

Youth

TO THE
POWER
OF YOUTH

“I call on young people to take responsibility for their actions and know their rights.”

NO. 2 // SUMMER 2008

JORDAN'S QUEEN RANIA CALLS ON CORPORATIONS TO GET INVOLVED // EMPOWERING VULNERABLE YOUTH:
SPOTLIGHT ON INDIA // **STARBUCKS GIVES BACK: Q&A WITH**
COMPANY'S DIRECTOR OF GIVING // MEET THE GREEN GENERATION

international
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foundation®



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PHOTO: CHRISTY MACY

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to save the planet

YOUth

A MAGAZINE OF THE INTERNATIONAL YOUTH FOUNDATION

**“As I have told youth from
across the Arab world,
‘You are the tools of
change, and change
must start within.’”**

4 GUEST COMMENTARY Her Majesty Queen Rania Al Abdullah of the Hashemite Kingdom of Jordan

PHOTO: COURTESY OF THE OFFICE OF HER MAJESTY

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ABOUT THE COVER Saad Simba (age 17) // Tanzania

Saad Simba, the weekly host of a youth-led radio program in Mwanza, educates his peers on reproductive health issues such as abstinence and the problems of child pregnancy. He is also a member of the Voices of the Children Club, a program supported by IYF's Empowering Africa's Young People Initiative that works to prevent the spread of HIV/AIDS in three African countries. The initiative supports peer-to-peer education and outreach activities and is funded through the U.S. Agency for International Development. COVER PHOTO: BEATRICE SPADACINI

Managing Editor: Jim Peirce
Editor: Christy Macy
Contributing Editors:
 Garfinkel & Associates
Design: Levine & Associates
Contributors:
 Sheila Kinkade
 Christy Macy
 Lauren Moore
 Luis Alberto Moreno
 Farajii R. Muhammad
 Sarabecka Mullen
 Queen Rania Al Abdullah
 Sana Shamsheer Satti
 Beatrice Spadacini
 Srisak Thaiarry

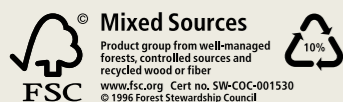
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International Youth Foundation
 32 South Street
 Baltimore, Maryland 21202, USA

Phone: +1 410 951 1500
 Fax: +1 410 347 1188
www.iyfnet.org



Our Vision

IYF envisions a world where all young people achieve their full potential and shape the future with power and confidence.

Our Mission

IYF prepares young people to be healthy, productive and engaged citizens.

What We Do

We are a catalyst for change, uniquely capable of connecting resources and ideas with knowledge and action. The result? Lasting improvements in the lives of young people everywhere. IYF currently works in 70 countries and territories, building and maintaining a network of visionary businesses, governments, civil society organizations and youth-serving practitioners.

Together, we are empowering youth to:

- *Obtain a quality education*
- *Gain skills that enhance employability*
- *Make informed, healthy choices*
- *Lead their own efforts to improve the lives of others*

For more information, please visit

www.iyfnet.org

{ CEO's Message }

WILLIAM REESE

INTERNATIONAL YOUTH FOUNDATION

Dear Friends // Since we published our inaugural edition of YOUth magazine, the world has undergone dramatic changes. Natural disasters have decimated entire communities. Prices of oil, food and other essentials are pushing economies—and families—to the brink, plunging those already struggling even deeper into debt and despair.

Yet while the media offers up no shortage of such dismal stories, we wanted to give you, within our magazine, a window into the world of the International Youth Foundation—one dominated by young people and the individuals, companies, governments, and civil-society organizations working so very hard to create new opportunities and spread hope.

Take for example our “Spotlight” feature on India. In this country of more than 1 billion people—and home to nearly 20 percent of the world's children—the needs are enormous and growing each day. In education, many rural schools suffer from a student/teacher ratio as high as 100 to one. On the economic side of the equation, high youth unemployment as well as unacceptable child labor practices continue to destroy dreams for a better life. Recovery from the 2004 tsunami is not over as many coastal communities that lost everything—family members, homes, and livelihoods—still struggle to get back on track. IYF is helping to address these many challenges the best way we know how—by investing in India's young people to be healthy and productive citizens who can lead change in their communities.

Working with dozens of our Indian partners, IYF has been able to benefit more than 85,000 at-risk youth countrywide by providing teachers new skills and tools to improve learning in their classrooms, by preparing vulnerable youth for their first jobs, and by offering devastated communi-



“IYF's work in India reflects our determination and growing ability to build diverse initiatives with multiple partners in a single country to make a lasting impact.”

ties a chance to rebuild. Most promising is how eagerly India's young people are embracing their roles as problem solvers.

IYF's work in India reflects our determination and growing ability to build diverse initiatives with multiple partners in a single country to make a lasting impact. We are honored to work with such inspired young people and committed partners—in India and around the world.

We are equally proud to feature a collection of their accomplishments in the following pages.

Until the next issue,

William S. Reese
 CEO and President
 International Youth Foundation

QUEEN RANIA AL ABDULLAH

RAISING THE POTENTIAL OF ARAB YOUTH

In the UK, the median age is roughly 40 years old. In the US, it is 35. In Jordan, it is 23.5. With almost 40 percent of Jordan's population under the age of 15, creating employment and entrepreneurial opportunities for its youth is an urgent, constant challenge. One innovative organisation, Injaz, is meeting this challenge head on. Injaz, which means "achievement" in Arabic, aims to inspire and prepare Jordanian youth to compete in the global economy.

In collaboration with businesses, educators, and government officials, more than 2,000 private-sector Injaz volunteers work through Jordanian schools and universities to teach young people marketable skills, from economics to entrepreneurship to ethics.

The dynamic exchange between students and business leaders benefits

both sides; for youth, abstract theory is brought to life, and for volunteers, engaging with Jordan's young people provides a vibrant window on their future employees and consumers.

Since its successful start in Jordan, the Injaz model has spread to 12 Arab countries. When a Kuwaiti businessman first heard about Injaz, for example, he was struck by its potential. "It's about time we stopped blaming government for the state of our youth and accept some responsibility," he said.

One month later, he had convinced many prominent business leaders to support Injaz and join him in training Kuwait's best and brightest, sharing business acumen, and revealing lessons learned. Since then, 65 public schools have been transformed into entrepreneurial training hubs, which proudly reclaim the mercantile spirit of Kuwait's forebears.

As one of Kuwait's corporate volunteers so passionately put it during the launch of Injaz Kuwait in 2006, "Today I present to you a discovery more important than an oilfield. Today, a group of private sector volunteers gift Kuwait 1,000 students with whom to build an economy."

Across the region, more than 300,000 students have enrolled in Injaz courses. Saudi Arabia is launching its own Injaz programme this year. Yet helping hands such as Injaz are still out of reach for too many young people in need. In the Middle East, youth unemployment stands at or above 25 percent—nearly twice the global average. And worldwide, the 1.2 billion young people between the ages of 15 and 24 need practical support if they are to become productive contributors to the global economy and the communities they call home.

That is why the work of organisations such as the International Youth Foundation (IYF) is so important. The IYF is equipping young people in nearly 70 countries with the skills, training and self-confidence to be outstand-

ing employees, lead healthy lives, and give back to their communities.

I saw these efforts myself when I visited a "Dreams Workshop" in Turkey, where teenage volunteers were using a combination of teamwork and arts-based education to teach disadvantaged children how to communicate effectively, think creatively, and solve problems co-operatively. More than 32,600 children and young adults in Turkey have benefited so far from such workshops, which are part of a global initiative of the IYF and Nokia.

"...worldwide, the 1.2 billion young people between the ages of 15 and 24 need practical support if they are to become productive contributors to the global economy..."

Similar successes are being written through youth-focused endeavours worldwide. In Egypt, thanks to the IYF, college graduates can now access training and job placement services at two pathbreaking career development centres.

In the Philippines, out-of-school youth, including former child combatants in the war-torn area of Mindanao, are gaining confidence and paychecks by learning how to build houses for families who have fled the violence or lost their homes in natural disasters.

In Indonesia, more than 3,000 young people are benefiting from entrepreneurial and job training. In Delhi, India, more than 600 children of parents with leprosy are receiving vocational training as well as social and emotional skills to help them compete for jobs.

Life-planning, teamwork, communication, and problem-solving capabilities are often called "soft skills," but they have a very real long-term impact on young people's lives and prospects. In one study of an IYF life skills programme in more than a dozen countries, 43 percent of young people in nine countries scored higher grades in school after participating in their

programmes, and 66 percent in 11 countries aspired to higher levels of education.


One life skills programme in Mexico, supported by the IYF and General Electric, halved school drop-out rates, while another in Latin America and the Caribbean has equipped nearly 20,000 at-risk youth with IT and life skills training, with more than half securing employment.

Now is the time to intensify such investments and scale up such successes—widening the embrace of youth-

supported programmes, encouraging more young people to participate, and persuading more private sector experts to share their time and talent.

As I have told groups of young people from across the Arab world who are working to advance their personal growth and achievement: "You are the tools of change, and change must start from within."

To that end, at this year's World Economic Forum in Davos, Switzerland, I launched the Injaz "One Million Voices" campaign, which aims to reach a target of 1 million young Arabs by 2018—educating, energising and equipping them with the skills and motivation to lift the region's prospects and become productive, engaged global citizens.

Today, I am urging you to do your part to help. Be a mentor. Volunteer. Offer financial support. Provide internships at your company. Hire youths. Help make a difference in a young person's life—and build a brighter future for us all. 

Her Majesty Queen Rania Al Abdullah of Jordan established the Jordan River Foundation and serves as UNICEF's First Eminent Advocate for Children and Regional Ambassador of Injaz Arabia. She is a member of the IYF Board of Directors.



In the Middle East, where youth unemployment stands at 25 percent, Queen Rania is supporting a new initiative that prepares young people for the job market. PHOTO: COURTESY OF THE OFFICE OF HER MAJESTY

This article, originally titled "Injaz's helping hands raise Arab youngsters' potential," appeared in *Investing in Young People*, a Special Report in the January 25, 2008 edition of the *Financial Times*, and is reprinted here with the author's permission.

SANA SHAMSHER SATTI

AGE 21, RAWALPINDI, PAKISTAN

Ever since I was very young, I dreamed of becoming a doctor and supporting my siblings so they could get a good education. But I faced many challenges. I was born near the town of Muree, an hour's drive northeast of Islamabad, Pakistan.

My father, who was a teacher, struggled to find the money to educate me, my brother and three sisters. We all wanted to do well and make our parents proud, but our education was poor. If my father had not been a teacher, I would most certainly have dropped out of school by fifth grade.

Schools in villages like mine simply don't have what they need, which helps explain why more than half the people living in Pakistan's rural areas are illiterate. Our schools have no career guidance programs or knowledge about computers. There are no debates, competitions or class trips where students learn about the larger world. I discovered too late that I had chosen the wrong subjects to get my medical degree. I was so disappointed that for a while I gave up my dreams.

Though I knew my job prospects were poor, I decided to continue my studies. After much hard work, I moved to Islamabad to attend the university, where I graduated in March 2006 with a B.A. in statistics

and economics. After a long search, I finally got a job interview. It did not go well, and I was turned down.

Even young people in Pakistan with a good education have a difficult time getting jobs. The foremost reason is the lack of educational relevance—including technical education. Our options simply do not satisfy the requirements of the current market. So a large number of youth are educated but not employed. Of course, the ongoing political instability and violence in Pakistan also creates doubt about our country's economic and social development—and job prospects.

Last year, my father told me about a new job training program. When I was accepted, I hoped I would learn how to better conduct interviews and enhance my communications skills. But I learned more. The program offered us training in customer service, selling and corporate ethics, as well as practical advice—like appropriate dress codes in the workplace. Before, I was not able to speak well in public. Thanks to the confidence-building exercises, all of that has changed. On the first day of classes, almost no one had any goals. By the end, everyone was talking excitedly about how they wanted to get a job or continue their studies. All of a sudden, everyone was motivated. It's like we realized this is not the end—there is much more to do.

The training I received in this program is the reason I am now employed in a customer relations job with U-fone, a mobile telephone company in



Above: Sana's job training program is implemented by ASK Development and managed in partnership with Rural Support Programmes Network, two Pakistani organizations working with IYF.

PHOTO: COURTESY OF EEA

Rawalpindi. It has really changed my economic prospects. Growing up, the greatest mission that I set for myself was to get a job and save enough money to help educate my younger siblings. I am 21 now and so happy to have realized those distant dreams.

As young people, we can be catalysts for change in Pakistan, directing our country toward a better future. But we need to prepare ourselves. There is so much more out there for us to accomplish. **Y**

Sana Shamsheer Satti participated in a job skills training program supported by the Education & Employment Alliance (EEA). An initiative of the International Youth Foundation with funding from a US\$13 million cooperative agreement from USAID, EEA works in Egypt, India, Indonesia, Morocco, Pakistan and the Philippines to help young people enhance their job prospects.

FARAJII R. MUHAMMAD

AGE 29, BALTIMORE, MARYLAND USA

I always knew my life would be used for something great. But there I was—a trained actor from the Baltimore School for the Arts, a couple years out of high school—with an undetermined future.

I wanted to do something for my people, but I also wanted to be the next Denzel Washington. My mind said it would be foolish to let my acting training go to waste. My heart said I was born to serve a bigger cause.

Growing up in the Nation of Islam, I learned that my life as a young black man was valuable. Yet today, I see youth as an endangered species—under attack socially, politically and economically. I couldn't sit idly by and watch my peers and my community deteriorate. I had the passion, talent and foundation of my beliefs to improve life for those around me. I only needed the opportunity.

Once I decided to devote myself to developing young leaders, the doors of opportunity opened up. In 1999, my future wife, Tamara, and I started New Light Leadership Coalition (NLLC). She was 17. I was 19. We had no idea how to operate a nonprofit organization, but we shared the desire to make young people leaders. We both wanted to change the culture where young people are being used to promote an agenda led by adults—adults who only engage us when cameras are around. We also grew tired of seeing young people wasting their innate leadership abilities.

Young people in Baltimore face many challenges. The high school dropout rate for black males has climbed above 60 percent. Homicides totaled nearly

300 last year, with many victims in their teens and early 20s. Baltimore has more young people on the streets than in the workplace.

In addition to the external challenges, primary internal impediments—for black youth, in particular—include self-hatred and lack of self-knowledge. These two conditions have led black youth in a downward spiral. Despite the chaos, confusion and dissatisfaction, I believe young people are capable of doing great things.

NLLC hosted its first leadership conference in Baltimore in November 1999. We wanted to address how young people see themselves. Surprisingly, the event attracted 100 students from around the city. I knew something major had just happened. A change was taking place, with young people at the center.

Since then, NLLC has trained more than 2,000 young people nationwide on key principles of leadership. We also give young people the tools to resolve conflicts, become youth entrepreneurs, engage politically and operate and manage student organizations.

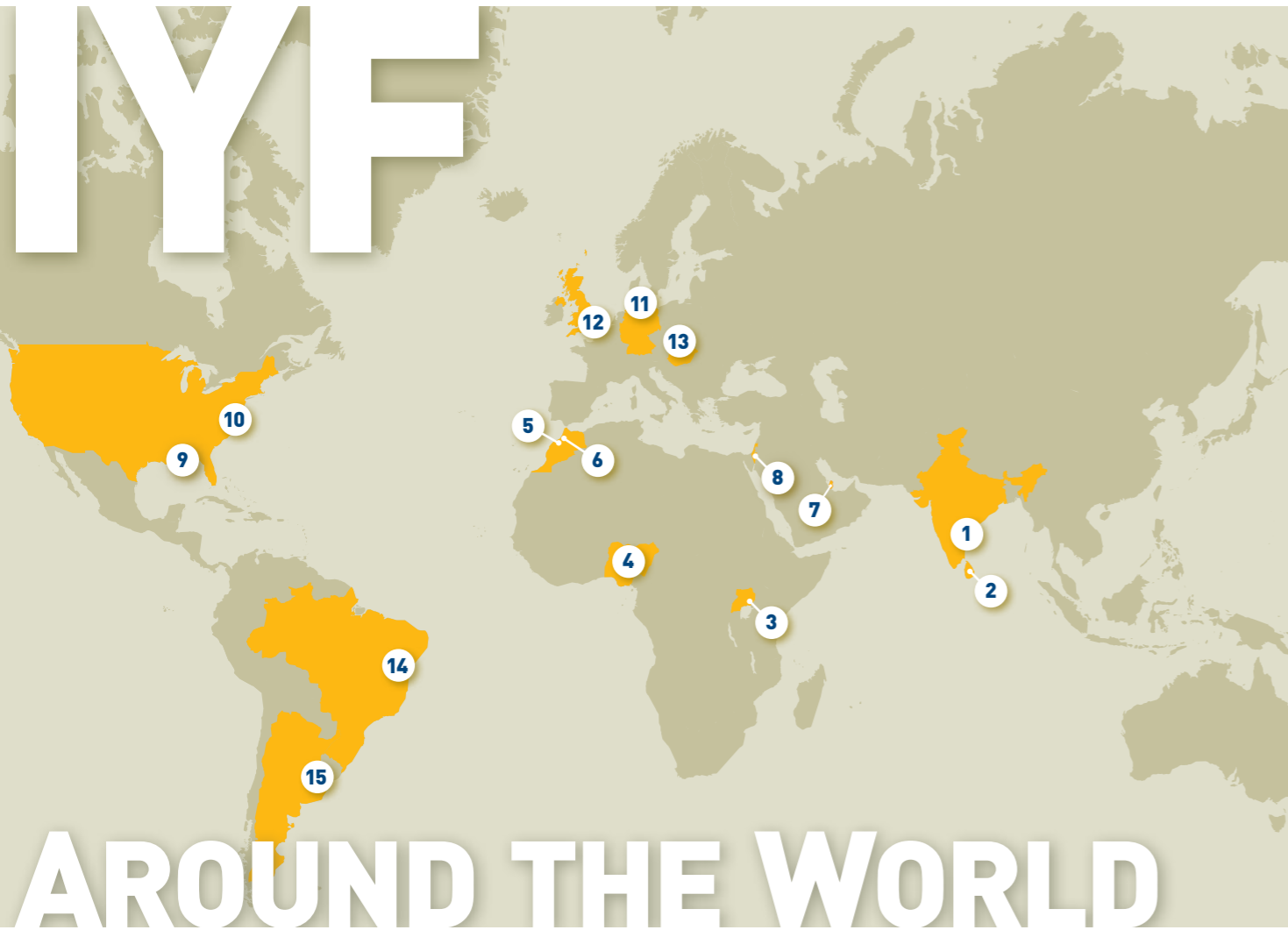
We have to change the thinking of young people before making any changes on the streets or in the halls of power. I want young people to see their lives as valuable. I want them to break down old, oppressive structures and usher in a new reality that benefits us all. This is the mission I was called to do, and it will be my contribution to make this a better world. **Y**

Farajii R. Muhammad serves as President of the nonprofit Baltimore-based youth organization New Light Leadership Coalition, Inc. For more information about NLLC, visit www.nllc.org.

Farajii Muhammad and his future wife Tamara were teenagers when they founded a youth leadership organization in Baltimore.

PHOTO: COURTESY OF CHRISTOPHER MYERS





M. Kuppuswamy launched his soda business through IYF's tsunami recovery program.

PHOTO: CHRISTY MACY

ASIA

1 Puducherry, India

IYF hosts a five-day workshop for the Tsunami Reconstruction

Initiative, through which partner organizations from India, Indonesia, Sri Lanka and Thailand share experiences and learning. Supported by Nokia, the Sylvan/Laureate Foundation and Unocal, the IYF program will help equip 9,800 youth affected by the tsunami with invaluable job skills.

2 Colombo, Sri Lanka

The Ceylon Chamber of Commerce endorses an IYF-supported job training curriculum benefiting up to 15,000 Sri Lankan youth who lost their livelihoods as a result of the 2004 tsunami. The curriculum is part of the Accelerated Skills Acquisition Program (ASAP), an initiative funded through USAID that offers youth training in IT, English, career counseling and entrepreneurial skills.

AFRICA

3 Budaka, Uganda

Sir David Bell, IYF Board Member and Chair of the Financial Times Group, enjoys a youth-led music, dance and drama performance—part of IYF's HIV/AIDS prevention program in



IYF Board member David Bell visited a number of IYF projects in Uganda in 2007.

PHOTO: COURTESY OF EAYPI

three African countries. The Empowering Africa's Young People Initiative has already reached more than 400,000 youth through educational and outreach activities and trained nearly 11,000 peer educators.

4 Abuja, Nigeria

The President of Nigeria confers the National Honour of Member of the Order of the Federal Republic on YouthActionNet® Global Fellow Muktar Gadanya. Muktar became a Fellow in 2005 for his outstanding work providing livelihood opportunities to elderly parents whose children died of HIV/AIDS.

MIDDLE EAST/NORTH AFRICA

5 Casablanca, Morocco

IYF Program Manager Sarabecka Mullen leads a "training of trainers" workshop for partners in Morocco who are engaged in teaching life skills to at-risk youth as part of the IYF/GE "Passport to Success" program. Participants learned key interactive teaching strategies needed to deliver the lessons effectively. As a result, 1,200 Moroccan youth will gain new communications, decision making, and employability skills.

6 Rabat, Morocco

U.S. Congresswoman Nita Lowey of New York visits a job training program sponsored by IYF as part of the Education & Employment Alliance (EEA). The "Workplace Success" program is supported through a US\$600,000 grant from USAID to bridge the job training gap among Moroccan youth.



U.S. Member of Congress learns about IYF-supported job training program for Moroccan youth. PHOTO: COURTESY OF EEA

7 Doha, Qatar

IYF CEO Bill Reese co-chairs a panel on youth unemployment at the 2008 U.S.-Islamic World Forum. IYF's Vice President for Education Awais Sufi also participates in the gathering, sponsored by the government of Qatar and the Brookings Institution and attended by leaders from the United States and across the Islamic world.

8 Israel

The Levi Lassen Foundation (based in the Netherlands) announces it will contribute to the establishment of a YouthActionNet® Institute in Israel that will offer training and support to outstanding young social entrepreneurs.

NORTH AMERICA

9 New Orleans, USA

IYF Regional Manager for Latin America Joanna Ramos-Romero leads a panel on "A More Employable Future: Educating Our Global Youth" at Tulane University. The Clinton Global Initiative program challenges college students and universities nationwide to tackle global problems.

10 Washington, DC, USA

At the World Bank's annual meeting on Labor Markets, IYF's Learning Director Susan Pezzullo presents lessons learned from *entra 21*—the Foundation's ITC job training and placement program in Latin America—to participants from the Middle East, Southeast Asia and Africa.

IYF's *YOUth* magazine wins a 2008 Wilmer Shields Rich Award for Excellence in Communications at annual conference of the Council on Foundations.

EUROPE

11 Heiligendamm, Germany

Isay Unge, a 17-year-old from Tanzania, meets with world leaders, including U.S. President George W. Bush, at the G8 Summit to discuss

HIV/AIDS. Isay has been trained as a peer educator as part of IYF's HIV/AIDS prevention program in Africa.

12 London, UK

IYF Board Member Sir David Bell and CEO Bill Reese attend an event at 10 Downing Street to celebrate the work of the National Children's Bureau, a member of the IYF global partner network. One of NCB's premier programs is an IYF-supported life skills initiative called "Life Routes."



Young leaders honored at the Prime Minister's residence in London.

PHOTO: COURTESY OF NCB

13 Budapest, Hungary

Volunteers from Nokia spend the afternoon painting a mural, one of thousands of youth-led events held throughout the country organized by IYF partner in Hungary, the Foundation for Democratic Youth.

LATIN AMERICA/CARIBBEAN

14 Bahia, Brazil

Graduates from *entra 21*, IYF's employability training program in Latin America, meet with U.S. Secretary of State Condoleezza Rice at a USAID-sponsored event. The youth, who had completed a food and beverages training course, speak about the program and their plans for the future.

15 Buenos Aires, Argentina

IYF Executive Vice President Peter Shiras gives the keynote speech at the NGO Fair, an event that attracted 150 participants from the NGO, corporate and diplomatic communities. The event was organized by the U.S. Embassy and hosted by U.S. Ambassador to Argentina Earl Anthony Wayne.



INTERVIEW BY CHRISTY MACY

The Starbucks Foundation recently announced a shift in its giving priorities to increase support for young social entrepreneurs who are creating meaningful change in their communities. As part of this new focus, the company established the Starbucks Innovation Fund in partnership with the International Youth Foundation.

Beginning in October 2008, the Innovation Fund will provide grants of up to US\$15,000 to as many as 25 youth-led projects identified through IYF's Global YouthActionNet® program. (See box at the end of article.)

YOUth magazine spoke with Lauren Moore, Director of Giving at Starbucks Coffee Company, to explore the Foundation's decision to support young leaders and its ultimate goals. She also offers advice for other companies that are rethinking their corporate giving approach.

You recently completed a year-long examination of Starbucks' CSR giving program. What led you to re-evaluate the direction of the Foundation's grant making?

The larger you get, the more you realize the potential impact you can have. For years, the Starbucks Foundation and Starbucks Coffee Company have been

engaged in a wide range of wonderful community, grassroots projects—supported by our local partners and business managers. But everyone was doing their own thing. So as we grew, we began to take a fresh look at our work in these communities. And we recognized that, if we wanted to make a real difference, the Foundation, the Company and our communities would benefit from a more consistent focus. We spent time identifying what focus would be most appropriate for Starbucks.

Who was involved in the process? How did it work?

We decided from the beginning to take a multi-stakeholder approach that would engage our employees, the communities in and around Starbucks stores, youth-serving organizations and professional consultants. First and foremost, we wanted to hear from our employees—whom we call our

partners. Any change had to reflect their interests, their needs and their passions. The people who are attracted to work in our coffeehouses have community activism in their blood. That's our workforce, and it's different from many other corporations.

Also, conversations about community issues take place among customers in our stores every day. These people want to help and get involved. So an important part of our re-evaluation process was to really understand what our managers and employees wanted to do. We also looked for observations and suggestions from outside communications consultants. They brought in a lot of research data and helped us clarify what we hoped to accomplish.

As we focused in on youth, we looked to NGO stakeholders, some of whom we'd worked with in the past, to help us think through this new focus, how

to have a real impact, how to evaluate our work, how to monitor our progress. And of course, many of our company executives and others here at Starbucks were very involved. We had a lot of in-house experts in the field of community work, including our CEO Howard Schultz, who were passionate about what happens in our communities. Like many of my colleagues, I had a strong nonprofit background, having worked for NGOs for 15 years before coming to Starbucks. Many of us brought that valuable perspective to the process.

Why did the Foundation move away from its original focus on literacy and younger children?

As we began to re-examine our giving strategy, we realized we could likely make our greatest impact by supporting older youth in the community. Many of our employees are between 17 and 25, and many who already volunteer in their communities work with this older age group. Also, while promoting literacy was important in many countries, it was not a burning issue in all of the markets where we work. We wanted to choose an issue that resonated in every community where Starbucks operates around the world.

Your partnership with IYF supports the work of young social entrepreneurs. What attracted Starbucks to support youth leadership?

As we began talking about our unique niche as a company, we decided we wanted to expand our grant making program to embrace community voices and capture the entrepreneurial spirit of our employees. Many of our partners volunteer on a regular basis. In fact, we recently launched an online social networking site (v2v.net) to help connect people to volunteer opportunities in their local communities. We hope to inspire local support for such activities and bring like-minded people together to help create change.

At the same time, we were truly inspired by stories of young people accomplishing big things in their communities and around the world. These youth inspired us with their innovative ideas and their willingness to take on things themselves.

So we began to work with youth groups and youth development organizations like IYF to help us think this through. We recognized these young leaders were already catalysts for change. What they needed were resources and



tools to continue and expand their work, either locally or globally.

What advice would you give other corporations that are reconsidering their giving policies or thinking of focusing on young people?

When you start this process, one of the most important things for any company to do is to find your niche. Besides money, what else can you bring to the table that can help change the world and motivate people? Take Microsoft, my neighbors here in Seattle. Their CSR programs emphasize bringing technology to young people around the world. People can understand why they do that. Starbucks can only be a powerful force when we really understand who we are as a company. Then, it's natural to leverage other resources because you've chosen a direction and a cause that everyone understands is related to what you're good at doing.

For us, this process took a while. We had to realize, at the end of the day, we're a neighborhood coffee house—our product is a good cup of coffee. When we look at the dollars we in-

vest and what we try to do, we're not basing that on producing quality software or building a major airline. We invest in communities and listen to those in the field about what our priorities should be. Our people recognized the great connection they had with young people who are al-

“We want to change how people think about youth, as extraordinary individuals who are having such a positive impact on society.”

ready out there doing great things. So we then focused on how we could support these amazing youth leaders and help amplify their positive voices. We want people to want to participate, to own the idea and make it better. Ultimately, I think the future of corporate giving will be to strategically invest in communities, in line with what your business can uniquely bring to bear.

What do you hope people will be saying about Starbucks five or ten years from now regarding this new strategy?

Today, when a lot of people think about youth, they put a negative spin

on things—they think of gangs, or kids in trouble or kids facing big challenges. From our perspective, we think of youth as the future. They are addressing grassroots issues, they are finding their voices, they have a much more global view of the world than we ever had growing up, and they un-

derstand their place in the world. So I hope that in the years ahead, when people think about Starbucks, they will think about how we're supporting what young people are doing in their communities. But more importantly, we want to change how people think about youth, as extraordinary individuals who are having such a positive impact on society. **Y**

Christy Macy is Director of Publications at the International Youth Foundation.

For more information on the Starbucks Foundation and its support of young social entrepreneurs, please visit their website: www.starbucks.com/aboutus/foundation.asp

YouthActionNet®

YouthActionNet® is an IYF initiative that is working to develop a new generation of socially conscious citizens who create positive change in their communities, their countries, and the world.

YouthActionNet® supports young leaders in the following ways:

Global Institute: Twenty outstanding young social entrepreneurs are selected annually for the YouthActionNet® Global Fellowship, a yearlong program that provides capacity-building and leadership skills training as well as opportunities for networking, global advocacy, and grants.

Local Institutes: Established within individual countries, local YouthActionNet® Institutes select youth leaders to participate in an intensive national-level training program. Institutes have been launched in Brazil, Mexico, and Spain, with plans to open others in Chile, Haiti, Israel, and Australia.

Virtual Institute: Provides young leaders globally with a state-of-the-art virtual platform through which to strengthen their knowledge, build skills, network and advocate for their causes.

Donors: Levi Lassen Foundation, MacArthur Foundation, Nokia, Pearson, Porter Novelli, Starbucks Foundation, Sylvan/Laureate Foundation and U.S. Agency for International Development (USAID).

To learn more, go to www.youthactionnet.org

IDB

INTER-AMERICAN DEVELOPMENT BANK

IDB Charts New Directions in Development for Latin America

BUILDING POWER at the Base

BY LUIS ALBERTO MORENO

Over the past four years, Latin America has enjoyed stellar economic performance, with average GDP growth above four percent. Yet the majority of our citizens have not seen any real improvements in their quality of life. Today 70 percent of this region's population—some 360 million people—lives on \$300 or less per month. The vast majority are still waiting for the promised fruits of shared economic growth. As a result, we've heard repeated calls for change, and the very legitimacy of development efforts in this region has been called into question. So it was clear to those of us at the IDB that we needed to change the way we did business.

That's why, in addition to many internal changes and reforms, we decided to launch the “Building Opportunities for the Majority” initiative in June 2006. I wanted to force us all to turn our attention—and redirect our resources—to benefit those at the base of the economic pyramid.



“Preparing young people across Latin America as they grow up and seek to enter the workplace or begin their own businesses is part of our efforts to reach out to the majority at the base of the pyramid.”

Over the years, the IDB has learned a great deal about what works and what doesn't in regard to social policy. This new initiative builds on our knowledge by placing its emphasis on a reduced number of critical issues, by taking to scale effective models so we can reach more of those in need, and by promoting multi-stakeholder partnerships that bring together the public and private sectors.

Focusing on the Kids

Let's look at some real challenges facing our region now. Today, about 15 percent of children under the age of five—about 8.5 million—do not have birth certificates. With no formal identity, these children do not have adequate access to basic social services, a decent education or real opportunities for employment in the formal sector. They simply can't make it in society. So I'm committing the IDB, working with local governments and organizations like the Organization of American States and UNICEF, to cut the percentage of undocumented citizens by half.

There's no question that young people are fundamental to finding solutions to these challenges. What we do today in terms of empowering youth with good schooling, job training, nutrition programs and entrepreneurship opportunities will produce huge benefits down the road. A recent IDB study by a group of leading economists from across Latin America posed the question: What would our priorities be if we had a magic wand? Their answer: focus on meeting the needs of children by making sure they get the stimulation and nutritious food in their early years that will help their brains develop and grow.

We've supported the growth of new programs in some of the poorest neighborhoods in Latin America that provide this kind of stimulating, healthy environment for kids of working parents. When visiting some childcare centers in Santiago and other cities, it's wonderful to see how children respond when they receive what they need to thrive.

Headed to Work

Preparing young people across Latin America as they grow up and seek to enter the workplace or begin their own businesses is also part of our efforts to reach out to the majority at the base of the pyramid. It's very difficult for today's youth to get that first job. When they don't have the skills or the training, it causes lots of frustration.

There's a huge demographic “youth bulge” in Latin America, and millions of those between 18 and 24 are competing for jobs. They need language skills. They need IT skills. They need to learn how to succeed in the workplace.

One program effectively addressing this need is *entra 21*. Over the past six years, this program—supported by the IDB's Multilateral Investment Fund—has trained nearly 20,000 unemployed youth across Latin America and the Caribbean in IT and employability skills. It placed more than half of them in jobs.

Entra 21 continues to offer an important model for the Bank because it is not only about IT skills development, employment and entrepreneurship for youth. It is also about partnerships where NGOs, IT companies and the IDB work together to provide these skills and opportunities.

Credit Where It's Due

In addition to preparing young people for jobs, we also need to open up credit for them and everyone else struggling to build successful micro-enterprises in their communities. This is another significant component of the Building Opportunities for the Majority initiative.

Today, small businesses represent about 95 percent of the region's enterprises—about 60 million of them exist across Latin America. The region's informal economy represents up to 50 percent of the gross domestic product for Latin America and generates the largest share of employment. Yet most informal workers receive very low salaries.

While small businesses have enormous potential to boost the region's economy, it's difficult to sustain or grow them when just over six percent have access to credit from a formal financial institution. Most financial services only target those at the top of the pyramid. We must bring “financial democracy” to those at the bottom so their small

businesses can thrive and more people can improve their standard of living.

To achieve all of these goals, we need a more innovative approach to development. For example, more than a decade ago, Mexico started offering “conditional cash transfers” to poor families on the condition that they send their children to school and take them to a health clinic to ensure they stay healthy. This innovative policy, aimed primarily at raising school attendance, is now supported by the IDB in numerous countries and has been duplicated around the world, from New York to Egypt.

Unlocking Our Potential

As part of our strategy to boost opportunities for all, it's important that we not only change how we work, but also whom we work with. For example, the role of municipalities becomes critical. To be successful, these programs need a local face. Education and employment training are local responsibilities. So the commitment at the IDB is to work more closely and more effectively with thousands of state and local governments to build their capacity to improve the lives and prospects of our citizens.

We also know that when we encourage partnerships with the private sector, we can mobilize their vast resources

and talents. Perhaps most importantly, building strong public/private alliances is essential to opening up social and economic opportunities to the poorest segment of the population.

Indeed, we face huge challenges to reach and empower the majority of Latin American citizens. But I'm convinced we have the tools, the resources and the will to do this. The IDB is committed to intensifying its actions to help develop new products, strengthen local institutions and work with our private-sector partners. We plan to reduce the unregistered, undocumented population by half by 2011. We expect to triple microfinance lending in the next five years. We will increase our financing for job training by 50 percent and double our investments in basic infrastructure projects that will benefit low-income communities.

These are ambitious goals, but they are very much within our reach. We have a moral and economic imperative to change the way we do business in Latin America, to ensure that everyone can reap the benefits of a growing economy. Building opportunities for the majority is our clear objective. Our people deserve no less. **Y**

Luis Alberto Moreno is President of the Inter-American Development Bank.

Evaluating *entra 21*

PHASE I

By the end of 2008, IYF's *entra 21* initiative will have reached more than 19,000 at-risk youth with IT and employability training. Other program highlights include:

35 Projects in 18 countries in Latin America and the Caribbean

87% Completion rate

75% Either working, studying, or both six months after graduation

54% Employment rate

US **\$29.8** MILLION Total investment (IDB: US\$10 million, plus matching and local funds)

PHASE II

Currently, 7,000 youth are enrolled in *entra 21*. The Phase II target is 50,000 youth over the next four years. Additional funds include US\$10 million from IDB, supplemented by matching and local funds.



INDIA

BY CHRISTY MACY

Half a dozen mud huts and a few vegetable gardens surround this one-room schoolhouse in Bigha, an isolated village of 400 families in India's West Bengal state. Views of rice fields stretch to the horizon, and buffalo-driven carts, piled high with crops, often block the dirt road connecting the village to a larger highway. **"Before, no one ever asked us what we needed," says one of the school's teachers. "Now I can ask questions and get answers. I'll be a better teacher because of this program."**

The answers come from a three-hour drive away, in the bustling city of Kolkata. "Welcome to LifeLines, thank you for calling," says one of four women "knowledge" workers occupying a small office high above the street. "In answer to your question, we suggest"

This is no ordinary call center. It's the knowledge hub for LifeLines-Education, a first-of-its-kind phone-based service that connects teachers in rural areas with much-needed academic support from India's education experts.

"Teachers, particularly those in isolated village schools, face extraordinary challenges," says Shubhra Chatterji, Executive Director of Vikramshila Education Resource Society (VERS), the managing partner for the service. She notes that most teachers in India are poorly paid, inadequately trained and overwhelmed by the number of students in their classrooms. The student/teacher ratio is often 100 to one, and many of those students are first-generation learners. Most rural schools don't own a single computer.

"Rural teachers are victims of a widening knowledge and digital divide that separates them from their urban counterparts," explains Chatterji. "Teachers are often blamed for everything that is wrong with today's education system, but we believe that teachers must be considered part of the solution."

LifeLines-Education helps bridge India's knowledge gap by giving teachers timely answers to academic questions and concerns and by empowering them with greater access to educational policy makers. Their questions cover a wide range of topics. "What can I do about a disruptive student who is holding back everyone else?" asks one teacher. "My textbook still says Pluto is a planet. How can I get more up-to-date material on the solar system?" asks another.

Teachers record their questions in their local language, using a specially designated phone line. The recorded queries—more than 2,000 so far—are then forwarded to and answered by the panel of 150 experts, including professors, school administrators and child psychologists. Every answer enters an ever-growing information database. Responses become available to teachers on the phone within 24 to 48 hours. Field volunteers on the ground facilitate the whole process.

OneWorld South Asia leads the service, with support from IYF, British Telecom and CISCO. It's an extension of the LifeLines-India program, developed to provide a similar support system for farmers in rural India.

A DETERMINED BAND OF PARTNERS

ANSWERING THE CALL
TO IMPROVE EDUCATION

Soon to benefit 40,000 students in 570 schools in one West Bengal district, LifeLines-Education is receiving positive reviews.

According to one teacher, “This kind of approach can help minimize the disparities between rural and urban schools. If we don’t fix this soon,” he warns, “we will have two kinds of societies in India. We have a responsibility to act.”

The Private Sector Gets Involved

LifeLines-Education is one of many pioneering strategies in India aimed at boosting educational opportunities among marginalized youth. Examination of some other initiatives sparks hope in the progress being made, but also exposes the enormous social and economic challenges facing this complex country of 1.1 billion people.

More than 40 percent of India’s population is younger than 18. This “youth bulge” places an extraordinary burden on the country’s already overwhelmed social services and infrastructure. In fact, half the population still has no electricity.

While it’s clear the economy is booming—growing by nine percent for three consecutive years—policy makers and business leaders alike are concerned that most Indians,

who live on about \$4 a day, will not benefit unless far greater investments are made to support quality education and effective, relevant job training.

India is making historic investments in education. Every village of 1,000 residents now has a primary school, according to government sources, and schools have hired 100,000 teachers in the last year or so. Relevant and effective job training programs are also gaining ground. Yet it is clear that government alone cannot fully address current needs. In response, India’s private sector has come forth as a key partner in helping to prepare young people for success in school and the workplace.

“Over the past decade, companies in India have begun to see the real potential in giving back and investing in the communities around them,” says Supreet Singh, Executive Director of Youthreach, a Delhi-based NGO that is implementing youth programs countrywide. While Forbes magazine recently reported that four of the world’s top 10 billionaires are CEOs of Indian companies, Singh says corporate social responsibility has only recently emerged as a force for social and economic progress in her country.

IYF Across India

IYF and its more than 30 partners are carrying out a wide range of innovative programs across India to expand education and job training opportunities among some of the country’s most at-risk youth.

Total Investment: US\$3.1 million

Total Beneficiaries: 85,000 children and youth

Geographic Reach: Bangalore, Delhi, Hyderabad, Mumbai and communities in West Bengal, Gujarat and Tamil Nadu



Program Partners

Ankur Society for
Alternatives in Education
Amarjoti Rehabilitation Trust
Association for Promotion of
Social Action (APSA)
Azim Premji Foundation
Breads
Byrraju Foundation
Christel House India
Community Collective Society
for Integrated Development
(CCFID)
CAP Foundation
Deepalaya

Don Bosco
Dream a Dream
Dreamcatchers Foundation
Dream School Foundation
Dr. Reddy’s Foundation
Drishti Media Collective
HOPE Foundation
Janodaya Trust
National Association for the Blind
OneWorld South Asia
Parikrma Humanity Foundation
Pratham
Prayas Institute of Economic
Empowerment

Sahara
Shine
SNS Foundation
Society for All Round
Development (SARD)
Swayamkrushi Foundation
Udaan
Unnati
Video Volunteers
Vidya and Child
VIDYA
Vikramshila
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Program Donors

Alcatel-Lucent Foundation
British Telecom
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Nokia
Pearson Foundation
Sylvan/Laureate Foundation
Unocal
USAID



21-year-old Kirti (holding camera) helps make educational videos that are then used in local schools as a teaching aid for the teachers.

PHOTO: THOMAS WIECHERS

Filmmakers Contribute to Classroom Quality

Nearly a thousand miles west of Kolkata, in the state of Gujarat, residents of a small village watch excitedly as Kirti, a 21-year-old aspiring filmmaker, focuses his camera on a young boy, his mother and a tethered goat. “Rolling ... action... Cut!” he yells, the action temporarily halted by a large herd of goats invading the set. Some children try to direct them back into the field.

Kirti is one of the video “producers” being trained by Videoshala (video school)—a community-based program to develop educational videos for schools as part of the formal curriculum. One of many programs in India supported by IYF’s QUEST Alliance, Videoshala was created by Drishti, a leading human rights and media organization; Video Volunteers; and Udaan, a resource center on primary education. Local NGOs carry out the program.

Since 1992, Drishti has facilitated programs involving community radio, documentary filmmaking, human rights advocacy and community media. In response to the 2002 riots which sparked sectarian violence in Gujarat, the organization has given particular attention to how communications can bridge the divides between Hindus and Muslims. Videoshala is Drishti’s most recent project, designed to give community members like Kirti marketable skills while creating videos that teachers can use to enliven difficult-to-teach subjects, such as biology, energy, the environment and career counseling. The program offers schools video “kits” that include the video, an activities manual and a student worksheet, as well as a classroom facilitator to run the class.

During the past year, the Videoshala project trained 24 community video producers and reached out to 2,800 students in more than 60 regional schools. “We want to create videos that show different perspectives from the textbooks,” says 21-year-old Jayshree, a producer working with Kirti on the project.

“By having local residents produce these educational films, using familiar village scenes and local dialects, we help teachers and schools make education more meaningful and interactive, while also bringing about change,” says Stalin K., Drishti’s Executive Director. He is pleased that some schools show evidence that the videos are increasing student knowledge levels in particular subjects as well as improving interactive teaching practices. He also values the program for its ability to empower members of marginalized communities to secure greater access to services and educational opportunities.

Kirti, a third-year university student, has gained more than the marketable technical skills of shooting scenes, writing scripts and working with volunteer actors. “I’ve learned how to work as part of a team and feel more confident that I can express myself,” he says. He works with a mixed group—men and women, Hindus and Muslims. Such interaction between different genders and religions is highly unusual in these rural communities, and it has had a powerful impact on Kirti.

“Before this experience, I would not even talk with girls, but now I work with one.” As a Dalit (a member of the lower caste, also known as “untouchables”), he must struggle against deep-seated discrimination in housing,

Rays of Hope for a Devastated Community

The tsunami that smashed into the small southeastern Indian coastal fishing village of Killai on December 26, 2004, destroyed an already fragile community—washing away homes and killing countless family members. Nearly 11,000 people here lost their lives. The huge wave also crushed the local fishing industry, the only livelihood most residents had ever known.

Today, as part of a long-term reconstruction effort, a group of village women, most in their 20s, have developed their own small business—“fattening” mud crabs and selling them at the local market. The project generates a steady income of US\$75 a month per member. For many, it’s their first job. The women receive support from the Community Collective Society for Integrated Development (CCFID), a local NGO that provides basic entrepreneurial and management training and small loans to help groups in need to begin businesses.

“These young women who lost everything now have something of their own,” explains Meenal Patole, Advisor for New Initiatives at CCFID. “It’s a real change, and it’s transforming their lives.” Nokia, as well as the Sylvan/Laureate Foundation and Unocal, all working with IYF, provide critical funding for the Tsunami Reconstruction Initiative, which includes this project in India and similar efforts in Indonesia, Sri Lanka and Thailand. The goal: to rebuild the livelihoods of 9,800 young people across these tsunami-affected countries.



A group of young women are running a local crab fattening business supported through IYF. PHOTO: JEAN-PIERRE ISBENDJIAN

education, access to public services and other areas. “Being in this program, I realized you must do everything you can, and work very hard, to get to your dreams.” Jayshree adds, “Our society is so separated between different customs, communities and genders. How do you cross these boundaries? It’s not easy, but film is a powerful tool for change.”

Adding Know-How and Financial Resources

Videoshala and LifeLines-Education are initiatives of IYF’s Education & Employment Alliance (EEA), a multi-sector initiative in six Middle Eastern and Asian countries working to meet the education and job needs of underserved youth. Launched through a US\$13 million grant from USAID, EEA has also garnered significant multi-sector support, having leveraged US\$9 million from corporate and other funding sources across the region. The private sector here plays a key role in supporting a wide range of programs carried out by Quest Alliance—EEA’s partnership in India.

One of India’s top corporate leaders has taken it upon himself to tackle the nation’s educational challenges. He’s Azim Premji, Chairman of Wipro Corporation, a US\$5 billion global organization in IT services, hardware, consumer products and construction equipment based in Bangalore. In 2001, Premji invested some of his personal fortune to

start a foundation dedicated to improving the quality of education in India’s government schools.

“We wanted to do something significant in the social sector,” says Parth Sarwate, Head of Advocacy at the Azim Premji Foundation (APF). “We looked at different issues, including health and poverty reduction, and realized that we could impact them all by focusing on education.”

APF, which pilots successful experiments and then takes them to scale with help from state schools, has an ambitious agenda. “We want to concentrate on systemic change,” says Sarwate, “by improving school management, looking at teacher issues and curriculum development, and promoting non-rote classroom assessments. We want to bring a professional approach associated with the corporate sector to the education system,” he added, “to make it more outcomes-driven and accountable.”

Among its initiatives, APF works with IYF, Alcatel-Lucent, Microsoft and local NGOs to support computer-aided learning and teacher training in 1,500 primary schools, with the goal of reaching close to a million young people in 4,000 schools by the end of 2008.

In India today, many companies have a tradition of funding small community projects. Yet more and more now

Vulnerable Youth Prepared to Work

Forced to drop out of school because her family had no money, 19-year-old Suresh is now learning to build electronics parts through a job training program in Bangalore. The young people attending these courses, implemented by the Association for Promoting Social Action (APSA) and funded through an IYF/Alcatel-Lucent partnership, are gaining much-needed job experience in printing, electronics, computers and tailoring.

Some participants are among India’s most vulnerable youth—child laborers, street children and children of migrant workers. For Suresh, whose father struggles to support his family as a casual laborer, the APSA programs helped her gain valuable job-related experience. She also benefited from a life skills program now supported by the GE Foundation and USAID. “I’ve learned how to make healthy decisions, to respect myself and to face job interviews without fear,” she says.



IYF in India — By the Numbers

At-Risk Youth Prepared for Jobs

- 13,140 out-of-school youth participate in IT, job training, and life skills programs
- 2,360 youth affected by the tsunami gain access to business and management training and small business loans

Improved Educational Opportunities

- 2,790 students receive enhanced learning opportunities and messages about diversity and citizenship through content-rich videos

- 15,610 students benefit from career exploration, vocational, self-employment and employability training
- Students in 1,500 schools gain access to computer-aided learning
- 11,170 students enhance their life and employability skills including communications, time management and teamwork
- 40,000 students in 570 rural schools benefit from better prepared teachers
- 1,800 rural teachers receive critical academic support and instruction training

realize that to remain cutting-edge in an increasingly global market, they must make strategic, long-term investments in human development, education and the environment.

Along with India’s newly mobilized CSR sector, global companies are also playing a growing role. Says Janaki Chaudhry, a Vice President for GE in India, “We want to be not just a great company, but also, by giving back, a good company,” she says. “It’s our responsibility to build bridges and close the gaps between so many of these impoverished communities and those that have access to technology and jobs.”

The GE Foundation, based in Fairfield, Connecticut, is deeply committed to employee engagement worldwide, investing not only significant funds to support community-based programs, but also time and effort in mobilizing and training its employees to volunteer. In one such program in India, the GE Foundation works with IYF to provide life skills and employability training to more than 11,000 underserved youth in Delhi, Hyderabad and Bangalore.

“We helped design the curriculum, worked with our NGO partner Youthreach, provided the space for many meetings and ran focus groups to discover what young people learned from the program,” says Chaudhry. “The real les-

son for us,” she adds, “is that companies need to recognize the value of working with NGOs, who are real experts in the field of development. It’s all about collaboration and connectivity.”

Mahatma Gandhi, who led India in a non-violent campaign for freedom and social reform more than 60 years ago, once said that “a small band of determined spirits, fueled by an unquenchable faith in their mission, can alter the course of history.” Today, ordinary citizens striving to make a difference are being joined by leaders in every sector of India’s society, along with global companies and international NGOs. While huge disparities remain, new opportunities—including better schools and effective job training—are emerging to benefit India’s most vulnerable and underserved populations. And in many of these communities, young people equipped with new skills and confidence are leading the way. **Y**

Christy Macy is Director of Publications at the International Youth Foundation. This article is based on a January 2008 trip to India, where she visited IYF-supported programs in six regions of the country.

Dreaming **BIG** in Thailand

BY SRISAK THAIARRY

{ Partners in Progress }

NCYD

NATIONAL COUNCIL FOR CHILD AND YOUTH DEVELOPMENT

The National Council for Child and Youth Development (NCYD) has been the driving force behind child and youth development in Thailand's private sector for 24 years—mobilizing the government and business communities to empower youth in fulfilling their dreams.

As the national-level coordinating body, NCYD initiates, coordinates, supports and advocates for child and youth development through participation from all stakeholders, especially children and youth themselves. Our ultimate goal: to empower children and youth to fulfill their aspirations of living happy, healthy lives, becoming self-reliant and participating meaningfully in the development of their communities and their country.

The following examples illustrate some of the many ways in which NCYD realizes its mission.

Dreams Come True

Ta, Diew and Pong lead youth groups in Bangkok. They have years of experience in launching innovative social action activities, serving as catalysts for an extensive collaboration among youth networks across the country. In 2006, they helped organize Young Expo 2006—where 24 youth networks and the Ministry of Social Development and Human Security gave youth groups a platform to exhibit their achievements in “doing something good for others.”

Since then, the three social activists have worked to support aspiring young leaders who dreamed of doing good works but did not know how to begin or where to look for support.

Together, Ta, Diew and Pong developed what would become the *Youth with 1,000 Dreams* project, which launched in 2007 with a US\$466,000 grant from the Ministry of Social Development

and Human Security. NCYD provided grant coordination, financial management and advocacy support.

In its first year, the *1,000 Dreams* project supported more than 300 youth-led initiatives, benefiting more than 44,000 young people. Group leaders also gained skills through training in project development, implementation, leadership and critical thinking. Project goals now include supporting at least 400 youth-initiated activities in 2008—activities that together will touch the lives of more than 60,000 young dreamers.

Flair for the Dramatic

Two years ago, a group of students in a Bangkok secondary school became interested in the impact of commercial advertisements on young people. They decided to conduct a study on the subject and discussed effective ways to communicate the undesirable effects of ads to their friends and peers. They formed a drama troupe called the *Young People for Creative Media Group* and sought financial and technical assistance for their activities. Since 2006, NCYD has provided long-term funding to help the group run a mobile theater unit that regularly conducts plays in schools and public places.

A mobile theater troupe educates youth about commercial advertisements, an initiative supported by NCYD.

PHOTO: COURTESY OF NCYD

One of the funding mechanisms we use to support such activities is through NCYD's Children's Hour Project, a collaborative effort of 28 national companies to mobilize corporate and public contributions for our child and youth development work. Last year, Children's Hour raised US\$120,000—enabling more than 100 youth groups, NGOs and schools to impact the lives of 1,600-plus young people and adults.

Economic Recovery

The dreams of young people affected by the 2004 tsunami are of a different kind. With their lives disrupted by the disaster, these youth hope to begin anew and move forward. Some needed to be re-trained and assisted so they could resume their occupation or begin a new career. NCYD's *Project of Children and Youth in Tsunami-Affected Areas*, funded by Nokia through IYF, responds to their needs and provides opportunities to shape a brighter future for themselves and their families.

By the end of 2007, 180 youth affected by the tsunami participated in training programs in various occupational areas, including boat construction and repair, motorcycle repair, electronics, computers and eco-tourism. They also benefited from enhanced life and entrepreneurial skills training. Today, nearly a dozen of them have jobs and earn enough income to be self-sufficient.

Thirty have received support to set up motorcycle repair shops within their own communities.

Amarit, 17, is one of these lucky youth. Faced with the tsunami's economic aftermath, Amarit had to quit school after only completing primary education. In 2007, however, he was accepted into the project's motorcycle repair course. Upon completion, a trainer helped Amarit establish a small motorcycle shop in his local community. He feels confident about his growing business and now earns enough to help support his family.

Of course, these are just some examples of how Thailand's young people are helping to create a better life for themselves, their friends and their society. They have 1,000 dreams—and NCYD helps make them come true. **Y**

Srisak Thaiarry is Executive Director of the National Council for Child and Youth Development, based in Bangkok. A top advisor on youth issues, Ms. Thaiarry served as Secretary to the Minister for Youth, Women and the Elderly Affairs, and Secretary General of Child Welfare Association in Thailand.



She received her Masters degree at the University of Pennsylvania in the United States.

What Is the National Council for Child and Youth Development?

Established in 1984, NCYD is the national coordinating body for child and youth development in Thailand's private sector. NCYD's network includes:

- 77 member organizations
- 300 youth groups
- 200 schools
- Nine sub-regional and 50 provincial governments
- Government ministries and departments

NCYD's major strategies include:

- Promotion of child rights
- Assistance and development of children in difficult circumstances
- Support for youth empowerment and participation activities
- Capacity building for NGOs
- Policy advocacy
- Networking and resource mobilization

NCYD has been a member of the IYF global partner network since 1995, collaborating around leadership and life skills, career development, and support for vulnerable children in Thailand.

Across the Network

The IYF global network is a powerful force working on behalf of youth in nearly 70 countries and territories. Here are a few recent highlights from those at the heart of our work.

Foundation for Young Australians has merged with the Education Foundation, bringing together two of Australia's leading youth-serving organizations. **Adam Smith**, an IYF Board member and CEO of the Education Foundation, has been tapped as the new CEO for the merged group ... **Abrinq Foundation** in Brazil has launched the *Programa a Primeira Infancia Vem Primeiro* (Early Childhood Comes First Program) to boost support for the enforcement of children's rights to education, health and protection ...

The Consuelo Foundation in the Philippines has published *Landas: A Condensed Report on Peace Building and the Non-formal Education Programs*—a guide to improving the lives of young people in war-torn Mindanao ... **Carmen Masias**, a lifelong advocate for children's rights and a leader of **CEDRO** in Peru, was honored by the annual "World of Children" Awards as a 2007 Humanitarian Award Honoree. The award is known as the "Nobel Prize for Children."

New Additions

Every year, IYF welcomes outstanding partner organizations that work with us in communities around the world. Here are profiles of just a few that joined our global network in 2007.

ROMANIA // New Horizons Foundation

Launched in 2000, **New Horizons Foundation** (NHF) works to empower Romanian youth by engaging them in experiential education and service learning programs. Viata, one of NHF's flagship initiatives, is a state-of-the-art adventure education summer camp that attracts 1,500 participants every year. A second program, called IMPACT, is a school- and community-based service learning model that has developed 29 IMPACT Clubs in nine counties in Romania. By taking these programs to scale, NHF hopes to spark and sustain a national service learning movement across the country.

Working through a global youth initiative of IYF and Nokia, NHF will expand the IMPACT program to inspire and train more Romanian youth to become agents of change and increase their volunteer activities. Over the next three years, the program will help launch 150 additional IMPACT Clubs around the country.

www.new-horizons.ro

SENEGAL // Synapse Center

Since 2003, **Synapse Center** has promoted creative leadership and innovative entrepreneurship among Senegalese youth. Based in Dakar, the organization carries out employability training, leadership development, monthly seminars and annual conferences. In one such initiative, Synapse Center is working with Senegal's National Agency for Youth Employment to provide job training to 10,000 young people. The organization also helps young entrepreneurs access Senegal's National Fund for Youth Employment and hosts a small business incubator program.

Through IYF's Youth Empowerment Program, funded by Microsoft, the Synapse Center will implement an entrepreneurship program to benefit 2,200 young people in four areas of the country. In addition to job training, participants will benefit from job and internship placement as well as mentoring programs that involve partners in the private, public and nonprofit sectors.

www.synapsecenter.org

PAKISTAN // Rural Support Programmes Network

The **Rural Support Programmes Network** (RSPN) operates as a network of development organizations working to reduce poverty and improve sustainable livelihoods among impoverished Pakistanis. Founded in 2000, RSPN's youth-directed programs include special vocational and technical training courses, entrepreneurial skills training, business development services and access to microfinance and small loans. Funders include DFID-UK, USAID and the World Bank.

RSPN hosts the National Secretariat for IYF's Education & Employment Alliance in Pakistan, managing the program in partnership with IYF. RSPN oversees four workforce development programs and actively manages a comprehensive life skills program. The workforce development programs prepare young people for jobs in the service, hospitality and energy industries.

www.rspn.org

FYI FROM IYF

Valuable Resources For and About Youth Development

What have we learned about how to strengthen partnerships between young people and adults, and why are those activities important? What are the latest tools to measure service delivery in health and education? Where can you go to listen to a global radio program by and for children?

IYF helps you answer these and other questions by highlighting publications, studies and websites devoted to progress in youth development.

Sharing Knowledge

- Two just-released editions of *IYF Field Notes* share the experiences of IYF partners in delivering life skills programs for young people. **Promoting Active Youth Citizenship** makes the case for engaging young people in their communities by exploring the strategies of IYF-Nokia supported programs in Argentina, Belgium, the Czech Republic and Hungary. **Promoting Youth-Adult Collaboration** looks at partnerships between young people and adults that build valuable social capital. The youth-adult collaborative programs cited include a mentoring initiative among Nokia employees and participants in a youth employment training program in Chile. To download copies of these and other *IYF Field Notes*, go to www.iyfnet.org.



- Through Their Eyes**, a summary report on **Disseminating Technologies**, tells the story of a project in Brazil that provides IT knowledge and work experience to youth in São Mateus. Supported by Travelport and implemented through IYF partner Fundação Abrinq, the program trains youth to work in impoverished schools and communities. Written in both English and Portuguese. To download this report, go to www.iyfnet.org.

Youth Development Around the World

- Safe from Harm** is a program designed by Population Services International (PSI) to help parents and children establish open communication and prevent HIV by encouraging safer sexual behaviors through abstinence and fidelity. Since 2005, IYF has worked with PSI to roll out the curricula in Tanzania, Uganda and Zambia. To order the publication, go to www.aidsmark.org.
- Hudson Institute's Center for Global Prosperity: 2008 Index** is the sole comprehensive guide to global



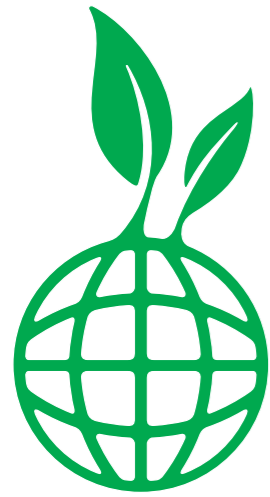
philanthropy and remittances from developed to developing countries. Statistics size up private giving and investment—which accounts for 75 percent of developed countries' economic dealings with the developing world. Also featured: the first-ever religious giving survey. For an executive summary, go to www.global-prosperity.org.

- What contributions do parents make to adolescent health and development? What kinds of parent-focused interventions are effective? The World Health Organization (WHO) analyzed research and programming experience to address such questions in **Helping Parents in Developing Countries Improve Adolescents' Health**. To download, go to www.who.org.

On The Web

- The United Nations Population Fund** (UNFPA) has updated its website with a wealth of information and resources that reflect its vision and action plan for adolescents and youth. Find the publications, videos, links, and more at www.unfpa.org/adolescents/index.htm.
- Nokia has teamed up with WWF and IUCN to create a website called **connect2earth.org** that encourages young people to speak out about environmental issues. Check it out.
- Now you can listen around the clock to radio shows produced by and for children, courtesy of **World Children's Radio**. RADIIJOJO's child reporters celebrated the new radio station with a push of the red button at an opening ceremony in Berlin. Tune in at www.world-childrens-radio.net.





Meet the GREEN Generation



BY SHEILA KINKADE

Healing planet Earth is serious business. But that doesn't mean it can't be fun. Consider the experiences of dozens of Belgian youth engaged in Future Smile, a program that equips young people with the knowledge and skills to carry out socially and environmentally conscious projects.

In the city of Genk, young hip-hop artists produced a CD of their own songs about global warming. They packaged the CD in recycled materials and launched it at a local café serving fair-trade snacks. In addition to raising awareness, the group will donate a portion of all profits to support local environmental causes.

In Jambes, young people escorted disadvantaged adults on guided nature walks, teaching them how to identify edible plants. Afterward, they transformed what most might consider weeds into a nutritious meal.


And students at the University of Louvain-la-Neuve ushered in a new era of "green parties" on campus. Instead of drinking out of plastic cups, students now sip organic beer from biodegradable containers. They hope to prevent more than two million plastic cups from entering landfills annually.

All of these groups received support from Future Smile—through a global youth development initiative of the International Youth Foundation and Nokia. "We emphasize the importance of the 3Ps: planet, people and profit," says Kurt Peleman, Program Manager of the Foundation for Future

Generations, the Belgian NGO charged with implementing Future Smile. "Projects need to demonstrate their environmental, social and economic benefits."

Youth groups are chosen once a year through a competitive application process. Winners receive small grants ranging from US\$600 to US\$1,500. They also spend a weekend learning about various topics, from responsible consumption to effective team-building. The training workshop culminates in a 'speed dating' exercise, where young people discuss their plans in 10-minute sessions with experts in fair trade, social issues, economics and the environment.

Emanuel De Clerq, a 26-year-old biology major, applied what he learned to weave environmental awareness activities into a children's summer camp. Now, young campers see firsthand how solar panels work and learn about the importance of recycling and healthy eating. "Belgium isn't a very big country," Emanuel says. "There isn't much nature left. People are starting to be concerned and take better care of the environment."

Adrien Lippolis, 20, an engineering student at the University of Louvain-la-Neuve, agrees. With a grant from Future Smile, he and his peers integrated sustainable development concepts into an annual circus hosted on their campus. More than 2,500 people attended the event, which featured organic food served in recyclable containers and T-shirts made from organic cotton. "For us, the most important thing is that young people learn to think in systemic ways," Kurt says. "They learn not to buy the cheapest T-shirt but the one that's fair-trade. They think through how to reuse and recycle materials in a way that respects nature and society." 

Sheila Kinkade is Marketing and Communications Manager at the International Youth Foundation.

Learn more about Future Smile at www.futuresmile.be. For information on IYF's partnership with Nokia, visit www.iyfnet.org or www.nokia.com/communityinvolvement.

"We emphasize the importance of the 3Ps: planet, people and profit. Projects need to demonstrate their environmental, social and economic benefits."

— Kurt Peleman, Program Manager,
Foundation for Future Generations



Students at the University of Louvain-la-Neuve chop organic tomatoes to be served at their annual circus event.

ABOVE PHOTO: COURTESY OF FOUNDATION FOR FUTURE GENERATIONS

Advocates for Earth

IYF's YouthActionNet®
Global Fellows
Lead the Way

Why do today's young change-makers place such a high priority on protecting the environment? How are they helping? The following stories illustrate the passion and commitment of just a few YouthActionNet® Global Fellows who work in their communities to promote a healthier, more sustainable planet.

Rachel Nampinga, 29
Kampala, Uganda

Rachel Nampinga knows climate change isn't a problem on the horizon. "It's already a reality in Africa," she says. "The evidence is here—floods, drought, famine, crop failure. We as young people cannot sit back and wait for others to act. Our future is at stake." Rachel helped establish the African Youth Initiative on Climate Change, which mobilizes young people to combat pollution and contribute to international environmental goals. She's also the founder of Ecowatch Africa, an NGO that raises awareness of the climate change threat and empowers people to live in environmentally sustainable ways. Among its activities, Ecowatch conducts advocacy campaigns and organizes Ugandan students to plant trees. Ecowatch has reached students in more than 200 schools so far. "Change starts with individuals stepping out and deciding to play a role," Rachel says.

Maritza Morales, 23
Merida, Mexico

In 2003, Maritza Morales started building the Hunab Theme Park to educate young people and adults about urgent environmental issues, as well as steps they can take to be part of the solution. The park, located on Mexico's Yucatan Peninsula, attracts more than 13,000 people a year. "We use games to promote the concept of taking care of nature," explains Maritza, who began working on environmental issues when she was 10. In 2007, she received funding from the World Bank to create a mobile exhibit that illustrates environmental challenges in the coastal area. Through the exhibit, young people in towns across the Yucatan learn about the biodiversity of coastal ecosystems and how to protect them.

Zablon Wagalla, 28
Nairobi, Kenya

While a university student studying agricultural science, Zablon Wagalla first learned about *Jatropha curcas*, a plant that grows in marginal soil and produces seeds that can be processed into clean energy. Working with farmers in rural areas northwest of Nairobi, Zablon encourages the cultivation of this plant to address poverty in the region while reducing greenhouse gas emissions from burning wood and charcoal. "My community has never had a cash crop," he says, "but now people are busy working toward the development of their society and are investing their energy in environmental conservation." Over the past two years, Zablon's Trees for Clean Energy project has engaged more than 950 local farmers in *Jatropha* production. He plans to reach 6,000 more in the next five years.

A PARTING SHOT



"As soon as I arrived at the Dream School in Bangalore, India, I was instantly surrounded by at least 30 children all with beaming smiles and bright colorful clothing. This girl in particular was a delight. She was determined to show me her jump roping skills, but she could barely make a full jump because she couldn't stop laughing. She clearly had a lot of joy to share with those around her. She made me forget that the Dream School was surrounded by a giant garbage dump and shanty homes. When I remember this girl and her contagious positive attitude, I don't dwell on the hardships of the students at the Dream School, many of whom are former child laborers or street children. I smile instead because I know they have it within them to make it in this world."

— Sarabecka Mullen, Program Manager, International Youth Foundation



Off the streets.

**Back in the
classroom.**

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