



SIE-ISW-SIA



SEE-SWE

# #WATER GENERATION

YOUTH STRATEGY 2017-2022



ALMATY, KAZAKHSTAN  
PHOTO: NURSULTAN KABYSH (CC-BY-SA)

# Youth and the ISW-SWE

## A new phase in the relationship

The ISW-SWE has always given prominence to our relationship with young people, but we had never previously formalized this in a strategy to clearly describe the ISW-SWE and young people's relationship, and to guide the actions jointly carried out.

**#WaterGeneration addresses this gap and helps the ISW-SWE clarify the role we want to play in facilitating a global youth movement for water.**

The ISW-SWE's decision to develop our youth strategy has also been driven by the growing success of the Youth Parliaments for Water. This innovative initiative has already come a long way and is still flourishing. This provides the ISW-SWE with two main challenges. The ISW-SWE needs to be equal to the task of supporting the Youth Parliaments for Water as they enter a new phase of maturity. At the same time, we want to look beyond the Youth Parliaments for Water. The ISW-SWE does not want our work with young people to be confined to the Youth Parliaments for Water or systematically influenced by our Youth Parliaments for Water role. In other words, the ISW-SWE wants to incorporate our Youth Parliament support into a broader vision of our relationship with young people.





**The ISW-SWE youth strategy was developed following interviews, an extensive survey, two brainstorming workshops and regular meetings with the ISW-SWE team. This process provided an understanding of young people's expectations (in particular, support to help them take action and the importance of establishing a partnership between the ISW-SWE and young people) and ensured the strategy is focused on responding to these expectations.**

# Youth and water

## Essential for a sustainable future

Young people make up a large proportion of the population, especially in developing and emerging countries, and they are heavily and directly affected by water issues. For young people, the need for a sustainable future is especially important as they will have to live with the consequences of the choices we make today.

**Is it not, therefore, only essential and fair that youth have a say in this matter right now?**

Young people are at the forefront of implementing the Sustainable Development Goals (SDGs), which are an important step forward. By moving from the MDGs (Millennium Development Goals) to the SDGs, the world endorsed the priority given to sustainable development and the increasing importance of global challenges that are binding countries closely together. With the inclusion of a goal dedicated to water (SDG 6) that combines availability and sustainable management, the United Nations recognized water's central role in ensuring a sustainable future during the UN General Assembly held in New York in September 2015. Moreover, in addition to Goal 6, there are



many other SDGs and their targets that are linked to water and rely on sound water management.

Water and youth are drivers of peace and cooperation. To fulfill this role, young people will have to navigate a complex and uncertain world in which institutions, organizations and social groups (including youth groups) will interact in new ways.

#WaterGeneration has been created to address these challenges.



# The youth movement for water

The ISW-SWE vision is inspired by the idea of the youth movement for water; a movement that involves the large-scale, dynamic and connected mobilization of young people worldwide. A movement that not only takes action but also conducts advocacy with a strong voice that is led by young people connected to their base, the aim of which is to give young people a greater role in managing water-related challenges.

This youth movement for water has more of a matrix structure than a hierarchy, with numerous divisions that have a wide range of capacities and responsibilities, which evolve over time. Informal in nature, this movement already exists. It is multi-stakeholder and includes organizations run by young people, organizations that support young people, and institutions, foundations and companies that financially support the new generation wanting to get involved in the water sector.

The number of youth and water stakeholders has grown in recent years, expanding the size of this 'youth movement for water'. However, this movement is young and its potential is still not being fully exploited. In particular, the organizations that make up the movement are only loosely connected to each other, there is little sharing of information or good practice and the movement is far from having a common voice.

The ISW-SWE believes that developing the youth movement for water will benefit young people as it will provide them with capacity-building, and help them expand their scope of influence, their networks and opportunities for action. That is why we want to be proactively involved.

**The ISW-SWE vision is inspired by the idea of the youth movement for water; a movement that involves the large-scale, dynamic and connected mobilization of young people worldwide.**

# #WATERGENERATION

## VISION

**The voice of youth must be heard more strongly and action by young people must be promoted.** To this end, young people are joining forces within a large and ambitious youth movement for water, able to influence decision-makers and take action at different levels. This movement is connected, diverse and active in all countries, especially those with the most severe water problems. It is 'glocal', capable of taking action anywhere, from the local to the global level. This movement helps young people become committed citizens working to build more sustainable societies.

## MISSION

**At the ISW-SWE, we will focus our efforts on facilitating the development of the youth movement for water.** We will work to mobilize an ever increasing number of young people. We will act as a 'connector', liaising between young people and bringing young people and other water stakeholders together in order to circulate new ideas. The ISW-SWE will also provide the youth movement for water with a range of resources to build young people's capacities. We will work with various stakeholders to turn our vision into reality.

# WATER CONNECTS US ALL



# Our Values: Driving our youth strategy

## 1 Motivating young people

The ISW-SWE seeks to be a catalyst and a source of inspiration for young people, by circulating new ideas and success stories. We want young people to be interested in working with us out of a desire to work together to achieve a common goal.

## 2 Risk taking & innovation

For the last 20 years, the ISW-SWE has been the source of several successful, original and innovative ideas: the Blue Books, the Water Messengers, the Blue Passport, the International Water and Film Events, the Youth Parliaments for Water, etc. Our capacity to innovate, reinforced by our effective use of the media, has resulted in the ISW-SWE becoming an established player within the water sector. In our #WaterGeneration strategy, we remain committed to this approach and, through young people's support and contributions, we intend to position ourselves as an innovative stakeholder who is not afraid to venture into uncharted territory.

## 3 Promoting the emergence of new stakeholders

The ISW-SWE seeks to be a catalyst and a source of inspiration for young people, by circulating new ideas and success stories. We want young people to be interested in working with us out of a desire to work together to achieve a common goal.

### LESSON LEARNED

>>ONGOING COMMUNICATION BETWEEN THE ISW-SWE AND YOUNG PEOPLE IS NECESSARY TO ESTABLISH MUTUALLY BENEFICIAL PARTNERSHIPS

When communication fails, as was the case for a number of reasons at the end of 2015 and beginning of 2016, everyone loses sight of the purpose of the partnership. Questions arise over each partner's motivations and over whether the benefits of the partnership are being fairly shared out. It is not always possible to recover from this situation and rebuild a healthy partnership.



# Our Values: Driving our youth strategy

## 4 Valuing diversity

The world of tomorrow will be interdisciplinary and we will be better placed to address its complex challenges by working collectively rather than in silos. Innovation can be borne, and solutions to complex problems can be found, from meeting different people. The ISW-SWE will apply this concept to our youth strategy by working to bring diverse stakeholders together based on their location, experiences, approaches or themes.

## 5 By and for young people

The ISW-SWE seeks to give young people the space and tools to implement their ideas and make the most of any opportunities that arise. The ISW-SWE respects young people's autonomy and independence. We do not want to box young people into pre-defined positions or patterns or curb their spirit in any way. At the same time, the ISW-SWE wants young people to benefit from our experience and the experience of our network (through relationships between our team and young people; our mentoring program; the involvement of former youth parliamentarians; and facilitating access to policy-makers; etc.). The ISW-SWE needs to find ways to involve young people more effectively, without overstepping our boundaries. This means that we need to remain a stakeholder that facilitates youth involvement but does not 'manage' the action these young people take.

## 6 Establishing mutually beneficial partnerships

The ISW-SWE has no interest in becoming an impersonal 'help-desk' or 'resource center' for young people. Instead, we would like to establish partnerships with the youth movement for water in which everyone contributes and benefits.

# Our Values: Driving our youth strategy

The role that the ISW-SWE seeks to play is based on the mobilize – connect – support formula. The ISW-SWE does not wish to take on the role of leader, but we want instead to use our capacities to mobilize, connect and enable collective action to be taken by young people.

The ISW-SWE plays an important connector role in a number of contexts: between audiences and films on water as part of its initiatives that combine water and images (International Water and Film Events, Aqua Stories); between young people and policy-makers as part of the Youth Parliaments for Water; and between the water sector NGOs involved in the Butterfly Effect, etc. This role of connector is one of ISW-SWE's strengths that #WaterGeneration seeks to optimize.

## **The role that the ISW-SWE seeks to play is based on the mobilize – connect – support formula.**

The ISW-SWE believes that, in order to strengthen the youth movement for water, it is necessary to increase the connectivity between its various components, which must actively share ideas, activities, information, messages and contacts in real time without neglecting the periphery of the movement, often the hub of innovation. The ISW-SWE seeks to act as a conduit to enhance direct cooperation and discussions between young people. To this end, the ISW-SWE will strengthen our role of circulating information between youth organi-

zations to ensure that social and technical innovations are shared.

The ISW-SWE has great capacity to mobilize young people for water. We are regularly asked by institutions to help organize youth involvement in international events. The ISW-SWE is one of the few organizations that supports the creation of new youth groups interested in campaigning for water, and this is part of our added value. However, the ISW-SWE's capacities in this area are insufficient to meet demand. We are not currently able to seize all the opportunities that come our way and so a more collective approach is required. The ISW-SWE's youth strategy sets out ways of achieving this.

To encourage youth mobilization, the ISW-SWE acts as a resource center for young people wanting to take action in the water sector. Enabling young people to take action is vital for sustaining their motivation and commitment. Our role includes providing access to funding for implementing projects, giving advice on developing and managing organizations, maintaining a collection of project profiles that young people can draw on for ideas, and providing materials for awareness-raising activities. Although the ISW-SWE has accumulated a lot of resource material over the years, our resource center role remains under-developed. Similarly, while the ISW-SWE does make funding instruments available to young people, this is something we have only started doing fairly recently and this activity has not yet been institutionalized. Young people have specifically stated they would like a resource center, and this is an area that the ISW-SWE wants to significantly develop under our new strategy, once again by seeking out suitable collaborations.

# MOBILIZE

- Organize events that bring young people together (parliaments, other forums)
- Drive force for launching and coordinating certain events (awareness-raising campaigns, multimedia projects combining water and images, etc)
- Promote and develop organizations in the water sector managed by young people
- Support young people to set up specific structures

# CONNECT

- Connect young people involved in the water sector
- Build synergies between stakeholders active in the water sector through young people
- Forge links between youth networks that have access to international events (influence)
- Strengthen young peoples' collective voice and messages
- Facilitate the flow of ideas and innovation

# SUPPORT

- Develop and distribute materials for activities: awareness-raising and advocacy campaigns, film banks, etc
- Develop and distribute project profiles and other materials to help young people set up projects
- Develop and distribute materials to facilitate the management of youth organizations
- Organize training for young people (young leaders or youth groups)
- Provide funding for projects proposed by young people

## Young people will influence **#watergeneration** in various ways

- Submitting project proposals in response to calls for projects
- Proposing collective action for the youth movement for water
- Holding the Youth Parliaments for Water
- Disseminating the materials and tools used by young people through the resource centre
- Participating in the monitoring and evaluation of strategy implementation

# Priority target group

The ISW-SWE's priority target group from within the youth population is young people aged between 18 and 27. By targeting this age group, the ISW-SWE has made some important choices:

- **Young people under 18 are not a priority target.** The ISW-SWE does not consider itself to be an organization that introduces young people to the non-profit sector, nor are we interested in acting as an initial gateway to information on water issues with no follow through. For the ISW-SWE, it is essential that the relationships we develop with young people are built to last (as is the case with the Youth Parliaments for Water, for example). This is part of the added value of the ISW-SWE.
- **Young people over 27 are not a priority target.** This means that the ISW-SWE is not interested in playing a central role with the water sector's young professionals. One of the reasons for this is that there are already organizations working specifically with this population segment (World Youth Network, International Water Association, Réseau projection, etc.). These strong networks are attractive to young professionals. In addition, professionals have other expectations and the ISW-SWE can have greater added value within the 18-27 year old age bracket. However, the ISW-SWE recognizes that there is a gap that needs to be bridged for people past the age of 27. Although the ISW-SWE does not wish to focus on the over-27 age group, we still want to help ensure young people remain committed

after they reach the age limit of 27 years old (see the Youth Trajectories component).

- **The target is a guideline.** The ISW-SWE will generally focus on the 18 to 27 age group; however, this will not prevent us from organizing activities for young people of other ages. Moreover, the boundaries between these age groups are not distinct. For example, there are many young people under the age of 27 who are also young professionals (as seen among members of the Youth Parliaments for Water). Certain situations will require us to be flexible in our targeting in order to foster the involvement of specific marginalized groups (young women, indigenous communities, etc.) or ensure alignment with cultural references in certain areas.

**The ISW-SWE's priority target group from within the youth population is young people aged between 18 and 27.**

# Priority target group

The ISW-SWE will develop partnerships with youth organizations and organizations that support young people regardless of the age range targeted by these organizations (provided that the partnership benefits the age group targeted by the ISW-SWE).

The ISW-SWE seeks to enable young people to develop their understanding of water sector issues and stakeholders, while at the same time offering them the opportunity to get involved in intercultural collaboration and participatory democracy initiatives. The ISW-SWE wants to motivate young people to become involved in the water sector and to learn more about water-related professions, which is why we have opted to focus on 18-to-27 year old. The ISW-SWE wants to work with young people who, in many cases, are already involved (through an organization, for example) and interested in the water sector. However, within this same 18 to 27 age category, the ISW-SWE also wants to do our utmost to include two specific categories of young people in the youth movement for water:

- Young entrepreneurs who are not necessarily interested in the non-profit sector, but who are a source of innovation and want to expand their networks.
- Young people who are not interested in the modern type of non-profit sector (which, in many countries, includes the majority of young people) but would rather be involved in traditional associations.

In addition, one of the ISW-SWE's priorities and part of its added value is to connect young people together who live in countries with markedly different water situations. The ISW-SWE wants to further develop this aspect of our work and successfully bring together and include in the youth movement for water both young people from the world's most water-vulnerable countries and young people from the water-rich countries where youth mobilization is often more difficult.

## LESSON LEARNED

### >> TO REMAIN MOBILIZED, YOUNG PEOPLE NEED TO TAKE ACTION

Flamay has been a member of the World Youth Parliament for Water since 2015. With the support of the ISW, Eau Vive and the Global Water Partnership, but especially through his own determination, he has fought to encourage as many young Togolese people to work with him as possible. He has initiated the Togo Youth Parliament for Water and launched several events to mobilize young people, such as Nights for Water and Climate Saturdays.

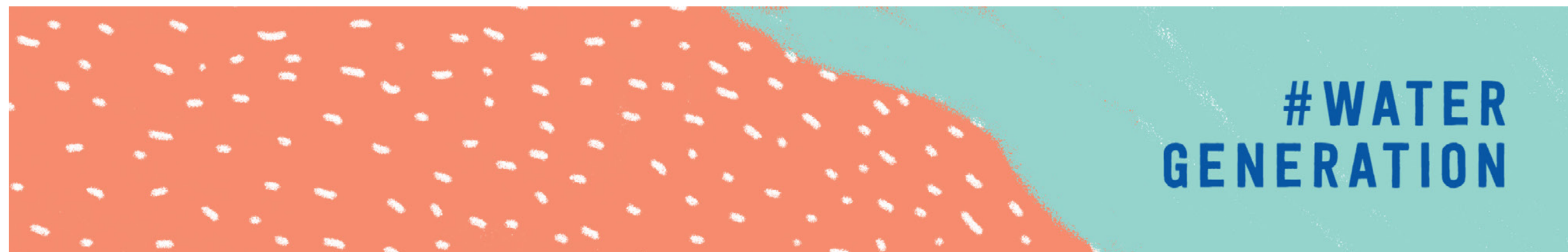
# Partnerships at the heart of #WaterGeneration

The current ISW-SWE youth partnership strategy is characterized by:

- Strong relationships with youth-led organizations (including the Youth Parliaments for Water, particularly the World Youth Parliament for Water and the European Youth Parliament for Water). These relationships can involve providing operational support (the ISW-SWE provides the secretariat for the WYPW and the EYPW), working together on certain activities or sharing information. The ISW-SWE's other major youth-led partners are the Water Youth Network and Jeunes Volontaires pour l'Environnement.
- Equally strong relationships with a number of civil society organizations (CSOs) that actively support youth involvement in the water sector, such as the Global Water Partnership, with whom the ISW-SWE works as part of the Youth Platform for Water and Climate. The ISW-SWE's major CSO partners include Coalition Eau, Eau Vive, Protos, Helvetas, GoodPlanet, Action against Hunger, etc.

- Relationships with a small number of donor agencies that fund youth involvement in the water sector, including the Swiss Agency for Development and Cooperation (SDC) of the Swiss Federal Department of Federal Affairs (FDFA), French water agencies, the World Water Forum, the Office Franco-Québécois de la Jeunesse, the Offices Jeunesse Internationaux du Québec, UNESCO-IHP, etc.
- Less well-developed youth-related relationships with the private sector.

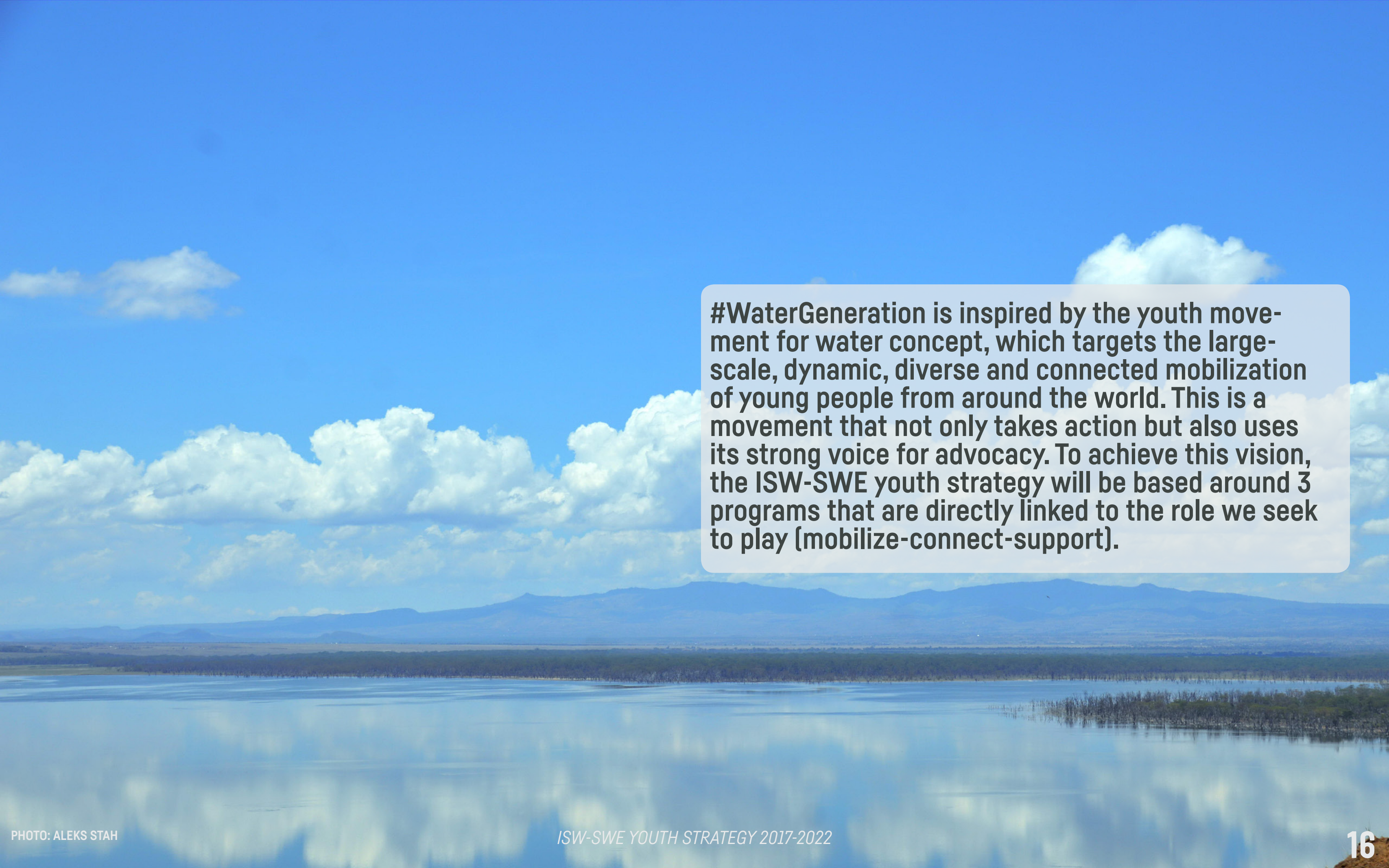
The ISW-SWE's youth partnership strategy will evolve over the period 2017-2022. We want our youth strategy to guide our working partnerships. The ISW-SWE would like our youth strategy to be coordinated with those of other organizations actively engaging with young people in the water sector, whether these are organizations run by young people themselves or organizations that support them. In the spirit of the youth movement for water, the ISW-SWE youth strategy is based on strong and diverse partnerships with the other stakeholders involved.



# Partnerships at the heart of #WaterGeneration

- Current major partners will remain the ISW-SWE's core partners. These include the World Youth Parliament for Water and the European Youth Parliament for Water, the Global Water Partnership, the Water Youth Network, the Swiss Agency for Development and Cooperation, and the French water agencies.
- The ISW-SWE will seek to diversify its donor agencies. We will approach donors with youth strategies and other water sector stakeholders who currently have little involvement with young people.
- The ISW-SWE will endeavor to find a way to connect with corporations and foundations. The private sector currently only forms a small part of ISW-SWE's main network. The process of strengthening our foothold in Canada, and particularly in Quebec, should include building closer ties with companies from Canada, Quebec and foundations in North America.
- We also need to strengthen our network by identifying more CSO partners. The programs outlined below provide numerous opportunities for working with other stakeholders, many of whom could be civil society organizations.
- As far as youth-led organizations are concerned, the ISW-SWE network is set to substantially expand in 2017-2022 as a result of the role that the ISW-SWE plans to play in the youth movement for water. We intend to develop more direct and close ties with young people from the countries most heavily affected by water-related issues.
- In some areas, the ISW-SWE will need new partners in order to achieve our interdisciplinary and diversity aims, particularly in the arts sector, for example.
- The ISW-SWE will also join certain networks, such as advocacy, learning or collective action networks, in order to further our youth partnership strategy. Doing so will enable us to step outside our echo chamber and experience different environments and ways of thinking.

**The ISW-SWE would like our youth strategy to be coordinated with those of other organizations actively engaging with young people in the water sector.**



**#WaterGeneration is inspired by the youth movement for water concept, which targets the large-scale, dynamic, diverse and connected mobilization of young people from around the world. This is a movement that not only takes action but also uses its strong voice for advocacy. To achieve this vision, the ISW-SWE youth strategy will be based around 3 programs that are directly linked to the role we seek to play (mobilize-connect-support).**



# Three Programs For #WaterGeneration

## CONNECTED YOUTH

aims to develop the youth movement for water through increased mobilization and connectivity.

## WATER, YOUTH & GLOBAL ISSUES

forges links with other global challenges (climate, inequality, etc.) and their youth networks, giving young people the opportunity to engage in cross-disciplinary discussions on sustainable development.

## WATER, YOUTH & THE ARTS

applies the principle of diversity in seeking to involve young artists and fans of new technologies in water issues.

Within each of these programs, individual projects will be developed and implemented over the years to come. These will either be specific youth projects or larger projects with a youth component. The three programs will be supported by a cross-cutting Resource Center component that will provide a range of services to facilitate youth mobilization and connectivity.

# Connected Youth

The ISW-SWE will reinforce its role of circulating information between youth organizations by doing this in a more consistent and structured way and liaising with other organizations. The ISW-SWE will especially support collective initiatives that make young people feel like they are part of a movement and that motivate them to get more involved. The Connected Youth program will consist of three components.

## 1) SUPPORT TO YOUTH-LED ORGANIZATIONS THAT MOBILIZE YOUTH FOR WATER

The ISW-SWE considers that the youth movement for water should be made up of a large number of formal and informal organizations that are active at various levels (geographic, thematic or based on other types of links). The ISW-SWE believes that these youth-initiated groups should be welcomed into the fold of the youth movement for water by offering them initial start-up support. The youth movement for water must be innovative and not afraid of failure. The ISW-SWE thus plans to welcome and guide those young people interested in joining the movement. In line with our focus on young people from the countries most affected by water-related issues, a large part of the ISW-SWE's support will focus on areas where water issues are most critical.

The ISW-SWE's objectives for this component are as follows:

- Contribute to the expansion of the youth movement for water.
- Strengthen the Youth parliaments for Water network, in particular by supporting the creation of more national parliaments and parlia-

ments based around watersheds.

- Support the development of the Youth Parliaments for Water by building capacities, visibility and responsibilities;
- Connect young people involved in the youth movement for water.

### >> THE YOUTH PARLIAMENTS FOR WATER

The Youth Parliaments for Water movement is currently flourishing and is now entering a new phase, with Youth Parliaments for Water being created in many countries, both around watersheds and within various regions. Working with the Youth parliaments for water, including the World Youth Parliament for Water and the European Youth Parliament for Water, remains a priority for the ISW-SWE.

Youth Parliaments for Water play an important role in the youth movement for water. Attending the Youth Parliaments for Water can be a life-changing experience for the young people involved as they create long-lasting friendships and networks, gain skills and experience and leave motivated to do more. The ISW-SWE will support the creation of new Youth Parliaments for Water as they help to strengthen the global youth movement for water.

# Connected Youth

## 2) THE COLLECTIVE VOICE OF YOUNG PEOPLE

Young people have acquired the right to attend many international events. For instance, they are invited to speak at the World Water Forums and there are youth representatives sitting on the World Water Council. However, there is great confusion over what young people's message actually is and what impact this has. For some, the youth message focuses too much on the demand for recognition and not enough on the content. For others, young people's message is too similar to that expressed by the previous generation and is thus not strong enough. For many, young people's presence at these events has little influence.

The ISW-SWE wants work with other partners to improve this situation. We believe that it is important to provide more support to young people to help them define and prepare the messages they want to convey. It is young people who will have to live with the consequences of the decisions we make today. As we become increasingly concerned about the sustainability of the world of tomorrow, it seems only logical and desirable that young people have a greater say in decision-making and that more attention is paid to young people's problems. Thus, part of the ISW-SWE's action will focus on young leaders and we will work with them develop activities to help them identify young people's expectations regarding water and improve the way in which they promote their messages (such as advocacy training, for example). Young people do not have the technical hindsight of preceding

generations, but their vision of the future can help them identify and defend strong policy positions.

There is a risk that the activity of developing a stronger collective voice for young people could lead to elitism. It is therefore important that young leaders in the water sector are supported (through access to training, mentoring, etc.), while ensuring that they also remain connected to their base and represent young people from the countries most affected by water issues.



# Connected Youth

## 2) THE COLLECTIVE VOICE OF YOUNG PEOPLE

The ISW-SWE's objectives for this component are as follows:

- Create better links between local action carried out by young people and youth advocacy.
- Improve the preparation of international events.
- Give young people more of a say at international events.
- Connect the youth networks that participate in international events.
- Support the emergence of young leaders that have been identified by the whole sector (while varying youth representation at international events).

### LESSON LEARNED

#### >>WHEN YOUTH SPEAK, PEOPLE LISTEN

During the 2015 World Water Forum in South Korea, the new World Youth Parliament for Water chairwoman presented her vision of youth's role in the water sector during a session organized specifically for the 7th World Water Forum's parliamentary process: *Shaping a solid national water law: A multi-stakeholder dialogue*.

She got her message across so well during this speech that the importance of young people's role was added to the final declaration of Parliamentarians from around the world.

# Connected Youth

## 3) YOUTH TRAJECTORIES

The ISW-SWE wants to be able to provide young people with more comprehensive trajectories within the water sector, an action that will itself provide new ideas for ISW-SWE youth activities.

It must be noted that the ISW-SWE creates long-term involvement opportunities for young people (for example, the young people from different countries participating in the World Youth Parliament for Water remain parliamentarians for a three year term). However, the ISW-SWE considers that there remains much room for improvement in this area. Many young, motivated people lose interest because they are unable to take action. Furthermore, the water sector does not particularly appeal to young people because the issues are not explained in a way that motivates them (young people are more interested in campaigning on issues more directly related to human rights). Young people must be given opportunities to get involved and empowered (feeling useful, seeing they are making a difference). Young people do not have a wide range of trajectories to choose from; these mostly involve awareness-raising activities and, to a lesser extent, advocacy work.

The ISW-SWE will focus on developing youth trajectories and endeavor to provide solutions to improve and diversify them. We will use mentoring and coaching to identify and oversee these

more complete and diverse trajectories. There is strong demand from Youth Parliament for Water members for mentoring and intergenerational dialogue in the water sector. Former youth parliamentarians also have an important role to play in supporting the new generation of members. Therefore, it will be necessary to ensure some of these former parliamentarians remain part of the youth parliament for water process.

The objectives for 2017-2022 are to:

- Identify new ways of involving young people in water-related activities.
- Develop mentoring, coaching and intergenerational dialogue.
- Ensure some of the former youth parliament for water members remain involved in the process.

# Water, Youth & Global Issues

The Water Youth and Global Issues program recognizes that the major 21st century issues are connected to each other. This was also acknowledged in the transition from the MDGs to the SDG agenda. In order to build a sustainable society, we first need to build bridges, both in our thoughts and action, between major global issues such as climate change, the loss of biodiversity, inequality, etc.

The Water Youth and Global Issues program is already being delivered through the Youth Platform for Water and Climate, which is being implemented with a group of partners, including GWP, OFQJ and AgroParisTech. Launched during COP21, this initiative has already proved its value and has become well-established. The ISW-SWE now plans to launch other similar initiatives to build bridges connecting water-related issues to other major global challenges. These global issues will shape the future of the world that young people will inherit and it is vital that they develop responses to these issues and consider sustainability without being confined to sectors. These initiatives will enable the youth movement for water to form a better links with other youth movements.

For the period 2017-2022, the ISW-SWE aims to remain actively involved in the Water-Climate process and participate in the launch of at least one other similar initiative that connects water to other global issues. This will involve identifying and gaps and aspects not currently being covered in existing initiatives. By way of example, topics mentioned by those who participated in preparing this strategy included: Water Youth and Biodiversity, Water Youth and Transboundary Dynamics, Water Youth and Urbanization.

**In order to build a sustainable society, we first need to build bridges, both in our thoughts and action, between major global issues such as climate change, the loss of biodiversity, inequality, etc.**

# Water, Youth and the Arts

Water Youth and the Arts highlights how the arts have the potential to change people's perception of water issues and how creativity can play a central role in our society, especially in tomorrow's digital age. We consider this to be a fundamental area that needs to be explored. Thus, ISW-SWE wants to position ourselves as a leader in this field, which is currently overlooked by other stakeholders. Expanding this program will be one of our main projects during the period 2017-2022.

**In the age of the Internet and social media, art in all its forms is becoming increasingly important in our societies. Through its diversity, the arts now seem to touch everyone and more and more people now practice some form of art.**

The Water Youth and the Arts program is currently being implemented within the ISW-SWE through activities such as the International Water and Film Events (IWFE) that financed the production of films made by young people during the 2015 World Water Forum in Korea, as well as through a new project, AquaStories, launched in 2017 with the support of the Seine-Normandie Water Agency. This Water Youth and the Arts program has been designed to expand and diversify in order get young people involved in different forms of the arts (music, dance, etc.) to promote water.

The ISW-SWE wants to strengthen its roots in Canada and in Quebec in particular through this program by building on Montreal's role as a multimedia capital. This program could see young people from various countries creating water-related projects whose outputs would be showcased by the youth movement for water around the world (through shows, screenings, YouTube videos, exhibitions, workshops, etc.).

For the period 2017-2022, the ISW-SWE's Water Youth and the Arts program objectives are to:

- Involve young people in the AquaStories project.
- Launch a new program that combines art, multimedia and digital media and has a strong focus on Montreal.
- Include young artists in our activities as part of diverse teams whose actions and discussions stimulate innovative ideas and solutions for the water sector.

# Cross-cutting component: Resource Centre

For young people to become successfully involved in the water sector, they need to be in a position where they can take action, feel they are making a difference and be in control of the actions they undertake. Intergenerational support is important when preparing for action, but is less relevant during the action's implementation. Young people's actions can take many forms. They can be local or global, connected to projects or not, focused on influencing policy-makers or on mobilizing as many people as possible.

**For young people to become successfully involved in the water sector, they need to be in a position where they can take action, feel they are making a difference and be in control of the actions they undertake.**

To help young people take action, the ISW-SWE wants to play an important resource center role, providing youth groups from around the world with materials (films, educational material, etc.), ideas for action (through project profiles, project design guidelines, and success stories), stakeholder mapping (lists of partners or donors that support young people, sharing calls for projects), financing and training. We already have a significant amount of material, particularly IWFE films, which we will make available to youth organizations. The ISW-SWE

will seek to secure funds so we are able to offer small-scale funding to support youth actions. In certain cases, these youth actions will be connected in that the same action will be carried out simultaneously by the whole movement. These could include awareness-raising activities or advocacy campaigns. In this case, the ISW-SWE will be available to help coordinate these collective activities at the movement's request.

The ISW-SWE's aim is for our resource center to be connected with those of other organizations. Initially, we will work to identify synergies with our closest partners. For example, we will establish connections with the Water Youth Network's You Know platform and the Youth Platform for Water and Climate. Ultimately, our aim is to build a youth resource center network in which numerous organizations are involved.

The ISW-SWE has set the following three objectives for this component:

- Provide young people with materials and tools to enable them to carry out water-related action.
- Develop partnerships to create a networked resource center.
- Set up an annual funding line for projects proposed by young people.



# MOBILIZING TO BUILD A MOVEMENT



# Human and financial resources

The ISW-SWE Youth Strategy will require additional resources, both human and financial. However, these needs are partly offset by our aim to place partnerships at the heart of the strategy. In practice, this means that we will pool human resources and financial resources with other organizations.

This is the case for the resource center, for example, which the ISW-SWE envisages as being part of a network involving other organizations. Similarly, resources are provided by several organizations for the Youth Platform for Water and Climate. Any further initiative of this type would be launched with the same kind of set-up.

The ISW-SWE's philosophy is not to try to do everything ourselves but to identify people and organizations with the necessary skills to carry out the planned activities. For example, for the training on advocacy and preparing international events (the Connected Youth program), the ISW-SWE will develop the training module, recruit the participants and organise the logistics. Then, such training could be jointly funded, with organizations wishing to participate being responsible for securing funding for one or more people.

However, in order to implement the strategy, the ISW-SWE Youth Team will need to be significantly expanded. By the end of 2018, it is estimated that it should contain the equivalent of four full-time staff.

In financial terms, for the period 2017-2018, new funding will mainly be required for:

- Increasing the resources required to enable the ISW-SWE to play our role of connector and mobilizer within the youth movement for water.
- Launching the Collective Voice and Youth Trajectories components.
- Remaining closely involved in the Youth Platform for Water and Climate.
- Launching and managing the Water Youth and the Arts program.
- Establishing a sustainable funding line for projects proposed by young people.

# Monitoring and evaluation

The ISW-SWE will set up a monitoring group to monitor strategy implementation and make any necessary adjustments. This group will meet every 18 months. Its members will include:

- Two people from the ISW-SWE youth team.
- One representative from the Board of Directors.
- Two youth representatives, including a representative from the Youth Parliaments for Water.
- One representative from among the ISW-SWE partners.

At the mid-term point, a large-scale survey will be carried out with young people to collate both their feedback on the strategy and their suggestions for improving the strategy and incorporating new ideas. This process will help ensure the strategy remains relevant and that we gradually adjust its objectives accordingly. It will also provide young people with the opportunity to continue to influence the strategy.

The key questions to be addressed by the M&E system will include:

## 1 Impact

- How has the youth movement for water progressed (expansion, influence, connectivity, capacities, opportunities for action)?
- In particular, what progress has been made in the most affected countries?
- How have young people benefited from implementation of the strategy?

## 2 Effectiveness

- Does the ISW-SWE's relationship with young people respect the principles put forward in the strategy?
- Has the ISW-SWE respected the strategy in regard to the target group with which it works?
- Has the ISW-SWE developed the programs as planned?
- Have the objectives set for each program been achieved?

# Monitoring and evaluation

## 3 Efficiency

- Has the ISW-SWE secured the financial resources required to implement the strategy?
- Have adequate human resources been mobilized?

## 4 Relevance

- Does the #WaterGeneration strategy meet young people's expectations?
- What role does the ISW-SWE play in the youth movement for water and what is its added value?

A baseline for these indicators is included in the 2017-2018 action plan. The ISW-SWE will conduct data collection on a regular basis. A periodic review will be prepared by the ISW-SWE youth team to feed into the monitoring group's reports and the action plan for the following phase. At the end of the strategy period (2022), an external evaluation will be commissioned by the ISW-SWE (external consultant mandated to conduct an open and participatory evaluation with the various stakeholders).



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