

1 – Introduction

“Right now, the United Nations is negotiating one of the world’s potentially most powerful policy documents. Over the next 15 years, it will influence more than \$2.5 trillion of development aid to help pull hundreds of millions out of poverty and hunger, to reduce violence and improve education – essentially make the world a better place. But much depends on this being done well.” - Bjorn Lomborg, President of Copenhagen Consensus Center

The Post-2015 Agenda, also known as the Sustainable Development Goals (SDGs), is the follow up to the United Nation’s Millennium Development Goals (MDGs), which guided spending on international development between 2000 and 2015. The MDGs contained 18 specific targets. They were focused, easy to remember, measurable, and overall, the MDGs have made a real difference to people’s lives across the world: cutting levels of extreme poverty, increasing primary education, reducing infant mortality and starvation.

The proposed SDGs currently contain 169 targets. But how can we know which targets are really worth spending money on? To help make sure that the best targets are selected and prioritized, Copenhagen Consensus Center brought together 60 teams of top economists with NGOs, international agencies and businesses to identify the targets based on evidence on what works, and what doesn’t. And the results of the research means that we now have a good idea of which targets will make a really big difference for every \$1 spent, and which targets will have little or no impact.

The Post-2015 Youth Forums give young people the chance to present their views on which are the smartest targets, making use of the expert economic analyses and the cost-benefit ratios, to make a judgement on what are the most important priorities for the world.

2 – Purpose

The Youth Forums are a platform created by the Post-2015 Consensus, enabling young people (18-30 years old) to present **their views on the development priorities for the world** to the media, to decision makers at the UN, and to their National Governments.

3 – The Task

Young people attending youth forums will learn from some of the world’s leading economists about the social, economic and environmental benefits and costs of the different targets being negotiated in the UN – covering education, gender, nutrition, health, violence, biodiversity, energy and more.

Their task is to read the newspaper articles which we provide for all the topics, based on the academic research papers. Then discuss and debate what the proposed targets mean for the world over the next 15 years, and which ones are really worth focusing on. Realistically we can’t do everything, so it is important to pick the targets which will do the most good.

Participants should use the benefit-cost ratios as the basis for their judgment and their ratings. A benefit-cost ratio says how much social, economic and environmental benefit is returned for every \$1 spent.

In fact Youth Forum participants are being asked to rate each target as phenomenal, great, fair, poor or uncertain – exactly the same task as we asked of our Post-2015 Nobel Laureate Expert Panel of economists. The rating sheet shows what the teams of economists who wrote the papers think, now it’s the turn of young people to say what they think.

Each participant has to complete the rating sheet, giving their ratings for each of the targets for the world.

4 – Youth Forum Materials and Format Options

The facilitator can decide how to stimulate learning and discussion. There is a lot of material, the topics are broad ranging, and many are complex. Some thought and planning is needed to make sure everything can be adequately covered. There could be one session, or there could be several over a number of weeks. The exact format of the sessions can vary, and could involve:

- Experts in international development or economics present the topics, raise questions, facilitate discussion.
- Participants read all the materials before the forum, arrive prepared to discuss all topics and targets.
- Make time at the Forum to read the articles.
- Discuss the topics and targets for their country in pairs or small groups.
- Individuals read, prepare and present a single topic to a wider group, and then discuss the targets in small groups. All the topics and targets could be covered in this way.
- Participants can complete the rating sheet one topic at a time, or at the end of discussing all the topics.
- Provide refreshments, the participants need to stay sharp to pick the right targets for the world!

There are a variety of materials available for information and guidance, at:
www.post2015consensus.com/resources-youth-forum-organizers

- A 2-minute **greeting video** to the Youth Forum from Bjorn Lomborg: <http://youtu.be/2mDHV8NZ6O0>.
- A 3-minute **introductory video** about the Post-2015 Consensus project: <http://youtu.be/u5BDIBRwQ88>.
- **Topic articles** published in print media on a range of the post-2015 topics. These are easy to read press articles explaining the economic analyses.
- All **academic, expert and practitioner papers** for each topic can be read in full on the Copenhagen Consensus website: www.post2015consensus.com/research.
- **Rating sheets**: for completion by each participant. It is important that participants agree to video footage and photographs being used, and if they are happy for the media to contact them.

5 – Deliverables and Presentation of Priorities

There are **three main deliverables**, and these form the basis for communicating the young people's priorities in the Post-2015 debates. It is therefore important that these are all completed fully and are high quality.

- i) **Rating sheets**: Each participant at the Youth Forum must complete the rating sheet for all the targets, with their own country in mind.

After completing the rating sheet, participants should think of ONE TARGET they feel strongly about and want as a **high priority**, and ONE TARGET they think is **not important**. Students will then present these priorities in videos and photos, and these will then be publicized in the media, with their national governments and the UN.

These should be targets taken from the rating sheet (not the topic headings): so not 'health' but 'halve malaria infections' – not 'violence' but 'reduce assaults' – not 'education' but 'triple pre-school in Sub-Saharan Africa'.

- ii) **Video messages**: participants should state their name, their country, their **high priority** target and their reason, addressing Ban Ki-moon, the Foreign Minister, the UN Ambassador or other decision maker. They do the same for a target which is **not important**. Videos should be about 10 to 20 seconds.
- iii) **Photo messages**: participants write on a piece of paper their name, country, and their **high priority** target; and also a **low priority** target. Ideally we want some high and low priorities on the same bit of paper, and some on different pieces of paper. These will be used in social media campaigns. Use the rating sheet wording for the target, your own words for the reasons (if they want to give a reason).

Videos and photos can be taken by participants on smartphones, tablets or computers – these can be done simultaneously which will save time. Try to ensure that videos don't have too much background noise.

The facilitator is responsible for collecting together all the rating sheets, also all the videos and photos.

6 – After the Forum

The facilitator is responsible for returning all the rating sheets, the videos and the photographs to CCC. Everything should be sent by e-mail to forum@copenhagenconsensus.com. Alternatively you can set up a dropbox and send us the link.

When you send the deliverables, please tell us: the location and date of the Forum. We are collecting a lot of materials and this helps us in organizing the outputs.

We will then send you the outcome of the Forum – the median of what the participants in a particular Forum told us in their rating sheets. In this way we start to get a more complete picture of what young peoples' priorities are for the world.

This last step is crucial to ensure the ultimate success of the Forum – this is how we will get your messages out to the world!

7 – Social Media

We want to make sure that the post-2015 priorities of every youth forum participant is heard worldwide. In order to do so we will be launching a social media campaign across both Twitter and Instagram, sharing photos, videos and most importantly the priorities of every participant. But we need your help, get involved through twitter and Instagram before, during and after participation in a youth forum.

Twitter

Be sure to tag our Post-2015 Consensus twitter handle [@post2015_ccc](https://twitter.com/post2015_ccc) in order to keep us connected and so that we can retweet all your messages to our engaged following.

- Live tweet your youth forum, Tweet your priorities, Tweet photos of your youth forum, Tweet short videos of your youth forum, Make sure to use some of the suggested hashtags.

Instagram

Go one step further and post photos and short videos of your youth forum onto Instagram and tag out handle [@post2015_ccc](https://www.instagram.com/post2015_ccc). Don't forget to use some of the suggested tweets.

Facebook

Be sure to like [facebook.com/copenhagenconsensus](https://www.facebook.com/copenhagenconsensus). Here you can find an additional avenue to post your photos, videos and mostly importantly your post-2015 priorities. We will be posting daily.

#Hashtag

#post2015 #post2015youth #MDGs #SDGs #UN #Development #SustainableDevelopment #MDGmomentum #Goals #Sustainability #UnitedNations #Sustainable #Action2015youth #Poverty #GlobalDev #My2015priorities