



Youth Employment Summit (YES) Sweden 2010
Hosted by the Government of Sweden

*Working to identify by 2010 the projects and project ideas able to
generate 2 million green employment opportunities by 2012.*

Building Youth Entrepreneurship Sustainability
In Partnership with
The Tallberg Foundation



Letter from the Minister of Youth Azerbaijan

Honorable Guests

It is my great privilege to welcome you and to host the 4th Global Youth Employment Summit (YES) in Baku. We are indeed delighted to have delegates from over 70 countries, ministers and experts. Over the next 4 days we will be working together strengthen the systems for generating youth employment in each of our countries. We are happy to work upon the deliberations and actions of those who participated in the earlier Summits and country work and excited to plan the actions for the YES Sweden 2010.

The goal of identifying by 2010 the projects and project ideas able to generate 2 million green employment opportunities for youth by 2012 is inspiring. Not because of the numbers which are a drop in the bucket, but because of the systems approach with which they will be created. Getting all the stakeholders together and working on common goals is the spirit of Baku and this will be reflected in the Baku Declaration. And I believe this is the only way to create a civil, just and sustainable society.

So we are here not simply to host this Summit but to be part of the YES movement and in solidarity with the youth of the world.

I invite you to enjoy the Summit we will do everything to make your stay a comfortable one, and one which will inspire you to return with your family and friends to enjoy our hospitality and the beauty of our country.

We are here together physically, and when you leave we will be together in spirit and in the content of our work and commitment.

With regards

Minister Azad Rahimov
Ministry of Youth and Sports
Azerbaijan



Introduction

On June 13-19, 2010, YES Inc. will organize the 5th Global Youth Employment Summit (YES) in Dalarna, Sweden in partnership with the Tällberg Foundation. With the Swedish Government as the official host, the Summit will bring together 2000 leaders and entrepreneurs from all over the world around the issues of “Youth, Entrepreneurship and Sustainability.” A signature goal of the event will be to generate and capture project ideas that are capable of generating two million ‘green’ enterprises or employment opportunities worldwide by 2012.

The achievement of this goal will be a two-part process conducted in tandem. The team will work with the YES Country Networks and other partners to identify project ideas and successful models, and to seek investments and funding. In addition YES will work with country stakeholders to create the local capacity to fulfill the goals – through the YES Fund model. The first step of this process begins in Baku and will be completed in 2010. From 2010 to 2012, will be spent working in countries to help fulfill the goal set in 2010.

Achieving that ambitious goal will require the mobilization of the 55 YES Country Networks (see Appendix for more information) to develop local and national commitments and expanded international partnerships with multilateral institutions, business, global NGOs and private philanthropy. A powerful global coalition must be forged, led by young people working in partnership with leaders across sectors. This document lays out how YES, Inc. and the Tällberg Foundation propose to achieve that goal, from groundwork in 2008, through the 2010 Summit and beyond.

Background

One billion young people (14-24 years old), the vast majority of whom live in developing countries, struggle to find meaningful employment and are eager to participate in improving their world. Not without ideas or initiative, these young people simply lack sufficient opportunities to succeed and find gainful work in their communities. A human tragedy in its own right, this reality is a waste of precious resources as well as a risk to economic and social stability.

YES, Inc. offers a new vision and global platform with realistic and specific opportunities that will unite and inspire young people across borders in an effort to create a sustainable world. The change we seek requires that we hone this vision and create concrete opportunities that can be implemented practically on the ground.

The “Green” Opportunity

Building a world that works for everyone is an idea whose time has come, and letting youth lead the way with employment as a cornerstone strategy, is how YES, Inc. aims to get us there.



The urgent need for action to respond to the climate change crisis is a singular issue that motivates young people around the world, as the crisis affects everyone in different ways. It also presents a unique opportunity for YES, Inc.'s core strategy of using employment and entrepreneurship to eradicate poverty. Alternative energy, green technology, recycling, and other new business practices will require a committed workforce and a tremendous amount of innovation. This is exactly what the young people of the world represent and what they are prepared to provide.

YES, Inc. and the Tällberg Foundation will work to focus the goal of the two million opportunities for youth entrepreneurship and employment on this “green opportunity”, promoting innovation and job creation in the field of environmental sustainability and restoration. As with Summits past, it is our sincere hope that this effort will create a ripple effect beyond the reach of both organizations’ networks.

Why Youth Employment?

There is growing awareness that simply pumping money and “best practices” into poverty eradication and nation-building programs is not enough. There is a resulting shift towards building *local* capacity to generate the vision, commitment and action necessary for change. YES, Inc. was an early leader in adopting this strategy, identifying youth in particular as a critical constituency to move the development agenda forward.

We recognize that the problem when it comes to developing opportunities is not lack of capital. There is a wealth of resources in the developed and developing world – albeit unevenly distributed. Rather, the problem is that capital, ideas and needs fail to connect.

An additional challenge is that many countries and regions around the world lack effective mechanisms on the ground to translate funds into concrete opportunities. Too often the funds get dissipated through corruption and inefficiencies, thus inhibiting growth in employment opportunities. There are beneficial practices emerging, e.g., new business strategies, social enterprises, powerful foundations, responsible investment funds, social capital markets, etc. Promising as these are, they are still marginal in their impact, with high transaction costs and limited access to mainstream capital.

The severity of the global environmental crises is such that we have no time to lose scaling up or adapting existing frameworks. This challenge, which must involve the younger generations in a positive way, requires significant rethinking of existing models and methods. This is true both for funds transfer and for implementation on the ground. Merely tinkering with business as usual is unlikely to be anywhere near enough.

To meet the challenges ahead we thus need systems change. This is unlikely to emerge primarily from within established structures, be they development cooperation organizations, UN agencies, governments, large corporations, etc. Instead, this change is more likely to emerge in the meeting between established institutions and the new forces emerging from civil society and from innovative thinking at the fringes of existing institutions. Here we



need to move beyond traditional notions of CSR and development assistance. YES, Inc. and the global community it represents are poised to be a major driver of that systems change.

YES, Inc. has spent the last ten years (1998-2008) placing the issue of youth employment on the global agenda, making a call for action, building coalitions, and piloting good ideas. Now support is needed to deepen and scale our work. We have uncovered bubbling youth leadership and drive; identified promising sectors for employment generation; enrolled world leaders; built partnerships; discovered quantifiable, innovative and practical solutions; and overseen the development of world-wide youth-led networks that provide the perfect vehicle for unleashing the talents and energies of youth to create sustainable livelihoods. With your active involvement we can make a world of difference in the lives of millions of youth in developing countries around the globe. We invite you to make a difference with us in this campaign for the 2010 Summit.

How the Summit Will Achieve the YES Goals

The Summit will convene an inspiring forum of discussions, workshops and cultural activities as well as a marketplace of initiatives where financial institutions, foundations, development cooperation agencies, etc, can find concrete investment opportunities. This will allow the YES Forum both to shift the debate and create concrete results on the ground, especially in the developing world.

To fulfill these goals the 2010 Summit will build on the existing brands and networks of the YES Inc. and Tällberg Foundation to attain global reach, enhanced by a sophisticated communication and media strategy and extensive involvement of civil society.

The target audience will be local entrepreneurs, business leaders, policy makers, sustainable ventures and global investors who have the potential to contribute to a sustainable society and involve large groups of young people. They will be asked to make commitments to create real sustainable employment opportunities that will generate two million green employment or entrepreneurial opportunities by 2012. This goal of creating concrete opportunities on the ground builds on a long history of work done by YES Inc. This has both generated a deep understanding of the problem and challenges and built the coalitions of partners and organizations through which an alternative action plan is possible.

The work globally will allow young people be creative and involved in finding the solutions to pressing problems that they have identified. The result is solutions and ideas that, when realized, contribute to a sustainable society and at the same time generate employment where young people's unique competence and experiences are valuable resources.

The three main goals of the Summit are to:

1. Help shape a shared vision of sustainability for the world's young leaders: "The Future We Want";



2. Bring needs, ideas and capital together to create transactions and contacts able to generate two million concrete opportunities for meaningful involvement in society;
3. Encourage the development sector to fully integrate climate change and sustainability into their mainstream strategies.

Anticipated Results

YES Sweden 2010 – the global forum, the two year process leading up to it and the two year process following from it – will result in sustainable employment and green entrepreneurial opportunities for young people primarily in the developing world.

As previously stated we specifically aim to create new investments into emerging sustainable opportunities able to directly generate a total of two million sustainable and meaningful employment and green entrepreneurial opportunities for youth primarily in the developing world.

We also seek to:

- Re-frame the challenge of youth employment in the context of the global system crises we are facing - thus broadening the meaning of “employment” away from its traditional industrial meaning towards a more inclusive sense of “meaningful involvement”.
- Stimulate multinational companies to incorporate concerns about sustainability, climate adaptation and employment opportunities into their core investments.
- Inspire development cooperation agencies in the direction of more entrepreneurial working methods and greater orientation towards market practices.
- Influence public administration and civil society to improve local capacity and provide more effective support for youth integration and youth involvement and to local businesses and social ventures
- Support and inspire young people in their endeavors to develop their own actions for sustainable entrepreneurship.

We will achieve this by:

- Drawing the best entrepreneurs and organizations into a process aimed at generating concrete investible ideas, business plans and social innovations able to involve large groups of young people in a positive contribution to the world.
- Attracting new and traditional sources of capital (development cooperation agencies, foundations, philanthropists, multinational companies, pension funds, etc) with an interest in investing in the new opportunities that are emerging.



- The realization of a “market place” organized onsite in Dalarna, Sweden 2010 and in preparatory regional and local meetings, bringing together investment capital and promising investment opportunities, who are committed to the generation of a total of two million employment opportunities.

Preparation & Execution

In order to prepare for the Summit and achieve our goals, we have identified three integrated work streams:

1. Conceptualization & Voicing of the Vision “The Future We Want”

This work stream contains the following elements:

- a) Development of concept, program and meeting design. This includes the identification and communication with key individuals able to help shape the program which will largely include the YES network leaders based all over the world in 55 developing countries. We will ensure that the program, through world class speakers and leaders, interactive discussions and the integration of arts and culture - help reach the overall goal. This includes showcasing commitments and investable ideas that will generate the job opportunities, as well as creating the environment to building the coalitions between new partners etc.
- b) Invitation process and logistical preparations on the ground in partnership with the Tallberg Foundation, including mobilizing local Swedish resources. More than 2 000 delegates from over 60 countries and thousands of visitors from Sweden will be invited to YES Sweden 2010, June 13-19. Most will be innovative entrepreneurs from diverse backgrounds. Together with political and business leaders they will discuss solutions that can generate meaningful employment for young people, explore how efficient and sustainable companies can be launched and consider how young peoples’ education for the future can be enhanced. The delegates will also tackle the question of new leadership, how it can be shaped to give young people around the world greater opportunities, as well as influence, through creativity, innovation and entrepreneurship. To build the delegation we will work so that the right leaders and organizations participate, both from the global YES network and from the broadest array of other stakeholders (multilateral institutions, business, private philanthropy, global NGOs, the media, etc.) that are needed to support fulfillments of the goal of YES 2010.
- c) Development and execution of a sophisticated communication and media strategy to guarantee that the global forum 2010 is able to create high public awareness of the issues under focus and thus significantly influence the debate internationally.

2. Linking Capital to Ideas to Create Local Opportunities

This work stream contains the following elements:



- a) Identifying and attracting ideas, business plans and social innovations that have the potential to involve large groups of young people and develop plans and strategies for their implementation
- b) Attracting established and emerging sources of capital (development cooperation agencies, foundations, philanthropy, multinational companies, etc) with an interest in investing in sustainable livelihoods
- c) Creating a process design for an efficient marketplace organized physically in Teknikdalen, Borlänge, Sweden as well as during regional meetings where capital and ideas can meet efficiently
- d) Extending existing web-infrastructure and drawing on existing initiatives help to track and monitor connections made and transactions completed as part of the initiative
- e) Engaging young people and youth organizations in Sweden and other developed countries to engage entrepreneurially with the labour markets under the vision of sustainability.

3. Setting the Groundwork for the Two Million Opportunities Goal

In the lead-up to 2010, YES, Inc. will support local network leaders globally in preparing and implementing a concrete and actionable work plan to reach the goal of generating 2 million sustainable and meaningful employment and green entrepreneurial opportunities. Following this, the search process for the most effective business ideas and social innovations, and the people behind them, will be emphasized by YES Inc. and the YES network. This will include an expansion of local and international partnerships and coalitions with leaders in business, government and civil society. For more information about the global YES network work, coordinated by YES, Inc. see Appendix “YES proposal for Building Commitments for 2010”.

Events hosted by YES, Inc. and Tallberg Foundation that will provide opportunities for the planning process include:

- YES Latin America Regional Forum, Panama Aug 6- 10, 2008
- YES 2008 Global Summit in Azerbaijan (September 24 – 27, 2008)
- Tallberg Forum June 2009
- YES Latin America Regional Forum, Chile (January 21 – 27, 2010)

These forums as well as local and regional workshops and meetings will serve both as ways to hold the process together, to develop capacity to make commitments to create new opportunities, and to connect capital with processes on the ground and thus both support the overall process and deliver intermediate results. Country workshops are provisionally planned for South Africa, Thailand, Bangladesh and Guatemala. After the YES 2008 Summit in Baku, a YES Leaders workshop will be held to support capacity building for them to work on the 2010 goals.



The work will be supported by an online platform. This platform will build on and help connect existing initiatives and will primarily serve to hold the process together through effective communication and improve the efficiency of the physical meetings by allowing people to connect before hand. The online platform will track ideas, people, projects, contacts and transactions made. To ensure that as much of transactions and contacts are logged, significant manual support will be needed. This platform will be an important tool to allow monitoring and follow-up of results until the effort concludes in 2012 at the Egypt Summit.

The online platform will serve to capture key logistical details as well as enable networking. Each participant will have to go online to register personal details, as well as his or her interests and potential investment ideas, since that will significantly improve their chance of getting what they want out of the event. We aim to unite the potential of both a physical meeting and an online platform, which gives the platform a greater chance of success as a networking tool as well as serves as a monitoring tool.

Timeline and Current Status of Preparation

Following on a number of preparatory meetings during the spring of 2008, both in Sweden and other countries, a crucial step was taken during the Tällberg Forum 2008 in June 2008 through three workshops, each running over three days, specifically focusing on the challenge of sustainable opportunities and climate adaptation: “SME finance in developing countries” carried out in cooperation with the Shell Foundation; “Climate adaptation and capital transfers”, carried out in cooperation with the Commission on Climate Change and Development; and “Health, Climate mitigation and the treatment of urban slums”, carried out in cooperation with the WHO Commission for Social Determinants of Health.

In addition to this, a number of workshops will take place with key partners to formulate the concrete instructions and guidelines for the work of the YES Networks and other partner organizations from 2008 leading up to 2010. The results from the Tällberg Forum 2008 will be formulated into a statement to be made at the YES Azerbaijan Summit, 24-27 September, 2008, and will serve as the starting point for the concrete work within the YES Network and with other key partners.

A significant element of all preparation above consists of an advanced networking process carried out both by YES Inc, LSU (National Youth Council of Sweden), the Tällberg Foundation and other partners.

Evaluation

The project will be assessed in terms of the success in attracting investment actors to YES 2010 as well as in terms of the quality and quantity of sustainable businesses or ventures with strong will track and monitor employment creating potential. Additionally, an assessment will be made of the success in generating meetings and transactions able to translate into sustainable employment and green entrepreneurial opportunities.



The online platform developed as part of the project will showcase the people, ideas, investment opportunities as well as contacts and the transactions made.

This will amount to a large database of information with direct relevance for evaluation of the success of the project. The transactions, parties and contacts that will be evaluated should be made during the time 2008-2012. These will all be logged and can be presented in a structured form allowing an informed qualitative assessment of whether the project aim of generating transactions with the potential of generating 2 million sustainable employment opportunities has been reached by 2012.

Some further quantitative assessments are possible to help assess the fulfillment of the general purpose of the project. This includes monitoring the media impact of the event, as well as polling the public in terms of awareness and views on the event and the issues it focuses on.

Additionally, an important qualitative assessment will be made in order to assess the success of YES 2010. It is suggested that a series of qualitative interviews of key people involved in or knowledgeable about the project are carried out, so as to assess its more indirect impact. Such interviews should be carried out by third party and should take place both in immediate connection to the 2010 event as well as in connection with YES 2012 in Egypt. Interviews should cover business, civil society and politics both in Sweden and abroad.

YES, Inc. and the Tallberg Foundation: Powerful Partners

YES, Inc. and the Tallberg Foundation are uniquely suited to work together. The proven YES methodology is well positioned to achieve our goals, especially the two million opportunities, from diverse stakeholders in the youth employment field. And the Foundation has the relationships and influence to reach global leaders, investors and actors to support this effort.

YES, Inc. brings a committed and well organized network in 55 mostly developing countries to this partnership (see Appendix 2 for examples of their work). The network has been in continuous development since 2002, and has brought employment opportunities to youth across the world, through policy development initiatives, project support and with biannual global gatherings at a ministerial level. YES, Inc. thus brings deep knowledge of employment issues across the world, and has direct access to emerging ideas as well as individuals and organizations working closely with governments and active on the ground.

Tallberg Foundation has 30 years of experience of organizing large complex meetings in Dalarna, Sweden, involving local actors and civil society; a large international network of high-level individuals and organizations, including those of its close cooperation partner Stockholm Environment Institute and the Resilience Centre; a long and documented process experience of how to bring together diverse groups in creative processes involving local culture, the arts and nature; and an advanced understanding of the global systems challenges and their implications for public, corporate and international structures and institutions.



Appendix 1

About YES Inc.

YES, Inc. is an international non-profit with headquarters in Boston, USA. The decade-long (2002 – 2012) YES Campaign is an action oriented initiative in 55 countries, which responds to the enormous global challenge of youth unemployment through a youth leadership and enterprise-based model - driven by four main objectives

- convening stakeholders to set global agenda for youth employment
- building leadership and entrepreneurship capacity of youth
- promoting in-country youth employment linked to development challenges
- building multi-sectoral in-country coalitions to develop national strategies for widespread youth employment
- identifying effective programs for scaling-up and replication

The YES community convenes every two years at global summits to evaluate progress, set agenda, build partnerships and promote policies. YES Summits have been held in Egypt 2002, Mexico 2004, Kenya 2006; and this year in September in Baku, Azerbaijan. The 5th YES Summit will take place in Sweden in 2010 and, the final YES Summit will take place in Egypt 2012.

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Appendix 2

Accomplishments of the YES Global Network

In addition to its biennial global Summits, **YES** has a locally-based, youth-led network in over 50 countries. Here are examples of their successes.

In Mexico: The **YES** Network raised \$25 million from the federal government to provide technical assistance for the development of business incubators. Part of the project is to organize the campaign with a first event with 1,200 young entrepreneurs in Chiapas with nine similar events in different states of Mexico to promote entrepreneurship with a goal to reach 10,000 youth. They are also going to launch four mobile business incubators that will be reaching youth in rural areas.

In Jordan: The **YES** Network has launched a two-year project, *Gender Equality in Employment and Small Enterprises* in partnership with El-Mobadara, an Egyptian NGO, funded by the European Union. This two-country initiative will reach thousands of young women in Egypt and Jordan, offering them training, credit, consulting and many other services to help them start their own enterprises.

In Peru: The **YES** Network completed the Info Centre of Digital Literacy (IDL) Project supported by Microsoft Unlimited Potential Program, a one year project in which 731 participants received training and development services for e-commerce, web and graphic design, business, basic tools of office, values, and self confidence. The project is being continued in another district of Lima –El Callao – with another grant from Microsoft.

In DR Congo: The **YES** Network represented the Congolese youth at the Ministry of Labor's National Forum for Employment, organized in partnership with the ILO and UNDP. The ILO and the Ministry of Labor agreed to develop joint employment projects with YES DRC youth and other jobless young people across the country beginning in 2008.

In India: The Nagaland State **YES** Network has just completed a deep and rigorous district level consultation, funded by the state government, to reach out to every youth in the state. The district youth groups were asked to prepare youth employment proposals and each district will receive \$2000 for their winning proposal.

In Nicaragua: The **YES** Network organized the first ever National Encounter of Young Entrepreneurs and successfully developed two national fairs in order to promote the products and business plans developed by youth in the YES Network. It currently is working to facilitate access to credit for youth through a public-private partnership approach.

In Pakistan: The **YES** Network has a membership of 125 youth associations that target and deliver services to young people all over Pakistan. In a country mired in conflict the network is well organized with a constitution, elected board of directors, financial systems, and policies and procedures in place. Volunteer service programs have been launched that have served more than 10,000 youth.



Back page needs to be made – PK can this be picked up from the State of YES report?