



PROGRAM OVERVIEW

JuventudES 2.0, funded by the **Hilton Global Foundation** from September 2023 to August 2024, provides additional support to 200 graduates of the JuventudES program in Mexico City by IYF. The initiative focus on the hospitality and tourism sector, with the goal of enhancing job skills and facilitating job placement. Complementing the original JuventudES program, which tackles unemployment and despair among young adults aged 16-29 in low-income neighborhoods, JuventudES 2.0 strives to create a lasting positive social impact by promoting employment and transforming the security and income of young individuals.

LOCAL CONTEXT

A significant number of youth in Mexico City, estimated at 617,950 (31% of the city's youth population), are classified as "opportunity youth" due to their lack of employment, education and training. These young people face multiple challenges, including poverty, limited economic mobility, social exclusion, and violence. This situation leaves them feeling insecure, rootless, and lacking in opportunities, which increases their risk of substance abuse and recruitment by criminal groups. Despite these challenges, public service providers currently lack effective strategies to address the needs of marginalized opportunity youth.



Mexico City

IMPLEMENTATION FRAMEWORK

JuventudES core structure includes over 25 Passport to Success® (PTS) lessons, an IYF methodology designed to cultivate critical social-emotional skills for life and work. It also provides knowledge and technical skills needed to enter sectors with significant formal employment opportunities for young people.

The model is delivered through a 6/8-week course taught by trained instructors in locations close to the participants' communities. It involves the active participation of recruiters who publicize the program and enroll young people who meet the entry profile. Additionally, counseling is provided to each participant to help them develop a life plan based on educational and/or employment opportunities, allowing them to set and pursue their own goals. A Peace Promoter is hired to activate awareness and prevention protocols and to foster a harmonious and healthy environment in the replication sites.

JUVENTUDES 2.0 KEY PROGRAM ELEMENTS

In this new phase, JuventudES 2.0 enhances this model by:

- **Recruitment and Enrollment:** Identify and enroll opportunity youth who fit the program profile.
- **Life and Technical Training:** Provide 2 weeks of life skills and technical training focused on the hospitality and tourism sectors.
- **Job Fairs and Placement Assistance:** Facilitate access to hospitality and tourism job opportunities through job fairs and one-on-one placement assistance.
- **Transition Grants:** Provide financial assistance to ease the transition into employment.
- **Counseling and Ongoing Support:** Provide ongoing counseling and support for up to 4 months to help participants secure employment in the hospitality and tourism sector.



IMPLEMENTATION 2023–2024

Delivery Mode: Adapt delivery mode (virtual, hybrid, or in-person) based on implementation stage and participant needs.

Local Partnerships: Collaborate with Mexico City's Secretariat of Labor and Employment Promotion and experts in job placement training and counseling.

EXPECTED RESULTS

Youth enrolled: Serve 200 youth.

Program Completers: Achieve an 80% program completion rate.

Career Attainment: Achieve a 45% job placement rate among program completers within 4 months of program completion.

