



## Adobe Youth Voices Overview

### Create with purpose

As the Adobe Foundation's global signature philanthropy program, Adobe Youth Voices empowers youth from underserved communities to use technology to explore and express their perspectives on issues impacting them and their communities. Through Adobe Youth Voices, youth ages 13 to 18 create compelling videos, animations, photo essays, presentations, music, and other pieces that contribute the essential perspectives of youth to critical topics and inspire new solutions to long-standing problems. It's all about "creating with purpose."

While Adobe Youth Voices youth inside and outside of school are creating high-impact work to share with local and global audiences, they are also building valuable skills that open doors to future success. Since 2006, more than 20,000 youth from over 30 countries have engaged in Adobe Youth Voices programs to develop original, thought-provoking content on domestic violence, environmental degradation, the impacts of war, and other topics. The results are frequently transformative, with youth building valuable creativity, communication, and collaboration skills essential for success in today's competitive global economy. Through Adobe Youth Voices, educators and youth have easy access to valuable training, mentoring, online collaboration, helpful education materials, exhibitions, and software donations from Adobe.

### Reigniting a passion for learning

In an age when so many aspects of youth's lives—from personal communications to entertainment to basic commercial interactions—are increasingly digital, youth often feel that what they learn in school and how they learn it are far removed from the reality of their everyday experiences. Through a mix of supportive learning environments and powerful technologies, Adobe Youth Voices is helping educators in schools and beyond develop unique, breakthrough experiences that reignite a young person's passion for learning.

Working on their own and on teams with teachers and mentors, young people can express their creativity and vision, first through interactive discussions and story boarding and then using technology to capture and communicate their work. Program participants are encouraged to go out into their communities, interview peers and community experts, and along the way, capture real-world footage and images that best communicate their stories. For instance, in Kampala, Uganda, 19-year-old Ronald Kasendwa produced a documentary about gender disparity in science. While in London, 14-year-old Rameesha Malik created a short film showcasing how people from different countries meld into a unique blend of backgrounds and cultures. For RajKumar Raikwar, a 15-year-old in Delhi, Adobe Youth Voices provided the chance to develop a media piece called "Beating Terror" about the impact of terrorism on children.

### Measurable program impacts

For many young people, one of the greatest barriers to success is their lack of belief in themselves and their own power to change their lives and their worlds. Adobe Youth



Voices affirms the potential of youth to develop valuable skills and provides them with the opportunities and increased self-confidence to communicate their ideas. It also gives educators the training and tools they need to inspire youth to become active and engaged participants in learning.

The impacts of Adobe Youth Voices are far-reaching. Program evaluations note that Adobe Youth Voices is building communication and collaboration skills, as well as improving traditional skills in reading and writing. Among some of the statistics from independent, third-party validation and research on the program: more than 90% of Adobe Youth Voices educators said youth increased their ability to express themselves and learned new media skills. In addition, many Adobe Youth Voices educators (83%) said they gained the skills essential to support youth in creating media.

Equally significant, 84% of youth reported learning more about important issues of their own choosing, evidence that Adobe Youth Voices connects with youth's real lives. The program also increased participants' feelings of engagement and self worth, with 86% of participating youth believing their work could make a difference, and 91% saying their opinions matter. Armed with new skills and renewed commitment to learning, 91% of Adobe Youth Voices youth are interested in continuing their education after high school. Beyond the numbers, the voices speak for themselves. Educator Suha Al Syouf from the Intel Computer Clubhouse in Amman, Jordan, was excited to join the program because she knew youth would gain both important technical and soft skills, resulting in a positive impact for youth and for the broader community. In India and other countries as well, Adobe Youth Voices educators are excited to give children an opportunity to broaden their thinking as they engage with and discuss critical issues. At the same time, youth in the program hone essential life skills, such as negotiating, decision-making, and the ability to work in groups.

### Reaching global audiences with local perspectives

By partnering with media organizations, film festivals, and advocates for youth expression, such as MTV, PBS, The Black Eyed Peas Peapod Foundation, and others, Adobe Youth Voices provides youth with a global audience to see and hear what they have to say. Through increased engagement in learning and stronger development of technical, creative, and problem-solving skills, Adobe Youth Voices is transforming how educators—working in or out of schools—teach and how youth learn. For everyone involved, education becomes more relevant and meaningful. The result is that youth can develop a renewed commitment to education and realize the profound contribution they can make when given the chance. Also critical, communities worldwide gain vital insight into issues impacting today's youth.

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