



UNITED NATIONS



PEACEBUILDING  
FUND



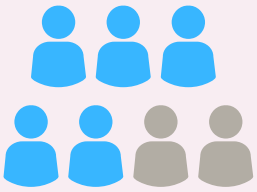
YOUTH  
EQUAL IS MORE



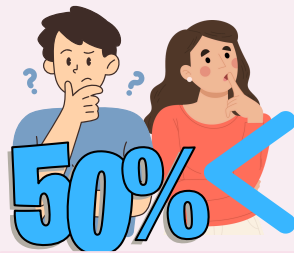
# VOICES OF YOUTH

The United Nations initiative 'Youth 4 Inclusion, Equality and Trust' aims at empowering young people to engage in constructive narratives, strengthen intercultural dialogue, inclusion, and gender equality, and create mutual understanding and trust in the Western Balkans region. The "Voices of Youth" regional research, implemented by UN Women and co-designed, conducted and developed by five young researchers from Albania, Bosnia and Herzegovina (BiH), Kosovo\*, North Macedonia, and Serbia, aims at exploring the linkages between youth development, gender equality, and social cohesion challenges in the region.

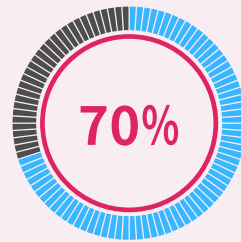
## What do young people in Western Balkans think about gender equality?



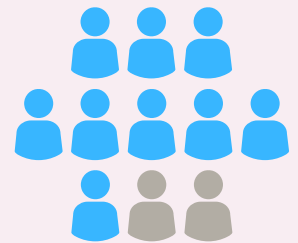
Almost 7/10 recognise absence of **gender equality**.



More than a half believe **discrimination & gender-based violence** negatively affects their well-being.



Almost 70% strongly believe that **hate speech** divide us.



8/10 highlight negatively the influence of **cultural norms** over gender stereotypes.

## UN WOMEN "IMAGINE" CAMPAIGN! Imagine Changing this Reality...

UN Women conducted a regional online media campaign titled "**Imagine Campaign**" from January to April 2024. The campaign emphasized the positive influence of gender equality and fact-based narratives on social cohesion, while shedding light on the adverse effects of gender disparities. This campaign involved young journalists, musicians and artists, civil society activists, and influencers from the Western Balkans region.



Instead of stereotyping **imagine diversity**



Instead of toxic masculinity **imagine emotions**



Instead of conflicts **imagine hugs**



Instead of exclusion **imagine solidarity**

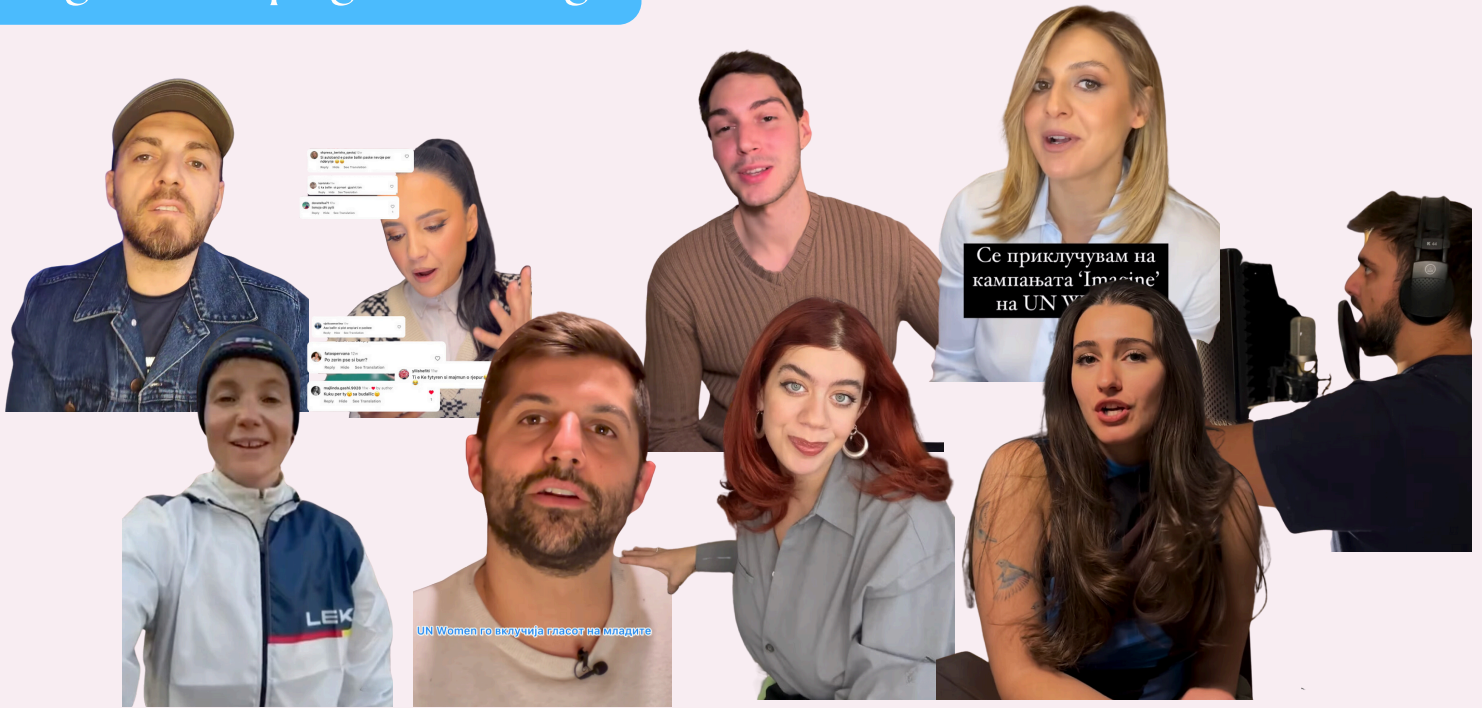


Instead of obstacles **imagine opportunities**



It's time to build a new reality together!

Influencers, musicians and artists, young journalists and civil society activists from WB region joined our “Imagine” campaign for change.



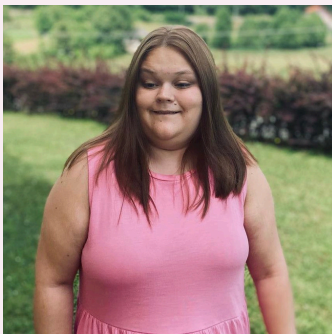
## In the Words of: The power of true story



**In the words of David Cuka: “Love yourself, and support your colors, regardless of the struggles you face. Everybody has the right to live free from prejudice!”**

David Cuka is a 31-year-old trailblazer from Tirana, Albania who made history as the first openly transgender man going public in the country. Now, he advocates for the rights of transgender persons in Albania.

[Read the full article here](#)



**In the words of Delila Veladžić: “I want to motivate people with disabilities, to make them feel normal, optimistic, and accepted”**

Delila Veladžić is a 27-year-old young woman from Bosnia and Herzegovina who works as a physiotherapist and at the same time as a TikTok influencer using her platform to raise awareness on the rights of people with disabilities.

[Read the full article here](#)



**In the words of Medinë Dauti: “I call for changes in our social fabric, envisioning a society where individuals are free from discrimination and oppression.”**

Medinë Dauti is a 24-year-old advocate from Gjilan, Kosovo, a founder of several community-based initiatives and a human rights activist with a particular emphasis on women's rights and the LGBTIQ+ community.

[Read the full article here](#)



**In the words of Fatos Grubi: “Creating space for women of all different backgrounds in media can shift the public perception, especially if women are shown in less stereotypical roles and more so in decision-making positions.”**

Fatos Grubi is a 30-year-old activist, translator, writer, and journalist from Skopje, North Macedonia who has been at the forefront of advocating for gender equality and human rights in the country.

[Read the full article here](#)



**In the words of Dejana Dexi Stošić: “One of the hardest things to be in Serbia is actually to be a young girl and to have a voice. Standing against gender violence and speaking up the truth helped me unite 21,000 voices”**

Dejana Dexi Stošić is a 25-year-old human rights educator and activist from Serbia, who is committed in fighting gender-based violence with focus on sexual violence.

[Read the full article here](#)



Let's create an equal and inclusive future!