

STRATEGY

2025-26

STRATEGY 2025-26

As we move towards 2025, the Arayüz Campaign has reinforced its commitment to strengthening youth political representation and democratic participation. Building on the strides we have made in recent years to ensure recognition of youth rights and their active role in politics, we are fully aware that there is still much to be done for young people to achieve the representation they deserve in politics. This year, we are embarking on key priorities, including nurturing strong leaders to amplify youth voices in political parties, supporting the demand for transparent and accountable politics, and empowering young politicians to hold stronger positions within their parties.

Our first step in this process is to **support the empowerment of young politicians and their ability to secure influential positions within their parties.** We aim to provide comprehensive support to ensure that young politicians emerge as well-equipped and effective representatives capable of catalyzing change within political parties. Empowering young politicians is essential for accurately identifying the issues facing youth and formulating impactful and relevant youth policies. This is a crucial step toward achieving justice in representation.

The increased representation of youth in politics can ignite a transformative shift that benefits not just young people but society as a whole. It can open doors to a more dynamic, inclusive, and innovative approach to politics, laying the foundation for a stronger democracy and a sustainable future. Through workshops, seminars, and discussion forums, we will equip young politicians with the necessary competencies to thrive in the political arena. We will facilitate social connections to help them elevate their positions within their parties, showcase successful examples of youth representation, and foster hope for change in politics. Strong youth representatives will help break the traditional and stagnant structures of politics, inspire other young people, and boost their interest in political engagement.

Our second goal is to **encourage young people to demand transparency and accountability in politics.** These demands can weaken the barriers young politicians face and initiate cultural change in politics. The call for accountability and transparency could help reduce the crisis of trust in

politics. This dynamic strengthens political participation and democracy not only for young people but for society as a whole. Transparency paves the way for young people to actively participate in decision-making processes, making participation tools more accessible and better promoted.

By fostering the demand for transparency and accountability, we aim to facilitate cultural transformation in politics. Closed-door decision-making processes can be replaced with an open, accountable, and interactive approach. This transformation ensures politicians are more responsive to public needs. The demands for transparency and accountability led by young people can pioneer the establishment of a fair, inclusive, and trustworthy political system. This shift contributes to constructing a more democratic, transparent, and effective future for the entire society, not just young people. We believe that as transparency and accountability take root among young people, structural and cultural barriers preventing young politicians from advancing will diminish. Strengthening these demands will inevitably make politics more accessible and appealing to young people, reduce barriers to political participation, and increase interest in viewing politics as a viable career path.

In 2025, we aim to create strong motivation for young people to step into politics with demands for accountability and transparency. To inspire youth to boldly engage in politics despite its complexities, we will produce engaging narratives and creative content. Using social media platforms and other digital tools, we will share meaningful and impactful messages targeting young people, raising awareness about political participation.

Through strategic collaborations, we will ensure that the content we produce reaches a broader audience, providing young people with the support they need to amplify their voices and demand change. Our goal is to pave the way for a cultural shift driven by youth demands for transparency and accountability in politics, contributing to the construction of a more democratic future.

We continue to fight for a Türkiye where young people receive the representation they deserve, can exist with their diversity, and claim a fair and democratic future. With the growing strength of the Arayüz Campaign, we are determined to bring youth demands and expectations to the forefront, creating a greater impact as an independent civil society organization.