



GENERATION UNLIMITED

Connecting the world's
1.8 billion youth to opportunity



Founding Partners



Unlocking unlimited potential of the largest youth generation in history

Today, 1.8 billion young people stand at the door of adulthood.

They hold our shared future in their hands. Yet, across the globe, the bulk of young people, especially young women, have limited opportunity to shape their own futures.

Nearly 283 million young people aged 15-24 are not in employment, education or training (NEET) — two-thirds of whom are young women.

Further, 96.8% of young workers in developing countries have jobs in the precarious informal sector.

The COVID-19 pandemic has exacerbated the deepening learning crisis and widened the global digital divide and skills gaps, particularly in low-income countries and for young women. The internet penetration rate is only 14 percent for women in the Least Developed Countries. Further, female job loss rates due to the pandemic were nearly twice that for males.

As countries shift to educational and economic recovery and “building back better,” **there needs to be a focus on (re) skilling youth, especially young women, to prepare**

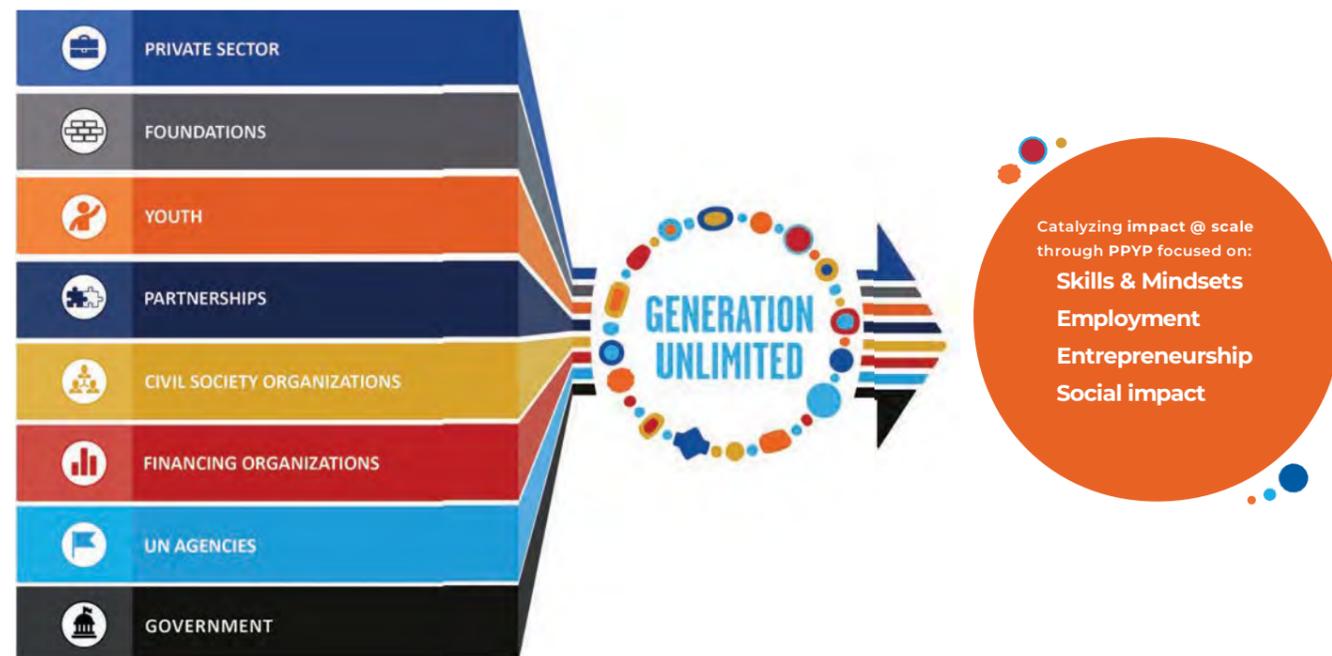
them for the transition to work.

Generation Unlimited (GenU) is the world’s first **Public-Private-Youth partnership** with a **mission to skill and connect the world’s 1.8 billion youth to opportunities.**

Since its launch at the United Nations General Assembly by the UN Secretary-General in 2018, GenU has reached over **300 million youth, with over 3000 partners, across 54 countries** with skilling, employment, entrepreneurship and social impact opportunities.

GenU | World’s first Public-Private-Youth Partnership (PPYP)

GenU co-creates and scales up innovative programs that combine diverse partners’ unique capabilities, assets, and reach.



GenU Mission |
To skill and connect the world’s 1.8 billion young people to opportunities

Ahed, 18,
Za’atari,
Jordan.





Kateryna, 16,
Druzhkivka,
Ukraine.

Pathways to Opportunity

GenU skills and connects young people to opportunities for entrepreneurship, employment and social impact which contributes to SDGs 1, 4, 5, 8, 10, 14 and 17.

To prepare youth for the world of work and active citizenship, GenU focuses on developing the skills and mindsets required for success and well-being. Once young people have the skills, GenU connects them to employment, entrepreneurship and social impact opportunities via career guidance, job-tech, internships, volunteering and apprenticeship programs.

With both the world of education and work becoming increasingly digital, it is imperative that disadvantaged

young people have access to the internet to take full advantage of the educational and employment solutions and opportunities that are available.



By 2025, the aim is to reach 300 million youth (at least 50% women) with opportunities in four impact areas: skills and employment, entrepreneurship, social impact and connectivity, with cross-cutting focus on digital and green skills & solutions.

GenU will contribute to the realization of the Sustainable Development Goals (SDGs) via scalable initiatives for young people, particularly young women, with a focus on 21st century skills for the evolving nature of work including transferable skills, digital skills, and job skills for future-fit sectors such as climate-smart agriculture and renewable energy. Further, GenU will pioneer measurement work with experts to assess the long-term impact of skilling, employment, entrepreneurship and social impact opportunities on the lives of young people.



Frank, 16
Mangochi,
Malawi.

Leticia, 15,
João Câmara,
Brazil.



**+ 300
Million**

SKILLS & EMPLOYMENT

- Skill youth for **improved employability**
- Create pathways from **skilling to certification to career guidance & jobs**
- Connect youth to mentorship, internship & **employment opportunities**



**+ 65
Million**

ENTREPRENEURSHIP

- Build **entrepreneurial mindsets & skills**
- Enable young people to **start ventures** through mentorship, incubation, and access to finance and networks
- Support an **enabling policy environment & ecosystem** for youth entrepreneurship



**+ 30
Million**

SOCIAL IMPACT

- Empower young people as **agents of change**, online and off-line, including through large-scale:
- Volunteer, civic engagement and social impact programs
- Youth-led campaigns



**+ 125
Million**

CONNECTIVITY

- Connect schools, communities, and young people to the internet through the **Giga project and zero-rating data**
- Scale open-source software through the **Digital Public Goods Alliance**

Bharti, 20
Rajasthan,
India.

Enabling equality of opportunity and choice for the most disadvantaged, especially young women

In line with GenU's 2022-2025 Strategy, programming will particularly focus on the most marginalized, including young migrants and refugees, young people with disabilities, and especially young women. Adolescent girls will acquire market-relevant education and skills including STEAM skills (Science, Technology, Engineering, Arts, Math), and will be equipped for jobs in the digital and green economies. Young women will be supported as leaders, innovators and entrepreneurs.

They will have access to apprenticeships and internships in non-traditional sectors and female mentors and role models, and they will be matched with jobs that go beyond traditional gender roles and meet their aspirations. GenU programs will also support policy change and positive social norms to enable equality of opportunity and choice for young women, so they can fulfill their potential while helping to drive economic and social progress in their communities, countries and our world.

Partnering with youth as leaders and change-makers

GenU is committed to engaging young people as equal partners and harnessing their ability to drive purposeful action and create unique solutions to the world's biggest problems. Special emphasis is on empowering the most marginalized youth including girls and young women, young people with disabilities, young migrants and refugees and those who are poorest. The dynamic Young People's Action Team of over 50 youth leaders and its worldwide youth network guides the partnership. Further, GenU is constantly reviewing and updating ways to engage and mobilise youth by:

- **elevating youth voices** by enabling youth to self-organize as advocates and providing them with the platform to be heard both online and offline to affect programs and policy change.
- **supporting youth leadership** via mentorship, training and access to resources, and participation of youth in GenU governance and staffing at global and local levels.
- **fostering youth action** by co-creating initiatives with young people, investing in youth-led solutions and partnering with youth-led organizations to advance GenU's mission.





Driving Impact through Public-Private-Youth Programs

Leveraging UNICEF's field infrastructure in line with national policies and plans, GenU brings together diverse public, private and youth partners - who usually do not collaborate - to align resources and pool investment in innovative programs that can change the trajectories of young people's lives. At the heart of GenU's country-level work is an effort to scale-up innovations with evidence of success through Public-Private-Youth

partnership and inform policies with evidence of what works.

An influential global coalition of public, private and youth leaders (including CEOs, heads of state, ministers and heads of UN agencies) who comprise the [Leaders Group, Board](#) and [Global Leadership Council](#) supports the scale-up of innovative programs in countries, and development of global and regional Public-Private-Youth initiatives that

can be contextualized and scaled across countries, with a population target of at least 50% girls and young women.

Through this locally driven and globally supported approach, successful local solutions can also become global solutions.

Examples of GenU's global and regional Public-Private-Youth initiatives:

ImaGen Ventures Challenge

calls on youth to create viable business solutions to contribute to achieving the SDGs. Reaching over 20 million young people in 60 countries, it has provided access to skills in leadership and entrepreneurship for the most marginalized youth.

Global Volunteer Initiative

with 12 million active volunteers in 40 countries, enables young people to be agents of change and develop future-ready skills via purposeful action on a range of issues - from climate change to gender-based violence to mental health to emergency response.

Passport to Earning

is a global digital platform for training, certification and employment, co-founded by Accenture, Microsoft and Dubai Cares, which aims to benefit 10 million young people, especially young women, in 15 countries by 2025. It builds on the success of the Learning Passport (led by UNICEF and Microsoft) identified by Time Magazine as one of the 100 best inventions of 2021.

Yoma,

highlighted by former Chancellor Angela Merkel as a key innovation in the EU's new Digital 4 Development Hub, is a youth-driven online marketplace that matches young people with individualized learning pathways, community engagement and job opportunities based on their aspirations and psychometric profile. Yoma reached over 5.5 million youth in 2022, and includes partners such as Fondation Botnar, SAP, GIZ and Goodwall, a youth-led social enterprise.

Girls' Education Skills Partnership

In collaboration with GenU as a strategic partner, the UK launched this public-private partnership in March 2022 to provide skills training for adolescent girls to help them gain sustainable employment and livelihoods. The initiative has mobilized £20 million so far from the UK government and businesses and will scale up existing programs such as GenU's Passport to Earning program and will also implement a Challenge Fund, managed by GenU, to catalyze additional resources.

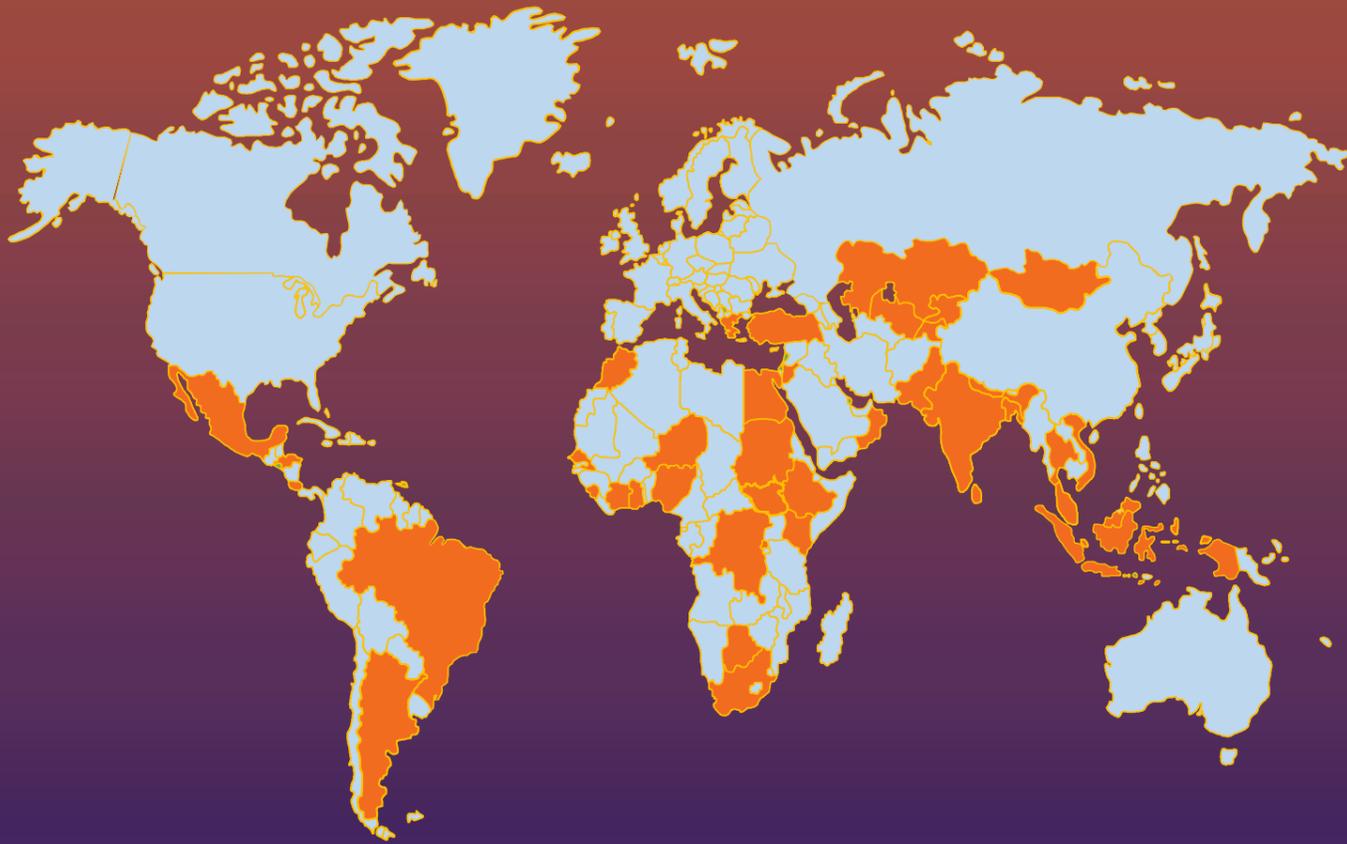
GenU Sahel

was launched by the UN Special Coordinator for Development in the Sahel, the UN Secretary-General's Envoy for Youth and the GenU CEO in November 2021. The initiative aligns programs and investments - including across UN agencies - and strengthens partnerships with the private sector to connect 100 million Sahelian youth - at least 50% young women - with skilling, employment, entrepreneurship and social impact opportunities, with focus on digital and green economies.

Global Youth Agriculture Network

will provide young people, especially young women, with skills and tools to become agripreneurs and strengthen agri-food systems, leveraging the power of technology. Specifically, the program will leverage KUZA, a successful mobile-first micro-learning platform and business model that skills agripreneurs, equips them with digital toolkits that do not need internet connection and connects them to a platform/marketplace where they can trade agriculture inputs, goods and services.

GenU has reached over 300 million youth around the world with opportunities.



Examples of GenU action in countries

YuWaah (GenU India)

was launched as a catalytic multi-stakeholder Public-Private-Youth-Partnership to: 1) engage 300 million young people as change leaders; 2) equip 200 million young people with the skills they need for the future; and 3) build pathways to jobs/entrepreneurship opportunities for 100 million young people by 2030. Since its launch in November 2019, Yuwaah has benefited over 30 million young people through opportunities for skills development and employment, career guidance, volunteering and active citizenship, with government and more than 100 partners including PwC, Microsoft and the Children's Investment Fund Foundation (CIFF). With PwC, Yuwaah aims to upskill 300 million youth – including at least 150 million girls/young women - over the next ten years through a digital ecosystem. As part of this ecosystem, the global digital skilling program, Passport to Earning, is being piloted to reach marginalized youth with skills and opportunities, with a focus on young women. In response to the country's COVID-19 crisis, Yuwaah has ignited a pan-India movement of millions of "Young Warriors" who help combat COVID-19 by sharing essential resources, promoting vaccinations, and facilitating safe, online spaces for young people to talk about their struggles and challenges. With Unilever, Yuwaah is also activating 1.1 million young people in an initial two states to engage communities in water conservation to save 40 million cubic meters of water.

GenU Bangladesh

is being steered by government ministries, UN agencies, presidents of industry associations representing more than 500 national businesses, Civil Society Organizations and youth representatives and will reach 17 million young people, including young women and Rohingya refugees, with skilling and

employment opportunities by 2024. A key initiative in the GenU portfolio is digitization and scale-up of the Alternative Learning Programme (ALP) with BRAC, UNICEF, ILO, and private sector partners. The ALP is a proven best-practice apprenticeship model that provides training opportunities for disadvantaged youth, especially adolescent girls who are out-of-school and vulnerable to child marriage, and helps bring them back to the learning ladder and obtain the skills they need for decent livelihoods. GenU also aims to replicate this successful model in other countries.

GenU Kenya

has been progressing under the leadership of the President of Kenya and is providing a platform to better coordinate and align programs and support their scale up through Public-Private-Youth partnership. Through its network of public, private and youth partners, GenU Kenya is working to promote entrepreneurship and equitable access to employment opportunities as well as modernization of the curriculum, digital learning, and ICT skills development for 30 million young people (including at least 15 million girls/ young women) by 2030. An example of a Public-Private-Youth initiative in the GenU country portfolio is Yoma, a global GenU program and digital marketplace that is being adapted for the Kenya context to provide youth, including young women, with learning, earning and social impact opportunities. The Global Youth Agriculture Network – an e-agribusiness program – as well as Be Green - a youth entrepreneurship program focused on waste management - will also be implemented in Kenya in 2023.

GenU Brazil

launched 1MiO in October 2020 to engage the private sector and other partners to provide one million learning, training and employment opportunities for young people, in particular for the most vulnerable, including afro-descendants, indigenous, young people with disabilities, and those from poor neighborhoods. The initiative is led by the Government, with UNICEF, ILO, Itaú Social, Fundação Unibanco, Fundação Roberto Marinho, United Way and young leaders. The flagship component of 1MiO is the digital platform (<http://1mio.com.br>) that enables companies to announce opportunities and young people to access them. More than 120 multi-sector partners have joined, enabling more than 20,000 young people to secure employment and providing over 158,000 internship and employment opportunities. This innovative model has significant potential to be replicated across Latin America and in other regions of the world. Leveraging the global partnership with Accenture and Microsoft, 1MiO is being expanded to include the Microsoft Community Training skilling platform which will certify at least 100,000 young people per year for the next three years. Brazil is also expanding its GenU Global Volunteer Initiative, working with Unilever to activate over 160,000 young volunteers around environmental regeneration, reaching an additional 1 million people, with special focus on areas most impacted by the climate crisis.

Sample of GenU's Leaders, Champions, Board and Global Leadership Council



Rania al-Mashat
Minister of International
Cooperation
Egypt



Alan Jope
CEO
Unilever



Ilwad Elman
Director
Elman Peace Center



Gordon Brown
UN Special Envoy
For Global Education



Catherine Russell
Executive Director
UNICEF



António Guterres
Secretary-General
United Nations



Paul Kagame
President
Republic of Rwanda



Mokgweetsi Masisi
President
Republic of Botswana



Paula-Mae Weekes
President
Republic of Trinidad &
Tobago



Alexander De Croo
Prime Minister
Kingdom of Belgium



Bob Moritz
Chairman
PwC



Christian Klein
CEO
SAP



Sobel Aziz Ngom
Founder and
Executive Director
Social Change Factory



Ms. Jayathma
Wickramanayake
Secretary-General's
Envoy on Youth
United Nations



Bill Winters
CEO
Standard Chartered



HE Dr. Tariq Al Gurg
Chief Executive Officer
and Vice-Chairman of
Dubai Cares



Shamma Al Mazrui
Minister of Youth
United Arab Emirates



Tony Elumelu
Founder
Tony Elumelu
Foundation



Mariya Gabriel
European
Commissioner



Harjit Sajjan
Minister of International
Development and Minister
responsible for the Pacific
Economic Development
Agency of Canada



Aiman Ezzat
CEO
Capgemini



Ahmad Alhendawi
Secretary General
World Organization of
the Scout Movement



Saadia Zahidi
Head of Centre
for the New Economy
and Society World
Economic Forum



Mr. Guy Ryder
Director-General
International Labour
Organization (ILO)



Lucy Meyer
Official Spokesperson
For the Special
Olympics



Kate Behncken
Vice President
& Lead
Microsoft
Philanthropies



Achim Steiner
Administrator
UN Development
Programme (UNDP)



Rosemary Mbabazi
Minister of Youth
Republic of Rwanda



Colm Brophy
Minister of State
for Overseas
Development Aid
& Diaspora
Republic of Ireland



Saddam Sayyaleh
Founder and Director
I Learn
Jordan Initiative



Moussa Faki Mahamat
Chairperson
African Union
Commission



Feike Sijbesma
Honorary Chairman
DSM



Sanda Ojiambo
CEO and
Executive Director
United Nations
Global Compact



Asif Saleh
Executive Director
BRAC Bangladesh

Sample of GenU's Partners

Private Sector



Governments



UN Agencies



Partnerships



Civil Society



International Financing Organizations



Pedro, 16
Petrolina,
Brazil.

How You Can Drive Impact

Join our public-private-youth partnership

GenU is building on the momentum of early success by leveraging its extensive Public-Private-Youth coalitions in over 50 countries. To maximize impact, GenU is seeking partners across sectors to co-create, innovate and deliver programmes at a global scale.

Here is how you can get involved.

Corporations

Amplify your company's purpose by partnering with us to provide technical, financial, in-kind and staff resources to co-create and scale initiatives and contribute to sustainable youth-powered impact.

Governments

Channel your investments, particularly on the youth agenda, through this effective PPYP so you can leverage GenU's youth, private sector, UN agency, international financial institution, host government and civil society partners to realize your development agenda and align your investments with those of others to catalyze greater impact.

Foundations

Multiply the impact of your investments, by funding relevant GenU initiatives and combining forces with GenU partners to advance progress towards the Sustainable Development Goals.

Youth

There are many ways for youth to get involved and share their time, expertise and networks. Opt-in to GenU youth programmes, get equipped to champion youth issues and solutions or get involved in co-creating and implementing solutions.



Our Time.
Our Turn.
Our Future.