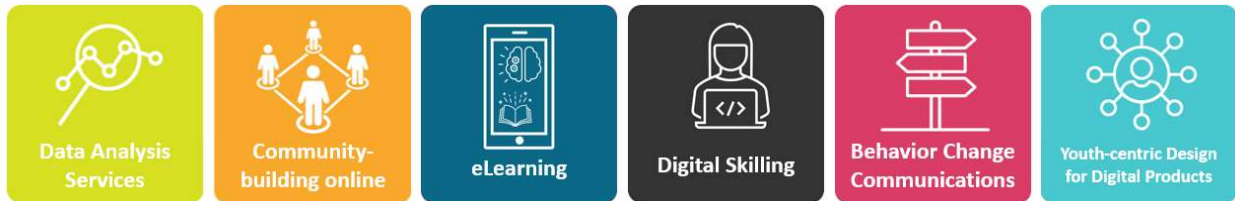




International Youth Foundation's Value Add to Digital Development Activities



IYF stands by, for, and with young people. Founded in 1990, IYF is a global non-profit that has worked in more than 100 countries in close collaboration with over 600 local partners to directly serve more than 7.8 million young people, and indirectly serve 12 million more. Together with local community-based organizations and a network of corporate, foundation, bilateral, multilateral, and youth partners, IYF connects young people with opportunities to transform their lives. IYF believes that educated, employed, engaged young people possess the power to solve the world's toughest problems, and focuses its youth development efforts on three linked objectives: unlocking youth agency, driving economic opportunity, and making systems more inclusive.

Our Approach to Digital Development. We use technology as a powerful tool to empower young people, analyze data, facilitate collaboration, and influence wide audiences. Rather than applying technological solutions haphazardly, we work closely with partners to identify opportunities where we can intentionally leverage technology to increase impact. To ensure equitable access to our digital offerings, we use technologies that are broadly accessible to program participants. In some contexts, we focus on mobile-first websites, while in other contexts we may leverage interactive voice response, radio, or WhatsApp. Given the rapidly changing technological landscape, our digital work also proactively addresses the role of social media, artificial intelligence, misinformation, and algorithmic biases in the professional and personal lives of young people.



As an endorser of the [Principles of Digital Development](#) since 2019, IYF draws upon the Principles as we design our digital interventions, and we are particularly focused on Designing with the User, Being Data-driven, and Addressing Privacy & Security. As a capacity-strengthening organization, we not only embrace the principles, but also teach them to others. IYF has created a [DIY video series](#) on the Principles that introduces other youth-serving organizations to the material and demonstrates how organizations can create low-cost, yet engaging educational video content.

Learn more online about [IYF's Digital Development work](#).

Amplifying Our Impact across Six Digital Domains. Drawing on our staff expertise, technology vendor relationships, and in-house digital assets, IYF's digital offerings generally fall within six domains.



eLearning. At the core of IYF's digital work is our online training and eLearning offerings that build on 10+ years of experience with digitally-enhanced programs. Notably, IYF delivers our [Passport to Success® life skills program](#) to learners over video conference platforms and chat apps like WhatsApp. In both cases, program content is deliberately tailored for each specific experience. IYF has also developed and delivered online learning programs on leadership, [entrepreneurship](#), [career guidance](#), and a broad array of digital skills through our Learning Management System, Atlas. Across our programs we prepare our instructors to deliver virtual and hybrid training while providing learners with virtual workbooks that give them a digital home for their notes and assignments. Since 2020, nearly 80,000 young people from across fifty countries have engaged on IYF's Learning Management System.



Analyzing and Visualizing Data. IYF collaborates closely with partners in the education and non-profit sectors who are eager to introduce more data into their decision-making to ensure that their resources are having the greatest impact possible. We draw on our expertise in data collection, analysis, and visualization, helping partners draw insights from their existing data, set priorities, and visualize progress to a broader audience. Within our [Via: Pathways to Work project in Tanzania and Mozambique](#), IYF built the capacity of national training authorities and technical and vocational education and training (TVET) centers so that their training managers could better use data to improve training delivery with an eye toward greater academic and job outcomes.



Designing Digital Products with Young People. With support from PepsiCo Foundation, IYF developed [PTS Traveler](#), a global, game-based, online, life skills course, that is available in six languages. PTS Traveler and its adaptation, PTS Explorer, have been played by nearly 50,000 young people. The IYF team drew heavily on youth perspectives, priorities, and feedback in [the development of PTS Traveler](#). IYF now builds on that experience when designing and developing new top-notch digital products for youth, including [PTS Concierge](#), an online, hospitality-focused life skills training program available in five languages that has reached over 18,000 learners to date. IYF similarly engaged young people when designing [Yakh'iFuture](#), an interactive site that provides career insights and skills-building opportunities to TVET engineering students and other young people interested in South Africa's automotive components manufacturing sector.

IYF Develops Award-winning eLearning Courses





Increasing Digital Skills/Literacy. *Digital skills for employment.* IYF prepares youth globally for careers across many sectors, including the IT sector – pairing trainings on discrete technology skills with critical life skills that are also needed for professional success. Notably, IYF coordinates the training of young people on [Google](#), Microsoft, and [Cisco](#) content in Mexico, Colombia, South Africa, Nigeria, Kenya, and [Panama](#). IYF also led work with the Michael & Susan Dell Foundation focused on strengthening the digital skills approach within South Africa’s national higher education system. This [ecosystem-level work](#) includes an analysis of the most relevant stakeholders, recommended changes within the education system, the development of an evaluation framework to review private sector training partners, and the documentation of private sector staffing needs in the digital sector.

Digital citizenship skills. Recognizing the increasingly significant role of technology in young people’s lives as they learn, develop relationships, engage their governments, and secure employment, IYF equips youth with skills to be responsible and productive digital citizens. IYF focuses on Mis/Disinformation, Being a Creator, Mental/Emotional Wellbeing, Being a Change Agent, Empathy/Relationships Online, and Managing One’s Digital Footprint. As part of the [USAID-funded Kefeta project](#) in Ethiopia, IYF is developing a social media training program that covers skills related to managing mis/disinformation, establishing a productive digital identity, building skills online, and using social media to secure meaningful employment.



Community-building online. IYF recognizes our commitment to support young people before, during, and after our trainings, and we do so through social media, focusing on young women and marginalized populations. Through a dedicated Facebook group and online portal, IYF’s [En Trayecto](#) team shares updates with interested youth and connects training alumni with additional scholarship and employment opportunities. Building on this work, IYF supports young people to find safe and productive communities online to advance their civic and professional aspirations.



Behavior Change Communications. IYF employ diverse communication technologies as a way to deliver information and encouragement effectively. Ultimately this work encourages positive behaviors like community participation, skill development, and job seeking. In collaboration with FedEx, IYF has created a WhatsApp-based learning experience for parents of the young people we engage. With aims to shift parents’ attitudes towards and knowledge of promising, well-paying opportunities for young women in the male-dominated logistics sector through short, compelling messages sent to parents’ smartphones over several weeks, we are shifting the parent’s attitudes and knowledge of opportunities for women in the logistics sector. IYF also leverages video platforms, survey panels, and social media marketing messages to engage and recruit young people to participate in our virtual programming and solution design. Most notably, IYF’s life skills web-series ([The Big Three: Her Pathway to Growth and Success](#)) received more than 1 million views in China. , and the IYF promotions social media marketing campaigns in India drove 5 million unique views to IYF’s career tips series, over 20,000 PTS Traveler YouTube subscribers, and more than 10,000 new registrations for our online, game-based life skills training program.