



PRESENTATION KIT

Intermission #1 : Big Lessons Learned from Craig

To be read out after watching the first 3 videos:

„The Story of Free The Children“

„Craig Kielburger“

„We Day – The Power of We“

YOUTH LEADERSHIP -

“Training young people as change agents in their communities”
is not petty stuff.

Craig's success is proof of the extraordinary power of young people, and that indeed they have a unique magic which opens their path and builds support. His work proves that when young people work together, especially facilitated by their daily meeting place, school, they can evoke huge effect and change the world.

We Day is proof that everything is possible and demonstrates what the terms Change Generation and Youth Leadership truly are about. Craig, Marc and Free The Children have marked the stellar kick-off of the Change Generation going mainstream at schools and in media, scoring 8 hour live broadcasts on MTV and PBS.

They define the benchmark for what the stepping stone to creating a sustainable society looks like; and the pertaining learning culture that makes “taking action for what we care for” part of our daily lives.

For our generation and humanity as a whole, Craig's story is a most important example. He shows us how heart and vision based on truth, fierce love and determination unfold through taking small steps, building community and never stopping. Craig also is a champ of putting lessons learned into memorable messages and guiding principles for all of us.

At We Day, he likes to share how adults responded to his vision for LIBERATING CHILDREN from bonded labour - calling it “hopeless, impossible”. But he did not listen to them – instead, he liberated hundreds of children and changed policies around the planet. When he said that liberating children was not enough, that they also needed to BUILD SCHOOLS, adults called it “hopeless, impossible”. But Craig did not listen to them – instead, Free The Children groups have built more than 750 schools today. That is one school per week, and one clinic every second week, further clean water and alternative income programs. If there is one sentence summing up Craig’s message, it is this one:

“BANISH the terms „hopeless“ and „impossible“ from your vocabulary.
WE CAN CHANGE THE WORLD. Free The Children groups in 10,000 schools
are proving it every day - IT IS POSSIBLE!”

Ergo, the BIG lesson learned:

When you are fired up to change the world, do not listen to adults’ doubts.

Seriously, they have little to teach you in this regard. Unless they are a super successful changemaker. But that’s rare, and these changemakers will not discourage you, but support you!

If your group feels a little confused about

*– not listening to adults who tell us changing the world was
„impossible“ or „hopeless“*

– being DIFFERENT from our parent / adult generations

use the optional text „Intermission #1 : Why Not to Listen to Adults

Who Tell Us We Could Not Change / Create a Good the World“

Today's young generation's world, views and skills and opportunities are different.

These opportunities are fantastic! Today, schools and media are embracing youth leadership and action for good causes!

We are, we can and we need to be entirely different and create a world that’s just, peaceful, thriving, loving for all of us, for all people and our planet. The solutions exist.

There is no need to reinvent the wheel. All we need to do is to take what works, put our minds to it and also come up with our own creative ideas.

To do this, we build on the gateways opened by earlier generations - such as learning about global issues at school - like we are doing today.

Young people all over the planet are now rising.

By watching activist youth, we learn. By watching them, we get inspired. By watching them, our own inner hero/ine awakens. By watching them, we see and feel how we can put our own love, care and passion into action. And science and our minds are totally on our side, since 80% of human behavior is shaped by role models, much of it subconsciously, copy-paste.

Observing and learning from role models is precisely what we do, when we learn from music stars, youtube, gaming and sports stars, also when we enter new professional avenues, motherhood and start out on a year-long backpacking journey. Now let's apply this to creating a world of awesome for all.

Creating a good, sustainable civilization requires more than fundraising and fixing bad governance. Now that youth leadership is universally embraced and service-learning established at schools, let us add and implement transformational solutions for every corner of the world.

We have designed YOUTH-LEADER to unite the most successful young and adult changemakers of our generation on one platform - for you to learn from, to take action, and also to meet and act live with them, via Skype and in the field.

But now, let's look at more of your peers!