



# GENERATION WAKING UP

## >>> Overview

**The Generation Waking Up Experience** (or the “WakeUp” for short) is a 3 hour interactive, multimedia, peer-led workshop, that empowers young people to wake up to a clear sense of identity and purpose, as members of a generation-wide movement for a thriving, just, sustainable world.

Through inspiring multimedia presentation, dynamic group interaction, and engaging dialogue, the WakeUp takes participants through a transformative exploration of the critical questions facing young people and society today:

### 1. **Who Are We?**

Individually and as a generation, where have we come from? What are the values and characteristics that define our generation? What are the shared challenges and aspirations that bind us together? What makes us a unique and powerful generation, with opportunities unlike any that have come before?

### 2. **Where Are We?**

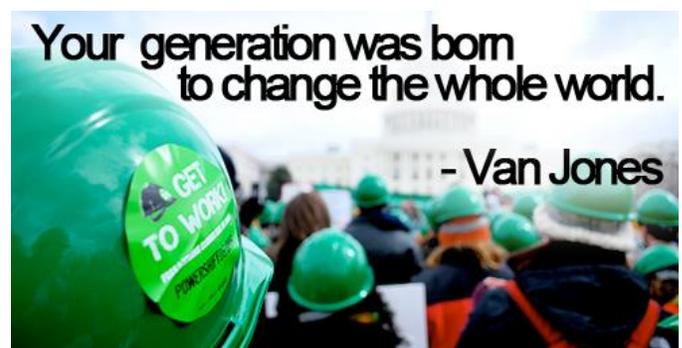
What is the world we are inheriting? How is modern society impacting the Earth and other species? How far are we from a world where everyone has a decent shot at life? And with more technology, more "stuff" to buy, and more money to buy it, are we closer or further to leading the meaningful and fulfilling lives we all want?

### 3. **What Has To Change?**

How we act is determined by how we see the world – so, what is the "worldview" that has modern society trashing the planet, depriving so many of us of basic human needs, and bringing despair and depression to even the most "well-off" among us? And, in order to shift the course of history, what are the emerging ways of thinking to which we must "wake up"?

### 4. **What Do We Do Now?**

What hope and positive action is brewing across the planet? What is possible if we really step it up, as individuals and as a generation? How can we collaborate across our lines of difference to create a better world? Given who we are and what we see...what is our unique part to play, and what are our next steps?



## >>> The WakeUp is...

- **Engaging of multiple learning styles:** Blending multimedia presentation and experiential processes, the WakeUp meets participants where they are -- and invites them to both think and feel deeper.
- **Credible & critical:** Drawing on rigorously-researched data spanning multiple disciplines, the WakeUp tackles today's most pressing global challenges, addresses root causes, connects the dots between issues, and highlights positive solutions.
- **Youth-powered:** From the trained volunteer facilitators to the faces and voices featured in video, the WakeUp speaks to young people through the messengers they are most likely to trust: their peers.
- **Flexible & adaptable:** The WakeUp can be easily tailored in length and content. **Educators** might build a WakeUp into an academic course or a student orientation; **campus or community groups** might host a WakeUp event for a membership drive, campaign kickoff, or leadership retreat; and **regional, national, or international organizations** might use a WakeUp to launch a leadership training or large-scale conference.
- **A catalyst for action:** Whether new to the issues or already engaged, participants in a WakeUp connect deeply to their passion for a better world; see what they are uniquely here to contribute, and connect to pathways for immediate action through self-generated initiatives, existing local groups or networks, and leadership training opportunities.

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## >>> Why the WakeUp, why now?

By hosting the WakeUp experience, you are not simply putting on an isolated event: rather, you are at the very heart of **Generation Waking Up**, a global campaign to ignite a generation of young people to bring forth a thriving, just, sustainable world.

To build a "Movement of movements" large enough to shift the course of history, we must empower countless young people to lift their peers out of apathy, despair, and powerlessness, and connect them with the groundswell of consciousness and social change that is emerging. **This is why the WakeUp is needed, and needed now.**



***Want to know more, host or participate? Contact us:***

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