



**YOUTH
BUILDING
THE FUTURE
GLOBAL**

MEXICO CITY, MEXICO JANUARY 10th, 2021.

IDN: YBTFG/ODVMV

VISION, MISSION AND VALUES.

YBTFG VISION, MISSION AND VALUES

OUR VISION

We empower people, businesses and governments to bring sustainability into all aspects of higher education institutions globally. Our aspiration is for people worldwide to turn their institutions into sustainability role models.

OUR MISSION

We realize our vision by organizing Projects, Campaigns and Daily Activities which have the following objectives:

- **MENTOR to ACT:** Skills development and youth empowerment
- **INFORM to INSPIRE:** Event series
- **EMPOWER to ENABLE:** Demands and solutions
- **ENCOURAGE to CHANGE:** Network for support and cooperation

1. MENTOR to ACT

We mentor youth to teach them the soft and hard skills needed to set up and run Sustainability actions. We promote and share necessary tools and materials to empower youth communities to act more sustainably and become drivers of meaningful, impactful and positive change in higher education and all aspects of society.

2. INFORM to INSPIRE

We inform and raise awareness through a series of co-organized events that inspire actions, solutions and impact for a sustainable future. Sustainably events in various

formats (e.g., panels, workshops, excursion, talks) are organized free of charge for everyone.

3. EMPOWER to ENABLE

We empower all people to bring sustainability into all aspects by implementing demand and solution papers. This enables institutions to become sustainability role models in education, research, governance, strategy, operations, and societal dialogue while embodying sustainability as public institutions on campus through institutional change.

4. ENCOURAGE to CHANGE

To have greater impact, we encourage and facilitate collaboration through community building and connecting like-minded students, staff and the broader public at local, national and international level. We also encourage ourselves to challenge the way we think in order to change the world we live in.

OUR VALUES

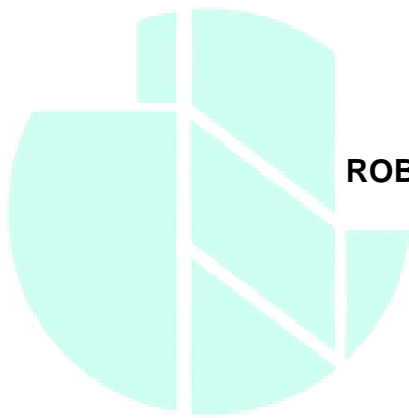
Our values are aligned with:

- (1) Priority model of sustainability (also known as concentric model of sustainability and strong sustainability). This model is consistent with the theory of planetary boundaries. Furthermore, we work towards the
- (2) Agenda 2030, Sustainable Development Goals (SDG). Our holistic understanding of sustainability integrates itself through
- (3) Differentiation of the global, national, regional, and local levels
- (4) Intergenerational understanding and timeframe, and
- (5) A multi-layered approach with measures at the individual, societal, and political levels.

At Youth Building the Future Global

- We value the environment and live sustainably ourselves.
- We are driven by passion, fun and intrinsic motivation.
- We are transparent and live an attitude of honesty.
- We respect, support & trust each other.

- We embrace diversity and encourage everyone to co-create with us.
- We take responsibility for constantly improving ourselves.
- We believe in challenging the status quo and prioritize on increasing impact.
- We cooperate with organizations that support our vision, mission, and values.
- We connect like-minded people and build a strong community.
- We enable and support an atmosphere for personal development.
- We value reflecting and learning.
- We strive for excellence and celebrate our successes.



A handwritten signature in black ink, appearing to read 'Roberto Hernández Juárez', is written over the text 'YOUTH BUILDING THE FUTURE GLOBAL'.

ROBERTO HERNÁNDEZ JUÁREZ
GENERAL DIRECTOR - YBTFG

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