



THE VALUE OF PUBLIC VALUE

YOUTH VOICES FOR THE FUTURE

WHY YOUTH VOICES ON PUBLIC VALUE?



TRANSFORM THE
WORLD THROUGH INTER-
GENERATIONAL
COOPERATION

In the global context of insecurity and fear for the future, youth voices are becoming louder every day. Millions of young people take to the streets of capitals and cities worldwide to express their anger, distrust and frustration towards the institutions and political elites. There is an omnipresent, palpable sense of urgency.

Anxious about their future, young people are requesting immediate (re)action concerning many burning issues, starting from climate change and social injustice, to gender inequality and unemployment. They expect to be listened to and demand an open and constructive dialogue with governments, NGOs, the private sector, academia and development actors. They do it differently on each continent, but their goals are very similar.





However, the political elites and decision makers worldwide seem to be reluctant to respond to such urgency in an adequate way. The gap between generations is growing and there remain a lot of bridges to be built in order to connect them. The youth feel that their future is jeopardised and that they will suffer from the consequences of wrong and harmful policies implemented by older generations. They want to be included into the political and social life as equal partners and actively co-shape the vision of the future.

At **YOUR PUBLIC VALUE** we believe it is an absolute priority to establish the relation of trust and accountability in order to bridge the growing gap between generations and between continents. It is crucial to actively listen to youth voices and invite young people to define what public value means to them. We want to hear about their needs in their own words and how they envisage solutions to current challenges. This is the first step in starting the process of co-creation of principles for the universal wellbeing and common good.

EUROPE AND AFRICA

Relying on a qualitative approach, **Your Public Value** will collect youth voices around the globe to understand the main challenges they are facing, and look for common solutions through inter-generational dialogue. We want to hear the youth's point of view, their analysis, vision, engagement and solution proposals, as they co-create a **Youth Public Value Compass**.

Youth matter, but they seem to matter differently on different continents.

Your Public Value have decided to make a first series of video interviews with European and African young people (aged 18-26) to highlight the similarities and divergences in the understanding of what common good is between the “oldest” and the “youngest continent” (the median age of Europe's population is 42,6 years whereas the median age of Africa's population is 19.7 years).



WHAT ARE THEIR GOALS?

European Youth Goals

1. Connecting EU with Youth
2. Equality of All Genders
3. Inclusive Societies
4. Information & Constructive Dialogue
5. Mental Health & Wellbeing
6. Moving Rural Youth Forward
7. Quality Employment for All
8. Quality Learning
9. Space and Participation for All
10. Sustainable Green Europe
11. Youth Organisations & European Programmes

(Source: European Commission:
Supporting Youth Actions in Europe)

The African Youth Charter

1. Employment
2. Sustainable livelihoods
3. Education
4. Skills development
5. Health
6. Youth participation
7. National youth policy
8. Peace and security
9. Law enforcement
10. Youth in the Diaspora
11. Youth with disabilities

(Source: OSAA Office of the Special Adviser on Africa)

YOUTH VOICES FOR PUBLIC VALUE: OBJECTIVES



OVERALL OBJECTIVES

Through dialogue and engagement co-shape youth's vision and demonstrate that public value will be profitable in the near future.

Offer young people worldwide (18-26 years old) a voice and tools to create their own public value principles and recommend strategies for their implementation.

Establish inter-generational dialogue to build bridges and show new paths for profitable business creating public value.

SPECIFIC OBJECTIVES

Youth voices in Europe and Africa are heard and obtain visibility and importance they deserve within their geopolitical and social communities, as well as worldwide.

Exchange between young Europeans and Africans through digital platforms and on- and off-line conferences is established in order to co-create public value principles for the benefit of all segments of society and the environment.

- Through the lenses of co-created public value principles, young people recommend strategies and concrete actions to shape a new accountability and well-being framework.

OUTCOME AND OUTPUTS: YOUTH VOICES CONTRIBUTE TO SHAPE A BETTER WORLD

OUTCOME

- Profitability of public value is proved among young people of Europe and Africa
- Better understanding of each other's needs and of public value on both continents
- A collaborative approach as a ground for peace and mutual understanding
- A community of doers for public value is created

OUTPUTS

- Videos with **Youth Voices on Public Value** released and offered a global reach (1000 per continent)
- Co-design of Public Value Principles Digital Conference to vote on the public value principles co-created by sustainability experts
- Quiz game Public Value
- Pan-European-African Youth Conference on Public Value (for ex. in Casablanca)
- Publication of the results of the Conference as Youth Public Value Principles and Action Strategies on the European and African continent
- **"The Value of Public Value"**, a feature-length documentary film on the youth in Europe and Africa (following young people in five European and five African countries)



ACTIVITIES

Record circa 1000 video interviews with young people per continent. First start with Europe and Africa in parallel. Create platforms for their mutual exchange of opinions and make them vote on the public value principles that sustainability experts created in 2020. Create a quiz game. Organise a pan-European-African Youth Public Value Conference. Continue collecting voices on other continents and creating synergies globally. Create a Universal Youth Community for Public Value.

1. Conduct video interviews by Zoom.com with young people in Europe and Africa (c. 10 - 20 per country i.e. 1000 per continent). Find partners to enhance the reach of the videos.
2. Create a digital community platform to incite discussions on public value, wellbeing and the common good. Engage the youth from both continents in an active exchange: **Universal Youth Community for Public Value**
3. Our quiz game “**Create Profit with Public Value**” is played in teams with special Public Value Awards.
4. Young people vote for their preferred public value principles ahead of joining our conference.
5. European-African **Youth Conference on Public Value**.
6. Publication of the Conference results sheds light on the co-created Youth Public Value Principles and Strategies for Action on the European and African continent.
7. Make a feature-length documentary film “**The Value of Public Value**” with the youth in Europe and Africa.
8. Advocacy and communication.

METHODOLOGY AND SELECTION CRITERIA

As we keep into consideration all cross-cultural comparative angles, we are planning to recruit at least 10% of respondents among diaspora and refugee groups. We will also interview young Africans temporarily living (studying/working) in Europe and young Europeans living (studying/working) in Africa.

Selected respondents will be:

- ❖ students in different programmes, either vocational or career trainings and schools
- ❖ university students
- ❖ young professionals
- ❖ young businessmen and entrepreneurs

Approximately 10% of the interviews will be “a special format interviews” with exceptional youth leaders (26-30 years old) in different fields.

We will organize regular online debates with selected respondents as part of our youth digital community for public value. Our team members will moderate these debates.

CONTACT



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