



Status of GenU work in countries

Since its launch in September 2018, and in collaboration with over 200 partners, GenU has reached to date more than 100 million young people through innovations and programmes in more than 40 countries across six continents. The progress at the country level cuts across multiple workstreams and is reported below in detail.

- **YuWaah!** (GenU India) has been engaging young people as active changemakers in addressing issues related to the school-to-work transition and has already reached over 15 million young people through career guidance portals and sessions. Hosted initially by UNICEF, YuWaah!'s Strategic Advisory Board is led by the Government and composed of representatives of the private sector, U.N., civil society, and young people. The GenU Country Investment Agenda articulates YuWaah!'s plans of building pathways to economic opportunities for 100 million young people, helping 200 million young people develop relevant skills for the future of work and equipping more than 300 million young people to become catalysts of social change.

Through collaboration with iDreamCareer, a counseling helpline for young people in need of mental health support was launched. The Government of Punjab announced its commitment to partner with YuWaah! to create opportunities for eight million young people while a partnership with SAP India has been formed to provide career counseling and upskilling for young people in the context of the COVID-19 pandemic and beyond. In collaboration with Atal Innovation Mission and Design for Change, YuWaah! recently concluded the Youth Challenge, involving over nine million young people and young innovators.

- In **Bangladesh**, GenU aims to support over 17 million young people with skills development and quality employment opportunities by 2024. GenU Bangladesh is chaired by the Government and guided by a GenU foundational team including a2i, BRAC, ILO, UNDP, UNICEF and the World Bank alongside industry associations representing more than 500 national businesses. Over 10 million young people have already been reached digitally through the GenU Youth Challenge.

The Honorable Prime Minister Sheikh Hasina (a GenU Champion) has prioritized youth skills and employability in the national budget with the goal of establishing 329 technical schools and colleges by 2024. With the Government of the Netherlands' financial contribution through the GenU Trust Fund,



Bangladesh is working on accelerating and scaling up online and offline courses and platforms in the mainstream secondary education system to equip one million young people with skills that are in high demand, including digital and technological skills.

- Under the leadership of President Uhuru Kenyatta, a GenU Leader, a national launch for GenU in **Kenya** was held on 5 August. The GenU Steering Committee in Kenya is in the Office of the President with support from Cabinet Secretary Joseph Mucheru and the U.N. Resident Coordinator and builds on the SDG partnership platform, which has a large private sector partnership base. The GenU Kenya Country Investment Agenda focuses on a range of solutions that seek to reach 30 million young Kenyans with education, training, or employment by 2030.

Connectivity is one of the GenU Kenya priorities, and partners are working with the International Telecommunication Union to mobilize private and public funding to connect 1,000 schools to the internet under the GIGA initiative. With a contribution from the Government of The Netherlands, through the GenU Trust Fund, GenU Kenya aims to reach 1.1 million young people with mentorship and community service-learning via the new digitized secondary level Competency-Based Curriculum. Also, through this contribution, GenU is developing Yoma for Kenya.

- **Niger** also benefits from financial support from The Government of The Netherlands through the GenU Trust Fund. This support is being used to bridge the digital divide for young people through the “Connect My School” initiative, which expands tablet-based classes and improves digital literacy and soft skills through online and offline learning opportunities, based on a revised curriculum that will prepare young people for sustainable livelihoods.

- GenU in **Nigeria**, which consists of a wide range of partners, including the African Development Bank, GIZ, ILO, UNDP, USAID, the World Bank and young people, has a goal of enabling 20 million more young people to find employment by 2030. In collaboration with Goodwall, the Better Together Program has provided over 500,000 young people across the country with opportunities for learning to earning. As one of three priority countries under the GenU-World Bank partnership, GenU Nigeria has also led community and stakeholder analysis and engagement efforts to identify operational priorities for youth and inform the design of a \$200 million project to develop innovative and effective pathways to skills acquisition. GenU Nigeria is also reaching 3.4 million young people through the digital U-Reportⁱ and has conducted an intensive three-day Youth Challenge virtual bootcamp co-hosted by UNICEF and UNDP and implemented by SAED Connect.



- Under the leadership of H.E. President Paul Kagame, a Co-Chair of the GenU Leaders Group, the Government of **Rwanda** launched GenU on 3 September 2020 and the preparation of the GenU country investment agenda is underway.
- In **South Africa**, GenU has developed a partnership with PwC on upskilling young people. In collaboration with UNDP, the 'Yo Mobi' intervention supports task-based, community-level short term job creation for young people by leveraging technology, including a mobile phone e-voucher system, to help address the high youth unemployment rate. Also, through a strong partnership with Harambee Youth Employment Accelerator, young women are being placed with employers who will work with them over a period of one year to address and bridge skills gaps and provide employment opportunities through a pathway manager platform, and three million young people are being reached with credible and consistent messaging on the prevention of COVID-19.
- In the **State of Palestine**, and in response to the Prime Minister's call for 2020 to be a Year of Youth, GenU partners including UNICEF, UNDP, UNFPA and ILO, are undertaking joint programming for young people, including a flagship National Youth Volunteer Service programme that will broaden opportunities for young people to build skills, gain work experience and contribute as agents of change in their communities.
- GenU **Argentina** (Generación Única), which consists of more than 25 partners across sectors, was formally launched and is scaling up digital learning, connectivity and healthy messages. It has reached over ten million young people with key messages on healthy practices for COVID-19, is enabling continuity of learning and social inclusion for 340,000 adolescents living in rural areas, and is supporting a tech-enabled solution to guarantee access to secondary education for all out-of-school adolescents living in remote areas.

Other examples of key GenU initiatives in countries are:

- In **Trinidad and Tobago**, GenU will be formally launched at the end of 2020, with support from H.E. President Paula Mae Weekes, a Co-Chair of the GenU Leaders Group. In **Thailand**, over four million young people have been digitally reached through the Sound of Happiness programme, which alongside the Department of Mental Health and JOOX, provides youth with tips and messages for mental well-being. As the first country to engage on the GenU/World Bank partnership, **Tajikistan** is partnering on the Socio-Economic Resilience Strengthening Project which aims to empower marginalized youth with a



contextualized package of services focused on building 21st century skills, social innovation and entrepreneurship, psycho-social support and prevention of violence.

- **Kosovo** has been implementing UPSHIFT and the Youth Challenge and combined with a mentorship scheme, 1,394 young people have been reached. Implementation has been done jointly between local CSOs, a local incubator (Innovation Center Kosovo), and the Corporate Social Responsibility Network, which incorporates 23 of the largest companies in Kosovo. Kosovo is also implementing the Learning Passport and is part of a group of countries working towards the digitization of UPSHIFT.

- In **Egypt**, the 'Meshwary' (My Journey) programme is leveraging government-affiliated youth centres to socially and economically empower disadvantaged young people through a digitized curriculum for skills development and a career guidance package. Through partnerships with other programmes and with the private sector, Meshwary graduates are referred to internship, work placement or micro-credit opportunities.

- In **Ghana**, an innovative online learning programme for senior high school learners via an iBox and iCampus platform is reaching approximately 1.2 million learners with online self-guided learning. In partnership with the Ghana Broadcasting Corporation, school lessons have been initiated through Ghana Learning Television, reaching 9.2 million learners, including the most disadvantaged in remote areas.

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¹ U-Report, a mobile application, enables young people throughout the country to become "U-Reporters" and text in their opinions and ideas about important topics that mattered to them. U-Reporters respond to polls, report issues and support child rights. The data and insights are shared with communities and policymakers who make key decisions that affect young people. It's free, anonymous and easy to use.