



World Bank Group 2021 Youth Summit

Social Media Launch Package

Background

Established in 2013, the Youth Summit is an annual event hosted by the World Bank Group (WBG) to engage with youth globally on the most pressing topics facing their generation.

The primary goals of the Summit are to (1) empower youth to explore innovative ideas to tackle emerging development challenges, (2) provide youth with the tools to build and engage in impactful projects, and (3) promote dialogue between youth, the WBG, and other key stakeholders globally.

Event

The 2021 Youth Summit will be a virtual event, taking place from **June 9-10, 2021**.

The theme for the 2021 Summit is **Resilient Recovery for People and Planet**.

Registration and Competition Launch

The World Bank [event page](#) is now live.

The [2021 Youth Summit Competition](#) is also open for proposals and **will close on March 31, 2021 (11:59 pm EST)**. Competition finalists will live-pitch their proposals at the Youth Summit.

Objectives

- To drive traffic to the new event page and facilitate online engagement with this year's theme
- To encourage registrations from a broad geographic audience
- To attract high quality proposals for this year's competition

Hashtags

Primary hashtag: #WBGYouthSummit

Secondary hashtags: #ResilientRecovery #ForPeopleAndPlanet #Youth4Resilience