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## Media and global citizenship: youth takes the lead

Submitted by [Esther Durin](#) on June 15, 2012 – 20:40 [No Comment](#)



A few weeks ago, [Mads Ryles](#) shared with us the experience of young Bolivians involved in [international advocacy for sustainable development](#). We especially noted the way they used new media technology, not only to link with other young activists all over the world, but also for the possible “catalyst role that online information has in motivating people from apathy to ‘clicktivism’ to lobbying, community organising, targeted protest and direct action.”

From 14 to 16 May, 80 young Europeans from 14 countries (the Czech Republic, Denmark, France, Georgia, Germany, Italy, Lithuania, Malta, Poland, Romania, Russia, Spain, Sweden, Turkey) met in Brussels, at the Conference “[Let’s take care of the planet](#)”.

The project came from the first initiative of the Brazilian Education and Environment Ministers, that gathered, in June 2010, 350 young delegates from 47 countries (5 continents) in Brasilia for the [first International Youth Conference for the Environment](#). They adopted there an [International Charter of their responsibilities in the face of socio-environmental changes](#).

Brussels’ Conference was a regional level of work and mobilisation, between local and global one, and a new milestone for the common preparation of Rio+20, with especially the elaboration of an [Open letter to decision makers](#).



What is interesting is that we don’t speak here about classical organised civil society’s advocacy but about young citizens individually and collectively concerned about their future, who take the front lines. Of course their meeting has been made possible with the work of an association, [Monde Pluriel](#), to which much credit is due because it doesn’t take the role of spokesperson but let to the young activists (delegates democratically elected by their local peers) their identity, their autonomy and their creativity.

Behind the thematic campaign and the will to make policies change, Brussels conference aimed at raising people awareness of the links between local and global issues and at strengthening European youth empowerment.



Media were a great part in their exchanges, making videos and radio reports, using social networks ([Facebook](#) and [Twitter](#)) and opening a common [blog](#).

Young delegates who will attend the Summit will actively take part in the new [Rio+You youth press agency](#) especially created for the event.

A few days before RIO+20, we welcome their initiative and will follow them.