

---

**THE VOICE OF A  
NEW GENERATION**

**BEYOND  
2015**

**CHANGE YOUR WORLD**

---

**NEXT STOP:**  
SAN JOSÉ,  
COSTA RICA  
9-11  
SEPTEMBER  
2013

**THEMATIC PARTNER**



## LET'S TALK

A platform for  
young people  
to ensure their  
inclusion in the most  
important decisions  
of the 21st Century.

# BYND 2015

WHY BYND

WHY 2015

BYND: THE AIM

THE FUTURE IS HERE

BYND: THE PARTICIPANTS

BYND THE SUMMIT WALLS

BYND: THEMES

BYND: PARTNERS

BYND: BENEFITS

CONTACT





# WHY BYND

## THE 'MILLENNIALS'

Think of them as the sweetest spot in Generation Y, and the biggest bulge in the population bubble. They were born in the 90s and are now just coming of age. They'd rather text their parents than talk to them on the phone. They don't know how to get a landline installed. . . and they wouldn't want one anyway. They don't listen to radio, and they stream their TV online. They are the digital natives.

Broadband and Youth Networking Dialogues.

The Global Youth Summit: BYND 2015 will assemble young people from all corners of the globe to highlight their priorities and capture their combined voice in crucial national and international policy and decision making processes. **ICT will be in focus,** as young advocates speak out for and reinforce the need and importance of new technologies in future development planning. With ICTs playing a crucial role in applications across the world and at either end of the development spectrum, their explicit reference in the Post-2015 Sustainable Development Agenda is essential.



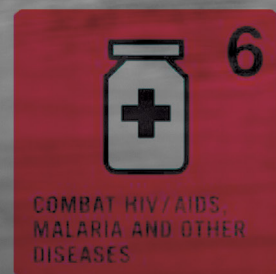
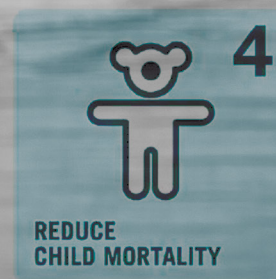
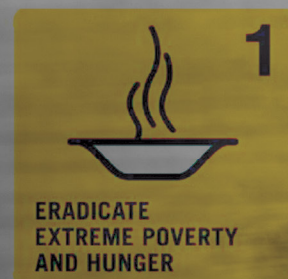
# WHY 2015

‘Beyond 2015’ refers to the public and civil society engagement process by which the United Nations is identifying its development priorities for a post MDG world... **the deadline is 2015.** The **Global Youth Summit** will target this process in highlighting the power of ICT for development.

As the specialized agency for ICT, ITU will mobilize the UN family as well as partners from business and civil society.

## THE MDGs

The Millennium Development Goals, affected in 2000, have guided development work for the past 15 years across 8 thematic areas. Now they are being re-aligned, with public and civil society input, to meet the needs of Generation Y.





# THE FUTURE IS HERE

Young people are pioneering the use of ICT, and driving trends in this fluid and dynamic industry.

ALMOST  
**50%**  
OF THE **WORLD**  
**POPULATION**  
IS LESS THAN  
**25 YEARS**  
**OLD**



**26.2%**  
FROM 0-14  
YEARS  
**17.1%**  
FROM 15-24  
YEARS

**76%** OF TEENAGERS IN OECD COUNTRIES SPEND AT LEAST ONE HOUR ON FACEBOOK EVERY DAY

**74.8** MILLION UNEMPLOYED FROM 15-24 YEARS OLD  
**6.4** MILLION YOUNG PEOPLE HAVE GIVEN UP HOPE OF FINDING A JOB  
**12.7%** GLOBAL YOUTH UNEMPLOYMENT RATE

**80%**  
**21%**  
IN DEVELOPING COUNTRIES A WOMAN IS LESS LIKELY TO OWN

OF TEENAGERS IN OECD COUNTRIES USE TWO OR MORE DEVICES WHILE WATCHING TV

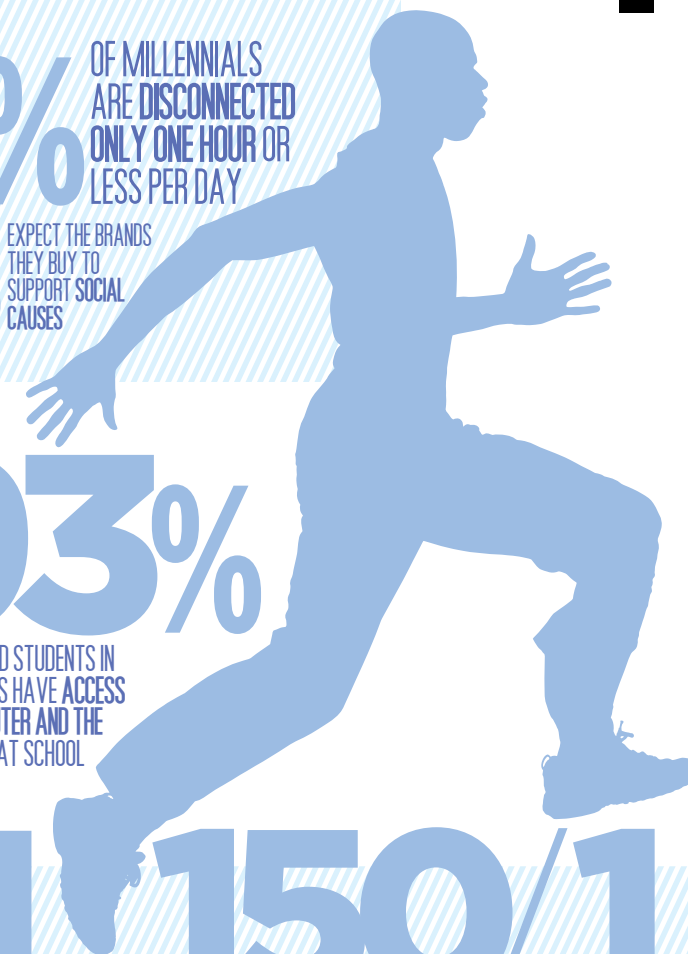
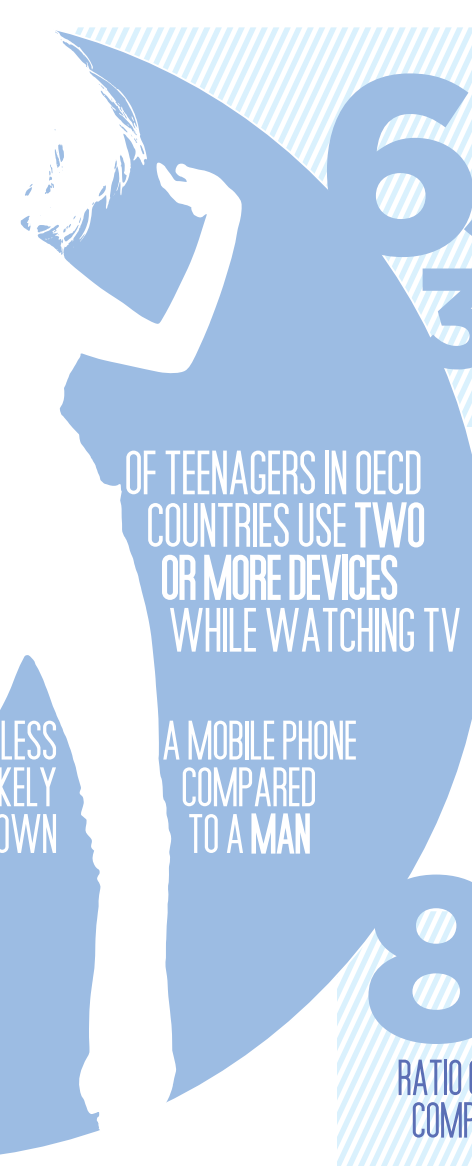
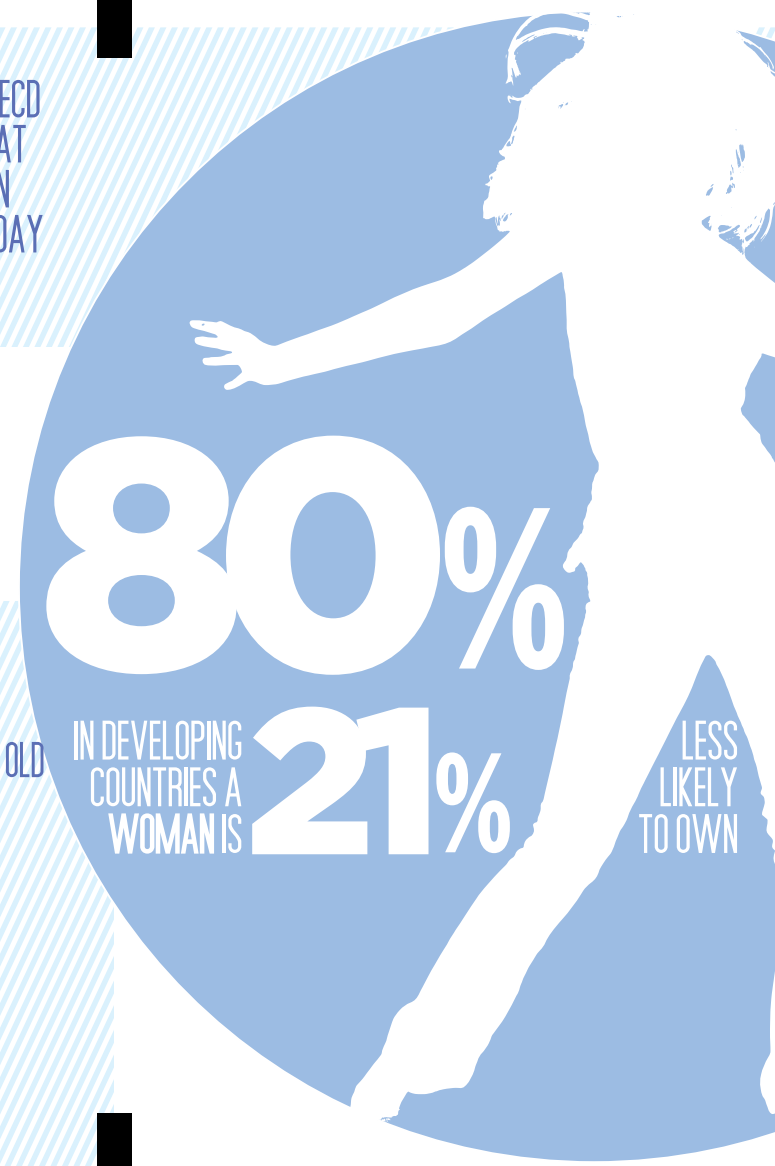
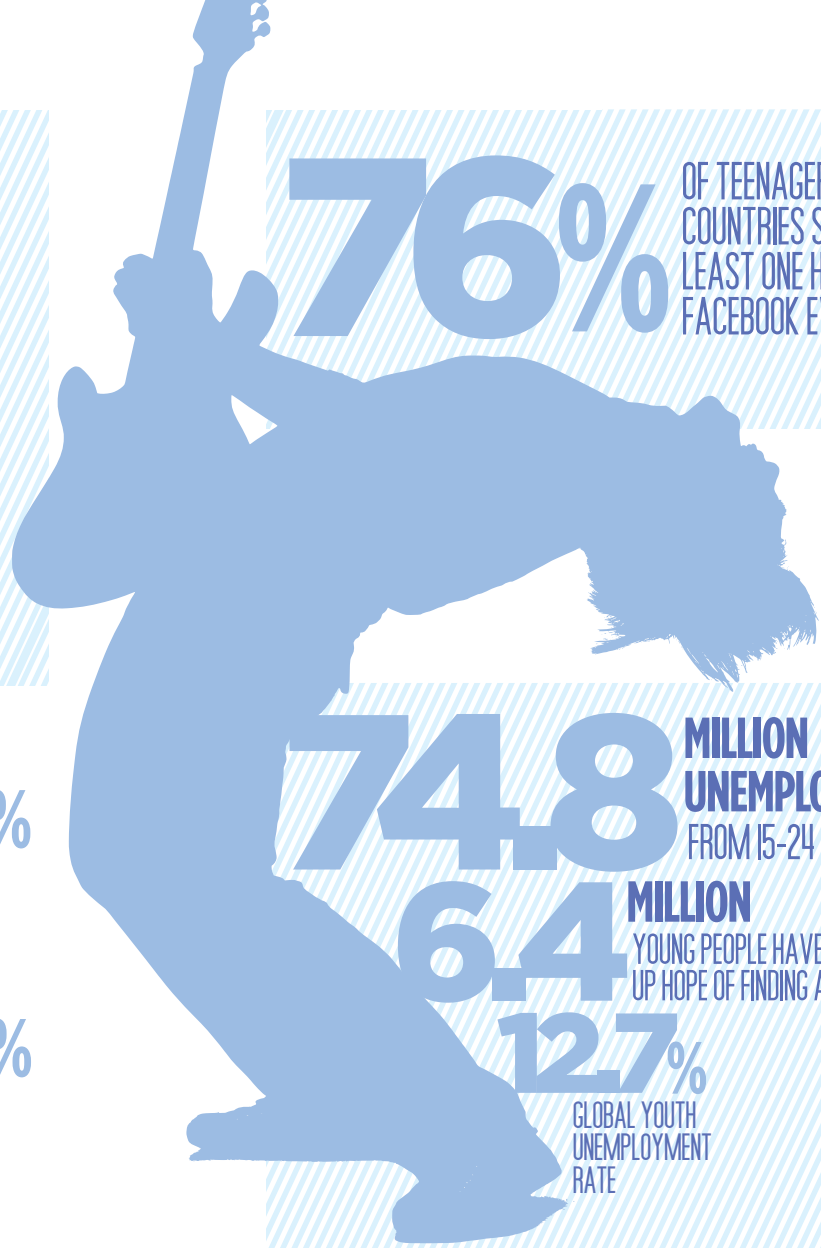
A MOBILE PHONE COMPARED TO A MAN

**65%** OF MILLENNIALS ARE DISCONNECTED ONLY ONE HOUR OR LESS PER DAY  
**37%** EXPECT THE BRANDS THEY BUY TO SUPPORT SOCIAL CAUSES

**93%**  
OF 15 YEAR OLD STUDENTS IN OECD COUNTRIES HAVE ACCESS TO A COMPUTER AND THE INTERNET AT SCHOOL

**8/1**  
RATIO OF STUDENTS TO COMPUTERS IN OECD

**150/1**  
RATIO OF STUDENTS TO COMPUTERS IN AFRICA







# BYND: PARTICIPANTS

500 young delegates from around the world on-site, sourced through member state delegations and the model UN network of schools around the world.

Summit Elders to provide thought leadership and wisdom during the summit. Invited guest speakers, inspiring role models, experts and founding summit partners. Policy and decision makers from the private and public sectors.

## MUN CONFERENCES

Model UN conferences provide an opportunity for young people to get a real taste for international relations by playing the role of member states. At the Global Youth Summit: BYND2015 there will be no role playing. . . Young people will be representing themselves and each other.



# BYND: THEMES

## Change your world:

Citizenship, governance and the UN post-2015 process.

## Get Ahead:

Entrepreneurship, employment and innovation.

**Stay Safe:** Child online protection and cybersecurity.

**Be Healthy:** Lifestyle awareness, mHealth.

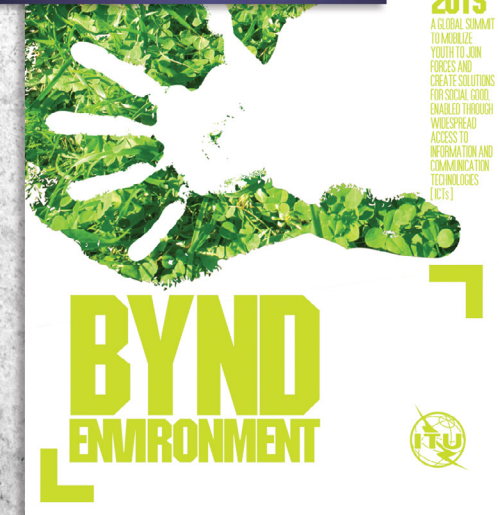
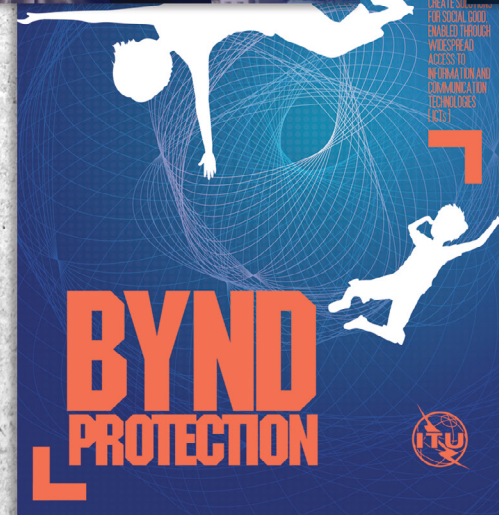
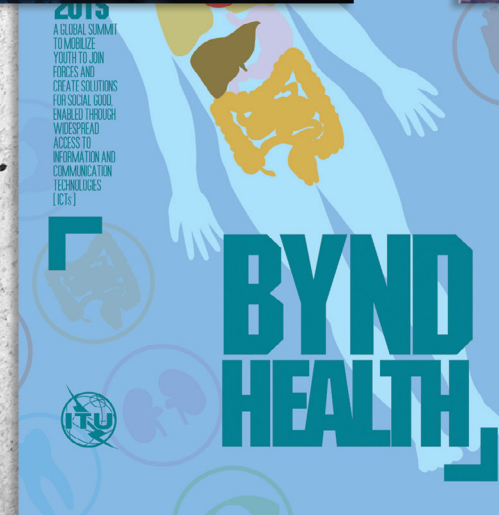
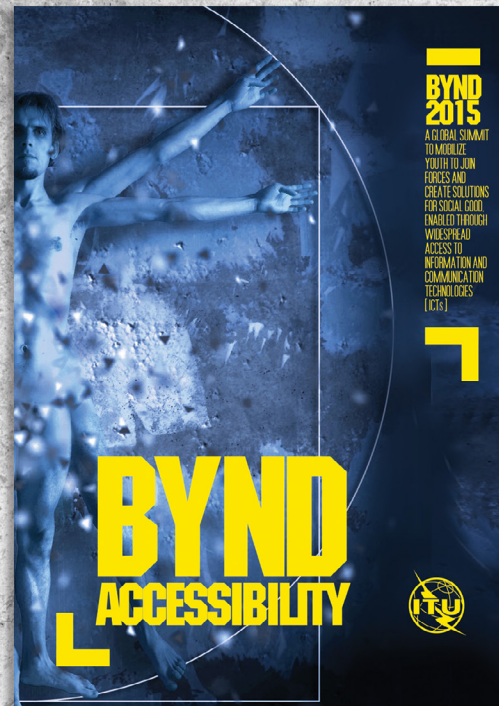
## Respect your

## Environment:

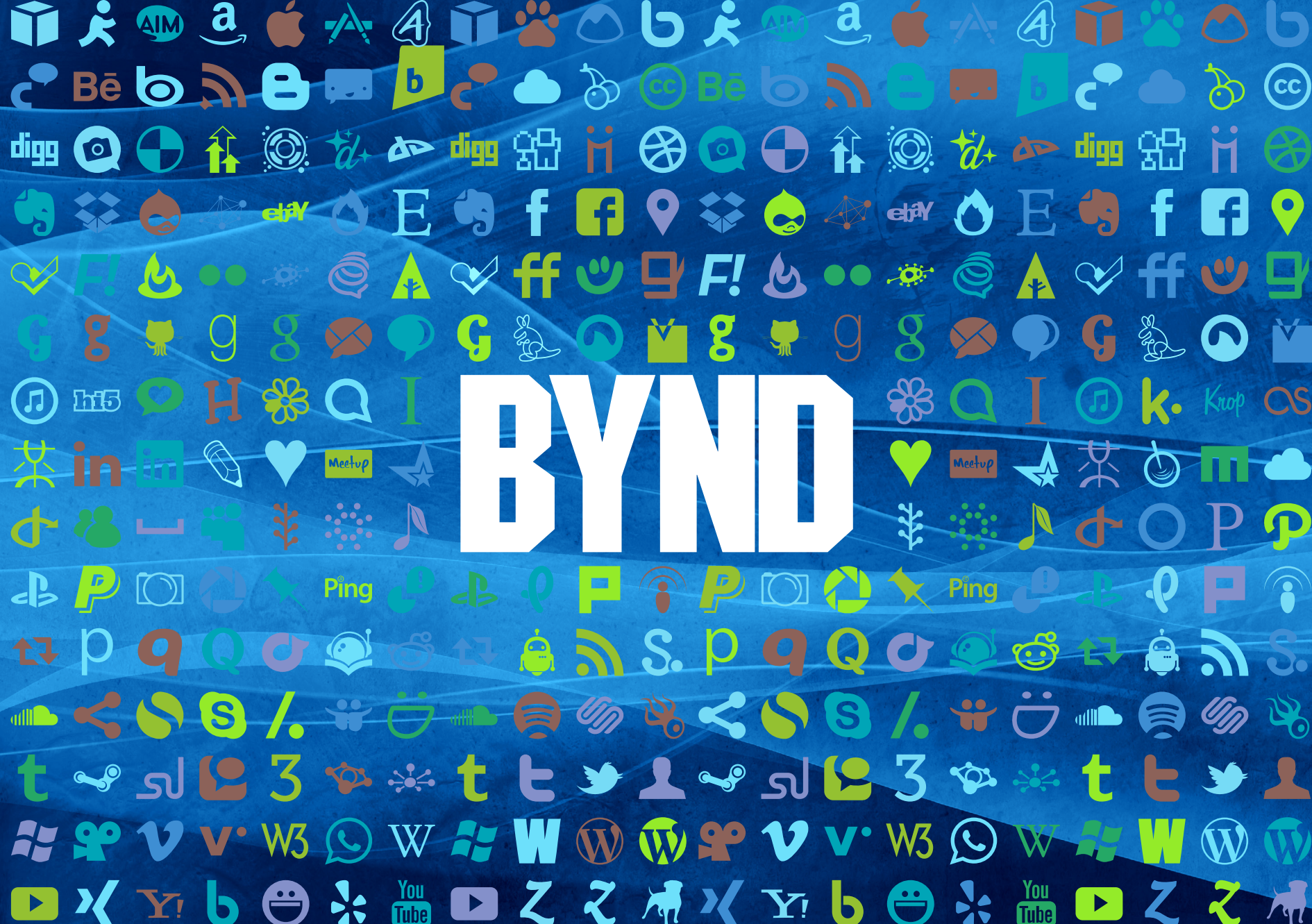
Climate change and sustainability.

## Help Others:

Accessibility hackathon.







BYND

## THE ONLINE COMMUNITY

Social media has proved incredibly powerful in mobilizing like-minded people to come together to evoke change, often in response to pressing social challenges.

# BYND THE SUMMIT WALLS

Discussion driven online via **webcast and social media** to reach millions of young people around the world. Young delegates to **lead online conversation and engagement;** targeting key platforms from the United Nations' Beyond-2015 process. Global campaigns to extend life and impact of the event.



# BYND: BENEFITS

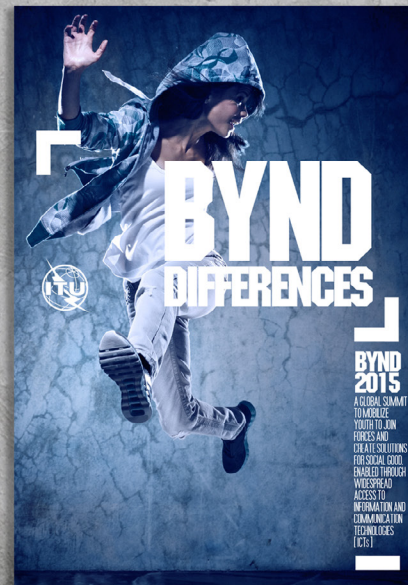
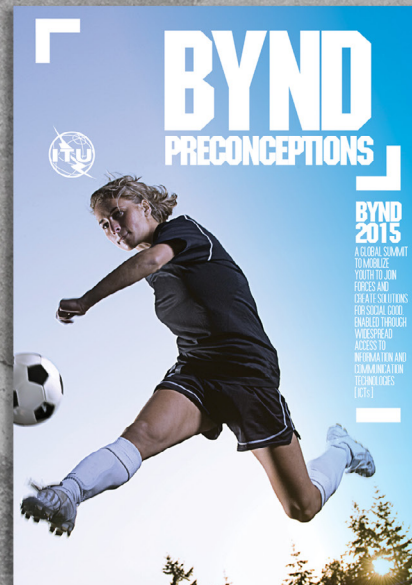
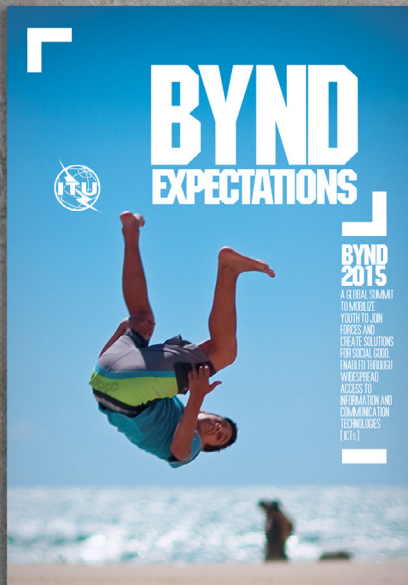
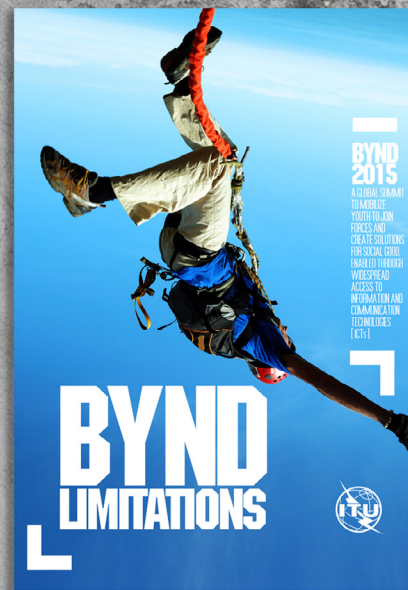
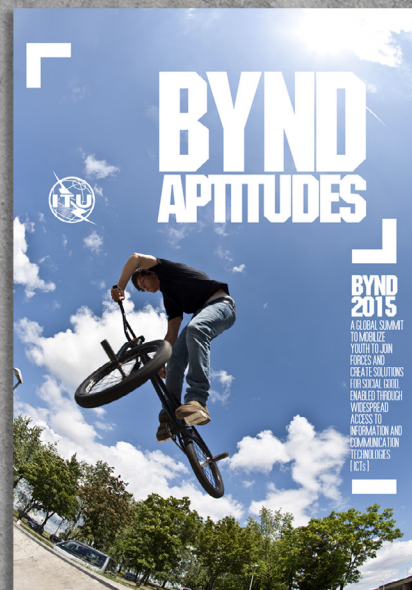
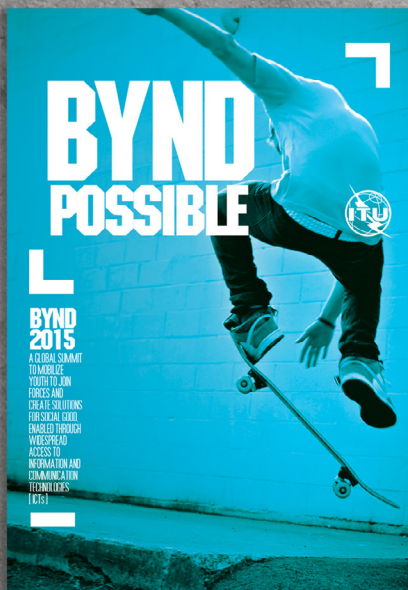
**Key visibility and branding** in print, onsite and online. Logos, adverts and exposure on official summit materials as well through news/media partnerships coverage and publications.

**Summit broadcasting rights:** Stream your theme live on your company webpages.

**High-level networking opportunities** for VIP representatives participating in the special guest programme.

**Shape your theme** and have an active role in developing the Summit outcomes.

**Visibility and benefit packages** developed to suit all levels of involvement.



# BYND





## SHAPE THE CONTENT

Thematic Partners will play a key role in helping coordinate the Summit sessions, and in developing content across major issues from youth employment to sustainable development. Thematic partners will facilitate break-outs and workshops with young delegates.

# BYND: THEMATIC PARTNERS

Become a **Thematic Partner** and have a hand in developing the event's outcomes. Visibility and brand recognition in Summit material in print, on-site and online.





# BYND: VISIBILITY

**Onsite.** Thematic Partner status for your brand at:

**Event Venue.**

During thematic session in breakout rooms.

During **site visits** related to the theme.

**Participation of a high-level principal** during the special guests' programme.

**Online.** Thematic Partner status for your brand on:

Event **website.**

**Facebook.** One weekly Facebook post related to theme.

Visibility in other **social media channels** where appropriate.

**Event webcast.**

Thematic level visibility during the event webcast, to reach a wider, global audience outside the Summit venue.

**In Print.** Thematic Partner status for your brand in:

**Summit materials.**

Programme, brochure, etc.

Exposure through **additional thematic level media partnerships.**





# BYND 2015

Join us to make  
**BYND:2015** a global hit.

For more information please  
contact the **International  
Telecommunication Union**,  
Place des Nations, 1211,  
Geneva, Switzerland.

**Chris Clark**

Christopher.clark@itu.int  
+41 22 730 6310

**Doug Court**

Doug.court@itu.int  
+41 22 730 6021





SAN JOSÉ, COSTA RICA 9-11 SEPTEMBER 2013