

1M2030 Learning Series

Conversations Rooted in Action



INVITATION FOR SUPPORT

DEAR FRIENDS,



They are poised and ready: Whether it is the pandemic, social and racial injustice, climate change, poverty or any of the many global issues facing us today, there are millions of youth ready to create solutions to real world-wide problems.

And we are ready to listen... with platforms for them to SPEAK OUT.

Barbara Harrison Media Inc. takes great pleasure inviting you to experience and support a new global initiative that gives youth around the world a voice: Our Kids Speak Out program welcomes a new partnership with The 1M2030 Learning Series: Conversations Rooted in Action developed with the United Nations Institute for Training and Research (UNITAR) and its 1M2030 youth initiative. The 1M2030 project is a challenge to ONE MILLION YOUTH to enhance their social ventures. 1M2030 does this by building necessary practical skills of youth, by connecting them with global experts, by enhancing their visibility, and by connecting them to a global movement.

What makes this partnership so profound and completely unique is that each month the 1M2030 Learning Series' selected topic is developed in three different mediums; the Comin Up Next Podcast, the Kids Speak Out interactive YouTube television channel and the live Works in Progress webinar. All three explore different aspects of the same theme for an online audience of young people drawn from every corner of the globe. The 1M2030 Learning Series' mission is to promote global youth leadership for the next decade and beyond.

Each event is developed in conjunction with input from world class experts in the field of all ages and crafted to exceed existing production standards for that medium. Moreover, whatever the form the event takes, be it podcast, YouTube television channel or live webinar, the subject matter is relevant, immediate and engaging to youth. The 1M2030 Learning Series is tackling such topics as racial and social injustice, climate change, poverty, hunger, refugee and immigration issues, internet technology and its availability in developing communities and much much more.

The three components of the 1M2030 Learning Series are the Coming Up Next Podcast, the Works in Progress Webinar, and the Kids Speak Out YouTube television channel. All three ventures are hosted by Barbara Harrison, a 35 year veteran journalist and anchor with 19 Emmys and an international reputation for telling the stories of and engaging with young people worldwide.



Coming Up Next Learning Podcast



Works in Progress Learning Webinar



Kids Speak Out Video Series



THE 1M2030 LEARNING SERIES IN DETAIL

1 COMING UP NEXT PODCAST



The **Coming Up Next** Podcast provides a platform to celebrate and promote global youth leadership in the context of the 2030 Agenda for Sustainable Development. Through each episode, Coming Up Next invites young leaders (12-32 years old) from across the globe to speak about their accomplishments and their unique stories.

Visit the 1M2030 web site for the two first podcasts here: <https://www.1m2030.org/>



2 WORKS IN PROGRESS WEBINAR



Podcast episodes will be paired with the public and live **Works In Progress Webinar** sessions which will allow the participants to engage with listeners from around the world about their experiences exchanging insights and brainstorming ideas about how to change our world for the better. The live webinar shows listeners how youth leaders are developing and executing their programs step by step.

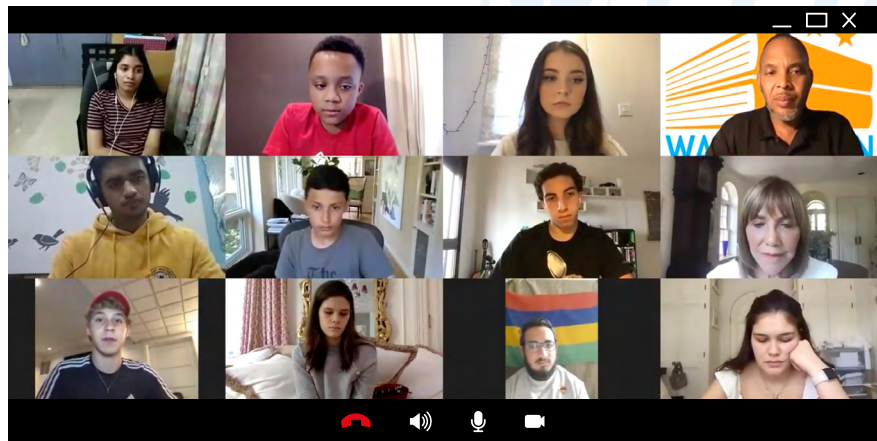
Past IM2030 webinars were a big success and you can watch the recordings here: <https://www.im2030.org/recordings>



3 KIDS SPEAK OUT VIDEO SERIES



The video series, *Kids Speak Out: Conversations with Kids from around the World* provides a platform for young thinkers to discuss issues and challenges facing them today. So far, there are eleven completed interactive episodes which tackle kids' concerns, questions, insights, fears and experiences on issues ranging from COVID-19, racial and social injustice, to mental health, and the challenges of learning online.



This series uses Zoom to encourage animated discussions and is led by young leaders who, along with Host Barbara Harrison shed light on global issues, and the work the participants are doing to tackle them.

You can view a teaser reel and watch all eleven episodes by going to:

www.kidspeakout.me



www.1m2030.org/podcast

www.unitar.org/podcast

www.kidspeakout.me



ABOUT BARBARA

Barbara Harrison has worked as a television journalist in San Francisco, Dallas and Washington, DC. She is the recipient of many local and national awards for her work, including 19 Emmy Awards. In addition to 38 years as an anchor/reporter for NBC-Washington, she is credited with creating a celebrated program known as **Wednesday's Child** on NBC stations across the country. The project became the model for similar programs worldwide.

Barbara has been honored for her skill at interviewing children. **One observer noted that "she never talks down to kids."** She brings out the unique personalities of children she interviews, encouraging them to express themselves and share their feelings and opinions. Barbara has four children, four stepchildren and fifteen grandchildren. Barbara Harrison understands and cares about children. She knows they have a lot to share, especially with each other. This is why her company, Barbara Harrison Media, created The 1M2030 Learning Series three part venture with the United Nations.

A Message from Barbara Harrison Award-winning Journalist

Friends, The 1M2030 Learning Series combining Kids Speak Out Youtube television series and the Coming Up Next Podcast and Works In Progress Webinar seemed to me to be a perfect fit for Barbara Harrison Media in that they adhere to our mission of producing unique series covering a wide variety of topics that both entertain and educate listeners of targeted demographics. By partnering with UNITAR we are able to reach young people worldwide both as participating guests, co-hosts and audience members. Besides executive producing I will be participating as an interviewer, host and storyteller with the same degree of enthusiasm, professional journalism and exacting standards that I was known for maintaining at NBC for almost three decades. If there's one thing I learned in all my years at NBC it is that young peoples' stories of their experiences and their achievements are both inspirational and fascinating.

A Message from Sebastian Hofbauer Co-Founder of 1M2030, Project Leader at UNITAR

The 1M2030 movement was created as a platform by youth for youth. From the very beginning, we wanted to do things a little bit different. Even though this is an initiative in partnership with a United Nations agency -typically a ground for high-level conversations and impact-, it gives tremendous leadership opportunities to young people, not only on paper. Everything you see in this document has been developed by the youth, in equal partnership with global experts from UNITAR and BHM. It has been amazing to see this work bear fruits in the form of the podcast episodes, webinar sessions, and YouTube videos already created. The mobilizing potential of the United Nations, world-class host and interviewer Barbara Harrison, and youth that have incredible stories to tell is an exceptional winning combination. UNITAR and 1M2030 are thrilled to hear more from youth globally and stand ready to do what it takes to amplify their voices through this unique Learning Series.



OPPORTUNITIES FOR ANNUAL AND MONTHLY SUPPORT

We invite you to sponsor a year of 1M2030 The Learning Series or individual month(s) of 3 of these themed episodes in three different formats. All support is tax deductible through BHM Services, a 501C3 not for profit incorporated in the District of Columbia.



Coming Up Next features Host Barbara Harrison and 1-3 guests including young leaders (12-32 years old) and experts from across the globe to shed a light on global issues that are crucial for the achievement of the 2030 Agenda, and the work being done to tackle these issues by youth. Each episode is carefully curated around a pressing global challenge and the theme of sustainable, and inclusive, development, including core learning objectives. Each episode is recorded and edited before being aired.



Kids Speak Out features Host Barbara Harrison and a special guest, often the same as featured on Coming Up Next along with a gallery of 10 youth from across the globe, ages 9 to 19. The discussion is visually interactive and experiential and focuses on the same theme but from different points of view. Each episode is recorded and edited before airing.



Works in Progress features Host Barbara Harrison and, the same guests as the previous formats, but in a live webinar environment. Youth are invited to share their work to a wide audience of often thousands of participants.

THE PLANNING COMMITTEE

We have established a **Planning Committee** to guide the planning and implementation of the series. As a Sponsor, you will be reserved the right to nominate a representative to the Planning Committee for the months sponsored. The Planning Committee will:

- 1) **Approve** the topics of the series and the individual sessions.
- 2) **Approve** the choice of speakers for each session.
- 3) **Approve** episode sponsorship.
- 4) **Collaborate** with sponsoring partners to plan session agendas and learning objectives; and choose session moderators and guest speakers.

THE 1M2030 LEARNING SERIES IS ALREADY BEARING FRUITS

Along with the first two episodes of the 'Coming Up Next' Podcast that have been published as a pilot, the 1M2030 Learning Series will be comprised of 12 podcast episodes. Each podcast episode will be accompanied by 1 Works in Progress live webinar and 1 Kids Speak Out Youtube television broadcast.

The 'Coming Up Next' Podcast was officially launched with its first episode (on Period Poverty) on 1 October 2020. Episode 2 ('Coding for a Cause') launched on 15 October 2020.

If you should choose to sponsor a full year of the 1M2030 Learning Series, you will be offered a full time seat on the Planning Committee along with prominent recognition on all three monthly programs for twelve months. Your organization will also have a number of opportunities to participate in programs including co-hosting along with Barbara Harrison should you choose to do so.

If you should choose a monthly three part episode sponsorship, you will be offered the opportunity to co-host at least one episode of the monthly three part series (podcast, video zoom broadcast and webinar) along with Barbara Harrison.



The following are suggested themes for the future episodes:

1. Global Surgery: The Next Generation of Global Health
2. Entrepreneurship for Migrants and Refugees
3. Creating Inclusive Spaces for People with Disabilities
4. Mental Health in a Changing World
5. Ethical Leadership in Conflict Spaces
6. Youth: Turning the Tide Against Corruption
7. Responsible Political Partnership
8. Re-Energize: Discussing Clean and Renewable Energy
9. Reproductive Rights
10. Wearing Right: Ethical Fashion

PARTNERSHIP BENEFITS

As a 1M2030 Learning Series sponsor on an annual basis or as a monthly sponsor, you will be engaged in the implementation of an entire 36 episode season or single month's episodes (includes one Coming Up Next podcast episode, one Kids Speak Out video show and one accompanying Works In Progress webinar).

Just a few of the series sponsorship include the following benefits:

- **Co-branding** on all promotional materials for the series, including all individual episode and webinar promotional materials
- **Sponsorship announcement** (verbal) at the beginning and at the end of each podcast episode and webinar
- **20-second message** (audio message for podcast and video message during webinar) in the middle of each episode
- **Suggesting / nominating** one potential podcast guest (youth or experts) to the Planning Committee.
- **Suggesting episode themes** to the Planning Committee.

Just a few of the monthly sponsorship benefits include:

- **Co-branding** on the promotional material for the month of episodes (podcast episode, Kids Speak Out Youtube and webinar episode)
- **Sponsorship announcement** (verbal) at the beginning and end of the podcast, Youtube broadcast and webinar episode
- **Right to recommend** a call-in guest for the podcast and webinar episode

Note: the Planning Committee will review the suggested materials and make selections for the same based on the theme and the goals of the entire series.

UNITAR and Barbara Harrison Media will:

- 1) Collateral material:** Develop and design all collateral material for the session.
- 2) Confirmations:** Confirm speakers and moderators for the episode.
- 3) Technical Support:** Provide technical support for the production of the podcast episode, and host the accompanying webinar on Zoom.
- 4) Advertising:** Be responsible for advertising the session on social Networks and to governments, including email-outs.
- 5) Registration:** Be responsible for registering participants to the episode.
- 6) Implementation:** Be responsible for the implementation of the episode.

The Learning Series sets a stage for the coming decade of youth leadership using three distinct mediums to communicate global messages of profound significance about who we are and the world in which we live and will live. We invite you to become an active participant in this multi-dimensional, experiential project. Join us as we engage and inspire the leaders of tomorrow through their own stories and conversations.

