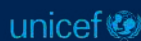


GLOBAL PROGRAMMES



GENERATION
UNLIMITED





GLOBAL PROGRAMMES

Young people in different regions have distinct needs and face unique challenges. That's why our global programmes 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 programmes 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 our partnerships, and they have been instrumental in co-designing our global programmes.

**GREEN
RISING**



GREEN RISING

Mobilising Millions of Young People to Protect their Communities from the Climate Crisis

Heatwaves, deepening droughts, rising floods, and a planet in peril—a generation of young people are inheriting a world that is already in a climate crisis. More than one in three youth surveyed in a [study](#) by UNICEF USA experience extremely high levels of anxiety about climate change.

Despite their anxiety, young people are responding to the climate crisis with optimism and action. Across the globe, a powerful climate movement of young people is emerging, rising to the challenge and taking grassroots actions to safeguard their own futures and the well-being of their communities.

While young people are not responsible for the climate crisis, they cannot afford to wait, and in many communities taking action now is a matter of survival.

The **Green Rising** is a programme led by UNICEF and Generation Unlimited alongside a global consortium of public, private, and youth partners. Its mission is to support youth climate action globally, helping 10 million young

people to take grassroots climate action by 2025.

This includes supporting children and youth to volunteer, build climate literacy, acquire green skills, create green ventures, secure green jobs, and advocate for action all while delivering tangible environmental impact in areas such as biodiversity protection, air pollution, water conservation and waste management.

The initiative works with existing youth-led networks and programmes, as well as UNICEF Country Offices and an ecosystem of partners that includes governments and leading private sector organizations. This vast network operates within local contexts and ensures that the most vulnerable youth receive the education, skills, and opportunities to contribute to a just green transition.

These collective efforts can help uphold the UN Committee on the Rights of the Child, which affirms the right of every child to a clean, healthy, and sustainable environment, and propel a just transition.



THREE PILLARS OF ACTION



Volunteerism

Young volunteers take action on a wide variety of environmental issues – ranging from planting trees and monitoring air pollution levels to conserving water, reducing waste, and recycling.



Skills, Jobs & Entrepreneurship

Young people help power the net zero transition - acquire green skills via formal or informal trainings and curricula; take jobs in the green economy; innovate and create green ventures.



Advocacy

Young people run campaigns to leverage their collective voices driving change in their communities, countries and the world: from local school boards and district councils all the way to COP28 and the United Nations.



IMPACT TARGETS

Directly support

10M 

young people who make a tangible impact on protecting biodiversity, conserving water, reducing waste, and advancing green energy.

Mobilize an additional

100M 

young people to take climate action via the ecosystem partner networks.



PARTNERS



accenture



Global Affairs
Canada



Capgemini



Ministry of Foreign Affairs of the
Netherlands

WHAT SETS GREEN RISING APART

- Beyond climate mitigation, we prioritize actions that support young people and their communities to adapt to the existing impacts of climate change on their lives.
- We're focusing our resources & energy on the Global South with clear programmatic targets.
- We have a multi-pronged, wholistic Theory of Change:
 - ▶ As young people take action they build skills.
 - ▶ Action delivers positive environmental impact for communities.
 - ▶ The sum of these actions exerts pressure on governments and corporates to de-carbonize.
 - ▶ The amplification of youth action helps inspire broader culture and systems change.



GET INVOLVED

We're uniting partners to support young people's climate action.

- **Organizational partners:** Working with other climate & youth organizations to contribute to a shared vision of adolescent & youth-led climate action
- **Subject matter experts:** Engaging with climate change & environmental experts to discern the most impactful actions that young people can undertake.
- **Networks of Young People:** Working with young people to design and implement climate action initiatives that respond to their needs and fit their local contexts.



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GIRLS' EDUCATION AND SKILLS PARTNERSHIP (GESP)



Girls' Education and Skills Partnership (GESP)

Boosting access to skills and economic opportunities for young women.

Nearly three quarters of young people aged 15 to 24 are off-track to acquire the skills needed for employment. This skills gap is amplified for adolescent girls and young women. The ability for girls, particularly the most marginalised, to take decisions affecting their education and employment is often limited by social, financial, and policy constraints.

The impacts of the COVID-19 pandemic exacerbated these barriers and threaten to undo the global gains made in girls' education over the last two decades. As a result, almost one in four young people had NEET status, with young women twice as likely as young men to not be in employment, education or training. Without action, this skills gap will widen and the barriers that girls experience when transitioning into the labour force will increase.

The Girls' Education and Skills Partnership aims to provide high-quality and market-relevant skills to 1 million young women aged 13-24, promoting equality of choice and access to opportunities in learning, skilling, and livelihoods. With initiatives currently active in Bangladesh, India and Nigeria, GESP comprises the following components:

The Challenge Fund: supports innovative and scalable initiatives across a diverse range of skilling and learning-to-earning interventions in Bangladesh and Nigeria to support young women secure employment or start their own businesses.

The Passport 2 Earning (P2E) digital platform: Supports young women in India, Bangladesh and Nigeria to develop market-relevant skills and obtain certification, increasing access to in-demand job opportunities.

In-kind contributions: By bringing in the expertise and resources of the private sector, the Challenge Fund and P2E will also capitalise on the non-financial offers made available from GESP's private sector partners.

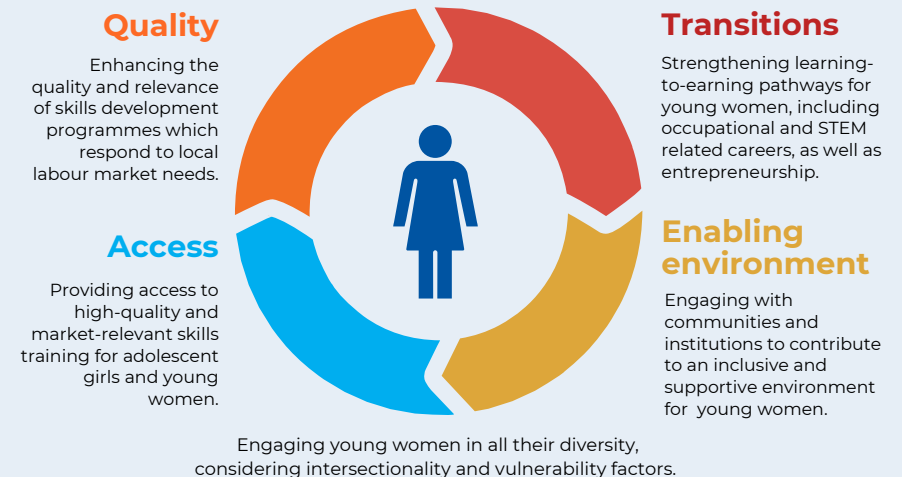
RECOVERING LEARNING: Are children and youth on track in skills development. New York: The Education Commission and UNICEF, 2022.

Global Employment Trends for Youth 2022: Investing in transforming futures for young people. Geneva: ILO, 2022.



HOW IT WORKS

Taking a girl-centred approach, the programme is addressing the skill deficit amongst young women by:



Supporting young women to access education and skilling, not only ensures access to livelihoods opportunities, but also develops the future workforce, increases labour productivity, and contributes to important social outcomes including health, protection, and civic engagement.



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A GIRL-CENTRED APPROACH TO P2E

Through GESP, P2E will be made available for Challenge Fund winners, government, and other partners in India, Bangladesh, and Nigeria.

The platform has been tailored to advance girl-centred empowerment and leadership development by:



equipping young women with digital and transferrable, job-specific, and entrepreneurial skills to prepare them for work.



facilitating access to mentors and role models, as well as links between skilling initiatives, and opportunity pathways for employment, entrepreneurship, and social impact.



addressing the gender digital divide, through blended skilling approaches that leverage online and low-no-tech solutions to ensure reach to young women with limited or no connectivity.

Discover the Challenge Fund winners:

Skilling Adolescents and Young Women for Entrepreneurship and Employability (SAY-WEE)

Technoserve and **MindTheGap** together with **TVET and Tertiary Educational Institutions** will improve the employability and entrepreneurship capacity of young women in Nigeria, by providing them with the skills and knowledge to secure formal employment or succeed in entrepreneurial ventures.

Supporting access to business skills and career education for adolescent girls and young women with disabilities (SABI-Woman)

Sightsavers together with **Project Enable Africa, Kanawa Educational Foundation for the Disabled, and the Industrial Training Fund** will build the employment readiness and confidence of young women with disabilities in Nigeria to secure jobs or run their own micro-businesses.

Skills-in-Demand for Girls' Employment in Nigeria (SID)

Yaba College of Technology together with **Auchi Polytechnic, the University of Nigeria Nsukka, Abubakar Tafawa Balewa University and the Computer and Telecommunications Engineering Association of Nigeria**, will provide industry-relevant and blended learning to young women and adolescent girls in Nigeria to enable them to secure jobs in the ICT repair and web development sectors.

স্বপ্নের সারথি / Shopner Sharothi

Jaago Foundation and **Ayat Education** will provide technical and vocational education and training, alongside 21st century skills to adolescent girls and young women in Bangladesh, connecting them to apprenticeship opportunities.

Promotion of Women's Empowerment and Resilience building (POWER)

Save the Children together with **Underprivileged Children's Education Program, Earth Society, and the Centre for Policy Dialogue (CPD)** will support young women by building their skills and connecting them to market opportunities and services, while also working with families, communities, and schools to reduce gender barriers and create a supporting environment.



Impact targets

1M



young women aged 13-24 years have access to high-quality and market-relevant skills training

+60



partners provide inclusive employment and entrepreneurship opportunities, as well as coaching and workplace readiness to young women

90%



of capacitated teachers and instructors report increased understanding of market needs and gender-sensitive pedagogies

+2000

female mentors and role models support girls with gender-responsive career counselling, leadership development, STEM learning or coaching

*As of February 2024

PARTNERS

Generation Unlimited has joined forces with the UK Foreign, Commonwealth & Development Office (FCDO) and major businesses:



accenture



standard chartered



Microsoft



Additionally, in-kind partners supporting FCDO include Cognizant, Coursera, Pearson, Price Waterhouse Coopers and Vodafone.

WHAT SETS THE GIRLS' EDUCATION AND SKILLS PARTNERSHIP APART



Multi-Partner Approach

Demonstrates what can be achieved for the economic empowerment of girls, when the public sector and businesses come together to leverage their shared financial and technical resources, networks, and expertise.



Girl-Centred

Designed to prioritize and address the unique needs of girls, by integrating approaches that ensure their holistic development and well-being. Adolescent girls and young women are engaged as key partners, from design through to implementation.



Learning-to-Earning

The complementary components of the programme traverse the learning-to-earning transition, connecting skilling interventions with real world access to inclusive livelihood opportunities.

GET INVOLVED

Generation Unlimited is convening public-private-youth partners to scale and unlock opportunities for more young women. You can join GESP by:

- Contributing financially to:
 - reach more girls with free, digital skilling
 - activate more Challenge Fund projects
- Providing curated content for P2E training and certification
- Offering mentorship, work experience, apprenticeships and employment opportunities
- Engaging young women as active partners in girl-centred programming



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**GLOBAL
VOLUNTEER
INITIATIVE**



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.



THE GVI METHODOLOGY



**Context-driven
& volunteer-centered**



**Collaborative
& co-creative**



Agile & iterative



**Redistributes &
builds power from
the outset**

Youth Volunteerism: Small Actions. Big Impact.



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

IMPACT TO DATE

Developed volunteer programs in

40



countries, out of 190 partner countries

Built a base of

11M



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
Annually train and activate

15M

volunteers and reach more than

300M

people by 2025 with a focus on climate change, mental health and crisis response

*As of February 2024

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.



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

fondation
BOTNAR

Scouts

UN
VOLUNTEERS

Golden



eliminating racism
empowering women
ywca

accenture

Unilever

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GVI IMPACT IN STORIES:

How volunteers are uniquely able to deliver scale and reach

When young people volunteer, they bring their power, creativity, and grit to make an impact on the issues that are most important in their lives and to their communities.



1. India

Volunteers in India lead weekly clean-up drives at the Ganga river and report their pro-planet actions on the #MeriLiFE app. Over 15,000 kgs of waste from the river have been removed, while more than 25 million pro-planet actions were reported through the Meri LiFE platform towards environmental conservation and adoption of sustainable behaviours.

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. Brazil

The #EntreNoClima youth-driven initiative is combating climate change through Monthly Action days, focusing on themes such as deforestation and sustainability through impactful actions. In the first 18 months, 250k young people made monthly contributions, impacting 850,000 community members

imaGen
VENTURES



imaGen VENTURES

A platform that catalyses young changemakers from disadvantaged backgrounds to create and accelerate financially viable ventures that drive progress towards 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 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 create a more sustainable future by addressing the SDGs.

Co-designed with input from young people, the programme is nurturing 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

Combining leading approaches to youth development with human-centred design and entrepreneurial skill-building to foster:

1. Mindsets

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

2. Skill-building

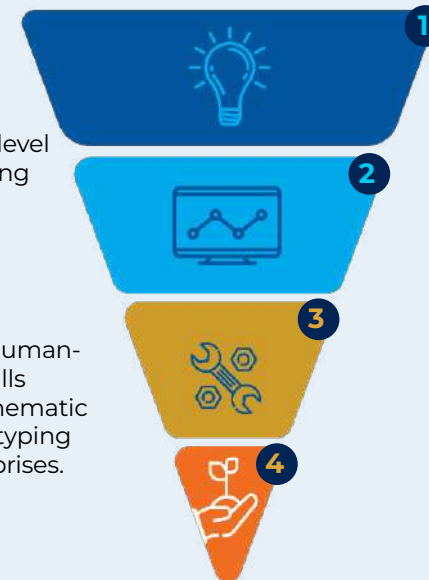
Entrepreneurship, financial literacy, human-centred design skills through parallel thematic tracks while prototyping early-phase enterprises.

3. Enterprise-building

Access to 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

Supported young
people in over

60

countries



120K



young people have
been supported in generating
entrepreneurial ideas

2,500



young entrepreneurs have
received incubation-related
support

Engaged over

250



organizations in co-creation
and implementation locally

*As of February 2024

PARTNERS



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.
- 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:

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



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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!

From sustainable agriculture and natural resources management to renewable energy and waste reduction, these ventures are igniting a spirit of resilience and empowerment that is changing lives for the better every day.



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 (P2E)**



PASSPORT TO EARNING (P2E)

Passport to Earning 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) leverages a digital platform to equip young people ages 15-24 with free, job-relevant skills, which enable them to better access earning opportunities.

The P2E platform leverages resources 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 their needs and demands

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.

Skilling is done through 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)



HOW IT WORKS

P2E user's learning-to-earning experience



IMPACT TO DATE

Active in
6 COUNTRIES



55%



Completion Rate
(compared to 20%
EdTech platform
average)

1.6M+



young people
completed courses in
digital, financial, and/or
employability skills

2.9M+



total enrolled users
across platforms in all
active countries

884K+



female users
(55% of all youth
completing
courses).

*As of February 2024

PARTNERS

Developed and founded with Accenture, Dubai Cares and Microsoft, P2E is also supported by the Foreign, Commonwealth & Development Office, Standard Chartered, and Unilever through the Girls' Education and Skills Partnership; as well as CapGemini, Iberdrola, and Silatech.

accenture

Microsoft

دبي القراء
Dubai Cares

Silatech
Young People...Entrepreneur...Employment...

Unilever

Capgemini

Iberdrola

**standard
chartered**

WHAT SETS P2E APART

- Operates in three continents, with a broad reach and a diverse international footprint.
- Close collaboration with governments and the private sector to ensure widespread impact.
- Insights indicate that P2E is functioning as a springboard for young people, enabling them to pursue additional skills and earning opportunities.
- P2E is both a platform and a programme, which means it can be seamlessly integrated as a component within other programmes, with the flexibility to prioritize specific components such as upskilling.
- Focus on young people from marginalized communities.



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



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YOMA



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.



Guide

Yoma **guides** young people on their learning to earning journeys. From identifying and exploring pathways, to accessing opportunities and steering their careers.



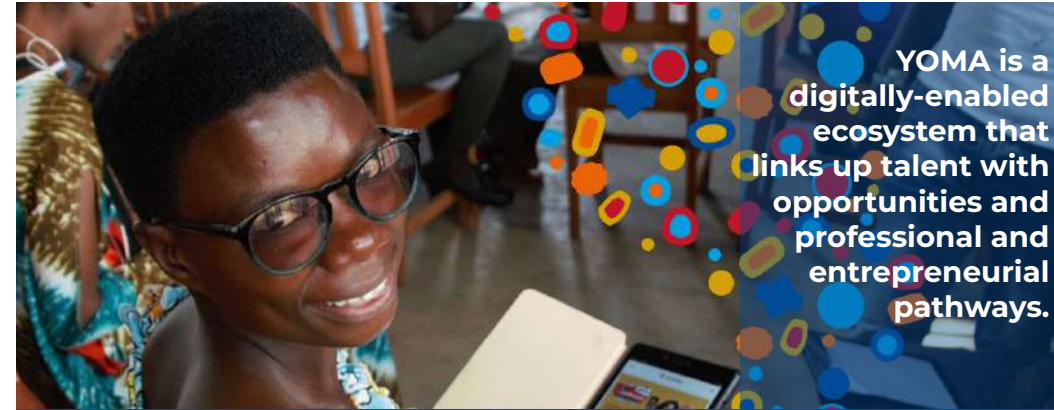
Skill

Yoma helps young people to build **job-relevant skills with certification** and records their achievements in a digital certificate which they can share with employers.



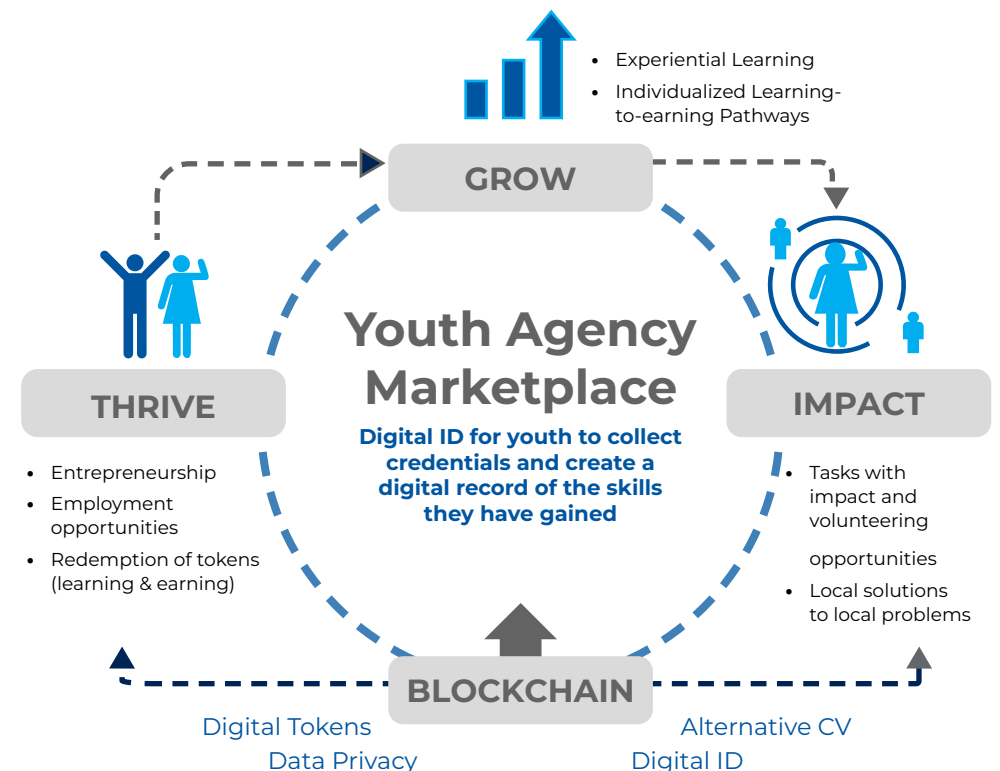
Connect

Yoma **connects** young people with their peers around the world, creating a network of like minded young talent.



YOMA is a digitally-enabled ecosystem that links up talent with opportunities and professional and entrepreneurial pathways.

HOW IT WORKS



IMPACT TO DATE



Active in
8 COUNTRIES



340K
Hours of Learning



270K+
total registered users



total ecosystem
50+
partners



total ecosystem
4.5M+
engagements with
young people

*As of February 2024

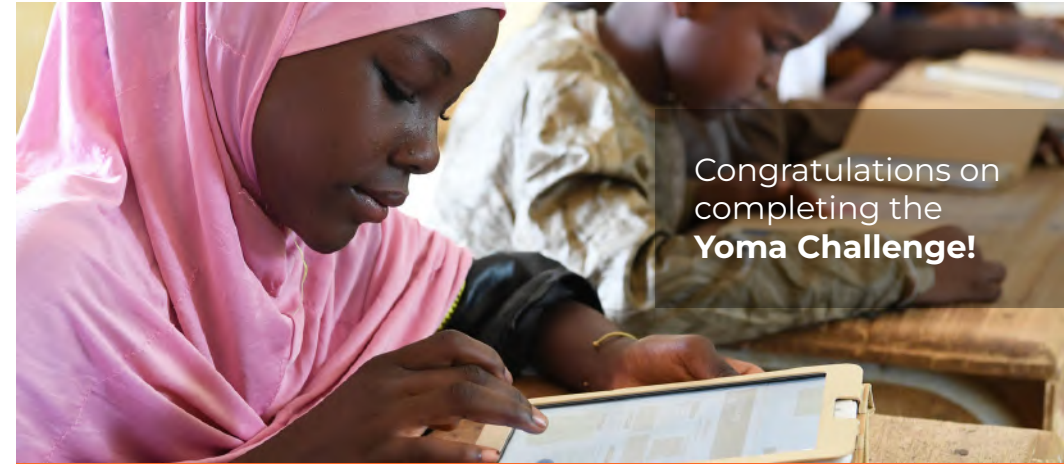


Yoma leverages
an **ecosystem of
partners and user-
centric mobile
technology and
offline support**
to scale access
to opportunities,
reaching youth
everywhere.

KEY PARTNERS



#SkillsRightNow



Congratulations on
completing the
Yoma Challenge!

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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INNOVATION PILOTS

Together with young people, we are always exploring new ideas and piloting new initiatives to build for tomorrow. While our long-standing global programmes have a rich history of making a real difference in people's lives, our innovation pilots represent a commitment to constantly break new ground to support young people in new ways.

BEGREEN AFRICA INNOVATION PILOT



BEGREEN AFRICA

INNOVATION PILOT

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 model for replication and scale in other countries and regions. The model is also piloted in various green sectors in Nigeria, South Africa and Senegal to obtain additional learnings on the efficacy of the programme in other green sectors.



THE BE GREEN METHODOLOGY



Provide a critical mass of young aspiring entrepreneurs with foundational entrepreneurial and 21st century skills through a mixture of online/ blended learning approaches.



Build a comprehensive body of knowledge around green and digital entrepreneurship impact and contribute to broader green ecosystem and policy work.



Provide seed funding and incubation support to set up and grow sustainable green/ waste enterprises that are led by youth, generate employment, and drive economic development.

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.

IMPACT TARGETS

Green businesses generate on average

\$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.

3,300 

young entrepreneurs to start and successfully complete in-depth trainings



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

PARTNERS



THE TONY ELUMELU
FOUNDATION



IKEA Foundation

#SkillsRightNow

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, as well as the integration of a green curriculum.
- 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.



For queries,
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**ENGAGING KENYAN YOUTH
IN AGRICULTURE AND
NUTRITION (EKYAN)
INNOVATION PILOT**

ENGAGING KENYAN YOUTH IN AGRICULTURE AND NUTRITION (EKYAN)

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.

Engaging Kenyan Youth in Agriculture and Nutrition (EKYAN) is designed to provide young people, especially women, with the necessary market-driven skills and on-the-job learning for employment and entrepreneurship opportunities in agribusiness, while building regenerative agriculture models that promote circular economies.

Supported by FMC Corporation and the Government of the Netherlands, EKYAN will enable young agripreneurs in Kenya to

incubate businesses and earn a decent livelihood, support farmers to improve their economic livelihoods in a climate-smart manner, and train young people in Kenya on food systems.

With programme partners such as the World Bank, the Government of Kenya and its county governments, [KUZA](#) Biashara Ltd, and Educate!, EKYAN improves the engagement of young people in agriculture and contribute towards better food systems and nutrition.

The model will transform schools into community hubs that enable agripreneurs to build market linkages with the agribusiness industry.

EKYAN is also scaling green entrepreneurial skills for out-of-school young women through market-driven bootcamps, equipping them to launch businesses, with a focus on agribusiness models.

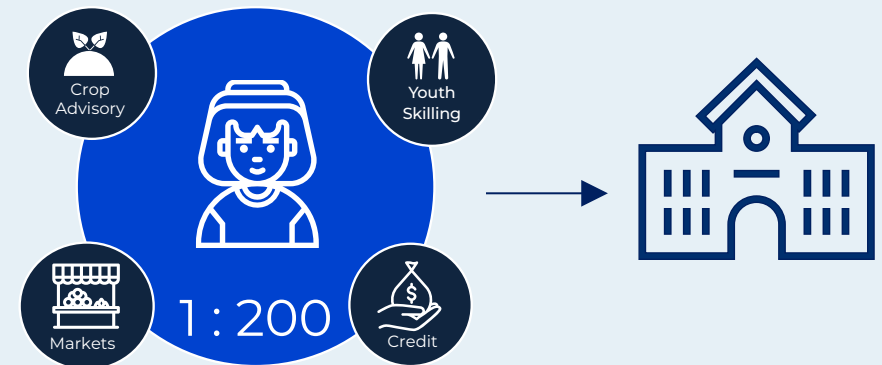
The programme is being piloted in Kenya and will subsequently be expanded across Africa.



HOW IT WORKS

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 be used 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.



AIMS OF THE PROGRAMME



51,000+
farmers have improved
economic livelihoods
within a sustainable
and climate smart
manner.



64
School Centers of Excellence
established for young
generations to be inspired,
skilled and connected to
jobs/ business opportunities



More than
10,000
young people are
trained on food
systems.

At least

3,200



youth entrepreneurs have the
opportunity to earn a decent
livelihood as agripreneurs.

WHAT SETS EKYAN

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.



PARTNERS



Government of the Netherlands

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



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**PARTNERING FOR IMPACT
IN EARLY CHILDHOOD
EDUCATION (PIECE)
INNOVATION PILOT**

PARTNERING FOR IMPACT IN EARLY CHILDHOOD EDUCATION (PIECE)

Empowering young entrepreneurs to accelerate access to early learning

Unemployment before the age of 23 leaves a lasting mark on young people's well-being, health, and job satisfaction more than 20 years later. Currently, 1 in 4 young people aged 15-24 are not in education, employment or training (NEET), with young women twice as likely to have NEET status.

Opportunities in young adulthood are negatively impacted by educational exclusion in the early years. In 2019, 50% of the world's preschool-age children were not enrolled in pre-primary education, leaving [at least 175 million out of school](#).

Attending a quality Early Childhood Education (ECE) programme is one of the [strongest predictors](#) for supporting a child's readiness for school and a [key determinant](#) of



academic success at age 17, regardless of household income.

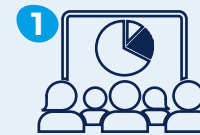
The **PIECE** programme addresses both the need to generate more livelihood opportunities for youth and the lack of quality ECE provision by equipping young entrepreneurs with the skills and resources to launch quality ECE centres.

When we empower young entrepreneurs to create and lead high-quality early childhood education centers, we can ensure that more children get the best start in life with access to high-calibre holistic early childhood services for children and families. At the same time, we're helping these young entrepreneurs generate income while becoming vital pillars of their communities.

PIECE aims to ensure that more children are equipped with the skills they need to thrive in school and beyond, while young entrepreneurs receive upskilling that helps them forge sustainable careers in the field of early childhood



HOW IT WORKS



1 Evidence-based training in entrepreneurship and ECE to enable young people to establish and manage sustainable ECE centres.



2 Quality play-based early learning and care services in alignment with national laws and minimum standards.



3 Ongoing needs-based support to help embed the centre in the community and elevate results to strengthen the enabling environment for ECE.

Every \$1 invested in early education generates returns of between \$9 and \$17, breaking cycles of intergenerational poverty and offering the best return on investment of any level of education.

PIECE TARGETS

Increase the enrollment of children in ECE centers providing quality play-based learning & care.



Increase the number and percentage of children who exhibit essential school readiness skills critical for educational success.



Increase the number of young people who receive upskilling and secure meaningful positions as pre-primary teachers, entrepreneurs, or managers within ECE centers.



WHAT SETS PIECE APART

- Global presence and wide public-private-youth partnership consortium to draw expertise from
- Tailored ECE programmes focused on enhancing child wellbeing and building school readiness skills
- Localized, quality and inclusive play-based learning and care in ECE centers that consistently meet national standards.
- Upskilling young people and preparing them to become entrepreneurs.
- Empower young women and men to pursue careers as teachers and managers of ECE centers.



GET INVOLVED

To support children and young people, we are inviting new partners to:

- Fund
- Co-design
- Raise awareness about the initiative
- Undertake research on the pilot to inform future scaling



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