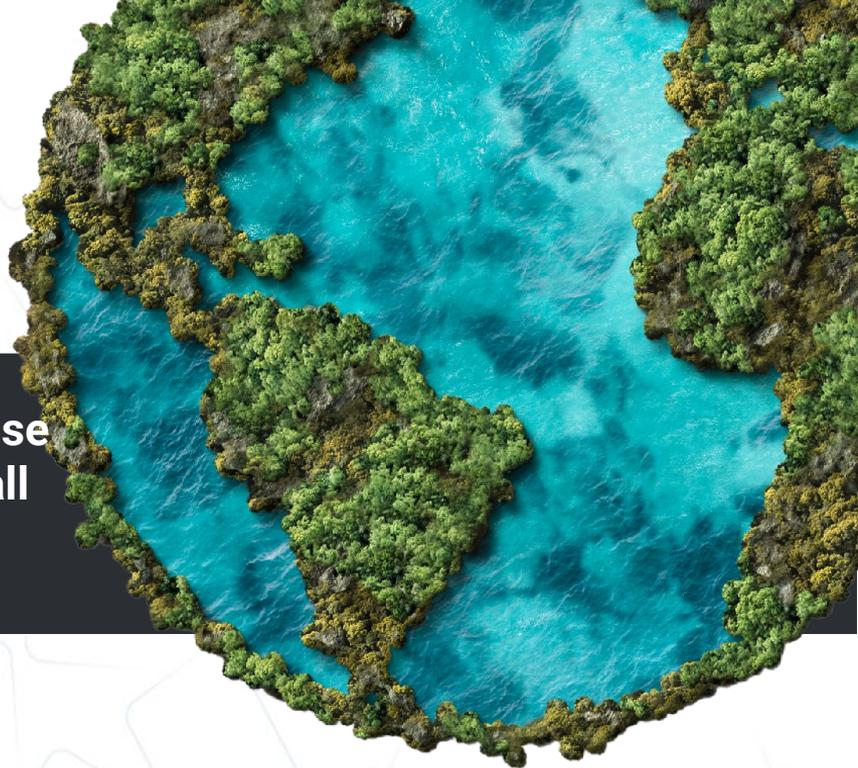




Crowd4SDG Final Conference



**How social media can be used to mobilise
youth for the SDGs: the case of Goodwall**

Omar Bawa (Goodwall)



*This project has received funding from the European Union's Horizon
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872944*



Crowd4SDG



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United Nations Institute
for Training and Research



Université
Paris Cité



unicef

for every child





GOODWALL

the skills-based social network for Gen Z to learn & earn

2+ million

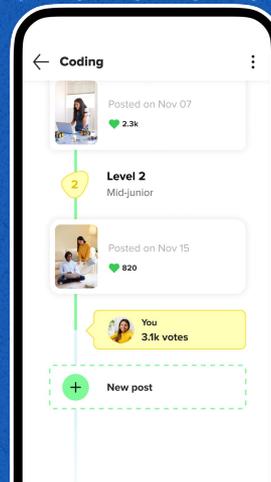
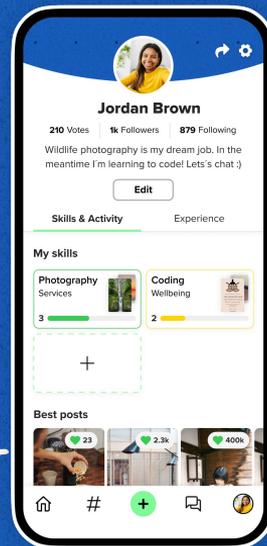
**GLOBAL
COMMUNITY**

150+

COUNTRIES

60%

WOMEN & GIRLS



-  **3 Years of Impact**, launched with Open17 during the pandemic
-  **Skills Development**
-  **Access to Opportunities**
-  **\$ Thousands in Prizes & Rewards**
-  **Active Citizenship**

In support of the:



Aug 1 - Sep 30

#Open17ClimateJustice

Pitch your idea for climate justice!

BROUGHT TO YOU BY:



IN PARTNERSHIP WITH:   for every child



#OPEN17WATER

Pitch your idea on how we can tackle urban water resilience

Application deadline is 4 October 2020
Midnight CEST

BROUGHT TO YOU BY:



#Open17ClimateGender

Pitch your idea for tackling climate and gender challenges for crowdsourcing solutions

Deadline 3rd of October 2021 midnight CEST

BROUGHT TO YOU BY:



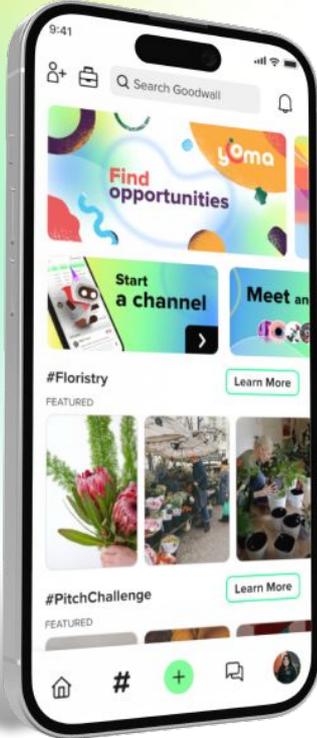
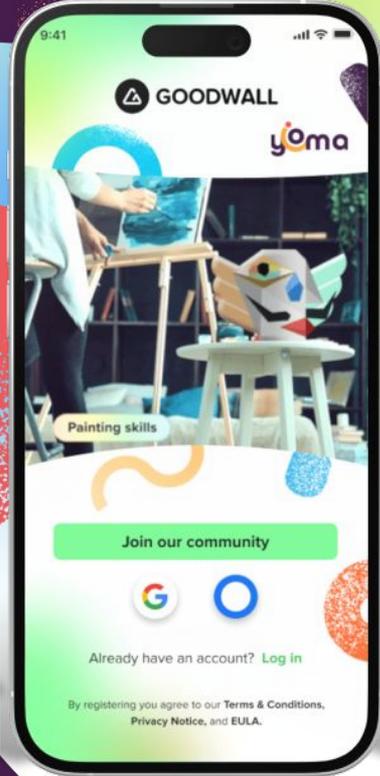


Connecting youth to learning & earning opportunities

190,000+
COMMUNITY

2.5M+
ENGAGEMENTS

10M+
REACHED

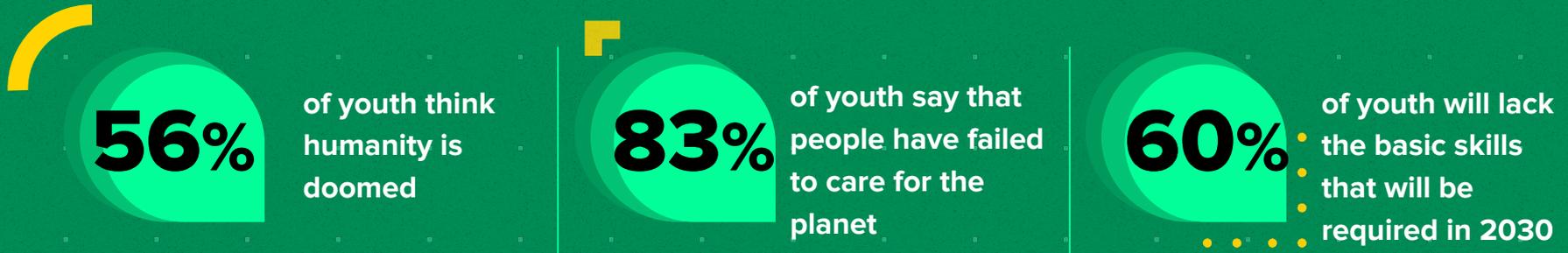


Youth Climate Initiative

The largest youth skilling and action
program for the green economy



“It’s different for young people - for us, the destruction of the planet is personal.” - 16 year old



60% of youth wake up with climate anxiety. They are at the frontlines.

We need to **move from climate anxiety to climate action**, and mobilize, motivate and resource youth, giving them the agency to be **part of the solution** and the green economy of tomorrow.



Youth must be part of the solution

Climate justice begins with youth agency

We need to:

1. **Upskill them for the green economy**
2. **Fund their ideas**
3. **Give them a seat at the table**



Our bold goal:

Reach, impact and mobilize **10 million youth** to be part of the climate solution by **2025**, leveraging partnerships, community and technology.



Rayyanatu Abubakar

Age 24, Nigeria

Youth Ecopreneur and Goodwaller

Rayaanatu built her skills and received funding to start a local business recycling old plastic bags into shoes.

In support of the SDGs:



Mobilize youth for our planet

Climate Skilling and Education

Educate and inspire youth about climate change actions and solutions through experiential learning and connection with opportunities for learning and earning

1

Green Action & Skills

A series of online challenges to foster climate education through experiential learning and mobilize youth to **develop their skills** while completing **impact tasks**.

Actions are celebrated and showcased to inspire a movement and drive momentum.

#ClimateAction

Green Jobs

2

Eco-preneurship

A global **pitch competition** for youth to present their **green ideas and solutions** to a global audience.

Every day, and eventually **every hour**, a winner is celebrated and receives **results-based financial support** to bring their ideas to life.

#ClimatePitch

Green Business

3

Youth Voices

The largest and most inclusive **youth-led Think Tank** to promote the exchange of ideas and solutions, and stimulate debate among youth, decision makers, and leaders.

A **Youth Climate Memorandum** will be produced and brought by young climate leaders to **COP28**.

#ClimateLeaders

Advocacy



Thank you!

www.crowd4sdg.eu

