

COP21 Youth and Media Alliance Building Workshop

Music, Knowledge and Action for a Sustainable World

#COP21Youth&Media

Date: Friday, 24th of April 2015, 9.00-13.00

Venue: [UNESCO HQ Paris](#) - 1 rue Miollis, 75732 Paris Cedex 15 France

Organizers:

UNESCO - [Management of Social Transformation Programme \(MOST\)](#)

IAAI - [International Association for the Advancement of Innovative Approaches to Global Challenges](#)

Aim and context of the workshop:

The organizers aim to connect with the workshop **all stakeholders** working on the preparation for **COP21** (in the broader context of the **post-2015 agenda**) focusing in particular on **social mobilization through art, music, social innovation and media partnerships** and **offering a forum for cross-sectoral coordination** in order to map out a **series of specific projects** to be brought to fruition in Paris in December 2015.

The flagship initiative will be a **multilingual globally broadcasted TV show** – with the “**2015 Global Challenges Youth Music Contest Award Ceremony**” at its core - during COP21), event working title: “*Music, Knowledge and Action for a Sustainable World*”.

The **2015 Global Challenges Youth Music Contest (GYMC)** (see report on Rio+20 GYMC here <http://bit.ly/1DalkoY>) will be focusing on music – the universal language – as a means for supporting global community building, climate science communication and global citizenship education.



A key message of the “Music, Knowledge and Action for a Sustainable World” workshop and 2015 GYMC initiative in general is, that **effective global climate action needs innovative multistakeholder partnerships to build the knowledge base for social transformation towards a sustainable world** - an effort in which (national) **public service media** will have an important role to play in the years to come.

Therefore the **2015 GYMC Award Gala TV show** aims to

1. **inspire innovative strategic partnerships with public service media in France and worldwide** related to COP21
2. **generate momentum for the COP21 Paris 2015 climate change conference** and to
3. **communicate** to a global audience (tens of millions) **the broader context** of humanity's effort to address global challenges under the **leadership of the United Nations system** in a transformative manner through the **post-2015 sustainable development agenda**.

Preliminary Outline of the COP21 **2015GYMC TV show** elements:

- **multilingualism** (French, English; commentators of partnering national broadcasters presenting the programme to their audiences in all official UN languages and more)
- **live music performances** of 2015GYMC winners and music super stars
- **video sequences about the climate change challenge, the work of United Nations system** in the fields of climate change and the post-2015 agenda based on **youth-focused narratives**,
- presentation of **good practice cases of youth engagement and arts-based climate change agenda communication**
- presentation of **2015GYMC awards** by VIPs (UNSG, UNESCO DG, UNFCCC ES, representative of France)
- **national programming windows** for partnering national broadcasters outside France (including option to present national winners of the 2015GYMC (facilitated on the voting platform www.globalrockstar.com adapted for the 2015GYMC)
- highlighting **youth leadership in climate change and the post-2015 agenda** (UN Secretary General's Envoy on Youth Ahmad Alhendawi, tbc) and
- presentation of **civic engagement opportunities within the IAAI's Global Challenges Action Network** (GloCha) (Global Challenges Giving Pledge Conference 2016, Global Challenges, Youth and ICT Centers network, etc.

Based on the outcomes of the workshop and the media partnerships established there, the 2015GYMC will be **formally launched at the [UNFCCC Bonn Climate Change Conference June 2015](#)**

Draft Agenda of the COP21 Youth and Media Alliance Building Workshop:

24th of April 2015, UNESCO, Bonvin building, Conference Room XIII (entrance by 1 rue Miollis)

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| 9.00 | Welcome and Introduction by the organizers (John Crowley & Miroslav Polzer) |
| 9.15 | Tour de table - Workshop participants presenting themselves and their initiatives/plans related to COP21, Youth and media partnerships |
| 10.00 | Presentation on the State of Preparations for COP21 - highlighting Youth & Media entry points: <ul style="list-style-type: none">▪ COP21 Host country secretariat▪ UNFCCC Communications and Outreach/Youth program▪ City of Paris▪ UNESCO |
| 10.30 - 10.50 | Coffee break |
| 10.50 - 11.30 | Presentation of 2015GYMC Award Gala TV Show plans (incl. presentation of submissions managing and online voting platform www.global-rockstar.com) and discussion of cooperation opportunities |
| 11.30 - 12.15 | Presentation(s) of European Broadcasting Union (<i>to be confirmed</i>) <ul style="list-style-type: none">• Public Service Media - Strategic Partners for UN focused Global Challenges/Climate Change Communication http://portal.unesco.org/ci/en/ev.php-URL_ID=28475&URL_DO=DO_TOPIC&URL_SECTION=201.html & http://vision2020.ebu.ch/the-report• Potentials, Costs and Logistics of EBU facilitated production of the COP21 2015GYMC Award Gala Show (http://www3.ebu.ch/media-services/content-offers-exchanges) |
| 12.15 - 12.30 | the post-2015 agenda - A Window of Opportunity for a New Generation of Global Philanthropy Leaders supporting Knowledge based Global Challenges Action |
| 12.30 - 13.00 | Planning joint action in the field of Youth, Media and COP21 |

Workshop Registration (Note: Subject to seating availability the workshop will be open to the public):

please send an registration email with Your name, institutional affiliation and contact details to Ms. **Eve El Chehaly**, UNESCO - Management of Social Transformation Program; e.el-chehaly@unesco.org

Costs:

Participants are expected to cover all costs related to their participation in the workshop.

About the Organizers:

UNESCO - [Management of Social Transformation Program \(MOST\)](#)

The Management of Social Transformations (MOST) Programme is part of the Social and Human Sciences Sector (SHS) of UNESCO. It was designed as a research programme to produce reliable and relevant knowledge for policy makers. The original mandate established a strong commitment to the promotion of research that was comparative, international, interdisciplinary and policy relevant. The programme was also designed to organize and promote international research networks, to give attention to capacity building and to establish a clearing house of knowledge in the social science field. One particular focus of MOST is on building efficient bridges between research, policy and practice.

Contact:

John Crowley, Chief of Section, Research, Policy and Foresight Section, Mail: j.crowley@unesco.org

IAAI - [International Association for the Advancement of Innovative Approaches to Global Challenges](#)

IAAI is a youth focused UN ECOSOC accredited civil society organization based in Klagenfurt am Wörthersee in Austria. Founded in 2007 by a group of futures studies experts, science managers and global youth leaders, IAAI develops innovative conceptual frameworks, information and communication technology tools and campaigns in the field of multi-stakeholder action and innovative resource mobilization for global challenges (post2015 agenda) action. Its flagship initiative is the [15/15/15 UN Civil Society Resource Mobilization Partnership](#) which is being implemented i.a. through "[Global Youth Music Contest](#)" and the "[Global Challenges Action Network \(GloCha\)](#)" (link to GloCha poster at COP20 in Lima: [p://bit.ly/1tsgeOC](http://bit.ly/1tsgeOC))

Contact:

Miroslav Polzer, Secretary General of IAAI, Mail: polzer@glocha.info; www.glocha.info @glocha_mp;

Envisaged Participants/Partners of the COP21 Youth and Media Alliance Building Workshop:

- COP 21 Host Country France representatives
- UNFCCC Communications and Outreach Program
- UNESCO National Commissions
- Media - (National) Public Service Broadcasters who are interested to broadcast the live show (incl. national programming window) - The organizers aim to cooperate with a network of the world's leading TV and radio broadcasters who will help to provide multilingual coverage of the 5th December event in French, English, Arabic, Chinese, Spanish, German, Russian, Japanese, Korean etc.
- Philanthropy Partners/Sponsors
- Civil Society/Youth Organizations working on engaging Youth and Media in COP21