



# Youth Employment Summit (YES) Campaign

*Empowering Youth to fulfill the Millennium Development Goals*

## YES Campaign Committee

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## Executive Director

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Education Development Center Inc.

## Goals

The Global Youth Employment Summit (YES) Campaign is working to ensure two essential goals:

1. To build capacity of young people to create sustainable livelihoods.
2. To establish an entrepreneurial culture where young people will work towards self-employment

The YES Campaign was launched by 1600 delegates from 120 countries at the **Alexandria Youth Employment Summit**, in Egypt on September 11, 2002. The Alexandria Summit was hosted by the Arab Republic of Egypt and was co-chaired by H.E. Mrs. Suzanne Mubarak, First Lady of Egypt and Hon. William J. Clinton, the 42nd President of the United States.

This hopeful campaign was launched in response to the enormous challenge of youth unemployment facing most countries and affecting millions of young people around the world. In 60 countries, YES is bringing together diverse stakeholders through the YES Country Networks to take actions that result in productive and sustainable employment for youth.

The YES Campaign is a project of Education Development Center, Inc. The YES Campaign HQ is housed at EDC, a large non-profit research and development organization headquartered in Newton, MA. For more than four decades EDC has been a pioneer, building bridges between research, policy, and practice. Our award-winning programs and products, developed in collaboration with partners around the globe, consistently advance learning and healthy development for individuals of all ages. Today, EDC manages 325 projects in 40 countries. Our work strengthens nearly every facet of society, including early child development, K-12 education, health promotion, workforce preparation, community development, learning technologies, basic and adult education, institutional reform, and social justice. [www.edc.org](http://www.edc.org)

# New Sectors for Employment - Strategic Insight

*Looking at the current development problems as opportunities for youth engagement*



*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?*

**Dr. Ismail Serageldin,**  
*Vice President, World Bank, 1999*

There are a number of critical development challenges that have been identified in the Millennium Development Goals (MDGs). Governments, donors, private sector organizations have committed to fulfilling these goals by 2015. The young people in the poor countries where most urgent impact is needed are best suited to support the fulfillment of these goals. The YES Campaign has identified 5 of the critical development sectors as opportunities to promote enterprise development.

## Sample YES Projects

### Renewable Energy

Over 2 billion people live without electricity, which poses a huge development challenge and also a market for enterprise development.

*GEF and World Bank have funded a Global Project on Youth Entrepreneurship in Renewable Energy. Currently in 5 countries young people are launching their renewable energy businesses.*

*In Zambia UNIDO has funded a project to develop renewable energy entrepreneurs.*

### Water and Sanitation

Over one billion people lack access to safe drinking water. Over the next decade the numbers will grow to 3 billion. In addition, three billion people have inadequate or unsafe sanitation.

*UN-Habitat is funding an urban slum project to develop a livelihoods strategy to providing water and ensuring sanitation.*

### Rural Development

Over 60 percent of the population in the developing world live in rural areas. Rural youth need local opportunities to build communities and stem urban migration.

*UNESCO-UNEVOC, CYP and EDC are working in India on a project to develop eco-entrepreneurs.*

### Bridging the Digital Divide

Barely 2 percent of the world's population has Internet access. In more than 80 countries there are fewer than 10 telephone lines for every 100 inhabitants.

*UNDP is considering funding a project in partnership with NIIT to develop local IT capacity and support in least developed countries (LDCs).*

### HIV/AIDS

Young adults account for half of the some 5 million new infections. There is an urgent need to develop a livelihoods based strategy for prevention.

*UNDP is funding a project in India in a high migration prone area to provide a livelihoods-based approach as a prevention strategy.*

# A Global Mission

*Knowing that no one individual or institution can end poverty alone it needs all of us...*



## Our Challenge

### Consider this:

- World population has exceeded 6 billion. One billion are young people between the ages of 15 - 24 years, out of which 850 million are living in developing countries.
- Estimates project that over the next three decades the global labor force between the ages of 15 - 24 will increase in sheer numbers by another 1.2 billion. Most of this growth will be in developing countries.
- One of the greatest challenges facing the world is to generate productive work opportunities for the young people in developing countries and enhancing the skill level of youth in developed countries.
- Out of 6 billion of us, 1.3 billion live on less than a \$1 a day, and 3 billion under \$2 a day.
- YES Campaign projects intend to demonstrate that youth can be trained and mentored to establish enterprises as a win-win, market based solution to the twin problems of meeting the demand for employment, and protecting the environment

There are one billion young people (15-24 years) 850 million of them live in poor countries where there are major development needs for energy, water and sanitation, food and agriculture, education and training and most importantly civic participation. The YES Campaign engages youth in development efforts to help build economic and socially sustainable communities. The notion that someone will come and fix the problems of poor countries is not feasible and has led to consultant driven unsustainable programs. We need to promote self-reliance by building the capacity in poor countries to identify local needs and provide entrepreneurial solutions. The best demographic group for this kind of capacity building is youth today and tomorrow's leaders. This need can be met through training, mentoring, and provision of business development services for young people. In 1998 it was calculated that more than one billion jobs needed to be created in the period up to 2010 to accommodate young workers entering the labour force and reduce unemployment (UNFPA World Population Report).

## Why Water and Sanitation?

*It is unacceptable that half the people in the least developed countries lack access to the most basic water and sanitation services. More than 3 million people, mainly children, die every year from water related diseases. This is a human toll we cannot afford to pay. Governments, communities, NGOs, development agencies and private sector must join together to right this wrong.*

**James D. Wolfensohn,**  
*President, World Bank*

# Capacity Building

*Supporting young leaders in 60 countries to be leaders and entrepreneurs*

## YES Country Networks



### Products and Services

- ▶ Youth Leadership Training
- ▶ Green Enterprise Training
- ▶ Social Entrepreneurship Training
- ▶ Livelihoods Internship Programs
- ▶ Livelihoods Training in Emerging sectors such as:
  - ▶ Renewable Energy
  - ▶ Water and Sanitation
  - ▶ ICT (Bridging the Digital Divide)
  - ▶ Rural Development
  - ▶ HIV/AIDS
- ▶ Strategic Planning for YES Networks
- ▶ Event Management Training
- ▶ Designing Collaborative Projects
- ▶ Fundraising Training
- ▶ Coaching for Building Teams and Problem Solving
- ▶ Peer Mentoring Programs
- ▶ Vision Commitment and Action workshops
- ▶ Customized Branded Programs

A unique infrastructure has evolved to lead the campaign at the country level - the YES Country Networks. Currently there are 60 YES Networks comprising of diverse stakeholders (governments, educators, practitioners, NGOs, the business community and the youth). These Networks provide a sustainable and powerful infrastructure to promote policy, programs and action for youth employment. The YES Country Networks are responsible for organizing national consultations, bringing youth-led, youth-serving organizations, government, private sector, NGOs and educational institutions together to focus on the issues of youth employment and develop national youth policies. The YES Country Networks are also responsible for identifying and mobilizing the resources locally to support the Network activities.

### Why Renewable Energy?

*In developing countries where the electricity grid is inefficient or non-existent, the market for renewable is particularly promising. The World Bank estimates that several million rural homes are able and willing to spend \$150 a year for energy, which could buy enough PV capacity to light and warm them.*

*Economist 1998*

# Program Design, Development and Delivery YES Academy

*An Employment Generation Program for Youth*

## YES Country Networks



### Products and Services

- ▶ Participatory Project Design
- ▶ Youth Led Innovative Program Implementation
- ▶ Livelihoods based approaches to enterprise development in following sectors:
  - (1) Renewable Energy
  - (2) Water and Sanitation
  - (3) ICT (Bridging the Digital Divide)
  - (4) Rural Development
  - (5) HIV/AIDS
- ▶ Seed Grant Projects for Entrepreneurship Development
- ▶ Developing multi-stakeholder partnerships for program design
- ▶ Building local capacity for program implementation
- ▶ Using new technologies for livelihood generation
- ▶ Community Driven Development
- ▶ Initiating Pilot projects

The YES Academy is the umbrella under which all the YES Campaign pilot projects and other services are implemented. There is a physical YES Academy based in Hyderabad India for all Indian projects. Currently, 10 projects have been funded and are in various stages of development. YES Academy projects are designed with the belief that provided with the right policy environment, appropriate programs, credit and market linkages, and mentoring - young people can be empowered to be entrepreneurs and employment creators. The YES Academy provides and facilitates technical expertise, incubation support for new enterprises, identifies new sectors for employment, engages diverse stakeholders, develops demand-driven curriculum and trains and builds the capacity of the youth and development practitioners.

# Convening Stakeholders

*Working together to Build a Productive Workforce*



## Products and Services

- ▶ YES Country Networks
- ▶ Organizing Global Summits
- ▶ Organizing Regional Consultation/Conferences
- ▶ Organizing Thematic Consultations
- ▶ Hosting Workshops
- ▶ Organizing Ministerial Forums
- ▶ Organizing Youth Consultations
- ▶ 3000 Member YES Discussion List
- ▶ Global Alliance (6000 Members)

Our events provide the opportunity to interact and build partnerships with some of the most knowledgeable, dynamic and influential people in the world. Our youth leaders are well connected to each other globally, and are innovators and social entrepreneurs bringing hope and possibility to their communities.

Our events are a time to get together, reflect on progress and challenges, network, build partnerships, learn about new ideas, launch projects and attend skills building workshops

## Why Information and Communication Technologies (ICT's)?

The new technologies that are changing our world are not a panacea or a magic bullet. But they are without doubt enormously powerful tools of development. They create jobs. They are transforming education, healthcare, commerce, politics and more. They can help in the delivery of humanitarian assistance and even contribute to peace and security.

**Kofi Annan,**

*UN Secretary-General, November 2001*

# A Global Knowledge Hub Research and Development

*Translating Information into usable knowledge adding 'do-how' to 'know-how'*



## Products and Services

- ▶ Yellow Pages for Country Specific Youth Employment
- ▶ Conducting Gap Analysis to identify missing programs, policies and services for youth employment
- ▶ Program and Curriculum Development based on Gap Analysis
- ▶ Country specific youth employment reports
- ▶ Identifying emerging sectors for employment
- ▶ Thematic publications
- ▶ Web based Global Knowledge Resource
- ▶ Toolkits relevant to youth employment
- ▶ Identifying Eco-Entrepreneurial Opportunities

Efforts to address the challenge of youth employment are often stymied by lack of information about effective strategies and programs, education and training, resources, and opportunities for collaboration.

To address this lack of information, and to support creative, effective programs and policies, an online Global Knowledge Resource has been developed over the past 4 years.

The YES Campaign HQ coordinates efforts to collect and disseminate information on youth employment policies, projects and compiles a collection of effective practices and publications. Currently, over 1000 practices, tools and publications are on-line.

In addition, the Campaign has released over 50 original publications on youth employment issues.

## Why On-Farm / Off-Farm Employment?

In rural areas, lack of opportunities for productive employment / livelihood is a major cause for the over-exploitation of natural resources and basic life support systems.

Further, the loss of rural livelihood results in the proliferation of urban slums. The inflow of such environmental refugees into cities and towns is increasing at an alarming rate.

Opportunities for off-farm or on-farm employment are not expanding on a scale and speed necessary to achieve a match between population growth and the population supporting capacity of the ecosystems. The time has therefore come for a serious review of the new opportunities available for job-led economics.

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## YES Country Networks

Afghanistan	Brazil	Egypt	Jordan	Netherlands	Serbia & Montenegro
Albania	Bulgaria	El Salvador	Kenya	Nigeria	Sierra Leone
Angola	Burkina Faso	Gambia	Liberia	Pakistan	Slovenia
Argentina	Burundi	Georgia	Malawi	Panama	Somalia
Armenia	Cameroon	Ghana	Mali	Paraguay	South Africa
Australia	Canada	Guinea Bissau	Mauritius	Peru	Sri Lanka
Azerbaijan	Chile	Guyana	Mexico	Philippines	Swaziland
Bangladesh	Colombia	Haiti	Moldova	Romania	Tanzania
Benin	Cote D'Ivoire	Honduras	Mozambique	Russia	Togo
Bhutan	DR Congo	India	Namibia	Rwanda	Uganda
Bolivia	Ecuador	Iran	Nepal	Senegal	Zambia
					Zimbabwe

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