



cartedo

COVID-19 CHALLENGE PLAN

YOUTH CHALLENGE

Empowering Youth during and beyond Covid-19

Our future's ideas today:

Empowering youth to empower themselves and others in becoming more pandemic-resilient

*“Deadly infectious pandemics will mark humanity's future, as they have shaped its past. Neither individual governments nor the global community can entirely prevent the emergence of infectious threats. **But we can be much better prepared***” (The World Bank).*

- **Ideas from the world's youth for preventing and mitigating the effects of Covid-19, focusing on:**
 - **Misinformation and Trust**
 - **Mental health**
 - **Social interactions in a time of physical distancing**

**Preparedness for pandemics refers to health and non-health interventions, capabilities, and capacities at community, country, regional, and global levels.*

CHALLENGE

Goals and Core Objectives

1. Democratize access to reliable information and capitalize youth network effect to drive awareness
2. Give youth a voice in the prevention and mitigation of the effects of Covid-19
3. Drive skill development that enhances future employability opportunities for the youth

Giving youth a voice in the prevention and mitigation of the effects of Covid-19

DEMOCRATIZE ACCESS TO RELIABLE INFORMATION: The Super Spreader Challenge - spread quality information not the virus

HMW ensure that people in our community have access to accurate, trusted & reliable information to stay healthy during the COVID-19 pandemic

PERSONAS

- Discovery & access to trusted information
- Avoid misinformation & unnecessary fear
- Distinguish between fake and reliable information (build trust with official sources)

COPING WITH COVID-19 BLUES: The Joy Finder Challenge – develop solutions to fight loneliness, depression & anxiety

How might we help people in our community overcome anxiety, isolation and depression stemming from country lockdowns and social distancing

PERSONAS

- Elderly who might not be well versed with technology
- Children who are unable to play and interact with other children
- Extroverts who need social stimulation to thrive

DESIGNING FOR A POST-COVID World: The Pandemic Resilient Challenge - inspire hope with creative solutions to help adjust to the new normal

How might we help people in our community prepare to deal with the challenges/secondary impacts for the post COVID-19 world

- Supplies – Food, clothing, access to resources like healthcare
- Stalled education and learning, access to public spaces and recreation
- Jobs remote work, and entrepreneurship



People in my community don't take Covid-19 seriously

My school is closed, but I need to keep learning

I need to feed my family but can't easily leave my home

When I see conflicting information on Covid-19, I don't know which to trust

I am running out of savings, but can't return to my usual job

I am told to wash my hands to prevent the spread of Covid-19, but where I live we don't always have access to clean water or soap

I'm bored and lonely and want to see my friends but can't go out due to Covid-19

Stories from the field

“People in my community don’t take Covid-19 seriously. I wish I knew how to educate them on it.”

“When I see conflicting information on Covid-19, I don’t know which to trust. I wish there was a way to tell which information was real and which was fake”

“I’m bored and lonely and want to see my friends but can’t go out due to Covid-19. I wish there was a way for me to stay in contact and engage with people.”

“I am told to wash my hands to prevent the spread of Covid-19, but where I live we don’t always have access to clean water or soap. I wish there was a way to keep my hands clean so I don’t catch or spread Covid-19.”

“My school is closed, but I need to keep learning. I wish there was a way to access relevant educational materials and people who can explain it.”

“I need to feed my family but can’t easily leave my home. I wish there was a way to keep my myself and my family fed without leaving the house.”

“I am running out of savings, but can’t return to my usual job. I wish there was a way to generate income from home.”

[+ create your own](#)

What can Cartedo deliver today

Youth's Needs *(opportunities the team felt were important for participating youth)*

- **Skill development and future growth opportunities**
 - Help youth understand the skills they require in a post-Covid world (core challenge)
 - Develop solutions to mitigate the secondary impacts of Covid-19 (option 3 challenge)
 - Network to share their ideas & learn from others (Peer to Peer review)
 - Amplify youth voices – *how?* (by giving them an avenue through a challenge)
 - To remain engaged in investing in their future through skills development (Phase 2 Youber)
- **Coping with COVID-19**
 - Learning the correct information on Covid-19 preventative measures and Understand the purpose of containment measures
 - Better preparedness for future pandemics (option 3 challenge)
 - Stay positively engaged through fun learning opportunities (participating in the challenge)
- **Empowerment**
 - Become more engaged, active citizens in their community (through challenge participation)
 - To feel part of the Covid-19 response through sharing of information & ideas amongst peers (Core challenge)
- **Recognition**
 - Recognition for their ideas (peer and crowd rating)
 - Linking with entities aligned with their career growth (Phase 2 Youber)
 - Become UNICEF ambassadors (Certificates now)
 - Earn incentive tokens that could help cope with their own and their family's challenges (Zlto)
 - Realize they matter. (Video and content now, more opportunities to solve challenges phase 2)
 - Acknowledgement that their voice is appreciated, heard and indeed essential (TEDO points)

What can Cartedo deliver today

Organizational Needs *(outcomes the team felt were important for participating organizations)*

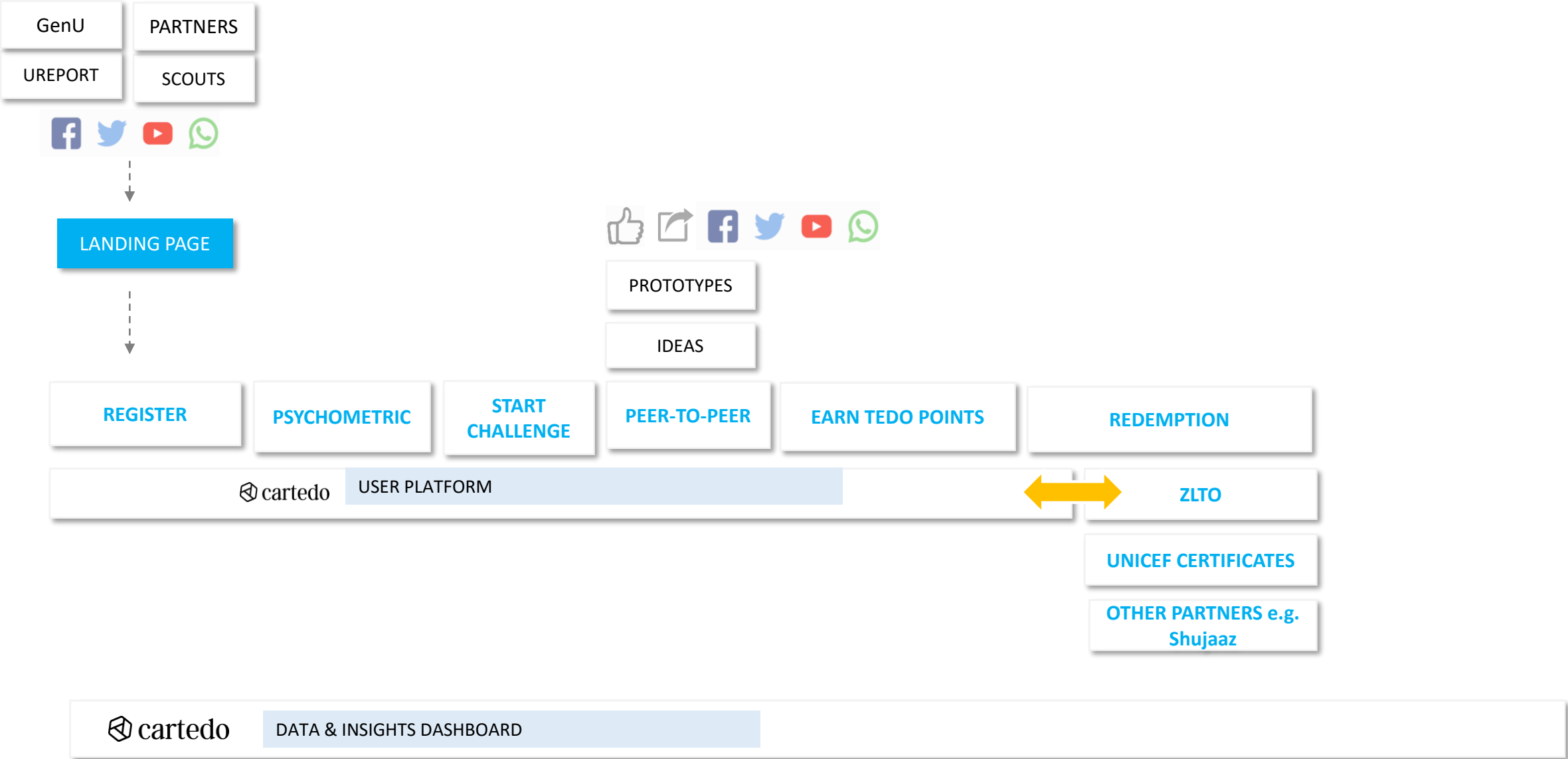
- **Network Effect**
 - Measure and understand participant knowledge sharing with their networks (Network effect)
 - Documenting impact stories of young people's contributions to stopping the spread of Covid-19 (Shujaaz)
- **Awareness**
 - Youth become the champions in awareness of the pandemic (Core goal)
 - Young people becoming key actors in information sharing and content production related to C19 (Engagement core challenge)
- **Youth engagement**
 - High engagement from youth throughout challenge (core challenge measurement)
 - Positive feedback from youth (Measured by ideas, engagement)
 - Data to indicate young people have contributed positively during the pandemic (Cartedo core challenge and dashboard)
- **Future**
 - Case studies of activities and programs delivered for young people at home during C19 (Future – post challenge report)
 - See youth demand for curriculum reform aligned with future skills needs (Phase 2 Youber)
 - Adults and young people feel safe, supported and meaningfully engaged (*likert scale activity per check in – track these on a per login basis / sentiment analysis week over week*) (New development)

Define Success

Organizational Needs *(outcomes the team felt were important for participating organizations)*

- **Awareness & access to reliable information**
 - Empowered youth, able to make informed choices
 - A better understanding of pandemics by youth post C19
 - Demonstration by youth that they are taking preventative measures (baseline challenge?)
- **Development of youth as agents of change – at scale**
 - An engaged group of young people that they can tap into for future challenges
 - Youth agency in offering solutions through innovative ideas
 - Mitigation of secondary impacts related to C19
- **Skill Development during a pandemic**
 - Development of literacy and soft skills amongst young people
 - Empowerment to develop innovative ideas to solve for COVID-19 related issues
- **Engagement & Participation**
 - A clear track record on how many other youth/community members participants engaged virtually (network effect)
 - Crowdsourced youth ideas for development of household & community disease preparedness mechanisms
 - Equitable and inclusive participation (age, gender, region)
 - Reaching 1 million young people

COVID-19 Youth Awareness Challenge





cartedo

THANK YOU