



Generation Unlimited

Creating better education, skills,
employment and entrepreneurial
opportunities for young people worldwide



It's an ambition which we believe will bring huge benefits not only for young people – but also for our societies and economies. Now is the time to invest in youth and build a better future.

Join us.

Why investing in youth matters

Young people today face many economic, social and cultural challenges. The types of skills needed in the labour market are changing. Technological changes are making many jobs vulnerable to automation, a large portion of job creation is driven by entrepreneurs and small businesses, while education systems are outdated and fragmented. These challenges are more acute for youth in disadvantaged communities, and those who lack opportunities because of their gender, race, sexuality, disability or ethnic background.

Of today's 1.8 billion youth¹, 200 million secondary school-aged young people are not in school² and 267 million aged 15-24 are not in employment, education or training (NEET)³. Meanwhile, over three quarters of the 429 million employed youth have jobs in the informal sector. If current trends continue in low-income countries, only 8 per cent of young people will achieve a minimum level of secondary skills compared to 70 per cent in high-income countries.

At a local level, there are successful education, training, and employment programmes and promising innovations, but too often their impact remains at sub-scale or is confined to a single country. Governments and organizations need to come together with young people to scale up these initiatives and innovations so they have a greater impact.



77%

OF THE 429 MILLION EMPLOYED YOUNG PEOPLE WORK IN THE INFORMAL SECTOR⁴

8%

OF YOUTH IN LOW-INCOME COUNTRIES HAVE A MINIMUM LEVEL OF SECONDARY SKILLS⁵



“One of the biggest challenges facing young people today is the lack of equal opportunities to empower us – both at a personal level and to drive our initiatives and projects. There is a lack of space for us to take the lead as decision-makers and make a real impact.”

ULISES BENGI, 22, ARGENTINA, GENU YPAT MEMBER

AT AGE 16 ULISES STARTED A YOUTH EMPOWERMENT INITIATIVE ON RECYCLING IN PUBLIC HIGH SCHOOLS, AND NOW SERVES YOUTH-LED ORGANIZATION EIDOS GLOBAL TO EQUIP YOUNG PEOPLE WITH SOFT AND DIGITAL SKILLS FOR THE FUTURE OF WORK.

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Youth | fundamental to our future

Youth represent enormous opportunities to transform economic and social outcomes and advance the Sustainable Development Goals. Investing in the education and employment of youth will help drive economic growth and social cohesion. In addition, young people have the creativity, energy and problem-solving skills to help come up with solutions to some of the world's greatest challenges. Ultimately, they represent hope for a better tomorrow and are the future leaders who will drive us there.

“The hopes of the world rest in young people. Peace, economic dynamism, social justice, tolerance – all this and more depends on tapping into the power of youth.”

ANTÓNIO GUTERRES, UNITED NATIONS SECRETARY-GENERAL

GenU: Uniquely positioned to make a difference

Founded in September 2018, Generation Unlimited (GenU) aims to transform education, employment and entrepreneurial outcomes for young people around the world at a global and local level, by joining together partners from business and governments with the reach and network of the United Nations.

Our vision: to make sure all young people have the ability and opportunity to realize their potential.

Our impact comes from both what we do and how we do it. Our approach combines:

Bringing diverse stakeholders together

We connect stakeholders from the private sector, government, multilateral organizations, civil society and young people – all working together for greater impact.

Putting youth at the heart of everything we do

We involve youth in the co-creation of our agenda and its ongoing governance and implementation. Young people are part of the GenU Board, and we've set up the Young People's Action Team (YPAT) to act as a sounding board for everything we do.

Delivering at scale

We identify and develop youth-focused solutions and innovations and mobilize financing to implement them at scale – using the extensive reach of our networks, such as the United Nations, including UNICEF, and the complementary capabilities and networks of our many partner organizations, such as businesses and foundations.

Crowding-in capital

We use catalytic capital – primarily sourced from donors – to bring in and mobilize additional financing.



“I grew up in an environment that taught me that I was not old enough to share my opinion. When I graduated from school, I didn't know what to do next ... whether to study or work. Based on my experiences, I decided to help young people build skills, make decisions on their own, think critically and speak up.”

ELVIRA KALMURZAEVA, 28, KYRGYZSTAN, GENU YPAT MEMBER

ELVIRA IS THE EXECUTIVE DIRECTOR OF IDEA CENTRAL ASIA, A YOUTH-LED ORGANIZATION THAT USES DEBATE TO EMPOWER YOUNG PEOPLE IN KAZAKHSTAN, KYRGYZSTAN AND TAJIKISTAN.

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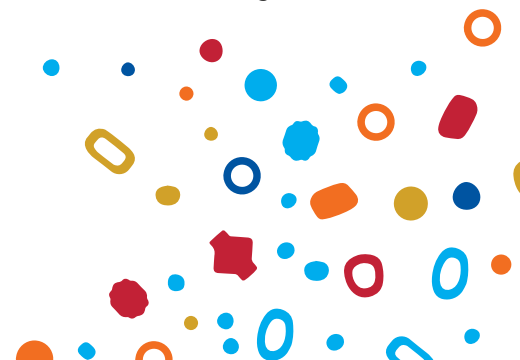
Our work addresses both local and global needs

Country investment agendas

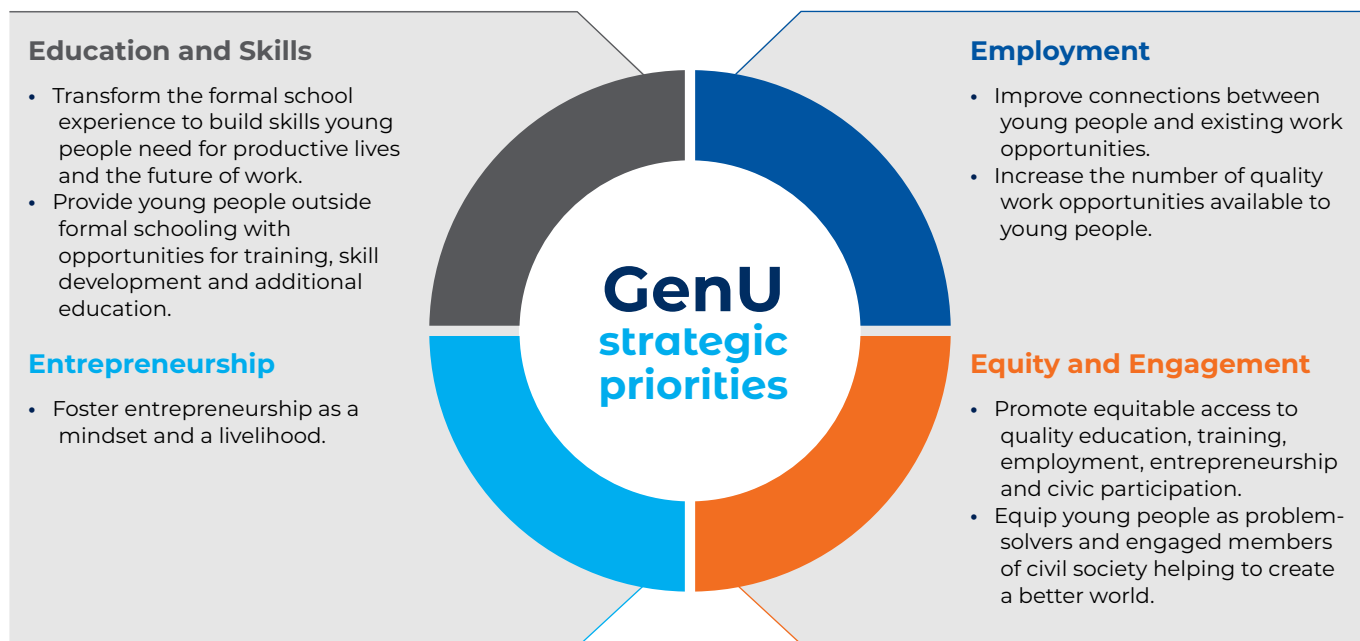
At a national level, we bring together partners from different sectors with a shared agenda to transform education, work and entrepreneurial outcomes for young people in over 40 countries including Argentina, Bangladesh, Ethiopia, India, Kenya, Mexico, Nigeria, Rwanda, State of Palestine, Tajikistan, Thailand, Trinidad & Tobago and South Africa. We identify opportunities to scale promising initiatives, develop partnerships, change national policies, and mobilize capital to execute on priorities for young people.

Global breakthroughs

At a global level, we identify innovations that have the potential to address youth challenges across multiple countries – and build partnerships and secure investment to scale them. These innovations cover the following areas: digital connectivity, job matching, green economy, remedial learning, remote learning and work, mental health, portable certifications, data and measurement and innovative financing.



And focuses on four strategic priorities



We're speeding up and scaling our work to achieve tangible results

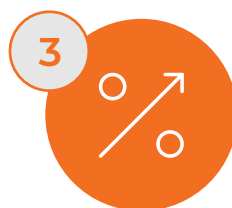
The COVID-19 pandemic has intensified and exacerbated the challenges facing young people. In response, we are focusing on four areas to speed up and scale our work, and achieve tangible results against our four strategic priorities:



CONNECT EVERY SCHOOL AND LEARNER TO THE INTERNET



SCALE UP ONLINE/REMOTE LEARNING, SKILLING AND LIVELIHOOD PLATFORMS



BOOST ENTREPRENEURIAL SKILLS AND OPPORTUNITIES



ENGAGE YOUTH AS CHANGEMAKERS

We aim to connect every child and young person to the internet, and scale up IT-enabled solutions to boost young people's skills, improve teaching, and enhance the effectiveness and efficiency of education systems. We will also engage and use the enthusiasm, energy and innovation of young people in this process and encourage their entrepreneurial mindset.



“Coming from a deprived neighbourhood of Ghana – with a high rate of teenage pregnancy, school dropout and crime – I realized even as a child back then, that I could use the media as a strong tool to address these challenges.”

VICTORIA QUAYANOR, 21, GHANA, GENU YPAT MEMBER

VICTORIA WORKS AS A CHILD RIGHTS ADVOCATE AT 'CURIOUS MINDS', A BROADCASTING PLATFORM AIMED AT MAKING SURE ALL CHILDREN AND YOUNG PEOPLE ARE WELL INFORMED AND PARTICIPATE IN DECISION-MAKING.

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A few examples of our partnerships and initiatives

Scaling up effective projects

The World Bank has committed US\$1 billion for boosting job prospects for young people in partnership with GenU. These funds contribute to the scale up of projects in Bangladesh, Nigeria and Tajikistan. Also, the Government of the Netherlands supports GenU with €10 million to scale up solutions for young people in Kenya, Niger and other countries. Other key GenU supporters include the companies PwC, SAP and ING, and the Government of Ireland, among others.

Learning Passport

An initiative by UNICEF, Microsoft and the University of Cambridge, the Learning Passport is a digital platform that facilitates learning opportunities for children and young people within and across borders. The first countries to roll out their online curriculum through the Learning Passport include Bangladesh, Kenya, Kosovo, Timor-Leste and Ukraine.

Global breakthroughs

Dubai Cares pledged a US\$5 million contribution for three global breakthroughs:

- Digital connectivity
- Remote learning and work
- Portable certification

Global knowledge products

“What Works: Guide to Action” is a key global knowledge product which provides effective policy and programme approaches to advance results across GenU priority areas. It was produced in collaboration with the ILO, UNICEF, UNESCO, the World Bank, UNDP, UNFPA, Scouts and Plan International.

India country investment agenda

In India, GenU was launched under the name of YuWaah! with the aim to build pathways to economic opportunities for 100 million young people, facilitate 200 million young people to develop relevant skills for the future of work, and equip more than 300 million young people to become catalysts of social change.

Bangladesh country investment agenda

In Bangladesh, GenU was launched under government leadership together with the international development organization BRAC, the ILO, UNICEF, the World Bank and private sector partners. The target is to empower 17 million young people with new opportunities for skills, employment and entrepreneurship by 2024.

Kenya country investment agenda

In Kenya, under the leadership of President Kenyatta, GenU is designing investment opportunities for private and public partners and helping to establish stronger links between employers and the education system.



“In this challenging environment, it is all the more important we keep a focus on upskilling society, particularly the youth – our next generation of leaders. They represent the hope for a better tomorrow.”

BOB MORITZ, CHAIRMAN OF THE PWC NETWORK, GENU EXECUTIVE COMMITTEE MEMBER AND CO-CHAIR OF THE GENU BOARD.





“Our continent is soon to be the most populous and youngest in the world. We need a critical mass of young people with a transformational mindset and a clear vision for the future.”

ADEBOLA WILLIAMS, 34, NIGERIA

ADEBOLA IS CO-FOUNDER AND GROUP CEO OF RED | FOR AFRICA, A CONTENT, CONSULTING AND DATA COMPANY THAT DEPLOYS CULTURAL INTELLIGENCE FROM THE STREETS ACROSS AFRICA TO HELP COMPANIES, GOVERNMENTS, INVESTORS AND CHANGEMAKERS SOLVE PROBLEMS, SHAPE NARRATIVES AND BUILD MOVEMENTS.

Join our growing network of partners

GenU includes Leaders, Champions, and Board Members representing both the public and the private sector, multilateral organizations, civil society, and young people. The Leaders Group is co-chaired by the UN Secretary-General, the President of Rwanda, and the President of Trinidad & Tobago, and the GenU Board is co-chaired by the Executive Director of UNICEF and the Chairman of PwC.

Step up and get involved

In order to help all young people reach their potential, we need your support. Join our growing network of partners committed to transforming education and employment outcomes for youth around the world. Here are just a few practical ways you can engage with GenU:

Financial support: provide financial resources to scale up promising solutions or innovations, or create effective youth initiatives.

GenU is driven by a small Executive Committee, including high-level public and private members. Over 80 partners have already joined GenU at a high level, including the Government of the Netherlands, the World Bank, the European Union, the ILO and other UN Agencies, and top executives from companies such as PwC, Unilever, SAP, Microsoft, Mastercard, Telenor, ING, ARM, Pearson and many more.

Expertise: Contribute technical expertise to develop country investment agendas and design investment opportunities or through secondments to GenU's team.

Leadership: provide opportunities to engage young people at large scale, including through organizing youth challenges and contributing seed funding and incubation and mentoring support for the winners.

Whichever sector you are from, you can play a role in GenU's success:

Business

Participate in shared value partnerships which can be country-specific or focused on global breakthroughs. Create or expand internship and apprenticeship programmes, and provide job shadowing experiences and scholarships.

Funders

Support programmes within coordinated country investment agendas and scale proven global breakthroughs and solutions.

Government

Partner with GenU to develop country investment agendas and modernize education and skills for young people.

Multilaterals and bilateral organizations

Be the main partner crafting investment agendas, align programming with GenU, and invest in other implementing partners.

Civil society organizations

Inform GenU's evidence base on what works, contribute scalable programmes to GenU's portfolio, and lead implementation in countries.

Youth

Engage with GenU to co-create and implement programmes, join the Young People's Action Team globally or in countries, and provide input to GenU virtually through surveys and polls in countries.

An investment worth making

Investing in young people is the best investment you can make for the future of our world; this is a once-in-a-generation opportunity. Education and skills are the strongest ladder out of poverty. Education is the greatest equalizer.

Investing in the future of our youth can bring significant benefits:

- **Returns to society:** 2–5 times social return on investment for targeted youth interventions
- **Returns to individuals:** 16 per cent average yearly return on investment for each additional year of secondary schooling (in terms of lifetime earning)⁶
- **Returns to the private sector:** 200 per cent overall return on funds invested in on-the-job worker training across continents⁷

1. UNITED NATIONS, DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS, POPULATION DIVISION (2019). WORLD POPULATION PROSPECTS 2019, ONLINE EDITION. REV. 2. UNESCO. FACT SHEET NO. 56. SEPTEMBER 2019 UIS/2019/ED/FS/56. [HTTP://UIS.UNESCO.ORG/SITES/DEFAULT/FILES/DOCUMENTS/NEW-METHODOLOGY-SHOWS-258-MILLION-CHILDREN-ADOLESCENTS-AND-YOUTH-ARE-OUT-SCHOOL.PDF](http://uis.unesco.org/sites/default/files/documents/new-methodology-shows-258-million-children-adolescents-and-youth-are-out-school.pdf)

3. ILO. GLOBAL EMPLOYMENT TRENDS FOR YOUTH 2020. [HTTPS://WWW.ILO.ORG/WCMSP5/GROUPS/PUBLIC/---DGREPORTS/---DCOMM/---PUBL/DOCUMENTS/PUBLICATION/WCMS_737648.PDF](https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms_737648.pdf)

4. ILO. GLOBAL EMPLOYMENT TRENDS FOR YOUTH 2020. [HTTPS://WWW.ILO.ORG/WCMSP5/GROUPS/PUBLIC/---DGREPORTS/---DCOMM/---PUBL/DOCUMENTS/PUBLICATION/WCMS_737648.PDF](https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms_737648.pdf)

5. THE INTERNATIONAL COMMISSION ON FINANCING GLOBAL EDUCATION OPPORTUNITY. THE LEARNING GENERATION: INVESTING IN EDUCATION FOR A CHANGING WORLD. [HTTPS://REPORT.EDUCATIONCOMMISSION.ORG/WP-CONTENT/UPLOADS/2016/09/LEARNING_GENERATION_FULL_REPORT.PDF](https://report.educationcommission.org/wp-content/uploads/2016/09/learning-generation_full_report.pdf)

6. PSACHAROPOULOS & PATRINOS (2018). RETURNS TO INVESTMENT IN EDUCATION: A DECENNIAL REVIEW OF THE GLOBAL LITERATURE (P. 13), WORLD BANK. AVERAGE BASED ON BOSTON CONSULTING GROUP (BCG) ANALYSIS OF DATA PRESENTED.

7. BCG ANALYSIS OF PRIVATE SECTOR CASE STUDIES

Together we can make a greater impact

With the help of over 200 partners, we have reached more than 100 million youth since the launch of GenU. By 2023, we aim to engage 300 partners and work together with young people to create better education, employment and entrepreneurial opportunities for 500 million young people, by scaling innovations and programmes in more than 40 countries, to help change the trajectory of young people's lives.

**Join us to transform
the world for and
with young people.**



500 MILLION

IS THE NUMBER OF YOUTH WE AIM
TO REACH BY 2023

Follow us now to explore how you can get involved

ROBERTO BENES

@Roberto_Benes

Director of Generation Unlimited



@_genUnlimited



@genUnlimited

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