

Campaign Plan Draft:

ECOSOC's internal situation reveals a dedicated team aligned with the UN's mission but facing resource constraints that limit its communication capabilities. Internal forces, like the need for more specialized training and collaboration across departments, challenge ECOSOC's ability to fully execute its communication goals. Externally, ECOSOC is pressured by global crises, diverse audience needs, and increased demand for transparency. These factors present both opportunities for growth and threats to its effectiveness. The implications suggest weaknesses in resource allocation but also opportunities to enhance partnerships and adapt strategies for better stakeholder engagement.

Despite the critical role that young people play in advancing the Sustainable Development Goals (SDGs), there is a significant gap in the effective engagement and empowerment of youth worldwide. Many young individuals, particularly in developing regions, lack access to resources, platforms, and opportunities to contribute meaningfully to sustainable development initiatives. The existing youth-focused efforts are often fragmented and lack coordination, limiting their impact. Additionally, barriers such as inadequate training, limited recognition, and social and political constraints hinder the potential of young people to drive positive change. Without a concerted and inclusive effort to mobilize, educate, and support youth, the global community risks missing out on the innovative solutions and energy that young people can bring to achieving sustainable development.

Goals & Objectives

Goal 1: Empower and unite a global network of youth leaders to champion sustainable development, driving transformative action and fostering a more equitable, sustainable future for all.

Objective 1.1:

Recruit and train 500 youth ambassadors from 100 countries by December 2025, equipping them with the skills and resources needed to lead sustainable development initiatives in their communities.

Objective 1.2:

Facilitate the formation of 50 cross-border youth-led collaborative projects addressing key SDGs, with at least 75% of projects showing measurable progress in their objectives by December 2026.

Goal 2: Inspire and mobilize young people worldwide to become active advocates and change-makers for the Sustainable Development Goals, creating a ripple effect of positive impact across communities and nations.

Objective 2.1:

Increase global social media engagement on the SDGs by 40% among youth aged 15-24 by June 2025, leveraging the campaign's digital platforms and youth ambassador outreach.

Objective 2.2:

Achieve a 30% increase in youth participation in local and national sustainability initiatives by December 2025, driven by awareness and advocacy efforts led by the youth ambassadors.

Priority Segmentation of Target Audiences for the Global Youth Ambassadors for Sustainable Development Campaign

Primary Target Audiences (Main Publics)

1. **Youth Ambassadors (Internal)**
 - **Role:** Central to the campaign's success, these individuals are the face and driving force behind the initiative.
 - **Importance:** Their engagement and effectiveness directly impact the campaign's outcomes.
2. **Global Youth (Ages 15-24) (External)**
 - **Role:** The primary audience the campaign aims to inspire, mobilize, and engage.
 - **Importance:** Their participation and advocacy are crucial for the campaign's widespread impact.
3. **Educational Institutions (External)**
 - **Role:** Key partners in integrating the campaign into educational settings and supporting youth involvement.
 - **Importance:** They provide a structured environment for youth engagement and skill development.
4. **ECOSOC and UN Staff (Internal)**
 - **Role:** Oversee and support the campaign, ensuring alignment with broader UN objectives.
 - **Importance:** Their backing and strategic guidance are vital for the campaign's credibility and global reach.

Secondary Target Audiences

5. **Campaign Organizers and Staff (Internal)**
 - **Role:** Operational leaders responsible for executing the campaign's activities and ensuring coordination.
 - **Importance:** They ensure the smooth implementation and monitoring of the campaign.
6. **Partner Organizations (Internal)**
 - **Role:** Collaborators providing resources, expertise, and networks to enhance the campaign's effectiveness.
 - **Importance:** Their support broadens the campaign's reach and impact.
7. **Media Outlets (External)**
 - **Role:** Amplify the campaign's message, successes, and stories to a wider audience.
 - **Importance:** Their coverage is essential for raising awareness and inspiring global participation.
8. **Government Bodies (External)**
 - **Role:** Provide policy support, resources, and legitimacy to the campaign.
 - **Importance:** Their involvement can facilitate the integration of youth-led initiatives into national development agendas.

Tertiary Target Audiences

9. Private Sector Partners (External)

- **Role:** Offer funding, resources, and platforms for the campaign.
- **Importance:** Their contributions can enhance the campaign's sustainability and resource availability.

10. Non-Governmental Organizations (NGOs) (External)

- **Role:** Collaborate on specific projects or provide additional support for youth-led initiatives.
- **Importance:** Their expertise and networks can bolster the campaign's on-the-ground impact.

11. Volunteers and Mentors (Internal)

- **Role:** Provide additional guidance and support to youth ambassadors.
- **Importance:** Their mentorship helps strengthen the ambassadors' capacities and project outcomes.

12. Donors and Sponsors (External)

- **Role:** Provide essential financial support for the campaign's activities.
- **Importance:** Their contributions are critical for funding the campaign's various initiatives.

13. Local Communities (External)

- **Role:** Beneficiaries and participants in youth-led projects.
- **Importance:** Their engagement and support determine the local success of campaign initiatives.

14. General Public (External)

- **Role:** The broader global audience who may be influenced or inspired by the campaign.
- **Importance:** While not directly involved, public awareness and support can contribute to the campaign's momentum.

Interview Questions

Introduction

The **Global Youth Ambassadors for Sustainable Development** campaign is a strategic initiative aligned with the United Nations Economic and Social Council (ECOSOC) mission to advance sustainable development worldwide. Recognizing the critical role that young people play in shaping the future, this campaign seeks to mobilize, empower, and support a global network of youth leaders committed to driving transformative action towards achieving the Sustainable Development Goals (SDGs).

As youth represent a significant and dynamic demographic with the potential to innovate and lead, this campaign focuses on providing them with the necessary platforms, resources, and guidance to make meaningful contributions within their communities and beyond. The campaign aims to raise awareness about sustainable development and inspire tangible, localized actions that collectively contribute to global progress.

General Demographic Questions

1. Age:

What is your age?

- ☐ 15-18
- ☐ 19-22
- ☐ 23-26
- ☐ 27-30

2. Gender:

How do you identify your gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary/Third gender
- ☐ Prefer not to say
- ☐ Other (please specify): _____

3. Location:

Where do you currently live?

- Country: _____
- City/Town: _____

- Urban/Rural area:
 - Urban
 - Rural
 - Suburban

4. Educational Background:

What is the highest level of education you have completed?

- ☐ Primary School
- ☐ Secondary School
- ☐ Vocational Training
- ☐ Undergraduate Degree
- ☐ Graduate Degree
- ☐ Other (please specify): _____

5. Employment Status:

What is your current employment status?

- ☐ Student
- ☐ Employed Full-time
- ☐ Employed Part-time
- ☐ Self-employed
- ☐ Unemployed
- ☐ Other (please specify): _____

6. Socio-Economic Status:

How would you describe your socio-economic status?

- ☐ Low income
- ☐ Lower-middle income
- ☐ Middle income
- ☐ Upper-middle income
- ☐ High income
- ☐ Prefer not to say

7. Language Proficiency:

- ☐ What is your first language? _____
- ☐ What other languages do you speak fluently? _____

8. Community Involvement:

How often do you participate in community or volunteer activities?

- ☐ Regularly (once a week or more)
- ☐ Occasionally (once a month or more)
- ☐ Rarely (a few times a year)
- ☐ Never

9. Access to Technology:

How often do you have access to the internet?

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

10. Awareness of Sustainable Development Goals (SDGs):

How familiar are you with the United Nations Sustainable Development Goals (SDGs)?

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Not very familiar
- ☐ Not at all familiar