



**YOUTH-LED
SOLUTIONS**

THE FUTURE OF WORK SUMMIT

7 - 9
JUNE
2021

A generation of opportunity lost to COVID?
No, there are new ways of working for young people...

#YMCAYouthLedSolutions

youthsolutions.ymca.int



Panel Title: Youth, Jobs in the Creative Economy, and the Future of Work

Date & Time:

Plenary Panel: Wednesday 9 June 2021, between 2:09-2:29pm CEST (20 minutes)

Breakout Panel: Wednesday 9 June 2021, 2:45pm - 3:45pm CEST (1 hour)

A Breakout Panel gives an opportunity for delegates to interact with panelists, pose questions and enter the conversations, join the panel on screen, and for a longer period to enable a 'deeper dive'.

Description

The goal of this session is to empower young people to design their employment journeys by giving them an opportunity to learn about the creative economy, emerging opportunities for employment and entrepreneurship, and the skills and experience needed.

Panelists should come prepared to present and discuss the creative economy including what the creative economy is, the kinds of jobs and employment opportunities that exist or are emerging in the creative economy, the impact of technology on creative sector jobs, and the skills that young people need and where/ how to acquire them.

Background

The creative economy includes some of the most popular industries in the world, such as advertising, architecture, arts and crafts, design, fashion, film, video, photography, music, performing arts, publishing, research & development, software, computer games, electronic publishing, and TV/radio. These industries are an important source of economic growth and cultural value.

According to UNCTAD, the creative industries are among the most dynamic sectors in the world economy providing new opportunities for developing countries to leapfrog into emerging high-growth areas of the world economy. Research by the World Economic as part of their [report Jobs of Tomorrow: Mapping the jobs of the new economy](#), found many emerging professions reflect the importance of human interaction in the new economy including creative professions, with 17% of new professions expected in Sales, Marketing and Content and 8% in People and Culture

The World Bank's report, [Orange Economy as a Driver of Jobs for Youth](#), found that "globally, cultural and creative industries contribute to creating approximately 30 million jobs. In Africa and the Middle East, the sectors employ around 2.4 million people and create around 1.9 million jobs in Latin

America and the Caribbean region. ‘Nollywood’ (the nickname given to the Nigerian film production industry), for instance, is the second-largest employer in the nation after the agricultural sector, creating 300,000 direct jobs.”

So a key question becomes how we can support young people to gain awareness of employment opportunities in the creative industries and obtain the skills and experience required to thrive in these jobs of the future.

Who are the panelists?

- Cici Rojas – Tico Sports
- Marisa Henderson – UNCTAD
- Nadja Swarovski – Swarovski Foundation
- Moderator – Universal Music Group (awaiting name)

What is the format of this Panel?

- Live panel discussion
- Allow time for Q & A from the audience
- Panelists to join a break out session for further engagement with audience (Optional)
- At most 20-minute panel discussion

Guiding Principles

1. Key takeaways for young people who participate/attend?

- An understanding of what the creative economy is, what creative jobs of the future are, the skills and experience they need to design their employment journeys in the creative economy

2. What feeling do we want to convey?

- Interactive panel speakers
- Inspiration to the audience
- Enthusiasm
- Relatable experience/s /stories

3. Audience

- -Primary – youth 15-35 YMCA and Non-YMCA affiliated
 - -Secondary – YMCA staff and partners/funders
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