



Consultation and co-creation report on the 2022 Generation Connect Youth Call to Action

1. ITU Youth Strategy

Since 2019 ITU has been making consistent efforts in bringing a genuine youth perspective in the work of ITU and importantly, integrating the needs and expectations of youth for the digital transformation in the core activities of ITU.

The ITU Youth Strategy aims to improve and have a real impact on the lives of young people around the world and to ensure meaningful participation of youth in ITU as key stakeholders in the implementation of the 2030 Agenda for Sustainable Development. It aims to be “fit for purpose” and contribute to reducing the youth digital divide.

ITU’s Youth Strategy is built into three pillars: Empower, Engage and Participate. The objectives of the Strategy are:

- to mainstream youth engagement and participation in the work of ITU to support the achievement of the overall goals of the Union;
- to encourage youth participation in ITU programs, events and activities, as well as contribute to ITU’s decision-making processes;
- to promote ICT youth-related policies within ITU Member States to ensure inclusiveness and empower youth, particularly in developing countries;
- to engage in regular dialogue and consultations with youth and undertake concrete actions, and
- to incorporate a youth perspective in the implementation of the ITU strategic plan.

2. Generation Connect

[Generation Connect](#) is the overarching initiative of the [ITU Youth Strategy](#). Generation Connect aims to engage global youth and encourage their participation as equal partners alongside the leaders of today’s digital change, empowering young people with the skills and opportunities to advance their vision of a connected future.

Each of the six ITU Regions has a Generation Connect Youth Group, composed by a group of 20-25 youth aged 18-25, aimed at providing a unique participative process for youth to engage and contribute to the work of ITU. The ‘Generation Connect Regional Youth Envoys’ are offered a virtual platform to discuss opportunities and challenges related to digital technologies.

Through this platform, young people are consulted and able to share with ITU membership their interests, concerns and perspectives on the digital transformation.

In August 2021, the Generation Connect Youth Summit co-design team was established, comprised of volunteers from the Generation Connect Regional Youth Envoys, Generation Connect Visionaries' Board Members, ITU Regional Youth Focal Points and ITU Youth Task Force Members. The goal was to work on a first draft of the Youth Summit program, which included references to the Youth Summit Declaration (later called Call to Action). Three online co-design workshops with youth were held between August and September 2021.

3. Generation Connect Visionaries' Board

The [Generation Connect Visionaries Board](#) has been assembled as part of the implementation of the ITU Youth Strategy to further champion the voices of youth to advance digital development. The board is comprised of 8 competitively selected young leaders, 8 nominated high-level appointees and the Director of the ITU Telecommunication Development Bureau.

The objectives of the Generation Connect Visionaries' Board include to offer strategic guidance on youth participation and empowerment, to identify and invite strategic partners to ensure youth engagement and youth participation in digital cooperation, to advocate for meaningful youth engagement in digital cooperation, through different promotional activities, such as active social media campaigning and to provide inspirational role model to global youth.

Board members have been working together to achieve the board's strategic objectives in the build up to the World Telecommunication Development Conference (WTDC) and the Generation Connect Global Youth Summit 2022.

4. Generation Connect Global Youth Summit, 2-4 June, Kigali, Rwanda

The [Generation Connect Global Youth Summit 2022 \(GYS\)](#) organized by ITU aims at fostering sustainable innovation and digital inclusion of youth in ITU's activities and institutional processes. By getting involved in the Summit, youth was initiated to new digital skills, had the opportunity to debate and network with global decision makers of the ICT sector including politicians, business leaders and seek channels to make an impact on a global stage.

GYS brought together youth aged 18-29 in Kigali, Rwanda. As digital natives, youth are seen as leaders of today's rapidly changing environment. To keep youth at the centre of our mission, the Youth Summit programme, content, and outcomes have been co-designed with youth with the aim to meaningfully empower, engage, and encourage the participation of youth in the digital development dialogue, an essential step towards a more equitable and inclusive digital future. The experience of participating in the Summit has encouraged young participants to go back to their countries, communities and organizations and redouble their efforts as global digital change makers.

GYS was held from 2-4 June 2022 in Kigali, Rwanda, back-to-back with the World Telecommunications Development Conference (WTDC, 6-16 June 2022). A WTDC is held by ITU every four years to consider topics, projects and programmes relevant to telecommunication

development. WTDC sets the strategies and objectives for the development of telecommunication/ICT, providing future direction and guidance to the ITU Telecommunication Development Sector (ITU-D).

5. Regional and global consultation process with the Generation Connect community on the Youth Call to Action (January 2021-March 2022)

Goal

The goal of the thorough, inclusive and iterative consultation process on the 'Youth Call to Action' was to cast a wide net in capturing the vision, priorities, and aspirations of young people in all regions and from all backgrounds for the digital transformation. By reaching out to non-traditional constituencies such as youth, ITU sought to open the discussion on new digital development issues that are currently not on the agenda of ITU Member States and ITU. The consultation was expected to give cues about the blind spots of our current approaches and bring a new perspective on the issues already being addressed.

Regional Youth Declarations

Since 2021, each of the 6 Generation Connect regional youth groups crowdsourced ideas for the crafting of the GYS outcome document and put forward their recommendations to decision makers on digital development. Various discussions took place back-to-back with ITU regional preparatory events for WTDC and webinars. The 6 Regional Declarations and the summary of ideas in addition to consultation surveys and brainstorming meetings formed the basis of the Youth Call to Action.

- [Generation Connection - Africa Youth Group: Youth Empowerment for Africa's Digital Transformation](#)
- [Generation Connect Arab Youth Group - Arab Regional Priorities towards 2025](#)
- [Generation Connect - Americas Youth Group: "Call to Action for ICT Development in the Americas region Towards 2025"](#)
- [Generation Connect Asia and the Pacific: Draft Action Plan 2022-2025 - Empowering Youth for a Digital Future](#)
- [Proposals of the Youth Group of the CIS countries \(Generation Connect - CIS\) for the work of the RPM-CIS](#)
- [Contribution on behalf of the Generation Connect - Europe Youth Group on "Declaration on Regional Priorities for Europe Towards 2025"](#)

Themes

The themes that were shaped were :

- Digital rights and opportunities (jobs, learning, inclusive decision-making processes)
- Wholesome digital lives
- New and emerging technologies for development and youth empowerment
- Equity, diversity and breaking bias of all kind
- Digital as an equalizer in economies and societies
- Digital solutions that make climate sense (emerging tech, energy)
- Responsible innovation
- Mitigating risks of technologies in digital economies, societies
- Resilience and adaptability

- The importance of global governance
- Youth as champions for change, for the future

These themes were refined and complemented throughout the following phases of the consultation.

6. Global Online Consultation on SparkBlue (April-May 2022)

Overview

The [Online global consultation and co-creation process on the Youth call to Action](#) took place from 12 April through 6 May 2022 and was hosted on the United Nations online community engagement platform SparkBlue powered by UNDP in the framework of a UNDP-ITU partnership to support the delivery of a meaningful, inclusive and actionable outcome of the co-creation process with regional and global youth communities beyond the Generation Connect network. The specialized experience and valuable support of the SparkBlue team was instrumental throughout the process.

Structure of the consultation

Four discussion rooms were open to contributions, namely a Lounge and three thematic rooms on topics around:

- 1) youth's vision for the future,
- 2) youth commitment, and
- 3) recommendations to decision-makers.

Annex 1 contains the detailed structure of the consultation (including the scope and questions of the three discussion rooms).

The online consultation in numbers

Over the four weeks, the consultation:

- attracted over 400 youth participants from all regions
- involved key decision-makers at the national and international level in the field of digital development
- generated 229 posts by contributors and moderators
- The automatic translation feature of SparkBlue allowed contributors to interact in 100 languages.

Audiences

- **Direct outreach**
 - The consultation sought input (thoughts, views, reactions on the Pillar questions) from the Generation Connect community as well as from youth beyond ITU's current constituencies, including the UN Envoy on Youth and their youth networks and regional telecommunication organizations youth organizations, or other youth communities.
 - A personal invitation was extended to all Generation Connect Youth Envoys to take part in the SparkBlue global consultations on the Call to Action.
 - A personal invitation was extended to all Generation Connect Visionaries Board members, where there are six youth representative from each of the six regions.

- Every youth or youth group interested to contribute had the opportunity to do so.
- **Indirect outreach**
ITU constituencies (Member State decision-makers) had the opportunity to follow the exchanges and accompany the co-creation process. Having high-level national and ITU decision makers as Moderators and co-owners of the conversation allowed youth to put a face on their interlocutors and personalize the discussions while reaching the ear of decision-makers who will act on the final recommendations.
- **Communications campaign**
A communication campaign over Twitter, LinkedIn, Instagram and TikTok was carried out during the four weeks of the online global consultation by ITU official channels, those of the partners of the consultation process, the [Office of the Secretary-General's Envoy on Youth](#) and the [Office of the UN Secretary-General's Envoy on Technology](#) and youth involved in the consultation.

Guiding principles of the consultation and co-creation process

- Transparent process
- Informative and accountable experience
- Iterative
- Continuous communication
- Dialogue with youth and decision-makers

Moderators

A group of 18 moderators were engaged to support this consultation and co-creation process. Each moderator was responsible for one discussion room over a week. A training session for moderators was provided by the SparkBlue team.

The composition of the Moderators' groups brought together youth representatives, ITU subject matter experts and a representative of ITU Membership. The moderator team was composed of :

- Generation Connect Youth Envoys
- Other youth representatives
- The BDT Director
- The UN SG Envoy on Youth and their Office
- The UN SG Envoy on Technology and their Office
- The Chair Designate of the ITU Plenipotentiary Conference 2022 (PP-22)
- ITU team members to support Moderators

The full list of moderators is available in Annex 3.

Co-creation process of the 2022 Generation Connect Youth Call to Action

The co-creation process was designed to leverage the input received through the regional consultations with the Generation Connect community, the co-design process on the Generation Connect Global Youth Summit as well as the Regional Youth Declarations and the input generated through the online global consultation.

The process comprised the following steps:

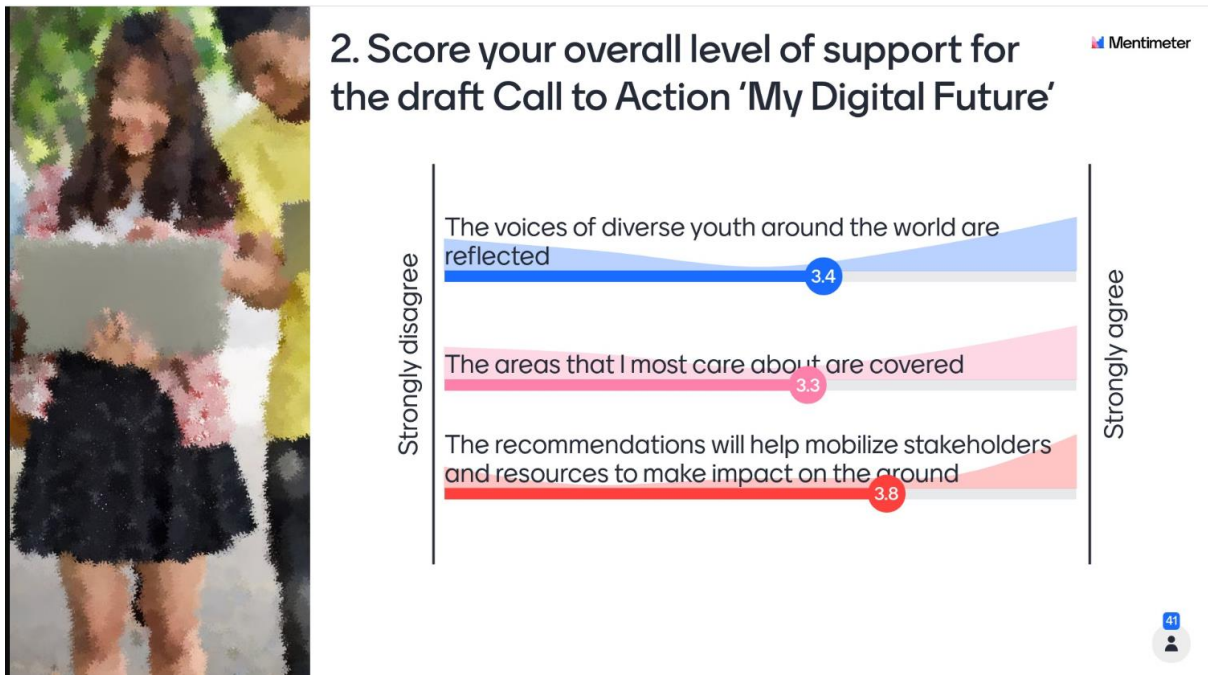
- **Step 1:** Gathering and organizing all available input on SparkBlue and in the Regional Youth Declarations
- **Step 2:** Producing the [Storytelling Canvas](#), one of ITU's innovation tools, based on all available input to shape the various building blocks of the Youth Call to Action (see below).



The canvas is also reproduced in Annex 3.

- **Step 3:** Conducting a workshop with the moderators of the global online to finalize the Storytelling canvas and gather additional feedback and lessons learnt from moderators.
- **Step 4:** Producing a first draft of the Youth Call to Action based on all available inputs jointly with a youth lead.
- **Step 5:** Sharing the first draft with the participants of the 2022 Generation Connect Youth Summit and the Generation Connect Youth Envoys community and the Generation Connect Visionaries Board members.
- **Step 6:** Inviting all Generation Connect Youth Envoys and the Generation Connect Visionaries Board members to review the first draft of the Call to Action for comments and to join the two Call to Action sessions at the Youth Summit to finalize the document.

- **Step 7:** Inviting the SparkBlue discussion group, all GC Youth Summit Participants, all ITU Youth Envoys and the Generation Connect Visionaries Board members to take a Mentimeter poll to provide their feedback on the draft Youth Call to Action. A snapshot of the results is shown below.



Note: on a scale from 1 to 5, based on 178 votes. Votes were received on the first draft of the Call to Action and the final document was revised according to the comments and suggestions received through the poll, direct contact with youth and the discussions at the Youth Summit.

The complete results of the poll are contained in Annex 4.

- **Step 8:** Receiving comments on the draft during the two Call to Action sessions at the [2022 Generation Connect Youth Summit](#) open to all online and on-site participants and held on Friday 03 June and Saturday 04 June 2022.



- **Step 9:** Integrating the final comments received through the live sessions and the feedback of the Youth Envoys and other youth, producing and publishing online the final [2022 Generation Connect Youth Call to Action 'My Digital Future'](#).

Featuring the 2022 Youth call to Action at the Generation Connect Youth Summit, WTDC-22 and associated events

The document was widely presented during the various sessions of the Generation Connect Youth Summit and WTDC segments:

Two dedicated sessions took place at the Youth Summit where participants had the opportunity to discuss the draft Call to Action and provide comments and suggest revisions, which were integrated in the final version of the document.



At the Youth Summit closing, six Generation Connect Youth Envoys, one of each region, spoke to the importance of meaningful youth engagement in national and international decision-making processes and their vision for the implementation of the Call to Action.

At the Partner2Connect series of round tables, a Generation Connect Visionary Board Member presented the Call to Action and offered it as a framework for pledging new initiatives towards the implementation of the youth recommendations.



At the opening of the meeting of the Broadband Commission for Sustainable Development, a Generation Connect Visionaries' Board Member and another youth representative highlighted the Call to Action.

At the WTDC-22 opening, a youth representative presented and symbolically handed over the Call to Action to the high-level decision-makers.



6. Next steps

The recommendations of the Call to Action will contribute to strengthening youth engagement in ITU through concrete initiatives and ensure that the perspective of youth is included into the definition of ITU's strategic objectives and operational plans for the 2024-2027 period.

ANNEX 1: Structure of the global online consultation and co-creating process on the Generation Connect Youth Call to Action on [SparkBlue](#), 12 April – 6 May 2022

Lounge: Building a common ground

- Who are you (the contributors)?
- What is your motivation to be part of this co-creation process?
- What are your expectations?
- Who's the audience of the Call to Action (e.g., governments, ITU)?
- Who needs to take action on the final recommendations?

Room 1: Youth's vision for the digital future

a. Problem analysis

- What are the problems to be solved?
- What are the top 3 major issues with youth participation in the digital space today, in the future (e.g., participation in decision making processes, no or no meaningful access to Internet resources, harmful effects of digital technologies)?
- What evidence exists to support the statements made (e.g., stats, scientific evidence, real-life examples)?

b. Canvassing solutions

- What are the top 3 solutions to the top 3 major issues identified (e.g., new channels to contribute to policy design, codifying digital rights, mainstreaming environmental sustainability in business models and decision-making at the national, global level)?
- What evidence exists to support the statements made (e.g., stats, scientific evidence, real-life examples)?

Room 2: Youth commitment

- What are you ready to offer to help shape a better digital future, as a young person?
- How do you see youth contribution to the work needed across the board, in different sectors (e.g., education, health, science and technology, entrepreneurship) and at different levels (e.g., local, national, regional, international)?
- What concrete actions are you committed to engage in?
- What resources would you need to make a meaningful contribution to a better digital future?

Room 3: Recommendations to policy-makers and ITU

a. Recommendations

- What recommendations can you formulate (max. 3) to your audience/s?
- Be mindful to be ambitious but realistic about the asks, it is the ownership of decision makers and the actual implementation of the recommendations that

will define their impact, not merely the bold statements they bring in the spotlight.

b. Destination

- What will happen if the goals of the Call to Action get accomplished, and the recommendations implemented?
- What will the positive change look like and how can it be measured?

ANNEX 2 : List of moderators of the global online consultation on the Generation Connect Youth Call to Action on [SparkBlue](#), 12 April – 6 May 2022

Week 1:

Lounge – Anaëlle Cathelineau, Generation Connect Team

Youth's vision for the future – Sophiyat Sadiq, Generation Connect Youth Envoy

Youth's commitment – Qjiel Giuliano Mikhl Mariano, Generation Connect Youth Envoy

Recommendations to decision-makers – Doreen Bogdan-Martin, BDT Director and Roshni Rajan, Junior Officer, ITU

Week 2:

Lounge – Anaëlle Cathelineau, Generation Connect Team

Youth's vision for the future – John Timothy Palima, Generation Connect Volunteer Moderator

Youth's commitment – Dinesh Moro, youth, Generation Connect Team

Recommendations to decision-makers – Youlia Lozanova, Senior Programme Officer, ITU

Week 3:

Lounge – Emmanuel Ganse, Generation Connect Youth Envoy

Youth's vision for the future – Tariq Mohammed, Generation Connect Youth Envoy

Youth's commitment – Luísa Franco Machado, Generation Connect Volunteer Moderator

Recommendations to decision-makers – Jayathma Wickramanayake, UN SG Envoy on Youth; Maria-Francesca Spatolisano, UN SG Envoy on Technology; Hillary Bakrie, Associate Programme Officer on Youth, Innovation, Technology, Office of the Secretary-General's Envoy on Youth and Yu Ping Chan, Senior Programme Officer, Office of the Secretary-General's Envoy on Technology

Week 4:

Lounge – Emmanuella Ablé, Generation Connect Youth Envoy

Youth's vision for the future – Dogara Iliya, Generation Connect Youth Envoy

Youth's commitment – Emmanuella Antwiwaa Amoah, Generation Connect Youth Envoy

Recommendations to decision-makers – Sabin Sărmaş, Member of the Romanian Parliament and Designate Chairman, ITU PP-22

ANNEX 3: Storytelling Canvas of the 2022 Generation Connect Youth Call to Action



ANNEX 4: Mentimeter poll results on the first draft of the Generation Connect Youth Call to Action

Note: The poll was active between 30 May and 5 June 2022.

The results are reproduced as extracted from Menti.com without additional editing.



1. Do you agree with the core values on which the Call to Action is built ? How should they be augmented ?

Yes	g	ted
Text	Trdgg	Hygg
Yes, I agree to it and I like the cohesive teamwork that played throughout this process. Thank you for being all-inclusive.	I think in Rouanda should be implemented positive peace solution just to have prosperity the ar	Augmented reality, a set of technologies that superimposes digital data and images on the physical world, promises to close this gap and release untapped and uniquely human capabilities. The ability to absorb and process information is limited by.



1. Do you agree with the core values on which the Call to Action is built ? How should they be augmented ?

They are very practical, feasible and easy to implement. You can clearly see what action needs to be taken to solve which problem	We can give specific examples for the policies, governance models and implementation mechanisms which need renewal	I recognize that digital technologies are not the solution to all concerns, but I believe that their transformative power creates more opportunities than it brings challenges' almost has been said through this note, amazing changes can be realised.
The particularity of this core values focused on his multidisciplinary by taking account most of the present and the future dimensions of societies needs in term of digital inclusion.	Yes, I agree	Reinforced inclusion via local digital literacy schemes for operational and innovative empowered used, simultaneously with empowered access and use of technology infrastructure from policy direction to user engagement and access to infrastructure
Yes	The values of digital development are reflected. Can be augmented with a stronger emphasis on ethical technologies.	

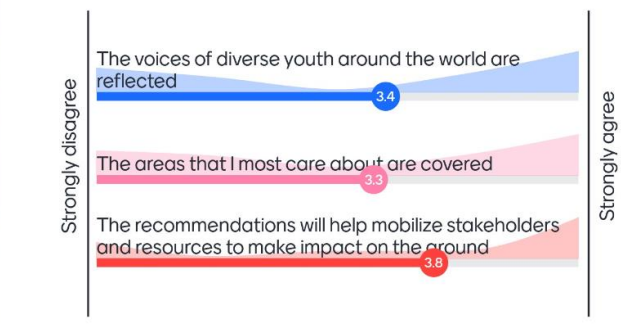


1. Do you agree with the core values on which the Call to Action is built ? How should they be augmented ?

The Call to Action touches on a number of important subjects raised this week. However, the document is probably too long to encourage action by Member States—I recommend consolidating similar sections.	The values are not over, so I cannot answer that question faithfully.	While I do not have significant issues with the many of the core values, I think that some changes of the text would be useful and helpful.
I agree with many of the core values, however I think focusing on human rights (as well defined and fundamentals) would be more impactful than digital rights.	There are some references in the text that are a bit odd or not well-defined (such as "the right to be forgotten"), so it may be better to simplify the text.	I am not sure that I fully understand what the core values of the document are. I also think that the document is too long.
Yes! They could be more intersectional: mention gender, sexuality, race, in all sections	I think the values are great, especially involving young people in making the world a better place. I believe young people are the future and are a need on the change we need. A lot of coaching should be given and all talents should be explored.	



2. Score your overall level of support for the draft Call to Action 'My Digital Future'



3. In your opinion, is there any critical area that the Call to Action has under-emphasized, overlooked or that you don't agree with?

test	rix	Griff
Zero hunger, and war with poverty	I agree with all areas handled, and I feel like all critical areas have been addressed eg digital inclusion, youth engagement etc	I think, it is balanced.
Position of developing countries in spearheading new frontiers of content and innovation	No	Digital currencies



ANNEX 5: 2022 Generation Connect Youth Call to Action

My Digital Future



I am the youth of the world in 2022. I am the first generation of digital natives and carry the voices of many different young people around the world – community workers, entrepreneurs, researchers, students and young professionals from various backgrounds from all regions.

I was born in an era of unprecedented technology innovation and disruption. As I come of age, I want to be able to enjoy the digital world fully, safely and inclusively.

In the digital space and in society, I want to be seen and heard and have a seat at the decision-making table. I am concerned at some of the decisions currently being taken in my name, as I have to live with these choices and their consequences. I have the will, values and ambition to shape my future and the one of the future generations.

I engaged in the Generation Connect Global Consultations to amplify my voice in digital development and send an urgent clarion Call to Action to you, the leaders of today's world.

You, decision makers around the world, have been the digital pioneers. You carry the power and the responsibility to accelerate digital development everywhere for all and build on it towards the achievement

of the Sustainable Development Goals (SDGs) of the 2030 Agenda.

Your actions today define my future education, employment and environment. Your inaction can arrest the power of the digital transformation and leave me behind.

The time to act is now. At stake is my very future.

I. TOWARDS A BETTER DIGITAL FUTURE FOR ALL, FOR THE PLANET

The digital world is transforming rapidly and changing governments, economies and communities in turn. But old and new issues challenge social progress and economic development and throw a shadow on my future. Will the promise of the digital future be lost to me?

I recognize that digital technologies are not the solution to all concerns, but I believe that their transformative power creates more opportunities than it brings challenges.



II I AM READY, COMMITTED AND CONFIDENT

The road ahead may be challenging but I am your ally in action.

- I am ready to take on my own responsibilities, use my resourcefulness and spare no effort to move the local, national and global digital agenda forward.
- I will use my voice to advocate for the positive changes I want to see and lead the transformation of societies and economies.
- I am Generation Connect championing human rights, equality and dignity online by leveraging the power of digital technologies and the internet.
- I will learn as much as I can so I can educate others, beginning with my immediate community.

- I will share my knowledge and raise awareness of the advantages and risks of the digital world because knowledge gives us the upper hand.
- I will innovate and use digital technologies and the internet for social good and climate action, for fueling entrepreneurship and shaping circular economies, at the local, regional and global level.
- I will promote cultural diversity as well as gender and disability inclusivity through open and accessible digital tools and the internet.
- I will work with governments, academia, the private sector, not-for-profit organizations, communities of practice and across youth networks and engage in global efforts to leverage multilateralism in building a digital future where everyone thrives.

I own your legacy and I will leave my own mark upon it, mindful of the future generations.

III YOUR ACTIONS, MY FUTURE

I believe a better digital future is possible only if we act – now, together.

Many policies, governance models and implementation mechanisms need renewal in the digital age and can be upgraded with the support of digital tools and the internet for social engagement, decision-making and leadership, enabling the meaningful inclusion of youth and other under-represented groups.

Decisive action is needed to ensure that the asks below are met **by 2025**.

1. Digital policies

I call on all governments to

- a. **Prioritize digital policies and ensure policy coherence across government and economic sectors** to leverage the power of connectivity and digital technologies for sustainable development.
- b. **Adopt sound infrastructure policies** to support investment and promote more diversified sources of financing for digital connectivity and the energy transition.
- c. **Uphold human rights online** and develop frameworks for navigating the internet safely, expressing oneself freely, requiring consent for online transactions, accessing social and economic opportunities and creating value using digital technologies, tools and the internet.
- d. **Craft frameworks for digital public goods** to amplify the positive impact of digital technologies and the internet on development, such as open-source software, open data, open AI models, open standards and open content along with national frameworks for consumer and data protection, and cybersecurity.
- e. **Overhaul innovation and Research and Development (R&D) policies** to leverage responsible tech-led innovation for digital entrepreneurship across sectors and the development of smart sustainable cities.
- f. **Integrate an environmental perspective in infrastructure and cross-sector tech policies and** enact regulations in key areas such as hardware and software manufacturing, energy consumption, e-waste and the use of renewable energy across the economy.
- g. **Mainstream a technology perspective into sectoral policies**, such as in education, health, finance, trade, agriculture and other economic policies to leverage digital technologies, tools, data and the internet for development.
- h. **Develop frameworks for integrating social and environmental considerations** (such as Responsible Business Conduct policies, human rights considerations, youth and gender equality perspectives) **in digital tools and services** by governments, and encourage the inclusion of such considerations by the private sector and communities.

2. Governance in the digital age

I call on national and local decision makers to

- a. **Give youth a seat at the decision-making table by creating genuine leadership roles for youth in formal governance processes** across legislative and executive bodies, such as youth voting members of steering committees or working groups, youth envoys, advisors or youth shadow boards.
- b. **Make sure that meaningful participatory approaches are integrated by-design into every policy, program, or project** for the digital transformation, in particular involving youth and other vulnerable groups traditionally under-represented based on their gender, disability or else.
- c. **Create new, readily accessible digital spaces designed with youth and historically marginalised groups to enable broader consultation and more open and inclusive decision-making and governance processes**, in particular for scoping, designing, implementing and the evaluation of digital policies through online tools, in particular official information and citizen participation platforms, opinion polling and online tools for crowdsourcing of issues and solutions.
- d. **Develop robust frameworks for measuring the outcomes and impact of digital, tech, youth and gender policies** and carry out regular, transparent monitoring and evaluation processes across government bodies.
- e. **Support the development of and enforce industry codes of conduct** to better protect the data, integrity and digital rights of youth, children and everyone online.
- f. **Adopt a data-informed and stakeholder-informed approaches to policy and decision making**, leveraging the intersection of economic, social and environmental data and the latest digital solutions to make sense of it, such as big data analytics and AI.
- g. **Develop adequate law enforcement capacity** to tackle issues related to the implementation of digital policies as well as ensure that digital technologies used for law enforcement respect human rights.

3. Digital strategies and programmes

3.1 Engaging youth in preparing the future

I call on all governments, private sector and civil society to

- a. **Co-create an overarching national youth strategy together with youth**, identifying clear objectives, measurable targets and viable engagement mechanisms in key government processes.
- b. **Invest in the creation of youth-driven networks and leverage their engagement** in major decisions and initiatives, such as on open government, climate change, social justice and digital development.
- c. **Enable youth to lead, design and implement** youth-for-youth initiatives as well as public policies, programmes and projects, through targeted financing, mentoring, adequate digital platforms and tools, and promote the public visibility and recognition of their contribution.
- d. **Monitor and measure youth engagement** in national decision-making processes and youth economic empowerment based on a framework defined in the

youth strategy and with youth, transparent data-informed processes and periodic reviews by youth networks.

e. **Co-design an operational framework for mental health to minimize risks and avoid the harmful effects of digital media and the internet on children and youth**, such as creating networks for medical and psychological counselling on online addictions, providing support to victims of online bullying and harassment, creating channels for whistle-blowing, and carrying out awareness raising campaigns.

3.2 Transforming education and building digital skills, youth's digital superpowers

I call upon all governments and academia to

- a. **Design and develop digital skills policies and strategies** that are evidence-based and specific to the national and local context to enhance education, employment and entrepreneurship opportunities for youth.
- b. **Identify and prioritize new sources of financing** high-quality, tech-enabled and gender-inclusive education and digital skill building programmes, and engage new partners in developing and delivering such curricula.
- c. **Collaborate across government ministries and levels**, in particular between the ICT Ministry and the Ministry of Education, to connect schools, provide shared access facilities and implement national digital skills development campaigns and programmes.
- d. **Increase the offer, inclusiveness and accessibility of educational centres, opportunities and curricula** blending traditional and non-traditional, digital and tangible, online and offline, tools and approaches in formal and vocational training programmes, such as boot camps, ideathons and hackathons, gamification, discussion circles, webinars, platforms for knowledge dissemination and co-creation.
- e. **Review the quality standards for curricula development and training** to enhance the quality, openness, adaptability and practical relevance of curricula for students and teachers through digital tools, open-source software, open data, and integrate such curricula and standards in school programmes.
- f. **Strengthen STEM+ programmes, digital art and sports** and integrate them across academic disciplines, including social sciences, to ensure that training programmes and curricula adequately prepare youth for the jobs of the digital economy across sectors.
- g. **Revisit academic curricula and blend responsible digital innovation and digital entrepreneurship tools, content and skills** across disciplines to improve graduates' employability.
- h. **Integrate digital channels and curricula in vocational training** to diversify training opportunities in all walks of life and create learning-to-earning opportunities for youth, especially from vulnerable groups.
- i. **Promote diverse role models in training design and delivery** to support the development of new social and professional behaviours free from bias, reinforcing individual identities and the shaping of career aspirations.

j. **Integrate emerging technologies in regularly funded R&D programmes and grant schemes** to maximize their sustainable and responsible use for public good, in particular in the area of AI-enabled digital solutions and quantum computing.

3.3 Creating decent jobs and livelihoods for youth

I call upon all governments and the private sector to

- a. **Build sustainable, innovation-driven ecosystems for the digital economy** to enhance business opportunities, digital entrepreneurship and the creation of decent jobs and livelihoods for youth as a driver for achieving development goals.
- b. **Create synergies, pool resources and coordinate efforts across the ecosystem** (e.g., between government bodies, financiers, established private sector players, start-ups, civil society, academia and youth networks) to leverage policy, finance and technology innovation in the transformation of economies and redefining the national, regional and global job market.
- c. **Identify new, more inclusive financing sources for tech-enabled business ventures** by creating a network of different types of financiers with diverse investment portfolios such as traditional, non-traditional and development banks, and **provide equal access to finance** to start-ups and SMEs regardless of gender, age, disability, origin, ethnicity or other personal characteristics.
- d. **Simplify administrative processes for creating start-ups**, provide online business registrations services, lower fees to reduce time to market and associated costs.
- e. **Enable support networks for youth tech start-ups and digital social entrepreneurs** to provide business model scoping and acceleration, business mentorship programmes, targeted skill building, seed financing or partnership schemes.
- f. **Create safe experimental spaces** for young entrepreneurs to allow prototyping, testing and scaling-up of digital products and services under flexible or no regulation for a limited period where new technologies or business models could be trialed and fine-tuned at minimal cost.
- g. **Provide financial and non-financial incentives** for businesses developing digital solutions in the area of **the circular economy and the creation of green jobs**, in particular for youth.
- h. **Minimize the harmful effects of digital and emerging technologies on people and the planet** by engaging businesses to adopt ethical and rights-respecting technologies and frameworks for corporate social responsibility while reaping the benefits of digital tools and the internet for global social and economic good at the local, national and global level.
- i. **Encourage innovation and entrepreneurship by local companies - localizing digital innovation** - to ensure that the benefits of new digital solutions are shared with the local community, and prevent brain drain and innovation transfer to ecosystems providing more favourable conditions.

- j. **Create more leadership roles for youth across the public and private sector** and meaningfully involve youth in strategic and business planning activities and decisions.
- k. **Recruit young and diverse talent** regardless of gender, disability or origin, and craft meaningful career paths to leverage the full potential of inclusive and engaged workforce in the digital economy, including through paid internships, mentorship programmes, on-the-job training, expert missions and regular jobs.

4. Transforming culture and communities

I want to positively transform my community and work with all stakeholders at the local level to

- a. **Advocate for the inclusive and responsible adoption** of digital technologies and the internet by the community and **mobilize resources** for grassroots youth-led and innovative initiatives.
- b. **Create social support systems for youth from vulnerable, marginalized or traditionally under-represented groups** to take part in the life of the community through social media or other digital channels, and connect them to formal governance mechanisms and public services.
- c. **Grow peer-to-peer support networks**, especially youth networks and not-for-profit organizations at the grassroots level, **to promote digital literacy and skills** in local communities and among young people.
- d. **Design and carry out online and offline awareness campaigns on key topics related to youth engagement and empowerment in the digital economy and society**, including the protection of personal data and children's rights online, online violence and addiction, the ethical use of digital media and technologies, and the accuracy and reliability of information online.
- e. **Co-design and carry out together with youth online awareness campaigns on key topics related to issues of concern to young people**, including adolescent rights, mental and reproductive health, domestic violence and social stigma related to disability, gender or else.
- f. **Make visible in the public space and online a new generation of digitally savvy local role models with diverse profiles** with regards to gender and gender identity, age, disability, origin, income level, etc. to promote a culture of acceptance and mutual respect among the local community.
- g. **Support the creation and online dissemination of more and more relevant, high-quality local content, content in local languages and indigenous knowledge**, by national and local stakeholders.

- h. **Co-create with youth locally appropriate digital platforms** for information and knowledge sharing, networking, formal and informal training, and economic activities to expand youth's access to information, learning and economic opportunities.

5. Joining the movement towards a Global Digital Compact

I call on United Nations (UN) organizations and the International Telecommunication Union (ITU) to

- a. **Mainstream meaningful youth and gender-inclusive engagement**, especially of young people from marginalized or vulnerable groups and from developing and least-developed countries, in all levels of the work across the UN system, and regularly monitor progress on their goals and targets leveraging the system-wide implementation of **Youth2030, the UN Youth Strategy** and the **ITU Youth Strategy**.
- b. **Create synergies and support youth-led joint initiatives between ITU and other UN organizations** to meaningfully engage youth in international decision-making processes, in line with the UN Secretary-General's Roadmap of Digital Cooperation.
- c. **Build a strategic multi-stakeholder alliance with the private and public sector, academia, civil society, and community members** to open pathways for sustainable digital development through open and transparent online consultations or other digital channels, thus advancing the recommendation of the Our Common Agenda recommendation on Global Digital Compact.
- d. **Develop partnerships with the donor community and the private sector** to implement youth-driven initiatives to close digital divides at the local, national and global levels.
- e. **Increase the visibility of Generation Connect at the national, regional and global level** and raise awareness about opportunities for youth to engage in international youth networks and processes.
- f. **Develop a Generation Connect strategy to follow up on this Call to Action and propose benchmarks for its roll-out**, through inclusive and transparent youth-driven process.

The challenges ahead may be many, but the unity of our action and our determination to leave no one behind can make a difference in shaping our shared digital future.

Join the movement of the 2022 Generation Connect Global Youth Call to Action and start building our shared digital future today.

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