



One Young World Final Evaluation Report

One Young World and European Commission
Collaboration - Phase V (2022)
Empowering Youth for Positive Change



Funded by
the European Union



Introduction

One Young World’s mission is to create a world where leaders with integrity are empowered to build a fair, peaceful and sustainable future for all. Every year, One Young World achieves this by inspiring, building and elevating the world’s most impactful young leaders.

This final evaluation report on the One Young World - European Commission collaboration regarding the initiative entitled: Empowering Youth for Positive Change outlines all details of the work executed to meet the objectives set up in the Phase V contract:

- Building the capacity of young people from conflict-affected environments to prevent all forms of violent extremism and to contribute to Positive Peace
- Elevating the profile and credibility of young people taking action to advance Positive Peace
- Strengthening the European Commission’s recognition as a supporter of young people’s role in the peace, stability, and conflict prevention agenda.

Through various programmes and initiatives, the final outcomes of these objectives as measured against the anticipated results and the work executed throughout the programme is detailed in this report

Result 1: 50 young leaders in developing countries and conflict-affected environments working on Peace and P/CVE are selected and identified

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Result 1:

50 young leaders in developing countries and conflict-affected environments working on Peace and P/CVE are selected and identified.



Launching the Scholarship: Identifying

Target: 1,000 applications in four weeks

Result:

6,185 applications in three weeks

One Young World launched the 2022 Peace Ambassador Scholarship on a dedicated webpage, encouraging young leaders from across the world to apply. The One Young World Team conducted individual outreach to potential candidates online through social media sources such as LinkedIn, Google Search, Twitter, Instagram, and Facebook.

Additionally, One Young World works with a wide network of partners and supporters to ensure that the brightest young leaders from around the world are able to participate in the annual Summit. Therefore, One Young World leveraged the One Young World network of Nominating Supporters who were asked to nominate suitable candidates in their network.

The nominating supporters contacted for the Peace Ambassador programme include IREX, Atlas Corps, Change Now, The Youth Cafe, Raleigh International, Diana Award, Liberty in North Korea, and Girls not Brides. One Young World also contacted the existing Peace Ambassador network to spread the news of this year's scholarship launch. As a result, 424 of the applicants came through nominations.

Likewise, the scholarship was heavily advertised across One Young World's social media platforms, including Twitter, Facebook, LinkedIn and Instagram, reaching:

An average of **126,000** people per post

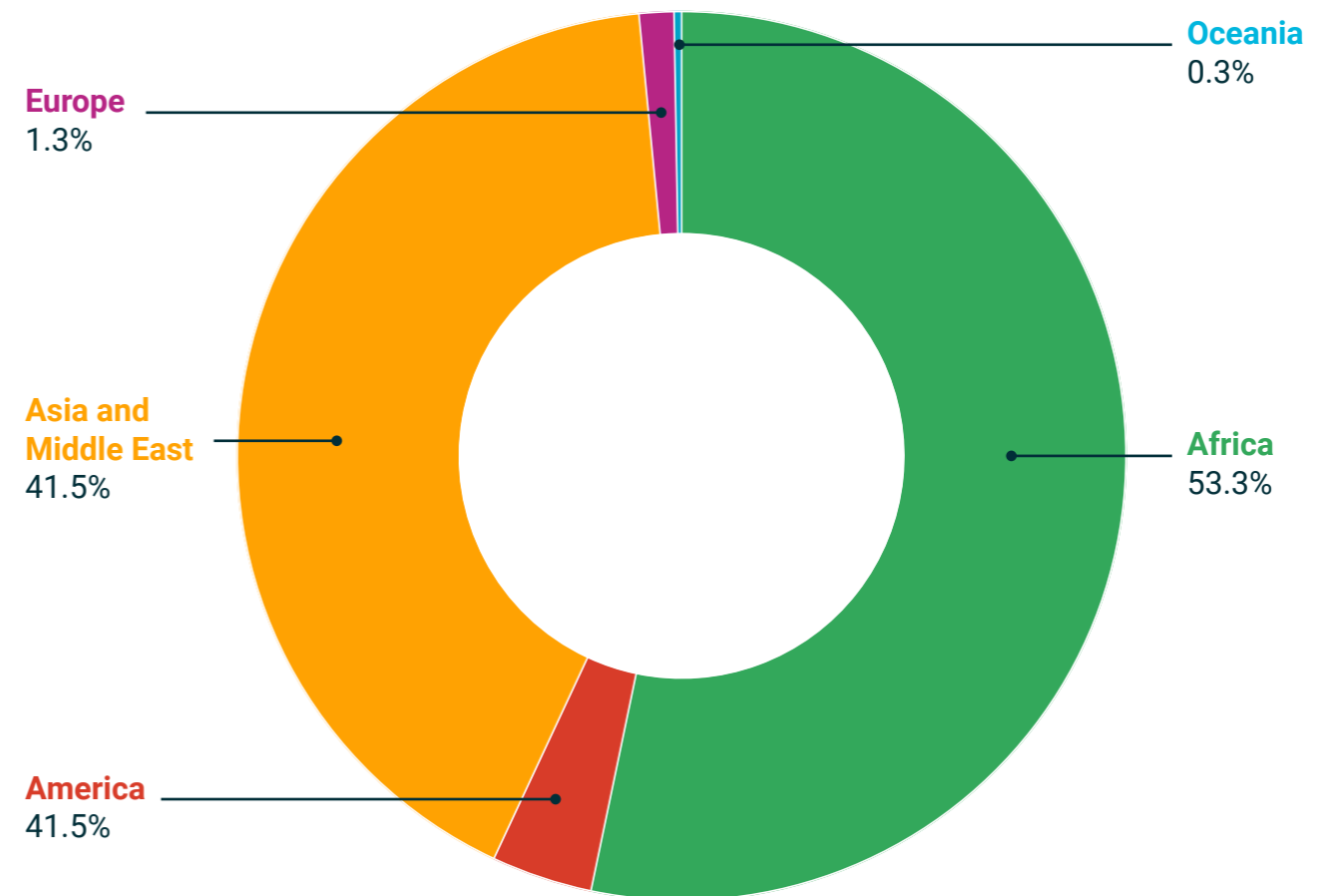
An overall number of **397,833** impressions

Over **4,000** applicants heard about the scholarship through One Young World social media channels

The Peace Ambassador Scholarship application form was open for three weeks, from 24 May 2022 to 16 June 2022. The original timeline had the scholarship opening in the first week of May and would remain open for four weeks. One Young World made the decision to close the application early due to the overwhelming number of applications received.

The target was to receive 1,000 applications over the timeframe of four weeks. We are incredibly pleased to share that **in only three weeks, One Young World received a total of 6,185 application submissions from 151 countries.** 62 percent of the applicants identified as male and 38 percent as female, with a handful of applicants identifying as other.

Regional representation during application process:



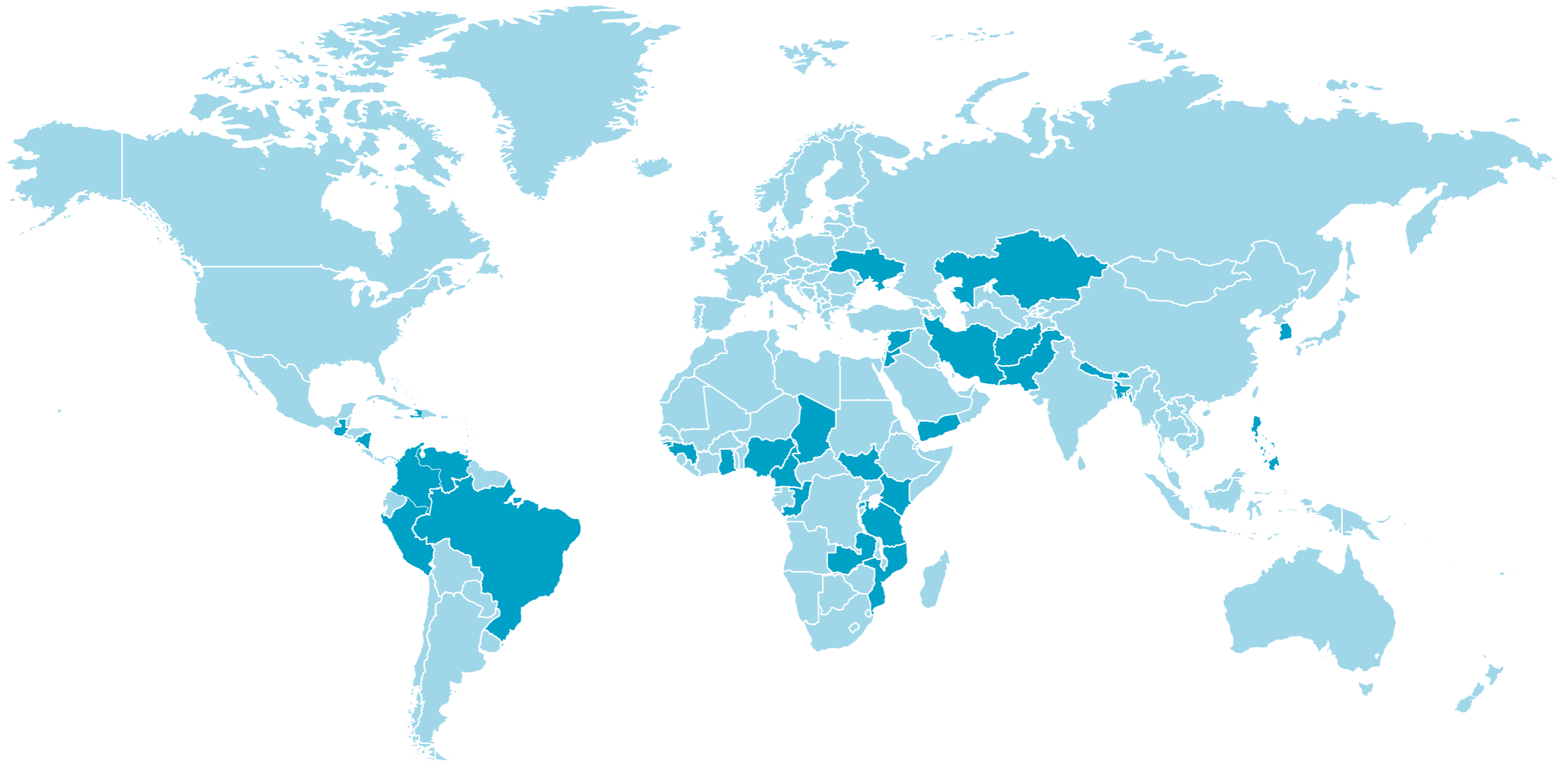
In an effort to promote inclusivity and allow participants to apply in another language, One Young World launched the scholarship application in **five different languages**: English, Spanish, French, Arabic, and Russian;

- 90% of applicants applied in English,
- 5% in Arabic,
- 4% in French,
- 1% in Spanish and Russian

As all of One Young World's annual programming is conducted in English, a basic understanding of English is required to participate in the Peace Ambassador Programme. Applicants were therefore asked about their English proficiency in the application.

One Young World reviewed all applications and provided a shortlist of the best profiles to the European Commission, from which the 50 strongest champions from across 41 nationalities were selected in the field of P/CVE and peacebuilding. This year's group consisted of 46 Scholars and 4 Returning Ambassadors. During the onboarding phase of the 2022 cohort, some initially chosen Peace Ambassadors had to be replaced due to matters such as travel restrictions, visa issues or personal circumstances. Eventually 40 Peace Ambassadors attended the 2022 Manchester Summit in-person, while 10 attended via our digital platform Hubilo.

Launching the Scholarship: Selecting



The One Young World Team carefully read through the candidates' profiles, identifying the applicants who had a track-record of leadership and had taken action that demonstrated measurable impact in their local communities.

The One Young World Team ensured that the candidate pool represented diverse geographical and socio-economic backgrounds and met the criteria of the scholarship. 50 young leaders active in the fields of P/CVE and peacebuilding from 41 countries were selected to join the programme.

Scholars were selected in the following countries:

Nepal, Ghana, Afghanistan, Congo-Kinshasa, Guatemala, Bangladesh, Kazakhstan, Cameroon, Comoros, South Korea, Kenya, Bahrain, Brazil, Mozambique, Zambia, South Sudan, Philippines, Syria, Angola, Venezuela, Jordan, Colombia, Rwanda, Yemen, Guinea, Peru, Myanmar, Nicaragua, Ukraine, St. Lucia, Tanzania, Bhutan, Chad, Haiti, Palestinian Territories, Guinea Bissau, Nigeria, Pakistan, Gambia, Iran, and Sri Lanka.

2022 Peace Ambassadors



Aaditya Rai
Nepal



Aaron Atimpe
Ghana



Abobakar Sediq Miakhel
Afghanistan



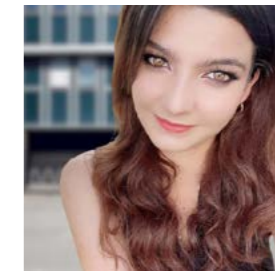
Abraham Kahasha
Congo - Kinshasa



Jaiksana Soro
South Sudan



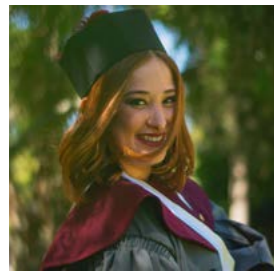
Jean Dinco
Philippines



Jin Davod
Syria



João Kanda Bernardo
Angola



Adriana Cordón Cruz
Guatemala



Afruza Tanzi
Bangladesh



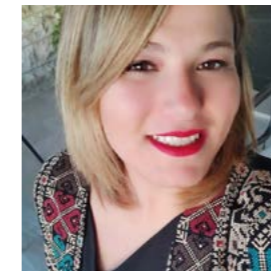
Aigerim Fazylova
Kazakhstan



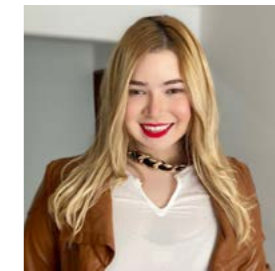
Anojitha Sivaskaran
Nepal



Luis Alvarado Bruzual
Venezuela



Maram Suleiman
Jordan



Michelle Bernier
Colombia



Nsengiyaremye
Rwanda



Blaise Pascal Andzongo Menyeng
Cameroon



Chamreoun Hou
Cameroon



Daniel Shirima
Kenya



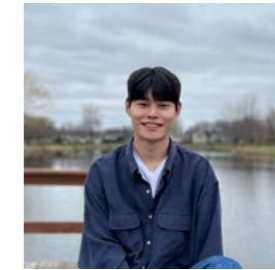
Fatema Al Harbi
Bahrain



Nyadi Francios Ndzi
Cameroon



Salem Ban Sahl
Yemen



Seolsong Kim
South Korea



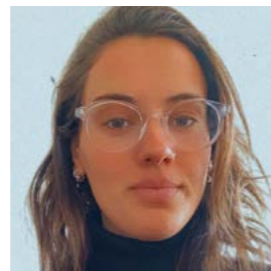
Souleymane Diallo
Guinea



Francisco Cavalcante de Sousa
Brazil



Francisco Panguana Junior
Mozambique



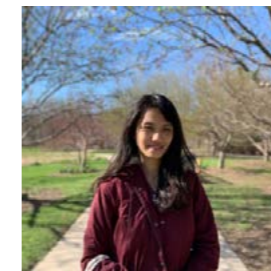
Gabriela Cotta Pereira
Brazil



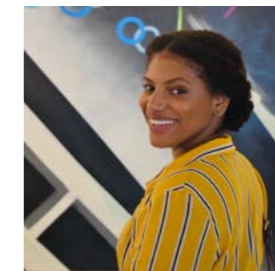
Ireen Chikatula
Zambia



Stephani Paliza
Peru



Suyi Hnin
Myanmar (Burma)



Tyra Omeir Downs
Nicaragua



Valeria Gomez Palacios
Nicaragua



Viktor Gurskyi
Ukraine



Zanda Desir
St Lucia



Zoia El-Miari
Ukraine



Zuhura Abdul Sakaya
Tanzania



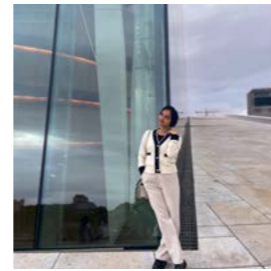
Benazir Hilali
Comoros



Ngawang Gyeltshen
Bhutan



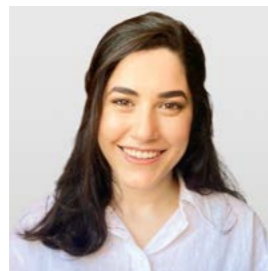
Annadjib Youssouf Abdelhadi
Chad



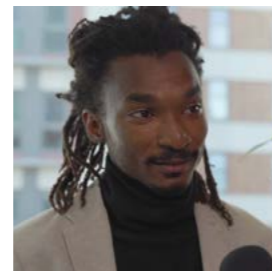
Hareer Hashim
Afghanistan



Love-Kendy Jourdan
Haiti



Mennatallah Hijazi
Palestinian Territories



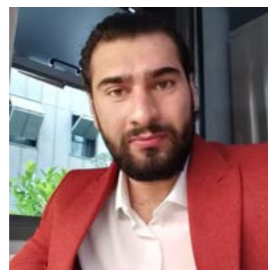
Saliu Djau
Guinea-Bissau



Aminu Aisha Marafa
Nigeria



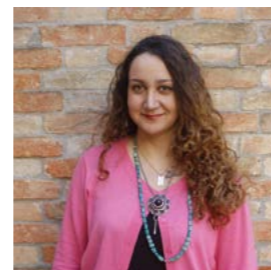
Izzat Ullah
Pakistan



Mohammed Mohammed
Syria



Rohey Cham
Gambia



Shadi Rouhshahbaz
Iran

On-boarding: Welcome Event

A month before the Summit, on Tuesday 2 August, One Young World hosted two Welcome Events for the 2022 cohort of the European Commission Peace Ambassadors. These calls took place at 09:00 AM and 16:00 PM BST to ensure all ambassadors were able to participate in a session.

The purpose of this event was to introduce One Young World, the European Commission, and the Peace Ambassador Programme to the cohort. It was also an important event in preparing the Ambassadors for the Summit, providing them with an outline of what to expect at the Summit, and useful information on travelling to the UK. Moreover, this event enabled networking opportunities between the Ambassadors through breakout sessions and interactive polls, as well as connecting with former Peace Ambassadors who were able to share their experiences of the Peace Ambassador Programme and the Summit.

2018 Peace Ambassador: Ngawang Gyeltshen
Title: Founder of Bhutan Food

- Founded Bhutan Food, an agriculture ecosystem development startup with the vision to achieve food sovereignty for Bhutan through organic agriculture
- As a stakeholder capitalist, he fervently believes in developing businesses that value creating positive developments in the society at large. As such, he also serves as a trustee at the Loden Foundation.
- In 2022, Ngawang was recognised by the European Commission as an European Development Days (EDD) Young Leader and invited to speak at the EDD 2022 High Level Panel on 'Digital Technologies for Inclusive, Climate Responsive Development'.

Networking Sessions

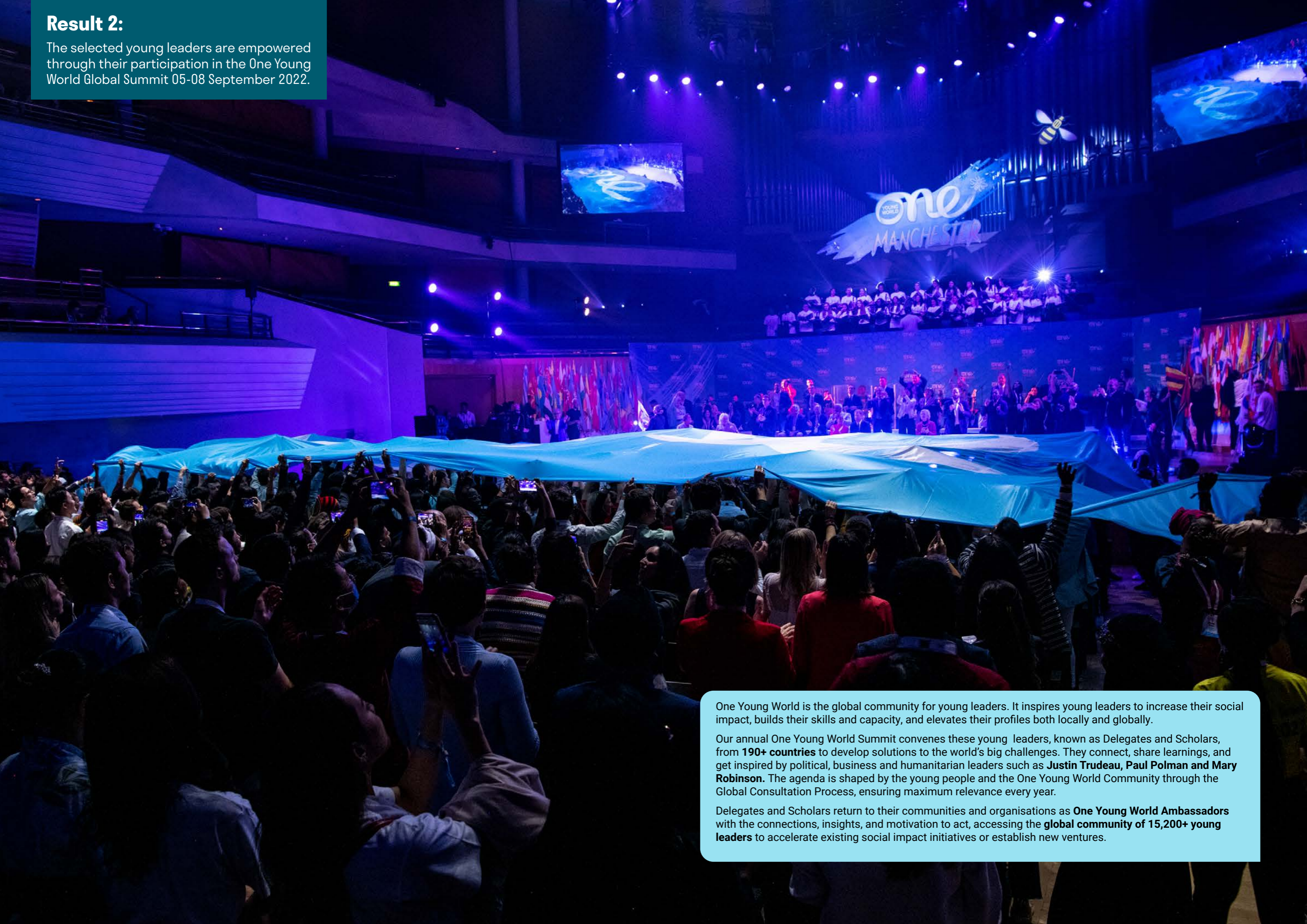
Ice Breaker Questions

1. What is one thing you hope to learn about while in the Peace Ambassador Programme that will aid you in your initiative?
2. What are you most looking forward to at the Summit?

In addition to this Welcome Event, the 50 Peace Ambassadors had the opportunity to take part in an onboarding process led by the Community Team at One Young World. To help Scholars and Delegates prepare for the four-day event, they joined Zoom calls each month leading up to the Manchester 2022 Summit. This equipped them with the knowledge, advice and informal connections that would enable them to maximise their time in Manchester and beyond. These sessions were 1 hour long and held twice a day to accommodate multiple time zones.

Result 2:

The selected young leaders are empowered through their participation in the One Young World Global Summit 05-08 September 2022.



One Young World is the global community for young leaders. It inspires young leaders to increase their social impact, builds their skills and capacity, and elevates their profiles both locally and globally.

Our annual One Young World Summit convenes these young leaders, known as Delegates and Scholars, from **190+ countries** to develop solutions to the world's big challenges. They connect, share learnings, and get inspired by political, business and humanitarian leaders such as **Justin Trudeau, Paul Polman and Mary Robinson**. The agenda is shaped by the young people and the One Young World Community through the Global Consultation Process, ensuring maximum relevance every year.

Delegates and Scholars return to their communities and organisations as **One Young World Ambassadors** with the connections, insights, and motivation to act, accessing the **global community of 15,200+ young leaders** to accelerate existing social impact initiatives or establish new ventures.

Global Coverage at the Summit

27 Journalists attended the Opening Ceremony including photographers and videographers

17 Journalists attended in person throughout the Summit

42 Journalists attended the Summit virtually

Social Media at the Summit

7.8+ million

Impressions

574,000+

Engagements

1+ million

Total Audience

5.5+ million

reach (this excludes LinkedIn)

2022 Summit Feedback

89% of Scholars gave the 2022 One Young World Summit 4 or 5 stars out of 5

85% of Scholars who attended the 2022 One Young World Summit made promising connections with their peers

97% of Scholars were motivated by the Summit to generate impact

87% of Scholars agreed that the Summit motivated them to start a new initiative and/or further develop an initiative they are already involved with

“ **Networking and building lifelong relationships with like-minded people from across the globe. It was the greatest experience of my life and I will cherish it for the rest of my days.**”

- In Person Scholar

“ **The opportunity to meet people who have been directly affected by many of the challenges discussed during the Summit. I found this far more impactful than simply learning about these issues second hand.**”

- In Person Scholar

2022 Selected Peace Ambassadors Feedback

The following data was collected from the responses of 187 Scholars, of whom 21 were 2022 selected Peace Ambassador Scholars.

24% of 2022 selected Peace Ambassador Scholars who responded to the survey said that they spoke on stage at the Summit, compared to 17% of other Scholars

93% of 2022 selected Peace Ambassador Scholars said they intended to stay connected to their Action Group after attending Action Sessions, compared to 86% of other Scholars

“ I enjoyed networking with young leaders from around the world which gave me new insights on how to make my initiative more impactful. In addition, I build relationships with young professionals for post-Summit collaboration on social impact initiatives. As a result of the Summit, I am currently working with a One Young World Ambassador based in Ghana on designing a tech-based solution to curb violent extremism in Ghana and Cameroon.”

- 2022 selected Peace Ambassador

87% of 2022 selected Peace Ambassador Scholars said the Summit broadened their understanding of pressing global issues, compared to 64% of other Scholars

57% of 2022 selected Peace Ambassador Scholars who completed the survey said they attended a mentor session with a One Young World Counsellor, compared to 26% of other Scholars

“ I had the opportunity to connect with several other Peace Ambassadors, one of whom works with the UN and saw a chance for us to work together and speak about human trafficking.”

- 2022 selected Peace Ambassador

Summit Participation and Engagement

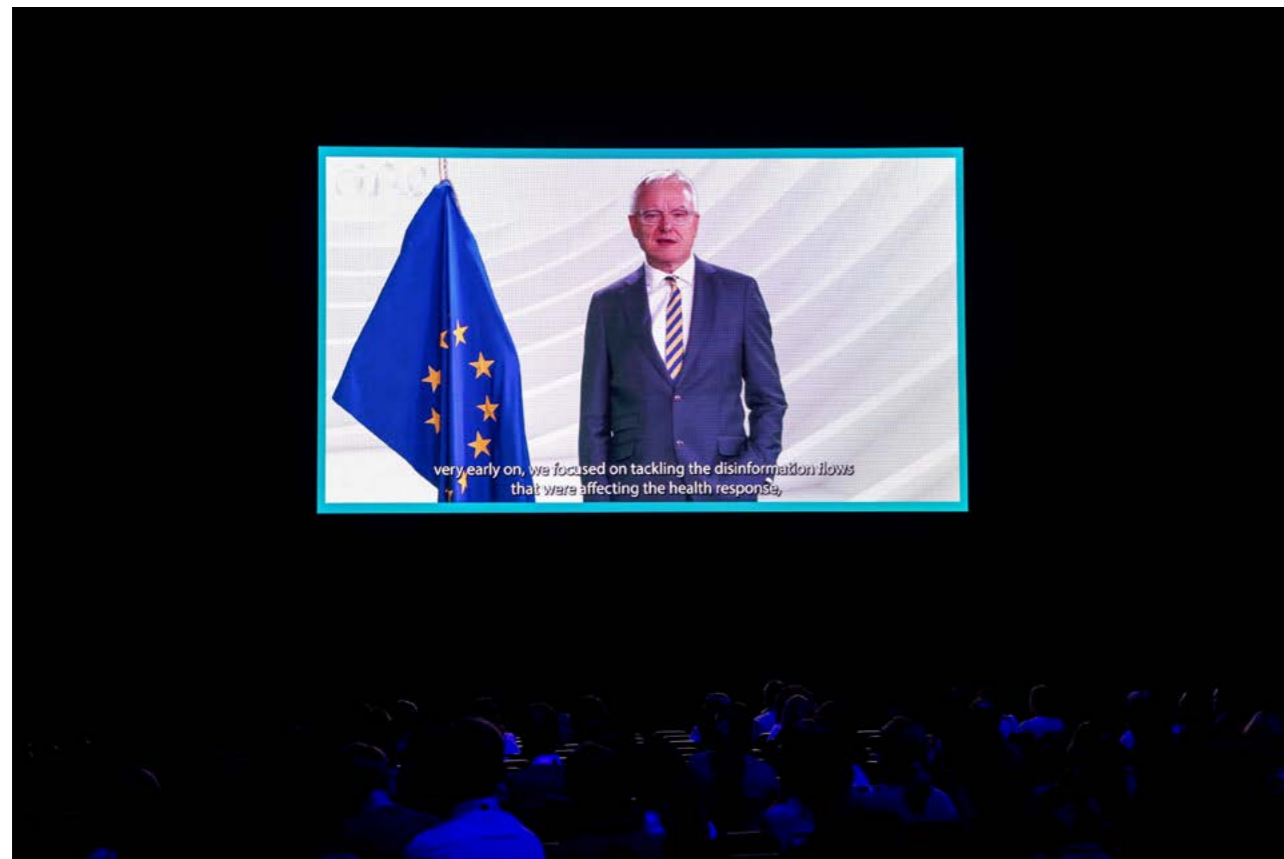
One Young World is extremely pleased with this year's participation from the European Commission at the 2022 Summit, exceeding the commitments One Young World had with the European Commission to ensure presence at the One Young World Summit. As part of these commitments, the European Commission was going to have one representative speak in a Presentation Stage Panel, three Delegate Speakers on stage, as well as host an Interactive Stage Session.

One Young World is happy to share that **the European Commission had a presence at this year's Summit in two Presentation Stage Panels and four Delegate Speakers keynotes.** Moreover, the European Commission hosted an Interactive Stage Session with two Peace Ambassadors.

One Young World is also pleased to share that two additional Peace Ambassadors were invited to take part in two more Interactive Stage Sessions. Throughout the Summit, One Young World provided development opportunities to an extended number of Peace Ambassadors.

European Commission Keynote Speech on Presentation Stage

Mr. Peter Wagner, Director – Head of the Service for Foreign Policy Instruments (FPI) on Disinformation joined digitally to give a keynote speech on Disinformation. As One Young World is keen to explore closer relationships with the European Commission, this session was highly appreciated by both the Ambassadors and One Young World staff.



"I will take this opportunity to congratulate the 50 European Commission Peace Ambassador Scholars who have been selected this year, which coincides with the 2022 European Year of the Youth. I do hope you will have fruitful discussions and count on you to help us create a safer, greener and more inclusive world."

- Peter Wagner
Director - Head of the Service for Foreign Policy Instruments (FPI)

European Commission Spotlight Session on Presentation Stage

The European Commission Spotlight Session touched on the threats to "International Security: Establishing a Global Response". This session was moderated by **Antonio Zappulla**, CEO of the Thomson Reuters Foundation, who shared the stage with **Aaron Atimpe**, Manager at Star Ghana Foundation and One Young World and European Commission Peace Ambassador, **Hanna Liubakova**, Belarusian journalist, researcher, television presenter and activist and **Mr. Simon Bojsen-Møller**, Acting Deputy Head of Unit Rapid Response, Africa and the Middle East, European Commission who joined digitally.



"It is important to leverage different media outlets that are available to communities, it doesn't have to be in official languages, it has to be in language that people feel comfortable with. Bring the local and central government officials and let them interact with local communities. It doesn't have to be radio or TV...in indigenous communities have their own way of spreading and taking in information. We need to identify, strengthen and use these platforms."

- Aaron Atimpe
2022 Peace Ambassador

"The situation without a multilateral response would have been even worse than what it is and what this shows us is that we need to work more because there is no option of isolating oneself in these situations."

- Simon Bojsen-Møller
Acting Deputy Head of Unit Rapid Response, Africa and the Middle East, European Commission



Peace Ambassador Delegate Speakers: Conflict Resolution Plenary Session

The Delegate Speaker role is a chance for Delegates to share their story on stage to like-minded young leaders, world leaders, representatives of partner organisations and international media, as well as a global audience who followed the Summit via our livestream, or watched retrospectively via Hubilo (Summit digital platform), Facebook, Twitter and our YouTube/Vimeo channel.

This unique opportunity was only extended to 32 Delegates this year. The selected Delegate Speakers received dedicated training in public speaking over a period of two months ahead of the Summit. Six Delegate Speakers were selected for the Conflict Plenary Session to share their work and experiences. Four of the six Delegate Speakers were from the One Young World and European Commission Peace Ambassadors Programme due to the outstanding quality of the Peace Ambassadors' profiles. This has been to date the largest number of Delegate Speakers from the same programme to take part in a Plenary Session.

During the Manchester Summit, the selected Peace Ambassadors participated in general Summit programming, including the Summit Plenary Session on **Conflict Prevention: How can we prevent conflicts?**

Aigerim Fazylova from Kazakhstan, **Daniel Shirma** from Kenya, **Jaiksana Soro** from South Sudan, and **Jin Davod** from Syria spoke during the Plenary Session on Conflict Resolution, where they addressed how we can identify future conflicts and avoid conflicts from re-emerging.



Aigerim Fazylova

Kazakhstan

Aigerim Fazylova has over 10 years of experience in the area of peacebuilding, conflict resolution, tackling disinformation across the EMEA region. At Global Shapers Hub, they launched an awareness-raising campaign to address the issue of disinformation. They spread factsheets and brochures online and offline, debunking deliberately misleading information. During the first week, the campaign reached 10,000 online users.

"We need to invest in digital literacy, helping people to navigate our digital world using critical thinking, especially in vulnerable communities and conflict areas."

- Aigerim Fazylova



Jaiksana Soro

South Sudan

Founder of the O-Space Innovation Hub in Yei, South Sudan, Jaiksana was forced to move to the Rhino Camp refugee settlement in Uganda due to armed conflicts in 2016. He created a project called #defyhatenow to increase awareness in the camps where they train and create a teacher's toolkit which can be used in conflict anywhere. In fact-checking workshops, they turn locals into "misinformation police", reducing their susceptibility to fake news by teaching them to verify information and to spread the credible variety. Over 1,500 refugees have attended these training programs so far.

"Global peace seems an increasingly elusive prospect, and part of the problem with disinformation online is that it is disconnected from reality. It is easy to write and spread disinformation without feeling the consequences, but the consequences are real and they are tragic. We must deal with this urgently. We need disinformation and hate speech on the global agenda and off our screens."

- Jaiksana Soro



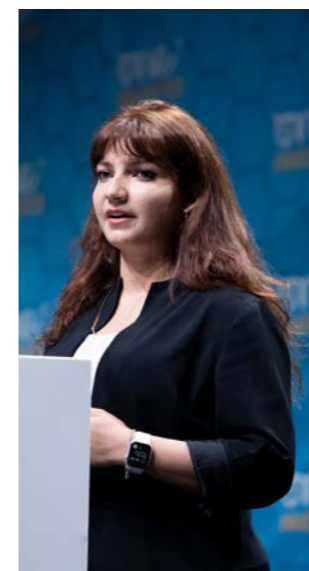
Daniel Shirma

Kenya

Daniel Shirima is the founder and managing director of the community radio project Kijee Radio and TV, a youth-run initiative which promotes peace and growth through film-making and education. Through it, he has run peace projects partnering with Ocean Recovery Alliance, Life and Peace Institute, Kenya Redcross Society, Horn for Africa for countering violent extremism and Amani People's Theatre.

"They said because my family had a history of crime, I would follow the same rough path. But I told myself if no-one will change my community, I will be the one to do it, for this is my story. I realized that despite everything, Majengo is a rich slum full of self-motivated people, humble families, hard-working youths. Our only fault was being born in a hostile environment we didn't choose."

- Daniel Shirma



Jin Davod

Syria

Jin is a Syrian refugee residing in Turkey. Drawing on her experience with mental health issues surviving the war in Syria, Jin wanted to do something to help other refugees around her still suffering from psychological problems and struggling to continue their lives. Jin founded the Peace Therapist Enterprise and Peace Software, a platform that provides free therapy with expert psychologists in any language, whenever and wherever they want, without the requirement of revealing one's identity. The platform specifically targets refugees traumatised by war.

"When I came to Turkey, a safe country, I thought the war would be over for me. But it had just moved from outside to inside of me. I tried to calm down but I found I couldn't. I thought a sniper would shoot me. I was so full of fear and trauma, I couldn't leave the house. For a year, I just sat in an empty room and wished for my happy childhood, my friends, my school."

- Jin Davod

Interactive Stage

Conflict in the Age of Disinformation hosted by European Commission

This year the European Commission hosted an Interactive Stage Session on Wednesday 7 September. The session was moderated by Dr Jaane Talaas, Chief Executive Officer, CMI – Martti Ahtisaari Peace Foundation. In addition, One Young World and European Commission Peace Ambassadors Viktor Gurskyi, CEO and Co-founder at SocialBoost and Nyadi Francios, Executive Director of One Peace Cameroon took part as panellists to address the issue of “Conflict in the Age of Disinformation”.



Additional Peace Ambassador Speaking Opportunities

Likewise, **Jin Davod**, Founder of Peace Therapist and **Jean Linis-Dinco**, PhD in Cybersecurity-Digital Media at UNSW (Moderator), both One Young World and European Commission Peace Ambassadors, took part in two other Interactive Sessions. **Jin Davod** joined as a panellist the session on “Migration and Integration: Fostering Welcoming Communities” and Jean Linis-Dinco moderated the session on “Journalism, Accountability and Democracy”.



Development and Networking Opportunities

Following the request of the European Commission to produce digital content for the One Young World Summit Digital Platform, One Young World curated a panel discussion with **Patryk Pawlak**, European Union Institute for Security Studies Brussels Executive Officer and **Bejay Mulenga**, Founder of Supa Network and Executive Director of The Student View. The session was moderated by One Young World Ambassador **Jean de Dieu Cirhigiri**, Former Project Officer for the EU and North America at Heinrich Boell Foundation.

In addition to sessions on the Presentation Stage, Interactive Stages and Digital Platform, the 2022 Peace Ambassadors took part in various networking breaks, such as an Exclusive Roundtable with the **Duke and Duchess of Sussex**, Harry and Meghan, and different Mentor Sessions.

One Young World organised the Exclusive Roundtable for exceptional One Young World Ambassadors to discuss the different ways to achieve gender equality. Out of over 2,000 people who attended the Summit, eight Ambassadors were invited to join this exclusive event, including One Young World and European Commission Peace Ambassador, **Ireen Chikatula**.



To better connect the young leaders at the annual Summits with the expertise offered by One Young World Counsellors, the One Young World team organises exclusive, invitation-only Mentor Sessions in which intimate groups can share experiences, challenges and solutions. At this year's Summit in Manchester, 146 young leaders were invited to Mentor Sessions, from which 20 were Peace Ambassadors.

The 20 Peace Ambassadors were invited to participate in 10 different Mentor Sessions with One Young World Counsellors such as **Dr Alaa Murabit**, UN High-Level Commissioner on Health, Employment & Economic Growth and Director of Health at the Gates Foundation; **Michael Møller**, Former Director-General of United National in Geneva; **Lord Hastings**, Chair SOAS University of London; **Monica de Greiff**, Colombian Ambassador to Kenya, among others.

Increasing visibility at the Summit

To ensure higher levels of engagement of the European Commission's participation during the Summit, the Communications Team at One Young World covered the Summit through One Young World's different social media platforms, including photos from the event and speeches made by the European Commission and Peace Ambassador Delegate Speakers. Twitter threads for all sessions on the Presentation Stage were shared, highlighting inspirational moments from that session including quotes, and enabling the audience to follow the Summit through the social media platforms to engage with the sessions. This allowed greater engagement from youth worldwide to share, like, comment and repost.

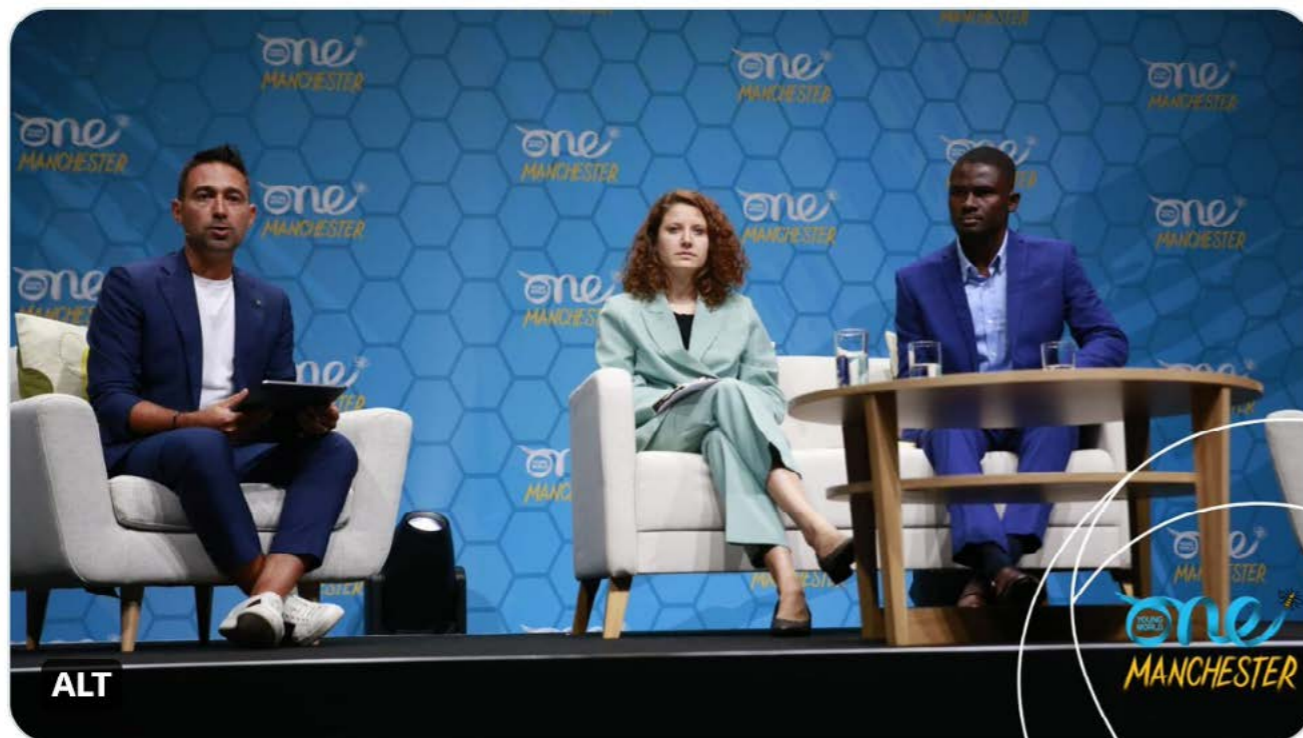
The average engagement rate for both the **European Commission presentation stage sessions** was 1.94% with a total of **513 engagements and 26,407 impressions** on Twitter.



One Young World @OneYoungWorld · 7 Sep 2022

Protecting and building peace is essential for the prosperity and future of our world.

Let's welcome Antonio Zappulla @antozappulla, @TRF, Hanna Liubakova @HannaLiubakova, @AtlanticCouncil Aaron Atimpe @EDD_Young_Leader and Simon Bojsen-Moller @EU_FPI



Antonio Zappulla OMRI and 4 others

2 17 42



One Young World @OneYoungWorld · 7 Sep 2022
"The media is an important pillar. A society in which journalists are free to report are often safer and more inclusive."

Independent media is under attack around the world. We see countless campaigns to undermine journalist credibility." - @antozappulla, @TRF

#OYW2022

1 3 7



One Young World @OneYoungWorld

"I think we all agree that the cardinal rule of government is the safety of their citizens.

All over the world governors are failing at this. You can only rule over conflict when there is a gap between citizens and the government." - @AAtimpe

@EU_Commission #OYW2022



Aaron Atimpe and European Commission

3:18 pm · 7 Sep 2022

3 Retweets 6 Likes

1 19 56



One Young World @OneYoungWorld · 7 Sep 2022

"I come from Belarus. We currently have thousands of political prisoners. A dictator holds power. They use my country as a launch pad for invasion. I want the world to understand what the Kremlin really is." - @HannaLiubakova, @AtlanticCouncil

#OYW2022

1 19 56



One Young World @OneYoungWorld · 7 Sep 2022

3 things that need to be done:

- 👉 a comprehensive and coordinated strategy to dictators focused on real action.
- 👉 consistency. It's a real process. Invest in media, invest in society.
- 👉 Justice. Without justice, there will be no healing.

@HannaLiubakova #OYW2022

1 6 22

Additionally, the Communications Team also announced prior to the Summit the Delegate Speakers for each Plenary Challenge on our Instagram account and our LinkedIn account.

The average engagement rate for the post on Instagram was 44.03%, with a total of 347 engagements and 78,818 impressions.

The average engagement rate for the post on LinkedIn was 25.8%, with a total of 4,820 engagements and 18,716 impressions.



Delegate Speaker



Delegate Speaker




Delegate Speaker



Similarly, photos and quotes from the speeches made by the Peace Ambassador Delegate Speakers were also promoted. Twitter threads for all four speeches of the Peace Ambassadors were shared, highlighting inspirational moments from their speeches enabling the audience following the Summit through the social media platforms to engage with the sessions, allowing greater engagement from youth worldwide to share, like, comment and repost. The average engagement rate of the **Delegate Speaker speeches** was 2.2% with a total of **335 engagements and 15,226 impressions on Twitter**.

One Young World @OneYoungWorld

"Within 40 minutes of the outbreak of war in Ukraine, accounts on TikTok were showing misleading content about it, fueling hate speech and conflict." @AigerimFazylova #OYW2022



Aigerim Fazylova
Head of the Global Shapers Warsaw Hub

This is WW Wired – the first big war in a totally interconnected world. A new, cross-dimensional battlefield.

Aigerim Fazylova

4:28 pm · 7 Sep 2022

9 Retweets 1 Quote 21 Likes

One Young World @OneYoungWorld · 7 Sep 2022

"Very early on in the war human trafficking began. Social media spread the word about transport options from the border. Innocent people fleeing war, who were being bussed off not to safety as they expected, but elsewhere." @AigerimFazylova #OYW2022

One Young World @OneYoungWorld · 7 Sep 2022

@AigerimFazylova founded @GSWarsawHub to prevent misinformation, conflict, and human trafficking.

🌟 The campaign reached 10,000 users in its first week!

One Young World @OneYoungWorld · 7 Sep 2022

"When war came to Syria, it came right to my doorstep" @JinDawod founder, @peacetherapist

#OYW2022

1 4 12

One Young World @OneYoungWorld

"One day some ISIS men occupied the abandoned apartment below ours. They put huge three anti-aircraft guns right outside." @JinDawod founder, @peacetherapist

#OYW2022



Jin Dawod
Founder, Peace Therapist

Jin Dawod and peacetherapist.com

4:42 pm · 7 Sep 2022

5 Retweets 19 Likes

One Young World @OneYoungWorld · 7 Sep 2022

After her experience with war, Jin Founded @peacetherapist to help people heal from their trauma in a language which they feel comfortable

One Young World @OneYoungWorld

.@Dan_Shirima founded @kijeeTv_Radio as a tool for conflict prevention, giving the youth of Kenya's Majengo slum opportunities for employment and self-expression.

#OYW2022



Daniel Shirima
Founder and MD, Kijee TV and Radio

At the age of 10 years, gunshots were a normal thing to my ears. It was actually rare for a day to pass without a young person dying by the bullet.

4:57 pm · 7 Sep 2022

13 Retweets 29 Likes

One Young World @OneYoungWorld · 7 Sep 2022

"At 17 I decided to build an online community radio, and I used my voice to speak to the youth against joining terrorist organizations" @Dan_Shirima, @kijeeTv_Radio

#OYW2022

1 1

One Young World @OneYoungWorld · 7 Sep 2022

"In Majengo, a child might try to stand on his own but will be defeated by lack of education and leadership, resources and infrastructures, by corruption, crime, extremist gangs, drugs and desperate broken families." @Dan_Shirima, @kijeeTv_Radio

#OYW2022

1 2 6

One Young World @OneYoungWorld · 7 Sep 2022

"We would have been doctors and teachers. We would have been like you if we had grown up in an environment that is happy, full of love and peace. We just didn't get that childhood." @Dan_Shirima, @kijeeTv_Radio

#OYW2022

The 2022 Peace Ambassadors also engaged throughout the four days of the Summit across different social media channels such as LinkedIn, Twitter, Instagram and Facebook using hashtags such as #One Young WorldPeaceAmbassadors2022 #One Young World2022.



Manchester, United Kingdom

zoyamiari Back when I was reflecting on my dreams, on the way down to Manchester, I never thought I would come here. There's a lot of things going on here, and it's been a dream that came true.

On the 5th of September 2022 in Manchester, I was honored to represent the refugees around the world, Palestinians, & Ukrainians by being a Flagbearer during the opening ceremony. Seeing everyone united for the Refugees around the World and walking on stage with the three flags made me feel immense feelings that I find hard to put into words... This was a moment that will stay with me, forever.

The refugee flag, the orange and black flag inspired by the life vests many refugees had to wear in search of a safer land to live and survive. It's a symbol of hope and solidarity.

Edited · 5 d

alexotubanjoo So amazing 🥰🥰🥰🥰🥰
6 d 1 like Reply

View replies (1)

roberta_avelino OMG!!!! SO PROUD OF YOUUUU!!!! ♥♥♥ you're amazing!!!!!! You inspire me! Thank you for all hard work! ♥♥♥
5 d 1 like Reply

View replies (1)



From applying just an hour before the deadline, to getting accepted about every email I received before the summit, to attending! Finally becoming a Peace Ambassador and a part of a worldwide Young Leaders & Changemakers. This summit has been one of the most impactful, emotional, and inspiring experiences in my journey.

Never did I imagine that a summit would touch us, touch me, touch my heart, would make me cry, smile, laugh, and then cry again. Yes, this was an environment in which we were accepted for who we are, encouraged to see ourselves and our life stories with others without being judged, people we are not, and inspired to become the leaders the world needs.

I remember going to the summit with the purpose of "inspire and lead". And today I can say, this experience didn't only inspire me, but it will change my life & those of others - in so many ways.

Forever grateful to the people I connected deeply with, to the ones who became dear friends to me, to the ones who made me feel that I was not alone, to the ones who inspired and empowered me, to the powerful human beings and warriors who despite everything are making the world a better place.

Forever grateful to Kate Robertson & David Jones for creating a safe environment & a global community in which leaders can become leaders of themselves and create a real positive change in the world.

Forever grateful to the European Commission Peace Ambassadors for giving me the chance to become part of this global family.

The One Young World summit has taught us A LOT about world issues, global crises related to climate change & oceans, ethical leadership, prevention, gender equality, health, and other valuable topics. Most importantly, it has shown us the beauty of being united. Yes, we are different, yet we are all the same. Despite our different flags, we are all citizens of the world!

Seeing young leaders from all around the world UNITED together to create a better world for our generation and the generations to come, it gives me hope into every one of us. "Yes, we are crazy enough to believe we can change the world".

Together, we can. Together, we will.

Zuhura Abdul Sakaya, CPA(T) • 2nd
Senior Audit Associate | Commonwealth scholar 2021 | One Young World Ambassador

Excited to share that I am attending the One Young World Summit from 5-8 September 2022 in Manchester as the Peace Ambassador for the European Commission **European Commission**

The **European Commission** supports young leaders globally in efforts to prevent and counter violent extremism, build peace and promote conflict resolution. One Young World started in 2019 and connects young leaders to create a better world with more responsible and effective leadership.

Excited to share that this year we will be having a keynote address by the Duchess of Sussex, Meghan at the Iconic Bridgewater Hall among other important keynote addresses.

Thank you **European Commission** and One Young World for continuing to promote and support young leaders globally!!

#oyw2022
#oywmanchester2022
#leadership



Tweet

Nyadi Francois
@NyadiFrancois

The @OneYoungWorld opening ceremony was so thrilling. Today, I will be participating in sessions on Peacebuilding and CVE and tomorrow, I will speak on "Conflict in the age of disinformation". I am attending the #OYW2022 summit as a @EU_Commission Peace Ambassador.

Traducir Tweet

Nyadi Francois • 1st
Peacebuilding | International Development | Humanitarian Professional | PhD...
2w • Edited

Disinformation has created and sustained many conflicts around the world and countering it is central to peacebuilding. It's in line with this that I was in a panel discussion to talk about "Conflict in the age of disinformation" at the @OneYoungWorld Summit in Manchester.

I shared my views on this topic alongside Viktor Gurskyi, CEO and Co-founder at SocialBoost and European Commission Peace Ambassador. The session was hosted by the European Commission and moderated by Dr Janne Taalas CEO of CMI-Man Ahtisaan Peace Foundation

#OYW2022
#OYWPeaceAmbassadors2022



Andanoud
Manchester, United Kingdom

I had the privilege to be in the same panel as Maria Paulina Baena, the creator of the Colombian political, satirical and opinion journalism program La Pula and Tamara Ajayi, an Afghan documentary and filmmaker during a conference in Manchester, UK.

Listening to these brave women talk about their experience as female media practitioners in their home countries made me think about how the Philippines has treated its female journalists. As we have seen in the recent years alongside the reinstatement of the Philippine machismo in 2016, female journalists have often become the centre of abuse and harassment from our local politicians.

But I will never lose hope. Gabriela Silang may have passed over a century ago, but her spirit lives on. As the Philippines moves in an era founded on disinformation and lies, may we find strength and motivation to continue fighting the good fight.

4 comments · 1 share

Nikko Visperas, MC • 3rd+
Assistant Professor | Consultant | Public...
Congratulations, Jeani!

Aigerim Fazylova (she/her) • 1st
EMA Tech Policy & Comms | Oxford | Global Shaper @WEF
1w

I am one of the **European Commission's** Peace Ambassadors 2022!

Every year, #PeaceAmbassadors are recognized for their exceptional potential, their achievements and their drive to make a contribution to peacebuilding in their communities.

As part of the programme, I was invited as a Delegate Speaker to deliver a speech on addressing disinformation in times of crisis and the work of the Global Shapers Hub in front of 2,000+ participants at the One Young World Summit's main stage in Manchester, UK: <https://lnkd.in/d/seamGMMy>

Delegate Speakers selected through a highly competitive application process deliver keynotes for each plenary topic (e.g., conflict prevention) and share their incredible stories of finding purpose, overcoming obstacles, being inspired, and persevering no matter their background or what they hope to achieve.

Some key figures to date:

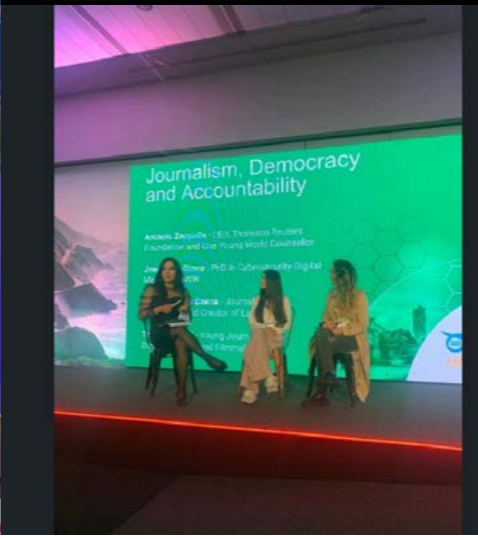
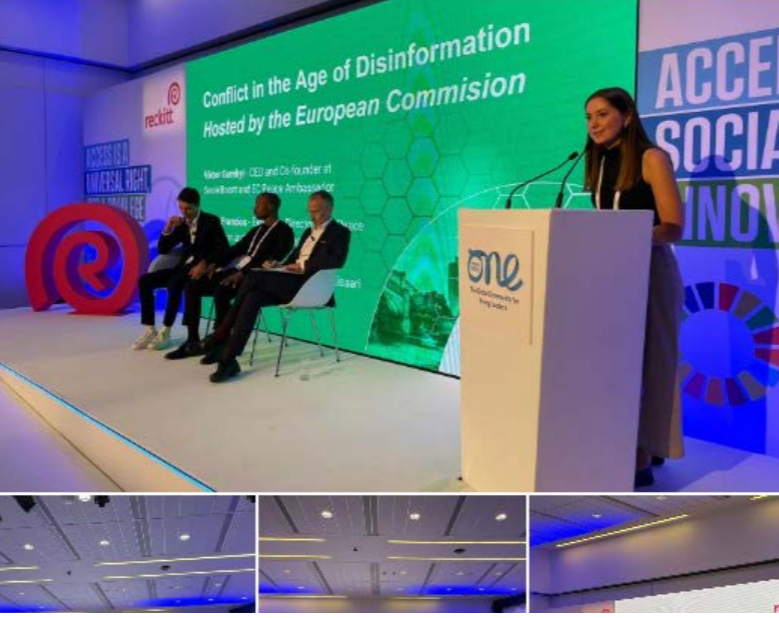
- ➔ 200+ Peace Ambassadors convened from 110 countries
- ➔ 2,500,000 + people directly impacted by Ambassador peacebuilding initiatives
- ➔ \$121M social value of Peace Ambassador initiatives

The Programme also provides an unrivaled platform to showcase their work, empower leadership and build connections to help sustain their initiatives.

Thank you Shadon Badiyan, Martha Reynolds, Millie Hodgkinson and entire team for this speaker opportunity.

If you are looking for a brilliant voice, speech and text coach, I totally recommend reaching out to Beatrice Newbery - I am happy to facilitate the contact. 🙌

#Leadership #EuropeanCommissionPeaceAmbassadors
#PeaceAmbassadors2022 #socialimpact #peacebuilding



Result 3:

Increased engagement and understanding of the European Commission's peace and stability agenda through a study visit to the EU institutions in Brussels.



One Young World co-developed a two-day study visit to the European Commission headquarters in Brussels, Belgium, as part of the European Union Visitors Programme (EUVP). The EUVP is a young leaders program that invites delegates with a career-related interest in the EU to visit Europe and gain a first-hand appreciation of the EU's institutions, policies, and values. The EUVP is jointly sponsored and administered by the European Parliament and the European Commission. This study visit is an integral component of the One Young World Peace Ambassador Programme, supporting young leaders' role in the peace, stability and conflict prevention agenda.

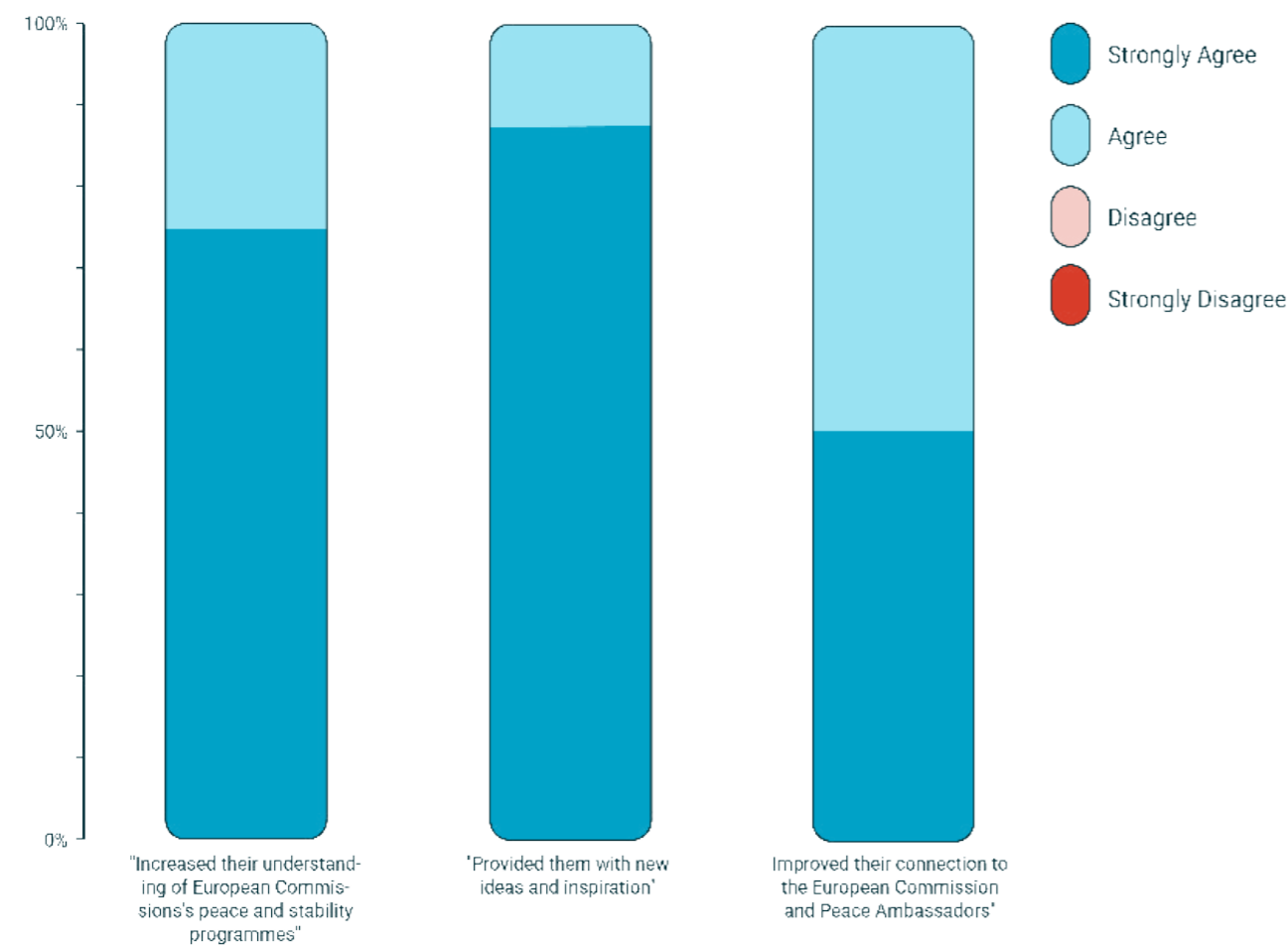
During the EUVP visit, Peace Ambassadors had the opportunity to connect with fellow participants in the One Young World Peace Ambassadors Programme, hear from officials from the European Commission, European Parliament, European Council and European External Action Service, as well as participate in workshops to further support their peacebuilding work. Ambassadors were lucky enough to observe the work of one of the European Parliament's committee meetings.

Over the two days, Ambassadors participated in sessions on 'Countering violent extremism', 'Migration and Human Security', 'Cybersecurity and digital strategy' and other fascinating topics related to the EU's strategic policies. They heard from different Heads of Departments, economists, and key figureheads of the European Commission. The study visit gave Ambassadors the opportunity to hear from key players in the European Commission while also sharing their thoughts and experiences in the peace, stability and conflict prevention space.

EUVP Ambassador Feedback

Eight Peace Ambassadors who participated in the EUVP provided feedback and gave the programme an average rating of **4.9/5**.

These Peace Ambassadors were also asked to gauge their agreement with statements related to the impact of the programme. All of the Ambassadors agreed or strongly agreed with these statements.



Jaiksana Soro South Sudan



Jean Dinco Philippines



Ireen Chikatula Zambia



Abobakar Sediq Miakhel Afghanistan



João Kanda Bernardo Angola



Stephani Paliza Peru



Shadi Rouhshahbaz Iran



Aaron Atimpe Ghana



Viktor Gurskyi Ukraine



Anojitha Sivaskaran Sri Lanka

Result 4:

Increased understanding of the young leaders of the role and impact of communication in shaping perceptions and of disinformation in leading to extremist violence.



Summit Workshops

In an effort to increase the Peace Ambassadors' understanding on the role and impact of communication in shaping perceptions and the role of disinformation that can lead to extremist violence, One Young World organised a unique and exclusive workshop for the Peace Ambassadors at the Summit.



During the Manchester Summit, there were a total of 48 workshops carried out in person and 18 digital workshops. This year, the Peace Ambassadors attended an exclusive workshop hosted specifically for them by the European Commission. In this workshop, the 50 young peacebuilders were trained by the Institute for Strategic Dialogue (ISD) on disinformation and potential responses. The goal was for the young peacebuilders to have a better understanding of disinformation and its consequences in a global context, enhanced knowledge of strategic project planning, enhanced understanding of interventions to counteract disinformation and its consequences and inspire them to pursue initiatives to counter disinformation. To allow for both in-person and digital participation, the workshop was held in a hybrid format.

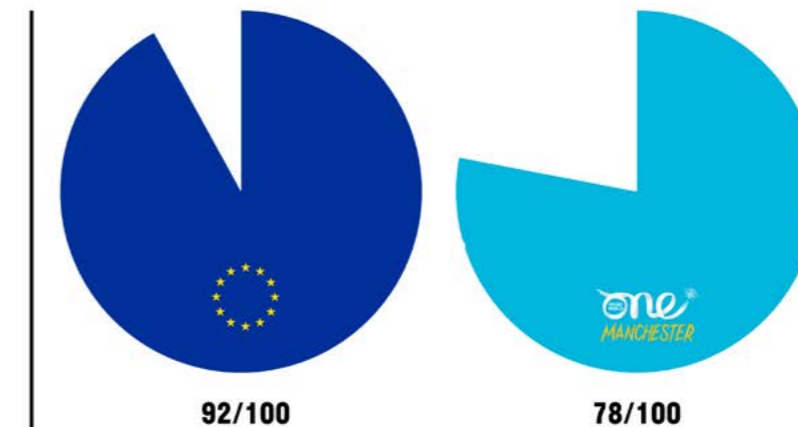
In addition to the exclusive European Commission workshop, Peace Ambassadors were also given the option to select another workshop of their interest in which they could participate. Workshops that were attended by Peace Ambassadors include:

- *How Do We Tackle Fake News?* hosted by The Common Sense Network
- *Want to be a Future Generation's Change Maker?* hosted by Future Generations Commissioner for Wales
- *Transformational Leadership* hosted by AdamStart
- *The Future of Global Leadership – What Kind of Leaders Does the 21st Century Need?* hosted by Schwarzman Scholars
- *Sport and Peacebuilding* hosted by IOC Young Leaders Programme
- *Climate Migration - How to Tackle the Issue?* hosted by Mishcon de Reya LLP
- *Women in Technology: Challenging our Unconscious Bias* hosted by PwC
- *Financial Literacy as an Enabler of all 17 UN Sustainable Development Goals (SDGs)* hosted by Chartered Accountants Worldwide
- *Action Accelerator Hackaton* hosted by DSM
- *From Idea to Implementation: Design Your Experiment* hosted by Deloitte

Workshop Feedback

Peace Ambassador Scholars gave the European Commission workshop at the 2022 Summit an average rating of **92/100**.

"How would you rate the Workshop you attended?"



"The trainer was very well knowledgeable and professional. The distribution of the Delegates into different groups made it possible for us to connect and also work more efficiently in smaller groups. This was definitely an added value during the Summit."

- 2022 selected Peace Ambassador

"The workshop was so engaging and participatory as we had the opportunity to work in teams and design initiatives to address disinformation. This was so insightful as we learned about key indicators that make projects more impactful."

- 2022 selected Peace Ambassador

"The European Commission workshop was actually my favourite during the Summit. It was so interactive and educational. We were given equal information and assignment as the delegates that attended in person. That made me really happy."

- 2022 selected Peace Ambassador



Result 5:

Increased empowerment and visibility - Participation in Workshops/ Conferences throughout the initiative.



One Young World has been working to elevate the profiles of the Peace Ambassadors as well as building their capacity as young leaders to advance Positive Peace. The One Young World Community Team works year-round to track community impact, organise events, facilitate local networking events, spark opportunities for collaboration, and provide growth opportunities through mentorship, funding programmes and media exposure.

As part of our commitments with the European Commission to empower the Peace Ambassadors and increase their visibility, One Young World carried out a three-part video series and engaged them in different development programs and Community activities, as shown below.

Increase Visibility

Three-part Video Series

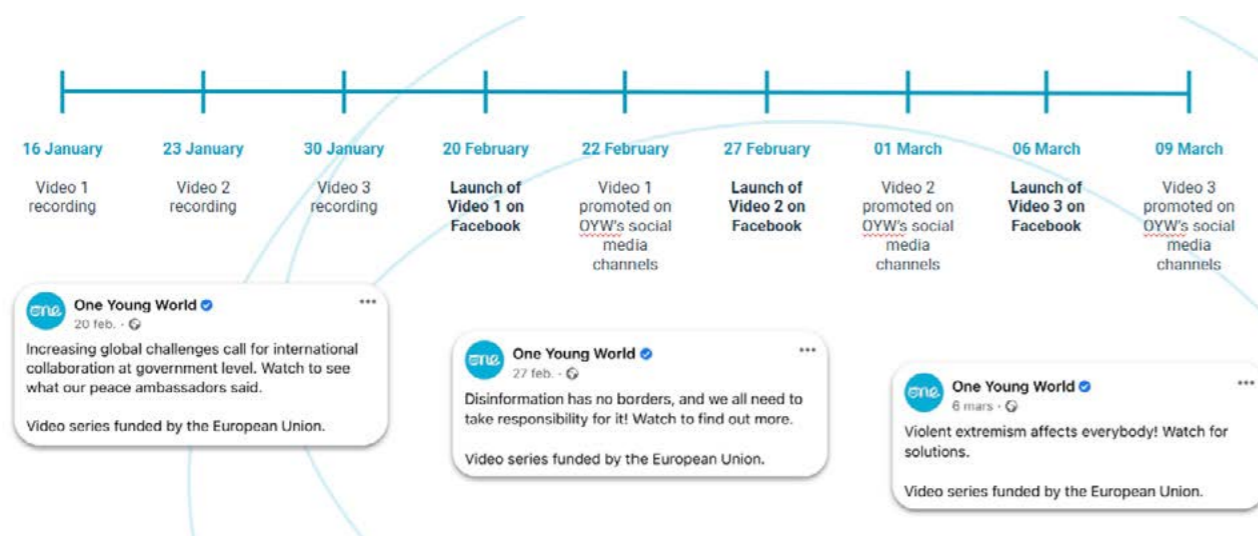
With the commitment to elevate the profile and credibility of young people taking action to advance Positive Peace, One Young World delivered a three-part online video series featuring selected Peace Ambassadors in discussion with EC representatives, with the target for each video to reach **1M views**.

To successfully achieve the commitment, One Young World identified Peace Ambassadors from the 2022 cohort with expertise in the three focus topics of the Video Series; **Conflict Resolution**, **Disinformation**, and **Violent Extremism**.

Each video was recorded over Zoom with two Peace Ambassadors in conversation with a representative from the European Commission. Once the video had been edited and tested to optimise engagement, the video was posted and promoted on One Young World's social media channels, elevating the work of the Peace Ambassadors while raising awareness of important issues related to peace. Each video of the Peace Ambassador Video Series was launched with one week's period in between as part of the communications campaign and then promoted on social media for further engagement.

One Young World is pleased to share the following results of the Peace Ambassador Video Series, funded by the European Union.

Project timeline



Episode 1: Conflict Resolution

How can we as a global community prevent and resolve global conflict?

By May 2022, more than 100 million people were forcibly displaced worldwide by persecution, conflict, violence, human rights violations or events seriously disturbing public order.

More than 42% of One Young World Ambassadors surveyed in 2021 have experienced conflict or violence in their lifetime. Out of these respondents, almost 33% attributed the conflict and unrest in their country to economic issues such as poverty, inequality and inflation.

In this session two One Young World Peace Ambassadors joined Barbara Matias, EC Representative to discuss conflict resolution. Some of the key takeaways from Episode 1 were:

- We must address **root causes** of conflict to overcome persisting types of discrimination, for example restricted access to education and economic differences.
- We must ensure **gender-based violence crimes** is given the proper attention that it deserves, and a justice system that holds people and countries accountable.
- **Engaging youth and engaging women** in peacebuilding, mediation and conflict rehabilitation is crucial.
- Women in particular should be **recognised as leaders**, and included in any peacebuilding discussions to realise a more comprehensive and sustainable perspective on conflict resolution.



"We need to start seeing that role that women play, not only bringing women to the table because we want to bring women, but really recognising that they are the pillars that underpin our society."

- Jaiksana Soro, Co-founder and Team Leader for Platform Africa

One Young World Peace Ambassadors

Jaiksana Soro was forced to move to the Rhino Camp refugee settlement in Uganda due to armed conflicts in 2016. There he founded Platform Africa, a community-based organisation engaged in reaching young refugees through the power of media, education and technology to foster equitable, informed and resilient societies. As a lead #defyhatenow correspondent, Jaiksana has been running workshops on social media literacy, trauma and hate speech mitigation.

Jin Davod is a Syrian refugee residing in Turkey. Drawing on her experience with mental health issues surviving the war in Syria, Jin wanted to do something to help other refugees around her still suffering from psychological problems and struggling to continue their lives. Jin founded the Peace Therapist Enterprise and Peace Software, a platform that provides free therapy with expert psychologists in any language, whenever and wherever they want, without the requirement of revealing one's identity. The platform specifically targets refugees traumatised by war.

European Commission Representative

Bárbara Matias is the European Commission Programme Manager at the Global and Transregional Threats and Challenges Unit of the Service for Foreign Policy Instruments.

Bárbara is involved in the Prevention of Violent Extremism and Organized Crime thematic of the Unit's portfolio. Prior to taking up her current role, she was interim Desk Officer for Belarus and Armenia in DG NEAR in the period following the fraudulent presidential elections in Belarus and the recent Nagorno-Karabakh war (2020/2021), and Desk Officer for Thailand/Malaysia/Indonesia in DG INTPA, related to implementing the EU's new Indo-Pacific Strategy (2021).

Episode 2: Tackling Disinformation

How do we recognise and combat disinformation?

The mass adoption of social media, the quick and easy spread of information, and the digitisation of the news are all driving factors for the rise of disinformation as a crucial political and military tool by governments, organisations and people around the world.

In this session, two One Young World Peace Ambassadors joined Barbara Matias, EC Representative, to discuss disinformation. Key takeaways from Episode 2 were:

- There are a lot of gaps in the international human rights law around disinformation. Moreso, there is a **lacking consensus** of what disinformation is. We must start by raising awareness and have a consensus on the concept to address and tackle disinformation.
- Our power as civilians is in our **critical thinking**.
- Disinformation is a dangerous tool. The constant exposure to disinformation has been linked to mental health, and increased accessibility to **proponents of radicalisation and extremism**.
- We must focus on **educating** civilians and boost grassroots movements in order to develop critical thinking in a fast-paced digital age.



“Disinformation allows other powerful actors in the society to gain control of the same narrative and maintain power over us. And this is why it is important to remain vigilant whenever you come across any piece of information, no matter where it came from.”

- Jean Linis-Dinco, Data Specialist at Melbourne Data Analytics Platform

One Young World Peace Ambassadors

Aigerim Fazylova has over 10 years of experience in the area of peacebuilding, conflict resolution, and tackling disinformation across the EMEA region. Having worked in the UNHCR and the Organization for Security and Co-operation in Europe (OSCE), Aigerim has explored Internet and media policies aimed at addressing disinformation in current events, such as the escalating crisis in and around Ukraine. As a senior advisor, Aigerim also provided strategic counselling to the world’s largest tech companies on key policy profiles such as the Digital Services Act, online content regulation, election integrity, and trust & safety across the EMEA region.

Jean Linis-Dinco is a human rights activist in the Philippines. In 2014, Jean directed Rainbow X—a film about the rising hate crimes against transgender people in the Philippines. The film won the Top Award from the International Association of Business Communicators in the same year. In 2018, Jean was selected as a Global Innovator for the Human Rights Campaign Global Innovative Advocacy Summit in Washington D.C. where she spoke about the role of film in raising awareness of LGBTQ community. Jean’s work in the field of technology and human rights was acknowledged in 2022 when she was awarded by the Women in AI Ethics™ (WAIE) as one of the top 100 Women in Artificial Intelligence Ethics globally.

European Commission Representative

Bárbara Matias is the European Commission Programme Manager at the Global and Transregional Threats and Challenges Unit of the Service for Foreign Policy Instruments.

Bárbara is involved in the Prevention of Violent Extremism and Organized Crime thematics of the Unit’s portfolio. Prior to taking up her current role, she was interim Desk Officer for Belarus and Armenia in DG NEAR in the period following the fraudulent presidential elections in Belarus and the recent Nagorno-Karabakh war (2020/2021), and Desk Officer for Thailand/Malaysia/Indonesia in DG INTPA, related to implementing the EU’s new Indo-Pacific Strategy (2021).

Episode 3: Countering Violent Extremism

How can we prevent and counter the ubiquitous threat of violent extremism?

Conflict remains the primary driver of terrorism, with more than 99% of all terrorist-related deaths occurring in countries involved in a violent conflict or with high levels of political terror. With unprecedented access to the general public through the internet, extremist groups today are able to carry out more efficient and effective recruitment, incitement, and propaganda, as well as the purchase of weapons and unregulated money transfers.

In this session, two One Young World Peace Ambassadors joined Joana Deus Pereira, EC Representative, to discuss violent extremism. Key takeaways from Episode 3 were:

- Violent extremism is of **transnational nature**, that is not confined by borders and affects everyone.
- **Youth and gender** should be included and integrated in any P/CVE strategy implemented in countries directly affected by violent extremism.
- **Education** plays a key role in achieving peace and countering violent extremism. We must direct more resources to **capacity-building tools** and increase **resilience** amongst local communities.
- We must tailor-design P/CVE programmes. There is no “one shoes fits all” solution, because each case will be different in terms of underlying causes and motivations.



“It’s increasingly becoming very clear to pinpoint governance failure as the main driver of violent extremism.”

- Aaron Atimpe, Project Manager for Conflict, Security and Stability Fund (CSSF) project at STAR-Ghana Foundation

One Young World Peace Ambassadors

Aaron Atimpe is an international development practitioner and has worked on various thematic areas with experience in programme management, policy, and research, monitoring & evaluation, and learning (RMEL) across both the public sector and civil society. He has expertise in P/CVE programming and is experienced in leading community-driven conflict resolution and transformation, as well as community-security relations. Aaron currently works with a Ghanaian civil society organisation, STAR Ghana Foundation, as a Manager for conflicts, security and stability programmes.

Aminu Aisha Marafa has an interest in empowering the girl-child and ensuring that there is peace across Nigeria led her to founding the WEGIRLS DEVELOPMENT FOUNDATION. The foundation works towards peace and reconciliation, tackling gender-based violence and empowering women. Aisha has worked on various humanitarian projects; helping victims of violence, banditry and insurgency through the provision of health support interventions, education, peacebuilding, drug abuse and trauma healing and psycho-social support in the Northwestern part of Nigeria.

European Commission Representative

Dr. Joana de Deus Pereira is Senior Research Fellow at RUSI Europe specialising in Counter-Terrorism and P/CVE. She has particular expertise in the realms of geopolitical and country-risk analysis in sub-Saharan Africa. She has been involved in research and project management for a large number of EU-funded projects. Joana has also been engaged as an EU project evaluator for over three years and has deep experience in risk and security analysis with a focus on CT and P/CVE issues.

Video Series Results and Breakdown

Over **3M** views across all three videos

Over **2,466** days watch time

Over **11,270** engagements

Hit the view target in **50** days

Episode 1: Conflict Resolution

1,245,135 total views achieved as of 18 May 2023 **170+** countries

Top 10 performing countries in order:

Ukraine Bolivia Algeria Guyana Indonesia Mexico Ethiopia Kyrgyzstan Uruguay India

Episode 2: Tackling Disinformation

1,209,619 total views achieved as of 18 May 2023 **170+** countries

Top 10 performing countries in order:

Ukraine Morocco Bolivia Ecuador Indonesia Algeria Nepal Colombia Cambodia Mexico

Episode 3: Violent Extremism

1,460,784 total views achieved as of 18 May 2023 **170+** countries

Top 10 performing countries in order:

Ukraine Algeria Indonesia Ecuador Venezuela Bangladesh Peru India Nepal Nigeria

Social Media Promotion and Engagement

To ensure greater visibility from the Peace Ambassadors who participated in the three-part video series, One Young World's Communications Team planned a series of promotion posts on One Young World's different social media channels.

One Young World is delighted to share key figures from this communication strategy. In total, 7 posts were shared on One Young World's social media channels to spotlight the different video series sessions and the discussion of the Peace Ambassadors with the EC Representatives.

Funded by the European Union

“ We need to start seeing the **role that women play**, not only bringing women to the table because we want to bring women, but really recognising that **they are the pillars that underpin our society.** ”

Jaiksana Soro
Co-founder and Team Leader, Platform Africa

Twitter

5,216+ impressions

370+ engagements

LinkedIn

4,021+ impressions

143+ engagements

Episode 2 engagement



Instagram

3,886+ impressions

2,588+ engagements

113,395+ views

Twitter

15,703+ impressions

2,034+ engagements

20.6K+ views

LinkedIn

10,766+ impressions

124+ engagements

2,647+ views

Episode 3 engagement



Twitter

40,298+ impressions

6,157+ engagements

LinkedIn

2,766+ impressions

113+ engagements



Building capacities and community engagement

Action accelerator

The Action Accelerator was created by four young leaders who, upon meeting at the One Young World Summit Bogotá, 2017, quickly identified an opportunity to help fellow young leaders move from inspiration to action across the UN Global Goals.

The Action Accelerator covers a different topic each month - from vision setting, to pitching and storytelling – and has both an intrapreneurship and entrepreneurship stream, making it valuable to Ambassadors generating social impact in every industry and across every issue. Ambassadors attended monthly panels of internationally-recognised expert speakers, who discussed their own journey and gave useful advice on developing a social impact initiative.

22 Peace Ambassadors participated in the 2022/23 Action Accelerator, including 10 Peace Ambassadors from the 2022 selected cohort

2021 selected Peace Ambassador Ambassador Katarina Bošković founded a new programme as a direct result of the Action Accelerator. She has developed educational programmes on peacebuilding and community relations, and has so far impacted over 20,000 young people and 800 teachers from six countries in the western Balkans.

Six-Month Feedback

As part of our commitments with the European Commission, One Young World aims to create a community of more capable and motivated leaders who are empowered to build Positive Peace in their communities. Peace Ambassadors are encouraged to continue their drive and engagement in the One Young World Community to contribute to Positive Peace. Likewise, One Young World aims to provide Peace Ambassadors with the necessary tools and skills to turn knowledge and motivation into action by expanding their initiative or starting a new one.

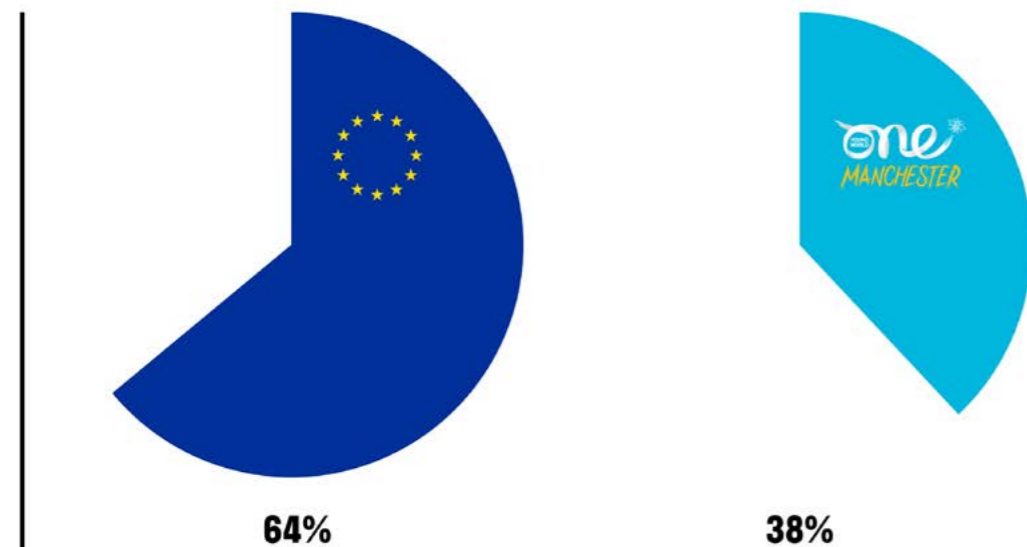
The feedback collected from Peace Ambassadors all indicated a desire to strengthen relations with the European Commission and continue to grow their network of support for inspiring and reinvigorating them for the challenging work that they do.

With the above in mind, the following statistics are comprised of feedback received from 73 Scholars in total, of whom 11 were 2022 selected Peace Ambassadors.

One Young World follows up with Ambassadors six months after each Summit to document their progress towards generating new social impact and implementing the lessons and benefits they receive through their membership of the One Young World Community. Six months after the 2022 Summit, **78%** of Ambassadors reported generating new social impact. This number increases to **82%** for 2022 selected Peace Ambassadors.

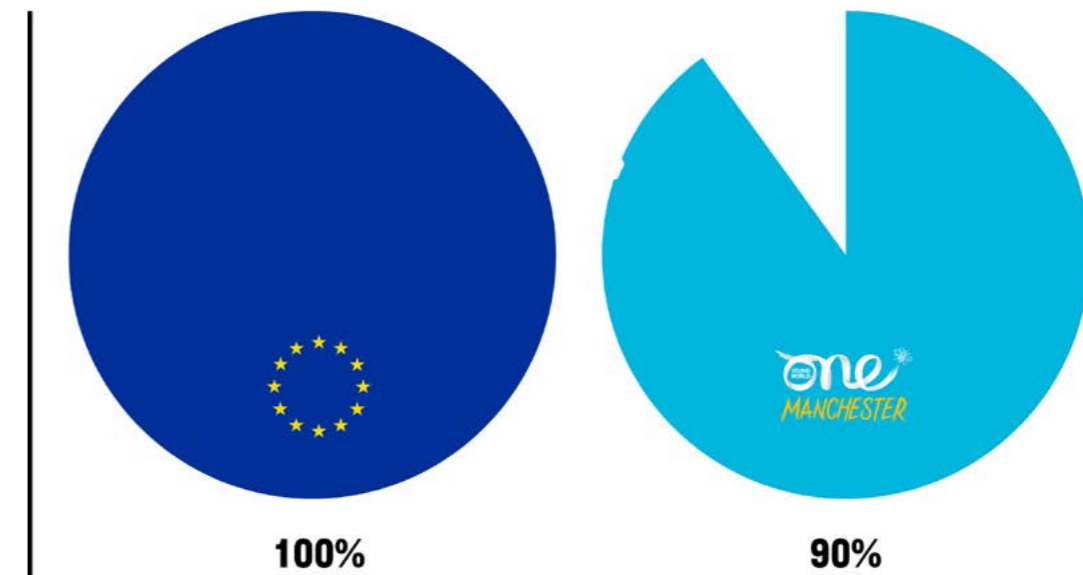
However, **80%** of Ambassadors who engage in additional One Young World programmes beyond the Summit generate social impact. This number increases with the 2022 selected Peace Ambassadors who engage in additional programmes specific to the Peace Ambassador Programme, with **86%** generating impact.

Have you participated in any other One Young World programmes since becoming a One Young World Ambassador?



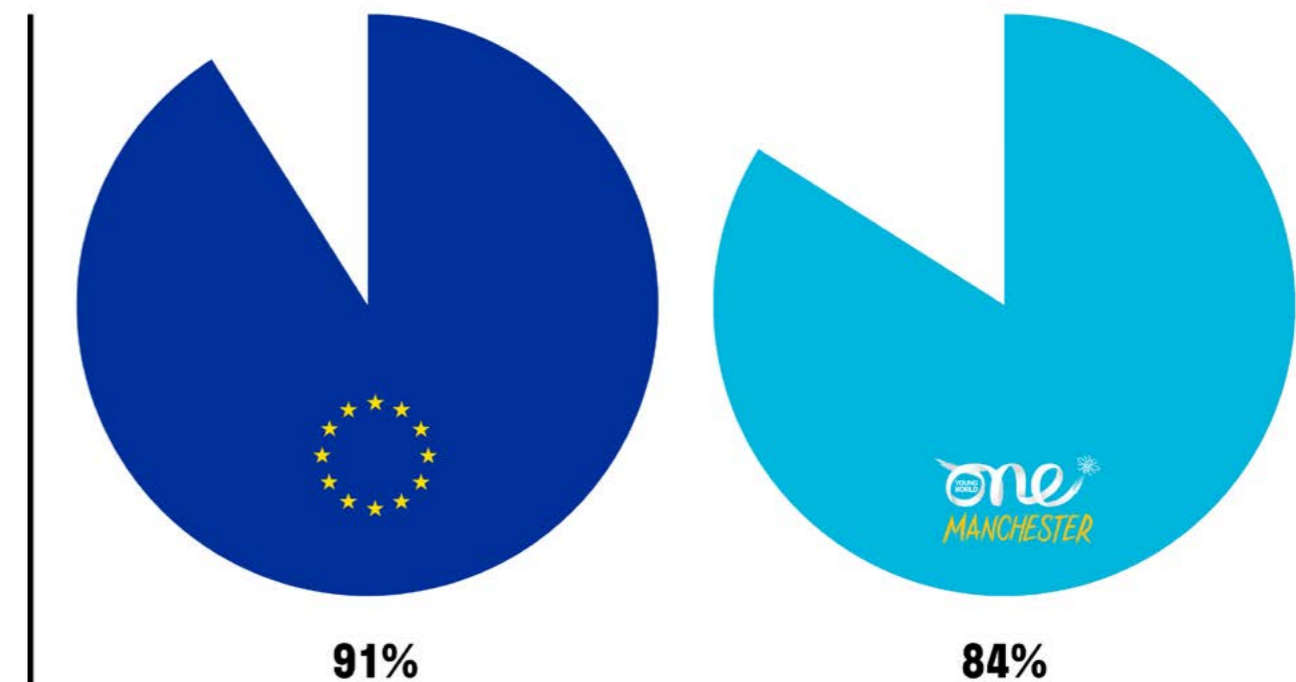
2022 selected Peace Ambassadors were significantly more likely to continue engaging with One Young World Community events after the Summit, with **64%** of survey respondents from the Peace Ambassador cohort participating in events and opportunities like the Action Accelerator programme.

"Being an Ambassador has improved my understanding of how to generate impact"



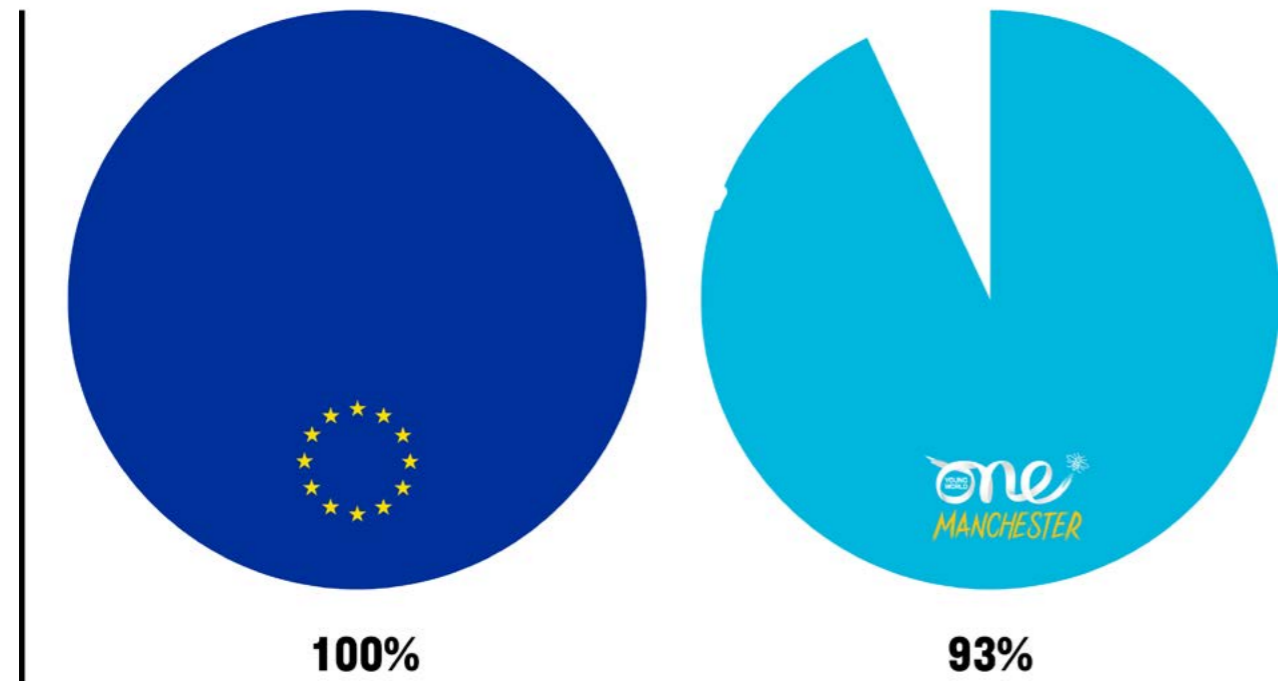
2022 selected Peace Ambassadors were also more likely to strongly agree that being a One Young World Ambassador improved their understanding of how to generate social impact in the aftermath of the Summit. **100%** of Peace Ambassadors who responded agreed with the statement, while the average level of agreement was **90/100**, where 50/100 represented 'Neither Agree nor Disagree' and 100/100 represented 'Strongly Agree'.

"Being an Ambassador has improved my capacity to generate impact"



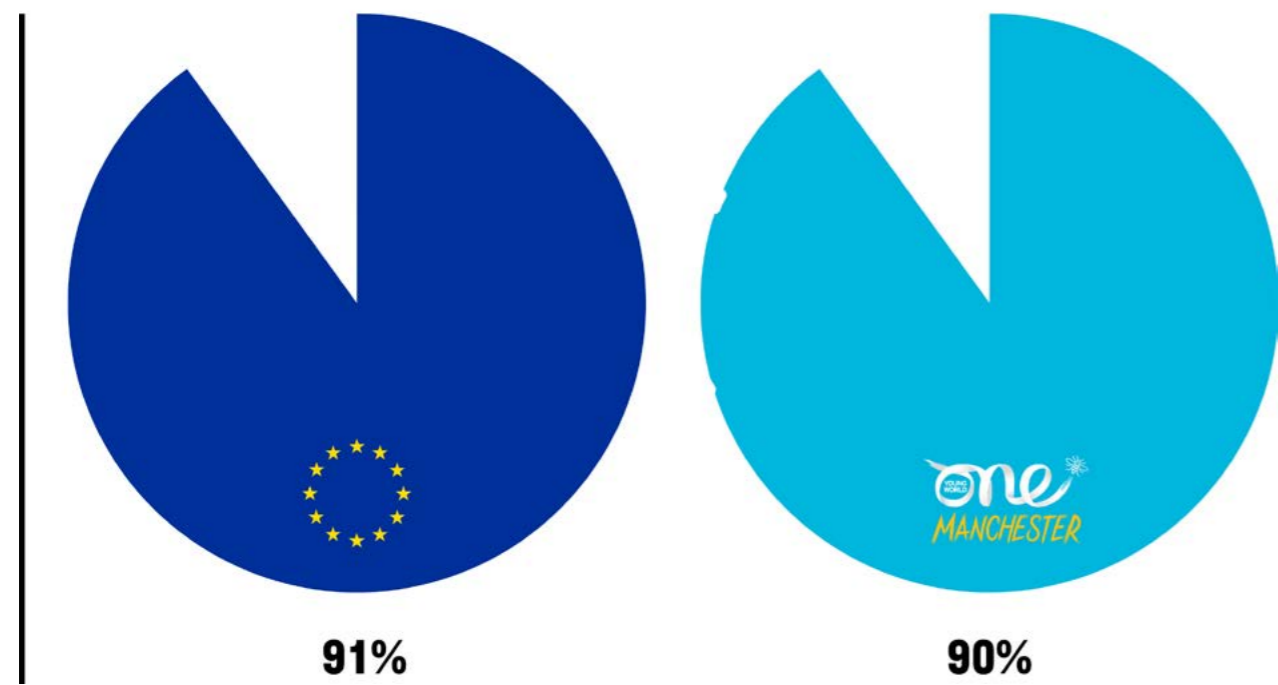
In addition to better understanding how to generate impact, 2022 selected Peace Ambassadors also reported strong agreement that being an Ambassador has improved their capacity to generate impact. **89%** of 2022 selected Peace Ambassadors who completed the survey agreed, with the average level of agreement amongst them standing at **88/100**, where 50/100 represented 'Neither Agree nor Disagree' and 100/100 represented 'Strongly Agree'.

"Being an Ambassador has added legitimacy to my leadership"



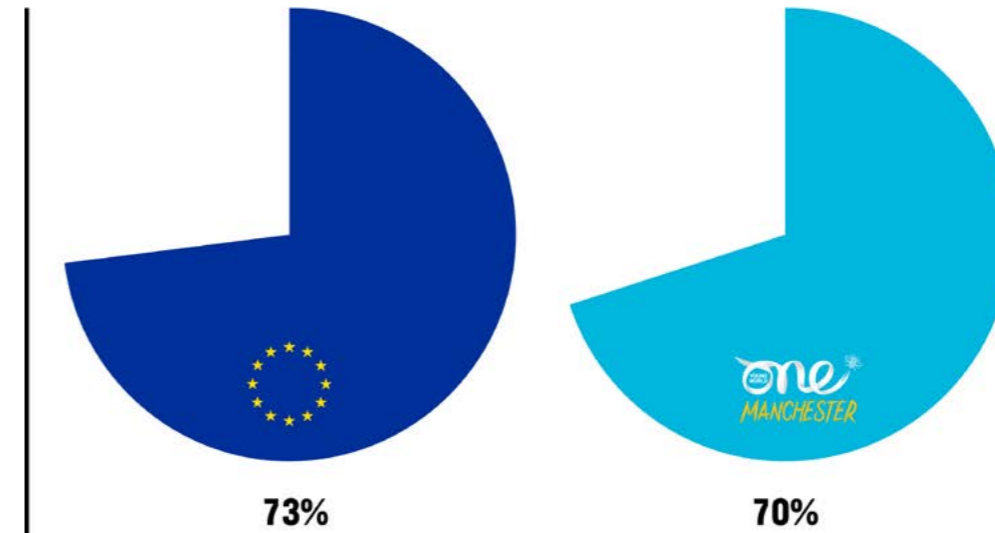
Finally, 2022 selected Peace Ambassadors also strongly agreed that being a One Young World Ambassador has added legitimacy to their leadership. **100%** of 2022 selected Peace Ambassadors who completed the survey agreed with the statement, with an average level of agreement standing at **96/100**, where 50/100 represented 'Neither Agree nor Disagree' and 100/100 represented 'Strongly Agree'.

"Being an Ambassador has increased my drive to make a difference"



2022 selected Peace Ambassadors were also more likely to have a continued drive to make a difference as a result of their membership of the One Young World Community, with **91%** of 2022 selected Peace Ambassadors strongly agreeing with this statement. The average level of agreement is **90/100**, where 50/100 represented 'Neither Agree nor Disagree' and 100/100 represented 'Strongly Agree'.

"I started a new initiative and/or significantly developed the initiative I already worked on"



As a result of their membership of the One Young World Community, 2022 selected Peace Ambassadors were more likely to have started a new initiative and/or significantly develop the initiative they were already working on, with **73%** selecting one or both of these options from several types of post-Summit social impact.

Result 6:

Sharing best practice and generating dialogue at a dedicated One Young World Peace and P/CVE Caucus.



Feedback from the Ambassador Community

Each year, One Young World consults with its Community via the Global Consultation Process (GCP), to determine which topics, issues and key questions are of the greatest concern to young people around the world.

In 2023, approximately 1,000 young leaders participated and from the findings it is apparent that despite increasingly experiencing the impact of conflict and being concerned about rising hate, young people are optimistic about the future of peace.

76% have personally been impacted by the global decline in peace and security

10 is the most common rating of concern about the rise of racism, hate-speech, fascism and the threat of violence (rating from 1-10)

66% are optimistic about the possibility of peace in their region within the next five years

To design the event, One Young World surveyed its Peace Ambassadors to identify how to best inspire them to increase their impact and build their capacity to act.

The results of the survey have shaped the format and agenda of the event:

What style of sessions would you like in the event?

Workshops

67%

Keynote speeches

56%

83%

want to learn more about Peacebuilding

Facilitated networking

62%

Panel discussions

59%

65%

want to learn more about Conflict Resolution

With the above results in mind One Young World designed the Community Peace Event to take place online in two halves, with prestigious speakers providing expert insight on peace building and conflict resolution, a diverse panel of young leaders delving deeper into these topics, as well as, participants having the opportunity to gain practical tools through two workshops led by peace organisations and finally, connect and engage in structured networking sessions with other peacebuilders.

High Level Speakers and Peace Ambassadors

High Level Speakers featured in the Digital Community Peace Event



Natalie Pauwels
Head of Unit for Global and Transregional Threats and Challenges in the European Commission's Service for Foreign Policy Instruments



Bárbara Matias
European Commission Programme Manager at the Global and Transregional Threats and Challenges Unit of the Service for Foreign Policy Instruments



Professor Thuli Madonsela
Advocate of the High Court of South Africa and Former Public Protector of South Africa



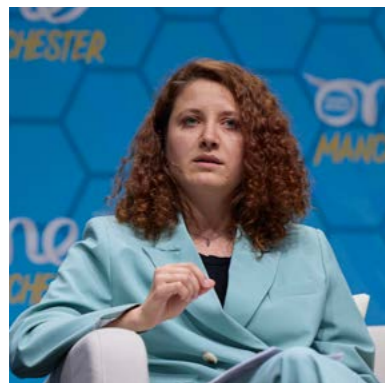
Michael Møller
Former Director-General of United Nations Office at Geneva



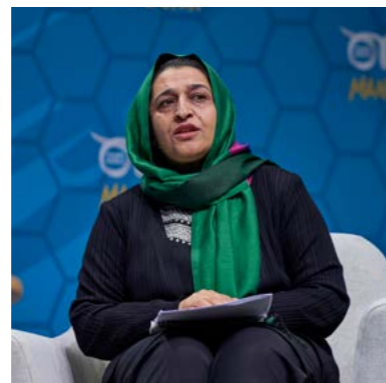
Hiba Qasa
Head of Secretariat of the Principles for Peace Initiative



Ekaterina Zagladina
President of the Secretariat of Nobel Peace Laureates



Hanna Liubakova
Belarusian journalist



Hasina Safi
Former Acting Minister of Women Affairs for Islamic Republic of Afghanistan

Peace Ambassadors featured in the Digital Community Peace Event



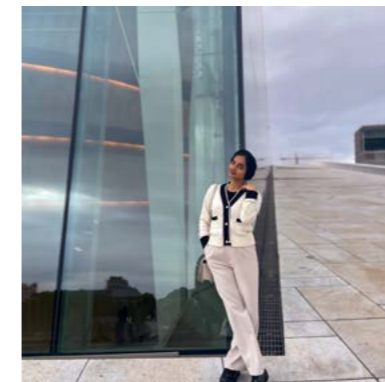
Stephani Paliza
General Coordinator at Fundación Multitudes



Kishoth Navaretnarajah
Co-Founder of DreamSpace Academy



Rez Gardi
International Lawyer and Founder of Empower



Hareer Hashim
Crisis Consultant-Afghanistan Section for Global Fund for Women

Results

One Young World was joined by over 180 live participants for the Community Event on Peace, funded by the European Union. The event took place online in two halves, with six high-level speakers providing expert insight and diverse fireside chats of Peace Ambassadors delving deeper into the topics of Peacebuilding and Conflict Resolution.

624 applications to attend including **300+** One Young World Ambassadors

181 live attendees **107** minute average attendance time

Community Peace Event Commitments

As part of this year's commitments with the European Commission an EC Representative and five high-level speakers were going to participate in the Community Peace Event, as well as, involve expert organisations during the event as part of the content.

Representation by the European Commission

In this regard, One Young World is extremely pleased to have been joined by two European Commission representatives **Natalie Pauwels** and **Bárbara Matias** for the closing remarks of the Community Peace Event.



"One Young World's mission to promote youth engagement is really encompassing of this multi-agency approach to the prevention of violent extremism globally."

- Natalie Pauwels, Head of Unit for Global and Transregional Threats and Challenges at the European Commission, Service for Foreign Policy Instruments



"All of you are such inspiring young leaders of today's world. (...) Representing the EU Commission here today, I highlight how proud we are to be part of this big endeavour. With your input, ideas and discussions, this digital event has advanced empowerment and action."

- Bárbara Matias, Programme Manager at the Global and Transregional Threats and Challenges Unit at the European Commission, Service for Foreign Policy Instruments

Participation by High Level Speakers

In addition, **One Young World exceeded the commitment of five high-level speakers.** The participants had the opportunity to receive advice from six different experts such as **Professor Thuli Madonsela** on which practical lessons to apply in their own work towards a peaceful future, and listen to **Ekaterina Zagladina** and **Hiba Qasas** address Peacebuilding in today's context in conversations with Peace Ambassadors. In the second half of the Community Peace Event, participants heard from and were given the chance to take part in a Q&A with **Michael Møller**. They also learned from **Hanna Liubakova** and **Hasina Shafi** on how we can resolve conflict by increasing the awareness of disinformation in an age of digitalisation, and involving women in peacekeeping discussions at all levels.



"There are over 2 billion people today, whose lives are shaped by conflict and insecurity. There is an urgency to bring new energy, new focus and new priorities to the peace agenda."

- Hiba Qasas, Executive Director for Principles for Peace



"Leadership is leading by example. When things go wrong, a peacebuilder in the community can be a leader just by acting; by taking steps that are improving the lives of people around them."

- Ekaterina Zagladina, President of the Secretariat of Nobel Peace Laureates



"What can young people do? (...) Use structures like One Young World to create leadership circles that discuss matters that people are unhappy about, at the level of these circles and they are resolved intellectually."

- Professor Thuli Madonsela, Advocate of the High Court of South Africa and Former Public Protector of South Africa



"Reaching a state of peace in pretty much any situation requires serious attention to an intricate web of interlocking elements that are the root cause of a given conflict, and equally serious attention to the intricate array of the different tools that are at our disposal for providing the appropriate intervention."

- Michael Møller, Former Director-General of United Nations Office at Geneva



"We are going to make change, big change from our small initiatives. (...) Start peace from your personal capacity and surroundings. It is very difficult, but with patience, solidarity, listening, mediating, facilitating, and coordinating we can push forward the peace agenda."

- Hasina Safi, Former Acting Minister of Women Affairs for Islamic Republic of Afghanistan



"As users, we should not allow platforms to make money from toxic content and promoting hate speech. (...) We need to support independent media and bloggers; they are crucial and at the forefront of tackling propaganda. True information is the best punishment against any propagandists."

- Hanna Liubakova, Belarusian journalist

Contribution of Expert Organisations

Moreover, expert organisations were key to contributing to the content of the event. With this in mind, One Young World reached out to two expert organisations to host a workshop session each. Through their workshops, **Principles for Peace** and **Million Peacemakers** provided participants with immediately applicable skills, strategies, techniques and/or ideas around peacebuilding which can be implemented in future projects and initiatives.



Feedback

The feedback provided by participants highlighted the success of the Community Peace Event in accelerating their capacity to drive positive change and build peaceful societies.



4.53 / 5 average attendee enjoyment

"This great event has provided me with a great opportunity to discuss question of peace and peacebuilding efforts I am investing in the context of the Western Balkans region with my peers from around the globe."

- 2023 Community Peace Event Participant



4.56 / 5 average rating of the quality of the content covered at the Community Peace Event

"The speakers were quite amazing, but I would like to highlight the exchange among the Peace ambassadors who took part."

- 2023 Community Peace Event Participant



4.44 / 5 average rating of usefulness of the workshops at the Community Peace Event

"The interactive workshops and breakout sessions helped us to collaborate, learn new skills, and develop innovative future solutions to peace-related challenges."

- 2023 Community Peace Event Participant



4.06 / 5 average rating of the quality of networking at the Community Peace Event

"I loved the networking opportunities to connect with like-minded individuals and potential collaborators, hopefully to build a global community of peace advocates."

- 2023 Community Peace Event Participant

The Community Peace Event participants greatly valued the chance to network, hear about global views, and discuss action-oriented solutions with like-minded young leaders and experts working on similar issues in their local communities across the world. The ability for Peace Ambassadors to connect and exchange ideas, challenges and solutions during this Community Peace Event underlines the value of One Young World's work to create a global community of young leaders.

- 88%** of participants felt the Community Peace Event improved their capacity to be a better leader
- 88%** of participants felt the Community Peace Event increased their skills to build peace and resolve conflict
- 81%** of participants felt empowered to prevent/counter violent extremism in their community
- 72%** of participants felt equipped to shape relevant peacebuilding policies in their community

Communication Strategy Results for the Peace Community Event

Finally, One Young World is delighted to share key figures from the communication strategy of the Community Peace Event, including promotion posts and post-event highlight reels.

In total, **18** posts were shared on One Young World's social media channels to spotlight the Community Peace Event funded by the European Union.

3,434,253
impressions

358,579
reach

121,598
engagements

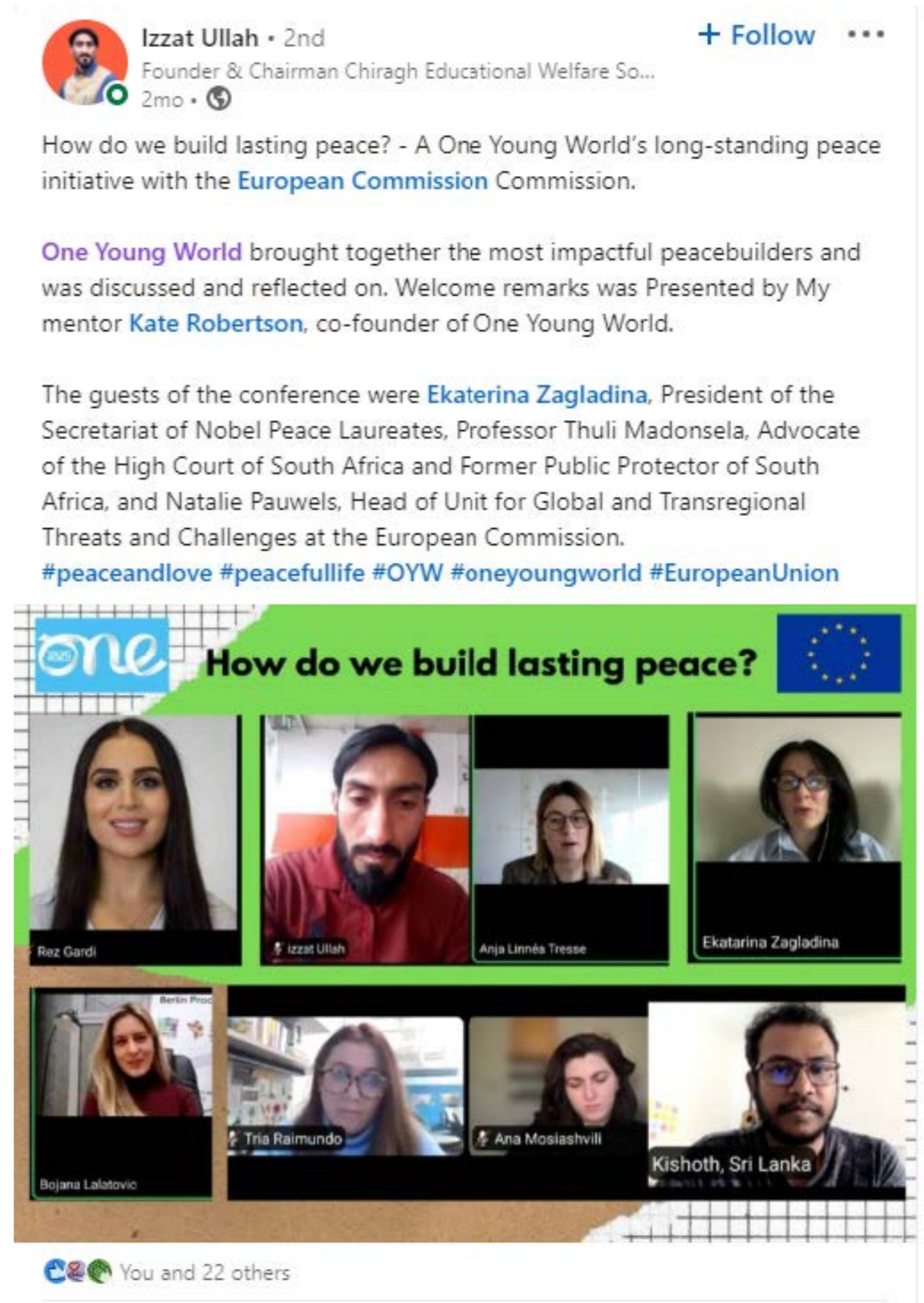
231,357
video views

(Across all One Young World social media channels: Twitter, LinkedIn, Facebook and Instagram.)

One Young World were particularly excited to see the two highlight reels retweeted on the Twitter account for EU Service for Foreign Policy Instruments.

Finally, One Young World was also pleased to see that Peace Ambassadors who attended the Community Peace Event posted on their social media channels about their participation in the event:

- **Izzat Ullah**, 2022 Peace Ambassador and Founder and Chairman of Chiragh Educational Welfare Society (CEWS), created a LinkedIn post about the Peace Event
- **Pedro Salvador Fonseca**, 2021 Peace Ambassador and Member of the Committee on Ethics at Knowmad Institut, created a LinkedIn post from the Peace Event.



Result 7:

Increased visibility through on-going engagement with youth worldwide.



Peace Ambassador Highlights

Media Coverage

One Young World is extremely happy with this year's Peace Ambassador Programme visibility and coverage, having supported the Peace Ambassadors' development by using One Young World's extensive reach to effectively profile the Ambassadors and highlight their work as peacebuilders through targeted digital and traditional media coverage opportunities. The number of communication products developed has been outstanding, exceeding the target of 30 publications to profile and elevate the work of the Peace Ambassadors.

Scholarship Launch

Following the final selection and onboarding phase, One Young World worked on an official announcement of the 2022 initiative by announcing the cohort on 15 July.

The announcement was relayed by more than **974** pieces of coverage within the following days and included news outlets such as CNBC and Elle.

The announcement had a total potential audience of **1.2 billion**

This is the most extensive media outreach in the history of this programme since 2017. In addition, the release of the programme was published in 11 languages giving it global pickup, most prominently in the US, India, Canada, United Arab Emirates and the UK.

One Young World continued their communications line on the website by creating a new layer of the 2022 Peace Ambassadors which can be found here. Next to this, One Young World has continued curating further opportunities for the Peace Ambassadors with key partners such as our PR Agency partner Seven Hills. Seven Hills is continuously working to secure ongoing empowerment and visibility for the 2022 cohort of Peace Ambassadors in local and international news.

In the months leading up to and during the Summit, Seven Hills contacted the Peace Ambassador Cohort to encourage local media coverage and share a Press Outreach Toolkit. One Young World is pleased to share that some of the cohort were responsive to the press toolkit shared with them, using it for social media activity as well as media outreach.

Francisco Cavalcante from Brazil made particularly great use of the press toolkit, featuring in 7 different outlets, all of which referred to the European Commission in their pieces:

1. **Uren** - State University of Rio Grande do Norte Newspaper
2. **Opovo** - one of the oldest newspapers in Brazil with a circulation of 120,000
3. **De Fato** - Online newspaper and a radio agency
4. **Anadef** - a non-profit organisation
5. **E Noticia Mossoro** - regional newspaper
6. **Legal Grounds institute** - a think tank in Brazil
7. **Prefeitura de Jaguaribara** - a governmental organisation where he attended a discussion day

Francisco was most notably covered in an entire page spread in Defato, where they highlighted the crucial support of the European Commission in facilitating his role in One Young World. The coverage was not just limited to print, as he was featured on social media platforms of each news outlet.

Summit Interviews

The Summit was also covered extensively by traditional media like BBC News, BBC Radio Manchester and Sky News.

One Young World and European Commission Peace Ambassadors were interviewed by both national and regional outlets throughout the Summit week for a range of broadcast, print and online opportunities.

- BBC Radio Manchester and Manchester World interviewed **Zuhura Abdul Sakaya** from Tanzania.
- CNBC interviewed **Jaiksana Soro** from South Sudan.
- Elle interviewed **Zuhura Abdul Sakaya** from Tanzania.



EQUITY AND OPPORTUNITY SHARE f t in

Meet five young pioneers working to change the world

ALJAZEERA News Ukraine war Features Economy Opinion



year of war: How are young Ukrainians responding?

BEAUTY LIFE + CULTURE

Zuhura Abdul Sakaya, 27, from Tanzania is a European Commission Ambassador for Peace at One Young World, Masters of Science student in Management and Information Systems, and Co-founder for organisation Youth For Change (YFC) Tanzania.

Sakaya came up with the idea for YFC while at university, along with fellow female students - all of whom have or know someone close has experienced gender-based violence.

She grew up in poverty and, in her family home, her father would often be violent towards her mother.



Cearense é um dos 50 jovens líderes mundiais selecionados para evento na Europa

Francisco Cavalcante, natural de Jaguaribara (CE), foi selecionado como um dos integrantes da Corte de Embaixadores da Paz, do One Young World Summit, no Reino Unido

18:54 | SET. 02, 2022



O cearense Francisco Cavalcante, de 23 anos, natural de Jaguaribara, município localizado a 261,9 km da Capital, é um dos integrantes da

On-going Engagement

Ambassador spotlights


One Young World Ambassadors are leading projects in every country of the world, creating a substantial social impact across all 17 Sustainable Development Goals. Every month One Young World's Coordinating Ambassadors select someone from their region who has made significant social impact locally, regionally and even worldwide to be spotlighted on our website and social media channels.


We are excited to share that 7 Peace Ambassadors have been featured as Ambassador Spotlights on One Young World's website since joining the One Young World Community in 2022:


- **Zoya El-Miari**, 2022 Peace Ambassador and Nurse & Medical Interpreter, was featured in the Ambassador spotlight of October 2022
- **Souleymane Diallo**, 2022 Peace Ambassador and CEO & Co-Founder Guinean Young Leaders Initiative - GYLI, was featured in the Ambassador spotlight of October 2022
- **Tyra Omeir Downs**, 2022 Peace Ambassador and Anti-Trafficking Consultant at Elevate, was featured in the Ambassador spotlight of November 2022
- **Benazir Hilali**, 2022 Peace Ambassador and Co-founder, CEO of Axle International, was featured in the Ambassador spotlight of November 2022
- **Izat Ullah**, 2022 Peace Ambassador and Founder and Chairman of Chiragh Educational Welfare Society (CEWS) was featured in Ambassador spotlight of January 2023
- **Francisco Cavalcante de Sousa**, 2022 Peace Ambassador and Executive Manager at Legal Grounds Institute was featured in Ambassador spotlight of January 2023
- **Mohammed Mohammed**, 2022 Peace Ambassador and Program Assistant at KUDWA, was featured in March 2023 Ambassador Spotlight

In addition to the abovementioned 2022 Peace Ambassadors, 2021 Peace Ambassadors Ardent Tresor Alex Otoubou, Supervisor/Office Manager at CERCOREDS and Regina Lepping, Media Freelancer/Consultant, were highlighted on the Ambassador Spotlight in March 2023 and April 2023 respectively.

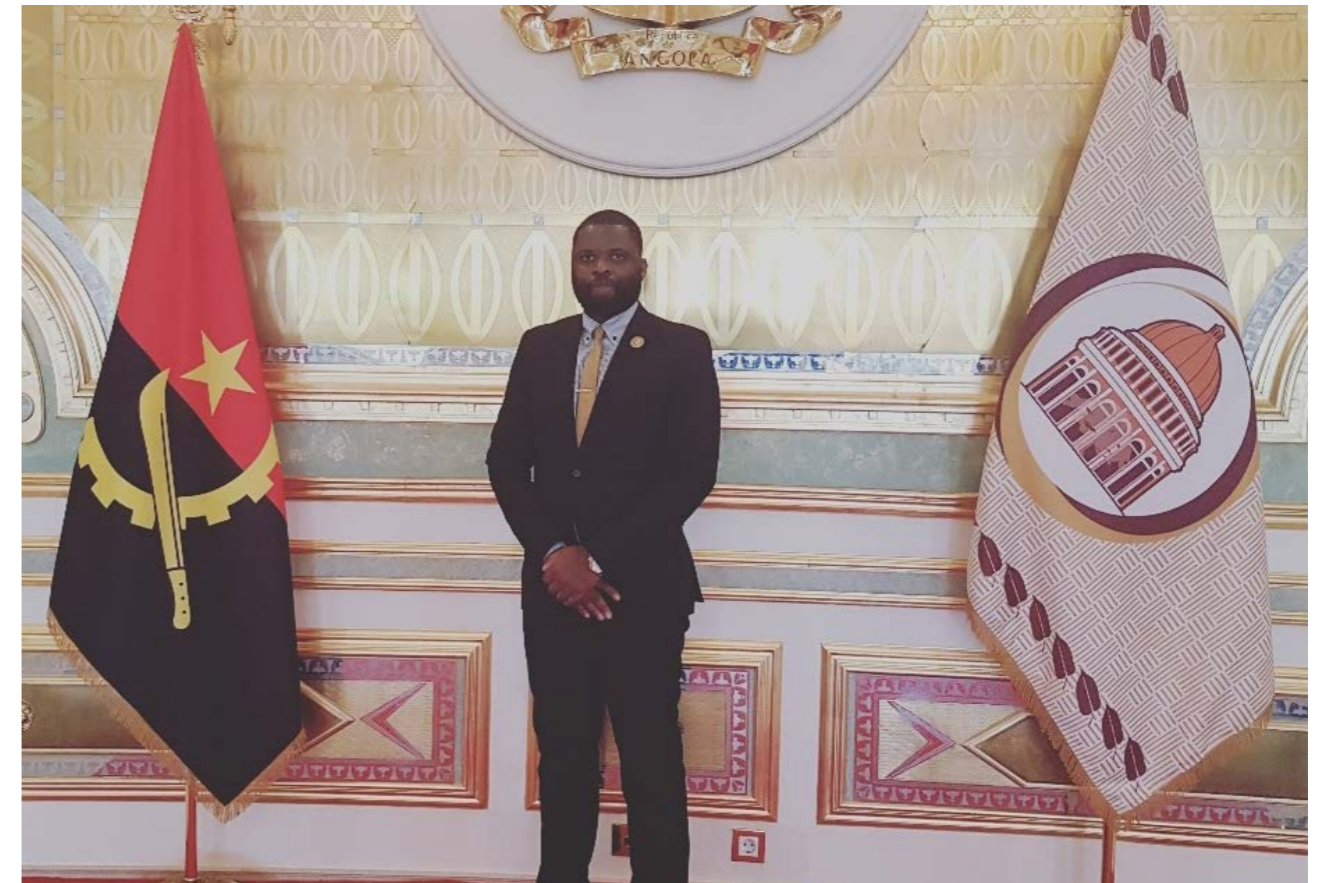
Izat Ullah and Francisco Cavalcante de Sousa were also promoted as Ambassador Spotlights on our social media channels (Instagram, Facebook and LinkedIn).

 On Instagram, both posts had an average engagement rate of 3.4% and a combined **457 engagements** and **13,550 impressions**.

 On Facebook, both posts had an average engagement rate of 1.5% and a combined **135 engagements** and **8,904 impressions**.

 On LinkedIn, both posts had an average engagement rate of 3.6% and a combined **132 engagements** and **8,810 impressions**.

One Young World is also pleased to share that 2022 Peace Ambassador **João Kanda Bernardo** from Angola took office as a Member of Angolan Parliament, during the constitutive meeting of the National Assembly of the Republic of Angola. The news was shared on One Young World's social media platforms on World Peace Day to highlight his achievement.



We are happy to see how our One Young World Ambassadors create meaningful connections with like-minded young leaders and world renowned figures. At the One Young World Summit in Manchester, 2022 Peace Ambassador Tyra Omeir had the opportunity to connect with One Young World Counsellor, Co-anchor at Noticiero Univision and Co-host at Aquí y Ahora, Ilia Calderón.

Every year, Tyra returns to her home in Nicaragua for Christmas and distributes toys and school supplies to children. Unsurprisingly, the meeting of these two anti-trafficking advocates during the Summit resulted in a big win for social impact. Tyra has continued to engage and work with Ilia Calderón that has led to an exciting collaboration, where Ilia offered to contribute towards Tyra's project, which has grown from 500 boxes to 900 boxes.



As part of our commitment to engage and profile the Peace Ambassador's achievements and projects we documented and promoted on our social media channels Tyra's journey while she distributed the boxes and collaborated with Ilia. We documented this journey in a two part video, which we promoted on Instagram, Facebook and LinkedIn.



On Instagram, both posts had an average engagement rate of 11.5% and a combined **21,982 engagements** and **131,140 impressions**.



On Facebook, both posts had an average engagement rate of 18.85% and a combined **59,706 engagements** and **203,259 impressions**.



On LinkedIn, both posts had an average engagement rate of 4.2% and a combined **409 engagements** and **9,633 impressions**.

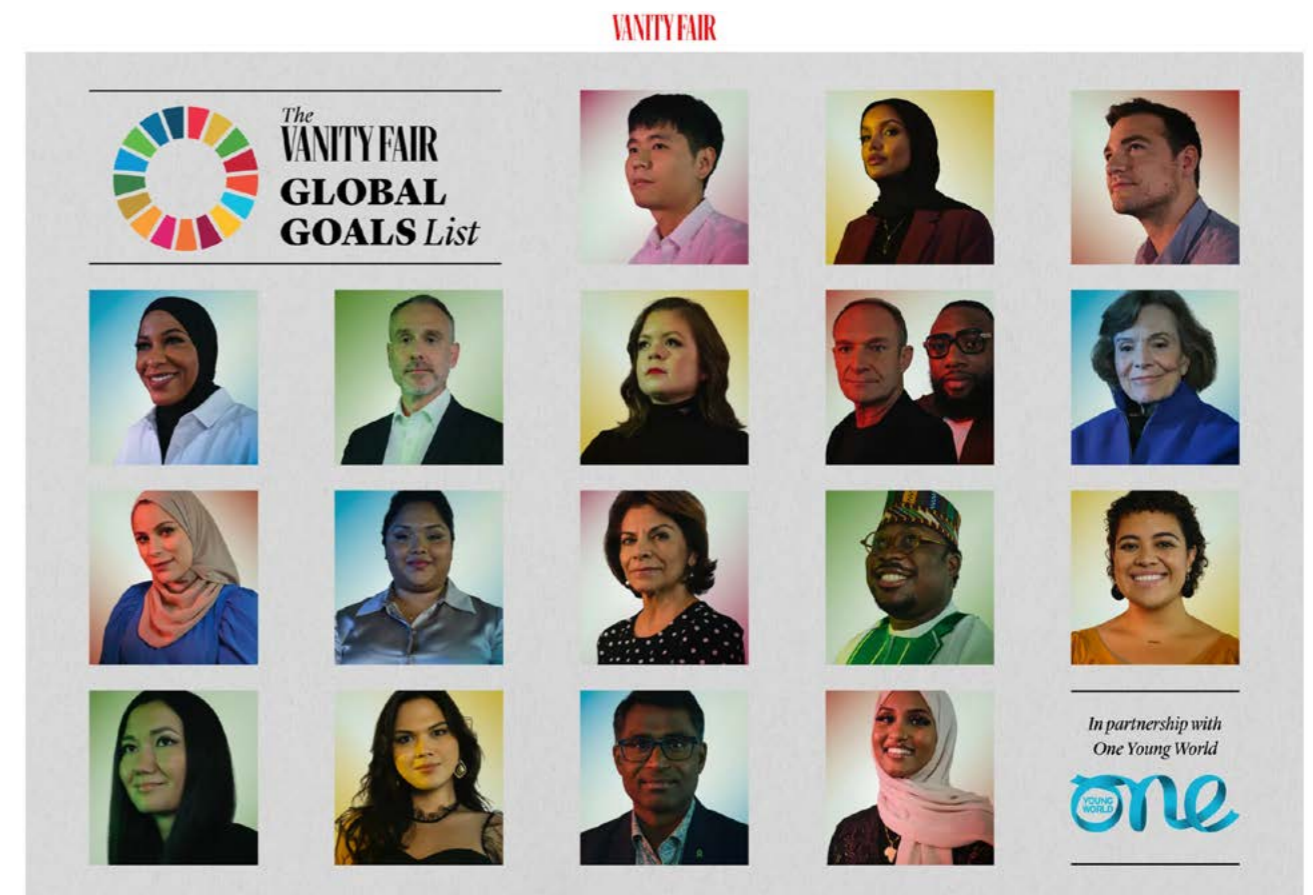
Additional visibility opportunities

Vanity Fair x One Young World

The Global Goals List is an annual collaboration release between One Young World and Vanity Fair. The list has been created in partnership with Vanity Fair to celebrate influential leaders working towards the United Nations' 2030 Agenda for Sustainable Development.

The list presents the most influential individuals, such as young leaders, heads of government, business leaders, and humanitarians, who have contributed significantly towards one of the UN's 17 goals for sustainable development.

The article features various One Young World Ambassadors and Counsellors who have advanced progress towards achieving the SDGs. This year's Global Goals List featured **two 2022 Peace Ambassadors: Jean Dinco and Ngawang Gyeltshen**.



Peace Ambassador Interviews

One Young World is pleased to share that we have been working with our media partner Seven Hills to get Peace Ambassadors featured in notable traditional and digital media as seen below:

- **Zoya Miari**, Registered Nurse, featured on Al-Jazeera to share her experience as a twice-refugee, Ukrainian and Palestinian.
- **Hyppolite Ntigurirwa**, Artist, activist, and founder of Be the Peace, featured in Sky News Breakfast interview with OYW Peace Ambassador Hyppolite Ntigurirwa. Hyppolite spoke about The International Day of Reflection on the 1994 Rwandan Genocide. He got the opportunity to speak about his experiences, how to create peace, and his work. He also discussed how important One Young World has been for his work around peacebuilding, finding a platform to share his art with young people and telling his story with other young people.



Impact Report : One Young World Peace Ambassadors

One Young World's Annual Impact Report (available upon request) showcases over 75 Ambassador-led initiatives across every region and industry. The Report utilises both qualitative and quantitative methodologies to analyse Ambassador-led initiatives. **5.77 million** people were directly impacted by Ambassador-led projects featured in the 2022 Report, generating **\$1.3 billion** of social value.

A significant amount of this social impact was generated by Peace Ambassadors featured in the 2022 Impact Report, with the five Peace Ambassadors receiving quantitative analyses of the work having an average social return on investment of **1:22**. This means that for every \$1 invested into their initiatives, Peace Ambassadors featured in the 2022 One Young World Impact Report generate \$22 of social value for their stakeholders.



Axle International

Benazir Hilali - Comoros 🇸🇨

Co-founded by Benazir, Axle International leverages technological innovations from the private sector to support development in Africa, by identifying socioeconomic and governance risks and developing tools to gather accurate and real-time data. The company has also provided primary data and analytics on public opinion and consumer insights to uncover sociopolitical risks, and has assisted several peace processes across the continent.

Axle International launched the African Risk Compass on public perceptions of socioeconomic and political risks. The initial consultations, which One Young World supported, brought together young people from every region of the continent and gathered insights, data, and thought leadership on topics relevant to human security and risk. Axle International is now building a data platform to crowdsource perceptions and offer open source, transparent, and interactive primary data and insights to humanitarian organisations and governments. The initiative maintains a predictive approach to crisis analysis, and the data comes from an African perspective.

Axle International has so far gathered 2,000 data points from 40 countries and identified 150 developmental risks. It has produced several reports that have been shared with African Union member states, and worked with more than 50 NGOs and universities across the continent. In 2020, Benazir and her co-founder, Nathaniel Jowitt, received the Top Innovation of the Year in Democracy and Governance granted by the African Union and COMESA.



SMART Liberia

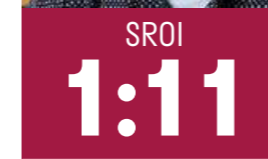
Ahmed Konneh - Liberia 🇱🇮



Ahmed co-founded SMART Liberia in 2011, as a result of his experience as a high school graduate looking for mentorship opportunities and resources to access higher education. SMART Liberia's work is focused on three strategic areas: the Education Advancement Project, a university preparatory programme for high school graduates; the Youth Entrepreneurship Programme, an incubation service for young Liberian entrepreneurs; and the Professional Development Programme, designed to facilitate the entry of university graduates into the professional world.

Ahmed attended the One Young World Summit in Munich 2021, as a European Commission Peace Ambassador. He was a signatory of the "Declaration on the future of Peacebuilding and Leadership", along with his fellow Peace Ambassadors, which was published on International Peace Day in 2021. As a result of his One Young World experience, Ahmed made important connections, and was able to leverage his growing network to continue developing as a young leader.

SMART Liberia maintains its own space, known as the Changemakers Village, which has emerged as a hub for young people from all walks of life to come together and pursue their dreams and entrepreneurial ideas. It also functions as a co-working space. Through their Education Advancement Project they have supported 34 students to study abroad on fully or partially funded scholarships, with SMART Liberia providing advice and preparatory aid throughout their application process. The organisation has also been instrumental in the launch and incubation of 40 new businesses in Liberia through its incubation programme, while 100 university graduates have successfully gotten internships through SMART Liberia's Job Readiness programme. In addition to these landmark projects, the organisation has hosted several other events in entrepreneurial spaces, reaching over 2,000 people.



Total Inputs
\$470,603.20
Total Outcome
\$5,053,380.00

“ There were a lot of leadership lessons and seminars that I attended that tremendously impacted me in a positive way. I also made a lot of connections at the Summit, and some of these people were very useful in helping me figure things out and set things up. So I would say the knowledge and the network were two of the most important benefits of the Summit.”



Hope Behind Bars Africa

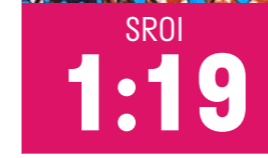
Oluwafunke Adeoye - Nigeria 🇳🇮



Oluwafunke created Hope Behind Bars in 2018, as a female-led social impact organisation addressing inequalities in Nigeria's criminal justice system. Originally inspired by wrongful accusations against her father, Oluwafunke began offering pro-bono services to prisoners and shared her story online, which led to people offering to volunteer and her starting Hope Behind Bars Africa. The organisation's scope now goes beyond free legal services and is attempting to reform the criminal justice system in the country.

Oluwafunke attended the One Young World Summit in Munich, 2021. Listening to other Ambassadors, as well as her participation on a digital panel with Robert Spano, Former President of the European Court of Human Rights, motivated Oluwafunke to scale her work towards facilitating systemic change. She has since now partnered with the Ministry of Justice and the Legal Aid Council to address issues of false imprisonment and prisoner's rights.

Hope Behind Bars has so far directly impacted over 7,000 people. Of these, 397 people have received free direct legal support, while 4,000 have gone through the organisation's welfare intervention, skills empowerment and reintegration programmes. In partnership with the Cornell University Centre on the Death Penalty, Hope Behind Bars has provided capacity-building training to 200 lawyers and law students. They have also leveraged technology to create legal awareness to more than 2,000 individuals to help them know and assert their rights. Oluwafunke has also co-authored learning resources for pro-bono lawyers. Hope Behind Bars trained women in prison in tailoring and sewing, who made around 1,400 reusable face masks during the pandemic. The organisation has developed an app to connect lawyers with pro-bono work, with over 1,000 users. Since its founding, Hope Behind Bars has saved over 200,000 hours of prison time for the wrongly incarcerated and has cut time spent awaiting trial by 50%.



Total Inputs
\$271,890.00
Total Outcome
\$5,094,985.66

“ Talking to people during the Summit and hearing them affirm the importance of my work in different contexts made me realise the need to bring a system change approach to my work.”



European Association for Law and Finance

Katarina Bošković - Montenegro 🇲🇪

Katarina is the Founder and President of the European Association for Law and Finance (EALF), an organisation that brings together young people, civil leaders, war victims, and peace experts to reflect on the aftermath of conflict and rebuild communities in the Balkans through respect and trust. Their work prioritises groups that are traditionally underrepresented in peacebuilding discourses, including victims of war who are also victims of sexual assault.

Katarina attended the One Young World Summit in Munich, 2021, and spoke on a panel with fellow European Commission Peace Ambassadors on the challenges of being a peacebuilder. Following the Summit, she contributed to the "Declaration on the Future of Peacebuilding and Leadership" and participated in One Young World's Action Accelerator programme, as a result of which she developed her peacebuilding apps. Katarina will participate in the UN General Assembly in 2023, on account of learning about the participation opportunities from fellow Ambassador Ramiz Bakhtiar.

The European Association for Law and Finance has impacted more than 20,000 young people and over 1,000 civil leaders, war victims and peace experts. Their education programme, Peace Talks, has reached 800 teachers from six countries in the western Balkans and provided them with resources and tools to both learn about peacebuilding and teach the topic in classrooms. Katarina and her team have also developed a pilot programme connecting victims of war with psychologists to help tackle post-traumatic stress disorder, impacting 40 people with plans to scale further. Their peace app, made for students, has over 20,000 users and offers eight hours of regularly updated interactive content on peace and conflict resolution, including live lectures. In 2023, they want to expand their policy and legal frameworks project, through which they produced a recommendation that was implemented in June 2022 by the government of Bosnia and Herzegovina to give state benefits to war victims.

“ Both the Summit experience and the post-Summit programme have been very useful for me. I gained a lot of knowledge and expand my leadership skills. I connected with other Ambassadors from other countries and we are working together on a project for the United Nations. Additionally, this project came out of my participation in the One Young World Action Accelerator programme.”

SROI
1:23

Total Inputs

\$798,164.59

Total Outcome

\$18,146,533.85



Peace in Our Schools

Ramiz Bakhtiar - Afghanistan 🇦🇫

Ramiz's childhood was significantly impacted by the conflict in Afghanistan, and these experiences led him to discover constructive ways to resolve conflicts peacefully. During a visit to the United Nations in 2018, he met his co-founder, Lika Torikashvili, with whom he founded Peace in Our Schools as an interfaith initiative teaching young people about peacebuilding. Ramiz is an Afghan Muslim, and Lika is a Georgian Jew; they lead Peace in Our Schools, a non-profit organisation together to build a more peaceful, just and inclusive world.

Ramiz attended the One Young World Summit in Munich, 2021, which gave him an opportunity to connect with other young leaders in peacebuilding and speak on a panel about his work. The Summit gave Ramiz access to a network of contacts that have since helped promote and develop his work. One Young World Ambassadors have also participated in Peace in Our Schools' Youth Diplomacy Talks, in which community leaders and experts from different faiths discuss peacebuilding, bringing a uniquely diverse perspective to the programme.

Peace in Our School's Peace Camps last for three days with approximately 20 participants in each camp ranging from school children to young adults. The Peace Camps, which have been held in Bosnia and Herzegovina, Georgia, and Indonesia, centre on skills-building, conflict resolution, emotional intelligence, and involve direct support from certified psychologists. Over 600 students from 10 schools have engaged with the programme so far, while 12 online Youth Diplomacy Talks have reached over 2,500 people through direct participants and livestreams. For their work with Peace in Our Schools, Ramiz and Lika received a PACEY award from the Basel Peace Office in 2023. Following this, Peace in Our Schools plans on working with Ukrainian refugees and Russian immigrants through its Peace Camps in Georgia.

“ Leadership involves mobilising people to work towards a common goal. Without a network of supporters and the necessary tools to connect with these individuals, it can be challenging to effectively exercise leadership. My experience at the Summit proved to be invaluable, as it provided me with a network of collaborators and young leaders who have supported and facilitated my journey in exercising effective leadership.”

SROI
1:4

Total Inputs

\$125,965.50

Total Outcome

\$445,342.00



R-SEAT

Rez Gardi - New Zealand 🇳🇿

Rez co-founded Refugees Seeking Equal Access at the Table (R-SEAT) formally in 2021, after six years of working for more meaningful inclusion of refugees in international and domestic policy-making conversations that affect them. Empower, her first initiative, has reached around 20,000 refugees, through mentoring programmes and workshops. Rez led the first ever Global Refugee Youth Consultations in 2016 and helped form the Global Youth Advisory Council to the UNHCR. She also co-founded the Centre for Asia Pacific Refugee Studies at the University of Auckland, a research centre focused on informing and developing responses to conflict and climate-induced displacement throughout the region.

Rez attended the One Young World Summit in Munich, 2021, as a One Young World Peace Ambassador and Delegate Speaker. The exposure to fellow Ambassadors and their work globally inspired her, and presented her with multiple potential opportunities for future collaboration. Rez was also invited to speak on peacebuilding and conflict resolution during the One Young World Peace Events in 2021 and 2023 respectively.

R-SEAT has been instrumental in developing mechanisms for refugee representation in four countries. These mechanisms are composed of a group of refugees that act as community representatives and liaisons with their respective national governments in the United States, Ireland, New Zealand, and Canada. The initiative is also in the process of establishing mechanisms in Colombia, Mexico, Germany, Uganda, Portugal, Switzerland, and Kenya. In addition to representing refugee communities, the members of the mechanisms advise governments and have actively facilitated changes in national policy, such as New Zealand's refugee resettlement strategy. The US mechanism is also cooperating extensively with the US State Department on funding for organisations operating within the international refugee regime. Through R-SEAT, refugees have chaired forums in the UNHCR for the first time.

“ The most valuable impact of becoming part of the One Young World Community is the exposure to what other young people are doing around the world, and the connections and ideas that come out of it. As well as the credibility that comes along with it, people trust the One Young World brand and name and what it stands for.”

SROI
1:31

Total Inputs

\$808,709.83

Total Outcome

\$25,407,796.84

From 2020 - 2022, the average SROI of One Young World's featured Ambassador-led projects was **1:16**.

This means that for every **\$1** invested in them, featured Ambassador-led projects have produced **\$16** of social value.

The average SROI from the five projects led by Peace Ambassadors in 2022 is an extremely impressive

1:22



Concluding Remarks

This final evaluation report reflects on the 2022/2023 cooperation between One Young World and the European Commission. One Young World is therefore pleased to mention that we are extremely happy with the final results achieved for the Peace Ambassador Programme - Phase V.

Despite the continued challenges presented by the COVID-19 pandemic in Japan, which led to a change in the host city and the Summit to be celebrated in Manchester, One Young World was able to successfully deliver the 2022 Summit in Manchester. Given the still recurring travel restrictions at the time around the world, One Young World adapted its programming to deliver the Summit in a hybrid manner allowing participants to attend in-person as well as virtually, further enriching the experience, allowing for improved access and global impact of the Summit.

One Young World would like to express its sincere gratitude towards the European Commission for the long-term partnership on this initiative and looks forward to continuing promoting young leaders and building peaceful and prosperous societies.

For their support and professionalism carrying out this programme, One Young World would like to extend a special thank you to:

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