



Youth Innovation Conference

UK Youth #iwill Ambassadors

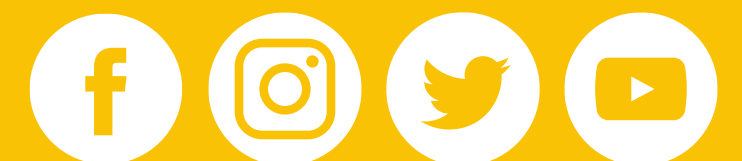
Melvin Riley, Hannah Whitfield,
Rachel Talbot, Abisayo Abidoye,
Abiodun Abidoye and Casey
Willoughby.



#iwill
movement

#IWILL Movement Youth Innovation Conference

2ND APRIL 2025



#IWILL
#IWILL
#IWILL

SCHEDULE

TBD

WELCOME & WHAT IS THE #IWLL MOVEMENT

TBD

AMBASSADOR PRESENTATION

TBD

GROUP PRESENTATIONS

TBD

DISCUSSION

TBD

REFLECTION AND Q&A

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WELCOME!



WHAT IS #IWILL ALL ABOUT?

Investing in young people's passions and talents, amplifying their voices, and empowering them to take an active role in transforming their communities through social action.



WHAT IS SOCIAL ACTION?

Activities in the service of others designed and led by young people to benefit both the wider community and the young people taking part.

This includes activities like campaigning, fundraising, volunteering, befriending or mentoring.

Casey (she /they)

- 18
- Blackpool
- Applying to study in Edinburgh

My social action centres around
LGBTQ+ issues in society,
neurodiversity and mental health
advocacy, all of which I have lived
experience of :)



LET'S MAKE A DIFFERENCE





ACTOR || ARTIST || ADVOCATE || ACTIVIST

I am a **neurodivergent creative activist** with a deep passion for social change through the power of creativity.



With a background in acting, art, dance, music, and facilitation, I have worked with over **25 organizations** to drive **inclusivity, neurodivergence awareness, mental health advocacy, youth empowerment and social justice.**



CREATIVE

ACTIVIST



Hannah

LET'S MAKE A DIFFERENCE

Melvin Riley



TECHNOLOGY, EDI, SDGS, POLICY AND ADVOCACY

Melvin is an international speaker, aspiring political leader, award winning; Social-tech entrepreneur and activist and advocate for: Technology, SDGs, International development, politics & policy reform and racial equity, for the past 10 years Melvin has been a leading voice for young people across the UK, addressing some of the most pressing socio-economic challenges facing society. Through his work, he has campaigned, implemented solutions, and influenced policy engaging with organisations, policy makers, business and political leaders on both a national and international stage.

He is currently the founder of the National Youth Technology Council (NYTC) the UK's first youth platform dedicated to tackling technology challenges aimed at shaping the future of technology policy, governance, and development of responsible AI, digital and emerging technology, working directly with think tanks, government bodies, and tech companies.



Rachel (she/her)

- Scotland/Liverpool
- Studying Politics and Childhood & Youth

My social action has been focused on anti-bullying and online safety!!



Abisayo Abidoye

EDI, Social mobility, Youth leadership

I am a Cambridge law student with a passion for driving change especially within the EDI space.



I am a business owner and social entrepreneur with my business. I cofounded called Youth Consults. We provide young people with opportunities and access to things I unfortunately didn't have. We additionally provided support

Abi

EDI, Youth Leadership, Social Mobility, Opportunities

Abidoye



Youth Consults

I study law at the University of Leicester as well as being a Youth Advisory Board member for Career Ready.

I additionally have a business,, Youth Consults that supports organisations to develop better EDI strategies and implementation as well as making spaces more inclusive for young people leading us to have worked with educational trust, police and arts organisations.



Abisayo + Abi



LET'S MAKE A DIFFERENCE

How youth activism and
campaigning can
influence policy and
create systemic change?

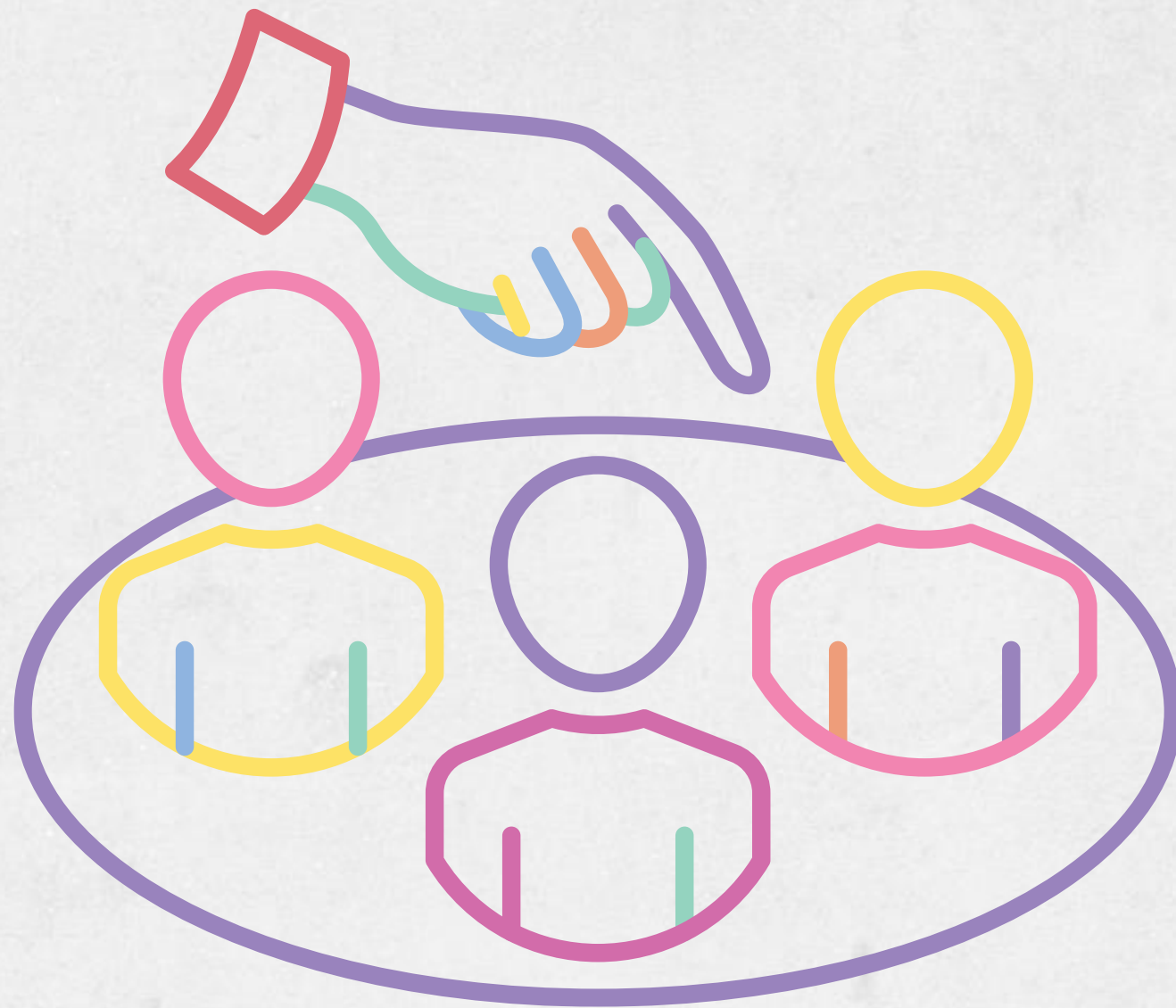
Lived experience
Stake in society
Passion
Education



Lived experience
Stake in society
Passion
Education



LET'S MAKE A DIFFERENCE



LET'S MAKE A DIFFERENCE

Young people are living in a new time, new society with generational changes.

Although limited, our experience of life so far has been boxed into out of date systems that repetitively fail us each day.

The true impact is still unknown.

Young people have always known how to captivate. To create change.

Why not utilise it the same way every generation before us has?

**Be the first,
second or
third**

LET'S MAKE A DIFFERENCE

YOUTH ADVOCACY



& Mental Health

How does youth social action impact mental health (in relation to personal and also systemic change)?

LET'S MAKE A DIFFERENCE

ICE BREAKER



Casey & Hannah



LET'S MAKE A DIFFERENCE

WHAT IS MENTAL HEALTH?



Casey & Hannah



Mental...

Fitness
s

Wellbeing
g

Health
h

Illness
s

What's the difference?

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YOUTH
ADVOCACY
& Mental Health

LET'S MAKE A DIFFERENCE

WHAT IS YOUTH SOCIAL ACTION?



Casey & Hannah



LET'S MAKE A DIFFERENCE

**IT DOESN'T HAVE TO
BE 'BIG'**



Casey & Hannah



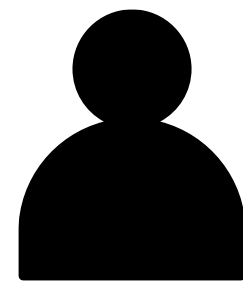
significantly benefit mental health

&

**drive real systemic change (in
relation to mental health)**

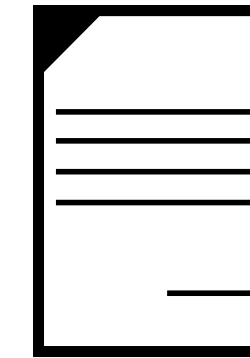
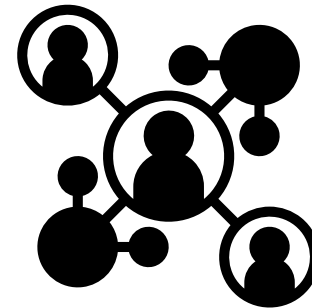


IMPACT

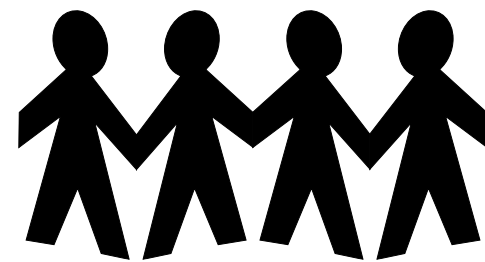


persona
|

networ
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systemi
c



family and
friends



communit
y

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movement

Casey & Hannah

YOUTH
ADVOCACY
& Mental Health

ACTIVITY

Action Plan for Mental Health

in groups pick out a scenario and come up with a
'social action plan' to address it:

- quick fire
 - no right or wrong
- blue sky radical thinking
 - have fun



WHAT IS **ONE THING** YOU COULD DO
TODAY OR TOMORROW TO START
MAKING A **POSITIVE CHANGE** FOR
MENTAL HEALTH IN YOUR
COMMUNITY?



ANY QUESTIONS?



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**We are recruiting for our next 2025 #iwill
ambassadors cohort**