

Generation Unlimited

Year in Review 2024

GENERATION UNLIMITED

Contents

Acronyms and Abbreviations 3
List of Figures 3
List of Tables 3
Message from the Chairs 4
Message from the CEO 5

Part 1: Introduction

1. Executive Summary 7
2. Generation Unlimited: Our Time. Our Turn. Our Future 8

Part II: Delivering Impact at Scale

3. Overview of Annual Results 12
3.1 Impact Area 1: Skilling & Employment 16
3.2 Impact Area 2: Entrepreneurship 19
3.3 Impact Area 3: Social Impact 22
3.4 Prioritizing Digital, Green, and Girls 24

4. Accelerator Countries 29
4.1 GenU Bangladesh 30
4.2 GenU Brazil 32
4.3 GenU India 34
4.4 GenU Kenya 36
4.5 GenU Nigeria 38

Part III: Delivering as a Partnership

5. Delivering as a Partnership 42
5.1 Lead Governments and Founding Partners 43
5.2 Global Resource Partners 45
5.3 Youth as Partners 48
5.4 Global Leadership Council: Uniting for Impact with Public-Private-Youth Partners 49
5.5 Advancing Evidence and Knowledge for Young People 52
5.6 Perspectives from the GenU Global Board 53
5.7 Leaders and Board Members 56
5.8 Global Leadership Council Members 57
5.9 Young People's Action Team 58

Photo Credits 61

Acronyms and Abbreviations

1MiO	One Million Opportunities
AI	Artificial Intelligence
CSO	Civil Society Organization
EKYAN	Engaging Kenyan Youth in Agriculture and Nutrition
FCDO	Foreign Commonwealth & Development Office
GESP	Girls' Education and Skills Partnership
GenU	Generation Unlimited
GLC	Global Leadership Council
GVI	Global Volunteer Initiative
ILO	International Labour Organization
NEET	Not in Employment Education or Training
P2E	Passport to Earning
PPYP	Public-Private-Youth Partnership
QFFD	Qatar Fund for Development
SNV	Netherlands Development Organization
TAG	Technical Advisory Group
UNICEF	United Nations Children's Fund
YFS	YouthForesight
YoID	Youth Digital Identity
Yoma	Youth Marketplace Agency
YPAT	Young People's Action Team

List of Figures

Figure 1: GenU Advantages
Figure 2: GenU Global Footprint in 2024
Figure 3: Reach by Impact Area
Figure 4: Demographics of Young People Reached by GenU during 2024
Figure 5: GenU 2024 Programme Portfolio
Figure 6: GenU Public-Private-Youth Partnership Model

List of Tables

Table 1: Total Unique Young People Benefiting from GenU Activities in 2024
Table 2: 2024 Reach in the Skilling & Employment Impact Area
Table 3: 2024 Reach in the Entrepreneurship Impact Area
Table 4: 2024 Reach in the Social Impact Impact Area
Table 5: Key Youth Indicators in Bangladesh for 2024
Table 6: Key Youth Indicators in Brazil for 2024
Table 7: Key Youth Indicators in India for 2024
Table 8: Key Youth Indicators in Kenya for 2024
Table 9: Key Youth Indicators in Nigeria for 2024

Message From the Chairs

Dear Partners,

As we reflect on 2024, we are energized by how Generation Unlimited (GenU) has expanded prospects for young people around the world. In a year marked by a shifting global landscape, GenU reached **over 64 million young people across 57 countries**. Thanks to a diverse coalition of global and local partners, GenU is on track to exceed the ambitious targets on equipping youth with market-relevant skills and livelihood opportunities set out in its 2022–2025 Strategic Plan.

We must empower this generation with the knowledge and tools to power a digital and green future. When they gain relevant skills and clear pathways to employment or entrepreneurship, the impact is far-reaching for their own lives and families, but also for their communities and nations.

Strong public-private collaboration is critical for this mission. In 2024, GenU welcomed **Canada** and **Qatar** joining as **Lead Government Partners**, committing a combined **US$80 million** over four years to support opportunities for young people in the green and digital sectors.

The unique ability of GenU to convene the necessary actors – including governments, private sector, civil society organizations, UN agencies, multilateral development banks and young people themselves – to co-create and deliver youth-focused solutions at scale is unmatched.

On behalf of GenU, we thank our network of committed partners and, most importantly, the young people who lead and inspire us every day.

Looking ahead, the GenU Board has approved a new **four-year Strategy (2026–2029)** which will sharpen GenU's focus on connecting youth to opportunities for employment and entrepreneurship, in an evolving labour market being disrupted by AI.

We look forward to building on this momentum in the coming year and beyond.



Christian Klein
CEO, **SAP**
Chair, Generation Unlimited Board



Mohamed Kande
Global Chairman, **PwC**
Co-chair, Generation Unlimited Global Leadership Council



Catherine Russell
UNICEF Executive Director,
Co-chair, Generation Unlimited Global Leadership Council

Message From the CEO

Dear Partners,

Throughout 2024, I met young people from around the world whose lives were changed through GenU programmes – gaining job-ready skills and access to dignified livelihood opportunities. What struck me most was the clarity and consistency of thier message: We don't want charity, we want investment and training. They have ideas, energy, and a fierce determination to take charge of their future.

That spirit drives GenU's work to support young people in gaining job-relevant skills, accessing employment and entrepreneurial opportunities, and engaging in social impact initiatives, including meaningful climate action. I'm proud that in 2024 these efforts delivered measurable progress on our mission – and delivered what young people are asking: **Invest in us, and we'll build the future!**

2024 brought significant advances on the GenU mission. We welcomed **Canada** and **Qatar** as Lead Government Partners in a landmark four-year commitment. We are deeply grateful for their leadership, which will help GenU economically empower millions of youth globally – particularly through digital and green solutions.

GenU programmes continued to expand. By the end of 2024, our digital training platform Passport to Earning had trained and certified four million young people in digital, financial, and employability skills across Bangladesh, Brazil, India, Nigeria, and Rwanda. And Green Rising, building upon its successful launch in 2023, mobilized more than 11 million youth to take green actions such as planting trees, conserving water, and recycling waste – surpassing its 3-year target within its first full year of implementation.

We also announced Christian Klein, CEO of SAP, as the new Chair of the GenU Board. I look forward to working with Christian and the GenU Board as we set a bold strategic direction for GenU to 2030 and rally support for our mission.

I want to express gratitude to GenU Founding Partners – **Abdulla Al Ghurair Foundation**, **Accenture, Capgemini**, **IKEA Foundation**, **Microsoft**, **the Ministry of Foreign Affairs of the Kingdom of the Netherlands**, **PwC**, **SAP**, **Unilever**, and **UNICEF** – whose steadfast partnership and support enables us to achieve impact on a global scale.

Looking ahead, youth livelihoods will be a core priority for GenU, supporting governments and embedding proven, high-impact solutions into national systems to ensure that our programmes translate into lasting change. We will also place special emphasis on unlocking innovative finance mechanisms for young people, to create new ways of investing in youth-focused solutions at scale.

Few platforms can match the ability of GenU to scale youth skilling and livelihoods solutions globally. Since our inception, we've had a footprint in over 100 countries, and our global impact is only possible because of our partners and deep engagement with young people. Thank you to each GenU partner for making 2024 the most successful year since our inception.

I look forward to working with GenU partners in 2025 to continue accelerating and scaling our impact together.



Kevin Frey
Chief Executive Officer
Generation Unlimited



PART I:

Introduction



01

Executive Summary

Over the next decade, 1.2 billion youth aged 15–24 years are set to enter the working-age population. Most of them face barriers to acquiring job-relevant skills and lack access to dignified livelihoods – challenges that will only intensify as artificial intelligence (AI), climate change, and economic volatility accelerate workforce change.

Closing the global skills and employment gap is critical for both young people and the broader economy, while representing a great **opportunity** to help shape a global economy that truly works for everyone. **When youth gain access to quality skilling and livelihood pathways**, communities become more resilient, and economies are better positioned to sustain growth. **In short, everyone benefits.**

Recognizing these challenges and opportunities, **GenU drove significant progress throughout 2024**, scaling up future-focused skilling and livelihood initiatives – particularly in the digital and green sectors, where the emergence of new opportunities is fastest.

Leveraging the extensive United Nations Children's Fund (UNICEF) field presence and the GenU Public-Private-Youth Partnership (PPYP) network, GenU reached 64 million young people across 57 countries in 2024.

44 million young people benefited from programmes relating to **Skilling and Employment**, through a diverse portfolio of 147 skilling and employment programmes encompassing digital and STEM skills, vocational training, career guidance, mentorship, apprenticeships, work experience, and job placement. Over **19 million** young people gained skills, completed courses, or received certifications, while over **770,000** young people experienced transformational outcomes – such as securing apprenticeships, gaining work experience, or job placement.

In the **Entrepreneurship** impact area, nearly **946,000** young people were engaged through 43 unique programmes, including entrepreneurial training, innovation challenges, and enterprise creation. Over 35,000 young people experienced transformational outcomes, such as business creation, profitability, and growth.

19 million young people benefited from programmes relating to **Social Impact**. A total of 93 unique programmes were implemented under this impact area, with a diverse portfolio including youth voice and participation, civic engagement, social volunteering, and green activism and action.

The impact of Generation Unlimited extended further into its priority areas of **Digital, Green and Girls**. 89 per cent of our programmes had a green and/or digital focus, and young women made up 52 per cent of the total reach.

GenU also achieved strong results in reaching disadvantaged young people globally, including those from low-income backgrounds, living with disabilities, refugees, and internally displaced youth. Notably, nearly **87 per cent** of all programme participants were from **low-income or lower-middle-income countries**, underlining GenU targeted focus on underserved populations.

GenU programmes continued to expand, with a strong focus on equipping young people with skills and livelihood opportunities for the digital and green transitions. Notably, young people's enthusiasm to engage with GenU on climate issues exceeded all expectations. In less than

one year, more than **11 million** young people have taken **green action** through Green Rising, surpassing the original 3-year target of 10 million. As a **result**, GenU has expanded its ambition and now aims to mobilize 40 million young people by the end of 2030 through volunteerism, advocacy, and opportunities in green skills, jobs, and entrepreneurship.

The GenU **Accelerator Countries** achieved significant progress in reaching young people, by leveraging both local initiatives and global GenU programmes. **GenU Bangladesh** impacted **9.8 million**, with half gaining access to opportunities that substantially improved their employability and livelihoods through job placements, apprenticeships, and skills development. **GenU Brazil** benefited **402,057** young people, with **311,282** youth **employed** by partner companies and government entities, and 90,775 trained in essential skills and competencies for the modern workforce. **YuWaah (GenU India)** reached **24.4 million** youth with skills and pathways to **economic opportunities**. In **Kenya, 44,621** young people benefited from opportunities for decent work, entrepreneurship, and civic participation. **GenU Nigeria** reached over **2.72 million** adolescents and youth with skilling and livelihood programmes, including **378,000** who gained access to **job opportunities**.

Finally, this year marked a pivotal moment for GenU **global partnerships**. In September 2024, the programme officially welcomed **Canada and Qatar as Lead Government Partners**, pledging a combined commitment of **$80 million over four years**. Announced at a special session of the GenU Global Leadership Council (GLC), the two Lead Governments will support GenU to economically empower young people and prepare them for the twin digital and green transitions.



02

Generation Unlimited: Our Time. Our Turn. Our Future

Launched at the United Nations General Assembly in September 2018, Generation Unlimited is a global leader in delivering scalable solutions that equip young people with market-relevant skills and connect them to employment and entrepreneurship.

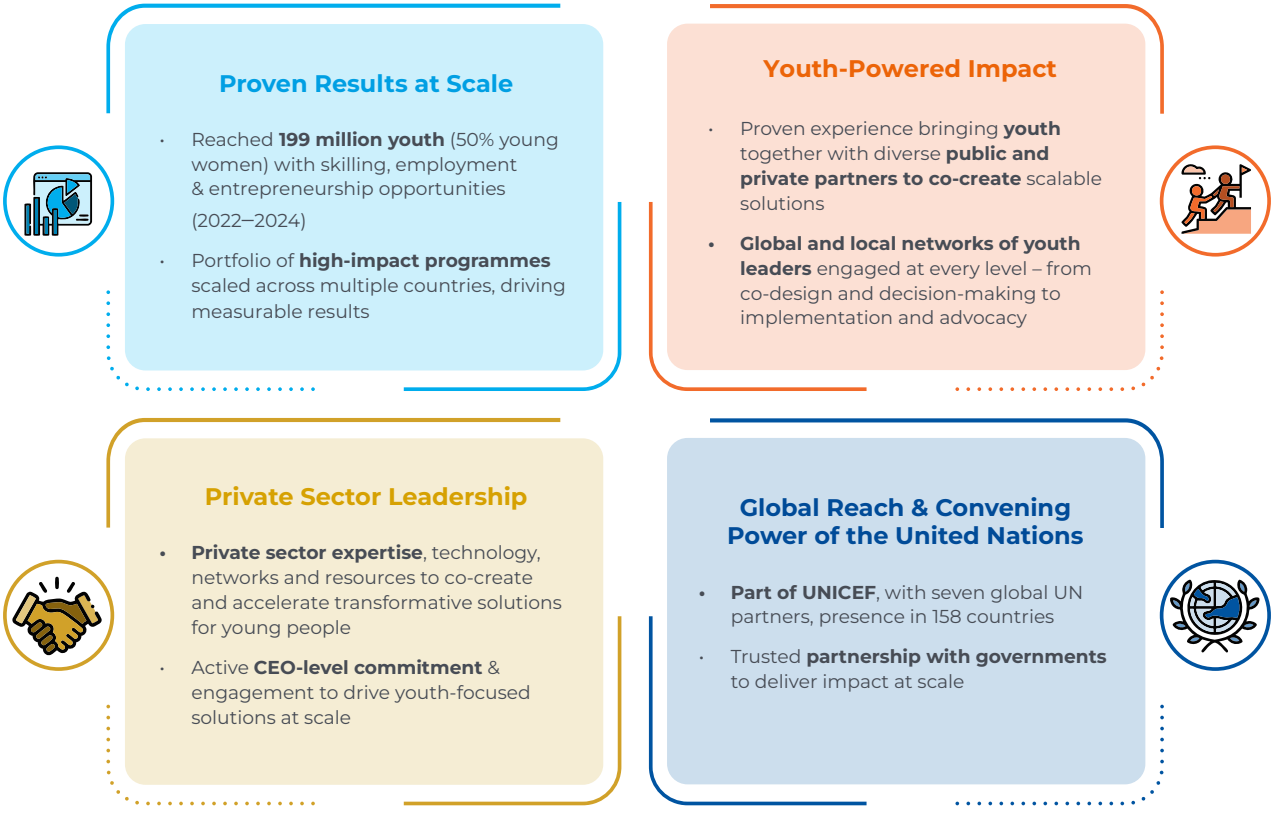
Leveraging UNICEF field presence and GenU Public Partnership, the platform reached 199 million youth – 50 per cent of them female – with skilling, employment, and entrepreneurship opportunities from 2022 through 2024.

Anchored in UNICEF, GenU is powered by a unique public-private-youth partnership model – where governments, businesses, UN agencies, foundations, civil society organizations (CSOs), multilateral development banks, and young people themselves co-design and co-lead high impact solutions.

At the global level, the platform identifies innovations that can unlock new opportunities for youth skilling and livelihoods across multiple countries – and build partnerships and secure investment to scale them. Young people are equal partners in this mission – co-developing programmes, shaping strategy, and driving action.

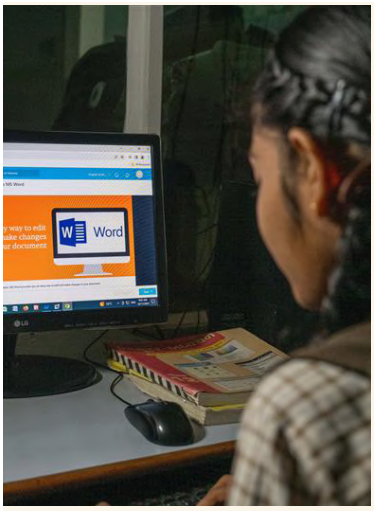
With a track record of achieving impact at scale, deep-rooted partnerships with governments and the private sector, and the global presence of the United Nations, GenU brings together the resources, expertise, and influence needed to expand access to skills, open pathways to decent work, and empower youth to shape their futures.

Figure 1: GenU Advantages



Generation Unlimited Priorities

The twin digital and green transitions are redefining the economic and social prospects of young people. In response, Generation Unlimited is prioritizing digital and green solutions – investing in future-focused skills and livelihood opportunities that align with emerging industries, while staying firmly rooted in local labour market needs. At every step, GenU prioritizes girls and young women, recognizing that they are often at particular risk of being left behind.



Digital

GenU scales up EdTech and JobTech initiatives and, where necessary, adopts a blended approach of online, low-tech and offline solutions. The GenU focus on digital ensures that young people can take advantage of the myriad opportunities afforded to those with digital access and digital skills. GenU is also expanding support for youth to lead in an AI-driven economy by offering free AI training and certification through partnerships with industry leaders, investing in human skills like creativity, collaboration, and critical thinking, and helping young entrepreneurs scale ventures that leverage AI.



Green

GenU equips young people with the skills needed for the green jobs of the future, connects them to opportunities in the green economy, and supports young entrepreneurs and agripreneurs in launching and growing sustainable ventures. By working closely with governments and businesses to open job pathways in emerging green sectors and foster youth-led green entrepreneurship, GenU aims to ensure that all young people benefit equitably from the green transition.



Girls

GenU focuses on the economic empowerment of adolescent girls and young women by creating tailored pathways into high-demand, non-traditional sectors through targeted skilling and supportive work-based learning opportunities. The platform expands access to women-friendly financial services, seed funding, and mentorship; and provides support for young mothers and the most disadvantaged through flexible learning, community-based programmes, and advocacy for inclusive social protection policy.

PART II:

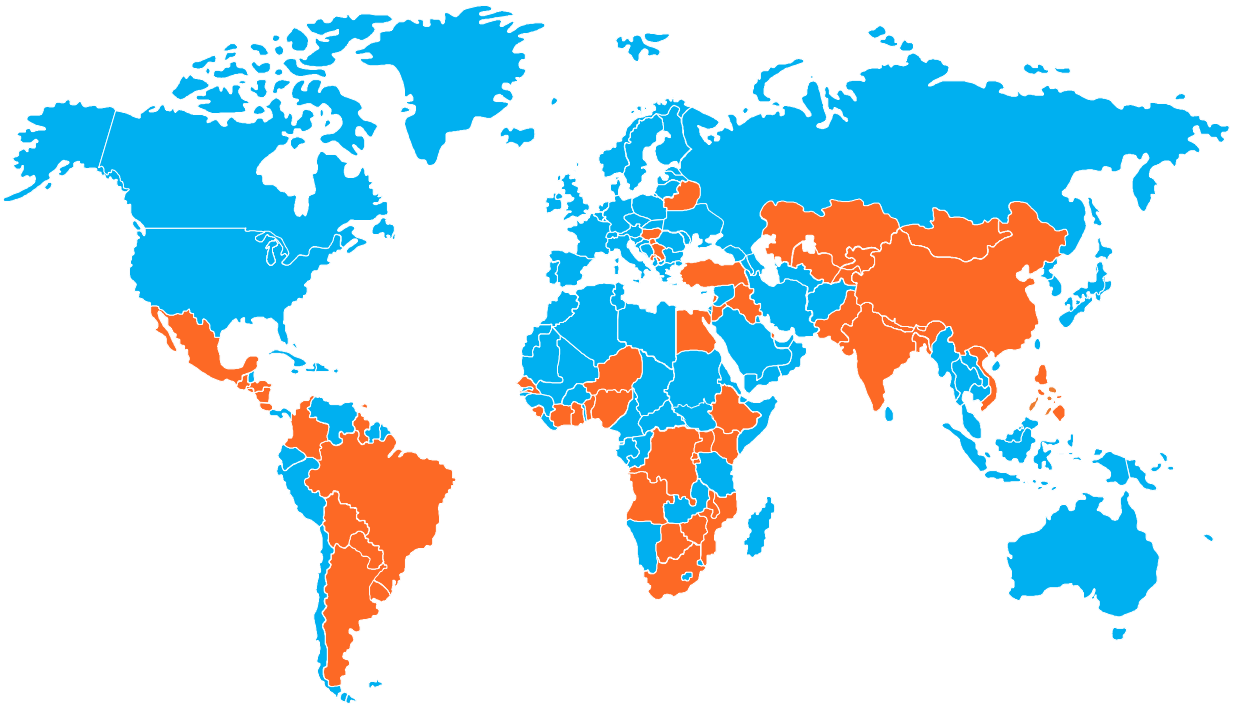
Delivering Impact at Scale



03

Overview of Annual Results

Figure 2: GenU Global Footprint in 2024



This map does not reflect a position by UNICEF on the legal status of any country or territory or the delimitation of any frontier. The final boundary between Sudan and South Sudan has not yet been determined. The final status of the Abyei area has not yet been determined. The dotted line represents approximately the Line of Control in Jammu and Kashmir agreed upon by India and Pakistan. The final status of Jammu and Kashmir has not yet been agreed upon by the parties.[1]

Generation Unlimited continued to make significant progress in its efforts to impact the lives of young people across the world. By leveraging extensive UNICEF field presence and the large GenU PPYP network, 64 million young people across 57 countries benefited in 2024. This represents an increase in countries (from 50 in 2023).

The GenU Results Framework serves as the foundational basis for the annual results reporting process. It was developed collaboratively with participating countries and the Technical Advisory Group (TAG) on Monitoring, Evaluation, Research, and Learning, comprised of leading experts from the United Nations, the World Bank, the private sector, and civil society, and endorsed by the GenU Board. GenU results were measured and reported under three impact areas: (1) Skilling & Employment, (2) Entrepreneurship, (3) Social Impact.

1 The top 10 countries by number of youth reached in 2024: (1) India, (2) Bangladesh, (3) Côte d'Ivoire, (4) Türkiye, (5) Rwanda, (6) Nigeria, (7) South Africa, (8) Uzbekistan, (9) Bolivia, (10) Egypt.

Table 1: Total Unique Young People Benefiting from GenU Activities in 2024

Impact Area	# of Young People	% Female
Skilling & Employment	44,004,279	53%
Entrepreneurship	945,737	53%
Social Impact	19,049,439	50%
Total	63,999,455	51%

GenU's impact reporting tracks deeper outcomes enshrined within two key performance indicators, namely: **(1) Number of young people acquiring market-relevant skills,** and **(2) Number of young people securing livelihoods through employment and entrepreneurship.**

Figure 3: Reach by Impact Area

Skilling & Employment: 44 million

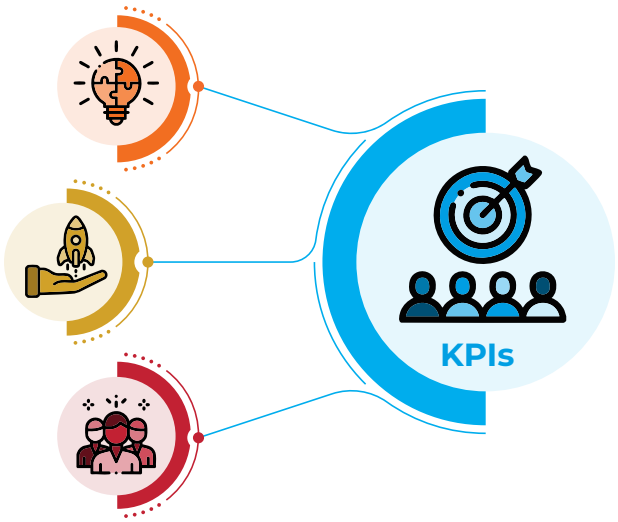
- Skills training and course completions
- Career guidance and mentorship
- Internships, apprenticeships, and job placement

Entrepreneurship: 946,000

- Entrepreneurial training
- Business incubation and seed funding
- Venture creation and growth services

Social Impact: 19 million

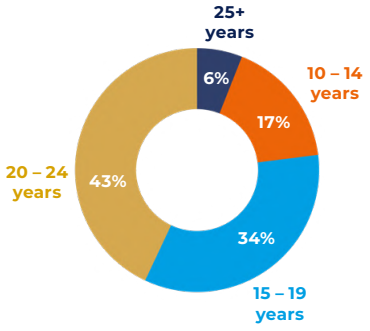
- Civic engagement and participation
- Volunteering for social impact
- Green activism and action



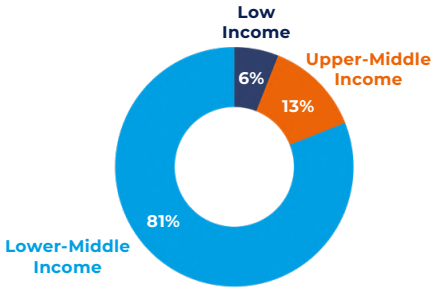
# of Young People Acquiring Market-Relevant Skills: **19.6 million**

# of Young People Securing Livelihoods through Employment and Entrepreneurship: **807,000**

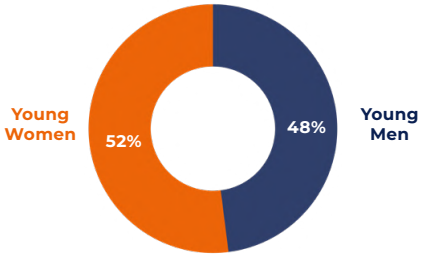
Figure 4: Demographics of Young People Reached by GenU during 2024



Age



Country Income Category



Gender

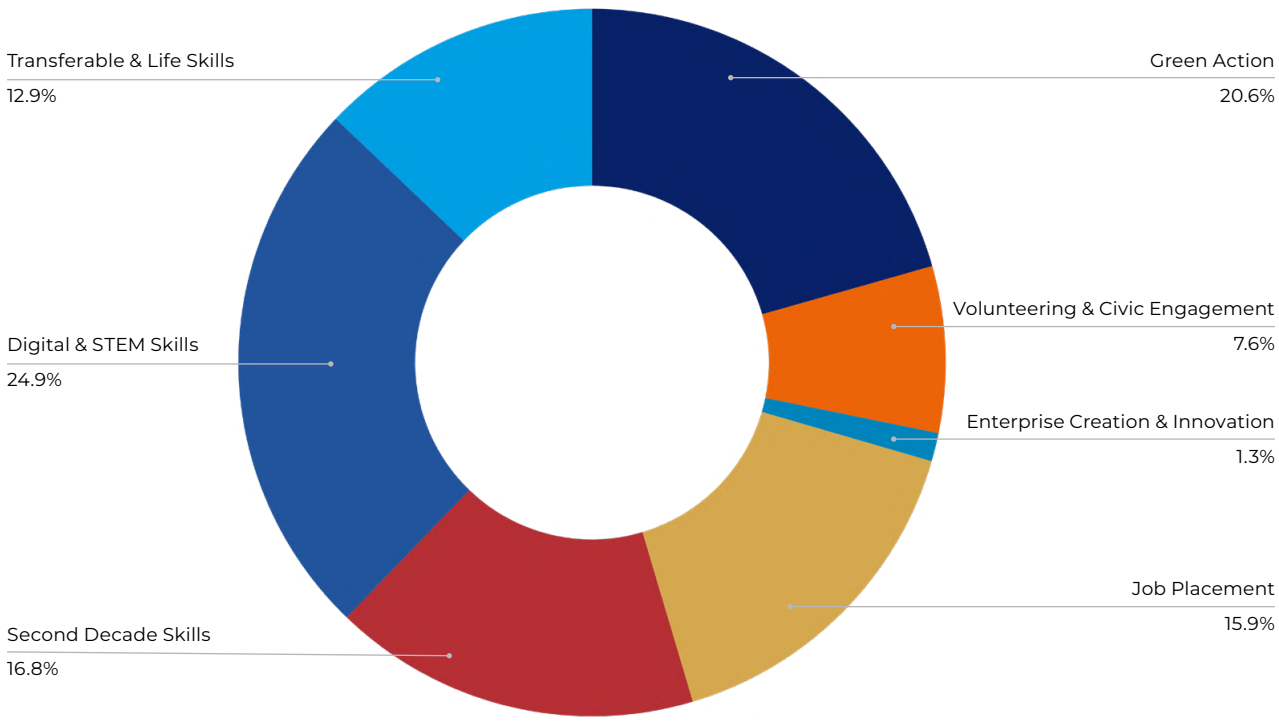
GenU programmes continued to achieve significant results under the three priority domains of **Digital, Green and Girls**. In 2024, 89 per cent of our programmes had a green and/or digital focus, and young women made up 52 per cent of the total reach.

GenU continued to reach disadvantaged young people worldwide, positively impacting the lives of socioeconomically disadvantaged youth, youth living with disabilities, refugees, and internally displaced youth.

Notably, nearly 87 per cent of young people benefiting from GenU activities did so within low-income or lower-middle-income countries. The sections that follow present the results achieved under each impact area.

GenU also undertook an analysis of its programme portfolio, which includes 16 intervention categories, on the basis of the stated goal and thematic focus of each programme. This has provided rich insight into the scope and diversity of country programmatic efforts, facilitating enhanced progress tracking and delivery of a well-balanced portfolio across GenU focus areas, optimized for service of the unique needs of young people around the world.

Figure 5: GenU 2024 Programme Portfolio



Turning Waste into Livelihoods for Kenyan Youth





Growing up in Kisumu's Nyaledi settlement, Meshack Ogutu witnessed firsthand the challenges of poor waste management and high youth unemployment. Driven to create change, he founded the Amazing Group Waste Youth Hub, employing 4 young people full-time and 12 part-time – and supporting his 9 dependents.

His business focuses on household waste collection, sorting materials for recycling, and even producing African leafy vegetables. Serving 250 households, the team collects nearly 0.7 tons of light plastic and 450 cages of hard plastic each month. Organic waste is also collected – 37 per cent is used for black soldier fly production, with the remainder composted.

Through the GenU programme BeGreen Africa, Meshack gained expertise in waste management, business strategy, and circular economy principles. With new funding in hand, he is set to upgrade equipment and offer more stable jobs.

Empowered by BeGreen training, Meshack now mentors local youth.

"Through the mentorship, I was able to learn more, build my business, and understand the circularity model. The knowledge I gained from the mentorship is what I now use to mentor other youth in the community."



3.1 Impact Area 1: Skilling and Employment

In 2024, GenU reached 44 million young people through programmes relating to Skilling & Employment. A total of 147 unique programmes were implemented under this impact area, with a diverse portfolio including digital and STEM skills, vocational training, career guidance, mentorship, apprenticeship and work experience, and job placement. Female participants accounted for 53 per cent of the young people engaged under this impact area. Of the programmes delivered, 76 per cent focused on building digital skills – positioning young people for digital inclusion and readiness, while 68 per cent had components related to green skills and jobs – equipping young people for the green transition.

Over 19 million young people gained skills, completed courses, and received certifications, while over 770,000 experienced transformational outcomes, such as securing apprenticeships, gaining work experience, or job placement. The Youth Marketplace Agency (Yoma) platform enabled over 1.5 million young people, particularly women, to access opportunities for skilling and employment. Notably, the One Million Opportunities (1MiO) programme in Brazil leveraged its partnerships with 1,834 municipalities, 7 states, over 200 companies, and 35 CSOs to place over 311,000 young people in jobs (57 per cent of them young women).

Table 2: 2024 Reach in the Skilling & Employment Impact Area

Category		Value
Total # of Young People		44,004,279
% of Girls/Young Women		53%
% of Programmes with Digital and/or Green Focus	Digital	76%
	Green	68%



Passport 2 Earning (P2E)

P2E is on a mission to equip 20 million young people in 15 countries with free, world-class, job-relevant skills by 2030 – and support 1 million of them to access advanced training and earning opportunities. First deployed in October 2022, this programme is delivered through collaboration with core partners – Microsoft, Accenture, Dubai Cares, and Global Affairs Canada, as well as other partners – including the United Kingdom Foreign, Commonwealth & Development Office (FCDO), Education Above All Foundation Silatech programme, Standard Chartered, and Unilever.

During 2024, P2E work focused on increasing the scale and quality of the skilling approach deployed, including expanding to new countries and content areas, while continuing to support young people to complete courses. By the end of 2024, 5 million young people had enrolled in P2E courses, with approx. 80 per cent (4 million) completing their training and receiving certificates – including 3.9 million in digital/AI skills, and 2 million adolescent girls and young women. P2E continues to operate in Bangladesh, Brazil, India, Niger, Nigeria, and Rwanda, with plans to roll out in Egypt and the Philippines.



One Million Opportunities

1MiO is a GenU initiative promoting professional training, employment, income generation, entrepreneurship, and civic participation for vulnerable adolescents and young people in Brazil. In 2024, it connected more than 311,000 young people to employment opportunities. 1MiO engaged 200 large companies, 32 major social organizations, 6 state governments, 1,800 municipal governments, and 8 major urban centres. The initiative has also become a critical pathway for the Government of Brazil to deliver on its 'Apprentice Law', providing young people with paid work training experience across a wide range of sectors.

Skilling for Success: Solange‘s Journey to her First Job in Brazil

When Solange Sampaio, 20, learned she’d been hired as a young apprentice at a power tools company in Benevides, she could hardly believe it. After finishing high school, she worried that university and a good job were out of reach.

That changed when she joined the Adolescent Citizenship Hub, part of the UNICEF Seal programme, and discovered free training opportunities through the GenU Brazil 1MiO initiative, equipping young people with skills and connecting them to decent job opportunities. Solange completed courses in computer skills, public speaking, and entrepreneurship, adding her first real work experience to her résumé.

These opportunities paid off: Within a year, Solange became the first in her family to attend university, studying scenic production. Shortly afterwards, she secured her first job – without putting her studies on hold.

Today, Solange is in her second year of university, finishing her apprenticeship, and serving as a youth representative on the Council for the Rights of the Child and Adolescent in Benevides. She encourages others to seize new opportunities.

“I try to show the power of youth because we have a voice. We see the challenges in society, and we want to help.”



3.2 Impact Area 2: Entrepreneurship

In 2024, GenU reached almost 946,000 young people through programmes relating to Entrepreneurship. A total of 43 unique programmes were implemented under this impact area, with a diverse portfolio including entrepreneurial training, innovation challenges, and enterprise creation. Some 93 per cent of the 2024 cohort engaged in programmes with components relating to green businesses, unlocking entrepreneurial potential for positive environmental impact. Over half (53 per cent) of those enrolled were female.

More than 35,000 young people experienced transformational outcomes such as business creation, profitability, and growth. Notably, the Village Community Banking programme in Burundi helped empower over 33,000 young people to start their own businesses, of which 58 per cent were female-owned.

Table 3: 2024 Reach in the Entrepreneurship Impact Area

Category		Value
Total # of Young People		945,737
% of Girls/Young Women		53%
% of Programmes with Digital and/or Green Focus	Digital	55%
	Green	96%



imaGen Ventures

imaGen Ventures drives innovation within the GenU entrepreneurship portfolio, equipping young changemakers to turn bold ideas into sustainable ventures with social and environmental impact. In 2024, the programme launched its second global partnership with Accenture, aiming to connect over 180,000 young people in Brazil, Egypt, India, the Philippines and Türkiye to entrepreneurship opportunities. In India, the model has rapidly scaled, through a national platform engaging thousands of young innovators across the country.

Early-stage ventures also received global support, with 10 winners from the 2023 Global Challenge participating in Global Incubation Week in Istanbul, Türkiye, where they received mentorship and pitched to global experts. One of them, Ravi Tiran, founder of Alien Innovations in India, used the experience to expand into Türkiye and launch a new R&D and manufacturing facility for his assistive tech products.

In 2024, imaGen Ventures also ran a new edition of its Global Challenge, selecting 10 promising youth-led ventures. Among them is Safisha from Uganda, offering solar-powered water purification systems for low-income communities, and URBOR from Bangladesh, helping coastal farmers reclaim saline land through halophytic soil remediation and vertical farming. These ventures will receive equity-free seed funding and tailored incubation throughout 2025.



Engaging Kenyan Youth in Agriculture and Nutrition (EKYAN)

The EKYAN programme is an innovative partnership among GenU, UNICEF Kenya, young Kenyans, the governments of Kenya and the Netherlands, and implementing partners such as Kuza Biashara and the Netherlands Development Organization (SNV). The programme equips young people, particularly women, with skills and digital tools to pursue employment and entrepreneurial ventures in agribusiness, emphasizing regenerative agriculture practices and establishing circular economies, primarily in rural settings.

Thus far, the programme has equipped 16,888 young people (agripreneurs, farmers, students, youth NEET) with agriculture skills and the majority of them have also received additional support such as incubation, extension services, private sector linkages or mentorship. Each of the 112 young agripreneurs incubated have reported improved economic livelihoods and more than 70 per cent had income increases of over 50 per cent. Agripreneurs have trained and provided extension services to 17,873 farmers, 65 per cent female and 66 per cent under the age of 35. Within a few months of the training, 80 per cent of smallholder farmer participants reported improved yields due to improved farming techniques, with all expecting increased revenue.



BeGreen Africa

BeGreen Africa is tackling the urgent challenges of climate change, biodiversity degradation, and the depletion of natural resources. This pilot programme provides opportunities for youth entrepreneurship in a green and circular economy, while addressing the triple planetary crisis, reducing inequality, and creating sustainable livelihoods for young entrepreneurs and their peers. It is supported by the IKEA Foundation, the Tony Elumelu Foundation, and the Government of the Kingdom of the Netherlands. In Nigeria, South Africa, and Senegal, the programme maintains a broad focus on green enterprises, while in Kenya, it is specifically targeting the waste management sector.

BeGreen provides a comprehensive support structure for young green entrepreneurs, including: Bespoke, green entrepreneurship training, co-created with young green entrepreneurs and peer reviewed by the University of Botswana; initial seed capital investment of $5,000 per entrepreneur; mentorship opportunities; and access to professional networks and further financing options. BeGreen has trained more than 8,000 youth, with 485 young green entrepreneurs receiving seed funding. They are expected to create at least 2,000 jobs and generate $6.8 million revenue within 2 years.

Planting Roots of Resilience in Kenya





On her family's farm in Kirinyaga, Grace Nyawira faced unpredictable weather patterns, scarce resources, and limited access to markets, making agriculture an uncertain career path. Like many young people, she had given up on the idea that farming could offer real opportunity for the future.

Searching for new solutions, Grace joined the Engaging Kenyan Youth in Agriculture and Nutrition programme from GenU. She soon found herself learning adaptive farming techniques to combat the challenges she faced and found a community of young people eager to re(embrace) agriculture.

"After joining EKYAN, when we started to set up demo farms in comprehensive schools, my passion for agriculture grew again," said Grace. "I decided to start farming once again."

Grace now grows cabbage, kale, and spring onions on her own quarter acre, using new farming techniques she learned through EKYAN to boost productivity. "I now use raised beds for my cabbages," she said. "Earlier, I would have grown them in normal holes."

Grace has also now trained over 130 local farmers – most of them women – and mentors students in her community. "My favourite part of EKYAN is learning. And now I get to teach both students and farmers."

Grace is determined to inspire more young people to see farming as a real and rewarding career.

"There's a misconception that farming is for the older generation or the unemployed. I can say that agriculture pays. It is a career, a cause, and the newest gold."

3.3 Impact Area 3: Social Impact

In 2024, GenU reached 19 million young people through programmes relating to Social Impact. A total of 93 unique programmes were implemented under this impact area, with a diverse portfolio including youth voice and participation, civic engagement, social volunteering, and green activism and action.

Over half (53 per cent) of the total young people reached were female. Nearly 50 per cent of programmes leveraged digital tools and platforms to connect young people with opportunities for social impact. Some 77 per cent of programmes featured components related to green activism and action initiatives, leveraging young people's potential to achieve positive environmental impact – in areas such as water conservation, afforestation, and waste management.

Notably, the Meri LiFE programme in India mobilized over 12.3 million young people to take individual and collective environmental actions, benefiting society at large.

Table 4: 2024 Reach in the Social Impact Area

Category		Value
Total # of Young People		19,049,439
% of Girls/Young Women		50%
% of Programmes with Digital and/or Green Focus	Digital	50%
	Green	77%





Global Volunteer Initiative (GVI)

GVI mobilizes 12 million young volunteers in more than 40 countries annually to deliver change in their communities while building critical 21st century skills. From helping to eradicate polio to planting millions of trees and playing a key role in emergency responses, young volunteers deliver measurable impact at scale.

With support from CapGemini, Unilever and the Government of Canada, GVI continued to support country volunteer programmes in 2024, making substantial gains towards the aims set under the Social Impact impact area and contributing to Green Rising targets. In India, the GVI programme combating water scarcity (in the water-stressed states of Maharashtra and Karnataka) mobilized 900,000 young volunteers to conserve some 14.7 billion litres of water.

Brazil continued to model sustainable and impactful programming through the GVI-supported #EntreNoClima programme, activating over 167,000 young volunteers to take action in person and reaching over one million people online. In the municipality of Itaberaba, Bahia, for example, young activists led actions across a wide range of issues, from reducing use of plastic bags in local shops and promoting electronic waste recycling to reducing food waste at produce markets and planting over 500 fruit tree seedlings. In Egypt, Jordan and Lebanon, GVI launched a programme to activate 370,000 young volunteers over the next three years to plant 275,000 trees, collect/recycle 2 million kilograms of waste, conserve 1 million cubic metres of water and green 2,550 learning centres.

3.4 Prioritizing Digital, Green, and Girls

The digital and green transitions are redefining the skills and livelihood opportunities available to young people. These transitions are where the future is being defined, and young people should have every opportunity to shape what comes next.

In 2024, 89% of all programmes contained a digital and/or green focus, and 52 per cent of the young people reached (across all programmes) were female.

GenU global initiatives leverage the partners' combined expertise, resources and networks to equip young people for the future of work and life. These initiatives take various forms. The Girls' Education and Skills Partnership (GESP), for example, is a collaboration between the public and private sectors directed towards improving young women's digital and transferable skills, with targeted interventions to improve employability and access to learning and livelihood opportunities.

Meanwhile, global initiatives such as Green Rising encompass multiple programmes and partners from across sectors under one banner to support a youth-powered green transition – providing cross-cutting support to young people to train them for green jobs, impart green skills, and foster grass-roots climate action.
Yoma (Youth Marketplace Agency), brings together a network of partners within a digital ecosystem to support young people in developing market-relevant skills, accessing employment and entrepreneurship opportunities, and participating in climate action.

Furthermore, GenU is actively working to integrate artificial intelligence across its global initiatives to empower young people with future-ready skills and improve programme impact. Through the Passport to Earning initiative, GenU partnered with Microsoft and Accenture to train four million youth in foundational AI literacy, with a focus on equitable access in low- and middle-income countries.

Beyond skilling, GenU is piloting innovative applications of AI in programmatic delivery – from automating data insights to co-creating AI-powered learning agents, while also building staff capacity and contributing to global conversations on AI policy and child rights. New initiatives such as the AI Entrepreneurship Accelerator aim to support underserved young women in designing AI-driven solutions to real-world challenges, reinforcing the GenU commitment to inclusive, ethical, and impactful use of AI.



Youth Marketplace Agency



Yoma is a partnership ecosystem boosting youth employability, disrupting the fragmented youth development landscape via a unique digital identity system that allows youth to navigate opportunities to learn, create impact and earn. In 2024, Yoma surpassed 600,000 youth users – engaged across 140+ skilling and impact opportunities, from digital transformation and AI to entrepreneurship, climate action, and personal development. More than 16,800 digital credentials were verified, and over 4,000 youth successfully navigated structured digital pathways, proving that accessible, skills-based learning can translate into real-world progress and opportunity.

Implementation during 2024 also saw the introduction of the Youth Digital Identity (YoID): A secure, portable digital wallet that allows young people to own and share their verified skills, credentials, and impact records. No longer confined to a specific platform, youth can carry their achievements across the ecosystem, building a recognized track record that unlocks opportunities with employers, educators, and partners. This innovation is already unifying fragmented and siloed systems, particularly in South Africa, where the YoID is starting to enable seamless interoperability across youth programmes. To date, Yoma and the YoID have reached more than five million youth through this integrated approach.

Yoma also piloted its Impact Marketplace, a model allowing youth to earn income by delivering measurable social and environmental impact – turning volunteering into paid, verifiable work. It directly responds to what young people have consistently asked for: Sustainable pathways that benefit both their futures and their communities. Early results show the potential for triple impact, with youth gaining income and skills, communities seeing tangible benefits, and organizations achieving greater cost efficiency compared to traditional programmes.

With YoID as 'the connector' within a growing global ecosystem and the Impact Marketplace redefining how youth engage with social change, the foundation has been laid for scaling in 2025. The vision is now within reach: A world where millions of young people – equipped with skills, recognized for their contributions, and supported by interconnected systems – can lead the way toward a more sustainable, equitable and prosperous future.



Green Rising

A global movement by Generation Unlimited with UNICEF, Green Rising is thrusting young people to the forefront of the green transition. By 2030, the initiative aims to have equipped at least 40 million young people as co-creators of solutions for climate realities in their communities – by supporting climate-focused entrepreneurship, funding grass-roots actions, and creating pathways to greener jobs. The programme is supported by Capgemini, the Government of Canada, Accenture, Education Above All Foundation, the IKEA Foundation, the Government of the Kingdom of the Netherlands, the Tony Emelelu Foundation, Unilever, and other partners.

Green Rising grew exponentially in 2024, activating more than 11 million young people across two dozen countries to take local pro-planetary action with real-world impact. The wide range of actions taken by the young people engaged resulted in the rehabilitation of 350 hectares of land, conservation of 14.7 billion litres of water, the planting of 19 million trees, production of 284,000 KwH of electricity from renewable sources, and the management of hundreds of tons of waste.

In Rwanda, for example, over 770,000 young volunteers (60 per cent of them female) took action to strengthen the resilience of their communities and the local environment through community services days ('Umugandas') promoted by the Government of Rwanda. Meanwhile, young Green Rising ambassadors organized community mobilization efforts and Green Rising online challenges. In addition to planting over 730,000 trees and rehabilitating 300 hectares of land, some of the young Rwandans engaged were employed to prepare the sites for tree-planting and gained income-generative skills in tree nursery and sustainable land management practices.

In India, the Meri LiFE online platform, developed in support of the Mission LiFE campaign undertaken by the Government of India, continued to lead the way, engaging millions of young people across the country in grass-roots actions.

Green Rising entrepreneurship programmes in 2024 included a new focus on the agri-business sector, especially supporting young women in Africa to start and strengthen enterprises that promote sustainable farming practices.

Girls' Education and Skills Partnership



GESP supports adolescent girls and young women to become more employable, entrepreneurial, and better skilled, allowing them to transition into significant employment, venture creation, or further education. Under this frame, GenU and the UK Foreign, Commonwealth and Development Office has joined forces with nine global businesses, including Accenture, Cognizant, Coursera, Microsoft, Pearson, PwC, Standard Chartered, Unilever, and Vodafone to boost access to skills and livelihood opportunities for girls and young women in Bangladesh, India and Nigeria. GESP comprises two complimentary girl-centred programming components: 1) market-relevant digital skilling and certification through the Passport to Earning platform and 2) awarding grants to national partners through the Challenge Fund for tailored interventions, with a strong focus on the transition to dignified livelihood opportunities. Since 2023, more than 920,000 adolescent girls and young women across the three target countries have benefited from girl-centred market-relevant skilling opportunities.

Through the Challenge Fund interventions, GESP is connecting over 82,000 adolescent girls and young women to skilling and livelihood opportunities, with one partner achieving, in 2024, a job placement rate of 40 per cent among participants trained. In addition, youth centrality remains at the heart of GESP programme, where young women undergo Participatory Action Research training to lead their own inquiry into what's working, what's not, and what needs to change in the programme.

In India, young researchers from GESP conducted a qualitative study with nearly 100 respondents, assessing topics such as how digital learning can be more engaging and supportive for girls to continue their learning journey. Moreover, the Girls' Advisory Panel, made up of young leaders from Bangladesh and Nigeria continued to play a key role in GESP governance, representing youth voices on the Advisory Board alongside the FCDO and the private sector representatives.

AI Skills for the Future of Work in Rwanda



“AI sounded cool… and a little intimidating. But I didn’t want to be left behind,” explains Icyeza Lolita, a student at African Leadership University in Kigali with a passion for tech, storytelling, and making real-world impact. When she learned about the AI pathway offered through Passport to Earning in Rwanda, she recognized an opportunity to dive into a disruptive force transforming healthcare, education, and the creative industries – one she had only encountered in headlines.

Lolita explored how AI learns from data and mimics the human brain’s ability to recognize patterns. Through the broad and practical engagement enabled, Icyeza came to the realization: “AI is not just the future, it’s already part of our lives.”

Although acknowledging that some of the technical jargon overwhelmed her at first, Icyeza was not deterred. “Watching short videos and breaking things down with real-life examples made everything easier,” she notes. Now, she dreams of creating an AI-powered mentor that helps young people uncover their talents and navigate their career paths.

“Girls belong in tech spaces. We’re builders, dreamers, and problem-solvers. Our voices are needed.”

04

Accelerator Countries

The Generation Unlimited Strategy 2022–2025 prioritized the focus on countries with large youth NEET populations and strong coalitions, capable of driving impactful Public-Private-Youth Partnerships. The strategy is centred on the principle of delivering results in these countries while supporting broader global programme growth. By the end of 2024, GenU had reached youth in 100 countries since its inception.

GenU has been focusing on five Accelerator Countries – Bangladesh, Brazil, India, Kenya, and Nigeria – who are leading with early successes being scaled for greater impact. In December 2024, the GenU Board approved expansion of this group of Accelerator Countries to include Egypt and South Africa from 2025.



4.1 GenU **Bangladesh**



Table 5: Key Youth Indicators in Bangladesh for 2024

S No	Parameter	Total	Male	Female
1	# of Youth (Millions)	33.2	16.1	17.1
2	NEET Population (Millions)	9.9	1.8	8.1
3	NEET Rate (%)	30.0	11.1	48.3
4	Youth-to-Adult Unemployment Ratio	4.1	5.4	2.8
5	Working Poverty Rate (%)	6.7	5.5	8.5

Sources:
UNDESA World Population Prospects (2024)
ILOSTAT Database (2024)

Active since 2019, GenU Bangladesh is advancing its multi-year strategic initiative, Skilled Futures (2023–2027), to drive public, private, and youth partners. This is being done to focus investment, impact, and collaboration on skilling, employment, entrepreneurship, and social impact. This initiative particularly targets adolescent girls, young women, and youth living with disabilities not in employment, education or training.

Youth-led engagement remained a central component of GenU actions in Bangladesh during 2024, propelling programme implementation and shaping advocacy and decision-making. An 80-member group spanning all 8 of Bangladesh's national geographic divisions, the Bangladesh Youth Action Team, is a key driver of this approach. Divisional initiatives on gender and youth leadership led by this team during 2024 engaged over 400 youth.

Despite disruptions to programming due to civil unrest in country, GenU Bangladesh successfully maintained momentum in its programming and as a PPYP platform during 2024, reached 9.8 million young people (54 per cent of them female). Half of the beneficiaries gained access to opportunities that significantly enhanced their employability and livelihoods through job placements, apprenticeships, and skills development.

In parallel, GenU Bangladesh continued to support systemic education reform, working closely with the Bangladeshi Ministry of Education, supporting the introduction of a skill-based curriculum and contributing to efforts under the National Curriculum Framework to prepare 10 million young people for the future of work and life. Flagship programmes include global solutions such as Passport to Earning – now linked to employment opportunities through private sector collaboration, the Girls' Education Skills Partnership, imaGen Ventures. The Alternative Learning Pathways initiative offers a comprehensive, ecosystem-based diversified alternative learning programme aimed at skilling out-of-school youth and NEET countrywide, connecting them to meaningful livelihood opportunities.



4.2 GenU **Brazil**



Table 6: Key Youth Indicators in Brazil for 2024

S No	Parameter	Total	Male	Female
1	# of Youth (Millions)	30.6	15.5	15.1
2	NEET Population (Millions)	6.3	2.5	3.8
3	NEET Rate (%)	20.5	15.8	25.4
4	Youth-to-Adult Unemployment Ratio	3.3	3.5	3.1
5	Working Poverty Rate (%)	3.0	3.4	2.4

GenU Brazil continued to scale its flagship One Million Opportunities initiative, launched in 2020 to expand access to professional training, decent employment, income generation, entrepreneurship, and civic participation for vulnerable adolescents and youth aged 14 to 29 years. The initiative has engaged 214 companies (including Brazil's 10 largest employers of young people); 80 major social organizations; 7 state governments; 1,839 municipalities – particularly from regions around the Amazon and semi-arid regions, 8 major urban centres, and key federal institutions – including the Brazilian Ministry of Labour and Employment and the National Peripheries Secretariat. In 2024, GenU Brazil benefited 402,057 young people across the country, of which 311,282 were employed by partner companies and governments and 90,775 were trained in skills and competencies for working life.

The Passport to Earning initiative, running within 1MiO, offers over 60 certified courses through a digital learning environment and is developing fronts in artificial intelligence, green skills and STEM. 1MiO has become a critical mechanism for advancing the Brazilian Apprenticeship Law and federal professional training and employability policies. GenU Brazil was also central to the launch of the National Pact for the Productive Inclusion of Young People – the first federal youth employability policy since 2016, implemented through a PPYP model in partnership with the International Labour Organization (ILO), the Ministry of Labour and Employment, and the United Nations Global Compact. While Brazil's vast geography, remote territories, and cultural diversity pose logistical and delivery challenges, especially in reaching marginalized communities, 1MiO continues as a strong example of multisectoral coordination. Brazil remains an Accelerator Country, with continued emphasis on strengthening and expanding its PPYP platform.



4.3 GenU **India**



Table 7: Key Youth Indicators in India for 2024

S No	Parameter	Total	Male	Female
1	# of Youth (Millions)	257.4	134.9	122.5
2	NEET Population (Millions)	60.7	13.8	46.9
3	NEET Rate (%)	23.6	10.2	38.3
4	Youth-to-Adult Unemployment Ratio	6.4	6.5	6.3
5	Working Poverty Rate (%)	13.5	12.9	15.7

In 2024, YuWaah (Generation Unlimited in India) continued to advance scalable, youth-centred innovations, reaching over 28.7 million young people (52 per cent female) across India. Anchored in its mission to connect young people to meaningful opportunities, YuWaah focused on enabling access to skilling, employment, entrepreneurship, career guidance, mental well-being, climate action, and civic participation. The YuWaah Youth Hub platform is driving this mission by acting as a one-stop shop for young people seeking opportunities to advance their holistic growth and development, with over 285,000 such opportunities accessed in 2024. This wide access has been enabled through partnerships with 15 platforms focused on learning and economic opportunities, and more integrations are planned for 2025.

To ensure last-mile access for young women, YuWaah and its partners are creating curated pathways to economic opportunities, aiming to connect one million young women to skilling and hyperlocal opportunities over six years. The national Passport to Earning platform recorded 1.9 million course completions in 2024, with over 3.5 million young people in India attaining foundational digital and financial skills to date.

The next phase of implementation will address the growing employability gap, focusing on high-demand skills such as digital productivity using AI. Efforts to scale youth employment interventions were also strengthened, through the Step Up – 'Bano Job Ready' Programme, implemented in collaboration with the Indian Ministry of Labour and Employment, Indira Gandhi National Open University, Pratham, and the Punjab Skill Development Mission.

The Green Rising India Consortium, which unites key stakeholders, continued to scale during 2024 and YuWaah climate action work continued through its partnership with the Indian Ministry of Environment, Forest and Climate Change, institutionalizing and scaling the Meri LiFE programme across 78 national and state government departments. This campaign reached over 12 million young people in 2024, with impact deepened among partners such as the Indian Ministry of Education, leading to the establishment of 'eco clubs' across schools and enabling students to take pro-planet actions.

Youth voices continued to shape the YuWaah agenda in key ways, with the latest 50-member cohort of the Young People's Action Team (YPAT) playing a vital role in shaping the YuWaah strategic road map and providing insights informing the various programmes. In its role as a partnerships platform, YuWaah continued collaboration with key stakeholders to drive collective thought leadership through forums such as its flagship convening event, Youth Central. Among the over 40 key stakeholders engaged in this regard were the Indian Ministry of Youth Affairs and Sports, the Ministry of Labour and Employment, UN agencies, Capgemini, the Children's Investment Fund Foundation, and others.

Looking ahead to 2025, YuWaah remains focused on deepening impact through systems strengthening at the national and state level, scaling and enhancing pathways to employment for marginalized youth and young women, expanding climate and green skilling efforts, and consolidating digital platforms to serve as holistic one-stop solutions for young people across India. This will be done while continuing to explore innovative ways of strengthening the GenU partner ecosystem.



4.4 GenU **Kenya**



Table 8: Key Youth Indicators in Kenya for 2024

S No	Parameter	Total	Male	Female
1	# of Youth (Millions)	12.1	6.0	6.1
2	NEET Population (Millions)	2.3	0.8	1.5
3	NEET Rate (%)	19.1	12.8	25.3
4	Youth-to-Adult Unemployment Ratio	3.0	3.2	2.9
5	Working Poverty Rate (%)	28.0	27.6	28.5

GenU Kenya continued advancing its ambitious agenda to connect 10 million young people to learning, skilling, and employment opportunities by 2030, in alignment with the Bottom-Up Economic Transformation Agenda pursued by the Government of Kenya. Through a collaborative public-private-youth partnership, GenU Kenya continued to work closely with the Government of Kenya, UN agencies, the private sector, and youth-led organizations to accelerate inclusive growth and productive youth employment. In 2024, over 44,642 young people (46.3 per cent female – up from 42 per cent in 2023) directly benefited from GenU programming.

GenU work in Kenya is anchored by the Joint UN Programme on Youth Skills, Employability, and Civic Engagement (2023–2026), which aims to equip 500,000 youth across 14 Kenya counties with opportunities for decent work, entrepreneurship, and civic participation. The National Youth Opportunities Towards Advancement programme, scaled from the Kenya Youth Employment and Opportunities Project, is targeting 40,000 vulnerable youth, offering employability and business development support alongside savings and resilience mechanisms. Two flagship innovation pilots from GenU Kenya have proven particularly impactful.

The Engaging Kenyan Youth in Agriculture and Nutrition initiative has equipped 16,888 young people to date (agripreneurs, farmers, students, youth not in employment, education, or training) with agriculture skills. Agripreneurs have trained and provided extension services to 17,873 farmers (65 per cent female and 66 per cent under the age of 35 years). The Yunitok digital platform remained central to youth engagement, enabling young people to co-create community-driven solutions through mentorship and capacity-building. Youth also supported data collection for the Youth for Children initiative, contributing to efforts to identify and reintegrate out-of-school children.

GenU Kenya is working to integrate programmes into subnational systems to enhance sustainability, and a key priority for 2025 will be revitalizing the Steering Committee under new government leadership and anchoring the GenU Secretariat within the Kenyan State Department for Youth Affairs and Creative Economy. Kenya remains a vital GenU Accelerator Country, pioneering innovative entrepreneurship models and livelihood pathways that can scale nationally and inspire replication regionally.



4.5 GenU **Nigeria**



Table 9: Key Youth Indicators in Nigeria for 2024

S No	Parameter	Total	Male	Female
1	# of Youth (Millions)	47.9	24.4	23.5
2	NEET Population (Millions)	6.4	2.2	4.2
3	NEET Rate (%)	13.4	9.1	17.9
4	Youth-to-Adult Unemployment Ratio	2.3	2.5	2.3
5	Working Poverty Rate (%)	35.1	39.2	30.3

Generation Unlimited 9JA (Generation Unlimited in Nigeria) continued to accelerate its mission to connect 20 million young people across Nigeria to meaningful opportunities for learning, skilling, employment, and civic engagement by 2030. Anchored in a robust PPYP model, GenU 9JA achieved significant scale in 2024, directly reaching over 2.72 million adolescents and young people, of whom 56.2 per cent were female. Over 1.37 million young people gained access to skilling and livelihood opportunities in 2024, including over 378,000 youth accessing job opportunities. Some 145 job skill packages were made available through partnerships with Cisco, Jobberman, Microsoft, Mobile Telecommunication Corporation, Unilever, and other supporters.

Driving the actions undertaken during 2024, more than 517,000 youth were involved in volunteering and development programmes, and more than 419,000 children and youth benefited from youth-led innovations. The youth-led #GreenRising campaign reached 100,000+ youth through climate action initiatives across schools, polytechnics, and community clean-up drives. The Yoma platform has also continued to gain momentum as the GenU 9JA core digital tool for connecting youth to opportunities, with 270,000+ active users on the platform.

Strategically focusing on youth centrality, GenU Nigeria piloted the Youth4Children model for child health and immunization advocacy, supported youth-led health immunization and vaccine promotion, and scaled its Young People's Action Team youth-leadership programme to 125 youth leaders, from diverse backgrounds. Additionally, youth volunteers played a key role in impacting 500,000+ young people in their communities through the Youth4Youth programming model. As Africa's most populous country, with over 70 per cent of its population under the age of 30, Nigeria plays a pivotal role in shaping the continent's youth development agenda, heightening the significance of GenU 9JA as a national priority and an example for scalable, youth-led solutions.

Despite these advances, barriers to successful implementation persisted during 2024, especially in conflict-affected and traditionally conservative areas where gender, geographic, and technological inequities tended to limit access. The impacts stemming from these barriers remain priority challenges for GenU 9JA to overcome, navigate, or mitigate. In 2025 and beyond, GenU 9JA will focus on deepening engagement with federal and state governments – including the Office of the Vice President, the Nigerian Ministry of Youth Development, and the Nigerian Ministry of Environment – to strengthen private sector partnerships and results-driven governance and position Yoma as the national youth engagement and opportunity platform.



Supporting Women-managed Businesses in India



In Uttar Pradesh state, young women are managing modernized *kirana* stores (local corner shops) through the Didi Ki Dukaan initiative, which is supporting female entrepreneurship, increasing household income, and improving local access to essential goods.

Supported by YuWaah (GenU India), Didi Ki Dukaan provides women with training in basic business management and helps them combine the power of traditional practices and contemporary business tools. Access to self-help group loans, organized among local participants, has enabled many women to launch their stores – and helped ensure that they stay open during critical periods in their growth.

As more young women in Uttar Pradesh open their own Didi Ki Dukaan-backed stores, these shops are gradually becoming a familiar part of the community. Young people are building business skills and confidence, while playing a growing role in the local supply chain. The initiative is creating new pathways for young women to gain livelihood opportunities and practical experience close to home.

PART III:

Delivering as a Partnership



05

Delivering as a Partnership

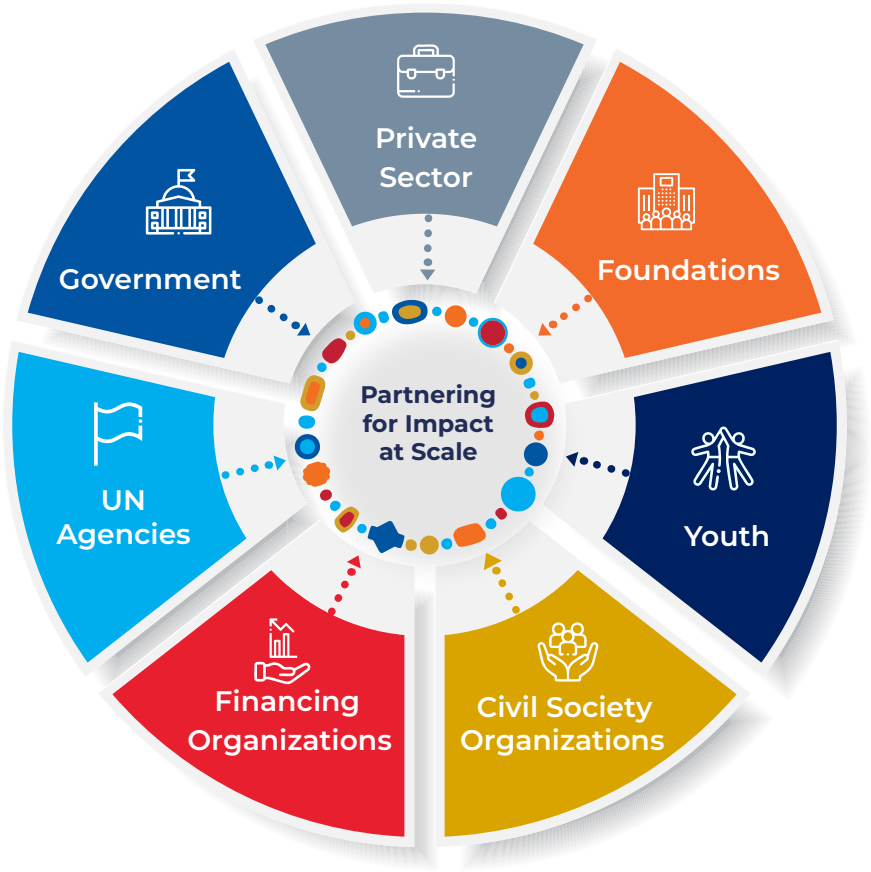
GenU exists to ensure that all young people have access to the skills, opportunities, and support they need to thrive. GenU achieves this by building broad, multi-sector partnerships across:

- **Governments**: Programme country governments drive impact through national systems and shape an enabling policy environment, whereas donor governments mobilize resources, provide strategic support, and help scale solutions globally.
- **Corporations**: Bring innovation, technical know-how, and financial support.
- **UN Agencies**: offer global reach and systems knowledge.
- **International Financial Institutions and Foundations**: Provide catalytic funding.
- **Civil Society Organizations**: offer deep community insight and grass-roots access.
- **Young People**: Co-create programmes, inform strategy, and hold leadership roles within GenU governance.

Each partner contributes distinct capabilities, resources, and expertise, allowing GenU to design and scale impactful, context-specific programmes. The most important GenU partners are young people themselves, with their continued centrality in all programme endeavours ensuring that what is built together is both globally informed and locally grounded – and relevant across sectors, cultures, and communities.

In 2024, country data on governance showed an increase in the number of countries with public-private-youth coalitions to 25 countries (up from 21 in 2023, 17 in 2022). These 25 countries accounted for 89 per cent of GenU results in 2024 (compared to 83 per cent in 2023).

Figure 6: GenU Public-Private-Youth Partnership Model



5.1 Lead Governments and Founding Partners

Expanding access to quality skills training and connecting young people to dignified work and entrepreneurship opportunities at scale requires a strong, cross-sector alliance that brings together resources, partnerships, and innovative strategies. The driving force behind GenU results are the Lead Governments (Canada and Qatar) and Founding Partners (Abdulla Al Ghurair Foundation, Accenture, Capgemini, the IKEA Foundation, Microsoft, the Government of the Netherlands, PwC, SAP, UNICEF, and Unilever). Their combined financial and in-kind contributions allow GenU to remain focused on delivering sustainable and lasting impact for young people in an evolving world of work.

Lead Governments

Canada

دولـــة قطـــر
State of Qatar

Founding Partners

unicef

pwc

Unilever

SAP

Microsoft

Ministry of Foreign Affairs of the Netherlands

IKEA Foundation

Abdulla Al Ghurair Foundation

accenture

Capgemini

Funding and in-kind contributions from Lead Governments and Founding Partners are vital to GenU ability to allocate resources efficiently and respond to the evolving needs of young people.

The funding support received is used to:

- **Deliver technical assistance** to design, implement, scale, and measure the impact of skilling, entrepreneurship, and employment programmes.
- **Ensure that youth engagement remains central** across global, regional, and national operations.
- **Mobilize public-private-youth partnerships and technical and financial resources** to expand GenU country programmes.
- **Support the operation of the global GenU partnership**.

The Lead Governments and Founding Partners of the GenU programme play a critical role in five key areas to support GenU in skilling and connecting young people to opportunity:

Providing Strategic Guidance: Founding Partners – including GenU Board members – help shape partnership direction and priorities. They advise on operating models, drive innovation, mobilize resources, and support robust governance and results measurement to ensure quality skills development and stronger youth pathways to employment and entrepreneurship.

Building Public-Private-Youth Partnerships: Founding Partners use their networks and expertise to identify partnership opportunities and expand industry connections that scale up innovative, high-impact initiatives for young people. The GenU Board – comprising CEOs, foundation leaders, and youth – plays a key role in mobilizing new partners and resources to grow partnerships.

Supporting Innovation, Impact and Scale: Founding Partners contribute to the development and scaling of innovative programmes that respond to regional needs and opportunities, helping young people – especially girls – gain the skills they need to succeed in digital and green economies.

Ensuring Youth Centrality: Flexible partner funding supports meaningful youth engagement across all aspects of GenU work – from solution design to implementation, ensuring programmes respond to young people's real needs and aspirations.

Driving Advocacy and Communications: Founding Partners amplify the GenU mission by using their platforms and convening power to champion young people and elevate their voices on national, regional, and global stages.



5.2 Global Resource Partners

In 2024, the GenU Global Resource Partners provided crucial financial resources to support GenU programmes globally and in target countries. Along with that provided by the Lead Governments and Founding Partners of the programme, this support enabled expansion of GenU efforts in skills development, social impact, and economic opportunities for young people to provide them with the tools they need to thrive. GenU also acknowledges the pro bono support, innovation, and creativity that many GenU partners have brought through a shared value approach, which has enabled GenU to leverage collective strengths and expertise to achieve greater impact.

Resource Partners | Public Sector

AUSTRIAN DEVELOPMENT AGENCY

Canada

Foreign, Commonwealth & Development Office

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Ministry of Foreign Affairs of the Netherlands

دولة قطر State of Qatar

Resource Partners | Corporates and Foundations

Abdulla Al Ghurair Foundation

accenture

fondation BOTNAR

Capgemini

CIFF CHILDREN'S INVESTMENT FUND FOUNDATION

دبي العطاء Dubai Cares

التعليم فوق الجميع Education Above All

FMC

IKEA Foundation

Iberdrola

Microsoft

msc

pwc

SAP

Unilever

Ecosystem Partners

Inter-Governmental Bodies

- African Union (AU)
- Association of Southeast Asian Nations (ASEAN)
- European Commission (EU)
- Gulf Cooperation Council (GCC)
- MERCOSUR
- Organization for Economic Co-operation and Development (OECD)

Civil Society

- BRAC
- Elman Peace & Human Rights Center
- Goodwall
- Junior Achievement Worldwide
- ODI Global
- Plan International
- Reconstructed Living Labs (RLabs)
- SNV
- SOS Children's Villages
- Teach for All
- Technovation
- World Association of Girl Guides and Girl Scouts
- World Organization of the Scout Movement
- YMCA

United Nations

- International Labour Organization (ILO)
- Office of the UN Secretary-General's Special Coordinator for Development in the Sahel
- United Nations Department of Economic and Social Affairs (UN DESA)
- United Nations Development Programme (UNDP)
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- United Nations Environment Programme (UNEP)
- United Nations Girls' Education Initiative (UNGEI)
- United Nations Global Compact
- United Nations Youth Office
- United Nations Population Fund (UNFPA)

Partnerships/ Initiatives

- Commonwealth Youth Council
- Consortium Jeunesse
- Decent Jobs for Youth
- Education for Employment
- Giga
- Global Business Coalition for Education
- Global Partnership for Education
- IamtheCODE
- J-PAL
- Qatar Fund for Development (QFFD)
- Solutions for Youth Employment
- Theirworld
- World Economic Forum

Corporations

- Adobe
- BMW
- Cognizant
- Coursera
- DSM
- FMC
- Iberdrola
- MSC
- Pearson
- Standard Chartered
- Systemiq
- Telenor Group Global

Foundations

- Aga Khan Foundation
- Children's Investment Fund Foundation (CIFF)
- Dubai Cares
- Education Above All Foundation
- Fondation Botnar
- Higher Life Foundation
- The Tony Elumelu Foundation

Multilateral Development Banks

- African Development Bank
- Islamic Development Bank
- World Bank

Erinoso's Journey of Setting up a Computer Repair Business in Nigeria



Erinoso from Nigeria chose to build her skills in fixing computers, a path less accessible for girls in her community, where socioeconomic barriers often hinder their access to education.

Now 20, she runs her own computer repair business, where she repairs, maintains, and troubleshoots computers for people in her community. Thanks to the proceeds from her business, she is able to support herself financially through university, where she is now enrolled for the NSQ Level II certification. She credits her mentor, Mrs. Omowunmi, at Yaba College of Technology in Lagos, for inspiring her to take this path.

Yaba College of Technology is supported by the Girls' Education and Skills Partnership in Nigeria – led by GenU, the UK Foreign, Commonwealth and Development Office, UNICEF Nigeria, and other partners – to equip girls and young women in Nigeria like Erinoso with high-quality, market-relevant ICT skills for professional success.

Erinoso hopes to inspire more girls in Nigeria and beyond to consider new possibilities for themselves, and is quick to encourage them along their path.

"Don't let negative comments discourage you from pursuing your dreams. If you can think it, you can win it."

5.3 Youth as Partners

GenU places youth at the centre of public-private-youth partnership by integrating meaningful youth engagement into all GenU processes.

During 2024, YPATs played an active role in shaping the Strategic Plan 2026–2029 set to guide the Generation Unlimited programme onward, with more than 60 young participants involved in defining the future direction. Their input strengthened GenU strategic focus on scaling access to dignified work, entrepreneurship, and other livelihood opportunities for young people.

In April 2024, GenU onboarded the third Young People's Action Team cohort, with over 50 partners engaged in the selection process. As a result, 67 YPATs from 38 countries were onboarded, of whom 68 per cent are female (adolescent girls and young women). The YPATs serve as the GenU youth advisory body, co-creating with GenU, providing strategic input, and exercising oversight on key solutions.

GenU established the Youth Centrality Taskforce, bringing together 14 youth-led and youth-serving organizations and initiatives, including the Global Partnership for Education, Plan International, Technovation, Junior Achievement Worldwide, World YMCA, UNESCO IESALC, Young Leaders Lab/PAYU, Major Group for Children and Youth, EMpower Foundation, UNFPA, World Organization of the Scout Movement, African Union Network of Young Diplomats, and the Commonwealth Youth Council. The Taskforce will advance best practices in youth centrality through knowledge cafés and practical learning briefs to support country offices and partners in delivering results with, for, and by young people.

Young people also co-authored several GenU-supported thought leadership products during 2024. Notable examples include the guidance note Engaging Young People with Disabilities in Learning-to-Earning Initiatives.

In 2024, the reverse mentorship sessions between YPATs and the GenU Global Board expanded to include the Global Leadership Council. YPAT members took part in 10 sessions alongside youth representatives and senior leaders from UNICEF, Generation Unlimited, and global partners such as the IKEA Foundation, Microsoft, SAP, and Unilever.

To embed a youth lens across all programmes, GenU established youth microstructures that provide tactical advice, insights, and oversight. The programme currently engages up to 18 youth leaders in microstructures for P2E and GESP.

Young people also co-led the monitoring and evaluation of GESP. Young women were trained in research methods and processes and deployed to assess the programme impact within various target communities, strengthening their skills in evidence generation, communication, and advocacy. In India, nearly 100 participants contributed to youth-led research on making digital learning more engaging and supportive for girls.

In Rwanda, YPAT members supported the launch of the national Passport to Earning (Ingazi), providing youth insights on digital learning and skills priorities. Their input shaped the platform's content, design, and roll-out to align with young people's needs and workforce demands.

Through participation in high-level youth advocacy forums, such as the United Nation General Assembly, ECOSOC Youth Forum, GenU ensured youth voices claim space and shape the conversations affecting them. GenU has continued to be an active stakeholder in several key avenues for youth leadership during 2024, such as the Green Jobs for Youth Pact, in addition to engagement on a wide constellation of collaborative spaces.

In India, nearly 100 participants took part in youth-led research on how digital learning can better engage and support girls in continuing their education.

5.4 Global Leadership Council: Uniting for Impact with Public-Private-Youth Partners



The Special Session of the GenU Global Leadership Council on the sidelines of UNGA79 saw Canada and Qatar join GenU as Lead Government Partners with a four-year commitment.

With a growing network of public, private, and youth partners, the Global Leadership Council serves as a key GenU platform for advancing cross-sector collaboration, co-developing programmes, and mobilizing resources and expertise. The GLC convenes senior leaders to facilitate knowledge exchange, align strategic priorities, and expand the reach of proven learning-to-earning initiatives. Through this platform, Generation Unlimited can accelerate efforts that support young people in accessing skills development, employment pathways, and entrepreneurial opportunities.

During 2024, the GLC focused on identifying cost-effective, cross-sector solutions to connect young people to decent livelihoods at scale and on advancing partnerships for green and digital transitions.

On the sidelines of the 79th session of the United Nations General Assembly, GenU convened a special session of the GLC, with global leaders from government, business, foundations, multilateral organizations, civil society, and youth, to advance global partnerships to **empower youth for climate action and for a digital future**, with a specific focus on AI. At a critical juncture of GenU work to accelerate global support for young people, the special session marked the official announcement of **Canada** and **Qatar joining as** Lead Government Partners, to champion economic empowerment through digital and green initiatives. This first-of-its-kind alliance, which includes a combined $80 million funding commitment across 4 years, will see the two national governments extend their resources and global influence, helping GenU catalyse efforts to fulfil its mission to skill young people and connect them to employment and entrepreneurship at scale.

The landmark partnership was announced by Qatari Minister of State for International Cooperation, **H.E. Lolwah RM Al-Khater** and then-Canadian Minister of International Development, **Hon. Ahmed Hussen**. By harnessing the distinct strengths of each partner, the GLC is setting a global example, demonstrating that collaborative action among the public sector, private sector, and young people themselves is the fastest and most effective way to equip young people with the skills and opportunities they need to thrive in today's rapidly changing world of work.





"There are 1.1 billion young people coming of age in the Global South in the next decade, but right now, we are not creating enough opportunities for them, projections suggest we'll only generate 325 million jobs," said World Bank President **Ajay Banga** in an address to the GLC meeting in April 2024. "Fortunately, forecasts are not destiny. We can turn the tide. It will take hard work, proven solutions, and your support. We need to do much more to develop foundational skills like literacy, harness technology advances and provide training for skills that are needed in growing economies. This is a mission critical at the World Bank."



Youth-led Green Entrepreneurship for Wind Energy in Bangladesh



Abdullah and Rahat are young innovators from Bangladesh tackling climate change through smart energy solutions.

With the help of the imaGen Ventures initiative under the Generation Unlimited programme, they developed the BD Highway Turbine, a vertical-axis wind turbine that harvests wind energy from both speeding vehicles and natural breezes along busy highways and coastlines. Equipped with built-in sensors and an IoT platform, the turbine also measures environment parameters such as temperature, humidity, wind, and CO2 levels.

The turbine not only generates clean, renewable power but also addresses issues such as noise pollution and threats to wildlife posed by traditional turbines, aspects that co-founder Rahat cites as motivating further innovation.

"My experience with imaGen Ventures has inspired me to continue exploring and innovating, with a commitment to addressing climate change and promoting sustainable development."

5.5 Advancing Evidence and Knowledge for Young People

Advancing Evidence and Knowledge for Youth

In 2024, GenU advanced global knowledge and thought leadership on youth skills and opportunities. Collaborating with organizations from across the GenU ecosystem, the programme generated important publications with actionable insights for decision makers, and shared knowledge to advance the GenU agenda for youth.

Key publications include:

- Time to Act: Preparing Youth for Work in an AI-Powered World. Proudly launched at the United Nations General Assembly, this executive report analyses emerging threats and opportunities facing youth as they transition from learning to earning in the era of generative AI. Informed by insights from 30 organizations and a global survey of 53,878 young voices from 184 countries, the report articulates essential actions to ensure every young person can access and benefit from the potential of AI.
- Microcredentials for Youth and Work. A result of collaboration among the ILO-led, multistakeholder Decent Jobs for Youth initiative, UNICEF and Generation Unlimited, this research report explores the role of microcredentials as flexible, cost-effective tools for youth to gain and validate skills in a changing job market. It examines global debates on their benefits, challenges, and impact.

The launch of Spotlight Blogs and Learning Brief Series

To complement the flagship GenU reports, the programme launched the GenU Spotlight Blog Series and Learning Brief Series. These products unpack emerging trends and share real-time learning and insights from across GenU programmes and initiatives. Pieces published during 2024 explored diverse questions ranging from *How to achieve digital skilling success at scale* to *How young female researchers are redefining skilling for girls*. All GenU knowledge products can be found on the new GenU Knowledge site.

YouthForesight Knowledge Platform

The GenU partnership with the Decent Job Youth programme on YouthForesight (YFS) continues to thrive. A dedicated platform providing curated tools, publications, databases and resources, YouthForesight has become a central hub for accessing resources and supporting knowledge exchange across diverse actors working in youth skills and livelihoods.

During 2024, close to 10,000 users engaged with the YFS platform globally, with growing engagement from youth-led organizations and technical practitioners working in the youth skills and livelihoods space. A series of webinars and online events attracted hundreds of participants on diverse topics, including market-oriented training, engaging youth living with disabilities and regional insights from the ILO report The Global Youth Employment Trends.

Technical Advisory Group (TAG)

Established in 2021, the TAG comprises practitioners and researchers from 26 organizations, convening each quarter and providing expert advice and insights to support the GenU approach to monitoring, evaluation, research, and learning. In 2024, the group reflected on topics such as high-frequency monitoring, skills accreditation, and the global NEET challenge, and developed a workplan for knowledge creation and dissemination on key research areas in youth skills and livelihoods.

5.6 Perspectives from the GenU Global Board



Abdul Aziz Al Ghurair, Chairman of Abdulla Al Ghurair Foundation: "Empowering youth must go beyond education; it must lead to dignified work and lasting opportunity. The shift to livelihoods is timely, essential, and a shared responsibility. As a Generation Unlimited partner, we are committed to driving this change by mobilizing purpose-driven partnerships that help young people shape their futures and strengthen their communities and economies."



Rania Al Mashat, Minister of Planning, Economic Development and International Cooperation, Egypt : "Young people are not short on talent – they just need access to opportunities that match their potential. This was our guiding principle in Egypt; to go beyond skills and reshape the systems that leverage sustainable economic growth, create decent jobs and unlock inclusive, resilient, and real livelihoods. Through Egypt's local Generation Unlimited initiative (Shabab Balad), we're connecting education, investment, and innovation-turning policies into possibilities. We are proud our partnership with GenU reflects such an imperative economic shift."



Fahad Al Sulaiti, Director General, Qatar Fund for Development (QFFD): "We recognize that equipping young people with skills must be directly connected to tangible livelihood opportunities. Through our partnership with Generation Unlimited, we are bridging this gap by aligning education, economic empowerment, and innovation with the evolving demands of the global labour market. This strategic shift is imperative – 2024 has underscored the urgency of moving beyond training alone to ensure young people can access dignified and sustainable work through more coordinated and collective global action."



Vicky Aridi, Programme Manager, Making Cents International: "Young people are three times more likely to be unemployed than adults. By 2050, one in four young people will be African. Moreover, our world today is characterized by tectonic shifts in foreign aid, labour market volatilities, rising informal and gig economies and limited enabling environments for youth enterprise development and scale. The fundamental question is as public, private and youth partners, how might we shift the status quo, invest in the youth bulge and accelerate decent and sustainable youth livelihoods? The new Generation Unlimited shift to livelihoods provides a unique opportunity to leverage our collective efforts, resources and commitments to do just that at scale, cost effectively and together."



Salima Bah, Minister of Communication, Technology and Innovation, Sierra Leone: "At the Ministry of Communication, Technology and Innovation, we believe digital skills are just the starting point. Our focus now is on translating those skills into real livelihood, through entrepreneurship, digital jobs, and government-enabled platforms. The recently concluded Sierra Leone Innovates: Digital Government Summit brought together young innovators, policymakers, and partners to showcase what is possible when we invest in local talent and infrastructure. This shift is urgent because young people don't just need training, they need opportunity. With the momentum from 2024, we're committed to working with GenU and other partners to turn skills into lasting impact."



Taha Bawa, Co-Founder and CEO, Goodwall: "Following a record year of impact, Generation Unlimited is uniquely positioned to drive transformative change in one of the most urgent and needed areas today – youth gaining livelihoods – by harnessing its powerful public-private-youth model."



Kate Behncken, Corporate Vice President and Global Lead, Microsoft Philanthropies: "Microsoft is proud to be a founding partner of Generation Unlimited and core partner of the Passport to Earning programme, which scales high-quality learning pathways through the Community Training platform. In 2024, Generation Unlimited reached 64 million young people with future-ready skills The next challenge is to connect those skills to jobs and livelihoods in the new AI economy and empower future generations for fulfilment and success. Generation Unlimited's expansive network and resources not only equip young people with critical skills, but also open doors to job counselling, employment services, and opportunities that can transform lives."



Aiman Ezzat, CEO, Capgemini: "Capgemini and Generation Unlimited have been working hand in hand to define what transformative impact means and to target solutions unlocking change in the livelihoods of youth in underserved geographies. In today's world, empowering the next generation in the fight against climate change is imperative: they are tomorrow's changemakers. UNICEF's reach to underserved communities and Capgemini's expertise in technology has proven to make a difference already, and I look forward to continuing this ambitious journey together."



Leonardo Framil, US Financial Services Cient Group Lead, Accenture: "Empowering young people to earn their own income is one of the most powerful ways to build self-reliant communities and reduce humanitarian need. That's why Generation Unlimited is evolving its strategy, moving beyond skilling alone to unlocking sustainable livelihoods. At Accenture, we're committed to standing alongside GenU, offering pro bono expertise, scalable skilling platforms, and Gen AI training to help young people transform their potential into prosperity."



Christian Klein, CEO, SAP: "Unemployment, the skills-job mismatch, and limited access to opportunities continue to beset an entire generation of young people worldwide. Against this background, GenU will be sharpening its focus: From skilling to livelihoods. That means market-relevant training, learning-to-earning pathways, and most importantly, supporting young people on their way to quality employment and entrepreneurship."



Rebecca Marmot, Chief Sustainability Officer, Unilever: "At Unilever, we believe that improving livelihoods is at the heart of economic growth and societal prosperity. It means creating pathways to income and opportunity for all. Our work to improve the livelihoods of the people who grow, make and sell our products aligns with GenU's new ambition to reach more young people with opportunities. By combining the innovation of the private sector, the convening power of governments and the expertise of civil society, we can create a lasting impact. When people thrive, economies and societies grow."



Kitty van der Heijden, Deputy Executive Director for Partnerships, UNICEF: "Real impact for this generation will come from an ecosystem of purpose-driven partners. I meet young people, everywhere, who are questioning the status quo, demanding a bolder vision to co-create solutions for a better tomorrow. It is now for the rest of us to commit to working alongside young people by breaking the silos. This is what will make the difference between achieving incremental growth and disrupting the ecosystem as a force for good."

5.7 Leaders and Board Members

Leaders



António Guterres
(Co-Chair)
Secretary-General
of the United Nations



H.E. Paul Kagame
(Co-Chair)
President
Republic of Rwanda



Sir Fazle Hasan Abed
(in memoriam)
Founder and Chair
Emeritus
BRAC



Akinwumi Adesina
President
African Development
Bank



Gordon Brown
United Nations Special
Envoy for Global
Education
United Nations



H.E. Alexander De Croo
Former Prime Minister
Kingdom of Belgium



Jakaya Kikwete
Chair
Global Partnership



Graça Machel
Founder
Graça Machel Trust



H.E. Mokgweetsi E.K. Masisi
Former President
Republic of Botswana



Paul Polman
Co-Founder and Chair
Imagine



H.E. William Ruto
President
Republic of Kenya



Muhammad Sulaiman Al Jasser
President
Islamic Development
Bank



H.E Christine Carla Kangaloo
President
Trinidad and Tobago

Board Members



Christian Klein
CEO
SAP
(GenU Board Chair)



Kate Behncken
Corporate Vice President
& Global Lead
Microsoft Philanthropies
(GenU Board Vice-Chair)



H.E. Abdul Aziz Al Ghurair
Chairman
Abdulla Al Ghurair
Foundation



Aiman Ezzat
CEO
CapGemini



Catherine Russell
Executive Director
UNICEF



Fahad Al-Sulaiti
Director General
Qatar Fund for
Development (QFFD)



Kevin Frey
CEO
Generation Unlimited



Kitty van der Heijden
Deputy Executive
Director, Partnerships,
UNICEF



Leonardo Framil
US Financial Services
Client Group Lead,
Accenture



Mohamed Kande
Global Chairman
PwC



H.E. Rania Al-Mashat
Minister of
Planning, Economic
Development
and International
Cooperation, Egypt



H.E. Salima Bah
Minister of
Communication,
Technology and
Innovation
Sierra Leone



Taha Bawa
CEO
Goodwall



Vicky Aridi
Youth Economic
Opportunities (YEO)
2030 Programme
Manager, Making Cents
International

5.8 Global Leadership Council Members



Catherine Russell
Executive Director
UNICEF
(Co-Chair of GenU GLC)



Mohamed Kande
Global Chairman
PwC
(Co-Chair of GenU GLC)



Abdoulaye Mar Dieye
UN Secretary General's Special Coordinator for Development in the Sahel, United Nations



H.E. Abdul Aziz Al Ghurair
Chairman
Abdulla Al Ghurair Foundation



Achim Steiner
Former Administrator
United Nations Development Programme
(UNDP)



Hon. Ahmed Hussen
Former Minster of International Development, Canada



Aiman Ezzat
CEO
CapGemini



Andrew Baird
President and CEO
Education for Employment



Angela Rosales
Interim CEO and Chief Program Officer, Children's Villages International



Asheesh Advani
President and CEO, JA Worldwide



Asif Saleh
Executive Director,
BRAC Bangladesh



Audrey Azoulay
Director-General, United Nations Educational, Scientific and Cultural Organization (UNESCO)



Bill Winters
CEO
Standard Chartered



Carlos Sanvee
Secretary-General,
World YMCA



Charles North
Deputy Chief Executive Officer
Global Partnership for Education



Chido Mpemba
Youth Envoy
African Union Commission



Christian Klein
CEO
SAP



David Berg
Ad-interim Secretary General, World Organization of the Scout Movement



Fahad Al-Sulaiti
Director General
Qatar Fund for Development (QFFD)



Feike Sijbesma
Honorary Chairman
DSM



Dr. Felipe Paullier
Assistant Secretary-General for Youth Affairs



Gilberto Houngbo
Director-General,
International Labour Organization



Ignacio S. Galán
Executive Chairman,
Iberdrola



Issa Faye
Director General,
Global Practices and Partnerships, IsDB



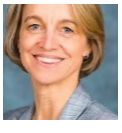
Jessica Anderen
CEO,
IKEA Foundation



Kate Behncken
Corporate Vice President & Global Lead
Microsoft Philanthropies



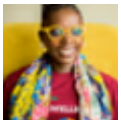
Kate Hampton
CEO
Children's Investment Fund Foundation (CIFF)



Liesbet Steer
President and
CEO Education
Development Center



Mathias Cormann
Secretary-General
Organisation for Economic Co-operation and Development
(OECD)



Lady Mariéme
JammeFounder I Am The Code



Leonardo Framil
US Financial Services Client Group Lead,
Accenture



Li Junhua
Under-Secretary-General for Economic and Social Affairs, Department of Economic and Social Affairs (DESA)



Michael Kocher
General Manager
Aga Khan Foundation



Justin W. van Fleet
President
Theirworld



Moussa Faki Mahamat
Chairperson
African Union Commission



Natalia Kanem
Executive Director
United Nations Population Fund (UNFPA)



H.E. Rania Al-Mashat
Minister of Planning, Economic Development and International Cooperation, Egypt



Rebecca Marmot
Chief Sustainability & Corporate Affairs Officer, Unilever



Saadia Zahidi
Head of Centre for the New Economy and Society
World Economic Forum



Hon. Salim Mvurya
Cabinet Secretary for Youth Affairs, Creative Economy and Sports, Kenya



Sarah Brown
Executive Chair, Global Business Coalition for Education



Sanda Ojiambo
CEO and Executive Director
United Nations Global Compact



Sigve Brekke
CEO
Telenor Group



Simon O'Connell
CEO
SNV



Sonia Ben Jaafar
CEO
Abdulla Al Ghurair Foundation



Stephen Omollo
CEO
Plan International



Shamma bint Suhail Faris Al Mazrui
Minister of Community Development, United Arab Emirates



Taha Bawa
CEO
Goodwall



Tariq Al Gurg
CEO and Vice-Chairman
Dubai Cares



Tony Elumelu
Founder
The Tony Elumelu Foundation



Tsitsi Masiyiwa
Co-Founder and Co-Chair
Higher Life Foundation



Abdalla Utumatwishima
Minister of Youth
Republic of Rwanda

5.9 Young People's Action Team



Afroza Suravi
18, Bangladesh



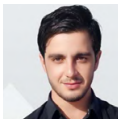
Alia Ossama
15, Egypt



Amania A. Algoni
22, Central African Republic



Aminatou Ndiaye
26, Senegal



Amir Zaman Achakzai
22, Pakistan



Angel Payumo
18, Guam



Ana Altamiranda
19, Argentina



Anoushka Sinha
21, India



Aya Zreqat
21, Jordan



Bashirat Abdulganiyu
23, Nigeria



Burak Küçüksarıkulak
23, Türkiye



Christopher Daccache
25, Lebanon



Candide Houngbedji
26, Benin



Damatria Ntintili
20, South Africa



Daniella Ingabire
24, Burundi



Daniela Cobian
15, Mexico



Ernest Mugisha
24, Rwanda



Eshal Shareef
19, Maldives



Esrat Jahan Bani
25, Bangladesh



Eunice O. Quaning
26, Ghana



Farida Suleiman
25, Nigeria



Felipe de Souza Silva
21, Brazil



Ian Maina
24, Kenya



Jasmine Thapa
26, Nepal



Joaquín Parafita
25, Uruguay



Joshua Opey
26, Ghana



Juan Montenegro
23, Colombia



June Kombo
22, Kenya



Karma Choden
18, Bhutan



Kolilk Sadeq
24, Kurdistan - Iraq



Lalita Tamang
20, Nepal



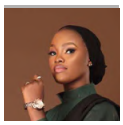
Lomoro Seme Luate Cons
23, Uganda



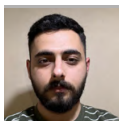
Lucas Andriantsimba
21, Madagascar



Martina Gomez
18, Argentina



Maryam Bello
21, Nigeria



Mateen Halgord
24, Iraq



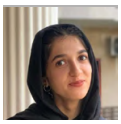
Matheus Valois
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Melis Ata
19, Türkiye



Mohamed Rafat
22, Egypt



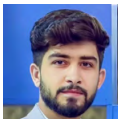
Muneera Aman
22, Afghanistan



Naranzaya Batsaikhan
22, Mongolia



Noel Mushinzimana
24, Rwanda



Noman Sherzad
22, Afghanistan



Olsa Domi
18, Kosovo*



Pape Gora Mbow
24, Senegal



Pierre Yvan Belinga Meka
26, Cameroon



Priyaswara Bharti
21, India



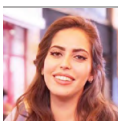
Reham Sees
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Rejina Gharti Magar
19, Nepal



Rhoda Essien
22, Antigua and Barbuda



Rinad Al Masri
25, Jordan



Ruth Nzomo
25, Kenya



Safa Claudia Uwingeneye
23, Rwanda



Salma Khalaf
23, Canada/State of Palestine



Samuel Mue
23, Kenya



Sana Amdiatou
25, Burkina Faso



Shamayla Mahbub
26, Bangladesh



Shivansh Shalabh
19, India/USA



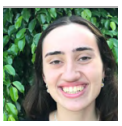
Sophia Molano
24, Colombia



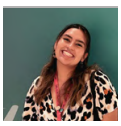
Sophia Helal
13, Egypt



Stevia Putri
20, Indonesia



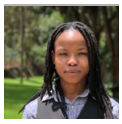
Valentina Francesch
18, Argentina



Victoria Rodríguez
20, Mexico



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