A YEAR OF

YOUTHTOPIA IMPACT REPORT



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YOUTHTOPIA A YEAR OF YOUTHTOPIA IMPACT REPORT 2021

Sharing 27 pages of impact, narrative and milestones

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LETTER FROM THE FOUNDER

When I was 12 years old I wished YOUTHTOPIA would have existed. In 2013 when I started my journey as a changemaker, I had no idea how long the road would be and definitely no clue on how lonely it could all get.

2 years with Bye Bye Plastic Bags and it became harder and harder to hold onto positivity. Change was happening too slowly, not enough was being done.

If only I could have jumped on a call with changemakers who were my age, working as hard and as dedicated to making the world a better place - I know it would have made life a little less serious.

Even though we are serious about change.

There's a video, that never went public, of 15 year old Melati talking about the dream of a YOUTHTOPIA.

What if there was a platform for all of us to learn from each other? What if we worked collectively to accelerate change?

I have many people to thank for leading me up to where I am today.

My parents especially, for their continuous support - it was with them one evening after dinner at home that we pulled out paper and started drawing, planning, folding the paper into origami rectangular shapes, and piling them on top of one another. We began visualising the HQ for young changemakers with building blocks of paper.

Today, I am very proud to share that we completed the first 365 days in our real life, Headquarters in Bali.

I am forever grateful for everyone's belief and support in growing this dream into reality.

SIGNED BY MELATI

Melati Riyanto Wijsen

Co-Founder of Bye Bye Plastic Bags, CEO of Mountain Mamas, Founder of YOUTHTOPIA from an inspirational activist, full time changemaker to an entrepreneur today.

Melati Riyanto Wijsen



Melati is a 21 year old full time changemaker and movement builder. She founded Bye Bye Plastic Bags at the age of 12, since then, Melati has spoken on world stages such as TED and the UN and has recently co-chaired the World Economic Forum GPAP committee, sat on the inaugural Expert Advisory Panel for the Earthshot Prize, and has had her film, Bigger Than Us, premiere at the 74th Cannes Film Festival 2021. Today, all of Melati's energy goes into building YOUTHTOPIA to become the #1 go-to platform for young changemakers to learn from each other. Through a learning platform online, YOUTHTOPIA hosts a diverse set of programs, bringing frontline knowledge onto screens around the world. All of YOUTHTOPIA's programs are created by youth leading the way. YOUTHTOPIA is a registered company in Singapore with an operation arm here in Indonesia.

FIRST, ASTATEMENT

Today, youth are getting involved at a younger and younger age because there is a whole generation that has rising concerns about

CLIMATE CHANGE

REFUGEE CRISIS

A DIVIDED SOCIETY

FOOD SECURITY FAKE NEWS & MISINFORMATION & THE LIST GOES ON.

We see them missing schools, outing on teenage fun and experiences because ... Lots of the real life problems are resting on their too young shoulders. But they have no other choice than to get involved.

We need role models, and real life examples. We need to accelerate positive change. Young people are leading the way on this.

We also have learned that:

- 1) Kids can do things
- 2) Kids may only be 25% of the world's population, but we are 100% of the future



YOUTHTOPIA

YOUTHTOPIA believes that every young person can be a changemaker, but maybe not everybody knows where or how to start. Born from an idea of a young changemaker herself, YOUTHTOPIA came to life with the vision of accelerating positive change through the leadership of youth.

YOUTHTOPIA aims to be the HQ of young changemakers and the go to platform for youth to learn from each other.

OUR VALUES

ACTION

DIVERSITY

CREATIVITY

CRITICAL THINKING

EMPOWERMENT

DISRUPTION

INCLUSIVE

EQUALITY

POSITIVE

CHANGE

The magic of YOUTHTOPIA would not be possible without the team we have headquartered in Bali.

WHY DOES YOUTHTOPIA EXIST?

In the years that I spoke to over 1 million students in many different kind of classroom and in every corner of the world; there was always this one question that always came back

"How can I do what you do?"

Stating and confirming that the current curriculum often does not provide the tools and the skills that a young person, trying to change into the more sustainable, right and justice future needs.

That is why YOUTHTOPIA exists.

To provide an answer to that question; from young changemakers to the rising youth. With the hope, to one day bring frontline knowledge onto the screens of millions around the world.

THE TEAM

Our HQ officially opened doors one year ago in November 2020. Today, we are powered by the sun through our solar panels. We have a flourishing vegetable garden out front that welcomes lots of butterflies and bees to buzz around.

Inside our recycled shipping containers we have a team of 7 full time staff. It is a new team and a young team. We are a group of passionate and determined individuals who come from all over Indonesia.

Joyful,

Trustworthy,

&

Passionate

Karina Suryawinata

Second Lead

Karina is a cheerful breeze of kindness and has a sharp will never go by Karina. As charge of the teams day overall flow of projects. years leading NGO's has person for this position

fresh air, always leading with attention to detail; a mistake second lead, she takes to day goals supports the Her background of 4+ made Karina the perfect

Elvira Wijsen

Senior Advisor & Driver for Purpose in Partnerships

Elvira has years of experience and expertise in the field of business management, having started her own business nearly Bali. 20 years ago located here in Her wealth of partnerships knowledge and ability close has asset to YOUTHTOPIA's been tremendous Her track record and growth and success. endless belief in the vision what is person for makes her the perfect this position.

Artsy, Crafty, & Focus

Angga Hamzah

Part Time Video Editor

We got to know Angga better after hiring him on a freelance basis for some pretty big projects like the filming of Melati's second TED talk and the launch of the new series; YOUTHTOPIA Talks We positive vibe and willingness to jump in and help. Today he has his own days a week.

Ferry Gelluny

Creative Focus

With his creative direction and incredible track record, we have onboard Ferry to take all our video content to the next ready to help and brings his level. Ferry is always best attitude to work every single day. Having worked all around Indonesia on massive productions pher and editor, we could producer, videogranot have found a better match for YOUTHTOPIA.

Here, There & Everywhere

Hutomo Wicaksono

Graphic Designer

Tomo, as we call him, is the humble jokester of the team. He is always there to crack a joke or lift someone's mood. Next to his ability to make people laugh, he is YOUTHTOPIA's in-house graphic designer and the master behind our visual style. Thanks to Tomo YOUTHTOPIA is ready for any social media announcements, thumbnails for videos and literally everything in between.

Dara Ginting

Project manager of BBPB and youth team

Dara is a born coordinator, she makes the team come together and accomplish what is thought to be impossible. Dara works incredibly well under pressure and always delivers in flying colours, she is the perfect person for all of the spontaneous ideas coming from our diverse and young team.

Independent, Happy, & Honest

V. Anggra Purnamasari

Team Secretary

Vera is the newest member to the team. She has landed gracefully on her feet after being thrown deep into the whirlwind that is our office admin. We are grateful to have her in the team and about her professional ability to adapt and take action where needed.



Putu Agustina Susanti

Gatekeeper of YOUTHTOPIA's Circle of Youth

Tina is on point with her correct and on top of all that She's bringing our global new level. Tina is our the young changemak-Bali to Mexico, Azerbaijan.

communication, clear, she is a cheerful human! network to a whole bridge from our HQ to ers everywhere from Bangladesh to

Smart,

Нарру,

8

Humble

Dan Kuntz

Educational Lead

Dan is one of the best He understands Gen Z, environment + learning of YOUTHTOPIA excited for what is to We're able to bring a whole new level.

and is able to create an material that fits the style incredibly well! We are come with Dan on board. YOUTHTOPIA content to

Our Volunteers

Although YOUTHTOPIA is a new startup, we have managed to create a successful system in which we onboard volunteers from around the world. Our volunteers and interns are involved in writing blog posts, brainstorming on new campaigns and research projects.

Raquel, Indriani, Emma, Lily, Maya, Arrum, Adriana, Anneliek, Aziza, Kevin, Kiky, Lotta, Sam, Lukas, Marta, Oscar, Shelot, Stacia, Iqbal, Aruba, Delia, Sarah, Nicholas, Chloe, Amira.

This year, we have had

25 Volunteers

15 Cities

IMPACT SUMMARY





♥ Intentions

Be the #1 go to platform for young changemakers.



Funded 375K USD through founders, investors & sponsors.

Creation of short education programs by youth for youth.

Training material for schools / students and teachers.

Tools of how to become a change-makers.

* Activities

YOUTHTOPIA masterclasses, YOUTHTOPIA Talks. YOUTHTOPIA Consumes, YOUTHTOPIA Connects. YOUTHTOPIA 1 on 1, YOUTHTOPIA Career, YOUTHTOPIA Voices. See YT 2021 in Bullet points.



© Outputs

Through the activities YOUTHTOPIA has reached 250.000 people all over the world.

YOUTHTOPIA has successfully trained 500 youth in person and offline.

150 scholars were supported by YOUTHTOPIA and provided with full access to YOUTHTOPIA premium learning package.

A 17 days event called YOUNITE.

4553 Students impacted by YOUTHTOPIA panels, workshops & discussions.



Outcomes

Almost 200 young change-makers joined the YOUTHTOPIA Circle of Youth.

YOUTHTOPIA secured partnerships with UN, NATIONAL GEO, WWF and WEF and schools.

YOUTHTOPIA supported 5 startups led by youth through mini grants.

YOUTHTOPIA has a proven record as incubator and competitions platform for

Impact

Represent the voices of the vouth and ensure their voices are heard.

Create change by youth for youth and proof that young people can lead systemic change.

Improve self esteem and mental health amongst youth.

Research and development for change by global youth.

Raise awareness for and being guided by the 17 SDG.

CIRCLE OF YOUTH

The heartbeat of YOUTHTOPIA. The Circle of Youth network is central to all of our work at YOUTHTOPIA. Whether we are building a program, a masterclass, a workshop, we are always doing it in collaboration with our Circle of Youth network.

We started with Melati's close friends and the intimate list of other young changemakers whom she had met in exchange over the years of Bye Bye Plastic Bags.



Meet four of YOUTHTOPIA Circle Of Youth

Issa Barte 🦫

Philippines & Storyteller

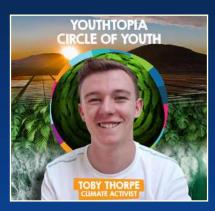
This year, Issa applied for the first ever Mini Grants that YOUTHTOPIA pulled ogether, and she was selected!



Her mission is to capture stories on 1 year after Typhoon Goni in the philippines. With the funds of the grant she was able to travel back to one of the worst hit locations.

Toby Thorpe *

Australia, Climate Activist
This year, during our annual event;
YOUTHTOPIA YOUNITE
2021, Toby came on as a host for two of the

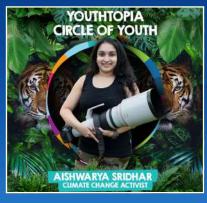


sessions. Out of the 17 days, Toby hosted a lightning round for SDG 9 and an IG Live for SDG 14, both in conversation with other Circle of Youth members.

Aishwarya Sridhar 👴

India, Wildlife Photographer & Videographer

This year, YOUTHTOPIA partnered up with the Children's Climate Prize to have a Circle of Youth



member part of the Judiciary; we feel it is important to represent the voice of youth. Aishwarya sat on the panel as a judge on behalf of YOUTHTOPIA.

Plorentina Dessy

Indonesia, Indigenous youth

This year, we introduced a new format and program on YOUTHTOPIA. It is called YOUTHTOPIA Talks.



This is a video series of laid back interviews, inspired by the style of Vogue's 73 questions mixed in with a little reporter atmosphere. Dessy joined us for the very first episode right here at the HQ.

Hear from four of YOUTHTOPIA Circle of Youth

"My activism journey was greatly catalysed by having access to a community of leading changemakers, and I've always wanted be that leading changemaker for others who want to make a difference, YOUTHTOPIA through the COY has created the perfect avenue to help me BE that."

Joshua Gabriel Oluwaseyi,

Circle of Youth member and founder of LearnBlue

"I know many young people who feel distant from the ability to create change, but referring them to YOUTHTOPIA has made the road to becoming a changemaker much more realistic and motivating for them. As a Circle of Youth member, there's one word that I resonate with every time I contribute or participate in any of your events: EMPOWERED"

Belai Djandam A Circle of Youth member

YOUTHTOPIA Circle of Youth member and Indigenous youth leader

"Being part of YOUTHTOPIA is the whole reason why I'm an activist: we are more than our realities, and we can certainly be and do more by thinking outside our bubbles and connecting with other changemakers"

Laura Moncada

Circle of Youth member, Founder of Girl Up Venezuela & United Voices

"YOUTHTOPIA is a community of impactful changemakers. In moments when I feel a doubt, I turn to YOUTHTOPIA as a source of inspiration, confidence and energy to keep on going."

Gary Bencheghib

Circle of Youth member, founder of Sungai Watch & Make a Change

CIRCLE OF WISDOM







Kinchem Hegedus



Hamish Daud



Ir. Sarwono Kusumaatmadja



Cristina Ventura



Erik Solheim



Virginia Tan

To achieve change, we must work together. YOUTHTOPIA believes in intergenerational change. Alongside our signature Circle of Youth network, we also have a Circle of Wisdom. To compliment and synergise the youthful energy with some deep wisdom.

Profiles we have on our Circle of Wisdom have reputable names with different backgrounds, from investors to writers, influencers to former head of UNEP. These individuals have signed on to support and guide youth in any brainstorm - guiding youth behind the scene to release campaigns, advice on business models, and anything in between!

THE PLATFORM

After three tech teams, many long restless nights checking the platform, designing, copy writing and programming - YOUTHTOPIA's learning platform went live in April 2021. With organic growth purely from our own reach and online community, we have recruited **1500 users** to date.

Originally we set out to offer two experiences, a free limited package and a premium at the price of \$9.99 USD / month billed annually. Most of our users signed up and went straight to the free version, we learned that there were 2 main reasons for this:

(1) Our payment gateway only allowed for credit card payments, and most of our audience (youth) did not have access to a credit card (2) YOUTHTOPIA's track record is not strong enough yet for people to purchase the amount straight away

In November we changed tactics. We have lifted the payment gateway temporarily with the aim to get YOUTHTOPIA 10,000 users on the platform. Our goal is to reach this in 2 month and by mid-late January introduce a new premium price along with new content.

Who is on our website right now?

1500 users Between 14-28 yrs old

WHO WE HAVE WORKED WITH

PARTNERSHIPS

As SDG number 17 says, in order to scale change, we must work together in partnership. YOUTHTOPIA has been very fortunate with partners from all levels, globally and locally. 2021 has been a year of securing some of our most valuable partners ever.



KREASI

IN MORE DETAILS

IKEA

In partnership with IKEA we were able to fully furnish our HQ with their sustainable line. From bamboo desks to plastic recycled chairs, our office is comfortable, modern and aligned with our values of sustainability.



In partnership with WWF we were able to host a total of 6 workshops online with students in Bogor and Makassar Indonesia. We organised 6 youth facilitators and over 200 students to participate. We were also able to establish a Mountain Mamas social enterprise in Bogor.

WORLD ECONOMIC FORUM

In partnership with World Economic Forum and it's Global Plastic Action Partnership we were able to release and co create a YOUTHTOPIA Masterclass on Ocean Plastic Pollution. You can watch the trailer for the masterclass on our instagram, and watch the full course on our website.

CEESA

In partnership with CEESA, YOUTHTOPIA led a workshop for more than 38 schools and 200+ students across central and eastern Europe focusing on expanding impact. In a series of 4 mentorships, YOUTHTOPIA led the students from ideation to implementation.

AIMHI EARTH

In partnership with AimHi Earth we trained X circle of youth members to host their climate course around the world, stretching from Peru to India, Indonesia to America. For COP26 we played a role in delivering the Great Big Lesson on a Youtube Live which engaged over 4000 schools worldwide.

THE GLOBAL GOALS

In partnership with the Global Goals from the United Nations, we have published 17 To Do Lists. As a final result of our 17 day event, we were able to establish this partnership and release these To Do Lists on our website. View them HERE.

DOLE

In partnership with Dole, we carried out 2 sessions of Ctrl+Alt+Del with over 100 high level Dole representatives around the world to talk about sustainability goals within the company. Dole also provides YT scholarships for 100 of their employees' relatives for a full access on our platform.

DANONE

In partnership with Danone Aqua we launched a National Innovation Contest for entrepreneurs, innovators, and young changemakers to change the plastic packaging industry. For the 3 finalists there is a monetary prize and for the final winner, the proposed product will go into prototype and on the shelves of supermarkets in Indonesia.

Other partners this year:

MUN IMPACT

NATIONAL

BIGGER THAN US

KIDS FOR KIDS

ROTARY

WARM SPACE 3
GEOGRAPHIC 5
SUNGAI WATCH 7
KREASI 8

UVISUAL

2021INBULLET POINTS

| 365 | Days |
|------|--|
| 250k | Reach Social Media |
| 4553 | Students impacted by YOUTHTOPIA through workshops, panels, & discussions |
| 1500 | Users on the platform since April 2021 |
| 155 | Circle of Youth members |
| 25 | Research fellows & interns |
| 34 | IG Lives |
| 25 | Talks |
| 30 | Workshops |
| 17 | Day Event on the SDG's |
| 5 | Masterclasses |
| 7 | Full time staff |
| 17 | Core Partners |
| 1 | National Competition Launched |
| 5 | Changemakers financially supported |
| | via VOLITHTOPIA Mini Grants |

SOCIAL MEDIA

Instagram

250,000 Our reach this past year

The Top 5 Countries

Indonesia (43.4%)
USA (8.3%)
India (5.2%)
United Kingdom (4.3%)
France (4.2%)

The Top 3 Age Groups

18-24 yrs old (38.1%) 25-34 yrs old (31.8%) 13-17 yrs old (13.2%)

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Our Followers

69.5% are WOMEN & **30.4%** are MEN

The Top 6 5 Cities

Jakarta
Bandung
Denpasar
Singapore
Depok

446% Increase in engagement

PROJECTS, EVENTS & CAMPAIGNS

YOUNITE

17 sdg's youth perspective, our biggest event of the year reached over 115,000 people through our online program. YOUNITE had more than 60 youth speakers across the 17 day event from 20 countries.

MINI GRANTS

This year we were fortunate enough to financially support 5 young changemakers around the world from 5 different countries

INDONESIA | INDIA | PUERTO RICO | PHILIPPINES | UGANDA

Focusing on 5 different fields

ELECTRONIC WASTE COLLECTION | MENTAL HEALTH FOREST REGENERATION | CLIMATE CRISIS AND STORYTELLING HYGIENE

TESTIMONIAL FROM A RECIPIENT:

"When it comes to making and implementing our ideas often we need finances to get the ball rolling...the grant opportunity that YOUTHTOPIA presented was something I needed. Financial help from the grant has changed the trajectory of MindMatters, because of the help we've managed to jump years on our timeline and reach the phase we're in now. We've introduced programs with access to mental health care and different tools curated to help people completely free of cost to anyone that needs them and there's no way I could have done this without the help of YOUTHTOPIA."

Sneha, Mindmatters and Circle of Youth member

FINANCIALS

IN YEAR 1 THIS IS WHAT WE WERE ABLE TO ACHIEVE:

250K USD

Investors and money raised so far

135K USD

Revenue 2021

PARTNERS:

WWF

AQUA DANONE

CEESA
WORLD ECONOMIC FORUM

ROTARY CLUB INTERNATIONAL

DOLE

AIMHI EARTH

UPCOMING SECURED CONTRACTS AND PAYMENTS 2022

1x 50k contract with multinational company

1x 30k contract with multinational company

1x 20k contract with media company

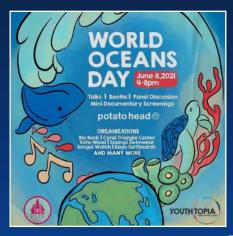
1 contract with school association in Europe

1 contract with a school in Hong Kong

1 contract with a school in Penang

1 contract with a homeschool group in Bali

OTHER YOUTHTOPIA Campaigns & Events



Worlds
Ocean Day
200 People
16 Booths



National Geographic Planet Possible Day Hosted at HQ 72 Million Views



7 Calls to
The Rainforest
7 Videos
35k Reach



Earth Day
200 People
16 Booths



Women Series
10 Videos
50k Reach

ASSENIN THE MEDIA



GOOGLE INDONESIA



WORLD ECONOMIC FORUM



SSN AUSTRALIA



THRED MEDIA



GREEN QUEEN



THE GLOBAL GOALS



thred.. media





The New York Times

green queen



WØRLD ECONOMIC FORUM

YOUTHTOPIA WORKS

Our track record continues to grow. To prove that our business model works, here we have a couple of examples of partnerships, sponsors, and more who have committed to extend their engagements with YOUTHTOPIA.

- 1. One large international co-operate company has confirmed an extension and renewal of the 2020 contract to deliver reverse mentorship to their CEO in the new year 2022.
- 2. Mentorship for schools running into projects till April 2022
- **3.** Contest and incubations projects confirmed into 2022.
- 4. YOUTHTOPIA Circle of Youth members are being asked to be on judging panels like Tom Ford, Earthshot prize, Childrens Climate Prize.

LEADUP INTO 2022

As 2021 comes to a close, we begin strategizing the year ahead. Our 5 biggest focuses of 2022 are:

YOUTHTOPIA will introduce a new, updated version of the learning platform with more content and less plugins. The focus is to secure a UI / UX design and code the website from scratch.

YOUTHTOPIA is looking to fill a few main roles this next year which include a business strategist, financial advisor and sales director as well as an internal CTO.

3

YOUTHTOPIA plans to introduce a new round of investment in 2022 which will largely enable the tech platforms upgrade.

OUTHTOPIA's focus in 2022 is to secure 500 schools that use the learning

platform as a tool for change in their classrooms. 5

HTOPIA aims to be in all the major outlets by the years end.

YOUTHTOPIA IN 2025

- In 2025 YOUTHTOPIA will have interacted with 1 million youth through our programs.
- ²In 2025 when you hear YOUTHTOPIA you will Immediately think of the #1 go to learning Platform for youth that want to be Empowered to accelerate change.
- 3
 YOUTHTOPIA's peer to peer programs will have its own accreditation.

YOUTHTOPIA's Is Recognized And Endorsed By:

1) 5 Major universities globally
2) United nations
3) 5 Key celebrities and influencers involved in this space

YOUTHTOPIA WILL HAVE REACHED ONE MILLION YOUNG PEOPLE.

RESPECT& GRATITUDE TO

Elvira Wijsen Mum & Senior Advisor

Karina Suryawinata Second Lead

Eko Riyanto Director of local PT

Bridge Global Tech Support

Thierry Sanders Financial Support

Shailesh Investor & Mentor

Kepala Desa For The Continued Support

Smart Energy Solar Power Installation

Pak Dika Land Owner

Martana For Keeping The Garden Beautiful

Isabel Wijsen Supplier of Happy Tummies

for The Team