

# Launch your School Year with Youth-LeaderR

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



Youth-LeaderR (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.”

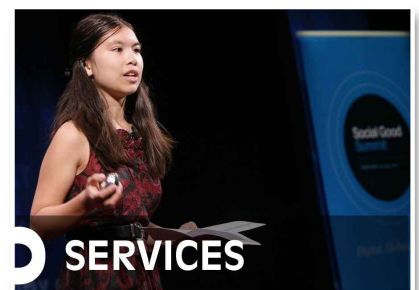
“The most inspirational videos I’ve ever seen. It makes me feel I want to get up and do something, too!”



**MEDIA**



**METHODS**



**SERVICES**

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



**YEAR-ROUND ACTIVITIES**



**FIELD PARTNERS**



**CREDITS+LEVELS FOR  
IMPACT+HEADLINES MADE  
Warrior**



“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](http://www.youth-leader.org)

# WHO WE ARE

Youth-LeaderR (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



Xiutezcatl 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 Philanthropy 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  
+ 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  
+ 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 groundbreaking 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.



# 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](http://www.youth-leader.org)

