

# Key messages



1. Scotland is the first country in the world to dedicate a full year to celebrating young people. And we need your help to make it unforgettable. How can you champion and celebrate young people during 2018? Share your ideas via **#YOYP2018**

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2. Year of Young People 2018 is a once in a lifetime opportunity to show our young people how important, valued and proud Scotland is of them. Activity throughout the Year will focus on celebrating their achievements, recognising the contribution they make to communities and creating opportunities to have their voices heard.

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3. We're gearing up to have a jam-packed calendar of events for all ages to enjoy. From arts to sport and music, look out for the announcement of Year of Young People 2018 events programme in winter 2017.



4. Everything to do with the Year has been co-designed with young people. They have been at the heart of the development, delivery and decision making. For example, they decided its purpose, developed the brand's look and feel and played a crucial role in all key decision making. They will continue to be at the forefront of leading the Year in 2018.

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5. There are over 200 young Ambassadors who are representing every local authority across Scotland. Their role is to build awareness of YoYP 2018 activity so their communities know what's happening in 2018.

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6. Supporting adults play an important role in helping young people reach their full potential. During the Year of Young People 2018 we will recognise and celebrate the role of those who make a difference to young lives.

I got involved because I am really passionate about equality and diversity and want to make sure young people have their voices heard in 2018.

**Megan, Communic18**

# What is the Year of Young People 2018?

## 50 word summary:

Scotland's young people are going to shine in 2018. The Year of Young People 2018 is an opportunity to celebrate the amazing achievements and contributions of our country's young people. All ages can join in the events and activities across culture, art, sport and more.

Check out the latest: [yoyp2018.scot](http://yoyp2018.scot)

## 100 word summary:

Scotland's first ever Year of Young People is happening in 2018. It aims to inspire all ages through its young people (8-26) by celebrating their achievements, valuing their contributions to communities and creating new opportunities for them to shine on a local and global stage.

Young people are at the heart of designing, developing and deciding what they want the year to be. The Scottish Government is working with youth partners and the events and tourism sector to deliver activities and experiences for communities across Scotland to enjoy and discover more about our amazing young people.

Find out more: [yoyp2018.scot](http://yoyp2018.scot)

## 200 word summary:

Scotland's first ever Year of Young People is happening in 2018. The Year will inspire all ages through young people (8-26) by celebrating their achievements, valuing their contributions to communities and creating opportunities for them to shine on a local and global stage.

An in-depth planning process happened in 2015 and since then, young people have been at the heart of designing, developing and deciding what shape the Year should take. The Scottish Government is working with a group of delivery partners - VisitScotland and EventScotland, are developing a national programme of celebratory events which all ages can enjoy. Creative Scotland will inspire young people to participate in the arts. And youth partners - Young Scot, Children in Scotland, Scottish Youth Parliament, YouthLink Scotland - are leading on youth engagement and ensuring young people's views are heard and acted upon.

So far over 200 YoYP 2018 Ambassadors have been recruited and represent every local authority in Scotland. Their role is to promote the year-long activity, challenge negative stereotypes and champion the six key themes which young people decided upon - Participation, Education, Equality and Discrimination, Enterprise and Regeneration and Culture.

The celebration begins on 1 January 2018.

Find out more: [yoyp2018.scot](http://yoyp2018.scot)

I want to change the way young people are seen in Scotland, so that the younger generation don't face the same barriers we come up against.

Dylan, Communic18