



CONCAUSA regional summit guidelines

The planet is facing one of the most severe health, financial, humanitarian and environmental crises in recent times. What was once an assumption, we now see as a reality. It is projected that 45.4 million people will fall back into poverty, bringing the total number of people living in poverty in Latin America to 230.9 million, or 37.3% of the population, by the end of the year. It is estimated that 28.5 million of these people will go on to live in extreme poverty, figures that take us back to the regional context 10 years ago. All this on a planet threatened by resource depletion, climate change, massive population displacement and political polarization. Once again, the groups most affected by the pandemic and the resulting crisis are children and adolescents, young people, women and people living in rural areas.¹

Amid this backdrop, CONCAUSA 2021 will focus on raising awareness of projects that are being implemented in the context of the pandemic. We want to see how participants have been able to continue the initiatives they had begun developing prior to the pandemic and also to highlight the new ideas and innovations that emerged from the COVID-19 situation, with the intention of mitigating its impact or preserving the urgent objectives of the 2030 Agenda for Sustainable Development.

In 2015, the member countries of the United Nations agreed on an ambitious and comprehensive action plan, whose targets for 2030 will enable us to achieve a fair and sustainable future through 17 shared goals for all humanity: the 2030 Agenda for Sustainable Development. The current challenges require faster action to advance in the achievement of these goals.

There are 1.8 billion young people in the world, representing about one quarter of the global population, with enough potential to benefit their societies politically, culturally and economically. Their participation is a fundamental human right that allows them to realize all their rights and prepares them to play an active role in society. As today's generation of young people and adolescents begins to take ownership of the 2030 Agenda for Sustainable Development and build partnerships to address the problems facing humanity, a powerful source of inspiration and social innovation is materializing, even amid the backdrop of the pandemic. Adolescents in the Americas have used their ability to adapt and think of even more creative solutions to firmly maintain their commitment to a just and sustainable world. The

¹ Economic Commission for Latin America and the Caribbean (ECLAC), "Addressing the growing impact of COVID-19 with a view to reactivation with equality: new projections", *COVID-19 Special Report*, No. 5, Santiago, July.



empowerment of adolescents and the responsibility of new generations in the face of global challenges requires the mobilization of future leaders and collaboration to find creative solutions to today's problems.

CONCAUSA emerges in this context as a space developed for and with adolescents that empowers them with skills that prepare them to bring about change their uncertain world. CONCAUSA is a movement which raises and spreads adolescents' voices throughout the Americas to address the present challenges of 2030 Agenda. It is a platform that calls on United Nations authorities and international representatives to join the new generations of youth leaders, and a forum of influence and empowerment where young people and adolescents use their power of social transformation to become change agents and rebels with a cause.

América Solidaria, the Economic Commission for Latin America and the Caribbean (ECLAC) and the United Nations Children's Fund (UNICEF) are working together to connect and empower the adolescent protagonists of Generation CONCAUSA and to incorporate them into a youth network in which they play a leading role and which builds a regional movement of adolescents seeking to contribute to an inclusive, fair and sustainable future in the Americas.

CONCAUSA organizing institutions

- **América Solidaria** is a foundation of focused on the Americas whose purpose is to work collaboratively with the most excluded communities to promote the leading role to be played by children and adolescents in the exercise and defence of their rights.
- The **Economic Commission for Latin America and the Caribbean (ECLAC)** is one of the five regional commissions of the United Nations, headquartered in Santiago, Chile, which contributes to the economic, social and environmental development of Latin America and the Caribbean, coordinates actions directed towards this end and reinforces the ties among the region's countries and with other nations of the world around the issues addressed in the 2030 Agenda for Sustainable Development.
- The **United Nations Children's Fund (UNICEF)** works in 190 countries and territories to save children's lives, to defend their rights and to help them fulfil their potential. UNICEF strongly believes that all children have the right to survive, thrive and achieve their full potential, for the sake of a better world.



CONCAUSA experience <https://youtu.be/bYvdICV6Njs>

What is the CONCAUSA regional summit?

CONCAUSA is an initiative that aims to *empower, connect and mobilize* adolescents in the Americas around a network that contributes to sustainable development and the eradication of child poverty. Generation CONCAUSA faces the challenge of implementing the 2030 Agenda through a social model that focuses on youth-led inclusive and equitable development, as a generation bringing about sustainable social change.

CONCAUSA invites adolescents throughout the Americas who are implementing sustainable development projects and/or initiatives related to combating the effects of COVID-19 in their communities to share their projects and initiatives with other adolescents.

The projects must be presented in video format, by teams of **three adolescents between the ages of 14 and 17**, and uploaded to the CONCAUSA platform, www.concausa2030.com, by clicking on "Apply now!".

Of the projects presented, 25 will be selected for inclusion in the CONCAUSA regional summit which, because of the pandemic, will be held virtually in **September 2021** (exact dates to be determined).

Over the course of the four-day meeting, adolescents will participate in various activities and workshops which will allow them to enhance their skills, acquire knowledge, express their views and share important elements of their local context with the other participants. They will also participate in workshops which will allow them to learn about the reality of the Americas, acquire fundamental skills to continue leading their projects and interact with young people and adolescents from other countries, expanding their knowledge and commitment to the reality of the Americas while building ties with their peers.

The meeting will culminate in a seminar in which participants will present their proposals to their peers and representatives of América Solidaria, ECLAC and UNICEF, as well as other entities of the United Nations system and civil society organizations.

The experience will allow young people and adolescents to be protagonists in the search for concrete and innovative solutions for the fight against child poverty and the achievement of the Sustainable Development Goals (SDGs) on our continent. In addition, it will strengthen participants and their projects and ensure they remain connected to the CONCAUSA [adolescent network](#).



Specific goals of CONCAUSA

- (a) Bring young people closer to the SDGs and empower them as key players in the implementation of the 2030 Agenda.
- (b) Strengthen project management skills among young people, both for the development of innovative and collaborative solutions, and for the mobilization of the future leaders of Latin America and the Caribbean.
- (c) Foster the empowerment and skills of adolescents, allowing them to disseminate and multiply models of sustainable social change in their communities.
- (d) Create an adolescent network of change agents who are aware of their rights and who promote them in their environment.
- (e) Strengthen innovative and replicable projects to meet the challenges of COVID-19 and reimagine the future.

Sustainable Development Goals

On 25 September 2015, the General Assembly of the United Nations, comprising 193 member States, adopted the resolution on the 2030 Agenda for Sustainable Development, which recognizes that the greatest challenge in today's world is the eradication of poverty. The agenda consists of 17 Sustainable Development Goals, 169 targets and 232 indicators that countries set out to achieve by 2030 to —among other things— end poverty in all its forms, fight inequality and address climate change. The 2030 Agenda frames a new vision of sustainable development that integrates the economic, social and environmental dimensions from a universal, integrated and indivisible perspective.



The 17 Sustainable Development Goals (SDGs) are:



SUSTAINABLE DEVELOPMENT GOALS



For access to the full text of the SDGs, see [online] <https://www.un.org/sustainabledevelopment>.

Project preparation

Although not a requirement, it may be helpful to consult Plan 12, developed by América Solidaria and UNICEF, which focuses on giving adolescents tools to plan, implement and monitor social projects.

This plan aims to promote the development of 12 transferable skills in adolescents in Latin America and the Caribbean, through basic tools and content for the creation and strengthening of projects that empower them to solve problems in their environment. It consists of four content modules that guide adolescents in the process of creating and strengthening a project in their communities.

You can find all the content, videos and downloadable material at: curso.accionconcausa.com.



Teams and registration

Who can participate?

Each project must be presented by a team of three adolescents between the ages of 14 and 17 who are working on a project related to one or more of the 17 SDGs. Requirements for participation are as follows:

- The support of a school or institution that provides a [signed letter \(see model here\)](#) which authorizes, if necessary, each team member to miss classes on the days of the meeting, if they are selected.
- The support of a tutor over the age of 25.
- Ideally, teams should be composed of members of different sexes (male, female, other). Although not a requirement for participation, mixed teams will receive additional marks.
- Submitted projects must include **actions that were already implemented prior to the submission of the application. These actions may have been carried out virtually or in person.**
- Participants must be between **14 and 17 years of age** (13-year-old adolescents can apply if they turn 14 before September 2021, and 17-year-old adolescents can apply if they are 17 when the application is submitted).

Who can be a tutor?

Tutors must be adults over 25 years of age who have the formal backing of the institution to which the participating team belongs. Tutors must be teachers or staff members of the establishment or institution and cannot be family members or partners of team members.

Tutors will be responsible for supporting and advising the team in the preparation and presentation of their project. If the project is selected for inclusion in the regional summit and possible national meetings, tutors will be responsible for accompanying the team, ensuring virtual participation and organizing the documentation required for participation.

Once a tutor has been selected, the director of the institution and representatives will sign a formal letter certifying the selection.

How do you register a team?

1. Click on "Apply now!" at www.concausa2030.com until **20 March 2021**.
2. Create a user profile (one per team) on the 2021 [application platform](#).



3. Fill out the application form.
4. Upload the link of the video to be submitted (previously uploaded to YouTube) to the platform. This should be done by a representative of the team.

Details of the project video

The project video must contain the following elements:

- **Who are we and where are we from?** Presentation of all the team members.
- **What problem have we detected?** Presentation of the problem addressed by the project. Why is this a problem in the community? What are the main causes? What are the effects? Who is most affected?
- **What are we doing and how are we doing it?** Project presentation, link with other actors, sustainability and contribution to solving the problem detected. How does the project contribute to the solution? Are other actors involved? What has the impact of the initiative been? Can it be replicated in and/or expanded to other places?
- **What is my SDG?** Which SDGs does the project target? How is it contributing to the achievement of the SDGs? Why is it important for young people to be involved in the 2030 Agenda? How are we contributing to a more just, sustainable and/or prosperous world? How is the targeted SDG helping to rebuild the future in the context of COVID-19?

Video requirements:

- The maximum length of the video must be 180 seconds (3 minutes). While videos may be shorter, any video exceeding 180 seconds will not be preselected.
- Videos should be uploaded to YouTube, taking into account the following:
 - Include in the title: "CONCAUSA" and "project name". The name of the proposal must be directly related to the project.
 - The "description" field provided by YouTube must include a brief summary of what the project is about (maximum 100 words). In addition, the country of origin, the name of the project and the names and surnames of the three team members and the tutor must be included.
 - The "tags" should include words that describe the video, including the country of origin, the name of the institution and "CONCAUSA".
- The URL provided by YouTube must be included in the application form, under "Proposal link" when applying at:
<https://comunidad.socialab.com//challenges/concausa-2021>.



- Please ensure that the audio of the video is clear; otherwise it will be evaluated based on the intelligible information.

In addition to presenting the group's project in relation to the identified problem, filming should include outdoor spaces presenting the community or spaces that are representative of the community. The idea is to share the spaces that give context and meaning to the project.

What types of project can be submitted?

Projects must address a problem that adolescents identify **in their community or environment** and that is related to one or more of the 17 SDGs and overcoming child poverty in the Americas. They may have emerged as a result of the COVID-19 pandemic and aim to combat the effects of this particular crisis. They may be virtual or carried out in person in the community; we accept all kinds of format.

Can an institution submit more than one project?

Yes. However, team members cannot be associated with more than one project. Tutors may be associated with more than one project from the same institution, but not from different institutions.

Preselection and selection of projects

In the eligibility process (see annex 4) the CONCAUSA international team will evaluate whether the application meets all the requirements, both in relation to the information requested in the registration process and the technical requirements of the video. All eligible projects will then proceed to the preselection phase through an evaluation process examining various aspects.





Preselected proposals will be presented in virtual or in-person meetings of the preselected teams from the different countries. These meetings will be part of the evaluation for the final selection of projects.

The final selection process will be presided over by a jury made up of members of América Solidaria, ECLAC and UNICEF, who will select the 25 projects to be presented at the meeting.

The evaluation stage for preselection will take place between **10 March and 20 April**, when the preselected candidates will be announced. The second stage of selection of the 25 teams that will participate in the CONCAUSA regional summit will take place between **20 April and 1 July**. The final results will be published on 1 July at www.concausa2030.com.

Annex 2 on grounds for disqualification describes the reasons why a project may not make it through the eligibility stage.

Please review the evaluation criteria attached in annex 4.

Pre-meeting preparation

From **5 July** the teams selected to participate in the meeting will enter the preparation phase.

All the necessary documentation for the participating team members will be prepared during this period. The CONCAUSA coordinator of each country, together with the tutors, will provide support in the organization of documents, permits and special requirements to ensure team members will be able to participate in the meeting. Tutors must confirm that would-be participants have the permission of their parents or legal guardians to participate in the meeting prior to the submission of applications.

In light of the virtual format of the meeting, CONCAUSA will ensure that all participants will be able to connect to the meeting by creating a register of the teams' connection levels.

For any changes in teams, see annex 1 on replacements.

CONCAUSA regional summit

The 25 teams selected will formally participate in the **CONCAUSA regional summit** to be held in September 2021.

The selected participants will receive a package including all the materials necessary to participate in the meeting and be part of Generation CONCAUSA 2021.

During the meeting there will be activities related to:

- **Voices for change and advocacy**



- **Management of social projects**
- **Collaborative work**
- **Leadership for sustainable development**
- **Identity and interculturalism**
- **Strengthening of networks and community building**

These activities have been designed so that adolescents can have meaningful personal experiences and become stronger individually and as a team, with tools and knowledge that will allow them to continue working on their projects, backed by a network of adolescents and institutions to support and advise them.

During the meeting they will have space to work on and develop their projects to be presented on the last day of the meeting, in front of their peers, other young people, authorities and representatives of ECLAC, UNICEF and América Solidaria.

Benefits for those selected

- Four days of collaborative work and training relating to the selected projects.
- A package of materials, gifts and surprises that will be delivered to the homes of those selected.
- Publicity for the projects through the web platforms and events endorsed by the institutions.
- Presentation to authorities.
- Joining the CONCAUSA youth network —committed to being present throughout Latin America and the Caribbean— with which social transformation actions can be coordinated for a sustainable future.
- Certificate granted by institutions that endorse the participants' training and selection.
- The opportunity to meet and share experiences with other young people and adolescents of Latin America and the Caribbean with similar interests. The opportunity to learn about other projects and how to sustain them and contribute better to their communities.



Annexes

Annex 1 – Replacements

Up to two members of the originally registered team can be replaced.

- If the change occurs during the registration and video reception period, or before the selected projects are announced, the users can simply be modified on the web platform.
- If the change is required once the team has been selected to participate in the CONCAUSA regional summit, the representative of the corresponding country must be informed, with a reason provided for the change, at least **two months** before the meeting.
- Replacements must meet the requirements set out previously. If the tutor is to be replaced, the same protocol should be followed.

Annex 2 – Grounds for disqualification

- 1. Plagiarism of a proposal or video. Plagiarism or copying of other proposals is not allowed. If a group is found to have plagiarized material, it will be disqualified.

What is considered plagiarism?

Plagiarism is the exact copy of the proposal of another team, which has been submitted as one's own work. If a proposal is the same as an existing one, but which the team wants to carry out in its community, the original authors of the project must be clearly identified.

- 2. Giving incorrect information or lying in any of the activities. Any team that provides false information in any stage of the CONCAUSA project selection process will be disqualified.
- 3. Disrespect towards other teams or their members, judges or persons who run the workshops and talks, either in person or through any digital platform. Any rudeness, physical or verbal aggression or denigration, among others, will be considered "disrespect".
- 4. Ignoring the decisions of the mediator, who resolves any conflicts that may arise. If a young person or team is ordered to seek mediation they must do so and comply with what is agreed to in that space.



Annex 3 – Glossary of terms

- **Project:** Any social initiative that seeks to solve a problem in the community to which the team belongs and for which actions are already under way.
- **Team:** Group comprising adolescents between the ages of 14 and 17 who are working on a cause. If the project is being carried out by more than three people, the same team must choose three representatives to submit the project and participate in the regional summit, if selected.
- **Coordinator:** CONCAUSA representative in the country, who is in charge of inviting adolescents to participate in the challenge. They are responsible for visiting or contacting schools and institutions to invite and support teens who are interested in participating to register and upload their videos.

If an institution wants to participate and has not been contacted by the country's representative, it can send an email to CONCAUSA2030@americasolidaria.org.

- **Tutor:** Adult responsible for representing the school or institution as they accompany adolescents in the application process and, if the application is selected, for managing documentation and participation. Tutors are also trained and certified as promoters of adolescent participation.
- **Endorsing institution:** A letter will be required from the education institution to which the adolescents of the project belong, stating that if they are selected, they will be allowed to participate in the meeting and to miss classes.

Annex 4 – Evaluation criteria

Stage 1

Eligibility

A process whereby projects are evaluated to determine whether they meet the minimum criteria to move on to the preselection process.

The minimum criteria are:

1. **Information:** evaluation of all the fields included in the form to determine whether they are complete.
2. **Applicants:** evaluation of the presence of three applicants aged 14 to 17 years old (13-year-old adolescents can apply if they turn 14 before September 2021, and 17-year-old adolescents can apply if they are 17 when the application is submitted).
3. **Nationality:** all adolescent participants should be nationals of a Latin American or Caribbean country.
4. **Video duration:** evaluation to determine whether the video lasts a maximum of three minutes and whether it is consistent with the project.
5. **Tutor:** evaluation of whether the team has a tutor over the age of 25.
6. **Endorsing institution:** evaluation of whether the team has the letter of support from the institution.



7. **Project status:** evaluation of whether the project is already being implemented and is not just an idea.
8. **Youth protagonism/leadership:** evaluation of whether the applicants are protagonists of the project, as executors or leaders.

Stage 2 Preselection

Process whereby projects will be selected by country for the final selection. The proposals that obtain approval of more than 70% will go through the local processes to advance to the final selection.

Evaluation criteria	Description	0-1 points	2-3 points	4-5 points
Link to SDGs	Evaluation of whether the link between the project objectives and the SDGs stated in the project is consistent.	The link between the project and the SDG chosen in the application is inconsistent.	The link between the project and the SDG chosen in the application is unclear or difficult to identify.	The link between the project and the SDG chosen in the application is clear and consistent.
Definition and relevance of the problem	Evaluation of whether there is a clear and concise description of the problem that motivated the project and that is relevant in the community, with a national and local focus.	The problem is not defined or is not relevant to the community.	The problem is not clearly defined or related to the needs of the community.	The problem is clearly defined and related to the needs of the community.
Definition of project objectives	Evaluation of whether objectives are clear and achievable in the context of the project.	No clear objectives defined.	Objectives are unclear or exceed the team's capabilities.	Objectives are clear and achievable.
Innovation and difference	Evaluation of whether the project is different and provides an innovative solution to the problem.	The project is not innovative and is not different from other	The project is innovative but not unlike others of its kind.	The project provides an innovative and different solution.



		solutions.		
Replicability and/or scalability	Evaluation of the possibility of replicability and/or scalability of the project in future.	The project cannot be replicated in another context or scaled up.	It is difficult to replicate or scale the project up.	The project harbours the potential to be replicated and/or scaled up.
Communication	Evaluation of the creativity with which the project is presented and the clarity of communication.	Communication (the video) is not creative or entertaining and does not clearly express the project.	Communication (the video) expresses the project but is not creative or entertaining.	Communication (the video) clearly expresses the project and is creative and entertaining.
Territorial links and partnerships	Evaluation of whether the project factors in the creation of links and partnerships with other actors that can contribute to and be part of the project.	No mention of partners or other associated actors.	Links with other public, private and/or community actors are unclear.	Partnerships and teamwork with other public, private and/or community actors.

Stage 3 Preselection in local meetings

Preselected teams will be asked to participate in national events (in-person or virtual). These events, which will be formative meetings, will allow us to get to know the teams better and in terms of:

- Interest and desire to learn about sustainable development and the 2030 Agenda.
- Ability to recognize and be moved by the problems addressed.
- Planning capacity.
- Collaborative work.
- Innovation factor.
- Leadership and communication characteristics.
- Clear and empathetic expression.



- Recognition as change agents and rights-holders.
- Sustained commitment.

The final selection will include three to four teams from each country.

Stage 4.

Final selection

Final evaluation process in which the 25 finalist teams are chosen. The organizing institutions will carry out a joint evaluation using the same criteria of the preselection stage and will ensure a diverse distribution of countries as well as a variety of themes addressed by the projects. In some cases, evaluations will be carried out at the national level prior to international selection.