

# MESSAGE MAP

Communication map of  
*young opportunities*

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# OBJECTIVE OF THE DOCUMENT:

This Message Map document contains the guidelines of the *young opportunity* narrative, which are the basis for the solid construction of logical messages congruent with the needs of your key audiences.

## Specific objectives:

- Standardize communication between the institutions, actors and people using the narrative.
- Have a guiding narrative for *youth opportunity* communication.
- To know the values and attributes related to narrative. Identify priority audiences and their needs.
- Deliver key messages as the basis for communications and campaigns.



# NETWORKS PILLARS OF THE INITIATIVE:

## GOYN YOUTH WITH DECENT WORK ALLIANCE

The Alianza Jóvenes con Trabajo Digno, made up of various civil, business and academic organizations, which focuses on promoting the agenda of decent work for youth in the country, and GOYN Mexico City, which is the expression of the Alliance in the country's capital, which seeks to change the employability , facilitating access to decent and sustainable integrated economic opportunities. Both networks work together to transform the employment landscape for *young people and opportunities* in Mexico.



# OUR NARRATIVE CHANGE.

TO OVERCOME  
DISCRIMINATORY LABELS

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Imagine that a *young opportunity* is like a person: the rational attributes are her skills and accomplishments, things you can see and measure. Emotional attributes are like her personality, how she makes you feel when you are around her or when you hear about her.

*Youth opportunity* blends these attributes to attract and connect with people and their audiences and positioning is how the concept will establish itself in the minds of your audience.

Remember, when communicating about the *youth opportunity*, whether speaking, designing graphic materials or creating content, focus on highlighting these attributes that summarize its essence and the positioning you want to achieve, as presented below in this communication map.

## BRAND IDENTITY SYSTEM: YOUTH OPPORTUNITY



# POSITIONING.

*Opportunity youth* positioning is a fundamental phrase for building the "brand" identity and guiding narrative change decisions, ensuring that all messages are consistent and reinforce the desired positioning, as well as inspire all stakeholders to disseminate the narrative concept in the same way.

It summarizes how a concept differentiates itself from other narratives and positions itself in people's minds. That is, how we want to think of us.



# POSITIONING **YOUNG PEOPLE** **OPPORTUNITY**

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*Young opportunities are resilient, creative and resilient people who come from adverse contexts and who, by having the opportunity for social inclusion, education and work in decent conditions, contribute to the economic growth of the country and initiate the development of a new generation of **young people**.*

**a process of social mobility.**



# RATIONAL ATTRIBUTES OF THE YOUTH OPPORTUNITY NARRATIVE.



## **Solid**

/Formal  
/Methodical  
/Structured  
/Founded



## **Practice**

/Easy  
/Short  
/Opportune



## **Use**

/Precise  
/Resolute  
/Convenient



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# EMOTIONAL ATTRIBUTES .

## → **Transformer**

- /Creator
- /Propellant
- /Catalyst
- /Enhancer

## → **Inspiring**

- /Brilliant
- /Reflexive
- /Florecida
- /Dreamer
- /Encouraging
- /Hopeful

## → **Conciliator**

- /Family
- /Nearby
- /Inclusive
- /Reliable
- /Cozy

## → **Disruptive**

- /Movida
- /Original
- /Dynamics
- /Novedosa
- /Divergent
- /Risky
- /Innovative

## → **Dignifying**

- /Just
- /Wide
- /Open
- /Positive
- /Correct
- /Complete
- /Fortifying
- /Prepositive
- /Progressive
- /Empowering





# TONE AND MANNER

**Tone** and **manner** is the voice of the brand, it defines the way in which *young people's* narrative *opportunity* is expressed in front of others.

**Proactive and energetic:** this tone captures the essence of being lively and dynamic. Communications should be enthusiastic. It should inspire action through motivational messages, demonstrating talent and that he is convinced of what he thinks and does. The aim is to differentiate with freshness and innovation. They should reflect a birth or beginning of something new and promising. By being proactive we will emphasize the positive and not speak from the negative.

**Empathetic:** Empathetic communications are rooted in reality, expressing sensitivity and social awareness. One should speak with genuine understanding, showing that one is in tune with the experiences and feelings of the young people.

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# TONE AND MANNER

**Challenging:** adopting a challenging tone means being bold and proposing novelties that capture attention. Communications should be eye-catching, conveying messages with strength and confidence to challenge the *status quo*.

**Useful and practical:** communications should emphasize the importance and necessity of the information or actions presented. They should be urgent and directly benefit the target audience, showing how the proposed actions provide concrete and practical solutions.

At the same time, communicational phrases should be simple, common, colloquial, that all people can understand, and should not include technical or sophisticated language.

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# HOW TO USE THE TERM

## YOUNG OPPORTUNITIES

1. The appropriate ways to refer to the concept are:
  - *Young opportunity*
  - *Young people opportunity*
  - *Young people opportunity*
2. It is correct to use *las y los jóvenes oportunidad* or simply *jóvenes oportunidad*, avoiding the exclusive use of "los". The use of "les" in this expression "is optional and not obligatory. The obligatory form is "las y los", while "las, los y les" can be used at will.
3. It is important to write these phrases in lower case and in italics to highlight them. Example: *young opportunity*.
4. Using inclusive language is crucial.



# DIFFERENTIATES THE **SUBJECT** FROM THE **CONTEXT**:

## **The young people opportunity is not their context**

Additional data can be used to explain adverse contexts, but this information does not describe the *youth opportunity*.

*Young* are the *opportunity*, and their circumstances are defined by structural barriers, some of which are created by the disadvantages accumulated during their life cycle and can be mentioned as part of the context in which they live, for example:

- Poverty
- Malnutrition
- Low quality education
- School dropouts
- Educational backwardness
- Unemployment
- Precarious employment
- Violence
- Gender inequality
- Discrimination
- Conflict with the law



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**Positive approach and subject-centered description.**



*Young opportunities* are resilient, creative and resilient people who come from adverse contexts and , **by having the opportunity for social inclusion, education and work in decent conditions, contribute to the country's economic growth and initiate a process of social mobility.**

**Negative approach and description focused on the context of youth.**



*Opportunity youth* are people between 18 and 29 years of age who face structural barriers to exercising their right to work in decent conditions. **Structural barriers are created by the disadvantages accumulated during their life cycle.**

# HOW NOT TO USE THE TERM YOUNG OPPORTUNITIES

1. Avoid saying "youth opportunity"; *it is youth opportunity.*
2. Do not use terms such as "disadvantaged youth" or "vulnerable youth".
3. Refrain from using negative qualifiers such as:
  - Ninis
  - Gang members
  - Chavos banda
  - Or to associate young people with a particular school.

\*The term "youth" is used to highlight the diversity of identities or the variety of young people; in this case, we are referring to the commonality of opportunity among young people within these different youths.

The word youth refers to groups, not individuals.





# PRIORITY HEARINGS.

Those to whom the communication is primarily directed because they have the ability to **influence**, make decisions or act in ways **that benefit the objectives** of the youth opportunity.



# KEY MESSAGE LINES.

**Key message lines** are phrases or central ideas designed to clearly and effectively communicate the most important aspects of the *youth opportunity*.

**Think of them as headlines or summaries that capture the essence of what you want to communicate.**





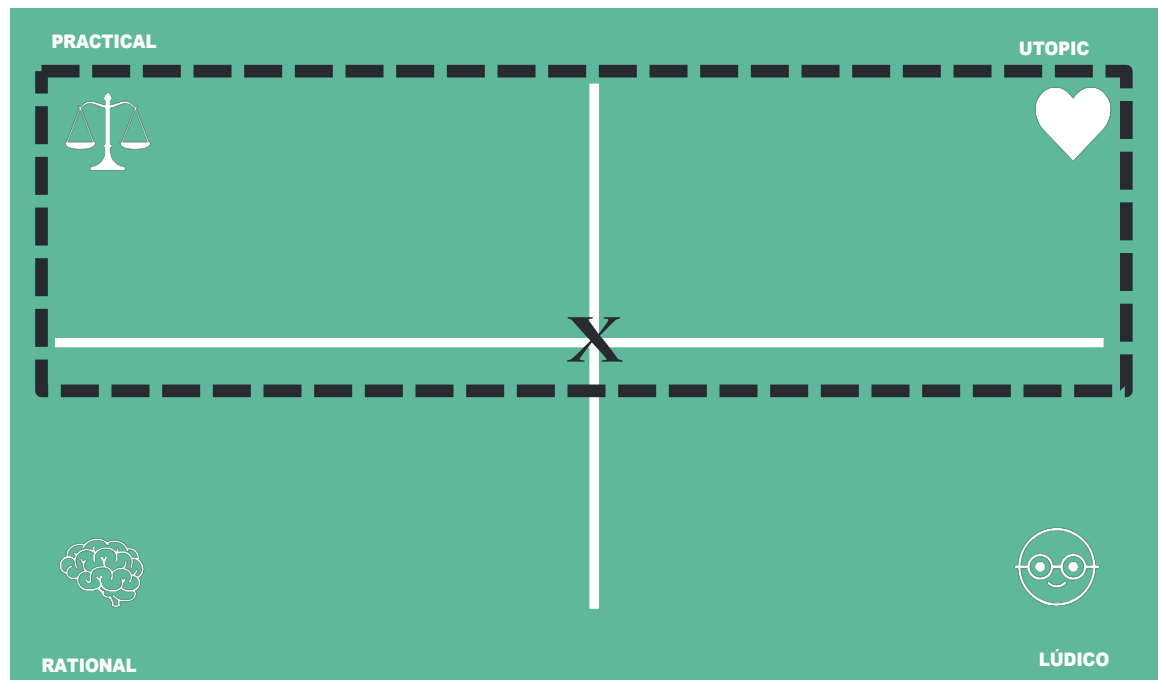
# MESSAGE LINES

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The message lines are found in a semiotic chart that relates, interprets and analyzes messages and ideas from different perspectives. It is divided into four quadrants: practical, rational, utopian and ludic.

On the **practical** side we find messages focused on how something is used in everyday life and what its practical functions are. They focus reality and concrete usefulness.

The **rational** side analyzes and questions the values, ideas and social effects of something. They focus on understanding the deeper implications and often seek to detect potential problems or challenges.



The **utopian** side explores how something could ideally be. It focuses on positive visions and aspirations, imagining a perfect scenario.

**Playful** messages consider the creative, emotional and playful aspect of something. They explore fun, artistic expression and the associated emotional dimensions.

# DECISION MAKERS ON EMPLOYABILITY.

The audience **Employability decision-makers** are the people who make decisions about the employability of young people. They are the tipping point for young people's social mobility.

## Who are they?

- A. Owners and managers of companies and employing entities
- B. Managers and HR personnel (recruitment areas)
- C. Business organizations and IP leaders





# DECISION MAKERS ON EMPLOYABILITY.

## What we want them to think:

That hiring *young people* is an investment opportunity and solves vacancy problems with reliable talent.

## What we want them to feel:

Courage and confidence in the recruitment of *young opportunities*. Assurance that by hiring this group they are doing the right thing.

## What we want them to do:

Encourage the hiring of *young opportunities*, investing in their development and respecting their labor rights, with a focus on key skills during the recruitment process.

Adjust job profiles to actual requirements, thus allowing *young people* to fill vacancies.

Act in line with the company's corporate philosophy, ensuring that work practice reflects its values.



# RATIONaL LINEs oF LESSENING:

These messages offer data and logical reasons to justify the hiring of young people, guarantees and benefits that companies will receive by joining the initiative.

1. The hiring of *young people* reduces staff turnover, offering a return on investment through a more stable and motivated team. (We suggest explaining how you guarantee that you reduce staff turnover).
2. Investing in staff training ensures the right skills for your company and improves staff performance.
3. By embracing the diversity of ideas that *young people* bring to the table, your company is enriched culturally and intellectually, which translates into better decision making.
4. Hiring *young people* with *opportunities* and decent conditions guarantees the following with prepared and committed people.

22/00



## KEY WORDS YOU CAN USE FOR YOUR RATIONALE MENSAIS



# PRACTICAL LINES OF LESSONS:

Here, focus on the tangible, actionable and immediate benefits of hiring young people, such as resolving vacancies and improving turnover.

1. Diversity enriches your company.
2. Adopt inclusive recruitment processes and hire *young opportunity* (here you can talk specifically about recruitment models in particular).
3. Offering work in decent conditions ensures a committed and prepared staff to face challenges (in this message line you can speak more clearly about benefits, decent salaries, specific working hours, Christmas bonus, vacations and bonus, rest days, social security, etc.).
4. Continuous training ensures that your company is at the forefront with up-to-date skills and optimal performance.
5. If you make room for *young people*, you will find the people with the skills you need.

24/00



# KEY WORDS YOU CAN USE FOR YOUR PRACTICAL MESSAGES





# UTOPIA LINES OF LESSONS:

It presents a vision where the inclusion of *opportunity youth* in the workforce leads to a more equitable and prosperous future for both the company and the youth.

1. Your company can make a difference for a fairer future.
2. Your company will be at the forefront of the new labor paradigm.
3. Leading the change towards an inclusive working future with every young person who joins your team.
4. *Young people* have the *opportunity* to contribute to Mexico's development.

# KEY WORDS YOU CAN USE FOR YOUR UTOPIC MESSAGES

EMPOWERMENT  
IDEALIZATION  
HARMONIO  
US INCLUSION  
DIVERSITY  
INSPIRATION  
COMMUNITY  
CHANGE  
EQUITY  
SUSTAINABILITY  
SOCIAL INNOVATION  
PIONEER  
FUTURE  
VISION  
COLLABORATION  
TRANSFORMATION  
PROGRESS  
EQUALITY  
IMPACTO  
REVOLUCIÓN  
OPORTUNIDAD  
INTEGRIDAD

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# 10caLLLy lIneS OF lIneS OF 10caLLLy mEnAGEmE

Highlights how hiring *young opportunity* can inject energy and creativity.  
Use a vibrant and dynamic tone.

1. Be the difference: make the world of work fall in love with the innovation and originality of your company.
2. Every *young opportunity* you hire is an injection of creativity into your company.
3. Reinventing the attraction to work (original idea: *make employment sexy again*)
4. Be the company that everyone looks to for boldness in adapting and innovating inclusive recruitment models.
5. A young company is a fresher, more innovative, creative and dynamic company.
6. *Young people opportunity* connects your company to the future.

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## KEY WORDS YOU CAN USE FOR YOUR LUDIC MESSAGES

EXCENTRICITY  
FRESCURA  
YOUNG  
SINGULARITY  
EMOTION  
CARISMA  
PIONEER  
UNATTENDED  
DYNAMISM  
COLORIDO  
ENTERTAINMENT  
VIBRANTE  
PASSION  
CREATIVITY  
ORIGINALIDAD  
ENERGY  
SPONTANEITY  
EXPERIMENTACIÓN  
ENCANTO  
TENDENCIA  
AUDACIA  
INNOVATIV  
E FUN

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# YOUTH



Young people are between 18 and 29 years old.

*Young opportunities* are resilient, creative and resilient people who come from adverse contexts and who, by having the opportunity for social inclusion, education and work in decent conditions, contribute to the country's economic growth and initiate a process of social mobility.

# YOUTH

## What we want them to think

That they have the power to decide about their lives. That they have rights. That this is their moment. That they are capable and creative. That they have much to contribute. That they are resilient.

## What we want them to feel

Self-esteem, confidence, self-worth, self-knowledge, collective identity. That they feel hope. That they feel powerful and positive people.

## What we want them to do

That they perceive themselves differently. That they learn to demand their rights and exercise them. That they get training. That they look for work. That they organize themselves. That they draw up a life plan.





# Rational lines of reduction:

These messages offer data and logical reasons that justify the reasons why training, education and search for a job in decent conditions are the way to change their current situation and thus fulfill their goals.

1. Having a fair wage and social security is your right.
2. Social security is important; it provides access to health care, housing, disability leave and retirement savings, among other benefits.
3. Acquiring employability skills will increase your chances of finding a job with decent conditions.

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KEY WORDS YOU CAN USE FOR YOUR **RATIONALE** MENSAIS:



# PRACTICAL LINEs OF LESSONS:

These messages invite *young people* to get training and prepare themselves to improve their job prospects. The initiative of organizations that offer support and practical tools is presented as a concrete action to face job challenges.

1. Know your labor rights and demand them.
2. Train and prepare yourself to get a better job.
3. Reach out to organizations that will help you face work challenges.
4. Develop tools that will serve you well in the future.
5. Approach the AJTD and GOYN, where you will find key information to make decisions about your career path (here you can substitute the name of the organization and the benefits to be acquired as appropriate).



KEY WORDS YOU CAN USE FOR YOUR PRACTICAL MESSAGES:



# UTOPIC LINEs OF LESSONS:

These messages take on an inspirational character by inviting *young people* to explore their passion and creativity as drivers to change society. Being part of a movement that defends their rights is presented as a utopian but achievable initiative.

1. Your passion and creativity can change the country.
2. You are also part of public decisions.
3. Be part of a movement that defends your labor rights.

# KEY WORDS YOU CAN USE FOR YOUR **UTOPIC** MESSAGES:

PARTICIPATION IMAGINATION PASSIO  
INSPIRATION N FOR CONSTRUCTION  
SOCIAL CHANGE  
DERECHOS LABORALES  
A BETTER COUNT RY  
POSITIVITY  
POTENCIAL  
INCLUSION  
MOVEMENT  
COMMON GOOD  
TRANSFORMATION  
CREATIVITY  
EQUITABLE FUTURE

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# lOcaLLLy lIneS OF lIneS OF lOcaLLLy mEnAGEmEnT:

These messages encourage *young people* to meet new people and express their ideas in safe and respectful environments. They are invited to connect to networks that offer free resources, making it easy meet like-minded people and support them in achieving their goals.

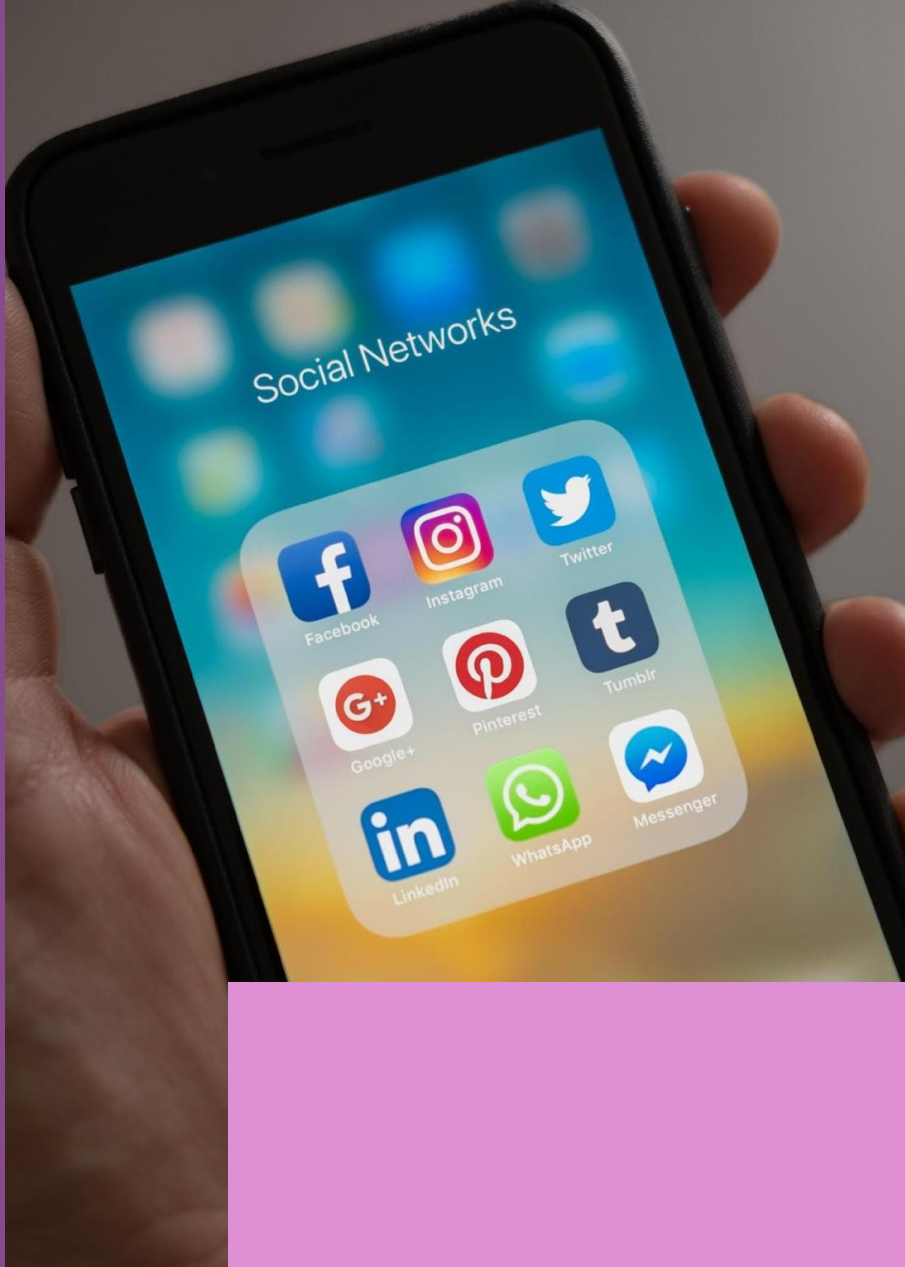
1. Meet new people and express your ideas in respectful spaces and insurance.
2. We have free and accessible resources for you, connect to our networks.
3. Get closer, you will meet more young people with whom you can identify.
4. Surround yourself with people who can support you in achieving your goals.



## KEY WORDS YOU CAN USE FOR YOUR LUDIC MESSAGES:



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# AMPLIFIERS

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As audiences, we will call "amplifiers" all those people or companies producing content that can influence the amplification of our messages, who participate on a daily basis in the construction of meanings that citizens have of social phenomena.

## Who are they?

- Media and communications
- Opinion leaders
- Influencers



# AMPLIFIERS

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## **What we want them to think:**

That their work has the power to transform the narrative of Mexico's youth and reverse negative trends through non-discriminatory communication.

## **What we want them to feel:**

Enthusiasm, empathy and commitment.

## **What we want them to do:**

To adopt and disseminate the term *youth opportunity*, challenging the discriminatory and criminalizing vision of youth, and forging a narrative free of stigmas and prejudices, open to new ways of communicating.

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# RATIONaL LINEs oF LESSENING:

It highlights with clear data how the media are co-responsible for changing the narrative of young people in Mexico and positioning the concept of *youth* as an *opportunity*.

1. Young people are interested in knowing their labor rights, and they can find out about them through the media.
2. Your work can guide young people to know and exercise their rights, contributing to their development.
3. It shows the true potential of *young people* and *opportunity*.



# KEY WORDS YOU CAN USE FOR YOUR RATIONALES:



# PRACTICAL LINEs OF LESSONS:

Here, focus on tangible, actionable and immediate benefits.  
to change the media narrative.

1. Your influence has the ability to shape public opinion. It drives a new way of communicating about Mexico's youth.
2. By eliminating discrimination against young people from your language, you contribute directly to combat structural barriers.
3. Promotes an innovative approach to communication without stigma and towards young people.

## KEY WORDS YOU CAN USE FOR YOUR PRACTICAL MESSAGES:



# UTOPIC LINEs OF LESSONS:

It presents a vision in which the change of narrative from the media will contribute to a better perception and communication about the youth of Mexico.

1. What you say today will transform communication about the youth of Mexico and the world.
2. Through your work, young people will no longer be criminalized.
3. Everyone deserves a second chance.
4. Join a global narrative for *young people opportunity*.



# KEY WORDS YOU CAN USE FOR YOUR UTOPIC MESSAGES:

TRANSFORMATION  
HOPE  
EQUITY  
INSPIRATION  
PROGRESS  
DREAMS  
ASPIRATION  
POSSIBILITIES  
IDEALISMO  
HARMONY  
PAZ  
FUTURE  
VISION  
INNOVATION  
CREATIVITY  
IMPACTO  
SUSTAINABILITY  
UNIT  
POSITIVITY  
PRESENT

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# IOcaLLLy IINEs oF IOcaLLLy:

It highlights how changing the narrative towards youth without stigmas can be creative, purposeful and innovative.

1. Youth is diverse.
2. It creates new ways of communicating the reality of young people.
3. Your creativity will drive a new narrative about *youth opportunity*.

# KEY WORDS THAT YOU CAN USE FOR YOUR LUDICuMS:

NARRATIVE  
TRENDS  
CHANGE  
ORIGINALITY  
EXPRESSION  
INUSUAL  
ENTERTAINMENT  
PERSPECTIVE  
ENERGY  
CREATIVITY  
INTERACTIVIDAD  
DINAMISMO  
FUN  
INNOVATION  
VITALITY  
IMAGINATION  
DIVERSITY  
JUVENTUD  
FRESHNESS  
INSPIRATION  
COLORS

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# GOVERNMENT AND POLICY MAKERS

They are the ones who propose, discuss, approve and implement public policies and laws. They are also the ones who define budgets, priorities and general efforts of the State for the attention of citizens.

## Who are they?

- A. Government authorities
- B. Legislators
- C. Advisors and consultants to decision-makers



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# government and public policy makers

## What we want them to think

That they recognize the importance of investing in *opportunity youth*, understanding the need for a specific approach and the magnitude of the challenges they face, motivating them to improve policies and programs for the employability of *opportunity youth*.

## What we want them to feel

A strong sense of commitment, interest and duty, which translates into concrete actions.

## What we want them to do

Promote public policies in favor of the rights of *young people*, monitor compliance with their labor rights, maintain adequate budgets for them and support the approval of laws on internships and apprenticeships.



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# Rational lines of reduction:

Uses hard data to change the narrative about *young people opportunity*, recognizing their role in shaping policies that directly influence the perception and opportunities of this sector

1. We must demand and ensure that employers rigorously comply with labor rights of young people.
2. Develop an effective public policy for *youth* employability. *opportunity* is our priority.
3. It is essential to maintain and protect the budget allocation dedicated to young people who are outside the education and labor system.

## KEY WORDS YOU CAN USE FOR YOUR RATIONALES:

EMPLOYERS  
EDUCATION  
JOB OPPORTUNITIES  
SURVEILLANCE  
WORK  
INCLUSIÓN  
JÓVENES  
LABOR RIGHTS  
SOCIAL  
YOUTH  
PRIORITY  
EDUCATION  
AL SYSTEM  
PUBLIC POLICY  
PAPER  
EMPLOYABILITY  
PROTECTION  
BUDGET  
IMPROVE

53/66

# PRACTICAL LINEs OF LESSONS:

Focus on the concrete and actionable benefits of changing the narrative in the public policy arena:

1. Guaranteeing the rights of young people is fundamental for national development.
2. Connecting *young people* to decent employment *opportunities* contributes significantly to economic growth.
3. It is essential to optimize the quality of higher secondary education and its alignment with the demands of the labor market.



## KEY WORDS YOU CAN USE FOR YOUR PRACTICAL MESSAGES:



# UTOPIA LINES OF LESSONS:

It presents a vision in which the change in the narrative from the public policy will contribute to a more positive and realistic perception and communication about youth in Mexico, enhancing their role and potential in society.

1. Decent employment, more than an ideal, is a right guaranteed by the Constitution.
2. It is time to act and ensure a better future for women and children.  
young people.
3. There is an unprecedented opportunity to change the present for young people.
4. Let's work together to create programs that offer real solutions adapted to the needs and realities of young people.

## KEY WORDS YOU CAN USE FOR YOUR UTOPIC MESSAGES:

RIGHTS  
DIGNITY  
CHANGE  
FUTURE  
GROWTH  
IMPROVE  
ACT  
YOUTH  
WORK  
GOVERNMENT  
OPORTUNIDAD  
DEBT  
ACCIÓN  
CONSTITUTION  
IDEAL  
GARANTÍA  
REALITY  
TRANSFORMATION  
INNOVATION  
EMPOWER

# IOcaLLLy lIneS OF lIneS OF IOcaLLLy mEnAGEmEnT:

Emphasizes the importance of adopting a narrative towards youth free of stigmas, promoting a creative, proactive and innovative approach in public policies.

1. Involving *young people* in decision making *opportunities* will result in cutting-edge strategies.
2. *Young people* bring unique perspectives to the *opportunity*.
3. Actively integrating *young people and opportunities* into the world of work ensures innovative and fresh solutions

## KEY WORDS THAT YOU CAN USE FOR YOUR LUDICuMS:

STRATEGIES  
CHANGE  
CONTRIBUTION  
MODERNIZATION  
CREATIVITY  
PERSPECTIVE  
INTEGRATION  
PLAN  
FRESHNESS  
YOUTH  
INNOVACIÓN  
TÁCTICAS  
SOLUTIONS  
REVOLUTION  
POLICIES  
DECISIONS  
EMPOWER  
VANGUARDIA  
PARTICIPATION

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# COMMUNICATION PLANNING FORMULA

When planning the communication of any message about *youth opportunities* think about:

What type of communication it is:

Press Release  
Event  
Conference  
Speech  
Invitation Etc.



Audience to which I am addressing



Consult the questions:

What do I want think,  
What I want them to feel,  
What I want them to do



Choose the key message lines that meet the objectives you want to achieve and use them as the basis of your communication\*\*.

**\*\*Do not copy and paste, use it as a central idea.**

**\*See the audience matrix**

# BASIC NARRATIVE FORMULA

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When communicating the *young opportunity* narrative, we should use this structure as a basis:

*The order of the factors does not alter the product*

**Data that provides context about the circumstances of young people (optional):** in [location/geography], [percentage or statistic] young people face [specific issue], which highlights [a particular aspect of the challenge or opportunity]."

Or weave a story that resonates emotionally with the audience, name that story, and use the real cases with the that you work in the organization.

+

## Guiding concept

*Young opportunities* are (description using positioning as basis)

+

**Description of the Organization:** "At [name of Organization], we work towards [goal or mission], [specific activities or programs], helping youth to [concrete benefit or skill development]." or write in bullets what specifically is being promoted.

+

**Call to action:** "Join/support/collaborate with [name of organization] to make a difference. Visit [website], contact through [email], or call us at [phone number] for [specific action, such as donate, volunteer, participate]. Emphasize what I need you for: an appointment, getting involved with the project, etc. "

# EXAMPLE OF APPLICATION OF THE NARRATIVE FORMULA

**Context:** signing of the agreement between COPARMEX and GOYN Mexico City

**Document:** speech

Distinguished members of COPARMEX, representatives of the Global Opportunity Youth Network and esteemed attendees:

Today we are at a transcendental event that not only concerns our organizations, but also sets the path toward a more promising working future for Mexico. The signing of this agreement marks the beginning of an era of opportunities and development for our young people, a commitment that goes beyond the borders of our institutions.

In Mexico, 17.4 million young people face challenges ranging from poverty to precariousness and exclusion. This reality not only presents us with a challenge, but calls us to action.

*Opportunity Youth* are resilient, creative and full of potential; however, they need a path to decent employment and personal development. At the Global Opportunity Youth Network (GOYN) Mexico City, we are dedicated to transforming this reality. We encourage the inclusion of young people in the workforce, provide relevant training and create strategic alliances with companies to open doors to decent jobs, promoting the development of practical and technical skills.

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Let me share the story of Carlos, a young man from our program who, thanks to the training and opportunities provided, is now a key player in a local technology company. His story is a clear example of what we can achieve when we work together.

Hiring young people like Carlos not only reduces staff turnover, but also provides a return on investment through a more stable and motivated team. By investing in the training of *opportunity youth*, we ensure relevant skills for our companies and improve staff performance. The diversity of ideas that *young people* bring enriches our companies, both culturally and intellectually, strengthening decision making and ensuring a committed and prepared staff.

Today, COPARMEX, by joining this initiative, not only facilitates access to qualified talent, but also becomes a benchmark in the adoption of inclusive recruitment processes and promotion of decent working conditions.

I invite you to consider the possibility of your companies making a difference building a more just future. You have the opportunity to lead the shift to an inclusive work paradigm with every young person who joins your team.

We thank you for your commitment and valuable collaboration in this joint journey towards a brighter and more equitable working future for all.

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# WHAT IS A BOILER PLATE?

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It is a short paragraph that acts as a business card for *youth opportunities* in press releases and other official documents. It provides a concise description of what the *Young Opportunity Narrative* is and mentions its concrete achievements and mission.

It is useful for the media, as it is useful for them to

provide a quick and clear summary of *youth opportunities*, which you can use to present them or refer to them in your articles or reports.

Think of it as a description of the scope and impact that helps people understand at a glance what the *youth opportunity* represents.





# BOILER PLATE

This narrative is driven by civil, business and academic organizations that seek to transform the employment landscape, change the employability ecosystem, facilitate access to decent and sustainable opportunities, and promote a decent work agenda for *young people*.

The narrative recognizes that *opportunity youth* are resilient, creative and problem solvers in challenging environments. By receiving fair opportunities for social inclusion, education and employment, contribute significantly to economic growth and promote social mobility.

*(The inclusion in the text of the specific thrust of the Alianza Jóvenes con Trabajo Digno and GOYN Mexico City, or any other allied organization, is optional, but may enrich the message).*

If you would like to contribute to building a more inclusive working future for young people, we invite you to explore \_\_\_\_for more information.

Your participation is essential to achieve this change!



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# THANK YOU.

Communication map of  
*young opportunities*

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