

Built from the North: Vision, Identity and Youth Leadership

**Made by Daniel Jarnæs
Båtstrand, 18-year-old boy from
Norway**



Who Am I

- Daniel J. Båtstrand
- Representing Norway
- Founder of *WatchYourEye* (clothing brand)
- Local leader, Vefsn Unge Høyre (Conservative Youth)
- Young leader in politics, business & community
- Focus: Leadership in rural/island areas



Wearing two hats

- Got involved – wanted action, not complaints
- Lead Vefsn Unge Høyre (30+ youth)
- Fight for: freedom, education, small businesses
- On local party board & election committee
- Faced doubt – proved myself
- Even small towns like Mosjøen matter
- Youth = present, not just future
- Focus: education, health, youth jobs



WYE– From Local Identity to Global Expression

- Adults were skeptical at first
- Built everything from scratch:
- Sold 700+ items
- Worked with 30+ partners
- (REMA 1000, teams)
- Designed Mosjøen's 150-year anniversary sweater
- First store in 2025
- Shows what youth can do with trust & leadership



Challenges of Young Leadership

- [Being young means facing doubt and underestimation
- Small places feel isolating, hard to be heard
- Balancing politics, school, and business is tough
- Pressure to perform and represent others
- Youth is a strength: fresh energy, digital mindset, fast movers
- We understand our generation's needs
- Believe in our self



Why Youth Must Be Involved – Now, Not Later]

- Leadership is now
- Youth are stakeholders
- Shaping culture & policy
- Rural youth need a voice
- Secure local futures



A Call to Action – Let's Build Together

- Youth platforms
- Funding
- Trust
- Support
- Ready to lead



Youth Leadership: Breaking Limits, Taking Action

- Leading in politics & business
- Origin shouldn't limit potential
- Youth is a strength to act
- Leadership starts early
- Happens everywhere
- Support, listen, build with youth



I DON'T SEE

FAILURE