

Generation
Unlimited

2021





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Message From Chairs

As we reflect on the past year and set the agenda for the coming years, it is clear that Generation Unlimited (GenU) is demonstrating the power of collective action through our unique public-private-youth partnership model.

This 2021 Year-end Report celebrates the joint efforts of our partners and the shared commitment to secure sustainable results with and for young people.

Despite the prolonged and devastating disruption of the COVID-19 pandemic, the GenU partners continued to drive youth-powered impact in 2021, skilling and connecting nearly 105 million young people in 54 countries to employment, entrepreneurship, and social impact opportunities.

We want to thank every member of our partnership: the heads of state who champion our cause; the global leaders and organizations supporting us with know-how, resources, and people on the ground; and, most importantly, the young people central to GenU's mission, who co-create and co-deliver our innovations.

Special thanks go to our Founding Partners who have added to their substantial support for our in-country programmes by collectively committing

to provide four years of core global funding for GenU.

As we enter a new strategic phase, we are excited to begin implementing the Generation Unlimited Strategy 2022–2025, which emphasizes digital and green skills and solutions, with a particular focus on adolescent girls and young women. We will strengthen youth voices, action and leadership and expand private sector engagement for young people's benefit.

When young people are prepared for the world of work and engaged citizenship, the effects reverberate into the future – for young people, their communities, their countries and the planet. By helping youth to develop the skills needed for the jobs of today and tomorrow and connecting them to opportunities, GenU transforms not only career paths but also lives.

Thank you once more to each of our public, private and youth partners for your contribution to our shared mission, which is more important now than ever. It is your commitment and support that enable GenU to accomplish all that we do.



Alan Jope,
CEO of Unilever
and Chair of the
GenU Global Board



Catherine Russell,
Executive Director of
UNICEF and Co-Chair of
the GenU Global
Leadership Council



Bob Moritz,
Global Chairman of PwC
and Co-Chair
of the GenU Global
Leadership Council

Message From CEO

Close to 1.6 billion students worldwide have been affected by the startling disruption to education and learning caused by the COVID-19 pandemic. In 2021 alone, the crisis rolled back decades' worth of gains made in youth skilling, work readiness and social inclusion, and it continues to exacerbate poverty and social inequality.

The stark reality is that the economic and social impacts of the COVID-19 crisis will likely have lifelong consequences for today's generation of young people.

Yet there is reason to be hopeful. Across the globe, people of all ages have turned their ingenuity and resourcefulness to the task of helping others during the pandemic. Community and cooperation have come to the fore in all facets of life. And this moment in time is a singular opportunity to galvanize collective action – by the public sector, private sector and youth – to reimagine the transition from learning to earning.

A modern education that focuses on building foundational, transferable, entrepreneurial, digital and job-specific skills will better prepare young people for the transition from school to work. New learning to earning pathways emerge when young people acquire not only literacy and numeracy but also the problem-solving skills, critical thinking and creativity required to thrive in today's uncertain world.

It was something I saw first-hand in Delhi, not long after joining Generation Unlimited (GenU) in February 2021. Following an Entrepreneurial Mindset Curriculum class, an enterprising 15-year-old with a venture in sustainable bamboo products inspired me with her ambition: "I want to be a job creator, not a job seeker."

Never has GenU's mission been more critical or more relevant than it is today. Meaningful partnerships are key to addressing today's challenges, and GenU is a platform for youth-powered impact. Thanks to all of our partners, especially young people, GenU was able to skill and connect nearly 105 million young people in 54 countries to opportunity in 2021. Special thanks to our Founding Partners – Dubai Cares, the IKEA Foundation, Microsoft, PwC, SAP,

Unilever, and UNICEF – whose critical investments have built the foundation for GenU's future success.

Having refreshed our strategy in 2021, we will drive progress towards the Sustainable Development Goals – aiming to achieve meaningful impact for 300 million young people by 2025.

I believe that GenU, as the world's first public-private-youth partnership (PPYP), is uniquely positioned to catalyse action and achieve results with and for young people. With the support of our partners, GenU is progressing towards its mission of connecting the world's 1.8 billion young people to opportunities.

Let's seize the opportunity to transform how young people transition from school to work by ensuring they have the skills and mindsets required for success, today and in the future.

Kevin Frey
Chief Executive Officer
Generation Unlimited



Executive summary

Today, 1.8 billion young people stand at the door to adulthood. If this generation of young people – the largest in history – is prepared for the transition to work and active citizenship, the potential for global progress is unlimited.

Yet the world is in a learning crisis. Some 267 million young people aged 15–24 years are not in education, employment or training.¹ Education systems are outdated and fragmented, and struggle to keep pace with the changing nature of the skills demanded of the workforce. Technological innovation is making many jobs vulnerable to automation, while a growing portion of job creation is dependent on entrepreneurs and small businesses.

Even before COVID-19, young people faced many economic, social and cultural challenges. In 2021, new technologies and responses to the pandemic continued to fundamentally transform the future of work.

Generation Unlimited (GenU) is on a mission to skill the world's 1.8 billion young people and connect them to opportunities for employment, entrepreneurship and social impact. Launched at the United Nations General Assembly in 2018, the world's first public-private-youth partnership (PPYP) is anchored in the United Nations Children's Fund (UNICEF) and brings together global organizations and leaders with young people to co-create and deliver, on a global scale, innovative solutions to the challenges that youth face.

In 2021, leveraging UNICEF's extensive field presence, GenU benefited nearly 105 million young people in 54 countries, finding innovative ways to achieve impact with and for youth despite the ongoing obstacles caused by COVID-19. Drawing on support from over 3,000 partners, diverse organizations contributed to the design and implementation of programmes as well as youth engagement, helping to expand our reach to the most marginalized populations.

Activities spanned all four impact areas: Skills and Employment, Entrepreneurship, Social Impact and Connectivity. Globally, Skills and Employment activities reached the most beneficiaries in 2021 – nearly 72 million young people.

Data collected for 2021 show that while the beneficiary profile varies slightly by individual country and impact

area, the young people GenU reaches are typically an equal balance of females and males, who are mostly of low socio-economic status and mainly live across an equal split of urban and rural locations.

Over the course of 2021, we increasingly focused our global programme portfolio on key programmes capable of delivering maximum impact and scale for young people across multiple countries through multi-partner consortiums. Signature programmes such as the Global Volunteer Initiative, imaGen Ventures, Yoma (Youth Agency Marketplace) and Giga were advanced in 2021, and Passport to Earning and an innovative public private youth initiative which aims to empower adolescent girls with skills and opportunities- the Girls' Education Skills Partnership (GESP) - was developed.

Throughout the year, we intensified our support to GenU's five 'accelerator' countries – Bangladesh, Brazil, India, Kenya and Nigeria – leveraging the initial results of these early adopters of GenU for large-scale impact. At the same time, we supported demand-driven growth to launch GenU in new countries, expanding the PPYP to 54 nations by the end of 2021.

Young people are engaged as equal partners in GenU through the dynamic Young People's Action Team, which grew in November to include 71 young leaders from more than 30 countries.

A new four-year strategic plan was developed by the GenU Global Team in collaboration with GenU partners over the course of 2021. The Generation Unlimited Strategy 2022–2025 was approved at the December meeting of the GenU Board. As part of the new strategy, we will prioritize the delivery of results for the most disadvantaged, especially young women. Digital and green skills and livelihoods will also be emphasized, helping youth to better prepare for the ever-changing future of work. Low- and no-tech solutions will continue to be rolled out alongside digital solutions to ensure that GenU reaches across the digital divide to engage the most marginalized.

GenU also developed a single unified reporting mechanism and global results framework in 2021 to accompany the new strategy and enable improved measurement of its impact on young people.

Top results in 2021

105 million

Providing nearly **105 million** young people in 54 countries on 6 continents with opportunities for skills development, employment, entrepreneurship and social impact

72 million

Boosting the skills and employment prospects of nearly **72 million** youth through life skills, learning recovery and school programmes and social entrepreneurship

30.5 million

Engaging more than **30.5 million** young people around the world in social impact programmes

1.6 million

Connecting over **1.6 million** students and 31,000 schools to the internet through Giga and other connectivity initiatives across Africa, Central Asia, Latin America and the Eastern Caribbean

5.5 million

Inspiring more than 150,000 youth globally to volunteer for the first time in 2021 and encouraging over **5.5 million** young people to apply their skills to address matters that concern them

2.5 million

Launching GenU 9JA (GenU Nigeria) and reaching nearly **2.5 million** of the country's youth during the year with job coaching, career planning support and the #YourVoiceYourFuture campaign

45 countries

Opening in **45 countries** the third round of the imaGen Ventures Youth Challenge, which focuses on green entrepreneurship and building stronger enterprise support systems for youth-led enterprises

¹ International Labour Organization, *Global Employment Trends for Youth 2020: Technology and the future of jobs*, ILO, Geneva, 2020.

Introducing Generation Unlimited

SECTION

01



Introducing Generation Unlimited

Meeting the needs of young people is a defining issue of our time. At Generation Unlimited (GenU), we believe that governments and businesses owe it to current and future generations to enable all young people everywhere to realize their full potential.



Our mission

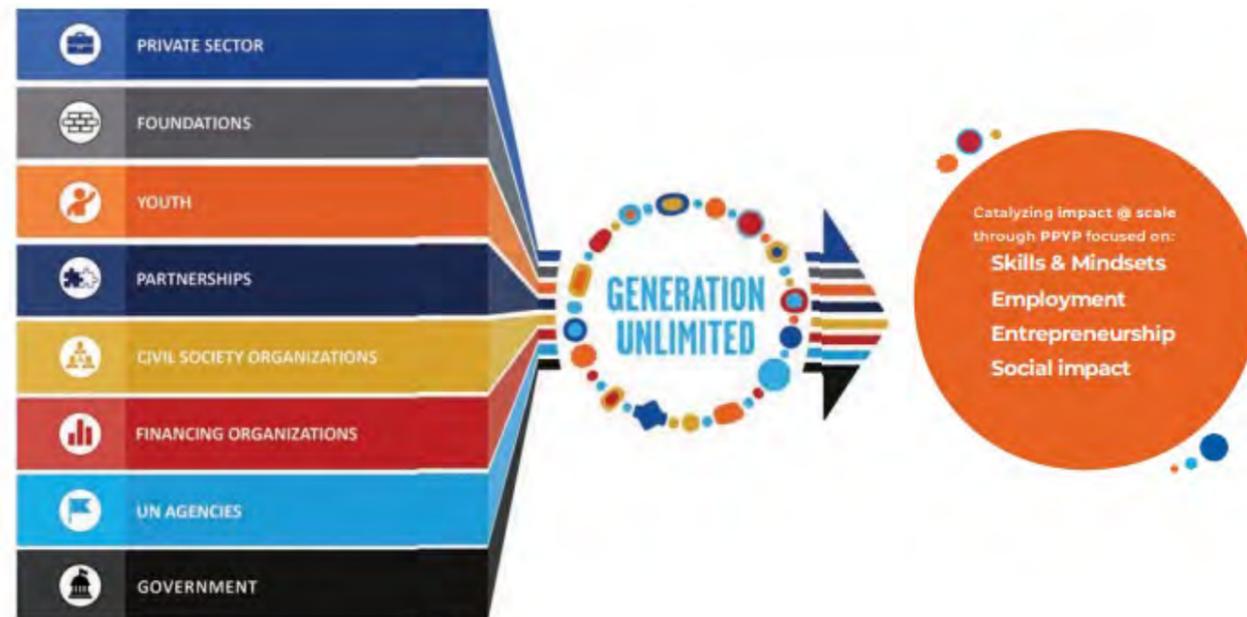
**GenU is on
a mission to
skill and
connect the
world's
1.8 billion
young people
to opportunity.**

Our belief

We believe in youth-powered impact. Young people are change-makers. They have the creativity, drive and resilience needed to tackle the grand challenges the world is facing.

That is why GenU was established as the world's first public-private-youth partnership (PPYP), bringing together global organizations and leaders with young people to co-create and deliver, on a global scale, innovative solutions to the challenges that youth face.

No single entity can solve these challenges alone. Instead, our innovative operating model builds consortiums of partners who combine their unique capabilities, assets and reach to deliver change at scale – with young people at the center.



Our focus

In just three years, GenU has reached more than 200 million young people in 54 countries, improving their skills and enabling easier access to opportunities for employment, entrepreneurship and social impact. Our refreshed four-year strategy will drive progress towards the Sustainable Development Goals, aiming to achieve meaningful impact for 300 million young people by 2025.

The Generation Unlimited Strategy 2022–2025 will push us further to deliver results for those most at risk of being left behind. Our targeted programming will address inequity and help young women in particular to achieve their aspirations. Alongside providing low- and no-tech solutions, we will emphasize digital and green skills and solutions to better prepare young people for work today and tomorrow – and to support a more sustainable world.

GenU will continue to deliver impact through PPYP, with youth at the centre, and with an emphasis on private sector engagement.

Young people are 25% of the world's population but 100% of its future. Their ambition, passion and ingenuity will fuel solutions to the world's biggest problems.



Digital

Under the new strategy, GenU will scale up EdTech and JobTech initiatives and, where necessary, adopt a blended approach of online, low-tech and offline solutions. Efforts will also focus on addressing 'digital poverty' – including both lack of access to the internet and lack of digital skills – to ensure that young people can take advantage of the myriad opportunities afforded by the digital sphere.

Green

GenU will skill young people for the green jobs of the future, support green entrepreneurs and agripreneurs, and help connect young people to jobs in the green economy. GenU will also support youth-led social impact and advocacy to protect our planet – for example, action on issues related to the climate crisis, biodiversity and sustainable livelihoods.



Girls

GenU will focus programming on economically empowering girls and young women. Adolescent girls will acquire market-relevant education and skills. Young women will have access to female mentors and to apprenticeships in non-traditional sectors and be matched with jobs that transcend gender stereotypes. GenU will also support policy change and positive social norms to enable equality of opportunity and choice.

Delivering impact

SECTION

02



Delivering impact

GenU was able to benefit nearly 105 million young people across 54 countries on 6 continents in 2021.

Despite the prolonged and devastating disruption of the COVID-19 pandemic, GenU has made tremendous progress in advancing results with and for young people. In 2021, GenU benefited nearly 105 million young people across 54 countries on 6 continents by providing opportunities for skills development, entrepreneurship, employment and social impact.

At the same time, our global partnership fostered peer-to-peer learning and collaborated with young people to transform how they transition from school to work.

GenU developed a single unified reporting mechanism and global results framework – rolled out at the start of 2022 – to accompany the Generation Unlimited Strategy 2022–2025. Our innovative approach on measurement provides a deeper understanding of results, which will contribute to improved programme planning and design.

Data collected for 2021 show that while the beneficiary profile varies slightly by GenU country and impact area, the young people we reach are typically an equal balance of females and males, who are mostly of low socio-economic status and mainly live across an equal split of urban and rural locations.

GenU has delivered results, often by leveraging UNICEFs field presence, across all four impact areas: Skills and Employment, Entrepreneurship, Social Impact and Connectivity. Results are discussed by impact area in order of reach in 2021, along with progress made by signature programmes.



“

I hope to see young leaders, innovators, entrepreneurs, who have no limits and no fear of taking initiatives. I hope to see young Nigeriens employed and/or employable with all the necessary skills required by employers. A youth aware that the future, and the future of the country depends on its actions of the present

Nafissatou Souley,

”



Skills and Employment

Skills and Employment activities reached the largest number of young people globally in 2021 – benefiting nearly 72 million individuals.

Alongside major efforts to accelerate the delivery of skills development by digital means, GenU continues to offer low- and no-tech (up)skilling solutions. Young people with limited or no access to internet connectivity or devices must not be left behind. Overlooking the digital divide will only exacerbate inequalities, as clearly shown by the impact of the COVID-19 pandemic on access to education worldwide.

Further, course completion in 2021 was more than five times as great among young people in low- or no-tech environments as among those with ready access to digital platforms – emphasizing the impact of offline engagement.

South Africa led the way in low- and no-tech skills development, building the skills of 1.3 million young people, followed by Nepal (more than 130,000 beneficiaries) and Burundi (more than 50,000 beneficiaries). Programmes covering life skills, learning recovery and school programmes and social entrepreneurship were delivering the highest course completion rates. Certain interventions targeted specific marginalized groups such as young women or migrants.

Skilling through digital platforms continued to gather momentum in 2021. For example, in India, nearly 75,000 young people completed courses

via an online career guidance platform; Uzbekistan built a digital platform for young people to access professional orientation and career counselling; and Jordan saw almost 50,000 young people complete life skills training online. Indonesia and Viet Nam reported the most improvement in young people's information and communication technology (ICT) skills, thanks to a digital innovation challenge and an augmented and virtual reality pilot programme respectively.

The Global Initiative on Decent Jobs for Youth (DJY) hosted by ILO and GenU established a strategic partnership and launched the YouthForesight platform in May 2021, a one-stop shop providing curated tools, publications, databases, and resources to support evidence-based action for key youth interventions. To date, the platform hosts over 1,000 resources from over 70 knowledge partners, leveraging the collective knowledge and evidence from partners across sectors. Knowledge dissemination and evidence uptake are promoted via webinars and the Knowledge Insight newsletter, which has over 4,000 subscribers.

Together with EdTechHub, UNESCO and UNESCO-UNESVOC, GenU launched EdTechTools in June 2021 which is a global repository of education technology platforms. It contains over 200 learning tools and platforms aimed at teachers, learners and other education stakeholders looking for high-quality teaching and learning resources for distance learning.



Passport to Earning (P2E)

Accenture, Dubai Cares, Microsoft and UNICEF have partnered in support of GenU to launch this digital platform that will provide young people aged 15–24 years with free, world-class and job-relevant skills training and position them for employment opportunities. Built on the Microsoft Community Training platform, P2E offers digitized content provided by public and private sector partners.

In its initial three-year phase, the platform aims to skill 10 million young people (50 per cent young women), including in Bangladesh, Brazil, India, Niger and Nigeria. A pilot initiated in 2021 has since commenced in India, and P2E will be fully activated in 2022.

YuWaah digital ecosystem

With catalytic support from the PwC and UNICEF partnership, YuWaah (GenU India) is creating an ambitious digital ecosystem where young people can gain equitable, increased and seamless access to skills development, economic and social impact opportunities.

The aggregator marketplace will bring together a multitude of platforms, tools and resources in one place. A 'blue book' with detailed designs has been developed, as has a prototype with features on skilling and volunteering opportunities, which will be tested in the second quarter of 2022. The full ecosystem, expected to be launched in India in mid-2023, will be a model for adaptation by other countries.

Reaching YES

Young people across the world are unable to identify or acquire the skills needed for today's job market, contributing to a global skills gap that is exacerbating youth unemployment. In December 2021, together with PwC and UNICEF, GenU published [Reaching YES: Addressing the youth employment and skilling challenge](#), a road map for how businesses and government leaders can work together to address the skills gap and youth unemployment.²

The report notes that there is a disconnect between job market requirements and the skills offered by education and training systems. Where skills are acquired, young people need a way to verifiably, accurately and securely track these and share them with employers.

Partnerships between governments, businesses, multilateral organizations and young people themselves are central to overcoming the skills gap, thereby supporting youth employment.

Being part of GenU has enabled me to amplify the importance of quality education for young people. My aspiration is to use my knowledge in law and communications to create opportunities for vulnerable youth.

Cynthia Nyongesa, Member,
GenU Young People's Action Team



¹ www.generationunlimited.org/reports/reaching-yes-addressing-youth-employment-and-skilling-challenge, accessed 24 May 2022.

² Moldoveanu, Mihnea, et al., *Reaching YES: Addressing the youth employment and skilling challenge*, PwC, United Nations Children's Fund and Generation Unlimited, December 2021. Available at:

Social Impact

More than 30.5 million young people around the world participated in social impact programmes through GenU in 2021. In South Africa alone, 6.3 million young people took part in youth campaigns and support programmes.

Established volunteering activities continued, with 2.6 million young people in India volunteering. Participating countries collectively reported more than 150,000 new volunteers in 2021 as a result of GenU initiatives, and over 5.5 million young people applied their skills to address the issues that matter most to them and their communities.



Yoma (Youth Agency Marketplace)

Launched in July 2020, Yoma is a digital marketplace where youth can build their futures by actively engaging in social impact tasks as well as learning to earning opportunities. Young people's achievements are recorded on a verifiable digital CV and further personal growth is incentivized with digital tokens that can be redeemed for digital services (like mobile phone airtime) or physical goods (such as bus tickets or basic commodities).

Currently being implemented in six countries, the platform is already having a strong impact: In Burundi, for example, more than 53,000 Yoma participants reported increases in their monthly wage in 2021. Plans are in place to expand to a further six nations, while another eight countries have expressed interest in the platform.

Global Volunteer Initiative (GVI)

Volunteering builds essential skills that are needed in an increasingly complex and uncertain environment. GVI scales youth volunteer programmes in countries around the world using its proven methodology, which is based on a human-centred design approach and has been successfully deployed in 40 countries.

Over the last four years, GVI has mobilized over 12 million volunteers, reaching approximately 200 million beneficiaries and delivering results for children and families across a range of issues – from the COVID-19 response and children's re-enrolment in school to advocacy for clean air.

GVI will continue to build on this success in 2022, with a particular focus on Brazil, India, Nigeria and South Africa, where GVI will emphasize climate action, while also leveraging technology for scale.



Entrepreneurship

Building entrepreneurial skills and opportunities is a key priority for GenU. Leveraging the capacities of UNICEF Country Offices, we made exciting advancements in this impact area in 2021.

With GenU's support:

Uzbekistan piloted a social innovation and entrepreneurship programme for schools, the 2022 scale-up of which is being led by the Ministry of Innovative Development and the Ministry of Public Education. **Egypt's** Enactus programme, which builds entrepreneurial skills through community development projects, is now active in 38 universities and 228 schools nationally. Meanwhile, **Bhutan** delivered entrepreneurship workshops for unemployed youth and reported 47 schools using entrepreneurship curriculum in 2021.

While building entrepreneurial skills is important, supporting their subsequent application is yet another way in which GenU can have a lasting impact on young people's lives. In **Burundi**, for example, more than 700 entrepreneurial connections to partners were facilitated in 2021 and 80,000 young people became self-employed and created more than 50,000 social businesses. Crucially, over 80 per cent of social businesses launched in Burundi following participation in GenU initiatives were still in operation six months later.

In **Botswana**, learning to earning challenges created 600 new entrepreneurs and 60 new social businesses. Similarly, **Lebanon** fostered social entrepreneurship and facilitated 1,000 connections between entrepreneurs and mentors in 2021, which led to the creation of 200 new social enterprises.



Entrepreneurial Mindset Curriculum (EMC)

YuWaah (GenU India) – together with the Global Alliance for Mass Entrepreneurship – is catalyzing mass entrepreneurship by supporting the creation of 10 million young entrepreneurs in India (at least half of whom will be young women) and aims to create 50 million new jobs by 2030.

EMC is used to build an entrepreneurial mindset in students and to empower them to take charge of their career path. YuWaah is working with local and national government to implement EMC locally and scale it nationally through integration in the formal education system, beginning with 1,000 schools in Delhi, to ultimately reach 750,000 learners over four years.

At the global level, EMC will be scaled by introducing digitized curriculum content to the Passport to Earning (P2E) platform; replicating the use of EMC in other countries and regions with UNICEF and other partners' support; and providing mentorship and seed funding to back student ventures as part of EMC.

imaGen Ventures

Since its launch in 2018, imaGen Ventures has given more than 15 million young people in over 60 countries access to entrepreneurial skill-building opportunities and supported more than 51,000 young people to turn entrepreneurial ideas into social impact.

The third round of its Youth Challenge, which focuses on green entrepreneurship and building stronger enterprise support systems for youth-led enterprises, was launched in November 2021 across 45 countries. The Youth Challenge is run together with Plan International, the United Nations Development Programme (UNDP), UNICEF, the United States Agency for International Development (USAID) and the World Organization of the Scout Movement.

To reach as many young people as possible, imaGen Ventures has included strong digital elements in its programme: Various self-paced online challenges available to youth worldwide have attracted 1.3 million user engagements and harvested 49,000 business ideas to date.

Youth entrepreneurship initiative devises eye-tracking innovations to empower people with disabilities

Karachi-based start-up Eye Interaction focuses on developing eye-tracking innovations that give people with physical challenges some mobility and easier control of household appliances.

Inspired by the experience of a relative who uses a wheelchair, computer science graduate Adeel Ahmed co-founded the start-up with university friends Irfan Ahmed and Hamza Ahmed. Eye Interaction was one of Pakistan's five winning teams in the second round of GenU's imaGen Ventures Youth Challenge.

Eye Interaction has developed a customized electric wheelchair that is operated by the user's eye movements – which are tracked by a mounted camera – or using the start-up's Techtronics Automation mobile app, available on Google Play. Eye Interaction's home automation system works along the same lines, letting users operate lights and fans with ease.

Having tested its prototypes with the help of volunteers, the start-up is now working to scale up operations by opening a research lab and production facility.

Connectivity

Internet connectivity remains key to ensuring that young people have equitable access to the digital sphere and all the opportunities that it offers.

More than 1.6 million students and 31,000 schools were connected to the internet through Giga and other connectivity initiatives in 2021, in countries across Africa, Central Asia, the Eastern Caribbean and Latin America.



Giga

This multi-stakeholder initiative works towards connecting every school to the internet and every young person to information, opportunity and choice. Giga aims to expand connectivity through its focus on three main pillars: mapping, connectivity and finance.

Working in support of GenU with governments, UNICEF, the International Telecommunication Union and other partners, Giga has mapped over 1 million schools across 44 countries on its open source platform – providing daily live school connectivity status updates for over 45,000 schools – and has mapped connectivity infrastructure in 18 countries.

To date, Giga has raised over US\$27 million from global partners including Dubai Cares, Ericsson and the Musk Foundation and has helped to mobilize more than US\$210 million to accelerate school connectivity worldwide.



We must ensure that digital spaces and technologies respond to the unique needs of minorities and marginalized identities.

Wevyn Muganda Member,
Gen U Young People's Action Team



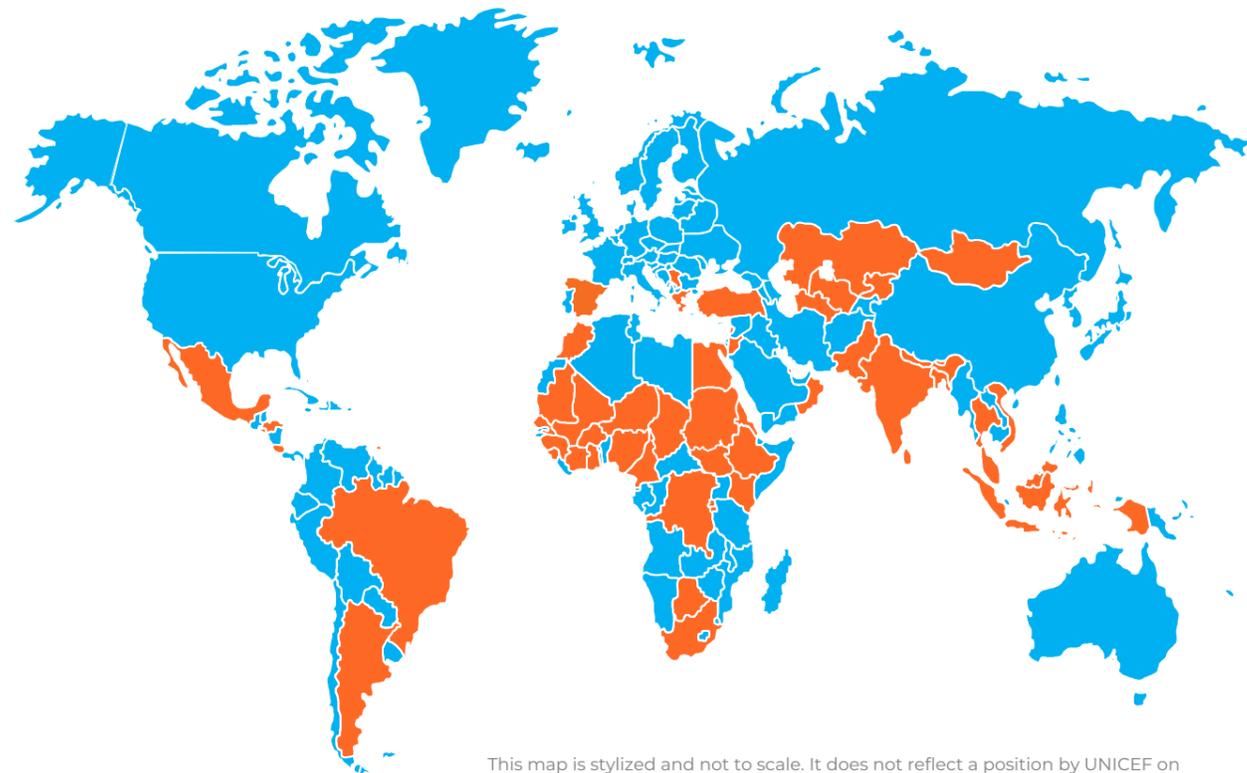
Accelerator countries and regional model

The Generation Unlimited Strategy 2022–2025 prioritizes a group of geographically diverse countries with both large populations of youth not in education, employment or training, and committed coalitions that can create greater impact as a PPYP.

Delivering results in these priority countries and enabling other nations to drive strong GenU programmes are the global partnership's focus, but there is also support for GenU's organic expansion into new countries. By the close of 2021, GenU had a national footprint in 43 countries, while another 14 countries host GenU activities (such as imaGen Ventures, GVI and Yoma).⁴

Among the priority countries, GenU is focusing on five 'accelerator' countries in particular. As early adopters of GenU, Bangladesh, Brazil, India, Kenya and Nigeria have demonstrated initial results that can now be leveraged for large-scale impact.

A new focus is GenU Sahel, a regional initiative launched in partnership with the Secretary-General's Special Coordinator for development in the Sahel with the ambition to build a better Sahel with and for more than 100 million young people in the region.



This map is stylized and not to scale. It does not reflect a position by UNICEF on the legal status of any country or territory or the delimitation of any frontiers.

⁴ The 14 additional countries are Albania, Angola, the Plurinational State of Bolivia, Colombia, the Congo, Gabon, Guinea-Bissau, Namibia, Serbia, Spain, Uganda, the United Republic of Tanzania, Zambia and Zimbabwe.



YuWaah (GenU India)

To date, YuWaah has benefited over 30 million young people through opportunities for skills development and employment, career guidance, volunteering and active citizenship.⁵ Examples of YuWaah innovations include Passport to Earning (P2E), which is being piloted in partnership with India's Central Board of Secondary Education; and a digital platform developed with PwC (and supported by Capgemini) that will skill and connect millions of young people to opportunities.

As well as establishing strong partnerships with the private sector and youth, YuWaah works with government to integrate programmes into national education and employment systems for scale and sustainability.

For example, YuWaah has worked with the Government of Delhi to support over 500,000 young people access job boards – leading to 15,000 of them securing employment in the first eight months alone – and it has partnered with the Ministry of Labour and Employment's National Career Service portal to provide its 3.5 million registered users with career guidance support in 2021.

Meanwhile, Young Warriors has continued to rally young people to address the devastating impacts of the COVID-19 crisis in India. In 2021, this programme managed to partner with more than 1,350 organizations, government ministries, schools and universities to engage 4.4 million young people.

GenU Bangladesh

GenU Bangladesh is progressing towards its ambitious goal of enabling 17 million young people to be skilled and connected to livelihoods and active citizenship by 2025.

The Alternative Learning Programme, which is being implemented by BRAC, the International Labour Organization (ILO), UNICEF and a private sector consortium, has been further developed and scaled up following a successful pilot and is providing out-of-school adolescent girls at risk of child marriage with foundational literacy, vocational skills and on-the-job training for entry into local job markets.

The digital Career Hub was launched in Sylhet (with plans for replication across Bangladesh) - with BRAC, GenU and UNICEF - to significantly improve job matching between young people and employers in urban and semi-urban areas.⁶ Also in 2021, 1.2 million young people engaged virtually with the Bangladesh Generation Parliament programme.

By partnering with the Government of Bangladesh, GenU will benefit over 12 million students by 2025 via a gender-transformative, skills-based and market-relevant curriculum to better prepare them for the jobs of today and the digital future.

GenU Kenya

GenU Kenya is expanding digital solutions that will connect 10 million young people to learning, skilling and employment opportunities by 2030. In 2021, more than 1,000 Kenyan schools were connected to the internet, enabling online access for over 300,000 young people.

Investments in STEAM skills, digital skilling and training, and financial services training will be prioritized in 2022, and connections between job seekers and potential employers are being enhanced.⁷

The BeGreen Africa Entrepreneurship Programme, jointly developed by GenU, the Tony Elumelu Foundation, the IKEA Foundation and young entrepreneurs, builds on imaGen Ventures and Yoma and will create a pipeline of young green entrepreneurs while also supporting sustainable ventures and livelihoods.

GenU 9JA (GenU Nigeria)

GenU 9JA will equip 20 million young people with skills and employment opportunities by 2030. While activities have been implemented in the country since 2020, GenU 9JA was officially launched in July 2021 by the Vice President of Nigeria, Professor Yemi Osinbajo, who chairs the GenU 9JA Board.⁸

Nearly 2.5 million young people participated in GenU activities in Nigeria in 2021, including job coaching and career planning support provided by job portal and career platform Jobberman, and the digital campaign #YourVoiceYourFuture, which let youth express their views on the future of skills and work.⁹ Meanwhile, more than 1.6 million young people across the country applied their skills in 2021 to address matters that concern them.

As well as prioritizing digital skills development and opportunities, GenU 9JA is working to connect schools and young people to the internet through collaborations with Airtel Africa and IHS Towers. Yoma is also being advanced in the country and Nigeria will become a Yoma hub.

GenU Brazil

In October 2020, GenU Brazil launched its flagship programme, One Million Opportunities (1MiO), to connect 1 million young people to employment. Work continued in 2021 to scale the programme by offering digital skills development, professional training and apprenticeship, internship, employment and civic participation opportunities to young people.

Collaborating with more than 120 partners that span government, the private sector and youth-led organizations, 1MiO provided these opportunities through 285 free online courses made available on its digital platform.

Since the programme's launch, more than 20,000 young people in Brazil have secured employment with help from the 1MiO platform. Additionally, over 158,000 opportunities for internship and employment have been created, and more than 26 million young people have been reached with messaging to create demand for the platform and related opportunities.

GenU Brazil's agenda is expanding beyond 1MiO and in 2022 will include a greater emphasis on digital skills and green skills and jobs. GenU Brazil will also partner with an additional 2,000 municipalities in the Brazilian Amazon and semi-arid regions to benefit the most vulnerable young people with skilling and employment opportunities.

GenU Sahel

Regional initiative GenU Sahel was launched on 1 November 2021 with the ambition to skill and connect 100 million young people across the Sahel (50 per cent of whom will be young women) to employment, entrepreneurship and social impact opportunities by 2030. GenU will adapt this regional model for PPYP to other world regions going forward.

Envisaged as a leap forward for youth, GenU Sahel is designed to be a channel for generating business opportunities, mobilizing resources and creating fair and favourable conditions for young women and men of the Sahel, with a focus on the most disadvantaged. GenU Sahel is fully aligned with the United Nations Integrated Strategy for the Sahel, which calls for mass catalytic investments.

GenU Sahel went on to launch YouthConnekt Sahel later in November, in collaboration with partners including Sahelian governments, UNDP and other United Nations agencies, YouthConnekt Africa teams, United Bank for Africa, Airtel Africa and the Tony Elumelu Foundation. The digital platform for socio-economic transformation connects young people from the Sahel and beyond with policy influencers, political and business leaders, public and private institutions, development agencies and others.

In its first six months, YouthConnekt Sahel triggered more than 100,000 direct engagements and partnership/networking opportunities. These connections and opportunities will contribute towards peace, security and economic growth in the region.

⁵ YuWaah aims to: (1) build pathways for 100 million young people to obtain economic opportunities; (2) facilitate 200 million young people to gain relevant skills for productive lives and the future of work; and (3) partner with 300 million young people as change-makers and create spaces for developing their leadership.

⁶ Specifically, the inspiration comes from Harambee Youth Employment Accelerator, a South Africa-based social enterprise that skills young people and offers on-the-job training, with the aim of supporting employment.

⁷ STEAM skills encompass skills in science, technology, engineering, the arts and mathematics.

⁸ The GenU 9JA Board comprises more than 20 stakeholders who are representatives of government, the private sector, financial institutions, United Nations agencies and civil society organizations, and young people themselves.

⁹ The #YourVoiceYourFuture campaign provides a space where young people can express their views on a range of themes, including the future of skills and work; peace and security; and innovation.

Delivering as a partnership

SECTION

03



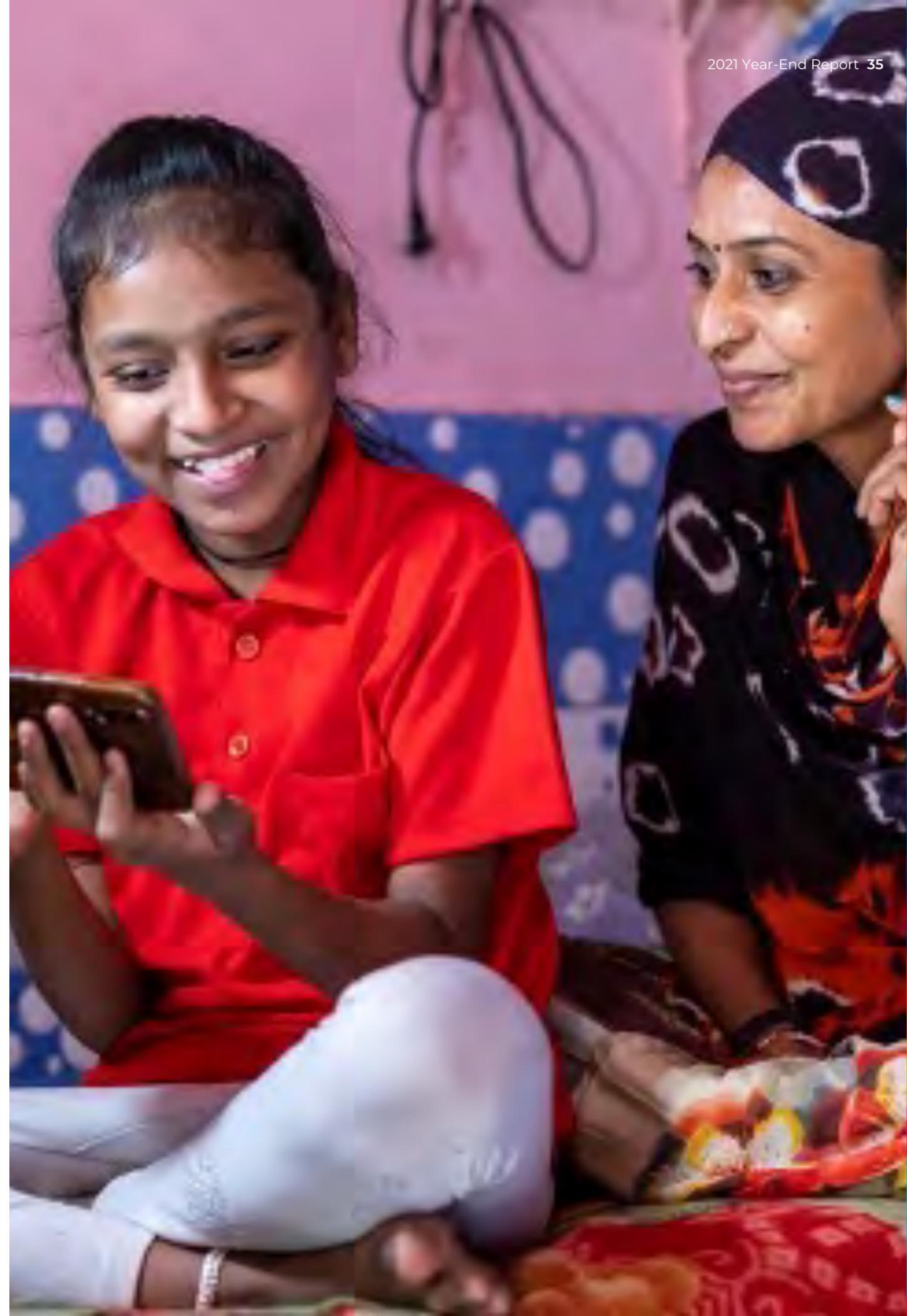
Delivering as a partnership

More than 3,000 organizations partnered with GenU at the global and local level in 2021.

Only by working together as a PPYP can we deliver impact with and for young people. GenU identifies, co-creates and scales programmes by drawing on the unique capabilities, assets and reach of our partners: government, businesses, United Nations agencies, international financial institutions, foundations, civil society organizations and youth themselves.

Meaningful youth engagement involves more than just giving young people a voice – they must also be entrusted with the agency to be at the forefront of decisions that will define their futures. It is why young people are at the heart of our partnership, working as equal partners with public and private sector entities.

We are scaling up our PPYP to encompass more local grassroots entities that serve or are directly managed by young people. In 2021, close collaboration between young people, education innovators, policymakers and businesses – with a focus on skills as the core currency of the job market – delivered positive impacts for all: young people, businesses and countries.



Youth Partners

In 2021, GenU onboarded the latest cohort of youth representatives to our Young People's Action Team – some 71 young leaders from more than 30 countries. These individuals have since been contributing to youth action, voice and leadership on behalf of their peers through biweekly interactions with our GenU Programme Team and senior management.

We work on capacity building with the young leaders to initiate youth-led networks and consortiums that can contribute to the GenU mandate in their countries, a good practice highlighted in [Youth2030: Progress Report 2021](#).¹⁰

Core to GenU's PPYP approach is an 'in-country partnership platform' that enables partnerships, youth participation, insight, sustainability and scale. While many GenU countries are in the process of formalizing this platform, often in the form of an official steering committee, 100 per cent of those platforms already up and running have successfully established youth representation.

We are partnering with youth-led consortiums on the implementation of GenU Sahel, launched in November 2021. Later that month, when GenU Sahel and partners launched YouthConnekt Sahel, thousands of young people from the region rallied their peers to get behind green innovations, digital skilling, and youth inclusion in governance through the digital platform.

GenU also worked to elevate youth voices in

high-level forums and discussions in 2021, including the United Nations Economic and Social Council Youth Forum and the RewirEd Summit. Our young leaders also featured in the United Nations Secretary-General's SDG Moment during the United Nations General Assembly in 2021.¹¹

The YuWaah (GenU India) Young Warriors initiative engaged 4.4 million young people and partnered with 1,350 organizations in 2021 to address challenges related to the COVID-19 crisis. YuWaah also worked on building a strong foundation for Young Warriors NXT, an initiative that aims to engage 1 million young people and equip them with twenty-first century skills. Plans include the creation of a series of 19 projects to invigorate India's entire life skills ecosystem.

Consortium Jeunesse Sénégal (CJS; GenU Senegal), which aims to connect 1 million Senegalese youth to skilling and employment opportunities, offers a successful youth-led model that GenU is working to replicate in Burkina Faso, Côte d'Ivoire, Mali and the Niger. Having opened its first Youth Leadership Centre in November 2021, CJS aims to set up a further three centres in Senegal in 2022.

CJS also initiated work on a framework that promotes young people's inclusion in issues that affect their lives. The GenU Global Team is now working with CJS to explore ways to incorporate the framework as a systems-based approach to improve youth inclusion globally.



Hydrolution's

Youth tackle water pollution in Nicaragua – one bar of soap at a time

Four young engineers are diverting used cooking oil from contaminating Nicaragua's rivers and turning it into much-needed soap bars instead.

Javier Guillen (aged 25) came up with the concept as a way to fight the degradation of the Coco River and associated threats to human health. To bring the idea to life, he teamed up with Mayte Molina (24), Maria Elena Salgado (24) and Abraham Ramirez (20). Their social venture, Hydrolution's, was a global winner at the last imaGen Ventures Youth Challenge.

Hydrolution's was so inundated with donations of used cooking oil in its initial months of operation that it quickly set its sights on increasing production. Every gallon of oil recycled as a result of the team's ingenuity translates into a cleaner environment. Every bar of soap produced improves access to good hygiene practices.

And by running soap-making workshops for rural youth – offering a livelihood alternative to agriculture – Hydrolution's also tackles youth unemployment.

¹⁰ This update on the Youth2030 framework used by the United Nations system highlights the Young People's Action Team as a good example of multi-stakeholder partnerships that support programming in youth development, and meaningful youth engagement. United Nations, *Youth2030: Progress Report 2021*, United Nations, New York, April 2021. Available at: <www.unyouth2030.com/progressreport21>, accessed 24 May 2022.

¹¹ For more on the second SDG Moment in the Decade of Action to deliver the Sustainable Development Goals, see: United Nations, 'SDG Moment 2021', <www.un.org/sustainabledevelopment/sdg-moment>, accessed 25 May 2022.

Young People's Action Team



Ms. Laraib Abid
Founder and Executive Director
Flare of MASHAL
Pakistan



Ms. Precious Agaecheta
Youth Engagement Associate
African Union
Nigeria



Mr. Zawad Alam
Student
University of Dhaka
Bangladesh



Ms. Frida Julieta Montalvan
Student
Tecnológico de Monterrey
Mexico



Ms. Weyyn Muganda
Cora Weiss Peacebuilding Fellow, Global Network of Women Peacebuilders
Kenya



Ms. Taima Qassam Muhammad Harisi
Volunteer
War Child
Syria



Mr. Rafik Amrani
Founder
Beyond Tekhmamek (Beyond Your Thinking)
Algeria



Ms. Vicky Aridi
Youth Coordinator
FairTrade Africa
Kenya



Ms. Tharindra Arumapperuma
Assistant Programme Manager, CurveUp
Sri Lanka



Mr. Anastase Ndagijmana
Founder
We Got Your Back Rwanda
Rwanda



Mr. Jean Claude Niyomugabo
CEO
Speke Farms
Rwanda



Ms. Uwera Diane Nsengiyumva
YESS Task Force Member
World Association of Girl Guides and Girl Scouts, Rwanda



Ms. Aliyu Asmau
Volunteer
National Youth Service Corps
Nigeria



Ms. Eglantina Avidua
Founder
3DX
Kosovo



Mr. Ulises Brengi
Learning Experience Designer
Eidos Global
Argentina



Ms. Cynthia Nyongesa
Founder
Cynthia Untamed
Kenya



Mr. Fredrick Ochieng Odoso
Project Coordinator
Kenya Young Members of County Assemblies
Kenya



Ms. Jimena Ojeda Ramirez
Environmental Specialist
Green Chimneys
Peru



Mr. Michael V.L. Chhandama
Youth Ambassador
EARTHDAY.ORG
India



Ms. Samanjar Chowdury
Operations Lead
BRAC
Bangladesh



Ms. Tatenda Churu
Executive Director
Youth Alliance for Safer Cities
Zimbabwe



Mr. James Okina
Founder
Street Priests
Nigeria



Ms. Srishti Pandey
Graduate Student
Indraprastha College for Women, University of Delhi, India



Soth Peosamngang
Teaching Fellow
Teach For Cambodia
Cambodia



Ms. Kristen Corlay
Information and Technology Manger
La Neta México
Mexico



Ms. Linh Thuy Dang
Research Assistant
Transforming Disability Knowledge, Research and Activism, Viet Nam



Ms. Tamara-Marie Oge Elemelu
Student, London School of Economics and Political Science, Nigeria



Ms. Jingyun (Iris) Pi
Co-Founder
Stories to Action
China



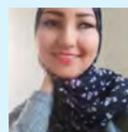
Ms. Victoria Quaynor
Child Rights Advocate
Curious Minds
Ghana



Ms. Thuy Do Quynh
Co-Founder
2030 Youth Force
Viet Nam Network
Viet Nam



Ms. Shahnoza Eshonova
Student
Tajik National University
Tajikistan



Ms. Majida Ismail Ali Farah
Regional Adolescence of Youth Majiles
State of Palestine



Ms. Samantha Giramata
Student
Akilah Institute
Rwanda



Mr. Luis Ramos Pucuhuanca
Founder and President
Center for Empowerment and Leadership
Peru



Ms. Andrea de Remes
CEO and Co-Founder
Erandi Aprende
Mexico



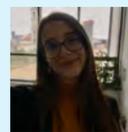
Ms. Lucia (Lu) Rengel
Founder and CEO
HELP Model United Nations
Ecuador



Ms. Ineza Grace
CEO
The Green Fighter
Rwanda



Ms. Anahita Hosseini
Junior Coordination Consultant
United Nations
Iran



Ms. Trina Hoti
Mentor/Volunteer
Save the Children
Kosovo



Mr. Amal Ridene
Investor Engagement Officer
AfricInvest Group
Tunisia



Mr. Mateo Salvatto
Co-Founder and CEO
Asteroid Technologies
Argentina



Ms. Nikita Sharma
Student
Government College of Teacher Education
Dharamshala, India



Ms. Taibat Hussain
Senior Technical Advisor
Development Research and Project Centre
Nigeria



Mr. Origene Igrianeza
Founder and CEO
O'Genius Priority Ltd.
Rwanda



Mr. Andrew Kabera
Urban Resilience Planner
Global Shapers Kigali
Rwanda



Mr. Naswiru Shema
Executive Director
Peace and Love Proclaimers
Rwanda



Mr. Udit Singhal
Founder
Glass2Sand
India



Ms. Vandara Singhal
Programme and Creative Manager
Impact Hub Phnom Penh
Cambodia



Ms. Elvira Kalmurzaeva
Executive Director
IDEA Central Asia
Kyrgyzstan



Ms. Amira Khallaf
Science Communicator
Sedra Academy
Egypt



Ms. Sefora Kodjo
Founder and President
SEPHIS Foundation
Côte d'Ivoire



Ms. Fernanda Soria
Co-Founder
Yo Podría Ser Ella
Peru



Mr. Art Spahiu
Co-Founder
Organized Youth Association
North Macedonia



Ms. Lamea Tanjin Tanha
Founder and CEO
TransEnd
Bangladesh



Ms. Punam Kunari Thapa
Student, KIST Medical College and Teaching Hospital, Tribhuvan University, Nepal



Ms. Tendai Kunyelesa
Co-Founder, Development Agenda for Girls and Women in Africa Network
Zimbabwe



Ms. Priscilla Kusuro
Founder and CEO
SABINY Transformative Trust Initiative
Uganda



Mr. Bekalu Temesgen
Founder
NileStream
Ethiopia



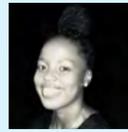
Ms. Tenna Skov Thorsted
SDG Innovator
Global Compact Network
Denmark



Mr. Viet Anh Tran
Founder and CEO
Spiderum
Viet Nam



Ms. Aggie Lam Wing Tung
Outreach Manager
GIVE.asia
Hong Kong, China



Ms. Awonke Majikijela
Student
University of South Africa
South Africa



Mr. Praise Majwafi
Co-Founder
AYA Africa
South Africa



Mr. Tahsin Uddin
Founder
Lal Sabuj Society
Bangladesh



Ms. Safa Claudia Uwingeney
YESS Taskforce Member
World Association of Girl Guides and Girl Scouts
Rwanda



Ms. Kalía Velázquez
NGO Network Coordinator
Fundación Merced Querétaro
Mexico



Mr. Anis Mansour
Executive Board Member
UNICEF Interregional Advisory Council for MENA Youth
Tunisia



Mr. Najib Matar
Founder and CEO
Act4Impact
Lebanon



Ms. Karabo Mokgonyana
Research Consultant
CIVICUS: World Alliance for Citizen Participation
South Africa



Mr. Kesevan Veloo
Co-Founder
Listen To Me Lah Podcast
Malaysia



Ms. Elizabeth Zalanga
Policy and Communications Assistant
Children's Defense Fund
United States of America

Thank you to each one of our partners, without whom **Generation Unlimited** could not have achieved such remarkable results with and for young people in **2021**.



Founding Partners

GenU has a public-private-youth DNA that brings together partners to co-create opportunities and pool investment to transform outcomes with and for young people on a global scale.

UNICEF collectively committed to provide four years of core global funding to support GenU from 2022 to 2025. In recognition of their critical investments, these organizations have been recognized as GenU Founding Partners.

In 2021, in addition to their substantial support for GenU in-country programmes, Dubai Cares, IKEA Foundation, Microsoft, PwC, SAP, Unilever and



“The clarion call of all young people is global unity. Our greatest desire is that we must love and live in this world differently. We must constantly dream of a better world, where all of our common goals and ambitions will thrive. Because the most urgent task of this generation is to act now so that the coming generations enjoy the world we build together.”

Calvin Shikuku
Global imaGen Ventures Youth Challenge Winner





Precious Agaecheta
Member, GenU Young People's Action Team

“
The world of work is evolving.
The dynamism of skills taught
should be evident as well.
”

Global Resource Partners

In 2021, the Government of the Netherlands' support helped to improve the prospects for young people across Bangladesh, Kenya and Niger, while Irish Aid's core contributions helped to advance opportunities for young people across all 54 GenU countries.



Government of the Netherlands



Government of Ireland

Other Governments also contributed financial resources to advance GenU's mission:



Government of Austria



Government of Estonia



Government of Germany



Government of Sweden



Government of the United States of America
(United States Agency for International Development)

In addition to GenU's Founding Partners, these corporations and foundations contributed financial resources to advance GenU's mission:





Safa Claudia
Member, GenU Young
People's Action Team

“
Sometimes we depend on
other people's power but they
won't exist forever. That's why I
need to have my own special
skills to save the world
”

Global Partners

Corporations

- Arm
- Capgemini
- DSM
- ING
- Mastercard
- Pearson
- Standard Chartered
- Telenor

United Nations

- International Labour Organization (ILO)
- United Nations Department of Economic and Social Affairs (UN DESA)
- United Nations Development Programme (UNDP)
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- United Nations Girls' Education Initiative (UNGEI)
- United Nations Global Compact
- United Nations Office of the Secretary-General's Envoy on Youth (UN Youth Envoy)
- United Nations Population Fund (UNFPA)

Governmental Organizations

- African Union (AU)
- Association of Southeast Asian Nations (ASEAN)
- European Union (EU)
- Gulf Cooperation Council (GCC)
- MERCOSUR
- Organization for Economic Co-operation and Development (OECD)

GenU acknowledges with sincere gratitude the support and commitment of all Governments in countries where we implement programmes.

Non-governmental Organizations

- Decent Jobs for Youth
- Global Business Coalition for Education
- Global Partnership for Education
- Solutions for Youth Employment
- World Economic Forum

Civil Society Organizations

- BRAC
- International Youth Foundation
- New York Academy of Sciences
- Plan International
- Social Change Factory
- SOS Children's Villages International
- Teach For All
- World Association of Girl Guides and Girl Scouts
- World Organization of the Scout Movement
- YMCA

International Financial Institutions

- African Development Bank
- Islamic Development Bank
- World Bank

Thank you to our public, private and youth partners who guide the partnership and leverage their expertise and networks to advance GenU's mission.



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(Co-Chair)
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United Nations



H.E. Mr. Alexander De Croo
Prime Minister
Kingdom of Belgium



Mr. Gordon Brown
United Nations Special
Envoy for Global
Education
United Nations



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Republic of Kenya



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Co-Founder and Chair
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(Co-Chair)
President
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Emeritus
BRAC



Ms. Julia Gillard
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Global Partnership
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President
Republic of Botswana



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IKEA Foundation

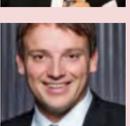
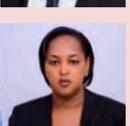


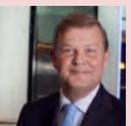
Mr. Joseph Mucheru
Cabinet Secretary
Ministry of ICT, Innovation
and Youth Affairs
of the Republic of
Kenya



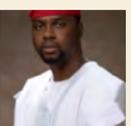
Mr. Ravi Venkatesan
Special Representative for
Young People &
Innovation
UNICEF

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	 Ms. Rosemary Mbabazi Minister of Youth Republic of Rwanda	 Mr. Joseph Mucheru Cabinet Secretary Ministry of ICT, Innovation and Youth Affairs Republic of Kenya

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 Mr. Nikolai Astrup Former Minister of Local Government Kingdom of Norway	 Ms. Doreen Bogdan-Martin Director of the Telecommunication Development Bureau International Telecommunication Union	 Mr. Colm Brophy Minister of State for Overseas Development Aid & Diaspora Republic of Ireland
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 Her Royal Highness Princess Lalia Meryem Kingdom of Morocco	 Ms. Lucy Meyer National Spokesperson for Special Olympics and UNICEF USA	 Mr. Simon Segars Chief Executive Officer Arm
 Mr. Wang Shi Chairman Vanke Foundation	 Ms. Vera Songwe Executive Secretary United Nations Economic Commission for Africa (UNECA)	 Mr. Adebola Williams Founding Partner Red Africa Media
 H.E. Ms. Ekaterina Zaharieva Former Deputy Prime Minister for Judicial Reform and Foreign Affairs Minister Republic of Bulgaria		

* These representatives were in their posts for much or all of 2021 and have since left, and new representatives are being identified.

Meeting the needs of young people is a defining issue of our time. It's necessary. It's imperative. It's ambitious. And through **Generation Unlimited it's also achievable.**



Published by Generation Unlimited,
633 Third Avenue, New York, NY 10017, 23rd floor

Website: www.generationunlimited.org

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Our Turn.
Our Future.



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