GLOBAL SOLUTIONS
Global Solutions

Young people in different regions have distinct needs and face unique challenges. That’s why our solutions are more than just one-size-fits-all approaches; they are developed in close partnership with local organizations and communities so that we can fully understand and address the needs and opportunities of each region. GenU’s global solutions draw on our partners’ unique capabilities, assets and reach to help young people prepare to meet the demands of the future of work and life. Young people are at the center of partnerships, and they have been instrumental in co-designing our solutions.
GLOBAL VOLUNTEER INITIATIVE

A global movement that inspires and equips young people to become volunteers while creating a ripple effect of positive change

Engaging young people in productive and meaningful ways is essential for building a more just and equitable society.

Volunteering channels the power of youth as changemakers and builds essential skills to jumpstart their professional journeys. Young volunteers learn communication, teamwork, critical thinking and problem-solving as they build social capital, resilience and a sense of civic responsibility beyond the classroom.

The Global Volunteer Initiative (GVI) is a powerful movement that harnesses the potential of young people to make a difference in the world. GVI mobilizes over 10 million young volunteers in 40+ countries to take action on issues from climate change and mental health to nutrition and education, thus tapping into the power of young people as changemakers while building their skills and networks.

GVI deploys a context-driven grassroots approach, connecting young volunteers with the technical expertise and resources of the private sector to co-design and implement initiatives that are most urgent in their lives.

That’s why GVI places people at the heart of development and assists countries in initiating, expanding, and improving volunteer programs.

It provides a comprehensive range of resources to enhance its global volunteer programs, such as stakeholder engagement, strategic planning, technical support, digital technologies, and a community of practice in over 40 countries.

Youth Volunteerism: Small Actions. Big Impact.

- Context-driven & volunteer-centered
- Collaborative & co-creative
- Agile & iterative
- Redistributes & builds power from the outset

Measuring air quality and alerting community members when it is unsafe outside in Mongolia

Leading recycling projects with women in the local community in Jordan

Making public art with recycled material to raise awareness on over-consumption in Armenia

Learning about solar energy and installing solar panels in Burkina Faso

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WHAT SETS GVI APART

• Situated within GenU & UNICEF, the largest mandate and brand behind children/youth.
• Experience in 40+ markets working with diverse partners.
• Access to world-class technical leadership and expertise in all areas that implicate young people (education, mental health, water and sanitation).
• A major player in vaccine distribution campaigns (e.g., polio eradication and COVAX).
• A multi-stakeholder platform to bring in partners from public and private sectors.

IMPACT TO DATE

Developed volunteer programs in
40 countries, out of 190 partner countries

Built a base of
10M volunteers

Impacted nearly
200M people through volunteer action

Each volunteer reaches 17 people on average, driving action on education, health, environment and peacebuilding.

GVI AMBITION
Anually train and activate
15M volunteers and reach more than 300M people by 2025 with a focus on climate change, mental health and crisis response

GET INVOLVED

We’re uniting public-private-youth partners for GVI:

Organizational partners:
Public/Private funders and local CSOs to support implementation.

Subject matter experts:
Leveraging best practices of volunteer mobilization and research, leveraging our position within the UN system and UNICEF.

Young volunteer networks:
Engaging youth in program design & existing movements to support our vision.

PARTNERS

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For queries, contact
GVI IMPACT IN STORIES:

How volunteers are uniquely able to deliver scale and reach

1. South Africa
Over the course of 6 months in 2021 and 2022, 538 volunteers assisted 17,000 elderly, many of whom have limited technological skills and access to internet, to register for their vaccine online and provided vaccine information to an additional 25,500 in 41 locations across 11 cities.

2. Uganda
Adolescent volunteers in Uganda launched a 6-month campaign to support peer mothers to return to school, referring peers to services, conducting home visits, using radio and church announcements, and mobilizing thousands to march and support the cause.

3. Columbia
Young volunteers in Columbia are running programmes on peaceful coexistence for children in the aftermath of a 50-year armed conflict.

4. Kyrgyzstan
Volunteers in Kyrgyzstan have reached half of all schools in the country, running disaster simulation exercises & verifying that each school has the tools in place to respond in case of an extreme weather events.

5. Mongolia
Volunteers in Mongolia are monitoring air pollution and using the data collected to run advocacy campaigns. A cohort of volunteers has also been trained to promote energy efficiency and the UNICEF office is working with the Government to scale youth volunteerism.

6. Rwanda
Volunteers in Rwanda conducted 150,000 home visits and provided over 200,000 children with psychosocial support.

7. Jordan
Volunteers in Jordan helped people get information and register for vaccine appointments in Jordan, becoming one of the government’s official platforms for COVID-response.

8. India
Some 30,000 volunteers as part of the Blue Brigade Campaign in India have reached more than a million men, women and children in 1500 villages and 57,000 homes to support women and children to access basic and essential services.
imaGen VENTURES

A social entrepreneurship programme that fosters entrepreneurial skills and cultivates youth-led ventures to contribute to the SDGs

Young people are inheriting a world fraught with immense challenges—from climate change and inequality to a scarcity of skills and meaningful job opportunities. If the world’s 1.8 billion young people are empowered to harness their entrepreneurial spirit and drive innovative social change towards a more equal and sustainable future, they can become vital agents of change for generating pathways to success that benefit us all.

imaGen Ventures is a global programme that provides young people with access to opportunities to develop entrepreneurial skills to catalyze social change and economic growth, and create a more sustainable future by addressing the SDGs.

Co-designed with input from young people, the programme aims to nurture a large group of young entrepreneurs who have the mindset, skills, and opportunities to make significant contributions towards achieving the SDGs.

imaGen Ventures works with young people to:
- Nurture skills for the future
- Foster an entrepreneurial mindset.
- Support ventures with grants, funding, and mentorship opportunities; and
- Inspire millions to build growth-oriented and socially motivated enterprises.

It uses grassroots, community-based approaches to co-design ventures that have real relevance to young people and communities.

HOW IT WORKS

1. Mindsets
Large number of young people are inspired at a local level and start developing green entrepreneurial mindsets.

2. Skill-building
Entrepreneurship, financial literacy, human-centred design skills through parallel thematic tracks while prototyping early-phase enterprise challenges.

3. Enterprise-building
Access to equity-free seed funding, mentorship and peer-to-peer learning opportunities.

4. Road to sustainability
A journey towards sustainable, growing enterprises with the power to generate social, environmental and economic impact.
**IMPACT TO DATE**

**Deployed in over** 60 countries, with ambition to expand to 100 countries by 2025

**Incubated** 2,5K+ Youth ventures

**Engaged over** 250 organizations in co-creation and implementation

**16M+** young people have been inspired to become entrepreneurs

**80K** young people have generated entrepreneurial ideas

**WHAT SETS imaGen VENTURES APART**

- Partnerships with public, private and youth-led organizations allow the delivery of massively scalable solutions that empower young people worldwide.
- Uses grassroots, community-based approaches to co-design youth-led ventures that have real relevance to young people and their communities.
- Contextualized in every country across various industries and thematic areas corresponding to the SDGs.
- Specific focus on transferrable skills and entrepreneurship competencies for the 21st century.
- Focus on young people from marginalized communities.

**GET INVOLVED**

Join us on our mission to support the next generation of changemakers. Ways you can support include:

- Provide content on entrepreneurship skilling
- Support digitization of interactive experience
- Offer employee mentorship and coaching
- Provide seed funding for youth enterprises
- Grant access to infrastructure and resources
- Support thematic tracks with grants and seed funding for the climate crisis, green entrepreneurship, agripreneurship, education, and mental health.

For queries, contact [Hana Sahatqi](hsahatqia@unicef.org)
YOUTH-LED ENTREPRENEURSHIP IN ACTION

Discover some of the youth ventures supported by imaGen Ventures which are taking on some of the world’s most urgent and daunting problems with ingenuity and determination!

1. Soigel, Egypt
Created organic fertilizer and aquagel made from recycled sugarcane waste to increase productivity and decrease water usage in farming.

2. Int-Tech, Pakistan
Develops biodegradable plastic with sensors that detect food expiry to curb global plastic pollution, food expiry issues, and improve waste management.

3. Zambezi Ark Technologies, Zimbabwe
Developed off-grid solar-powered LED lighting system to provide high-quality and reliable lighting to schools and residential buildings in Sub Saharan Africa.

4. Saniwise Toilet, Kenya
Provides ecological and financially feasible modern sanitation technology that converts urine and feces into bio-fertilizer, reducing environmental plastic footprints and promoting health and agriculture fertilizers in informal settlements.

5. Quebrada Agroecológica, Brazil
Works to democratize sustainable and lower-cost alternative minicistern model to solve the problem of water scarcity and its impacts on the lives of community residents in the Maria da Penha settlement.

6. Bio Briquettes, Uganda
Produces bio-briquettes from organic waste to be used as an alternative to charcoal and avert deforestation.

7. Electric Bike, Jordan
Developed a solar-panel-powered electric bike to facilitate access to water in refugee camps in a fast, convenient, and less labor-intensive way.

8. Motobrix, Kenya
Engages unemployed youth in creating renewable energy in the form of organic briquettes made from environmental waste, with the aim of cutting dependency on fossil fuels and enabling communities to live more sustainably.
PASSPORT TO EARNING

Passport to Earning (P2E) is a learning-to-earning solution that trains and certifies youth with free in-demand, job-ready skills at scale.

In today’s rapidly changing world of work, many young people are being left behind due to a lack of access to relevant skills and opportunities. This not only makes it difficult to earn a living, but it also undermines the potential for social and economic progress.

The skills required to navigate a stable livelihood are rapidly evolving due to the emergence of new technologies, and it is critical that young people have access to the tools and resources required to adapt and thrive.

By providing multiple avenues for learning, digital platforms offer young people the opportunity to access free content and curricula, enabling them to acquire new skills and connect with job opportunities.

Passport to Earning (P2E) is a digital platform that provides young people aged 15–24 years with free, job-relevant skills training and positions them for employment opportunities.

These resources on P2E are curated by:
- Employers and companies with expertise in hiring and developing talent
- Government partners who adapt, optimize, certify, and deliver skilling programs fit for the local context and market
- Youth advisers who help refine the offerings as per young people’s needs and aspirations

Blended learning approaches, local-language content, and co-development with country partners make P2E a unique solution that adapts to local contexts and achieves wide reach and impact.

The training runs on the Microsoft Community Training (MCT) platform, which also supports UNICEF and Microsoft’s Learning Passport, and provides digital learning for school-age children who struggle to access mainstream education (listed in Time Magazine’s 100 best inventions of 2021).
10m youth certified with job-relevant skills over three years. At least half of them young women.

Live in India, Brazil, and Rwanda. Soon active in Bangladesh and Nigeria.

**BRAZIL**
Part of GenU’s 1MiO platform which connects youth to skilling and job opportunities with over 120 private sector partners

Leveraging connections with over 2,000 government municipalities to deliver blended learning

**INDIA**
Activated in October 2022, in partnership with the Ministry of Education and the Ministry of Electronics & Information Technology

443,945 learners have completed courses, mainly focusing on digital productivity and financial literacy.

Total number of youth enrolled through national education and community systems exceed 796,544 (70% young girls and women).

Developed and founded together with Accenture, Dubai Cares and Microsoft, Passport to Earning has received added funding for expansion from the UK government’s multi-sector Girls’ Education Skills Partnership, Unilever, Silatech, and CapGemini.

GET INVOLVED
To scale the solution and unlock opportunities for more youth worldwide, P2E is inviting new partners to offer:

- Funding
- Curated content for training and certification
- Apprenticeships and employment opportunities
- Coaching and mentorship schemes
- Technical support

For queries, contact

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YOMA
A digital marketplace to connect youth to opportunity

1 billion+ young talent are expected to enter the workforce by 2030. To meet the changing demands of the labor market, young people will need to be equipped with a set of skills and competencies to compete globally and locally.

Yoma (Youth Agency Marketplace) is a digital marketplace that guides, skills and connects young people, including the most marginalised, putting youth at the center and giving them a way to showcase their talents. Co-developed by young Africans, Yoma offers young people a variety of free online opportunities to promote skills development, community engagement, and employment.

Yoma opportunities focus on labour market relevant skills and are provided by partners of the Yoma ecosystem.

Yoma helps young people create a blockchain-based digital CV, offering growth choices and matching job/entrepreneurial opportunities using privacy-preserving AI. Youth are awarded through the Zlto, a digital token that can be redeemed in the marketplace for both digital and physical goods and services.

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Yoma leverages an ecosystem of partners and user-centric mobile technology and offline support to scale access to opportunities, reaching youth everywhere.

VALUE FOR YOUNG PEOPLE

Learning opportunities
Free online opportunities to develop labor market relevant soft skills, which users can use to enhance their resumes, expand their knowledge, and gain valuable experience.

Digital CV
Blockchain-based digital CV allows users to showcase their skills and talents to potential employers. Yoma matches job and entrepreneurial opportunities to young people's skills and competencies.

Incentivization and Marketplace
Yoma's digital token, Zlto, incentivizes users to participate in learning and community engagement activities. Zlto rewards can be used to access a wide range of goods and services, such as airtime or vouchers.

GET INVOLVED BY

- Supporting tech development
- Becoming a vendor on the marketplace
- Providing opportunities on the platform
- Becoming a job provider on the platform
- Promoting Yoma to your youth networks

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For queries, contact

IMPACT TO DATE

Active in 8 COUNTRIES

340K Hours of Learning

190K total registered users

4M+ engagements with young people

30+ partners

FOUNDING PARTNERS

#SkillsRightNow
We believe in constantly pushing the envelope to drive meaningful impact. That’s why we’re always exploring new ideas and piloting innovative initiatives to build for tomorrow. While our tried-and-true global solutions reflect a legacy of impact that has transformed lives, our innovation pilots represent a commitment to constantly break new ground to support young people in new ways.
A programme to foster youth-led green entrepreneurship, create jobs, and deliver planet-friendly economic growth

Environmental pollution, waste accumulation, and unsustainable use of natural resources significantly impact African communities, exacerbating existing challenges such as poverty, food insecurity, and unemployment.

Young entrepreneurs in Africa possess unique and often untapped potential to create sustainable economic growth. By investing in their talents and empowering them to pursue novel approaches, green entrepreneurs can help accelerate climate progress and build a more equitable and prosperous continent.

According to the ILO, the green economy has the potential to create 24 million jobs globally by 2030. Fostering green entrepreneurship is thus a key transformational goal for the African continent.

BeGreen Africa is a new initiative co-created together with the Tony Elumelu Foundation, IKEA Foundation, and a cohort of young green entrepreneurs, with a mission to tackle the urgent triple planetary crisis of climate change, biodiversity loss, and resource depletion.

Building on successful initiatives like GenU’s imaGen Ventures, YOMA, and TEF’s Entrepreneurship program, BeGreen empowers green entrepreneurs through comprehensive training, seed funding, mentorship, access to networks and financing mechanisms, and aims to catalyze the transition to circular economies in Africa.

The pilot phase is being deployed in Kenya, where we are supporting the creation of businesses in the waste sector, and developing a strong body of evidence with a clear model for replication and scale in other countries and regions.

When young entrepreneurs invest their energies in the green economy, they have a chance to transform the African continent. Applying their innovation to reinvent how economic growth happens will improve not only their own lives but also those of future generations.
WHAT SETS BEGREEN AFRICA APART

• Massive combined field presence across Africa, close relations with government, private sector, and youth networks.

• We build on the synergies of proven programmes such as GenU’s imaGen Ventures and YOMA initiatives, and TEF’s Entrepreneurship programme while designing a full end-to-end green entrepreneurship programme.

• Access to world-class technical leadership and expertise in green entrepreneurship.

• Evidence generation for green entrepreneurship, policy advocacy, and program replication across Africa and beyond.

• Building a consortium of partners for scale across Africa and the globe.

GET INVOLVED

We’re uniting public-private-youth partners to empower aspiring green entrepreneurs across Africa. You can join by:

• Contributing financially to scale the program across Africa

• Providing mentorship and coaching on Business Design, Growth, or Financial Management at various steps across the programme cycle.

PARTNERS

IKEA Foundation

IMPACT TARGETS

In the first two years, generate $10,000 in revenue per year for both new and existing businesses.

Contribute to green economy measures such as volume of waste reduced/recycled, by tracking the environmental impacts of the green enterprises.

Create 2.6 jobs per entrepreneur after year one, and 5.2 jobs per entrepreneur after year two.

1,000 young entrepreneurs to start and successfully complete in-depth trainings.

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E-AGRIBUSINESS

INNOVATION PILOT

A programme aiming to bolster the agri-food industry by harnessing technology and equipping youth with skills and resources

The current global food supply chain not only emits a third of the world’s greenhouse gases but is also increasingly placing yields at risk due to the effects of climate change. The Global South has 88% of the world’s 1.2 billion youth, and agrifood systems are their largest employer with high potential for employment and entrepreneurship.

This calls for a radical transformation of agrifood systems, with youth engagement and employment as a goal and means.

E-AgribusINESS is a new programme dedicated to bolstering agrifood systems through technology and skill-building. With a mission to prepare and connect young people with future job opportunities and entrepreneurial mindsets, E-agri will operate through a network of country-level Public-Private-Youth partnerships that align with government priorities. By using schools and digital infrastructure as catalysts for change, E-agribusiness will put youth at the center of food systems innovation, creating an ecosystem that promotes agriculture and agribusiness to the next generation.

The programme will be piloted in Kenya due to strong government support and an established ecosystem of partners and programmes. It will subsequently be expanded across Africa.

E-AgribusINESS will leverage KUZA’s agripreneur platform to skill and equip youth with digital toolkits, while connecting them to a marketplace for trading agriculture goods and services.

The model will transform schools into community hubs equipped with infrastructure that enables agripreneurs to build market linkages with the agribusiness industry, creating youth employment and entrepreneurship opportunities while empowering young people and rural communities to learn and earn.

Each agripreneur provides extension services to a cohort of 200 smallholder farmers for free, leveraging a digital platform and toolkit. This is sustained through commissions for facilitating quality inputs, credit, & markets.

Schools will use as community hubs, equipped with infrastructure (i.e. digital toolkits and demo plots) to “show & tell” for training/learning purposes, and enable revenue generation. The programme will promote more positive perception among children and youth about work in agriculture and agribusiness.
WHAT SETS E-AGRIBUSINESS APART

• Broad network of support and resources to drive sustainable change, with close relations with government, private sector, schools, and youth networks.

• Leverages proven programs that successfully provide agronomic skills, soft skills, business skills, financial literacy, and entrepreneurship to young agripreneurs.

• Transforming schools into community agripreneur hubs enables engagement with communities that may have previously been excluded from the agrifood industry.

• Leverages local knowledge, culture, and practices to create customized solutions that are tailored to specific regional needs and challenges.

GET INVOLVED

We are on a mission to harness the power of technology and skill-building to transform agrifood systems, create new opportunities for youth, and build a more just and sustainable future. Join us by:

• Providing internships, mentorship, or coaching to youth, or supporting youth incubation programs

• Sponsoring school demo plots

• Investing in AgTech start-ups

• Procure from target youth agripreneurs and farmers

AIMS OF THE PROGRAMME

Improve the economic livelihoods of 51,000+ farmers

Create 64 “School Centres of Excellence“ across Kenya to provide community training hubs and generate a pipeline of 40k young people with the passion and skills for careers in agribusiness.

Provide 4,000 young people (50% female) with the opportunity for decent livelihood as agripreneurs

The World Bank estimates that by 2030 the Africa agribusiness sector will represent a business value of $1 trillion.

PARTNERS

The World Bank

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For queries, contact

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