

YOUTH

PUTTING A GENERATION TO WORK

One billion reasons to worry
& why there's cause for hope
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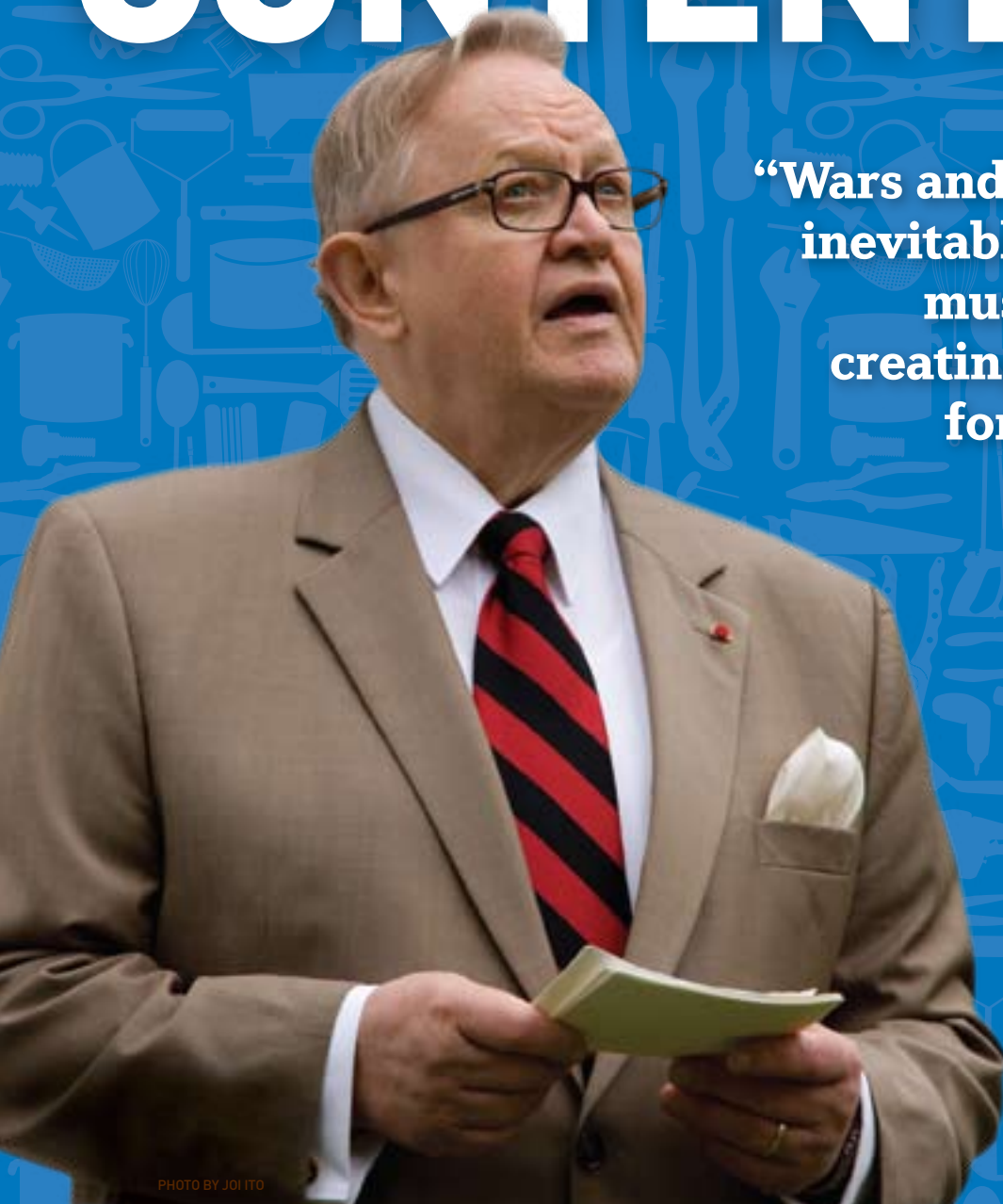


PHOTO BY JOI ITO

“Wars and conflict are not inevitable, but everyone must be engaged in creating the conditions for lasting peace.”

Martti Ahtisaari

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PRIZE LAUREATE

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About the Cover This edition of YOUth examines the crisis in youth unemployment. An estimated one billion young people ages 15 to 25 will need jobs — a worrying proposition indeed in the current economic environment. The figure on the cover represents today's working youth — literally filled with potential, hopes and dreams that are realized when young people are equipped with the skills and opportunities to make a decent living and become productive members of society. Reflected throughout the issue is this theme of employability and the efforts that are bringing promise to the lives of young people.

These young men started their own carpentry shop in Ludewa, Tanzania, the result of a USAID-funded IYF employability initiative.



PHOTO BY MARIE ANNE SLIWINSKI

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Tackling the Youth Unemployment Crisis

A dramatic rise in the number of jobless youth worldwide has sparked real concern among government and corporate leaders. Despite the economic downturn, opportunities for progress exist. Smart investments in proven strategies—emphasizing multi-sector collaboration and a comprehensive approach to skills training—have demonstrated success in preparing underserved youth to join the job market.

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VISION
IYF envisions a world where all young people achieve their full potential and shape the future with power and confidence.

MISSION
IYF prepares young people to be healthy, productive and engaged citizens.

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Dear Friends,
The numbers don't lie.
The World Bank and others project that a billion new jobs

must be created over the next decade to absorb the largest youth cohort in history. We also know that young people are three times as likely to be unemployed as adults. Now we learn that the global recession could eliminate well over 50 million jobs worldwide by the end of 2009. We're clearly moving in the wrong direction.

Finding workable solutions to this crisis is a top priority for the International Youth Foundation, and efforts to better prepare today's young people for the job market are beginning to demonstrate real impact. Yet far more needs to be done. The Spotlight Feature in this third edition of YOUth explores the challenges facing jobless youth—and identifies historic opportunities for progress when strategic investments and effective strategies are pursued.

The following pages offer a range of stories and perspectives. You will hear from the daughter of Chinese migrant workers in Beijing; Conrad Person, Director of International Programs and Product Giving at Johnson & Johnson; our friend and former president of Finland, Martti Ahtisaari, this year's Nobel Peace Prize Laureate; and many others. In these precarious times, we are grateful for the opportunity to work together to improve young people's lives.

A handwritten signature in dark ink, appearing to read "W. S. Reese".

William S. Reese
CEO and President
International Youth Foundation

Carla Tennenbaum, Age 29 São Paulo, Brazil

In a society where consumption is such a determining part of people's lives, changing our consumption patterns is a crucial step toward creating an ethically and environmentally sustainable world. But we aren't only consumers — we're workers, artists, teachers, mothers, employers, friends and neighbors. In short, we're human beings. And as human beings, we need to re-evaluate not only the way we consume but the way we produce, the way we take and the way we give. In other words, we need to rethink the way we relate — to the planet, to other species and to each other.

The production system we have inherited from our fathers and forefathers — and that we recreate every day — is extremely harmful for the environment and for ourselves. We will be forced to change beyond what we can envision at the moment. This idea might cause some real anguish, but do we really feel comfortable in our lives? This system consistently fails to deliver the satisfaction that is supposed to be achieved through the consumption of goods, even for the most financially fortunate among us. I myself am in the 25 percent of humanity consuming above what is considered the minimum requirement level. Do I feel comfortable?

I was shocked when, 10 years ago, I began to realize the gigantic volume of non-recyclable waste generated by commercial and industrial activities in São Paulo. Since then, I have created technologies to turn this refuse into works of art, allowing low-income women to develop dignified ways to generate wages and express themselves creatively. While this is an important way to address the issue of human and material waste and transform people's attitudes toward how goods are made and sold, I am well aware that it is not enough.

Instead, it is one small step on the way to a more sustainable system of production where this kind of waste will not be generated in the first place.

Clearly, we are in the early stages of "conscious consumption." For some people it is still about shopping for "greener" products from "greener" brands, but this awareness will continue to spread and intensify. A real cultural re-evolution must involve a deep reassessment of the way we spend not only our money but also our energy — how we live our lives, what we wake up for and how we shape the world around us.

I believe there are thousands of beautiful and viable ways to thrive on this planet. The principles of change need to be searched deeply and respectfully at the most sacred places we can find within ourselves and our communities so we can create a truly diverse, abundant and enjoyable reality.

While I do not know how long this process will take or what we will have to face along the way, it becomes ever more clear that change is both a necessity and a blessing. The sooner we accept this, the richer our options will be to produce something truly better for ourselves and our planet. **Y**



Carla Tennenbaum is a Brazilian artist living in São Paulo. For more information on EVAMARIA, the social enterprise she founded, visit www.evamaria.org.

PHOTO COURTESY
CARLA TENNENBAUM



[GUEST COMMENTARY]

MARTTI AHTISAARI

PEACE:

LET YOUTH LEAD THE WAY



Looking back at my work for peace and reconciliation over the past 30 years, particularly in places like Namibia, Kosovo and Aceh, always fills me with joy because I think of the changes that peace has made in the daily lives of so many people. It is when their faith in the future begins.

My commitment to these issues began when I was very young and living with my family in Viipuri, a city along Finland's border. War broke out as the result of an agreement between Stalin's Soviet Union and Hitler's Germany, and hundreds of thousands of us were forced to flee to other parts of Finland, becoming refugees in our own country. My parents and relatives talked often about how difficult it was to leave the family house and farm and restart our lives. It made me realize how much I had in common with others around the world who have faced similar threats and how much this early experience contributed to what I've tried to do in my own life.

I am pleased and honored to have helped resolve conflicts in a number of countries. Yet we know that peace agreements themselves can only provide the framework for a new beginning. The most important question we must ask ourselves is how to prevent future wars and conflict. How do you integrate former combatants back into society? How do you help ordinary citizens who have lost their professions start up small enterprises that thrive? How do you guarantee that the bad habits that rise up in times of war and violence, like the abusive behavior of soldiers and police officers, will change? How do you make sure that more people — especially young people — get decent jobs? And when does faith in the future return?

“IT IS EXTREMELY IMPORTANT THAT THIS YOUNGER GENERATION BECOMES ACTIVE IN CIVIC LIFE.”

Many forces help to improve conditions in some of these post-conflict regions. An important one is the emergence of a strong youth movement. The older generation often can't understand what went wrong in their country or how one can change to embrace a different kind of future. Since young people don't carry the ballast of the older generation, they can offer a new and positive vision. That's why they must have a say in their own lives and in the direction of their communities, their country and the world around them.

I think of young leaders like Erion Veliaj, who has done so much in his country of Albania to engage citizens in building up a democratic society — by giving them a voice in demanding change, reforming the system and fighting corruption. Whenever I hear their voices and see what they've been able to accomplish, I know I will have a good day.

In the late 1990s, I was determined to help those living in the post-conflict region of the Balkans to rebuild their societies. One of the most critical needs facing them was soaring unemployment, which was particularly high among the region's youth. I also saw it was necessary to bring together young people from different backgrounds so they could work collectively to improve their futures. The urgency to address some of these challenges was behind our efforts to establish the Balkan Children and Youth Foundation (BCYF), with the support of the International Youth Foundation and a group of civic, business and government leaders from across the Balkans and beyond. I'm proud that BCYF has played an important role in this region over the years, both in terms of strengthening young people's voices and providing them with the training and skills they need to get decent jobs and be productive. We must continue to do much more to support young people to be part of the solution, including providing them with the opportunity for entrepreneurship and giving them the mentoring and funds they need to start their own businesses.

I've devoted years of my professional life to development issues, particularly in Africa, and have seen how social and economic reforms can lessen tensions and help build progress. And I can't overstate how critical youth employment is to this development and reconstruction process. There are one billion young people — a horrendous number — who are looking for work and have nothing to do. I believe that one of my responsibilities today — especially now as a recipient of the Nobel Peace Prize — is to bring greater public attention to this global crisis.

Communities where young people don't feel they have



a future and don't have any hope can become breeding grounds for crime and instability. If these challenges go unmet, new conflicts will flare up, and we will lose another generation to war.

So it is extremely important, particularly in the early stages of reconstruction, that this younger generation becomes active in civic life and has a positive role in the development and governance of their countries.

I will never forget the time I attended a youth leadership forum in Croatia and listened to a group of youngsters from across that region — whose countries were quite recently at war with each other — sing old songs together. Scenes like this, when those from different religious and political backgrounds begin to explore what they have in common, allow us to envision a new kind of leadership in the world. I'm pleased, too, when I see thousands of young people in Africa addressing another urgent global challenge — the spread of HIV/AIDS — by teaching each other how to change their behaviors and stay healthy. They are taking responsibility for their own lives and setting a powerful example for others.

I have always been an optimist. Wars and conflict are not inevitable, but everyone must be engaged in creating the conditions for lasting peace. Even during this current global financial crisis, I call on all governments to remain committed to investing in the eradication of poverty. That is the most effective way to combat violence and hatred in the long run. The business community needs to do more to close the gaps of inequality, which only deepen existing divides between countries and people. NGOs must expand their role in developing strong democratic societies. And every country must remove the obstacles that keep young people from becoming the active and productive citizens they need to be. They remain my greatest hope for the future. [Y](#)

Martti Ahtisaari, the former President of Finland, is the recipient of the 2008 Nobel Peace Prize. He played a key role in establishing the Balkan Children and Youth Foundation (BCYF) with the International Youth Foundation in 2000. As BCYF's Chairman of the Board (through 2008), Mr. Ahtisaari met regularly with Balkan youth leaders, including Muhamed Mesic (below), seen here on a panel with the President at a BCYF conference in Croatia.





[IYF AROUND THE WORLD]

WHAT'S NEW



At Work Improving Young Lives

Every day, the International Youth Foundation offers young people new opportunities to gain a quality education, learn the skills needed to get a job, make informed and healthy decisions and become involved in their communities. What follows is a sample of what IYF is doing around the globe to make that happen.

ASIA

1 Seoul, South Korea

Samsung launches its new partnership with IYF to improve job prospects among underserved youth in Egypt, Kenya, Nigeria and South Africa as part of its Corporate Social Responsibility commitment. Samsung will provide financial support and work with IYF to use cutting-edge technology and expertise to help address the employment needs of African youth.

2 Jakarta, Indonesia

His Royal Highness the Prince of Wales (*seated below*) attends a workshop and meets participants from the Young Entrepreneurs Start Up, a program of Indonesia Business Links that helps young people start their own businesses. Participants of IYF's Education and Employability Alliance program joined the event.



PHOTO COURTESY INDONESIA BUSINESS LINKS

3 Nanjing, China

IYF's Executive Vice President Peter Shiras leads employability workshop at the Fourth Session of the World Urban Forum, established by the UN to examine pressing global issues. Rapid urbanization and its impact on society was the theme

of this year's Forum, which attracted thousands of participants from NGOs, the academic community, governments and global organizations.

4 Sichuan Province, China

In support of the children whose schools were destroyed by the 2008 earthquake, Alcatel-Lucent is working with the China Youth Development Foundation to provide 14 temporary Hope Schools with book and video libraries and sports equipment—as part of Alcatel-Lucent's ongoing partnership with IYF. The additional resources will help students continue their schooling and regain a sense of normalcy.

5 Eastern Province, Sri Lanka

Graduation ceremonies are held for some of the 8,000 youth, many of whom live in conflict areas, who have completed their job training as part of an IYF initiative funded through USAID to boost employment among underserved youth. The Ministry of Education announced it will extend the program, with support from the Asian Development Bank.

AFRICA

6 Dodoma, Tanzania

IYF targets Tanzania's deaf community for HIV/AIDS prevention activities by providing specialized peer education training and educational outreach to this vulnerable group. The program is led by the local YWCA as part of IYF's Empowering Africa's Young People Initiative.

7 Nairobi, Kenya

Top corporate and government officials congratulate young women graduates of the IYF/Microsoft Youth Empowerment Program. The initiative has improved the employability prospects of more than 5,000 disadvantaged young men and women in Kenya, Nigeria, Senegal and Tanzania.

NORTH AFRICA/MIDDLE EAST

8 Casablanca, Morocco



IYF PHOTO

As part of the International Youth Day observances, U.S. Ambassador to Morocco Thomas T. Riley (*above left*) and USAID officials visit young beneficiaries of *Emploi-Habilité*. Participants were middle school dropouts before joining the program, which is part of IYF's USAID-funded Education and Employment Alliance.

9 Amman, Jordan

Under the Patronage of Her Majesty Queen Rania Al Abdullah, IYF convenes more than 140 senior-level government and private-sector

leaders and experts across the Middle East and North Africa to identify long-term solutions to the region's youth employment crisis. Participants in the event, hosted by the World Bank's Global Partnership to Promote Youth Employment and Employability, include Jordan's Minister of Labor and other top Jordanian government officials.

EUROPE

10 St Petersburg, Russia



IYF PHOTO

Start up activities begin (above) for IYF's Youth. Empowerment. Success. (YES) program, supported by Wrigley, that promotes leadership skills, community engagement and improved educational opportunities among youth in India, Philippines, Poland, Russia, and Spain.

11 Helsinki, Finland

The Finnish Children and Youth Foundation announces a 1.7 million Euros grant from the Finnish Ministry of Foreign Affairs to support youth employment and education programs in

Morocco, Ecuador
Peru and



Paraguay that will be implemented through IYF's global partner network.

12 Cluj, Romania

On International Volunteer Day, Nokia and IYF receive the Donor of the Year award from the National Volunteer Center, for successful youth development initiatives by the New Horizons Foundation, IYF's partner organization in Romania. The Nokia/IYF partnership supports community service clubs in schools in Cluj and a range of youth leadership and engagement programs worldwide.

LATIN AMERICA/CARIBBEAN

13 Medellín, Colombia

As part of the celebration of the Inter-American Development Bank's 50th anniversary, the Mayor of Medellín and IDB President Luis Alberto Moreno participate in an event to highlight the positive impact of IYF's *entra21* job training program on the lives of disadvantaged youth and its key support for collaboration with the private sector.

14 Lima, Peru

Top Caterpillar officials attend the launch of TECSUP, a job training program for underserved Peruvian youth (below) that is part of IYF's *entra21* youth employment initiative in Latin America and the Caribbean.



PHOTO COURTESY TECSUP

15 Caribbean

IYF announces a US\$1.5 million award to enhance job training for underserved youth in Jamaica, Granada, Antigua and Barbuda, through Youth:Work—a new mechanism with USAID that greatly expands IYF's ability to roll out youth employment programs worldwide.

NORTH AMERICA

16 Quebec, Canada

IYF's CEO Bill Reese and Program Director Ashok Regmi participate in the 4th World Youth Congress, where IYF was presented with the Youth Champion Award for its support of young social entrepreneurs worldwide.

17 Atlanta, United States

In December 2008, CNN International begins to broadcast a 60-second Public



Service

Announcement

(PSA) featuring YouthActionNet® Global Fellows leading a "What Can One Person Do?" campaign. The PSA was produced by Porter Novelli as part of its pro bono work with IYF.

18 Washington, DC, United States

IYF joins the Global Partnership to Promote Youth Employment and Employability, a new World Bank-funded consortium of the International Labour Organization's Youth Employment Network (YEN), the Child Protection Initiative of the Arab Urban Development Institute and the Understanding Children's Work Project to strengthen awareness around young people's transition to work. As part of its leadership role, the International Youth Foundation will invest in pilot programs in Jordan and Kenya to develop best practice models and strategies. **Y**

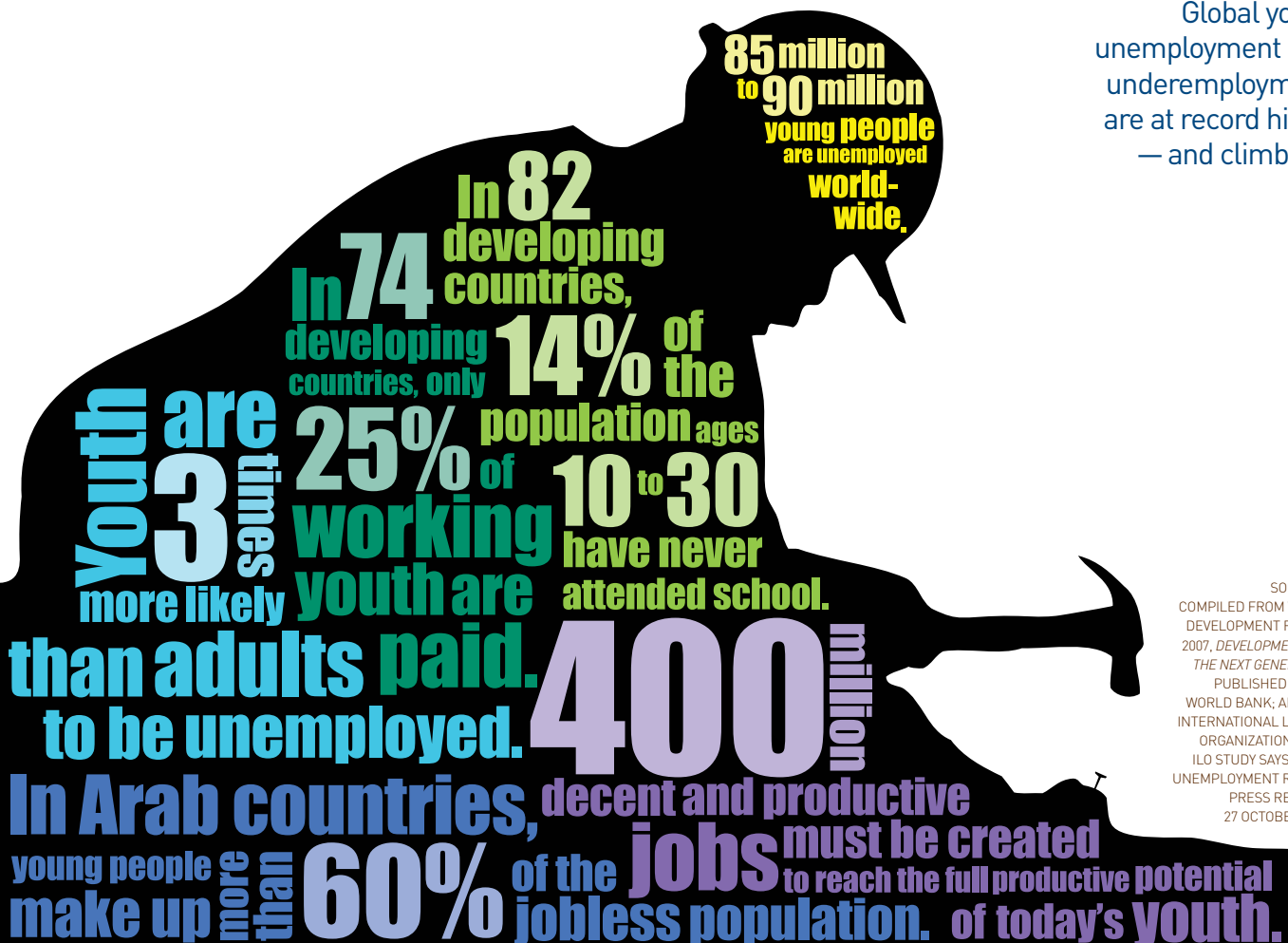
WORKABLE

Tackling the Youth Unemployment Crisis

By Sounds of construction work reverberate through the town of Nalapaan as 21-year-old Rahib Alagasi hammers down planks for a new roof. The houses he helps build will go to families displaced by the ongoing violence in this region of Mindanao, a war-torn island in the Philippines. The construction job has enabled Alagasi and his friends to make a remarkable turnabout. Just a year ago, Alagasi was one of many local young people who quit school and couldn't find a job. The child of a combatant in the armed insurgency, he faced additional hurdles to employment. "We used to hold and play with guns," he recalls. "Now we're holding hammers."

Youth Unemployment by the Numbers

Global youth unemployment and underemployment are at record highs — and climbing.



SOURCES:
COMPILED FROM WORLD
DEVELOPMENT REPORT
2007, DEVELOPMENT AND
THE NEXT GENERATION,
PUBLISHED BY THE
WORLD BANK; AND THE
INTERNATIONAL LABOUR
ORGANIZATION, "NEW
ILO STUDY SAYS YOUTH
UNEMPLOYMENT RISING,"
PRESS RELEASE,
27 OCTOBER 2006.

SOLUTIONS

ALAGASI'S JOB TRAINING PROGRAM IS PART OF a larger initiative helping at-risk young people across Mindanao become productive members of their communities. As a result, 2,600 youth know how to build houses, engage in organic farming, work in seaweed production or repair cars. More than 1,700 of them are now employed. Broad local and international support for the initiative includes Habitat for Humanity, the United Nations Development Programme (UNDP), Chevron, the International Labour Organization (ILO), the World Food Programme and the International Youth Foundation.

While similarly successful efforts are underway in communities worldwide, the number of jobless youth has escalated to crisis proportions. In announcing a dramatic increase in youth unemployment between 1995 and 2005, ILO Director General Juan Somavia warned: "Not only are we seeing a growing deficit of decent work opportunities and high levels of economic uncertainty, but this worrying trend threatens to damage the future economic prospects of one of our world's greatest assets—our young men and women."

Why does youth employment remain such an acute global problem? Which programs and strategies are effectively addressing it? What do emerging trends reveal about how to move forward? And, most important, what historic opportunities lie within reach by making the right investments?

Bulging Population







Demographics tell a dramatic story. Today, the world's youth cohort—1.1 billion young people ages 15 to 25—is the largest in human history [see map on next page]. Of this group, some 85 million to 90 million can't find a job. A staggering 300 million are working but earning US\$2 a day or less.

This "youth bulge" wraps itself around the center of the globe, with nearly 90 percent of today's young people growing up in developing countries where barriers to opportunity remain high. Significant strides have been made in basic education, but less progress has taken hold in secondary and vocational schools. The result: More youth drop out of school and society—and fewer graduate ready to join the workforce. Overall, young people are three times more likely to face unemployment than adults, with

the highest jobless rate (25 percent) among youth in the Middle East and North Africa.

Yet today's historic youth cohort also offers a rare opportunity to make meaningful headway in such critical areas as economic growth, political stability and global citizenship. Significant investments in job training and job creation would result in more young people employed or able to start their own businesses; more taxpayers paying into the system; more consumers helping to boost the economy and expand trade; and more young people positively engaged in their communities and having a voice in the future. These opportunities would also help reverse the downward spiral of hopelessness and anger that ignites conflict worldwide.

"Now, at least, the topic is high on the agenda of governments, donors and the private sector," says Markus Pilgrim, Manager of the Youth Employment Network (YEN), a coalition of the UN, ILO and the World Bank. "Companies recognize that if nothing happens, the current situation is a threat to the business environment." Pilgrim recalls attending a recent annual meeting of industrial leaders in Africa where attendees were asked to choose the most critical topic for discussion. The overwhelming response: youth employment.

Unemployed: Youth Outnumber Adults	
ARGENTINA	
INDONESIA	
SRI LANKA	
TURKEY	
UNITED KINGDOM	
USA	

Ratio of unemployed youth to one unemployed adult.

SOURCE: WORLD DEVELOPMENT REPORT 2007, DEVELOPMENT AND THE NEXT GENERATION, PUBLISHED BY THE WORLD BANK, TABLE A3, PP. 274-275.

Bulging Youth Populations

Median Age by Region

Population Ages 15–25	
WORLD TOTAL	1,176,550,000
AUSTRALIA	2,815,000
BRAZIL	35,343,000
CHINA	224,630,000
EGYPT	16,951,000
INDIA	218,813,000
INDONESIA	41,545,000
NIGERIA	28,590,000
RUSSIA	24,426,000
TURKEY	13,393,000
USA	42,935,000

SOURCE FOR LIST AND MAP: WORLD POPULATION PROSPECTS, 2006, POPULATION DATABASE, UNITED NATIONS POPULATION DIVISION

Sizing Up Success

A growing number of youth employment initiatives are making significant progress on the ground. The most effective strategies address the core issues of job training and placement, market analysis, entrepreneurship and measurable results.

Integrated training. Clear evidence—including a recent World Bank survey of youth programs—confirms the effectiveness of integrated employability training programs that utilize internships and job placement services. Also evident is a significant shift toward teaching “life skills”—interpersonal and communications skills such as teamwork, conflict resolution, decision making and time management—in addition to specific vocational competencies. “In our country,” says a corporate executive in the Middle East, “we still use archaic methods of instruction that discourage young people from asking questions or making independent decisions. Life skills training is filling that crucial gap.”

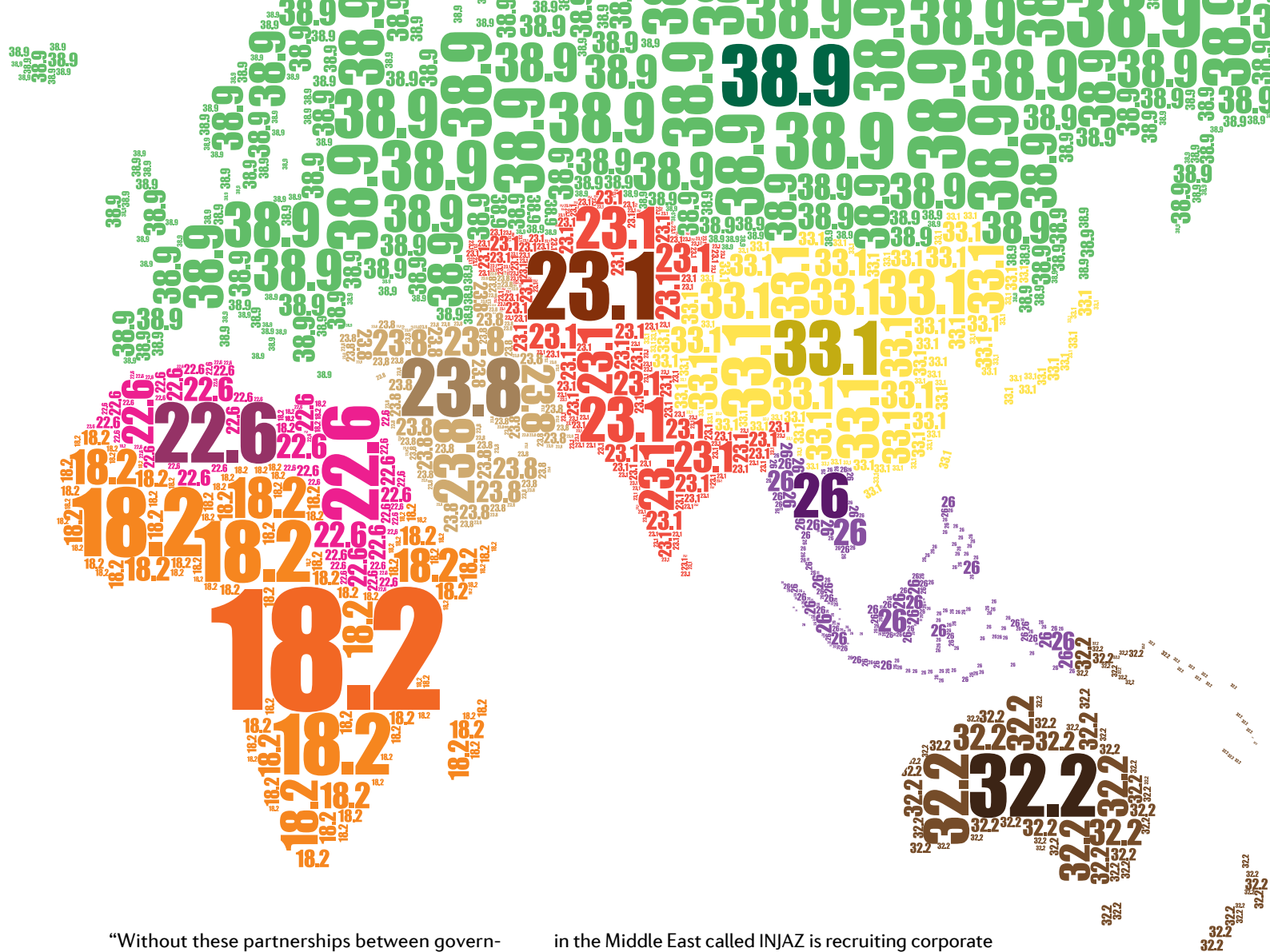
Susan Pezzullo, IYF’s Director of Learning, notes that the success of IYF’s job training and placement program for Latin American and Caribbean youth, called *entra21*, builds in part on the integration of life skills into job training initiatives. “Companies are looking for qualified employees who can learn on the job, come to work on time, have a positive attitude and communicate effectively with customers,” she says. “Youth need to know more than how to repair a computer to succeed.” IYF’s *entra21* program has grown steadily since 2001—with total investments to date of US\$78 million in nearly 50 projects across Latin America and the Caribbean. Approximately 62,000 underserved youth in 18 countries will have benefitted from a comprehensive

package of IT and life skills, employability training and job placement services.

Local connections. Market-based studies conducted before employability initiatives are launched help make sure job training programs satisfy the needs of local companies. This “dual customer” approach must meet the needs of both the young person being trained to find work and the employer seeking new workers with specific skills.

“One of the biggest challenges we face is building the bridge between what we teach and what industry requires,” says Jamal Haider, Senior Program Officer of the Rural Support Programmes Network in Pakistan. Aleksandra Vidanovic, recently the Executive Director of the Balkan Children and Youth Foundation, echoes the training gap concern. “Our young people, even university graduates, are trained in jobs where there is little or no demand,” she says. “There are thousands of craftsmen and lawyers in countries like Macedonia but not enough web designers or mechanical engineers.”

The emphasis on market demand has also prompted the private sector to assume a more prominent role in funding and co-creating youth job training programs. The list of global companies that have joined IYF’s workforce development initiatives—Caterpillar, Gap, GE, Merrill Lynch, Microsoft, Nike, Nokia, Oracle, Telefonica, Wrigley and most recently Samsung—continues to grow.



“Without these partnerships between government agencies, NGOs and small and big companies, we are not going to make real change,” says Akhtar Badshah, Senior Director, Global Community Affairs, Microsoft Corporation. Microsoft is working with IYF to boost employment prospects among underserved youth in Africa, including Kenya, Senegal, Tanzania and Nigeria, as well as in India, Morocco, Pakistan, Chile and soon Jordan.

Entrepreneurial spirit. Only 10 to 15 percent of young people have the skills and temperament to start and run their own businesses. Still, with so many local economies based in the informal sector, entrepreneurship can be an effective strategy to expand jobs among the younger generation. In Latin America, for example, small businesses make up about 95 percent of the region’s enterprises—with the informal economy representing up to 50 percent of the gross domestic product.

In response, investments in youth entrepreneurship are growing. Youth Business International (YBI) offers potential young entrepreneurs access to mentors, training and small loans. YBI plans to support 100,000 new youth-led businesses in the next few years that would create more than 1 million jobs.

Training and supporting young entrepreneurs is part of an IYF/Nokia initiative to enable victims of the 2004 tsunami in four countries to rebuild their lives and the local economy. And a business-led initiative

in the Middle East called INJAZ is recruiting corporate leaders to get more involved in mentoring and supporting Arab youth as entrepreneurs.

Though such initiatives are important and needed, more research is required to identify successful strategies in this relatively new field.

Meaningful measurement. With fewer resources and a brighter spotlight on efficiency, many donors, including the World Bank, USAID and global companies, are demanding tougher standards to measure the effectiveness of job development programs. A World Bank study claims that only a quarter of the programs studied worldwide had been evaluated for impact.

Numerous NGOs are taking heed. Mercy Corps, for example, measures access to employment or increased income. It’s also designing a Soft Skills Index (SSI) to size up programmatic impact on youth attitudes in terms of increased responsibility and attitude changes after training. To more clearly establish the effect its *entra21* program [funded through the Multilateral Investment Fund (MIF)] is having on youth employment in Latin America, IYF is financing impact evaluations that compare the results for youth who participate in the program with those who do not.

While these more rigorous evaluations will, in the long run, help expand resources for programs that really work, such monitoring and evaluation studies are time-consuming and costly.

“This worrying trend threatens our world’s greatest assets”

Targeting Investments

Emerging trends around youth employment—multi-sector alliances, scalable startups and knowledge sharing—suggest where future targeted investments can make the most difference.

Joining forces. Multi-sector alliances bring new partners and funding to the table—and maximize the impact of development programs. K. David Boyer, recently the Senior Advisor to the Administrator on Public-Private Partnerships at USAID, believes such strategies are the best way to address tough challenges. USAID’s Global Development Alliance (GDA), for example, has supported 680 multi-sector alliances over the past few years—involving 1,700 individual partners in the private sector. As a result, GDA has leveraged more than US\$9 billion in combined private and public resources to implement development projects worldwide. “At USAID, investing in youth is one of our major priorities,” Boyer says, “but we recognize that we cannot begin to tackle the job of educating, training and empowering the youth of the world without the contributions of other development partners.”

An example of the power of partnership is the Education and Employment Alliance (EEA)—an IYF initiative in the Middle East, North Africa and Asia supported through a USAID grant—that has generated more than US\$11 million in additional funds for youth employability programs in six countries. Those funds are the result of a strong multi-sector regional alliance that includes over 100 local and global companies and over 70 NGOs.

Starting small. Another interesting shift is the growing reliance on community-based organizations to develop innovative and tested strategies that governments or larger institutions can scale up. The World Bank and the private sector in general often look to NGOs for models that can expand to different regions of the world.

Explains Faiysal AliKhan, a Senior Advisor for Public Policy at DHL in Pakistan: “In my country, people in the development sector have better communications skills, better monitoring and evaluation strategies, closer ties to the community and often more exposure to international best practices than does the private sector.” He supports IYF’s work in Pakistan to strengthen ties between civil society organizations and the private sector—and maintains that greater collaboration would lead to more sustainable and effective youth employment programs in his country.

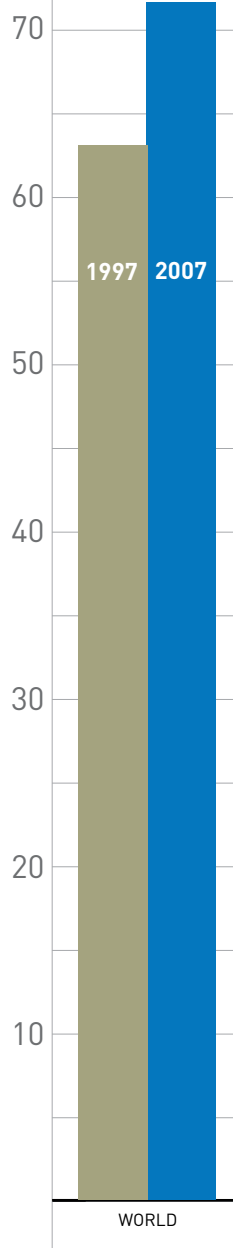
While not always easy, civil society organizations can also influence public policies. Alberto Croce, the Executive Director of *Fundación Sustentabilidad, Educación, Solidaridad* (SES), a youth-serving organization in Argentina, is working to persuade the country’s employment offices to designate a youth employment section. “We are finally making headway, and many of the employment offices have created youth sections,” Croce says. “But it took years and countless meetings to accomplish.”

Sharing knowledge. With the prevalence of global networks [see “Partners in Progress” article, page 18] comes increased opportunities to share best practices and lessons learned to benefit practitioners and policy makers alike. Explains YEN’s Pilgrim: “We do a lot of work to facilitate knowledge sharing so those who are doing similar work on the ground have the information and knowledge to have an impact.”

Communities across Africa, Asia and Europe have customized successful employability and life skills training programs, such as IYF’s “Passport to Success,” developed with GE, to meet their own needs. Ever-expanding communities of learning promote sound strategies and the replication of model programs.

Millions of unemployed youth

+13.6%



Change in Youth Unemployment 1997–2007

SOURCE: GLOBAL EMPLOYMENT TRENDS FOR YOUTH, 2008, INTERNATIONAL LABOUR OFFICE

ns to damage the future of one —our young men and women.”

—ILO Director General Juan Somavia

Looking Ahead

The barriers to long-term development are many: inadequate funding; insufficient education and training opportunities; and civil strife and political instability, to name a few. Add the current financial crisis, and the outlook appears bleak. “Looking ahead to 2015 and beyond,” says UN Secretary-General Ban Ki-moon, “there is no question that we can achieve the overarching goal [of poverty reduction] ... but it requires an unswerving, collective, long-term effort.”

For example, efforts to improve youth employment must include greater funding for schools and training, more investments to create small- and medium-sized companies and stronger bridges between school and work. More wage subsidies are needed, and particularly in developing countries, public works projects would begin to move the vast numbers of unskilled workers into jobs.

While hit hard by the recent economic crisis, the corporate sector understands the need to support job training and placement initiatives worldwide. The U.S. government also shows signs of a new urgency to facilitate progress. For example, a new assistance

mechanism within USAID, called Youth:Work [see sidebar below], is structured to allow USAID missions and bureaus to directly—and more rapidly—access IYF youth employability programs and services.

The bottom line. Preparing young people for employment and helping them join the job market requires all sectors of society to support a comprehensive approach to development that includes education, health and citizenship.

In a recent speech to university students in Washington, DC, Bill Gates offered an upbeat scenario even in the face of the global financial downturn. “We can keep moving toward a world where every child grows up in good health, goes to a good school and has opportunities waiting—as long as we stay confident about the future and keep investing in it.” Arguing for expanded resources in these key areas, he concludes: “When you begin to solve inequity, you decrease the number of problems and increase the number of problem solvers.” A more compelling case to reinvest in today’s youth cannot be made. **Y**

Christy Macy is Director of Publications at the International Youth Foundation.

Building on Success Through Youth:Work

Youth:Work is a five-year youth employability program that is implemented by IYF and funded by the U.S. Agency for International Development (USAID) through its Office of Urban Programs.

A “pre-competed” Leader with Associates (LWA) award, Youth:Work enables USAID bureaus and missions to easily access IYF’s proven youth employability programs, services and expertise.

Goal: to improve livelihood opportunities for disadvantaged youth worldwide by supporting

- Improved access to high quality, integrated training to increase youth employability
- Greater youth employability and entrepreneurship support services and networks
- Improved environment for youth employability (e.g., models, policies, practices)

Initial Progress Around the Globe

Jordan. A five-year US\$30 million initiative to improve youth employment and civic engagement among youth ages 15 to 24, in collaboration with Jordan’s Ministry of Social Development and other local multi-sector partners.

Caribbean. A two-year, US\$1.5 million program to provide 700 young people in Jamaica, Grenada and Antigua and Barbuda, with technical/vocational skills and complementary life skills to sustain their livelihoods.

Morocco. A six-month US\$100,000 pilot project to equip 100 youth with life skills and IT training that builds on tested models.

For more information, contact Awais Sufi, Vice President for Employability, at asufi@iyfnet.org.

YOUTH:WORK
Jordan

**CARIBBEAN
YOUTH
EMPOWERMENT**
A YOUTH:WORK PROJECT

**EMPLOI
Habileté**
A YOUTH:WORK PROJECT



IYF PHOTOS



EMPOWERING THE EXPERTS

JOHNSON & JOHNSON KNOWS THE BEST IDEAS OFTEN COME FROM WITHIN THE COMMUNITY

YOUth magazine spoke with Conrad Person — Director of International Programs and Product Giving, Corporate Contributions, at Johnson & Johnson — about the company's Corporate Social Responsibility (CSR) strategies, key lessons from the field and what inspires his passion for the job.

In December 2006, Johnson & Johnson joined the International Youth Foundation to support its HIV/AIDS prevention program in Uganda, Tanzania and Zambia. Empowering Africa's Young People Initiative (EAYPI) works through partner organizations to reach more than 500,000 youth and 200,000 adults with HIV prevention interventions, including peer education and community outreach.

The grant from Johnson & Johnson supports capacity-building initiatives in Zambia to strengthen youth peer-educator program activities, such as the distribution of educational materials and regular meetings with peer educators and their supervisors.

Through its corporate contributions, J&J supports health initiatives around the world. What is the company's core strategy in putting these programs into practice?

We are committed to developing community-based partnerships wherever we are actively engaged. In the case of Africa, this approach is particularly appropriate. One of the best ways we, as a donor company, can help is to identify and support individuals and groups that have found the impetus and the means to address health issues in their own communities. We want to work with the people who represent the ideas emerging at the local level because they are the ones whose commitment will persist. Even when faced with the inevitable rough patch, people who consider a program or service their own will persevere and offer their continued support.

What do you look for in a partner organization to carry out J&J's CSR initiatives?

Those of us on the corporate contributions side of the company represent a lean division with a small staff, so we have to be strategic in all we do. For instance, we do not tend to support "one-offs" or one-time-only partnerships and programs. Instead, we work to establish a relationship with an organization and grow it while continuing to clarify where our goals overlap. J&J also prefers partners who have a desire and an intention to establish real measurements around impact.

We especially value programs that leave a residual intellectual benefit in the community — such as health-related programs that not only train people but also train the trainers. That's so important because after a program "ends," that information stays in the community, along with the ability to transmit the knowledge to others. J&J wanted to work with IYF because, among other activities, it trains young people to become peer educators who can share knowledge with the entire community. IYF can also leverage new partnerships by bringing together a group of players who may have separate — but overlapping — goals and achieve consensus.

J&J's corporate contributions include product giving. How does that work?

Yes, contributing health-related products is a significant

part of our CSR efforts. For example, when a natural disaster hits, such as an earthquake or a tsunami, we donate health care products to experienced relief organizations that reach out to the victims. But real challenges arise when it comes to contributing the more complex health-related products. We have to be sure an appropriate distribution process is in place so only health care providers receive and are trained to use complex products.

For these reasons, J&J became a founding member of the Partnership for Quality Medical Donations (PQMD), an alliance of organizations committed to adhering to high standards when delivering medical products to underserved communities and disaster victims worldwide. We're interested in establishing best practices and policies for both the donor and the organizations receiving the products. We also encourage groups to document the health and socioeconomic impacts of these donated products.

What have you learned in your years at J&J that you would like to share with others in corporate philanthropy?

One key lesson, as I have mentioned, is that you can't walk in with a canned solution and expect it to gain

broad support. The best ideas come from within the community — from the people whose needs you've set out to address. Companies should also bear in mind that a small amount of money can make a big difference. My advice: Think small and act small until you get your footing. Some corporations invest relatively large sums with a clear vision of how they think an initiative will unfold and are disappointed if it doesn't take shape as planned. I am a believer in operating close to the ground when you're doing something new. When you're more experienced and have developed sound relationships, you can be more aggressive with your plans.

You've visited programs that J&J supports around the world. What are the most impressive moments that stand out in your mind?

When I visited the HIV/AIDS prevention program in Chibombo, Zambia, that we support with IYF, I sat beside the Senior Chief and watched young peer educators promote their health messages. They began by playing drums in the village square, to alert the villagers that something important was about to take place. Slowly, people started to gather around. The educational process was interactive, using music, dance and

“I watched as young peer educators began playing drums in the village square to alert the villagers that something important was about to take place.”



storytelling. I saw firsthand how peer educators share critical information about HIV/AIDS in the community—including the fact that your situation isn't hopeless even if you're infected. As impressive, they do it all without any payment. Hundreds of them are still active, long after their training, because they are committed to making a difference.


I left feeling confident that peer educators are powerful forces in the community, capable of teaching people not only about HIV/AIDS but about other important health issues as well. In fact, J&J has been exploring with IYF how we might be able to enlist these remarkable young people to educate communities about a broad range of health concerns.

How do you think the world's current financial crisis will affect corporate philanthropy?

Of course, every prudent company right now is thinking about how to manage resources most effectively. Yet I've never experienced tough times that didn't have at least some good results, as long as we see them as opportunities to be creative and re-shape our work in areas where we may have grown complacent. An

economic downturn can force us to be more innovative, look for alternative strategies and consider interesting partnerships.

My colleague Bill Lin, for example, is moving forward on a plan that our work with IYF helped inspire. The micro-enterprise program will supply girls in Kenya with reusable sanitary napkins—and address a major reason adolescent girls there drop out of school. One day I heard a young girl talk to a group of some 300 peers about how her family had to make the most of every shilling, sometimes only having enough money for basic food. She smiled broadly as she spoke about having soap to wash her reusable napkins and, thus, being able to stay in school. The girls around her clapped their hands and cheered her on as she spoke. We probably can't provide everything this child should have, but we can remove significant obstacles from her path. We can make it possible for a determined child to meet her goals.

For those who think that small things don't matter, they do. 

For more information on Johnson & Johnson's Corporate Social Responsibility programs, please visit the company's website at www.jnj.com/connect/caring.

IYF's HIV/AIDS prevention program in Zambia has trained 2,330 individuals in peer-to-peer education, parent-to-child communications and community advocacy through music, dance and drama. Through these activities, the Empowering Africa's Young People Initiative (EAYPI) has benefited more than 67,800 individuals in that country. PHOTO BY BEATRICE SPADACINI; (INSET) COURTESY JOHNSON & JOHNSON



Conrad Person applauds EAYPI peer educators as they deliver their health message.

With IYF, collaboration is organic.

NOKIA



GE Foundation

SYLVAN/LAUREATE
FOUNDATION

Alcatel-Lucent



PEARSON
Foundation



aramex

CATERPILLAR®

Johnson & Johnson

WRIGLEY

Kellogg's



Microsoft®

Many Minds. Singular Results.

Coca-Cola



Deutsche Bank



ORACLE®

Gap Inc.



IYF works with companies—big and small—co-creating Corporate Social Responsibility programs to improve young people's lives. Since 1990, IYF has helped these visionary businesses—and many others like them—implement effective, sustainable and scalable solutions that deliver results. Corporate partnerships are critical building blocks upon which youth worldwide can reach their full potential and build a future with confidence. IYF makes it happen.

Join Us.

To learn more, visit www.iyfnet.org



realizing the power & promise of young people

Effectively Global.

IYF Partner Network: A Growing Force for Change

By On the balcony outside a large hotel conference room in Istanbul, Turkey, a small group of leaders from youth-serving organizations in South Africa, Egypt and Pakistan carry on an animated conversation about how to secure private-sector support for their various job training programs for disadvantaged youth.

2008
US\$157.5 mil
756 grants

ONE OF THEM IS SCRIBBLING NOTES ON A NAPKIN. Between inhaling coffee and an occasional cigarette, they describe the failures and successes of their efforts and prepare to present them to the larger meeting of the International Youth Foundation's global partner network about to reconvene inside.

One of the most striking phenomena of the past 50 years has been the rise of citizen-based organizations and the resulting shifts of power and resources toward local communities and citizens worldwide. With this trend has come the dramatic growth of global networks where diverse organizations work together around a single mission or shared commitment.

These associations have enormous diversity — as communities of practice, knowledge and learning networks, advocacy-driven groups and service-delivery systems. Their shared interests run the gamut from HIV/AIDS prevention to saving the whales to pressing for greater investments in girls' education. While some are highly structured and managed from the top down, others are more horizontal, with grassroots leadership. The advent of new technologies has facilitated the development of "virtual" networks, yet many continue to function the old-fashioned way, collaborating directly with each other in the field.

Where does the International Youth Foundation's global partner network fit into this larger landscape? What does it seek to accomplish? Who are its members and what value does the network add to their work?

2002
US\$87.7 mil
422 grants

IYF's Global Evolution

At IYF, we believe those closest to the challenges facing young people in their communities are those best suited to address them. Our core strategy since IYF's founding in 1990 has been to work through well-known and highly regarded youth-serving organizations worldwide. Together, we collectively build our capacity to design and implement donor-funded activities.

In the first few years, IYF moved deliberately — building up its expertise, developing its donor base and establishing partner organizations around the globe. Since 1998 the tempo has shifted, with IYF greatly expanding its global partner network of solid, sustainable organizations.

Today the network covers 70 countries with IYF working with nearly 170 youth-serving organizations — recognized for their expertise in youth development and their commitment to best practices. Members include Thailand's national coordinating body for children and youth, a youth leadership organization in Nigeria, Peru's leading advocacy group to end drug abuse and a corporate foundation in India.

"Our partners are the heart and soul of IYF," says Peter Shiras, Executive Vice President at IYF. "They are an extraordinary group of leaders and organizations whose passion for the cause and expertise and professionalism in the field make this network such a powerful force for change worldwide."

1997
US\$38.6 mil
137 grants

1991
US\$346,500
3 grants

Since it was founded in 1990, IYF has grown its investment in young people by a whopping 450%. After just over a year in operation, IYF had issued 3 grants to 3 partners in 3 countries, totaling US\$346,500*. Seventeen years later, the numbers are impressive: 756 grants to 169 partners in nearly 70 countries, for a cumulative total of US\$157.5 million†.

*Cumulative grant statistics as of December 31, 1991 †Cumulative grant statistics as of December 31, 2008



Appropriately Local.

The Benefits of Membership

One of the core benefits of any network is the opportunity to share and apply the collective knowledge and innovations of its members to strengthen their ongoing programs and to help design new ones. For example, *entra21*, IYF's signature employability initiative in Latin America, is widely recognized by the World Bank and USAID as a model for successfully preparing underserved youth for the job market.

Today, organizations throughout the IYF network are using *entra21*'s model to launch similar job training programs in Africa, the Middle East and other areas. According to Andrew Kitwumbo, Regional Director of

the Vocational Education and Training Authority in Tanzania: "IYF's rich experience and knowledge about programs that its stakeholders have available, which are already researched and tested, means we don't have to reinvent the wheel."

The capacity to identify and build upon best practices is what also attracts leaders in the public and private sectors. "Why is the World Bank interested in what this partner network does?" asks Robert Holzmann, Sector Director for Social Protection & Labor at the Bank. "Because we need to know what's working and what's not working in the critical field of poverty reduction and issues like youth employability. IYF and its partners have so much knowledge that we can tap into."

A network can also serve its members by promoting standards of excellence in programming that strengthen organizational development. IYF dedicates significant resources and staff to building the capacity of its members as they seek to improve their own financial, operational and program-based best practices. This focus on capacity building, according to Ray Dean Salvosa, Managing Director of the Consuelo Foundation in the Philippines, has provided a model for how his Foundation was able to expand and deepen its work with Filipino youth.

"The Consuelo Foundation followed IYF's example and began to build relationships with more than 100 NGO partners across the Philippines, providing them with technical support, training and contract funds to co-develop programs for implementation." This strategy, he says, "enables Consuelo to act as a catalyst for change in the Philippines and have a far greater impact."

Amplifying the collective voice of a particular cause by raising the visibility of an issue and reshaping the public debate clearly benefits a network's membership. IYF seeks out a range of platforms to make the case for investing in young people. We played a key role in shaping and publicizing the 2007 *Development and the Next Generation*, the first such



Delegates of the global partner meeting in Istanbul, Turkey, make a site visit to Dreams Workshop, a program of the Nokia-IYF Global Youth Development Initiative.



PHOTO BY SHEILA KINKADE

report in the World Bank's history to focus exclusively on the challenges facing today's youth and the programs most effectively addressing them.

Similarly, IYF collaborates with the *Financial Times*, which publishes a Special Report every other year that raises public awareness around youth issues within the global business community. Speaking at international conferences also helps position IYF and members of the network as thought leaders in the field, whether that means keynoting a USAID employability conference in Washington, DC, or joining education experts in Qatar to explore innovative strategies for success.

The ability to bring additional funds and partners to the table is essential for any network to advance its cause and reach. A recent example of the leveraging power of IYF's network is the decision by the Finnish Ministry of Foreign Affairs, working through IYF partner Finnish Children and Youth Foundation, to donate 1.7 million Euros [US\$2.25 million] in support of network members in Ecuador, Morocco, Paraguay and Peru. Over the years, IYF has served as a catalyst for mobilizing such funds — raising some US\$250 million to support partner-implemented programs around the world. Global companies and lending institutions value the global network for this ability to deepen impact on the ground. Says Akhtar Badshah, Senior Director, Global Community Affairs, Microsoft Corporation: "Microsoft chooses to work with IYF in many countries because it is an effectively global and appropriately local organization."

"IYF AND ITS PARTNERS HAVE SO MUCH KNOWLEDGE WE CAN TAP"

— Robert Holzmann, Sector Director for Social Protection & Labor, World Bank

Moving Forward

Like any alliance, the IYF global partner network faces a range of challenges as it looks to the future. How do we remain effectively engaged when there are insufficient funds to come together regularly as a group? How do we address language differences in a network that spans the globe? What are the best communication platforms? How can we become a more powerful force for change and help address the deeply compelling issues that divide communities across different cultures and beliefs?

IYF and its network members have grappled with such questions for some time and continue to seek answers. One solution with great potential is to develop more regional networks of practice — like the one created by IYF's Latin American partners — as a way to coordinate advocacy and action around a common regional issue such as youth unemployment.

Another tactic is for members to learn from each other in a more sustained way, through extended job shadowing in each other's organizations. Yet in the end, personal relationships built over time are the "glue" holding this network and so many others together.

After the final presentation at IYF's global partner meeting in Istanbul, the crowd spills out into the corridors. Dinner plans are discussed, hugs are exchanged. A separate meeting is scheduled to plan the launch of a new IT program in Africa. One partner from Morocco races off to the airport with a new recruitment strategy for her women's clothing cooperative. A program officer thumbs through a pile of recently collected business cards that he hopes will help him expand a health initiative in India. In the midst of it all, a few stop to contemplate what they've gained over the past three days.

"It's what we learn from each other, in small groups and over drinks and coffee," says one partner, "that makes this such an extraordinarily rich and meaningful experience." **Y**

Christy Macy is the Director of Publications at the International Youth Foundation.

Harnessing the POWER of TECHNOLOGY for Rural Education

BY THE
HONORABLE
JUMANNE A.
MAGHEMBE

A TOTAL OF 150 SCHOOLS ARE PARTICIPATING IN the pilot phase of a project designed to harness the power of technology to fill critical gaps in education in Tanzania. Called *Elimu kwa Teknolojia*, or “Education through Technology,” the initiative uses cell phone and digital technology to increase the quality of instruction in schools and increase achievement among primary school pupils in math, science and life skills.



More than 1,240 teachers have been trained to use the Bridgeit technology and develop more interactive classroom activities. As a result, some 24,890 students in 150 schools across Tanzania are already benefitting from enhanced learning opportunities.

PHOTOS (LEFT TO RIGHT) BY JOSEPH MATTOGORO, FARIDA NYAMACHUMBE AND JOSEFINA NATIVIDAD



HOW DOES IT WORK? IMAGINE A GROUP OF 50 FIFTH-GRADE students assembled for a math class. At the front of the classroom is a television. Following a brief introduction by their teacher, the students watch as a short video — broadcast on the TV from a mobile phone — shows them how to calculate the circumference of a circle and create a pie chart. Afterward, students respond to questions posed by their instructor.

An adaptation of the successful Bridgeit program in the Philippines, *Elimu kwa Teknolojia* is being supported through a US\$2 million grant from the U.S. Agency for International Development (USAID) and implemented by the International Youth Foundation in close partnership with the Tanzania Ministry of Education and Vocational Training (MoEVT). Other partners include: the Forum for African Women Educationalists (FAWE), Nokia, Nokia Siemens Networks, the Pearson Foundation and the Vodacom Foundation.

By April 2009, more than 24,000 primary school students and 1,200 teachers had been reached through the initiative. In both urban and remote rural areas, where teachers often lack access to further job training opportunities and where one book can be shared among five to 10 students, *Elimu kwa Teknolojia* offers a potentially low-cost and scalable solution to such challenges.

TOWARD A VISION FOR THE FUTURE

Elimu kwa Teknolojia is one component of a comprehensive national strategy being spearheaded by the MoEVT to improve the quality and accessibility of education and to prepare young Tanzanians to assume their roles as productive, fully engaged citizens. As educators, we recognize that education holds the key to reducing poverty, improving health, creating a competitive economy and enhancing the quality of life for all Tanzanians.

Current education reform measures incorporate a range of policy initiatives focusing on macro-economics, poverty eradication, higher education, vocational training and science education. Guiding these sector-specific policies is Tanzania Vision 2025, a framework put forth in 1995 for achieving high levels of human development in the nation by the year 2025. This vision for Tanzania's future centers on five key attributes: peace, high-quality livelihoods, good governance, a well-educated people and a competitive economy capable of producing sustainable growth and shared benefits.

An important step toward realizing the nation's goals for 2025 is the National Strategy for Growth and Reduction of Poverty (NSGRP), known in Kiswahili by the acronym MKUKUTA. The NSGRP seeks to contribute to the realization of the Millennium Development Goals as internationally agreed upon targets for reducing poverty, hunger, diseases, illiteracy, environmental degradation and discrimination against women by 2015.

Given the critical importance of education in achieving these goals, MoEVT's mandate is taking the appropriate steps to get there. Our key priorities, as articulated in the Education Sector Development Programme, are: decentralizing the management of educational institutions to increase efficiency; enhancing teacher training and the provision of adequate learning materials; promoting science and technology as a means of enhancing job readiness; and engaging the private sector in innovative means of strengthening both formal and non-formal education.

FOCUS ON PRIMARY EDUCATION

In keeping with the Education for All movement, first established in 1990 and dedicated to universal basic education, a central focus of our efforts is improving



“Elimu kwa Teknolojia is one component of a comprehensive national strategy to improve the quality and accessibility of education and to prepare young Tanzanians to assume their roles as productive, fully engaged citizens.”

primary education, particularly in rural areas. Seventy percent of education resources from 1998 – 2015 are devoted to this critical area, with the goal of achieving universal primary education by 2010. While noteworthy gains have been made in recent years — with net enrollment having increased from 59 percent in 2000 to 97 percent in 2008, significant challenges related to educational content and school retention remain.

The reasons for limited school retention are many and range from poor infrastructure and crowded classrooms to a lack of qualified teachers and limited school supplies. It is against this backdrop that the MoEVT began pursuing the use of Information Communication Technologies (ICTs) to expand educational opportunities and enhance the quality of content delivered.

OPPORTUNITIES AND CHALLENGES

Part of what makes *Elimu kwa Teknolojia* so compelling is the coming together of multi-sector partners around a common goal. This leveraging of resources and expertise will enable us to reach greater numbers of young people with quality educational materials through a relatively low-cost delivery system. Moreover, through the successful implementation of Bridgeit in the Philippines — where nearly one million pupils have been reached in rural and urban schools since 2003 — we benefit from the adaptation of a proven model.

However, we recognize that Tanzania presents its own set of challenges in implementing a technology-based solution. Among these is the lack of electricity

in many rural schools, particularly in the western regions, and poor infrastructure, which inhibits the transportation of equipment. Given these limitations, we opted to focus first on rural, and some urban, schools with electricity, with the hope of harnessing solar power to meet energy needs in the future.

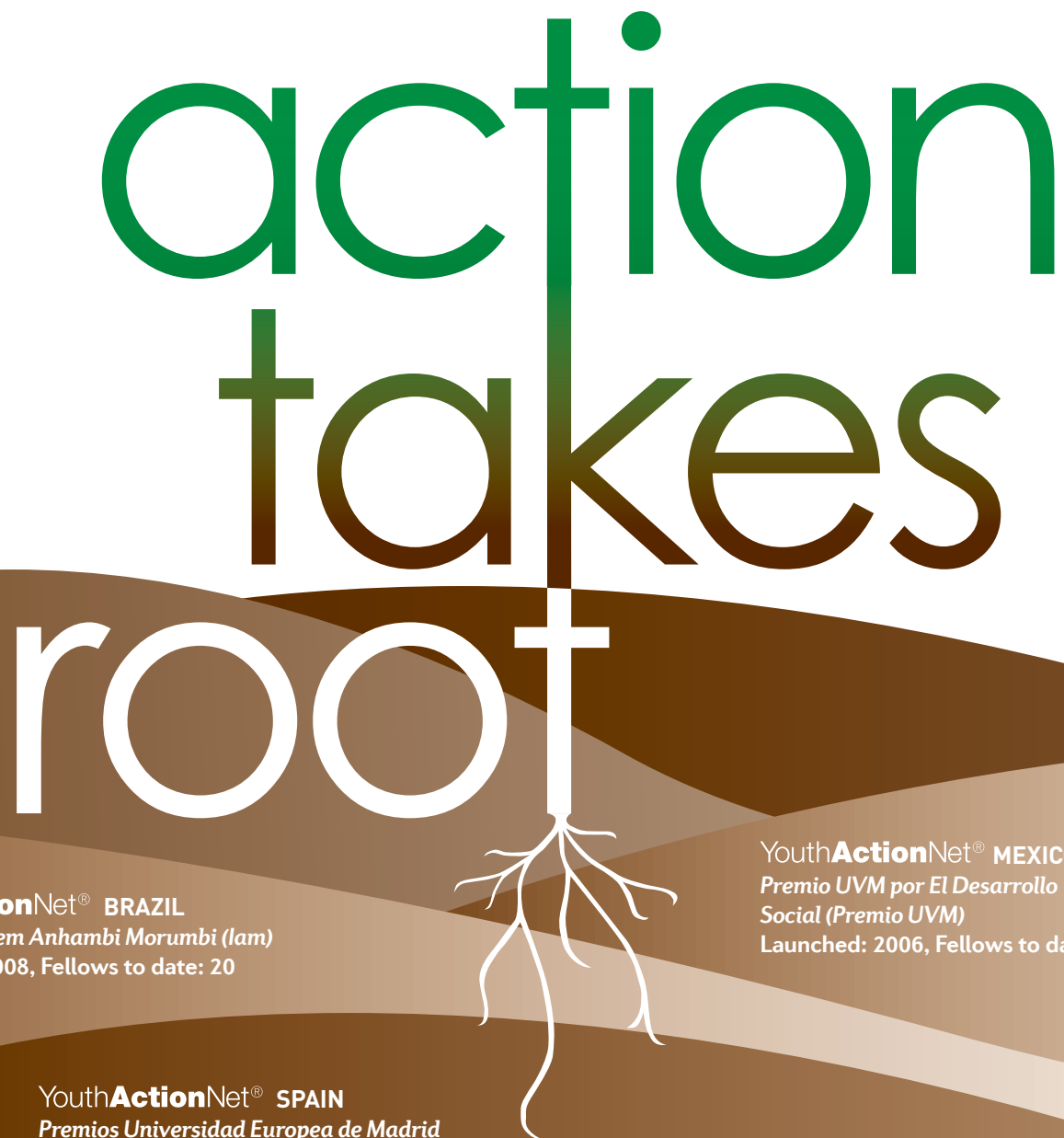
Another challenge has been the need to adapt or create video content appropriate to the educational needs of Tanzanian children. As a first step, we gathered key stakeholders — MoEVT representatives, educators and curriculum experts — to identify needs and review existing digital materials. Where video content was available from the Pearson Foundation and the Bridgeit initiative in the Philippines, it was translated into Kiswahili. New content — including more than 100 math, science and life skills videos — is also being created to meet national curriculum requirements. For example, science segments were produced with a focus on HIV/AIDS education. Similarly, life skills videos are being made, emphasizing personal responsibility and healthy decision-making with the goal of empowering girls to stay in school and become successful.

A teacher-training component equips teachers with the skills necessary to engage students through participatory and interactive methodologies. Our goal is that teachers will use the videos and accompanying lesson plans as tools to become better teachers.

Following the pilot, we seek to scale up the program nationally within the educational system in order to reach the greatest possible number of children and teachers. **Y**

The Honorable Jumanne A. Maghembe is Tanzania's Minister of Education and Vocational Training.

action takes root



Youth**Action**Net® **BRAZIL**
Iniciativa Jovem Anhambi Morumbi (Iam)
Launched: 2008, Fellows to date: 20

Youth**Action**Net® **SPAIN**
*Premios Universidad Europea de Madrid
Jovenes Emprendedores Sociales*
Launched: 2008, Fellows to date: 10

Youth**Action**Net® **MEXICO**
*Premio UVM por El Desarrollo
Social (Premio UVM)*
Launched: 2006, Fellows to date: 45

IYF's Global Youth Leadership Program Goes Local

By
SHEILA
KINKADE

Since 2001, with support from Nokia, IYF's YouthActionNet® program has provided 140 youth leaders from 55 countries with critical leadership training and practical skill-building to help them build the capacity of their own nonprofit organizations. Today, this highly successful global program is taking root at a national level, offering potentially hundreds more young leaders in their own countries the skills, opportunities and recognition to drive change in their communities.

RICH, CREAMY, MOUTH-WATERING CHOCOLATE.

No matter where you live, it's a cherished commodity. For Raúl Armando López Garcés, 24, chocolate is also a tool for helping Mayan women in Mexico rise out of poverty. Raúl founded Chocolate Maya, a social enterprise, to train and equip low-income women to make artisanal, organic chocolates. Their creations are now tickling the taste buds of consumers throughout the nation and beyond.

Similarly, 28-year-old Camila Forero came up with the idea of training Roma women in Madrid, Spain, to make fashionable apparel out of discarded clothing and fabric. Camila knew that these women, long alienated by society, possess a gift for working with a needle and thread. Through her *Romihilo* initiative, Camila has helped more than 60 women pursue a path toward gainful employment.

Both of these young social entrepreneurs were selected in 2008 as National YouthActionNet Fellows in their respective countries. A program of the International Youth Foundation, YouthActionNet works—globally, nationally and virtually—to support young leaders and their innovative approaches to solving urgent challenges. In Brazil, Mexico and Spain, IYF has joined with the Sylvan/Laureate Foundation and the Laureate International Universities network to create national youth leadership institutes.

Youth social entrepreneurship is fast gaining attention and support. According to Douglas L. Becker, Chairman and CEO of Laureate Education, Inc., “Many of the Laureate-supported YouthActionNet social entrepreneurs have found creative and effective solutions to local and global social challenges. These young innovators combine a deep commitment to their communities with a results-oriented focus on their work, which yields remarkable results.”

Celebrating Brazilian Youth

In Brazil, the local YouthActionNet institute, known as the *Anhembi Morumbi Youth Initiative (Iam)*, is run by Anhembi Morumbi University. Since it was launched in 2008, Iam has to date honored 20 young social entrepreneurs throughout greater São Paulo. Fellows complete 250 hours of training over four months in areas such as business plan development, project management and communications. They are also eligible to receive monetary awards.

In just a short time, the Iam Fellows have inspired dozens of university students and professors to get involved in their projects. Young graphic designers are helping with communications materials; film students are producing videos of the Iam Fellows. Professors from various departments—marketing, business and communications—also contribute their time as trainers, with the university covering their salaries as part of its social-responsibility mandate.

“We’re extremely pleased with the way Iam



Fellows are mobilizing the school community,” says Mauricio Homma, the university’s Social Responsibility Coordinator. “Participants in these projects not only produce a tangible social benefit but have fun working as a team toward a shared goal.”

One university class adopted a project led by 27-year-old Iam Fellow Paula Monteiro Takida. Paula launched *Favela Attitude* to promote a spirit of social responsibility among youth growing up in the Real Parque and Jardim Panorama slums. Since 2004, the youth have hosted cultural activities—incorporating documentary videos, hip-hop music and dance—that have reached more than 8,000 community members. Anhembi Morumbi University students have assisted Paula’s project with brand management and website development.

An Entrepreneurial Ripple Effect

“It’s a win-win for the universities and the Fellows,” says IYF Program Manager Karen Phillips. “Students studying communications, for example, have the chance to apply what they’re learning in real-life settings and to contribute to social change in the communities where they live. Fellows benefit from specialized expertise at no cost.”

In 2009, additional YouthActionNet Institutes are planned for Australia, Haiti and Israel. Through national and global Fellowship programs, YouthActionNet seeks to train and support more than 1,000 young social entrepreneurs globally over the next five years. **Y**

Sheila Kinkade is Marketing and Communications Manager at the International Youth Foundation.

Raúl Armando López Garcés (above left), 24, started *Maya Chocolate*, a social enterprise, to help low-income women in Mexico rise out of poverty.

PHOTO BY
RÁUL ARMANDO
LÓPEZ GARCÉS

Starbucks: Investing in Today's Young Leaders



With support from the Starbucks Foundation, Unite For Sight is training villagers in Ghana to serve as eye health workers.



Low-income children in Haiti (top) receive meals and educational support through the Last Best Hope project, founded by 2008 YouthActionNet Fellow John Miller Beauvoir.

Out-of-school youth in Melaka, Malaysia (above), learn key life skills through the SOLS training center, a Starbucks grant recipient.

PHOTOS BY JOHN MILLER BEAUVOIR, JENNIFER STAPLE, RAJ RIDVAN SINGH

JOHN MILLER BEAUVOIR, AGE 26, STARTED the "Last Best Hope" project in Haiti to provide disadvantaged children with classes on civic education, environmental awareness and healthy living.

"Our goal is to break the cycle of illiteracy that plagues our communities and to help young people become active citizens," says John. "We're setting an example of what young people can achieve when they decide to take action."

Now, with support from the Starbucks Foundation, John is expanding his efforts to reach 300 additional children on the Haitian island of Gonâve.

John is among 25 young leaders in 17 countries to receive grants through the Starbucks Foundation, which has pledged to support young people taking action in their local communities through its Starbucks™ Shared Planet™ commitment to communities. The

grantees were chosen through a competition launched in 2008 by IYF and the Starbucks Foundation in order to make grants available to young leaders who have completed IYF's YouthActionNet Global Fellowship [see pages 24–25].

Another grant recipient, 2004 YouthActionNet Global Fellow Jennifer Staple, founded Unite for Sight (UFS) to improve eye health and eliminate preventable blindness around the world. UFS is using its US\$15,000 grant from the Starbucks Fund to train villagers in Ghana to serve as eye health workers, who in turn will reach 86,000 patients annually.

Ranging from US\$5,000–\$15,000, the Starbucks grants total more than \$300,000. To learn more about the Starbucks Foundation's commitment to supporting young people making positive change, visit: www.youthactionnet.org and www.starbucksfoundation.com/sef. SK

Staying Up-to-Date on Youth Development

How does teaching young people to express themselves creatively enable them to develop innovative solutions to age-old problems? What have we learned about recruiting local business support for youth job training initiatives? Which strategies are most effective in creating sustainable employment among youth in post-conflict regions? IYF helps you answer these and other questions by highlighting publications, studies and websites devoted to progress in youth development.

SHARING KNOWLEDGE

Three recently released editions of *FieldNotes* offer model strategies based on the experience of IYF partner-delivered programs worldwide.



Nurturing Young People's Creativity promotes the often neglected benefits of developing the creative capacity of today's youth as a way to help them express themselves and contribute to society.

Peer Educator Retention Strategies offers helpful tips and insights into how to recruit—and retain—young volunteers.

Working with the Business Sector to Advance Employment recommends practical ways to engage the private sector in youth employment initiatives, drawing on IYF's experience in Latin America with the *entra21* program.

In **A Framework for Integrating Reproductive Health and Family Planning into Youth Development Programs**, IYF puts the focus squarely on adolescent health. The report aims to help build the capacity of nongovernmental organizations



to address the critical health challenges facing today's youth.

To download these and other IYF publications, go to www.iyfnet.org.

YOUTH DEVELOPMENT AROUND THE WORLD

Education for All: Global Monitoring Report 2009 warns that “unacceptable” national and global education disparities are undermining efforts to achieve international development goals. To learn more about this study, “Overcoming Inequality: Why Governance Matters,” go to www.unesco.org.

Coming of Age in a Globalized World: The Next Generation, by J. Michael Adams and Angelo Carfagna, explores the significance of global citizenship in a world with diminishing borders and highlights the role of education in a society that constantly faces change and conflict. To order, go to www.kpbooks.com.

A May 2008 report, **United Nations Policy for Post-Conflict Employment Creation, Income Generation and Reintegration**, examines the key challenges and opportunities in getting people back to work in post-conflict areas. A supplement offers recommendations for designing effective employment and reintegration programs specifically for young people. For more information, go to www.ilo.org.

In a recent Education Development Center report, **Involving Young People in Efforts to Combat HIV/AIDS in Africa: The Importance of**

Income-Generating Strategies, authors Wendy Santis, Laurie Rosenblum, Cheryl Vince Whitman and Anthony Bloome explore the role of youth engagement and income generation in mitigating the spread of HIV/AIDS. For more information go to www.edc.org.

Tom Watson, author of **CauseWired: Plugging In, Getting Involved, Changing the World**, tells the story of what people do online to try to change the world for the better, including tips on how online communications like blogs, text messages and Facebook are changing how people respond to efforts to help others. Published by John Wiley & Sons. For more information go to www.wiley.com.

Reaching Common Ground: Culture, Gender, and Human Rights is the theme of the *State of the World Population 2008 Report*, the UN's Population Fund flagship publication. A Youth Supplement underscores the value to young people of protecting the culture in which they grew up. For more information, go to www.unfpa.org.



Education and Employment in OECD Countries, by Steven McIntosh, assesses the impact of education on employment outcomes, using economic data. It explores the relationship between education received and labor market outcomes within OECD countries, focusing on employability. For more information, go to www.iiep.unesco.org. **Y**

Xie Xiaoyun, Age 17

Beijing, China

My mother has always said that for every problem there is a solution. I think her sense of optimism has kept our family going through hard times. I grew up in a small village in Anhui province in Southeast China, and my parents worked in the field. But when I was five, we moved to Beijing hoping to find a better life. When we settled in the city, we learned that children from other places had to pay higher tuition than local students to attend regular school. My parents couldn't afford the fees, so I went to Qing Lian, a school for migrant workers' kids.

Discrimination against migrant workers is still a widespread problem in China, even though the government has taken many measures to solve it. The labor rights of migrant workers like my parents are not protected, and their kids have few opportunities to receive more education. So it's hard for migrant families to become citizens in these cities. Because of this discrimination, my parents had difficulties finding employment and took every small job they could find.


I thought poverty would never go away, no matter how hard I worked or studied. When my dad was hit by a truck coming home from work, my parents wanted to return to our hometown. But we decided to stay, firm in our belief of a better tomorrow. Dad recovered, but right before the 2008 Olympics, he lost his job again. Now my mother supports the family by preparing lunch boxes.

The best thing that has happened to me in Beijing is that I enrolled in the BN Vocational School (BNVS). It has become a family to me. I chose BNVS because my parents could not afford high school tuition and BNVS was free. To be honest, I was disappointed when I first saw the school. I asked myself: "How can this place—a plain three-story building with narrow hallways—be called a vocational school?" But soon I felt at home.

Vocational education wasn't as simple as I had imagined, and some skills were tricky to grasp. But here at BNVS, each student has a tutor to help us in our studies, listen to our stories and help solve our problems. All test scores are kept confidential as our teachers want us to focus on what we learn, not our grades.

As a school supported by charity, BNVS teaches every student to be grateful to those who help us and to know how to give back. I remember helping to raise money for victims of the Sichuan earthquake. I sold 60 newspapers with my partner, and it was my first time standing on the street and talking to strangers. My lesson from that day was to pass love forward, like the Olympic torch relay.

I feel thankful to have learned so many things that will benefit my future and am confident I will find my place in this city. At school, I have enrolled in the property and hotel service training and have been hired as an intern to do room service and cleaning at a local apartment building. By working hard every day, I can show my gratitude to the school and to society—and ease the financial burdens on my parents. I believe perseverance opens the door to opportunity and helps us face our difficulties while keeping our ideals. **Y**



Xie sold newspapers to raise money for earthquake victims. She is one of 900 students in China benefiting from IYF's partnership with the Tiger Woods Foundation through scholarship support.

PHOTO COURTESY BNVS

JOIN US.

www.iyfnet.org

With your help, more young people can benefit from IYF programs.

Since 1996, Brown Advisory has supported IYF in more ways than one. In addition to being IYF's investment advisor, Brown has also been an IYF donor. Last year, in a creative giving campaign, Brown made a donation in lieu of a holiday gift exchange with their major clients. Brown employees are contributing too.

"My wife and I are long-term IYF supporters. We've seen their programs in action. The IYF model works—they're making a real difference."

Greg Barnhill,
Partner
Brown Advisory

Back row: Mike Hankin, Eben Finney
Middle row: Paul Corbin, Jon Price
Front: Greg Barnhill



**We can keep moving
toward a world where
every child grows up in
good health, goes to a
good school and has
opportunities waiting—as
long as we stay confident
about the future and keep
investing in it.**

—Bill Gates, December 2008