

# Generation Unlimited Trust Fund

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## 2022

Consolidated Report



# EXECUTIVE SUMMARY



Today's generation of young people is the largest in history, with 1.8 billion adolescents and youth aged 10–24 years worldwide. Nearly 90 percent of them are living in developing countries, where they make up a large proportion of the population. Approximately 281 million young people aged 15–24 years are not in education, employment or training, and two thirds of them are girls and young women. A staggering 60 percent of young people are projected to lack essential skills by 2030. The long-term impacts of this skills and employment crisis threaten to ripple through our economies, communities, and societies, deepening inequality and locking young people out of the opportunities they need to build a better life. At the same time, the twin digital and green transitions, which have been rapidly advancing, present significant opportunities for youth employment and entrepreneurship, and for harnessing young people's creativity and passion to contribute to climate change mitigation and adaptation.

Generation Unlimited (GenU) – the world's first global public-private-youth partnership (PPYP) – was created to respond to the skilling and employment crises facing youth. Never has there been a more critical time to upskill the world's 1.8 billion young people and connect them to employment, entrepreneurship and social impact opportunities, including those that help address the climate crisis. The Generation Unlimited Trust Fund, established in December 2019 and hosted by the United Nations Multi-Partner Trust Fund Office, is a mechanism to catalyse impact for youth in countries and advance the GenU mission through the PPYP.

Thanks to the generous support of the Government of the Netherlands, programmes are being implemented in Kenya, Niger and Bangladesh with public, private and youth partners to embed twenty-first century skills, entrepreneurship and mentorship opportunities in mainstream education systems, and equip youth with skills that match the labour market, while also supporting young green entrepreneurs in their

quest to help their communities and our world mitigate and adapt to the impacts of climate change.

In Kenya, through partnerships with the Ministry of Education, Kenya Institute of Curriculum Development at the national and county levels, and the private sector, the mentorship and community service-learning components of the new Competency Based Curriculum continued to be advanced. 5,309 additional learners (54 percent girls/young women) engaged in mentorship sessions across the 60 secondary schools nationally, surpassing the target of 4,000 learners (50 percent girls/young women) and bringing the total to 14,102 learners (53 percent girls/young women) in the initial two years of the programme. The programme provided learners with 21<sup>st</sup> century skills and knowledge and skills on personal empowerment, self-esteem, stress management, sexual and reproductive health and leadership and decision-making. 90 young women also participated in the testing of community service learning (CSL) across 60 secondary schools in 5 counties, which will be further rolled out in 2023, building on the lessons learned and tools developed so far. Also in Kenya in 2022, Yoma – a digital Youth ("Yo") Marketplace ("Ma") that connects young people to learning, earning and social impact opportunities – engaged over 103,000 young people in activities such as community tree planting, digital skills training, community clean-ups, vaccination drives and smart agriculture training. After completing activities, young people accrued points that were exchanged for access to additional skills development opportunities (e.g. internships, mentorships, marketing support, incubation and online or offline training opportunities).

Youth Unite and Talk (Yunitok)<sup>1</sup>, a youth engagement platform in Kenya based on U-Report, which was launched in 2021 now has more than 126,000 Yunitokers (49 percent girls), is integrated with the Yoma platform to inform the shaping of Yoma-related activities and drive participation.

<sup>1</sup> <https://yunitok.in/>.

In Niger, with funding received in Q4 2022, partnerships and initial activities were implemented to develop and roll out Passport to Earning (P2E). P2E is a GenU global programme, led by Microsoft, Accenture, Silatech, Dubai Cares and UNICEF, that provides young people aged 15-24 with free, world-class and job relevant skills training, and positions them for job opportunities. Built on Microsoft's Community Training platform, it offers online digitized curricula curated at the national level, with content provided by public and private sector partners. Partnerships were developed with the Ministry of Education, Ministry of Telecommunication, National Agency for the Information Society (ANSI) and the National Employment Agency (ANPE) for P2E in Niger, with full commitment from the government. Niger is on track to certify 3,000 young people through P2E by the end of 2023. At least 400 young people will be connected to internship opportunities. Furthermore, as a demand creation strategy, career counselling sessions for 20,000 young people will be delivered. Other resource partners include Canada, Denmark and Germany, and results of the roll out of P2E will be reported on next year.

In Bangladesh, building on results in 2021, the entrepreneurship component of the Alternative Learning Programme was developed to support young people, especially young women and those not in education, employment or training (NEET), in climate-vulnerable areas of Bangladesh, to set up their own enterprises. 1000 learners aged 18-24 (60 percent women) and their mentors were selected for entrepreneurship training in three districts. Orientations are currently underway, and capacity building will be completed by June 2023, per the work plan, to enable these young people to start their own climate-smart businesses, with complementary resources from several donors including KOICA, Clé de Peau Beauté (CPB), GPECM and Let us Learn. In addition, young people across Bangladesh were provided opportunities to improve their entrepreneurial mindsets and skills as Bangladesh Youth Action Team leaders and/or by participating in GenU's Imagen Ventures Youth Challenge on Climate Change, which was also supported by UNICEF's Office of Innovation and other GenU partners including Jaago Foundation Trust, SIYB (Start and Improve Your Own Business), Bangladesh Brand Forum, Technovation and ILO. Through ImaGen

Ventures, out of 300 solutions to combat climate change, 62 solutions were shortlisted to be further developed by their team owners through boot camps. Twenty winning teams received seed funding and mentorship support to further develop and implement their solutions, which focused on waste management, turning waste into eco- and climate-friendly products, or on renewable and sustainable energy sources. Five of the teams so far have received awards and prize money from other innovation challenges to further support their solutions.

Funding was also used to provide global imaGen Ventures winning teams from Armenia, Brazil, Egypt, Jordan, Lebanon, Pakistan, Sierra Leone, Uganda and Zimbabwe with seed funding to further develop and scale up their innovative ventures, most of which are tackling the climate crisis.

Finally, Yoma through a generous contribution from Fondation Botnar, contributed to improving the relational well-being of young people through the establishment of strategic and contextualized learning to earning pathways for youth to succeed, grow and thrive. Yoma is dedicated to empowering and transforming the lives of young people aged 16-24 worldwide by actively engaging youth in social impact tasks and provides learning-to-earning opportunities. As youth engage in these opportunities, their activities are recorded on their profile. This allows them to build a verifiable digital CV with trusted credentials. Moreover, their efforts can be awarded with the platform currency, a digital token that can be spent in the Yoma marketplace in exchange for goods and services such as airtime and data.

As of December 2022, Yoma is implemented in 6 countries in Africa, with Trinidad & Tobago and the Philippines joining in late 2022. The various learning pathways available on Yoma expanded opportunities for 171,290 young people to take advantage of new types of jobs & entrepreneurial activities made available to youth. These young people had access to free online opportunities that promote skills development, community engagement, and employment prospects and 13,000 certificates were validated for job-relevant skills. These certificates can be shared with potential employers, enhancing the credibility of young people and increasing their employability.







## 5 Generation Unlimited

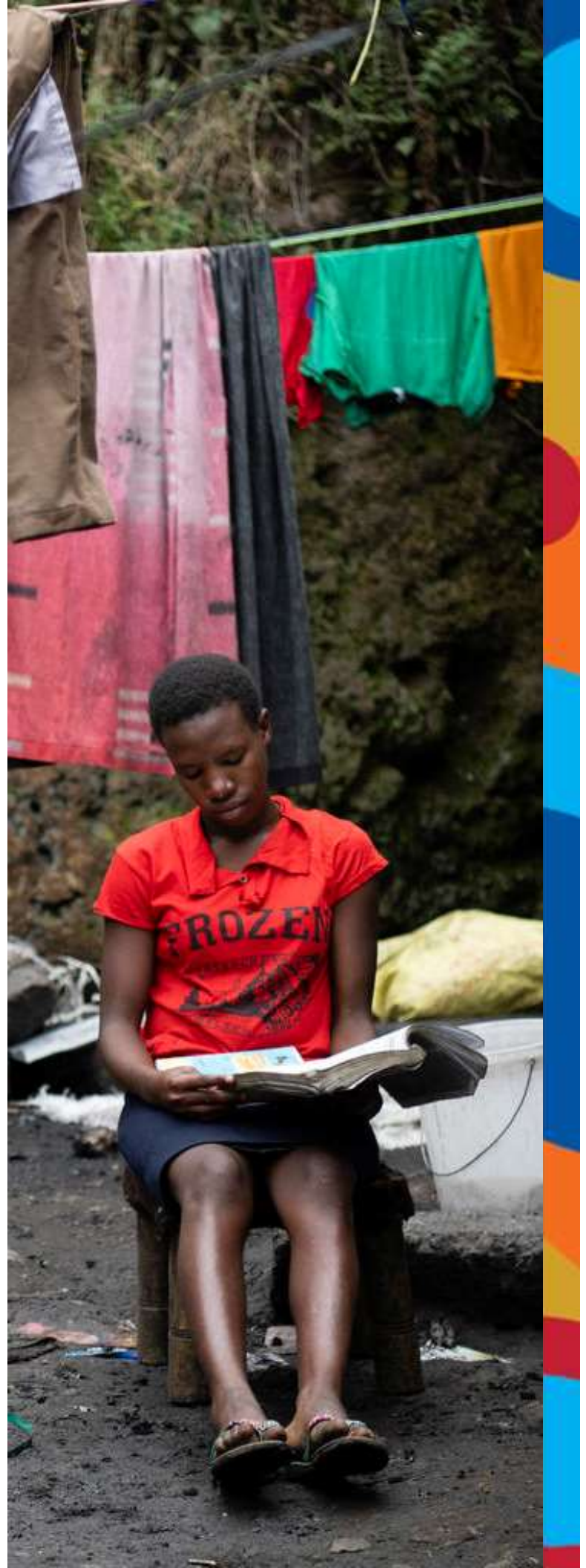
Our Time. Our Turn. Our Future

# PURPOSE

Today's generation of young people is the largest in history, with 1.8 billion adolescents and youth aged 10–24 years worldwide. Nearly 90 per cent of them are living in developing countries, where they make up a large proportion of the population. Some 281 million young people aged 15–24 years are not in education (NEET), employment or training, and two thirds of them are girls and young women. Of those young people who are employed, about 126 million remain in extreme or moderate poverty. The vast majority (96.8 percent) of young workers in developing countries have jobs in the informal sector.

Young people today face many economic, social and cultural challenges. Education systems are outdated and fragmented. The types of skills needed in the labour market are changing. Technological innovation is making many jobs vulnerable to automation, and a large portion of job creation is driven by entrepreneurs and small businesses. Youth-led enterprises can trigger significant momentum for job creation for youth, since start-ups account for up to 50 per cent of newly created jobs, and young entrepreneurs primarily employ their peers. Yet such enterprises also face challenges. For example, two thirds of youth-led enterprises in South and Southeast Asia struggle to access business finance.

Generation Unlimited (GenU) was devised to respond to these challenges. Launched at the United Nations General Assembly in September 2018, this public-private-youth partnership (PPYP) aims to skill the world's 1.8 billion young people and connect them with employment, entrepreneurship and social impact opportunities. To achieve this, GenU brings together partners from different sectors with a shared agenda to transform education, work and entrepreneurial outcomes for young people in more than 50 countries. At the global level, we identify innovations that have the potential to address youth challenges across multiple countries – and build partnerships and secure investment to scale them. Youth are equal partners in this mission, and GenU is committed to harnessing their ability to drive purposeful action and help to create a better world.



## 6 Generation Unlimited

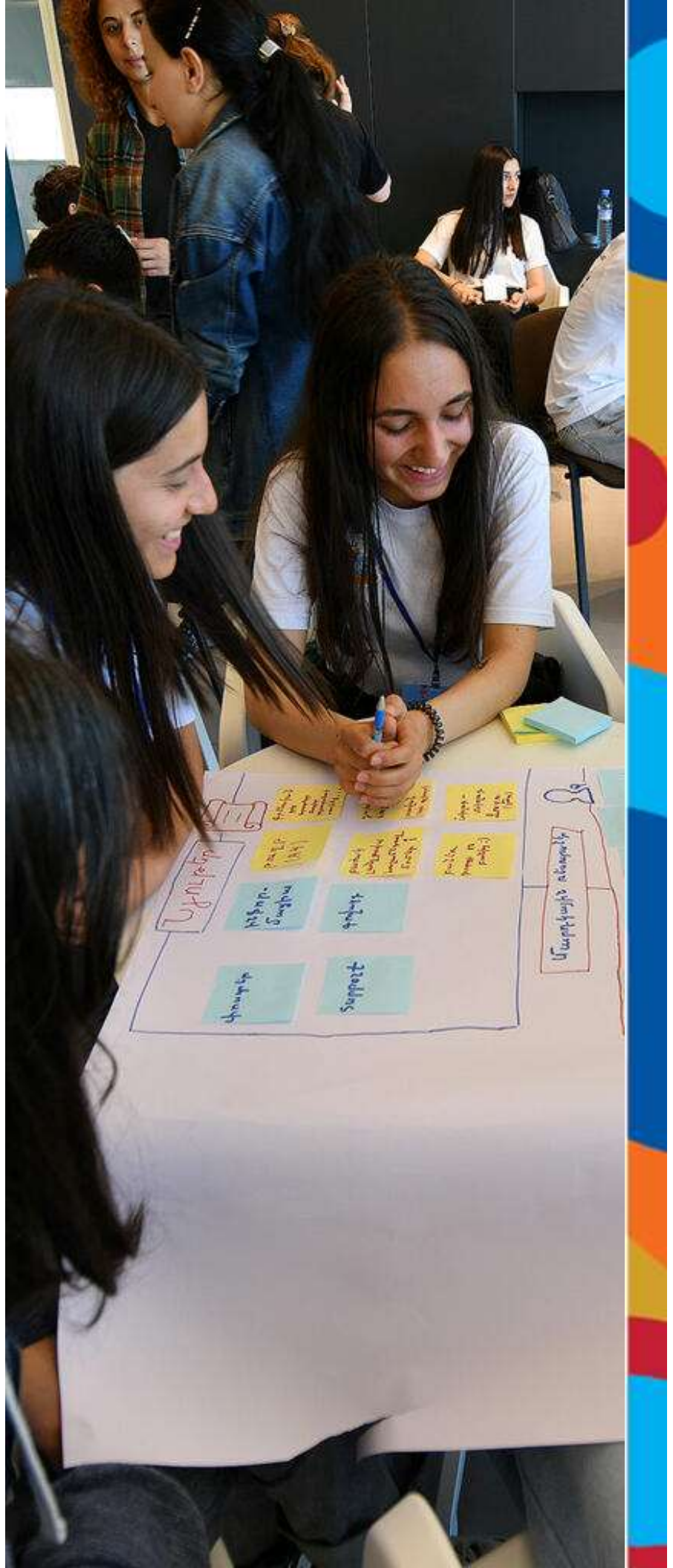
Our Time. Our Turn. Our Future

# PPYP

## GenU: World's First Public-Private-Youth Partnership (PPYP)

GenU skills young people and connects them to opportunities for employment, entrepreneurship and social impact, contributing towards the achievement of the Sustainable Development Goals. To prepare young people for the world of work and active citizenship, GenU focuses on equipping young people with the skills and mindsets required for success and well-being, and connecting them to employment, entrepreneurship and social impact opportunities, including through career guidance, job-tech, internships, volunteering, and apprenticeship programmes. As both education and work increasingly occupy the digital sphere, it is imperative that all young people – especially the most disadvantaged – can access the internet to make full use of the available education and employment solutions and opportunities.

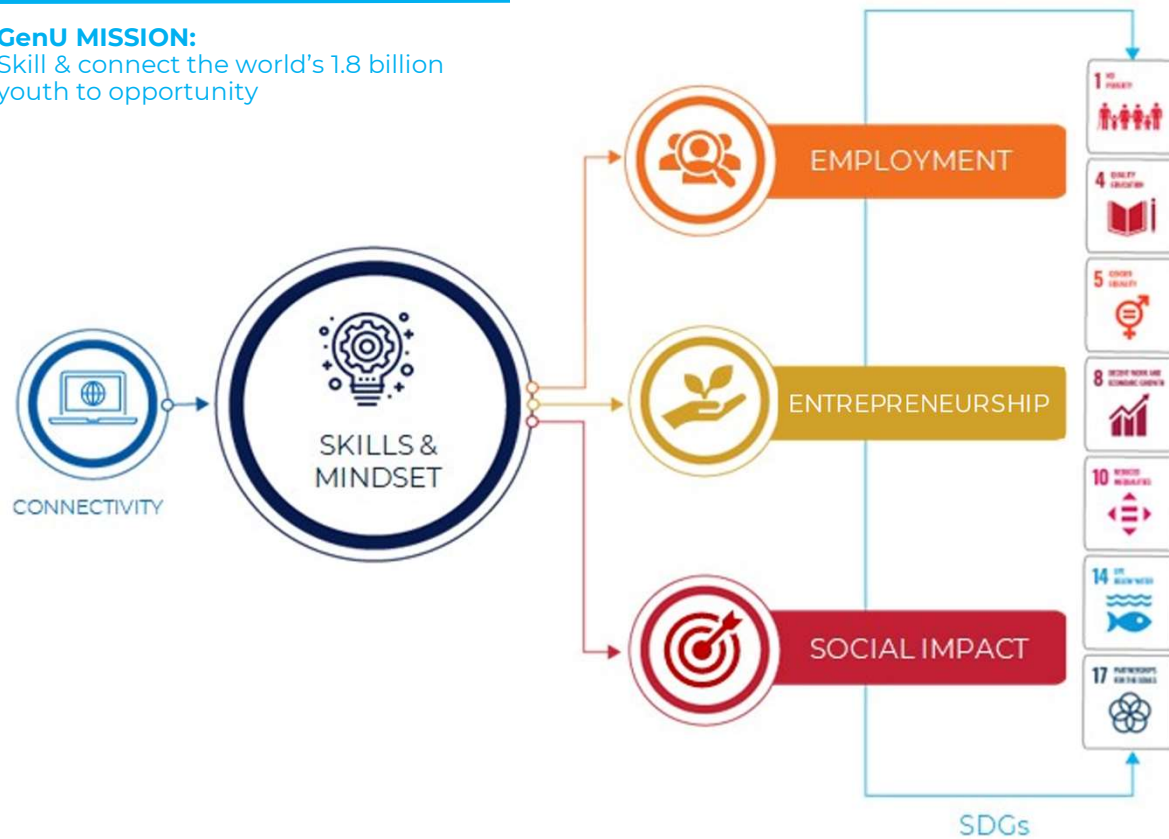
In line with the Generation Unlimited Strategy 2022–2025, programmes focus on the most disadvantaged young people, especially young women. Programmes in all impact areas target cohorts that are at least 50 percent female. Digital and green skills and solutions are emphasized to ensure that young people are fully prepared for the evolving world of work and can take urgent climate action to protect the planet for current and future generations.





### GenU MISSION:

Skill & connect the world's 1.8 billion youth to opportunity



### PRIORITIES



Digital



Green



Girls

### PUBLIC –PRIVATE YOUTH PARTNERSHIP:

Identifying, co-creating & scaling up program via PPYP consortiums that combine partners unique capabilities assets and reach.



PRIVATE  
SECTOR



FOUNDATIONS



YOUTH



PARTNERSHIPS



UN  
AGENCIES



CIVIL SOCIETY  
ORGANIZATIONS



GOVERNMENT



FINANCING  
ORGANIZATIONS

# YOUTH POWERED IMPACT

Young people are engaged as equal partners in GenU through the dynamic Young People's Action Team. Its more than 70 youth leaders and worldwide youth network guide the global partnership and serve as a sounding board for all that GenU does. Further, GenU constantly reviews and updates the ways in which the partnership engages and mobilizes youth, including by:

- Elevating youth voices by enabling youth to self-organize as advocates and providing them with a platform to be heard (both online and offline) and to effect change in policy and programming
- Supporting youth leadership via mentorship, training and access to resources, and youth participation in GenU governance and staffing at the global and local level
- Fostering youth action by co-creating initiatives with young people, investing in youth-led solutions and partnering with youth-led organizations to advance the GenU mission





# GenU TRUST FUND

The Government of the Netherlands has been a key supporter of GenU since its inception. It generously entered into a partnership agreement to support GenU programmes to skill, empower and prepare young people for the future of work through a contribution to the GenU Trust Fund of 10 million euros over a five-year period (2020–2024), with 50 percent of this sum earmarked for programmes in Kenya and Niger. In addition, in 2022, Fondation Botnar contributed \$2,072,324 to the GenU Trust Fund for Yoma (as part of a broader \$5.3M two-year commitment) to improve the relational wellbeing of youth through the establishment of strategic and contextualized learning to earning pathways for youth to succeed, grow and thrive.

In line with GenU's Strategy (2022-2025), funding has been used to scale up skills development and youth leadership on social impact in Kenya and Bangladesh, including through digital means. Support from the Trust Fund was also used to provide seed funding, complemented by mentorship, to global winners of GenU's imaGen Ventures programme, many of whom are working to combat climate change. In Niger,

funding largely from complementary sources was used to lay the foundation for implementation of Passport to Earning, a digital platform that will skill 3,000 young people in the first phase. Funding from the Trust Fund which was received in Q4 2022 will be used to implement the platform and related skilling initiatives, and these results will be reported on next year. Funding earmarked from Fondation Botnar for Yoma – a youth-led digital marketplace that connects young people to learning, earning and social impact opportunities – was disbursed to partners in Q4 2022 and has been used to begin the development of specific thematic pathways for youth (digital, green), and technology upgrades and research (AI matching algorithm, a data-lite solution, blockchain, and crowdsourcing) with a hypothesis that youth can effectively collaborate to design community initiatives leading to local social and environmental progress. The bulk of the funding will be used in 2023 to 2025.

What follows is an outline of progress and results from 1 January to 31 December 2022, in line with the GenU Trust Fund reporting cycle.







Kenya has a population of nearly 18 million young people aged 10–24 years.

# KENYA

Kenya has a population of nearly 18 million young people aged 10–24 years. In 2019, the country had 10.1 million primary school students (4.97 million girls and 5.1 million boys) but only 3.26 million secondary school students (1.64 million girls and 1.63 million boys). Improving the transition rate to secondary education is critical and this goes hand in hand with ensuring a quality education that is both appropriate and useful, which is a key factor for enrolment and attendance. With 500,000 to 800,000 young people entering Kenya's job market each year, the economy has been unable to provide enough employment opportunities, even with informal sector jobs included. Often, young people are turned away based on their lack of experience. To ensure that Kenya's young people can meet the demands of twenty-first century jobs and stand out in a competitive labour market, they require strong academic qualifications, critical thinking, teamwork skills and proficiency in using technology.

In 2019, the Kenya National Bureau of Statistics estimated unemployment at 19.2 percent among youth aged 20–24 years, with young women constituting 64.5 percent of the unemployed cohort. As such, there is considerable pressure to drive job creation and the development of skills that match the needs of the labour market. Kenya's formal sector currently generates less than 20 percent of the jobs required to absorb the country's labour force, which is growing at a rate of 2.9 percent per annum. Slow structural transformation in production and the labour market has resulted in most workers being confined to low-earning jobs or the informal sector, which is characterized by low labour productivity and earnings, poor job security and no social protection. Moreover, the number of jobs in the informal sector is growing faster than in the formal sector, rising by 4 million compared with 60,000 since 2009, while the share of employment contributed by the formal economy has shrunk. Given the magnitude of the problem, it is of critical importance to spur growth in the formal sector to ensure that young women and men are engaged in productive employment.



In line with Sustainable Development Goals 1 and 8, productive and decent work for young women and men is key to eradicating extreme poverty and social exclusion.

On 23<sup>rd</sup> September 2022, during President William Ruto's inauguration speech, he highlighted the challenge of 800,000 youth joining the workforce annually with over 600,000 unable to find work. With the growing jobless economy and bulging youth population, the government is advocating for the '*bottom-up economic transformation agenda*' (BETA). BETA seeks to promote investments and financial instruments to the numerous unemployed young small-scale traders, farmers, fishermen, informal sector workers and entrepreneurs and financially empower them.

GenU Kenya aligns with the government's priority to support youth skills, entrepreneurship and empowerment. Established in 2019 under leadership of the former President of Kenya, and with continued support from the current President, it aims to connect 10 million young people to learning, skilling and employment opportunities by 2030. As a new government entered its term, GenU continued to be anchored in the Office of the President, co-chaired by the UN Resident Coordinator's Office.



## 1 Advancing the Mentorship and Community Service Learning Component of the Competency Based Curriculum

In 2017, the Government of Kenya reformed the national curriculum and began to implement the new Competency Based Curriculum (CBC) as part of its response to the challenges that young people face. The Mentorship Policy and Community Service Learning (CSL) component of the CBC plays a central role in preparing young people for the world of work by providing training opportunities for young people and helping them to acquire transferable life skills. The engagement of the private sector in mentorship is critically important on both the supply and demand side by promoting skills training, entrepreneurship and innovation.

Through partnerships with the Ministry of Education, Kenya Institute of Curriculum Development at the national and county levels, and the private sector, community service learning through mentoring continued in 60 secondary schools across six counties. Alumni associations were established in secondary schools with 100 young people trained as mentors, and the capacity of 46 boards of management (BoMs) members and 11 curriculum support officers (CSOs) were enhanced to support the implementation of the programme. In the second year of the programme, **5,309 learners (2,858 girls or 54 percent) and 2,451 boys or 46 per cent)** were engaged in mentorship sessions across the **60 secondary schools** nationally, surpassing the target of 4,000 learners (50 percent girls). The mentoring provided learners with knowledge skills related to personal empowerment, self-esteem, stress management, sexual and reproductive health and leadership and decision-making. The learners found the content practical and relatable to their context and the mentorship training has enhanced the decision-making power of high school students as they select subjects inclined to their career pathways. In total, the two-year cumulative number of beneficiaries reached between 2021 – 2022 with support from the Trust Fund are **14,102 learners**: 7,491 girls (53 percent), and 6,611 boys (47 percent).

UNICEF Kenya also supported the development of a framework for the implementation of Community Service Learning (CSL), Value-based Education (VBE), Parental Empowerment and Engagement (PEE), Citizenship Education (CE), and Environmental Education (EE), which will contribute to holistic implementation of community service learning that enhances the acquisition of 21<sup>st</sup> century skills for learners and promotes social responsibility and citizenship. 90 girls participated in community service learning across 60 secondary schools in 5 counties, namely Turkana, Marsabit, Samburu, Garissa and West Pokot. This component of the curriculum will be further rolled out in 2023 across secondary schools, building on the lessons learned and tools developed during the delivery of CSL so far. The programme will continue to develop and test options for virtual mentorship in schools and leverage existing connectivity support, including from the Giga initiative.



## 2 Enabling creativity as a mindset and civically engaging youth in Kenya through the Yoma programme

The digital platform Yoma (Youth Agency Marketplace) provides a bridge for young entrepreneurs and youth in the labour market to learn skills that will help them to plan and carry out their work independently. This youth-driven online ecosystem uses artificial intelligence to match young people with individualized learning pathways, with impact tasks to positively contribute to their community, and with jobs based on their aspirations and psychometric profile. With funding from the GenU Trust Fund in 2021, the Yoma model was adapted for the Kenyan context.

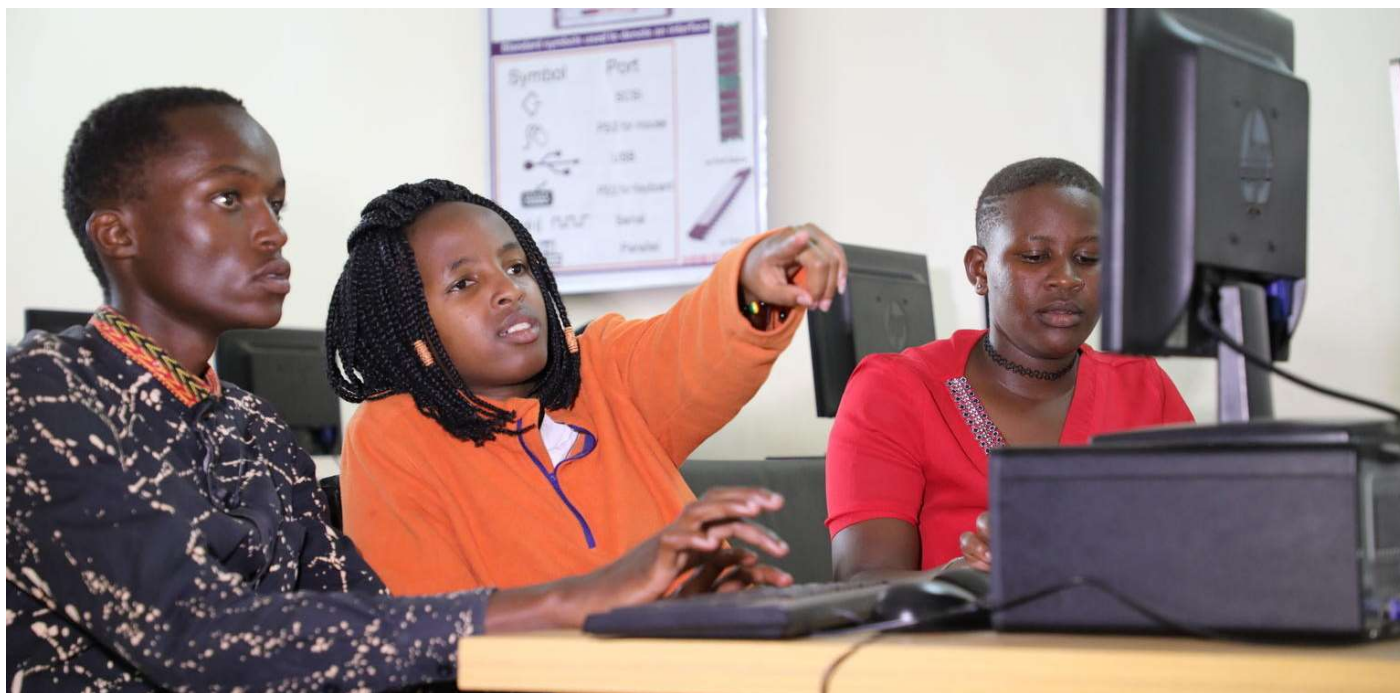
In 2022, building on the innovative mindsets of youth as agents of change, UNICEF Kenya and its partners continue to implement the Yoma model, connecting young people to training opportunities necessary for the labour market and enabling their access to mentorship, volunteer and work opportunities in their communities in collaboration with the private sector and partners such as the Kenya Girl Guides Association (KGGA), Kenya Scouts Association (KSA), National Youth Council (NYC) and State Department for Youth Affairs (SDYA). In 2022, Yoma engaged **103,612 young people** in activities that included but were not limited to community tree planting, digital skills training, community clean-ups, vaccination drives and smart agriculture training. After completing activities, young people accrued points that were exchanged for access to additional skills development opportunities (e.g., internships, mentorships, marketing support, incubation and online or offline training opportunities).

A number of activities on Yoma were related to youth volunteering to improve the lives of other youth. For example, 200 young people have been collecting, verifying and analysing data needed to reach Out of School Children (OOSC) and young people across **16 counties** in Kenya who remain excluded from education. The data collected will make it possible to better identify who they are, where they live and the barriers they face to plan for **accelerated education programs (AEP)** as well as support appropriate

policies. Young people on Yoma also participated in youth innovation challenges to foster and iterate ideas and social innovations within their communities. One such challenge was the creation of a vaccine campaign dubbed '*GiveltAShot*', which was co-created with the Ministry of Health to increase vaccine trust as well as encourage young people to get vaccinated. Over **60,000** young people participated in the competition, with 176 young people emerging as winners and **8,562** young people getting vaccinated.







The Government has committed to include youth in relevant planning and policy development processes under the Kenya Youth Development Policy<sup>2</sup>. To this end, **Youth Unite and Talk (Yunitok)**<sup>3</sup>, a youth engagement platform based on U-Report, was successfully launched in 2021 with support from the GenU Trust Fund, following a co-creation process with young people to develop a localized brand name for the platform that resonates with them. There are more than **126,000 Yunitokers<sup>4</sup> (49 percent girls)** enrolled, and the number continues to grow. The Yunitok platform is available via SMS text messaging across the two major mobile operators in Kenya – together these operators cover more than 98 per cent of Kenya's connected young people. A national steering committee for Yunitok has been established comprised of stakeholders such as the Kenya National Chamber of Commerce and Industry (KNCCI), Kenya Private Sector Alliance (KEPSA), Mastercard Foundation (MCF), Ministry of Education, Ministry of Health, Plan International, United Nations Population Fund (UNFPA) and the World Bank. The steering committee oversees young people's engagement through Yunitok. It uses Yunitok poll results to advocate with stakeholders and policymakers and coordinates partners to mobilise young people through their existing networks of adolescents and young people.

Yunitok is integrated with the Yoma platform to inform the shaping of Yoma-related activities and drive participation. For example, given that access to affordable financing was highlighted as a challenge for aspiring young entrepreneurs in response to Yunitok polls, information sessions by the government on Kenya's affirmative action funds were provided to users registered on Yoma. These sessions were complemented by chatbots on the Yunitok platform that provided information on setting up a business. The Yoma platform also provided incentives and premium training resources for members of the platform, including on digital literacy, climate action, art and design and social media marketing, which contributed to the government's priority of developing young people's digital skills.

Yoma is also being deployed through digital centers run by the Ministry of ICT, Innovation and Youth Affairs. The 150 digital centers are across all counties and support young people to obtain digital skills and jobs by providing access to hardware and internet.

<sup>2</sup> Ibid.

<sup>3</sup> <https://yunitok.in/>

<sup>4</sup> U-Report Yunitok Kenya, 'Engagement', <[www.yunitok.in/engagement](http://www.yunitok.in/engagement)>, accessed on April 26, 2023.







**Niger has one of the youngest population structures in the world with a median population age of 15.**

# NIGER

Niger has one of the youngest population structures in the world with a median population age of 15, and one of the fastest population growth rates (3.9 percent per annum), which will lead to a doubling of the population in less than 20 years. 69 percent of young people aged 15 to 24 are not in employment, education, or training (NEET). For young women, this increases to 78 percent.

To address this situation, UNICEF Niger joined the Generation Unlimited (GenU) movement in 2020, working with national government counterparts, partners (including the private sector), and youth-led organizations, to make young Nigeriens' voices heard on issues that concern them, and to offer young people opportunities to be skillful, engaged, and impactful members of society. The National Agency for the Information Society (ANSI<sup>5</sup>) agreed to co-chair the GenU Niger Steering Committee with UNICEF. The goal of GenU in Niger is to improve the alignment and coordination of partners on expanding school connectivity, youth engagement, skills development, and entrepreneurial opportunities for youth. Key partners include the Scouts, Junior Chamber

International, youth networks, traditional ministries in charge of education and training, as well as those related to environment, industry, entrepreneurship, and telecommunications – including Airtel and Zamani Telecom to amplify the voices of youth through U-Report.

With the Government of The Netherlands, it was agreed to use funding to develop and implement Passport to Earning (P2E) in Niger. P2E is a GenU global programme, led by Microsoft, Accenture, Silatech, Dubai Cares and UNICEF, that provides young people aged 15-24 with free, world-class and job relevant skills training, and positions them for job opportunities. Built on Microsoft's Community Training platform, it offers online digitized curricula curated at the national level, with content provided by public and private sector partners. The P2E programme in Niger is embedded into a larger education and skilling programme which is connected to the Youth National Policy and Niger Girls Education Strategy.



<sup>5</sup> ANSI's main mission is to design, supervise, coordinate and evaluate all actions in terms of IT and New Information and Communication Technologies development in public and parapublic administration at local, national and national levels. They are key in coordinating digital skilling, the delivery of skilling through digital means and livelihood opportunities around the digital economy.



In 2022, through complementary funds to the GenU Trust Fund, the following groundwork was done for implementation of P2E in Niger, including:

- Expanding digital connectivity as well as U-Report, which will be leveraged to develop P2E based on young people's feedback and drive participation of young people to the platform.
- Development of partnerships and courses to provide youth with 21<sup>st</sup> century skills related to drone technology and data analysis, thereby improving their employability and entrepreneurial skills.
- Planning of structural and technological support to 29 youth promotion centres across Niger, in which P2E activities will be developed and where young people will benefit. Ahead of P2E deployment, a tracking app has been designed, which will allow the GenU Niger team to follow-up on activities in these centers and to collect valuable data about youth visits and engagement.
- Development of an incubation programme (pre-incubation 3 months and incubation 9 months) through Abdou Moumouni University for youth-led projects on agri-business and plastic waste recycling. This will be an important partnership for the development of the entrepreneurship component of P2E and will enable young people to develop solutions to problems in their communities and scale them up.
- Continued advocacy and engagement with government, community leaders, parents and young people to encourage girls and young women to build careers in scientific fields.

With funding from the Trust Fund, received in November 2022, strong partnerships and commitment from partners such as the Ministry of Education, Ministry of Telecommunication, National Agency for the Information Society<sup>5</sup> (ANSI) and the National Employment Agency (ANPE) were solidified for P2E, and a detailed action plan has been developed. Niger is still on track to certify 3,000 young people through P2E by the end 2023. At least 400 young people will be connected to internship opportunities.

Furthermore, as a demand creation strategy, career counselling sessions for 20,000 young people will be delivered. Other institutional donors/partners to this programme include Canada, Denmark and Germany, and results on P2E implementation will be reported on next year.





health hygiene protocols  
have to maintain before coming  
while staying at learning centre



Link to Home  
Education  
and Support





**Bangladesh's 45 million young people aged 10–24 years constitute nearly one third of the total population.**

# BANGLADESH

Bangladesh's 45 million young people aged 10–24 years constitute nearly one third of the total population. As such, this group has significant potential to accelerate the country's social, political and economic growth. Every year, another 2 million young people join the workforce. Yet 85 to 90 percent of the country's youth lack the essential education or skills required to match labour market needs – leading to high rates of unemployment and underemployment. This skills mismatch also leads to widespread economic inactivity among youth. Thirty-two percent of Bangladesh's youth population are not in education, employment or training (NEET), and young women make up the majority of this cohort.

Given this context and the country's need to meet related Sustainable Development Goal targets by 2030, GenU Bangladesh was launched in February 2019. The Prime Minister of Bangladesh, Sheikh Hasina, is a global GenU Champion and has made skills and

employability for young people a priority agenda for the country. The GenU Bangladesh Steering Committee comprises senior officials of multiple ministries; representatives of United Nations agencies; the presidents of 15 industry associations, collectively representing more than 500 national businesses; representatives of civil society organizations; and youth representatives. Its chair is the former Chief Coordinator for Sustainable Development Goal Affairs of the Prime Minister's Office and the Special Envoy of the Climate Vulnerable Forum Presidency. Building on results in 2021, funds from the GenU Trust Fund were used in 2022 to a) develop the entrepreneurship component of the Alternative Learning Programme to support young people, especially young women and those who are NEET, in climate-vulnerable areas of Bangladesh to set up their enterprises, and b) enable young people to take action and co-create socially impactful and climate-friendly innovations with businesses.





## 1 Enabling young people in climate-vulnerable areas of Bangladesh to set up their own enterprises

In Bangladesh, there is significant momentum for entrepreneurship development and start-up financing with a new cohort of youth entrepreneurs being financed by a growing pool of public (Start Up Bangladesh) and private investors. Capitalizing on this momentum and building on results from the first tranche of funding from the Trust Fund, UNICEF and GenU partners are strengthening the entrepreneurship component of the Alternative Learning Programme, providing disadvantaged young people with entrepreneurship training and mentorship support, role models, and easier access to seed and equity funding. Focus is on adolescents and youth left behind due to COVID-19, out of school adolescents, and youth who are not in education, employment or training (NEET). The purpose is to standardize “Entrepreneurship” as another pathway of alternative learning in Bangladesh. Entrepreneurship training modules are developed by the Bangladesh Technical Education Board (BTEB) in partnership with organizations such as ILO and BRAC through their PROMISE (Promoting Incubation Support to Enterprises) model.

In 2021, with funding from the GenU Trust Fund, UNICEF Bangladesh tested the entrepreneurship model with 200 learners in partnership with BRAC. Implementation research in the field to identify whether and how this model could be scaled up was delayed due to COVID-19 and continued until June 2022 with support from the GenU Trust Fund. The study findings were developed into a business case with a recommended scale-up strategy for the programme. It was necessary to wait for the findings of this research before scaling up the project to ensure that the interventions would be meaningfully linked with good practices and lessons learned. Following research recommendations to scale up the entrepreneurship model, all the preparatory activities have now been completed, and 1,000 learners aged 18-24 (60 percent women) and their mentors were selected for entrepreneurship training in three districts, namely in Mymensingh, Narayanganj and

Chattogram. Capacity building is currently underway and will be completed by June 2023, per the work plan, to enable these young people to start their own climate-smart businesses. Meanwhile, linkages will be developed between participants and microfinance institutions, including BRAC’s own microfinance programme. Making such linkages will enhance the aspiring young entrepreneurs’ opportunities to access financial support to set up and run a business of their own. The participants will also be provided with a logbook as it is expected that they will maintain records for at least one year after the programme ends to follow up on their financial progress, business reach, and risk and analysis of market conditions.

UNICEF is taking a comprehensive approach to institutionalize and scale up the Alternative Learning Programme, with funding from several donors including KOICA, Clé de Peau Beauté (CPB), GPECM and Let us Learn. The contribution from the GenU Trust Fund was thus used in line with the overall scale-up strategy and institutionalization of ALP funded by these other resource partners, so that it meaningfully contributes to the learning and earning ecosystem of Bangladesh.



## 2 Empowering young people to take climate action and develop innovative solutions to mitigate and adapt to the impacts of climate change

Young people across Bangladesh were provided opportunities to improve their entrepreneurial mindsets and skills as Bangladesh Youth Action Team leaders and/or by participating in GenU's Imagen Ventures Youth Challenge on Climate Change.

A social media-based call for applications to be part of GenU's new Bangladesh Youth Action Team (BYAT) was disseminated through online youth platforms, reaching a total of 1 million youth. 1,888 young people applied, 200 applicants were interviewed and vetted, and 80 applicants - 10 from each of Bangladesh's eight divisions - were selected as BYAT members, 50 percent young women and 50 percent young men. The 80 BYAT team members participated in two days of orientation workshops in Dhaka, which provided an opportunity for them to meet and interact with key GenU Steering Committee members and discuss and provide feedback on GenU's agenda and young people's concerns as they relate to skilling to earning and youth-led social impact. The UPSHIFT tools and methodology were used to enable the BYAT members to identify key concerns in their communities and develop solutions. A needs assessment and plan for capacity building of BYAT members was drafted by the members at the orientation workshop and will be implemented in 2023 under GenU's new flagship initiative, Skilled Futures, anchored in UNICEF. The BYAT will continue to engage in high-level GenU decision-making and programme design, including planning and implementation of the Skilled Futures Initiative.

The Imagen Ventures Youth Challenge was implemented through support from the GenU Trust Fund, UNICEF's Office of Innovation and other GenU partners including Jaago Foundation Trust, SIYB (Start and Improve Your Own Business), Bangladesh Brand Forum, Technovation and ILO. The GenU Secretariat, anchored in UNICEF, provided overall technical assistance,

management, planning and implementation support.

An online social media and offline, face-to-face campaign was designed and implemented by Jaago Foundation Trust in partnership with youth to inspire young people to be social entrepreneurs and take climate action. The campaign reached and engaged nearly eight million young people across Bangladesh, far exceeding the target of one million youth. 300 team-based problem definitions and ideas for community-level solutions to climate change were submitted as a result of the campaign. 62 unique solutions were shortlisted to be further developed by their team owners during three days of face-to-face UPSHIFT-based boot camps<sup>6</sup> in six divisions of Bangladesh: Dhaka, Rajshahi, Sylhet, Khulna, Chittagong and Barishal. 30 experienced master trainers (including 6 youth volunteers and partner staff) were trained in UNICEF's UPSHIFT tools and methods to facilitate the boot camps for 350 youth. Twenty teams and their solutions were shortlisted by locally selected judges (including peers) and received seed funding and dedicated local and national level mentorship support. Teams with younger mentors who had established their own innovative businesses were especially well placed to support and guide the teams in incubation. Most teams focused on waste management, turning waste into eco- and climate-friendly products, or on renewable and sustainable energy sources. Five of the teams so far have received awards and prize money from other innovation challenges to further support their climate change solutions.

UPSHIFT is a youth social innovation and social entrepreneurship programme developed by UNICEF with youth, designed to build skills and opportunities for young people who are disadvantaged, due to (for example) poverty, gender, disability or ethnicity. The programme empowers young people with the skills and resources they need to identify problems in their own communities and design solutions for them.

<sup>6</sup> UPSHIFT is a youth social innovation and social entrepreneurship programme developed by UNICEF with youth, designed to build skills and opportunities for young people who are disadvantaged, due to (for example) poverty, gender, disability or ethnicity. The programme empowers young people with the skills and resources they need to identify problems in their own communities and design solutions for them.







# imaGen VENTURES

Since 2018, GenU's imaGen Ventures programme has provided young people in 60 countries with opportunities to develop the necessary entrepreneurial skills to catalyze social impact and economic growth and to create a more sustainable future by contributing to the Sustainable Development Goals (SDGs). Its tested and holistic youth-centred approach – co-designed, co-created and co-led by young people – is based on the principle of leaving no young person behind. imaGen Ventures works with young people to nurture skills for the future and foster an entrepreneurial mindset. It also supports aspiring ventures with grants, funding, and mentorship opportunities, and inspires millions to build growth-oriented and socially motivated enterprises. Since 2018, 80,000 young people have been skilled and empowered to generate entrepreneurial ideas and ventures. More than 2,500 young entrepreneurs have been provided with grants and incubation support for their ventures with extensive positive effects on peers, communities, and beneficiaries.

For imaGen Ventures 3.0 in 2022, more than 70 national finalist teams across 45 countries pitched their innovative solutions to a global jury comprised of public, private and youth partners who selected 12 global winning teams that were celebrated at a high-level event during COP27. These young people are using their talents to improve their communities and develop new solutions to help achieve the SDGs. From solar

-powered lighting systems for schools to innovations for biodegradable plastic to sustainable mini cisterns for rural families, the twelve winning youth ventures represent the brightest ideas of thousands of young innovators. National and global finalists receive comprehensive incubation and acceleration support. This includes mentorship, peer-to-peer exchange, access to networks and funding opportunities, support for business formalization and other measures depending on the business.

Funding from the GenU Trust Fund was used to provide global winning teams with equity-free seed funding (US\$ 16,000 each), which was complemented by a global incubation phase in which they met with topic experts who provided tailored advice in their areas of expertise. The following are snapshots of the winning teams and their solutions which are being supported through the Trust Fund.

## **Zambezi Ark Technologies, Zimbabwe: Off-grid lighting using recycled products.**

The team designed and developed a solely off-grid solar-powered lighting system, which can bring high-quality and reliable lighting to schools and residential buildings. The system eliminates the use of inverters and LED drivers and uses less wiring per lighting point. The team also trains students and teachers on how to make Chigubhu lanterns themselves to ensure sustainability.





**Soigel, Egypt: Fertilizer and Aquagel made of sugarcane waste.** Concerned with sugarcane waste pollution, of which 10 million tons are burned annually in Egypt, team Soigel has created a high-efficiency organic fertilizer made from recycled sugarcane waste that can absorb CO<sub>2</sub> from the atmosphere. After conducting 40 interviews with farmers, the team identified the need for more effective fertilizers that help increase productivity and mitigate water usage. The Soigel team is now producing three products: 1) an organic fertilizer called 'Soilizer', 2) 'Aquagels' that control-release water thereby effectively decreasing water usage in farming, and 3) a 'Loaded Aquagel' that control-releases fertilizer into the soil. Their vision is to become the largest company in the world to produce organic fertilizer and Aquagel from recycling sugarcane waste and to serve the agricultural community by providing products that are competitive, sustainable, eco-friendly, and highly efficient.

**Int-Tech, Pakistan: Biodegradable plastic with sensors that detect the expiry of the foods.** Int-Tech is solving a trio of problems - plastic pollution, food expiry issues, and waste management – through one product: Bio Plastic. Artificially intelligent bio plastic is a biodegradable plastic that can vanish from the environment within three to six months and monitor the expiry of the perishable food products. The transparent bio plastic is used for wrapping of goods, and a sensor sheet strip will detect the expiry of foods and change color when the product starts spoiling. The initial prototype has been proven to be cost-effective at \$0.067 per unit and is ready for mass production to enter the market. The team hopes this will revolutionize the packaging and plastic industry in Pakistan and later in other parts of the world and help manage waste of organic food.

**Quebrada Agroecológica, Brazil: Natural Resources Management and Access to Water.** The Maria da Penha settlement in Brazil suffers from a lack of access to basic services and many residents struggle to lead decent lives. Access to clean water and sanitation, in particular, remain challenging for the community—residents are forced to spend a significant amount of their already small income on purchasing water and many struggle to afford it. Team Quebrada Agroecológica has developed an alternative mini cistern model designed to lower the cost and maintain a sustainable capacity of water in the

Maria da Penha settlement. The plan is to then expand this to other communities throughout Brazil. So far, the mini cistern model has benefited over 2,000 families with a cost as low as US \$525.

**Bio Briquettes, Uganda: Averting Deforestation.** Uganda has experienced a 63 percent decline in forest cover over the past 25 years due to tree cutting for firewood, timber, and charcoal. The loss of trees in Northern Uganda has led to irregular dry seasons and drought, as well as unpredictable heavy rainfall. Determined to help avert deforestation, five young people have teamed up to create a venture producing bio-briquettes from organic by-products and household waste to be used as an alternative to charcoal. The bio-briquettes produce more heat and burn three times slower than charcoal, are reusable when not fully burned and can be used in any kind of charcoal stove.

**Electric Bike, Jordan: Facilitating access to water in refugee camps.** In Azraq Syrian refugee camp, transporting water is often a long journey and commonly done by women and children. This team has developed a solar-panel-powered electric bike to improve the quality of life for refugee camp residents and allow them to transfer water to their tent in a way that is fast, convenient, and requires less labor and effort. The bike can run for more than 10 hours on a single charge. The electric bike will address both the lack of transportation options and means to carry water in the camp.



Electric Bike, Jordan

**Team Lorem, Sierra Leone: Easy STEM Server.**

Some 84 percent of households in Sierra Leone lack internet access, limiting children and young people's ability to connect and learn. Team Lorem has developed 'Easy STEM Server', an offline database server that provides quality Science, Technology, Engineering, Math (STEM) content offline, enabling children and young people in Sierra Leone without internet access to learn, grow and develop their skills. The venture provides various learning materials through Massive Open Online Stem Contents (MOOCs) to students without them needing internet data. This is done by storing offline materials such in mini portable database servers. The team has tested the server with 27 engineering students from Fourah Bay College, one of Sierra Leone's main colleges with a top engineering program.

**MeDialog, Armenia: Media Literacy Education.**

Aiming to address the lack of media literacy and in the face of a proliferation of false or misleading information online, the MeDialog venture from Armenia will incorporate VR, board games, a mobile app, a cartoon, and courses in formal education institutions to create a learning

package designed to instill critical media literacy skills among young people. The venture will also teach young people about cyberbullying, cybercrime and personal online data.

**Khutwa, Lebanon: Sexual education awareness and hotline.**

'Khutwa' is a tool that aims to help prevent sexual exploitation and violence by providing appropriate educational programs for adolescent girls and boys. These programs focus on sexual awareness, legal guidance and culture, and provide a hotline for reporting and referrals to specialists both virtually and physically. It is the first programme of its kind in north Lebanon. The team aims to cover 70 percent of high-schools in north Lebanon by the end of 2023 by collaborating with civil society organizations, ministry of education, psychologists, educators, social activists, and other experts in related fields.











# Yoma

Since its establishment in 2020, Youth Agency Marketplace (Yoma) has been dedicated to empowering and transforming the lives of young people aged 16-24 worldwide. The platform actively engages youth in social impact tasks and provides learning-to-earning opportunities. As youth engage in these opportunities, their activities are recorded on their profile. This allows them to build a verifiable digital CV with trusted credentials. Moreover, their efforts can be awarded with the platform currency, a digital token that can be spent in the Yoma marketplace in exchange for goods and services such as airtime and data.

As of December 2022, Yoma is implemented in 6 countries in Africa<sup>7</sup>, with Trinidad & Tobago and the Philippines joining in late 2022. The various learning pathways available on Yoma expanded opportunities for 171,290 young people to take advantage of new types of jobs & entrepreneurial activity made available to youth. More than 10 opportunity providers including Atingi, Umuzi, GLEAC, and Accenture were onboarded on the platform and provided 149 learning, task or impact opportunities. By addressing traditional barriers to marginalized group access to learning, Yoma positively influences external drivers for young people's well-being.

## I. PURPOSE

Yoma catalyzes young people's creativity and taps their ideas to address systemic challenges facing social sectors in Africa and contribute to the achievement of the Sustainable Development Goals (SDGs) at multiple levels. It promotes well-being and mental health (SDG 3), quality education (SDG 4), gender equality (SDG 5), fosters economic growth and decent work (SDG 8), reduces inequality (SDG 10) and supports climate action (SDG 13). Yoma matches the global demand for SDGs impact with the capabilities of youth within their communities. The platform facilitates access to volunteering opportunities (impact tasks) which are rewarded with tokens and complemented by action learning, enabling youth to enhance their CVs with essential portable skills that will increase their employment prospects. This contribution to Yoma via the UN Multi-Partner Trust Fund (MPTF) aims at improving youth relational well-being through the establishment of strategic and contextualized learning to earning pathways for youth to succeed, grow and thrive. This is achieved by developing multiple pathways such as digital, green and Yoma Together, leveraging technology advancements and closely monitoring progress.

<sup>7</sup> South Africa, Nigeria, Kenya, Burundi, Ivory Coast, Benin



By prioritizing those interventions, Yoma provides youth with opportunities that align with their aspirations, potential and the demand market. Specific strategies and interventions are prioritized to address limitations faced by marginalized young people such as rural youth and youth on the move.

With valuable support from the Botnar Fondation, Yoma contributed to improving the relational well-being of young people through the establishment of strategic and contextualized learning to earning pathways for youth to succeed, grow and thrive. Specifically, Yoma expanded 171,290 young people's access to free online opportunities that promote skills development, community engagement, and employment prospects. This report provides an overview of the main achievements during the first period of program implementation that focused on laying the groundwork for the program implementation. Despite the delay in the financial transfers, the indicators are all on-track and this report highlights key achievements made during this period and outlines strategies and future plans.

**Develop thematic pathways (Yoma Together, Green Yoma) to engage youth throughout the ecosystem**

Yoma connected young people with their peers in their communities and across the world, fostering a network of like-minded individuals who share similar aspirations. This global network enables

youth to exchange ideas, collaborate on projects, and establish valuable connections that can further support their personal and professional growth. The #Yomatogether challenge hosted on Goodwall organized a series of online challenges for youth across Africa to expand their knowledge, skills, and employability by developing entrepreneurship skills and becoming a part of the Yoma community. More than 3 million young people were engaged in Yoma-related activities.

In **South Africa**, UNICEF is providing scale-up support to the Duzi-uMngeni Conservation Trust (DUCT) and Amanzi Ethu Nobuntu (and, its partners in the linked programmes) to enhance access to opportunities for youth working for the common good and scale up the 'Enviro-Champs' across the country. Young volunteers are monitoring the water quality of streams, warning communities when streams are polluted, and designing solutions, including advocating with local municipalities when needed. They deploy citizen science learning tools, such as the Stream Assessment Scoring System ([www.miniSASS.org](http://www.miniSASS.org)) and are testing how citizen science can contribute towards SDG monitoring, with a focus on SDG 6.3 (water and sanitation). Additionally, innovative ways to incentivise youth using blockchain technology to participate in environmental catchment management initiatives are currently being explored.





To address the challenges faced by refugee, displaced, and migrant youth in accessing opportunities, UNICEF launched the Youth on the Move Fellowship program (which the Yoma Together pathway aligns with and supports). Partnering with Children and Youth International, eligibility criteria were redesigned to remove common barriers youth on the move face (no recognised degree, no bank account, no university affiliation, etc). In the initial pilot, eight fellows were placed in different UNICEF offices/teams, and the second round started with seven more fellows. Additionally, UNICEF established the African Climate Mobility Initiative (ACMI) Youth Forum in partnership with various organizations, providing young people with a platform to contribute to global discussions on climate mobility. The Africa Climate Mobility Youth Forum was launched, and the first-ever African Youth Declaration on Climate Mobility was released at COP27. In total, 2,600 young people engaged across Africa to build a community focused on driving change in climate mobility. Youth also played a significant role in

climate mobility discussions at COP27, with 10 exceptional youth delegates selected and supported by UNICEF. They had the opportunity to make their voices heard in public events and meetings with influential figures and organizations.

Under the “Youth Green Finance Initiative”, Yoma is partnering with the University of Liechtenstein, the LIFE climate foundation and the Liechtenstein Banking Association to explore innovative and sustainable impact financing schemes for Yoma. The initiative is a one-year pilot project with the common goal to: 1) develop a proof of concept for a revolving impact fund for Yoma and 2) create a multi-year cooperation to form a “Liechtenstein Youth Green Finance Lab” working as innovation and learning hub for the development of innovative financing solutions. The initiative brings together different partners and their expertise to develop a concrete bankable product, an investment case, as well as a comprehensive knowledge network, including African universities. The initiative is currently partnering with Umuzi a, key ecosystem partner of Yoma and experts in the development of learning to earning pathways for digital skills, to explore the application of blended finance instruments using NFT tokens linked to learning and employment outcomes of individual learners in South Africa. Moreover, the initiative is exploring finance mechanisms for the Green Yoma pathway where revenue generation will be connected to local actions of young people in their communities (e.g., reforestation or community clean up tasks) and the successful verification of the achieved impact (e.g., using citizen science tools).

As connectivity remains a challenge for young people across Africa, UNICEF Burundi is working on a group functionality on Yoma where only one young person needs a mobile device and access to the internet and the rest of the team members can access the opportunities through the same device. This approach is providing critical insights into Yoma’s applicability in low-connectivity settings, which are also valuable for other UNICEF offices implementing Yoma, and South-South knowledge exchanges are being supported by the Yoma global team.



### Develop and implement digital livelihoods pathway

Umuzi and the African Coding Network (ACN) worked together to further develop and implement the digital livelihood pathways for youth in Africa. Their work focused on upskilling and providing industry-relevant training to youth. The goal is to enhance the skills and capacities of young people, enabling them to tap into new types of jobs and entrepreneurial activities emerging across Africa. This partnership established by Umuzi and the African Network Coding Network is a valuable asset for the Yoma program. They leverage on the access of local partners to hard to reach young people, and in return, they offer additional in country support to their learners, sometimes in the home language of those learners if different from English.

300 learners were enrolled in 2022, with 50 individuals pursuing further upskilling after receiving their initial certificates. They acquired industry-recognized certifications in their specialized areas, such as Project Management (PSM1), data analytics, and cloud development. Interventions are delivered through two activities 1) the employability sprints (practical steps to improve the likelihood of success in jobs search, freelancing, or entrepreneurship) and 2) the Design Thinking Sprint (Project-based learning, solving real-world problems and building a portfolio to showcase skills). An additional 166 learners will be enrolled by the beginning of July 2023, to give learners 6 months to complete the certificates (the maximum amount of time that given to learners to complete). One young woman who is an ACN graduate has been employed by Umuzi as of 1 March 2023. She is a data scientist and supports the facilitation of training on all Umuzi data streams.

### Marketplace for youth to engage with impact opportunities

Through Yoma, over 300,000 U-Reporters were onboarded in 2022 of which 13,000 of them were screened and trained as volunteers by the National Population to support national campaigns across Nigeria (across 20 states) in birth registration and immunization. These volunteers registered more than 3 million children under 5 years old. In addition, volunteers across five states were recruited as COVID-19 vaccine champions through the "Give it a Shot" campaign to increase uptake of the COVID-19 vaccine through a peer-to-peer model. As a result,

more than 42,000 persons got vaccinated.

### Develop the first version of the impact portal, AI matching algorithm, low resource solution and impact verification/ evaluation tools

Under the leadership of the Spanish National Research Council (CSIC), a series of activities were carried out to explore how to leverage AI on Yoma to match youth with opportunities. Insights from Umuzi's aptitude test identified the missing data that Umuzi should collect to build an AI tool that predicts the probability of success of an applicant in a programme. The research team also developed the first pilot to recommend learning pathways with Yoma courses. The pilot recommends a young person to a learning pathway, composed of Yoma courses, which makes them more employable for a target job. The team also worked on the development of a new version of the pilot (as a web app) with courses from multiple providers (SAP, GLEAC, Atingi, etc.). The pilot will target a focus group of Yoma users and will identify the gaps in the current Yoma content offerings needed to get to the target end goal.

To reward young people for their time and offset costs related to data and internet access, Yoma has awarded young people over 192,000 USD in token equivalent for successfully completing various opportunities available on the Yoma platform, such as learning opportunities offered by various opportunity providers (e.g., Atingi), impact opportunities such as community clean up, and tasks such as challenges available on Goodwall.



### **New Yoma management entity and improved overall experience on the Yoma platform**

The block grant for ecosystem partner RLabs contributed to strengthening Yoma's operations. 12 team members were recruited by RLabs and they form the Yoma HQ Team in South Africa. An Operations Team (Communications, Validation/Credentialing, Customer Support) and a Tech Team (UI/UX, Front-end & Back-end Development), are overseen by the Operations Manager and a Solutions Architect. The Yoma General Manager oversees the Operations Manager & Solutions Architect and forms part of the Leadership Team of Yoma thereby aligning Yoma HQ activities with the Yoma vision and mission. The Operations Manager & General Manager were recruited in January whereas the rest of the team was recruited in March 2023.

Aligned with its mission, Yoma focuses on the needs of young people and employs various strategies to continually engage and enhance their experience on the platform. A Youth Council was established to systematically involve young people in the improvement of the platform. Informed by insights from these consultations, the platform underwent significant improvements in 2022, resulting in a more responsive and user-friendly design that offers faster loading times and enhanced navigation. Additionally, new features, including form validations and improved system feedback, have been incorporated, thereby making the platform more efficient and effective. This revamped platform will be launched in Q2 2023. Furthermore, Yoma will strengthen its collaboration with youth networks to leverage their diverse perspectives, experiences, and ideas, fostering a sense of ownership and inclusivity. By tapping into the collective power of youth networks, Yoma can effectively address the needs and aspirations of young people, maximizing its impact and driving positive social change.

### **Prepare and implement the operational research**

In 2022, Yoma successfully reached over 5 million young people, demonstrating its potential for impact. However, it is crucial for future development that Yoma gathers detailed evidence on the program's effectiveness beyond quantitative metrics and anecdotes. To address this, Yoma is conducting operational research focused on the relational well-being of youth, providing valuable insights into the methodologies and technologies employed. This

research will enable quick feedback and adjustments to the program while building a body of evidence for future scaling.

The research plan centers around leveraging digital technologies like AI, blockchain, and crowdsourcing, with a hypothesis that youth can effectively collaborate to design community initiatives leading to local social and environmental progress. The research aims to demonstrate that coordinated youth-based action can improve relational well-being, generate valuable citizen-generated data, and be sustained by key stakeholders. The operational research is carried out by five partner research labs in Europe with a range of expertise relevant to the core research questions and coordinated by the University of Geneva. These research partners work in collaboration with two local partners in Kenya and South Africa, each of which has wider networks across Africa, to test the central hypotheses through practical small-scale experiments coordinated by local partners.

Adjustments were made to the initial research plan to ensure the learning's applicability to the Yoma ecosystem. This additional research include: 1) research by The Spanish National Research Council (CSIC) on learning pathways in Yoma and 2) research on relational wellbeing led by Universite Paris Cite (UPC).

The data collection plan was finalized and approved by an ethical committee. This is a key step to carry out the research activities and share the outcomes in peer-reviewed scientific journals. An open innovation cycle for grassroots citizen science project generation by African youth was completed with substantial support from Crowd4SDG and Goodwall. From this cycle, two projects have been selected to be supported by Yoma: Donate Water (2 Nigerian and one South African youth participant) and AquaTech (one Kenyan, one Ugandan, one Nigerian and one Tanzanian youth participant). Once launched as citizen science initiatives in the Q3/Q4 of 2023, these two projects will play a crucial role in addressing inquiries regarding the amalgamation of citizen science actions with a reward system based on tokens. These initiatives aim to explore the impact of such integration on the motivation and well-being of young individuals.



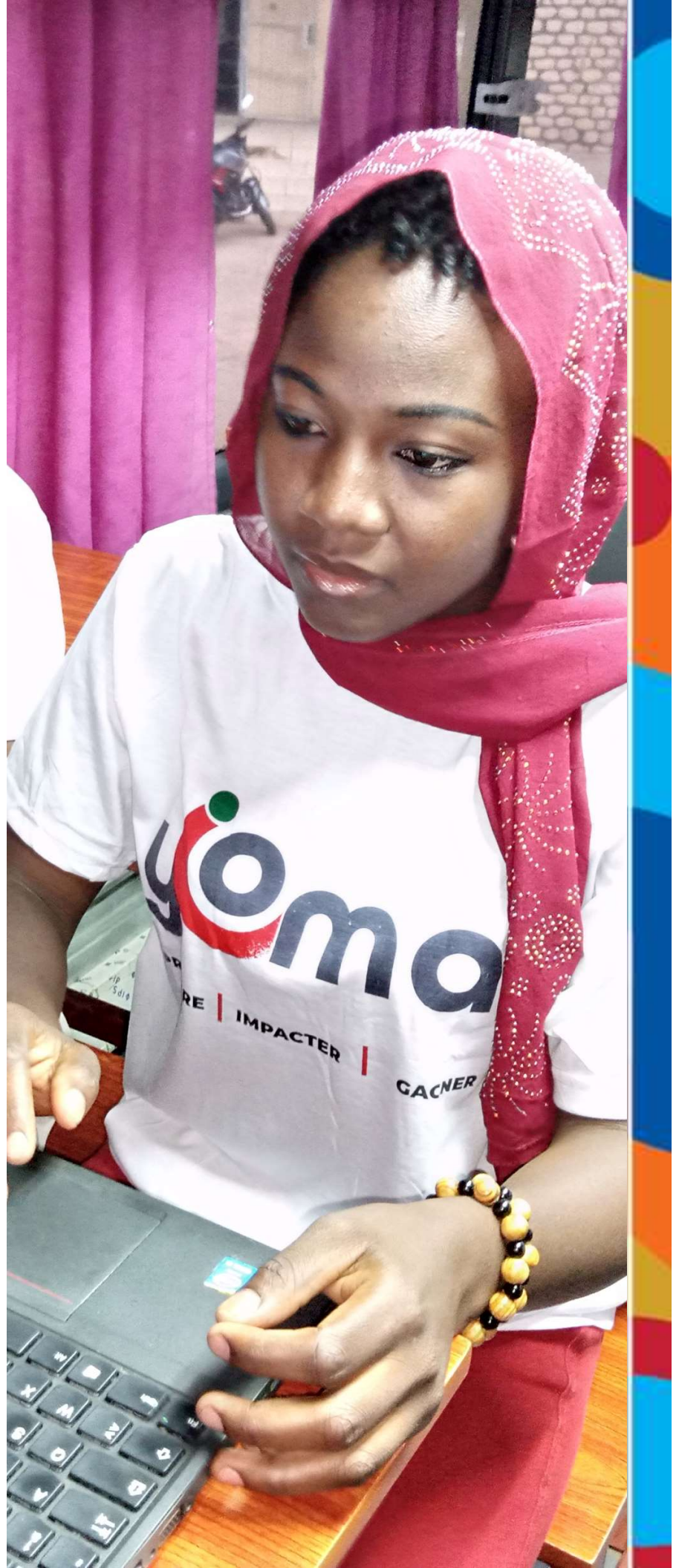
### 35 Generation Unlimited

Our Time. Our Turn. Our Future

The Yoma Operational Research team has also developed an initial pilot to provide recommendations to young people for learning pathways using Yoma courses. This pilot recommends a tailored learning pathway for each individual, consisting of specific Yoma courses that enhance their employability for a desired job.

Additionally, the operational research developed a first mobile phone app prototype for data collection to crowdsource information about access to water in Nigeria. This app is co-designed with a team of Youth entrepreneurs from Nigeria and Kenya who participated in the Innovation cycle. This prototype enables research on youth motivation, personal impact and methodology to empower youth and allow them to create their own sustainable initiatives.

The research team explored how teams of young people can be matched in Yoma using AI. An AI algorithm together with a new web app, Yoma-teams, has been developed to facilitate team formation. This new app has been used in two projects: Teams in the Gear cycle and Teams for Social Impact task (community clean up). It has been observed that AI-formed teams are very competitive, the AI algorithm formed 12 teams in the Gear cycle and 82.75 percent of the participants reported they enjoyed working in their teams. Additionally, the AI algorithm formed 6 teams of volunteers to do community cleanups in different locations near RLabs in South Africa. Regarding relational well-being, 65.22 percent of the participants reported being very satisfied. Additionally, 78 percent of the participants exhibited an average increase in their skills, with an average improvement in 4.8 skills. Yoma noted significant improvement in 6 out of 10 skills. The measurement tool used during the pilots will be refined for the overall evaluation of the program.

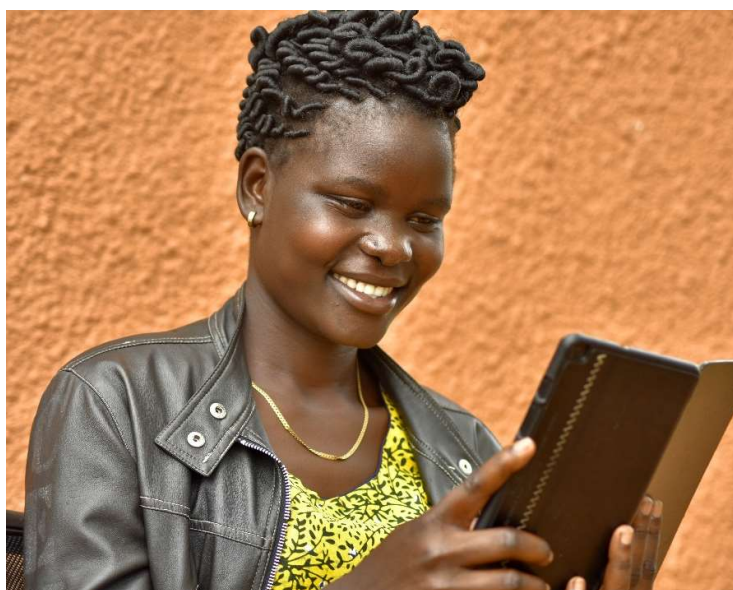








# CONCLUSION AND WAY FORWARD



Building on progress made in 2021, GenU programmes in Kenya, Bangladesh and Niger are leveraging public-private-youth partnerships (PPYP) to improve young people's lives through skills development, employment, entrepreneurship and social impact opportunities. Important progress has been achieved in embedding twenty-first century skills, apprenticeship and mentorship opportunities in mainstream education systems, while also supporting young people to gain transferable skills relevant for local labour markets. Young people are being meaningfully engaged in programme design through extensive local youth networks, community-based youth centers and through platforms such as U-Report.

In Kenya, the mentorship and community service learning components of the Competency-Based Curriculum (CBC) will continue to be rolled out across secondary schools in Kenya, and offerings on Yoma for learning to earning and social impact opportunities for youth will be expanded. GenU Kenya will also expand its portfolio on agri-business and agri-preneurship in 2023.

Agriculture remains the dominant sector in Kenya, accounting for about 22.4 percent of the overall gross domestic product (GDP). The Government of Kenya has identified agriculture as one of the sectors that can catalyze the transformation of the rural economy by engaging young farmers in innovative and sustainable farming practices. Modern 'smart' technologies and digitization in the farming business have motivated a new generation of farmers, managers and entrepreneurs, and have potential to significantly improve agriculture practices and connections to markets and finance, as well as mitigate the effects of climate change and improve yields. To capitalize on this opportunity, address youth unemployment, and improve food systems, GenU, UNICEF, Kuza (a social enterprise), the World Bank and the Government of Kenya will implement the programme, Engaging Kenyan Youth in Agriculture and Nutrition (EKYAN) in 2023. In the initial phase (2023-2025) of this Public-Private-Youth programme, 4,000 young people will be trained as agri-preneurs to support more than 51,000 farmers to harness technology and modern, sustainable farming approaches to improve their crop yields and agricultural practices. Centers of Excellence (CoEs) will be established across multiple counties in Kenya to serve as community training hubs, preparing youth to provide extension services, including access to quality inputs, advanced technologies, and financing, to smallholder farmers in the region. In addition to training young agripreneurs, the CoEs will serve youth through local schools and agricultural clubs supported by the Kenyan Ministries of Agriculture, Education & Youth. Funding from the GenU Trust Fund will also be used to support young green entrepreneurs in other priority countries in collaboration with public and private sector partners.

In Niger, building on the foundation for P2E that was developed in 2022, the platform will be rolled out in 2023 to certify an initial 3000 young people. At least 400 young people will be connected to internship opportunities. Furthermore, as a demand creation strategy, career counselling sessions for 20,000 young people will be delivered. Key future activities include developing the Microsoft Community Training platform, working with a steering committee that includes government, private sector and young people to design and oversee implementation of the programme, finalizing content selection for initial roll-out, building capacity for blended delivery and activation of sites/workshops for programme delivery.

With respect to Yoma, supported by Fondation Botnar, the joint program, aims to achieve the following objectives: 1) Have developed the digital livelihoods pathway; 2) Have run four pilots validating the green Yoma pathway; 3) Have developed the Yoma together pathway; 4) Have conducted operational

research around relational wellbeing, AI/machine learning matching algorithm, the token economy and the impact verification and evaluation

5) Have developed an impact financing strategy making Yoma partly self-financed. All of this will create a more robust offering for young people and improve the relational wellbeing of youth.

At the global level, the Generation Unlimited Strategy 2022–2025 will direct continued efforts to skill and connect the world's 1.8 billion young people to opportunity, with focus on achieving impact for the most disadvantaged, especially young women, and on digital and green skills and solutions. Expanding PPYP to fund and deliver scalable solutions for young people in over 50 countries across the globe will be central to delivering this impact.





# Appendix Articles





# YOUNG PEOPLE GET A HEAD START IN THE FISH INDUSTRY

The waters of Lake Victoria are calm off Dunga beach, Kisumu, as young entrepreneur Vincent and fisherman Nicholas climb into a wooden boat and head out to check on their fish. Storks perch on rocks emerging from the water along the lakeside, while further out white-sailed dhow boats cut across the breeze. "It's calm now but, in a few hours, it will be very choppy," Nicholas observes.

The boat soon arrives at the offshore fish cages. Visible on the surface of the lake are 12 square metal frames, supported by blue plastic tanks filled with air. Under the water, a series of nets holds around 5,000 tilapias in each cage. Nicholas takes off his shoes and clambers onto a walkway at the edge of the cage, which rocks gently under his weight. He peels back the top layer of the net and reaches in to grab a few large fish, which he throws into the boat. They lie at the bottom, thrashing their tails and gulping at the air.

"The biggest challenge facing the fisheries of Lake Victoria is reduced fish stock due to

overfishing," Nicholas explains. "That's why I switched to cage farming, which is a new technology in Kenya. I buy all my fingerlings [small fish] from Aquaculture Barn. This is because of their quality, which is very good compared to my previous supplier. The fish grow better and don't get sick. Also because of their pricing, which is very fair."

Aquaculture Barn is a youth-led enterprise run by CEO Vincent Ochieng, 27. It is based at the water treatment works in Kisumu town, on land loaned by the County Council, and uses processed wastewater to supply several ponds and tanks used to breed tilapia and catfish. The tanks produce thousands of tiny fish, which the company sells to fish farmers like Nicholas. "We currently have a stock of 13,000 fingerlings," Vincent says, pointing to several large grey tank inside in a greenhouse. "We sold 3,000 on Saturday to a fish farmer in Kakamega."



**WATCH  
THE  
STORY  
HERE**

Intern Bramwell Amimo, left, helps check the gender of tilapia fish at the Aquabarn greenhouse

## Youth unemployment

Vincent got the idea for the business when he was a new graduate struggling to find work. After completing university in Nairobi, he moved home to Kisumu because of the high cost of living. “It was very difficult and demoralizing,” he recalls. “I faced stigma from employers because I was living in an informal settlement. I sent off hundreds of job applications while doing manual labour to get some money for rent and food. I couldn’t even get a position as a volunteer without knowing the right person.”

As an aquaculture graduate, Vincent thought there might be work at Kisumu water treatment works. Here he met other young unemployed graduates like himself, who were also looking for work. He also discovered the fingerling facility, which had been built as part of an EU-funded project but was no longer in use. He asked the County Council if the young people could take it over and run it. “They said they couldn’t pay us but agreed that we could run it as a youth collective and keep any profits that we made,” he says.

The big break for Vincent came when he entered the Generation Unlimited challenge for young innovators, run by UNICEF. Through this, he received business skills training and seed funding of 1.2 million Kenya shillings, allowing him to turn the youth collective into a proper business. Vincent registered the company and used the funds to buy equipment, set up additional ponds and hire four employees plus interns – all young people like himself. He also registered on Yoma, another youth innovation programme run by UNICEF.

“Generation Unlimited really helped us at Aquaculture Barn,” he says. “It’s how we got our first foothold. The range of training helped us learn business skills and digital marketing and complete the missing pieces of the business. Now that Aquaculture Barn is a success, I want to give something back to other young people through internships and training. I’m very happy.”

## Generation Unlimited

Generation Unlimited (GenU) is a multi-sector partnership, supported by UNICEF, which aims to see more than 30 million young Kenyans in education, training or employment by 2030. In order to promote young people’s creativity, GenU

runs an annual youth challenge – now called imaGen Ventures – targeting youth groups with innovative ideas. This includes boot camps, where participants gain business skills, and seed funding for the winning teams to implement their ideas.

Another GenU initiative targeting young people is the Youth Agency Marketplace (Yoma), also supported by UNICEF. This is a digital marketplace that helps young people boost their employability by completing personalised training courses, taking part in challenges and community activities, and connecting with potential employers.

“We face an urgent challenge. By 2030, an estimated 60 percent of young people globally will lack essential skills,” UNICEF Kenya Youth Specialist Sandra Simbiri says. “Already, today’s young people are three times more likely than adults to be unemployed. To keep up with a rapidly changing labour market, Kenya’s young people need a full set of vocational skills. GenU gives them that, so they can compete.”



Vincent checks the tanks in Aquaculture’s greenhouse, which contain fingerlings at different ages





Edwina Achieng scales a fish at Nutritious Hub restaurant, Dunga beach, Kisumu

### **Growth through Challenges**

Despite the challenges caused by the COVID-19 pandemic for young people in Kenya and beyond, it fostered an environment for Aquaculture Barn to grow. “During the pandemic, local producers couldn’t get fingerlings,” he explained. “The brokers were all locked in Nairobi due to travel restrictions and could not move to the hatcheries or farms. We built an online platform so that people could order our fingerlings from across the country. It was so successful that we had to take it offline for a while until we had fulfilled all the initial orders.” Inside the greenhouse, Vincent takes interns through the process of tilapia breeding. He shows them how to check the gender of adult fish, transfer fingerlings from the incubator to a pond, and count the tiny fish for sale. The greenhouse is hot and humid, although it maintains an even climate compared to outside. Under Vincent’s guidance, one of the interns, Bramwell, lowers a tray of fingerlings from the incubator into the tank. “Slowly, slowly,” Vincent warns. “They need to acclimatize to the new water. Let them swim out on their own.”

Back at Dunga beach, Nicholas delivers the fish from his cage to Nutritious Hub, one of many restaurants that line the lake front. Restaurateur Edwina Achieng scales the fish and cooks them in a large pan of oil out the back. She takes orders from the hungry UNICEF team: dry or wet fried; with chips, rice or ugali. “I met the Aquaculture team at a fish industry training in Kisumu,” she explains after lunch. “I wanted to support them, so I started buying my fish from Nick. The customers have noticed the difference, they say the fish are much sweeter now.”

# YOUNG PEOPLE INVENT AN AWARD- WINNING ECO-TOILET

It's a hot and humid morning on John Ochieng's farm on the outskirts of Kisumu town, near a small lagoon. John is a bright and healthy 77-year-old who strides through the fields in bare feet, some of his toenails missing after decades of labour. He enjoys practicing his English. "How are you coping with the atmospheric pressure this morning?" he asks UNICEF, with a twinkle in his eyes.

John collects a bag of manure from young entrepreneurs Chelsea and Steven of Saniwise Technologies. Their company has designed an eco-friendly toilet and sells manure and chicken feed produced as a by-product. John draws some water from a borehole and leads the UNICEF team to a nearby field where he is growing spinach, aubergines, tomatoes and lettuce. He carefully packs some of the manure around a small lettuce in the centre of a hole in the field, then moves onto the next one.

"I met Chelsea and Steven over there by the lagoon," John says, pointing back the way he

came. "I was curious about the toilet they had built. They told me that it makes manure and chicken feed, so I bought some samples from them. I like the products – the manure helps my crops grow very green and fruitful. When I gave my chickens the feed, they enjoyed it. It's good to see young people helping themselves."

Saniwise Technologies is a youth-led organization that develops sustainable and innovative toilets to improve public health and reduce environmental impact. The company has developed a toilet design that uses black soldier fly larvae to break down solid waste and create manure that is suitable for using on farms like John's. Their toilets are made mainly from recycled materials, including plastic waste and tetra packs, and are well-ventilated to provide a pleasant experience for users.



**WATCH  
THE  
STORY  
HERE**

John collects a bag of manure from young entrepreneurs Chelsea and Steven of Saniwise Technologies.





Chelsea demonstrates the prototype Saniwise toilet to UNICEF's Sandra Simbiri

### **Toilet prototype**

Behind the Saniwise office is a prototype toilet, spotlessly clean and painted blue and yellow, which Marketing Manager Chelsea Johannes, 22, demonstrates to UNICEF. "This is the black soldier fly larvae," she says, pointing to several white grubs in the toilet pan.

"They're digesting the waste. You can see that it already looks more like soil. In four days' time, it will be ready to sell as manure."

Chelsea says that she got the idea for the toilet from growing up in an informal settlement with poor sanitation, leading to high rates of diarrhoeal diseases among children, who also miss school as a result.

"Having been brought up by a single mum in a low-income area, I understand the challenges," she says. "Toilets are hard to maintain, and no-one wants to contribute money to empty them properly. That's one of the reasons we set up Saniwise. My mum helped me and now I want to do something to help back. I'm excited that we're getting to actualise our dream."

### **Youth marketplace**

The Saniwise team has benefitted from UNICEF-supported training and seed funding, through both Generation Unlimited (GenU) and the Youth Agency Marketplace (Yoma).

Generation Unlimited is a multi-sector partnership which aims to see more than 30 million young Kenyans in education, training or employment by 2030. As part of promoting young people's creativity, GenU runs an annual youth challenge – now called imaGen Ventures – which targets youth groups with innovative ideas. This includes boot camps, where participants gain business skills, and seed funding for the winning teams to implement their ideas.



Nicholas plays a game of pool at Bomet Youth Centre, watched by Youth Officer Mike Jassor

young people boost their employability by completing personalised online training courses, taking part in challenges and community activities, and connecting with potential employers. As they complete tasks, they are rewarded with digital tokens that can be swapped for goods or services, and their successes are recorded on a digital CV, that they can share with potential employers.

“Yoma is a bit like a LinkedIn for young people,” says UNICEF Kenya Technology for Development Officer Brian Keya Elahalwa. “Youth account for 60 percent of all unemployed people in Africa. Yoma and GenU respond to this by opening up opportunities for all young people, not just the better off. The platform offers pathways from learning to earning that build young people’s skills and connect them to jobs or entrepreneurship opportunities.”

### **Vocational skills**

In partnership with the Ministry of ICT, Innovation and Youth Affairs, UNICEF is rolling out Yoma through local youth centres across Kenya, which already provide free Internet for unemployed young people. One of these centres is in Konoin, Bomet County, high up in the hills above Kisumu and surrounded by lush green tea plantations. The centre has two computer rooms and a recreation area, where young people can chat or play pool and darts. The pool table is old and needs propping up under one leg but still works. One of the young people, Nicholas Rono, lines up

a shot and pockets a coloured ball in the far corner, while Konion Youth Office Mike Jassor looks on.

“Young people face many challenges these days, like alcohol and drug abuse, but the number one challenge is the lack of employment opportunities,” Mike comments. “Yoma has been very critical for us. It helped us train 40 young people on the fundamentals of digital marketing. UNICEF came and taught us how to use the platform. They also provided reimbursements and helped us with technical challenges. The young people really appreciated the training. I believe that they are a potential gold mine lying there for employers.”

Saniwise Operations Manager Steven Ochieng, 23, also took part in the Yoma training on digital marketing at a similar youth centre in Kisumu. This gave him essential skills to help promote the business online. “Before Yoma, we were not that active on social media, which was a great concern to us,” he explains. “People would hear the name Saniwise, but they didn’t actually know what we do.”

Steven says that a key benefit of the training was that it was offered free of charge by the STEM Impact Centre, removing a barrier for many young people. “I really enjoyed the training. I learned about graphic design and digital marketing. I used the skills to produce our company profile and posters for our digital platforms. From this, we’ve had inquiries from people in the community who wants to adopt our toilet. It’s brought us exposure to the market.”



Steven shows Chelsea the company brochure he designed after completing a Yoma course



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