

# SUSTAINABLE DEVELOPMENT GOALS

## SDG Youth Ambassadors in Russia

### Terms of Reference



#ЯПосолЦУР #SDGYouthRussia  
[youthrussia.ru/en](http://youthrussia.ru/en)

# Terms of Reference for the “SDG Youth Ambassadors in Russia” Programme



## Sustainable Development Goals

September 25, 2015, the UN Member States adopted the 2030 Agenda for Sustainable Development (2030 Agenda). It contains 17 universal and overarching goals (SDGs) and 169 targets aimed at creating a better world for all humanity. The SDGs are not legally binding; however, international organisations, governments, world leaders, business, civil society and individuals are expected to take responsibility for implementing the Goals and contribute to the achievement of sustainable development indicators in their countries and the world.

Official website of the SDGs:

<https://www.un.org/sustainabledevelopment/>

2030 Agenda for Sustainable Development:

<https://undocs.org/en/A/RES/70/1>



## Relevance of the Programme:

- the scale and ambitious nature of the 2030 Agenda call for increased vertical and horizontal cooperation among international organisations, governments and civil society for the irreversible achievement of all its goals and targets at national, regional and global levels;
- according to the paragraphs 55-59 of the 2030 Agenda, in order to achieve sustainable development, each government sets its own objectives, applies different approaches, strategies, models, and tools in accordance with the national circumstances and priorities; nevertheless, despite the fact that most of the SDGs are reflected in the Decree of the President of the Russian Federation on “National goals and strategic objectives of development of the Russian Federation until 2024”, at present the Russian government has not developed any comprehensive strategy for

the implementation of the 2030 Agenda yet;

- there is still a lack of systemic awareness raising about sustainable development and the SDGs among the civil society in Russia, and there is an insufficient number of educational and scientific materials on global development in Russian language;
- young civil society representatives are the agents of change, and the 2030 Agenda for Sustainable Development is a platform that enables them to utilize their unlimited potential to transform the surrounding reality for the pursuit of shaping a better world.



## Description of the Programme

“SDG Youth Ambassadors in Russia” Programme was launched in 2017 to mobilize the young generation of Russia, whose activities can contribute to the effective implementation of the 2030 Agenda in the context of the Russian national strategy for achieving the SDGs.

The Programme is a public non-profit project of the National Youth Council of Russia (NYCR), organised with the support of the Ministry of Science and Higher Education of the Russian Federation, Ministry of Foreign Affairs of the Russian Federation, Federal Agency for Youth Affairs, UN Information Centre in Moscow and Gorchakov Public Diplomacy Fund.

SDG Youth Ambassadors in Russia are 17 young civil society representatives, selected based on their proven success in the implementation of one of the SDGs for a period of 1 year in order to raise awareness and engage their peers in tackling key global challenges. The activity of the Youth Ambassadors is honorable and is carried out on a voluntary basis.

SDG Youth Ambassadors perform their activity with the aim of enhancing the efforts of the National Youth Council of Russia in the field of sustainable development in accordance with the goals and objectives set forth by the NYCR and other partners of the Programme, as well as in accordance with the NYCR Charter and the 2030 Agenda for Sustainable Development.



## **Goals of the Programme:**

- to promote the SDGs among Russian youth and inform them about the mechanisms for achieving sustainable development targets at the local and national levels through the educational activities and public initiatives of the 17 SDG Youth Ambassadors in Russia;
- to create a pool of active youth leaders whose knowledge and activities can contribute to carrying out the Russian national strategy for implementing the SDGs;
- to ensure the coherence of civil society initiatives in the field of sustainable development with the Russian national strategy for implementing the SDGs.



## **Objectives of the Programme:**

- to mainstream sustainable development among Russian youth;
- to provide the SDG Youth Ambassadors in Russia an opportunity to participate in all-Russian and international events as youth experts in the field of sustainable development;
- to enable effective communication and collaboration of the SDG Youth Ambassadors in Russia with Russian government officials and UN representatives with a view to developing and carrying out Russian national strategy for implementing the SDGs.



## **Opportunities for SDG Youth Ambassadors in Russia (during their mandate):**

- to gain support from the organisers of the Programme and other SDG Youth Ambassadors in Russia in the implementation of civil society initiatives to promote the SDGs among Russian youth and to achieve the SDG targets in Russia;
- to participate in all-Russian and international events on global development, conducted by the organisers and partners of the Programme;
- to attend academic lectures and seminars on international relations and

international youth cooperation, held by the organisers and partners of the Programme;

- to take part in bilateral and multilateral meetings with representatives of Russian authorities, UN entities, scientific community, and public leaders involved in implementing the SDGs in Russia and worldwide.



### **Mandate of the SDG Youth Ambassadors in Russia (1 year):**

- to promote the SDGs among Russian young people, inform them about global challenges and the need for joint action in order to transform our world;
- to promote the engagement of Russian youth in the implementation of the SDGs through strategic resources of the organisers and partners of the Programme, their own civil society initiatives, and other activities;
- to contribute personally to the achievement of their respective SDG targets in Russia through public, scientific and other measures;
- to attend all the working meetings, webinars and conferences of the SDG Youth Ambassadors in Russia, and other relevant events of the National Youth Council of Russia and Programme partners;
- to represent the interests of Russian youth at different international platforms and to inform the international youth community about Russian experience in implementing the SDGs;
- to actively cover their activities as SDG Youth Ambassadors on social media networks.



### **Selection Process of SDG Youth Ambassadors in Russia**

The selection is carried out by the Programme Secretariat and the Expert Committee on the selection of SDG Youth Ambassadors in Russia. The Committee is formed for the selection period by decision of the Board of the National Youth Council of Russia. It includes representatives of the partners of the Programme and other experts in the field of SDGs.

To participate in the preliminary selection the candidates are required:

- to fill out an online application form;
- to make a publication on their social media explaining their motivation;
- to provide a concept note on their activity in the field of one of the SDGs within their future mandate.

Candidates who successfully pass the preliminary selection, are invited for the interview with the Programme organisers.

Following the results the two selection stages, the Expert Committee nominates 17 SDG Youth Ambassadors in Russia – 1 person for each Goal.

The results of the selection are announced on the official website of the National Youth Council of Russia [youthrussia.ru/en](http://youthrussia.ru/en).



### **Eligibility Criteria:**

- 18 – 30 years old;
- holds Russian citizenship;
- resides in the Russian Federation;
- fluent in Russian language (command of English or other UN official languages is an asset);
- a youth leader who contributes to achieving at least one of the SDGs through their unique civil society initiatives at the local and/or national level;
- thinks globally and strives to act in the interest of all humanity;
- committed to the principles and values of the UN;
- possesses such skills as leadership and public speaking, active on social media (preferable).



## Contact Information:

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