



Let the music talk, let the rhythm play and let the world know what the youth have to say !



Rio+20 Global Youth Music Contest

Press Release



The city of [Klagenfurt am Wörthersee](#), Austria, has welcome the preparatory workshop and the launching ceremony of the [Rio+20 Global Youth Music Contest](#), two historical events which took place in the sunny castle of Maria Loretto Palace, with the participation of a diverse group of thirty two (32) international youth representatives. Participants representing *Australia, Austria, Brazil, Bosnia and Herzegovina, Cameroon, China, Croatia, Holland, India, Macedonia, Mexico, Montenegro, Pakistan, Qatar, Russia, Rwanda, Serbia, South Africa, United Kingdom, United States and Vanuatu* came together for an intensive week to develop materials and strategy of implementation of the Rio+20 Global Youth Contest around the world with their organizations and networks. They were supported by a team of six (6) international facilitators, among them, Dr. Miroslav Polzer, the Secretary-general of the **International Association for the Advancement of Innovative Approaches to Global Challenges** (IAAI), the association that initiates the project.



From 11 to 15 September, 2011 this diverse group was present in Klagenfurt sharing the same passion to design a global music competition for young people, organized with a number of partners and youth networks on the occasion of the 20th anniversary of the United Nations Commission on Sustainable Development (Rio+20 Earth Summit www.uncsd2012.org) to be held in June 2012 in Brazil. The three days workshop has succeeded to develop a framework of the contest, including the criteria, the categories, the prizes, the communication strategy, the

milestone events and timelines as well as the creation of Facebook and Twitter pages where most of the information will be disseminated to support the existing website. The resonance of music has been found by all participants to be a powerful expression that incites commitment for sustainable development. The contest will collect musical messages from youth around the world exploring global solutions for sustainable development. The first winner of each category (Youth and Children) will **rewarded with a trip to Rio de Janeiro to attend the Rio+20 Earth Summit** in June 2012 and perform there to make the voices of youth from around the world heard through music. They will also meet with the United Nations Secretary-general H.E Ban Ki-Moon and get mentoring in their work from UN Goodwill Ambassadors.

As part of the social activities and opportunity to learn about the region hosting the workshop participants

International Association for the Advancement of Innovative Approaches to Global Challenges (IAAI) is a UN DPI associated NGO and member of UN Academic Impact initiative based in Austria (ZVR-Nr.: 918790591) with members (scientists, future studies experts, youth) from more than 20 countries from around the world.

had a chance to meet and connect with local youth. On the 14 September, they went on a bus tour and visited cities of Trieste in Italy and Ljubljana in Slovenia, where they met with Mr. **Gašper Hrastelj** from the Slovenian National Commission for UNESCO. He promised the youth to link-up their global contest with UNESCO, mostly the Decade for Education for Sustainable Development. The group returned to Klagenfurt in the evening the same day. On the next morning, 15 September, participants attended the General Assembly of IAAI. Most of them became new members with some welcomed as new members of the IAAI Board and Coordination Team after expressing their interest in the assembly.

The international conference on “**Knowledge, Youth and Global Commons - Orienting Knowledge Systems and Inter-Generational Relations towards Sustainable Development and Rio+20**” also held in the castle of Maria Loretto Palace and organized by the International Association for the Advancement of Innovative Approaches to Global Challenges (www.glocha.info), the Austrian Science and Research Liaison Office Ljubljana (www.aso.zsi.at) and the Academic Council on the United Nations System - Vienna Liaison office (www.acuns.org) included international participants of the Rio+20 Global Youth Music Contest preparatory workshop who were all invited as special guests and VIPs. They all had a moment to introduce themselves, share their hopes for the future. Two of them were even included in the program as speakers to deliver presentations and answers questions from the audience attending.

In the evening the same day, the **launch of the IAAI Global Challenges (GloCha) Center** which will be based in Klagenfurt after the transfer from Ljubljana, took place. Many special guests who envisage cooperation as key partners with the GloCha Center were present. Among them, Mrs **Anneliese Stoklaska**, the representative of the Austrian Ministry of Science and Research, Mr. **Blaž Golob**, the Director of the Center for eGovernance Development in South Eastern Europe, Mr. **Michael Plazter**, the Director of the Academic Council on the United Nations System - Vienna Liaison office and Mr. **Beppe Lovoi** from the United Nations Commission for Sustainable Development Secretariat in New York. Mr. Lovoi provided to the workshop participants very valuable insights into the work of the United Nations in global sustainable development governance and advices on how youth can have a voice in Rio+20.



That was followed by the launching ceremony of the **Rio+20 Global Youth Music Contest**, an occasion to officially launch the “**Call for Music**” and “**Let the music talk**”. One of the best moment of the launch was the handing-over of a “**Group Statement**” by the young participants to Mr. **Beppe Lovoi** from the UNCSO Secretariat, written and signed by all participants at the workshop, in which they expressed their hopes and expectations towards sustainable development. The statement was addressed, through Mr. Lovoi, to the United Nations Secretary-general H.E **Ban Ki-Moon** and to the Secretary-general of the Rio+20 summit at the UNCSO Secretariat Mr. **Sha Zukang**. Mr. Lovoi promised to deliver the statement to the concerned and encouraged IAAI and all youth to develop other specific inputs to the Rio+20 Earth Summit.

International Association for the Advancement of Innovative Approaches to Global Challenges (IAAI) is a UN DPI associated NGO and member of UN Academic Impact initiative based in Austria (ZVR-Nr.: 918790591) with members (scientists, future studies experts, youth) from more than 20 countries from around the world.



This historic moment was followed by the performance of Carinthian Slovene youth choir “DANICA” who, together with all the 32 international youth representatives from all continents, sang “**We Are the World**” as a concrete example that **music has the power to connect people despite their diversity**. This was the signal to start the spread of information about the contest on the Internet and through the participants

who all became Ambassadors of the contest in their regions, countries and communities. Some of them decided to serve as Regional and/or National Coordinators to work closely with the Global Coordinator, the Outreach Coordinator as well as the IAAI for a successful implementation of the innovative project.



The **deadline** to submit music videos online is **15th February 2012** at midnight GMT.

For more information please contact :

Jean Paul Brice Affana

Global Coordinator

Email: jeanpaul@glocha.info | Website: www.glocha.info

Anam Gill

Outreach and Communications Coordinator

Email: anamgill@hotmail.com | Website: www.glocha.info

Miroslav Polzer

Secretary-general of IAAI

Member of ACUNS and Head of ASO-Ljubljana

Email: polzer@glocha.info | Website: www.glocha.info

International Association for the Advancement of Innovative Approaches to Global Challenges (IAAI) is a UN DPI associated NGO and member of UN Academic Impact initiative based in Austria (ZVR-Nr.: 918790591) with members (scientists, future studies experts, youth) from more than 20 countries from around the world.