



















🕨 YouTube

# **Creators for Change**

YEARLY REPORT 2018

### " 77

Being safe online is so important, and we must not shy away from discussing issues like extremism, hate crime and fake news.

STEPHEN DOUGHTY

UK Member of Parliament



L-FRESH The LION, Muro Pequeno, Nátaly Neri, MostlySane and Niharika Nm at the Creators for Change Social Impact Camp, London

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**FOREWORD:** 

# Humza Arshad

# Ambassador, Author, Speaker, Activist — these were titles that seemed a million miles away just a few years ago.

If you suggested I could be any of these things I might have laughed my way into a heart attack. But in 2016, a program that felt like it was an experiment, Creators for Change, was introduced to me by YouTube. I didn't know what to expect. They wanted to hear my voice. Honestly, my immediate thoughts were, "but I'm just a Muslim, BritishPakistani from South London who makes comedy videos in my bedroom. YouTube wants to hear my voice?" It seems they really did, so I thought, "Sure, why not?" And the next two years changed my life.

When I met the team and heard them out, I felt like this was my calling. Their core values and goals were the same as mine — to spread a positive message and give a voice to communities often not heard. As a Muslim, I've felt that over the past few years my community hasn't been given a fair platform in the media. What I've always loved about YouTube was how it empowered creators like me to express ourselves and make a difference.

#### Humza Arshad

I've always tried to make meaningful work, but now with the backing of YouTube, the sky's the limit. Over the past two years, I've created films discussing bullying ("A Letter to Thomas Young"), Islamophobia, knife crime — a serious issue in the UK — and most recently toxic masculinity ("Boys Don't Cry"). This would have been very difficult, borderline impossible, to carry out myself if Creators for Change didn't exist.

With YouTube's support, I was able to produce an ambitious project that's deeply important to me. My Impact Project "Boys Don't Cry," inspired by the rising number of male suicides, encourages men to open up and talk, to not feel ashamed about being vulnerable, and when times are hard, to communicate their thoughts. The video was placed on the YouTube homepage in the UK, and when I saw the comments in response to the film, it reminded me of why I got into this business. The comments were from young men and women talking about how they've felt the same sense of hopelessness, and how the video stopped them from wanting to take their own lives. Equally as moving, I heard from parents and siblings who'd lost a son or brother to suicide, commenting that if only their loved one had felt safe enough to talk - it might have been enough to save their life. If even one person feeling vulnerable or suicidal sees the film and has a change of heart, that's enough for me.

Beyond the filmmaking opportunities, my Creators for Change Ambassadorship has opened up new professional opportunities. I've toured the world giving talks and have shared the occasion with people I admire, including YouTube CEO Susan Wojcicki, Google CEO Sundar Pichai, actors Kevin Hart and Will Smith, and Nobel Peace Prize winner Malala Yousafzai at the Creators for Change Summit in 2018. (Pro-tip, if you ever get booked to do a talk in Los Angeles to 4,000 Google staffers and you do a good job, make sure you stay on stage long enough to enjoy the standing ovation and don't miss the whole thing like I did.)

Another opportunity I never thought possible was recently signing a deal with a leading book publisher to release a kid's adaptation of a character I created on YouTube. These professional accomplishments and this recognition have given me a platform to speak on issues that are important to me, like social justice. Now, when a hate crime or extremist act takes place in the world and I use my voice to comment, important organizations listen and want to work with me to raise awareness and tackle these issues.

Finally, one of the most underrated perks of being a Creators for Change Ambassador is creating relationships with the internal YouTube team – the people who help make YouTube what it is today. I have met some outstanding human beings at YouTube and have created many good friendships along the way. Honestly, they care, and one of the reasons that I've dedicated the last few years to helping YouTube in any way, shape or form - is that I feel genuinely part of the team, and they continue to help me. I hope my relationship with them only gets stronger, and that I get the chance to be involved in more future campaigns, get to travel more (as it looks good on the 'gram), and get to create more content that can possibly turn a frown upside down, make a community feel appreciated and heard, and maybe, quite possibly, save a life or two on the way!

Thanks to this "experiment" back in 2016, I've been allowed to push past the boundaries of what I thought was possible for a Muslim, British-Pakistani from South London who makes comedy videos in his bedroom.

Creators for Change Ambassador 2017 & 2018

# YouTube Creators for Change Year Two

# Doubling down on positive change

APRIL 12 EPP Group Bureau

Meeting BRUSSELS, BELGIUM Launched in 2016, the YouTube Creators for Change program is an ongoing global initiative that aims to amplify the voices of YouTube creators who use the platform to foster productive conversations around tough issues and make a positive impact on the world.

As part of their commitment to the program, Creators for Change's Creator Role Models receive mentorship and promotional support to aid the creation of their Impact Projects – films that tackle a wide range of topics, from self-acceptance and showing kindness to others, to celebrating cultures and advocating for global empathy.



JUNE 6-7 Creators for Change Social Impact Camp JUNE 20 Digital Citizenship Event at Google BRUSSELS, BELGIUM



JANUARY 23–25 Creators for Change Summit

2018

MAY 8 Announcement of 2018 Creator Role Models

JUNE 5-6

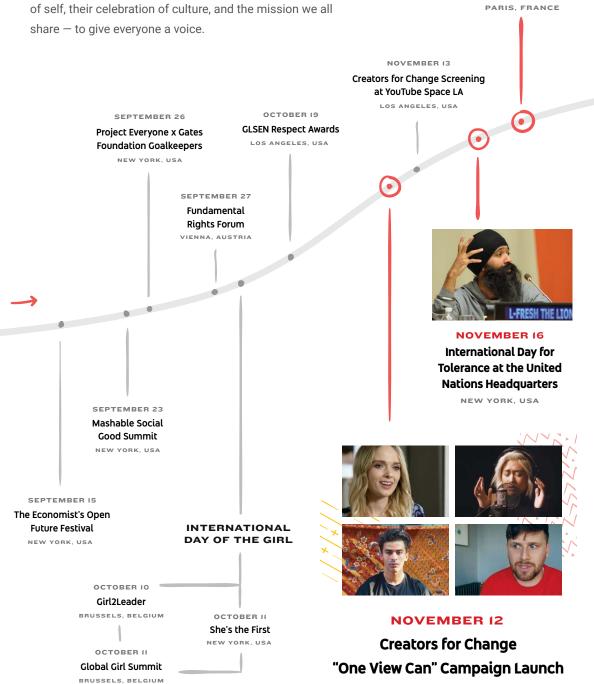
#### Program Timeline

In the program's second year we went even bigger, engaging more creators and producing more Impact Project films. Many of our Creator Role Models spoke at prestigious events around the world. Our local programs reached many young people, giving them the tools to combat hate online. Most importantly, we gave a platform to our creators' messages of inclusion, their expressions of self, their celebration of culture, and the mission we all share — to give everyone a voice.



**DECEMBER 4** 

**Mobile Film Festival** 



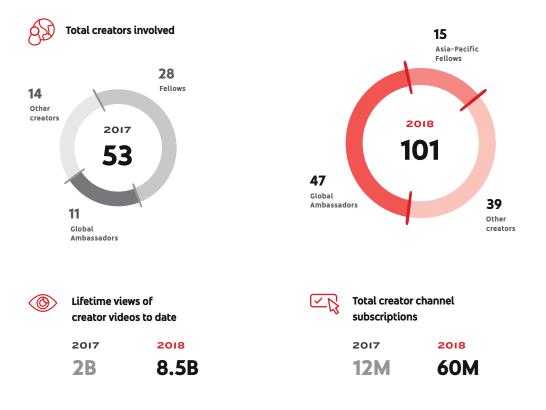


# **Program Overview**

Encouraged by the progress Creators for Change made in 2017, YouTube invested even more resources into the program in 2018 – engaging more global YouTube creators to spread their messages of tolerance, and doubling down on our mission to educate and inspire more young people across the globe to stand up to hate.

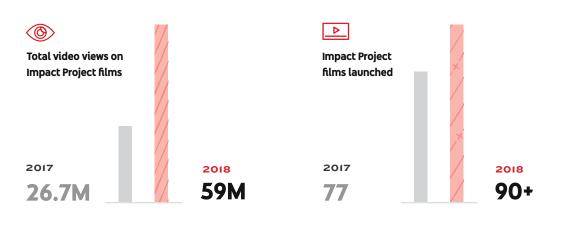
# Global Creator Role Models

The 2018 Creator Role Models – Global Ambassadors and Regional Fellows – come from all walks of life, joining forces with YouTube to promote positive messages to millions of YouTube subscribers.



# Films that promote tolerance

On November 12, 2018, around the International Day for Tolerance, Creators for Change simultaneously launched over 90 Impact Project films by the Creator Role Models, aiming to bring people together by advocating for tolerance and understanding.



Creators for Change YouTube Analytics Data, Global, June 2019

# Engaging through local programs

In 2018, our six local initiatives in countries across Europe, the Middle East and the Asia-Pacific region empowered young people around the world to combat hate and intolerance online, through school trainings and workshops.





CREATOR SPOTLIGHT:

Beleaf in Fatherhood

#### Beleaf in Fatherhood 🔁

I'd never been overseas. When I found out I'd be going to London with Creators for Change to meet other YouTube creators from around the world, I was overjoyed, but also concerned who I'd hang out with. Of course I was excited to learn things, travel and create, but I didn't feel like I belonged. I'm the father of three trying to change the narrative for the other Black fathers out there. We get a bad rap, and it's said we're not "around," but we are. Strangely, me becoming a better creator meant I had to leave my family for a week.

When I arrived in South Hackney, the vibe was warm. There seemed to be a bunch of people who knew each other already, but I found familiar faces and friends, including Evelyn From The Internets, Hallease and Jouelzy. While they made me feel at home, the point of being a Global Ambassador is to meet people from around the globe.

So, I made it a point to introduce myself to creators from all over: Indonesia, Brazil, Germany and Oman. There were so many different languages and such beauty within the contrasts, including diverse political views, sexual orientations, religious beliefs and cultures.

# Despite our differences, we all shared creativity as our collective race.

It was awesome. But nothing struck me more than meeting the emcee from Australia, L-FRESH The LION. Before YouTube, I was an emcee. I'd traveled around the states rocking shows for any crowd that would accept me. So when I saw L-FRESH The LION wearing an A Tribe Called Quest shirt, it was confirmation I was where I belonged. See, L-FRESH The LION is Sikhi, which is a religion I've heard of, but knew very little about. He covers his head with a turban and his beard is long like a lion's mane. I had to get to know the dude because we had so much in common. Though I didn't know it at the moment, L-FRESH would be one of my main inspirations from my time with Creators for Change.

Hallease, a Creators for Change Ambassador from Texas, was doing her project on headwraps of different forms, and L-FRESH was the focal point of one of her video segments. I had the pleasure of assisting Hallease and helped her shoot L-FRESH's interview. In the process, I learned so much about him and the heart he has for his people. His passion has both inspired and convinced me to stay focused on the local community.

Creators for Change has done many things for me, allowing me to see a different part of the world, challenging me as a documentarian and funding a bunch of film equipment that has furthered my career. But most importantly, Creators for Change has introduced me to my creative cohort, and I know now that as I create, I'm not doing it alone. I'm doing it with Nadir, Elshog, Hallease, Gita, Evelyn From The Internets, Muro, MILCK, Myles, Subhi, Victoria, Jouelzy, Jubilee Media, and L-FRESH The LION.

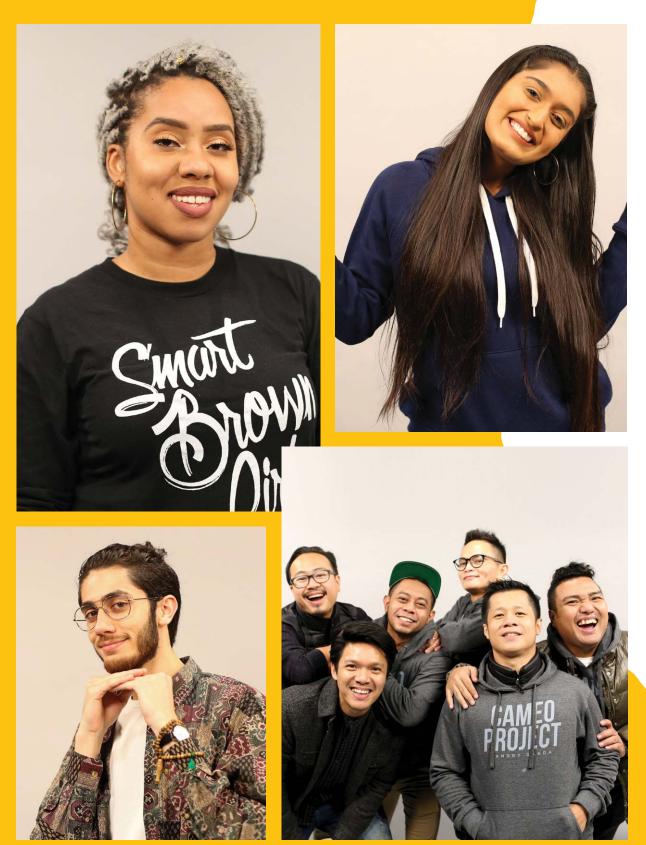
#### CHAPTER 2

# Meet the 2018 Creator Role Models

# Helping shape a more positive world online and off

Our passionate Creator Role Models from around the world – Global Ambassadors and Regional Fellows – are the heart of the YouTube Creators for Change program. In year two, we introduced an incredibly talented new group of creators, and welcomed back several voices from year one as well.

As part of YouTube's and the creators' commitment to the program, the Creators for Change Class of 2018 received grants, access to workshops and creator camps, mentorship from subject-matter experts, and promotional support, all in aid of creating their Impact Project films. Through the power of video, this inspired class created personal and yet universal, touching and yet thought-provoking stories that have the power to change hearts and minds.



Jouelzy, Niharika Nm, Subhi Taha and Cameo Project at the YouTube Creators for Change Summit, London

#### Global Ambassadors – Americas



### Afros e Afins por Nátaly Neri 🔯

521K Subscribers 21.9M Lifetime video views

On her channel Afros e Afins, Nátaly Neri **encourages the aesthetic, financial and intellectual autonomy of Black women** through discussions about conscious and autonomous consumption, racism and female empowerment. Nátaly has won numerous awards and has given TEDx Talks.



#### Muro Pequeno 💿

118K Subscribers 3.5M Lifetime video views

Murilo discusses his life as an activist, Black, queer and religious person in Brazil, aiming to create an open dialogue on diversity, empathy, empowerment and love. Murilo has been invited to participate in events and forums internationally and is a winner of the Antonieta de Barros award.

yt.be/cfc/muropequeno



### Victoria Volkóva 🚺

1M Subscribers

ers 102M Lifetime video views

Through makeup tutorials and lifestyle vlogging, female empowerment and self-love, Victoria Volkóva **documented her own personal journey of selfdiscovery as a trans woman**, aiming to empower others who relate to her experience.

🔗 yt.be/cfc/victoriavolkova

🔗 yt.be/cfc/natalyneri



#### Eh Bee Family 时

8.5M Subscribers 2.2B Lifetime video views

Rossana Bee, better known as Mama Bee, is using her platform to promote positive change, traveling everywhere from Jordan to Bangladesh to raise awareness for refugees. Rossana was appointed Ambassador for Lumos, a charity founded by J.K. Rowling to empower orphans living in institutions around the world.



Connor Franta 💻

5.4M Subscribers 435M Lifetime video views From YouTube personality to creative director, New York Times bestselling author and entrepreneur Connor Franta **explores fashion and music while also pursuing philanthropic work** with GLSEN, an LGBTQ+ youth organization in the effort to merge business, culture and social good.

Syt.be/cfc/connorfranta



Hallease 💻

17K Subscribers 1.6M Lifetime video views

A video producer, editor and creator based in Texas, Hallease is interested in documenting and reflecting on her life. She created her YouTube channel to catalog her life through short films, reviews and occasional collaborations — all while exploring identities and cultures.

🔗 yt.be/cfc/hallease

#### Global Ambassadors – Americas



#### Jouelzy 💻

192K Subscribers 18.5M Lifetime video views

Jouelzy curates discussions to encourage women of color to define their own success stories. She has cultivated the #SmartBrownGirl movement that provides a safe space to tackle complex cultural issues through dialogue that meets at the intersection of pop culture and political history.



#### Jubilee Media 💻

3M Subscribers 452M Lifetime video views

A media company that creates content for passionate and purposedriven millennials, Jubilee Media aims to create human-centric videos that challenge assumptions, bring people together and inspire love. They are well known for their award-winning documentary "Save My Seoul."

#### MILCK 📕

31K Subscribers 6.8M Lifetime video views

As a singer, songwriter, instrumentalist and poet, Connie Lim — who goes by the name MILCK — is **a multi-hyphenate artist on a mission to heal the world**. With music that soars with emotion and humanity, she delivers cathartic messages of hope, unity and empowerment.

🔗 yt.be/cfc/jouelzy



#### Subhi Taha 💻

187K Subscribers 14.6M Lifetime video views

Subhi Taha's goal as a Muslim-American lifestyle YouTube creator is to cultivate a space for modest and thoughtful lifestyles, concepts inspired by his faith. His channel also includes vlogs on motivation and selfimprovement, as well as discussions of social issues within the Muslim community.

🔗 yt.be/cfc/subhitaha



Syt.be/cfc/milck

### Yasmany Del Real 💻

1.2M Subscribers 133M Lifetime video views

Since his first video in 2010, Yasmany's channel has grown a global fanbase. In addition to his beauty and lifestyle content, Yasmany actively addresses social issues through a second channel, Yasmany Daily. Along with his husband, Yasmany **instills positivity and encouragement to a community of supporters**.

Syt.be/cfc/holayasmany

#### **Global Ambassadors – Americas**



### Learning gets animated

Subscribers



**1.2B** Lifetime video views

yt.be/cfc/asapscience

Named in the Forbes 30 Under 30: Education list, Canadian creators Mitchell Moffit and Greg Brown of AsapSCIENCE are using their voices — and quirky whiteboard animations — **to reignite the flame of curiosity and learning in all of us**. Their educational show takes the underpinnings of biology, chemistry, physics and other sciences, and applies them to everyday life through relatable examples, appealing to both science buffs and those who couldn't quite ace chemistry. AsapSCIENCE has amassed millions of YouTube subscribers, and has collaborated with the likes of Bill Nye, Karlie Kloss and Emma Thompson, while being **featured in outlets like Business Insider, Huffington Post Canada, Metro and the Toronto Star**, among others.

IMPACT PROJECT

The Science of Racism

In their educational video, "The Science of Racism," AsapSCIENCE teams up with recognizable faces to **provide factual insights into how race affects education, health and many other aspects of society** in ways most would never imagine.

# Beleaf in Fatherhood 🔤

## The strength of Black families



171K Subscribers





beleafinfatherhood

yt.be/cfc/



provides a close look at the often closed-off lives of Black families. Created by Glen Henry, more commonly known as Beleaf, this father of three seeks to change the perception of Black fathers by documenting the joys and mistakes he's encountered in his journey as a parent. Beleaf's antics – from sipping toddler tears to having his kids take lie detector tests – are hilariously heartwarming and provide value to the many people who call the internet their safe space. In addition to being a YouTube Creators for Change Ambassador, Beleaf is also a TED speaker, author and, of course, a good father.

The critically acclaimed YouTube channel, Beleaf in Fatherhood,

#### IMPACT PROJECT

Do You Fear Black Men? Why are Americans afraid of Black men? In his video, Glen Henry has an open, honest conversation with a friend recently released from prison about the genesis of fear associated with Black men, and how we can start to change the narrative around this stereotype.



# My Pale Skin 😹

# **Beautifully confident**

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90.2M Lifetime video views

yt.be/cfc/mypaleskin

Em Ford is a globally recognized creator, photographer and award-winning filmmaker. With a large subscriber base and loyal following that includes celebrity Kylie Jenner, Em creates incredible transformational looks on her YouTube channel My Pale Skin that truly demonstrate the power of makeup, and inspire her audience to feel confident both with and without makeup on. Em has a background in traditional film production, having started her career in independent film and racking up a multitude of awards worldwide, before moving into advertising and branded content. Her hard-hitting short film "You Look Disgusting" made global headlines in 2015, inspiring people to believe in themselves.

IMPACT PROJECT

**Redefine Pretty** 

Detailing the **negative psychological effects that beauty standards have on women through the stories of real women**, Em hopes to shift the definition of what it means to be beautiful, while influencing how we can better empower positive perceptions of ourselves.

# Riyadh K 🛤

# **Voice your Pride**



370K Subscribers





yt.be/cfc/riyadhk

At the age of 16, Riyadh K **built his own bedroom pirate radio station and began broadcasting to his local town**. From the beginning, the Irish-Iraqi creator — who would go on to become **a YouTube content creator, author, radio host, public speaker and journalist** — was never hesitant to make his voice heard, or his pride known. He is best recognized for fronting the groundbreaking BBC documentary series "Queer Britain," which led to three award nominations and global critical acclaim. His viral videos focusing on comedy, equality and anti-bullying themes have been featured on BuzzFeed, MTV, MSNBC, CNN, BBC, Channel 4, Huffington Post, Vanity Fair, E! News, MailOnline, Upworthy, The Guardian and many more.

#### IMPACT PROJECT

Fighting for PRIDE: Swaziland Traveling to Swaziland, Riyadh K captured the zeitgeist of the country's first-ever Pride March, sharing the stories of the individuals within the LGBTQ+ community taking part in this watershed moment.





**Datteltäter** 637K Subscribers 108M Lifetime video views A group of Christian and Muslim German creators on a mission to create an "empire of tolerance" across social media using comedic satire. *y*t.be/cfc/datteltater



Humza Arshad

Humza Arshad is a British and Pakistani YouTube comedian who tackles issues like extremism, diversity, mental health and gang violence.



Diana zur Löwen 💻

315K Subscribers 48M Lifetime video views Diana zur Löwen is a creator from Germany, whose channel focuses on fashion, beauty and social impact, including empowering young women.

Syt.be/cfc/dianazurlowen



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Jazza John 💥
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28K Subscribers 2.6M Lifetime video views Jazza has been creating YouTube videos for over a decade, focusing on making social issues, politics and

LGBTQ+ advocacy accessible for all.



#### BENI 🗮

**30K** Subscribers **3.5M** Lifetime video views The founder of BENI, Nadir Nahdi highlights young people from diverse backgrounds through engaging content, focusing on young changemakers.

🔗 yt.be/cfc/beni



### Myles Dyer 💥

48K Subscribers 12M Lifetime video views

A cyber-philanthropist, Myles Dyer's content covers subjects including education, mental health, activism, politics and entertainment.

Syt.be/cfc/mylesdyer



#### ImJette

240K Subscribers

25.6M Lifetime video views

As a child, Jette used to play with her grandfather's camera. Being a role model for many of her viewers, Jette feels a deep responsibility to **motivate and empower other young creative women** to support each other.

Syt.be/cfc/imjette



#### Fun For Louis 💥

2M Subscribers

312M Lifetime video views

Louis Cole's life motto is "Live the Adventure," and as a 21st-century nomad, he travels the globe, immersing himself in the cultures and communities of the world, driven by a strong passion for social good.

Syt.be/cfc/funforlouis

# Omar Farooq 🖕

### **Following footsteps**







yt.be/cfc/omarfarooq

We've all heard the expression "before you judge a person, walk a mile in their shoes." In his YouTube series, "Omar Tries," Ambassador Omar Farooq takes the lesson to a literal place, **demonstrating** to both himself and his audience the unique challenges others face in their daily lives. In his weekly series, we see Omar trying different professions, experiences and adventures, all in an effort to better understand and identify with the people, places and things in our world through firsthand experience. Omar also writes and directs films, and strives to use this medium to produce work that is representative of the diverse cultures of his region.

#### IMPACT PROJECT

I'm Deaf

In hopes of shedding light on the difficulty facing the hearingimpaired, Omar Farooq **placed himself in the shoes of a deaf person**, trying to live out a day in their life.



# MaximNoise\_

### The sound of equality



110K Subscribers



18.8M

Max is a musician from Neuss, Germany, who goes by the name of MaximNoise. On his YouTube channel, he releases music videos of self-written songs and makes "noise" for love and understanding. Through all his music, Max tries to raise awareness for equality and respect. He's released seven albums independently. No matter if it's a fast hip hop song or a soft pop ballad, MaximNoise seeks to position people from the edge of society at the center of attention.

yt.be/cfc/maximnoise

IMPACT PROJECT

It Starts Within You

It starts within you. That's the message MaximNoise wants to spread in **his music video about how a young boy whose simple act of kindness** reverberates through a small German town, creating a movement around the language of love.



#### HugoDécrypte

372K Subscribers 20

Syt.be/cfc/hugodecrypte

26.3M Lifetime video views

A Franco-British creator, Hugo Travers **features weekly news recaps and interviews with political leaders**. In 2017, Hugo embarked on a yearlong world tour meeting changemakers creating a positive impact on the world.



#### Léa Camilleri 📘

523K Subscribers 23.3M Lifetime video views

With a passion for traveling, nature and adventure, Léa Camilleri is **a world traveler** and works with her own community to raise awareness on **issues like reforestation and oceanic warming**.

🔗 yt.be/cfc/leacamilleri



#### Swann Périssé 📘

418K Subscribers 41M Lifetime video views

A French comedian who uses her YouTube channel to **tackle stereotypes and advocate against hate speech**, Swann Périssé travels to French schools to teach teenagers how to analyze fake news, and how to make their own videos.



#### Shog Al Maskery 🔚

81K Subscribers

3.6M Lifetime video views

Shog Al Maskery started on YouTube with a series called "Shog's Thoughts." Her goal is to get audiences to dig deeply, going beyond just talking about **social issues and ideas**, and **turning thoughts into action**.

Syt.be/cfc/shogalmaskery



#### Raneem Al Muhandis 🔚

198K Subscribers

21M Lifetime video views

A creator out of Saudi Arabia, Raneem is out to fulfill her ultimate goal to **empower a generation of believers to achieve their dreams**.



Muaz Osman 🗲

169K Subscribers 15.9M Lifetime video views

A Sudanese filmmaker, Muaz is the creator of "Ratinah" and **interviews** young artists about their beginnings and achievements.

🔗 yt.be/cfc/muazosman



ilker Gümüşoluk 🖸

59K Subscribers

9.2M Lifetime video views

A stand-up comedian and radio broadcaster, İlker **interviews famous Turkish people** about topics ranging from childhood to life in general.

Syt.be/cfc/ilkergumusoluk



### **Celebrating differences**

Subscribers



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**41.8M** Lifetime video views

yt.be/cfc/flywithhaifa

A self-described girl from the Middle East who **loves to travel, talk to people and discover the world in her own way**, Haifa Beseisso was born and raised in Dubai, and quit her job in television production to travel the world and **spread tolerance** through her videos. Haifa is passionate about traveling to new places to celebrate different cultures and shedding light on what we can all learn from each other. In 2016, she was the YouTube host of the Nobel Peace Prize and interviewed the Prince and Princess of Norway, and in 2018 she was profiled by Forbes in honor of International Women's Day.

#### **IMPACT PROJECT**

Stereotype World: The Middle East Speaks Up! In a vivid and fantastical musical adventure, Fly With Haifa shows us what's really happening in the Middle East, as she **sings to the beat of the vibrant cultures** that make up an often misunderstood landscape.

# Maha AJ 🗖

# Specializing in smiles



480K Subscribers





yt.be/cfc/mahaaj

During the day, Maha AJ keeps busy **working on people's smiles as a dentist**. At night, she inspires people to show them off. The returning Global Ambassador never planned on becoming a YouTube star. When the talented Dubai dentist posted her first video, she was just having fun showing off another of her talents, impersonating different regional accents. The over one million views she promptly received and comments heralding her comedic abilities changed all that. Of Sudanese and Iraqi heritage, Maha quickly realized **her ability to impersonate people of different regions also had the effect of uniting them**. As one of the featured speakers at our Creators for Change Summit, she delivered an impassioned speech on the importance of showcasing different cultures, and celebrating both their differences and commonalities.

#### IMPACT PROJECT

Salimmik - A Love Letter to Sudan Maha AJ shows us a musical side to her we haven't seen before in **her own hip hop music video**, a love letter to her home country of Sudan.



#### Regional Fellows – Spain 🔒



#### Andrea Compton 🛛 🔤

565K Subscribers 65M Lifetime video views

From unboxings to movie reviews, Andrea Compton is a successful creator, photographer and actress, having worked on movies like "Sing!"

♂ yt.be/cfc/andreacompton



Arkano 541K Subscribers 45M Lifetime video views

At the age of 15, Guillermo Rodríguez (Arkano) won the National Freestyle Rap Battle of 2009, and he continues to **share his freestyle verses on YouTube**.

🔗 yt.be/cfc/arkano



#### Ramia 🚨

43K Subscribers 4.4M Lifetime video views

Ramia shares **her life as a Muslim Spanish woman**, hoping to normalize the fact that she is a woman wearing a veil in today's Spanish society.

🔗 yt.be/cfc/ramia



Rayden 🔤

151K Subscribers 17.5M Lifetime video views

Rayden became the international Spanish-language champion at the Freestyle Rap Battle of 2006. He formed A3Bandas and forged a solo career.



Mad4Yu 📧

**10K** Subscribers

414K Lifetime video views

Originally from China, where she studied Spanish literature, Yu moved to Madrid to study tourism. She makes videos about culture and language.

🔗 yt.be/cfc/mad4yu



#### Yellow Mellow 🛛 🔼

1.7M Subscribers 157M Lifetime video views

From comedy to travel videos, Melo Moreno reaches millions. In 2015 she became a published author and ventured into the world of music.

Syt.be/cfc/yellowmellow



#### La Familia TV 🛛 🔼

2K Subscribers

211K Lifetime video views

Made up of **three young people of Moroccan heritage**, La Familia TV is hoping to bring Muslim and Western cultures closer together and demonstrate that, though differences exist between them, unity is possible.



#### Miss Black Glamour 🗾

31K Subscribers 2.6M Li

2.6M Lifetime video views

While Dorys' family came from Equatorial Guinea, she was born in Barcelona and has lived in Spain her whole life. She uploads videos about **fashion**, **lifestyle**, **travel**, **hairstyles and makeup**, **all focused on Black women**.

1



#### Israel Creators

# Spreading Tolerance Throughout Israel 🖃

Creators from Israel released the "Watch Me Now" and "UPLOAD" video series, and produced inspiring "Tolerance Challenge" videos that encouraged viewers to be more accepting. Through powerful, personal storytelling, these creators aimed to share the experiences of Israel's LGBTQ+ communities and spread messages of inclusion throughout their home country.

Moti Taka 109K Subsribers

Suzi Boum 12K Subscribers

Hannah Ziad

Or Ben uliel

RealSmoothie

Moran Tarasov 196K Subscribers

Noa Filter 100K Subscribers

BrainDamage 307K Subscribers Michal Matzov 266K Subscribers

SlumpyNugget 133K Subscribers

Miryam 138K Subscribers

Levy's Fit 107K Subscribers

Miss Reine

Tal Perry 59K Subscribers

Nisso Shalev 33K Subscribers

Ilana Yahav 36K Subscribers

Chen Halfon, from the "UPLOAD" video series

Ofri Raban 10K Subscribers

Hop! Channel 363K Subscribers

Rotem Kles

Chen Halfon 17K Subscribers

Shlomi Lakau 29K Subscribers

Ronit & Jonatan 106K Subscribers

YT News 20K Subscribers

ELROMG 24K Subscribers Editit 13K Subscribers

The Crazy Show 18K Subscribers

Amit Iluz 14K Subscribers

Russia Yam Tihonit 4K Subscribers

Yuval Barzilay 1K Subscribers

Ender 36K Subscribers

Fashioniki 51K Subscribers

Suzi Boum (Lior Yisraelov), from the "Watch Me Now" video series



# MostlySane 🖃

### Fighting hatred with humor



3.9M Subscribers



**417M** Lifetime video views



With millions of passionate fans, Prajakta Koli is **one of India's biggest female comedy creators**. Her observational comedy video skills recently won her the title of Viral Queen of the Year at the IndianWikiMedia Awards. Her impassioned work has **led to invites to be part of several global initiatives**, including ONE.org's #GirlsCount, a town hall meeting conducted by The Obama Foundation, and Instagram's Safer Internet Day. She has also performed at YouTube FanFest, and for Comic Con across various cities in India.

#### IMPACT PROJECT

#### **No Offence**

MostlySane packs a powerful punch in "No Offence" as **she battles personified versions of hate speech** in a boxing ring rap battle.



# Niharika Nm

# Pushing past cyberbullying



379K Subscribers



**46.2M** Lifetime video views Niharika is **an India-based entertainer on YouTube**, in addition to being an engineering student. Inspired by theater, as well as her favorite films and movies, she took to comedy for the sole purpose of **spreading a little laughter**, **happiness and positive energy**. On her channel, Niharika makes skits, sketches and rants about anything under the sun, while providing her own comedic spin.

yt.be/cfc/niharikanm

IMPACT PROJECT

You're Ugly

Niharika Nm takes **a powerful stand against cyberbullying**, an issue facing many millennials, in a compelling recreation of events inspired by her day-to-day experiences as a YouTube creator. Niharika demonstrates how she tackles the issue, through having pride in herself.



#### L-FRESH The LION 🛅

**9K** Subscribers

1.5M Lifetime video views

A hip hop artist from Australia, L-FRESH The LION's music is grounded in thought-provoking lyricism, providing **social commentary from the perspective of an Australian** born to migrant parents. In 2017, he premiered the music video "RACI\$T / OUR WORLD" at New York's Tribeca TV Festival.

#### Girliyapa 💶

🔗 yt.be/cfc/girliyapa

3.7M Subscribers 368M Lifetime video views

Girliyapa is dedicated to creating engaging videos that tell stories of women, by women. Girliyapa is **among India's leading womencentric channels for entertainment** that celebrates relatable, real and interesting stories, and they provide a platform for telling stories from a female perspective.

#### Cameo Project 💻

718K Subscribers

scribers 116M Lifetime video views

Cameo Project **discusses sociopolitical topics in Indonesia** with the aim of spreading awareness and inspiring people. Cameo Project actively works and promotes organizations, institutes and communities that are positively impacting Indonesian people.



#### Duo Harbatah

1.3M Subscribers 205M Lifetime video views

Indonesian creator Usama is the voice behind the YouTube channel Duo Harbatah. By **creating comedy content and funny sketches about Muslim life in Indonesia**, Usama is raising awareness among Indonesian people of what Muslim families are like.

🔗 yt.be/cfc/duoharbatah





503K Subscribers 54.3M Lifetime video views

Film Maker Muslim creates short movies about inspirational topics that address issues of peace and unity. They have built a community called Keluarga Film Maker Muslim in order to continue their inspirational work offline and bring it directly to many regions across Indonesia.



Gita Devi 🛛 💳

568K Subscribers 64.5M Lifetime video views Gita uses YouTube's global reach to contribute positively to Indonesian society, despite living in Germany. Her videos evolved to focus on selfimprovement and social issues. In 2017, she wrote her first book called Rentang Kisah, which currently is in its seventh printing.

🔗 yt.be/cfc/gitadevi



#### Jovi Hunter 💻

245K Subscribers 22.4M Lifetime video views

An Indonesian lifestyle vlogger, Jovi received an award for Breakout Creator of the Year from Beautyfest Asia 2017 and currently works to pursue his passion to **help animals and prevent animal cruelty** by partnering with organizations that donate their proceeds to animal shelters.



# TheMingThing 💻

521K Subscribers 61.3M Lifetime video views

TheMingThing was formed by a couple of friends who wanted to do something more with their love for filming and storytelling. What started out as simple vlogs slowly grew into a platform for content with a goal to both entertain and put out a good message in the form of short stories and sketches.

Syt.be/cfc/themingthing



### Janina Vela 🔰

674K Subscribers 48.2M Lifetime video views

A singer and beauty/lifestyle vlogger, Janina makes it a point to communicate to her audience to be confident in their own skin. She began a series on her channel called Perfectly Imperfect, in which she tackles relevant teen issues such as bullying and confidence.

🔗 yt.be/cfc/janinavela



### Ministry of Funny 📒

133K Subscribers 18M Lifetime video views

Ministry of Funny is a comedy channel based in Singapore that **addresses controversial social issues through humorous yet thought-provoking videos**. Starting with sketches and pranks, they have been branching out into more diverse forms of content, with the goal of becoming a global comedy brand.



Picnicly =

647K Subscribers 98.2M Lifetime video views

Picnicly is an oasis of positive and inspirational content on YouTube hosted by Luke and Tae Dextor Cassady-Dorion. They share their lives as a mixed-race, same-sex married couple in Bangkok, Thailand, with videos that focus on food, travel, technology and LBGTQ+ issues.

Syt.be/cfc/picnicly

Syt.be/cfc/ministryoffunny

#### Regional Fellows – Asia-Pacific





Adi Amor 🛌

**6K** Subscribers

385K Lifetime video views

From entrepreneur to creator, Adi shares her love for fashion, beauty and life on her channel.



Andrei Roxas 🚬

2K Subscribers 64K Lifetime video views

Andrei uses YouTube to spread positivity and share her personal experiences, both the ups and the downs.

Syt.be/cfc/andreiroxas



#### Bankstown Poetry Slam 櫭

1K Subscribers

222K Lifetime video views

This community platform empowers people to express themselves through spoken word poetry.

Syt.be/cfc/bankstown



Crisha Uy 📐

268K Subscribers 16.8M Lifetime video views

A former makeup artist and model, Crisha has turned to filmmaking to inspire people and create change.

Syt.be/cfc/chrishauy



Ayo Mikir 💻 80K Subscribers

3.5M Lifetime video views

Nicho produces educational videos with the hopes that his videos will help educate and improve Indonesian society.

Syt.be/cfc/ayomikir



### Dance is Boundless 🗮

29K Subscribers 10.6M Lifetime video views

Aditi finds inspiration in the fusion of cultures surrounding her, which is reflected through her choreography.

Syt.be/cfc/danceisboundless



#### Fergie JNX 📒

785K Subscribers 90.4M Lifetime video views

A nomadic YouTube creator, Fergie JNX moves every few years and loves to make others laugh.

Syt.be/cfc/fergiejnx



#### inimasabi

54K Subscribers 7.5M Lifetime video views

Achmad has dedicated himself to helping others develop their skills in communication, tolerance and culture both online and off.

🔗 yt.be/cfc/inimasabi

#### Regional Fellows – Asia-Pacific



### Kitabisa.com 💻

140K Subscribers 12.3M Lifetime video views

Kitabisa.com is among **the most popular websites for fundraising and online donation** in Indonesia.

🔗 yt.be/cfc/kitabisa



Kok Bisa 🚪

1.3M Subscribers 141M Lifetime video views

Since 2015, this channel has aimed to **debunk hoaxes and misconceptions** using humorous animated videos.





Mathew McKenna 🎫

27K Subscribers 3.3M Lifetime video views

Mathew has been a part of the online video world for over a decade. An actor, writer and director, he is also known for his music reviews.

Syt.be/cfc/mathewmckenna



#### MUSLIMITED =

128K Subscribers 22.4M Lifetime video views

MUSLIMITED is a group of young people who love to make short films about their hometown, on a mission to develop a better understanding of people's differences.

Syt.be/cfc/muslimited



#### Namsai Petite Engineer 💳

83K Subscribers 4.3M Lifetime video views

Namsai tells her story about being **a young engineer in a big city**. She loves simplicity, mathematics, nature and local cultures.

Syt.be/cfc/namsai



#### Vikarworld 📟

93K Subscribers

12M Lifetime video views

Vikar has a degree in software engineering and has represented Malaysia as a creator at several events.

♂ yt.be/cfc/vikarworld



#### The Salad Show 📟

30K Subscribers 4

4M Lifetime video views

#### A duo united by a love of films and filmmaking,

The Salad Show performs skits and short films based on personal experiences.

Syt.be/cfc/thesaladshow

# 44 ,,, This opportunity opened my eyes and let other important stories of injustice in.

#### **CREATOR SPOTLIGHT:**

# Riyadh K

## Riyadh K

Becoming a YouTube Creators for Change Ambassador has been one of the most exciting and rewarding experiences of my professional career hands down.

On first impression, the program seemed like a brilliant way to get funding for a passion project, but it soon revealed itself to be so much more than that.

Being selected as a Creators for Change Ambassador means YouTube is saying they believe in you, your message, and your mission to create positive social change through inspiring content – a deeply humbling experience.

Being part of the program means you are thrust into a community of Creators for Change Ambassadors and alumni from around the world who all share the same desire to educate, inform and inspire audiences using the YouTube platform.

We were brought together at international speaking summits, social change workshops, and production boot camps, which in turn became a vehicle for us to share expertise, begin crosscontinent friendships, provide mentorship and gain motivation from our like-minded peers.

Having the chance to learn, laugh and socialize with creators who are from different regions, cultures and religions allowed me to open my mind and learn more about the issues facing their people. Likewise, it allowed me to educate those creators about the issues facing mine. In the activism and allyship world, we can sometimes get wrapped up with our own causes and forget about what's going on outside of that bubble. This opportunity opened my eyes and let other important stories of injustice in.

Surprisingly, creators rarely get the opportunity to openly chat about channel strategy with other creators in a way that doesn't feel awkward, competitive, or as if you're trying to "use" each other for your own gain. I guess it's a feeling born out of a desire to protect your work. The Creators for Change Ambassadors didn't play by this rule at all. We completely destroyed those communication barriers. We would spend hours toiling over ways to help each other's channel performance and how to garner long-term growth. It felt so warm and mutually beneficial.

We have weird jobs, let's admit it. Sometimes it's good to talk it out and appreciate the wild journey we've all been on!

The highlight of my Creators for Change Ambassador experience was the opportunity to interview my lifelong hero Stephen Fry at the United Nations in New York City. (There's no way to say that sentence in a casual way!) Unforgettable.

Being a part of this program has taken me to parts of the world I have never been, to interview everyone from global changemakers to grassroots activists who are desperately fighting for equality. It has allowed me to amplify my message of acceptance and to flex my creative muscle by becoming a first-time director and executive producer. Creators for Change has opened endless doors for me, and I can't thank the team enough for taking a chance on me.

## CHAPTER 3

# A Global Program in Action

# Creating positive change around the world

In 2018, the action extended well beyond the camera. Our YouTube Creators for Change Role Models gathered and spoke at a number of pivotal events around the globe, where they shared their ideas, viewpoints and passions among some of the world's most influential organizations and changemakers. The program culminated with the launch of their Impact Project films through a global campaign around the International Day for Tolerance in November.







JANUARY 23-25, 2018

# Creators for Change Summit

Reinforcing our commitment to lasting change

### Creators for Change Summit

# I feel part of a community that is emboldened and united in its objective to make thought-provoking content.

#### BENI

Creators for Change 2018 Ambassador

The room was vibrating with energy as one hundred extraordinary YouTube creators gathered together in excitement. Joining them in the audience were 28 influential leaders and 10 major press outlets. They were all there to talk about how they, together with YouTube, were making a commitment to a yearlong global initiative to drive positive change.

The 2018 Creators for Change Summit, held on January 23-25 in London, kicked off the program's second year. At the Summit, we announced our \$5 million investment in the program, an increase from the previous year. This would include funding and mentorship resources that would empower select creators to develop their own Impact Projects, films from their unique perspectives that aim to promote tolerance. We proudly introduced our creators to one of the most influential changemakers, the youngest Nobel Peace Prize Winner ever, Malala Yousafzai, who joined the stage for an inspiring discussion with our very own 2017 Creators for Change Fellow (and 2018 Global Ambassador) Maha AJ.

The Summit also saw a speech from multi-talented creator Juanpa Zurita, sessions from BAFTA Award-winning Syrian filmmaker and refugee Hassan Akkad and CEO of StoryCorps Dave Isay, moving musical performances by L-FRESH The LION and MILCK (both 2017 alumni and 2018 Global Ambassadors), and informative lightning talks from 2017 Fellows Evelyn From The Internets and Rosianna Rojas on the impact of video, among numerous others.

The speakers and creators kicked the year off on a high note, inspiring each other to use their voices to champion change, empathy and love.













MAY 8, 20 Announcemen





# **2018 Creator Role Models**

# Mobilizing genuine advocates for change







# It really felt like we got an opportunity to develop and cultivate real relationships and grow the community.

#### JUBILEE MEDIA

Creators for Change 2018 Ambassador

To assemble the Creators for Change class of 2018, we scoured the world in search of creative, inspirational individuals with compelling perspectives and stories, who aren't afraid to use their voice and the power of video to tell those stories. On May 8, 2018, we were proud to welcome 47 incredible creators – from a rapper in Sudan to a comedy collective in India – to the YouTube Creators for Change 2018 class of Global Ambassadors.

As part of our \$5 million investment in the program, these creators received support from YouTube in the form of project funding, mentorship resources and ongoing production assistance, as well as the opportunity to meet and share ideas with their fellow Ambassadors. Throughout the year, our creators also spoke at many high-impact events around the world, including Cannes Lions, Mashable's Social Good Summit, the Fundamental Rights Forum in Vienna, the United Nations Headquarters, the Mobile Film Festival in Paris, and many more.

It has been a great privilege to witness firsthand their potential for changing the world for the better. They're only getting started.





NGO/NPOs in attendance

# JUNE 6-7, 2018

# Second Annual Creators for Change Social Impact Camp

Giving creators the tools to tell their stories

#### Second Annual Creators for Change Social Impact Camp



Datteltäter, Diana zur Löwen, MEP Tiemo Wölken, ImJette and MaximNoise at the Creators for Change Social Impact Camp, London

# On June 6 and 7, we held our second annual Creators for Change Social Impact Camp at YouTube Space London.

Over the course of two jam-packed days, creators attended peer-topeer and expert-led work sessions to hone their production skills, supercharging their Impact Project films.

Joining the 47 Global Ambassadors were six NGOs/NPOs, three government officials, two press outlets, many inspirational speakers and experts, and Google and YouTube employees from various countries.

Our inspirational speakers included an ex-Westboro Baptist Church member, a reformed neo-Nazi, and a former Al Qaeda member, who most deeply embody the potential for social media and exposure to diverse views to change one's perspectives drastically for the better.

From custom skill-building workshops, to fireside chats between Global Ambassador Humza Arshad and actor Riz Ahmed, the experience left attendees feeling inspired, and well equipped to create impactful content with the aim of driving social change. 59M Views on 90+ Impact Project <u>films</u>



**Global Ambassadors** 



## **NOVEMBER 12, 2018**



All it takes is one view to make a difference



-FRESH The LION, "Culture St



MILCK, "A Little Peace"

45

#### One View Can

There's power in a single view. Whether it's coming from San Antonio, Texas, or Manila, Philippines, YouTube provides a platform for people around the globe to share their views with the world. Today, anyone with a camera can share the way they see the world through short films, vlogs, documentaries, comedy skits or even science lessons. The possibilities are endless, and we wanted to highlight the power of each person to use their voice to create change.

On November 12, 2018, YouTube Creators for Change released more than 90 new Impact Project films from our Creator Role Models across our global program, as well as our regional Asia-Pacific and Israel programs, through our unified "One View Can" campaign on YouTube. We further spread the films through our #MyViewCan social media campaign, as well as digital and print media, including a spread in The New York Times. Together, these films received over 59 million views. Our goal was to drive awareness of social issues that diverse YouTube creators care about, and spark dialogue with the greater online community on how to create positive change.

The campaign culminated in a screening of several of the films on the International Day for Tolerance at the United Nations Headquarters in New York on November 16, where select creators including MostlySane, L-FRESH The LION and AsapSCIENCE introduced their work to an audience of hundreds of high school and university students.

To view all the films, visit youtube.com/creatorsforchange



Just a regular Wednesday. Nothing weird going on. Nothing unusual. Nope. 😳





GUESS WHAT... I'M ON TODAY'S NEW YORK TIMES!!! ☺ ☺ ☺ SOMEONE PINCH ME MAN!!! ☺ ☺ ☺ THIS IS CRAZY!!! JUST WHEN I THOUGHT YESTERDAY WAS THE CHERRY ON TOP..



#### **44**77

Growth has been a central theme to my involvement with the Creators for Change program.

## CREATOR SPOTLIGHT:

Maha AJ

I was at home with my family, checking my phone when I received an email from YouTube. I never expected this email in particular was going to change my life and take me onto a whole new beautiful journey.

The email said I was selected to be an Ambassador for the YouTube Creators for Change Program an initiative promoting love and tolerance that goes along with everything I stand for. I was overwhelmed, happy and astonished. In this moment, I felt that all I'd been working on had finally paid off and that my voice was heard.

#### Maha AJ

Being a part of the Creators for Change program means you get mentorship, guidance and financial support to create the project of your dreams. I was chosen as an Ambassador for the Creators for Change program twice.

My favorite part of being an Ambassador was the opportunity to attend the Creators for Change Social Impact Camp in London. This production and skills bootcamp is where all of the Global Ambassadors gather under one roof to connect, share experiences, and receive mentorship and guidance from the amazing YouTube team.

# One can only imagine the impact of having all of these creators who share the same values and passion for positive change in one place, let alone experience it firsthand!

Being in this place with all of the Creators for Change Ambassadors made me realize no matter how different our videos are or what language we speak, we are still working towards the same goal of promoting empathy and tolerance. This camp helped me create new friendships and get to know amazing people I'd never have come across in my daily life. Each time I'd leave this camp, I'd feel empowered, inspired and motivated.

Growth has been a central theme to my involvement with the Creators for Change program. It's helped me understand myself, allowed me to challenge my abilities and inspired me to reach my potential. I've done two films with Creators for Change. My first video, "#WhereAreYouFrom," was a message to people to embrace their differences and view them as strengths. I love this video because I was able to take a chance on a new type of video that was personal, and it resonated with my audience. So, when I got the chance to create another video, I used the time to try something new, but also something bigger and better. I knew exactly what I wanted to do.

Ever since I was a little girl, I've been passionate about my home country, Sudan. Unfortunately, over the years, I felt that Sudan had been misrepresented in local, regional and international media. The combined stereotypes, misconceptions, discrimination and lack of representation that my people face left me feeling sad and frustrated.

So I decided to create "Salimmik – A Love Letter to Sudan," a visual journey to Sudan through my eyes. To make it visually pleasing and catchy, I made it a music video featuring a rap song. I'm a Middle Eastern girl with zero musical experience and terrible flow, but I still managed to do it. I also made sure every person who worked on the project was Sudanese, as I wanted to celebrate the talent of my people.

With over 2.5 million views, the music video was a huge success. I still receive videos of kids singing and performing the song in their schools! I also have people come up to me and tell me how this video changed their perspective about Sudan, my exact goal. In addition to making the music video, I was honored to get the chance to premiere it at the headquarters of the United Nations for the International Day for Tolerance.

Oh, and did I mention that I'm a full-time dentist? I'm surprised too. Who would have thought a fulltime dentist and a part-time YouTube creator would be able to achieve all of this? YouTube was only something I'd do in my free time to get my mind off dentistry, but now it's a huge part of my life that's helping me achieve all that I dreamed of — and more.

## CHAPTER 4

# Empowering On-the-Ground Action

# Youth-focused programs to spark positivity around the globe

Building off the foundational work achieved in year one, YouTube Creators for Change aimed in 2018 to empower even more young people in more places to fight intolerance and encourage positivity online, and make their voices heard. Our local programs are grassroots initiatives that reach out to local young people and provide them with the tools and training to stand up to hate and create positive change online and off.

By the end of 2018, our six local programs engaged over 70 creators to join the fight against intolerance. Together we directly trained more than 38,000 young people, empowering them to use their voices to create a more accepting, tolerant and compassionate world.







Humza Arshad at Train-the-Trainer Workshop, YouTube Space London

Jovi Hunter at the Creators for Change Summit, London



Younes Al-Amayra from Datteltäter with students from Robert Blum High School, Berlin

## LOCAL PROGRAM

# Asia-Pacific

## Kicking change into gear across seven nations

While Asia-Pacific is known as a culturally diverse region, the advent of the internet and social media has given rise to organizations leveraging these platforms to spread extremism. Simply reacting to extremist campaigns is not enough — leaders and YouTube creators alike must address the root issues that have led to ideological differences, and offer solutions to combat hate speech, xenophobia and discrimination in all forms.

With the goal of promoting tolerance and acceptance, the Asia-Pacific chapter of Creators for Change partnered with the United Nations Development Programme (UNDP) in 2018, to challenge the spread of extremism by creating videos with new narratives promoting tolerance for their wide-reaching communities.

Focusing on five diverse regions (Australia, Indonesia, Malaysia, Philippines and Thailand), we kicked off a series of National Boot Camps, which brought together 30 local non-governmental organizations (NGOs), 85 creators and three government organizations to share their ideas on how to create positive change online, and lead the fight against intolerance and misinformation. 5D

78

49

### Creator Role Models

13 Global Ambassadors and 15 Regional Fellows





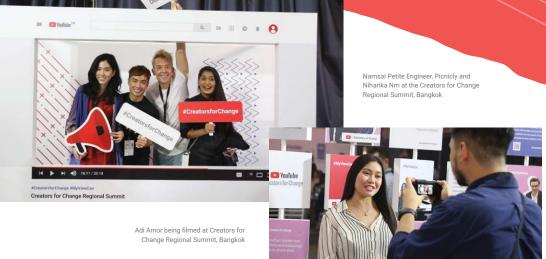


**32M** Total video views



yt.be/cfc/APAC

# Asia-Pacific



Following the National Boot Camps, 15 standout YouTube creators were selected to represent the region as our appointed Asia-Pacific Fellows. With funding and training from the YouTube team and further mentorship from their local NGO partners, Fellows created Impact Project films on the topics they were most passionate about, from raising awareness about racism in Australia to learning how to tackle hate speech and identify fake news and conspiracy theories in Indonesia. On November 12, the 35 Impact Projects from the Asia-Pacifc Fellows were launched in conjunction with the global Creators for Change "One View Can" campaign.

Four days later, on the International Day for Tolerance, we celebrated the work of all these creators at our Regional Social Impact Summit in Bangkok, Thailand. The event hosted more than 100 attendees, including 37 creators, 20 civil society organization partners and 11 government officials from the region, including various representatives of UNESCO, the European Union and the UNDP.

Overall in 2018, the combined videos of both our Asia-Pacific Global Ambassadors and Fellows received more than 32 million views, reminding us that a region's differences are what make it truly unique.

### 

People always need encouragement to do things they may not be so brave about, and this is why I think these kind of initiatives [Creators for Change] should continue.

#### ADLYSS ADNAN

Southeast Asia Regional Centre for Counter Terrorism, Ministry of Foreign Affairs, Malaysia





## Inspiring empathy and tolerance

Powerful storytelling can change even the most firmly held beliefs. In Israel, we teamed up with local YouTube creators who shared their unique experiences fighting intolerance and delivered two new original video series, as well as a video challenge calling for others to tell their stories.

The first original series, "Watch Me Now," celebrated 20 years of Pride in Israel. Sharing insightful stories from Israel's LGBTQ+ community over the last two decades, while celebrating the monumental strides they have made, the series paired five LGBTQ+ YouTube creators with five groundbreaking LGBTQ+ pioneers and activists in Israel and showed their intimate conversations with each other. The series was launched before 3,000 participants at the opening event of Tel Aviv Pride, and again at the Tel Aviv Gay Film Festival, where over 250 LGBTQ+ influencers were in attendance. The series garnered more than one million views on YouTube, as well as coverage by prominent news outlets in Israel, including Yedioth Ahronoth, Ynet and Mako. **31** Creators engaged with 3M combined

subscribers

⊳

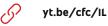
Videos created with 5M total video views Creators Shiran Matetyahu, Lior Yisraelov, Riyadh K, Nataly Hay at Creators



**1K** 

49

Students trained across 14 locations







Google Israel country manager Barak Regev (left) and "UPLOAD" director Barak Heymann (third from left) with creators Moti Taka, Suzi Boum (Lior Yisraelov), Hannah Ziad and Chen Halfon at the "UPLOAD" premiere, Israel. Photography by Tomer Foltyn.

Barak Regev, Google Israel country manager, speaking at the "UPLOAD" premiere, Israel. Photography by Tomer Foltyn.

The second original series, "UPLOAD," encouraged acceptance for minority groups. Launched as part of the global Creators for Change "One View Can" campaign and coinciding with the International Day for Tolerance, the series aimed to show that people from the same country can have vastly different life experiences. "UPLOAD" followed the lives of four YouTube creators representing four minority groups — Arabs, LGBTQ+ members, Ethiopian immigrants and Orthodox Jews — and confronted topics including racism and hate, familial love and loss, immigration and poverty, and above all, the meaning of being Israeli in 2018. The series was released in collaboration with Kan (The Israeli Public Broadcasting Corporation) and broadcast on primetime national television.

Rounding out the year's efforts, we launched the "Tolerance Challenge," bringing together more than 30 creators to talk about a moment in their lives when they experienced intolerance. The 34 videos earned the initiative over one million views on YouTube. The challenge progressed beyond the screen as creators returned to their high schools to take part in a creator roadshow, sharing their stories with over a thousand teenage students — spreading their message of unity and equality, and encouraging students to join the fight.

## " 77

Human love is the central emotion evoked by watching the series... While watching it, you feel your heart open and your horizons expand.

#### **GILI IZIKOWITZ**

Journalist, Ha'aretz

# Spain =

## Together, we are more

In 2018, we made the fight for equality go viral in Spain. Partnering with the Spanish Government and the NGO Youth and Development, we launched a country-wide program called #SomosMás, or "We Are More." The program called on Spain's youth to join the fight against hate speech online. To push the initiative forward, we visited 1,800 schools and spoke with more than 28,000 students, teaching them the importance of tolerance while giving them the tools to deal with hate on the internet.

We also partnered with eight local YouTube creators to produce a series of films focusing on a variety of cultural topics specific to Spain — each film featured the perspective of a minority group's ongoing journey toward equality. In one video, creator Miss Black Glamour discussed her experience of being a Black woman living in Spain. In another, Arkano and La Familia TV sat down with each other to chat about local Arab culture.

B

8

Creators engaged with 3M combined subscribers



#### **28K** Students trained at

over 1.8K schools







somos-mas.es

Miss Black Glamour, "Cuando eres MUJER y NEGRA #storytime"

a Familia TV, "ARKANO y la cultura árabe"





2018 Spain Fellows

Inspired by the creators' films and guided by creative prompts, the students in our local training sessions developed over 500 videos themselves, aimed at combating hate speech in all forms. These students videos are evidence of the meaningful connection that these creators have with their communities.

#### **#YoMeSumo**

The SomosMás campaign started a social media movement bringing together 32 influencers, actors, models, rappers, directors and more to showcase their support for equality. Tagging their posts with #YoMeSumo, or "I Join," 600 people posted pictures on their social media with a "+1" written on their hands, symbolizing their support for the cause. Across Spain, the campaign sparked conversations on the web about combating intolerance.

**44 77** The internet creates the best opportunities for this generation, and this project demonstrates Google's commitment to our health as a society.

#### **GUILLERMO FERNÁNDEZ VARA**

President of the Regional Government of Extremadura

# United Kingdom

# **Championing togetherness**

As more people in the UK turn to their devices as a primary means of communicating, our local YouTube Creators for Change team continued its grassroots campaign to empower young adults to "Be Internet Citizens," and become positive voices online.

In light of the current political climate in the UK, we sought to help young people foster more productive dialogue around the topics that mattered to them most by hosting workshops that offered firsthand support, resources and youth mentorship.

We aimed to hold workshops to not only educate, but inspire and engage. To this end, we ran 11 secondary school workshops, as well as piloted a Train-the-Trainer approach that included five teacher trainings and four community workshops. These workshops reached teachers, youth workers, charities and other youth organizations in Birmingham, Bristol and Cardiff, and at the YouTube Space in London.

The programs trained and empowered 1,600 students directly, as well as more than 300 educators, who are estimated to have reached over 20,000 young people in an effort to help spread positivity online.

Global Ambassadors Humza Arshad and Myles Dyer both attended the final workshop in the YouTube Space in London, discussing the importance of digital citizenship and how different sectors and organizations could get involved. This final event drew over 150 teachers, youth workers, representatives of youth charities, and NGOs, as well as Member of Parliament Vicky Foxcroft. 888

**20K+** Young people reached yles Dyer (left) and Humza Arshad (right) with Grant Edgar, Headteacher of the Banovallum School, and Efe Ezekiel, youth mentor and lead host for Be Internet Citizens, at Train-the-Trainer Workshop, YouTube Space London



#### **1.6K** Students trained



**300+** Educators trained



yt.be/cfc/UK

#### United Kingdom

### Training locations across the UK





We need to make sure that we don't just lecture our young people to say 'don't do this, don't do that' but actually empower them to go and use social media, use music and other creative subjects to make sure that they are able to do whatever it is that they want to do in their future.

#### VICKY FOXCROFT

UK Member of Parliament

# France II

# Making a big impact with small stories

For the 70<sup>th</sup> anniversary of the Universal Declaration of Human Rights, YouTube Creators for Change partnered with the Mobile Film Festival in Paris, France, which is dedicated to supporting talented young directors. The festival has one simple principle: "1 mobile, 1 minute, 1 film." There, we honored a collection of one-minute films, all created on mobile phones, that exemplified the fight for the rights defended in the French Declaration, which proclaims that all human beings are born free and equal.

Three YouTube Creators for Change Ambassadors – Swann Périssé, Fun For Louis, Diana zur Löwen – joined the prestigious jury, which also included Mary Robinson (former President of Ireland and UN High Commissioner for Human Rights), French reporter Audrey Pulvar, and American actress Amber Heard. Using their expertise to judge the films, the jury honored films that portrayed powerful stories about inclusion. The diverse group of winning films came from various countries, and shone a light on important topics including free speech, women's rights, and the LGBTQ+ community's battle for equality.

The partnership culminated in an award ceremony in Paris with an acclaimed international audience of 600 attendees, including EU and UN representatives, and members of the film industry in France. Nine films were honored, with €66,000 in grants awarded toward the production of additional films championing equality.





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#### **66 77**

Creators for Change is truly one of my favorite programs. Creatively and narratively the results are very interesting — it shows a new side of what [YouTube creators] are capable of.

#### BRUNO SMADJA

CEO of Mobile Film Festival

# Germany -

## Standing up for what matters

In September of 2016, YouTube Creators for Change kicked off the initiative #NichtEgal ("It Matters") as a unifying expression of tolerance and diversity. In school workshops that ran in 2016 and 2017, the program reached out to over 5,000 students, while #NichtEgal's videos promoting empathy and counterspeech have garnered over 6.5 million views.

Following the success of the first round of the local program, we kicked off a second iteration of the program in May 2018. Altogether, 23 YouTube creators joined the cause and committed to support outreach and school workshops. Workshops were run in 61 schools in every federal state in Germany, some of them accompanied by a YouTube creator and local policymaker. The program trained 1,500 students to become experts on respectful online communication and participation, who then, as peer mentors, conducted their own workshops with over 6,700 younger students to help them be responsible digital citizens.

Collectively, over 150 videos were created in 2018 by both YouTube creators and young people within the workshops, and were published on the #NichtEgal channel, demonstrating to viewers that standing up to hate and intolerance online truly matters.



Creator JustCaan and students working together on a short film for #NichtEgal

**8K** Students trained across 52 cities



Videos created in workshops



#### "

With the initiative #NichtEgal, young people show the 'red card' to anti-democratic content on the internet, and stand up for diversity and tolerance... If we raise our voices on the internet and insist on a respectful way of communication, we will prevail.

#### **DR. FRANZISKA GIFFEY**

Federal Minister for Family Affairs, Senior Citizens, Women and Youth Patron of #NichtEgal 2018 <sup>44</sup>77 You can make an impact in this beautiful, crazy world of ours.

# CREATOR SPOTLIGHT: MostlySane

Some days you wake up so unaware of what lies ahead. It's that lack of information that sometimes makes everything seem like custom-made happiness. I woke up unaware that day, and drove to work not knowing there was an email titled "Invitation To Be A Part Of YouTube Creators for Change Program" waiting to be read.

From then until today, it's crazy how my life has changed. Where do I begin? At getting accepted and becoming one of only three Creators for Change Ambassadors from my country (India) to be in the program? Or do I begin with the time my Creators for Change film was screened at the United Nations Headquarters in New York on the International Day for Tolerance? Shuru se shuru karti hoon. (Let's start from the beginning.)

I didn't know what to expect when I got accepted into the program. I was nervous, confused and so clueless. I remember sitting at the Creators for Change Social Impact Camp in London listening to Manal Omar — world-renowned peacebuilding activist and author — casually tell us stories of how she walked through warzones, trying to talk countries out of wars, and thought to myself how powerful conversations can be. Excitingly, that's when I knew what my Creators for Change project was going to be. I was going to write a song about hate speech and creating space for conversations to counter it.

# The Creators for Change Social Impact Camp was such a creatively charged experience.

I made friends with other Creators for Change Ambassadors from around the world, including countries I had never even heard of. It's crazy how no matter where you come from, at a creator-tocreator level, you just connect on a whim.

After the Social Impact Camp, the production phase of my Creators for Change project was nerve-wracking because overestimating my talents has been a childhood hobby! It took me a total of 11 days to write and 13 hours to record my song, "No Offence." Not that I was counting! It was by far the most challenging and rewarding piece of content I have worked on. I remember incessantly calling Paul Marvucic from YouTube and Maryam Elarbi, one of the Ambassador mentors, every other day and throwing ideas at them, asking for feedback. 100,000 points to them for not blocking me on instant message!

After weeks of production and recordings, edits and re-edits, we had our project ready.

During this whole process, every day felt like a new accomplishment and a job well done. And I thought, that's it. That's all. I got accepted and I made a project that was so close to my heart. And that's about it.

And then I got a call from YouTube telling me the United Nations wanted to screen my project at their headquarters in New York for the International Day for Tolerance. Ummm. What?????

How do you process information like this? How do you see this coming? The answer is, you don't, you just take it as it comes.

The loop came full circle when we decided to screen our project at a live event in Mumbai a day before its release on YouTube. Seven thousand fans showed their support, making it among the biggest creator engagement events to have taken place in India. These were real people with real stories, sharing them as we met and hugged, as we spoke about our common love for... well, love.

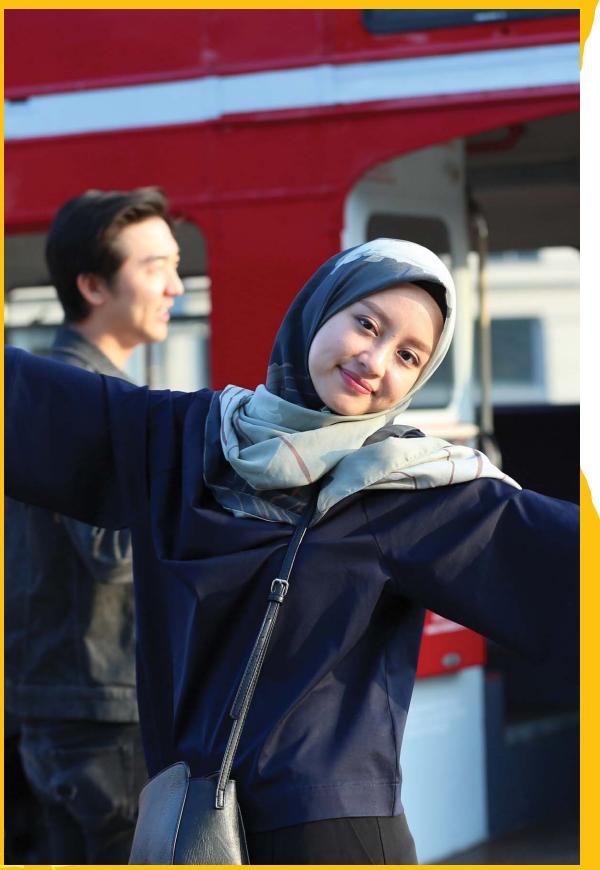
And then came an endless series of college events and discussions where we spoke more about this. If I remember right, for about eight weeks, we did college events and panel discussions across India almost every single day to make these conversations about tackling hate speech reach my audience in the most relatable manner. You'd have been surprised at how many people around us were active advocates for love.

My Creators for Change journey has been a long queue of dominos. It has helped me grow. It has given me opportunities I hadn't even thought of. It has made me see the world a little bit differently. It has taught me the power of conversations. It has introduced me to inspiring creators from around the world who I now proudly call friends. It has helped me to make my voice heard. It has given me love and motivation. And most of all, it has taught me to believe that if you try hard enough, you can make an impact in this beautiful, crazy world of ours.

# Learn More and Get Involved

# Anyone with a view can create change

YouTube Creators for Change continues its mission to drive positive change and spread tolerance around the world by encouraging young people to craft meaningful messages combating hate, intolerance and prejudice online. Anyone with a view can make a difference, and we encourage everyone to use their voice — and the power of video — to spread positivity.



Gita Devi at the Creators for Change Social Impact Camp, London

# 44 77

This program is a great opportunity to spread our common values: respect, diversity and social commitment.

#### PEPE ÁLVAREZ

Secretary General of the Unión General de Trabajadores, Spain





#### LEARN MORE AT

youtube.com/creators-for-change

