Our Journey Toward Action and Impact

I’m pleased to provide you with our inaugural Impact Report. This all began as a response to requests from our youth to provide opportunities to take action and make an impact. After attending one of our Youth Assemblies, many found themselves energized to make an impact in their local communities, or on a national and global level. This resulted in Friendship Ambassadors (FA) conducting our first Impact Challenge. From there, we then designed the Pathways to Impact program which provides mentoring guidance and advising on youth led projects. In only our first year, we received 200 applications for the Impact Challenge. We have now conducted three Impact Challenges. I mention this so it help put in context what we have achieved in less than 18 months.

Recognizing the possibilities for the FA Community to have a substantial and ongoing impact in the world, we recently established our Global Action and Impact Network (GAIN). GAIN is comprised of six hubs in six regions around the world whereby FA Community members can connect to and engage with community members within their hub and around the world on a 365/24/7 basis. GAIN was launched in September 2019 and give us the platform by which we are conducting a Global Impact Challenge. The GAIN network has also allowed to provide greater access to individuals who could not previously attend a Youth Assembly. Hence, the potential for impact is vast.

Going forward it will be our intention to engage our GAIN Hubs on an ongoing basis throughout the year and thereby steadily increase our impact. Therefore, it is important to see this report as the summation of “just the beginning” of what we see to be a community wide effort to engage thousands of youth around the world to take action and make a positive impact.

Andrew Macdonald, Ed.D.
Executive Director
Friendship Ambassadors

Friendship Ambassadors is on a mission to empower youth to become leaders and changemakers who will actively move towards a sustainable world free of war, oppression, exclusion, and poverty.

We believe in the power of friendship and strive to harness its power as a catalyst for greater understanding, shared learning, and sustainable action.

Friendship Ambassadors flagship program - The Youth Assembly aims to empower the next generation of leaders with opportunities to connect with like-minded peers, trailblazers, and influencers, develop global competence and critical skills, and transform their vision for a better future through innovative action.

The Youth Assembly provides an important platform for youth to:

- **Connect and Engage** – build partnerships and motivation through connecting with influential youth leaders, experts, and practitioners from across sectors and global regions.
- **Learn and Develop Skills** – discover groundbreaking new tools, knowledge, training, and resources to succeed in their projects and.
- **Take Action and Create Impact** – co-create solutions and engage in new initiatives and opportunities to bring real impact to local and global communities.

About Friendship Ambassadors

Our most notable speakers include American economist and public policy analyst Jeffrey Sachs, Indian-American socio-political activist Arun Gandhi, Actress Monique Coleman, Former UN Secretary-General Ban Ki-moon, UN Deputy Secretary-General Amina Mohammed, Presidents of UN General Assemblies, and Youth Envoys appointed by the UN Secretary-General.

With an emphasis on promoting cross-sector dialogue and representation, the Youth Assembly is organized with the endorsement or participation of intergovernmental institutions such as the United Nations and World Bank, and a long list of prestigious companies and organizations, including Microsoft YouthSpark, PepsiCo, the Nature Conservancy, BRAC-USA, PwC Australia, Climate Reality Project, and Idealist.

Delegates are mobilized to engage their peers to lead or take action in their communities and become part of The Youth Assembly through our Ambassadors and Impact Facilitator programs.

The platform for today’s young leaders

The Youth Assembly

For over a decade, Friendship Ambassadors has been championing youth leadership and development by spearheading the Youth Assembly – a unique global platform for today’s young leaders.

With thousands of youth from over 100 countries participating annually, the Youth Assembly is now comprised of a global network of emerging leaders in various fields of endeavor.

Connecting and engaging youth

At the Youth Assembly, young people have the opportunity to connect with the most influential leaders and experts across a variety of industries and sectors.
The Youth Assembly
in a Snapshot

From leading international, cultural, and educational exchange programs to promoting youth capacity-building and leadership at the global stage, FAF has touched the lives of tens of thousands of people from different cultures and backgrounds. Our most notable alumni include prominent figures such as former United Nations Secretary-General Kofi Annan and former UN Youth Envoy Ahmed Alhendawi.

Through our Pathways to Impact Programs, our most active and well-connected alumni are mobilized to engage their peers to lead or take action in their communities and become part of the Youth Assembly.

Educating and developing youth

The flagship conference is the cornerstone of the Youth Assembly’s leadership development component, which consists of a wide array of skill-building workshops and informative dialogue designed to stimulate youth’s passion and work for social change. Sessions are organized in partnership with a number of impact or mission-driven companies and organizations with a goal to facilitate a holistic approach in developing today’s young leaders.

In addition to learning opportunities, participants are provided with a platform to raise their voice on important issues that directly affect them and the world at large.

Among hundreds of participants from across the globe, our top young leaders are recognized as Outstanding Youth Delegates or Distinguished Youth Speakers and are provided with unique speaking and networking opportunities throughout the conference.

Catalyzing youth action

Participants of the Youth Assembly are called to develop original and innovative solutions to the today’s social, economic, and environmental issues through the Impact Challenge competition.

The competition invites youth age 16-12 to design and pitch proposals for a social impact project of their own creation. Candidates with the best proposals – chosen by a panel of potential investors – will be awarded with seed funding, mentorship, and resources to help launch their vision into action.

In line with our core value of friendship, we also invite students, young professionals, and youth advocates from all types of backgrounds and from anywhere in the world to join a thriving community of mutual support, knowledge exchange, and collaborative action towards making the world a better place.

We foster these alliances through the Global Action and Impact Network or GAIN, which is an interconnected network of regional hubs comprised of leaders and changemakers who take concrete action to deliver meaningful impact in their local communities.

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Pathways to Impact Program

While the extraordinary Delegates who make up The Youth Assembly come from diverse backgrounds, they all have one thing in common – their world-changing potential. Our youth network is composed of Delegates who are emerging changemakers, social innovators, advocates, development practitioners, and leaders in their communities and the world at large. Beyond excelling at The Youth Assembly, our Delegates return to their home countries to initiate or continue work on the ground.

With our goal of building a movement of active young leaders and changemakers, Friendship Ambassadors Foundation works with Impact Coordinators in every region around the world. With the plethora of incredible work done by our Delegates worldwide, through the Pathways to Impact Program, Impact Coordinators provide mentorship support, connect Delegates to essential resources, foster an environment of collaboration among Delegates, and promote impactful work of our Delegates in FA’s wide networks. This program enhances and strengthens our connection with our Delegates and helps foster youth action after each session of The Youth Assembly.

Overview of Our Impact

In the period August 2018 - August 2019 there were 87 PROJECTS occurring under the Pathways to Impact Program. As the chart shows (right), nearly half or 39 are operational, meaning they have been launched and are already creating impact in their communities. It illustrates the impact of the Pathways to Impact program in guiding youth through further developing these projects.

There are 31 projects in the planning stage. The majority of these projects were started after delegates attended The Youth Assembly, showing that the conference inspires youth to work towards sustainable development and tackle local problems through action-oriented projects.

SDG 4 ON QUALITY EDUCATION is the most popular goal that youth have been tackling in more than 30 projects, followed by SDG 1 end poverty in all its forms everywhere, SDG 3 health and well being and SDG 5 gender equality. While these goals fall under the human development spectrum, projects are also focusing on climate action and peace, justice and strong institutions.

The Friendship Ambassadors Foundation works to generate impactful action toward achieving the 17 SUSTAINABLE DEVELOPMENT GOALS (SDGS) set by the 2030 Agenda. Our organizational focus includes: Human Development, Environment, Peace, and Technology which encompass all of the SDGs. Our Delegates come from diverse backgrounds and each delegate has their own personal connection to the SDGs that they want to tackle in their own community.
Spotlight: Impact Coordinators

Impact Coordinators work with Friendship Ambassadors Foundation in various regions around the world to provide mentorship support to the Delegates, connect them to essential resources, foster an environment of collaboration among them, and promote their impactful work through Friendship Ambassadors wide networks.

Ultimately they help to foster impact-driven youth led projects within each region. The following are our Coordinators who served from 2018-2019.

Moiz Lakhani
Impact Coordinator, North America

“Moiz Lakhani has helped the delegates most in learning about the SDGs and their relevance in social entrepreneurship. I remember speaking to one delegate via call about how throughout the YA she was able to learn about the 2030 agenda as well as, the different SDG’s allowing her to subsequently establish the foundations for her social venture.”

Pedro Vianna
Impact Coordinator, Latin America and the Caribbean

“I think I had a positive impact on (delegates) by showing them that I was there to be their support on project methodology.”

Daniel Sebugwawo
Impact Coordinator, Africa

“The Youth Assembly has been the spark that has inspired the delegates I am working with to ever think of doing something that makes a difference in their communities. My Delegates explained that the Youth Assembly exposed them to know and understand the Sustainable Development Goals.”

Barbara Betts
Impact Coordinator, Latin America and the Caribbean

“I conducted a Design Thinking (as part of the resources that the FAF has made available) activity where the two delegates had to think about their dream scenario to be in the future. As the activity went on they had to think about the big steps they would have to make in order to achieve this dream scenario and what could be challenges they would probably face during the project.”

Jullian Cedric Lim
Impact Coordinator, Asia Pacific

“Many delegates stated that they found The Youth Assembly itself to be the most informative and inspiring part of the program. Delegates suggested that The Youth Assembly was able to ‘widen their perspectives on the available opportunities they have’.”

Pedro Vianna
Impact Coordinator, Latin America and the Caribbean

“I think I had a positive impact on (delegates) by showing them that I was there to be their support on project methodology.”

Moiz Lakhani
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Delegate Projects: Action on the Ground

Delegates excel at The Youth Assembly and take their knowledge and relationships home and continue to foster meaningful work towards the 17 Sustainable Development Goals.

The following are projects that are up and running and have created action, impacting the lives of people around them.

**Malika El Shibiny**
Impact Coordinator, Middle East and Africa

"As an example of our work, I worked with Joy Tebu to help her forge a working relationship in her venture with UNICEF from Nigeria. In this working relationship she has been getting technical support from UNICEF staff members and also education materials to use in her advocacy work."

**Fatema Albloooshi**
Impact Coordinator, Middle East

"The major way in which the YA has informed delegate projects is by instilling practical knowledge and learning from the experience of established professionals/entrepreneurs. Most were inspired by attending sessions about social entrepreneurship and sessions exploring social issues around the world."

**Akhilesh Reddy**
Impact Coordinator, Asia Pacific

"Many went in the direction to think of a new project only after the assembly session. It helped them connect to the global change making youth that inspired them."

**Hanniel Dizon**
Impact Coordinator, Europe

"The delegates were most interested in the provision of free mentorship through this program. Some of the delegates are fairly young and inexperienced about starting their own social ventures and the RIC program provided an avenue of knowledge-sharing and coaching which the delegates deemed valuable."

**Moiz Lakhani**
Developer Countries

Ninja Girls aims to combat the sexual abuse women face in developing countries by providing education on sexual abuse, and teaching basic self-defense techniques to defend themselves in emergency situations.

**IMPACT & WHAT’S NEXT:**
They formed a unique partnership with schools in Pakistan. This project aims to help more than 9000 students from 8 different schools.

The project needs additional funding for traveling and is looking for partnerships with similar organizations to reach more youth.
CARTAGENA SIENTE
Tatiana Baldiris
Cartagena, Colombia
This program aims to enhance women’s confidence, strengthen their capacities and give guidance to their entrepreneurial work, thereby empowering them to transform their lives. Inspired by the inter-American convention to prevent punishment and eradicate violence against women, this project focuses on SDGs 1 (No poverty), 5 (Gender Equality), and 8 (Decent Work and Economic Growth). The program addresses these gaps and works towards fostering the inclusion and tackling gender inequality in depth. The program is based on 4 basic pillars: empowerment, training, innovation and productivity.

IMPACT & WHAT’S NEXT: Currently, Cartagena Siente has helped 33 participants in its first phase and project around 100 participants in 2020. Most of the women in the program were able to start their own small businesses, thus creating a foundation for financial independence for themselves and their children and even change the abusive relationship with their partner around. Ultimately what has come from this project is a group of resilient women who support each other.

JUMELA
Joshua Ebin
Abuja, Nigeria
Jumela is a small Nigerian based agrotechnology recycling venture specializing in novel agro-based products by recycling locally available agricultural material using technology to meet customer’s needs and create value for immediate society.

IMPACT & WHAT’S NEXT: Jumela has 15 direct benefactors and 13 indirect in the Kuje Abuja region. They cleaned up about 10 metric tons of biodegradable waste in the environment for use in compost production, reduced the burden of waste and sanitation costs to the local government, and created contracts, daily job and revenue opportunities for unemployed youth in the Kuje area of Abuja.

SELFLESSNESS MOVEMENT
Swathi Arulguppe Nagendra
India
Selflessness Movement helps farmers meet the needs of regional requirements by establishing a support line for their debt issues, which has been the leading cause of the increasing suicide rate and educates them on sustainable farming techniques by providing best practices to overcome their problems.

IMPACT & WHAT’S NEXT: The movement has partnered with KrishiYodha and recruited volunteers from universities in local areas. Volunteers work with farmers to educate them on sustainable farming, internet of things to help them obtain knowledge about climate change, information on online deals for seed fertilizers, how to cultivate high quality seeds in house, how to sell produce in their communities, and the power of social media to promote their produce in their region and coordinate supply and demand in neighboring communities. About 50 farmers are being educated on sustainable techniques and 25 farmers received funding for debt elimination and relief. Farmers are also being connected to agriculture government loans as opposed to the popular notion of private loans that lead to major financial burden in the long-term.

They plan to continue working closely with universities in different parts of India with the goal to reach more farmers. They are creating a documentary for Selflessness Movement to show how it has impacted farmers in India.
Seun plans to take this awareness, through “NIMBE” into grassroots through Senior Secondary and Tertiary Institutions, National Youth Service Corps camps and public screenings in all Local Government Areas across Nigeria. They are currently looking for funding and partnership with public and private organizations to help them achieve this. Mexico. It also strives to build networks to work with artisans in vulnerable situations throughout the Yucatán Peninsula for the manufacturing of products.

IMPACT & WHAT’S NEXT: The initiative has recollected over 12,000 cigarette butts during beach cleanups over the past year, which are used to manufacture a bench with the help of artisans from the Yucatán Peninsula. Besides the bench, MAPACH worked with artisans in Puebla to create two glasses of volcanic rock and manufactured tables in a vulnerable community in Dzitya, Yucatán.

MAPACH leads clean up brigades to collect residue from the beaches and oceans and then transforms the residues collected into sustainable and contemporary furniture. MAPACH has led over 15 beach cleanups in the past year, and facilitated the transportation of recyclable matters into specialized recycling centres in southern Mexico. It also strives to build networks to work with artisans in vulnerable situations throughout the Yucatán Peninsula for the manufacturing of products.

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INVESTING IN GIRLS EDUCATION IN AFRICA
Sarah Boateng
Rural Communities in Africa
Investing in Girls Education in Africa (IGEA) aims to advocate for investment into the quality education of girls living in rural communities in Africa. The first project is called “Menstruate and Educate” which aims to remove the barriers of menstruation for girls from ages 11-16 living in rural communities. Young girls miss an average of 5-7 days of school a month due to not having an effective period resource. We provide reusable period pad kits that last for two years and are biodegradable, so these girls don’t have to put their education aside because of their monthly period. We also have interactive community-led workshops which aim to also teach the community about periods and their cultural taboos that surround it in order to enable a more open dialogue about menstruation.

IMPACT & WHAT’S NEXT: The program officially launched in October and already impacted 100 girls directly with the period pad kits and another 80 people including parents, community leaders and teachers. IGEA is currently looking for funding or sponsorship to work in 5 other communities next year, providing 500 reusable period pad kits.

RN 2030 - DIPLOMATIC VOICES
Vanessa Kalianne de Lima Santos
Rio Grande do Norte, Brazil
After visiting some communities in Rio Grande do Norte, Vanessa realized that many people in her region never heard about the Sustainable Development Goals and decided to create RN 2030 - Diplomatic Voices, with the mission to promote dialogue and connection between public, private and social organizations to work towards the SDGs in Rio Grande do Norte. Initially, RN 2030 is working on disseminating information about SDGs through internet campaigns and workshops. In this way, they hope to inspire youth stimulating protagonism, build connections between youth and organizations, and promote technical support to help projects working towards the SDGs to develop communities around the state of Rio Grande do Norte.

IMPACT & WHAT’S NEXT: The project focuses on young people and women. RN 2030 acts in public schools in Rio Grande do Norte and reached 192 people last semester. RN 2030 - Diplomatic Voices is looking for partnerships and funding to improve their work and reach more people in Rio Grande do Norte. They hope to be able to financially help youth projects in the next few years.

EL PASION FOUNDATION
LeAnn Onyegbula
Nigeria
El Pasion Foundation has the goal to bridge the gap between low income and higher-income families in Nigeria. Currently, there is a huge socio-economic gap between citizens living in certain parts of the country. This gap fosters many problems Nigeria faces such as poverty and low education rates in certain communities. We believe that if we give opportunity and education to these people, they will be able to grow as individuals and a community as a whole. The SDGs we are working on are no poverty, quality education and reduced inequality. We intend on achieving these goals by providing scholarships, sponsoring low-income youth to global conferences such as the Yale African Leaders Conference, and give people opportunities such as internships and business funds, that would otherwise be hard to find in such communities.

IMPACT & WHAT’S NEXT: The Passion Scholarship currently has 15 students from lower-income communities across the Federal Capital Territory as beneficiaries. The scholarship covers high school tuition, uniforms and books - both textbooks and notebooks. It qualifies these beneficiaries for the chance to get university and graduate degree scholarships. El Pasion aims to increase the number of beneficiaries and spread the scholarship program to all 36 states in Nigeria.

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LOCAL MAP
Mateus Cordeiro Sampaio
São Paulo, Brazil
Inspired by the Youth Assembly and SDG goals 2 and 12, Local Map was created to help expand local farms market access. The project acts by creating a healthy relationship between them and a network of bars and restaurants. In this way, by getting data from both sides, we can make predictions to match offer and demand, ultimately reducing costs while giving a better income to family farms. With further development, Local Map aims to become a food distributor for small farmers in the countryside of São Paulo. IMPACT & WHAT’S NEXT: Local Map is still being developed, but already has a partnership with 40 organic family farms in the countryside of São Paulo. They visited the farms to discuss the project and collect data as well as helped farmers with excel tables. Local Maps is looking for restaurants to partner with and is trying to prepare a team to run operations. They seek to make sales to restaurants, which is the main objective of the project.

NEURODIVERSITY CELEBRATION WEEK
Sienna Castellon
United Kingdom
Neurodiversity Celebration Week aims to change negative perceptions and stereotypes about students who are autistic and have learning differences. Much too often, schools focus on the challenges and weaknesses of students with special educational needs, which can negatively affect their confidence and self-esteem. The main goal is to flip the narrative so that schools also recognize and acknowledge their strengths and talents. It is important to empower neurodivergent students by telling them that despite their challenges, they can still have successful careers. IMPACT & WHAT’S NEXT: The first edition happened in May 2019 in more than 360 schools, reaching over 318,000 students from all over the country. The next edition of the Neurodiversity Celebration Week will take place on March 16-20 of 2020 and hopes to reach more schools.

What Youth Need Today

The Pathways to Impact Program also assessed what the current youth needs are in order to get involved in taking action on the ground. We received feedback from our delegates who most commonly needed crucial support in the planning stage, such as guidance on how to get started, how to turn their ideas into viable social ventures and how to plan a solid strategy from paper to implementation.

Secondly, young leaders are in need of guidance on how to create partnerships with other organizations and garner support for their ventures. Partnerships not only allow for greater visibility of their projects but helps them to scale up their solutions for greater impact.

Finally, youth need support in identifying sources of sustainable funding and making a strong case for support.

The Friendship Ambassadors Foundation seeks to help youth with capacity building with a focus on strategic planning and procuring funding for their projects, but we cannot do it alone.
After seeing the success of the Pathways to Impact Program and an even greater need to support youth all around the world, The Friendship Ambassadors Foundation has launched the Global Action and Impact Network (GAIN), which aims to create a diverse network of youth leaders who will be empowered as Ambassadors of Friendship across communities globally to take action for a peaceful and sustainable society that embodies diversity, mutual understanding and cooperation with the goal of taking action for lasting impact. Friendship will be a core value of GAIN - through forming such relationships people can meaningfully work together.

GAIN is comprised of interconnected regional Action and Impact Hubs, also known as GAIN Hubs with the goal to empower youth to tackle local problems with a global perspective through action for impact. Our phenomenal Impact Coordinators are now leading their respective GAIN Hubs in the regions of: Africa, Middle East and North Africa, Asia Pacific, Latin America and the Caribbean, North America and Europe.

GAIN Hubs are conducting the first-ever Global Impact Challenge in which they are working with youth in each region to get finalists to compete in the final stage at the 25th session of The Youth Assembly.

A primary objective of Hubs is to engage youth in conversations on issues that are most prevalent in their respective regions and come together to work on solutions and garner global support.

GAIN is also conducting consultations to come up with drafted priorities for each of their respective regions, aligning with the SDGs. During Youth Ambassadors, together with GAIN will work on ways to actionize the agenda that we will set as a diverse global youth community.

Building New Pathways for Youth:
Launching the Global Action & Impact Network (GAIN)
Acknowledgements

This Report was compiled, edited and published by the Friendship Ambassadors Foundation. Information about youth projects is taken from Impact Coordinators work with delegates in their respective region. Previous Impact Challenge winners projects are also included.

The Friendship Ambassadors Foundation extends its gratitude to everyone who participated in the Pathways to Impact Program from August 2018 - August 2019. The Foundation would also like to thank all Regional Impact Coordinators for their outstanding work as well as recognize all delegates and their projects contributing to a more sustainable, inclusive and peaceful world.

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