

# Youth Manifesto

Youth influencing the agenda in Uganda, Netherlands and Brazil.



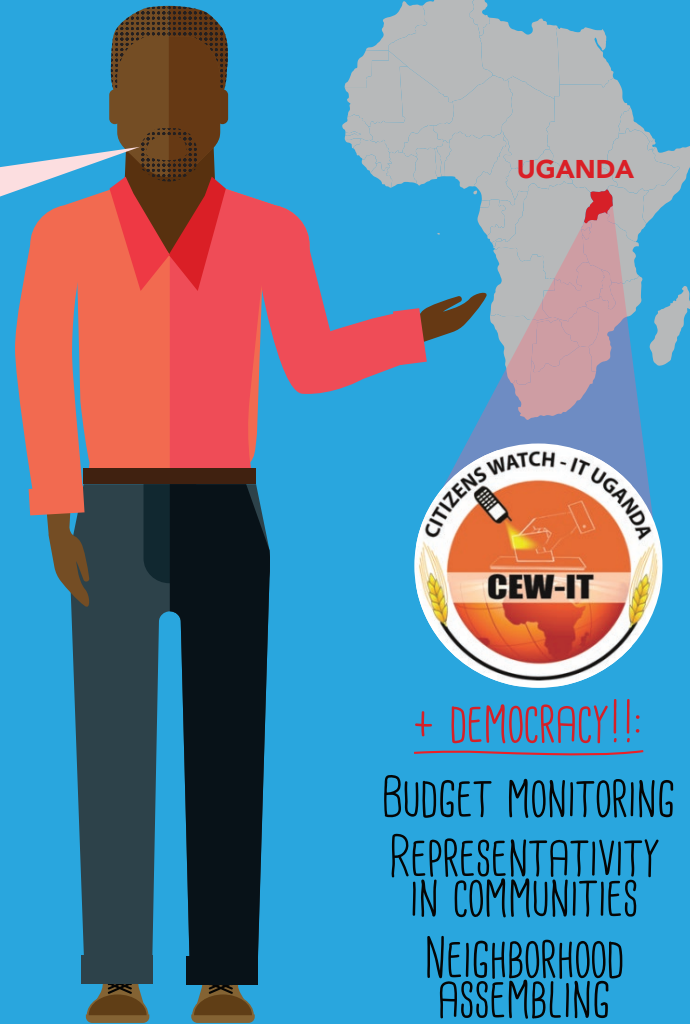
THEY SAY YOUTH CAN CHANGE THE WORLD

Hi. My name is  
**EMMANUEL OLUKA.**

I'm 33, and I'm very **passionate** about **technology**  
for **social transformation**.

I work for Citizens Watch It, "**CEWIT**", a consortium  
of 6 local NGOs in Uganda implementing projects  
to strengthen our democracy and encourage citizen  
participation.

One of these projects is **Youth Manifesto**.



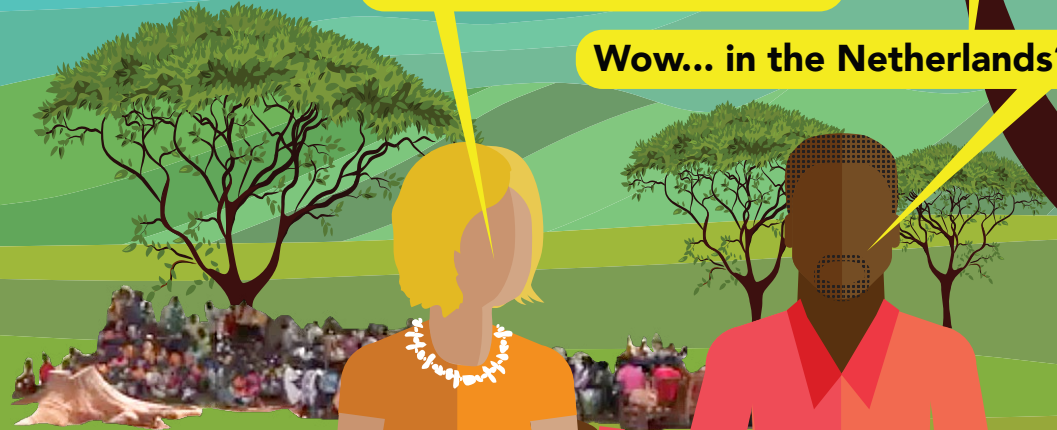
...and there you can see our neighbourhood's assembly working.

This methodology could actually be used to empower people within Netherlands as well.

Wow... in the Netherlands?

### JOINING EMOTIVE

It all started 5 years ago, when Carin from Emotive visited us to exchange knowledge and ideas for our Neighbourhood Assemblies project. CEWIT was then one of the first organisations to join Emotive, and the exchange with dutch organisations began.

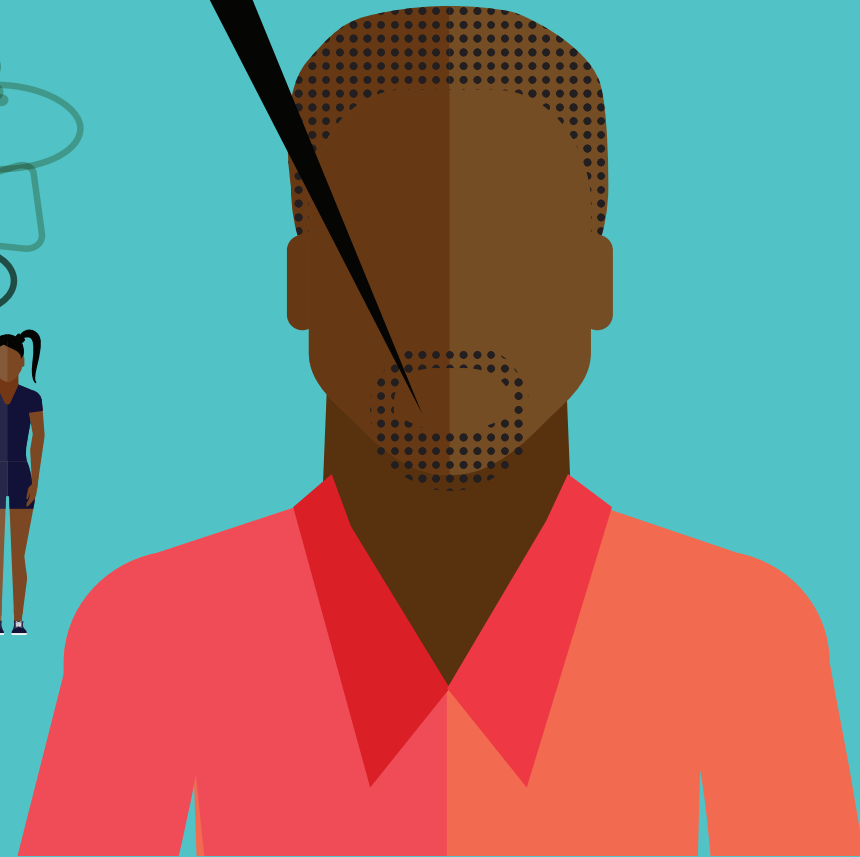
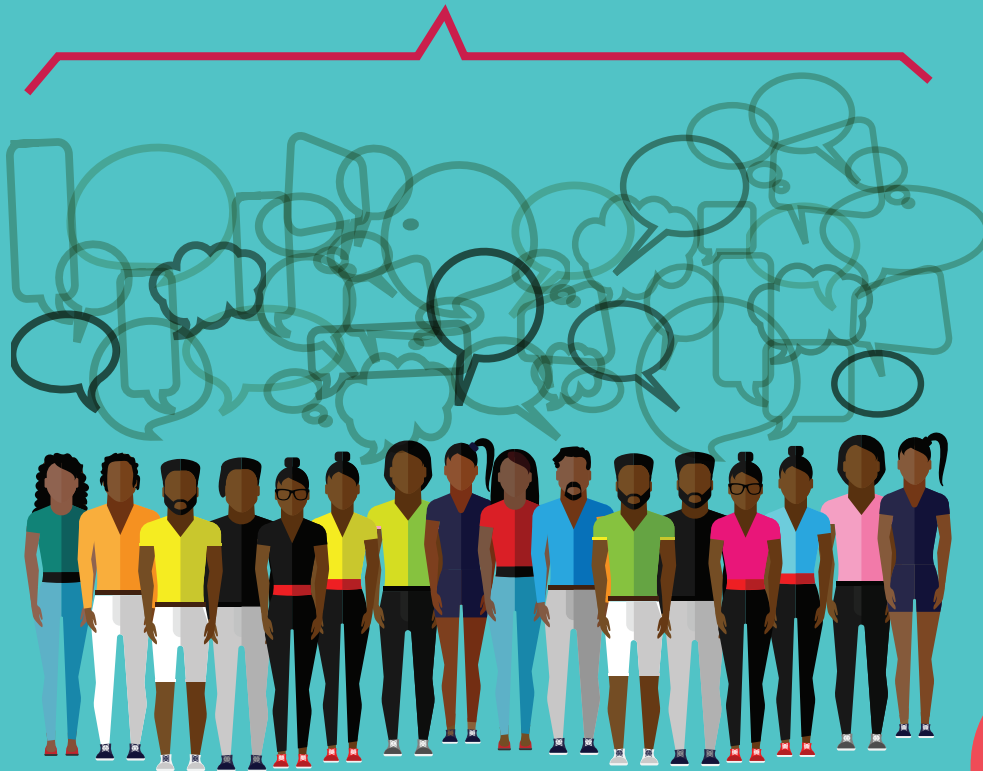


## YOUTH INFLUENCING THE AGENDA



Then we came up with a new idea. In Uganda, **more than 70% of the population is below 30 years old of age and has no jobs**. So we said, we need to think about the youth, we need to come up with a project where the youth can be able to influence the political agenda. But how?

Let's invite them to come together and write a document about the issues and demands that affect them, as well as the solutions they imagine. A sort of manifesto.... a "youth manifesto".



## TESTING IT IN UGANDA

The first test in Uganda was deployed in 2 places: a city area within Kampala (the capital), and another area in a rural environment, with around 70 young people participating in each.

First they responded a questionnaire in groups and we sort of aggregated their demands and helped them identify their most pertinent issues. And then we organized dialog meetings, first among the youth, and then between the youth and local leaders from the political and technical parts of the government.

The resulting Youth Employment Manifesto was a very successful tool to influence the political agenda regarding youth unemployment.

One of the key achievements was the creation of the Kampala City Council Authority Employment Service Bureau, dedicated to create a database of all the unemployed youth in Kampala and send them available job opportunities .

PHYSICAL ENGAGEMENT



UPDATES AND PARTICIPATION  
THROUGH SMS, SOCIAL  
MEDIA OR EMAIL.



A top-down illustration of a desk with various office supplies and hands working. The desk is light blue. There are several hands of different skin tones (brown, tan, black) interacting with various items: a laptop, a mouse, a smartphone, a calculator, a pen, a pencil, a stapler, a paperclip, a coffee cup, a pair of glasses, a newspaper, a crumpled paper ball, a folder, and a notepad. The hands are shown in various positions, suggesting active work and collaboration.

## KNOWLEDGE EXPERIENCE SHARING WORKSHOP

Through the Emotive network, **Netwerk Democratie** and **Movisie** were interested in applying the methodology in the **Netherlands**, and INESC was interested in applying it in **Brazil**. The first activity done among all the three countries was a **knowledge experience sharing workshop in Uganda**. The teams from Netherlands & Brazil joined the Uganda team, they shared best practices and agreed the **tools and methodologies** to use in an **improved version of the Youth Manifesto**.

This new version incorporated aspects from each partner's projects: the Citizens Manifesto and ICT experience of CEWIT (Uganda), the Budget Monitoring experience of INESC (Brazil) and the policy monitoring experience of NetDem and MoVisie.



## METHODOLOGY

### 0. DEFINE AREAS

Identify and deploy the project within two areas of interest: an urban center and a rural area.

### 1. YOUTH MEETINGS

Start with what we can call a stakeholder meeting among the youth (for each area), contacting them through local youth organisations if available. Invite the youth to work in groups on an initial questionnaire, and then aggregate the answers to identify the key demands. Create a database to keep contact with participants.

### 2. CREATE AWARENESS

Try to identify channels to create awareness among the different groups of youth, including places of entertainment or public spaces. Use those channels to mobilize and share information about the discussion in the meetings.

### 3. YOUTH MANIFESTO

Collectively create a Youth Manifesto expressing the most common and important problems and possible solutions.

### 4. MEETING WITH COMMUNITY LEADERS

Invite political leaders to debate with the youth as they hear them express their manifesto demands. Establish a back and forth dialog to continue finding solutions after the meeting, working on what can be done.

### 5. FOLLOW THE DEVELOPMENT

If possible use a web platform to follow up the discussion and progress of the projects, incorporating youth participation by sms, email or social networks.



## THE DUTCH EXPERIENCE

**Netherlands** has a different way of life than Uganda, but many challenges for the youth are similar, like unemployment. Therefore the methodologies to organize and empower the youth can be similar, but **new ways to localize them were necessary**.

This was the challenge for **Netwerk Democratie** and **Movisie** as they started youth groups in Utrecht and Amsterdam. Both youth areas have already presented their Youth Manifestos to local authorities.

We had to adapt the Usahidi software from Uganda to make it more... well.. dutch. The result was our own version, [jongestemmen.nl](http://jongestemmen.nl)

YOUTH  
MANIFESTO

Shahrazad







## THE BRAZILIAN EXPERIENCE

The Youth Manifesto methodology was also implemented in **Brazil** by **INESC**, creating groups in 5 different neighbourhoods of cities in the **Federal District**.

The interaction of the 5 socially vulnerable youth groups was surprising.

Brazil has advanced legislation and policies for the youth, and a lot of youth movements. The problem here is how to **garantee these rights also to the socially vulnerable groups**, mainly black youth.



INESC  
P&D  
BRASIL



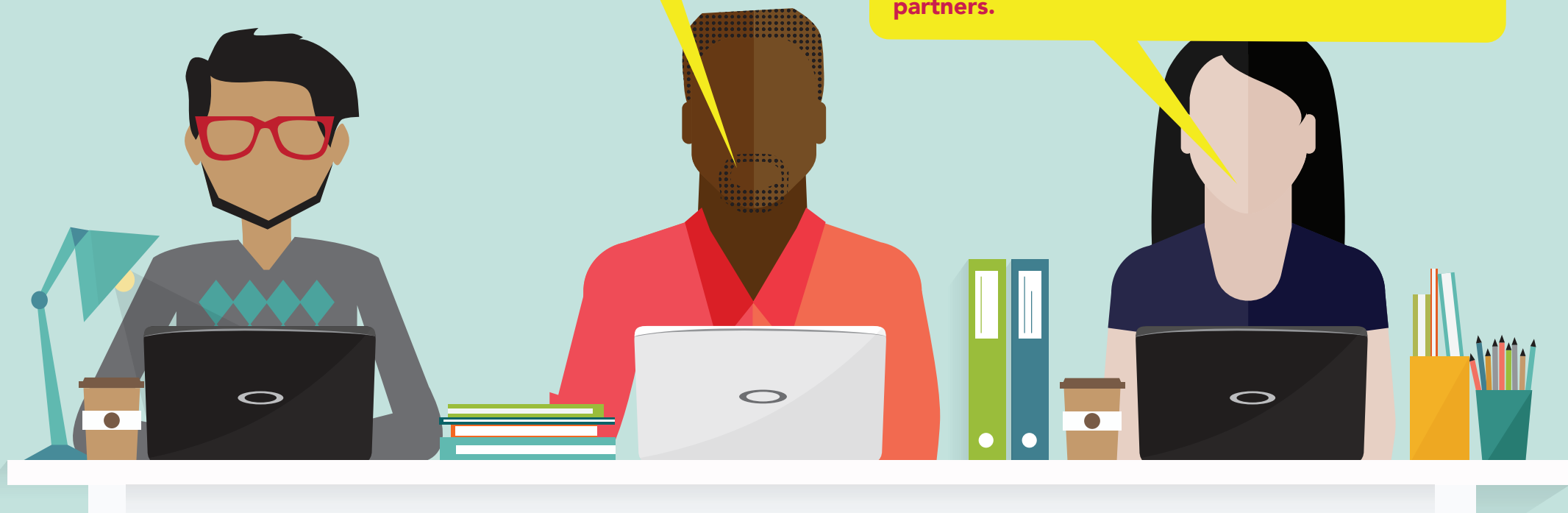
## A WELL ROUNDED EXPERIENCE: THE EVALUATION WORKSHOP

After the tests in Uganda, Brazil and the Netherlands, their teams met in Amsterdam to **evaluate** the project and think about it's future.

The shared experience of 3 different countries has transformed the method into a powerful **open source tool** that can now be applied in other countries with similar contexts.

One of the key milestones achieved within all the three regions was that the **youth did come together as organised groups**, being able to identify the **key issues** that affect them and **demanding change** to their political leaders.

What I love about the Emotive program is this whole paradigm of **NOT labeling countries in developing or development**, but using all the international aspect of knowledge and **sharing with each other as equal partners**.





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## BRAZIL

The resulting Youth Manifesto demanding action against unemployment was **presented to Gabriel Medina, the national secretary for the youth**, who made a commitment to study it thoroughly.

The digital survey of the project then confirmed that for youth the **education is the main obstacle to achieve the labor world.**

## NETHERLANDS

Demands from YoutManifesto in East Amsterdam implemented in the policy of the Indian Neighbourhood.

In Utrecht, the youth platform got access to public hearings in the municipality to pitch their issues concerning unemployment

Youth unemployment in deprived areas is on the agenda of an MP, who organizes weekly pizza meetings with the youth.

## UGANDA

The Ugandan government committed to popularize the **Employment Services Bureau** to the youth.

Also, the government ensured the youth that the policies on youth employment issues forth would **reflect the statements made in the Manifesto.**

It also led to **more youth awareness.**

## THE WHEEL KEEPS SPINNING

The youth in the 3 countries **continued to share their knowledge on how to improve employment** online, in face to face meetings and at conferences.

New countries like **Tunesia, Spain, Vietnam and South Africa** are now looking into this methodology.

## THE NEXT CHALLENGE

The next step in the horizon is inviting the private sector to participate. This will help scale projects up but also enrich them with specific knowledge, such as how can youth learn from the private sector or how to do small business startups, among others...



**WE'RE LOOKING FOR:**

# **SOCIAL ENTREPRENEURS:**

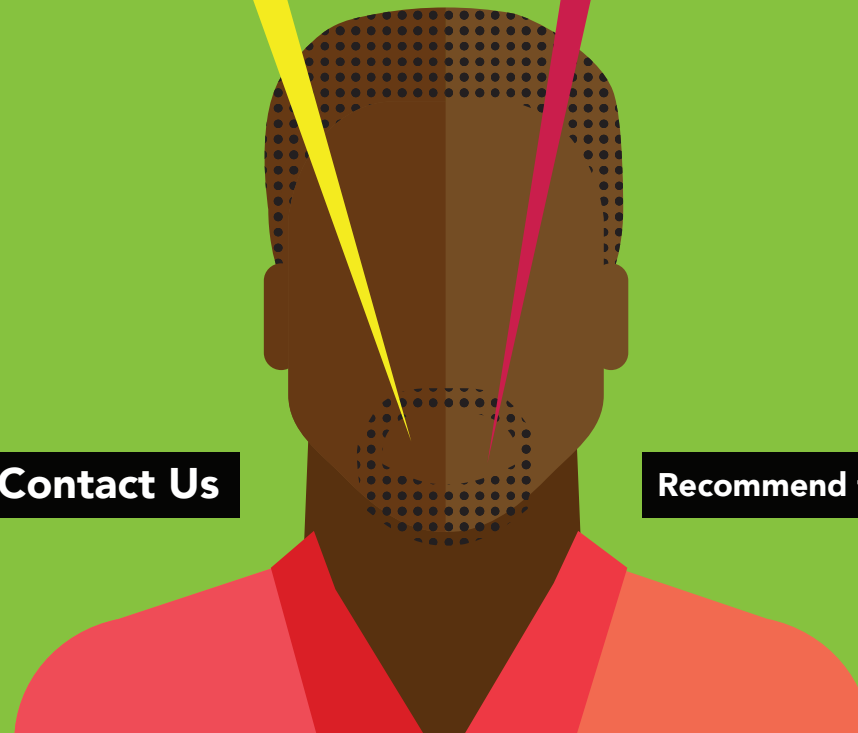
Emotive is a platform for knowledge sharing but also to play the game locally worldwide, having people in another part of the world actually adapting your ideas and transforming their societies. If you are a social entrepreneur, contact Emotive now to take your ideas to the next level.

# **FINANCIAL SUPPORTERS:**

By supporting Emotive programs you are not only supporting the milestones, but also the knowledge sharing. And that knowledge growth is like planting a seed for the future, achieving greater impact. Be part of a new way of cooperating between countries!

**Contact Us**

**Recommend to a friend**



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# The End

Thanks for watching!

