

Joint Programme of the United Nations System in the Kyrgyz Republic and the State Agency for Youth, Physical Culture and Sports under the Government of the Kyrgyz Republic

# Sustainable Development Goals Youth Ambassadors in the Kyrgyz Republic

## Report on results in 2019-2020



October 2020

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## Executive summary

In June 2019 the United Nations (UN) System in the Kyrgyz Republic in partnership with the State Agency for Youth, Physical Culture and Sports (SAYPCS) under the Government of the Kyrgyz Republic launched a pilot programme for youth activists “Sustainable Development Goals Youth Ambassadors”.

The main goals of the Programme were to increase awareness of the population of the Kyrgyz Republic on the Sustainable Development Goals (SDGs) through youth activism and to build capacity of youth activists in promoting the ideas of sustainable development.

As a result of competitive selection process, 34 representatives of youth of the Kyrgyz Republic have become SDG Youth Ambassadors, each representing one of 17 SDGs throughout one year. The Ambassadors worked on voluntary basis and received support from the UN System, SAYPCS and other programme partners in form of training, mentorship, prizes for events and opportunities to take part in events. Staff from 12 UN agencies participated in the programme.

During the 10 months of their activity based on their own initiative from September 2019 until July 2020 the Ambassadors have conducted 173 events having reached 12 859 people. The events included info sessions, interactive lectures, online flash mobs, workshops, trainings, cleanups, forums, interactive games, quizzes, masterclasses, social media challenges, debates, fairs, festivals. The Ambassadors also took part in partners’ events, including several high-level state events on the SDGs.

The COVID-19 pandemic and subsequent introduction of the state of emergency in the capital and other areas of the Kyrgyz Republic have made the implementation of the programme challenging, however, the Ambassadors were able to adapt to these circumstances and conducted 12 events online, having reached 512 people.

The Programme concluded in July 2020 with the awarding of the 18 most active Ambassadors. Based on the results of the pilot programme, recommendations were developed for a new intake of SDG Ambassadors.

# 1. Introduction

This report describes the experience of the [United Nations System in the Kyrgyz Republic](#) and the [State Agency for Youth, Physical Culture and Sports under the Government of the Kyrgyz Republic](#) in implementing the first round of the pilot Sustainable Development Goals Youth Ambassadors Programme in 2019-2020.

The report includes a description of the processes in participants' selection, Programme coordination, Ambassadors' capacity building, their interaction with the UN System and SAYPCS. The report also includes a summary of the results of the Ambassadors' activities. At the end of the report, based on the feedback received, we describe challenges in the implementation of the Programme, as well as give recommendations for improving the Programme for the future. We hope that the example of the implementation of the Programme in the Kyrgyz Republic, as well as the thoughts outlined in the report, will help other organizations and countries to launch a similar project or think over new formats for involving youth in promoting the SDGs.

The report was prepared by Tynchtykbek Bakytov (UNFPA), Ekaterina Perfiljeva (Office of the UN Resident Coordinator), Karina Abdylidaeva (FAO) and Baktybek Kainazarov (UNFPA) with the support of the UN inter-agency Youth Thematic Group.

## SDGs and youth in the Kyrgyz Republic

Almost four years after the adoption of the [2030 Agenda for Sustainable Development](#) (2030 Agenda), the awareness of the general public in the Kyrgyz Republic about the [Sustainable Development Goals](#) and their key role remained extremely low. Existing initiatives by various stakeholders to promote achievement of the SDGs did not allow for their widespread acceptance.

One of the key stakeholder groups in achieving the SDGs is youth, which is also one of the largest population groups in the Kyrgyz Republic ([25% of the population](#) are young people aged 14 to 28). One third of the 169 SDG targets are youth-related and particular attention in the implementation of the SDGs should be put on youth empowerment.

In the spring of 2019, the Government of the Kyrgyz Republic announced its intention to present its first Voluntary National Review (VNR) on the achievement of the SDGs at the High Level Political Forum under the auspices of the UN Economic and Social Council in July 2020. Thus, since April 2019, a number of stakeholders (including government bodies and civil society) have begun to actively mobilize to conduct a quality and inclusive data-driven review. The VNR process provided another opportunity to galvanize youth efforts to advance the SDGs and participate in policy processes related to the SDGs.

The UN System in the Kyrgyz Republic is actively working to promote the SDGs among various stakeholder groups: government, media, academia, and the private sector. While there have been many small-scale activities on the SDGs, the UN System has yet to implement major SDG awareness-raising project that target young people. In turn, SAYPCS

also sought to contribute to the achievement and promotion of the SDGs within the framework of the [Programme of the Government of the Kyrgyz Republic “Development of Youth Policy in 2017-2020”](#), but did not carry out large-scale events on the SDGs either.



Thus, in order to raise awareness of the population about the SDGs and involve young people in the achievement and promotion of the SDGs, in summer 2019 the UN inter-agency Youth Thematic Group, in cooperation with SAYPCS, launched a joint SDG Youth Ambassadors Programme.

## Programme goals

The SDG Youth Ambassadors Programme (hereinafter the Programme) was aimed at:

- Raising awareness of the 2030 Agenda and the SDGs among youth of the Kyrgyz Republic;
- Empowering young SDG activists in the Kyrgyz Republic and enabling them to participate in national and international events related to the SDGs;
- Creation of a platform for exchange of views between youth and national stakeholders responsible for coordinating the SDGs in the Kyrgyz Republic;
- Expanding youth participation in national adaptation and implementation of the SDGs in the Kyrgyz Republic;
- Creation of a platform for young leaders to express their civil position in promoting the SDGs and the 2030 Agenda.

The Programme consisted of several basic **elements**:

- capacity building for the Ambassadors;
- support to the Ambassadors (financial and technical) for implementation of their own initiatives;
- coordination mechanism;



- mentoring for the Ambassadors;
- monitoring of ambassadors' activities;
- incentives mechanism for the most active Ambassadors.

The main premise of the Programme was that the Ambassadors would act based on their own plans and ambition, while SAYPCS and the UN System would provide guidance and direction, as well as capacity building. Therefore, the Programme relied primarily on the potential and creativity of the Ambassadors themselves and aimed to strengthen the capacity of the Ambassadors by stimulating their responsibility for planning and implementing their own activities.

## Ambassadors' responsibilities

The **responsibilities** of the Ambassadors throughout their one-year mandate included the following:

- Actively promote their SDG, other SDGs and the 2030 Agenda overall among peers, at local and national level in the Kyrgyz Republic and mobilize the youth of the country for SDG action, including by:
  - preparing and disseminating information to raise awareness of the SDGs among various stakeholder groups;
  - conducting presentations, trainings and other events on their SDG and the 2030 Agenda in various institutions;
  - disseminating information on the latest developments (such as publications, reports, conferences and other updates) occurring at the national and global levels related to the SDGs through various communication channels.
- Participate in and support national, regional and international events related to the SDGs and other events of national stakeholders, the UN System in the Kyrgyz Republic, government and non-governmental institutions and other stakeholders;
- Participate in regular coordination meetings and events of the SDG Youth Ambassadors Programme;
- Document and summarize own experience, best practices, cases and success stories collected during own activity as the SDG Youth Ambassadors in written/graphic/video formats;
- Make efforts to mobilize resources for the implementation of own initiatives and projects as the SDG Youth Ambassador;
- Support and promote UN values and principles.

It is important to note that the Ambassadors participated in the Programme on a purely voluntary basis and were not official representatives of the UN System or SAYPCS.

## Timeframes

The main stages of the Programme were:

March - June 2019

Development of Programme concept

	Programme approval Defining sources of funds
24 June 2019	Official launch of the Programme Call for Applications open
24 July 2019	Call for Applications closed
July 2019	Processing applications Selection: 1 <sup>st</sup> stage
7-8, 15-16 August 2019	Candidate interviews Selection: 2 <sup>nd</sup> stage
19 August 2019	Appointment of Ambassadors
11-12 September 2019	Induction training for Ambassadors Ambassadors begin their activity
September 2019 - January 2020	Ambassadors conduct activities
31 January - 2 February 2020	Mid-term training for Ambassadors Mid-term check of Ambassadors' progress Capacity building for Ambassadors
February - June 2020	Ambassadors conduct activities
July 2020	Programme closure events Awarding of the most active Ambassadors
August - September 2020	Summing up and evaluating Ambassadors' activities

## 2. Selection of participants

### Selection criteria

For the selection of participants, the following **criteria** were established:

- Age 16 to 28;
- Permanent residence in the Kyrgyz Republic;
- Knowledge of the SDGs;
- Compliance with UN values and principles;
- Willingness to participate in the programme within the specified timeframe (throughout one year);
- Understanding the local context, especially in relation to youth;
- Excellent communication and teamwork skills;
- Fluency in written and oral Russian and/or Kyrgyz language;
- Good presentation, public speaking and reporting skills;
- Strong computer skills;

- High motivation and commitment to participate in the SDGs Youth Ambassadors Programme and to implementation of the SDGs and the 2030 Agenda in the country.

The **advantages** for candidates were:

- Experience and/or knowledge related to the SDG of their choice;
- Experience in social media promotion;
- Ability to travel within the Kyrgyz Republic and abroad;
- Previous work/internship/volunteering experience in ministries, non-governmental organisations and other state institutions;
- English language skills.

## Selection stages

### Stage one

The collection of applications was carried out through an open online form within one month (from June 24 to July 24, 2019). The form (see Appendix 1) was available for filling in Russian or Kyrgyz language. The call for applications was published on the UN and SAYPCS websites, in social media, and also disseminated through youth and volunteer organizations.

684 applications were received, of which only 398 were eligible. Of the total number of applications, 513 were completed in Russian and 171 in Kyrgyz. Almost  $\frac{3}{4}$  of the applications were submitted by young women. Almost half of the applications where the region was indicated were from Bishkek. The most popular SDGs among applicants were SDG 4 (Quality education), SDG 5 (Gender equality) and SDG 3 (Good health and wellbeing). More complete statistics of applications is presented in Appendix 2.

At stage one the selection committee consisted of representatives of the Office of the UN Resident Coordinator, the UN Population Fund (UNFPA), the UN Food and Agriculture Organisation (FAO) and the UN Development Programme (UNDP). The commission selected valid applications that meet the minimum criteria, paying attention to the motivation part. Since there were almost three times more applications in Russian than in Kyrgyz, further selection was carried out in parallel in both groups to maintain the language balance among the selected Ambassadors.

Among the Russian-speaking group of candidates, each application was reviewed by two members of the selection committee for drawing up an interim list. Since there were a lot of applications, an additional screening stage was organised for this group – candidates were asked to develop a simple action plan as potential SDG Ambassadors. Action plans were rated on a scale of 1 to 5; participants who received 4 or 5 points were invited to the next stage of selection.

Among the group of Kyrgyz-speaking candidates, each application was also reviewed by two members of the commission, after which a short list of candidates was drawn up for participation at the next stage.



## Stage two

The second stage of selection for both groups consisted of telephone interviews lasting about 20 minutes. 4 selection commissions (2 commissions for the Russian-speaking group and 2 commissions for the Kyrgyz-speaking group) conducted 34 interviews in Russian and 29 interviews in Kyrgyz in parallel. Representatives from SAYPCS, the Office of the UN Resident Coordinator, UNFPA, FAO, the United Nations Children's Fund (UNICEF), UN Women and the World Food Programme (WFP) participated in the selection panels.

## Selection results

Taking into account the requirements for candidates and different selection criteria, a list of 34 candidates was drawn up, all of whom eventually accepted the offer to participate in the Programme. A complete list of Ambassadors and their profiles are presented in Appendix 3. The selection involved young candidates aged 16 to 28 from all regions of the Kyrgyz Republic; among them were schoolchildren, students, young professionals, experienced volunteers, activists and leaders of youth organisations. During the selection process, the organisers aimed at selecting a gender-balanced and diverse group of Ambassadors in terms of age, experience, professional training and place of residence. Since some of the SDGs were much more popular among the applicants, only the most motivated and experienced Ambassadors received the right to represent the SDGs they had chosen at the selection stage, with the rest of the Ambassadors the organisers have reached an agreement on which SDGs they would represent.

Each Ambassador was issued a certificated of appointment as an SDG Youth Ambassador, signed by the Director of SAYPCS and the UN Resident Coordinator in the Kyrgyz Republic.

# 3. Programme coordination

## Organisers

The Programme was implemented through the joint work of the UN System in the Kyrgyz Republic and SAYPCS.

On the part of SAYPCS, the Programme was supported through the work of the youth department of the central office of the Agency under the direct supervision of the Deputy Director of SAYPCS.

On the part of the UN System, the Programme was implemented as a joint project of several agencies. Coordination was carried out by a core group of organisers from UNFPA, Office of the UN Resident Coordinator, FAO and UNDP under the leadership of UNFPA. General discussions on the implementation of the Programme were held within the UN inter-agency Youth Thematic Group.

Since the end of January 2020, a technical consultant has joined the team under UNFPA as the main **coordinator** for the Ambassadors. His responsibilities included:

- organizing coordination meetings with the Ambassadors;
- assisting in the implementation of activities by the Ambassadors;
- assisting in the development of initiatives to build the capacity of Ambassadors;
- organizing systematic feedback between all participants of the Programme;
- supporting UN staff in interaction with the Ambassadors;
- preparing a monthly report on the progress of the Programme.

## Communication with Ambassadors

Regular communication with the Ambassadors and coordination of their activities was carried out through a **common group in WhatsApp**, where all the Ambassadors and organizers were present. The most important information was also sent to the Ambassadors by email.

One of the tools for organisers and Ambassadors to work together was **coordination meetings**, which were held monthly (in November and December 2019, as well as in February and March 2020). Difficulties in work, achievements, lessons learned and plans for upcoming activities were discussed during these meetings. Each month different UN agencies acted as 'host' and made a presentation on their activities based on the requests of the Ambassadors. The meetings were held at the UN House in Bishkek; the Ambassadors who did not live in Bishkek connected to the meetings virtually. Several UN agencies also held separate meetings for the Ambassadors in their offices, detailing their activities.

## 4. Capacity building for Youth Ambassadors

Throughout the Programme, a lot of attention was paid to strengthening the capacity of the Ambassadors to promote the SDGs, including their knowledge of the SDGs and skills such as leadership, public speaking, project management, engaging volunteers, and working with social media. For this, two trainings (induction and mid-term), coordination meetings, and mentoring support were organised.

### Induction training

Induction training was held in Bishkek on September 11-12, 2019\$ it was attended by 32 of 34 Ambassadors. The training was organised by the UN System in cooperation with SAYPCS at the SAYPCS Youth Center.

The objectives of the training were: to strengthen the knowledge of the Ambassadors about the 2030 Agenda and the SDGs, the basic principles of the UN; provide tools for interactive work with different audiences (including communication); to strengthen the knowledge of the Ambassadors on gender equality, as well as provide feedback on the action plans (preparation of action plans was part of the Ambassadors' homework before the training).

The training began with a brief overview of the Programme and introduction of the participants under the guidance of an experienced facilitator. The Office of the UN Resident

Coordinator gave a brief overview of the **2030 Agenda, the achievement of the SDGs and the role of youth in achieving the SDGs**. A representative of SAYPCS made a presentation on **youth policy in the Kyrgyz Republic**, as well as **challenges and opportunities for youth in the country**. A short guide on **interactive methods of youth engagement** was prepared specifically for the Ambassadors by an experienced trainer, and two special sessions were held at the training.



*SDG Ambassadors at the induction training at the Youth Center in Bishkek*

UN representatives also held a session for the Ambassadors on **how to communicate about the SDGs**, including through social media. Specifically, for the Ambassadors, UN staff developed a mini guide on communications and the SDGs, which included key messages, SDG logos and links to key visual resources on the SDGs. The first day of the training ended with active outdoor **teambuilding**.

On the second day of the training, representatives of the National Red Crescent Society conducted a **mini training for the Ambassadors on working with volunteers**. A representative of UN Women made a presentation on **gender equality and gender-sensitive communication**. In the second half, the Ambassadors were divided into groups to discuss future work in terms of target audiences, partners, resources, communications and building an action plan in the format of ‘world café’.

In the final part of the training, the Ambassadors worked on the further development of their **action plans**. The format of the plan included goals for action as Ambassadors and a description of target audiences, as well as a proposed action plan, clarifying approximate formats, dates, communication channels, budget and key messages. The organisers provided each of the Ambassadors with feedback and recommendations on the implementation of the



plans. At the official closing of the training, inspirational words to the Ambassadors were provided by the UN Resident Coordinator in the Kyrgyz Republic and the Deputy Director of SAYPCS.



*Deputy Director of SAYPCS Mirlan Parkhanov at the meeting with the Ambassadors during the induction training*

The training ended with a **networking dinner**, to which the heads of UN agencies in the Kyrgyz Republic and representatives of youth and volunteer organisations of the country were invited to meet the Ambassadors.

The training had a positive and productive dynamic; all participants were involved in the training sessions and the trainers successfully used interactive teaching methods. Overall, the induction training provided the Ambassadors with an understanding of the Programme, their responsibilities and expected results and served as a platform for the first discussions and team building among the Ambassadors.

As a result of the training, an **online library of resources** for the Ambassadors was created, where all materials from the training were posted, as well as various useful materials about the SDGs. The Ambassadors received sets of large SDG cards for visual support during events.

After the training, 30 Ambassadors provided feedback and comments on each of the sessions, as well as general recommendations. In particular, the Ambassadors highly appreciated the training, recommended conducting more such trainings and spending more time on team building, using less paper and plastic, and also noted several ideas for further capacity building. The facilitator of the training also provided recommendations. These

recommendations were taken into account when organizing further trainings. (See Appendix 5.)



*Ambassadors during the team building at the induction training*

## Mid-term training

Before conducting the mid-term training, the organisers ran an anonymous survey among the Ambassadors on interaction with the UN agencies and SAYPCS, challenges, recommendations for further work, as well as preferred topics for training. 13 Ambassadors took part in the survey and based on their answers the training programme and, in particular, the feedback session was developed.

The mid-term training took place from January 31 to February 3, 2020 in Bishkek at the Ololo Erkindik creative space. The training served as a kind of ‘equator’ of the Programme. On the first day, a **networking dinner** was organized with representatives of international organizations, where the Ambassadors had the opportunity to personally meet the heads of UN agencies and diplomatic representatives.

At the event, the organisers shared the results of the Programme, introduced the Ambassadors, and also awarded the two most active Ambassadors based on the results of the events and outreach – Akylbek Bakytov (SDG 3) and Eldiyar Dzheenaliyev (SDG 17).

The mid-term training programme was based on the proposals of the Ambassadors themselves. Only active Ambassadors were invited to the training. For the event, the same



facilitators were involved as in the induction training, interactive methods were used: work in small groups, team building exercises, discussions, brainstorming.



*SDG 17 Ambassador Eldiyar Dzheenaliev, FAO Country Representative a.i. Dinara Rakhmanova, SDG 3 Ambassador Akylbek Bakytov, UNDP Resident Representative Louise Chamberlain, SAYPCS Deputy Director Mirlan Parkhanov, UNICEF Country Representative Christine Jaulmes at the award ceremony*

At the beginning of the training the Ambassadors had the opportunity to listen to a presentation by the Ministry of the Economy of the Kyrgyz Republic on the **preparation of the Voluntary National Review on the SDGs**, as well as get acquainted with representatives of other government bodies and consultants who directly took a role in this process. During the discussion, several ideas were developed for engaging the Ambassadors into the VNR process. UN Women Country Representative Ulziisuren Jamsran and Ololo co-founder Daniyar Amanaliev held a **dialogue on leadership** with the Ambassadors. In the second part of the first day, three parallel sessions were organized on **social media marketing, business communication and public speaking**. The first day ended with a session on partnership and fundraising, as well as an interactive game as **team building**.

At the beginning of the second day, UN representatives told the Ambassadors about the launch of the [Decade of Action on the SDGs](#) and the 75<sup>th</sup> anniversary of the UN – large scale events this year, where the Ambassadors could also take part. Then the Ambassadors and organisers (representatives of the UN and SAYPCS) held a **feedback dialogue**, where, under the guidance of the facilitator, they discussed the challenges arising in the process of work and updated formats of cooperation, as well as developed recommendations for the coming months. The Ambassadors expressed interest in working with SAYPCS staff at the regional and local levels, and also asked questions about the implementation of youth policy in the Kyrgyz Republic. The UN System and SAYPCS made short presentations summarizing



the feedback to the Ambassadors. The UN System also made a short presentation ‘Portrait of the SDGs Ambassador’ to further clarify the vision of what the SDGs Ambassador should be.



*Ambassadors at the mid-term training*

To develop further work plans, the Ambassadors were divided into several groups, each of which worked out a detailed plan of action for a specific month based on their own ideas, as well as the calendar of UN and SAYPCS events. As a result of this session, an **overall plan of action for the Ambassadors** was developed, covering many SDGs. This worked helped to strengthen the team spirit and develop ideas for activities for joint implementation. In general, the training contributed to the fact that each of the Ambassadors became convinced of importance of teamwork and mutual assistance.

The training (see. [video](#)) ended with a **meeting of the Ambassadors with youth organisations** at the SAYPCS Youth Center. Leaders of youth organisations such as Enactus, Red Crescent, IDEA Central Asia, ‘Archa’ Initiative spoke about their activities and expressed interest in cooperation with the Ambassadors.

Many of the training participants noted that the information presented at the training was very useful. The format of parallel practical thematic sessions for skill development made it possible to delve into certain topics better than the format of the ‘world café’ at the induction training. The Ambassadors also noted that it would be good to accommodate all the participants together during the training, as this would contribute to the development of team spirit. Participants rated the feedback session as generally useful, but also requested organizing training for them on social design and project writing; the facilitator advised to assign mentors from non-governmental organisations for the Ambassadors; the Ambassadors also requested the contacts of field staff from SAYPCS.



*Participants of the mid-term training – SDG Ambassadors, representatives of UN and SAYPCS, trainers*

After the mid-term training, the organisers planned a series of thematic webinars for the Ambassadors by the UN System. In April, the staff of the Office of the UN Resident Coordinator held a webinar on data and indicators for the SDGs, as well as the progress of the Kyrgyz Republic in achieving the SDGs. Unfortunately, the entire series of webinars could not be fully implemented due to the poor response from the Ambassadors in terms of participation.

## **5. Youth Ambassadors in action**

### **Monitoring of Ambassadors' activity**

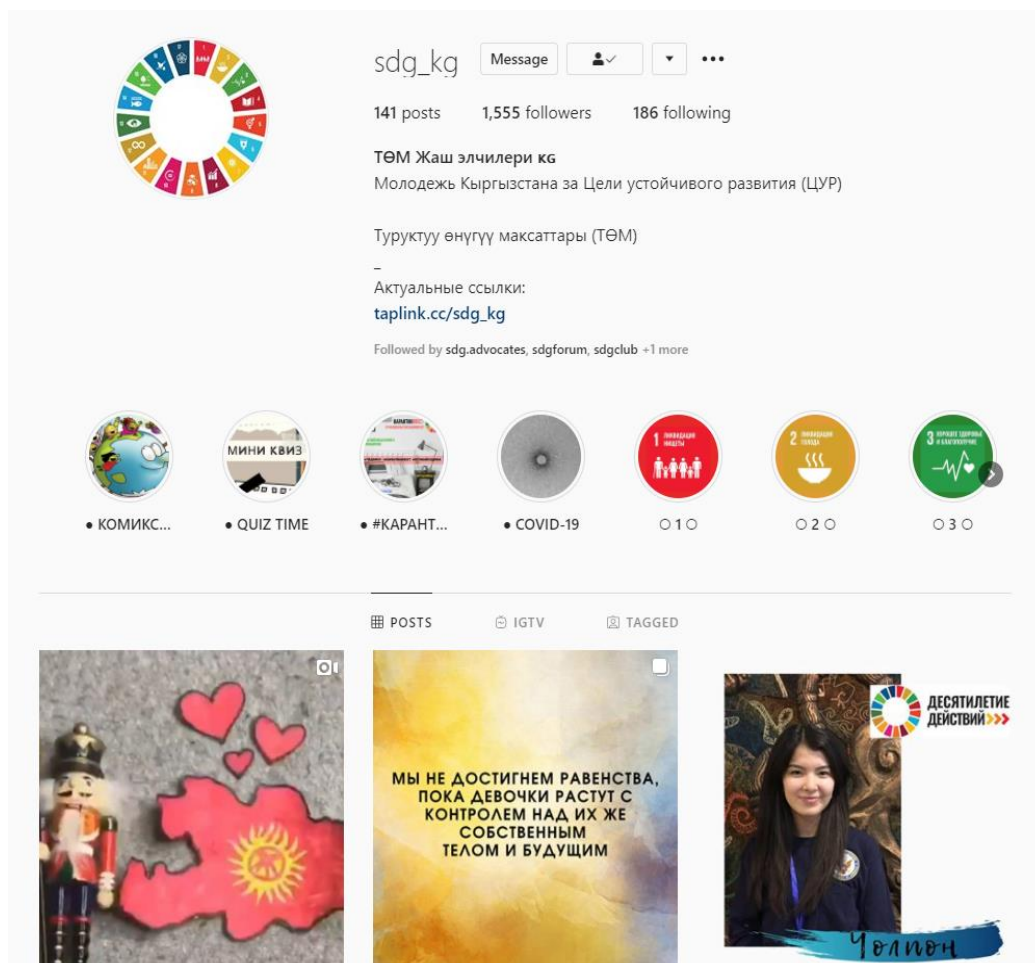
At the end of each month, the Ambassadors completed a simple online spreadsheet summarizing the results of their events, indicating the format of the events, the main audience, outreach and other results. The project coordinator kept general statistics on the activities carried out.

## Ambassadors' activities

**In total, during 10 months of their activity from September 2019 to July 2020, the Ambassadors held 173 events, reaching 12,859 people.** Events included information sessions, interactive lectures, online flash mobs, workshops, training, cleanups, forums, interactive games, quizzes, master classes, social media challenges, debates, fairs, festivals. Throughout the implementation of the Programme, the Ambassadors actively implemented their own events, and also took part in the events of partners. Below are examples of some of the activities that the Ambassadors have undertaken.

### Instagram page of SDG Ambassadors

*At the beginning of their activity the Ambassadors created their own page on Instagram - @sdg\_kg – and they have managed it over their whole mandate. On their page, the Ambassadors met their audience, made posts about their events, promoted the SDGs by creating their own content, and also conducted quizzes. Later the Ambassadors also created a page on Facebook.*





### UN Day

*In October 2019 14 Ambassadors took part in the UN Day celebrations in Bishkek. The Ambassadors became part of a large ideas fair on sustainable development and throughout the whole day conducted games and quizzes for visitors at interactive thematic stations and familiarized participants with basic information about the UN, while promoting the SDGs.*





### SDGs Fair

*In November 2019, in collaboration with youth organisations, the Ambassadors organised an open SDGs Fair for youth at the SAYPCS Youth Center in Bishkek. The fair included interactive thematic stations, discussions and quizzes. The most active participants received prizes with the SDG symbols.*



### **Artist Contest on Responsible Consumption and Production**

*In November-December 2019, SDG 12 Ambassador Nargiza Abdykalyk kyzy (also a senior researcher at the G.Aitiev Museum of Fine Arts) held an artist competition on the theme of SDG 12, collecting 56 applications for participations from citizens of the Kyrgyz Republic and neighbouring countries. The competition called on artists to awaken society through art and, through their work, empower young people and city dwellers to rethink the role of human being in preserving the environment. 28 young artists, sculptors, designers and architects who completed their works (installations, paintings, sculptures) using solid household waste, were eligible to participate in the competition. As a result of the competition, a temporary exhibition was organized in the museum.*



*In autumn 2019 SDG Ambassadors participated in the EU Beach CleanUp at Lake Issyk-Kul*





### International Volunteer Day

In December 2019, 12 Ambassadors joined the annual celebration of the International Volunteer Day in Bishkek by organizing several SDG interactive stations. The Ambassadors shared with the festival attendees how everyone can contribute to the achievement of the SDGs, including through volunteering.



### Model UN at Ala-Too International University

In February 2020, the Ambassadors, together with students of the Department of International Relations, held a conference in the 'Model UN' format for 150 delegates from the Kyrgyz Republic, Kazakhstan, Uzbekistan, Tajikistan and Somalia. Students and schoolchildren united in 7 committees to discuss and propose solutions to the current challenges of the world community – protecting the rights of migrants, preventing domestic violence, arms control, environmental pollution, climate change and effective governance to achieve the SDGs. The delegates developed resolutions, and the best of the participants in the game received commemorative prizes with the symbols of the SDGs.



*Ambassador Erkinai Omurzakova (SDG 4) gave an English lesson at the 'Cheksiz Yrayym' orphanage*





*Ambassador Aidana Ermatova (SDG 2) made a presentation and discussion of environmental problems in agriculture and the role of youth at the Kyrgyz National Agrarian University*



*Ambassadors conduct training on the SDGs for youth in Talas during the celebration of the National Youth Day (November 2019)*



*Ambassador Akylbek Bakytov (SDG 3) in the village Jer-Kazar (Chui region) within the 'Caravan of Changes' organised by the Institute of Youth Development with participants of the information session on the SDGs and volunteering*

*Ambassador Tolgonai Akimova (SDG 13) made a presentation on the SDGs for over a hundred school children and their parents in Kochkor city (Naryn region). Tolgonai talked about climate issues and everyone's contribution to the fight against climate change, conducted a mini-quiz, and after the session she planted trees with participants.*





*Ambassadors took part in the first Youth Climate Forum in the Kyrgyz Republic at the American University of Central Asia, where they held several games and lectures on climate change*



## Action during the COVID-19 pandemic

After the mid-term training was held in February 2020, a work plan for the Ambassadors was developed for several subsequent months, however, due to the subsequent declaration of the COVID-19-related state of emergency in March 2020, most of the Ambassadors' activities were cancelled and could not be fully implemented. However, during the COVID-19 quarantine, the Ambassadors were able to adapt and held 12 online events, reaching 512 people (information on some of them is presented below).

### #QuarantineQuest

The Ambassadors held a contest among Instagram followers during quarantine to help promote the idea of voluntary self-isolation, adhere to quarantine rules, and educate young people about COVID-19. During the entire period of the state of emergency in some territories of the country, the Ambassadors invited participants to complete tasks as part of the quest in order to spend time usefully. As a result of this initiative, the number of Ambassadors' followers on Instagram has grown on 1565, and on Facebook – to 120 people. During the quarantine, the ambassadors also created and published content about COVID-19 and the SDGs themselves through social media.

### SDG Movie Club

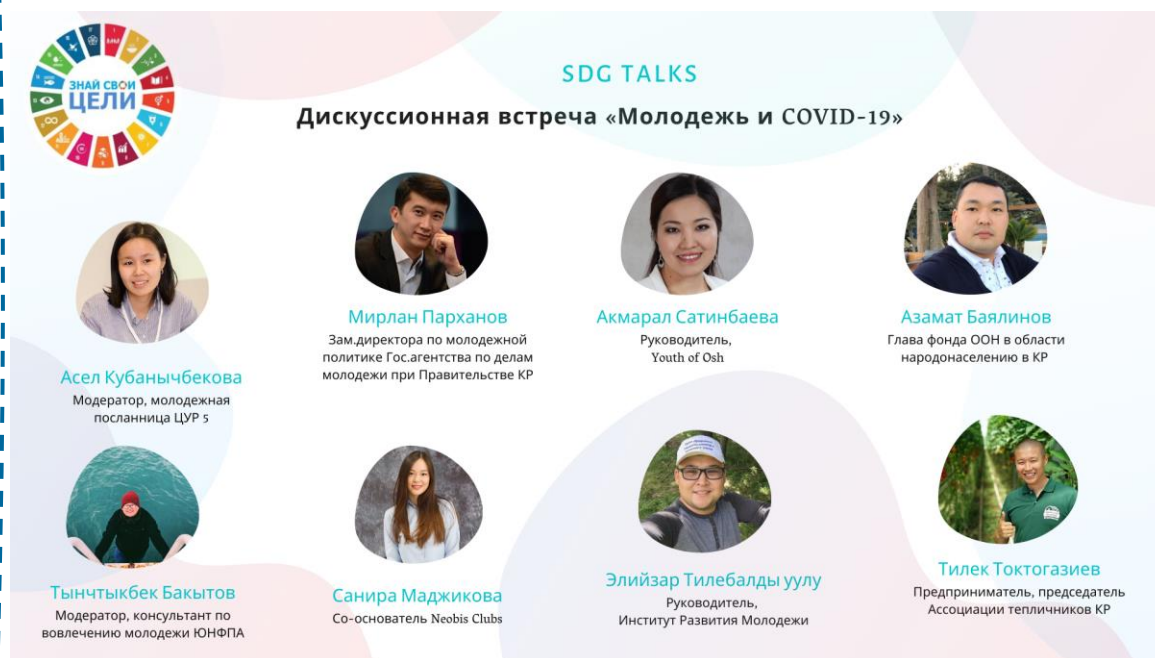
Led by Zhanybek Akhmatov (SDG 10), the Ambassadors organised an online club to expand knowledge about the SDGs through watching films and discussing them. Each week, the Ambassadors selected thematic documentaries exploring the challenges of the SDGs. Within the framework of the cinema club, a Telegram group of 50 members was created.





## Discussion ‘Youth and COVID-19’

In May 2020, by initiative of SDG 5 Ambassador Asel Kubanychbekova, an online meeting was organised with the participation of young civic activists and leaders of non-governmental organisations to discuss the involvement of youth in the Kyrgyz Republic in the fight and rehabilitation process in connection with the situation and the consequences of COVID-19. At the meeting participants noted the importance of capacitating volunteers and supporting them, analysing the impact of COVID-19 on youth, developing digital literacy and consistency of youth leadership. Following the meeting, recommendations were sent to youth organisations, parliament, SAYPCS and development partners.



## Live streams and discussions with Young Leaders for Social Progress

The SDG Ambassadors, in partnership with Young Leaders for Social Progress (an informal youth group that aims to create and strengthen stakeholder engagement for the development of society and address the challenges of sustainable development), organized a series of webinars, discussions and live broadcasts for young people reaching over 70 people.

## Engagement of Ambassadors into VNR

The organisers also tried to involve the Ambassadors into the National Voluntary Review (VNR) process. Several Ambassadors presented the Programme and their actions at thematic meetings with stakeholders of the VNR process. Representatives of government agencies involved in the VNR process and consultants took part in the mid-term training of the Ambassadors, where they were able to discuss potential options for involving the Ambassadors.



On February 14, 2020, the Government of the Kyrgyz Republic organised a seminar ‘Regional development of the Kyrgyz Republic and the UN Sustainable Development Goals, preparation of the draft Voluntary National Review 2020’. At the seminar, more than 150 participants representing local authorities from different regions of the country discussed national priorities for regional development in the context of their relationship with the SDGs. The SDG 12 Ambassador Nargiza Abdykalyk kyzy spoke at the seminar, talking about the role of youth in achieving the SDGs and the work of the Ambassadors in promoting the SDGs.



*SDG 12 Ambassador Nargiza Abdykalyk kyzy with seminar participants*

SDG 3 Ambassador Akylbek Bakytov was invited to become a member of the official delegation of the Kyrgyz Republic at the High-Level Political Forum on Sustainable Development and took part in the presentation of the VNR. A summary of the Programme was included in the [VNR report](#) (on page 26).

## Closure

On July 30, 2020, an event was organized to officially close the Programme and complete the mandate of the Ambassadors. The event was held online due to circumstances related to COVID-19. The Programme of the event consisted of an interactive online quiz on the SDGs, greetings from the Deputy Director of SAYPCS and the head of UNFPA office. The event was attended by the most active Ambassadors, as well as UN System staff who oversaw the work of the Ambassadors throughout the year.

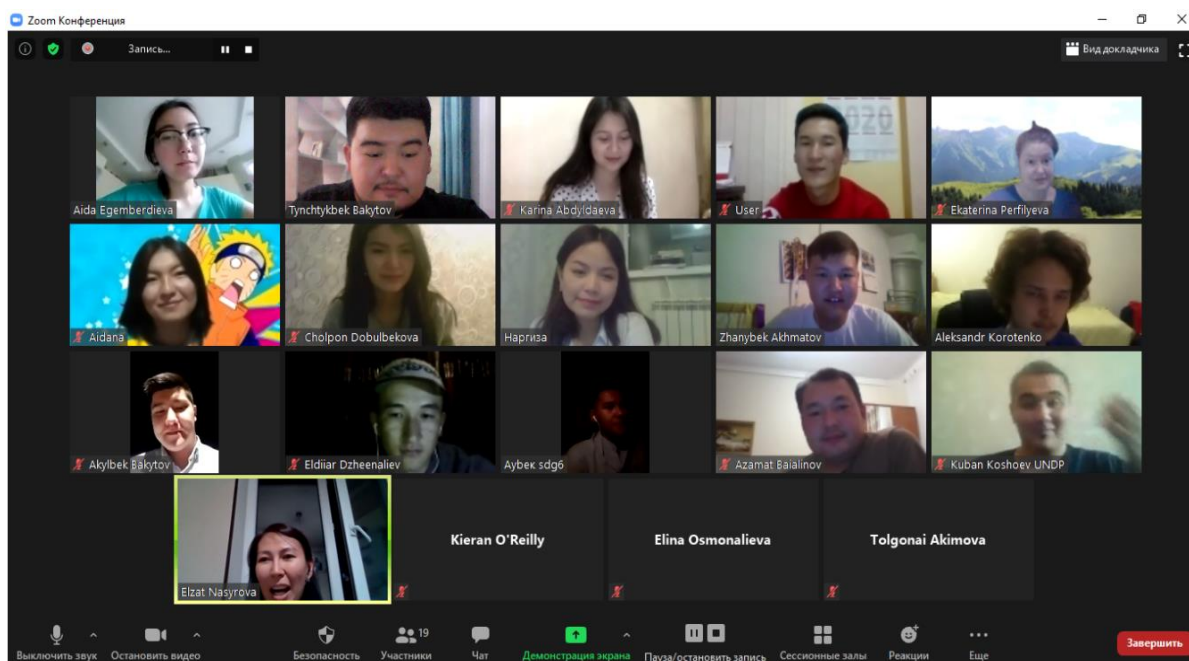
The Ambassadors awarded for their activity were:

- 1<sup>st</sup> category prize: Zhanybek Akhmatov (SDG 10), Akylbek Bakytov (SDG 3), Aidana Ermatova (SDG 2), Samar Kanatov (SDG 13), Eldiyar Dzheenaliev (SDG 17), Nargiza Abdykalyk kyzy (SDG 12);
- 2<sup>nd</sup> category prize: Erkinai Omurzakova (SDG 4), Aleksandr Korotenko (SDG 7), Kairat Orozaliev (SDG 7), Elina Osmonalieva (SDG 9), Nursultan Mambetkalyev (SDG 17), Cholpon Dobulbekova (SDG 16);
- 3<sup>rd</sup> category prize: Asel Kubanychbekova (SDG 5), Aibek Asanov (SDG 6), Aida Egemberdiyeva (SDG 12), Tolgonai Akimova (SDG 13), Chyngyz Kolchuev (SDG 16), Saidakhror Khodzhaev (SDG 7).



*SDG 3 Ambassador Akylbek Bakytov with participants of the online VNR presentation at High-Level Political Forum on Sustainable Development in July 2020*





Screenshot from the closing event

## 6. Support from the UN System and SAYPCS

### Mentoring

Throughout the Programme, UN agencies in the Kyrgyz Republic have provided support to the Ambassadors to develop their thematic capacities related to the selected SDGs. Each Ambassador had a least one mentor from the UN System, usually from a UN agency whose mandate is closest to the SDG selected by the Ambassador.

The cooperation of the Ambassadors with UN agencies was expressed in approximately the following formats:

- focal point from UN agency: a UN agency appointed a focal point (or several) as the main focal point for Ambassadors from this agency throughout the whole Programme;
- regular meetings: UN agency and Ambassador(s) organised joint meetings for consultations, training, exchange of experiences on a regular basis and/or upon request of the Ambassador (it was recommended to have at least 1 meeting per quarter);
- access to learning: a UN agency offered to the Ambassadors opportunities for thematic learning based on own internal resources;
- support for participation in events: a UN agency invited Ambassadors to participate in its events and contributed to covering the costs;
- communications outreach: a UN agency included stories about Ambassadors' activities into its communications.

18 staff members from 12 UN institutions (Office of the UN Resident Coordinator, UNDP, FAO, WFP, UNFPA, United Nations Office on Drugs and Crime (UNODC), UN Industrial

Development Organisation (UNIDO), UNICEF, International Organisation for Migration (IOM), Office of the High Commissioner on Human Rights (OHCHR), UNESCO) acted as mentors for the Ambassadors (see Appendix 4). Many agencies maintained regular contact with the Ambassadors, discussed details of their plans, helped in preparing presentations, provided branded items as prizes.

## Financial support

The project was funded by support from several UN agencies: Office of the UN Resident Coordinator, UNFPA, FAO, OHCHR, UNDP.

**Approximate overall budget** of the project amounted to USD 23 710 (KGS 1 887 791) and consisted of:

	<b>Events and costs</b>	<b>Amount in USD</b>	<b>Among in KGS (October 2020 exchange rate)</b>	<b>UN Agencies</b>
1	Induction training (facilitator, team building, catering, travel and accommodation, logistics company fee)	4 900	390 138	UNFPA, Office of the UN Resident Coordinator
2	SDG-branded items (plates, posters, magnets, hoodies)	3 000	238 860	Office of the UN Resident Coordinator, OHCHR
3	Certificates of Appointment of Ambassadors and certificates of completion	160	12 740	UNFPA
4	Mid-term training (facilitators, team building, venue, catering, travel and accommodation)	4 700	374 214	UNFPA, FAO, Office of the UN Resident Coordinator
5	Prized for Ambassadors (mid-term and at programme closure)	3 150	250 803	UNFPA, FAO, Office of the UN Resident Coordinator, UNDP
6	Programme coordinator	7800	621036	UNFPA
	<b>Total:</b>	<b>23 710</b>	<b>1 887 791</b>	

## 7. Feedback and challenges in programme implementation

Since the Programme was a pilot project, it was very important to conduct its objective assessment, including an assessment of the interaction between organisers, mentors and Ambassadors, based on the feedback received and general discussions at different stages of

the Programme. On the whole, the Programme was successful, the organisers are satisfied with the activity of the Ambassadors, and the Ambassadors thanked the organisers and mentors for their support. However, during the implementation of the Programme there were some challenges.

### **Interaction of Ambassadors with UN agencies**

One of the challenges was the uneven activity of mentors from UN agencies in working with the Ambassadors. Some agencies were inactive, resulting in uneven distribution of support and making it much more difficult for some Ambassadors to obtain support. Many Ambassadors expected more detailed individual feedback on their plans from UN agencies and clearer explanations about the role of Ambassadors, noting that it would be nice if each Ambassador had one assigned mentor. Ambassadors would also like to see more UN mentors at their events. At the same time, it should be noted that not all Ambassadors have shown initiative in communicating with the UN and SAYPCS. The mentors, in turn, noted that they did not have enough time to work closely with the Ambassadors due to the general workload. During the Programme, the organisers held several discussions with UN mentors to collect feedback and general discussion of expectations from the Programme; mentors were also regularly invited to coordination meeting with the Ambassadors.

Since the direct work with the Ambassadors takes a lot of time, at the beginning it was difficult for the UN System to coordinate such work due to the lack of a staff member who could devote enough time to this. This problem was resolved through the recruitment of a part-time coordinator under UNFPA for the work with the Ambassadors, as a result of which the UN system was able to expedite the processing of the Ambassador requests from its side.

### **Geographic coverage and inclusiveness**

Out of 34 Ambassadors 9 were not based in Bishkek: Alay area (Osh region), Osh city, Batken city, Karakol city (Issyk-Kul region), Talas city, Tokmok city (Chui region). This created certain difficulties for their regular participation in the Programme activities (trainings, coordination meetings), which were held mainly in Bishkek. The participation of Ambassadors from remote regions in the introductory and intermediate training was organised with the support of the UN System. The coordination meetings were held with an option to join online for all Ambassadors who could not attend the UN House meetings.

It is also important to add that not all regions were represented by the group of Ambassadors, as a result of which the coverage of SDG activities by regions of the Kyrgyz Republic was different. The Ambassadors recommended that the organisers pay more attention to the regions of the Kyrgyz Republic so that the capital does not take over all the initiatives.

Another difficulty was the fact that the central offices of the UN System and SAYPCS are located in Bishkek, as a result of which the Ambassadors from the regions did not have the opportunity to meet with mentors from the UN Systems in person. Not all Ambassadors were also able to connect with SAYPCS staff in the field. In the second part of the Programme, SAYPCS made a detailed presentation on its field work and contacts and expressed its willingness to provide support in establishing communication between the Ambassadors and their staff.



Unfortunately, at the selection stage, the organisers did not manage to attract enough candidates who would represent vulnerable groups of the population. The Ambassadors also noted that it would be good to involve people with disabilities in the Programme, so they set a good example for others to be active and promote equality.

One of the difficulties was also the fact that among the Ambassadors there were either predominantly Kyrgyz-speaking or predominantly Russian-speaking young people, thus, the entire group as a whole was not equally good in Russian or Kyrgyz. This created additional difficulties in conducting trainings and chatting. The organisers, whenever possible, tried to duplicate all key communications into the Kyrgyz language.

### **Motivation and understanding the role of Ambassadors**

At the stage of Programme launch, the organisers assumed that by the end of the Programme, for various reasons, about half of the participants would drop out, therefore, initially, 2 Ambassadors were recruited for each SDG. By the end of the Programme, 18 out of 34 participants remained active, the rest dropped out for various reasons: several participants could not combine the Ambassador's volunteer work and study, while others found jobs during the implementation of the Programme and could not devote enough time to participate in the Programme; there were also those who left for family and personal reasons or as a result of unjustified expectations. The announcement in the country of a state of emergency due to COVID-19 also played a role in reducing the activity of the Ambassadors – most of them were unable to implement their planned activities and, because of this, lost interest and motivation.

To retain the Ambassadors, the organisers undertook different methods: talked about the possibilities of the Programme, held personal discussions and helped to solve emerging difficulties and problems, organised motivational meetings with UN staff, talked about career opportunities at the UN. Feedback showed that this kind of meetings met the needs of the Ambassadors, as many of them would like to pursue careers in the development sector, and personal conversations helped them see perspectives in this direction.

The Ambassadors noted that they did not always clearly understand their role and the expectations of them from the organisers. The mid-term training included a special presentation from the UN System and an open discussion on the role of the Ambassadors. Throughout the Programme, the coordinator also communicated with the Ambassadors individually, including discussing motivation issues.

At the end of the Programme, some Ambassadors noted that something bigger is needed to motivate them to participate in the Programme, for example, discounts on training or internship opportunities, participation in an international event, since the prizes in this regard are less attractive.

Some of the Ambassadors noted that the Programme could be an opportunity to influence policy decisions to achieve the SDGs, thereby going beyond the main goal of raising public awareness of the SDGs. The Ambassadors also added that it was possible to invest in the advocacy skills of more experienced ones to advance the positions of youth at different levels of decision-making.

### **Insufficient funding**

In general, the funding of the Programme from the UN System was not enough to fulfill all the ambitions of the organisers. In particular, the project funds were not enough to organise field trainings and support basic costs of all the events of Ambassadors. The overall funding of the Programme did not allow large-scale events to be carried out, to purchase enough branded materials to promote the SDGs for the Ambassadors themselves and as prizes for the most active participants in their events. Another difficulty was that the full budget was not collected in advance, which forced the organisers to re-search for funding for each individual event of the Programme. The Ambassadors, in turn, lacked the skills to raise funds from other partners.

### **Bureaucratisation**

Many Ambassadors noted the excessive bureaucratisation of processes on the part of both the UN System and SAYPCS. This mainly concerned the processing of requests from the Ambassadors for support of their events (financial and non-financial), preparation of waivers to educational institutions for participation in the Programme events and assistance in official communication with representatives of state bodies. Since both the UN System and SAYPCS have clear internal procedures that take time, the organisers advised the Ambassadors to apply in advance with requests for support and named the optimal time frames within which the Ambassadors could apply for support in advance based on the plans drawn up.

Difficulties for the Ambassadors also caused the need to draw up official letters of inquire to municipal authorities for conducting events in cities. For this purpose, a training session was organised at the mid-term training; SAYPCS also supported the Ambassadors on this issue throughout the Programme.

### **Ambassadors as a team**

In the process of work, difficulties arose in the work of Ambassadors as a single group. While the organisers welcomed group work among the Ambassadors, not all of the Ambassadors were actively involved in the general discussions and activities. Differences in age, location, experience, potential, motivation, and goals as an Ambassadors could be barriers to this. The Ambassadors themselves noted that their internal communication with each other did not develop, they could not always self-organise as a group, and in general the team spirit was weak. In the middle of the Programme, the SDG 17 Ambassadors were appointed as focal points by the Ambassadors, and the organisers, through them, addressed various request to the Ambassadors.

### **Creating and maintaining the status of Ambassadors**

During the Programme, the UN System and SAYPCS did not publish enough communication products on the activities of the Ambassadors (such products could be, for example, regular posts on social networks about the results of the Ambassadors' activities, interviews with them, etc.). As a result, there was not enough information out there about the Programme and activities of the Ambassadors, which also negatively affected their overall status and their acceptance by stakeholders, including state bodies and municipal authorities.

## 8. Recommendations

Based on the experience of the Programme pilot in 2019-2020, the following is recommended for a more successful continuation of the Programme:

### **selection of participants for the Programme:**

- raise the minimum age and other basic requirements for Programme participants to recruit participants with more initial experience of activism;
- involve representatives of ethnic minorities, LGBTQ people, people with disabilities, HIV-positive and representatives of religious groups in the selection process and in the group of Programme participants;
- consider setting quotas for participants based on gender and geography, and take into account the diversity of ages and backgrounds of participants;

### **managing Ambassadors' expectations:**

- at the stage of announcing for the selection of Programme participants, clearly indicate how much time is required for successful participation;
- work closely with the Ambassadors to openly discuss their expectations from the Programme and personal motivation to create a more comfortable participation in the Programme and to avoid them dropping out of the process;

### **building Ambassadors' capacity:**

- take into account the initial potential of the Ambassadors and, if possible, use an individual approach to increase the potential of each of them;
- before developing capacity building activities, conduct interim monitoring and identify problem areas; if possible, hold separate meetings with trainers and speakers in order to discuss teaching methods in trainings and expected content;
- make the most out of the internal capabilities of the UN System and SAYPCS to build the capacity of the Ambassadors, including but not limited to existing online courses, publications, presentations and training sessions by UN System and SAYPCS staff;
- conduct more trainings for Ambassadors and generally invest more resources in developing their potential throughout the Programme; if possible, conduct trainings in the field format;
- increase the capacity of the Ambassadors in fundraising for their own initiatives among potential sponsors, planning and project management;
- in capacity building, pay more attention to the SDGs which require more thematic training to advance (e.g. SDG 7, SDG 8, SDG 9, SDG 17);
- expand the database of materials collected for the Ambassadors on the promotion of the SDGs;
- increase the capacity of the Ambassadors in diplomatic (how to be politically neutral) and sensitive communications (how to work and communicate with representatives of vulnerable groups);

### **mentoring for Ambassadors:**

- involve the Ambassadors from the first intake as peer mentors for new Ambassadors;
- focal points from UN System to pay more attention and contribute more time to work with Ambassadors;

- programme coordinator to regularly work with mentors to identify work challenges for better coordination;
- to work out in advance expectations from participation in the Programme with mentors and contact persons from the UN System, regularly conduct reflective sessions to improve the quality of interaction with the Ambassadors;
- UN agencies to consider the Programme as an additional opportunity to strengthen their activities and establish a minimum number of events in which the Ambassadors can participate;

#### **Programme management and coordination:**

- involve more UN agencies in the Programme, including in providing capacity building and mentoring opportunities for Ambassadors, including agencies with regional representation;
- involve a consultant-coordinator with a good knowledge of Russian and Kyrgyz languages to coordinate work with the Ambassadors and process their requests in a timely manner;
- increase the number of coordination meetings (continuing the practice when one UN agency is responsible for holding a certain meeting) and the quality of coordination mechanisms of the Programme as a whole;
- consider nominating one (or more) Ambassadors as the Ambassadors' focal point and primary point of contact among Ambassadors for group initiatives;

#### **monitoring of Ambassadors' activity:**

- regularly conduct transparent monitoring of the activities of the Ambassadors, while building less complex, but more regular reporting mechanisms for Ambassadors, and communicate the results to the Ambassadors;

#### **communications:**

- more actively cover the activities of the Ambassadors through the communication channels of the UN System and SAYPCS;
- conduct official communications with government agencies to inform them about the appointment and status of the Ambassadors;

#### **Programme funding:**

- increase overall funding for the Programme;
- whenever possible, create a mechanism for small grants or guaranteed start-up funding for the activities of the Ambassadors to support their own initiatives;
- conduct regular monitoring of expenditures within the framework of the Programme, if possible, determine the average expenditures per Ambassador, and based on them, build the budget of the Programme;
- approve the budget of the Programme for the whole year in advance, if possible, in order to avoid additional discussions on funding during the Programme;

#### **engagement of state bodies:**

- it is necessary to strengthen and expand the participation of SAYPCS in the Programme, including through the involvement of SAYPCS staff and youth specialists in the field (at the levels of regions and districts of the Kyrgyz Republic);



### **Programme development:**

- more clearly define the objectives of the Programme with each new cycle and, if necessary, adapt them to the context;
- throughout the Programme, regularly request feedback from all participants (Ambassadors, mentors, partners) and analyze it, trying to also make adjustments during the implementation of the Programme based on the feedback received;
- to enhance the opportunities for the Ambassadors to explore possible partnerships with stakeholders, for example, non-governmental organisations, the private sector, educational organisations to provide the Ambassadors with opportunities to build capacity, use the platform of partner organisations and expand the range of professional contacts; carry out mapping of possible partners;
- involve the Ambassadors in the follow-up process after the 2020 VNR, including through platforms coordinated by government agencies responsible for implementing the SDGs and coordinating reporting on the 2030 Agenda;
- consider the sustainability of the Programme, including possible support for the Ambassadors after the end of their mandate (for example, through the provision of internship opportunities in the partner organisations of the Programme);
- consider an opportunity to assign mentors or local focal points to Ambassadors from remote regions, for example, from local non-governmental organisations, whose activities are related to the SDGs;
- develop an alternative work plan and alternative working methods in the context of constraints associated with the COVID-19 pandemic;
- study the best practices of similar programmes and establish cooperation for exchange of experience with similar programmes in other countries, consider the possibility of initiating exchange visits of Ambassadors between countries for greater involvement of the Ambassadors;
- consider establishing formal relationship with participants under the UN System and/or SAYPCS (for example, under the modality of UN Volunteers or interns/trainees) for the organised provision of compensation to Programme participants for the basic costs associated with participation in the Programme, as well as minimum social guarantees (for example, insurance);
- consider building a local SDG volunteer network to expand resources and outreach at the local level;
- after the completion of the Programme cycle, summarize the work done, including in terms of feedback, lessons learned and assessment of the participants' own activities; develop recommendations for the next cycle, including through the participation of Ambassadors themselves.

# Appendices

## 1. Application form

\* - mandatory questions

**1. First Name\***

**2. Patronym\***

**3. Last Name\***

**4. Gender\***

**5. Date of birth\***

**6. E-mail address\***

Please note that the results of applications and selection, as well as key information on the Programme will be sent by email.

**7. Phone number\***

**8. Additional contacts**

Leave an additional phone number or email address, if available.

**9. Links to profiles on social networks**

Add links to your profiles on social networks (Instagram, Facebook, Twitter, LinkedIn and other).

**10. Residential address \*** (street, house, apartment, location, region)

**11. Can you travel inside the Kyrgyz Republic?\*** (yes/no)

**12. Can you travel outside the Kyrgyz Republic\*** (yes/no)

**13. Education level at the moment\***

- a. completed basic general education (9 grades)
- b. completed secondary general education (11 grades)
- c. completed secondary specialized education
- d. completed higher education (bachelor's degree)
- e. completed higher education (specialist degree)
- f. completed higher education (master's degree)
- g. completed higher education (doctorate)

**14. Education and learning certificates\***

Indicate what certificates of basic and additional education you have (including university studies, online courses, trainings, workshops, participation in conferences and other events, etc.). Please note that in case of selection for the second stage of the selection of SDG Ambassadors, organisers may request copies of these documents.

**15. Language skills\***

Assess your general knowledge of Russian, Kyrgyz and English, including in reading, writing, speaking, etc.

Russian - excellent / good / basic / none

Kyrgyz - excellent / good / basic / none

English - excellent / good / basic / none

**16. Extracurricular and volunteer activities\***

Describe any extracurricular activities you participate in and what they mean to you.

Examples of extracurricular activities include school clubs, sports teams, youth organisations, and community service. Please also indicate how you were involved and for how long.

**17. Which Sustainable Development Goal you would like to represent as a Youth Ambassador?\*** (choose one goal out of 17)

**18. Why do you want to become a Sustainable Development Goals Youth Ambassador?\***

Explain your intention and motivation to become the SDG Ambassador. Focus the explanation also on the one SDG you have chosen in the previous question.

**19. How did you find out about the SDG Youth Ambassadors Programme?\***

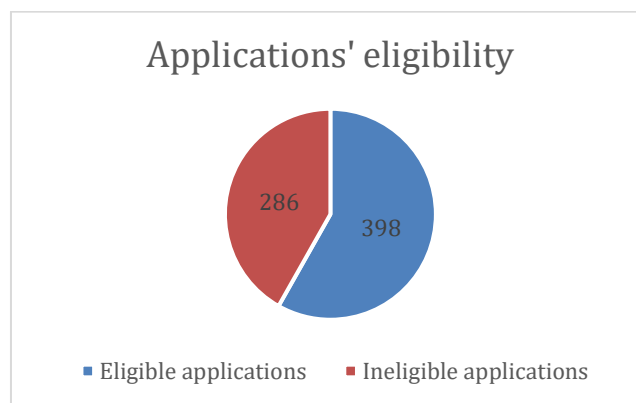
- on the website of the UN in Kyrgyzstan
- SAYPCS website
- in social media
- in media
- from people I know
- other

**Consent to processing of personal data\***

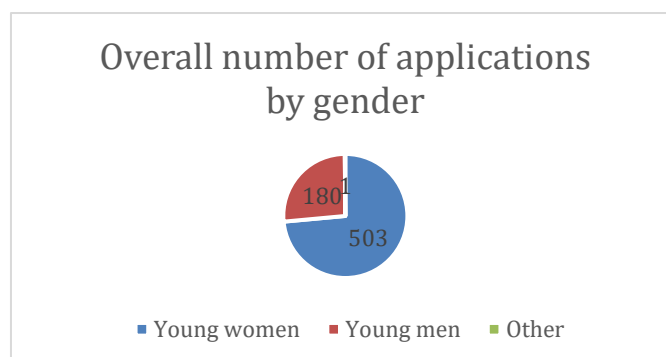
I hereby confirm that I give my consent to the UN System in the Kyrgyz Republic to process and use the personal data mentioned by me in this application for the implementation of the SDG Youth Ambassadors Programme. (confirm / don't confirm)

## 2. Applications statistics

Overall number of applications received – 684 (of which only 398 eligible)

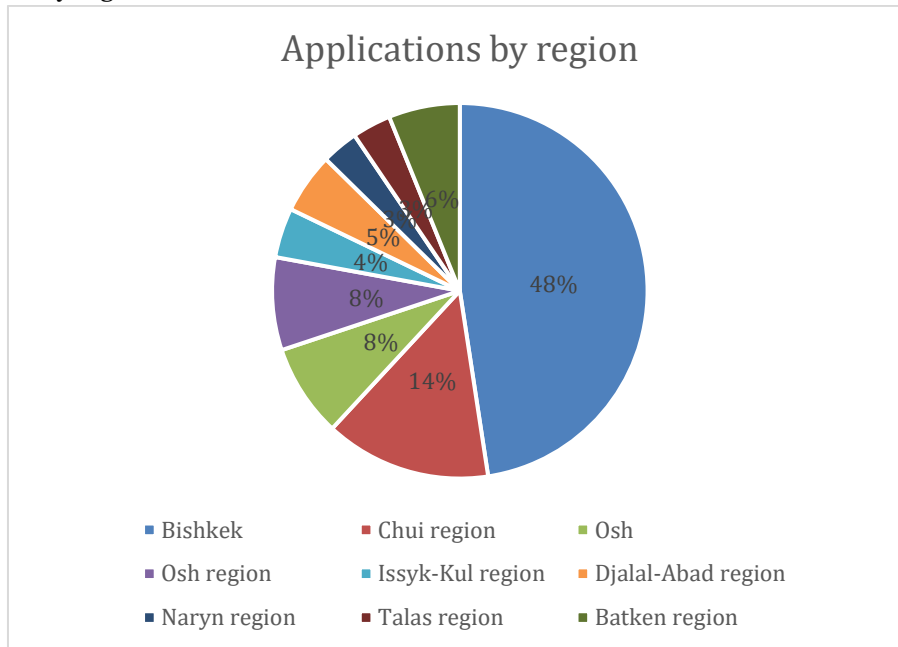


Disaggregation of overall number of applications by gender

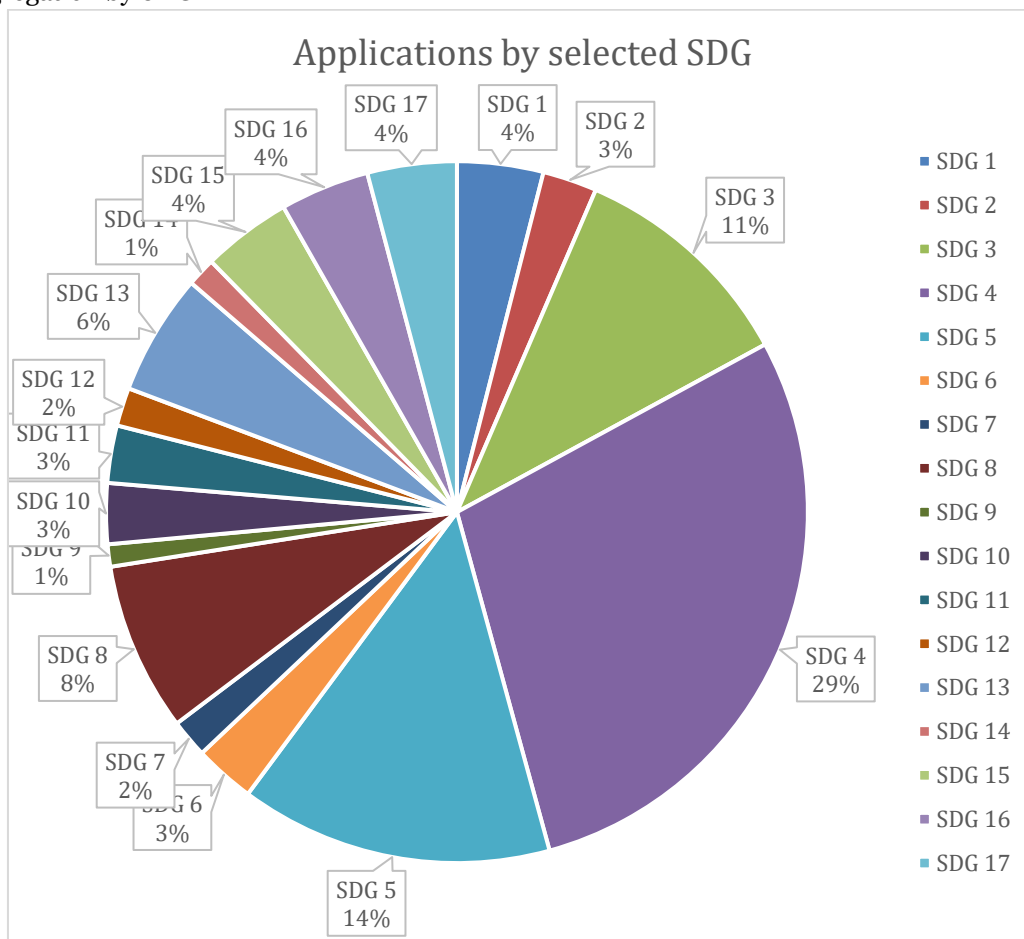




Disaggregation by region



Disaggregation by SDG



### 3. Ambassadors' profiles

#### SDG 1: No poverty

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**Azhar Rustamova, 18, Bishkek**

*I am a FLEX 2019 alumna, a feminist and I am fighting to save the environment, but I am also concerned about the problem of poverty in Kyrgyzstan. I run a Conversation Club in the American Corner and actively participate in volunteer and community activities. Now I am developing my own projects.*



**Rakhmanzhan Kaniyev, 19, Bishkek**

*I am one of those who are not indifferent to the further fate of the state. I take all the questions and problems that exist in the country as my own and I am ready to try to tackle them. At the current stage of the country's development, there are many challenges and one of the key issues is poverty. I believe that every citizen of the country in the future should be able to get everything that is necessary for a prosperous and successful, independent life. Not only the country should be sovereign, but every representative in it! This is our path.*

#### SDG 2: Zero hunger

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**Kasiet Azamatova, 21, Bishkek**

*I am a 4th year student at the Faculty of International Relations at the Kyrgyz-Russian Slavic University. I am fluent in Kyrgyz, Russian and English, now I am studying Spanish. FLEX Exchange Program graduate 2015-2016. I volunteer in my free time. Like many people in our country, I have long been worried about the problems of poverty, hunger, unemployment, problems associated with natural changes, because I see how many large families cannot feed their children, how many homeless people are in our country, or ours young people who, after studying, cannot find work in their specialty and leave to work in other countries. All these problems make me think. While volunteering in the United States, I came across a project where volunteer schoolchildren came to one institution where homeless people gathered and received food. We could do a similar project in Kyrgyzstan. I also thought about the idea of opening a store where residents of our city can donate unnecessary things, clothes that we can sell to people at a low price and send the proceeds to charity.*



**Aidana Ermatova, 20, Bishkek**

*I study economics and ecology, in the future I will strive to find methods that help achieve sustainable development, applying economic methods to environmental knowledge. For me, being an SDG Ambassador means getting to know more deeply the area in which I am going to work and help others to learn more about the SDGs, because we ourselves live in this world and must pass it on to future generations.*

### SDG 3: Good health and well-being

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**Akylbek Bakytov, 19, Bishkek**

*I am an active student, always ready to learn something new, I try to introduce the "kaizen" method not only into my daily life, but also into my work. I am the leader of the Kyrgyz Red Crescent volunteers for information sessions: I coordinate volunteers in their work with the population. In our sessions for students and schoolchildren, we touch upon very important topics for Kyrgyzstan - HIV/AIDS, tuberculosis, sexual and reproductive health, earthquakes and others. I am also a first aid instructor. I see my main motivation in acting as the SDG Ambassador on health and well-being not only to spread the experience that I have already received, but also to gain new knowledge.*



**Azat Dildebekov, 18, Bishkek**

*I am a 1st year medical student at the Kyrgyz State Medical Academy. I am fond of basketball, photography, psychology. I became the SDGs Ambassador because now is the very stage when I can make useful changes on my own. I want to help society develop in the right direction and help develop faster! As an SDG Ambassador, I plan to implement projects related to a healthy lifestyle, but the further I delve into medicine, the more projects I will offer! I hope that I will definitely make a significant contribution to the achievement of the SDGs.*

### SDG 4: Quality education

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**Erkinai Omurzakova, 18, Bishkek**

*The planet we live on was donated by our ancestors in order for us to take care of it. We must leave our planet for the next generations to live in cleanliness and order. Therefore, I decided to become the SDG Ambassador, because I understand that by sharing my ideas with others, I can fight the problems that our planet has. In the summer, I was a volunteer at the Samara English, Tech and Eco camp, which was held with the support of the US Embassy and American Corner in Jalal-Abad, then I understood a lot for myself and made many plans. I support all SDGs and wish to advance them all, but the 4th goal will be the main one. In fact, one does not need an atomic bomb or war to destroy one country; a simple decline in the quality of education can destroy a country. Thousands of people die at the hands of an unskilled doctor; a bad teacher cannot prepare educated citizens of the future. If the level of education rises, the rest of the problems can be solved much easier.*



**Aigul Kantoro kyzy, 24, Bishkek**

*Obtaining a quality education lays the foundation for improving people's lives and ensuring sustainable development. I am a graduate of the master's program in Public Administration, Politics and Economics at the Institute of Public Administration and Policy of the University of Central Asia. SDG4 is a top priority for me as education opens the door to new opportunities. Education stimulates the socio-economic development of an individual, family and society as a whole. In promoting SDG4, I hope to contribute to expanding access to education at all levels and increasing school enrollment, in particular for women and girls.*



## SDG 5: Gender equality

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**Gulzat Alagoz kyzy, 22, Bishkek**

*I work as history teacher in Bishkek.*



**Asel Kubanychbekova, 23, Bishkek**

*As an activist in the field of sexual and reproductive health and youth rights and seeing the challenges facing girls and women, it was important for me to create opportunities and reduce inequalities in their health. I have launched social projects to empower girls and also founded a social enterprise to reduce the risks of maternal mortality. For several years now I have been leading a public organization in the field of entrepreneurship development and have been actively focusing on expanding economic opportunities and women's rights in order to create an environment and opportunities for realizing the potential of girls in Kyrgyzstan. The situation in the country remains deplorable and requires an urgent and sustainable solution, therefore the issue of achieving SDG5 is important to me. The SDGs have been set and adopted, but, as we know, many of the Millennium Development Goals have not been achieved, so today the issue of their joint achievement, the introduction of innovative and creative approaches is important, which will accelerate and enhance the impact. Therefore, as a representative of a generation of innovators, namely a young citizen, I want to make a meaningful contribution as a Youth Ambassador for SDG5.*

## SDG 6: Clean water and sanitation

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**Aibek Asanov, 21, Bishkek**

*I am a 4th year student at the Faculty of International Relations of the Kyrgyz-Russian Slavic University. In my free time I am fond of reading, volunteering, sports and debates, which have formed my character and core and do not allow me to break down in difficult situations. Why did I decide to become the SDGs Ambassador? I believe that life is moving forward towards a goal. Each of our actions can influence something, change the situation or solve a particular problem, and the status of the SDG Ambassador will give me the opportunity to help people, implement my ideas, and also contribute to the development of our country. In my opinion, the main problem today is that people use water resources irrationally and do not know the basic rules of sanitation. I am also one of the founders of the 2020 project, which aims to raise youth civic responsibility. We want to involve young people in the 2020 elections. I believe that youth can change the future, which is why I became the SDG Ambassador.*



**Kairat Orozaliev, 20, Karakol**

*I am a student at the Issyk-Kul State University with a degree in foreign languages, and also a volunteer for the Red Crescent of Kyrgyzstan. The sixth goal is dedicated to clean water and sanitation, as water is an integral part of our world! Being a Youth SDG Ambassador will allow me to raise awareness of the values of clean water at the regional and national level.*

## SDG 7: Affordable and clean energy

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### **Aleksandr Korotenko, 17, Bishkek**

*In everyday life, we are often forced to compete. I want to think about how to interact together and solve problems in the name of goodness and the preservation of life on Earth. Being an SDG Ambassador means thinking globally, within the framework of the survival of humanity as such and the preservation of our planet, but acting within the framework of a country, city, region and even a class. The great is in the small. Each of us, starting in ourselves, can contribute to changing the world. A world that needs concrete action and the unification of the entire society. I think that sustainable development is a very moral position. After all, each person within himself understands that it is wonderful to preserve, create favorable conditions for life and love. You just need to find messages: honest, interesting, understandable, persuasive, which will help young people to see the values that are shared by all supporters of sustainable development around the world. It was interesting and important for me to participate in the international program "Together Brighter!", Aimed at attracting schoolchildren around the world to the energy sector, where I learned more and more deeply about new facets of the world. I am sure that together we are strong and that joint international youth projects will make a great contribution to the development of the world and it will undoubtedly get better!*



### **Saidakhror Khodzhaev, 18, Osh**

*I am a 2nd year student at Osh State University and an active UNICEF volunteer. I love to play sports; I spend a lot of time playing football with my friends. At UNICEF, I mainly work with children, I am great at it and I love it. I thought it was time to grow and decided to try myself and become the SDGs Ambassador. The main criterion is that it really brings me pleasure, and what motivates me is that it brings huge benefits to people and changes their lives at least a little bit for the better.*

## SDG 8: Decent work and economic growth

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### **Alchynbek Badilbek uulu, 23, Bishkek**

*There are pressing problems in the world that need to be addressed for the well-being of our planet. Thanks to the UN, a tremendous amount of work has been done, identifying global problems that we face or may face in the near future, including those related to poverty, inequality, climate, environmental degradation, prosperity, peace and justice. Thus, the SDGs are the foundation for a better and more sustainable future for all. Knowing and understanding this, it is a great honor for me to be the SDG Youth Ambassador. Participation in this program gives me the opportunity to get acquainted with progressive youth who have their own views and visions of the future of the country, who are not indifferent to the fate of our state. To debate with such young people about the current topics of our state is what I liked and still like. And I am fully confident that we, the youth, are the future of our country. After all, in a few years, we, as young specialists, can lead various links in the management of the country's national economy. Together we can help our country become one of the most rapidly developing countries, where GDP is growing by 7% per year, where citizens are provided with decent jobs that meet their needs, where there is no poverty and medium and small businesses are developed.*



**Nurayim Shamyrganova, 26, Bishkek**

*I am a programme specialist at IDEA Central Asia - an organization that enhances the potential of young people and creates equal dialogue. My job is my mission and I love it very much, and I also love watching football matches. I consider myself a person with an active lifestyle. I am concerned about the social, economic and political problems of society. Today in our country there are no economic opportunities for young people, the education system does not meet the requirements of the labor market.*

*Therefore, the creation of economic opportunities for young people and the formation of their life skills is a pressing issue. Most of the efforts of our organization are aimed at increasing the potential of young people. We share our experiences and encourage young people to participate in decision-making processes.*

### **SDG 9: Industry, innovation and infrastructure**

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**Asel Omuralieva, 24, Bishkek**

*Dissemination of information about the problems and challenges of the present time to activate citizens in their solution is a great opportunity for me as the SDG Ambassador. Since 2015, I have carried out many activities in schools to promote the SDGs on quality education. My goal now is to actively participate in building sustainable infrastructure in communities and provide equal opportunity for every member of the community.*



**Elina Osmonalieva, 20, Bishkek**

*I am a student. The SDGs are everyone's responsibility! If we want to live in prosperity and in peace with each other, then everyone and everyone must know about the 2030 Agenda. I believe that the social and economic stability of the whole country depends on the development of the quality of infrastructure in cities and villages, so I boldly choose to be the Youth Ambassador for SDG9 !*

### **SDG 10: Reduced inequalities**

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**Zhanybek Akhmatov, 23, Tokmok**

*I am a student at the Faculty of International Relations at the International University of Central Asia. I speak English and study German. My hobbies are drawing and photography. Took part in the international Model UN in Nepal 2019. I am a graduate of the ProKG Leadership Program, Enactus IUCA, the Global UGRAD student exchange program. My experience of studying in the USA helped me to broaden my worldview, I learned to appreciate a person despite differences. People with disabilities studied at my university and all conditions were created for them: ramps, elevators, automatic doors. I believe that everyone has the right to a better life and respect for human dignity, as well as respect for the environment, so I definitely support and take an interest in the SDGs. Personally, I am interested in environmental issues, equality of all people regardless of nation, religion or other differences, clean energy, peacebuilding and harmony between countries and peoples, reducing inequality. I believe that young people have the power to bring positive change to society and I want to take part in this. I dream of seeing a world without wars, inequality, discrimination, corruption.*





**Cholpon Badysheva, 22, Osh**

Recently I graduated with a degree in international relations at Osh State University, since February I have been working as a project assistant in the public association “New Rhythm”. I am interested in issues of conflict, gender and inequality within and outside the country. Now I participate and work in projects related to these very problems, for example, in a project to eliminate gender stereotypes in relation to girls.

## SDG 11: Sustainable cities and communities

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**Aila Grant, 16, Bishkek**

Every day we hear bad news about environmental disasters. As Edmund Burke wrote, "For the triumph of evil, only one condition is necessary - that good people sit idly by." If you and I do nothing, then our world will perish, which is why I wanted to become a Youth Ambassador of the SDGs. SDG 11 attracted me the most because I want to take part in solving the environmental problems of our planet. As the SDGs Ambassador, I would like to engage in educating people, talking about environmental problems and how they can be dealt with. In addition, I will carry out garbage collection and clean up our beautiful Kyrgyzstan with everyone. Last summer I organized a park cleaning for my school project. In my free time, I like to play the piano and sing in a school group. I also enjoy basketball and enjoy spending time with my friends.



**Aruuke Kamalidinova, 17, Osh region**

I'm in the 11th grade. As the SDGs Ambassador, I set myself the goal of contributing to sustainable development. Of course, the development of our country requires ideas, thoughts, support of the younger generation. Sustainable development is considered to be a social development concept to meet the needs of present and future generations. For me, being the Ambassador of the SDGs means helping to solve the problems of the present generation for the well-being of future generations. The goal of my chosen SDG 11 - ensuring openness, security, resilience and environmental sustainability of cities and towns - is what I want to work on. I participated in a seminar on strengthening ties between Kyrgyzstan and Tajikistan, in debate tournaments, I went to Batken oblast. In addition, I participate in various projects, seminars, trainings. As the SDGs Ambassador, I am going to use all my experience and promote new plans and ideas.

## SDG 12: Responsible consumption and production

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**Nargiza Abdykalyk kyzy, 22, Bishkek**

Last year I graduated from the Kyrgyz-Russian Slavic University. Now I work as a guide at the Museum of Fine Arts named after G. Aitiev. We know that Kyrgyzstan is one of the first in Central Asia in terms of complexity in problems in socio-economic, cultural, legal and other aspects. Being an SDG Ambassador is a great responsibility, and a great opportunity to contribute to the development of the country. In Kyrgyzstan, it is necessary to work on all SDGs. We, as young SDGs Ambassadors, will be able to participate in the process by spreading information about problems and solutions. I chose SDG 12 on responsible consumption and production. In fact, this problem is relevant not only in Kyrgyzstan, but throughout the world. A country that misuses natural resources harms not only itself, but also its neighbors and the whole world. We can solve such a huge problem as climate change and the

*melting of glaciers only by the right attitude to resources and waste. Being the SDG Ambassador for me is a great opportunity to help my country.*



**Aida Egemberdiyeva, 21, Bishkek**

*I would like to tell people about the other side of their life, because few people thought about what happens to the garbage that they threw in the trash can or threw right on the street. How much natural resources and labor was spent on one T-shirt, which is bought in unlimited quantities in various boutiques and stores, so as not to appear in it several times in a row. I want to tell people who are not privy to it about responsible consumption and what fast fashion is and its negative impact on the environment and, possibly, on the moral character of a person. Sometimes Bishkek reminds me of a vanity fair. That's why I wanted to become the SDGs Ambassador. I understand that it is impossible to change a person's lifestyle if he does not want to. Especially if he is used to living in comfort, using all the available benefits. However, by telling him about the consequences of excessive consumption, we give him the right to choose. Will he continue to follow his usual way of life or will he restrain himself and begin to live not only for the sake of his momentary desires. It would be great to bring a responsible consumption movement among young people into fashion. It would be incredible! After all, young people are the future. Today they are children / adolescents, and tomorrow one of them will head the state apparatus of our country.*

### SDG 13: Climate action

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**Samar Kanatov, 17, Bishkek**

*I am deeply concerned with the problems of climate change and intend to combat them. Being an SDG Ambassador and promoting SDG 13 motivates me by the desire to spread the burning problems and ways to solve them to the masses, which, in my opinion, is the most correct strategy for achieving this goal in our country.*



**Tolgonai Akimova, 23, Bishkek**

*I am currently working in digital media. Since my school years I have been trying to be a part of public works, trying to make at least a small, but my own contribution to solving social problems. I think that in order to achieve a result, it is best to work in a team of like-minded people, so I am involved in the work of such youth organizations as AIESEC and Access in education, media literacy and the environment. Now I am very concerned about the issue of climate change. As we all know, this is due to human activities. Only when each of us is not indifferent to the problems of the world around us and treats it responsibly, positive changes will begin.*

### SDG 14: Life below water

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**Diana Kanatbekova, 19, Karakol**

*Since childhood, I was very interested in the issue of the purity and safety of all our nature in Kyrgyzstan, because I grew up with the conviction that our nature is unique and incredibly beautiful and that it should be protected. Growing up, I was doubly convinced of this. Most of all, I am worried about the state of our Issyk-Kul lake, because every year there are more and more vacationers there, and few people care about its purity and stability. I would very much like to deal with the safety of Issyk-Kul, take*

care of it and keep it in the same beautiful form for many more years. I think that we can only do this together, if everyone cherishes and appreciates our Issyk-Kul!



**Aida Kaparaly kyzy, 23, Bishkek**

I was born and raised in the Jalal-Abad region, in the Ala-Buk region. Last year I graduated from the Academy of Management under the President of the Kyrgyz Republic. Now I work at the National Statistics Committee. I think every day human development is the most important thing, so I try to take every opportunity. Being an SDG Ambassador for me is a great opportunity to solve a huge number of problems. Some of the modern problems are the protection of life under water, education issues. Trying to take advantage of all the opportunities presented to us, in 2016 I was a member of the Youth Parliament project, after that we created the eco-movement "EcoPole", where I became a project manager. This year I also participated in the Higher Political School organized by the Uluttuk Araket Party. I will try to contribute to solving the problems of society.

### SDG 15: Life on land

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**Daniyar Khabibullaev, 27, Batken region**

I want to make, albeit small, but my own contribution to solving problems that worry me a lot. Wherever I am, I am interested in working and helping. I believe that we can help to achieve peace, tranquility, well-being, clean air, preservation of the beauty of nature and animals. I am ready to use all my knowledge and skills, ideas to achieve SDG 15.



**Mairam Kalmurzaeva, 18, Bishkek**

At birth, my parents named me Mairam, and it seems to me that my name fully characterizes me and my lifestyle. Once I decided for myself that the meaning of my life is to make the life of others brighter. Being a Youth SDG Ambassador for me is a great opportunity to realize my goal, improving the world around me.

### SDG 16: Peace, justice and strong institutions

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**Cholpon Dobulbekova, 19, Bishkek**

In 2017, during my academic year in America on the FLEX program, I met students from different countries. After listening to their different stories, I realized that we should look at Kyrgyzstan not as a country from which one wants to flee and complain, but a country in which one can see opportunities to develop and develop. However, it is impossible to ensure sustainable development in the country in the absence of effectively working and open institutions. There is a theory that the nature of public institutions existing in a country determines the success or failure of a given country in the long term. And I, being a part of the active youth wing of our country, made my small contribution to the development of these institutions, participating in many projects: the Civic Education Workshop in Washington, the "School of the Young Citizen", in seminars on human rights, as well as in Enactus projects aimed to improve life in Kyrgyzstan. This spring, I implemented my civil rights project. Taking part in various projects, I noticed that the citizens of our country are very interested in their rights and are



ready to take their steps for the development of our society. And I believe that small steps will lead to big changes and as the Ambassador of SDG16 I am confident that we can all achieve peace, justice and effective institutions both in our country and in the world.



**Chyngyz Kolchuev, 25, Batken**

*I am a young activist. I am actively involved in youth policy projects and promoting the interests of young people. Since 2016, I have been managing the Batken Youth Center, and since September 2017, I have been a youth leader in the International Alert organization.*

## SDG 17: Partnerships for the goals

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**Eldiyar Dzheenaliev, 19, Bishkek**

*I am a third-year student at the Kyrgyz State Law University. Now I am the head of the Ilek-Ilek Zhashtary public association. I set myself the goal of contributing to social development. I am sure that the importance of being the SDG Ambassador is that in a new environment, with new friends, we can share experiences and learn new methods to achieve our goals. This is a great opportunity for me to gain experience. I think that during the year we will be able to implement many ideas and meet all our hopes!*



**Nursultan Mambetkalyev, 21, Bishkek**

*I am a 4th year student at the Faculty of International Relations of the Kyrgyz-Russian Slavic University, a UNDP volunteer in Kyrgyzstan and a debater. Being an SDG Ambassador is, first of all, a great responsibility, and also a great motivation and an opportunity to contribute to the improvement and development of your country. All SDGs are interconnected, and SDG 17 plays a very important role in achieving all SDGs. The main challenge is to build a dialogue between government, civil society and the private sector to raise awareness of the younger generation about the SDGs and how to achieve them.*

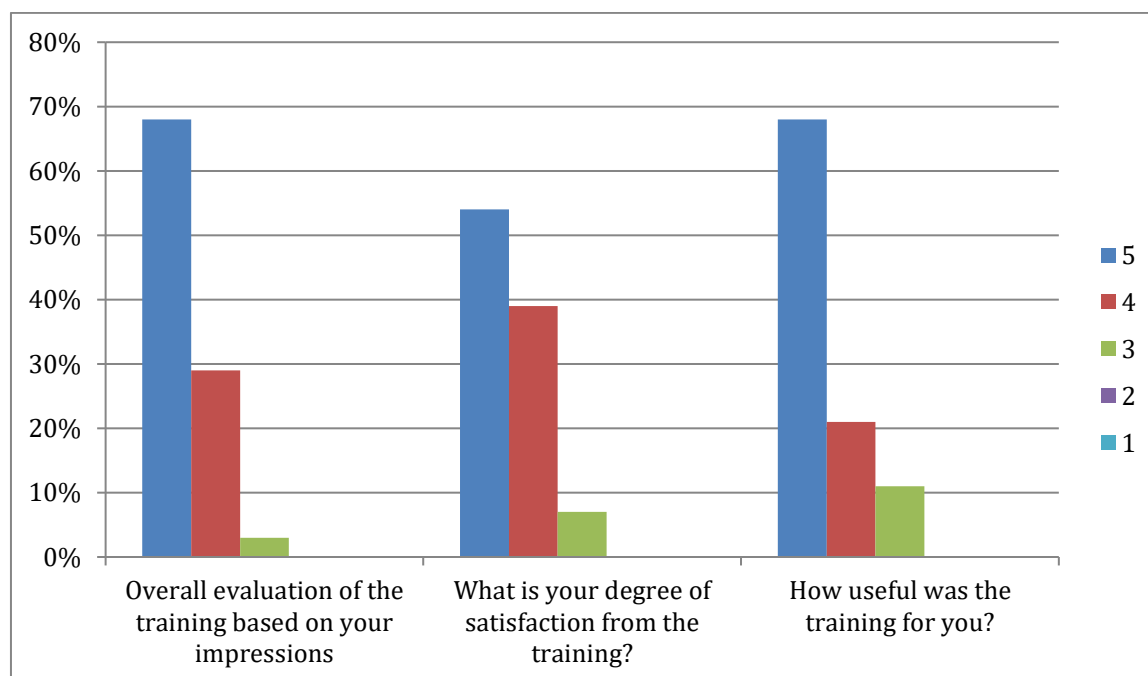
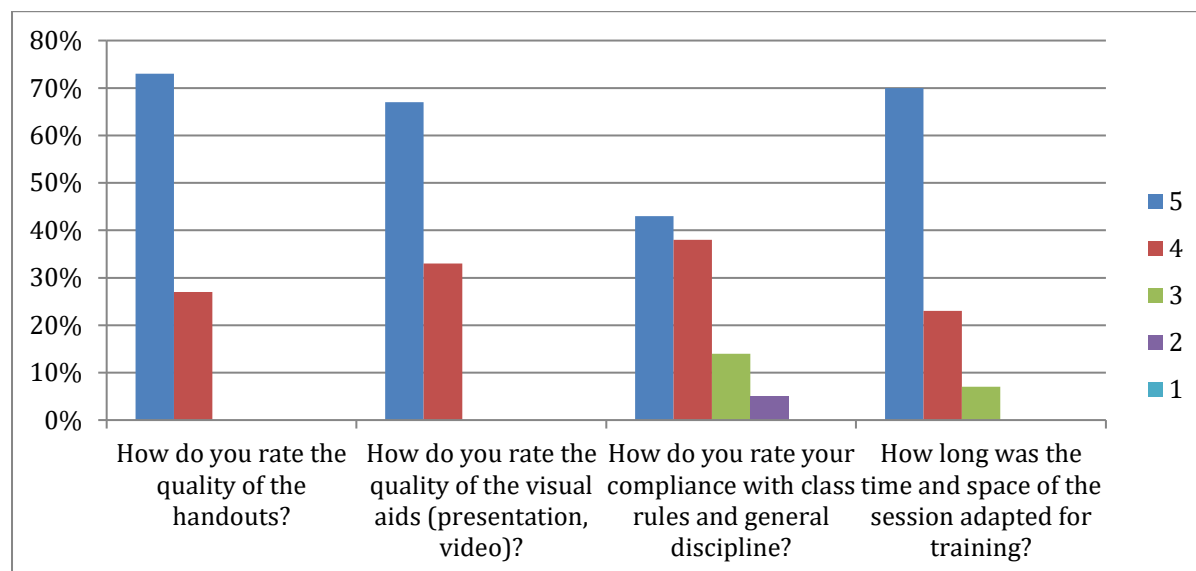
## 4. List of UN System focal points

<b>Ambassadors</b>	<b>UN agency</b>	<b>Focal point names</b>
SDG 1: No poverty	UNDP	Kuvanych Koshoev Ainagul Abdrakhmanova
SDG 2: Zero hunger	FAO WFP	Karina Abdyldaeva Elizabeth Zalkind Aichurek Zhunusova
SDG 3: Good health and well-being	UNFPA UNODC	Cholpona Egeshova Kubanychbek Ormushev
SDG 4: Quality education	UNESCO UNICEF	Aisulu Sulaimanova Gulzhigit Ermatov
SDG 5: Gender equality	UNFPA UNICEF	Nazira Satyvaldyeva Gulzhigit Ermatov
SDG 6: Clean water and sanitation	FAO	Karina Abdyldaeva
SDG 7: Affordable and clean energy	UNIDO	Marat Usupov
SDG 8: Decent work and economic growth	ILO FAO	Amina Kurbanova Karina Abdyldaeva
SDG 9: Industry, innovation and infrastructure	UNIDO	Marat Usupov
SDG 10: Reduced inequalities	OHCHR UNICEF IOM	Kieran O'Reilly Gulzhigit Ermatov Jyldyz Ahmetova
SDG 11: Sustainable cities and communities	UNODC	Zhypar Rakisheva
SDG 12: Responsible consumption and production	FAO	Karina Abdyldaeva
SDG 13: Climate action	WFP UNESCO FAO	Elizabeth Zalkind Aichurek Zhunusova Kristine Tovmasyan Karina Abdyldaeva
SDG 14: Life below water	FAO	Karina Abdyldaeva
SDG 15: Life on land	FAO UNDP	Karina Abdyldaeva Kuvanych Koshoev Ainagul Abdrakhmanova
SDG 16: Peace, justice and strong institutions	UNODC OHCHR UNDP	Zhypar Rakisheva Kieran O'Reilly Kuvanych Koshoev Ainagul Abdrakhmanova
SDG 17: Partnerships for the goals	Office of the UN Resident Coordinator	Ekaterina Perfilyeva Nurshat Ababakirov

## 5. Recommendations on induction training

### Feedback and recommendations from Ambassadors

30 out of 32 Ambassadors who participated in the training assessed it on several parameters (on a scale from 1 'very poor' to 5 'excellent') and gave general recommendations.



#### Participants' recommendations:

- conduct such trainings more often, for example, 2 times a year;
- work with the presentation format (for example, make the text in presentations larger);
- conduct training on how to behave in front of the camera, conduct and participate in interviews;
- increase the duration of the training up to 3 days;
- conduct presentations in Kyrgyz;
- conduct training in an eco-friendlier format (use less paper and plastic);



- provide exemptions from universities in advance;
- have a first aid kit during training sessions.

#### Facilitator's recommendations

Based on the results of the introductory training, the main facilitator provided the following recommendations:

1. Ambassadors need to undergo a 2-day training of trainers (ToT), further study communication and methods of working in social networks and interaction with the media with the possibility of consolidating the knowledge gained in practical exercises;
2. It is necessary to limit the use of flipcharts, paper, consider the possibility of using computers at the training for work in small groups and individual work;
3. Limit the use of non-ecological items (paper cups) at trainings;
4. Whenever possible, conduct similar trainings outside the city in order to strengthen teamwork;
5. Provide a hall (or other space for training) with more suitable conditions: bright lighting, mobile furniture, a board with markers (to exclude flipcharts);
6. Increase the duration of the final session, as the participants have questions and comments that, in their opinion, need to be discussed in the general group;
7. Consider a separate session 'coffee with leaders', where participants can chat with leaders of organisations in a free format.

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