

GVMUN - Driving Youth Political Engagement

I am Ayushmaan Mukherjee

I am Kush Dave

We are driving **youth engagement in politics** to spark **social change** by creating a comprehensive and global **Model UN** organization, seeking to involve **thousands** of youths, and training them to become **changemakers** in their communities and beyond.

"We are at a defining moment in our history. Today's decisions will determine our future for generations to come." - António Guterres, Secretary-General of the United Nations, 2021.

In this memo, we will outline how our proposed organization, the **Global Virtual Model United Nations (GVMUN)** will get youth around the world inspired, involved, and trained in politics and social change using the Model UN platform, while fixing many of the issues found with existing Model UN organizations.

Our Assertion

Teenagers are not only motivated and aware enough to drive grassroots political change, but their use of social media and the Internet makes them more effective than the traditional means used by adults

Throughout recent history, teenagers have shown themselves to be incredibly [motivated and aware](#) regarding certain social issues, as seen with [Greta Thunberg's climate protests](#), for example.

Virtual applications are effective in driving this change due to their scope and accessibility, with [Statista](#) noting the over 314 million social media users last year in the US alone. The [Polish Academy of Social Sciences and Humanities](#) writes that, "social media provides an avenue for more citizens' participation in government activities" This effectiveness can be seen in movements such as the [2008 Candlelight Protests in Korea](#), where high-school and college students successfully mobilized to demand governmental change.

One limitation is that teenagers tend to score lower on political knowledge tests, according to the journal Political Science and Politics. However, the clear response to this is that more civic and political education is essential, with other [peer-reviewed sources](#) backing its effectiveness. Another potential issue might be overall engagement, with some teenagers being potentially apathetic or unmotivated. However, this portion cannot be eliminated entirely, and many

“apathetic” teenagers might simply need a push to want to gain international awareness.

Overall, we stand at a crucial time in our history, where widespread global issues like climate change threaten the planet, but political activism has become, in theory, more accessible than ever. Youth grassroots change, reshaping both the fabric of society and the minds of the next generation of leaders, will be how we solve this.

Model UN - A Versatile Platform

The MUN platform is excellent because, according to [Collegevine](#), it “provides the opportunity to learn more about international relations through education, collaboration, and simulated UN sessions.” In essence, it's an **established** and **highly credible** system, making use of a framework for international governance (with [backing from the UN](#)), to provide **educational** value. Crucially, it attracts **motivated** students who have a desire to learn about global issues and their solutions. Every year, there are around [400,000](#) MUN delegates globally, with the delegate pool cycling annually as older students leave and younger ones join. Note that this may not take into account those informally participating in online conferences or with unregistered organizations.

A single year

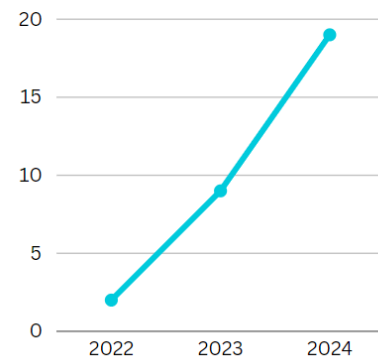


Moreover, the activity is rapidly becoming more **digitized**. According to [BestDelegate](#), a leading MUN institute, “technology...had a significant impact on the quality of the activity,” going on to describe how it drove growth in the past. Looking at [Mymun.com](#), the largest online portal for MUN conferences, the number of conferences listed has increased from around **5000** at the beginning of the year to **5450** at the time of writing, a growth rate of **9%** in just over half a year.

Speaking from personal experience, my own school's MUN club, BRMUN, expanded from around **10-15** members in the 2020-2021 school year, to over **60** this past school year. It also plans to **allow technology** at its conference for the coming year, and make a greater use of **social media**.

Overall, an organization that fully leverages the **Internet**, innovates in **engaging** non-MUN students, and furthers its mission to helping drive youth **social change generally**, can easily capture a large portion of the growing market, and even expand to the **general global youth population**.

BRMUN Awards



Situation and Issues

Though the MUN platform has been great for fostering collaboration and diplomacy, it suffers from a few key problems, as follows:

- Lack of outside engagement - Most MUN clubs or conferences **don't advertise or engage with students not already in the MUN scene**, except for school-level clubs advertising to their own school. Taking a look at the Instagrams of large conferences such as [NHSMUN](#), [PMUNC](#), and [HMUN India](#), the only posts are **directly related to the organizations' conferences**. A look at their websites reveals a similar result. Overall, most MUN organizations don't seem to have effective marketing to those not in MUN, nor do they have any real media apparatuses calling attention to and explaining social issues. This is a mistake, as it **prevents** them from having an **impact on students outside MUN**, losing out on both **generating awareness** and potential **recruitment**.
- Lack of training - Most major MUN conferences and organizations **don't offer training** to their delegates, as well as students hoping to join the activity in general. This represents a **barrier** to those **not affiliated with a school club**, as many, especially in less-developed countries, may be. A lack of skill may also be a **discouraging** factor if students do proceed with the activity. One [user](#) online reported being "discouraged a lot lately, mostly due to ...power dels [skilled and authoritative delegates]." The two major exceptions to this issue are Best Delegate, which is paid, and Mymun.com, which doesn't offer live sessions.
- Lack of solution accuracy - Another [user](#) on online forum Quora urged that MUN was a "waste of time" because "it's all just BS." He added that "the delegates or some bunch of kids are here to win and to prove everyone wrong." Speaking from personal experience, and from interviewing some of my friends in the activity, including the president of BRMUN, the sentiment is understandable. Often, the **feasibility** and **accuracy** of the solutions discussed at conferences are **neglected** in favor of being a bloc leader and receiving awards, harming the educational and societal value of MUN as an activity.
- Lack of further involvement - After attending conferences, most MUN delegates **don't have a clear way to be involved in social change**, whether that be in their communities or

beyond. Most MUN conferences and organizations only provide delegates with the opportunity to do MUN, and nothing beyond that.

Solution and Vision

GVMUN hopes to take a comprehensive approach to solve the issues listed above, by expanding its scope to becoming a youth political activism organization, as well as partnering with official UN sources.

Here are some key differentiation factors that will set us apart from existing organizations

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| Focus on Impact | We wish to go beyond simply hosting online Model UN conferences, and wants to hone in on impact and global outreach . Through the proposed initiatives, I wish to both make Model UN more accessible , and further international diplomacy , all with more quality and care than the typical MUN conference. |
| General social engagement | We want to both raise awareness for certain issues and bring in potential delegates by publishing unbiased media on the social and political issues faced by the world, using both social media and platforms such as Substack. It hopes to make it as appealing and accessible as possible to a general audience. |
| Political Education | In addition to the general publishing of news, we hope to publish basic guides to politics, such as different governmental structure, an overview of how the UN works, and more. We also hope to host volunteer-led intro-level live sessions to teach basic political education . |
| Training for delegates | GVMUN will offer free training , through both educational resources (documents, slideshows, and videos) and live classes , to MUN beginners or those hoping to get into the activity. I hope to ideally create a volunteering system in which experienced delegates can teach and receive hours for their work. |
| International Partnerships | We hope to partner with the UN and other international organizations to expand its impact, starting with smaller-scale branches and lower-level officials. These partnerships will include guest speakers , endorsements , and potentially developing initiatives in partnership with UN-affiliated organizations. Outstanding solutions developed at GVMUN conferences may also be given global attention through these partnerships. |
| Improved resolution-making | We wish to change the structure of the regular conference to put a greater emphasis on effective and implementable resolutions . This will be done through more direct debate, and the potential merging of the resolutions of all blocs in a committee. Relating to our |

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| | <p>partnerships with the UN, we hope to one day have officials educated in international policymaking to give feedback and help delegates improve their resolutions.</p> <p>GVMUN may also offer an entirely separate type of committee, in more of a workshop format. It will be made up of a small group of skilled delegates, who will solely focus on drafting and revising a resolution, rather than competing with each other. We hope to primarily use the aforementioned officials at these workshops.</p> |
| Social initiatives | <p>We hope to leverage GVMUNs social media presence to encourage individuals to make change in their communities. Additionally, we hope to provide motivated delegates whatever mentorship and resources possible to develop their ambitions, whether it be a simple local petition or an activism organization regarding, for example, refugees.</p> |

Business Strategy

GVMUN will not be a business, rather, a nonprofit. We hope to keep the conferences, materials, training, and initiatives **free** and **accessible**.

We have already created a **team** to run the organization, made up of like-minded and dedicated individuals, with experience in MUN.

- Co-Secretary-General - Kush Dave, Ayushmaan Mukherjee
- Undersecretary-General - Marko Gvozdenovic
- Charge D’Affaires (Logistics) - Paritosh Bhole
- Public Relations Manager - Aayush Dhar

However, we also require a webmaster if we wish to implement some of the proposed initiatives (such as online live training), primarily through creating our website.

The main way we wish to expand the organization and make a difference is its **online presence**, using social media platforms such as Instagram, TikTok, YouTube, and even LinkedIn. This will both fulfill the organization mission, and draw in potential delegates. We hope to also use specific public awareness strategies, such as,

- **Partnerships with local Model UN chapters** - This would entail reaching out to local high school and collegiate MUN clubs, advertising ourselves as an opportunity for their delegates to improve their skills, and potentially earn volunteer hours with our training programs. We would also offer them exposure through our platform.
- **Collaboration with large MUN organizations** - This includes collaborating with established MUN organizations such as the **DMUN Foundation** or **Best Delegate** in order to reach a larger group of people, and develop more expansive initiatives. We would also involve our personal MUN network in this strategy.

- **Collaboration with international figures and organizations** - As previously mentioned, we also hope to collaborate with UN bodies and other international organizations, to provide expertise at our events and give us exposure.
- **Promotional Content** - Our online promotional content will consist of both posts advertising and detailing the conferences themselves, as well as news and analysis of international issues, mainly relating to those that will be discussed at our next conference. Ex: "if you want to discuss solving this issue, come to GVMUN's next conference or workshop."

This will help us make our resources more accessible to the maximum global reach, especially in the youth where media is so relevant.

Why Us?

Ayushmaan

I am the right person for this project because I have **extensive experience in Model UN**, am interested in **international relations**, and have **organizational skills**.

I've been with my school's Model UN club for the past two years, and am currently the **director of member training**, meaning I have experience teaching MUN. Moreover, I've attended over a **dozen conferences** of all kinds, including small local ones, international ones such as **NHSMUN** and **YaleMUN**, as well as virtual ones. Throughout this journey, I've won many **awards**, including best delegate, outstanding delegate, and best position paper, for a total of seven. I've also created a globe-spanning **network** of delegates, organizations, and communities. Finally, I've **chaired** both my school's conference and an online conference, [TIMUNC II 2024](#). Overall, I've seen what works and what doesn't, not just for my performance as a delegate, but for a conference as a whole.

I also take an **active interest in international relations**, current events, and related fields. I always try to keep up with what's going on in the world, the impacts, and how it might be related to other events. At school, I challenged myself by taking **AP Seminar**, which involved researching current events, and **APUSH**, where I improved my historical analysis. Most importantly, I want to pursue this field into the future (most likely into college), and continue to **expand my skills and knowledge**.

Finally, my officer positions through school clubs have taught me how to **manage** and **market** an organization. For example, I am the **publicist** for an after-school orchestra club, which I helped grow throughout its first year. I'm also the **marketing director** for hackJersey, a computer-science nonprofit sponsored by organizations such as Google, Figma, and Shopify. Moreover, I am the **events and logistics supervisor** for my school's hackathon, where I've gained valuable experience in managing a team and organizing the logistics of an event.

Kush

I am properly qualified for this project as I have **good experience** in MUN activities and actively take interest in **foreign relations and global events**. In addition, I have **other relevant experience** that would help greatly in this type of organization.

I have been involved in my high school's MUN club, BRMUN, for the past year. As a sophomore, I have attended numerous conferences and even won awards of distinction at some of them, just in my first year of MUN. I am currently an active contributor and member of the club and activity as a whole. Conferences I have attended range from local ones to international ones such as the **National High School Model United Nations**. I've met numerous delegates from across continents who have a lot of experience and have gained a wealth of knowledge and expertise in model un over the past year. Furthermore, I've chaired and supported other virtual conferences, such as [TIMUNC II 2024](#).

Additionally, I have a deep passion and interest in **global studies**. I consistently take classes regarding these topics and have always enjoyed them. For example, this year, I applied myself by taking honors level classes, such as **World Civilizations**, which has helped me better my understanding of how the world works. Looking ahead, I plan to take **AP US History** and **AP Seminar**, both of which will require me to improve my research and challenge my global analysis. I hope to potentially pursue this field and related topics in the future, and keep learning more to expand my knowledge base

Lastly, I have relevant experience in **logistics and management**. I am currently on the **events and logistics team** for my school's hackathon. Being on the team has taught me the fundamentals to managing events and have given me expertise in both logistics, management, and marketing. Furthermore, I am on the robotics team, which has also enriched my collaboration and technical skills.

Prototype

We will be hosting a basic conference on Mymun.com to begin implementing some of the strategies previously discussed.

Week 1

- Begin posting promotional material, as well as social awareness content
- Create general GVMUN WhatsApp group to create future network
- Create handbook for MUN rules of procedure (ROP)
- Plan training sessions for those who may need help

Week 2

- Host training session online
- Host conference online

- Have increased direct debating
- Force blocs to merge into one paper
- Host extensive Q&A, including questions from the chair
- Have amendments to the paper based on the above, and research on effectiveness
- Feature an international press (IP) team
- Collect and analyze feedback on conference
- Continue to post on social media after conference ends

Roadmap and Future Plans

Month 1 - July 2024

- Become registered as a 501(c)3 in the US
- Open accounts in
 - YouTube
 - TikTok
 - LinkedIn
- Host GVMUNC II and implement related features

Month 2 - August 2024

- Hire a webmaster and begin creating our website
- Expand the ROP Handbook to include tips on research, speeches, papers, etc.
- Create political education handbooks for
 - Structure of the UN
 - Governmental Structures
- Open a Substack account
- Consistently begin to publish journalistic media on our platforms

Month 3 - September 2024

- Finish the basic GVMUN website
- Create political education handbooks for
 - History of the UN
 - Inciting political change/political demonstrations
- Begin consistently (a few every month, with more when we host conferences) reaching out to
 - Large MUN organizations
 - Local MUN clubs
 - Offer training, resources, and publicity
- Scale up the team and prepare for the third iteration of GVMUN
- Partner with BRMUN to promote conferences and increase local awareness

Month 4 - October 2024

- Host GVMUNC III

- Include all features from previous GVMUNCs
 - Partner it with other online MUNs
 - Have a high-level guest speaker
 - Have an expert (likely a college student) to evaluate resolutions
- Start planning GVMUNC IV
- Start recording training videos for MUN and update all training material

Months 5-6 - November-December 2024

- Finish recording training videos
- Start a volunteer system for live MUN training sessions
- Create a curriculum for teaching political education
- Look to be sponsored (at least in name) by companies
- Focus on growing our network and capacity, especially regarding social media

Month 7 - January 2025

- Host GVMUNC IV
 - Include all features from previous GVMUNCs
 - Include a resolution workshop
- Start planning GVMUNC V
- Create a GVMUN delegation team to send to other large online conferences
- Start a volunteer system for live political education sessions

Month 8 - February 2025

- Start reaching out to international governance organizations
- Create a handbook for how individuals can lobby for local change

Month 9 - March 2025

- Host GVMUNC V
 - Include all features from previous GVMUNCs
- Host a GVMUN essay competition with prize money, to have delegates talk about a local issue and their solution/how they want to enact it

Month 10 (April 2025) and beyond

- GVMUNC VI - June 2025
- GVMUNC VII - August 2025
- GVMUNC VIII - October 2025
- GVMUNC IX - December 2025
- Continue to expand all previous initiatives and introduce new ones as needed
- Seek to involve delegates, students, changemakers, volunteers, officials, organizations, and schools

Conclusion

Grassroots youth movements powered by the Internet are the future of change. We hope to harness that power for good by both using and going beyond the platform of Model UN with GVMUN. We hope to fix key flaws found within the majority of Model UN organizations today, as well as add new features and functionality to create a truly comprehensive organization.

“The United Nations represents not a final stage in the development of world order, but only a primitive stage.” - John Foster Dulles

We must work tirelessly to improve not just our national but our global society. And that change starts with the next generation.