

THE YEAR OF  
**YOUTH**

—2023/24—

Celebrating 50 years of the  
Commonwealth Youth Programme

# YEAR OF YOUTH COMMUNICATIONS TOOLKIT

By Youth Communication Taskforce







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# ABOUT

## #YearofYouth

At the Commonwealth Heads of Government Meeting 2022, leaders declared 2023 a year dedicated to youth-led action for sustainable and inclusive development. Year of Youth was officially launched in January under the theme *Youth as co-creators of peaceful and sustainable Commonwealth futures*.

The Commonwealth Year of Youth's mission will be achieved by accomplishing the following aims:

1. **Energise**: The inclusive participation of young people and youth partners throughout the Commonwealth to celebrate the contributions of young people and deliver a wide-ranging programme of activities.
2. **Empower** young people by building their capacities for leadership, collaboration and co-creation of inclusive solutions to address challenges in development, democracy, diversity and peace.
3. **Envision** a renewed Commonwealth championed by young people creating a common agenda.
4. **Engage** key decision-makers and partners to increase investment in creating an enabling environment for youth empowerment through a revitalised Commonwealth Youth Programme and strengthened youth-led networks and initiatives.

Please use this toolkit to spread the word about **#YearofYouth**



# WHY IS THE YEAR OF YOUTH IMPORTANT?

The **Year of Youth** is all about recognising the vital role that young people play in shaping the future of our world.

It's a time when young changemakers, civil society and governments come together to support and empower young people through a variety of initiatives.

Envisioned by young change-makers, a vibrant, year-long program is taking shape, set to ignite enthusiasm across the Commonwealth's 56 member countries.

From local communities to the grand stage of the pan-Commonwealth, these gatherings will spark friendly competition, celebrations of success, and a shared determination to facilitate positive change in their communities and beyond.



# FOUR WAYS TO GET INVOLVED

1

## **Year of Youth 2023**

If your organisation would like to propose a Year of Youth activity and collaborate with the Commonwealth Secretariat, please complete this form.

[Expressions of Interest](#)

2

## **Start a Youth Club**

Set up a Youth Club called the Fifth Space, in a school or in your community.

[Download the manual](#)

3

## **Commonwealth Youth Network**

Join a Commonwealth Youth Network.

[Join a network](#)

4

## **Commonwealth Professional Association**

Join a Commonwealth Professional Association or Society.

[Learn more](#)



# DOWNLOAD YOUR YEAR OF YOUTH LOGOS NOW!

We're delighted to reveal the Year of Youth logos for 2023-2024, each capturing the vibrant energy of our youth community.

We encourage you to download the logo featuring the distinctive strip, as it embodies the dynamic essence of this year.

However, feel free to choose any logo that resonates with you, as they all symbolise the enthusiasm and creativity of our youth. Let's celebrate together and make this Year of Youth memorable!





# **SHARE THE BUZZ: POST THE YEAR OF YOUTH ENERGY WITH OUR CAPTIONS!**

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You can share the sample captions on all of your social media platforms to help promote #YearOfYouth.





# Sample Captions

🎉 2023 is the **#YearOfYouth**

- 50th anniversary of **#CommonwealthYouth**, supporting member states to empower young people
- 10th anniversary **#CommonwealthCharter**
- Mid-point to 2030 for achieving the **#SDGs**

Learn about Year of Youth:  
<https://thecommonwealth.org/our-work/youth/2023>

The **#Commonwealth** Heads of Government declared 2023 the **#YearOfYouth**: youth-led action for sustainable and inclusive development.

Learn more about **#CommonwealthYouth** Programme, which has been supporting member countries for 50 years:  
<https://thecommonwealth.org/our-work/youth>

The #Commonwealth Secretariat works across all 56 member countries to:

- Protect the environment
- Boost trade
- Promote democracy, good governance and rule of law
- Develop society and  
#CommonwealthYouth support  
small states

#YearOfYouth

Here are some quick #Commonwealth facts:

- made up of 56 countries
- Spans across 5 regions
- Over 2.5 billion people
- 60% are under the age of 30

Follow @comsecyouth for more updates.

#YearOfYouth



More than 1.5 billion people in the #Commonwealth are under the age of 30.

@CommonwealthSec's Youth work has supported member countries for nearly 50 years.

↓ Discover more about  
#CommonwealthYouthNetwork.

@ComSecYouth | #YearOfYouth

Young people have the potential to lead change and are a vital investment now and in the future.

Discover more about  
#CommonwealthYouth work ↓

@ComSecYouth | #YearOfYouth

2023 is the **#YearOfYouth**! Last year, #Commonwealth Heads of Government declared 2023 the year for youth-led action for sustainable and inclusive development.

This year it is also:

50th anniversary of #CommonwealthYouth, supporting member states to empower young people

10th anniversary the signing of the #CommonwealthCharter

The mid-point to 2030 for achieving the UN #SDGs

Learn about @Commonwealth\_Sec Year of Youth: <https://thecommonwealth.org/our-work/youth/2023>

60% of the #Commonwealth's 2.5 billion citizens are under the age of 30.

These 1 billion young people can help us deliver our promise of a better world.

Discover more about #CommonwealthYouth work ↓

**#YearOfYouth** | @ComSecYouth



**#YearOfYouth** will help young people and partners develop and implement youth-led and youth-focused activities.

**#YearOfYouth** will deliver at least 50 special pan-Commonwealth, regional or national initiatives and events led by the Commonwealth Youth Programme, Commonwealth Youth Council, Commonwealth Youth Networks, and Commonwealth Accredited Organisations with the support of their partners.

**#YearOfYouth** will recognise, celebrate and award at least 50 young people for their contributions to the attainment of the Sustainable Development Goals through the Commonwealth Youth Awards and the launch of a Digital Spotlight series on young people excelling in work on peace, democracy and development.

**#YearOfYouth** will provide learning and upskilling opportunities for at least 20,000 young people and 5,000 youth development policymakers and practitioners including on leadership, entrepreneurship, digital skills, youth development mainstreaming, participation, and inclusion, safeguarding and evidence-based policymaking, grant-making, and financing youth development.



**#YearOfYouth** will increase youth access to Commonwealth decision-making processes through youth representation and participation in at least 5 high-level intergenerational dialogue sessions with Commonwealth Heads of Government, the Secretary General, Ministers and senior government officials.

**#YearOfYouth** will create new opportunities for youth skill-building and advocacy for youth development through at least five regional youth summits/conferences led by youth networks and councils and at least one pan-Commonwealth conference on youth development work.

# **QUOTES/ STATEMENTS ON YOUTH EMPOWERMENT**

Here are few quotes that you can use in your captions





“

**Empowering young people with the tools and resources to become change makers in their own right is crucial to building a fairer, more equitable world for all."**

Rt Hon Patricia Scotland KC, Secretary-General of the Commonwealth (from her speech at the Commonwealth Youth Forum, April 16, 2021)

“

**NOW IS THE TIME TO ACT!**  
Youth as a positive changemakers-  
Your family, society, and country  
need's you. Taking Charge of the  
Future with Unity in Diversity.

Kim Allen, Chairperson,  
commonwealth youth council (from  
his speech at the Commonwealth  
Youth Forum, June 19, 2022)







“

**“One child, one teacher,  
one pen, and one book  
can change the world.”**

Nobel Peace Prize recipient Malala Yousafzai, who fights for every girl's right to education and a life of freedom

“

**"We're not  
drowning,  
we're fighting."**

Samoan young climate activist  
Brianna Fruean addressing world  
leaders at the opening of COP26



“

**"The future of Africa lies in the hands of the youth. They are the ones who will lead us towards progress and development."**

Paul Kagame, President of the Republic of Rwanda





“

**When you  
empower young  
people, they can  
change the world.**

Kofi Annan, former UN Secretary-General (from his speech at the International Youth Day celebrations, August 12, 2008)





# YOUR INVOLVEMENT COUNTS!

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Help spread the word  
**#YearOfYouth** by using our  
filter.



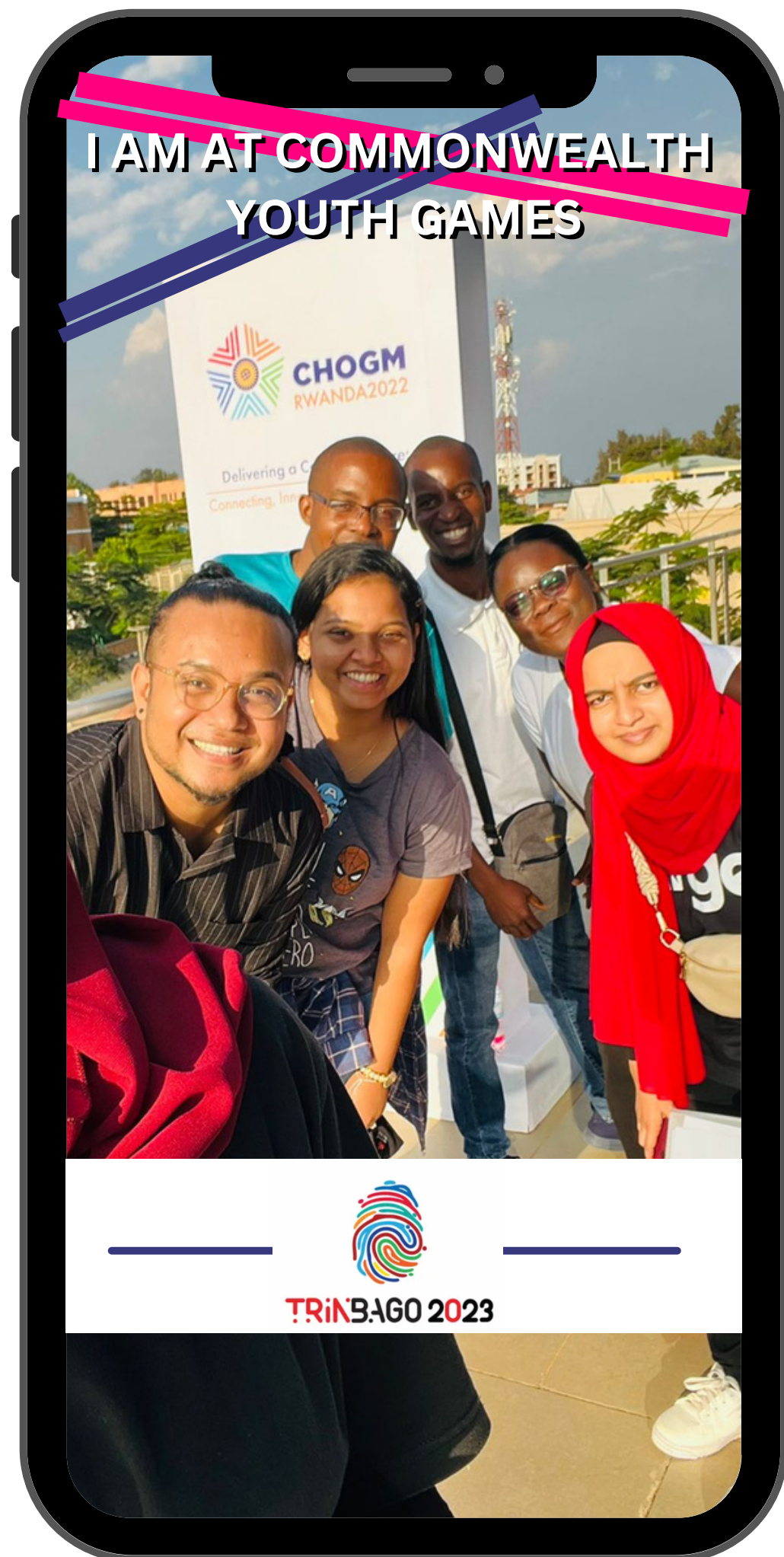


# Instagram Filters

Instagram filters are fun and interactive ways to engage the youth and can help generate buzz and excitement around the event, increasing its visibility and reach on social media.







## Sample Instagram Filters



# How to use?

Use the filter on your selfies.

Use the Hashtag **#YearOfYouth** and tag the Commonwealth Secretariat Account and Commonwealth Youth Account



# SOCIAL MEDIA CHALLENGE

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Dive into the [#YearOfYouth](#)  
Challenge and help us spread  
the word. Snap, share, and  
let's make waves together!







# Creative Video Contest

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## Challenge #1

It encourages user-generated content, where participants create and share their own content related to the event, which can help to promote the event's messaging of empowerment, positivity, and engagement.





# #YouthVoicesUnite

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## Challenge #2

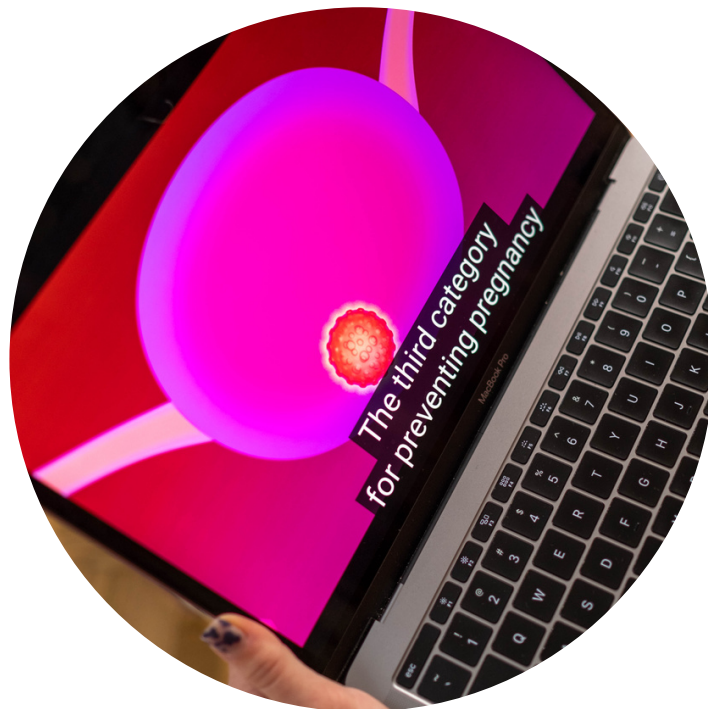
Encourage participants to create short videos expressing their thoughts on a specific topic related to the event or a broader social issue. This could spark meaningful conversations and connections.

# Sample Contest Rules

1. Create a video highlighting [insert theme].
2. Your video must be no longer than [x mins] in length.
3. Post your video on social media (Social Platforms) and tag it with **#YearofYouth** **#CommonwealthYouth** and #[Insert your organisation's hastag].
4. Ensure your post is set to **public** so we can see it.
5. The deadline for submissions is [insert date].
6. Winners will be announced on [insert social media platform] on [insert date].



# Social Media Accessibility



## Captions and transcripts for videos

Captions and transcripts make videos accessible for Deaf and Hard of Hearing users.



## ALT Text for images

Provide alternative text descriptions for images so that screen readers can describe them for visually impaired users.



## Closed captioning for live events

Use closed captioning or sign language interpreters for live events so that Deaf and Hard of Hearing users can participate.



## **Accessible websites and social media platforms**

This includes using colour contrast, clear fonts, and accessible navigation tools.



## **Accessible Hashtags**

Use CamelCase to make hashtags easier to read for screen readers.

# Hashtags

The main hashtags to include in all posts are **#YearofYouth** and **#CommonwealthYouth**.

We also use the following:

#Commonwealth

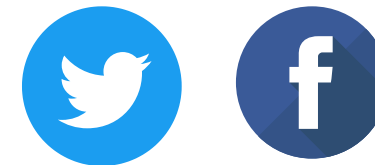
#CommonwealthSecretariat

#CommonwealthDay

# Accounts

You can follow us for more updates on.

**Commonwealth Youth**



**Commonwealth Secretariat**





# CONTACT US

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[Email us](#)

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