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IDENTITY IN ACTION CIVIC CHALLENGE PROJECT.

Project Title

Unity in Diversity: Youth Peace Ambassadors Initiative

Theme

Identity in Action – Promoting Peace, Inclusion, and Responsible Citizenship

Problem Statement

Many communities experience division due to ethnic stereotypes, misinformation, discrimination, and limited interaction among young people from different backgrounds. These challenges undermine peaceful coexistence and community development.

Project Goal

To empower young people to embrace their diverse identities while becoming ambassadors of peace, inclusion, and active citizenship within their communities.

Objectives

- Promote understanding and appreciation of cultural diversity.
- Strengthen peaceful coexistence through dialogue and community engagement.
- Equip youth with leadership, conflict resolution, and civic participation skills.
- Encourage collaborative community service across different ethnic and social groups.

Activities

1. Organize inter-community youth dialogue forums.
2. Conduct peace and leadership training workshops.
3. Launch a community service day involving tree planting and neighbourhood clean-up.
4. Develop a social media campaign highlighting positive stories of unity and diversity.
5. Establish Youth Peace Ambassador Clubs in schools and community centres.

Expected Outcomes

- Increased trust and cooperation among young people from diverse communities.
- Improved understanding of civic responsibility and national identity.
- Reduced stereotypes and discrimination through positive interaction.
- Strong network of Youth Peace Ambassadors promoting social cohesion.

Innovation

The project combines face-to-face dialogue, community action, and digital storytelling to create sustainable youth-led civic engagement. Participants become advocates who inspire others through both community activities and online platforms.

Target Beneficiaries

- Youth aged 15–35 years.
- Schools and community organizations.
- Local leaders and community members.

Success Indicators

- Number of youth trained as Peace Ambassadors.
- Number of community service activities completed.
- Social media engagement and awareness reached.
- Participant feedback showing improved attitudes toward diversity and inclusion.

Sustainability

Youth Peace Ambassador Clubs will continue organizing activities after the project period with support from local schools, community organizations, and government stakeholders.

Conclusion

Identity is a source of strength when it is used to build bridges rather than barriers. Through this initiative, young people will transform diversity into an opportunity for unity, leadership, and positive civic action, creating more peaceful and inclusive communities.