

Growing a Better Future by Investing in the Youth of Today



Feeding a Growing World

The United Nations recently projected that the world population will surpass 7 billion people by the end of this year and will continue to soar through the century.

In a world already grappling with a changing climate, water shortages, famine and disputes over land usage, the future presents new and profound challenges. We are reaching a crisis point as dramatically increasing food demands are placed on already-stressed farmers—as well as the entire agriculture industry. Hunger kills more people than AIDS, malaria and tuberculosis combined. And the problem is only growing worse. Food production must double by 2050 to meet the population growth in developing countries.

The Youth Solution

To ensure global economic and political stability, we must now work to create long-term solutions to feed a growing world. And within our youth lies the power to change the course of history and build a more sustainable future.

Globally, there are more than 1.3 billion young people ages 12 to 24. Many of these are rural youth without access to resources to develop a viable future. These young people can lead the next “Green Revolution” that will build a truly sustainable world. Empowering them to do so is our greatest responsibility.

4-H Around the World

As one of the world’s largest youth development organizations—independent, country-led 4-H programs are found in more than 50 countries—4-H is investing in young people today to grow a brighter future. With a rich history grounded in agriculture and a focus on developing skills in leadership and innovation, 4-H is positioned to equip young people with the skills they need to meet the demands of a stressed and crowded planet and develop the solutions that will sustain the human race.

4-H positive youth development includes practical skill building activities, meaningful leadership roles and connection with a caring adult. The integration of these three elements creates a unique experience that equips young people for future life success. According to a longitudinal study, 4-H youth attain higher educational achievement and are three times more likely to actively contribute to their communities.

We encourage the global community to join us in an ambitious and critical initiative to reach one million young people, particularly girls and young women, outside the U.S. with high quality positive youth development opportunities. Through this effort, we will double the number of youth participating in 4-H by 2015—and empower the world’s young people to take control of their future and build a better world.

2015 GLOBAL STRATEGY

VISION

A sustainable and innovative global network will empower youth to reach their full potential.

OUTCOME

Engage 1 million youth outside the U.S. with high quality positive youth development (PYD) opportunities.
Metric: Double the number of youth participating in 4-H programs outside the U.S.

GOALS

1. To build consensus that youth are THE solution to solving the world’s challenges.

Metrics:

- Number of strategic partners advancing PYD
- Investment in global PYD research
- Increased awareness and funding of PYD among “investors” and partners

2. To build capacity of independent 4-H programs to reach youth with high quality positive youth development programs.

Metrics:

- Number of youth reached
- Number of 4-H staff and volunteers trained
- Number of partnerships developed
- Knowledge Center web analytics
- Quality standards established

OBJECTIVES

1. Engage influencers, multinationals and partners to advance positive youth development through innovative partnerships.

2. Support independent, country-led 4-H programs in increasing the number of young people reached with high-quality positive youth development programs.

3. Connect independent 4-H programs, leaders, and volunteers around the world in order to increase resources, share ideas, and build capacity.

4. Establish and share principles and best practices that ensure quality, accountability and sustainability for global 4-H programs.