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Policy issues:

Emerging policy issues
Coordination and cooperation within and outside the
United Nations, including non-governmental organizations
The role of civil society

**POLICY RESPONSES OF THE UNITED NATIONS ENVIRONMENT PROGRAMME TO TACKLE
EMERGING ENVIRONMENTAL PROBLEMS**

Report of the Executive Director

Addendum

Long-term strategy on engagement and involvement of young people in environmental issues

1. The present report contains a draft long-term strategy of the United Nations Environment Programme (UNEP) on engagement and involvement of young people in environmental issues, which has been prepared pursuant to Governing Council decision 21/22 of 9 February 2001. The document has been revised in view of the recent development of the activities of UNEP in the area of capacity-building and the partnerships with other United Nations entities. It is submitted for the consideration of the Council.

I. OBJECTIVE AND VISION

2. Under an overall concept entitled “Tunza”¹, the UNEP strategy is a six-year plan designed to increase the participation of young people in environmental issues. Its objective is to create a global movement in which

* UNEP/GC.22/1.

¹ “Tunza” means “to treat with care or affection” in Kiswahili, a subregional language in Eastern Africa with links to many other languages.

children and youth worldwide will actively participate in environmental activities. It seeks to enhance, inspire and enable the involvement of children and youth in sustainable development.

3. The vision is to foster a generation of environmentally conscious citizens who will better influence decision-making processes and act responsibly to create a sustainable world.

II. BACKGROUND

4. UNEP started its work with young people in 1985, which was designated International Youth Year. Since then, it has developed several global and regional initiatives, activities and networks. UNEP has held regular conferences for young people and promoted environmental awareness through competitions, recognition and partnerships with international, regional and national organizations working with young people. UNEP has also involved young people in its Governing Council sessions and in the development of regional and global environmental reports. UNEP also supports activities of children and youth in school and universities.

5. The strategy responds to Governing Council decision 21/22, which requested the development of a long-term strategy on the engagement and involvement of young people in UNEP. It primarily targets young people², 24 years and below, who constitute 47 per cent or 2.9 billion of the world's population. The majority of them (87 per cent or 2.5 billion) live in developing countries, where access to environmental information is still limited. Focusing UNEP's awareness and capacity-building efforts on young people is an important long-term investment for sustainable development.

6. The main legislative mandates for UNEP's work with young people include Agenda 21, Chapter 25, Children and Youth in Sustainable Development; General Assembly resolution 50/81, the World Programme of Action for Youth to the Year 2000 and Beyond; and UNEP Governing Council decision 21/22, Engagement and Involvement of Children and Youth in the Work of the UNEP. The Johannesburg Declaration on Sustainable Development specifically mentions that it responds to the voices of the children of the world, and the Plan of Implementation emanating from the World Summit on Sustainable Development requested Governments and the United Nations to develop the capacity of young people "to participate, as appropriate, in designing, implementing and reviewing sustainable development policies and strategies at all levels".

7. The development of the draft strategy involved consultations with young people at the UNEP Global Youth Forum (March 2002), the International Children's Conference (May 2002), the World Summit on Sustainable Development (August - September 2002) and several internet chat sessions (June - September 2002). UNEP divisions and regional offices also participated in the development of the strategy.

III. CHALLENGES AND OPPORTUNITIES

8. UNEP's activities for young people receive strong support from the Governing Council and senior management. UNEP also benefits from extensive global and regional networks for young people, enabling the organization to reach out to more than 180 countries with environmental information. However, the lack of adequate financial and human resources has greatly limited UNEP's work with young people and has resulted in activities largely driven by funding possibilities as opposed to actual priorities of UNEP and the needs of young people.

² This document refers to young people under 15 years as children, and to young people 15 to 24 years as youth, consistent with the United Nations definition of youth. However, some allowance has been made to work with young people up to 30 years old, in line with the United Nations World Programme of Action for Youth to the Year 2000 and Beyond which recognizes the fact that the meaning of the term youth varies in different societies around the world and that the definitions have consistently changed in response to fluctuating political, economic and socio-cultural circumstances.

9. The main challenge for UNEP's work with young people is to overcome the lack of environmental awareness among them. Other pressing problems affecting young people, such as poverty, unemployment and the impact of HIV/AIDS, are also major challenges. There is, nevertheless, a growing interest among young people, including in schools, community organizations and youth groups, in the environment and UNEP. The Internet, in particular, presents a unique opportunity to reach millions of young people, not only in developed countries but also in developing countries where, despite the fact that the use of the Internet remains low, UNEP has witnessed an ever growing number of electronic queries from young people. The Division of Communications and Public Information's Children and Youth Unit estimates that it is currently receiving an average of 15,000 electronic queries from young people every year, 30 per cent of which emanate from developing countries.

IV. STRATEGIC DIRECTION

10. The strategy seeks to consolidate all UNEP activities for children and youth into a unified global network called Tunza. The Tunza Network will enhance and strengthen current activities and introduce new ones into a unified approach and will aim to reach out to and inspire many more young people in all corners of the world.

11. The key focus areas for activities will include:

(a) Awareness building. UNEP will develop and implement various activities and events to raise environmental awareness of young people globally, regionally and nationally to enable them to cope with environmental challenges;

(b) Youth in decision-making processes. UNEP will organize, support and facilitate the involvement of youth leaders in UNEP Governing Council sessions, regional conferences of environment ministers and other international environmental negotiations to promote youth input in decision-making processes;

(c) Capacity-building. UNEP will also organize seminars, workshops and activities to increase the environmental capacity of young people;

(d) Information exchange. UNEP will continue to develop publications, videos and electronic information reaching out to young people, schools and civil society in all regions.

12. Through the Tunza Programme, UNEP will strengthen and forge new links with relevant United Nations agencies and departments to ensure wider participation of young people in environmental issues. These links will include working with the Youth Unit of the United Nations Department of Economic and Social Affairs on the involvement of youth in the United Nations General Assembly and the Commissions on Sustainable Development and Social Development; better involving the Associated Schools Project Network of the United Nations Educational, Scientific and Cultural Organization (UNESCO) in UNEP's work with young people; strengthening the UNEP/UNESCO YouthXchange project on sustainable consumption, in cooperation with the Division of Technology, Industry and Economics; supporting the Voices of Youth programme of the United Nations Children's Fund (UNICEF); and intensifying links with the United Nations Development Programme (UNDP) and the United Nations Information Centres and Services in disseminating information and working with young people at all levels. UNEP will also strengthen and develop joint projects on cross cutting issues such as youth, population, environment and poverty with the United Nations Population Fund (UNFPA) and UNDP; children's health and environment with UNICEF and the World Health Organization (WHO) in cooperation with the UNEP New York Office, and youth, urbanization and environment with UN-HABITAT.

13. UNEP will continue to work with civil society and private sector partners. In this regard, UNEP will intensify its work with partners such as the Japan-based Foundation for Global Peace and the Environment and the Global Sports Alliance on fund raising and the joint implementation of projects. UNEP will also strengthen its

work with international youth organizations such as the World Organization of Girl Guides and Girl Scouts, the World Organization of the Scouting Movement and Rotary International, and with regional and national youth organizations, to reach out to young people on the implementation of environmental programmes. UNEP will also strengthen its work with selected partners in the private sector to fund and support environmental initiatives by young people.

14. Last but not least, UNEP will intensify its activities with young people through its regional offices. Their initiatives currently include: Teen Planet, a magazine of the Regional Office for Europe; the Global-Environment-Outlook-for-Youth project of the Regional Office for Latin America and the Caribbean; the Youth Environmental Envoy project of the Regional Office for Asia and the Pacific; and networking efforts of the regional offices for West Asia, Africa and North America.

V. PROGRAMME ACTIVITIES

A. Awareness building

1. Establishing the Tunza Network

15. The Tunza concept will aim to include all schools, children and youth-related organizations working with UNEP in a revamped umbrella network for young people and the environment. It will strengthen current activities such as the annual international painting and essay competitions for children, as well as information sharing through the networks and electronic list servers. It will forge new partnerships with schools and community organizations to enlist more groups and partners in the network. It will also promote the creation of regional and national youth environmental networks and establish close working relationships with those networks.

2. Organizing Tunza global campaigns

16. UNEP will organize global campaigns for children and youth on topical environmental issues to promote awareness and global actions by young people on specific environmental issues. The first global campaign for children, on tree planting, entitled "Plant for the Planet" will be launched in 2003 to promote a culture of caring for trees among children. Campaigns on other key UNEP priorities will also be initiated for children and youth. UNEP will also continue to mobilize young people globally for the annual "clean-up the world" campaign.

3. Developing a Tunza award scheme

17. UNEP will introduce incentives for young people to participate in environmental activities. UNEP will work with partners from headquarters and regional offices, and through United Nations organizations, to appropriately recognize young people who participate in UNEP's campaigns and activities. A Tunza bronze certificate will be awarded to young people who succeed in mobilizing their peers to take environmental actions. A Tunza silver certificate will be awarded to young people who make a significant impact in addressing environmental problems in their communities. A Tunza gold certificate will be awarded to schools, organizations and young people who make significant contributions to efforts in solving environmental problems in their countries or regions. Those who receive the gold certificate will qualify to be considered for membership on the Tunza Advisory Council.

4. Using sport to promote environmental awareness

18. The Tunza Network will aim to strengthen UNEP's ties with international sports bodies, such as the International Olympic Committee, the Fédération Internationale de Football Association (FIFA) and regional sports bodies in an effort to use their events to promote environmental awareness. UNEP will also use

recreational sports associations, such as those involved in mountaineering and cycling, to promote environmental awareness and will engage young people in soccer and tennis forums to achieve the same goal.

5. Organizing Tunza conferences

19. Until now, UNEP has had separate conferences for children and youth – the International Children’s Conference on the Environment and the UNEP Global Youth Forum. This strategy proposes to consolidate both conferences into an annual Tunza Conference; each year will focus on one of the two groups (children one year and youth the next). The Tunza Conference will be used to promote awareness, networking and the sharing of experiences and good practices among young people. UNEP regional offices will also be requested to organize regular Tunza regional conferences and seminars, and UNEP will encourage and facilitate children and youth involvement in non-UNEP conferences.

B. Participation in decision-making

1. Participating in the Governing Council

20. UNEP will continue to involve youth in the Governing Council sessions. This will ensure that Governments can benefit from inputs from youth leaders on decisions being made at the Council. UNEP will also organize the Tunza youth retreat in conjunction with each regular session of the Council to ensure coordinated and concrete youth inputs.

2. Organizing the Tunza youth retreat

21. The Tunza youth retreat will be held a few days prior to the Governing Council regular sessions for about 50 youth leaders to review issues being discussed at the Council and to agree on youth inputs. It will also provide the youth leaders with an opportunity to have consultations with UNEP divisions and regional offices, to review implementation of any youth-related decisions by the Council and advise on ways to strengthen UNEP’s work with youth.

3. Facilitating youth participation in global and regional environmental negotiations

22. UNEP will facilitate and promote the participation of children and youth representatives in global and regional environmental processes. These processes will include the Commission on Sustainable Development, conferences of parties for multilateral environmental agreements and regional conferences of environment ministers.

4. Recommending youth inclusion in national delegations

23. Consistent with relevant General Assembly resolutions and Agenda 21, UNEP, through this new programme, will encourage and recommend the inclusion of young people in government delegations to Governing Council sessions and in international and regional environmental negotiations.

5. Organizing the Tunza Advisory Council

24. UNEP will continue to provide a forum for youth from all regions to elect representatives to the Tunza Advisory Council. Twelve Tunza advisors (2 for each UNEP region), to be elected at the Tunza Conference, will represent youth at the Governing Council and at international and regional environmental negotiations to provide coordinated inputs on behalf of youth to these processes.

25. The Tunza advisors will advise UNEP divisions and regional offices on ways to strengthen youth involvement in programme development and implementation and will assist in promoting UNEP’s activities in

their countries and regions. The Tunza advisors will also be involved in the consultative process for the global and regional environmental assessment and reporting (the Global Environment Outlook process).

C. Capacity-building

1. Promoting environmental education

26. In response to common needs and requests by countries, UNEP will promote environmental education within formal and non-formal education systems through the development of educational materials based on assessment findings, in order to build environmental awareness, knowledge, skills and attitudes of children and youth at the global, regional and national levels. UNEP will also support activities aimed at enabling teachers and relevant civil society organizations to better facilitate learning about conservation of natural resources, entrench sustainable consumption and production lifestyles in young people, and promote programmes using proven environmental education and training models.

2. Organizing exchange programmes

27. UNEP will organize exchange programmes at the global and regional levels for youth leaders to travel to and work with other organizations where they can share and gain experience in environmental activities.

3. Supporting nature and sport camps

28. UNEP will continue to establish and support nature and sport training camps in selected cities in developing countries for children from underprivileged communities to receive leadership training in sport and the environment. Through continuous training and workshops, the camps will build the capacity of children to cope with environmental problems in their communities as well as create awareness on the link between sport and the environment.

4. Facilitating internships

29. UNEP will continue to promote and facilitate internship programmes for young people to gain experience and to provide support to the UNEP Children and Youth/Sport and the Environment Unit and to divisions and regional offices. UNEP will also encourage Governments to support youth interns and junior professional officers to gain experience with UNEP.

5. Training youth leaders

30. UNEP will organize regional and global training workshops and seminars to strengthen the capacity of young leaders, particularly members of the Tunza Advisory Council and young journalists, and to mobilize young people to address environmental issues. In addition, environmental advocacy training will also be provided to youth leaders who have been involved in UNEP's global and regional processes to enhance their skills in initiating community-based action programmes.

31. UNEP will create a mentorship programme for alumni and former interns of the Tunza Network to stay connected and serve as focal points to promote UNEP's activities and to enlist young people in their communities and countries in environmental activities. Some of the active alumni will be appointed as external advisors to the Children and Youth Unit.

6. Strengthening the children's environment health initiative with UNICEF and WHO

32. UNEP will continue working with UNICEF and WHO and governmental partners and non-governmental organizations such Physicians for Social Responsibility and the International Network on Children's Health,

Environment and Safety on children's environmental health issues. This cooperation will intensify action and elevate the issue of children's environmental health on the international agenda. UNEP, through its New York Office and regional offices, will provide the necessary substantive support from the environmental dimension to activities in this area.

D. Information exchange

1. Making printed materials more readily available

33. In line with Governing Council decision 21/22, the Tunza Programme aims to increase the number and language versions of electronic and physical information materials freely available for young people and schools. Currently, most publications are available in English and, to a limited extent, in French and Spanish. This situation limits the readership and outreach potential of the Children and Youth Unit. The Tunza Programme intends to increase the number of publications and ensure translation into key official United Nations languages. These publications will include: *Young Action for the Future*; Tunza children's magazine; Tunza: Acting for a Better World youth publication; *Teen Planet*; the Youth and Environment Newsletter; Tunza Best Practices publication, the children's picture booklet, topical environmental fact sheets, *Pachamama Teacher's Guide*, and Global-Environment-Outlook-for-Youth publications in Latin America and the Caribbean. UNEP will also develop illustrated story books for children from writers from around the world. The first illustrated book will be on water and will mark the International Year of Freshwater.

2. Expanding web services for young people

34. UNEP will expand the scope of its children and youth web service to act as a clearing house for environmental information for young people. The web site will be used for online publications, competitions and good practices for and by young people. It will provide facts on the environment in a manner that would easily be understood by young people. The Tunza Programme will continue to hold regular chat sessions with young people on emerging environmental issues.

3. Using the media to promote environmental awareness

35. UNEP will develop a global mailing list of specialized media for and by young people and will use the network to promote environmental awareness and actions among young people worldwide. UNEP will develop environmental stories and other forms of communication tools for use by the media to promote environmental awareness among young people. The Tunza programme will also support youth media initiatives such as Global Youth Reporters, an international media organization for young people, to ensure youth-based reports on international negotiations and mega sport and social events and competitions.

4. Compiling and distributing youth best practices on the environment

36. Through the Tunza Network, UNEP will compile an annual series on youth best practices on the environment. UNEP will identify four best practices through the regional offices and web-based competitions for annual publication. Tunza silver certificates will be awarded to all selected stories, while the best story will receive the Tunza gold certificate.

5. Cooperating with the school-based processes

37. UNEP will also work in partnership with the Foundation for Environmental Education and other organizations to promote school-based processes, such as the Eco-schools Project. Such projects will provide a basis for schools to develop joint environmental initiatives and share experiences on their activities.

6. Strengthening the YouthXchange Project of UNEP and UNESCO on sustainable consumption

38. UNEP will also continue its work on youth and sustainable consumption. The Youth Xchange Project with UNESCO will continue to provide young people with a platform to exchange ideas and experiences on sustainable consumption issues. Through this project, UNEP and UNESCO will develop a training kit, a guide and a web site for young people to get comprehensive information and share ideas on sustainable consumption. The project provides practical examples where consumer choices have changed the way society produces and consumes. The web site will continue to encourage interactions and networking amongst its users and will be regularly updated to facilitate dialogue among young people on sustainable consumption issues.

VI. IMPLEMENTATION

39. The strategy will be coordinated and implemented at UNEP headquarters, in close collaboration with regional offices. The Division of Communications and Public Information will handle the overall coordination and implementation and will work with divisional and regional focal points on children and youth issues. The substantive divisions, with support and guidance from the Division of Communications and Public Information, will handle the implementation of activities related to their substantive areas. Regional offices will coordinate and implement regional components of the strategy and will work with relevant divisions to ensure regional representation in global activities.

40. Implementation of the strategy will require additional resources, both financial and human. A detailed breakdown of the resources needed for implementation of the strategy is attached as an annex to the present document. Requirements for staff resources of the secretariat are envisaged to be at least two additional Professional staff (one P-3 and one P-2) at headquarters and a junior professional officer provided by Governments to each regional office.

41. Consistent with paragraph 139 of the World Programme of Action for Youth to the Year 2000 and Beyond contained in the annex to General Assembly resolution 50/81, which refers to the United Nations Youth Fund to support youth actions, it is recommended that a Tunza trust fund be created for financing the implementation of the strategy. The Tunza fund would receive contributions from Governments, philanthropists, individuals, foundations and the private sector. The fund would be administered by the Budget and Financial Management Service of the United Nations Office at Nairobi.

42. In order to measure progress in the implementation of the strategy, there will be half-yearly and yearly reports on the implementation of the work programme. The status of implementation of the relevant Governing Council decisions is reported on a quarterly basis. A mid-term report on implementation of the strategy will be presented to the ninth special session of the Governing Council, in 2006, and a final report will be presented to the twenty-fifth regular session of the Council, in 2009, accompanied by a new draft six-year strategy.

VII. SUGGESTED ACTION BY THE GOVERNING COUNCIL ON THE LONG-TERM STRATEGY ON ENGAGEMENT AND INVOLVEMENT OF YOUNG PEOPLE IN ENVIRONMENTAL ISSUES

43. The Governing Council may wish to consider the adoption of a decision along the lines suggested below.

Long-term strategy on engagement and involvement of young people in environmental issues

The Governing Council,

Recalling the World Programme of Action for Youth to the Year 2000 and Beyond, especially paragraphs 64 to 72 thereof, which stress the importance of engaging and supporting youth in environmental work, as well as paragraphs 104 to 107, emphasizing the full and effective participation of youth in the life of society and decision-making,

Also recalling Chapter 25 of Agenda 21, which states, inter alia, that the specific interests of children need to be taken fully into account in the participatory process on environment and development in order to safeguard the future sustainability of any actions taken to improve the environment,

Further recalling the Plan of Implementation of the World Summit on Sustainable Development, which requested Governments and the international community to develop the capacity of civil society, including youth, to participate, as appropriate, in designing, implementing and reviewing sustainable development policies and strategies at all levels,

Recalling United Nations Environment Programme Governing Council decision 21/22, which requested the Executive Director to develop a long-term strategy on how the Programme intends to engage and involve young people worldwide in environmental issues and debates,

Noting the United Nations Environment Programme's work with young people, including the International Children's Conference on the Environment, the Global Youth Forum, the Global Youth Retreat, promotional activities and publications for young people and global and regional networks and list servers for young people, and noting also the need to further enhance young people's involvement in environmental issues,

1. Welcomes the long-term strategy presented by the Executive Director and decides to endorse the activities contained therein;
2. Requests the Executive Director to seek extrabudgetary resources, including establishing a trust fund, for the purpose of implementing the strategy;
3. Invites Governments to provide extrabudgetary resources, both financial and human, for the implementation of the strategy, and also invites the Executive Director to seek additional private sector funding to ensure full implementation of the strategy;
4. Also requests the Executive Director to present a mid-term progress report on the implementation of the strategy, at the ninth special session of the Governing Council, in 2006, and to present a final report on the implementation of the strategy at the twenty-fifth session of the Governing Council, in 2009.

AnnexANNUAL BUDGET ESTIMATE a/
(in United States Dollars)

(to be funded through the Tunza trust fund)

	Environment Fund and Contributions by Governments	Fundraising from private sector	Total cost of activity
<u>Awareness</u>			
Tunza Network (see para. 15)	-	20,000	20,000
Tunza campaigns (see para. 16)	100,000	400,000	500,000
Tunza award scheme (see para. 17)	10,000	10,000	20,000
Sports/environment (see para. 18)	40,000	60,000	100,000
Tunza Conference (see para. 19) <u>b/</u>	100,000	600,000	700,000
Tunza regional conference/seminars (see para. 19)	<u>60,000</u>	<u>120,000</u>	<u>180,000</u>
Subtotal	310,000	1,210,000	1,520,000
<u>Participation in decision-making and capacity-building</u>			
Tunza global youth retreat (see para. 21) <u>b/</u>	40,000	60,000	100,000
Tunza youth participation (see para. 22)	30,000	-	30,000
Tunza Advisory Council (see paras. 24-25)	20,000	-	20,000
Tunza capacity-building (see paras. 26-30) <u>c/</u>	<u>75,000</u>	<u>100,000</u>	<u>175,000</u>
Subtotal	165,000	160,000	325,000
<u>Information exchange</u>			
Publications (see para. 31)	200,000	150,000	350,000
Web services (see para. 32)	-	-	-
Media (see para. 33)	<u>20,000</u>	<u>30,000</u>	<u>50,000</u>
Subtotal	220,000	180,000	400,000
<u>Implementation</u>			
Additional staff (see para. 37)	200,000	-	200,000
Grand total	895,000	1,550,000	2,445,000

a/ To be funded through the Tunza trust fund.b/ The Global youth retreat and regional conferences and seminars will be held in alternate years.c/ Capacity-building includes exchange programmes (\$50,000); nature and sports activities (\$30,000); internships (\$30,000); workshops and seminars (\$40,000) and mentorship programme \$25,000).

Year	Total cost of activity	Fundraising from the private sector	Percentage of total	Leverage from the Environment Fund and fundraising from Governments	Percentage of total
2003	2,445,000	1,550,000	63.39	895,000	36.61
2004	2,165,000	1,370,000	63.28	795,000	36.72
2005	2,445,000	1,550,000	63.39	895,000	36.61
2006	2,165,000	1,370,000	63.28	795,000	36.72
2007	2,445,000	1,550,000	63.39	895,000	36.61
2008	<u>2,165,000</u>	<u>1,370,000</u>	63.28	<u>795,000</u>	36.72
Total	<u>13,830,000</u>	<u>8,760,000</u>		<u>5,070,000</u>	
