Background
Indigenous Peoples are inheritors and practitioners of unique cultures and complex systems of knowledge. Their communities thrive by living in harmony with their surroundings – this has made them vital stewards of sustainable development. Indigenous Peoples have sought recognition of their identities, their way of life and their right to traditional lands, territories and natural resources for years, yet throughout history, their rights have always been violated. Indigenous Peoples today, are arguably among the most disadvantaged and vulnerable groups of people in the world. The international community recognizes that special measures are required to protect their rights and maintain their distinct cultures and way of life.

Campaign context
Around the world, young indigenous activists and social entrepreneurs are stepping up to protect indigenous communities, cultures, traditions and knowledge systems. These young leaders recognize that mobilizing indigenous people and knowledge is vital for achieving the 2030 Agenda for Sustainable Development. This campaign aims to highlight the importance of preserving indigenous culture, to create awareness about the issues faced by Indigenous Peoples and to emphasize the vital role of youth entrepreneurship in sustainable development.

Concept
This campaign consists of three components:

1. **Data campaign:** In a series of social media posts based on evidence drawn from research studies, Youth Co:Lab aims to create awareness about the importance of indigenous culture for sustainable development, and about some of the issues faced by Indigenous Peoples in the region.

   **Data points:**
   - The Asia Pacific is home to 70% of the global Indigenous population of approximately 370 million.
   - Comprising less than 5% of the world's population, Indigenous Peoples protect 80% of global biodiversity.
   - In the Asia-Pacific, Indigenous youth face additional challenges due to their distinct identity and culture.
   - Indigenous youth inherit the responsibility to protect and preserve their traditional lands, resources and sacred sites upon which their cultural heritage and identity is based.
   - There are over 70 million indigenous youth globally. This number may well be higher since Indigenous Peoples often have higher proportions of youth than non-Indigenous Peoples in the same countries.

   **Blog:** The Youth Co:Lab Indigenous Peoples blog will answer the question of why young indigenous businesses are essential for sustainable development, climate change, cultural conservation and community building.

   **Interviewees:**
   - Attieyah Mai, Philippines: Mushrooms for a Change
2. Subodh Chaudary, Nepal: Spiral Farm House

Interview questions:
1. Describe your business and the role you play in it
2. What is the role of young indigenous-led businesses in tackling the current imperiled state of our planet?
3. How does your business address environmental and/or social issues and contribute to sustainable development?
4. How is your business making a difference in the community?
5. How is your Indigenous culture reflected in your business (strategy)? Why is this important?

2. Video Interviews: The video component features Dikesh Prajapati, a young Indigenous entrepreneur member of the Kumha tribe part of the Newar Indigenous group and co-founder of Dochaa, a Nepali handmade shoe enterprise. Dikesh will answer the following questions:

1. How did the idea for your enterprise come about?
2. What vision do you have for your enterprise?
3. Have you faced any challenges as an Indigenous entrepreneur?
4. How does your social enterprise contribute to preserving Indigenous culture?
5. How is your business making a difference in your community?

Key Messages

- Indigenous youth in the Asia-Pacific are key in unlocking a sustainable future. They are seizing the opportunity to mobilize on issues that gravely affect their communities and the environment such as land degradation, displacement and climate change.
- Despite the region’s rapid development, Indigenous Peoples continue to be among the world’s poorest. This is a stark reminder of the distinct challenges faced by Indigenous peoples in the Asia Pacific
- Indigenous youth inherit the responsibility to preserve their traditional lands, resources and sacred sites upon which their cultural heritage and identity is based. However, they face many additional challenges in the Asia-Pacific as a result of their distinct identity such as discrimination, isolation and limited access to services.

Hashtags
#IPD #IndigenousDay #IndigenousYouth #IndigenousPeoples #YouthColab

Sources


1. There are over 70 million indigenous youth globally.

**Facebook/Instagram**
The 70 million indigenous youth globally are key in unlocking a sustainable future. They hold the power to change the world and refuse to sit and wait idly for it to come. Young indigenous innovators from around the world are seizing the opportunity to mobilize on issues that gravely affect their communities and the environment such as land degradation, displacement and climate change.

**Twitter**
The 70 million indigenous youth globally are crucial for a sustainable future - and they refuse to sit and wait idly for change to come. Young indigenous innovators from around the world are seizing the opportunity to mobilize on issues that disproportionately affect their communities and the environment.

2. Indigenous peoples protect 80% of global biodiversity.

**Facebook/Instagram**
#DYK that Indigenous peoples protect an astonishing 80% of global biodiversity? Their ways of living and stewardship have proven to be critical in fighting climate change and shaping the planet’s future. If we are to achieve the 2030 Sustainable Development Goals, we must recognize, celebrate, advance and safeguard the rights of indigenous peoples to govern their native lands worldwide.

**Twitter**
Did you know that Indigenous peoples protect an astonishing 80% of global biodiversity? Their ways of living and stewardship have proven to be critical in combating climate change and shaping the planet’s future.

3. Indigenous youth inherit the responsibility to preserve their traditional lands and resources.

**Facebook/Instagram**
Indigenous youth inherit the responsibility to preserve their traditional lands, resources and sacred sites upon which their cultural heritage and identity is based. At the same time Indigenous youth are particularly vulnerable to human rights violations that prevent them from preserving their cultural heritage and access their traditional lands and sacred sites. Recognizing the rights of indigenous youth and ensuring access to their lands is key to long-term, inclusive stability and sustainable development.

**Twitter**
Indigenous youth inherit the responsibility to preserve their traditional lands, resources and sacred sites upon which their cultural heritage and identity is based. Recognizing the rights
of indigenous youth and ensuring access to their lands is key to long-term, inclusive stability and sustainable development.

4. **The Asia Pacific is home to 70% of the global Indigenous population**

**Facebook/Instagram**
The Asia Pacific is home to 70% of the global Indigenous population of approximately 370 million. They represent over 2,000 unique civilizations and languages and, despite the region’s rapid development, continue to be among the world’s poorest. This is a stark reminder of the distinct challenges faced by Indigenous peoples in the Asia Pacific.

**Twitter**
The Asia Pacific is home to 70% of the global Indigenous population of approximately 370 million. They represent over 2,000 unique civilizations and languages and, despite the region’s rapid development, continue to be among the world’s poorest.

5. **In the Asia-Pacific, Indigenous youth face additional challenges due to their distinct identity and culture**

**Facebook/Instagram**
With fresh energy and a profound understanding of indigenous identity, sustainable living and connection to the land, Indigenous youth have much to contribute to the world. However, they face many challenges in the Asia-Pacific as a result of their distinct identity such as discrimination, isolation and limited access to services. That’s why it is vital that indigenous youth voices are heard and their perspectives incorporated into youth policies and plans.

**Twitter**
In the Asia-Pacific, Indigenous youth face additional challenges due to their distinct identity and culture. That’s why it is vital that indigenous youth voices are heard and their perspectives incorporated into regional youth policies and plans.