Activating the energy and amplifying the voices of millions of young people as a catalyst for broader societal change, both locally and globally

When it comes to shaping society, youth voice is often marginalized: they have no right to vote and little or no say in policy formulation. It’s no surprise they appear to have lost faith in democracy and institutional authority. And yet, they are raising their voices louder than ever to force adults to do what clearly needs to be done. Following the Parkland shooting, high school students Emma González and David Hogg led March for Our Lives to demand stricter gun control in America. Young Swede, Greta Thunberg, inspired school strikes across the world to draw attention to the climate change crisis.

We have forged a global alliance to reinvent our delivery models in an innovative and cost-effective way that makes them accessible to disadvantaged communities around the world. Our alliance brings together a powerful set of organizations to activate the energy and amplify the voices of millions of young people as a catalyst for broader societal change, both locally and globally.

Our solution draws on a set of synergistic partnerships to deliver a combination of learning experiences or “strings”, which consist of three reinforcing elements: peak experiences, repeated practice, and real world applications.

- **Cinema as a peak experience.** World Bank research has established the transformative impact of film and media narratives in reframing social norms. Our approach begins with a designed collective “peak experience” film screening (and debrief) at one of Cinépolis’ 5,770 cinemas or their community-centered pop-up screens.

- **Repeated practice in the classroom.** We will train associates from Teach For All affiliates in each country to facilitate participatory experiences that deepen the understanding of new concepts from working memory into long-term memory for sustained behaviour change.

- **Social advocacy videos as a real-world application.** Our powerful Videos for Change platform empowers young people to create one-minute videos to address social issues as part of both school and regional competitions. This activity unleashes the voices of young people in inspiring and powerful ways and is a catalyst for conversations on these issues as the first step to driving constructive social changes at a grass-roots level.

What if there were millions of young people driving this kind of social advocacy, for many issues, and in many communities?