CONCEPT NOTE

ADVOCACY VIDEO ON THE ROLE OF YOUTH IN DEMOCRACY

July 2012

UNDP Regional Service Centre for Eastern and Southern Africa (RSC-ESA), Johannesburg, South Africa
Young people are empowered when they realize that they have or can create choices in life, are aware of the implications of those choices, make informed decisions freely, take action based on those decisions and accept responsibility for the consequences of their actions. Empowerment also means having the ability for supporting enabling conditions under which young people can act on their own behalf, and on their own terms, rather than at the direction of others. These enabling conditions fall into major categories such as an economic and social base; political will, access to knowledge, information and skills, adequate resource allocation and supportive legal and administrative frameworks; a stable environment of equality, peace democracy and positive value system. – African Youth Decade 2009-2018 Plan of Action: Accelerating Youth Empowerment for Sustainable Development

Introduction

Background

UNDP and Youth:

UNDP’s approach to democracy is to support institutions and processes that are more responsive to the needs of ordinary citizens, including the youth. It also supports the ability of people to effectively participate in democracy. UNDP supports countries ability to include youth in electoral and legislative systems, improve youth access to justice and basic services. Through its programmes, UNDP brings public officers, youth, women, children, men and other members of community fostering partnerships and sharing ways to promote participation, accountability and effectiveness at all levels.

What is Youth?:

Most UN organs and organizations such as the General Assembly define ‘youth’ as the population segment between 15 and 24 years of age. However, in the context of political participation, age-related exclusion reaches typically beyond the threshold of 24 years. Individuals under the age of 35 are rarely found in formal political leadership positions. Many international NGOs and organizations active in the political arena define youth as all individuals between 18 and 35. The African Union Youth Charter for example states that ‘youth or young people shall refer to every person between the ages of 15 and 35 years.’

Youth and young people are not a homogeneous unit. Like other population groups their experiences, personal characteristics, age, education level, socio-economic status, gender, economic situation, regional location, religion etc will lead them to have differing experiences, expectations and opportunities in life, and deeply impact each individual’s motivations for participation and empowerment.

Ultimately, this makes it difficult to deliver a single nuanced policy, or activity aimed at the ‘youth’ which is able to successfully capture all youth groups. Thus, it will might prove necessary in the long term to develop specialized policies alongside generalized ‘youth’ policies, that are aimed specifically at increasing inclusion/ capturing youths who face multiple and intersecting disadvantages, and thus are more prone to isolation, marginalization and discrimination in society than ‘youths’ in general ie female youths, disabled youths, youths from conflict areas or rural youths.

Why youth – youth as a disadvantaged group:
Globally, youth, along with women and the disabled, are recognized as being amongst the most vulnerable population groups. As a whole they are disproportionally affected by internal and external crisis, including economic downturns, environmental change and national disasters, and human security breaches. In Africa, where an estimated 60 – 70% of the population are under the age of 35, the effects of this disadvantage, and the negative impact such disadvantage has for the establishment of secure, equitable and sustainable democratic States is particularly evident. It is an unfortunate reality that the majority of African youth continue to face: unemployment, underemployment, lack of skills, relevant education, access to capital, unmet need for health-related information and services including those related to diagnosis, treatment and care of those living with HIV and above all, prevention of new HIV infections among them. This situation is even more accentuated among rural areas. \(^1\) As a result, African youth find themselves disengaged and disenfranchised from the democratic process, with many being denied the opportunity to fully develop their potential and contribute effectively to the realization of the declared Vision and Mission of Africa leaders and themselves.

**Democratic Governance and the Role of Youth**

Yet, youth must form a real and substantive part of Africa’s future development plan if sustainable and equitable growth is to be a real option for the region. Notwithstanding the challenges of youth, demographics and genetics poise them to be potentially the greatest factor in democracy. They are the largest section of the population in most countries, have the savvy to communicate effectively, cheaply and innovatively and have the energy and drive to affect democratic change.

The fact is that Africa is largely made up of a youth population, and the movement towards social development and democracy must include 70% of its entire population. The youth question is a democratic and developmental one. No country, region or continent can claim to practice democracy by marginalizing a majority of their population. This is a recipe for social disaster. Another fact is that the youth can be and are the engine of Africa’s development. They are the resource that needs to be engaged to drive this continent ahead. \(^2\) It is essential that Africa’s development agenda provide an enabling environment where youths human rights are fully protected allowing for innovative personal development and empowerment and which provides them with the tools to be responsible and contributing citizens.

In instances where social, political and economic structures allow for real inclusion of youth in the democratic processes they can be an enormously influential and powerful tool towards peaceful democratic change. In 2009, 2010 and 2011 youth fundamentally influenced democracy throughout the world. In the 2008 USA presidential elections, American youth preferred Barak Obama over John McCain by a ratio of 2:1. The rest as they say is history. Likewise, the passing of Kenya’s constitution, arguably one of the most democratic in the world today, can be largely attributed to the efforts of its youth. In the 2010 referendum that brought the constitution into being, close to 70% of the eligible voters were youth. More than 80% of the voting youth voted in favour of the draft constitution. However, where youth face long term entrenched isolation from democratic, and economic processes the State leaves itself vulnerable to instability, social unrest, and in the most extreme case total collapse of the State. Where youth no longer feel they are invested in or connected to the State

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\(^1\) African Union (2011) African Youth Decade 2009- 2018 Plan of Action: Accelerating Youth Empowerment for Sustainable Development

as an institution energy and enthusiasm for change can turn sour leading them to revolt, often violently, against their perceived suppressors.

The most recent and obvious example of this occurring lies with the Arab Spring phenomena. Tunisia for instance is one of the world’s fastest growing economies in Africa but ignoring the needs of the youth led to the social uprising demanding change. This trend is not unique to ‘North Africa alone, it can happen to any part of Africa at any time if the youth question is not addressed.’ In Zimbabwe, for example youth, especially those recruited in the National Youth Service (NYS) Program and those recruited into the youth wings of political parties, have been associated with decades of extreme political violence. Likewise in Kenya, militia groups, mainly composed of youth (mungiki, kamjesh etc), routinely extort from businesses thereby discouraging investment in retail, housing and transport. They are also perennially mobilised for political violence during elections.

The issue, thus is how, can Africa best engage its youth populace in democratic processes in a real and meaningful way to ensure that their energies are channelled in a constructive manner towards achieving real sustainable and human rights focused development in line with the MDGs?

**Normative framework on youth engagement:**

Within Africa, a growing recognition of the importance of youth has directly led to the development of a robust normative framework for youth empowerment in the African region, at a local, national and regional level (see appendix 1.). Central to this framework has been the *African Youth Charter* (The Charter). Endorsed in 2006 by the African Union the Charter is the political and legal document which serves as the strategic framework that gives direction for youth empowerment and development at continental, regional and national levels. It addresses both the rights and responsibilities of youth, and implementation will enable the continent to maximize the potential of its youth, entrench a culture of responsible African citizenship, and ensure that young people are gainfully employed in the development, peace building and engendering prosperity. The Charter aims to strengthen, reinforce and consolidate continental and regional partnerships and relations; furthermore, it gives priority to youth development on the African Union’s development agenda.

The Assembly of Heads of States and Governments of the African Union also declared the years 2009 to 2018 as the Decade on Youth Development in Africa, during the Executive Council meeting held in January 2009 in Addis Ababa, Ethiopia. This declaration has been accompanied by the development of a Plan of Action for multi-sectoral and multidimensional engagement of all stakeholders towards the achievements of the goals and objectives of the African Youth Charter, and is aimed at ensuring a more coordinated and concerted effort towards increasing youth empowerment and development.

**Supporting the goals of the Charter:**

Ensuring the successful delivery of the Charter’s vision calls for, among other factors, the investment in and implementation of innovative, comprehensive and holistic youth development programs and projects. In this regard there is a demand for a shift away from seeing youth merely as beneficiaries of projects towards a more active approach that values them as assets. Youth participation and programs should works for the benefit of youth (as target beneficiaries), with youth as mentees,

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partners, and as leaders. Programs must give them the opportunity to be involved in a real and meaningful way, and should not merely be used symbolically and should aim to showcase young people's skills, knowledge and aspirations.

Further, youth must be understood as key stakeholders in decision making not only in youth issues, but in all areas of political, economic and social life, as youth have just as great of a stake, if not more so, in the future of the State as traditional stakeholders. In this regard youth programs must not look to isolate or place youth in a 'silo,' but should aim to encourage cross generational dialogues, and should aim for the substantives inclusion of youth in decision making positions across both the public and private sector.

Finally to ensure best practice outcomes programs must based on best practices and lessons learnt to ensure ongoing quality and scope of programming for youth development, and should underlined by the following principles:

- **Participation:** Meaningful participation is multi-faceted and entails the active involvement of youth themselves in all phases of policy and programme development including design, management and decision making as well as monitoring and assessment of activities. There must also be proactive engagement with youth from marginalized and vulnerable groups.

- **Innovation:** Programmes must look at innovative ways of reaching out to youth. Far too often programmes remain disconnected from youths realities, failing to resonate with youth audiences, and thus ultimately causing projects and programs to fall short of expected results. This is not an easy ask, as youth and interests of youth are an ever shifting reality. The effort taken to look beyond the box however is worth it. Those programs which are steeped in creativity, can and have proven to pay great dividends responding not only to youth’s needs but also contributing a sustainable intervention that has wider significance beyond the specific activity or programme.

- **Capacity enhancement:** Youth development, empowerment and leadership programmes must include capacity building activities. Programs cannot be dictated to youth populations, but rather must seek to include them throughout the entirety of the process. This means linking activities/ programs directly to needed outcomes for the youth, including future livelihood opportunities. All stages of youth programs should be aimed at empowering youth, and thus should include youth at all stages.

- **Knowledge and rights based approaches:** Programs must be based around a holistic perspective on youth development issues rather than a narrow or sectoral response to the needs of youth. Further program designers must invest time and resources to find out relevant and accurate information about the primary beneficiaries, the youth and their families and communities prior to implementation of the program, and to ensure that the project implemented it not simply a top down exercise, but also is a bottom up, and horizontal one too. Also projects must remain flexible and be willing to change their direction when it becomes obvious that the knowledge received/ produced is not delivering the desired results.

- **Community engagement and commitment:** Participation and engagement of the community – including parents, teachers and local entrepreneurs – is a critical factor in the success of

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5 UNFPA and AUC (2007) *African Youth Development and Empowerment: Sharing Experiences that Work*
UNFPA and AUC, 11-16
youth-focused development activities. There needs to be a buy in by all stake holders all stages from design to implementation to evaluation so to ensure community ownership and programme sustainability

- **Intergenerational dialogue**: is a critical strategy for youth participation and inclusion, and as a process to access power. In Africa and the global south, current/older leaders see young people as their children with whom co-leadership is ‘unnatural’ resulting in resistance when youth attempt to ‘share’ the space. Older leaders need to be eased out of this fear and transfer leadership and power. Intergenerational dialogue forms an important model for mentorship and succession planning for successful leadership by the next/younger generation. Global dialogue spaces such as Rio+20, and UN Assemblies and national level opportunities should ensure young people are in the mainstream rather than peripheral discussions on important global and national projects.

- **Creation of accountability systems**: to determine the extent to which youth views, issues and priorities are implemented. This would include for instance developing monitoring indicators that disaggregate data on sex, age, origin etc.

With these goals in mind and with the aim of supporting the African Union in their successful implementation of the Charter the UNDP RSC proposes the development of an advocacy video on and for youth in Africa.

**The importance of media today:**

The presence and intensity of media influences—television, radio, music, computers, films, videos, and the Internet—are increasingly recognized as an important part of the social ecology of children and youth. With increase in globalisation allowing for increasingly affordable and diverse forms of media youths across the world have gained increased access to both traditional and non-traditional media formats.

Technology and social media in particular have become tools to open up social dialogue. In Africa however, ‘tensions are evident between the rapid commercialization and deregulation of traditional media and increasing pressures for a compliant media discourse from commercial and state media proprietors. Social media demonstrates an unprecedented ability for the politically engaged to both bypass and influence traditional information flows, but social media use faces unique circumstances through much of Africa, due to an underdeveloped telecommunications infrastructure, limited (though rapidly increasing) extra-urban mobile access, and bandwidth limitations in many areas.’

Yet, there has been a rapid escalation in social medias use. The use of mobile devices is also skyrocketing amid massive marketing campaigns dominated by a few multinational providers, and the use of tools such as twitter and facebook are rapidly growing. See for example, a recent report on the use of twitter in Africa by How Africa Tweets.

However, while use of social media may be less constrained by government control in Africa than elsewhere, its role remains largely untested in the context of general under-development and limited ICT penetration. Signs of social change brought through the use of mobile technology are evident, being most famously personified in the Arab Springs phenomena, have raised questions about the new nature of information exchange and their links to citizenship, youth mobilization and democracy. Crucial questions remain about whether the apparent efficacy of social media as a

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6 [http://www.aejmc.org/home/2012/02/ecquid-novi/](http://www.aejmc.org/home/2012/02/ecquid-novi/)

political organizing tool beyond state control in North Africa has implications for the rest of the continent.  

However, what is clear is that social media has become a tool of the young, and whilst in other areas of the world usage amongst older populations and decision makers continue to grow within Africa "public figures have not joined Africa’s burgeoning Twittersphere. With some notable exceptions, we found that business and political leaders were largely absent from the debates playing out on Twitter across the continent. As Twitter lifts off in Africa, governments, businesses and development agencies can really no longer afford to stay out of a new space where dialogue will increasingly be taking place."

This is a gap that desperately needs to be bridged if an ongoing structural dialogue between decision makers and young people in Africa is going to occur in a sustainable and ongoing way.

Given the inequitable access to ICT and social media traditional media continues to play a large role in influencing youth in Africa, particular those from underprivileged or marginalised backgrounds. However, traditional media in Africa is replete with youth-dominated violence and intimidation that undermine electoral processes, service delivery, ethnic cohesion, business/economies and democracy in general. Although these are more visible during national elections, they are more prevalent within communities as they compete for natural resources, protest perceived injustices and demand livelihoods.

However, media need not be seen as a negative/destructive influence. Indeed where used properly it can be used to positively influence and motivate youths to become active and conscientious citizens. The challenge is to constantly inspire the youth driving this momentum to act in their own strategic interests by continuously acting in the strategic interest democratic values. The proposed video will engage youth giving them an opportunity to share and learn the values and principles of democracy, the experience of other youth in driving these and advocate the role and responsibility of youth in democracy, while new technologies, will be utilised to increase and strengthen horizontal links across activists. The youth advocacy video when combined with a social media campaign will work to bridge generational gaps, encourage cross generational dialogue and empower young people to shape and contribute meaningfully to a sustainable democratic governance agenda for Africa.

**The Advocacy Video**

**Objective:**

The objective is to provide young people living in Africa with ideas about and experiences of democracy, an opportunity to spark new national and transnational networks and exchanges of good practice. The project should aim to improve young people’s understanding of how democracy works, helping them to make the most of their right to participate in the decision-making structures of a democratic society.

Among other things, the project should aim at developing actions to support a structured dialogue between decision-makers and young people.

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8 [http://www.aejmc.org/home/2012/02/ecquid-nov/](http://www.aejmc.org/home/2012/02/ecquid-nov/)

Aimed at 15 to 35 year olds, the project should focus on such themes as active participation, cultural diversity, social inclusion, gender equity, the future of Africa or other priorities identified in the field of African cooperation, and youth activism as specific to the African culture.

**Method:**

UNDP proposes combining the use of traditional media with new social media in making a socially responsive documentary on the positive and powerful role of youth’s role in democracy and democratic change.

The core of the project will be a documentary on the positive and powerful role of youth in democratic change and democratic deepening in Africa, given their demographic numbers and energies (Egypt, Tunisia, Swaziland, Kenya (2002)

- The role of youth in subverting Democracy (Cote d’Ivoire, Kenya (2007), Zimbabwe, Nigeria); their alienation from democratic processes and the exploitation of their poverty/ignorance to perpetrate political violence.

- The role of youth in accountable and responsive governance (Public service demonstrations in South Africa and Mozambique, Youth and constitutional change in Kenya, Youth and renewal of the city of Lagos)

- The urgent need for youth leadership development in Africa

The democracy will be supported by a social media campaign and you tube clip to try to drive attention towards the video, and to draw attention to the power of youth in Africa. The short 2 minute video imagined is a conceptual offspring of the Social Media Revolution video which can be accessed at [http://www.youtube.com/watch?v=3SuNx0UrnEo](http://www.youtube.com/watch?v=3SuNx0UrnEo). However, rather than looking at social media stats, the focus will be on African youth – and will capture and present in an inspiring manner statistics related to their life (good and bad) and influence/potential influence on African society. This video will have multiple uses. It can be utilized as a way to drive people towards the actual documentary, but will also be useful in drawing wider attention to the power of youth in Africa and has the potential to be utilized in various forums (to open talks on the issue, as a viral internet phenomena etc).

This method is supported by the charter in particular by article 4 ss 2, art 10 ss 2 and 3, - which provide the right to every young person to seek, receive, disseminate information and ideas of all kinds, in any format or media and which promote and encourage the development of youth media.

It also acts to complement Outcome 1 of the African Union (2011) African Youth Decade 2009- 2018 Plan of Action which looks to Enhanced political commitment by AU member States for domestication and accelerated implementation of the AYC by Popularizing and creating awareness on the provisions and utilization of the Charter though formal and informal media channels.

Finally, this method works to support The **UNDP Strategy for Engagement with Youths and Youth Organizations** which specifically recognizes the benefits that can be gained in using media as a tool to engage Youth in the process noting the following:

- **Use entertaining methods and multimedia to catch attention of youth**

  **Example 11:** Prior to Tunisia’s first democratic election in October 2011, UNDP has successfully facilitated various activities in this realm, such as an election song “Enit Essout” (You are the voice). This song went viral and became the “election’s anthem.” Additionally, a “DemocraTweet” voter’s educational game helped to mobilize young
voters in cooperation with a popular radio station.

Example 12: The Australian Electoral Commission conducts a range of creative online and offline activities in order to ensure that young and first-time voters are enrolled. Activities include “Enroll to vote Week,” “Rock Enroll-“concerts and radio programs as well as a “Famous People Vote Too-” campaign.

- Develop interactive online tools to reach out to young voters

Example 13: Online tools can play a role in educating young, computer-literate voters. Online Voting Advice Applications inform citizens about values and programs of political parties and help citizens to identify which political party best matches their own preferences

Using youth to drive the process:

UNDP recommends in line with Articles 11(2), 20 and 26(jj) that youth themselves are involved in all phases of the development of the documentary, ICT media links, and subsequent launch including design, management and decision making as well as monitoring and assessment of activities.

Youth involvement is integral in the development and implementation of the project. Young people can provide accurate insights into the effects of various policies, or lack of policies, on their peers, and can help better define its goals, objectives, and strategies. Youth involvement must be more than just young people being present at a meeting or serving as spokespeople. They should participate in decision making, planning, and implementation of activities.

The need for structured youth involvement in the program is particularly important in the African context where youth unemployment remains inexplicitly high, being at 11.3% in sub-Saharan African, and 24.1% in North Africa in 2008. Some of the key reasons sited for this high unemployment rates include inadequate education, work experience and on-job experience sought by employers. Including African youths in the project could provide them with useful skills and confidence to help empower them to take that first step into the job market.

Expected Outputs
Increased engagement of youth from across Africa in democratic processes to ensure increased and ongoing support of democratic governance and sustainable development throughout Africa.

Duration and budget
The production of the video is expected to take place from August 2012 till December 2012. Its production will be finance from the DGTTF and budget and will cost no more than $60,000.

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10 ILO, 2009
Appendix II: Key Articles from the *African Youth Charter*

**Preamble:**

**CONVINCED** that Africa’s greatest resource is its youthful population and that through their active and full participation, Africans can surmount the difficulties that lie ahead.

**BEARING IN MIND** the international Convention on the Elimination of All Forms of Discrimination Against Women (1979) and the Protocol to the African Charter on Human and Peoples’ Rights relating to the Rights of Women in Africa (2003) and the progress achieved in eliminating gender discrimination, but ever cognisant of the obstacles that still prevent girls and women from fully participating in African society,

**NOTING** with concern the situation of African youth, many of whom are marginalized from mainstream society through inequalities in income, wealth and power, unemployment and underemployment, infected and affected by the HIV/AIDS pandemic, living in situations of poverty and hunger, experiencing illiteracy and poor quality educational systems, restricted access to health services and to information, exposure to violence including gender violence, engaging in armed conflicts and experiencing various forms of discrimination,

**RECALLING** the United Nations World Programme of Action for Youth to the Year 2000 and beyond and the ten priority areas identified for youth (education, employment, hunger and poverty, health, environment, drug abuse, juvenile delinquency, leisure-time activities, girls and young women and youth participating in decision-making), and the five additional areas (HIV/AIDS, ICT, Inter-generational dialogue,) adopted at the 2005 UN General assembly,

**RECOGNISING** that youth are partners, assets and a prerequisite for sustainable development and for the peace and prosperity of Africa with a unique contribution to make to the present and to future development,

**CONSIDERING** the role that youth have played in the process of decolonisation, the struggle against apartheid and more recently in its efforts to encourage the development and to promote the democratic processes on the African Continent,

**REAFFIRMING** that the continuous cultural development of Africa rests with its youth and therefore requires their active and enlightened participation as espoused in the Cultural Charter for Africa,

**GUIDED** by the New Partnership for Africa’s Development Strategic Framework for Youth Programme of 2004 that is working towards youth empowerment and development,

**ACKNOWLEDGING** the increasing calls and the enthusiasm of youth to actively participate at local, national, regional and international levels to determine their own development and the advancement of society at large,

**ACKNOWLEDGING ALSO** the call in Bamako (2005) by the youth organizations across Africa to empower youth by building their capacity, leadership, responsibilities and provide access to information such that they can take up their rightful place as active agents in decision-making and governance,
TAKING INTO CONSIDERATION the inter-relatedness of the challenges facing youth and the need for cross-sectoral policies and programmes that attend to the needs of youth in a holistic manner,

Definition:

“Youth” For the purposes of this Charter, youth or young people shall refer to every person between the ages of 15 and 35 years.

Key Articles:

Article 4: Freedom of Expression

2. Every young person shall have the freedom to seek, receive, disseminate information and ideas of all kinds, either orally, in writing, in print, in the form of art or through any media of the young person’s choice subject to the restrictions as prescribed by laws

Article 10: Development

2. State Parties shall encourage youth organizations to lead youth programmes and to ensure the exercise of the right to development

3. State parties shall:
   a) encourage the media to disseminate information that will be of economic, political, social and cultural benefit to youth

   b) promote the development of youth media for the dissemination of information to young people

   c) encourage international co-operation in the production, exchange and dissemination of information from both national and international sources that are of economic, social and cultural value to youth

   d) provide access to information and education and training for young people to learn their rights and responsibilities, to be schooled in democratic processes, citizenship, decision-making, governance and leadership such that they develop technical skills and confidence to participate in these processes

Article 11: Youth participation

2. State Parties shall take the following measures to promote active youth participation in society

   e) provide access to information such that young people become aware of their rights and of opportunities to participate in decision making and civic life

   i) Provide access to information and services that will empower youth to become aware of their rights and responsibilities

Article 13: Education and Skills development

2) The value of multiple forms of education, including formal, non-formal, informal, distance learning and life long learning, to meet diverse needs of young people shall be embraced

3) The education of young people shall be directed to:
a) The promotion of holistic development of the young person’s cognitive and creative and emotional abilities to their full potential

**Article 20: Youth and Culture**

1. States Parties shall take the following steps to promote and protect the morals and traditional values recognised by the community:

   e) Harness the creativity of youth to promote local cultural values and traditions by representing them in a format acceptable to youth and in a language and in forms to which youth are able to relate;

   g) Promote inter-cultural awareness by organising exchange programmes between young people and youth organisations within and across States Parties.

2. States Parties recognise that the shift towards a knowledge-based economy is dependent on information and communication technology, which in turn has contributed towards a dynamic youth culture and global consciousness. In this regard, they shall:

   a) Promote widespread access to information and communication technology as a means for education, employment creation, interacting effectively with the world and building understanding, tolerance and appreciation of other youth cultures;

   b) Encourage the local production of and access to information and communication technology content;

   c) Engage young people and youth organisations to understand the nexus between contemporary youth culture and traditional African culture, and enable them to express this fusion through drama, art, writing, music and other cultural and artistic forms;

   d) Help young people to use positive elements of globalisation such as science and technology and information and communication technology to promote new cultural forms that link the past to the future;

**Article 26: Responsibilities of Youth**

Every young person shall have responsibilities towards his family and society, the State, and the international community. Youth shall have the duty to:

   e) Engage in peer-to-peer education to promote youth development in areas such as literacy, use of information and communication technology, HIV/AIDS prevention, violence prevention and peace building;

   j) Defend democracy, the rule of law and all human rights and fundamental freedoms;

   k) Encourage a culture of voluntarism and human rights protection as well as participation in civil society activities;