

# POWER OF YOUTH CHARTER

YOUR ORGANISATION  
NAME HERE

believes that all children and young people should be empowered to make a positive difference on the issues that affect their lives, their communities and broader society.

We therefore adopt this Charter, committing to growing the power of youth in the following areas:

## WE WILL...

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### PRIORITISE SUPPORTING YOUNG PEOPLE TO TAKE SOCIAL ACTION

We will create opportunities that empower more young people, particularly from low-income and ethnic minority backgrounds, to be positive changemakers



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### OPEN UP OUR DECISION-MAKING STRUCTURES

We will offer opportunities for young people, particularly from low-income and ethnic minority backgrounds, to participate in decision-making, leading and shaping both the activities they are involved in and wider organisational decisions



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### WORK COLLABORATIVELY WITH OTHER ORGANISATIONS

We will work collaboratively with other organisations to create more high-quality opportunities, reach young people from low-income and ethnic minority backgrounds to take part, share learning and achieve shared goals



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### EVIDENCE THE BENEFITS OF YOUTH SOCIAL ACTION

We will capture and share insights, stories and data on how we are working with young people, and the positive impact this has on them, their communities and our organisation



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### RECOGNISE AND CELEBRATE YOUNG PEOPLE'S IMPACT

We will use our communication channels to advocate for and celebrate young people as positive and powerful changemakers.



## WHAT WILL YOUR ORGANISATION DO?

Personalise your organisation's commitments and find out how to sign up at [www.iwill.org.uk/poy-charter](http://www.iwill.org.uk/poy-charter)

# FOR A BETTER TOMORROW, WE MUST EMPOWER YOUNG PEOPLE TODAY

As a society we face an unprecedented set of challenges. Poverty, the climate emergency, worsening mental health and wellbeing, social and economic inequalities, racial injustice. Challenges that existed before the Covid-19 crisis have been further exacerbated by the global pandemic - and the future has never felt more uncertain.

We know that Covid-19 has had a huge impact on children and young people. Their lives have changed beyond recognition and their futures are now at risk. Too often, they have been needlessly excluded from conversations; and too many decision-makers still fail to recognise the positive impact young people are currently making in communities across the UK. **This has to change.**

We can't keep taking decisions *about* young people without young people. And by failing to support them to make a positive difference, we all lose out as a result.

**Now, more than ever, we must empower young people to be changemakers. Young people are not simply the leaders of tomorrow. They have the energy, talent and ideas to make a positive difference today.**

## SIGNING UP TO THE POWER OF YOUTH CHARTER

### What is the Charter and where did it come from?

Based on insights gathered from #iwill campaign partners and #iwill Ambassadors, the Power of Youth Charter provides a framework for your organisation to empower more young people to shape decisions, take social action and make a positive difference.

### Underpinning the Charter are a core set of values:

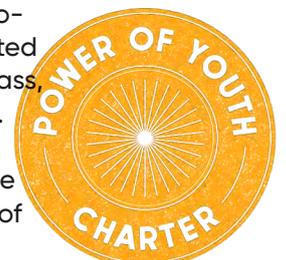
**EMPOWERING:** Young people are treated as equal partners in tackling common challenges. We listen to them, work with them and give them the space to create and lead change.

**COLLABORATIVE:** To achieve our shared vision and goals, we need to work together. #iwill stimulates collective action by connecting organisations, policymakers and young people to collaborate and co-create change.

**CHALLENGING:** We push for meaningful change to culture, policy and practice so that more young people, particularly from disadvantaged backgrounds, are supported and empowered to make a positive difference.

**INCLUSIVE:** We embrace, champion and celebrate young people, individuals and organisations from a diverse range of backgrounds and beliefs to co-create solutions and access benefits of youth social action. We stand united against all forms discrimination based on an individual's race, ethnicity, class, beliefs, sex, gender, sexual orientation, age, health or other any status.

**INDEPENDENT:** #iwill belongs to everybody. It remains independent of the interests of any single organisation, political party, funding source, form of youth social action or cause.



## Shaping the Charter are a set of key insights including:

Children and young people are part of the solution to key social and environmental challenges. **Empowering children and young people to be positive changemakers creates multiple benefits:** for the young people themselves, for the organisations they work with, for their communities and for wider society<sup>1</sup>.

Children and young people are **more likely to make a positive difference and develop themselves if they take part in high-quality social action opportunities**, based on the six-quality principles<sup>2</sup>.

**Organisations should aim to engage and support more young people to take part in social action from an early age.** Research shows that the earlier young people start, the more likely it is that taking part in social action will become a habit<sup>3</sup>.

## HOW DOES THE POWER OF YOUTH CHARTER RELATE TO #IWILL?

Since 2013, #iwill has laid the foundations to transform the role and perception of children and young people within society. However, we know that the pandemic risks creating a lost generation without urgent action; and we cannot 'build back better' without young people.

That's why beyond 2020, the #iwill partnership will continue, supporting organisations and young people across the UK to continue working together to grow the power of youth. The Charter will underpin collaboration towards four collective impact goals:

1. More children and young people are making a positive difference across the UK
2. More children and young people are shaping decisions in the public, private and voluntary sectors
3. More organisations are demonstrably taking action to grow the power of youth
4. A positive shift in public perception on the role children and young people can play in society



# WHY SHOULD MY ORGANISATION SIGN-UP?

Signing-up to the Power of Youth Charter has to be more than a token gesture. In doing so, your organisation will be making a public commitment and taking meaningful action to empower more children and young people to be active citizens.

## Benefits include:

- Accessing new ideas and perspectives that enhance your organisation's work and impact
- Strengthening your organisation's relationship with its younger stakeholders by showing them that you care about their views and impact
- Setting an example to other organisations within and beyond your sector that encourages them to embrace and grow the power of youth
- Gaining access to networks and resources through the #iwill movement that support you to deliver your Charter commitments

# HOW CAN WE GET INVOLVED?

## To sign-up to the Charter, here are some next steps:

1. A senior leader from your organisation - ideally the Chief Executive and/or Chair - will sign-up to the Charter on behalf of your organisation, ideally with endorsement from your Board. In signing up to the Charter, your organisation will also outline specific actions it will take to deliver on the Charter commitments. Find example commitments and how you can sign up on the [#iwill website](#)
2. Your organisation will publicise adoption of the Charter through your communication channels. You can find a communications pack to help you do so [here](#)
3. Your organisation will hold itself accountable to young people and track its development by sharing annually with #iwill Ambassadors and your networks how you are delivering the Charter commitments

# ENDNOTES

1. [#iwill Fund Learning Hub \(2019\) Community Benefit and Youth Social Action](#)
2. [Ipsos MORI \(2014 - 2018\) The National Youth Social Action Survey](#)
3. [The Jubilee Centre for Character and Virtues \(2017\) A Habit of Service](#)