



unitar

United Nations Institute for Training and Research



IRL

INSTITUTE for RESPONSIBLE LEADERSHIP

WEBINAR

# YOUTH LEADERS, SOCIAL MEDIA AND RESPONSIBLE LEADERSHIP



27 April 2022



16:00 (CET)



## Background

Youth leaders are vital to moving the world towards the exercise of greater responsibility – not least in terms of the United Nations Sustainable Development Goals. This is illustrated by the high profile cases of Greta Thunberg and Malala Yousafzai and their great achievements in the areas of climate change and female education respectively. These leaders, however, are only the tip of a very large iceberg of youth leaders in a turbulent and challenging world.

Of particular significance here is the much larger extent to which youth use the social media as a means of communication. This makes the role of social influencers, who are rarely acknowledged as leaders in this context, especially important. One key question is whether their leadership is a force for the good – and how it might be channelled to a greater degree in a more responsible direction in future based in part on the changing relationship of the United Nations with the private sector.

The United Nations-endorsed Institute of Responsible Leadership (IRL) and the United Nations Institute for Training and Research (UNITAR) are convening a virtual discussion on youth, social media and responsible leadership which will be covered from a variety of perspectives from around the world.

## Objectives

Using case studies, the webinar aims to consider the following main issues:

- The importance of youth as a key part of responsible leadership in national/global contexts
- The contribution that youth can make to the United Nations Sustainable Development Goals
- The role of social media by young people in propagating a responsible leadership philosophy
- The need to engage a new kind of responsible leader using such media – social influencers
- The mechanisms by which social influencers can become more responsible leaders.

## Target audience

The event is open to interested members of the public from academia and elsewhere – not least those concerned with policy and practice in relation to youth leadership and the use of social media.

## Format

The virtual session will be hosted via the Zoom platform and is open to all. It will start with welcome remarks and will be followed by a keynote presentation and a discussion based on the views of a panel with a mix of more experienced and youth participants chaired by a moderator.

*Join us!*

**Register here!**

Or go to: [https://us02web.zoom.us/webinar/register/WN\\_o-WMkzfaSCG2N-jxKp1hcQ](https://us02web.zoom.us/webinar/register/WN_o-WMkzfaSCG2N-jxKp1hcQ)



Programme

**4:37 pm | The role of social media by young people in propagating a responsible leadership philosophy**



**Ms. Nadia Ahmed Abdalla**  
Chief Administrative Secretary (Deputy Minister) at the Ministry of ICT, Innovation & Youth Affairs, Kenya

**4:45 pm | Medonations, a Lebanese NGO dedicated to assisting all the Lebanese with their medications, medical treatments, and surgeries, and supporting the most vulnerable students with their education**



**Ms. Marina El Khawand**  
Founder of Medonations, human rights activist, Lebanon

**4:53 pm | Young international leaders and the value of environmental participation**



**Mr. Adrian Sladdin**  
Director at Seventh Wave Corporate Training, Safer Gambling Consultant, Director at Seventh Wave education Group, Director at EnviroEducation

**5:00 pm | International organisations and their role in developing and preparing young people for responsible leadership by active engagement**



**Mr. Mike Eldon**  
Director of the Institute for Responsible Leadership (IRL)

**4:00 pm | Opening Remarks**



**Mr. Alex Mejia**  
Director, Division for People and Social Inclusion  
UNITAR

**4:15 pm | Introduce the keynote speaker by moderator**



**Ms. Julie Search-Whittaker**  
CEO of the Institute for Responsible Leadership (IRL)

**4:17 pm | Keynote speaker**



**Mr. Sebastian Hoffbauer**  
Associate of the Institute for Responsible Leadership (IRL)

**5:08 pm | Q&A and closing remarks**

**Moderator**

