



**RESTLESS  
DEVELOPMENT**

**UNLEASHING THE POWER OF  
YOUTH TO CHANGE OUR WORLD  
A NEW VISION FOR 2030**

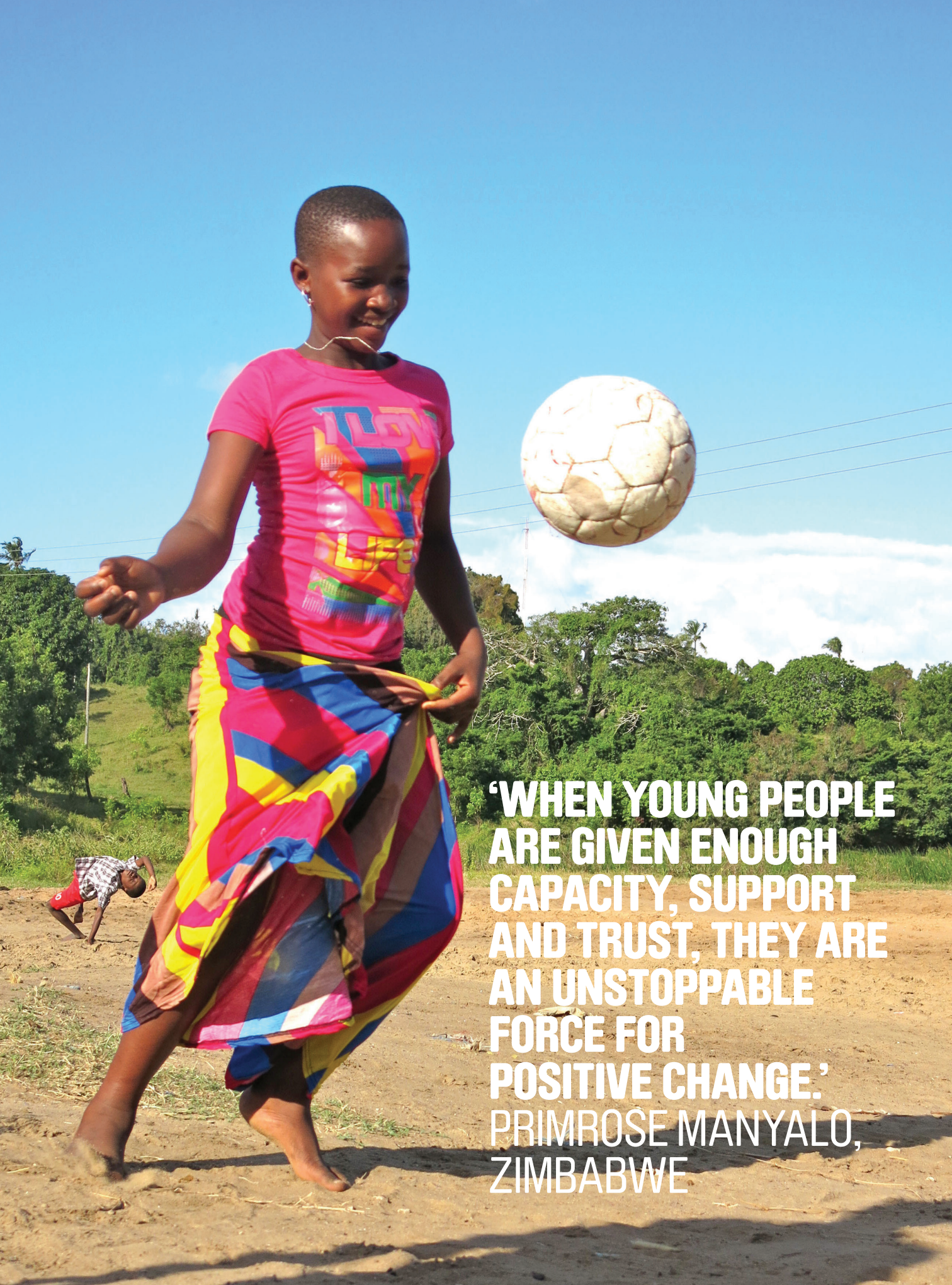
Billboard  
Prima  
Posting pamphlets  
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Singing  
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Speech  
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Raising funds  
Advertisement  
Brochures  
Tea  
School  
Parade  
Dance  
Health  
Radio  
Television  
Forum  
Friends circle  
Community

**WE ARE RESTLESS**

- Restless Development is a global agency for youth-led development. It supports young people to demand and deliver a just and sustainable world for all.
- This global agency is run out of strategic hubs in ten countries across Africa, Asia and in the UK and USA, with a wider network of partners across the world.
- It works to make sure young people have a voice, a living, sexual rights, and are leaders in preventing and solving the world's challenges.
- Restless Development has been working with young people since 1985 and its work is led by thousands of young people every year.
- We listen to young people, our work is led by young people and together we help young people make lasting change in their communities and countries.

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**‘WHEN YOUNG PEOPLE ARE GIVEN ENOUGH CAPACITY, SUPPORT AND TRUST, THEY ARE AN UNSTOPPABLE FORCE FOR POSITIVE CHANGE.’**  
PRIMROSE MANYALO,  
ZIMBABWE

# A NEW GENERATION IS EMERGING

**PUSHING BOUNDARIES. SHAPING TODAY. CREATING TOMORROW.**

**IF WE UNLEASH THE POWER OF YOUNG PEOPLE TO CHANGE OUR WORLD, EVERY GENERATION WILL BENEFIT. THERE ARE MORE YOUNG PEOPLE IN THE WORLD THAN EVER BEFORE. THEIR TIME TO LEAD IS NOW.**

In September 2015, the United Nations adopted 17 Global Goals, a common commitment from every country in the world to address poverty, inequality and climate change by 2030. Unsurprisingly, young people were the loudest voices in developing these goals.

But they also had a bigger message: If we want the world to achieve change, we need to transform how we approach development. The change needs to be big. And it needs to start now.

## TIME TO CHANGE

A new generation is emerging, one that is more active, more connected and more able to lead the change needed than ever before.

Young people in their tens of thousands are taking action at the heart of our communities and demanding deep change to achieve their goals. They are also showing us how to connect; how to bridge the divide between international development and people’s lives – leading to lasting change across the world.

Restless Development is championing a growing movement, led by this new generation. Our vision is that young people everywhere are able to demand and deliver a just and sustainable world.

## WE ARE WILLING TO CHANGE. ARE YOU?

This strategy is not about harnessing the power of youth to do what others think is best. It’s about unleashing youth leadership as an agency of change in its own right. With our **Restless Model** putting youth at the heart of development, we believe we have the key to unlock this potential on a global scale.

When young people all over the world are able to say, ‘thanks, we’ll take it from here’, we’ll know we have succeeded...

This document shares our ambitions for change by 2030, and explains how we intend to enable young people, and indeed everyone, to work towards this vision over the next five years. We hope you will join us on our journey.

**‘I am counting on young people to be future agents of change and torch bearers of the Global Goals.’**

UN Secretary  
General Ban Ki-Moon



# WHAT'S SO SPECIAL ABOUT THE PEAK YOUTH GENERATION?

A quarter of the globe are young people aged 10 to 24. This is the era of **peak youth**.

Never before and never again will there be such a large generation of young people ready and able to deliver change in their communities.

This is not just a demographic statistic. It is a historic opportunity.

## REWRITING THE NARRATIVE

Much has been written about the threat of this largest youth generation in history. Almost 9 out of 10 young people live in developing countries. Around half live on less than \$2 a day\*. In many parts of Sub-Saharan Africa and Asia, these young people will be entering labour markets where there is little waged work and little chance of escaping poverty.

But there is another, much more exciting outcome emerging. As Justine Greening, former UK Secretary of State for International Development, said:

'...the flip side is, if [this generation has] productive work then income levels in the poorest countries could increase faster than at any other time in their history. So peak youth needs to be able to equal peak growth.'

## YOUNG PEOPLE ARE THE FUTURE, BUT ALSO THE NOW

The truth is the peak youth generation is more educated, tech-savvy, connected and involved than ever in history, and it is already taking up a leadership role. It is taking action.

And for the first time we have clear Global Goals agreed worldwide, which young people played a big role in forming and will play an even bigger role in achieving.



\* [www.unfpa.org](http://www.unfpa.org)

# THE POTENTIAL IMPACT OF 1.8 BILLION YOUNG PEOPLE

**'My petition is just the beginning. Let's believe in ourselves, if we use our voices, we will be heard and we can change our lives for the better.'**  
Eva, Tanzania



## Meet Eva

In 2015 young people from Eva's village in rural Tanzania wrote to their government to ask for clean water and safe toilets at their school. In the meantime, Eva also wrote to US President Barack Obama. She not only heard back but he directed the last five minutes of his speech at the UN launch of the Global Goals to her. With this traction Eva launched a petition, **#StandWithEva**, now with 150,000 signatures, ensuring her leaders keep the promises of the Global Goals and help her community access clean water.

There are millions just like Eva...

## LET'S DIAL IT UP



...to  
**2,300**

young people just like Eva who raised their hands to stop a national crisis and so were at the heart of ending Ebola in their country, Sierra Leone. When it mattered most, young people volunteered on the front line, rapidly embedding themselves in communities to lead the response. These young leaders engaged over 10,000 communities, encouraging safe burials, early treatment and the social acceptance of survivors.

...to  
**115,000**

young people who launched the global **#YouthPower** campaign. On UN Day of Youth 2015, 115,000 young people organised over 100 events and marches in 80 countries as part of Action/2015 to pressure leaders to make ambitious global goals on poverty, inequality and climate change, and to bring millions of young people to the table.

...to  
**1.8 billion**

A quarter of the globe are young people, aged 10 to 24. In this era of **peak youth**, the largest youth generation in history are demanding and delivering change, just like Eva.

**The rest of us have one choice –  
to support that change or miss  
the opportunity.**



# AN AMBITIOUS PLAN FOR THE NEXT FIVE YEARS

The **peak youth** generation is changing the world, and **Restless Development will support them** to do it.

Our vision for **2030** is that **young people demand and deliver a just and sustainable world.**

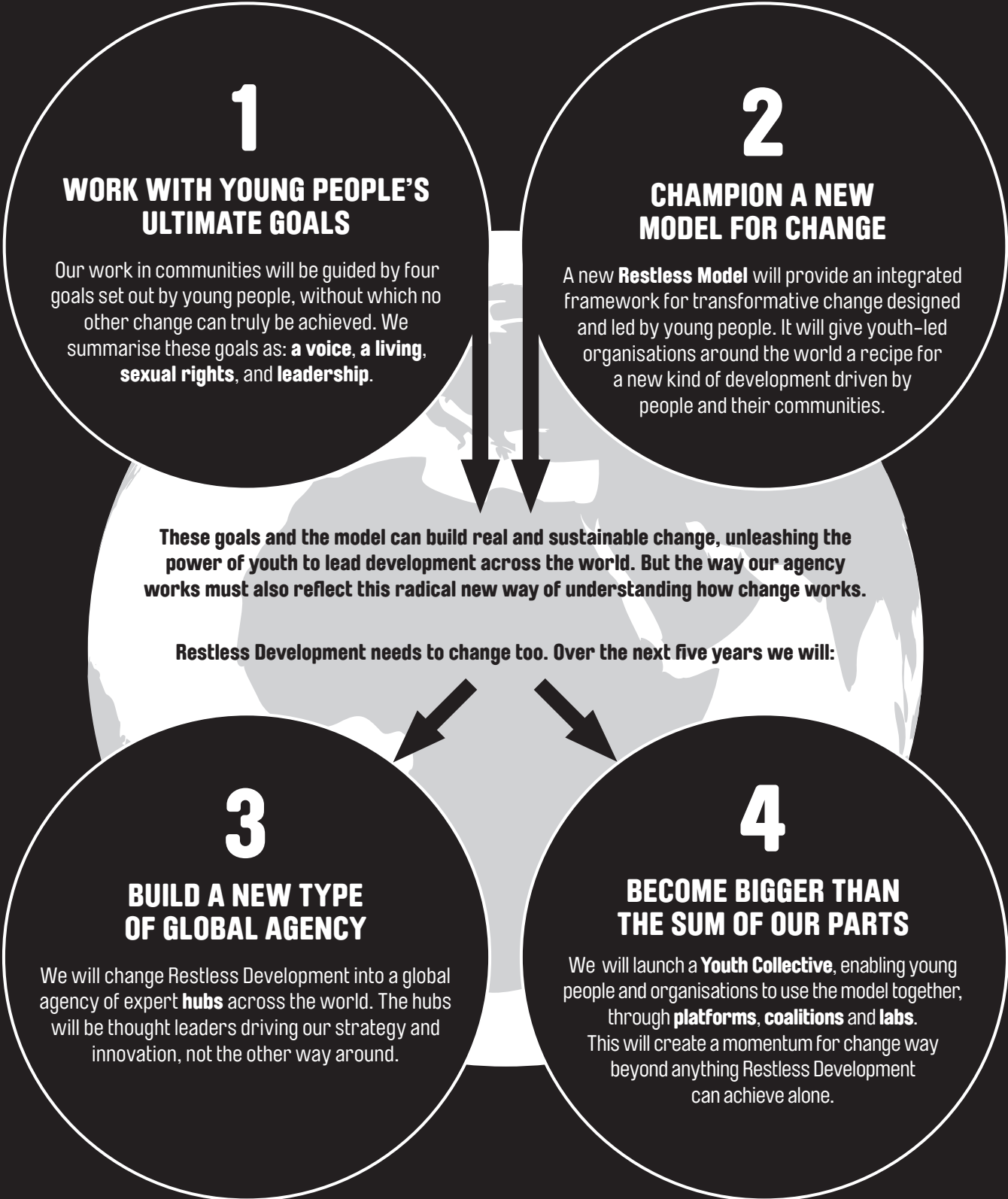
This document sets out our first **five-year plan** towards achieving this vision in **four connected ways.**

**‘This generation must be ready to respond to the big challenges the world throws at them. Our role is to be the enablers, ensuring young people all over the globe are equipped to demand and deliver a just and sustainable world for all.’**

Nik Hartley, Chief Executive, speaking at the launch of the UN Global Goals in New York, September 2015



# How will we do it?



# 1

## Work with young people's ultimate goals

The peak youth generation will be vital to achieve the United Nations Global Goals adopted in September 2015.

They have been the largest demographic influencing their creation and how they are delivered.

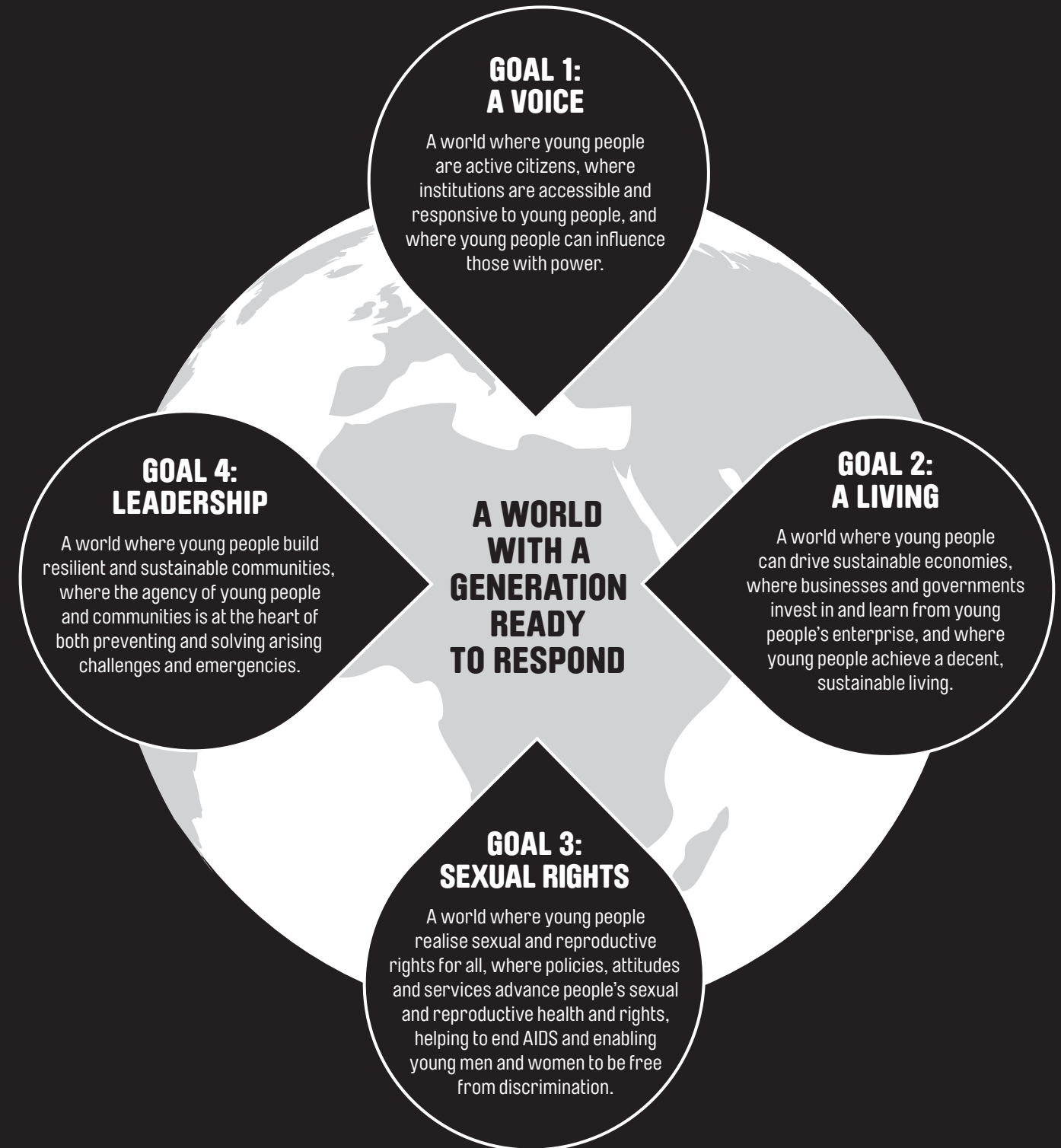
We have done a lot of listening to young people over the last 30 years, and particularly during the development of the Global Goals. During our 'Big Conversation' to develop this strategy, we consulted with 5,000 young people across 64 countries.

The peak youth generation want to see all 17 Global Goals realised, and they know that by 2030, success or failure will be in their hands, but our consultation also revealed unified priorities for specific changes that young people are demanding.

Whether refugees on the edge of a war, or urban youth forging further education, they all demand four enabling goals. **A voice, a living, sexual rights and leadership.**

**When young people have a voice as active citizens, a sustainable livelihood, can realise their sexual and reproductive rights, and are supported to realise their leadership potential, amazing things happen.**

**OUR GOALS:  
SUCCESS IS THE  
MEETING POINT  
BETWEEN THESE  
FOUR PRIORITIES**





# 2

## Champion a new model for change

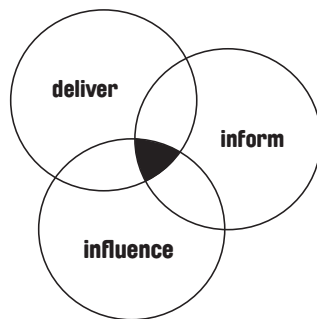
The development sector is facing a historical challenge: to hand over the ownership of development to the communities that we serve, while also translating impact into lasting change.

Present structures are simply not set up to achieve this. Community engagement by international and national development systems – government and non-government alike – is mostly set up to work with, but not be driven by the agency of those we engage. This removes ownership and therefore the ability to build real, sustainable change at the heart of all of our countries and communities.

### THE RESTLESS MODEL

The **Restless Model** recognises a new paradigm for development is emerging, driven by a new generation across the globe, one that builds power in individuals, communities and countries. It recognises that transformative change only happens when the individuals involved not only deliver, but also influence and inform every aspect of development at the same time.

We have learnt that when you connect this model with the power of the peak youth generation, who are already taking action, the potential for change is amazing. Whether responding to an earthquake or building long-term HIV prevention in schools, when development hands over not just delivery, but knowledge, influence, and ultimately control, it truly achieves, impact and long term change.



#### deliver

Where young people directly improve lives through community engagement and mobilisation, with youth leadership at the heart of all interventions.

#### inform

Where young people create and share evidence and understanding of the real life experience of communities where young people live and work. They act as a knowledge bridge between communities and the institutions that serve global development.

#### influence

Where young people change the cultural norms, policies and systems that affect people's lives, driving accountability from the centre to governments and aid agencies.

### A REPLICABLE MODEL

As well as guiding all of our own work, the **Restless Model** will give organisations around the world a recipe for a new kind of development driven from the ground up. We will share it with youth-led organisations who want to create lasting change in their communities, and we will support them through its implementation.

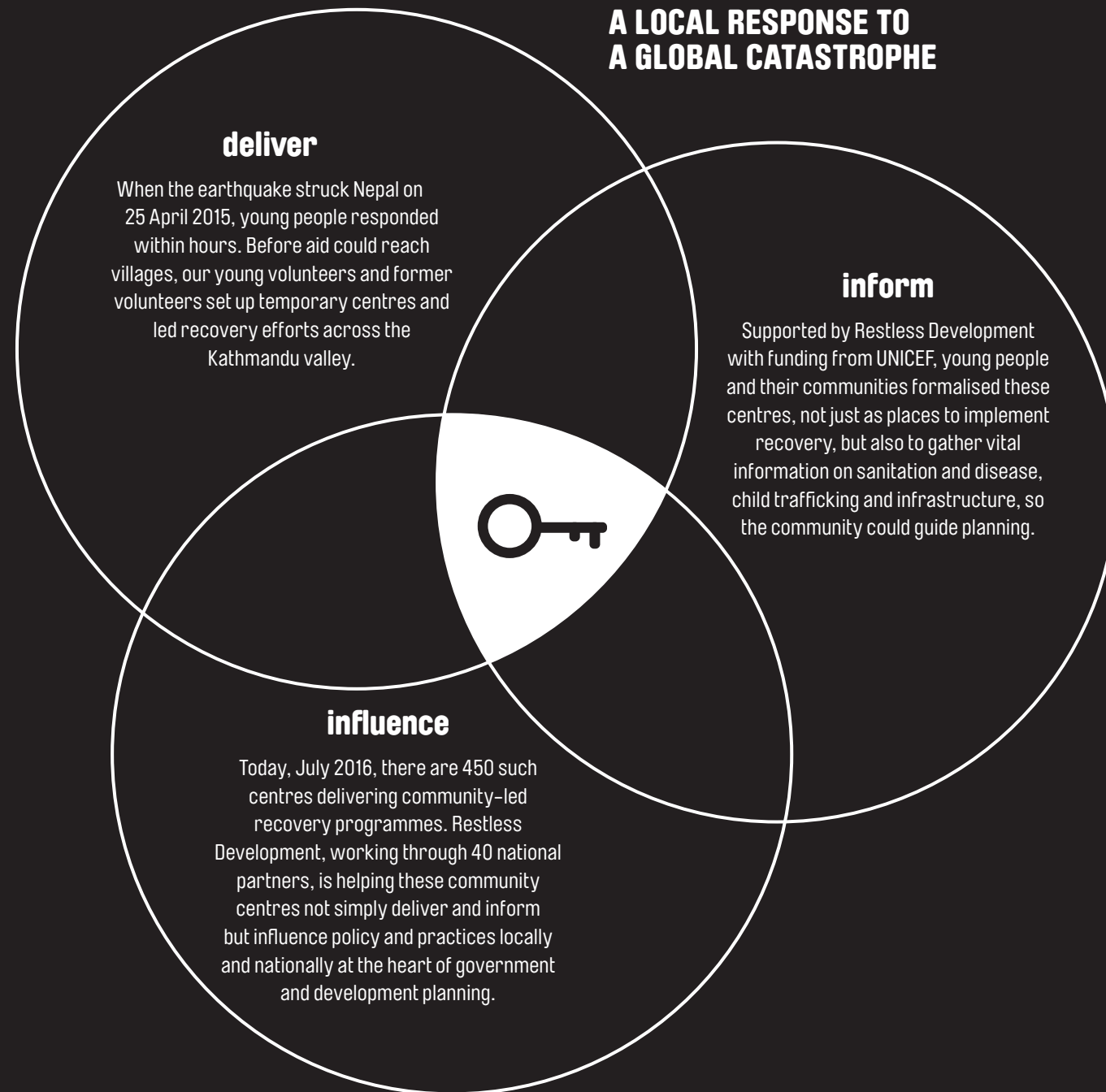
By sharing our model with the world, we can make the scale of change far bigger than Restless Development could achieve by itself.

**'The world desperately needs to see that young people and their organisations are effective at leading development. That's where Restless Development's Model has and must lead the way. We need more of it.'**

Ahmad Alhendawi,  
UN Secretary  
General's Envoy  
on Youth

## THE RESTLESS MODEL IN ACTION

### A LOCAL RESPONSE TO A GLOBAL CATASTROPHE



#### deliver

When the earthquake struck Nepal on 25 April 2015, young people responded within hours. Before aid could reach villages, our young volunteers and former volunteers set up temporary centres and led recovery efforts across the Kathmandu valley.

#### inform

Supported by Restless Development with funding from UNICEF, young people and their communities formalised these centres, not just as places to implement recovery, but also to gather vital information on sanitation and disease, child trafficking and infrastructure, so the community could guide planning.

#### influence

Today, July 2016, there are 450 such centres delivering community-led recovery programmes. Restless Development, working through 40 national partners, is helping these community centres not simply deliver and inform but influence policy and practices locally and nationally at the heart of government and development planning.



# 3

## Build a new type of global agency

**The way our agency works MUST reflect our radical new way of understanding how change works.**

We will therefore become a truly global agency, driven by ten **hubs** across the world. These hubs will no longer simply deliver development, but will also act as thought leaders for all our work.

This is a clear move away from the traditional structure of an international non-governmental organisation and recognises the role of an agency that believes it must not just deliver, but offer expertise, support and innovation for youth and partners around the world, wherever they are based.

### AS WE DEVELOP THIS STRATEGY EACH HUB WILL:

Deliver against young people's four goals (**a voice, a living, sexual rights and leadership**) by building, testing, scaling and delivering the **Restless Model**.



Offer expertise, innovation and research through the continuing development of a **Youth Collective**.



**The result will be an agency better able to convene, advocate and empower young people and youth agencies to lead change. It will enable us to collaborate with partners and governments who share our vision for young people to be at the forefront of achieving a just and sustainable world for all.**



# 4

## Become bigger than the sum of our parts

A new **Youth Collective** will unleash the power of youth-led change on a far bigger scale than we could achieve by ourselves. Through it we will use and promote the **Restless Model** for development, offering expertise, innovation, research and youth-led programmes around the world.

We will bring together people, organisations and resources to create a driving force for youth-led change. Some of this work will be led by us, much more will be led by young people, as well as governments, partners and private sector organisations who make up the collective.

**Over the next five years we will focus on developing three new sets of spaces as part of our Youth Collective: platforms, coalitions, and labs.**

### PLATFORMS

**We will develop platforms, both digital and offline that young people can access to lead change through their own ideas and innovation.**

These will be spaces where young people can leverage and contribute to campaigns, access decision-makers and connect to thousands of other young people. Our platforms will be the place to go to volunteer, campaign on issues they care about, access training and opportunities and connect with other like-minded young people.

### COALITIONS

**We will form coalitions of youth-led development agencies that partner-organisations can join and invest in.**

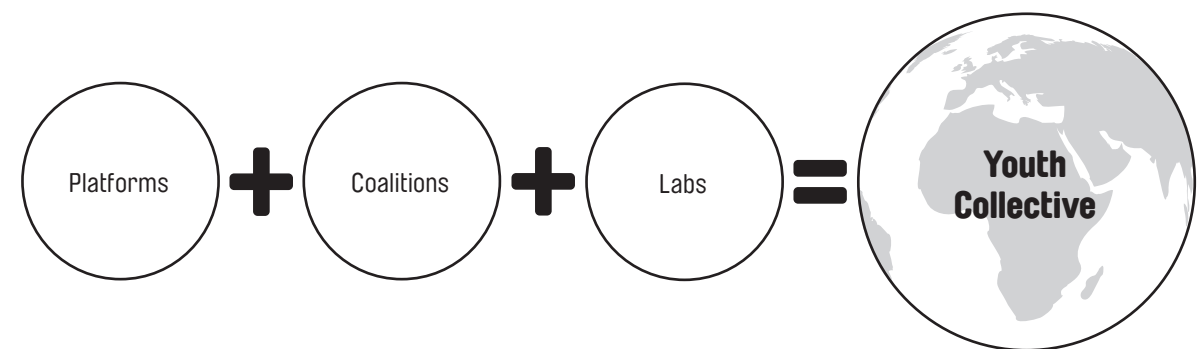
These coalitions will support youth-led agencies working on the ground, all over the world, providing spaces for partners to access training and technical support to develop their organisations and to leverage a greater impact. The coalitions will become the kite-mark for high quality youth-led interventions.

Restless Development will convene coalitions for governments, aid agencies, companies and bigger NGOs when they want to deliver an effective youth-led response to issues they're dealing with.

### LABS

**We will build youth-led labs; places where knowledge, insight, research and experience are shared.**

The labs will be learning spaces for young people and grassroots youth organisations seeking knowledge and resources to increase their influence and capability. They will also be research resources for partner governments, aid agencies, companies and civil society agencies looking to build increased understanding, insight and access to youth perspectives and leadership for their ambitions.



# WHERE WILL WE BE BY 2021?

During our last global strategy (2011–2015) we made sure young people's voices influenced the development of the Global Goals, affected policy direction in their own countries and most importantly could bring about change at the heart of their own communities.

Restless Development worked with 12,000 young volunteer leaders from all over the world, creating change for communities in 25 countries.

This document has set out our vision for 2030 and a plan of action that will guide our work for the first five years of that vision.

## By the end of 2021 we will have:

- Delivered on a set of specific targets\* against the four goals set out by young people: **a voice, a living, sexual rights and leadership**, through 20,000 volunteers mobilising 2.5 million young people across the world.
- Shared our **Restless Model** through our **Youth Collective** – a driving force for youth-led change set up by us, but powered and led by the 2.5 million young changemakers who we have mobilised, 500 local youth-led organisations and 50 international organisations and companies who will make up the collective, across 35 countries.
- Restructured our own agency to reflect the **Restless Model**, putting our leadership and direction within the hands of our **hubs** across the world (initially in ten countries).
- Built a body of evidence for the power and impact of youth-led development.

## THROUGH THIS WORK WE WILL BE SUPPORTING THE WORLD TO ACHIEVE THE AMBITIOUS GLOBAL GOALS RATIFIED BY THE UNITED NATIONS, AND ACHIEVING OUR OWN VISION FOR 2030, WHERE YOUNG PEOPLE DEMAND AND DELIVER A JUST AND SUSTAINABLE WORLD.



\*A full set of targets will be available from December 2016.

# RESTLESS DEVELOPMENT

## Want to join us?

The world is waking up to the power of the peak youth generation. They are changing the face of international development.

We are developing a model to bring them to the centre of all our ambitions for a just and sustainable world.

Join us.

## RESTLESS DEVELOPMENT

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