

# YOUTH LEADERSHIP CHALLENGE

Big things have small beginnings

# WHO ARE WE ?

Youth In Charge is a youth empowerment platform based in Bangkok, Thailand. As a youth-focused social enterprise, we believe that



Young people have pursued various areas of interest that need to be further explored. There is so much **untapped potential** that needs to be unleashed.



Young people are one of the **most important stakeholders in our society** when we talk about the future. They are directly impacted by the changes, or lack thereof, we collectively make today.



Young people should **play a leading role in designing the future** they want to see, and should have the opportunity to collaborate with today's leaders to drive the important agendas of tomorrow.



## Target Audience :

Young people, ages 18-25, from all walks of life across Thailand

## Our Goals :

**BROADEN** young people's horizons and opportunities beyond schools and local communities

**CONNECT** young people with similar and diverse interests

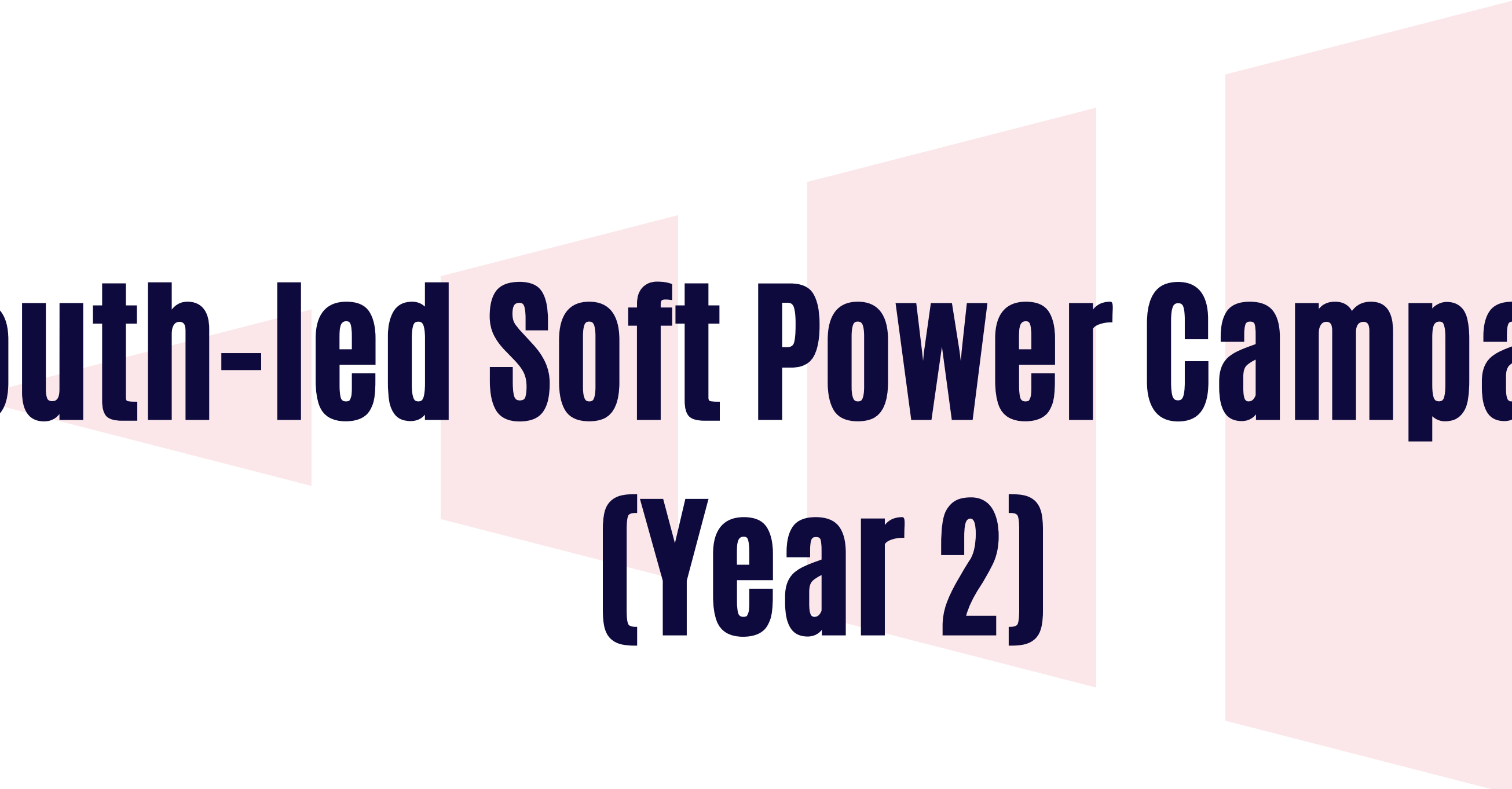
**OPEN DOORS** for young people to work with stakeholders from various sectors

**PROVIDE A PLATFORM** for young people to voice their ideas and play a leading role in proposing and driving important agendas

**BUILD** new waves/generations of leaders for our nation

# MISSION

Youth In Charge collaborates with key partners from various sectors to create an “**open, integrative, and collaborative platform,**” where young people from all walks of life can exchange, collaborate, and form long-lasting networks among themselves and with relevant stakeholders, who can help amplify their voices, ideas, and impact.




# **Youth-led Soft Power Campaign**


## **(Year 2)**



# Big things have small beginnings



We have consistently brought new stakeholders on board and expanded our network of universities to every region in Thailand.



We have amplified the voices of young people to national and international stages, including the Asia-Pacific Economic Cooperation (APEC).



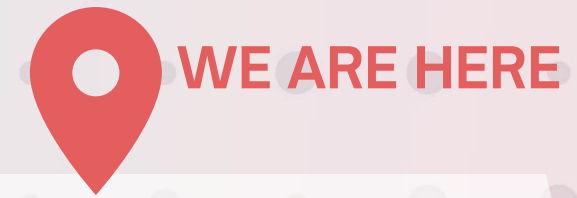
In 2023 and beyond, we hope to expand our international footprint and showcase Thai youth's potential and talent on bigger stages.

While we continue to prepare our young people to be global citizens, we find their role as local drivers to be equally important. Young local drivers help bring out the uniqueness and competitive edges of their hometowns and develop them into “soft power” to attract tourism and investment, promote local talent and businesses, empower communities, and elevate Thailand’s image to the world.

When young people are engaged to lead and collaborate with local communities, Thailand will be rewarded with new waves/generations of young entrepreneurs and leaders with fresh perspectives on how to tell our country’s stories to the world.



# Youth-led Soft Power Campaign



## Youth In Charge Leadership Academy Season 2

Youth In Charge incubated the first batch of **Youth Soft Power Ambassadors**, who represented a wide range of youth-led project areas, including fashion, creative district development, environmentally friendly product development, supporting local artists, etc.

Sep-Nov 2022



## Youth In Charge Day

The first batch of Youth Soft Power Ambassadors co-hosted Youth In Charge Day to present their project ideas to relevant stakeholders, led workshops, and participated in intergenerational dialogues, which focused on ways to further develop Thailand's use of soft power to attract tourism and investment, promote local talent and businesses, empower local communities, and elevate our country's image to global audiences.

Nov 2022



## 2023 Youth-led Soft Power Movement

Youth In Charge will travel to every region in Thailand to engage local youth leaders with project ideas to promote local creative industries, businesses, and talent. Representatives from each region will meet in Bangkok later in the year to exchange their project ideas and diverse backgrounds. Together, the representatives will propose ideas on how to further elevate Thailand's use of soft power. They will also collaborate on performances and talks that bring out the diversity of our country's different regions, while highlighting that we have so many shared values despite our geographical locations and cultural differences.

2023



## Soft Power Movement beyond Thailand

Youth In Charge hopes to connect youth representatives from Thailand with those from other countries through the help and support of relevant international organizations. This will serve as an important opportunity for young people to present their ideas on international stages, while also learning the value of diversity and cultivating cross-border collaboration for a better world.

2023 and beyond



In addition to our Youth-led Soft Power Movement in every region throughout Thailand, Youth In Charge has been interviewing and documenting impressive and inspiring stories of Thai creative talent, including young rising stars and unsung heroes who drive creative industries in Thailand and those who have made a name for themselves abroad whether as creative talent in global organizations, budding entrepreneurs, or overseas ambassadors of “Thainess.”

**Examples**



**Yuki**  
Mor Lam Singer



**HED Band**  
(Ton, Card, March)  
“Isan fusion” Music Trio



**Darin & Dawin**  
Sibling Chefs and Butchers



**Earth**  
Bladesmith



**Tormai**  
Drag Race Thailand Contestant  
and Fashion Designer



**Seri**  
Street Artist



**Kik**  
Smart Farmer



**Nana**  
Theater Director



**Natt**  
Marvel Studios' Technical  
Director



**Jennifer**  
Restaurateur



# THANK YOU

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 Youth In Charge

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