As a tool for meaningful creative expression, youth media making is a quest towards social change. When youth are encouraged to learn about and develop opinions on global issues, they are able to contribute to social change dialogue as active global citizens.

As media artists, young people are claiming access to mainstream communication mediums and delivering their messages to the world. This magazine was created to provide youth with a platform to explore local and global issues using their passion for a better world, boundless creativity, and 21st century skills.

All of the artwork featured in this magazine was created by youth aged 13-18. The perspectives are diverse, genuine, and they aim to inspire awareness about the local and global issues that affect young people in all corners of the world.
Youth across the globe are engaging with social issues and sharing their big ideas across cultures and generations. With persistence and imagination, young people are using multimedia art to learn about each other, establish connections and take action together.

Who? Where?
6 countries, 24 organizations, 48 educators and over 1,000 youth!

- Brazil
- Mexico
- Egypt
- India
- Nepal
- South Africa
How optimistic when I see children and young people in the world steals dream…bullet bearer coward! How optimistic and everything revolves around differences and disputes! How optimistic after what we bar hands, raising the slogan can “not see…not hear… not speak”!

Is there any reason for optimism for the work, however write and write others do feel pain? Perhaps our voices comes days we can be optimistic or learn the meaning of the word optimism.

- Osama Mohammed (15), Egypt

The violation of human rights in local and global arenas has been criticized by young people through multimedia artwork. Concerns have been voiced about rural poverty, dangerous working conditions, economic inequalities, and the marginalization of specific populations.

End poverty!, Manthan Charles (13), India

Poor Woman, Kareem Reda Mohamed (13), Egypt

It is a sunny hot day
The sand on the shore is burning
Horses are tired of walking
Horsemman is on the firey sand
Is he sleeping?
It is the dire situation of the Workers

Dire situation of the Worker, Stalin Mathias (18), India
Lack of access to education is a major barrier to social change. Youth have focused their artwork on issues of child labour and the importance of education. Gaining access to education ensures the possibility of a better life for future generations.

“Yo más que nada creo que debemos estudiar y estudiar para ser alguien en la vida y tener más recursos en el futuro para mejorar el mundo.”

- Luis Armando Díaz (15), Mexico

(The author stresses the importance of studying and access to education.)
Young people have a lot to say when it comes to gender, sexuality, and women’s rights. Many youth media artists have used a gender-based perspective to examine their communities and their worlds. From female infanticide, to girl child labour, to LGBTQ rights and women’s roles in society, young people are using their voices to demand equal rights.

“Somos iguales, hombres y mujeres. Hay personas que hacen menos a las mujeres por el simple hecho de ser mujeres. Hay personas que prefieren darle el trabajo a un hombre siendo que la mujer tiene más experiencia, porque es mujer.”

- Ellen Fernanda Valdez Luque (15), Mexico

“Há muitas pessoas que eu mesma conheço que são contra e que fazem coisas absurdas, em relação ao eso porque eu tenho amigos tanto gays y heteros e meus amigos gays sofrem preconceitos y e os meus amigos heteros eles falam coisas absurdas, falam coisas horríveis sobre os gays. Eu queria que isso acabassem assim.”

- Kelly Mariana Leão Petrucelli (16), Brazil
YOUTH VOICES

A great meeting with youth voices
Trying to find new choices
Building new relations
To solve the problems of their nations
A new place, with different cultures
Many nations, with different opinions
New thoughts for different future
And a dream with different visions
The dream for a better life

It doesn’t matter for what you fight
Everybody is there for a reason
To give the world many other happy seasons
They don’t know if they can get it
But what matter is that they want it
We are optimistic people
We just want to let our dream visible
Share our dream to whole World
To give everybody a thing to fight for
People will say just good words
And our lives will be better than before.

- João Silvério Barbosa (18), Brazil

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COMMUNITIES

Youth media artists have used digital media to creatively express and develop their own ideas about the meaning of community. Through these pieces, youth give the world a glimpse into their daily realities and surroundings, while exploring their evolving identities as informed global citizens.

Soy una adolescente como muchas otras mujeres y vivo en una comunidad como muchas otras pero a veces no es como cualquiera porque tiene muchas cosas que pasan día con día y que veo a diario cuando voy caminando me quedo sorprendida de lo que veo a mi alrededor.

Mis vecinos, mis amigos y a las personas que no tuvieron buena vida y poco a poco fueron perdiendo esa personalidad tan confiada que ahora hace en los vicios y delincuencia veo como la gente tiene ese miedo y cuidado al salir de su casa temiendo a que les pase algo.

(The author shares a glimpse of her neighbourhood – the things she loves, those she fears and her own aspirations towards growth and improvement.)

- Itza Urquidez Escalante (15), Mexico
In order to promote healthy lifestyles, youth seek to increase the awareness of their peers on the dangers of addiction. Using artwork, youth aim to catch the attention of their communities, reminding us of the importance of working towards a healthier world.

ADDICTION

We all have a responsibility, Indyebo Youth Information Centre, South Africa

18% of the world’s population lacks access to drinking water. Young people know that water is precious and that access to safe water is a right, not a privilege. Young people voice their concern about unequal global access to water and remind us that there is a lot of work to be done to ensure that everyone has access to the water they need to survive.

ACCESS TO WATER

(We need water to clean dirty things, to survive and for all our activities. It comes from the sky and fills the rivers and ponds. The cool air brings water in the form of rain. It helps the crops grow well and makes all lives happy. So we should not waste water and everyone must save it.)

- A. Bhuvaneshwari (13) & V. Pavithra (13), India

“Addiction is dependence. Any form of dependence impedes our individuality, free will and development. Substance abuse compels us to take up anti social activities and crime. Injecting drug use also leads to infections like HIV/AIDS. As time passes by you need more of the drugs which means you will have to make money through illegal means.”

- Kala Krishna (17), India

Younger generations are increasingly becoming concerned about environmental degradation. Through their art, youth seek to enhance the importance of environmental issues both in their local and global communities. Youth are beginning to witness firsthand the harmful effects of environmental destruction and are loudly expressing their outrage and desire for action.

(Uma grande oportunidade quando surge, devemos agarrar e nos importar o máximo para alcançar o objetivo que se visa. A consciência ecológica é algo pelo qual o planeta busca para sanar as dúvidas quanto ao meio ambiente, porém, as mesmas não são atendidas de maneira eficaz. Poluição, enchentes, erosões, aquecimento global, frio ou calor muito intenso, tudo é conseqüência das atitudes do homem, que sempre pensa no seu próprio bem-estar e lucro, e esquece que sem os elementos como ar e água, não há vida. Além da lei, que exerce papel fundamental limitando qualquer ação que possa ser prejudicial ao meio ambiente, a fiscalização é uma excelente solução para diminuir os impactos causados à natureza, estas se concretizam através de projetos e atividades desenvolvidos por ONGs, fundações, etc. em escolas e comunidades, orientando e informando a respeito do ciclo da vida e o que fazer para não destruí-lo. Um grande erro é pensar: "só eu não faço a diferença".

Confesso que já pensei assim... Porém, ter a oportunidade de desenvolver algo com outros jovens, me faz pensar o oposto: "posso sim!" Cada um de nós faz a diferença. Tenho certeza de que todos juntos, poderemos construir uma nação melhor e digna, que se preocupa com o desenvolvimento sustentável a cada liderança que passa, com o jovem, comunidade e família.

(The author discusses the importance of harbouring awareness around environmental issues and working together to take action.)

- Anna Flávia Pinheiro (18), Brazil
Ecosystem is a total chain of network comprises all plants, animals, energy sources, climate system, fresh water bodies, and oceans glaciers.

Now due to human activities these resources are getting depleted. Destruction of this resource made up an imbalance in the ecosystem. Wastes are the outcome of various industrial activities and specifically solid wastes if not created properly it will affect the environment.

Recycling of these waste materials can reduce its advance effect on the environment. Landfill, incineration, composting are some of the techniques used for managing the solid wastes it’s our major duty to create awareness on the solid waste arrangement techniques.

- Analin S.S. Sarji (16), India

“Si cada quien pone de su parte empezando por nosotros los jóvenes... si se crea una conciencia platicando con tus amigos o enseñando videos en internet y crear mensajes en internet, siento que si se puede difundir la voz y los jóvenes a lo mejor van a decir ¡órale con el simple hecho de que yo ponga de mi parte ya estoy ayudando mucho. Siento que eso es algo que se puede hacer.”

(The author discusses his perspective on the importance of fostering positive individual action to create global impact.)

- Alejandro Monge Maltos (17), Mexico

Save the Planet, Milie Sonway (14), India

Use cotton bags, Manthan Charles (13), India

Save Birds, Madhav Sharma (13), India

Our Friend, Jaga Mohn Das (16), India
Here's a look at what youth media artists all over the world are doing to creatively take action in their communities!
Campo Grande is a beautiful city in Brazil. It is full of green spaces and it is an important educational centre.

Young people living in Campo Grande know the strengths of their city, but they also know that there is a lot of room for improvement. Youth artists organized a film festival to showcase youth perspectives on important social issues facing the communities of Campo Grande. Youth artists invited their friends, parents and other community members to watch videos they created about the things they want to see change in their city.

A group of young people from Mexicali, Mexico got together to participate in a digital media workshop at a local community centre. By the end of the day, participants had created inspiring poetry and videos about a range of social issues concerning their communities. Issues the youth addressed included: deforestation, water conservation, self-esteem, vandalism, and pollution.

The workshop created a space for youth led conversations on achieving equality and creating new solutions to the world’s problems.
The province of Jammu and Kashmir stands divided between India, Pakistan, and China. The ongoing conflict between India and Pakistan for control over Jammu and Kashmir is one of the most complex and violent land disputes in history.

Youth in Jammu and Kashmir want to show the world their realities beyond conflict. While there continues to be unrest in their communities, youth are committed to finding ways to creatively express messages of hope, resistance, beauty, and peace.

**E-first Campaign**

E-first is a youth driven campaign that stemmed from the Adobe Youth Voices program at Community Development Centre (CDC), an NGO in India. E-first means education/environment first. The campaign’s mandate is to voice youth’s concerns to policy makers, government officials and community members.

During the Adobe Youth Voices program at CDC, youth artists became motivated to take action using digital media. Using their newly acquired software skills, participants created posters, short videos, and brochures to express youth concerns about community issues.

Through E-first, young people harness 21st century skills to voice their opinions and move towards shaping a better world.

“Young generation if they are aware and sensitized they could solve the problem. Every small step could save our earth.”

- Manthan Charles (13), Founder of E-first
Between 2010 and 2011, TakingITGlobal partnered with youth organizations to successfully deliver the Adobe Youth Voices program to young people around the world.

TakingITGlobal worked with 24 diverse partner organizations in 6 countries to engage over 1,000 young people in a critical exploration of local and global issues. Participating youth used their ideas, discussions and concerns to create thought-provoking multimedia art pieces addressing the issues they felt the world needed to take a closer look at.

Adobe Youth Voices seeks to empower young people with the ability to ‘Create with Purpose’, and engage creatively with the issues that they view as important. TakingITGlobal received a number of inspiring submissions focused on different social issues. This collection demonstrates the power of youth perspectives, as well as the ability of youth to be leaders for future social change in the world.

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“When young people show their power to the society, changes happen. When they want to change something, they go to streets, they shout, they sing, they fight for what they dream. Many generations fought for freedom; freedom of speech, they fought against violence, against wars, against racial segregation, they fought for their idealism and they can change what seems that cannot be changed.”

- João Silvério Barbosa & Andrey Felipe Martins