GLOBAL YOUTH SUMMIT: BYND 2015

9 -11 September 2013, San Jose, Costa Rica

Guidelines for online participation – version 24 July 2013

SUMMIT VISION

Mobilize youth to join forces and create solutions for social good, enabled through widespread access to information and communication technologies (ICTs).

Young people and ICT?

Young people are pioneering the use of ICT, and driving trends in what is a dynamic and major growth industry. The good news is they are using ICT, the challenge is to inspire them to use it in constructive and empowering ways. The BYND 2015 Summit will bring together young people who are leading this process, to inspire and challenge one another, and mobilize others to do the same.

This Summit will assemble young leaders onsite and online from all corners of the globe with a view to highlighting their priorities and capturing their combined voice in crucial national and international policy/decision making processes.

ICT access at heart of the Future We Want:

World leaders are currently setting development goals and priorities that will drive policy making for the next generation. **Beyond 2015** refers broadly to the UN and civil society mechanisms that will establish sustainable development frameworks for a post MDG world. The deadline is 2015. The BYND summit will target this process in highlighting the power of ICT for development.

> *"We need to imagine a different future. What would our world look like if everyone had access to the food they need, to an education, and to the energy that is required to develop? What would our communities look like if we created a vibrant, job-rich, green economy? This is the future we want."*
>
> **Ban Ki-Moon, Secretary-General, United Nations**

CROWDSOURCING THE SUMMIT OUTCOMES – PARTICIPATE ONLINE

Are you under the age of 25?

Do you have an idea how technology can change your world for the better?

This is your chance to play a role in setting the next generation of international ICT policy, by helping us send a message to world leaders on the future global development agenda.

One of the main outcomes of the BYND2015 Global Youth Summit is a short policy statement which encapsulates the key issues and recommendations as identified by a worldwide youth community. This is to be presented by President Laura Chinchilla of Costa Rica to the United Nations General Assembly in September 2013.

From mid-July 2013 up until the September Summit there will be extensive online outreach via social media where young people will be engaged to identify key challenges and propose solutions and ideas to help further clarify their priorities. In line with the summit, the focus will be on how ICTs can contribute to socio-economic development as well as how young people can make a greater contribution to global policy decision making processes. See below further details on a timeline and methodology.

NOTE: This exercise IS NOT about awarding seed funding or in showcasing projects (or project proposals). This IS NOT a space for marketing or self-promotion, but in highlighting your priorities for ICT use, for inclusion in a high-level policy document.

Crowdsourcing objectives:

1. Raise the profile of 'ICT/Broadband for development' (#ict4d) in the UN's Beyond 2015 development frameworks (#post2015), by delivering a crowdsourced statement to the United Nations General Assembly in September via the President of Costa Rica.

2. Develop a community of young advocates who can stand up for the role of ICT in the UN's Post-2015 agenda, and inspire others to do the same. A community that can also coach and mentor up-and-coming talents in the industry.

How will we track the online discussions?

The main 'community' page for the Global Youth Summit is on Google+ - to be considered the main gathering point for the BYND2015 community before during and after the Summit.
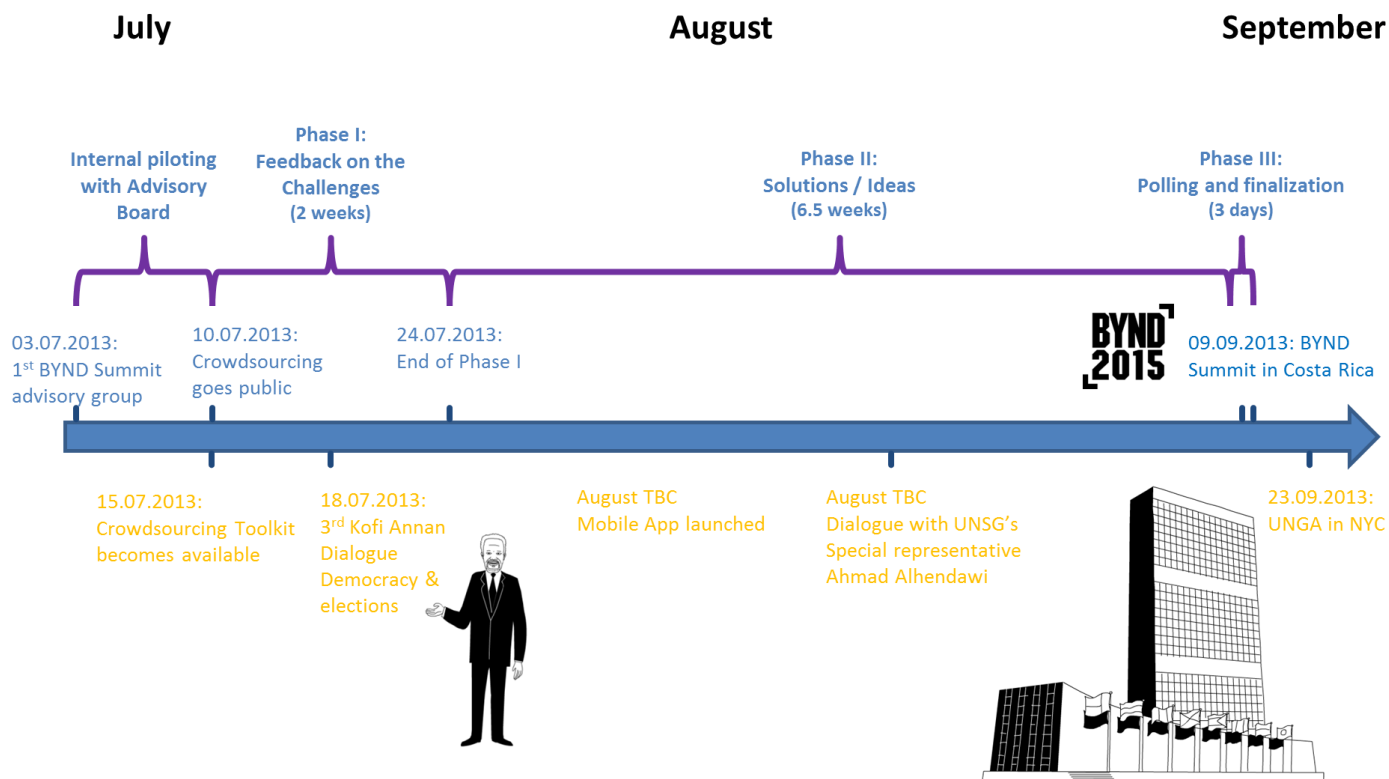
In parallel to this community there will be an online crowd-sourcing platform which will pose specific challenges (developed by the community) within specific time frames. The proposed solutions to these challenges will be voted on and rated by the community so that the priorities of young people are identified for inclusion in the final Summit outcomes.

While Google+ is the main community page, we know that young people are active on many different social media platforms including Twitter, Facebook, Orkut, Weibo etc. Using the #BYND2015 hash tag we will track and measure the conversation to identify what is being debated and what topics are the most popular. We will use social intelligence online metrics software to measure and synthesize the conversation across all platforms to provide 'live' metrics on what topics are trending globally.

CROWDSOURCING METHODOLOGY AND TIMELINE

Beta crowdsourcing platform available at http://ideas.itu.int

- Phase I seeks initial feedback on the challenges in their original form as developed by young people in Geneva. Depending on feedback we will either proceed with the existing challenges or amend them as necessary. Phase I lasts until 24 July.

- Phase II will see young audiences providing input to the challenges in the form of solutions and ideas. Other users will be able to critique and vote a particular idea up or down, forcing popular solutions and ideas to the top and helping filter priorities. Thus, solutions will become more focussed, and eventually enter the Summit as groundwork to face further scrutiny. During the Summit, these ideas will meet new ones as workshops and coding sessions focus on addressing the priorities as identified by online youth. Hubs and remote sites will link up via teleconference to provide localized input.

July   **August**   **September**

Internal piloting with Advisory Board

Phase I: Feedback on the Challenges (2 weeks)

Phase II: Solutions / Ideas (6.5 weeks)

Phase III: Polling and finalization (3 days)

03.07.2013: 1st BYND Summit advisory group

10.07.2013: Crowdsourcing goes public

24.07.2013: End of Phase I

09.09.2013: BYND Summit in Costa Rica

15.07.2013: Crowdsourcing Toolkit becomes available

18.07.2013: 3rd Kofi Annan Dialogue Democracy & elections

August TBC Mobile App launched

August TBC Dialogue with UNSG's Special representative Ahmad Alhendawi

23.09.2013: UNGA in NYC

- Polling and finalization will happen in Phase III which spans the three days of the BYND2015 Summit, from 9-11 September. During this session, participants onsite will lead the online finalization and polling on solutions / priorities which will eventually be reflected in the Summit outcomes. Summit participants will be actively involved in the preparatory process, and have a responsibility to reach out to their communities to generate feedback and engagement. Thus, when they travel to the summit they will have networks at home mobilized and ready to take action. Over the three days, the crowdsourcing activities spanning the previous weeks will be wrapped up and packaged in an intelligible statement that can be communicated with the UNGA.

- Engagement with the BYND Summit tools will be incentivised through a rewards based system which sees regular tech give-aways as well as funded trips to participate in the Costa Rica Summit.

CROWDSOURCING PRIZES

To encourage user interaction with the crowdsourcing platform at http://ideas.itu.int, prizes will be awarded to thought leaders. Winners will be identified through a combination of leaderboard points and the quality / substance behind their ideas and submissions as judged by crowdsourcing moderators and the BYND2015 Youth Advisory Board. ITU reserves the right to prioritize underrepresented regions in awarding prizes. *Individuals must be aged 18 to 25 as of 16 August 2013 to be eligible for BYND2015 crowdsourcing prizes. Prizes will not be awarded to the same recipient more than once, and will be subject to an identity check via telephone.*

The following prizes have been identified:

2 x Android tablets awarded on a weekly basis every Wednesday starting 31 July and ending on 11 September.

2 x fully funded trips to participate in the BYND2015 Youth Summit in Costa Rica. To be awarded to the best long term contributors to the platform before 16 August 2013. The overall winners will be further honoured through a dedicated space on the UN Special Envoy's website and a signed certificate. Winners of the grand prize must be between the ages of 18 and 25 by 16 August 2013.

Terms and conditions apply. See Annex I.

BYND2015 SUMMIT TOOLS: WHAT IS THE YOUTH ADVISORY BOARD

The BYND 2015 Summit Youth Advisory Board consists of young people with an active stake in the Summit's future. They consist of young leaders from partner organizations as well as 'hub' coordinators.

The advisory board will be the primary mechanism for community outreach and engagement, to facilitate and encourage discussions in local languages, and report key findings back to the organizers via the online crowdsourcing platforms, and during Advisory Group meetings hosted every second week.

The purpose is to identify and mobilize focal points across different countries, regions and organizations who can motivate the online conversation and facilitate hubs in their areas. Through this network we will be able to drive conversation on the platform by outsourcing community engagement to groups of active and committed young people.

Members of the Youth Advisory Board will receive signed certificates of participation.

N.B. The Advisory Board is meant to be a mechanism to help us reach interested youth to direct their attention to the crowdsourcing exercise. **The members of the Advisory Board should therefore represent the views of a wider community or group of people**.

Roles and responsibilities of the Youth Advisory Board:
- Encourage and drive crowdsourcing activity;
- Mobilize hubs to participate in the Summit (in local languages);
- Curate and note down key points to report in the Summit outcomes;
- Report back during advisory group meetings

BYND2015 SUMMIT TOOLS: WHAT IS A HUB?

Hubs are offsite locations designed to feed localized input into the discussions at the BYND2015 Summit. Literally speaking, a hub is just a physical space that can be used to bring people and ideas together around a common cause. Hubs should ideally provide a co-creative environment and provide a good network connection for link-up with Costa Rica.

The roles of a Hub include:

- Helping mobilize input to the crowdsourcing activities.
- Nominating young professionals to lead input to the process.
- Collecting the opinion of young people in your region regarding their ideas for the future.
- Facilitating online discussion in your thematic area.

Why would Young Leaders want to be involved?

- Focus on skills and capacity building
- Debate with Peers and Global Leaders
- Leadership roles on Advisory Board
- Moderation roles in crowdsourcing
- Prizes and more to be won.

How can I create a Hub?

All you need is a motivated group of young people interested in ICTs and development along with a venue (with good internet connectivity) in which to host the discussions. Please contact marta.garcia-aliaga@itu.int and Benoit.Martinetti@itu.int for further information or to find out if there's a hub near you.

ANNEX I: TERMS AND CONDITIONS

The Sections below outline the Official Rules for BYND2015 Summit crowdsourcing contest (hereinafter, the "Contest"). By participating in this Contest, participants agree to be bound by these rules. All decisions of the ITU are final and without appeal.

1. No purchase or payment of any kind is required to enter or win the Contest.

2. Participants must register and submit ideas on the crowdsourcing platform set up for BYND2015, available at http://ideas.itu.int. Only submissions submitted through the crowdsourcing platform will be considered.

3. The Challenge is open to individuals from Member States of the ITU (see www.itu.int/members/index.html). Individuals must be aged 18 to 25 as of 21 August 2013 to be eligible for participating in the Contest. ITU staff and Members of the Jury and their families are not eligible for participation.

4. Participation in the Contest is subject to an identity check via telephone, and may in some cases require proof of date-of-birth.

5. Participants may submit their ideas from 17.07.2013 to 09.09.2013. Participants may submit more than idea. ITU does not provide the equipment or technical infrastructure necessary for participating in the Contest.

6. Submissions will be shortlisted by the BYND2015 Youth Advisory Board and evaluated by a Jury comprised of 3 members of ITU senior management.

7. The winners of the weekly prize of the Contest shall be selected by the Jury each week (two winners per week), starting Wednesday 31 July 2013 and ending Wednesday 9 September 2013. The winners shall be selected through a combination of leaderboard points and the quality / substance behind their ideas and submissions. The weekly prize is an Android tablet. ITU will notify the winners via email, and request their response within five (5) business days that they accept the prize, otherwise the ITU may decide to award the prize to another participant or not award the prize at all. ITU will cover the cost of postage.

8. Decisions of the Jury are final and without appeal. The evaluation criteria are as follows:

   - Objectives – Does the idea address a key issue faced by the ICD4D community? Is it forward looking? Does it propose solutions?
   - Impact – How does the idea impact social, economic or environmental development?
   - Innovation – How inspired and original is the idea?

9. The two (2) winners of the Grand Prize will be selected by the Jury and announced on Wednesday 16 August 2013. ITU will notify the winners via email. If the winner cannot be contacted by ITU, or does not respond within five (5) business day from the time the ITU sends its notification, the ITU may decide to award the prize to another participant or not award the prize at all. Winners be judged on their overall contribution to the crowdsourcing process: mobilization of support for the initiative, engagement with other users and ideas and the quality of their input.

10. Winners of the Grand Prize will receive from ITU: one (1) roundtrip ticket to San Jose, Costa Rica in economy class (travelling dates from 7 September 2013 to 12 September 2013) and accommodation for five (5) nights in a hotel chosen by the ITU. Meals will be provided. The aforementioned dates cannot be changed. The winner is responsible for any other expenses that are not specified above, including but not limited to travel insurance, and for all administrative formalities which might be required for his/her travel to Costa Rica. ITU and the Government of Costa Rica will facilitate the visa application of the winner where necessary. If the winner declines the invitation or ultimately does not attend the BYND2015 Summit, there will be no compensation or substitution of the prize of any kind. The winner is responsible for all applicable taxes and fees associated with receipt and/or use of the prize. No transfer or substitution of the prize is permitted.

11. Participation in the BYND2015 Summit crowdsourcing constitutes the winners' consent to ITU's use of their submitted ideas, names and photographs for promotional purposes in any media, worldwide, without payment or consideration.

12. BYND2015 Summit crowdsourcing participants agree to release and hold harmless the ITU from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, infringement of trademark, copyright or other intellectual property rights arising out of or relating to their participation in the Contest and their respective submissions.

13. These rules shall not be interpreted as granting the participants and winners any rights or benefits other than those expressly mentioned herein.

14. Nothing herein shall constitute or be considered to be a limitation or a waiver of the privileges and immunities of the ITU, which are specifically reserved.