



# YES Kenya 2006

Patron: H.E. Mwai Kibaki, President of Kenya

*Creating Markets... Unleashing Entrepreneurship*

## A Learning Summit...

Committed to Fulfilling the Millennium Development Goals (MDGs)



13-16 September 2006  
Nairobi, Kenya

*Hosted by :*



*Government of Kenya*



I am proud to be associated with so many distinguished leaders from more than 120 nations. Together, we have launched a decade campaign of action to enhance employment opportunities for youth all over the world

*-William J. Clinton, (Co-Chair YES Alexandria 2002)*

## Overview of the YES Campaign

In September 2002, under the joint chairmanship of President Bill Clinton and First Lady Mrs. Suzanne Mubarak 1600 delegates (1000 youth) from 120 countries launched the decade long YES Campaign. The YES Campaign is a youth-led response to the enormous global challenge of youth unemployment. In over 70 countries, young leaders are bringing together diverse stakeholders through the infrastructure of YES Country Networks to take actions that result in productive and sustainable employment for youth. The YES Campaign works with national and global partners to develop and deploy effective programs that realize the following goals:

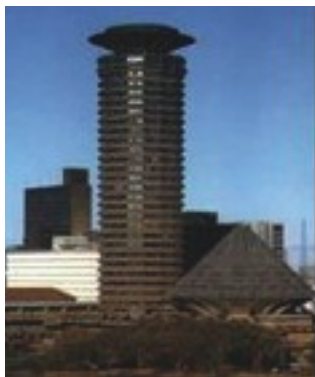


**YES Campaign's Framework of 6Es**

1. Develop capacity of youth to lead in-country youth employment initiatives
2. Promote (in-country) youth employment to address key development challenges
3. Build in-country coalitions to develop national strategies addressing youth unemployment

## YES Global Summits

YES Kenya 2006, will move the YES Campaign to the next level in development by focusing on Creating Markets through the Bottom of the Pyramid models; Earth Restoration; Trade and Foreign Direct Investment; among others; and by Unleashing Entrepreneurship through the creation of a Global Fund for Youth Entrepreneurship; Business Development Services; Education for Entrepreneurship etc.



**Kenyatta International Conference Center (KICC)**

In 2002 in Alexandria Egypt, after 4 years (1998-2002) 40 Global, and 60 National Consultations, the YES Campaign was launched at a 'working summit'. Nine themes underpinned the Summit Agenda. Education for Work; Transition to Work; Entrepreneurship; Investing in Youth Employment; Policies for Promoting Youth Employment; Information and Communications Technologies; Engaging the Private Sector, Rural Development and Social Entrepreneurship. A powerful call to action was made with the launch of 60 YES Country Networks at the helm.

In 2003 in Hyderabad, India the Campaign moved to its next level of identifying sectors for employment. Five key sectors were identified and discussed: Renewable energy, Water and sanitation, Information and communications technology (ICT), Rural development, and HIV/AIDS.

In 2004 in Veracruz, Mexico, the YES Campaign was ready to showcase the work of its 70 Country Networks juxtaposed with the work of existing expert agencies and that of NGOs and governments. It was a Summit focused on action and ready to move beyond conversation and debate.

## YES Kenya 2006 will

- Launch a Global Fund for Youth Entrepreneurship
- Share powerful examples of how markets can be created and youth entrepreneurship enabled
- Share how trade capacity can be built and foreign direct investment attracted to promote youth employment
- Provide a platform for networking among delegates to learn from one another and build partnerships.
- Showcase solid, tangible accomplishments of YES Networks
- Present the report on “State of YES Campaign 2004”
- Set the agenda for the next two years of the Campaign.



*Let us be clear. Half-educated, unemployed youth, with no prospect of being integrated into a better future is a prescription for disaster. If young people do not have a stake in the existing social order and political order, if they do not feel there is a way for them, why should they sacrifice today for a better tomorrow? Why should they have an interest in protecting the stability and social safety of that system?*

*Ismail Serageldin Vice President, world Bank May 1999*

### Agenda

The agenda for YES Kenya 2006 will include:

#### *Plenary Sessions*

1. YES Campaign Works! Methodology and Grassroots Action...meet the leaders!
2. Creating Markets...Unleashing Entrepreneurship a workable approach (Bottom of Pyramid models)
3. Building Trade Capacity...taking advantage of Trade agreements; creating a Globalization Dividend and Attracting Foreign Direct Investment...some success stories
4. Developing Large Scale Labor Intensive Employment programs
5. Building an Entrepreneurial Culture...many models...seeking synergy!

#### *Breakout Sessions (to discuss further the 4 Plenary topics):*

- 1) Bottom of Pyramid models: Renewable Energy; Water and Sanitation; Rural Development (On-Farm and Off-Farm); Information and Communications Technology (ICT); HIV/AIDS; Post Conflict Reconstruction
- 2) Building Trade Capacity and Attracting Foreign Direct Investment (FDI): Trade and Tourism; Trade and Agriculture; Trade and Leather goods; Trade and Outsourcing; FDI and Renewable Energy; FDI and Information and Communications Technologies;

FDI in producing consumer goods and garments etc.; FDI and Small Credits and Small Investments

- 3) Building an Entrepreneurial Culture and (4) Creating Large Scale Labor Intensive Employment Program: Promoting Micro enterprises; Business Development Services; Mentoring; Micro Finance; Entrepreneurship curriculum; Service Learning

#### *Parallel Sessions*

- Philanthropy and Investment in Youth Employment: Multilateral and Regional Banks; Foundations; Bilateral Donors; UN Agencies; The Private Sector
- Innovations in Development: The YES Academy; The Youth Employment Network; Employment in Earth Restoration and Environmental Conservation; Safer Cities and Youth employment strategies for urban youth, slum dwellers and migrant youth
- Action Planning: Bottom of the Pyramid Model; Trade Development; Attracting Foreign Direct Investment; Building an Entrepreneurial Culture; Creating Large Scale Labor Intensive Employment Program

#### *Capacity Building Workshops*

- Advocacy and Lobbying with Policy Makers
- Program Design and Planning
- Monitoring and Evaluation
- Building Partnerships with the Private Sector

## YES Campaign Committee

Carlos Magariños (Co-Chair) Director General, UNIDO (1997-2005)  
Esteban González (Co-Chair) President of Fundación E  
Hafsat Abiola Director, Kudirat Initiative for Democracy  
Koosum Kalyan Sr. Business Development Advisor, Exploration Shell  
Nahas Angula Prime Minister, Namibia  
Jennifer Corriero Co-Founder, TakingITGlobal  
José-Maria Figueres President Costa Rica, (1994-1998)  
Gathecha Kamau Country Coordinator, YES Kenya  
Sithembiso Nyoni Founder, ORAP Zimbabwe  
Thoraya Obaid Executive Director, UNFPA  
Ismail Serageldin Director-General, Library of Alexandria  
M S Swaminathan World Food Prize Laureate  
Anna Kajumulo Tibaijuka Executive Director, UN-HABITAT  
Janet Whitla President and CEO, EDC, Inc.(1981-2006)

*Executive Director*

Poonam Ahluwalia, EDC

## YES Campaign

Afghanistan  
Albania  
Angola  
Argentina  
Armenia  
Australia  
Austria  
Azerbaijan  
Bangladesh  
Benin  
Bhutan  
Bolivia  
Brazil

Bulgaria  
Burkina Faso  
Burundi  
Cameroon  
Canada  
Chad  
Chile  
Colombia  
Costa Rica  
Cote D'Ivoire  
Congo  
Dominican  
Republic

Egypt  
Ecuador  
El Salvador  
Gambia  
Georgia  
Ghana  
Guatemala  
Guinea Bissau  
Guyana  
Haiti  
Honduras  
India  
Iran

Jordan  
Kenya  
Liberia  
Malaysia  
Malawi  
Mali  
Mauritius  
Mexico  
Moldova  
Mozambique  
Namibia  
Nicaragua  
Nepal

Nigeria  
Pakistan  
Panama  
Paraguay  
Philippines  
Peru  
Romania  
Russia  
Rwanda  
Senegal  
Serbia and  
Montenegro  
Singapore

Sierra Leone  
Somalia  
South Africa  
Swaziland  
Tanzania  
Togo  
Uganda  
USA  
Uruguay  
Zambia  
Zimbabwe



*For more information please contact:*

### *International Delegates*

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### *Kenyan Nationals*

**Permanent Secretary**

*Ministry of youth affairs, Government of Kenya*

E-mail: [buruguji@yahoo.com](mailto:buruguji@yahoo.com); [carolyne@youthlink.org](mailto:carolyne@youthlink.org)

<http://www.yesweb.org/2006>