

# Generation Unlimited enables young people to become productive and engaged members of society



## VISION

**If the largest generation of young people in history is prepared for the transition to work, the potential for global progress is unlimited.**

- **A demographic boom is happening across much of the world**, bringing the potential to transform economic and social outcomes, raise global productivity, and reduce inequality, but only if we create enough opportunity.
- **Today's young people represent the largest cohort ever** – an unprecedented 1.8 billion – who require a new, inclusive approach, given the extraordinary economic, social and cultural challenges they face.
- **It's in the world's best interests**, especially in developing markets, to invest in young people so productivity rises, standards of living improve and human capital investments grow.
- **Preparing young people for the world of work** will benefit regional economies, increase security, advance the Sustainable Development Goals (SDGs) and improve the well-being of millions of families and communities.

## WHAT IS GENERATION UNLIMITED (GenU)

**GenU is a global multi-sector partnership to meet the urgent need for expanded education, training and employment opportunities for young people, aged 10 to 24, on an unprecedented scale.**

- **As an accelerator for scale and for better education, skills, entrepreneurship and employment outcomes**, GenU contributes to operationalizing the United Nations Strategy on Youth and advancing the Sustainable Development Goals.
- Despite the challenges that exist – or perhaps because of them! – **leaders around the world are responding positively to GenU's mission** and asking how they can help.
- Politicians, CEOs, foundation heads and civic leaders are recognizing that **forging innovative collaborations with young people at the center is the best way forward.**
- With leadership from UNICEF, the World Bank, the Governments of Ireland and the Netherlands, Dubai Cares, Unilever and others, GenU is **developing a powerful approach to bridge education and training to employment and entrepreneurship on a massive scale.**



## OUR STRATEGIC PRIORITIES

	Strategic priority
<b>Education and training</b>	1. Transform the formal school experience to build skills young people need for productive lives and the future of work
	2. Provide young people outside formal schooling with opportunities for training, skill development and additional education
<b>Employment</b>	3. Improve connections between young people and existing work opportunities
	4. Increase the number of quality work opportunities available to young people
<b>Entrepreneurship</b>	5. Foster entrepreneurship as a mindset and a livelihood
<b>Equity and engagement</b>	6. Promote equitable access to quality education, training, employment, entrepreneurship and civic participation
	7. Equip young people as problem-solvers and engaged members of civil society, helping to create a better world

## OUR WORK

**GenU identifies and co-creates country investment opportunities – programmes, models and innovations at a large scale – supported by public-private partnerships to attract and crowd in resources.**

**The partnership brings together the private sector, governments, multilateral organizations, civil society and young people to:**

- **Identify scalable and bankable initiatives and global breakthroughs** that attract partnerships and investment for better education, skills, entrepreneurship and employment for millions of young people
- **Attract investment** at global and national levels to make effective programmes grow and achieve results for millions of young people
- **Scale innovations** by brokering investments and shared-value partnerships in areas such as digital connectivity, remote learning and work, entrepreneurship, job-matching platforms, mental health and the green economy
- **Co-create solutions** with the youth to ensure that they are drivers and agents of social change



**GenU invites a group of local leaders representing business, government and civil society – including young people – to commit to the partnership in each GenU country.**

Argentina, Bangladesh, Ethiopia, India, Kenya, Mexico, Nigeria, Rwanda and South Africa are just some of the initial countries identified as promising markets.

The country-level coalitions develop localized, country-specific investment agendas in collaboration with national governments, private sector companies, development agencies, youth organizations and civil society. The agendas identify existing programmes, models or products that are promising and have potential for scale, or new ones that can be co-created. The agenda also identifies opportunities to build new public-private partnerships and to crowd in capital from different sources. Initiatives that could be part of a country-level investment agenda include, among others:

- Investment in infrastructure enabling remote learning and work (e.g., mobile phone networks)
- Aligning secondary school with labour market needs
- Youth entrepreneurship
- On-the-job upskilling, apprenticeships, internships and mentorships at large scale
- Companies and civil society training young people who are part of supply chains for large companies
- Skill-building programmes for young people in the informal economy
- Programmes fostering social and emotional skills required for productive livelihoods and civic engagement

**Global Breakthroughs:** GenU accelerates global breakthroughs – new products and models that tackle challenges experienced in multiple geographies. Potential innovation areas include:

- Digital connectivity
- Portable certification
- Broad-based entrepreneurship programmes
- Job matching platforms connecting job-seekers and work opportunities
- Job opportunities in the green economy
- Remote learning and work opportunities
- Mental health interventions in schools and training programmes to reduce drop-out rates
- Expansion of remedial learning opportunities
- Development of instant translation tools

GenU identifies investment opportunities in these areas and brokers partnerships to leverage existing assets and capabilities. It connects similar implementers in different countries to accelerate joint learning, scale proven innovations, and create investment cases to connect investors to investable ideas.

GenU connects country-level efforts and global breakthroughs to share learning and coordinate efforts. Promising approaches will be scaled to improve outcomes across geographies.



**Engaging young people:** Young people are at the heart of GenU, and the partnership must be steered by them. Young people viscerally understand the challenges that they face and have the ambition to come up with the most relevant solutions. GenU involves young people in the co-creation of its agenda as well as its ongoing governance and implementation, ensuring that the youth guides the partnership every step of the way. Young people are already involved in co-designing and implementing solutions in over 40 countries through the Generation Unlimited Youth Challenge.

## OUR TEAM

GenU anticipates remaining lean and nimble, with a small Global Team based in New York and field staff in priority countries. Through its partners and with leadership of governments, GenU will focus on:

- Assessing and selecting GenU-ready countries
- Managing investment plan development and supporting country partners in undertaking national assessments and creating country investment agendas
- Monitoring and evaluating progress and communicating results
- Helping build public-private partnerships
- Ensuring participation and leadership of young people in development and execution
- Providing seed funding for scalable initiatives
- Connecting social impact investors, institutional funders and other sources of capital with high-quality, investable opportunities
- Mobilizing resources from GenU board members and others to support the day-to-day operation of the GenU Global Team and in-country staff



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