GENERATION UNLIMITED

Strategy 2022-2025
Today’s 1.8 billion youth hold our shared future in their hands.

With the largest Generation of young people in history driving social change and economic growth, the potential is Unlimited.
The world’s leading Public-Private-Youth Partnership (PPYP), transforming crisis into opportunity with and for young people

**Crisis**
- 267 million young people are not in education, employment or training – 2/3 are girls.
- 77% of young people are employed in precarious work in the informal sector.
- Among those aged 25 years or less, only 6% in low-income countries have internet access at home, compared to 87% in high-income countries.

**Opportunity**
- Young people are 25% of the world’s population but 100% of its future. Their ambition, passion & ingenuity will fuel solutions to the world’s biggest problems.
- In just three years, GenU has reached over 200 million youth in 47 countries with skilling, employment & social impact opportunities, and will reach 500 million by 2025.
- In 2020 alone, amid the COVID-19 pandemic, over 10 million young GenU volunteers were forces of positive change in their communities.
GenU is on a mission to skill and connect the world’s 1.8 billion young people to opportunity.
GenU’s Comparative Advantages

Leveraging GenU's unique partners, resources and capabilities for the world's young people

- **Global scale**: Public and private sector and youth partners who are present in over 190 countries

- **Networks & resources to amplify the power of youth**: Capacity to connect young people with influential leaders, resources and opportunities

- **Private sector commitment & leadership**: Access to private sector technology, know-how, networks and resources to co-create and scale solutions & disruptive innovations for young people

- **Coalition of influential public, private & youth partners**: Experience building Public-Private-Youth consortiums to co-create and fund solutions for youth at scale

- **Part of the United Nations**: Anchored in UNICEF with seven global UN partners (ILO, UNDP, UNICEF, UNESCO, UN Youth Envoy, UNFPA, UNDESA)
Key Strategic Choices

Summary of foundational decisions to drive GenU 2.0

1. Deliver impact in four key areas:
   - Skills & Employment
   - Entrepreneurship
   - Social Impact
   - Connectivity

2. Emphasize results for the most disadvantaged young people, especially young women
   Ensure programmes are inclusive and address gender, disability and social inequity

3. Deliver impact through Public-Private-Youth Partnership, with emphasis on expanding youth and private sector engagement
   Leverage diverse assets of public, private & youth partners to scale solutions and support policy change
   Put youth at the core as decision-makers and drivers in GenU governance, staffing and programs
   Increase engagement with private sector & pioneer new modalities for shared value partnerships

4. Focus on delivering results in a sub-set of countries while supporting organic expansion to new markets
   Support demand-driven country expansion, but prioritize accelerator countries to deliver large-scale results

5. Mobilize resources through three channels for sustainable impact
   Focus resource mobilization on
   1) Global catalytic funding
   2) In-Country funding for GenU programs
   3) Leveraging of IFI, bilateral and domestic financing
Our Impact (2022-2025)
Prioritize digital & green solutions.

Drive Progress Towards the SDGs With and For Youth

Skills & Mindsets for Success & Well-being

Entrepreneurship
Young people have entrepreneurship opportunities

Employment
Young people have decent jobs and economic empowerment

Social Impact
Young people become problem solvers and active citizens

Every young person has access to the internet
Reach +300 Million Youth with Access to Opportunities by 2025

Achieve at least 50% impact for young women

+300 MILLION CONNECTED TO LEARNING, SKILLING & EMPLOYMENT OPPORTUNITIES

+65 MILLION GAIN ENTREPRENEURSHIP SKILLS, MINDSETS, AND OPPORTUNITIES

+30 MILLION ENGAGED AS ACTIVE CITIZENS AND CHANGE-MAKERS

+125 MILLION BENEFIT FROM CONNECTIVITY

SKILLS & EMPLOYMENT

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

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

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

CONNECTIVTY

• 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

GAIN ENTREPRENEURSHIP SKILLS, MINDSETS, AND OPPORTUNITIES

ENGAGED AS ACTIVE CITIZENS AND CHANGE-MAKERS

BENEFIT FROM CONNECTIVITY

CONNECTED TO LEARNING, SKILLING & EMPLOYMENT OPPORTUNITIES

SKILLS & EMPLOYMENT
Prioritize Results for the Most Disadvantaged, Especially Young Women

Ensure programs address inequity, particularly gender inequity

- Emphasize programming for the most marginalized and economically disadvantaged, including young people with disabilities
- Provide access to apprenticeships & internships in non-traditional sectors and female mentors & role models
- Promote young women as entrepreneurs & match them with jobs that meet their aspirations
- Support policy change and positive social norms to enable equality of opportunity and choice
- Empower adolescent girls with market-relevant skills including STEAM skills (Science, Technology, Engineering, Arts, Math)
Emphasize Digital & Green Solutions

Apply a cross-cutting focus on digital and green to prepare youth for the changing world of work

Digital

- Scale up EdTech and JobTech solutions and social impact platforms
- Where needed, adopt a blended approach of online, low-tech and offline solutions
- Address accessibility and ‘digital poverty’

Green

- Skill youth for green jobs of the future and support green entrepreneurs and agri’preneurs
- Connect youth to jobs in the green economy
- Support youth-led social impact and advocacy on issues of climate, biodiversity and sustainable livelihoods
Advance Impact Measurement

Convene and work with influential partners and experts to measure impact with & for youth

- Move *beyond access to measure impact* from the time a young person acquires skills to when they find a job, start a business, or engage in their community.

- Utilize *one unified reporting mechanism*, with a global results framework guiding measurement and implementation at country level.

- Mobilize partners to *set and drive global commitment to measure progress towards youth-specific 2030 impact targets linked to SDGs*, particularly related to skilling, employment, entrepreneurship and civic engagement.
How We Will Achieve Impact
Deliver Impact through Public-Private-YOUTH Partnership (PPYP)

Identify, co-create & scale up programs via PPYP consortia that combine partners’ unique capabilities, assets and reach. Ensure GenU programs bring together multiple partners and have a public, private and youth component.

Catalyzing impact @ scale focused on:
- Skills & Mindsets
- Employment
- Entrepreneurship
- Social impact
Put Youth at the Core of the Partnership

Amplify youth power and agency

Youth Voice

- Foster environments for youth to self-organize as advocates and champions both online and offline
- Amplify youth voices and perspectives to inform policies and programmes

Youth Action

- Invest in youth-led solutions and scale initiatives that foster youth-led action, i.e., ImaGen Ventures Youth Challenge, Global Volunteer Initiative, Yoma, UPSHIFT, U-Report
- Co-create all new initiatives with young people and engage youth in participatory measurement and evaluation
- Partner with youth-led organizations to implement programs & drive GenU’s results and impact

Youth Leadership

- Significantly increase proportion of youth in GenU at global and local levels as staff, volunteers, interns and in GenU governance
- Build leadership capacity of youth in GenU networks through mentorship & training opportunities
Expand Private Sector Engagement in the Partnership

- Leverage private sector technology, know-how, networks and resources to co-create and scale solutions & disruptive innovations for young people

- Strengthen private sector leadership & representation in GenU
  - Increase number of influential corporate partners at global and local levels
  - Add more private sector leaders to GenU governance (global and local), including young CEOs and entrepreneurs

- Infuse private sector expertise in GenU through staff secondments to global and local teams
Focus on large-scale results in ‘Accelerator’ countries, while supporting organic, demand-driven country expansion

Prioritize Low & Middle-Income Countries while piloting self-funded programming in High-Income Countries

Criteria for GenU country expansion:

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- Youth leaders  
- Multilaterals (including UN agencies)  
- Civil society organizations |
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Implement a “GLOCAL” Approach

Build a ‘locally driven and globally supported’ operational model

Country / Regional

- Build local GenU partnership with leading businesses, foundations, government, public sector and youth-led organizations
- Identify/co-create and implement local programs and support policy change
- Measure & report local impact
- Mobilize local resources
- Build the GenU brand in-country/region

Global

- Drive global strategy, advocacy & thought leadership
- Build global GenU partnership with leading businesses, foundations, governments, public sector and youth led organizations
- Identify/co-create global programs for scale
- Support country teams on programs, partnerships & resource mobilization
- Mobilize global catalytic funding for countries
- Measure and report global impact
- Build GenU’s global brand

Impact with & for Young People

Successful Local Solutions become Global Solutions

Technical Support & Time-Bound, Criteria-Based Catalytic Funding
Country Operating Model
Four key building blocks for sustainable impact @ scale

**Build a National Public-Private-Youth Partnership (PPYP)**
- Identify at least 2 highly-influential public and private sector leaders (1 public, 1 private) to drive GenU in-country
- Mobilize a group of high-level public, private and youth leaders willing to commit their time, technical and/or financial resources to the youth agenda
- Create program consortia that combine unique capabilities of public, private and youth partners to deliver programs at scale

**Develop a Portfolio of Innovative & Scalable Solutions**
- Undertake a rapid assessment to identify locally relevant demand-driven interventions
- Identify/co-create GenU “solutions” informed by evidence, and build in measurement & scale from the start.
- Ensure all GenU programs bring together multiple partners and have a public, private and youth component.

**Mobilize Resources**
- Attract seed funding to catalyze programming
- Generate additional resources locally – including from governments (ODA), private sector, domestic budgets, development banks

**Deliver High Impact Programmes at Scale**
- Implement solutions through Public-Private-Youth partnership
- Scale up solutions and measure and communicate impact with and for young people
Mobilize Resources Through Three Channels to Drive Scale & Impact

1. Raise global catalytic resources
2. Mobilize resources in countries
3. Leverage International Finance Institution, bilateral aid and domestic financing

The GenU Global Team will raise resources in collaboration with:
- GenU Global Board, Global Leadership Council & other Global GenU Partners
- GenU Local Boards & Local Partners
- International Finance Institutions
- Youth Leaders & Networks
Our Time. Our Turn. Our Future.