

VISIT US ONLINE !

- DISCOVER youth leadership & the super powers of youth at school
- EXPLORE FREE videos, stories, poster sets, music, musical, teaching tools
- SELECT your favourite media, causes, speakers and activities
- JOIN our global community of educators, parents and youth
- BOOK a speaker, onsite, via online video, join webcasts
- SPARK a student club and see them thrive!
- SPREAD our information to schools near you

LET US LIVE THE IDEALS that we share as teachers, students and parents

In Canada, Free The Children, We Day, 150,000 activist students and thousands of teachers at 5,000 schools are leading by example, inspiring us how we can make “changing the world at home and abroad” a vibrant part of the curriculum, enriching our learning culture and community. Let us build on this, with favourite causes and opportunities for everyone.

LET US SPREAD these exciting success models, together

Our media enable you to briefly introduce our contents, and lay follow-up action in the hands of young people. With simple methods, they can make changemaking part of their daily lives - since that is how change happens. We have 70 years of “fixing everything” in front of us. WE CAN ACHIEVE. And it can be surprisingly simple. But we have to get inspired, develop vision, build confidence, and dare to be completely different than our parent generation. How else could we achieve?

OUR TIME AT SCHOOL is our only time in life that all our generation CAN learn together, form a bond on what truly matters and align changing the world with our daily life. Never has learning for life been so important for humanity. What an exciting time to be at school! You are our most important ally, giving us permission, space and support to learn informally what formal education cannot provide. We are convinced that you will thoroughly enjoy seeing us take on the grand quest of our lifetime.

REGISTER. EXPLORE. DECIDE. LET’S TALK. We are here to help.

On behalf of the hero/ines of our generation,
Eric Nicolas Schneider.

YL Founder. Images & Voices of Hope Award 2012
UNESCO Round Table for the Implementation of the UN DESD

www.youth-leader.org



Launch your School Year with Youth-LeadeR

OFFICIAL PROJECT OF THE UNITED NATIONS DECADE OF EDUCATION FOR SUSTAINABLE DEVELOPMENT DESD 2005-2014. UNESCO



Youth-LeadeR (YL) offers powerful, inspirational media and services that give life to global issues, and facilitate service- and project-oriented learning on environmental sustainability, social justice and well-being with relevant impact.

Our unique offers

- > equip you to inspire your students for positive change and personal engagement
- > equip inspired students to self-organize year-round activities
- as part of a global community of distinguished youth leaders and changemakers
- with rich benefits for people, planet, school community and learning culture



ENRICH YOUR TEACHING PRACTICE with carefully selected solution-oriented success stories and “live” services of teen-age youth leaders around the world, in 19 languages.

TIP: The 90-180 min Spark Session is a 4-step initiation to “The Best of Youth Leadership!” It is a fantastic activity for semester kick-off, or special occasions like UN Days. Follow-up is guaranteed!

“The most energized lesson ever! Even the most quiet ones had something to say.”
“The most inspirational videos I’ve ever seen. It makes me feel I want to get up and do something, too!”



SPARK YL STUDENT CLUBS sustaining the spirit year-round, and taking monthly action for replicating outstanding sustainability solutions at home and abroad.



















“The epitome of role models and Being The Change. This should be in all schools.”

VISIT US ONLINE. We look forward to meet you!

<< VIDEO | www.youth-leader.org






WHO WE ARE

Youth-LeadeR (YL) unites 100 outstanding YOUTH LEADERS on one platform to make our stories, role models, solutions, websites and services accessible to our global young generation at school, and to our most precious allies: caring teachers, parents, citizen groups and philanthropists. YOU.

 Cassandra Lin Turn Grease Into Fuel. \$150,000 for social causes	 Gabrielle Posard Donate Don't Dump 1,2 mio pounds of food for the hungry 4,000 volunteers	 Robyn Hamlyn Making water public, a human right, banning bottled water in 27 cities	 Madi & Rhiannon Making Girl Scout Cookies shift to sustainable palm oil. Now, global industry	 Julia and Emma Book drives + libraries for aboriginal kids+schools. 60,000 to-date	 Xiuhtezcatl Martinez Hip Hop to mobilize our generation for taking care of the Earth and future	 Avalon Theisen Changing our view of swamps, wetlands + their inhabitants to awesome	 Rachel Parent Kids Right To Know GMO labelling and proper scientific testing
 Jonny Cohen Tweaking school buses to save \$400,000 fuel. Maker nerds	 Adora Svitak Teaching us and teachers 21st Century learning culture and the love for words	 Lulu Cerone Making Philanthro-Parties part of our lifestyle	 Nellie Shute Demanding a global ban on ivory trade, for ellies and peace	 Taylor Finderup Teaching us the reality about sharks and to protect them	 Chloe Falkenheim VegYouth Empowering us to switch to our fav harmfree lifestyle	 Coralganics Youtube channel on yukky, unhealthy ingredients in common foods	 Chloe Maxmin Mobilizing for divestment from destructive fossil fuel companies

+ MANY MORE

We also collaborate with dozens of outstanding adult changemakers, for learning and scaling their global sustainability solutions, ...

 John D. Liu Large-scale ecosystem restoration	 Holly Kearl Stop Street Harassment Campaign	 Gary Slutkin Cure Violence Curbing gang killings by up to 78%	 Miriam Clements Victory Amazon Law protecting the planet and our people	 Ocean Ramsey Changing our worldview for saving our sharks
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+ MANY MORE

... and with extraordinary field partners.

 Kazike Taita Querubin Queta Alvarado We protect Amazonia and forest cultures for humanity	 Usha Vishwakarma Red Brigade Lucknow Self-defense for India's girls vs rape and murder. We build a self-defense academy to train a million girls	 Babar Ali The youngest school principal in the world. We evolve his school model for poor village and street children	 Hassan Saeed Open Doors Literacy Project We help him run 100-day literacy classes for village girls in their homes	 Wodaabe Youth After 5,000 years the famous nomad tribe has to adapt to climate change. We help their youth get an education
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+ MORE

We are on the great stages and media of the world, but we have something else in mind, based on this key fact: **"80% of human behaviour is shaped by role models, subconsciously."** Copy-paste. That's tough. What does this mean for education in a dysintegrating, un-sustainable society in need of transformation? WE SAY: Fill our minds, hearts and hands with heroes. Daily.



WHAT WE OFFER

OUR MEDIA, solution-stories, videos, teaching tools, action packs and websites make subjects come alive with meaning, for project-oriented, service learning, global learning, education for sustainable development etc. They inspire, empower and equip our peers to replicate powerful model solutions creating peace and abundance in a million places in every part of our beautiful planet.



OUR METHODS make ROLE MODELS omni-present at schools

- Spark Sessions inspire students to get involved
- Hero/ines of the Month exhibits sustain the spirit in class
- Inspired students form YL Student Clubs for year-round action
- Students manage informal learning environments at school

OUR SERVICES enable a YEAR-ROUND stream of activities

- Book us "live" as speakers, onsite and via online video
- Webcasts and activities for United Nations Days of the month
- Cooperation programs with outstanding Field Partners
- YL Student Clubs take monthly actions and can join our ground-breaking training program Change Generation Rising

WE KNOW that children and teens at ordinary schools can make huge impact - like us - sending ripple effects through their communities and media.

OUR AIM is to spark YL Student Clubs uniting those with a passion for changemaking, so they can unfold their skills. They will evolve into excellent role models serving the whole school community as presenters, trainers and assistant teachers. Like we do.

WE SUPPORT them with Change Generation Rising, a groundbreaking youth leadership TRAINING PROGRAM designed as reality game. YL Warriors take 3 monthly missions with real hero/ines, and with real impact:

1. A fundraiser
 2. A social experiment / sustainable lifestyle challenge
 3. Study, support or replication of a model solution
- + A hero/ines exhibit attuned to UN Days of the month at their clan base. They found clans, join tribes, earn credits + levels for changes and headlines made.

THE REALITY GAMING ELEMENTS add precious worldview shift, a sense of epic, community, fun, self-reflection and builds a powerful visual CV.

