



Generation Unlimited Year In Review 2025



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Acronyms and abbreviations

AC	Accelerator Countries
AICTE	All India Council for Technical Education
BNFE	Bureau of Non-Formal Education
ECOSOC	United Nations Economic and Social Council
EKYAN	Engaging Kenyan Youth in Agriculture and Nutrition
FUCAP	Future-X Unilever Campus Ambassadors Programme
GenU	Generation Unlimited
GenU 9JA	Generation Unlimited Nigeria
GenU SA	Generation Unlimited South Africa
GESP	Girls' Education and Skills Partnership
ILO	International Labour Organization
Mission LiFE	Lifestyle for the Environment
MOPME	Ministry of Primary and Mass Education
NEET	not in education, employment or training
NEST	Nano Entrepreneurship Sustainability & Transformation (NEST)
NITI Aayog	National Institution for Transforming India
OVP	Office of the Vice-President
P2E	Passport to Earning
PPYP	Public-private-youth-partnerships
SDYACE	State Department for Youth Affairs and Creative Economy
SkilFO	Skill-Focused Literacy for Out-of-School Adolescents
STEAM	Science, technology, engineering, arts and mathematics
YOMA	Youth Agency Marketplace
YPAT	Young People's Action Team

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Part I:

Opening messages

Message from the Chairs

Dear Partners,

This generation of young people is living through a moment full of uncertainty, disruption and possibility. The World Bank estimates that over the next decade 1.2 billion young people in the Global South will enter the labour market, yet only 420 million jobs are expected to be created. This gap is one of the most pressing economic and development challenges of our time.

As artificial intelligence and the green transition reshape economies, jobs and the skills required to thrive, Generation Unlimited is partnering with governments, businesses, civil society, the United Nations system and young people themselves to create solutions for the largest generation of youth in history.

The 2025 results reflect accelerating momentum. Overall, 62.7 million young people across 52 countries benefited from GenU-supported interventions, with over 17.4 million gaining market-relevant skills.

We welcomed new global champions who strengthen GenU’s strategic direction and impact. The Hon. Mia Mottley, Prime Minister of Barbados, became Global Chair of Green Rising, a programme with nearly 45.6 million young people leading grass roots climate action globally across three years. H.E. Kashim Shettima, Vice-President of Nigeria, stepped in as Chair of the GenU Nigeria Board to help equip 20 million Nigerian youth with skills and pathways to livelihood opportunities by 2030.

This year, the Generation Unlimited Board approved a bold new strategic plan for 2026–2029, setting a clear ambition to reach 144 million young people with skills and 6 million with quality employment and entrepreneurship opportunities.

GenU delivers impact at scale through partnership with governments, businesses, foundations, civil society, multilateral institutions, and young people at the centre. We thank all of our partners for their commitment, especially the young people who shape and drive GenU.

This generation deserves transformative impact, and GenU is delivering it. The urgency is real and the path forward is clear. In the years ahead, we must move forward faster together.



Christian Klein

CEO, **SAP SE**

Chair, Generation Unlimited Board



Mohamed Kande

Global Chairman, **PwC**

Co-chair, Generation Unlimited Global Leadership Council



Catherine Russell

Executive Director, **UNICEF**

Co-chair, Generation Unlimited Global Leadership Council

Message from the CEO

Dear Partners,

As I reflect on 2025, I keep returning to a conversation I had in a village in Uttar Pradesh, India, with a group of young women entrepreneurs who had opened community shops through the Didi Ki Dukaan programme supported by GenU. One of them, Kajal, spoke about how earning an income had changed her life. For the first time, she had money in her own bank account, and she said that it gave her the power to make decisions for herself and her family.

I heard similar stories in Kenya from the entrepreneurs building green businesses that delivered a triple bottom line: income in their pockets, jobs created for their communities and economic growth for their country.

These conversations remind me that livelihoods are never just about income; they are about dignity, agency and the ability of young people to shape their own futures.

Making this a reality for young people has never been more urgent: they are entering adulthood at a moment of enormous uncertainty and disruption. Technology is reshaping work, with artificial intelligence (AI) skills rapidly becoming a baseline requirement for employability. Economies are under strain, and climate shocks are affecting communities everywhere. No young person should be denied good quality education, skills or work opportunities.

In 2025, Generation Unlimited-supported initiatives reached 62.7 million young people across 52 countries, but behind every number is a young person like Kajal building a path towards greater independence and opportunity.

GenU's global solutions continued to scale in 2025. Passport to Earning certified its 5 millionth learner in digital and AI skills, employability, entrepreneurship and financial literacy. Half of the cohort is young women. Through Green Rising, more than 23.8 million young people took climate action in 2025 alone, gaining green skills and mindsets for sustainable livelihoods. Across our entrepreneurship programmes, nearly 180,000 young people secured livelihoods by starting or growing businesses and self-employment.

I want to express my gratitude to GenU Lead Government Partners, Canada and Qatar, as well as our Founding Partners, Abdulla Al Ghurair Foundation, Accenture, Capgemini, Dubai Cares, IKEA Foundation, Microsoft, the Ministry of Foreign Affairs of the Kingdom of the Netherlands, PwC, Qatar Fund for Development, SAP, Unilever and UNICEF, whose partnership and support enable us to achieve impact on a global scale.

Looking forward, GenU is entering an ambitious new phase with the goal of equipping 144 million young people with market-relevant skills and connecting 6 million to employment and entrepreneurship opportunities.

Young people are ready to learn, work, build businesses and shape their own futures. What they need is opportunity. Together with GenU's ecosystem of global and local partners, we are building the systems to deliver opportunity at scale to the world's young people.



Kevin Frey

Chief Executive Officer
Generation Unlimited

A stylized, handwritten signature in black ink, appearing to be 'KF' with a flourish.



Part II:

Introduction & strategic context

Executive summary

In 2025, GenU operated in a global context shaped by economic uncertainty, climate disruption, demographic pressure and rapid advances in artificial intelligence. These forces are reshaping how young people learn, work and transition into livelihoods. As more than 1.2 billion young people in the Global South prepare to enter the labour market over the coming decade, the gap between learning and employment opportunities continues to widen. Against this backdrop, GenU's role as a public-private-youth partnership has become increasingly urgent: to align fragmented efforts, connect learning to earning, and support systems that enable young people to access dignified and sustainable livelihoods at scale.

In 2025, GenU-supported initiatives reached 62.7 million young people across 52 countries, with nearly all of them being low- and middle-income economies. This included programmes across its three core impact areas: (1) skilling and employment, (2) entrepreneurship and (3) social impact. More than 31 million young people were reached through skilling and employment initiatives, including digital and vocational training, career readiness, mentorship, apprenticeships, work experience and job placement. More than 3.3 million young people were reached with entrepreneurship-related programmes, including entrepreneurial training, business creation

and growth, and gainful self-employment. Social impact programmes reached more than 28 million young people, including through youth engagement, volunteering and climate action.

This broad reach translated into deeper and sustainable impact, with young people not only participating in programmes but gaining skills, accessing pathways to work, and creating livelihoods of their own. More than 17.4 million gained market-relevant skills, including technical-vocational and transferrable skills for the twenty-first century world of work. More than 447,000 young people secured livelihoods through work-based learning and job placement, while nearly 180,000 started or expanded their own enterprises.

A strong focus throughout the year was the integration of green and digital pathways across programme delivery. In 2025, 73 per cent of GenU-supported programmes incorporated green and/or digital elements. These initiatives supported young people to gain skills relevant to emerging sectors, including digital and AI-enabled jobs and green economy opportunities, while also enabling participation in climate action and community-based initiatives.

GenU accelerator countries made significant progress in reaching young people, with an increasing focus



on strengthening systems to institutionalize and scale proven approaches for skills, employment, entrepreneurship and livelihoods. GenU Bangladesh reached more than 6 million young people, with a strong focus on system integration and institutionalizing skilling within national education and training frameworks. GenU Brazil, through the One Million Opportunities (1MiO) initiative, provided 202,489 young people with skilling and connected 117,683 young people to employment opportunities through partnerships with government and the private sector. YuWaah (GenU India) reached 24.7 million young people, including 10.1 million supported towards economic pathways and 3.34 million equipped with twenty-first-century skills. In Kenya, programmes such as Engaging Kenyan Youth in Agriculture and Nutrition (EKYAN) trained more than 68,000 young people in climate-smart agriculture and entrepreneurship while strengthening national systems and market linkages for youth livelihoods. Shabab Balad (GenU Egypt) continued to advance a national youth learning-to-earning platform, strengthening pathways from skills development to employment and entrepreneurship through a whole of ecosystem approach, reaching more than 3 million young people across the country. 9JA (GenU Nigeria) reached more than 3.81 million young people in 2025 alone through digital learning, employability and youth empowerment programmes. GenU South Africa reached 3.08 million young

people with skills and opportunities, with a strong focus on those from disadvantaged socioeconomic backgrounds.

Collaboration across governments, private sector actors, multilateral institutions, civil society and young people enabled the scaling-up of solutions, mobilization of investment, and improved alignment between skills development and labour market demand. Youth participation is embedded across programmes and decision-making structures, ensuring that young people contribute to shaping the solutions intended to support them. Global platforms such as the Global Leadership Council further strengthened cross-sector alignment and commitment to youth livelihoods.

Building on this momentum, GenU will continue to scale its partnership model and expand access to skills, employment and entrepreneurship. The focus will remain on supporting countries and partners to deliver sustainable, large-scale pathways that enable young people to access meaningful livelihoods.

Looking ahead, GenU is entering a new strategic phase aligned with the UNICEF Strategic Plan (2026–2029), which places youth livelihoods as a core priority for the first time. This positions GenU to strengthen national systems and partnerships to deliver more coordinated, scalable pathways that connect young people to skills, employment and entrepreneurship opportunities.



2.1 Introduction to Generation Unlimited

Over the next decade, 1.2 billion young people in the Global South aged 15–24 will enter the working-age population. Many of them face barriers to gaining job-relevant skills and good quality livelihoods, challenges that may intensify as AI, climate change and economic volatility accelerate workforce change.

This moment calls for accelerated action. Closing the global youth skills and livelihoods gap is both an urgent priority and a major opportunity to build systems that enable young people to fully participate in emerging economies and to strengthen more inclusive, resilient labour markets for the future.

Launched at the United Nations General Assembly in 2018, GenU is a public-private-youth partnership that connects young people to skills, employment and entrepreneurship opportunities on a global scale. Its goal is to turn a generation at risk into a generation of opportunity, ensuring every young person, regardless of geography, gender or circumstance, has a pathway to income, dignity and agency.

GenU addresses a core challenge: investments in youth often remain fragmented, disconnected from labour market demand and difficult to scale. GenU works to align these efforts, de-risk innovation, mobilize financing, generate evidence and support governments in scaling proven solutions. GenU does not duplicate what partners already do well; it builds

the connective tissue between them.





To achieve this, GenU brings together some of the world’s most influential leaders from the private sector, governments, multilateral organizations, civil society and young people — many of whom would not normally work together — to combine their capabilities, resources and reach to ensure every young person can access skills development and livelihood opportunities.

Within this ecosystem, GenU strengthens the system around youth livelihoods by supporting partners to address structural barriers in delivery, while also working to remove the barriers young people face, such as limited networks, restricted access to finance, and lack of work experience, that prevent them from accessing livelihoods.

GenU programmes are designed around real market demand and the sectors where opportunity is growing fastest, including the green economy, digital industries, creative sectors and AI-driven transitions.

Young people are central to this work. They are co-designers, decision-makers and drivers of the solutions that shape their futures and strengthen their communities and economies. This model enables scalable, measurable results and supports long-term, sustainable impact.

Figure 1: GenU’s comparative advantages

 <p>Proven results at scale</p>	 <p>Youth-powered impact</p>	 <p>Private sector leadership</p>	 <p>Global reach & convening power of the UN</p>
<ul style="list-style-type: none"> Reached 261.7M youth (50 per cent young women) with skilling, employment, entrepreneurship, and social impact opportunities (2022–2025). Portfolio of high-impact programmes scaled across multiple countries, driving measurable results 	<ul style="list-style-type: none"> Proven experience in bringing together diverse public, private and youth partners to co-create and fund solutions for youth at scale. Global and local networks of youth leaders engaged at every level, from co-design and decision-making to implementation and advocacy 	<ul style="list-style-type: none"> Private sector expertise, technology, networks and resources to co-create and accelerate transformative solutions for young people. Active CEO-level commitment & engagement to drive youth-focused solutions at scale 	<ul style="list-style-type: none"> As part of UNICEF, and in partnership with seven UN agencies, we’re positioned to drive impact worldwide. Trusted partner of governments to provide technical support and deliver impact at scale

Service Lines

Program Design & Implementation

Culturally aligned curricula with hands-on projects

Educator Training & Qualification

Modern pedagogy, digital fluency, classroom management

Development Projects

Green-tech labs and rural learning hubs

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Part 3:

Delivering impact at scale

Annual results: Overview

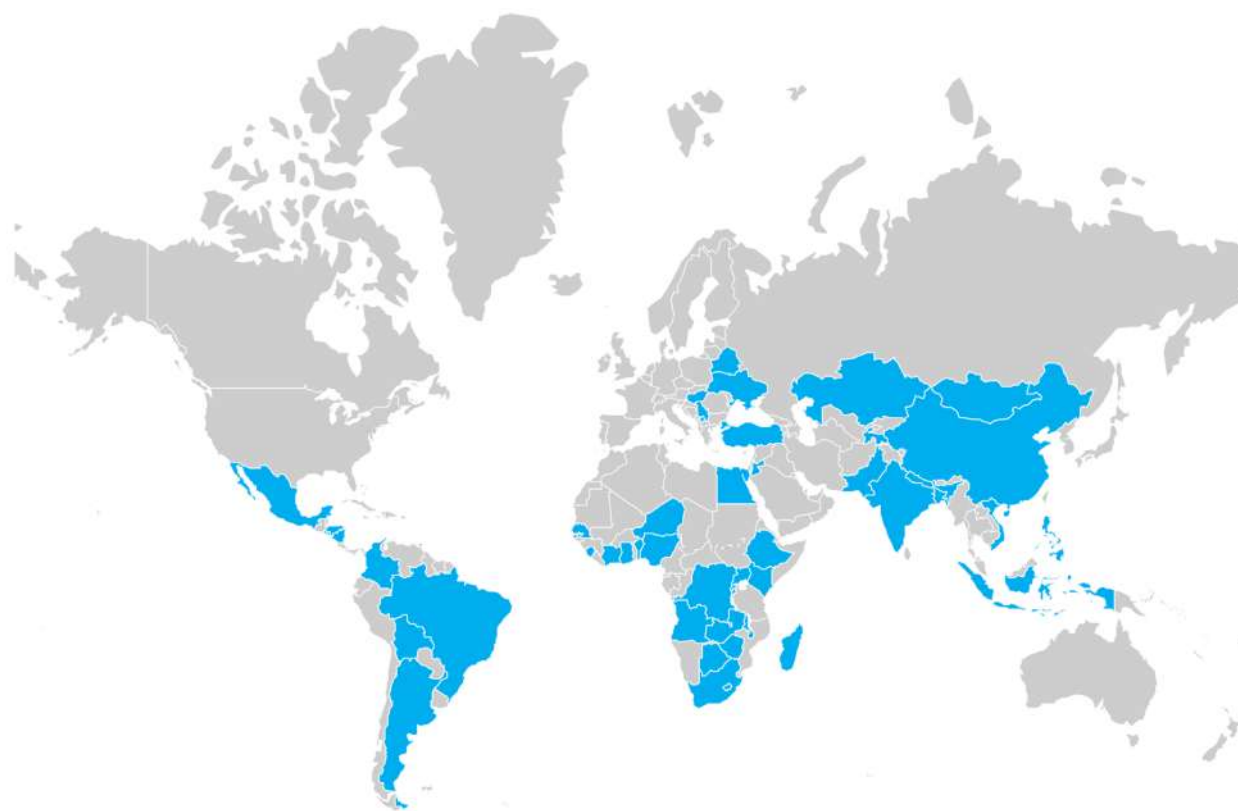
Generation Unlimited continued to make significant progress in its mission to skill and connect young people to opportunities. In 2025, 62.7 million young people across 52 countries benefited from interventions delivered by GenU in collaboration with public, private and youth partners.

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, comprising experts from the United Nations, the World Bank, the private sector and civil society. GenU results were measured and reported under three impact areas: (1) skilling and employment, (2) entrepreneurship, (3) social impact.

Table 1: GenU’s reach by impact area in 2025

Impact area	# of young people reached	% of total reach	% of young people reached who are female
Skilling & employment	31,268,211	49.9%	52.5%
Entrepreneurship	3,308,228	5.3%	52.3%
Social impact	28,121,370	44.8%	52.9%
Total	62,697,809	100%	52.7%



*The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations

GenU’s impact reporting tracks deeper outcomes enshrined within two key performance indicators: (1) number of young people acquiring market-

relevant skills, and (2) number of young people securing livelihoods through employment and entrepreneurship.

Figure 2: GenU’s reach by impact area in 2025

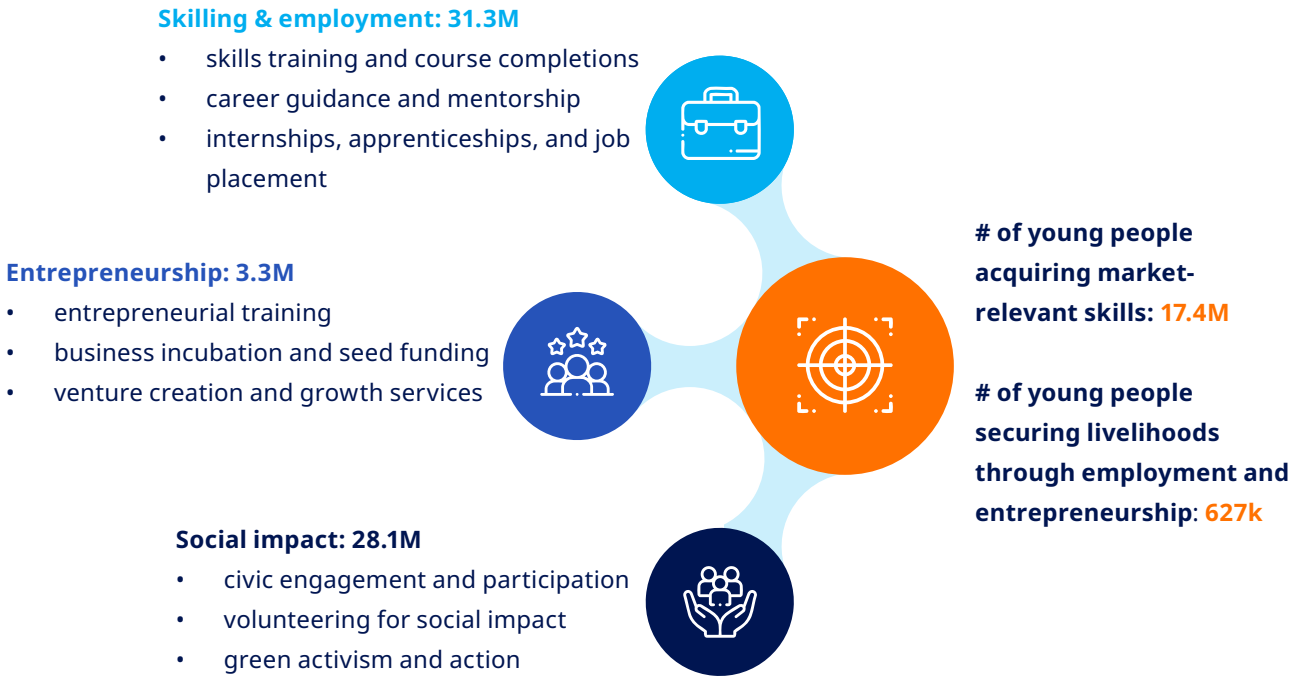
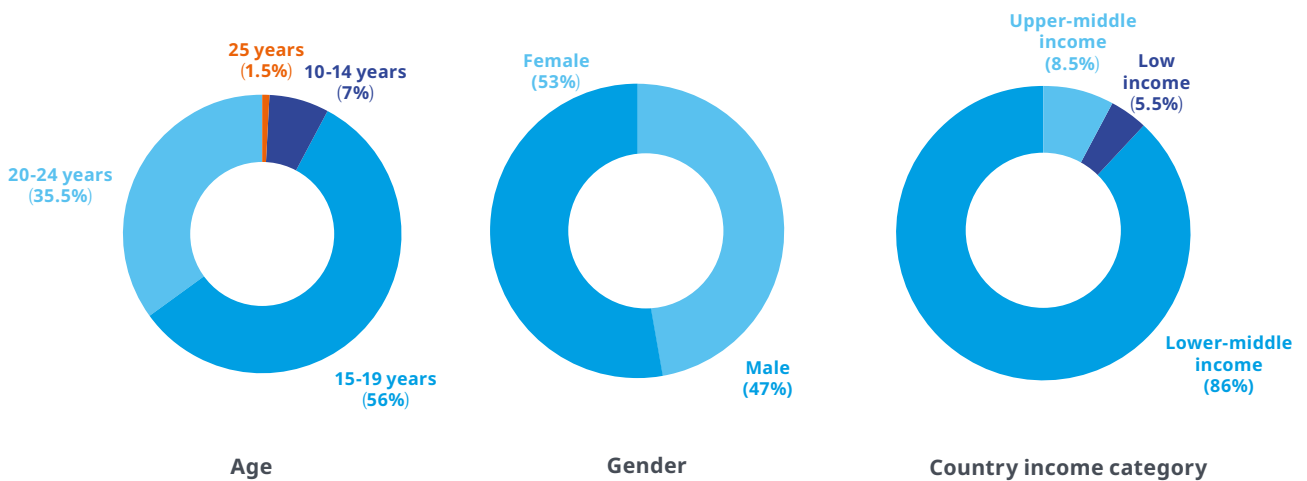


Figure 3: Demographic shares of young people reached in 2025



In 2025, 73 per cent of our programmes had a green and/or digital focus, and young women made up 53 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 92 per cent of young people benefiting from GenU activities were from low-income or lower-middle-income countries. The sections that follow present the results achieved under each impact area.

Braids to bags: How Janet is fighting plastic pollution and unemployment

In Mathare, one of Nairobi's largest informal settlements, Janet Dete saw possibility where others saw waste. Surrounded by rising unemployment and plastic pollution, she noticed how discarded synthetic braiding hair, often dumped or burned, was contributing to environmental damage, while young people struggled to find work.

After finishing high school, Janet faced a difficult period of unemployment and uncertainty. A simple moment shared with friends sparked a new idea. "We were so broke we'd braid our hair and then pass it on to someone else to reuse," she recalls. That experience revealed the untapped potential of synthetic hair as a reusable material – and a business opportunity.

Determined to act, Janet co-founded Queening Afrika, a social enterprise that transforms discarded synthetic hair into handwoven bags, mats and accessories. But starting out was not easy. Limited funding and skills meant production stayed small, and growth felt out of reach.

Things changed when Janet joined GenU's BeGreen Africa entrepreneurship programme. This gave her business and green skills, mentorship and startup support. "I learned how to manage a business, market my products and lead a team," she said. "I didn't have access to these skills before."

With this support, Janet expanded her business, growing her product line, hiring artisans and partnering with local retailers. Today, her team collects synthetic braid waste from salons across Nairobi and transforms it by hand using traditional weaving techniques passed down through generations.

Queening Afrika now works with 17 artisans, including older community members whose knowledge is central to the production process. To date, the enterprise has recycled more than 4,000 kilograms of synthetic hair – reducing plastic waste while creating jobs and income opportunities.

Janet is committed to increasing her impact, with plans to expand into new markets and reach more young people and women.

"Fall in love with the problem, not the solution. When you stay committed to the challenge, you keep finding ways to innovate."



3.1 Impact Area 1: Skilling & employment

In 2025, GenU reached 31 million young people through programmes relating to skilling and employment. A total of 166 unique programmes were implemented under this impact area, with a diverse portfolio comprising digital and AI skills, STEM skills, vocational training, career guidance, mentorship, apprenticeship and work experience, and job placement. Female participants accounted for 52 per cent of the young people engaged under this

impact area. Of the programmes delivered, 55 per cent focused on building digital skills – positioning young people for digital inclusion and readiness, while 60 per cent had components related to green skills and jobs – equipping young people for the green transition. More than 447,000 young people experienced transformational outcomes, such as securing apprenticeships, gaining work experience or job placement.

3.1.1 Passport to Earning (P2E)



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In 2025, 1.59 million young people completed skilling activities and received certificates in digital and AI, employability, entrepreneurship and financial literacy skills. This included 837,000 young women. In parallel, P2E piloted youth employment models that placed 9,507 young people in jobs.

P2E has now skilled more

than 5 million young people in Bangladesh, Brazil, Egypt, India, Niger, Nigeria, the Philippines and Rwanda since going live in 2022. This positions P2E strongly to achieve its 2027 ambition of skilling a total of 8 million young people, including 4.6 million in digital and AI skills. P2E is supported by Microsoft Elevate, Accenture, Dubai Cares, Capgemini, Global Affairs Canada, Standard Chartered, Unilever, and others.

Building livelihoods through digital skills

In the village of Putogadia in Odisha, India, 23-year-old Rachana is finding ways to earn a living and build her future close to home.

After completing a degree in Economics, Rachana struggled to find employment. Like many young people in rural areas, opportunities were limited, and she lacked the practical tools needed to enter the workforce.



That began to change when she joined GenU's Passport to Earning (P2E) programme through her local self-help group. Through the course, she developed essential employability skills, including resume writing, digital literacy, and the use of tools such as Microsoft Office.

"I was able to study online using my mobile phone (...) I learned how to make resumes through the P2E online programme," she says.

Rachana later secured a teaching role at a local school, where she now supports students in subjects such as mathematics, as well as topics like biodiversity and civic knowledge.

Apart from school, Rachana supports herself by offering tuition classes and engaging in online freelance tasks like resume creation and government surveys, including crop insurance data collection. These efforts have made her financially independent and able to contribute to her household, something she takes pride in.

Aspirational and determined, Rachana is also preparing for competitive exams to become a police officer. With limited support systems in her village, she relies on online platforms for learning.

Her journey shows how practical skills like writing a CV, using digital tools, and finding work online can help young people start earning, even where opportunities are scarce.



3.2 Impact area 2: Entrepreneurship

In 2025, GenU reached more than 3.3 million young people through programmes relating to entrepreneurship. A total of 39 unique programmes were implemented under this impact area, with a diverse portfolio including entrepreneurial training, innovation challenges, seed funding, enterprise creation and self-employment. Some 72 per cent

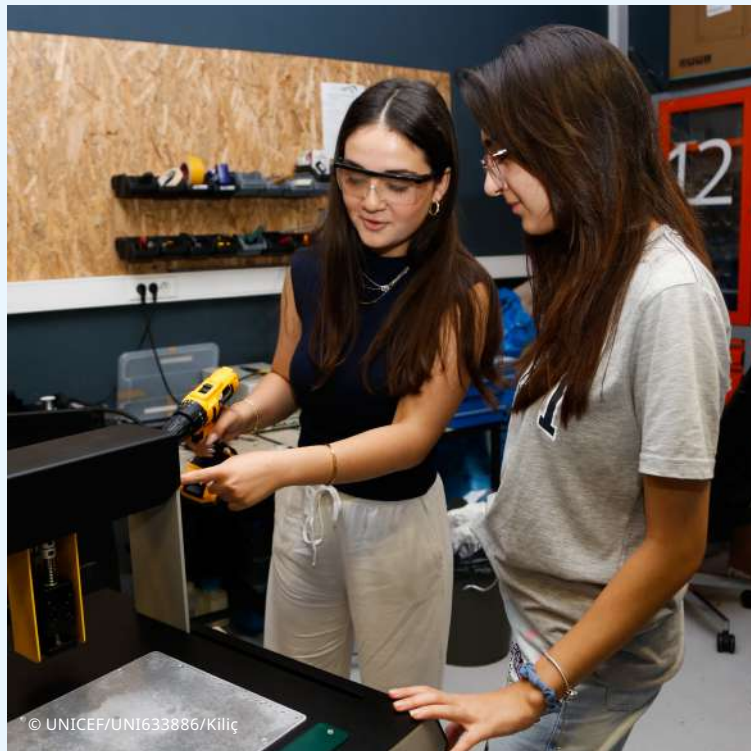
of the programmes delivered components relating to green businesses, unlocking entrepreneurial potential for positive environmental impact. More than half (52 per cent) of the young people were female. Nearly 180,000 young people experienced transformational outcomes such as business creation, profitability and growth.

3.2.1 imaGen Ventures

In 2025, imaGen Ventures continued to grow and support young people to build practical skills, develop solutions and access livelihoods through venture creation. Active across Angola, Bangladesh, Brazil, China, Egypt, Hungary, India, Jordan, Lebanon, Maldives, Philippines, Rwanda, South Africa, Türkiye, Uganda and Zimbabwe, the programme reached 488,341 people, with 70,180 young people acquiring skills and 11,244 securing livelihoods.

The programme is delivered through a flexible framework that combines entrepreneurship learning, innovation challenges, incubation, mentorship and pathways to seed funding. A core strength of imaGen Ventures is that it is localized and contextualized in each country of operation, ensuring that programming responds to national priorities, youth realities, market needs and local enterprise ecosystems.

In many countries, imaGen Ventures is integrated with existing government and private sector initiatives that align with its target audience and objectives. This enables the programme to strengthen rather than duplicate local efforts, while creating practical pathways for young people to move from ideas and skills-building into viable enterprises, income-generation and sustainable livelihoods. imaGen Ventures is supported by Global Affairs Canada and Accenture.



3.2.2 Engaging Kenyan Youth in Agriculture & Nutrition (EKYAN)

In Kenya, the EKYAN programme equips Kenyan youth – especially young women – with agribusiness skills, digital tools and regenerative agriculture training to improve livelihoods, food systems and nutrition. EKYAN has trained 68,000 youth in climate-smart regenerative agriculture thus far.



In 2025, 250 schools, 50 centres of excellence and 150 satellite schools served as learning hubs. A cohort of 400 young ‘agri-preneurs’ became service providers for smallholder farmers, all reporting income growth with 62 per cent at least doubling their income. Young agri-preneurs generated an economic value of more than KES 100 million/USD770,000. They trained more than 8,000 students, 96 per cent of whom now see agriculture as a viable opportunity, and trained and/or provided extension services to more than 55,000 farmers (65 per cent women; 75 per cent under 35). As a result, in 2025, 78 per cent of farmers improved production, 77 per cent increased income, and 62 per cent adopted nutrition-sensitive crop production. EKYAN also built market links with 40+ private-sector partners across the agricultural value chain. Additionally, 5,570 out-of-school youth, including young mothers and persons with disabilities, received training, mentorship and starter kits; 80 per cent launched agribusinesses, increasing their income, on average, by 21 per cent. EKYAN is supported by the governments of Kenya, the Netherlands and Canada, FMC Corporation, and implemented in collaboration with Kenyan-based social enterprise Kuza Biashara and Dutch international development organization SNV.

3.2.3 BeGreen Africa

BeGreen Africa advances economic development through youth-led green entrepreneurship, addressing rising youth unemployment and the triple planetary crisis of climate change, biodiversity loss and resource depletion.



The programme offers a comprehensive support package: gender-sensitive green entrepreneurship training co-created with young entrepreneurs and peer-reviewed by the University of Botswana, business-plan development, design sprints, pitching preparation, mentorship, access to networks and finance and USD 5,000 seed capital. In 2025, BeGreen provided green entrepreneurship skills to more than 1,000 young people and seed funding to more than 500 young green entrepreneurs. An independent evaluation is under way, but early monitoring of the first programme iteration in Kenya, Nigeria, South Africa, and Senegal shows strong results: annual run rates already exceed the USD 10,000 target in all countries, and job creation surpassed the programme’s 2.6-job benchmark, with 5.8 jobs added per entrepreneur in Kenya, 5 in South Africa, and even higher in Senegal and Nigeria. A report by the Kenya National Bureau of Statistics confirmed significant livelihood gains, with 74 Kenyan enterprises assessed as having created 700 jobs. BeGreen Africa is supported by the governments of the Netherlands and Canada, as well as IKEA Foundation, and implemented in collaboration with the Tony Elumelu Foundation and Umuzi.

Growing opportunity through agriculture in Kenya



On a quarter-acre farm, Kennedy is building a livelihood rooted in agriculture. He grows coffee beans, avocados and tomatoes, while running a small business selling goat manure to local farmers.

Kennedy sources the manure from pastoralists, packages it into sacks, and sells it as a natural fertilizer. He also uses it on his own farm to improve soil health and productivity. "This manure is very good for farming," he says.

Like many young people entering agriculture, Kennedy saw both potential and challenges. Farmers in his community were often relying on outdated methods, with limited access to new knowledge or tools. "Many farmers are willing to change, but they don't know how," he explains.

Through GenU's EKYAN programme, Kennedy was trained in modern farming techniques, business skills and leadership. With access to digital tools such as tablets and routers, he began sharing this knowledge with others. "My favourite part of the programme is the Leadership Academy. It showed me the importance of mindset, budgeting and having a plan," he says.

Today, Kennedy trains both farmers and students in his community. He has reached around 150 farmers, focusing on nutrition, regenerative agriculture and practical ways to increase productivity while reducing labour.

He also works with school students, recognizing the ripple effect of early learning. "By teaching children,

you also reach their families," he says.

Kennedy puts these lessons into practice on his farm. Using improved methods and inputs, he is able to harvest up to 200 kilograms of produce each week from his small plot. He has also doubled his income.

At the same time, he is helping farmers adapt to a changing climate. "The rainy seasons are delayed now, so farmers have to adjust their plans," he notes.

Kennedy is committed to showing that agriculture can be both profitable and sustainable, especially for young people.

"With the right knowledge, farmers can improve their yields and build a better future."

3.3 Impact area 3: Social impact

In 2025, GenU reached more than 28.1 million young people through programmes relating to social impact. A total of 109 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. Nearly 53 per cent of the total number of young people reached were female. While 28 per cent

of programmes leveraged digital tools and platforms to connect young people with opportunities for social impact, more than 73 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.

3.3.1 Global Volunteer Initiative (GVI)

GenU’s Global Volunteer Initiative (GVI) mobilized more than 15 million young volunteers, 51 per cent of them female, in 2025, including on green action. This contributed the greatest share of action numbers and environmental impact to the Green Rising initiative. This scale was made possible, and sustainability secured, through working with national governments to take ownership of UNICEF-developed volunteer platforms and align on strategic priorities.



For example, YuWaah (GenU India) worked with the Indian Government to develop the MeriLife volunteering platform in support of the Government’s Mission LIFE campaign, engaging more than 10 million volunteers to take pro-planetary actions, with measurable environmental outcomes, through events organized by Government ministries, schools, community groups, CSOs, summer camps and foundations.

Volunteering is a powerful form of skilling that equips young people, through experience, with hard skills and transferable skills such as communication, critical thinking, problem-solving and teamwork. The skills gained and relationships built help young people access livelihood opportunities.

For example, in Egypt in 2025, under the Education Above All Foundation-supported programme, Generation Unlimited (Shabab

Balad), together with the Ministry of Youth and Sports and its private sector partners, supported 1,750 young people to transition from climate action and green skills into income-generating opportunities in the green economy. GVI is supported by Canada, Qatar, Capgemini, and Unilever.

3.4 Twin transitions (green and digital)

In 2025, the green and digital transitions, accelerated by the rapid expansion of artificial intelligence, continued to reshape skills, work and opportunities for young people. They are changing both the types of jobs being created and the capabilities required to access them.

In response, GenU integrated these shifts across its portfolio, linking skills development and livelihoods more closely to emerging sectors while remaining grounded in local labour market demand. In 2025, nearly three in four programmes (73 per cent) incorporated components that enabled young people’s readiness for the digital and green transitions. Programmes emphasized practical green and digital skills, including AI literacy, alongside core

employability and entrepreneurship capabilities, often combining these elements in response to rising demand and persistent access gaps.

Work on green skills focused on job readiness and support for young people to start and grow green enterprises. These efforts enabled access to opportunities in emerging sectors while contributing to environmental goals and broader economic participation. Delivery took place through digital learning platforms, youth-led climate action, entrepreneurship programmes and partnerships with governments and the private sector. Together, these approaches strengthened pathways for young people into green, digital and climate-resilient work.

3.4.1 Green Rising

Green Rising operates at the intersection of climate action, youth empowerment and gender equality. By equipping young people with practical skills in green resilience-building action and opportunities for civic engagement, the initiative imparts them with hard and transferable skills and puts them on a pathway towards dignified livelihoods and expanded entrepreneurship opportunities. These youth-led efforts drive ecosystem restoration, climate adaptation and sustainable resource management, while strengthening social and economic resilience in vulnerable communities. In 2025, Green Rising achieved the following tangible impacts:

In 2025, more than 23.8 million young people (51 per cent of them young women), took climate action, primarily through the Global Volunteer Initiative, planting 500,000 trees, conserving 13 billion litres of water, managing 8,100 tonnes of waste, and rehabilitating 722 hectares of land, while saving 272,300 kW of energy. They did this at the same time as building pathways to green skills, leadership and sustainable livelihoods.

Millions of adolescents and youth gained climate knowledge, skills, and opportunities, including through education systems, volunteering initiatives and digital platforms such as YOMA and U-Report—strengthening community resilience while preparing young people, particularly girls, for green jobs and entrepreneurship in the emerging climate economy.

Green Rising is supported by GenU Lead Government Partners Canada and Qatar, and lead private sector partner Capgemini. It also receives support from Accenture, Goodwall, IKEA Foundation, SAP, The Tony Elumelu Foundation, Unilever, and the World Organization of the Scout Movement.



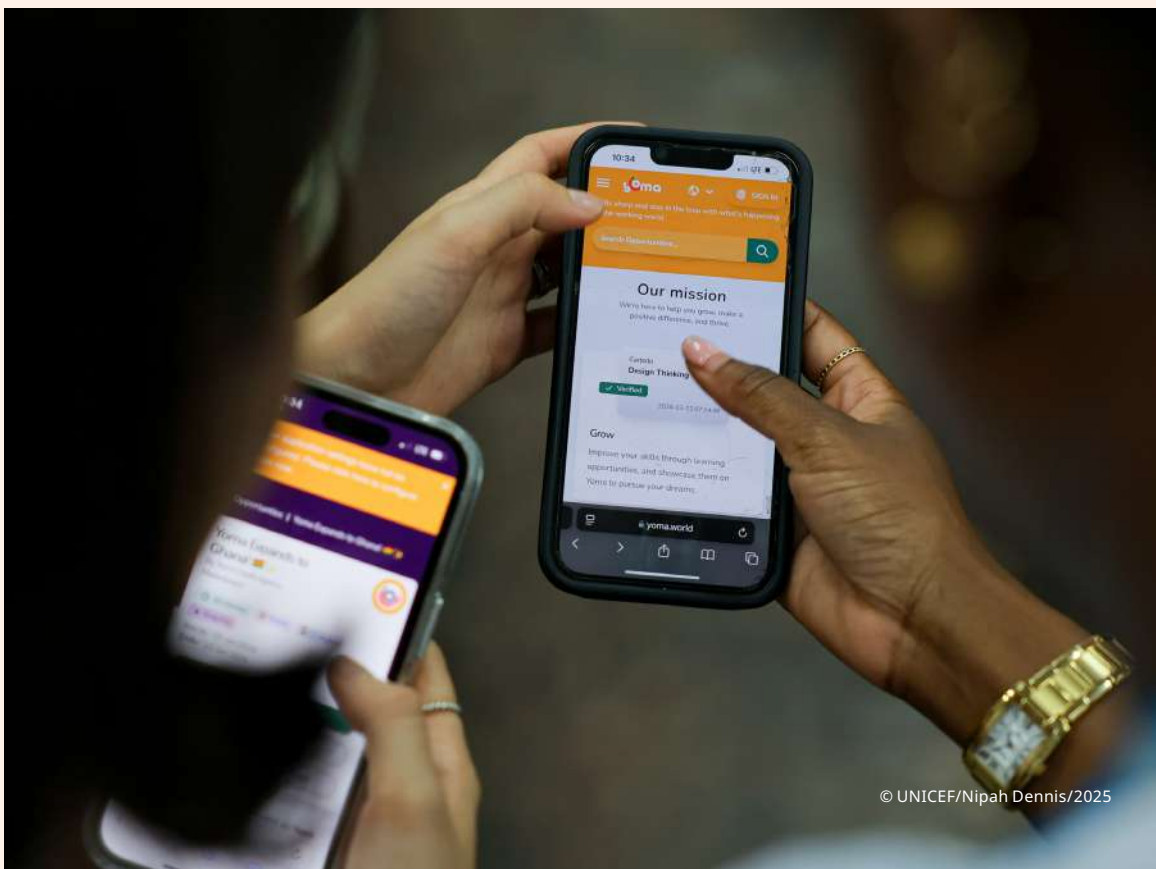
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3.4.2 YOMA (Youth Agency Marketplace)

In 2025, YOMA continued to expand as a digital platform for youth opportunities, connecting young people to skills, social impact and livelihoods pathways at scale. The platform surpassed 1 million registered users and recorded more than 5 million youth engagements, with 430+ live opportunities across the ecosystem. Young people spent over 1.5 million hours on learning and skill-building activities, while 585,000 Youth Digital IDs (YoID) were created and 341,000 credentials verified, reinforcing YOMA's role as a trusted digital record of youth skills, experiences and achievements. Operating in 12 countries and working with 70+ partners, YOMA continued to reduce fragmentation across youth opportunity ecosystems and strengthen connected pathways for young people.

In parallel, YOMA helped advance digital skills and employment pathways through partnerships such as SAP's Educate to Employ initiative, supporting young people to build AI, digital literacy and employability skills linked to meaningful work. Additional highlights included youth entrepreneurship programming in South Africa, a new jobs pathway for young women in Kenya and Nigeria through Standard Chartered, and expanded country activation in Lesotho and Côte d'Ivoire. Together, these efforts show how YOMA is combining digital access, verified credentials and partner ecosystems to support young people's transition from learning to earning.

YOMA is supported by Accenture, Capgemini, SAP, Standard Chartered Foundation, Unilever, Fondation Botnar, and Global Affairs Canada, with other ecosystem partners including Goodwall, Umuzi, RLabs, IXO, DidX, and the African Union.



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A new generation leading the clean energy transition in Mongolia

Across Mongolia, young people are stepping forward to tackle some of the country's biggest environmental challenges. With air pollution and climate change affecting many communities, a new generation is exploring cleaner, more sustainable energy solutions.

Through a hands-on renewable energy training supported by GenU and UNICEF, young participants learned how solar power works; from design to installation through practical, hands-on experience. More importantly, they gained the confidence to use these skills beyond the training itself.

After completing the programme, participants began sharing their knowledge with others, reaching more than 2,000 peers through workshops and local sessions. In the process, they helped raise awareness about clean energy and the importance of protecting the environment.

“I want to share what I have learned with the younger generation, especially high school students,” said a young participant, Narantsetseg. “I hope to inspire and motivate them to make positive contributions, particularly in the field of renewable energy, with a focus on solar power.”

Many also began working on their own small-scale innovations, from energy-saving projects to local awareness campaigns. What began as a short training is now growing into a wider effort led by young people.

The youth-led renewable energy initiative is part of UNICEF and GenU's Green Rising, a growing movement that equips young people with the skills, tools and the platforms they need to act on climate change.

As these young leaders continue to build skills and confidence, they are contributing to creating more sustainable communities.



3.5 Driving deeper impact for girls and young women

Adolescent girls and young women face greater barriers to economic participation than their male peers. They are more likely to be excluded from education and training, concentrated in low-income sectors, and limited by unequal access to finance, networks and work experience.

GenU addresses this by embedding a gender-responsive approach across all programmes. Girls and young women are systematically prioritized in programme design, targeting and delivery. Over the years, the share of young women benefiting from GenU has grown steadily, and now stands at 53 per cent. Support is focused on enabling their entry into growing sectors, including non-traditional fields

where opportunities are expanding. This is achieved through a combination of practical skills development and structured, hands-on work experience aligned with employer demand. Programmes also facilitate access to financial services, small business financing and mentorship to strengthen income-generation and long-term livelihood outcomes.

For young mothers and those facing the most acute constraints, delivery models are adapted to ensure participation is feasible and sustained. This includes flexible learning schedules, community-based delivery approaches, and support structures that enable continued engagement alongside caregiving responsibilities.

3.5.1 Girls' Education and Skills Partnership (GESP)

In 2025, GESP continued strengthening girl-centred learning-to-earning pathways. More than 56,600 youth completed market-relevant skilling using gender-responsive curricula and learning materials, while more than 9,300 young women accessed livelihood opportunities including employment, entrepreneurship and employment transition support. These results reflect GESP's focus not only on expanding access to skills, but on enabling transitions to livelihoods through mentoring, work-based learning, entrepreneurship support and job placement. GESP interventions are intentionally tailored to address the gendered barriers young women face, such as safety and mobility challenges, care responsibilities and social norms, helping create pathways that are more accessible, relevant and responsive to their needs.

In Bangladesh, the mobile Skills on Wheels training bus brought skills development directly to hard-to-reach communities, enabling young women to access locally relevant training in areas such as agriculture, handicrafts, poultry farming and entrepreneurship. The Micro-Skills School Package, combining green skills, digital literacy, career readiness and socio-emotional learning, successfully completed its pilot phase and is now being scaled-up with the Government. In Nigeria, GESP supported girls in STEM pathways at technical college, including access to National Skills Qualification certification, while disability-inclusive skilling models supported young women with disabilities to start businesses and engage employers to strengthen inclusive workplace practices.

GESP is supported by the UK Foreign, Commonwealth and Development Office (FCDO), Accenture, Microsoft, Standard Chartered, and Unilever.



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3.5.2 EmPowerHer Africa

EmPowerHer Africa is a continental initiative delivered in partnership with the African Union Women, Gender, and Youth Directorate to accelerate gender equitable outcomes for adolescent girls and young women. Building on Generation Unlimited’s presence in 23 African countries, the initiative aligns and strengthens existing programmes, partnerships, and investments to scale impact.

The initiative focuses on three core pillars: employability (internships, apprenticeships, job shadowing, and volunteerism), employment (job placements); and entrepreneurship (MSME development). Across these pillars, EmPowerHer Africa supports market-relevant skills, learning-to-earning transitions, access to jobs, and business development, while strengthening the systems and partnerships required for young women to succeed.

In 2025, EmPowerHer Africa deepened collaboration across pilot countries in West, East, Central, Southern, and North Africa, enabling regional learning and scalable approaches. GenU programmes supported by the initiative reached over 12 million adolescent girls and young women, constituting 48.72 per cent of all youth engaged across Africa. This progress was driven through partnerships with governments and key stakeholders, including the governments of Canada, the United Kingdom (FCDO), and the Netherlands, alongside SAP, Education Above All (EAA) Foundation, Capgemini, Abdulla Al Ghurair Foundation, Standard Chartered Foundation, and Accenture.



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Blending science and technology for better health in Nigeria

In Imo State, Nigeria, Joy has always been curious about how things work. Her interest in science started early, eventually leading her to study Science Laboratory Technology and take on leadership roles in school.

But, like many young people, Joy did not always see a clear path from learning to opportunity. That changed when she was introduced to coding through GenU's Girls' Education and Skills Partnership.

Learning digital skills opened up new possibilities. Joy began exploring web development and soon secured her first paid internship, turning her knowledge into real-world experience and income.

"I would have still been the same if I hadn't joined the programme," she says. "It changed my life for the better."

Joy's ambition is to combine her scientific background with technology to improve health care outcomes in her community. By building both practical and digital skills, she is shaping a path that connects innovation with impact.

She is also passionate about encouraging other young people, especially girls, to follow similar paths. "Every girl deserves the right to learn a skill today," she says.

As she continues to grow, Joy is gaining the confidence, experience and tools to build a future at the intersection of science and technology.

"With the right skills, young people can create solutions that improve lives."



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Part IV: **Accelerator countries**



Driving national impact



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GenU focuses its efforts on countries with large populations of young people who are not in education, employment or training (NEET), where strong public-private-youth partnerships can catalyse systemic change. While GenU operates globally, its accelerator countries offer the greatest opportunity to test, demonstrate and scale-up solutions that connect young people to sustainable livelihoods.

GenU's Accelerator portfolio comprises seven countries: Bangladesh, Brazil, India, Kenya, Nigeria, Egypt and South Africa, where committed national coalitions are driving results at scale.

Country-level efforts increasingly demonstrate that sustainable scale depends on strengthening systems, not only implementing individual programmes. This is

why the governments involved, as well as employers, training providers, community organizations and young people are working closely to strengthen systems through clearer policy frameworks, more reliable financing, updated curricula, stronger labour market alignment and delivery systems that can consistently reach young people at scale.

These efforts are improving delivery consistency, expanding reach and strengthening accountability. They are also embedding pathways that connect young people to work and enterprise, not only training. This institutionalization enables scale that extends beyond individual programmes and project cycles.

4.1 GenU Bangladesh



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Table 2: National youth statistics for Bangladesh (2025)

	Parameter	Overall	Male	Female
1	# of youth (millions)	33.2	16.1	17.1
2	NEET population (millions)	5.2	1.8	3.4
3	NEET rate (%)	15.6	10.9	20.1
4	Youth-to-adult unemployment ratio	4.3	7.0	1.8
5	Youth working poverty rate (%)	5.4	7.7	3.2

In 2025, Bangladesh Country Office continued to advance scalable, youth-centred innovations, reaching more than 6 million young people (61 per cent female) across the country. Anchored in its mission to connect young people to meaningful opportunities, the focus has increasingly shifted towards strengthening systems that enable sustainable, government-led delivery at scale, supported by strategic partnerships with public institutions, academia and the private sector.

A central pillar of this approach is deepened government engagement. Collaboration with the Ministry of Primary and Mass Education (MOPME), through the Bureau of Non-Formal Education (BNFE), has enabled the integration of youth skilling into national non-formal education systems. Given its mandate to serve out-of-school children and adult learners, BNFE is well positioned to facilitate adolescent and youth skilling and transition to work. BNFE’s Alternative Learning Opportunities, a new initiative, has incorporated adapted non-formal learning and alternative learning modules which are now being implemented at scale nationally, with GenU providing targeted technical assistance for capacity-building, monitoring, assessments and curriculum strengthening. This reflects a deliberate transition from direct delivery to system-strengthening. In parallel, the learning from the innovative Skill-Focused Literacy for Out-of-School Adolescents

(SkilFO) programme will be scaled across 16 districts through BNFE systems, alongside complementary initiatives such as Girls Education and Skills Partnership. Early evidence indicates strengthening institutional ownership and resource allocation towards youth skilling.

Within formal education, UNICEF is working with the Ministry of Education to integrate future oriented skills into secondary schools, and is introducing after-school lessons on green skills, financial literacy, cyber safety and socio-emotional learning. A pilot across 120 schools, at Grade 8-9, is testing different delivery models to identify scalable approaches and inform government-led curriculum integration. The next phase will expand to Grade 7, while also engaging school leadership and parents. This reflects a shift from a pilot initiative towards broader system integration.

At the tertiary level, partnerships with institutions serving the majority of graduates, including marginalized populations, are embedding employability skills at scale. At the National University, Bangladesh, information and communications technology skills have been institutionalized as mandatory coursework, supported by large-scale teacher-training and blended learning delivery. Adaptive approaches, including online modules, are improving access and engagement. Similarly, in collaboration initiated with Bangladesh Open University, a caregiver training programme aligned with labour market demand, demonstrating flexible pathways for non-traditional learners, is being introduced.

Private sector engagement further strengthens sustainability, through partnerships with placement agencies and funding support from telecommunication company Grameenphone and Standard Chartered Bank. Institutionalized youth engagement mechanisms, including national advisory groups and youth-led forums, ensure programmes remain demand-driven, responsive and relevant.

Together, these efforts demonstrate a clear shift towards systems-driven scale, where government ownership, institutional capacity and multi-sector partnerships are enabling sustained expansion of youth skills and livelihood opportunities.



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4.2 GenU Brazil



Table 3: National youth statistics for Brazil (2025)

	Parameter	Overall	Male	Female
1	# of youth (millions)	30.6	15.5	15.1
2	NEET population (millions)	5.8	2.2	3.6
3	NEET rate (%)	19.4	14.5	24.3
4	Youth-to-adult unemployment ratio	3.1	3.2	2.9
5	Youth working poverty rate (%)	0.9	1.0	0.8

In 2025, through the One Million Opportunities (1MiO) initiative, Brazil Country Office continued to enhance policies and initiatives to promote a positive transition from school to the world of work for adolescents and youth. Connecting private sector, governments and civil society organizations, UNICEF continued strengthening and expanding its public-private-youth-partnerships (PPYP) platform.

The 1MiO initiative contributed to the development of skills among 202,489 adolescents and young people through the provision of 68 online courses (micro-certifications) available on the 1MiO digital platform, as well as through partnerships with state education secretariats, which integrated 1MiO courses into their curricula. In collaboration with subnational governments and OSCs, 1MiO provided training content and methodologies in the areas of STEAM, entrepreneurship, green skills, creative economy and AI.

A total of 117,683 adolescents and youth reached work opportunities (apprenticeships, internships and jobs) offered by 240 partner companies and local governments. Among them, more than 50 per cent were Afro-descendants, a group that faces the greatest challenges in accessing decent work opportunities in Brazil. To support these employers, UNICEF provided training to deepen employers' awareness of the realities faced by young people in vulnerable situations and to foster inclusive practices in hiring, integration and mentoring — ensuring that workplace opportunities are lasting.

In terms of promoting entrepreneurship and income-generation, 1MiO reached 20,105 adolescents and young people (ages 14–29), across 15 cities. The strategy strengthened 18 community

organizations, trained more than 40 local leaders, and established partnerships with 50 educational institutions.

In 2025, Brazil Country Office developed two studies to inform youth training and employment policies. The 2024 Functional Illiteracy Indicator report highlighted the link between literacy levels and outcomes for youth aged 15–29, showing that foundational and digital skills are essential for accessing quality work. Meanwhile, the report Skills and Green Jobs for Adolescents and Youth in Brazil identified 6.8 million green jobs, highlighting opportunities for governments and companies to expand training and support sustainable development.

Finally, within the framework of the National Pact for the Productive Inclusion of Youth, UNICEF supported the production and dissemination of a national communication campaign to mobilize governments, the private sector and civil society to expand opportunities and thus benefit millions of Brazilian youth.

1MiO Spotlight

The One Million Opportunities (1MiO) initiative has become a key platform for institutionalizing youth empowerment within Brazil's national systems and partnerships. By connecting 240 companies, 80 major civil society organizations, five state governments, more than 1,800 municipalities, particularly in the Amazon and semi-arid regions, and key institutions such as the Ministry of Labor and Employment, the National Peripheries Secretariat, the UN Global Compact, and the International Labour Organization (ILO), 1MiO has embedded youth skilling and employability into coordinated, multisectoral frameworks. In 2025, 1MiO reached a cumulative milestone of more than 1,294,000 beneficiaries since inception, expanding access to professional training, decent employment, entrepreneurship, income generation, and civic participation for adolescents and youth aged 14–29. 1MiO skilled 202,489 adolescents and young people in 2025, offering 68 online courses while facilitating access to job opportunities through partner companies. The initiative also supported the National Pact for Youth Productive Inclusion, marked the 25th anniversary of Brazil's Apprenticeship Law, and promoted opportunity fairs in major urban centers such as Rio de Janeiro, Belo Horizonte, Salvador, and São Paulo. By strengthening public-private-youth partnerships and aligning with national policies, 1MiO contributes to long-term sustainability, fostering scalable solutions and systemic change for inclusive youth development in Brazil. 1MiO is supported by Accenture, BMW Group, CNseg, Education Above All (EAA) Foundation, Iberdrola, Instituto Equatorial, Microsoft Elevate, Nivea, ILO, FGV (Fundação Getulio Vargas), Itaú Educação e Trabalho, and more.



 **4.3 GenU Egypt**



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Table 4: National youth statistics for Egypt (2025)

	Parameter	Overall	Male	Female
1	# of youth (millions)	19.7	10.8	8.9
2	NEET population (millions)	5.2	1.5	3.7
3	NEET rate (%)	24.8	14.4	35.7
4	Youth-to-adult unemployment ratio	3.7	3.9	3.3
5	Youth working poverty rate (%)	0.6	0.6	0.5

In 2025, the GenU Egypt multi-stakeholder platform Shabab Balad continued to advance a national youth learning-to-earning platform, strengthening pathways from skills development to employment and entrepreneurship through a whole-of-ecosystem approach, reaching more than 3 million young people. Shabab Balad brings together government, the United Nations system, private sector partners, development partners, and youth to co-create scalable solutions for the Egyptian human capital agenda as part of its Vision 2030.

Progress during the year was marked by four key shifts that consolidated Shabab Balad as the country’s flagship youth education-to-employability ecosystem. First, the platform’s governance continued to play a central role, convening partners at a strategic level through the PPYP, including the Shabab Balad Advisory Board in December 2025, which reinforced national ownership and alignment across public, private and youth stakeholders. During this Advisory Board, the Shabab Balad Coalition was endorsed, including the establishment of five subcommittees focused on education, employment and entrepreneurship, training and skilling, digital connectivity and

accessibility, and youth engagement and volunteering for social impact.

Second, the Shabab Balad Academy expanded across both physical and digital dimensions. The physical infrastructure advanced with the launch of the Shabab Balad HQ Academy in Cairo in late 2025, establishing a national hub for future skills, employability and entrepreneurship training, alongside plans for further expansion. In parallel, digital online learning systems were strengthened through the continued development of the Shabab Balad Academy digital platform, providing youth with access to online skills, career guidance and structured learning pathways from a range of United Nations bodies and other partners.

Third, strategic partnerships also deepened through the Shabab Balad PPYP model, which strengthened coordination across programmes and aligned United Nations and government initiatives under a shared 'learning-to-earning' pipeline. This included expanded reach through strategic partnerships with Education Above All (EAA) Foundation, and a new agreement with the Abdulla Al Ghurair Foundation. These partnerships helped unlock additional resources and expand programme delivery, further strengthening access to learning, skilling, and employment pathways for young people.

Fourth, through strong partnerships with government, development partners and national youth empowerment programmes, as well as UNICEF and wider efforts supported by the United Nations, 2025 saw a significant scale-up of youth-focused learning-to-earning interventions. A total of 350,000 youth gained market-relevant skills through expanded skilling, digital learning and entrepreneurship programmes. In addition, 50,000 youth transitioned into livelihoods through wage and self-employment opportunities, while more than 32,000 enterprises and start-ups were supported to improve performance, increase business transactions and improve income-generation.

Through 2025, Shabab Balad continued to evolve into a coherent national platform that integrates physical hubs, digital learning systems, governance mechanisms and strategic partnerships. By aligning diverse initiatives under a shared vision, it is enabling Egypt to scale inclusive pathways from learning to earning, positioning youth not only as beneficiaries, but as drivers of economic transformation and social change.

Shabab Balad is supported by the Government of Egypt, United Nations, Global Affairs Canada, Education Above All (EAA) Foundation, and Abdulla Al Ghurair Foundation.



4.4 GenU India (YuWaah)



Table 5: National youth statistics for India (2025)

	Parameter	Overall	Male	Female
1	# of youth (millions)	257.4	134.9	122.5
2	NEET population (millions)	62.3	14.0	48.3
3	NEET rate (%)	24.3	10.4	39.6
4	Youth-to-adult unemployment ratio	6.4	6.2	7.0
5	Youth working poverty rate (%)	8.3	7.5	11.0

In 2025, UNICEF YuWaah (GenU in India) strengthened its role as a systems integrator, supporting government and ecosystem partners to embed youth skilling, employment and entrepreneurship pathways within public systems. This shift from stand-alone interventions to institutionalized approaches enabled scale and sustainability, reaching 24.7 million young people.

government integration was central to this transformation. The Passport to Earning (P2E) digital skilling platform achieved national accreditation from the National Council for Vocational Education and Training, positioning it within the country’s formal skilling architecture. Its integration into state education systems across four states, alongside scale-up through common service centres, expanded access across rural and semi-urban areas, particularly for young women, embedding digital skilling within national delivery systems.

YuWaah also advanced the institutionalization of innovation and entrepreneurship within education policy and practice. Through partnerships with the Ministry of Education, Atal Innovation Mission at the National Institution for Transforming India (NITI Aayog), All India Council for Technical Education (AICTE), and the Innovation Cell, the School Innovation Marathon is now embedded in 350,759 schools, reaching 2.47 million students. At state level, models such as the School Innovation Development Project in Tamil Nadu and Youth for Social Impact in Andhra Pradesh and Telangana further demonstrate how youth innovation and civic engagement are being integrated

into government-led education and skilling systems, reaching students across secondary, higher education and vocational institutions. In Jammu and Kashmir, integration with Mission Yuva platforms enabled structured entrepreneurship engagement at scale.

YuWaah has also contributed to strengthening inclusive economic systems, particularly for young women. Delivery through government-linked platforms such as self-help groups and common service centres enabled pathways to wage employment, with 9,500 young women finding work (an 80 per cent placement rate among those completing skilling pathways) and demonstrating the effectiveness of embedding gender-responsive approaches within public systems.

Innovations in financing and governance further reinforced system sustainability. As an ecosystem partner to the Nano Entrepreneurship Sustainability & Transformation (NEST) Outcomes Facility, YuWaah is supporting the country's first outcomes-based financing model for nano-entrepreneurs, designed to improve enterprise sustainability while strengthening accountability and evidence for public and private investment. This is complemented by proof-of-concept models such as Computer Didi and Didi Ki Dukaan, implemented with the Ministry of Rural Development, which are demonstrating scalable approaches for integrating women-led digital enterprises into the National Rural Livelihoods Mission.

YuWaah has also influenced policy design and delivery through technical support to flagship government initiatives. Its engagement with the Prime Minister Internship Scheme led to key policy and platform improvements, including expanded eligibility (18–25 years), increased stipends (INR 9,000), flexible durations and enhanced transparency in access to opportunities, illustrating how user-centred insights can strengthen national programmes.

These efforts are anchored in YuWaah's PPYP platform, which enables coordinated action across stakeholders. Additionally, the fourth Young People's Action Team (YPAT) cohort of 41 young people were strategically engaged, including on YuWaah's Board, Leaders' Council, and across 10 national and global forums. These mechanisms helped ensure that youth voice is embedded within national decision-making processes, including contributions to the Indian Voluntary National Review and climate action frameworks, strengthening the institutionalization of youth participation within governance systems.



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YuWaah YouthHub

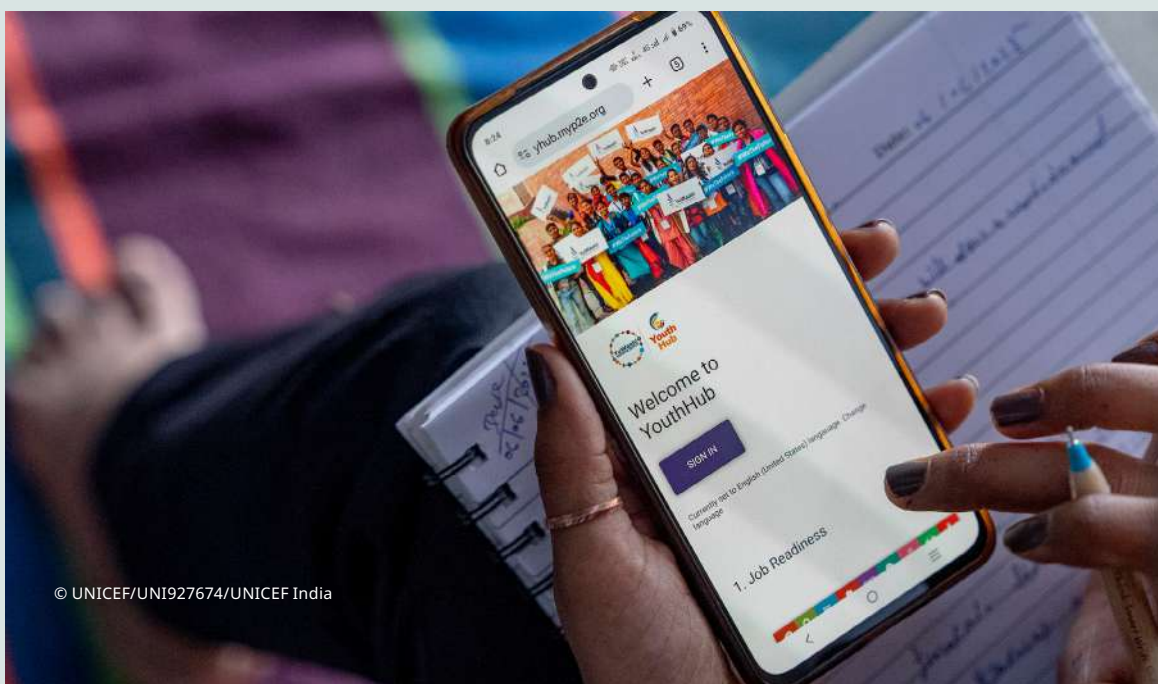
In 2025 YouthHub consolidated its position as one of India's key national digital platforms for youth skilling, employment and opportunity access, advancing meaningfully on both scale and systems integration. Live integrations were established with two state governments, and initiated with two central government portals and another state government portal positioning YouthHub as a connective layer across national and state-level youth ecosystems. The Rajasthan State Department of Skilling, Employment and Entrepreneurship also formally adopted YouthHub as a delivery channel for young women's placement pathways.

YouthHub reached 320,000 young people in 2025, with 48,000 registered on the platform, 23,727 jobs listed, and 2,411 job applications submitted. The launch of YouthHub Pathways (curated skilling-to-employment journeys in Rajasthan, Jharkhand and Odisha) integrated with Passport to Earning, created an end-to-end transition pathway from learning into work. Accessibility was extended through Odia language localization and iSTEM integration for users with visual disabilities.

In a rapidly evolving ecosystem marked by multifarious online portals solving for skilling and/or livelihoods connects, and the emergence of AI-driven solutions, YouthHub is actively reinventing itself to sustain its value proposition for young people. This includes making the platform AI-ready while accelerating government adoption, positioning YouthHub to reach millions of young people across India.

Looking ahead, YouthHub will introduce AI-enabled features, such as intelligent opportunity matching, smart recommendations and real-time analytics, to help young people identify opportunities aligned to their skills and interests, while enabling governments and partners to track trends, measure impact and plan interventions more effectively. Together, these priorities position YouthHub as a scalable, inclusive and future-ready digital public platform supporting young people's aspirations while strengthening the systems that serve them.

The YouthHub is supported by PwC, Capgemini, the Children's Investment Fund Foundation (CIFF), Global Affairs Canada and run in close collaboration with 20+ partners from the government, private sector, civil society organizations and young people themselves.



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4.5 GenU Kenya



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Table 6: National youth statistics for Kenya (2025)

S No	Parameter	Overall	Male	Female
1	# of youth (millions)	12.1	6.0	6.1
2	NEET population (millions)	2.4	0.8	1.6
3	NEET rate (%)	19.5	13.3	25.7
4	Youth-to-adult unemployment ratio	4.6	4.6	4.6
5	Youth working poverty rate (%)	36.6	35.9	37.6

In 2025, Generation Unlimited (GenU) Kenya continued to strengthen national and sub-national systems for youth skilling, entrepreneurship and employment, aligning closely with the Kenyan Bottom-Up Economic Transformation Agenda. Across a diverse portfolio spanning skills, digital innovation, entrepreneurship and civic engagement, GenU Kenya reached 88,620 youth, working through coordinated public-private-youth partnerships that embed delivery within government institutions, United Nations programmes, private sector ecosystems and youth-led organizations. This approach has reinforced sustainability, improved coordination and enabled pathways for scale.

A key milestone in institutionalization was the continued alignment of GenU programming with national youth employment and livelihoods frameworks, including implementation of the Joint United Nations Programme on Youth Skills, Employability and Civic Engagement across 14 counties. This has strengthened integrated delivery systems that connect skilling, entrepreneurship and civic participation within a unified national approach.

Systems-strengthening was particularly evident in the green and agricultural economy. Through the Engaging Kenyan Youth in Agriculture and Nutrition (EKYAN) initiative, more than 68,000 youth were trained in climate-smart agriculture while being linked to more than 40 private sector actors across value chains. Beyond skills, EKYAN has contributed to shifting structural barriers for rural youth by enabling agripreneurs to build verifiable digital transaction histories through the OneNetwork platform. This effectively creates a digital business identity, improving their visibility and credibility with financial institutions and laying the groundwork for more inclusive rural credit systems.

Institutional partnerships with the government have also deepened. Through BeGreen Africa, collaboration with the State Department for Youth Affairs and Creative Economy (SDYACE) has strengthened structured pathways for green enterprise development, including access to training, mentorship, finance and policy support. SDYACE has played a catalytic role by linking youth enterprises to national recognition platforms, facilitating engagement with the Kenya Revenue Authority on tax relief measures, and enabling access to subsidized workspaces through county partnerships. These interventions demonstrate how policy and programme integration can enhance the sustainability and growth of youth-led enterprises.

Data and evidence systems have further reinforced institutionalization efforts. In partnership with the Kenya National Bureau of Statistics, the BeGreen Africa Kenya Learning Report has provided robust evidence on job creation, enterprise growth and environmental impact, strengthening the case for scaling youth-led circular economy models within national policy discussions.

Digital platforms continue to underpin scale and access. Platforms such as Yunitok and YOMA have expanded structured engagement, enabling young people (128,000 and 68,000 respectively) to access learning, mentorship and livelihood opportunities, while strengthening national systems for youth outreach and participation.



4.6 GenU Nigeria



Table 7: National youth statistics for Nigeria (2025)

	Parameter	Overall	Male	Female
1	# of youth (millions)	47.9	24.4	23.5
2	NEET population (millions)	6.7	2.4	4.3
3	NEET rate (%)	13.5	9.4	17.8
4	Youth-to-adult unemployment ratio	2.4	2.9	2.2
5	Youth working poverty rate (%)	36.4	41.7	30.7

In 2025, Generation Unlimited Nigeria (GenU 9JA) evolved from a partnership platform into a nationally embedded systems accelerator for youth skilling, employment, and entrepreneurship, anchored within the Office of the Vice-President (OVP). This important milestone strengthened national ownership, governance and cross-sector coordination across government, the private sector, development partners and youth.

A defining moment was the inaugural high-level Board meeting, chaired by H.E. Vice-President Kashim Shettima and co-chaired by the UNICEF representative in August 2025, reinforcing GenU 9JA’s strategic positioning and national leadership role. Subsequently, the formal inauguration of the GenU 9JA National Secretariat within the OVP in March 2026 further positioned

the initiative as a national systems integration hub linked to the National Economic Council and the National Council on Skills.

Through its PPYP model, GenU 9JA is aligning investments and delivery systems to create scalable pathways from learning to earning for young Nigerians. Between 2021 and 2025, the platform impacted over 11.14 million young people across all 36 states and the Federal Capital Territory, surpassing its four-year target (111.4 per cent) and establishing itself as one of the country's largest youth skilling and transition-to-work platforms. In 2025 alone, a total of 255,440 youth benefited from digital learning and connectivity initiatives, 1.38 million were connected to skills and livelihood opportunities, and 664,874 youth benefited from civic leadership and empowerment programmes, reflecting an integrated national pathway from skills development to livelihoods.

Systems strengthening accelerated through the institutional integration of digital public goods and delivery platforms. P2E and YOMA platforms have been increasingly embedded within formal learning and employment systems. In 2025, 199,000 youth enrolled in Passport to Earning (P2E) digital and AI courses, with 58,957 learners certified. In parallel, 3,200 educators and 4,964 government workers received credentials, strengthening public sector capacity for scalable digital learning delivery. YOMA, now with over 1 million users (of which more than 80 per cent are Nigerians) has evolved into a national digital opportunity backbone connecting youth to skills, volunteering and employment pathways through partnerships with government and industry.

The public-private-youth partnership continued to drive scale and sustainability. Youth empowerment initiative FUCAP, in partnership with Unilever, supported 919,135 youth with employability skills. GESp enabled 43,337 young women to access technical and vocational education and training and entrepreneurship pathways, while Standard Chartered's Links2Work launched a new phase targeting 3,000 young women. Green Rising mobilized 357,344 youth for climate action, strengthening youth agency within national development priorities.

Anchored in the ambition to impact 20 million youth by 2030, GenU 9JA has become a government-aligned platform leveraging digital systems and a network of more than 40 partners to drive scalable nationwide pathways to work for young Nigerians.



 **4.7 GenU South Africa**



Table 8: National youth statistics for South Africa for 2025

	Parameter	Overall	Male	Female
1	# of youth (millions)	10.3	5.1	5.1
2	NEET population (millions)	3.7	1.8	1.9
3	NEET rate (%)	34.7	33.7	35.7
4	Youth-to-adult unemployment ratio	2.1	2.0	2.1
5	Youth working poverty rate (%)	15.7	15.8	15.6

In 2025, Generation Unlimited South Africa (GenU SA) advanced its institutional role in strengthening national systems that enable young people to transition from learning to earning. Working through a coordinated ecosystem of public, private and civil society partners, the platform reached 3.08 million youth, with a strong focus on those from disadvantaged socio-economic backgrounds, while embedding scalable pathways across priority sectors.

A key area of system-strengthening was the green economy, where nationally aligned programmes are increasingly structured for scale. Through Green Rising, more than 19,420 young people engaged in community-based climate action, restoring ecosystems, managing waste and promoting

sustainable livelihoods. This was complemented by the Green Learning-to-Earning programme, delivered via the YOMA platform, which institutionalizes green skilling pathways by linking training to livelihood outcomes. In 2025, this was further reinforced through the launch of the YOMA Impact Exchange, a system-level innovation designed to connect 6,300 youth to income opportunities, while verifying skills and measuring contributions to the SDGs through standardized impact certification.

System integration was also evident in the water, sanitation and hygiene (WASH) sector, where youth participation is being embedded into service delivery models. The Youth Leading in Water Resilience programme and the Water Quality Monitoring initiative together established a distributed model of citizen science and workforce development, equipping learners, unemployed youth and early childhood practitioners with water-monitoring capabilities. These efforts strengthen both community resilience and institutional capacity for ongoing environmental monitoring.

Entrepreneurship support has similarly evolved towards more structured and sustained ecosystem development. Initiatives such as the Recycling Champions Project and the Boosting Youth-led WASH Businesses accelerator move beyond one-off interventions to build pipelines of youth-led enterprises, supported through training, mentorship and linkages to municipal systems. Complementary platforms, including the BeGreen Programme and the Entrepreneur Hub in Limpopo, further contribute to localized enterprise development, embedding entrepreneurship within regional economic systems.

Across these efforts, GenU SA has prioritized mechanisms for youth engagement within national processes. Structured consultations enabled 285 young people from more than 80 organizations to contribute to South African 2035 climate targets, while large-scale platforms such as U-Report and the UNICEF Youth Volunteers' initiative institutionalize continuous youth participation in policy dialogue and community action. Targeted support for young mothers further reflects a systems approach to inclusion, linking peer support models with public health services.

Digital systems strengthening has also been a key enabler. Nationally accessible platforms such as Siyavula and Junior Tukkies continue to provide foundational STEM learning at scale, while initiatives like the Game Changers Coalition and school-based coding and robotics centres expand pathways into the digital economy. These efforts increasingly align education systems with emerging labour market demands.

This institutional consolidation was reinforced in November 2025, when GenU SA was formally endorsed by the Presidential Youth Employment Intervention, the country's flagship youth employment framework. This endorsement marks a critical step towards full system integration, with partnership agreements and implementation models under way to establish GenU SA as a central driver of the national youth employment agenda.



Bringing youth livelihoods closer to home

In the village of Bhekampur in Gajraula, Uttar Pradesh, Nisha is running her own small shop, something that once felt out of reach.

Like many women in rural areas, Nisha faced limited opportunities to earn. Daily responsibilities, restricted mobility and a lack of access to resources made it difficult to pursue work outside her home. Starting a business seemed unlikely.

Through Didi Ki Dukaan, that began to change. Supported by GenU India (YuWaah), the initiative helps women set up and run small shops within their villages, providing training, tools and ongoing guidance. For Nisha, this meant not only learning how to manage a business, but also gaining the confidence to take that step.

Her shop now serves between 60–100 households each month, providing local families with everyday essentials and reducing the need to travel long distances to access basic goods. At the same time, it offers her a steady source of income.

Didi Ki Dukaan is designed to work within the realities many women face. By creating local, community-based enterprises, it encourages non-migratory, home-based livelihoods that strengthen local economies and bring opportunity closer to where people live. Women are supported with skills in business management, financial literacy and the use of digital tools, helping them build and sustain their enterprises.

For Nisha, the impact goes beyond income. Running her shop has changed how she sees her role within the community and what she believes is possible for herself.





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Part 5: Delivering through partnership

Delivering as a partnership

GenU connects and aligns efforts across governments, the private sector, development partners and young people to turn fragmented youth employment initiatives into coordinated, scalable systems that expand young people’s access to skills, work and sustainable livelihoods.

It operates through a public-private-youth partnership model designed to deliver youth livelihoods at scale. GenU’s partnership model aligns incentives, capabilities and delivery across sectors, linking education systems to labour markets, connecting young people directly to employers, and supporting governments to scale proven solutions through national systems.

Partners play distinct, complementary roles:

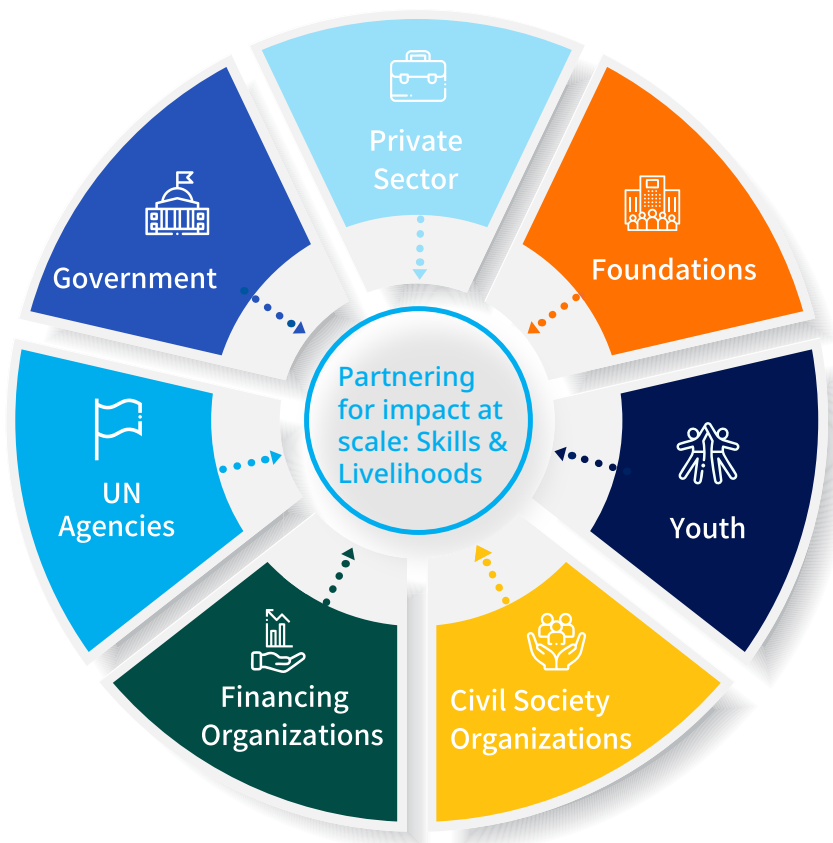
- **Governments** drive impact through national systems (including policy and regulatory frameworks, domestic resource mobilization, ecosystem strengthening and coordination), whereas donor governments contribute catalytic

funding and financing, provide strategic support and help scale solutions globally.

- **Private sector** partners provide market insight, innovation, technology and direct pathways to jobs.
- **United Nations** agencies contribute global reach, technical expertise, and system integration.
- **International financial institutions** and foundations mobilize catalytic funding and support scale-up.
- **Civil society organizations** ensure local delivery, access and community relevance.
- **Young people** co-design and lead solutions, inform strategy and participate in governance and global advocacy.

Partners contribute what they do best, while GenU aligns efforts around shared outcomes.

Figure 4: GenU public-private-youth partnership model



5.1 Lead Government Partners and Founding Partners

Scaling youth livelihoods requires more than funding individual programmes. It requires aligned, long-term commitment from actors that can shape systems, unlock demand and sustain delivery.

GenU’s Lead Government Partners, Canada and Qatar, and Founding Partners, Abdulla Al Ghurair Foundation, Accenture, Capgemini, Dubai Cares, IKEA Foundation, Microsoft, the Ministry of Foreign Affairs of the Kingdom of the Netherlands, PwC, Qatar Fund for Development, SAP, Unilever and UNICEF enable us to achieve impact on a global scale. They anchor the partnership at national and global levels,

setting direction, mobilizing resources and enabling solutions to scale through systems rather than stand-alone initiatives.

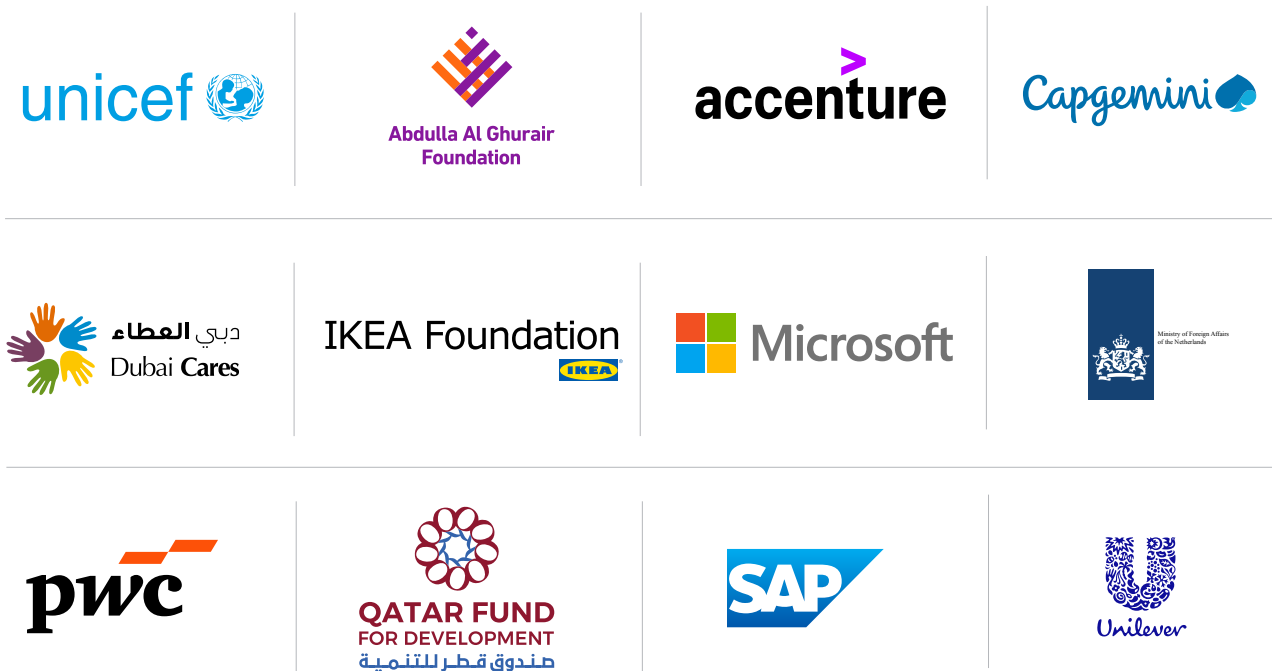
Their contributions go beyond financing. They enable global programming, strengthen implementation capacity, and ensure alignment between skills development and real economic opportunity. This creates the conditions for sustained, large-scale livelihood outcomes.

Together, these partners drive GenU’s ability to convert global ambition into measurable results.

Figure 5: GenU Lead Government Partners



Figure 6: GenU Founding Partners



Lead Government Partners and Founding Partners play a critical role in supporting GenU's mission by:

Providing strategic guidance: they 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. They also provide technical assistance to design, implement, scale and measure programmes and innovations.

Shaping systems for livelihoods: they direct investment towards aligning skills development with labour market demand, strengthening national pathways from learning to earning, and ensuring that outcomes are measured in livelihoods, not training alone.

Building public-private-youth partnerships: they identify partnership opportunities and expand industry connections that scale high-impact skills and livelihoods solutions for young people. This also includes support for meaningful youth engagement across all aspects of GenU work from solution design to implementation.

Mobilizing catalytic financing: they use flexible, catalytic funding to unlock additional investment, reduce fragmentation and accelerate scale across priority countries and sectors.

Driving advocacy and communications: they 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

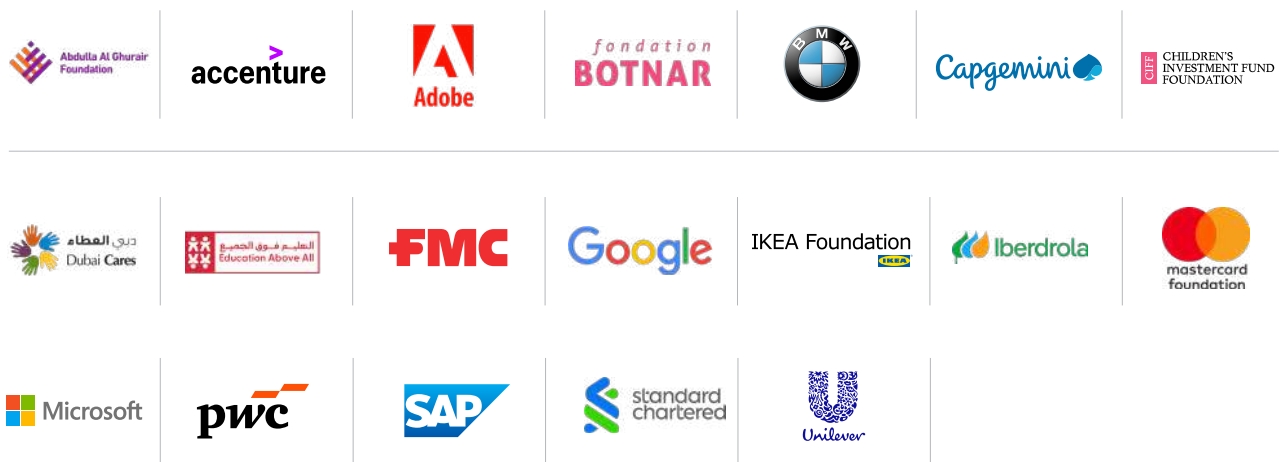
In 2025, GenU global resource partners provided targeted financial and in-kind support that enabled the expansion of programme delivery across priority countries and globally. Together with Lead Governments and Founding Partners, their support directly contributed to increased access to skills training and livelihood opportunities for millions of young people.

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.

Figure 7: Resource partners | Public sector



Figure 8: Resource partners | Private sector and foundations



5.3 Other 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)

Corporations

- BMW
- CNseg
- DidX
- FMC
- Iberdrola
- Nivea
- Systemiq
- Telenor Group Global

Partnerships/initiatives

- Commonwealth Youth Council
- Consortium Jeunesse
- Decent Jobs for Youth
- Education for Employment
- Fundação Getulio Vargas
- Global Business Coalition for Education
- Global Partnership for Education
- IamtheCODE
- Itaú Educação e Trabalho
- J-PAL
- Solutions for Youth Employment
- Theirworld
- World Economic Forum

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 Global Compact
- United Nations Youth Office
- United Nations Population Fund (UNFPA)

Multilateral development banks

- African Development Bank
- Development Bank of South Africa
- Islamic Development Bank
- World Bank

Foundations

- Aga Khan Foundation
- Fundação Arymax
- The Tony Elumelu Foundation

Civil society

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

Pathways to livelihood, built on inclusion



Lorena Fernandes never assumed opportunity would come easily. Growing up with limited financial means and parents who had only a basic education, the path ahead was uncertain. As a wheelchair user, she also knew that many of the spaces she aspired to enter were not designed with her in mind.

When she joined the One Million Opportunities (1MiO) initiative of GenU Brazil, she was connected to an apprenticeship opportunity that opened a pathway into the world of work.

Through 1MiO, she joined Unilever's Young Apprentice programme, entering, as she says, with "simple dreams and a huge desire to learn."

During her internship, Lorena developed skills in communication, strategic thinking, planning and negotiation. She built the confidence and independence that now shape her professional life.

Today, Lorena works as a Diversity and Inclusion Coordinator, helping to create more inclusive workplaces and expand opportunities for others. She is not only part of the system, she is helping to reshape it.

"That girl who dreamed small, today dreams big (...) she dreams of paving the way so that other talents can arrive, occupy, and remain in these places that were denied to us for so long," she says.

"My journey began with an opportunity. That's why I insist on creating and advocating opportunities for those who come after me."

5.4 Youth as partners

GenU continued to advance youth centrality across its programmes and portfolio by embedding meaningful youth participation across its governance and decision-making mechanisms, including its Global Board, Global Leadership Council, steering committees and programme structures. Through this approach, GenU has laid out an exemplary co-creation infrastructure that positions young people not only as beneficiaries, but as partners, advisers, co-designers and leaders in shaping solutions across the skills, livelihoods and entrepreneurship agenda.

In 2025, GenU released “[The Y in the PPYP](#)” paper, which captures GenU’s experience in institutionalizing youth centrality within the public-private-youth partnership model. The paper serves as a hub of good practices, lessons learned and actionable tools to support partners in strengthening youth engagement across skills development, employment pathways, livelihoods and entrepreneurship initiatives. It also reflects GenU’s continued commitment to translating youth participation into practical guidance for partners, country offices and institutions.

GenU’s Young People’s Action Team (YPAT) remained central to this work throughout the year. Members contributed to key institutional and programmatic moments, including co-shaping GenU’s new strategy, co-designing entrepreneurship and skilling

interventions, joining GenU teams on the ground, and collaborating through the YPAT microstructures. They also contributed to programme evaluation processes, supported the development of thought leadership products, and helped strengthen the rollout of local YPAT chapters in selected countries.

In 2025, GenU also onboarded 12 new youth representatives to the Global Leadership Council. These young leaders include entrepreneurs, YPAT members, and champions for youth employment, bringing diverse perspectives from across contexts and sectors. One of the major outcomes of their engagement was the development of a youth position statement, reflecting a broad youth perspective and a strong call to action for public-private-youth partners to invest in job creation, entrepreneurship and dignified livelihood opportunities for young people.

GenU also ensured youth presence and leadership in key global and regional moments, including the ECOSOC Youth Forum, where GenU hosted a flagship youth centrality event, as well as UNGA, the World Youth Development Forum, and the Africa Resilience Forum. Across these platforms, young people helped shape the conversation on the future of work, skills, entrepreneurship and meaningful youth participation.



5.5 Global Leadership Council (GLC): Public-private-youth action



With a strong network of public, private and youth partners, the GLC continues to serve as a key platform for advancing cross-sector alignment on youth skills and livelihoods, co-developing programmes, and mobilizing resources and expertise. The GLC convenes senior leaders to align priorities, strengthen partnerships and scale solutions that expand opportunities for young people.

During the year, the GLC partner network focused on accelerating pathways to youth livelihoods,

with particular emphasis on connecting learning to earning and supporting transitions into employment and entrepreneurship.

On the sidelines of the United Nations General Assembly, GenU convened a [high-level session of the GLC](#) with the Government of Qatar and the Qatar Fund for Development, bringing together global partners and champions to identify pathways for transforming fragmented efforts in youth skilling and livelihoods into coordinated, national-scale solutions.



Larry Madowo, Journalist (panel moderator), H.E. Dickon Mitchell, Prime Minister of Grenada; Aiman Ezzat, CEO of Capgemini; Fahad Al-Sulaiti, Director General of Qatar Fund for Development; Christina Williams, GenU GLC Member & Youth Representative.



Larry Madowo, Journalist (panel moderator), H.E. Kashim Shettima, Vice President of Nigeria, Aigboje Aig-I moukhuede, Chairman of Access Holdings; Alexander de Croo, UNDP Administrator; Hon. Lesego Chombo, Minister of Youth & Gender, Botswana

The session drew on recommendations outlined in GenU’s Executive Report, [Pathways to Prosperity](#), which brings together insights from 30+ organizations working on youth livelihoods, and reinforced a renewed commitment to accelerate public-private action and deepen cross-sector collaboration.

Discussions also highlighted the growing role of entrepreneurship and AI in shaping future livelihoods. Partners emphasized the need to equip young people with both digital and entrepreneurial skills, while ensuring that emerging technologies are inclusive, accessible and enable youth to create, adapt and lead in rapidly evolving labour markets.

In her keynote address, the Hon. Mia Amor Mottley, Prime Minister of Barbados, the recently appointed Global Chair of GenU’s Green Rising initiative, reminded those gathered in the room, “We sustain the world by creating opportunities for young people.”

The session featured a powerful joint pledge by GLC youth representatives: “We pledge to continue advocating as equal partners, building and scaling our own solutions, and holding stakeholders accountable. We ask that you disrupt the system with us so that by 2030, the world is marked not by exclusion and poverty, but by 1 billion opportunities for youth.”



Video highlights of the GLC meeting in September 2025



The Hon. Mia Amor Mottley, Prime Minister of Barbados during her GLC address.

5.6 Advancing evidence and knowledge for young people

In 2025, GenU accelerated its efforts to build evidence and advance learning on youth livelihoods and learning-to-earning transitions through research studies, programme evaluations, youth-led research and technical convening with partner and young people.

Programme evaluation and research

A range of programme evaluations, thematic studies and tracer surveys were initiated in 2025 to strengthen programme evidence and inform design and course correction. These include the GESP Tracer Study and end-of-programme evaluations for BeGreen and EKYAN, as well as additional studies in the design stage.

Beyond individual programmes, GenU continued to expand its broader research portfolio supporting continuous improvement in programme design and implementation, while reinforcing its role as a net evidence producer in the global youth livelihoods ecosystem.

Youth-led research and innovation

GenU is not only studying young people's transitions but also shifting power towards young people as co-creators of evidence, insight and solutions. Central to this effort are youth-led and youth-engaged initiatives generating evidence by and for young people, which include:

- the [Global Youth Outcomes Ideathon 2025](#), bringing together young researchers and innovators for a virtual 48-hour challenge to tackle the pressing issue of youth NEETs
- the Participatory Action Research and Evaluation initiative of GESP which positioned young girls and women as experts on the issues shaping their own lives, equipping them with research skills to conduct systematic inquiries and contribute meaningfully to policy, programme and community intervention design.

Knowledge exchange and convening

GenU is also redoubling efforts to serve as technical convener and thought leader for the youth

livelihoods space. During UNGA Week in 2025, GenU co-hosted the forum titled [From Measurement to Action: Tackling the Youth NEET Crisis](#), alongside the ILO's Global Initiative on Decent Jobs for Youth and the World Bank's Solutions for Youth Employment. Nearly 100 global experts and leaders convened to explore collaborative action on a joint youth outcomes monitoring mechanism, and a shared implementation, research and learning agenda to surface best practices and bridge evidence gaps. This culminated in the launch of the [Global Youth Outcomes Observatory](#) in 2025, a one stop-shop for national and global youth employability and livelihoods data and statistics.



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5.7 What's changing and what's next for GenU

For the first time, building on the achievements of GenU and the 50+ country offices working on skilling, employment and entrepreneurship, UNICEF's 2026–2029 Strategic Plan includes an explicit commitment to youth livelihoods.

With livelihoods now prioritized, UNICEF's more than 150 country offices can treat employability skills, youth employment and entrepreneurship as a central part of their programming.

As youth livelihoods become a core key performance indicator in the UNICEF Strategic Plan (2026–2029), GenU will work closely with UNICEF's Economic and Social Policy team to support governments in preparing young people for these transitions. This includes strengthening national policies, institutions, financing and budget analysis to scale youth livelihood pathways in digital, AI-enabled, green and climate-resilient sectors, among others.



Reimagining waste: how a young engineer is leading grass roots climate action in rural Egypt

In a village in Sharqia, Egypt, Ahmed Ashraf saw how plastic waste was piling up in streets and fields, often burned or discarded, with little sense that it could be managed differently.

After graduating in electrical engineering, Ahmed became increasingly concerned about the growing waste problem around him. Many in his community felt it was unavoidable. But Ahmed saw it differently. "I see plastic not as trash," he says. "I see it as raw potential for jobs, for cleaner villages, for hope."

He began by working close to home, organizing small awareness campaigns and encouraging families to separate their waste. What started as a local effort quickly grew. Youth from neighbouring communities joined in and, soon, the initiative spread across 13 villages.



Ahmed wanted people to do more than hear about change. "I didn't want to just talk about change. I wanted people to feel it and hold it in their hands," he explains.

Through the Meshwary programme, supported through the partnership between GenU and the Education Above All (EAA) Foundation, which is supported by Qatar Fund for Development (QFFD), Ahmed gained training in life skills, innovation and social entrepreneurship. With this support, he strengthened his initiative, building a local team and organizing structured waste collection and recycling efforts.

Together, they collected and processed more than 600 kilograms of plastic, turning discarded materials into reusable pellets and simple products such as keychains.

As the work expanded, something began to shift. Families, teachers and young people

started to rethink what they saw as waste. In schools and community spaces, youth began experimenting with their own ideas, from composting food waste to creating tools from recycled plastic.

For Ahmed, the biggest change has been seeing others take ownership. "The most rewarding part is when young people come up with their own ideas. Small projects can create big awareness," he says.

Now, Ahmed is working on building a low-cost recycling machine to scale up production and bring these solutions to more rural communities.

"Start with what you have, where you are. Be the change your environment needs."

5.8 Perspectives from the GenU Global Board and Lead Government Partners



H.E. Dr. Rania Al Mashat, Minister of Planning, Economic Development & International Cooperation, Egypt: “Young people are not short on talent or ambition; however, what they often lack is equitable access to opportunity. In a constantly evolving global economy, partnerships are essential to connecting youth to skills, decent jobs, entrepreneurship, and sustainable livelihoods. Through Generation Unlimited and Egypt’s national version ‘Shabab Balad,’ we have seen the value of a global network of partnerships, bringing together governments, the private sector, international institutions, philanthropy, civil society, and youth. International development today increasingly depends on our ability to design collaborative, scalable models that invest in human capital, bridge education with labor market needs, and empower young people not only to adapt to change, but to shape it.”



H.E. Fahad Al Sulaiti, Director General, Qatar Fund for Development (QFFD): “Creating sustainable livelihoods for young people requires more than isolated interventions; it demands strong partnerships that connect governments, international institutions, the private sector, and youth themselves to drive systemic change. At Qatar Fund for Development, we believe that empowering youth is one of the most strategic investments in global stability, resilience, and shared prosperity. Through our partnership with Generation Unlimited, we are helping advance a shift from skilling alone toward creating real pathways to employment, entrepreneurship, and economic participation. Emerging opportunities in AI, digital innovation, and the green economy present unprecedented potential for young people to lead solutions within their communities and beyond. Success in the years ahead means ensuring that every young person has access not only to skills, but to opportunity, dignity, and the ability to shape a more inclusive and sustainable future.”



Vicky Aridi, Programme Lead, Learning for Well-Being Foundation (Youth Representative on the GenU Board): “We continue to see a move towards the dev-trade nexus within our ecosystem. To contribute to systems change and scale, this nexus must be anchored on the principles of fair share and mutual benefits for ecosystem actors and most importantly young people. The ecosystem support structures for youth-led enterprises to meaningfully engage in the dev-trade nexus i.e., innovative finance models, subsidized logistics services and sustainable production methods that leverage economies of scale must be considered. With Generation Unlimited’s sharpening shift in focus from skilling towards livelihoods and leveraging on GenU’s public-private-youth partnership model, GenU is poised to contribute towards shaping a dev-trade nexus that works for ecosystem partners, with youth as key partners and contributes to meaningful youth employment.”



Hon. Salima Bah, Minister of Communication, Technology and Innovation, Sierra Leone:

“Partnerships are the foundation of transformative change for our young people. Through initiatives like our Learn-to-Earn programme, we are demonstrating that skills development and livelihood creation are not sequential; they can happen simultaneously. By leveraging online learning, we are removing geographical barriers and making opportunity accessible to youth across Sierra Leone. The AI Readiness diagnostics work we have undertaken with our partners reveals both the immense potential and the critical gaps we must address as a nation. As we navigate the opportunities presented by artificial intelligence and digital transformation, we recognize that success depends on cross-sectoral collaboration. We are dedicated to ensuring that every young person, regardless of background, has access to the skills, support systems, and economic opportunities needed to build sustainable livelihoods. This is how we advance Sierra Leone’s digital future.”



Taha Bawa, Co-Founder and CEO, Goodwall (Youth Representative on the GenU Board):

“No single organization can close the gap between learning and earning alone. Goodwall’s partnerships with private companies and Fortune 500s alongside governments and public organizations, including Generation Unlimited, UNICEF, and the United Nations, are critical to accelerating pathways to skills, employment, entrepreneurship, and economic opportunity for youth globally. Through our platform, we collaborate with partners to develop gamified, modular educational experiences that empower youth to build, apply, and share AI, climate resilience, and future-of-work skills within their communities. We are proud to partner with Generation Unlimited, a long-standing partner and friend, as we work towards our mission to equip millions of young talent with the skills not just to learn, but to meaningfully earn, contribute, and lead in the future of work.”



Dr. Sonia Ben Jaafar, CEO, Abdulla Al Ghurair Foundation:

“Education remains the foundation. What is less certain is what comes after it. A young person can study, train, and do everything right, and still find no clear path into stable work. The failure is not ambition. It is absorption. Demographics, AI, and climate pressures are narrowing the time institutions have to adapt. The cost of delay will fall hardest where young people are most concentrated and opportunity is least structured. Generation Unlimited’s value is its practice of making the transition from learning to livelihood a shared responsibility among diverse actors, with young people no longer carrying the weight of a system that was never fully aligned around them.”



Aiman Ezzat, CEO, Capgemini: “Capgemini is proud to partner with UNICEF and Generation Unlimited to help accelerate the shift from skilling to sustainable livelihoods for young people. Delivering this transition requires deep collaboration: bringing together global reach, local insight, and the ability to connect education with real opportunities at scale. By leveraging our expertise in AI, digital transformation, and the green economy, we are supporting GenU’s ambition to build inclusive systems that translate skills into meaningful employment. Looking ahead, success will be defined by young people’s access to dignified work, their resilience, and their ability to shape a sustainable future. This is the true power of partnerships.”



Leonardo Framil, US Financial Services Client Group Lead, Accenture: “Too many young people around the world still see opportunity as something that exists somewhere else, for someone else. Changing that takes more than training programs. It takes stronger pathways to livelihoods, stable work and a better future. No single institution can solve that challenge alone. Expanding pathways from learning to earning depends on partnerships across government, business, educators, nonprofits and young people themselves. It also depends on systems that keep pace with changing workforce needs. Through Accenture’s partnership with Generation Unlimited and others, we’re helping expand access to digital, AI and green economy skills tied to employment and entrepreneurship opportunities. Success will be measured not only by how many young people gain skills, but by how many are able to turn those skills into sustainable livelihoods.”



Kitty van der Heijden, Deputy Executive Director for Partnerships, UNICEF: “Young people now need to be prepared for a future that looks very different than when the current cohort of government and corporate leaders ended high school a few decades ago. Young people’s lives are shaped by the challenges of climate change, environmental degradation and the rapid developments in the digital domain that could leave many jobless. Yet equipped with the right skillset, these challenges could become livelihood opportunities for young people. Trained in green and digital skills, they not only shape their own futures, but they also become part of the national solution pathways towards a green economy and digital transformation. GenU has proven that skilling young people for the change we need to see at the scale required is do-able. So, let’s get on with it.”



Christian Klein, CEO, SAP SE: “A skill has the greatest impact when it opens doors – to a job, to an income, to a foothold in the economy. That’s where the challenge lies and where Generation Unlimited has helped sharpen our focus at SAP. No single organization can solve this alone. Real progress requires sustained collaboration around a shared goal to drive systemic change. The rise of AI and digital transformation are redefining where opportunity lies. Young people are ready to lead this change. Now they need the right access and opportunities – so that every young person can say they have the skills they need, a real chance to use them, and a voice in shaping their own future.”



Hon. Randeep Sarai, Canada’s Secretary of State (International Development): “Young people are full of ideas, talent, and ambition. They deserve the chance to turn that potential into real opportunities. Canada is proud to support Generation Unlimited in helping young people, especially adolescent girls and young women, gain the skills, confidence, and experience they need to move from learning to earning. By working with governments, educators, businesses, and youth themselves, we are supporting practical, locally led solutions that respond to today’s economy, from skilled trades to digital innovation and green jobs. When young people can access decent work and build their futures, communities grow stronger, economies become more resilient, and everyone benefits.”



Justin Spelhaug, President, Microsoft Elevate: “Young people everywhere are eager to shape their future and with partners like Generation Unlimited who are driving systemic change in education and providing viable pathways to employment, we have an opportunity to help them do just that. By expanding access to AI and digital skills, we can prepare the next generation for jobs and empower them to drive innovation and positive change in their communities and around the world.”

5.9 Leaders and Board members

Leaders



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



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



H.E. Christine Carla Kanganoo
President
Trinidad and Tobago



H.E. Duma Boko
President,
Botswana



Gordon Brown
United Nations Special
Envoy for Global
Education
United Nations



H.E. Jakaya Kikwete
Chair
Global Partnership for
Education



Hon. Mia Mottley
Prime Minister
Barbados



Muhammad Sulaiman Al Jasser
President
Islamic Development
Bank



Paul Polman
Co-Founder and Chair
Imagine

Board



Christian Klein
CEO
SAP SE
(GenU Board Chair)



Aiman Ezzat
CEO
Capgemini



Catherine Russell
Executive Director
UNICEF



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



Justin Spelhaug
President
Microsoft Elevate



Dr. 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. Dr. Rania Al-Mashat
Minister of Planning,
Economic Development
& International
Cooperation,
Egypt



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



Sonia Ben Jaafar
CEO
Abdulla Al Ghurair
Foundation



Taha Bawa
CEO
Goodwall
(Youth Representative)



Vicky Aridi
Programme Lead,
Learning for Well-Being
Foundation
(Youth Representative)

5.10 Global Leadership Council (GLC) 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



Aiman Ezzat
CEO,
Capgemini



Amit Sevak
CEO, ETS



Andrew Baird
President and CEO,
Education for
Employment



Asheesh Advani
President and CEO,
JA Worldwide



Asif Saleh
Executive Director,
BRAC Bangladesh



Beth Dunford
VP of Agriculture, Human
and Social Development,
African Development Bank



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 SE



David Berg
Secretary General,
World Organization of
the Scout Movement



Diene Keita
Executive Director,
UNFPA



H.E. Fahad Al-Sulaiti
Director General,
Qatar Fund for
Development (QFFD)



Feike Sijbesma
Honorary Chairman,
DSM



Dr. Felipe Paullier
Assistant Secretary-
General for Youth
Affairs,
UN Youth Office



Gilberto Hougbo
Director-General,
International Labour
Organization



Issa Faye
Director General, Global
Practices and Partnerships,
Islamic Development Bank



Ignacio S. Galán
Executive Chairman,
Iberdrola



Jessica Anderen
CEO,
IKEA Foundation



Jurriaan Middelhoff
Ambassador for Youth,
Education and Work,
The Netherlands



Justin Spelhaug
President,
Microsoft Elevate



Justin W. van Fleet
President,
Theirworld



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



Kevin Frey
CEO,
Generation
Unlimited



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)



Liesbet Steer
President and CEO,
Education Development
Center



Mahmoud Ali Youssouf,
Chairperson,
African Union Commission



Lady Marième Jamme
Founder,
I Am The Code



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



Michael Kocher
General Manager
Aga Khan
Foundation



**Mahamoud Ali
Youssouf**
Chairperson
African Union
Commission



Hon. Randeep Sarai
Secretary of State
(International
Development),
Canada



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



Reena Ghelani
Chief Executive Officer,
Plan International



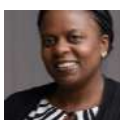
Saadia Zahidi
Managing Director,
World Economic Forum



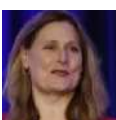
Hon. Salim Mvurya
Cabinet Secretary for
Youth Affairs, Creative
Economy and Sports,
Kenya



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



Sanda Ojiambo
CEO and Executive
Director
United Nations
Global Compact



Sarah Brown
Executive Chair, Global
Business Coalition for
Education



**H.E. Shamma bint Suhail
Faris Al Mazrui**
Minister of Community
Development,
United Arab Emirates



Sigve Brekke
CEO
Telenor Group



Simon O'Connell
CEO
SNV



Dr. Sonia Ben Jaafar
CEO
Abdulla Al Ghurair
Foundation



H.E. Dr. 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

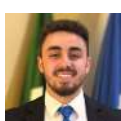


**Dr. Utumatwishima
Jean Nepo Abdallah**
Minister of Youth,
Rwanda



Will Straw
CEO, The King's Trust
International

Youth representatives in the GLC



Bryan Youssef
MD, Founder of EduBolt



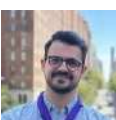
Christina Williams
Attorney at Law



Ernest Mugisha
Co-Founder & Chief
Executive Officer



Ilwad Elman
Director of Programs
and Development,
Elman Peace Centre



Joaquin Parafita
Chief Commercial
Officer, LEED AP



Joshua Opey
Chairman of the
Commonwealth Youth
Council



Laxmi Maya Thapa
Bridge- builder for
Inclusivity; Changemaker,
USYC 2025 Cohort;
Mental Health Advocate-
Psychologist in Progress



Maryam Bello
Co-Founder of Parkers
Mobile Clinic and
Executive Director of
ITIS4Development



Naglaa Mohamed
Founder, P-Vita



Naranzaya Batsaikhan
Climate Action and Girls
STEM Advocate



Neha Jain
Co- Founder, Minds of
Meraki Foundation &
Project Lead, Climate
READY



Ousman Touray
Founder, Visionary
Pathways



Ravi Kiran
 Founder, Alien
 Innovations



Sophia Helal
 Young People's
 Action Team Member,
 Generation Unlimited



Taha Bawa
 CEO, Goodwall

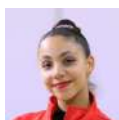


Vicky Aridi
 Programme Lead,
 Learning for Well-Being
 Foundation

5.11 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



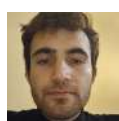
Anoushka Sinha
 21, India



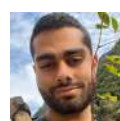
Aya Zreقات
 21, Jordan



Bashirat Abdulganiyu
 23, Nigeria



Burak Küçükсарıkulak
 23, Türkiye



Christopher Daccache
 25, Lebanon



Candide Hougbedji
 26, Benin



Damatria Ntintili
 20, South Africa



Daniella Ingabire
 24, Burundi



Daniela Cobian
 15, Mexico



Ernest Mugisha
 24, Rwanda



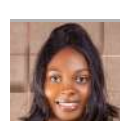
Eshal Shareef
 19, Maldives



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 Luete Cons
23, Uganda



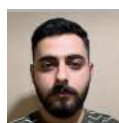
Lucas Andriantsimba
21, Madagascar



Martina Gomez
18, Argentina



Maryam Bello
21, Nigeria



Mateen Halgord
24, Iraq



Matheus Valois
25, Brazil



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
25, Lebanon



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



Yasmine Sibahhi
23, Côte d'Ivoire



Yvette Odoyo
26, Kenya



Zaamran Khan
23, Pakistan



Zandy Wong
21, USA



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