

## YouthMap Taps into Hopes, Concerns of African Youth

Assessments Lay Groundwork for Innovative Programming

**W**hen trying to draw an accurate picture of the realities facing young people in Sub-Saharan Africa, the experts often offer up more questions than answers. What are the greatest needs facing this population? What do young people themselves think of their prospects for a better life? With increasingly limited resources, what kinds of programs should governments and the private sector invest in and take to scale?

To better understand how to respond to such issues, the International Youth Foundation (IYF) has undertaken a four-year initiative, called *YouthMap*, to identify the challenges, needs, opportunities and aspirations of young people in eight countries across Sub-Saharan Africa. Supported by the USAID Africa Bureau's Education Division, *YouthMap* takes a holistic approach to assessing youth circumstances, going directly to young people and the organizations that serve them to learn first-hand how this younger generation lives, learns, and works. In addition to mapping existing youth-focused services, each country report highlights the gaps between young people's needs and available services in the local community. Through its Innovation Fund, *YouthMap* supports promising programs and practices in youth development that respond to assessment findings in each country.

"With *YouthMap*, we help identify the terrain and erect signposts for the road ahead," says William S. Reese, President and CEO of IYF. "And for this region to move forward, young people must be seen as protagonists in their own development, as well as the development of their nations." Over 1,600 youth have been consulted to date on the first two *YouthMap* studies completed in Senegal and Uganda. "With 60 to 70 percent of Africa's population under the age of 30, it is critical that we learn how to tap into the vast resources that these young people can offer," says Joe Kitts, Senior Education Advisor, USAID Africa Bureau. "We believe these assessments are laying a realistic foundation for building a more stable, prosperous, and hopeful future for these African countries and for their young people."

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Young people participate in a YouthMap focus group discussion in Northern Uganda.

### ABOUT YOUTH:WORK

Youth:Work is a Global Development Alliance (GDA) Leader with Associates (LWA) assistance mechanism that USAID and other U.S. government agencies can utilize to access the youth employability programs, services and expertise of the International Youth Foundation (IYF).

Through the central Leader award, Youth:Work also promotes cross-project learning; targeted training and capacity building; rigorous monitoring and evaluation; support for partnership and leverage development; and other special initiatives.

USAID bureaus and missions may develop an Associate Award in a straightforward and rapid manner through the steps below:

- **Designate an Activity Manager** who will serve as AOTR when the award is signed;
- **Develop a Program Description**, in collaboration with IYF, as desired;
- **Clear the Program Description** with Youth:Work Leader AOTR (Patricia Flanagan, USAID/I&E, pflanagan@usaid.gov);
- **Send the Program Description to IYF** for proposal development (Missions may continue collaboration with IYF during process if desired);
- **Review and approve IYF's proposal** and provide comments to the Agreement Officer. (Missions may continue collaboration with IYF during this process); and
- **Make an Associate Award to IYF.**

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Photograph by USAID / Alex Diatta

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**Stakeholders in Senegal gather to inspire action on behalf of youth at risk**

Over 100 stakeholders from public, private, civil society, and donor organizations and youth themselves assembled in Dakar on November 15 to learn the results of the first *YouthMap* assessment, *YouthMap Senegal: The Road Ahead*. The event, hosted by the Government of Senegal in partnership with USAID and IYF, reflected the keen interest in youth issues among Senegalese leaders across sectors. One of the hallmarks of *YouthMap* is its commitment to ensure local youth play instrumental roles throughout the assessment process, participating in planning, community mobilization, and data collection, as well as vetting findings and recommendations as members of youth Peer Review Committees. Mr. Kalidou Diallo, Senegal’s Minister of Education, commended *YouthMap* for engaging young people in the process. “This assessment captures the perspectives and voices of youth around the country on key issues related to education, employment, health and citizenship,” he said.

Two youth participants, Cheikh Tidiane Mbaye from Dakar and Christiane Bass from Saint-Louis, spoke at the event on behalf of regional *YouthMap* Peer Review Committees. Each one emphasized the relevance of the report’s findings and its unique focus on bringing youth voices to the forefront of the discussion. Mr. Mbaye discussed the need to increase the accessibility of information to youth and urged greater civic engagement of youth as key stakeholders within society. Among his suggestions: “Allow youth to register for electoral lists in the upcoming elections without restrictions.”

Ms. Bass touched upon the need to promote equal access to education and employment opportunities. “Facilitate financial assistance for students who have the capacity and will to pursue their studies,” she said, adding her recommendation to set up a youth center in her community to promote youth employability. Both young leaders expressed their desire to see more programs focused on youth at risk, particularly efforts that help the social re-integration of street children, victims of trafficking, and those affected by conflict in the Casamance region.

In addition to reporting the results of the study, the launch event also promoted a dialogue on individual and collective actions that could be taken by various stakeholders to promote



Pictured above: Alfreda Brewer, USAID/Senegal Deputy Director, and Lewis A. Lukens, U.S. Ambassador to Senegal, with officials from Senegal’s Ministries of Education and Youth and Sports at the YouthMap event in Dakar.

positive youth development across the public and private sectors. “This *YouthMap* assessment shows that Senegalese youth are eager and ready to learn, work, and contribute to their communities,” said U.S. Ambassador to Senegal, Lewis A. Lukens. “Its findings, in consultation with the Government, will serve well to inform future programming from USAID and other U.S. government agencies to help meet the needs of Senegalese youth.” Brainstorming sessions enabled participants to identify and prioritize areas for cross-sector collaboration to improve education, employment opportunities, civic engagement, health services, and support services for youth at risk.

**Moving from assessment to action**

Building momentum, *YouthMap* released its second report on Uganda’s youth, *Navigating Challenges. Charting Hope*, in partnership with USAID/Uganda and Uganda’s Ministry of Gender, Labour and Social Development, on December 5. The event in Kampala was co-hosted by BRAC Uganda, the University of Oxford, London School of Economics, and IYF. “There is no doubt,” said Commissioner Kyateka F. Mondo of the Ministry of Gender, Labour and Social Development, “that the assessment report is indeed one of our greatest achievements for the year.”

The ideas proposed by public, private, civil society and donor stakeholders at the recent Senegal and Uganda events in response to the assessment findings are informing the design of *YouthMap* Innovation Fund activities. Local projects to be funded will likely include preparing youth for self-employment opportunities in growth sectors; enhancing the capacity of local, youth-led and youth-serving organiza-

tions; strengthening youth-friendly services; and providing civic engagement opportunities for young people in their communities.

The Innovation Fund will leverage commitments from local and corporate partners in support of these efforts and share lessons learned with the wider development community. Building on the *YouthMap* Senegal assessment, the World Bank has already committed support for IYF to work with local partner organizations to identify agriculture-sector employment opportunities and training needs for Senegalese youth.

For additional information on *YouthMap* findings and activities, please see the program update later in this issue or write to [YouthMap@iyfnet.org](mailto:YouthMap@iyfnet.org).

**PROGRAM UPDATES**



**Caribbean Youth Development Program (CYEP)**

Launched in 2008, CYEP equips vulnerable Caribbean youth, ages 17 to 25, with the technical, vocational and life skills needed to develop sustainable livelihoods. In July, USAID provided IYF an additional grant of US\$2.5 million, bringing the total program budget to US\$5 million, in order to scale up activities in Antigua and Barbuda, Grenada and St. Lucia. The program will expand the network of partners and services



being offered to reach an additional 1,100 youth in the three countries through training and job placement services, career counseling and/or entrepreneurship. The goal is to place at least 40% of the programs' graduates in decent jobs or self-employment. Building on the success of Phase I, this second phase will adapt and implement IYF's successful life skills model *Passport to Success* and increase career counseling services to a greater number of youth, among other activities.

In late 2011, Phase I's partner in Antigua and Barbuda, celebrated the graduation of 185 project beneficiaries, with representatives from USAID, the U.S. Embassies, IYF and ministers sharing congratulatory messages with the graduates, their families and local partners. At the event, Mr. Edmond Mansoor, the Minister of Broadcasting, Telecommunications, Science and Technology, pledged to support the GARD Center and CYEP by donating computers, providing internship and job placement opportunities to the graduates, and inviting CYEP graduates to design the next newsletter for his Ministry.

In St. Lucia, the consortium of three top youth-serving organizations — National Skills Development Center (NSDC), C.A.R.E and RISE — is working together to implement the project and has established a very meaningful partnership. This is the first time in St. Lucia that such a collaboration has been established among key implementing organizations. The consortium has been successful in providing young people with comprehensive services and advocating for youth needs as well as helping to create an enabling environment where stakeholders from the public and private sectors are working

Photograph by Dalya Al Houseini



A youth registers for the Youth:Work Jordan program.

with civil society organizations to address the employability needs of vulnerable youth. Based on this success, CYEP in Phase II will be using a similar collaborative approach in Antigua and Barbuda by bringing youth-serving organizations together to better serve local youth. In addition, in St. Lucia the consortium will be expanded to include the Chamber of Commerce.

## YOUTH:WORK Jordan

### Youth:Work Jordan (YWJ)

Under *Youth:Work Jordan* (YWJ), USAID and IYF are working in partnership with the Jordanian Ministry of Social Development to implement a five-year, holistic youth development program that creates an enabling environment with a greater capacity to more effectively serve youth at risk. YWJ seeks to equip youth ages, 15-24, with the necessary skills to find employment, become active and positive agents of change within their communities, lead healthier lifestyles, and access public services that are both youth friendly and responsive to youth needs.

To date, more than 3,500 youth have benefited from YWJ's employability training programs. Nearly a third of program graduates have secured jobs, with hundreds more having returned to school. Through the program's emphasis on active civic engagement, more than 3,300 youth have engaged in volunteer activities. A nationwide network of youth-friendly services has also been created as part of YWJ's efforts to create a healthy, safe, enabling environment for young people to gather, express themselves, and contribute to their own development.

Photograph provided by partner organization, NSDC



A youth participant is congratulated for graduating from the CYEP program in St. Lucia.

With project activities recently launched in Sahab, Mafraq, and Southern Shouneh, YWJ is now active in nine communities across the nation. The program's recent expansion includes the launch of the "I Can" and "I Serve" initiatives, which include IYF's *Passport to Success* life skills training program, coupled with civic engagement and service activities.

A highlight in recent months was the visit of Her Majesty Queen Rania Al Abdullah to a YWJ project site in Zarqa, where she met with youth and the project's local implementing partners. In addition, new partnerships have been established with the Talal Abu Ghazaleh Group, the Jordan Armed Forces/National Education Training Center, British Council, Luminus Group, and Jordan Hospitality School and Jordan Hotels Association, among others.

Regular updates on YWJ's activities are available via [www.youthworkjordan.org](http://www.youthworkjordan.org); facebook (*Youth Work Jordan*) and twitter (@*YouthWorkJordan*).

## obra

### Obra

*Obra* is a two-year public-private partnership initiative in the Latin America and the Caribbean (LAC) region that ensures youth at-risk are gaining increased access to the services and programs that they need to learn, work and lead. Currently, *Obra* has three sub-regional partnerships, with hubs in Guatemala, Jamaica, and Peru. The program has benefitted over 2,000 youth through its innovation projects in each of these sub-regions and the YUTE (*Youth Upliftment Through Employment*) program in Jamaica.

Among those beneficiaries is 18-year-old Gerardo Morales from Guatemala: "*Obra's* accompaniment and support helped me increase my self-esteem and relate better to my peers and my community. I learned to develop myself,

overcome fears and accomplish things I never would have thought of.”

On June 21-22, IYF hosted the Youth - Partnerships - Employability Conference: Lessons from *entra21* and *Obra* in Washington, DC in partnership with USAID, the US State Department, and the Multilateral Investment Fund of the Inter-American Development Bank. The event identified proven practices and innovative solutions from the LAC region around alliance-building for youth employment and engagement. Speaking about what’s been accomplished by *Obra* in the region, Karen Hilliard, Mission Director, USAID/Jamaica, said: “The good news is that progress is being made through the development of effective alliances. Youth development,” she added, “is a matter of national security, and a groundswell is building, especially in the private sector, to support such development.”

Each of the sub-regional alliances has accomplished key objectives such as securing broad private sector participation in youth development efforts, influencing key policy-makers to better address youth issues and set national youth agendas, and expanding the reach of the alliances beyond the initial hub countries, for example into Colombia and St. Lucia. As the program approaches its completion in February 2012, reports are being prepared to document key lessons learned and alliance members are making plans to sustain their activities beyond *Obra* funding. For more information please visit [www.obrayouthalliance.org](http://www.obrayouthalliance.org).

Photograph by Sheila Kinkade



Youth participants at the June 2011 *Obra* and *entra21* event in Washington D.C.

**YOUTH:WORK**

trabajando con los jóvenes de México

**Youth:Work Mexico**

A three-year US\$3 million Associate Award, *Youth:Work Mexico* (YWM) helps to build resilient communities of Ciudad Juárez and Tijuana by creating safe spaces for disadvantaged young people, strengthening and expanding after-school and summer programs, and preparing Mexican youth for viable futures through jobs or entrepreneurship opportunities. A primary focus of these programs is to help at-risk youth stay in school, while equipping them with the education and life skills necessary to become positive role models in their communities.

To date over 6,300 youth in Ciudad Juárez have benefitted from YWM program activities, such as summer camps, after-school programs and community building workshops. Over 120 additional young people graduated from a pilot employability initiative implemented in six community centers situated in vulnerable or marginalized “colonias” throughout the city. The initiative, certified by the Universidad Autonoma de Ciudad Juárez (UACJ), combines life skills training with career planning, employment counseling and job placement services. With the scaling of this pilot initiative to other centers in Ciudad Juárez, an additional 1,000 youth participants are expected to benefit from program activities. Up to 80% of the participants will be placed in paid employment, internships, or entrepreneurship support programs, return to complete their education, or enter vocational training. Starting in 2012, YWM will be expanding into Tijuana through an employability initiative tailored to meet the particular needs of local youth.

Photograph provided by Sharek Youth Forum



A Capacity building session within the Palestine Entrepreneurship Program.

**YOUTH ENTREPRENEURSHIP DEVELOPMENT** | برنامج تعزيز الريادة الشبابية

**Palestine Entrepreneurship Program**

Begun in September 2010, the *Youth Entrepreneurship Development* program (YED) is a four-year, US\$15 million Youth:Work program that aims to improve employability and entrepreneurship opportunities for young Palestinians. Strong emphasis is placed on partnerships with local public, private, and civil society sectors to strengthen local capacity for effective youth programming and ensure local ownership. IYF expects the program to benefit 10,000 Palestinian



youth by improving their economic livelihoods through training in employability, entrepreneurship, and service learning.

Some exciting results have already been achieved in 2011. From May to October, three “rapid grants” (approximately US\$50,000 each) to Palestinian youth-serving institutions – Sharek Youth Forum, INJAZ-Palestine, and Bethlehem University – provided training for over 1,100 youth (both university and secondary students) to enhance their employability, entrepreneurship, service learning, and life skills. Some of this training has already been expanded to other cities by the NGOs, leveraging funds from other sources to ensure sustainability.

Also, in June, YED began implementing a highly participatory Capacity Strengthening Process (CSP), working with 10 Palestinian youth-serving institutions to strengthen their ability to implement quality programs. Upon completion of the CSP, these youth-serving institutions submitted grant proposals for projects to be implemented in Year Two. YED is currently in the process of selecting which of these projects to fund and expects to award grants in February 2012.

YED also supported the development of studies that contribute to a better understanding of youth employability and entrepreneurship issues in the West Bank. The *Profile of the Young Entrepreneur in the West Bank* study explores the characteristics and experiences of Palestinian youth who have established enterprises. A second report, *Youth Employability Services in the West Bank*, analyzes existing capacity in career guidance, internships, and job placement services in Palestine. These studies can be found at <http://www.iyfnet.org/document/2104> and <http://www.iyfnet.org/document/2105>

Photograph provided by the Summer School of Democracy



Youth participants at the Summer School of Democracy in Kyrgyzstan.

# YOUTHMAP

## YouthMap

This four-year US\$10 million associate award aims to assess youth circumstances and support promising youth development programs and practices in Sub-Saharan Africa. The first two studies in the series focusing on youth in Senegal and Uganda were released in late 2011 at national dissemination events (See spotlight story in this issue). These studies can be found at <http://www.iyfnet.org/youthmap-senegal> and <http://www.iyfnet.org/youthmap-uganda>.

### Key findings from the assessments include:

- Young people identify significant challenges to gaining access to secondary and higher education.
- Young people increasingly recognize the value of vocational and technical education.
- Youth are eager to get jobs, but high unemployment is a primary and growing area of concern.
- Significant gaps exist between labor market needs and what formal education systems teach.
- Promising sectors for youth employment include agriculture and agribusiness, tourism, and ICT.
- Vulnerable youth, such as orphans, those affected by conflict, and other marginalized groups, express a sense of hopelessness and insecurity. Despite harsh realities, however, they demonstrate resilience and remain eager to learn, work and contribute to their communities with appropriate support and youth-friendly services.

The *YouthMap* Innovation Fund will support projects that directly respond to the findings of the assessments – particularly the challenges and opportunities highlighted by youth – as well as the priorities of USAID Missions. The Innovation

Fund will be launched in early 2012 in Senegal, with the goal of positively impacting youth at risk through education and employability initiatives. The Fund will also seek to catalyze support for public-private-civil society partnerships to scale-up innovative and promising youth-focused programs. Overall, such activities will contribute to the goals of USAID Forward and add to the body of knowledge around tested programs and strategies in youth development across Sub-Saharan Africa.

The next assessment, to be conducted in Mozambique beginning in February, will investigate the challenges and positive choices made by the country’s youth, and provide recommendations for effective youth programming and mainstreaming.

# Jasa.kg

## Kyrgyzstan Jasa.kg

*Jasa.kg* is a four-year US\$4.2 million project begun in March 2011 that aims to catalyze a generation of young people to actively engage in building a stable, prosperous and democratic Kyrgyzstan. The project has three primary objectives: inspiring active citizenship among Kyrgyzstani youth, preparing youth for the workplace, and creating a culture of positive youth development. An additional component of the program seeks to provide life skills and other support to youth, ages 14-17, living in residential institutions (orphanages) in Kyrgyzstan.

*Jasa.kg* kicked off its programming with the Summer School of Democracy (SSD), which consisted of three seminars from June-August 2011 that provided 87 youth leaders from Kyrgyzstan, Kazakhstan, Uzbekistan and Tajikistan with the opportunity to engage with social and political leaders. The aim was to expand their understanding of democracy and improve their analytical and leadership potential. The SSD was conducted in collaboration with UNDP and the Soros Foundation. A fourth session was held in November 2011, followed by a mentorship program for participating youth.

Entrepreneurship training was another important focus of *Jasa.kg* activities. IYF partner Bishkek Business Club (BBC) launched its program in November and is conducting entrepreneurship courses especially targeted to youth living in rural areas, where employment opportunities are the most limited. Central Asian Free Market Institute (CAFMI) will soon commence other entrepreneurship programming, with a focus on youth entrepreneurship clubs and radio programs.

Life skills courses for youth will begin in January 2012 using IYF’s *Passport to Success* (PTS) curriculum, which has been adapted and translated into Kyrgyz. IYF partner Center Interbilim (CIB) trained 26 trainers in December, including three graduates from the Summer School of Democracy, to deliver the courses to in-school youth. *Jasa.kg* also conducted a life skill needs assessment in 11 orphanages in four regions of the country, which

provided valuable insights for how best to adapt the curriculum to this specific population. Plans are set to implement the life skills training in the orphanages in the Spring of 2012.



**Tanzania Youth Scholars**

Signed in May 2011, *Tanzania Youth Scholars (TYS)* is a five-year, US\$ 3.5 million Youth:Work Associate Award that seeks to equip 1,800 orphans and vulnerable children (OVC) with educational scholarships and livelihood opportunities to help them reach their full potential. IYF has partnered with local NGOs Camfed, Vocational Education and Training Authority (VETA), and Kiota for Women's Health and Development (KIWOHEDE) to recruit and provide training and scholarships to beneficiaries, ages 14 to 24. TYS will also be working with the Ministry of Health and Social Welfare, Ministry of Education and Vocational Training to strengthen systems for data collection and coordination for tracking OVC scholarship information.

To kick off program activities, IYF held an orientation workshop for implementing partners in August 2011 in Dar Es Salaam to review the goals and objectives of TYS and allow partners to share their experiences as well as ask questions about project implementation. The

official launch event for the program was held on October 19, 2011 in Dar Es Salaam. Over 100 people attended, including USAID Tanzania Mission Director Robert Cunnane, as well as leaders from Tanzania's government, the NGO community and 35 youth representatives. In his address to the group, Mr. Cunnane affirmed that "The only way to improve the future of today's youth is through partnerships like this one – where all sectors of society, as well as the international community, are mobilizing their resources to improve young lives."

Elizabeth Morris, a former VETA graduate and IYF beneficiary, captured the attention of the attending dignitaries by giving a moving testimony about her experiences as a vulnerable youth, and the impact that the computer and life skills training she received has had on her life and job prospects. The event concluded with a lively dance performance by a group of young people from KIWOHEDE as well as a video that describes IYF's work in Tanzania. Click here to access the video: <http://www.youtube.com/watch?v=IJ7dB28cVyg>

**Youth:Work Algeria**

In October 2011, IYF was granted a three-year, US\$2.7 million Associate Award for a youth development program in Algeria. The Algeria program aims to develop the skills of young Algerians to help them become more employable

and engaged members of their communities. IYF plans to partner with local NGOs to build their capacity to implement high-quality employability, entrepreneurship, and civic engagement programming for young people. The program will begin with the execution of Rapid Community Appraisals (RCAs) in four intervention communities to determine available assets and gaps in youth services, as well as local civil society organizations that could potentially serve as program partners. IYF is consulting with USAID and the U.S. Embassy in Algiers to determine optimal program implementation strategies. In December, meetings were held in Algiers with key partners in government, civil society and the private sector to ensure broad support.

**Y:W Mozambique**

*Youth:Work Mozambique* is a US\$1.2 million Associate Award signed in January 2012. Although Mozambique is one of the few countries in Africa that has successfully made the transition from civil war and colonial rule to peace and democracy, it remains one of the poorest countries in the world — ranking 184 out of 187 in the 2011 Human Development Index. The goal of *Youth:Work Mozambique* is to improve economic livelihood opportunities for highly vulnerable in- and out-of-school children and youth. The program, which will focus on preparing youth for jobs in the tourism sector, will place a particular emphasis on reaching orphans and vulnerable children and youth receiving antiretroviral treatment (and their families) in the northern province of Cabo Delgado, one of Mozambique's least developed provinces.

As a result of the program's livelihood interventions, it is expected that participating youth will be more able to find sustainable sources of income, less likely to participate in risk-taking behaviors and more likely to take measures to protect their health. The three-year program will create multi-sector alliances to maximize their respective contributions and add value to youth employability interventions.



Group of young people from KIWOHEDE entertain the audience during the TYS launch event in Dar Es Salaam.

