



**To: National Communication department  
National development department/unit  
National youth department/unit**

**CC: IFRC delegations and representations**

### **Launch of the *Youth on the move* climate change initiative**

In line with the commitments made in the 2009 Solferino Youth Declaration, the IFRC is committed to empowering youth to become leaders by providing them with the tools, training and opportunities needed to become strong advocates for the humanitarian work of the Red Cross and Red Crescent. This two-year climate change initiative is designed to promote youth involvement in the field and to empower their voice as Red Cross Red Crescent spokespersons advocating for greater support in helping vulnerable communities adapt to the impacts of climate change, in line with the Red Cross Red Crescent global position.

Through a content driven competition focusing on understanding of the issues and an ability to communicate positive action effectively, we will identify and select ten young volunteers from across the world to act as spokespersons for the Red Cross Red Crescent at the UNFCCC climate conference (COP 16) to be held in Mexico in December 2010. The ten spokespersons will be offered professional advocacy training in November to help prepare themselves for this experience.

From 15 July, we are eager to receive submissions from individual young volunteers of the Red Cross and Red Crescent who wish to take part in this initiative and advocate for positive action in response to climate change on behalf of the world's most vulnerable people. Participants must be between 18 and 25 years old. To be effective advocates, they should be aware of the climate change challenge, and already be taking personal action to respond. We will be seeking to represent equally the efforts of young men and women that geographically represent the global nature of the Red Cross Red Crescent and rely on your National Society to help us in reflecting our diversity by promoting this opportunity with your volunteers.

Young people can take part in many different ways: sending us photos with captions (no more than five per entry), a short video (less than five minutes) highlighting the difference made in your community, or a written account (max 600 words) of what you are doing. To speak on behalf of the entire Red Cross Red Crescent we will need strong voices and messages, so applicants should think carefully before they prepare their submissions, which must be sent digitally to [youth.climatechange@ifrc.org](mailto:youth.climatechange@ifrc.org) before 15 September. We have already informed the leadership of your National Society of this effort and encourage you to work with your youth to highlight the great work you are doing to support vulnerable communities in your country. This effort will support the International Year of Youth (launching in August 2010) as well as support the Red Cross Red Crescent global volunteer initiative in 2011.

You can find more information on this opportunity by visiting [www.ifrc.org/youth/climatechange](http://www.ifrc.org/youth/climatechange).

*This initiative is being coordinated and supported by Zach Abraham ([zach.abraham@ifrc.org](mailto:zach.abraham@ifrc.org)) and Stephen Ryan ([stephen.ryan@ifrc.org](mailto:stephen.ryan@ifrc.org)) from the IFRC's Geneva office.*