



Generation Unlimited Global Solutions





Introduction

Young people in different regions face distinct barriers to opportunity, shaped by local labour markets, education systems, and economic realities. UNICEF's Generation Unlimited (GenU) develops global solutions designed to respond to those differences, expanding access to job-relevant skills, decent work, entrepreneurship and livelihood pathways in ways that reflect local needs and national priorities.

Co-created, financed, and delivered with public, private, and youth partners (PPYP), these solutions bring together the actors needed to make opportunity more accessible and sustainable. Governments help connect programmes to public systems and policy priorities. Businesses contribute market insight, technology, expertise, investment, and employment pathways. Young people bring the lived experience and leadership needed to make solutions relevant to the barriers they face.

GenU's PPYP approach helps mobilize investment, strengthen national systems, and move solutions from pilots to scale. Young people play an active role throughout, shaping programmes that support more relevant and lasting pathways from learning to earning.

ARTIFICIAL INTELLIGENCE VENTURES ACCELERATOR (AIVA)

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Mobilizing Young People to Build Inclusive, AI-Driven Enterprises

Artificial Intelligence is reshaping the global economy, from health and agriculture to finance, education, climate action and governance. This transformation presents unparalleled opportunities for innovation and job creation. Yet participation is deeply unequal: women remain under-represented in AI, facing systemic barriers in skills access, mentorship, and capital. AIVA responds with a venture-creation pathway that develops advanced AI capability and turns solutions into investment-ready enterprises.

AIVA is a comprehensive, global accelerator that moves participants from learning about **AI to applying AI in enterprise creation**. The programme equips young people with applied AI skills, business acumen, mentorship, and access to seed capital, so that promising ideas become real ventures addressing community needs. The programme focuses on young women aged 19–24, including those from underserved communities, ready to turn real

problems into viable AI-powered businesses.

Despite rapid advances, many aspiring founders, especially from underserved communities, lack quality training, role models, and early funding. AIVA closes these gaps by integrating technical training, leadership development, venture design, and follow-on incubation, so graduates can launch and scale solutions responsibly.

AIVA is a **venture-creation engine** designed to produce market-ready, responsible AI products and women-led enterprises at scale.



THE AIVA METHODOLOGY



Skilling & Certification

Participants build **practical AI skills** through project-based learning: machine learning (ML) fundamentals, generative AI, data handling and validation, responsible AI, and iterative prototyping, paired with leadership and strategy content.

- Core technical skills: ML basics and algorithm selection; generative AI and advanced prompting; data quality and evaluation; bias detection and ethical frameworks; prototype development and testing.
- Learning model: Modular digital content, milestone-based progression, tangible deliverables, and progress tracking through a robust LMS with translation and accessibility pathways.



Venture Building & Seed Pathways

AIVA combines **technical and business architecture coaching**: problem validation, value proposition design, unit economics, pricing, cost structure, and go-to-market. Participants submit prototypes, validation evidence, a pitch deck, and a demo video—competing for **equity-free seed funding and integration** into follow-on incubation.

- **Selection lens:** AI integration depth, market viability, innovation, scalability, and execution strength.
- **Outputs:** Functional prototypes and MVP-ready solutions addressing real community needs.



Mentorship & Ecosystem Engagement

Each team receives **structured mentorship** from AI technical coaches and business mentors (10–15 hours per participant), plus exposure to partners, judges, and investors through Demo Day and portfolio integration—linking graduates to global innovation pathways.

- **Quality assurance:** Pre-selection screening, milestone deliverables, structured reviews, and continuous feedback loops to protect programme integrity at scale.

IMPACT

RESULTS SO FAR

1,086

students registered for the AI + Entrepreneurship curriculum

375

active students from 276 teams are currently completing the curriculum

36

teams have completed the AI + Entrepreneurship course

150+

industry experts recruited as mentors from corporate partners and individual volunteers

YEAR ONE TARGETS

1,000



young people trained in AI and entrepreneurship

750



demonstrating measurable applied AI competency

200



AI-enabled business prototypes developed

25



enterprises launched

10



teams receiving \$10,000 equity-free seed funding

100%



of launched ventures integrated into follow-on incubation

LONGER-TERM IMPACT

**Data as of August 2026*

Revenue-generating ventures

Jobs created through new enterprises

More women AI founders

Community-driven AI solutions

Stronger innovation ecosystem

PARTNERS

TECHNOVATION

WHAT SETS AIVA APART

- **AI as the Core Business Engine:** AI is embedded throughout the venture journey to drive product development, innovation, competitiveness, and scalability.
- **End-to-End Learning-to-Earning Pathway:** AIVA supports participants from AI skilling and leadership development through financial literacy, prototyping, seed capital, incubation, and scale.
- **Global and Inclusive by Design:** AIVA is open across programme countries through a digital-first model supported by translation, accessibility features, and local partners.
- **Institutional-Grade Partnerships:** AIVA brings together leading partners in AI, entrepreneurship, youth development, and business education.
- **Responsible and Ethical AI:** Participants learn to design AI solutions grounded in fairness, transparency, and accountability.

THEORY OF CHANGE

If young people, especially young women, gain advanced AI skills, venture creation support, mentorship, and pathways to capital, then they will be able to build sustainable AI-powered enterprises that generate economic opportunity, create jobs, and solve pressing community challenges. AIVA's structured journey ensures that early ideas become validated, investment-ready, and scalable solutions.

GET INVOLVED

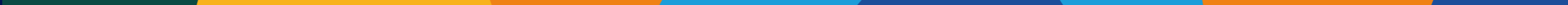
- Funders and corporate partners can provide seed funding, sponsorship, or challenge prizes to help youth-led AI ventures move from prototype to launch.
- AI professionals and business experts can serve as mentors, supporting teams with AI product development, business models, market validation, ethics, and go-to-market strategy.
- Technology companies and platforms can provide access to AI tools, cloud credits, technical infrastructure, datasets, or product support to help teams build and test their solutions.
- Incubators, accelerators, and investors can support promising teams beyond AIVA through follow-on incubation, investor readiness, capital access, and ecosystem connections.



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BEGREEN AFRICA



BEGREEN AFRICA

A programme to foster youth-led green entrepreneurship, create jobs, and deliver planet-friendly economic growth

Environmental pollution, waste accumulation, and unsustainable use of natural resources significantly impact African communities, exacerbating poverty, food insecurity, and unemployment, while young entrepreneurs across Africa hold untapped potential to drive sustainable economic growth.

By investing in their talents and empowering them to pursue novel approaches, green entrepreneurs can help accelerate climate progress and build a more equitable and prosperous continent.

According to the ILO, the green economy has the potential to create 24 million jobs globally by 2030, making green entrepreneurship a key transformational goal for Africa.

BeGreen Africa supports economic development through youth-led green entrepreneurship. The programme represents a pioneering approach to confronting the double crisis of youth unemployment and the triple planetary crisis of climate change, biodiversity loss, and resource depletion.

BeGreen 1.0 was implemented by UNICEF/GenU and the Tony Elumelu Foundation, with support from the IKEA Foundation and the Government of the Netherlands, across four countries. In Kenya, the programme focused on waste management and the circular economy, while entrepreneurs across all green sectors were supported in the other countries. A second iteration, supported by the Governments of the Netherlands and Canada, is being implemented in partnership with the Tony Elumelu Foundation and Umuzi, building on learnings from the first phase.

BeGreen provides comprehensive support to young green entrepreneurs, including bespoke, gender-sensitive green entrepreneurship training, co-created with young green entrepreneurs and peer reviewed by the University of Botswana; business plan development and feedback; design sprints; pitching preparation; seed capital of USD 5,000 per entrepreneur; mentorship; professional networks; and access to additional financing options. The programme also includes a gender-responsive training curriculum and prioritises the most disadvantaged young people, especially young women, to address gender, disability, and social inequality.



THE BEGREEN METHODOLOGY



Provide a critical mass of young aspiring entrepreneurs with foundational entrepreneurial and 21st century skills through a mixture of online/ blended learning approaches.



Build a comprehensive body of knowledge around green and digital entrepreneurship impact and contribute to broader green ecosystem and policy work.



Provide seed funding and incubation support to set up and grow sustainable green/ waste enterprises that are led by youth, generate employment, and drive economic development.

BEGREEN 1.0 IMPACT



500+ enterprises received **USD 5,000** in seed funding, along with mentorship, incubation, and acceleration support



An average of at least **5.8** jobs per business were added during the BeGreen programme across the four countries

An assessment by the Kenya National Bureau of Statistics (KNBS) confirms these results, having evaluated 74 enterprises that collectively created 700 jobs in Kenya.

*While GenU is working on an external evaluation one year after seed funding of enterprises, monitoring results show encouraging results

8,000+



young entrepreneurs were supported to complete in-depth training

Nearly

30 Million



kgs of waste were reduced, recycled, or managed in six months

*Data as of August 2026

PARTNERS



THE TONY ELUMELU
FOUNDATION

IKEA Foundation



In partnership with
Canada



Government of the Netherlands

WHAT SETS BEGREEN AFRICA APART

- Massive combined field presence across Africa, close relations with government, private sector, and youth networks.
- We build on the synergies of proven programmes such as GenU's imaGen Ventures and YOMA initiatives, and TEF's Entrepreneurship programme while designing a full end-to-end green entrepreneurship programme.
- Access to world-class technical leadership and expertise in green entrepreneurship, as well as the integration of a gender-sensitive green curriculum.
- Insights and learnings generated from evaluation work with partners such as the Kenya National Bureau of Statistics are leveraged to continuously improve the programme offering, conversations with policy makers and replication across Africa and beyond. Please find the assessment report [here](#).
- Building a consortium of partners for scale across Africa and the globe.



GET INVOLVED

We're uniting public-private-youth partners to empower aspiring green entrepreneurs across Africa. You can join by:

- Contributing financially to scale the programme across Africa
- Providing mentorship and coaching on Business Design, Growth, or Financial Management at various steps across the programme cycle.



For queries,
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CREATIVE ACADEMY



CREATIVE ACADEMY

Supporting young people to turn their talent into tangible income and careers in the creative economy

The creative economy and value chain, including film and television, digital content, design, music, gaming and related fields offer accessible, scalable and future oriented opportunities for young people to generate income, express identity and participate in global markets.

The sector already employs at least 50 million people worldwide and is projected to grow by nearly 40% by 2030, potentially accounting for around 10% of global GDP. Emerging economies have increased their share of creative exports from 10% in 2010 to 20% in 2022, with significant room for further growth.

Despite this momentum, access to structured, industry-aligned training and clear pathways into employment remains limited, especially for young people from underserved communities.

Generation Unlimited's Creative Academy responds to this gap by equipping young people with the creative, digital, and AI-enabled skills needed to participate in, and shape, the future of work. It enables young people to build skills and receive certification, develop portfolios, and

access opportunities in employment, freelancing, and entrepreneurship. This structured journey enables young people to step into real economic participation, generating income, strengthening local economies, and contributing to more inclusive, sustainable development. By bringing together public, private and youth focused creative sector partners, the programme aligns training with real market demand, strengthens credential recognition, and creates direct pathways for young people to access jobs, freelance opportunities, and entrepreneurship in the creative economy.



HOW IT WORKS

The Creative Academy helps young people build creative skills, prove those skills through portfolios, and access income pathways.



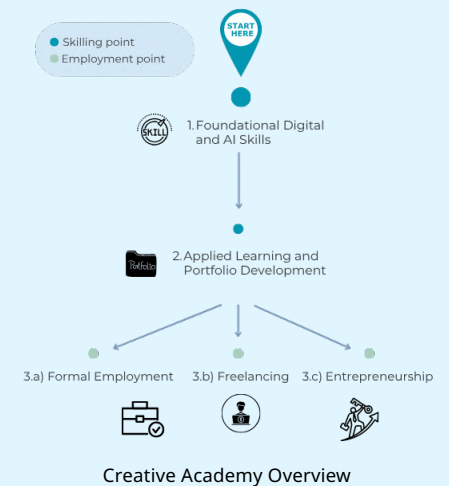
Creative Skilling & Certification

Participants build foundational and advanced creative skills through structured digital learning. The curriculum blends design, digital media, and AI-enabled content creation with essential workplace skills. Core skills include visual design, multimedia and video production, social media strategy, and generative AI tools. Learning is modular, mobile- and low-bandwidth-friendly, with facilitator support. Participants produce practical creative outputs and earn recognized certificates.



Portfolio Development & Skills Validation

Participants build curated portfolios showcasing real-world projects developed during the programme. Portfolio content includes digital designs, multimedia assets, branding materials, social media campaigns, and short-form video. These portfolios provide employers and clients with clear evidence of practical, job-ready skills.



Pathways to Livelihoods

The Creative Academy connects skills to income through three pathways:

- **Employment:** Job matching, internships, and apprenticeships, with CV support and job-readiness coaching.
- **Freelancing:** Support to access the gig economy through platform onboarding, mentorship, and client acquisition strategies.
- **Entrepreneurship:** Incubation and mentorship to launch creative micro-enterprises, with a focus on underserved and rural contexts.

IMPACT

YEAR ONE PILOT ACHIEVEMENTS

265,751



total completions

377,640



total registrations

THREE-YEAR REACH TARGETS

662,500

young people registered

387,200

completions

4,690

young people
connected to jobs in
the creative economy

GLOBAL AMBITION

Train **5 million** young people globally and enable at least **100,000** transitions into verified earning opportunities.

LONGER-TERM IMPACT

**Data as of August 2026*

Increased access
to creative
economy
opportunities

increased
income through
applied creative,
digital, and AI
skills

Increased
participation of
young women
and marginalized
groups in
the creative
economy

Creativity and
AI become
stronger drivers
of inclusive
economic growth

PARTNERS



WHAT SETS CREATIVE ACADEMY APART

- Creative and digital skills become a livelihood engine, helping young people use creativity, digital tools and AI to access income-generating opportunities.
- Portfolios become proof of skills, allowing learners to graduate with tangible work samples that demonstrate real-world capability.
- The pathway goes from learning to earning, connecting skilling, portfolio development and certification to employment, freelancing and entrepreneurship.
- Creativity and AI prepare youth for the future of work, building practical capabilities for emerging roles in the future of work.



GET INVOLVED

Creative industry partners:

Contribute tools, content, expertise, mentorship and real-world creative briefs to help young people build market-relevant skills.

Employers and business partners:

Offer internships, apprenticeships, project-based work or entry-level opportunities for Creative Academy graduates.

Digital and opportunity platforms:

Help young people showcase portfolios, connect with clients, access jobs or explore safe freelance opportunities.

Young people:

Join the Creative Academy to build creative, digital and AI-enabled skills, develop a portfolio and access pathways to income.



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ENGAGING KENYAN YOUTH IN AGRICULTURE AND NUTRITION (EKYAN)

ENGAGING KENYAN YOUTH IN AGRICULTURE AND NUTRITION (EKYAN)

A programme aiming to bolster the agri-food industry by harnessing technology and equipping youth with skills and resources

The current global food supply chain not only emits a third of the world's greenhouse gases but is also increasingly placing yields at risk due to the effects of climate change. The Global South has 88% of the world's 1.2 billion youth, and agrifood systems are their largest employer with high potential for employment and entrepreneurship. This calls for a radical transformation of agrifood systems, with youth engagement and employment as a goal and means.

Engaging Kenyan Youth in Agriculture and Nutrition (EKYAN) is designed to provide young people, especially women, with the digital tools, market driven skills and on-the-job learning for employment and entrepreneurship opportunities in agribusiness, while building regenerative agriculture models that promote circular economies.

Supported by FMC Corporation and the Governments of the Netherlands and Canada, EKYAN enables young

agripreneurs in Kenya to incubate businesses and earn a decent livelihood, create jobs for their peers, support farmers to improve their economic livelihoods in a climate-smart manner, and train young people on food systems.

With programme partners such as the World Bank, the Government of Kenya and its county governments, KUZA Biashara Ltd, and SNV, EKYAN improves the engagement of young people in agriculture and contributes towards better food systems and nutrition. The model transforms schools into community hubs that enable agripreneurs to build market linkages with the agribusiness industry.

EKYAN is also scaling green entrepreneurial skills for out-of-school young women through market-driven bootcamps, equipping them to launch businesses, with a focus on agribusiness models.

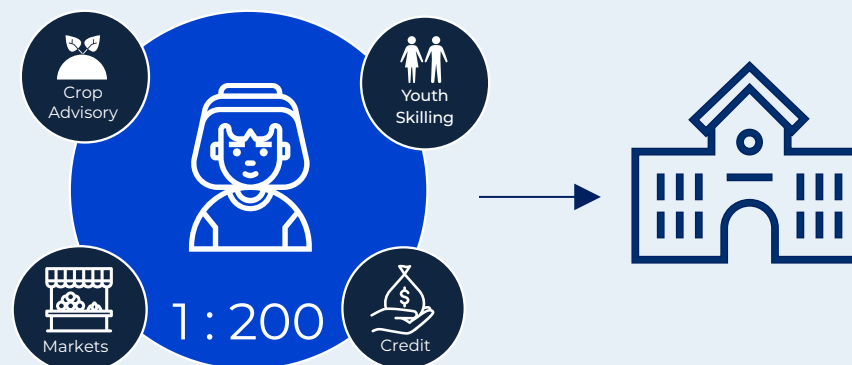
The programme is being scaled across Kenya and expanded to other countries primarily in Africa.



HOW IT WORKS

Each agripreneur trains and provides extension services to a cohort of 200 smallholder farmers, leveraging a digital and AI-assisted tools. Commissions are charged for services such as crop advisory, soil testing, or facilitating quality inputs, credit, & access to markets.

Schools serve as community hubs, equipped with infrastructure (i.e. digital toolkits and demo plots) to “show & tell” for training/learning purposes for students, farmers, and community members enabling revenue generation, contributing to school feeding programmes and more balanced diets.



IMPACT TO DATE

Nearly
74,000

farmers had opportunities to improve their livelihoods through sustainable, climate-smart practices. **77%** of farmers increased their income*

10,700+

young people were trained on food systems and healthy diets with **96%** now viewing agriculture as a viable future opportunity*

500+

youth agripreneurs were incubated, all increasing their incomes. Most of them created an average of **1.6 jobs***

5,500+

NEET youth were supported to pursue livelihoods in agribusiness with **64%** earning a decent livelihood as agripreneurs and/or agri-related job opportunities#

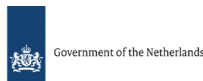
*Results are based on self-reported monitoring data, with an external evaluation currently underway.

The 64% figure is based on findings from an independent external evaluation.

TARGET: By 2028, establish at least **100,000** young agripreneurs and reach **2 million** smallholder farmers across Africa and beyond.

*Data as of August 2026

PARTNERS



WHAT SETS EKYAN APART

Broad network of support and resources to drive sustainable change, with close relations with government, private sector, schools, and youth networks.

- Young people become agripreneurs and last mile service providers for smallholder farmers, train students as the next generation of agripreneurs, and create ripple effects across the community
- Transforming schools into community agripreneur hubs enables engagement with communities that may have previously been excluded from the agrifood industry.
- Leverages local knowledge, culture, and practices to create customized solutions that are tailored to specific regional needs and challenges.
- Leverages technology and AI to give youth real-time advisory support, smarter agribusiness decisions, and scalable, data-driven pathways into climate-smart livelihoods.



GET INVOLVED

EKYAN is on a mission to harness the power of technology and skill-building to transform agrifood systems, create new opportunities for youth, and build a more just and sustainable future. Join us by:

- Providing internships, mentorship, or coaching to youth, or supporting youth incubation programmes
- Sponsoring school demo plots
- Investing in AgTech start-ups
- Procuring from target youth agripreneurs and farmers
- Providing AI-assisted agricultural tools
- Providing access to finance for young agripreneurs/ smallholder farmers



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GREEN RISING



GREEN RISING

Mobilizing Millions of Young People to Protect their Communities from the Climate Crisis

Heatwaves, deepening droughts, rising floods and worsening pollution: a generation of young people are inheriting a world that is already in a climate crisis.

Young people did not cause this crisis, but they cannot ignore it. Because in many of their communities, taking action is a matter of survival.

Across the globe, a powerful climate movement of young people is emerging, rising to the challenge and taking grassroots actions to safeguard their own futures and the well-being of their communities.

Green Rising is part of that global movement. Led by UNICEF, Generation Unlimited alongside public, private, and youth partners, its mission, by 2030, is to support 100 million young people globally to take grassroots climate action while putting them on a pathway to securing sustainable livelihoods and to lead the green transition.

This includes supporting youth to acquire market-relevant skills through local green action; incubating and

scaling green ventures; and directly connecting young people to green jobs, all while delivering tangible environmental impact in areas such as biodiversity protection, air pollution reduction, water conservation, and waste management.

The initiative works through existing youth-led networks and programmes, as well as UNICEF Country Offices and a diverse ecosystem of partners that includes governments and leading private sector organizations. This extensive network operates within local contexts and ensures that the most vulnerable young people receive the education, skills, and opportunities to contribute to a just, green transition.



THREE PILLARS OF ACTION



Broad-based Climate Action

Young people take action on a wide variety of environmental issues, ranging from planting trees and monitoring air pollution levels to conserving water, reducing waste, and recycling, building skills and making an impact in their communities.



Livelihoods

Young people use their skills to help the just green transition by creating large and small green ventures and taking jobs in the emerging green economy.



Systems Strengthening & Advocacy

Young people scale their impact by embedding solutions in government programmes and leveraging their collective voices to drive policy shifts that deliver change in their communities, and in the world.



IMPACT

34M young people mobilized in the first three years to protect biodiversity, conserve water, reduce waste, and advance clean energy.

By 2030, we aim to mobilize

100M young people.

ENVIRONMENTAL IMPACT TARGETS

- 50,000 hectares of land greened (500 million trees planted).
- 120 billion litres of water conserved.
- 100,000 tonnes of waste/plastic removed or recycled.
- 3 GWh of energy renewably generated and/or saved.

**Data as of August 2026*

PARTNERS

LEAD GOVERNMENT PARTNERS:

Canada



OTHER PARTNERS:

accenture

GOODWALL

IKEA Foundation



THE TONY ELOMELU FOUNDATION



SCOUTS
Creating a Better World

LEAD PRIVATE SECTOR PARTNERS

Capgemini

IN COLLABORATION WITH

- Ministry of Environment, Forest and Climate Change, India
- Ministry of Youth, Rwanda
- Governor, Pará State, Brazil
- Ministry of Planning, Economic Development & International Cooperation, Egypt

WHAT SETS GREEN RISING APART

- Focuses on both sustainable communities and sustainable livelihoods for our youth.
- Established a coalition of public-private-youth partners, an ecosystem that can respond to context-specific
- Measures the impact of young people on biodiversity, water, waste, and energy.

THEORY OF CHANGE

- Green Rising has a multi-pronged, holistic theory of change:
 - As young people take action, they build soft and hard skills.
 - Action delivers climate resilience for communities
 - The sum of these skills create meaningful pathways to livelihoods for young people.
 - Climate resilience & livelihoods meaningfully shift living conditions for young people.



GET INVOLVED

- Green Rising is uniting partners to support youth climate action.
- **Organizational partners:** Working with other climate & youth organizations to contribute to a shared vision of adolescent & youth-led climate action.
- **Subject matter experts:** Engaging with climate change & environmental experts to discern the most impactful actions that young people can undertake.
- **Networks of Young People:** Working with youth to design and implement climate action initiatives that respond to their needs and fit their local contexts.



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GREEN RISING IMPACT IN STORIES:

How young people are protecting their communities

When young people take action on climate, they bring their power, creativity, and grit to make an impact on the environment while securing sustainable livelihoods for themselves and their communities.



1. India

Volunteers in India lead weekly clean-up drives at the Ganga river and report their pro-planet actions on the #MeriLiFE app. Over 15,000 kgs of waste from the river have been removed, while more than 25 million pro-planet actions were reported through the Meri LiFE platform towards environmental conservation and adoption of sustainable behaviours.

2. Brazil

Young people in the Semi-arid region are mobilising to close open-air dumps in their communities, some even producing a bill, taking public policy into their own hands and demanding stricter waste management practices.



3. Nigeria

6,900 trees were planted by youth, school children and volunteers across 55 primary health centres and 94 school premises to mark the Green Rising launch on World Environment Day.



4. South Africa

The Recycling Champions (ReCha) project is recruiting unemployed youth to run micro waste management buy-back centres, providing them with start-up and business training & support

5. Mongolia

Volunteer college students in Mongolia are getting trained on solar panel installation and, in turn, training high school volunteers to set up solar stations that generate renewable energy at their schools.



6. Uganda

A team of young entrepreneurs is harvesting invasive water hyacinth from Lake Victoria and converting it into renewable cooking energy, organic fertilizers, and animal feeds

7. Egypt

In Egypt, over 3,200 young people are turning green action into green incomes, such as 25-year-old Ahmed Ashraf, who began with door-to-door campaigns to reduce plastic pollution, and is now leading a team of youth to repurpose waste into local products



8. Kazakhstan

Young people educated over 30,000 children on eco-friendly practices that reduce plastic usage and ran a campaign to ban single-use plastics in schools

GIRLS' EDUCATION AND SKILLS PARTNERSHIP (GESP)

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Boosting access to skills and economic opportunities for young women

Nearly three quarters of young people aged 15 to 24 are off-track to acquire the skills needed for employment. This skills gap is amplified for adolescent girls and young women. The ability for girls, particularly the most marginalised, to take decisions affecting their education and employment is often limited by social, financial, and policy constraints.

Almost one in four young people had NEET status, with young women twice as likely as young men to not be in employment, education or training. Without action, this skills gap will widen and the barriers that girls experience when transitioning into the labour force will increase.

The Girls' Education and Skills Partnership aims to provide high-quality and market-relevant skills to 1 million young women aged 13-24, promoting equality of choice and access to opportunities in learning,

skilling, and livelihoods. With initiatives currently active in Bangladesh, India and Nigeria, GESP comprises the following components:

The Challenge Fund: supports innovative and scalable initiatives across a diverse range of skilling and learning-to-earning interventions in Bangladesh and Nigeria to support young women secure employment or start their own businesses.

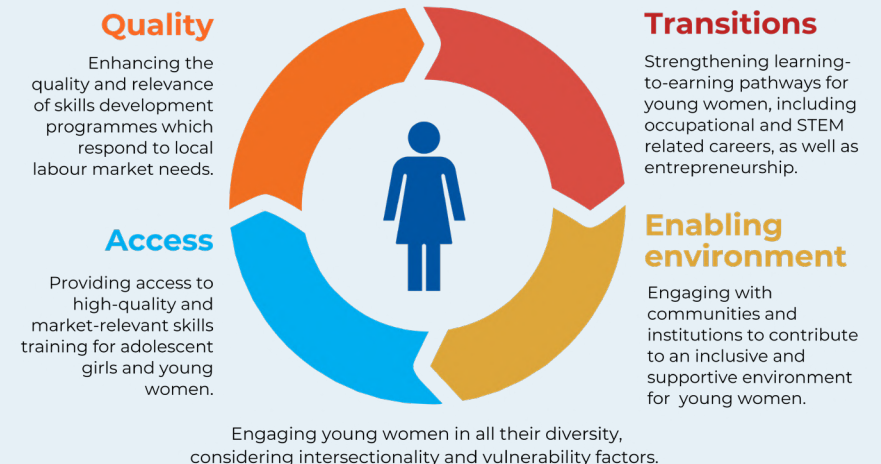
The Passport 2 Earning (P2E) digital platform: Supports young women in India, Bangladesh and Nigeria to develop market-relevant skills and obtain certification, increasing access to in-demand job opportunities.

In-kind contributions: By bringing in the expertise and resources of the private sector, the Challenge Fund and P2E will also capitalise on the non-financial offers made available from GESP's private sector partners.



HOW IT WORKS

Taking a girl-centred approach, the programme is addressing the skill deficit amongst young women by:



Supporting young women to access education and skilling not only ensures access to livelihoods opportunities, but also develops the future workforce, increases labour productivity, and contributes to important social outcomes including health, protection, and civic engagement.



A GIRL-CENTRED APPROACH TO P2E

Through GESF, P2E will be made available for Challenge Fund winners, government, and other partners in India, Bangladesh, and Nigeria.

The platform has been tailored to advance girl-centred empowerment and leadership development by:



equipping young women with digital and transferrable, job-specific, and entrepreneurial skills to prepare them for work.



facilitating access to mentors and role models, as well as links between skilling initiatives, and opportunity pathways for employment, entrepreneurship, and social impact.



addressing the gender digital divide, through blended skilling approaches that leverage online and low- to no-tech solutions to ensure reach to young women with limited or no connectivity.

DISCOVER THE CHALLENGE FUND WINNERS:

Skilling Adolescents and Young Women for Entrepreneurship and Employability (SAY-WEE)

Technoserve will improve the employability and entrepreneurship capacity of young women in Nigeria, by providing them with the skills and knowledge to secure formal employment or succeed in entrepreneurial ventures.



Supporting access to business skills and career education for adolescent girls and young women with disabilities (SABI-Woman).

Sightsavers will build the employment readiness and confidence of young women with disabilities in Nigeria to secure jobs or run their own micro-businesses.

Skills-in-Demand for Girls' Employment in Nigeria (SID)

Yaba College of Technology will provide industry-relevant and blended learning to young women and adolescent girls in Nigeria to enable them to secure jobs in the ICT repair and web development sectors.

স্বপ্নেরে সারথি / Shopner Sharothi

Jaago Foundation will provide technical and vocational education and training, alongside 21st century skills to adolescent girls and young women in Bangladesh, connecting them to apprenticeship opportunities.

Promotion of Women's Empowerment and Resilience building (POWER)

Save the Children will support young women by building their skills and connecting them to market opportunities and services, while also working with families, communities, and schools to reduce gender barriers and create a supporting environment.



IMPACT TARGETS

1M



young women aged 13-24 years have access to high-quality and market-relevant skills training

700+



partners provide inclusive employment and entrepreneurship opportunities, as well as coaching and workplace readiness to young women

87%



of capacitated teachers and instructors report increased understanding of market needs and gender-sensitive pedagogies

2,400+



female mentors and role models support girls with gender-responsive career counselling, leadership development, STEM learning or coaching

**Data as of August 2026*

PARTNERS

Generation Unlimited has joined forces with the UK Foreign, Commonwealth & Development Office (FCDO) and major businesses:



Additionally, in-kind partners supporting FCDO include Cognizant, Coursera, Pearson, Price Waterhouse Coopers and Vodafone.

WHAT SETS THE GIRLS' EDUCATION AND SKILLS PARTNERSHIP APART



Multi-Partner Approach

Demonstrates what can be achieved for the economic empowerment of girls, when the public sector and businesses come together to leverage their shared financial and technical resources, networks, and expertise.



Girl-Centred

Designed to prioritize and address the unique needs of girls, by integrating approaches that ensure their holistic development and well-being. Adolescent girls and young women are engaged as key partners, from design through to implementation.



Learning-to-Earning

The complementary components of the programme traverse the learning-to-earning transition, connecting skilling interventions with real world access to inclusive livelihood opportunities.

GET INVOLVED

Generation Unlimited is convening public-private-youth partners to scale and unlock opportunities for more young women. You can join GESP by:

- Contributing financially to:
 - Reach more girls with free, digital skilling
 - Activate more Challenge Fund projects
- Providing curated content for P2E training and certification
 - Offering mentorship, work experience, apprenticeships and employment opportunities
 - Engaging young women as active partners in girl-centred programming



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GLOBAL VOLUNTEER INITIATIVE



GLOBAL VOLUNTEER INITIATIVE

A global movement that inspires and equips young people to become volunteers while creating a ripple effect of positive change

Engaging young people in productive and meaningful ways sets them on a pathway to secure sustainable livelihoods while building more just and equitable societies.

Volunteering channels the power of youth as changemakers and builds essential skills to jumpstart their professional journeys. Young volunteers learn communication, teamwork, critical thinking and problem-solving as they build social capital, resilience and a sense of civic responsibility beyond the classroom.

The Global Volunteer Initiative (GVI) is a powerful movement that harnesses the potential of young people to make a difference in the world. GVI mobilizes over 15 million young volunteers in 40+ countries to take action on issues from climate change and mental health to

nutrition and education, thus tapping into the power of young people as changemakers while building their skills and networks.

GVI deploys a context-driven grassroots approach, connecting young volunteers with the technical expertise and resources of the private sector to co-design and implement initiatives that are most urgent in their lives.

That's why GVI places people at the heart of development and assists countries in initiating, expanding, and improving volunteer programmes.

It provides a comprehensive range of resources to enhance its global volunteer programs, such as stakeholder engagement, strategic planning, technical support, digital technologies, and a community of practice in over 40 countries.



THE GVI METHODOLOGY



**Context-driven
& volunteer-centered**



**Collaborative
& co-creative**



Agile & iterative



**Redistributes &
builds power from
the outset**

**Youth Volunteerism:
Small Actions. Big Impact.**



Measuring air quality
and alerting community
members when it is unsafe
outside in Mongolia



Leading recycling
projects with women
in the local community
in Jordan



Making public art with
recycled material to raise
awareness on over-
consumption in Armenia



Learning about
solar energy and
installing solar panels
in Burkina Faso

IMPACT TO DATE

Developed volunteer programmes in

40

countries, out of 190 partner countries



Built a base of

15M

volunteers



Impacted nearly

250M

people through volunteer action



Each volunteer reaches **17 people on average**, driving action on education, health, environment and peacebuilding.

GVI AMBITION

Annually train and activate

20M

volunteers and reach more than

1.7B

people by 2030 with a focus on environmental action and sustainable livelihoods

**Data as of August 2026*

PARTNERS



WHAT SETS GVI APART

- Situated within GenU & UNICEF, the largest mandate and brand behind children/youth.
- Experience in 40+ markets working with diverse partners.
- Access to world-class technical leadership and expertise in all areas that implicate young people (education, mental health, water and sanitation).
- A major player in vaccine distribution campaigns (e.g., polio eradication and COVAX).
- A multi-stakeholder platform to bring in partners from public and private sectors.



GET INVOLVED

We're uniting public-private-youth partners for GVI:

Organizational partners:

Public/Private funders and local CSOs to support implementation.

Subject matter experts:

Leveraging best practices of volunteer mobilization and research, leveraging our position within the UN system and UNICEF.

Young volunteer networks:

Engaging youth in programme design & existing movements to support our vision.



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IMAGEN VENTURES



imaGen Ventures

A programme that catalyses young changemakers from disadvantaged backgrounds to create and accelerate innovative, financially viable ventures that help to achieve the Sustainable Development Goals (SDGs)

Young people are growing up in a world shaped by complex challenges, from climate change and inequality to limited access to skills, decent work and economic opportunity.

Many have bold ideas for solving problems in their communities, but too often lack the support needed to turn those ideas into something tangible with real impact.

This is especially true for young people from disadvantaged backgrounds, who have strong entrepreneurial potential but limited access to training, mentorship, networks, funding and spaces where their ideas can be tested and developed.

Entrepreneurship can help young people build skills, generate income and create solutions that respond to social and environmental challenges

imaGen Ventures is a global programme that provides young people with access to opportunities to develop entrepreneurial skills to catalyze social change and create

a more sustainable future by addressing the SDGs.

Since it was established in 2018, imaGen Ventures has provided young people with access to entrepreneurial skill building opportunities. The initiative brings together partners to nurture a critical mass of young entrepreneurs dedicated to achieving the SDGs and realizing a better future globally. Its tested and holistic youth-centred approach – co-designed, co-created and co-led by young people – is based on the principle of leaving no young person behind. imaGen Ventures is a youth entrepreneurship initiative that:

- Trains youth and equips them to create impactful, financially viable and sustainable enterprises
- Creates networks so youth can work collaboratively to resolve social and environmental challenges through business creation
- Incubates ventures and supports young people to establish scalable enterprises



HOW IT WORKS



IDEATION

Large cohorts of participants go through HCD trainings as they ideate solutions addressing the SDGs



INCUBATION

Ideas with the potential to become financially viable businesses get incubation support such as mentorship and access to networks.



ACCELERATION

Promising ventures receive equity-free seed funding and access to global incubation opportunities

IMPACT TO DATE

Supported young people in over

60

countries



566K+ 

young people supported to develop business ideas

4,000



young entrepreneurs have received incubation-related support

Engaged over

250



organizations in co-creation and implementation locally

**Data as of August 2026*

PARTNERS



In partnership with
Canada




accenture

WHAT SETS imaGen VENTURES APART

- Partnerships with public, private and youth-led organizations allow the delivery of massively scalable solutions that empower young people worldwide.
- Uses grassroots, community-based approaches to co-design youth-led ventures that have real relevance to young people and their communities.
- Contextualized in every country across various industries and thematic areas corresponding to the SDGs.
- Focus on young people from marginalized communities.



GET INVOLVED

Join us on our mission to support the next generation of changemakers. Ways you can support include:

- Provide content on entrepreneurship skilling
- Support digitization of interactive experience
- Offer employee mentorship and coaching
- Provide seed funding for youth enterprises
- Grant access to infrastructure and resources
- Support thematic tracks with grants and seed funding for the climate crisis, green entrepreneurship, education, agripreneurship, and mental health.



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YOUTH-LED ENTREPRENEURSHIP IN ACTION

Discover some of the youth ventures supported by imaGen Ventures which are taking on some of the world's most urgent and daunting problems with ingenuity and determination!

From sustainable agriculture and natural resources management to renewable energy and waste reduction, these ventures are igniting a spirit of resilience and empowerment that is changing lives for the better every day.



1. Soigel, Egypt

Created organic fertilizer and aquagel made from recycled sugarcane waste to increase productivity and decrease water usage in farming.

2. Int-Tech, Pakistan

Develops biodegradable plastic with sensors that detect food expiry to curb global plastic pollution, food expiry issues, and improve waste management.



3. Zambezi Ark Technologies, Zimbabwe

Developed off-grid solar-powered LED lighting system to provide high-quality and reliable lighting to schools and residential buildings in Sub Saharan Africa.



4. Saniwise Toilet, Kenya

Provides ecological and financially feasible modern sanitation technology that converts urine and feces into bio-fertilizer, reducing environmental plastic footprints and promoting health and agriculture fertilizers in informal settlements.

5. Quebrada Agroecológica, Brazil

Works to democratize sustainable and lower-cost alternative minicistern model to solve the problem of water scarcity and its impacts on the lives of community residents in the Maria da Penha settlement.



6. Bio Briquettes, Uganda

Produces bio-briquettes from organic waste to be used as an alternative to charcoal and avert deforestation.

7. Electric Bike, Jordan

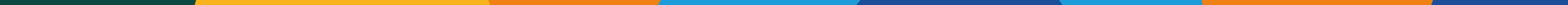
Developed a solar-panel-powered electric bike to facilitate access to water in refugee camps in a fast, convenient, and less labor-intensive way.



8. Motobrix, Kenya

Engages unemployed youth in creating renewable energy in the form of organic briquettes made from environmental waste, with the aim of cutting dependency on fossil fuels and enabling communities to live more sustainably.

PASSPORT TO EARNING (P2E)



PASSPORT TO EARNING

Passport to Earning (P2E) is a learning-to-earning solution that trains and certifies youth with free in-demand, job-ready skills at scale

In today's rapidly changing world of work, many young people are being left behind due to a lack of access to relevant skills and opportunities. This not only makes it difficult to earn a living, but it also undermines the potential for social and economic progress.

The skills required to navigate a stable livelihood are rapidly evolving due to the emergence of new technologies, and it is critical that young people have access to the tools and resources required to adapt and thrive.

By providing multiple avenues for learning, digital platforms offer young people the opportunity to access free content and curricula, enabling them to acquire new skills and connect with job opportunities.

Passport to Earning (P2E) leverages a digital platform to equip young people aged 15–24 with free, job-relevant skills, which enable them to better access earning opportunities.

The P2E platform leverages resources curated by:

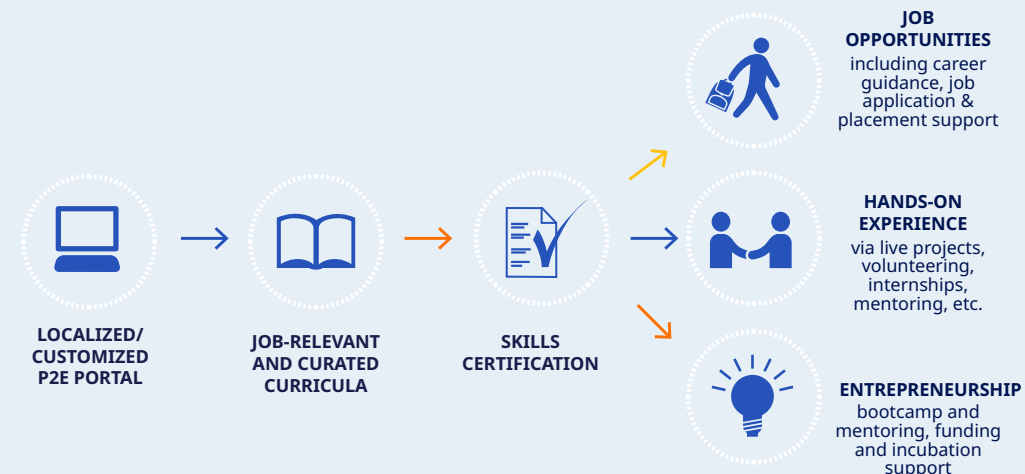
- **Employers and companies with expertise in hiring and developing talent**
- **Government partners who adapt, optimize, certify, and deliver skilling programs fit for the local context and market**
- **Youth advisers who help refine the offerings based on young people's needs and aspirations**

Blended learning approaches, locally curated content, co-development with country partners, and programme wrap-around support have made P2E a unique solution that adapts to local contexts and achieves wide reach and impact.

P2E has recently received the Bronze Anthem Award for "Responsible Technology - Partnership or Collaboration" for providing job-relevant skills and digital learning to young people.



HOW IT WORKS



IMPACT TO DATE

Active in
10 countries



88%
completion rate
(compared to 20%
EdTech platform
average)



6.4M+ 

young people
completed courses in
digital, financial, and/or
employability skills

3M 
young people
trained in digital
and AI skills

**Data as of August 2026*

PARTNERS

 **accenture**

 **Adobe**

 دبي العطاء
Dubai Cares

 **Microsoft**

 **Capgemini**

 In partnership with
Canada

 **standard
chartered**


Unilever

WHAT SETS P2E APART

- Proven skilling-at-scale models operating across three continents, with broad reach and a diverse international footprint.
- Close collaboration with governments and the private sector to ensure widespread impact.
- Insights indicate that P2E is functioning as a springboard for young people, enabling them to pursue additional skills and earning opportunities.
- P2E is both a platform and a programme, which means it can be seamlessly integrated as a component within other programmes, with the flexibility to prioritize specific components such as upskilling.
- Focus on young people from marginalized communities.



GET INVOLVED

To scale the solution and unlock opportunities for more youth worldwide, P2E is inviting new partners to offer:

- Funding
- Curated content for training and certification
- Apprenticeships and employment opportunities
- Coaching and mentorship schemes
- Technical support

 For queries,
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YOMA



YOMA

A digital marketplace to connect youth to opportunity

1 billion+ young talent are expected to enter the workforce by 2030. To meet the changing demands of the labor market, young people will need to be equipped with a set of skills and competencies to compete globally and locally.

Yoma (Youth Agency Marketplace) is a digital marketplace that guides, skills and connects young people, including the most marginalised, putting youth at the centre and giving them a way to showcase their talents. Co-developed by young Africans, Yoma offers young people a variety of free online opportunities to promote skills development,

Yoma opportunities focus on labour market relevant skills and are provided by partners of the Yoma ecosystem.

Yoma empowers young people to build a blockchain-based digital CV (YOID), unlocking growth pathways and connecting them to job and entrepreneurial opportunities, with enhanced matching capabilities being introduced.

Yoma also serves as the digital backbone of the 'Youth Force' of the GenU Africa Strategy, by providing a digital platform that empowers young people as agents of change.



Guide

Yoma **guides** young people on their learning to earning journeys. From identifying and exploring pathways, to accessing opportunities and steering their careers.



Skill

Yoma helps young people to build **job-relevant skills with certification** and records their achievements in a digital certificate which they can share with employers.



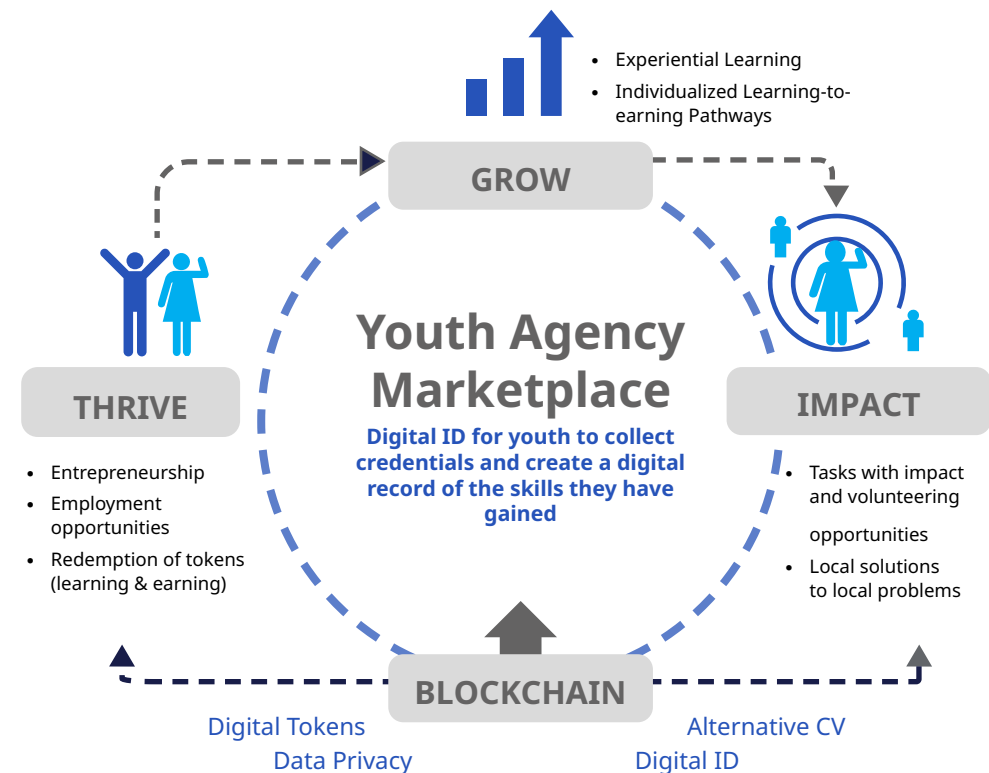
Connect

Yoma **connects** young people with their peers around the world, creating a network of like-minded young talent.



YOMA is a digitally-enabled ecosystem that links up talent with opportunities and professional and entrepreneurial pathways.

HOW IT WORKS



IMPACT TO DATE



Active in
12 COUNTRIES



1.2M+
total registered users
across the Yoma
ecosystem



8K+
opportunities available
on Yoma



523K+
credentials verified for
learning and impact
tasks, 774K YOID issued



6.5M+
hours of learning
completed



70+
global and local
ecosystem partners

**Data as of August 2026*



Yoma leverages an **ecosystem of partners and user-centric mobile technology and offline support** to scale access to opportunities, reaching youth everywhere.

KEY PARTNERS



VALUE FOR YOUNG PEOPLE

Learning opportunities

Free online opportunities to develop labour-market relevant soft skills, which users can use to enhance their resumes, expand their knowledge, and gain valuable experience.

Digital CV

A blockchain-based digital CV is being developed to allow users to showcase their skills and talents to potential employers. Once launched, Yoma will match job and entrepreneurial opportunities to young people's skills and competencies.

Incentivization and Marketplace

Yoma's digital token, Zlto, incentivizes users to participate in learning and community engagement activities. Zlto rewards can be used to access a wide range of goods and services, such as airtime or vouchers.

GET INVOLVED BY

- Supporting tech development
- Becoming a vendor on the marketplace
- Providing opportunities on the platform
- Becoming a job provider on the platform
- Promoting Yoma to your youth networks



For queries,
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EXAMPLES OF NATIONAL GENU PUBLIC-PRIVATE- YOUTH PLATFORMS

Around the world, Generation Unlimited is brought to life through nationally led public-private-youth (PPY) platforms that connect young people to opportunities and help systems work better for them.

National PPY Platforms bring together government, the private sector, development partners, and young people to align investments, policies, and programmes behind a shared national vision for youth. Acting as a backbone for coordination, they mobilize resources, reduce fragmentation, and connect young people to integrated pathways from learning to earning.

Platforms such as 1 Million Opportunities in Brazil, Shabab Balad in Egypt, and YuWaah Youth Hub in India demonstrate how this model can unlock significant public and private investment, strengthen policy reform, and deliver more coherent, scalable, and sustainable opportunities for skills development and livelihoods.

**ONE MILLION
OPPORTUNITIES (1MiO)**



One Million Opportunities (1MiO)

A partnership ecosystem built in Brazil, that skills and connects vulnerable adolescents and young people to employment, entrepreneurship, social impact and skills development opportunities

Brazil is currently home to 49 million people between the ages of 15 and 29. This number is forecast to reduce by half in the coming decades. Investing in the power of this generation of young people is critical to secure Brazil's social and economic future.

Launched in October 2020, at the height of the COVID-19 pandemic, the One Million Opportunities (1MiO) initiative was co-created by UNICEF Brazil with the immediate

aim of connecting youth to jobs, skills development, apprenticeship and internship opportunities.

Inspired and driven by Generation Unlimited and the Public-Private-Youth-Partnership methodology, 1MiO today has evolved into a holistic partnership ecosystem that skills and connects vulnerable adolescents and young people aged 14 to 29 to skilling, employment, entrepreneurship and social impact opportunities.



HOW IT WORKS

1MiO brings together the private sector, governments, civil society, and young people to drive better life outcomes for youth. Its success has been built on three interconnected pillars:



Private Sector Engagement

- 1MiO comprises 242 major Brazilian corporate partners that are committed to skilling and hiring vulnerable youth.
- CEOs from UNICEF's Corporate Board co-designed the approach and lead by example.
- Companies engage on a journey to strengthen their practices in recruiting, developing, and retaining young talent, particularly vulnerable youth.
- 1MiO actively campaigns for more companies to align with Brazil's Apprenticeship Law, which requires companies with 7+ employees to hire 5-15% of their workforce as young apprentices



Government Engagement

- Federal level: 1MiO partnered with the Ministry of Labour and Employment and ILO to design a National Pact for the Productive Inclusion of Youth.
- State level: 1MiO worked with 6 state governments actively and launched the Youth Productive Inclusion Laboratory (LinC) with partners to evaluate and certify youth employment policies.
- Municipal level: 1,842 municipal governments across Amazon and Semi-arid regions have engaged, generating 31,800 apprenticeship and job opportunities for youth in small cities.



Digital Platforms and Skills

- 1MiO is supported by a digital platform connecting youth to opportunities and providing digital learning.
- It also launched Passport to Earning (P2E) in September 2023, a skilling platform with 68 courses in transferable, digital, entrepreneurial and job-specific skills.
- It trained 16 community organizations as 1MiO hubs, coordinating job offers and skilling in local communities, reaching vulnerable youth from small cities.

IMPACT TO DATE

1MiO marked its fifth anniversary in 2025, establishing itself as Brazil's largest network for the productive inclusion of youth (aged 14 to 29).

Cumulative Impact over 5 years (2020-2025):

1,312,307

total opportunities generated

473,501

youth trained in skills for work



838,806

placed in apprenticeships, internships, and formal employment



In 2025:

134,949

employment in the Private sector, of which 54.7% are filled by young women

876

employment in the public sector, of which 47.5% are filled by young women

202,489

youth trained in skills for work

**Data as of August 2026*

PARTNERS

Key strategic partners:

accenture

BMW GROUP



Iberdrola

INSTITUTO EQUATORIAL



NIVEA

voestalpine

With support from:



WHAT SETS 1MiO APART

- Scale & systems approach: 1MiO is designed to achieve scale by engaging government at all three levels (Federal, State, Municipal), alongside 242 corporate partners, 96 social organizations, and 1,842 municipalities.
- Co-created with business leaders: CEOs from UNICEF's Corporate Board co-designed the programme and committed their own companies, lending credibility and real traction.
- Advocacy for local law embedded in delivery: 1MiO actively amplifies and builds on Brazil's Apprenticeship Law, turning a legal obligation into an inclusion engine. Around 50% of the job opportunities generated within the initiative's network are in this category.



GET INVOLVED

Generation Unlimited is convening public-private-youth partners to scale and unlock opportunities for more young people. You can join 1MiO by:

- Providing internships, mentorship, employment opportunities, or curated content for training and certification.
- Offering funding to scale the programme and provide more opportunities to young people.
- Providing technical support to improve the digital platform and/or implementation.

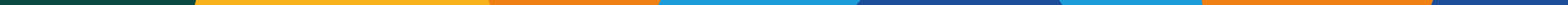


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SHABAB BALAD



SHABAB BALAD

A national ecosystem integrating physical spaces and digital infrastructure to deliver equitable access to education, employability, and entrepreneurship for young people across Egypt

Egypt stands on the brink of an extraordinary opportunity to harness its demographic dividend. More than 28% of its population of approximately 111 million is aged 10–27, and over 38.7% of the labor force is made up of people aged 18–29.

To unlock this potential, multistakeholder collaboration is key. The Government is leading the charge through targeted policies, investment in youth development, and an enabling environment for innovation and entrepreneurship. Building on this, the Government of Egypt, the UNRC, and UNICEF launched Shabab Balad, a national version of Generation Unlimited to expand public-private partnerships in support of youth learning-to-earning and

social impact ambitions.

Established as the largest Public-Private-Youth Platform in Egypt, Shabab Balad operates through two main bodies: the Coalition and the Advisory Board. **The Shabab Balad Coalition** comprises five working groups, each including representatives across the initiative's five priority areas, and focuses on delivering scalable projects within them. **The Shabab Balad Advisory Board**, co-chaired by the Minister of Planning, Economic Development and International Cooperation and the UNRC, includes representatives from the private sector, CSOs, and development partners, and sets the strategic direction of Shabab Balad and selects projects based on proposals submitted by the Coalition.



HOW IT WORKS

Shabab Balad works on five priority areas:



- **Education:** Focuses on curriculum reform and digital learning to equip young Egyptians with 21st-century skills.



- **Employment & Entrepreneurship:** Connects young people to jobs and self-employment opportunities through career guidance, job search clubs, apprenticeships, and entrepreneurship support.



- **Training and skilling:** Delivers practical, market-relevant training across vocational, digital, and soft skills.



- **Digital connectivity and accessibility:** Works to close the digital divide by expanding young people's access to digital tools and platforms.



- **Youth engagement:** Promotes civic participation, volunteerism, and youth voice, particularly for girls.

Shabab Balad is powered by two digital platforms: GenU Academy driving learning and skills development, and Employ Egypt bridging the pathway from learning to employment.

GenU Academy

GenU Academy is an online digital platform that contains global courses from GenU's global library (Passport to Earning - P2E) 102 courses in addition to other 400 courses from the UN agencies and private sector with physical spaces in the youth centers of MoYS.

Employ Egypt (Tawzeef Masr)

Employ Egypt is an employment platform launched in 2021, co-owned by MoYS and Microsoft and managed by CARE Egypt. It aims to connect employable youth from GenU Academy to the labor market (job placement, entrepreneurship, freelancing or other forms of self-employment opportunities based on individual skills and competencies).

Phases of Proposed Learning to Earning Journey with Partners:

GenU Academy
(P2E Egypt)

Employ Egypt

Employment

IMPACT TO DATE

Shabab Balad was empowered to be the mechanism to achieve the National Voluntary Targets related to the country's progress toward the 17 Sustainable Development Goals (SDGs).

Since 2022, close to
7M young people have been reached

In 2025, Shabab Balad reached more than

3M young people

By year 2027,
13M

young people in Egypt will be connected to education, job-relevant skills, decent work, entrepreneurship, or civic engagement pathways. This represents 46% of Egypt's youth population.

**Data as of August 2026*

PARTNERS



WHAT SETS SHABAB BALAD APART

- **Strong national and international partnerships:** The platform is co-chaired by national leadership and the UN Resident Coordinator, with support from UNICEF, the United Nations, and major philanthropic partners like the Abdulla Al Ghurair Foundation. It leverages both regional and global partnerships, including significant contributions from the Government of Canada and the Education Above All Foundation
- **Multi-pathway approach:** Shabab Balad offers dynamic and integrated pathways in education, training, employment, and entrepreneurship, all within a single ecosystem.
- **Integrated national ecosystem:** Shabab Balad is designed as a comprehensive national ecosystem that brings together government, private sector, development partners, civil society, and youth to co-create and scale solutions for young people across Egypt. It combines a physical headquarters (the Shabab Balad Academy) with a national digital platform, ensuring both in-person and digital access to opportunities for youth nationwide. This blended model is unique in its scale and integration, aiming to transform youth centers into dynamic spaces for learning, innovation, and entrepreneurship

GET INVOLVED

Generation Unlimited is convening public-private-youth partners to scale and unlock opportunities for more young people. You can join Shabab Balad by:

- Providing internships, mentorship, employment opportunities, or curated content for training and certification.
- Offering funding to scale the programme and provide more opportunities to young people.
- Providing technical support to improve the digital platforms and/or implementation.
- Providing digital solutions to close the digital divide and expand young people's access to digital tools and platforms.

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YUWAAH YOUTH HUB



YUWAAH YOUTH HUB

A one-stop national platform, integrating diverse digital tools and resources to simplify the job search and upskilling process for young people in India

India is home to two in five young people worldwide, yet over 34% of its young population faces significant economic, social, and cultural challenges. Technology, despite its transformative potential, remains out of reach for many: digital access is limited in rural and peri-urban areas, digital literacy gaps persist even where devices exist, and youth are often unaware of the opportunities and resources available to them.

To address this, the Youth Hub was co-created as a Digital Aggregator Platform that puts young people at the centre. It aggregates tools, platforms, and resources so that young people, within and outside formal education systems can access economic, skilling, and social impact opportunities in

an equitable and seamless manner. Its mission is to bridge employment and skills gaps, democratise solutions, foster innovation, and transcend geographical, socio-economic, and cultural barriers.

Co-created by YuWaah at UNICEF, PwC India, Capgemini, and CIFF in October 2023, YouthHub connects young people to curated jobs, skills, and volunteering opportunities. It has since partnered with 12 platforms, including YOMA and the Youth Skills & Entrepreneurship Platform of Jammu & Kashmir and integrated with the National Career Service and Skill India Digital platforms for government-backed opportunities. It has also engaged the state governments of Uttarakhand, Uttar Pradesh, Haryana, and Jharkhand, and the Ministry of Youth Affairs and Sports.



HOW IT WORKS

YouthHub operates across three interconnected pillars:

- 1  **Digital Platform:** A web and app-based platform connecting young people to jobs, skilling courses, and volunteering opportunities featuring personalised user journeys.
- 2  **Government Integration:** YouthHub is being institutionalised within national and state government systems, for example with the national MyBharat platform, including adoption of job-search and CV-building flows and future interoperability pathways.
- 3  **Private Sector & Civil Society Partnerships:** Led by a Leaders Council co-chaired by the Chairman of PwC India, YouthHub brings together senior decision-makers from government, the private sector, and international organisations to guide strategy and unlock cross-sector opportunities.

Key Features of YouthHub

- **AI-Powered Job Matching:** Intelligent algorithm connects young people with personalized job opportunities that match their skills and interests.
- **Diverse Job Opportunities:** Comprehensive job listings across multiple sectors for both freshers and experienced professionals, ensuring wide-ranging employment options.
- **Volunteering Opportunities:** Platform provides meaningful social impact and volunteering roles to help youth become active community changemakers.
- **Comprehensive Skilling Programmes:** Access to diverse learning resources and training that develop technical and soft skills needed for modern workplaces.
- **Multilingual Accessibility:** Available in nine languages, ensuring the platform is user-friendly and inclusive across different linguistic backgrounds.

IMPACT TO DATE

Accessed by

1M+ young people

Provided over

400,000 verified opportunities (jobs, skilling, volunteering), including over **45,000** job listings on platform, and over **500** skilling courses available

Integrated

13+ partner platforms to serve as a one-stop window for young people, with the aim of hosting **50+** partner integrations in the coming years

In 2025 alone:

320,000 young people reached

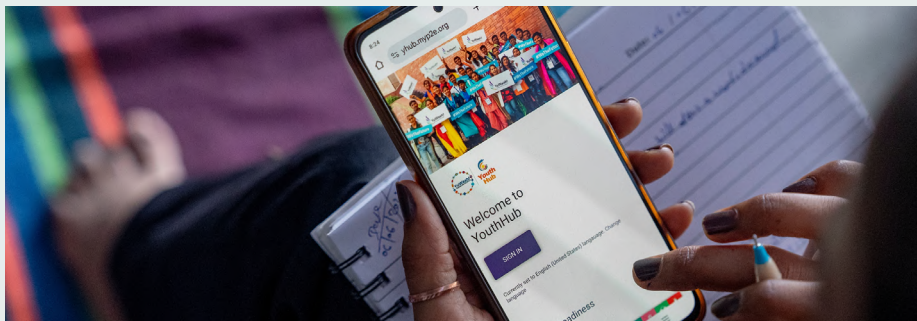
48,000 youth registered on platform

23,727 jobs listed and **2,411** job applications submitted

28 courses listed

**Data as of August 2026*

YouthHub anchors the USD 16 million Digital Girls Hub initiative, which aims to skill 1.1 million young women and enable economic opportunities for 160,000 over four years. In 2025, the initiative sharpened its employment focus, helping 9,500 young women secure wage employment and achieving an 80% placement rate, with 60% placed within their home states to support local labour market integration and retention. By February 2026, more than 10,500 young women had secured employment, with 10,000 additional placements expected by August 2026, and over 500 had launched micro-enterprises.



PARTNERS

CHILDREN'S INVESTMENT FUND FOUNDATION

कौशल विकास और उद्यमशीलता मंत्रालय
MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP

युवा कार्यक्रम एवं खेल मंत्रालय
MINISTRY OF YOUTH AFFAIRS AND SPORTS

WHAT SETS IT APART

- **Government adoption at scale:** YouthHub signed MoUs with multiple state governments and the central government, moving toward full institutional embedding and adoption of the programme and its technology rather than parallel systems.
- **Systemic integration:** By integrating Youth Hub with national skilling platforms, young people can more easily access opportunities in one place. For example, a new agreement with the National Skill Development Corporation will connect Youth Hub with the government's Skill India Digital Hub to support skilling and placement for 2,000 young women.

GET INVOLVED

Generation Unlimited is convening public-private-youth partners to scale and unlock opportunities for more young people. You can join Youth Hub by:

- Providing internships, mentorship, employment opportunities, or curated content for training and certification.
- Offering funding to scale the programme and provide more opportunities to young people.
- Providing technical support to improve the digital platform and/or implementation.

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