





UNFPA Vision

...every woman, man and young person deserves to enjoy a **life of health** and **equal opportunity**.. we work to make sure every pregnancy is wanted, every birth safe, every young person free of HIV/AIDS, and every girl and woman treated with dignity and respect.





What UNFPA does

- Improving Reproductive Health
- Making Motherhood Safer
- Supporting Adolescents & Youth
- Preventing HIV Infection
- Promoting Gender Equality
- Securing Essential Supplies
- Assisting in Emergencies
- Advancing Sustainable Development





A Youth Story Campaign





A Youth Story Campaign

OBJECTIVES

- To inform and empower youth on sexual and reproductive health and rights; responsible and safe behavior
- To create demand for sexual and reproductive health education among young people





A Youth Story Campaign

ACTIVITIES

- Interactive sexual health information website
- Youth events (festivals, concerts, etc.)
- Peer education & advocacy workshops





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UNFPA - TYPES OF PARTNERSHIPS

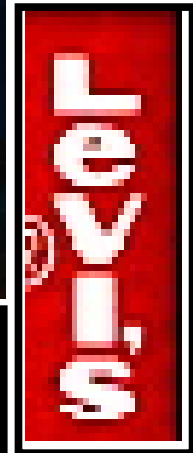
- Providing financial and in-kind resources
- Mobilizing resources from other businesses, building alliances
- Providing visibility for the projects and awareness raising through use of existing channels, reach and networks
- Participating in advocacy as actors in development
- Enabling access to workforce



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PARTNERSHIP CRITERIA

- Display corporate responsibility and leadership in the community
- Have a history of socially-responsible behavior
- Have a positive public image
- Similar target groups
- Youth friendly - can influence behaviour
- Networks to reach young people





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RESOURCES

- Levis: cash contribution, access to advertisement agencies, logistics/distribution channels, promotion channels, in-kind campaign materials, support to media strategy
- MTV: free airtime, free productions, shootings, website, design of campaign materials, support to media strategy
- World: cash contribution, website for fundraising



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RESOURCES

- Reach to UNFPA's local expertise and networks
- Association with UN brand
- Access to youth networks
- Connection to target groups





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RESULTS

- 200.000 young people reached through internet
- 8 music festivals, 50 university festivals
- 150 young people from 30 cities trained on advocacy
- local events – local authorities





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ASSESSMENT – KEYS TO SUCCESS

- MTV, Levis already CSR communication
- MTV-UNFPA HQ level partnership (Staying Alive campaign, Me campaign)
- overlapping target groups
- sensitive topic, companies who are not afraid to touch this topic
- strong marketing and communicating channels
- bank involvement – fund raising through clients



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ASSESSMENT - CHALLENGES

- Clear communication of UN guidelines regarding appropriate partner visibility
- Achieving balance in terms of recognizing different partners without in any way overshadowing the purpose, effectiveness, or integrity of the campaign
- Conflict with other channels – materials without partner logos



Further details

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