

# Engaging with Youth via Web 2.0 Technology

UN Millennium Campaign  
Pilot Project “iMDG”



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# ICT4D and the UN

- ICT4D in terms of providing platforms for Knowledge Sharing
- Solutions Exchange (India), SNAP (Solution Networks Asia and the Pacific), Teamworks, Social Networking Sites (Facebook, Ning) & New Media Platforms (YouTube)

# Who is using this technology?

- COPs (Communities of Practice)

# Challenges

1. Inclusion of experts and organizations with low-bandwidth
2. Attracting and retaining users
3. Member Participation Levels and Attention Span

# Who else is using this technology?

- Youth! Not just using...dominating.



# iMDG

- Why 2.0
- Origins of an online community

- From  to 

# iMDG

iMDG — asiapacific.endpoverty2015.org - Internet Explorer provided by Dell

http://www.asiapacific.endpoverty2015.org/imdg

Windows Live Bing What's New Profile Mail Photos Calendar MSN Share Sign in

iMDG — asiapacific.endpoverty2015.org Page Tools


**iMDG** **ENDPOVERTY 2015** millennium campaign

## Welcome to the MDG AP Online Community

Join Us | Username  Password


**Australia** **India** **Indonesia** **Japan** **New Zealand** **Philippines** **South Korea**

### Recent Updates

 **You can help grow the community. Spread this post!** [Reply](#)  
Andrew 09:18 AM on January 11, 2010

IMDG: Online Community of MDG Youth Activists <http://www.asiapacific.endpoverty2015.org>

[More](#)


 **Getting Back on Track: a discussion with Mera India Bridge the Gap literary finalists** [Reply](#)  
Andrew 08:07 AM on January 11, 2010

**Tags :** [India](#), [Mera India](#)


Hello iMDG India Community, With iMDG events coming up in New Delhi the collection of multimedia that will be combined into a multimedia petition is beginning. The question then is what will be included in the petition? Why is there the need for this petition, what focus do we think would put MDGs 3,4, and 5 on track, and specifically what projects/programmes we would like to see implemented. ...

[More](#)

### Recent Comments

 milroy on Hello there "Anon at 1:13" and welcome to the community


 milroy on Hi Jyoti welcome to the community

 milroy on Sharing experiences and coming to practical steps

 Nupur on

 Anonymous User on How can i participate

### Your Country

 [Australia](#)

 [India](#)

Internet | Protected Mode: On 100%

Andrew Paul Milroy ... Jan 15 Presentation ... iMDG — asiapacific.... 16:50

# iMDG Objectives

- Build a community of MDG youth activists, establish two way communication, keep them engaged, mobilize the community in offline activities
- Apply pressure on local/national politicians to increase efforts towards MDGs which are slow to progress



# Planned Activities

- Flash Mob for the Future (New Delhi Jan. 25, Manila Jan. 23 or 24)
- Pictures for Politicians
- Films for Change
- Artwork for MDGs



# Help spread the message!



[www.asiapacific.endpoverty2015.org/imdg](http://www.asiapacific.endpoverty2015.org/imdg)

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