

# Empowering a Digital Generation: Leveraging AI, Creative Media, and Science & Technology for Professional Youth Work Practice in Nigeria

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# Agenda

Goal of the Talk

Digital Generation – Who are they?

Trends Shaping Youth Engagement

Bridging the Gap

Ethics, Trust, and Standards

The Call to Action

# Goal of the Talk

To explore how AI, creative/digital media, and STEM can be aligned with professional youth work to drive national development and innovation.





## Opening & Context

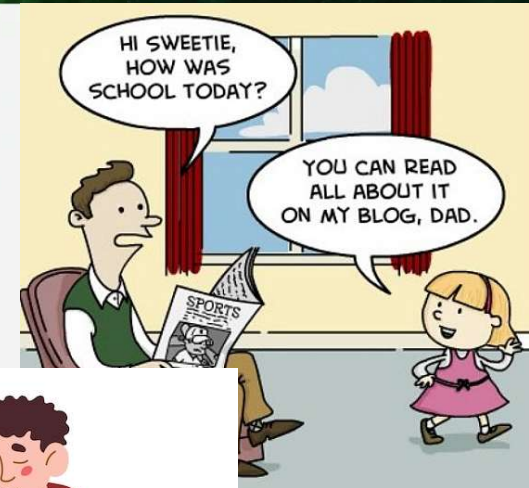
"Youth are not the leaders of tomorrow—they are the changemakers of today."

Purpose: Align digital innovations with the professionalisation of youth work

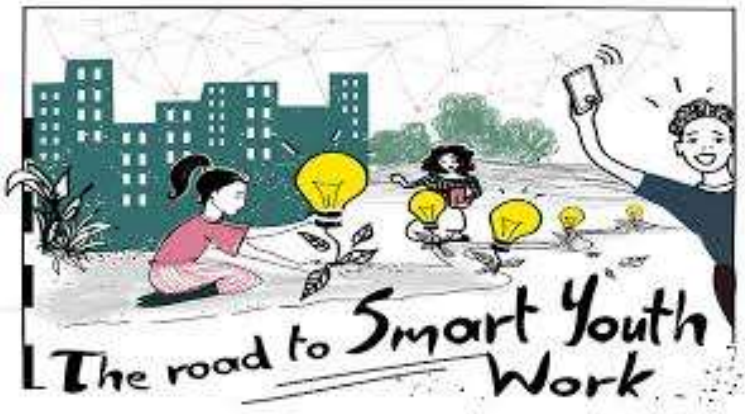


# The Digital Generation: Who Are They?

- Characteristics: tech-savvy, entrepreneurial, socially conscious, but often under-supported
- Challenges: unemployment, misinformation, digital addiction, limited mentorship
- Opportunities: digital jobs, influencer economy, AI, creative content, global learning



# Professional Youth Work?



Professional Youth Work is a specialized field of practice focused on supporting the personal, social, emotional, and civic development of young people especially during their transition to adulthood. It is underpinned by ethical standards, structured training, and a commitment to youth empowerment and participation.

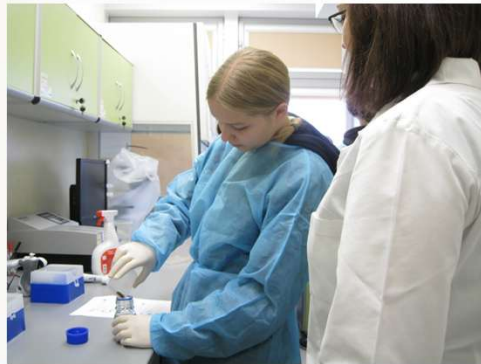
## Core Characteristics of Professional Youth Work:

1. Purpose-Driven Engagement
2. Ethical and Values-Based
3. Trained and Qualified Practitioners
4. Voluntary Participation
5. Relationship-Centered
6. Contextually Responsive



# Trends Shaping Youth Engagement

- Rise of AI in education, employability & social work
- Power of TikTok, Instagram, YouTube in storytelling, advocacy, skilling
- Role of STEM innovations in climate action, digital health, agri-tech
- Examples of global/national digital youth projects



# Bridging the Gap: Aligning Tech with Youth Work



- Why alignment matters:
  - o AI can enhance service delivery, data-driven youth programming (Using data & tech to co-design youth programs)
  - o Social media can amplify youth voices and civic engagement
  - o STEM can help design innovative solutions to youth challenges
- A case study/ success story





# Building Youth Worker Capacity for the Future



- Upskilling youth workers in digital tools, AI ethics, digital literacy
- Collaborating with tech/creative sectors
- Embedding digital leadership, content creation, and AI awareness in training
- Call for national curriculum updates, certification schemes







# Ethics, Trust, and Standards

- Importance of launching and upholding a Code of Ethics
- Ethics in AI and digital youth work: safeguarding, data privacy, inclusion
- How standards and codes ensure respect, professionalism, and protection



## The Call to Action

- National opportunity to shape the future
- Create Youth-Tech Hubs and networks
- Fund and scale digital inclusion programs
- Recognise and professionalise digital youth work





# Infographic: “Youth-Led Digital Innovations in Nigeria”

Nigerian Youth Innovating for Impact

“From hashtags to hardware — young Nigerians are changing the world through innovation.”

## Key Examples

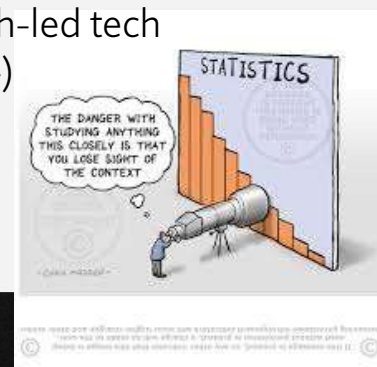
- **Health Tech:** *Ubenwa* – AI-powered cry analysis app for early diagnosis of birth asphyxia
- **Agri-Tech:** *FarmCrowdy* – Mobile platform connecting farmers with sponsors
- **Ed-Tech:** *ScholarX* – App offering scholarships, skills, and mentorship
- **Civic Tech:** *BudgIT* – Simplifying the national budget for public engagement
- **Social Advocacy:** *#EndSARS movement* – Youth-led campaign for police reform
- **Climate Action:** *EcoChampions* – Youth group using drones for mangrove mapping

## Impact Stats

- 65% of tech startup founders in Nigeria are under 35
- Nigerian youth created over 10,000 digital jobs in 2023 alone
- \$1.5 billion in investment in African youth-led tech (2022–2024)

## Do!

- Support youth innovation.
- Equip youth workers to guide them.



## Quote Cards (For Social Media Sharing)

**Format: Square (1080x1080px, Instagram/LinkedIn compatible)**

**Design Suggestion:** Youthful, energetic colors with image of Nigerian youth and clean fonts

💬 **Quote 1:**

*“Digital empowerment begins with digitally empowered youth workers.”*

– Prof. Eucharia O. Nwaichi

💬 **Quote 2:**

*“Youth work in the digital age is not optional. It’s essential.”*

💬 **Quote 3:**

*“AI won’t replace youth workers — but youth workers who use AI will lead the future.”*

💬 **Quote 4:**

*“Nigeria’s youth are building the future. Let’s give them the tools and guidance to shape it wisely.”*

💬 **Quote 5:**

*“Innovation without ethics is dangerous. Ethics without innovation is irrelevant.”*

# Closing: A National Opportunity

"A digitally empowered generation needs digitally equipped youth workers.

Let's not only embrace the future — let's **shape it** together."

- I therefore charge you:

“Let's make youth work in Nigeria a **professional, digital-ready force** for national transformation.”







# Thank you

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