMCjourney\\_photococumentary13August2012\\_.pdf](http://www.glocha.info/attachments/article/263/Rioplus20GYMCjourney_photococumentary13August2012_.pdf))
- **high Celebrities Engagement Potential**

#### G. Timeline

Activity: Launch of 2015GYMC at a Press Conference during Bonn Climate Conference

Proposed date: 4th or 5th of June 2015

Key Partners: UNESCO, IAAI, UNFCCC, EBU

Activity: Award Ceremony at COP21/CMP11

Proposed date: 3 December 2015 (Young and Future Generations Day)

Key Partners: UNFCCC, UNESCO, IAAI, EBU, WWW2015

- **28th of May**, UN Headquarters in New York, Presentation of the 2015GYMC Initiative in the UN DPI NGO led Briefing "Engaging Youth and Media in post2015 Agenda" (link to [draft invitation flyer](#))
- **1st of June**, [UN Climate Change Conference in Bonn](#):
  - [2015GYMC Side Event and Exhibit Booth](#): presentation of the background of the initiative + announcement of URL where online contest will happen (state of the art landing page incl all Information for contestants)
  - Message: Get ready, prepare your music & video-submissions, Theme: Environmental topics, climate change topics / Together we can make it/ Tell the world your story
  - Start of all activities for artist acquisition
- **1.July - 1.September:** Uploading phase of submissions and stimulation of discussions (comments under videos)

- **1.September:** Jury decision concerning the finalists / best submissions that activated the most & best discussions (quantitative and qualitative comments)
- **1.September - 1.October:** Public worldwide voting of finalists in the Arena
  - The Arena is a Global Rockstar voting tool displaying 2 random duels of finalists.
  - All entries are displayed equally often around the world.
  - Users have to listen to both videos and vote for the one that they feel more inspiring to get to the next duel. This guarantees fairness for all contestants.
  - Voting via facebook vote and twitter vote. This guarantees virality. 2 votes for one entry possible a day.
- **1.October (or 27 September during post2015 summit in NY):** The entries on top of the charts (with the most votes) on 1.Oct win -> public announcement of the 2 winners (Climate Change Award and SustDev/post2015 Agenda Award)
- **5th of December,** UNESCO Headquarters in Paris, 2015GYMC TV Show during COP21 "We Are One"

## H. Details of the Prize

### The 2 main 2015GYMC Awards are:

-  a 2015GYMC Climate Change/COP21 Award
-  a 2015GYMC Sustainable Development (or post2015 Agenda) Award

### The winning entries will receive the following prize:

- Round trip to COP21/CMP11 in Paris, France December 2015; and the opportunity to participate in 2015GYMC TV show

2015GYMC Climate Change Award Winning entries will be judged based on the following criteria:

*Content:* clearness and effectiveness of the video in documenting a story about climate change, promoting action and/or offering new solutions.

*Innovation, originality, and impact:* telling a climate story in a fresh and unusual way, appealing to a broad and diverse audience and encouraging further thought and action.

*Technical expertise:* quality of camera and audio work, effectiveness of editing and strength of script.

**Note:** In order to have as many winners as possible - and thus as many happy people as possible - the 2015GYMC will be open to partnerships with international, national and local public authorities, civil society organizations, media, social entrepreneurs etc. regarding **independently organized additional regional or thematic 2015GYMCx awards related to climate change and post2015 agenda** (2015GYMCx in analogy to [TEDx - Ideas Worth Spreading](#)). 2015GYMCx awards will be allowed to use a specific 2015GYMCx logo, but not the logos of the official 2015GYMC initiative.

## I. Budgetary Considerations

IAAI is responsible for fundraising for the initiative and provides the guarantee to cover costs of awards (includes airfare, lodging and expenses up to a total of 10.000 €) and technical administration of the initiative independently of the success of its fundraising efforts.

Agreeing to partner in 2015GYMC initiative based on this concept note does not imply any financial obligations to UNESCO, WorldWeWant2015 or UNFCCC secretariat.



UNFCCC Logo here  
Once cooperation gets approved

## J. Roles of Partners

The following details the proposed roles of all relevant partners.

UNESCO MOST will

- host COP21 Youth and Media Workshop 24th of April
- coordinate with COP21 host country France and UNFCCC secretariat
- Participate in launching the competition;
- advertise the competition and TV show via its programs, offices and National Commissions
- explore avenues how 2015GYMC could enrich UNESCO Youth Forum 2015
- provide the venue for the 2015 GYMC TV show (envisaged date: 5th of December 2015)

IAAI will:

- Participate in launching the competition;
- Mobilize funds from public, philanthropic and corporate sources for running the competition (the initiative is not-for-profit!);
- establish media partnerships (EBU, Rocketmedia etc.)
- Promote the competition through networks;
- Provide funding for winners' prizes, to include airfare and DSA during COP 21;
- cooperate with UNESCO and UNFCCC regarding final selection of winners;
- Announce winners with UNESCO and UNFCCC.
- Provide - in cooperation with Global Rockstar [www.global-rockstar.com](http://www.global-rockstar.com) - the platform for the competition;
- Organise and implement the competition;
- Promote the competition through marketing campaigns;
- Provide UNFCCC with the all videos submitted; and
- Continue promotion of winners throughout COP21/CMP11 and beyond through innovative media partnerships.

WorldWeWant2015 platform

- Promote the competition in social media and at post2015 agenda events at UN in NY
- help to analyse the content of 2015 GYMC submissions in terms of knowledge management

United Nations Framework Convention on Climate Change (UNFCCC) will:

- Help Organise launch of competition;
- Promote the competition through networks;
- Coordinate participation of Executive Secretary at 2015 GYMC TV show and during competition;
- Announce winners with UNESCO and IAAI;
- Organise Award Ceremony at COP21;
- Accredite winners for participation in COP 21;
- Provide logistical support for winners during COP 21; and
- Promote winners during COP21/CMP11.





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## More Information

### About UNESCO - [Management of Social Transformation Program \(MOST\)](#)

The Management of Social Transformations (MOST) Programme is part of the Social and Human Sciences Sector (SHS) of UNESCO. It was designed as a research programme to produce reliable and relevant knowledge for policy makers. The original mandate established a strong commitment to the promotion of research that was comparative, international, interdisciplinary and policy relevant. The programme was also designed to organize and promote international research networks, to give attention to capacity building and to establish a clearing house of knowledge in the social science field. One particular focus of MOST is on building efficient bridges between research, policy and practice.

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### About IAAI - [International Association for the Advancement of Innovative Approaches to Global Challenges](#)

IAAI is a youth focused UN ECOSOC accredited civil society organization based in Klagenfurt am Wörthersee in Austria. Founded in 2007 by a group of futures studies experts, science managers and global youth leaders, IAAI develops innovative conceptual frameworks, information and communication technology tools and campaigns in the field of multi-stakeholder action and innovative resource mobilization for global challenges (post2015 agenda) action. Its flagship initiative is the [15/15/15 UN Civil Society Resource Mobilization Partnership](#) which is being implemented i.a. through "[Global Youth Music Contest](#)" and the "[Global Challenges Action Network \(GloCha\)](#)" (link to GloCha poster at COP20 in Lima: [p://bit.ly/1tsgeOC](http://bit.ly/1tsgeOC))

**Contact:** **Miroslav Polzer**, Secretary General of IAAI, Mail: [polzer@glocha.info](mailto:polzer@glocha.info); [www.glocha.info](http://www.glocha.info)

### *About WorldWeWant2015*

WorldWeWant2015 is an open and impartial global conversation platform that has been launched in the year 2011 as a joint venture of UN Development Group and Civil Society. It is governed by an open multi-stakeholder process with participation of both the UN and Civil Society - The World We Want 2015 Policy Strategy Group (PSG). The World We Want 2015 online global platform has facilitated online portions of the post2015 Agenda thematic consultations, national consultations, and the UNDG Dialogues on Implementation. Since its formation in 2011 WWW2015 has developed into a leading platform for open-knowledge, open-data, and cooperation and unique inclusive online facility enabling civil society engagement with policy making on global challenges. It has also allowed policy makers to better understand the needs and priorities of their constituents through data visualizations and timely reports and infographics such as the Peoples Voices Briefs for the Open Working Group, and the People's Voices Box for the President of the UNGA. By partnering with 2015GYMC WWW wants to explore new avenues to facilitate interaction and communication of UN system with young audiences.

**Contact:** **Ravi Karkara**, co-chair WWW2015 PSG, [karkara@un.org](mailto:karkara@un.org), [www.worldwewant2015.org](http://www.worldwewant2015.org)

### *About United Nations Framework Convention on Climate Change*

With 196 Parties, the United Nations Framework Convention on Climate Change (UNFCCC) has near universal membership and is the parent treaty of the 1997 Kyoto Protocol. The Kyoto Protocol has been ratified by 192 of the UNFCCC Parties.

The ultimate objective of both treaties is to stabilize greenhouse gas concentrations in the atmosphere at a level that will prevent dangerous human interference with the climate system.

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