Africa Projects Development Centre's International Youth Day '25 Susthathon

Background

Global Challenges

The African continent, like the rest of the world, faces pressing challenges related to population growth, resource scarcity, climate change impacts, and the need for sustainable development across all sectors.

These interconnected issues necessitate innovative, scalable, and practical solutions, particularly in areas concerning food security, environmental conservation, and economic empowerment

Youth Empowerment for a Sustainable Future.

Recognizing the critical role of young people as drivers of change and innovation, the Africa Projects Development Centre (APDC) champions youth empowerment as a cornerstone for building a resilient and sustainable future.

We achieve this by integrating youth perspectives and investing in youth-led initiatives across various sectors to address complex challenges. Our goal is to cultivate a generation capable of creating environmentally sound, socially equitable, and economically viable solutions, directly aligning with Sustainable Development Goals (SDGs 4, 8, 11, 13) to safeguard Africa's prosperity and its people.

Key Initiatives

The International Youth Day 2025 Digital Campaign & Pitch Competition inspires young minds across Africa to propose creative solutions to continental challenges. This initiative highlights youth-led innovations contributing to a sustainable and empowered Africa.

Instructions for Participants

Who Can Apply:

- Individuals or teams aged 15-35.
- Residents of Nigeria and across Africa.
- Creators, innovators, developers, artists, culinary experts, and fashion businesses passionate about sustainable solutions.

Campaign Thematic Areas:

Submit your vision for a sustainable future through digital media. We seek originality, creativity, simplicity, scalability, impact, and clear connection to the theme:

- **Digital Innovation Concept:** Tech-based solutions (app, platform, game, data visualization, etc) addressing sustainability issues like waste management, renewable energy, or climate education.

- **Creative Arts Showcase:** Ideas expressed through film, animation, digital art, photography, music, poetry, or spoken word.

- **Food Innovation:** "Sustainable Dish" concepts promoting food security, reducing waste, or using local, sustainable ingredients.

- **Fashion-related Business:** Apparel or accessory designs using upcycled, recycled, or ethically sourced materials, conveying sustainability messages.

- **Open Innovation:** Unique concepts from agriculture, health/medicine, education, environment, circular economy, etc. that empower youth and promote sustainability.

Submission Requirements
All participants must submit:

- **Primary Content:** Digital presentation (video, images, audio, or interactive media).

- **Supporting Materials:** Written description explaining your concept and sustainability impact.

- **Optional:** Additional materials relevant to your track.

How to Apply:

1. Upload content to your preferred platform (YouTube, Instagram, TikTok, etc.)

2. Complete the application form below:
   https://shorturl.at/f4eQu

3. Follow and tag us on social media:
   - **Facebook:** @ApdcGroup
   - **Instagram:** @Africaprojectsdevelopmentcent
   - **X:** @apdc_group
   - **LinkedIn:** Africa Projects Development Centre

4. Use hashtags: **#APDCIYD2025, OR #APDCSusthathon.**

Timeline

- **Application Period:** Open until Friday, 8th August 2025
- **Submission Deadline:** Friday, 8th August 2025, 05:00 pm [WAT]
- **Finalist Selection:** August 12, 2025 (Top 3 most engaged social media contents)
- **Pitch Competition (Grand Finale):** August 12, 2025 (Live, physically or virtually)
- **Winner Announcement:** August 12, 2025.

Why Participate:

- Get innovative ideas seen by experts and wide audiences
- Receive free registration into APDC's Mentorship & Marketplace platforms.
- Contribute to sustainable future solutions for Africa
- **Grand Prize:** $200 cash prize to support your initiative, plus recognition

✉ Inquiries: programmes@apdcgroup.org