

Welcoming Europe Youth Challenge

Powered by: Peace First and Right Now!



PEACE FIRST TOOLS USED BY EDUCATORS
IN 100+ COUNTRIES

\$2 MILLION ALREADY INVESTED IN
YOUTH-LED INNOVATIONS



89% OF YOUNG PEOPLE WHO
COMPLETE THE PEACE FIRST CHALLENGE
ARE MORE LIKELY TO "RESPECT AND
WORK TO UNDERSTAND PEOPLE WHO ARE
DIFFERENT"



100% OF YOUNG PEOPLE ARE MORE
LIKELY TO "BELIEVE THAT I CAN AND
SHOULD MAKE A DIFFERENCE" AFTER
COMPLETING THE PEACE FIRST
CHALLENGE

Launched at Harvard University 25 years ago, Peace First is the premiere NGO for youth engagement, supporting hungry, optimistic, curious, passionate young people in over 100 countries to dream, create, and scale social innovations. In 2018, Peace First and Right Now! will activate tens of thousands of young people across Europe to cross lines of difference to solve shared problems, transforming communities into more welcoming, inclusive places to live.

Today, across Europe, communities are struggling to respond to the highest levels of migration in a generation. Many of those seeking sanctuary feel isolated and marginalized, while communities are overwhelmed by change. Public discourse is increasingly characterized by extremism, isolationism, and fear. We are losing our commitment to welcome the stranger, to see other people's needs as our own, to cross lines of difference.

Meanwhile there is an untapped resource of 90 million young people in Europe with creative ideas and a hunger to be part of the solution—but nobody is calling them.

We have an unprecedented opportunity to unleash young people's compassionate creativity to build welcoming communities.

Peace First and Right Now! will activate an international network of young leaders, youth organizations and funders in a European-wide call to action: the Peace First Challenge. Through the Challenge, young people (ages 13–14) will experience a transformative journey as they come together to form teams, explore and learn more about the injustices faced by new members of their communities, and design and implement projects that create a more equitable, welcoming Europe. At each step of the journey they will receive blended online and offline support, including best in-class tools and caring adult mentorship, as well as small start-up grants to fuel impactful solutions.

Potential Reach:

- 1MM people across the continent engaging with activities and stories to create a more welcoming Europe
- 1,000 impactful, youth-led projects that foster more welcoming and inclusive communities
- 10 transformative ideas receiving the Peace First Prize and scaled throughout the continent
- 225MM media impressions highlighting youth-led social change for refugees and immigrants.

We know the problems we are up against and the global cost of inaction. Join us in this critical call to action. Together, we will unleash the compassionate creativity of millions.