

YOUTH

TO THE
POWER
OF YOUTH

**"I AM JYOTI.
I am 24 years old.
I believe youth can
change the world."**

international
youth
foundation®

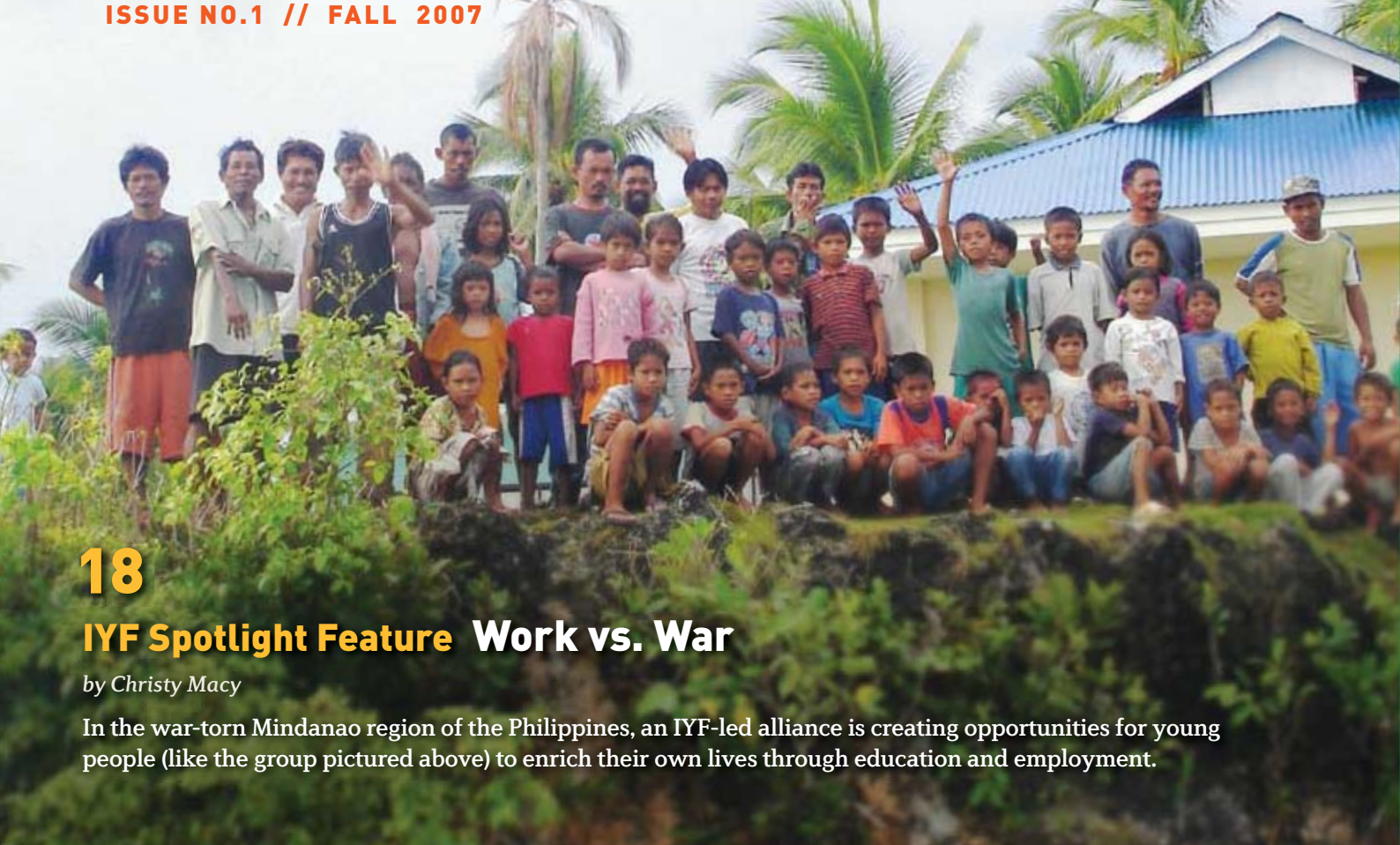


NO. 1 // FALL 2007

**CHRISTIANE AMANPOUR SPEAKS OUT // ALLIANCE
OFFERS HOPE TO FILIPINO YOUTH // Q&A WITH STUDIO
MODERNA FOUNDER SANDI ČEŠKO // DEMOCRACY — THE GAME**

CONTENTS

ISSUE NO.1 // FALL 2007



18

IYF Spotlight Feature Work vs. War

by Christy Macy

In the war-torn Mindanao region of the Philippines, an IYF-led alliance is creating opportunities for young people (like the group pictured above) to enrich their own lives through education and employment.

PHOTO: LIN LIN AUNG

FEATURES

In Good Company

10

Getting to Work

Q&A with Sandi Češko

Citizen Youth

14

The Game of Politics

by Sheila Kinkade

Partners in Progress

24

A Small Show with a Big Shout

by Gill Frances

Policy Matters

28

Ready or Not?

by Dr. Iman El Kaffass

Plus

Corporate voices on the value of collaboration

Plus

Young entrepreneurs continue to give back

Plus

Highlights from partner organizations around the world

Plus

Public sector support makes a difference in Colombia and Hungary

“The fact is, none of us who care about our children’s future can afford to sit on the sidelines. There’s too much at stake.”

4 GUEST COMMENTARY

Christiane Amanpour

CNN’s Chief International Correspondent



PHOTO: COURTESY OF CNN

DEPARTMENTS

6

IN MY OWN WORDS

Miguel Nuevez Lozada // Mexico and Natukunda Oliver // Uganda

3

CEO’S MESSAGE

8

IYF AROUND THE WORLD

34

FYI FROM IYF

36

THROUGH OUR LENS



ABOUT THE COVER

Jyoti Mohapatra (age 24) // India

While still a 19-year-old college student, Jyoti Mohapatra began to organize informal girls’ groups in Orissa, India, to encourage their participation as leaders in their communities. Over the years, Jyoti has helped establish more than 300 such “clubs” across the country, with more than 11,000 girls volunteering in a wide range of community improvement activities. In 2004, Jyoti was selected as an awardee of YouthActionNet™, IYF’s leadership and engagement program. **COVER PHOTO: SHEILA KINKADE**

YOUth

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©2007 YOUth magazine is published twice a year by the International Youth Foundation to provide a global audience of donors, civil society organizations, governments and youth leaders with news and commentary around the theme of positive youth development.

Subscriptions:

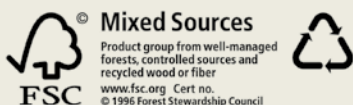
You may subscribe to the magazine by contacting the International Youth Foundation at youth@iyfnet.org. All inquiries may be addressed by mail or by calling +1 410 951 2329.

Editorial Submissions:

YOUth Magazine welcomes submissions of news articles, opinions and announcements. Letters to the editor are also welcomed. Send queries or manuscripts to Christy Macy at Christy@iyfnet.org or by mail to IYF's address below.

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We have engineered the printing of this publication to meet Forest Stewardship Council (FSC) standards. The paper is made from 10% recovered/post-consumer fiber, and both the paper and the printer are certified by the FSC.



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Founded in 1990

IYF remains the only organization devoted solely to global youth development.

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.

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

WILLIAM REESE

INTERNATIONAL YOUTH FOUNDATION

Dear Friends // I'm very excited to welcome you to the premiere issue of IYF's **YOUth** magazine—a collection of stories, personal accounts and interviews celebrating the power and promise of young people to change the world.

In each issue, we'll feature real-life examples of what makes the International Youth Foundation's development model such a unique, dynamic and powerful force for change. Here, you'll see this model brought to life through the work of a government institution in Egypt, a corporation in Macedonia, a UK-based nonprofit, a young social entrepreneur in Uruguay and many other contributors.

We are especially thrilled that CNN's Christiane Amanpour agreed to be our first guest columnist, writing provocatively about the impact today's media has on the ability of young people to shape and change our world.

So why are we launching this new publication, and why now? Frankly, our newsletter was bursting at the seams. We wanted a format that would give our stories the attention and treatment they deserve, while incorporating the varied perspectives and voices that inspire our work.

We are also committed to showing how IYF programs fit into broader efforts to address today's most pressing global issues—like unemployment, HIV/AIDS, illiteracy and social apathy—in some of the world's most underserved communities.

And finally, we wanted to call attention to the people and institutions that contribute to the growth and dynamism of the youth development field—the CEOs, government and community leaders and young people themselves who exemplify IYF's mission.



Our inspiration for the magazine's name comes straight from one of our YouthActionNet™ awardees, Jyoti Mohapatra. A passionate advocate for “girl power” in India, Jyoti wrote:

“I believe that change comes from the power of youth because they dare to ask the questions that no one else dares to ask.”

The “power of youth” theme reflects IYF's vision of the world, in which all young people achieve their full potential and shape the future with confidence. It also speaks to the core of our strategy for tackling the toughest development challenges. Namely, taking one idea, building it and replicating it so—with additional resources—more young people in more countries can benefit.

In short, the power of youth is a reflection of the exponential growth and results generated by IYF and its many partners and supporters.

Because this is our first issue, nothing is set in stone. Please let us know what you think. We welcome your ideas and suggestions, and we hope some of you will contribute your own stories, opinions and news in the future.

Until the next issue,

William S. Reese
CEO and President
International Youth Foundation

GIVE YOUTH THE TOOLS, AND THEY'LL CHANGE



PHOTO: HELENE CAUX

The fact is, none of us who care about our children's future can afford to sit on the sidelines. There's too much at stake. Roughly half of the world's population is under the age of 24—with 1.5 billion young people, ages 15 to 24, entering the transition to adulthood.

CHRISTIANE AMANPOUR

CNN'S CHIEF INTERNATIONAL CORRESPONDENT

THE WORLD

My son is 7 years old, and when he asks, "Mommy, why are you going away again," I'd better have a good answer. I could tell him it's my job to cover breaking stories around the world. But when I look at him playing across the room, I know a much more powerful reason drives me to do what I do.

Like all parents, I want my child to grow up in a peaceful world, filled with dreams and possibilities. In my case, I believe that by reporting the news—both the good and the bad—and by never shying away from the reality of what I see, I can make a small difference.

The fact is, none of us who care about our children's future can afford to sit on the sidelines. There's too much at stake. We are witnessing the largest youth "bulge" in the history of our planet. Nearly half of the world's population is under the age of 24. That means 1.5 billion young people, ages 12 to 24, are making that ever-challenging transition to adulthood. The choices they make today and the opportunities they have will deeply affect the direction of our world and our collective future.

Here's the good news: While their numbers are growing, so are their contributions to the greater good. More young people than ever are realizing it's cool to be an active citizen of the world, not just an inhabitant. They're developing into a powerful force for social change, whether educating their peers to help stop the spread of HIV/AIDS, rallying their communities to protect the environment or devising creative strategies to combat voter apathy.

This global youth movement is being fueled, in large part, by the proliferation of mass media. When I became a CNN correspondent in 1987, there were no such things as podcasts or blogs. And who ever heard of MySpace or YouTube? This generation is far more prepared than most adults to embrace new technologies as a way of making connections and making its mark. Today's youth aren't just playing



games and sharing music—they're finding innovative ways to mobilize others around urgent social and political issues.

Of course, young people first need access to technology and the skills to use it. That's why organizations like the International Youth Foundation are so vital. IYF empowers young social entrepreneurs worldwide with opportunities to access and use technology in dynamic new ways.

Consider one program in Mexico that teaches young people how to shoot videos of their communities—and identify issues that affect their lives in the process. These young filmmakers are exposing the harsh realities of their neighborhoods, like poverty, crime, drugs and pollution.

Similar programs in the Netherlands, Vietnam, China and elsewhere are producing the next generation of journalists. Young people are learning to conduct radio and TV interviews, write a newspaper story and design a website. More important, they're learning to tell their own stories, find their voices and make that critical leap to citizenship. Instead of merely seeing a problem, they're realizing they can do something about it.

Youth are also applying emerging technologies to larger social action campaigns. One youth-led organization in Albania, called MJAFIT!, sends short text messages via cell phones to a membership base of 8,000 citizens. The group gets credit for increasing voter turnout and raising the country's national education budget.

I hope all of you who are concerned about our youth take these examples to heart. Young people can and will do amazing things given the right tools and the right guidance. For young readers, my message is simple: You are half of the world. You have an unprecedented opportunity to shape the direction of your own lives and our shared future. With that comes the responsibility to use technology wisely and stay engaged for positive social change.

After all, robust democracies can only survive with strong, independent voices. Whether you're covering the news or making it, we desperately need to hear yours. **Y**

Center: Young adults work with children to produce short films as part of Cámara! Ahí Nos Vemos—an IYF and Nokia program in Mexico that has benefited more than 7,400 young people.

PHOTO: TUOMAS HARJUMAASKOLA

MIGUEL NUEVEZ LOZADA

AGE 21, MEXICO CITY, MEXICO

Ever since I can remember, I've loved to draw // It's been my passion. In elementary school, I would draw for hours in my notebook. But when I got older, I started hanging out on the street. I soon joined a gang and began to use art in a destructive manner.

My gang members and I would skateboard together, and late at night we would paint graffiti on the walls of deserted buildings around the city, which was against the law. The more time I spent with the gang, the less I cared about my school work. Finally, I just dropped out.

Last year, I heard about a program called *Ocúpate* (Get Busy!) that's run by a former gang leader. I decided to give it a try because I heard it helped people like me turn their lives around. That's just what it did.

I attended the classes and learned a lot about who I am and what I want to do with my life. Before, I was uncomfortable around most people. This program taught me to be more tolerant and to put myself in other people's shoes.



Above: One of the many educational postcards Miguel has designed to be distributed free to young people in Mexico City. Before joining GE's life skills program, he was a member of a youth gang that painted graffiti on buildings around the city. PHOTO: COURTESY OF MIGUEL NUEVEZ LOZADA

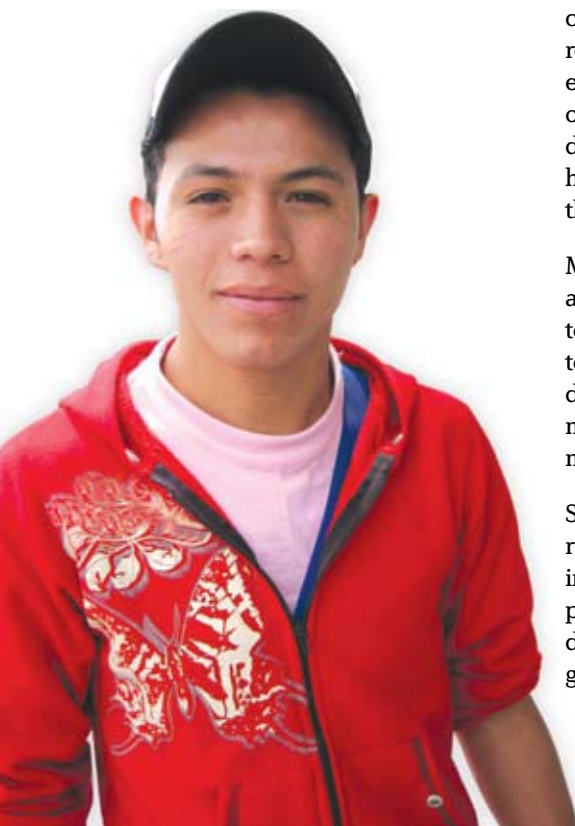
Through the classes, I also gained more confidence in my skills as an artist. I realized I wanted to use my artistic talents in a good way and not waste them on vandalism. I now spend my time designing educational postcards that I hand out for free to young people on the street.

My cards deal with a lot of issues that all of us need to know about—like how to have positive relationships and how to stay healthy. This was my idea. I draw the illustrations on one side, and my friend Erika helps me write the messages on the other.

Some of my other cards talk about the right to have personal dignity and how important it is to take advantage of opportunities around us. Some deal with drug and alcohol addiction and how to get help. Others offer tips on how to

stop sexual abuse. One of them asks, "Do you know how you become infected with a sexual disease?" Art, for me, is an important way to communicate with my peers and also to share information. I've dropped out of my gang now because I don't feel I belong there anymore. And I'm returning to school. I want to be a professional painter. After all, it's my passion. **Y**

*In 2006, Miguel joined *Ocúpate*, a life skills and employability program for youth gang members in Mexico City. An IYF initiative supported by the GE Foundation, the program targets underserved young people in Mexico, India, Poland and Hungary. Founded in 2004, the GE Foundation Life Skills for Employability program has reached more than 5,000 young people, aiming to positively impact their future academic and career paths.*



NATUKUNDA OLIVER

AGE 22, KABALE, UGANDA

I grew up in a Christian household with 12 children // Four of them were my cousins—the orphans of my late aunt and uncle who died of HIV/AIDS six years ago. I really loved my uncle and was so sad when he died. We had my cousins tested to see if they were infected and, by God's grace, they are all healthy.

Life is not easy here. We depend on agriculture, but our soils are exhausted from overcultivation. To make matters worse, people have many children, making Kabale overpopulated. There are many street children due to poor parental care, poverty, rape, early pregnancies and the high incidence of HIV/AIDS.

My life in secondary school was full of challenges. I had a boyfriend who was unfaithful, so we separated. I had terrible moments of grief and anger. I decided to go for an HIV test and received good news: I was HIV negative.

I don't want to go through that pain and anxiety again. And I don't want others my age to go through that either. So last year, I joined a peer-education program. I gained a lot of knowledge about how HIV/AIDS is spread. I learned how to abstain from sex before marriage, how to care for people living with HIV/AIDS and how to refuse bad peer influences. I now know how to negotiate with men and say "no."

As a peer educator, I became comfortable speaking in public. I sometimes meet with 60 teenagers at a time. I also bring people infected with HIV/AIDS to speak with me so teens can see the consequences of having unprotected sex. I now reach out to young people wherever I can—in church, at sports events, any time, anywhere.

Today I am in my second semester as a nonresident university student, working on my degree in environment and disaster management at Uganda Christian University, BBUC Campus. When I finish in 2009, I hope to contribute to

the conservation of our environment for the social and economic welfare of our people.

On campus, I'm a peer educator with about 30 students. I am teaching them that to abstain from sex and remain faithful is a badge of pride, not shame. And I warn them to stay away from those who say that if you don't have sex, it means you are backward or foolish. My advice to my fellow peer educators is that we still have a lot of work to do in Uganda. We are still so far from our goal of teaching all young people about HIV/AIDS.

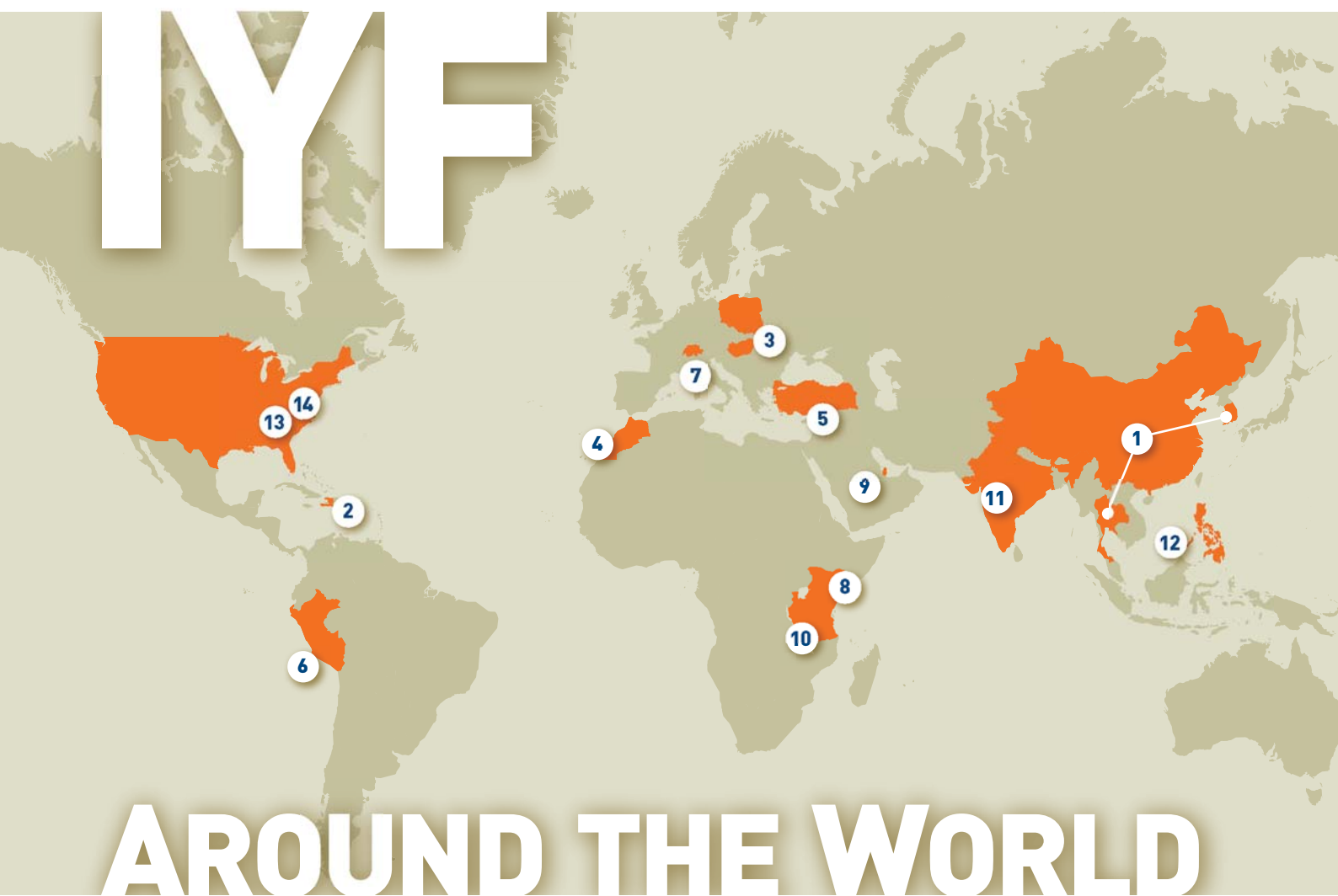
My experience helping to educate other young people has strengthened me morally and spiritually. I can now confidently share my past and my present. I want to change people's lives. I want to save them from the disease that killed my aunt and uncle. **Y**

Natukunda Oliver was trained as a peer educator as part of Empowering Africa's Young People Initiative (EAYPI) in 2006. A project of IYF, EAYPI promotes peer education programs in Tanzania, Uganda and Zambia, through a US\$8.5 million grant from the President's Emergency Plan for AIDS Relief (PEPFAR). The program's goal is to reach 500,000 youth, ages 10 to 24, over five years.



Above: These young people in Uganda learn how to lead healthy lives and prevent the spread of HIV/AIDS and then share that knowledge with their peers as part of the EAYPI program. PHOTO: COURTESY OF EAYPI





1 China, South Korea, Thailand

The Tiger Woods Foundation (TWF) enters a partnership with IYF in China, South Korea and Thailand to improve access to education, skills and entrepreneurship training and promote career enrichment opportunities for young people. The US\$1.1 million, four-year grant from TWF will benefit youth from rural, migrant and other disadvantaged communities.

2 Port au Prince, Haiti

IYF meets with Haitian organizations to design and develop a new YouthActionNet™ Institute promoting youth leadership training across the country.

3 Hungary and Poland

IYF and the GE Foundation launch a new life skills program to help young people in Eastern Europe prepare for long-term success in education and employment through a US\$1.8 million grant.

4 Casablanca, Morocco

IYF visits *Emploi Habilité*—a project targeting high school dropouts from disadvantaged neighborhoods in Casablanca. The program, part of the Education and Employment Alliance, aims to improve the job prospects of young men and women who benefit from participation in the life skills and IT training and remedial French classes.

5 Istanbul, Turkey

IYF meets with the Educational Volunteers Foundation of Turkey to begin plans for our 2008 Global Partner Meeting. Held every two years, the five-day event builds knowledge and cooperation among members of IYF's global partner network.

6 Lima, Peru

U.S. Ambassador to Peru, J. Curtis Struble, joins Peruvian government, business and community leaders to formally launch the *Prepárate!* program to help eliminate child labor. *Prepárate!* is supported by a US\$5 million cooperative agreement with IYF and the United States Department of Labor.

7 Geneva, Switzerland

Peter Shiras, IYF's Vice President for Employability, speaks to a UN-sponsored session on economic development and new technology, attended by high-level business and government leaders.

8 Nairobi, Kenya

IYF and Microsoft celebrate a new partnership to expand employment opportunities for young people in five African countries. The program is supported by a US\$1 million grant aimed at improving the income-earning potential of 40,000 African youth. Microsoft's Regional General Manager and Kenya's Permanent Secretary of Youth Affairs join local implementing partners and young people at the program's launch.

9 Doha, Qatar

IYF's Program Director Awais Sufi participates in a high-level panel of employability experts organized by the First Lady of Qatar, Sheika Mouza.

10 Ludewa, Tanzania

IYF meets with some of the 625 orphans and vulnerable children in Tanzania and Rwanda who are gaining job and life skills through the Alliance for African Youth Employability. The program is funded through USAID and the Lions Clubs International Foundation (in Rwanda).



14 Washington, DC, USA

- ◆ *Entra 21*, IYF's job training and job placement program in Latin America and the Caribbean, wins USAID's 2006 Global Development Alliance Excellence Award. The annual award honors exemplary alliances that make a positive impact and bring new partners into the development community. *Entra 21* will be extended for an additional four years through a US\$10 million contract with the Multilateral Investment Fund.
- ◆ IYF's CEO William Reese addresses the White House Conference on the Americas, hosted by President George W. Bush for some 200 business and NGO leaders and attended by the First Lady and the Secretary of State. His panel focuses on the value of public-private partnerships.
- ◆ Twenty 2007 YouthActionNet™ Fellows gather from around the world in November to participate in a week-long seminar to sharpen their organizational and fundraising capabilities and to be honored for their exemplary work as change agents in their communities.



Above: From left: IYF's *entra 21* director Eliana Vera, USAID Administrator Randall Tobias, and IYF CEO William Reese at GDA Award ceremony.

PHOTO: COURTESY OF USAID

11 New Delhi, India

IYF convenes a "Planning for Life" conference in September to discuss global trends in adolescent reproductive health and family planning. The meeting brings together NGOs from around the world to discuss innovations in the field and share best practices.

12 Manila, Philippines

ELSA, an IYF-supported education and employment alliance, wins the ANVIL Award. Considered by many to be the "Oscar" of public relations practice, the award recognizes outstanding programs and tools that promote the public interest.

13 Atlanta, Georgia, USA

Andrea Bosch, IYF's Vice President for Education, leads a panel on innovative education programs at a major hemispheric conference chaired by the US Secretary of Education and the US Secretary of Commerce. The theme is "competitiveness" in school and work.



Left: IYF Program Coordinator Marie Anne Sliwinski joins program participants in Rwanda.

LEFT PHOTO: COURTESY OF AAYE **Right:** From left: Mr. Butch S. Racquel, 42nd Anvil Awards Committee Chairman; Ms. Myla Villanueva, Member of the Board of Jurors; Ms. Sol Delantar, Ayala Foundation's Youth Leadership Development Manager; Dr. Zeny Domingo, IYF Deputy Chief of Party; Mr. Bill Luz, Ayala Foundation's Executive Vice President; Mr. Leonides Valencia, Member of the Board of Jurors. RIGHT PHOTO: VOLTAIRE DOMINGO

GETTING TO WORK

When preparing Balkan youth to join the workforce,
**STUDIO MODERNA
MEANS BUSINESS.**

INTERVIEW BY **CHRISTY MACY**



PHOTO: COURTESY OF STUDIO MODERNA

In 1992, Sandi Češko founded Studio Moderna, an electronics retailer, in Slovenia. Over the years, Studio Moderna expanded its business model across Central and Eastern Europe to encompass products, services, distribution and marketing.

In 2006, Češko was invited to New York City to participate in the Clinton Global Initiative (CGI). Led by former President of the United States Bill Clinton, CGI brings together global leaders from all sectors of society to develop solutions to pressing challenges around the world. During the meeting, Češko learned about the work of the Balkan Children and Youth Foundation (BCYF), a member of IYF's global network. IYF helped create BCYF in 2000, in collaboration with Balkan leaders in the public, private and civil society sectors.

Not long after, Studio Moderna and BCYF launched the Youth Employment Program for European Macedonia—a program focused on providing employability training to 1,000 Macedonian youth.

Recently, IYF's YOUth magazine sat down with Češko to ask him about the evolution of this new partnership and his company's growing commitment to improve employment opportunities among Balkan youth.

“I hope our initiatives will encourage more people and companies to do the same.”

STUDIO MODERNA

A CONVERSATION WITH SANDI ČEŠKO

CEO & CO-FOUNDER

Q: What sparked your interest in business?

A: My father owned his own business in the early 1960s in the former Yugoslavia, and I inherited a lot of his entrepreneurial enthusiasm. I was one of the first entrepreneurs in the late 1980s to establish a computer company in Slovenia. I've also used my father's enthusiasm to support change. In the early part of my life, I experienced a lot of positive things, both economically and culturally, that were taking place between nations that lived together in Yugoslavia. I then witnessed one of the most brutal national and cultural tragedies of any modern society.

Q: With so many urgent issues demanding attention, why did your company believe it was important to help prepare young people for employment?

A: I've always supported young entrepreneurs, from the early days of starting my own business. I also provided financial support to local cultural activities in my region. Skeptical of bureaucratic initiatives or organizations, I've put my money into activities where I was able to identify the end user.

This BCYF project is ideal for me, as it focuses on the region where I think I can help the most and deals with one of the biggest problems in the world today—youth unemployment. Also, I would like to show other companies that we cannot just wait for the international community to produce money and solutions. We know, too, that the international community is not always efficient in doing this.

Q: How did you find out about the International Youth Foundation?

A: When I was invited to join the first Clinton Global Initiative conference, I decided to go to New York City to see what the event was about. I was deeply impressed by CGI's entrepreneurial spirit. Everything was concrete. The focus was not on the speeches and resolutions but on actions. I found myself useful and proud to participate. I also discovered a lot of NGOs previously unfamiliar to me.

When I was going through the list of activities, I identified as the most interesting for me the work of the BCYF. Together with Professor Vlado Dimovski of Ljubljana University [the former Minister of Labor in the Slovenian government], as well as the supportive people of BCYF and IYF, we initiated the Youth Employability Program for European Macedonia.

Q: What do you look for in an NGO partner?

A: We have worked with NGOs before. It is important to get the right combination of commitment and expertise. Many groups are passionate about what they do, but sometimes they lack expertise. You need the energy and the resolve, but you also need to structure your effort.

Q: Why did you decide to work with IYF?

A: IYF was a logical choice. Recognizing the critical importance of the youth unemployment issue, Studio Moderna wanted to make a contribution for quite some time, and our people were screening the field. From there, it was just a step away. If you are exploring the youth employment field, it is impossible to miss IYF. Again, it is their commitment to the issue.

Slovenian companies work a lot in the Balkans, and joblessness among young people is a critical issue. Of particular concern to us is the fact that kids get out of school and don't get into jobs for years. Some will never work. Can you imagine how devastating it would be to have young educated people with no jobs? That has to change. So we wanted to invest in an effort that would be regional in nature. From there, it was easy to recognize BCYF. It is among the pioneers.

This project, together with the other programs of IYF and the Clinton Global Initiative, offers a small contribution for coping with the challenges of youth unemployment. Studio Moderna is already represented in Macedonia, and I believe that through these efforts we can contribute to Macedonia's dynamic and developing society.

Q: How do you think your support for this employment initiative could benefit Studio Moderna?

A: Focusing only on ourselves in today's world is not enough anymore. After 15 years of innovation and successful growth across Central and Eastern Europe, we have to show that we can also be one of the leading companies in the region to demonstrate our social responsibility.

I believe that whatever you do, it will come back in this or another way. We did not make any assumptions, calculations or speculations about how this program can be beneficial for Studio Moderna. However, if we are able to deliver results, I am sure public opinion will positively reward our efforts. For us, this is important, as we want to be different from other companies.

Q: Do you have any advice for other companies interested in making similar investments in youth issues?

A: I hope our initiatives will encourage more people and companies to do the same. The Balkans is one of the most complex regions in the world due to its own internal differences and conflicts. We are just at the beginning of the learning curve. The most important thing for us is that we see the light at the end of the tunnel. **Y**

the formula for change

Youth Employment Program for European Macedonia

ORIGINAL INVESTMENT: **US\$75,000**

GOAL: To provide employability **training to 1,000 Macedonian youth** and place over 200 young people in internships and youth exchange programs across the region

CURRENT ACTIVITIES: To **partner with 100 businesses** in support of the program and distribute 10 grants to training organizations in Macedonia

LONG-TERM PLAN: To expand the model over the next two years into Bulgaria, Serbia, Croatia, Montenegro and Bosnia, **benefiting 6,000 Balkan youth**

PARTNERS: Studio Moderna, Balkan Children and Youth Foundation, Foundation Open Society Institute Macedonia

LAUNCHED: **2006**


A 'WHO'S WHO' of Caring Corporations

The International Youth Foundation is a recognized leader in building corporate alliances that promote youth development worldwide. IYF currently works with a wide range of companies and corporate foundations, including:



With the support of these partners, IYF has improved educational opportunities, trained more youth for employment, supported young leaders and promoted healthy lifestyles among young people.

For more information on how corporate alliances deepen IYF's impact on young lives around the world, please visit **www.iyfnet.org**



FROM THE BOARDROOM

Corporate partners explain the value and rewards of collaboration

GE FOUNDATION

Roger Nozaki, Associate Dean at Brown University and former Executive Director, GE Foundation

“Why invest in life skills? It came out of our research. We kept asking what the barriers were to success for under-represented students. IYF presented data for India that showed life skills were an important ingredient to successful employment. So IYF helped build and develop a curriculum to assist these youth to get jobs and keep them, and also succeed beyond the workplace.”

📄 www.gefoundation.org

NOKIA

Martin Sandelin, Vice President, Corporate Responsibility and Community Involvement, Nokia

“From the beginning, the main drivers for this global effort were elements we call ‘value fit.’ We wanted to build positive life skills programs for and with young people, but when we began, we didn’t know what our best approach might be. As a result, we focused first on working with partners who see the world the same way and believe in similar types of approaches as we do. That was one of the reasons that the International Youth Foundation ranked high on our list of prospective global partners. Their core values fit with ours, and they shared our interest in positive youth development.”

📄 www.nokia.com/communityinvolvement

Excerpts from: Alliances for Youth: What Works in CSR Partnerships, By Mark Nieker, Christy Macy and Sheila Kinkade, published by International Youth Foundation, 2006. For copies, please visit www.iyfnet.org

INSIDE A WIN-WIN RELATIONSHIP

In 2005, after re-examining its approach to pro-bono commitments, global PR firm Porter Novelli (PN) chose the International Youth Foundation as its pro-bono client.

PN decided to concentrate its communications efforts on YouthActionNet™, an IYF program that identifies and supports young social entrepreneurs leading change in their own communities. “Being able to tell a story in a strategic way, in a compelling way, is often something that nonprofits need assistance with,” says IYF’s Vice President Alan Williams, who is pleased that the relationship with PN continues to evolve. “Porter Novelli has become a key partner” for the program as it expands its reach around the world, Williams adds.

Benefits of this pro-bono relationship to IYF are many. Locally based PN staff support the growing number of YouthActionNet™ Institutes in countries such as Mexico, Turkey, Spain and Brazil, using their media expertise to mobilize interest in youth leadership initiatives and mentoring young leaders. In addition, the PN office in Washington, DC, conducts a one-day intensive training seminar for program participants to help “the next generation of leaders become better communicators,” explains Jim Healy, Senior Vice President at PN.

For Porter Novelli, the benefits are personal as well as practical. Says Healy: “When [employees] in their twenties meet these young people, they get fired up. The opportunities are there professionally, for sure, but personally, these folks are inspired.”

A version of this article originally appeared in PR Week, April 16, 2007.

“The complementarity of strengths of corporate, nonprofit and government agencies creates opportunities to build solutions that are delivered rapidly, brought to scale and targeted to the right audiences... The diversity inherent in what are known as ‘cross-sector’ partnerships is the source of kinetic energy that catalyzes innovative thinking.”

Steven A. Rochlin, head of AccountAbility North America, and former Director of Research & Policy Development at the Center for Corporate Citizenship at Boston College

THE GAME OF POLITICS

BY SHEILA KINKADE

YouthActionNet™ Fellows take a playful approach to teaching young people about their role in a democracy // How do you get young people interested in politics and the process of government? Even more important, how do you get them excited about their role in influencing social and political issues—now and in the future? **If you're Agustín Frizzera and Andrés Beibe, you invent a game.**

Four years ago, these 21-year-old friends, frustrated with the political situation in Argentina and growing apathy among their peers, created **Agora: Education for Democracy**. The game teaches students in Argentina, ages 16 to 18, about the rule of law, how democracy functions and how governments create and allocate national budgets.

But this youth-led, interactive experience is no ordinary classroom activity. After learning the basics of how their govern-

ment works, each student assumes a role, be it prime minister, legislator or head of the farmer's union. For the next two hours, they engage in lively debate over which interest groups will receive support for their causes. Afterward, students identify a social need in their own community and develop a project to address it over a five-month period.

Game creators Frizzera and Beibe are among the more than 100 young social entrepreneurs in 50 countries who IYF

ANDRÉS BEIBE & AGUSTÍN FRIZZERA



“Over the past five years, our game has benefited more than 5,400 young people.”

“A recent survey revealed 78 percent of participants said the program increased their understanding of the political process—99 percent felt it should be implemented in other schools.”



has distinguished as YouthActionNet™ Fellows. Each year, IYF selects 20 young people for this Global Fellowship Program. These young leaders are distinguished by their records for success in leading community change, their innovative approaches and their ability to mobilize others in support of their visions.

In 2006, 30-year-old Ileana Frauman took charge of Agora, changed its name to “**Demos: Constructing a Responsible Citizenship**” and secured its official status as an independent NGO in Argentina.

Frizzera and Beibe are now pursuing professional and academic careers beyond Agora, but their legacy continues to grow. Over the past five years, their game has benefited more than 5,400 young people and expanded beyond Buenos Aires with the support of several universities and prominent Argentine companies.

Better yet, the game is working. A recent survey revealed 78 percent of participants said the program increased their understanding of the political process—99 percent felt it should be implemented in other schools.

Below: Andrés Beibe (left) and Agustin Frizzera created a new way to get young people excited about the political process in Argentina. PHOTO: SHEILA KINKADE



Who's Next?

In 2005, YouthActionNet™ Fellow Fabrizio Scrollini, then 23, brought the game to Uruguay. Scrollini met Frizzera and Beibe at a YouthActionNet™ training workshop and the three hit it off.

"I was tired of young people saying politics doesn't work when they had no experience to draw from," Scrollini recalls. "I realized we were facing many of the same challenges in my country."

While Argentina and Uruguay share many common political features, Scrollini had to adapt the game to the Uruguayan context. "In the beginning it was an intellectual challenge," says Scrollini, who received help from a small team of close friends. "We spent a lot of hours and days together, creating the program in our free time."

Two years later, the program has reached more than 1,000 Uruguayan youth, with steps under way to adapt the model in neighboring Paraguay. Both Scrollini and Frauman see great promise for spreading the Demos concept to other countries. "The model is perfectly adjustable to any democratic system," Scrollini says.

As to her long-term vision, Frauman would like to see the game introduced in all of Argentina's provinces and elsewhere in Latin America, Europe and everywhere young people could use it. She finds special meaning from its name. "Demos" refers not only to democracy-building but in Spanish means "to give." As a program by youth for youth, Demos seeks to encourage active civic participation among young people while nurturing a spirit of giving back to society. **Y**

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



Above: Fabrizio Scrollini in Uruguay learned about the new democracy game from other YouthActionNet™ Fellows and adapted it to engage the interests of young people in his country. PHOTO: SHEILA KINKADE



Vice President



Supreme Court Justice

At the Heart of the Action

Launched in 2001 by IYF and the Nokia corporation, YouthActionNet™ invests in the power and promise of young people to create positive change. Through its global and national-level fellowship programs, customized trainings, dynamic website and peer-to-peer learning opportunities, the program connects young change-makers to ideas, resources and like minds around the world.

YouthActionNet™ projects focus on many of today's most pressing global issues, including human rights, curbing the spread of HIV/AIDS and increasing democratic participation. Through the Fellowship, social entrepreneurs receive training and peer-to-peer learning opportunities in Washington, DC, recognition at an annual awards ceremony, networking opportunities with NGOs and donor institutions, and a US\$500 stipend to support their efforts. There are currently 120 YouthActionNet™ Fellows leading change in nearly 50 countries worldwide. For more information, please visit www.youthactionnet.org



Senator

Lasting Impressions

IYF Alumni stay active, committed to social change

Do young people remain engaged in their communities after completing a youth leadership program? Do they continue to give back? The following stories demonstrate the lasting power of IYF youth leadership initiatives.

RAMZI ABUREDWAN



Then: For years, Palestinian Aburedwan protested, sometimes violently, against the Israeli soldiers stationed in the occupied Palestinian territories. His life changed dramatically at 17, when he learned how to play the violin—and devoted himself to promoting music and peaceful advocacy. He founded the Al Kamandjâti Association in 2004, where he dedicated his talents to teaching music to Palestinian children. He received a YouthActionNet™ Fellowship in 2006 and was featured in *Our Time is Now: Young People Changing the World*.

Now: Since his Fellowship, Aburedwan has established a music learning center near Ramallah in the West Bank and continues to expand his music education workshops. He also organizes music concerts around the world to raise funds and awareness around the plight of Palestinian youth. His story is the subject of *It's Not a Gun*, a newly released documentary now showing in Europe and Palestine.

SEGUN SHETAN

Then: Facing poor career prospects in his low-income neighborhood in Lagos, Nigeria, Shetan was determined to defy expectations. He joined the LEAP-Africa, an IYF partner organization in Nigeria that

inspires and equips Africa's next generation of leaders.

Now: Building on his LEAP experience, Shetan has since founded the Bright Youth Organization to promote leadership training, coordinate HIV/AIDS prevention activities, produce exhibits and give motivational talks. Shetan provides secondary school students, ages 10 to 18, with inspiration and practical tools to get involved in improving their communities.

JENNIFER STAPLE



Then: As a Yale University freshman, Staple organized fellow students to provide eye screenings for community residents. She was awarded a YouthActionNet™ Fellowship in 2004 for her groundbreaking Unite for Sight organization.

Now: Staple recently presided over her organization's fourth annual International Health Conference at Stanford University, where she is a medical student. Her global network delivers eye care screening, medical care and education programs to more than 400,000 people through 90 chapters in the United States and around the world. Her conference attracted more than 1,500 people from across the globe, including students, nurses, Peace Corps volunteers, public health officials and policymakers.

JONATHAN GREENACRE



Then: A trip to a landmine aid center in Cambodia nearly broke Greenacre's heart. Back home in New South Wales,

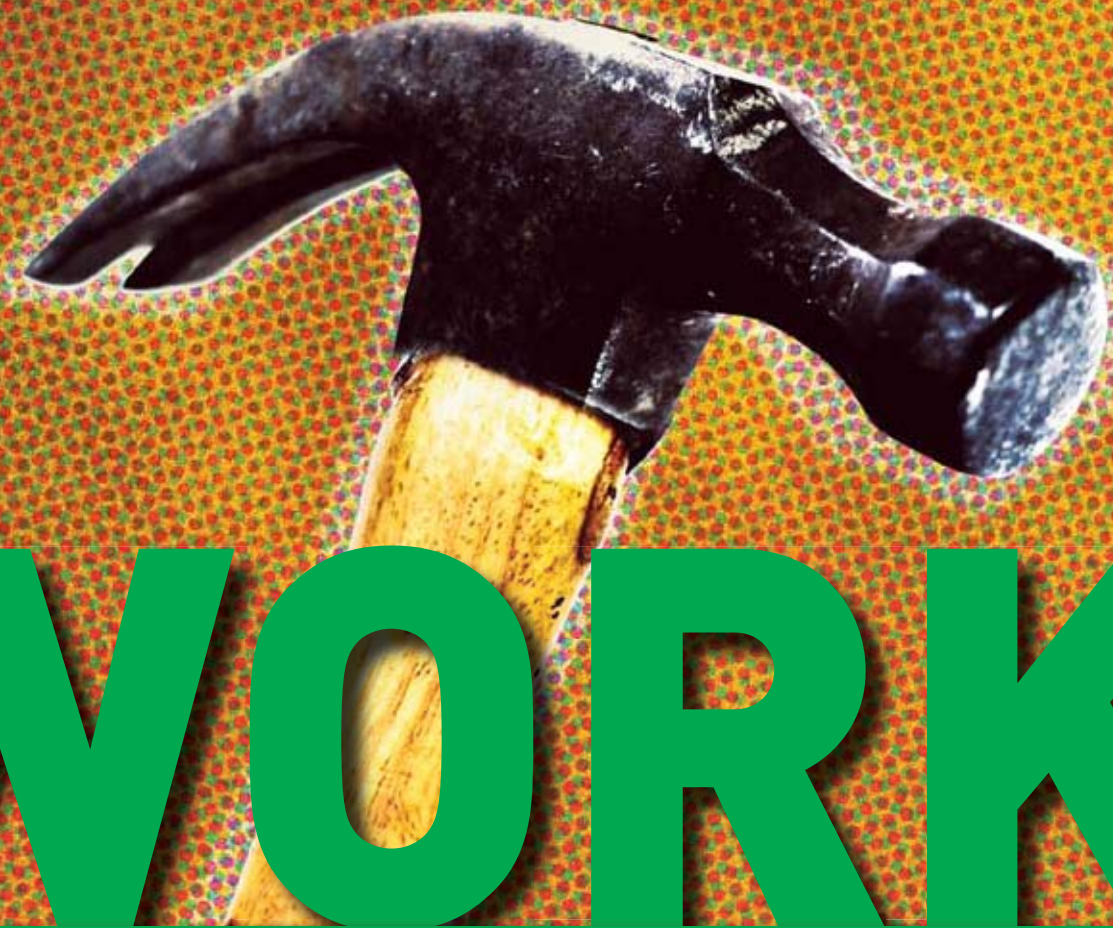
Australia, the 20-year-old turned his pain into action. He established Step Safe, a youth-led organization to increase global awareness of the plight of landmine victims and mobilize young Australians to play a role in those efforts. He was awarded a YouthActionNet™ Fellowship in 2005.

Now: Over the past three years, Greenacre has dedicated his energies to expanding his organization's activities and reach. He is building an association of young professionals who are approaching major companies, particularly law firms, to raise significant support for the program.

WILLIAM LAURA

Then: Living in a slum community in Lima, Peru, Laura faced widespread poverty, a pervasive drug culture, high youth unemployment and conflicts at home. Then he discovered *De Calle a Calle* (Street by Street), a local program supported by IYF and Nokia that provides at-risk youth with educational, cultural and recreational activities. He soon began volunteering in the community and participating in music workshops.

Now: An alumni of *De Calle a Calle*, Laura helps those who are on the verge of using drugs. "I help them to overcome the same problems I've been dealing with, and now I'm a counselor," he says proudly.



WORK

MINDANAO'S YOUTH CHOOSE



PHOTO ILLUSTRATION:
Megan Riordan and Lena Markley

PROGRAM: ELSA

EDUCATION AND LIVELIHOOD SKILLS ALLIANCE

VS. WAR

CLASSROOMS AND CAREERS

BY CHRISTY MACY

Alliance paves pathways to peaceful futures with knowledge and training // Amat Handan dropped out of high school after his first year. He had no skills and seemingly just one career option. “My uncle is a commander in the separatist group,” says 17-year-old Amat. “He kept trying to recruit me in the armed struggle, but I didn’t want to join him. I didn’t want to be part of the violence.”

Amat lives on the impoverished island of Basilan in the Mindanao region of the Philippines. He is one of 250,000 young people who have dropped out of school in Mindanao, which has one of the country’s highest unemployment rates, often exceeding 45 percent. Those who stay in school are hardly rewarded—overcrowded classrooms, limited learning materials and dilapidated infrastructure are the norm, particularly in the Muslim-dominated areas.

The violence Amat refers to is the armed insurgency in his region, which has killed over 200,000 people since 1969. The disruption caused to

families exacerbates the education crisis, making it even more difficult for Muslim youth like Amat to gain meaningful employment. “Too many young people face a life of poverty, discrimination and alienation,” says Ray Dean Salvosa, Managing Director of the Consuelo Foundation, a leading Filipino non-governmental organization. “Many are too poor to go to school and feel they don’t have any future.”

Against all odds, Amat is turning his life around. He avoided his uncle’s destiny by learning a mechanical trade through an education, employment and life skills program. Now, for

the first time in his life, he is employed, by an auto repair shop in Basilan’s Isabella City.

The program that helped Amat resulted from the Education and Livelihood Skills Alliance (ELSA), a coalition of nonprofit organizations, government agencies and businesses co-founded by the International Youth Foundation. Since 2004, the Alliance has expanded educational and employment opportunities for young people in several Philippine provinces, thanks to a commitment from local businesses, the government and civil society organizations to pool their resources and coordinate activities.



“The secret of our success is that we work with local implementers trusted by the community who know the culture and who have researched the needs in Mindanao.” — RAY DEAN SALVOSA



Top Left: These trainees from Mahardika Institute of Technology in Bongao, Tawi-Tawi, are among the 1,200 Filipino youth who have gained job-related skills through ELSA.

PHOTO: JAN MARISTELL

Bottom Left: ELSA has improved the educational and employment prospects for 150,000 young people in Mindanao, one of the most impoverished areas of the Philippines.

PHOTO: CHRISTY MACY

Below: US Ambassador to the Philippines, Kristie Kenney, visits the ELSA job skills training program in Sulu Province. The project will help prepare 5,000 youth for jobs in carpentry, welding, food processing and dressmaking. PHOTO: JAN MARISTELL

Teamwork Moves Youth Forward

"We won't get there if we don't get there together," reads a framed quote from the Quran (3:103) hanging in the office of Dr. Eddie M. Alih, Chancellor of Mindanao State University in the Philippines. An outspoken civic leader, Alih is passionately committed to improving the lives and opportunities of Mindanao's youth. "Young people can be a force for peace and stability," he says. "We have no choice but to develop that potential."

Alih is keenly aware, however, that only a persistent and sustained effort from all sectors of society can mobilize the political will and resources necessary to reach such ambitious goals. ELSA fits the bill.

A US\$4.2 million grant from USAID to IYF and the ELSA program spurred the Department of Education, the government of the Autonomous Region of Muslim Mindanao, national and local civic groups, parent associations and local government units to band together to improve the outlook for the region's most vulnerable youth.

Some of the largest and most respected civic and business organizations in the Philippines head up the Alliance, including the Ayala Foundation, Consuelo Foundation, Petron Foundation, Philippine Business for Social Progress and SEAMEO-INNOTECH—all of which have specific areas of expertise in delivering youth programming. Together, these leaders have identified challenges and started fulfilling a range of local needs, including renovating schools, offering reading



camps for slow learners and developing job-training programs for out-of-school youth.

One challenge of the broad-based approach, explains Mario Deriquito, Director of the Center for Social Development at the Ayala Foundation, is the need to generate concrete results. "Parents, donors and the business community need to see the impact on young people's prospects in life."

Dr. Thomas Kral, Senior Education Advisor, USAID/Philippines, believes ELSA is more than capable of demonstrating its progress. "This program fits perfectly with our goals to improve access to education and employment for Mindanao's underserved youth," he says. "I think we've made some real progress, particularly in the way this incredibly diverse and responsible group of partners has combined resources and expertise to benefit young people."

Kral is particularly pleased with ELSA's emphasis on connecting out-

of-school youth with job training or encouraging them to return to school. So far, more than 1,200 out-of-school youth have graduated or are attending integrated technical education courses. Some 215 of the first group of graduates have already found jobs or are self-employed.

To Make It Work, Keep It Local

Given the widely diverse educational and training needs in the Mindanao region, Alliance members have increased ELSA's effectiveness by keeping it in the hands of local stakeholders. "The secret of our success is that we work with local implementers trusted by the community who know the culture and who have researched the needs in Mindanao," says Salvosa at the Consuelo Foundation.

Grassroots involvement supports the leveraging of additional resources from both ELSA's leading partners and the local community. Many local Parent Teacher and Community Associations, for instance, commit to paint and help renovate classrooms and provide security for construction sites. The Alliance also encourages the sharing and distribution of ELSA-generated materials with local schools and programs. Several regional and school division offices of the Departments of Education, local government agencies and private groups have offered their elementary schools to host alternative classes for out-of-school youth. In Basilan, one public official donated a 600-square-meter space to host a technical education course.

Increases in financial resources are equally as common. When the original ELSA funding for a new school building did not cover actual costs, the Petron Foundation and Philippine Business for Social Progress generously paid the difference.

To date, Alliance members have raised nearly US\$4.8 million in funding and in-kind contributions to support projects on the ground—more than matching the original US\$4.2 million USAID grant. “This program’s remarkable track record of unlocking local resources and community support shows we’re really making a difference in the lives of these young people and their families,” says Jack Boyson, Project Director of ELSA at the International Youth Foundation.

Keeping Kids in School: Inspiring Them to Learn

“I like my science and math classes now because the videos are really helpful,” says Mark Barilla, a 6th-grade student at Libis Elementary School in Quezon City. “When we see the videos, the lessons become very real. We go to many places and see many things. I’m now inspired to be a doctor so I can help cure sick children.”

Mark recently passed the highly competitive entrance test of the Philippine

Science High School, one of the top schools in the country. He credits his success to *text2teach*, a multi-media interactive educational program that enables teachers to download content-rich videos into science, math and English classes and provides teacher training.

Though *text2teach* existed before ELSA, the Alliance has expanded the program’s reach to benefit 100,000 students and 760 teachers and school heads in 122 elementary schools across Mindanao.

The dramatic expansion of this and similar programs represents the potential not only to take successful ELSA pilots to scale, but also to influence current education policy at the highest levels. “We hope *text2teach* is one of those stories that schools and teachers want to emulate. It should be in every school,” says Dr. Erlinda Pefianco, Director of SEAMEO-INNOTECH, an organization representing education ministers across Southeast Asia.

Meanwhile, responding to the urgent need to expand basic access to education, ELSA’s renovation and new construction projects are creating environments for scholastic success. “I didn’t come to school when it rained because the roof leaked. And there were no bathrooms,” says Namieza Ahamad, 12, a 4th-grade student at Yunos Jum dai

Elementary School in Tawi Tawi, one of the poorest provinces in the country. Now Yunos has a new classroom that stays dry, has modern bathroom facilities and is filled with new books. “I come to school every day,” Namieza says proudly.

She’s not alone. The new school, built through ELSA with broad community support, has improved student attendance and increased enrollment from 200 students to 380. Overall, ELSA has renovated, repainted or constructed 320 classrooms across Mindanao and distributed more than 59,600 books and learning aids.

The quality of teaching is also improving. More than 700 teachers and school administrators have participated in ELSA-supported professional development activities, with a focus on strengthening teaching strategies and content in science, math and English classes. Another 630 teachers have received assistance in preparing for their licensure exams.

150,000 and Counting

ELSA has touched the lives of some 150,000 youth across Mindanao in just two and a half years. The Alliance is clearly making its mark by giving youth greater incentives to stay in school and the training to secure a job. Perhaps more important in this violence-prone region, the youth of Mindanao are making positive, sometimes even life-saving, changes for themselves.

“Now I have a job, and I’ve learned I can contribute to peace,” says Amat Handan of his ELSA experience. “My uncle still tries to recruit me, but now I’m more determined not to go with him.”

“The young people here want to get jobs—they are willing to work hard,” says Espie Hupida, Program Director at Nagdilaab Foundation in Basilan. “They want to be part of the solution, not the violence. All they need is a chance. And that’s what ELSA strives to provide.” **Y**

Christy Macy is IYF’s Director of Publications. She made her third trip to the Philippines in January 2007 to report on IYF activities.



Below: According to a recent study, students participating in the *text2teach* program improved their scores in English and science classes by more than 20 points. Mark Barilla, (seen here) credits the program for his acceptance at one of the most prestigious science high schools in the Philippines. PHOTO: ESTHER BENJAMIN



ELSA

the formula for change

TOTAL INVESTMENT: **US\$8.4 million**

TOTAL BENEFICIARIES:

150,000 Filipino children and youth

PROGRAM ACHIEVEMENTS BY CATEGORY:

Education

- **108,000** 5th and 6th graders in **122** schools improved performance in math, science and English through *text2teach*
- More than **7,300** out-of-school youth gained new knowledge and skills through alternative learning programs
- **348** former out-of-school youth reintegrated into formal schooling
- **3,130** students participated in reading camps
- **630** provisional teachers prepared for professional licensing exam
- **720** teachers gained knowledge and skill in instruction
- **259** classrooms repaired or renovated, 61 new ones built
- **14,890** books distributed to **45** schools
- **22** schools equipped with science laboratory equipment
- **35** Parent Teacher Community Associations (858 participants) trained in managing education programs
- **490** lesson plans in math, science and English for grades 5 and 6 developed and produced
- **7,600** scholarships awarded

Youth Leadership

- **200** youth participated in youth leadership training
- **90** youth engaged in interfaith dialogues on peace and conflict resolution issues
- **2,220** out-of-school youth trained or participated in civic engagement projects

Employment

- **1,230** out-of-school youth attended job training courses
- **500** graduates are either employed or self-employed

A Catalyst for Collaboration

The International Youth Foundation spearheaded efforts in 2004 to establish ELSA with support from USAID. IYF continues to play a key coordinating and planning role in the Alliance, with a special focus on capacity building, monitoring and evaluation, and life skills education.

Along with IYF, founding ELSA members include the Ayala Foundation, the Consuelo Foundation, the Petron Foundation, Philippine Business for Social Progress (PBSP) and the Southeast Asian Ministers of Education Organization Regional Center for Educational Innovation and Technology (SEAMEO-INNOTECH).

ELSA is one of the public-private alliances implementing programs under USAID's Education Quality and Access for Learning and Livelihood Skills (EQuALLS) project. Planning is currently underway for Phase II of ELSA to expand its reach and deepen its impact.



BY GILL FRANCES

 **A SMALL SHOW WITH A**

THE NATIONAL CHILDREN'S BUREAU

BIG

NCB

NATIONAL CHILDREN'S BUREAU



SHOUT

The National Children's Bureau unites partners and stakeholders across the U.K. to create better futures for youth //

We believe in making collaboration count at the National Children's Bureau (NCB). Founded in 1963, NCB has emerged as the United Kingdom's leading multi-agency children's services and studies organization. Collectively, we work to promote the voices, interests and well-being of children in every aspect of their lives. We help create better outcomes for youth by delivering essential information on policy, research and best practices to our members and partner organizations. At 3,000 members strong, NCB can influence government policy in ways that really count. **We think of ourselves as a small show with a big shout.**

Quantity of members is one thing. Quality is everything. NCB's growing member base includes government leaders, children's trusts, health authorities, schools, universities, libraries and voluntary organizations, as well as professionals and practitioners. Our library houses Europe's biggest collection of books on children and is a key information source for children's services professionals.

A Natural Fit

NCB joined the International Youth Foundation and its Global Network as a partner organization in 2005. The benefit of working with these professionals from all over the world is priceless in terms of knowledge shared and relationships developed.

We considered IYF a good match because its work aligns closely with the six key outcomes that form the value basis for NCB:

- Ensuring children and young people have a voice
- Demonstrating respect for children and young people
- Recognizing the physical and psychological well-being of youth is paramount
- Giving young people equality of opportunity through recognizing and valuing diversity
- Providing children and young people safe, nonviolent yet stimulating environments
- Supporting youth in improving their life chances to reach their full potential



Youth at the Top

NCB attributes much of its effectiveness to the roles young people play within the organization. *Young NCB*, an organization for those under 18, has more than 330 youth members directly involved with running NCB. Not only do elected members sit on our board of trustees, they shape priorities around the issues that matter most to them. Currently, these priorities include life skills as part of personal, social and health education, free and accessible transportation and emotional well-being.

NCB is also unique in its ability to forge links between children and government leaders. Young members work at high levels with government leaders, meeting with key ministers and talking to them about how to improve policies and practices relating to young people.

Of course, we firmly believe that improving the lives of children requires partnerships that can mobilize the necessary resources. A good example is our partnership with the National Society for the Prevention of Cruelty to Children to found the Anti-Bullying Alliance (ABA) in 2002.

Through the Alliance, more than 65 organizations work together to reduce bullying and create safer environments where children and young people can live, grow, play and learn. The most recent ABA event in November 2006 involved all 24,000-plus schools in England taking part and making use of the anti-bullying educational resources NCB provided.

Life Routes is another highly successful multi-stakeholder initiative that NCB supports. Operated in partnership with IYF and funded by Nokia, *Life Routes* is an innovative life skills program that helps young people throughout England learn how to promote their emotional health and well-being while realizing their role in the wider community.

Since 2004, *Life Routes* has worked with more than 25,000 young people and trained more than 550 adults. In a recent evaluation, no fewer than 80 percent of youth participants reported an improvement in at least five skills because of the program. As one young woman in Gateshead says, "Now we know we are stronger than we seem, braver than we believe and smarter than we think."

I can't think of a better outcome—for all of our programs and all of our youth. **Y**

Gill Frances is the Director of Well-being at the National Children's Bureau in the United Kingdom.



Above: NCB plays a key role in bringing young people together with the country's leaders as a way to engage them as active and informed citizens.

PHOTO: COURTESY OF NCB

What is the National Children's Bureau?

- The UK's largest multi-agency network of child service providers and researchers
- A collaborative effort among more than 3,000 members, including government, NGO, academic and professional representatives
- A leading publisher in the field of children's services, with over 80 titles covering a range of topics that include early years, disabled children, participation, play, and young people's views
- An organization that carries out research, policy and development studies on behalf of central and local government, trusts, foundations and charitable organizations
- The leader of approximately 60 projects a year, supported through public and private grants that range between US\$20,000 to US\$30,000
- A library and information service that makes up the UK's premier collection of information on children's issues, offering a catalogue of over 68,000 abstracts of books, reports and journal articles on children and youth
- Young NCB is NCB's free membership network for all children and young people under 18, offering them opportunities to speak out on issues they feel are important
- A member of IYF's global network of partner organizations since 2005

Learn more about NCB by visiting
www.ncb.org.uk

Across the Network

IYF improves the lives of young people worldwide through its unique global network of locally rooted foundations and non-governmental organizations. This group of institutions provides critical knowledge on the needs of young people in their communities, as well as the expertise and capacity to help design and implement IYF programs on the ground. The IYF Global Network is a powerful force working on behalf of youth in 70 countries and territories.

Here are just a few recent highlights from those at the heart of IYF's work.

PERU // Child Labor

Street theater shows. Book deliveries to out-of-school children. Meetings with government leaders. These and many other activities across Peru drew attention to the 2007 World Day Against Child Labor on June 12. Organizations and foundations, including IYF partner **Centro de Información y Educación para la Prevención del abuso de Drogas (CEDRO)**, facilitated the day's events.

Partner Profile: CEDRO

Founded: 1986

Mission: To foster healthy environments and improve the quality of life for Peru's young people.

Partnership with IYF: Helps deliver the *entra 21* employability program and *Prepárate!*, an initiative designed to help eliminate child labor.

Learn more at www.cedro.org.pe

RUSSIA // School Reform

The New Perspectives Foundation (NPF) recently received a US\$1.5

million grant from the Russian Federation Ministry of Education to help improve and modernize the school system and mobilize public support among parents, school alumni, businesses and civic organizations for such reforms.

Partner Profile: NPF

Founded: 1995

Mission: To empower young people to build democracy in their communities, regions and countries.

Partnership with IYF: Promotes interest and learning in the field of IT among Russian youth through a partnership with Alcatel-Lucent.

Learn more at www.npf.ru

CHINA // Migrant Youth

The **China Youth Development Foundation (CYDF)** recently

embarked on a program to provide job training to young people from the migrant community. The Foundation's flagship program, "Project Hope," has enabled 2.75 million children living in rural areas to complete their elementary education.

Partner Profile: CYDF

Founded: 1989

Mission: To raise awareness of children and youth issues and enhance learning and life skills opportunities.

Partnership with IYF: Supports vocational and life skills training among migrant youth, ages 16 to 20, through a partnership with the Tiger Woods Foundation.

Learn more at www.cydf.org.cn

Welcome

IYF proudly announces the addition of three new partners to its global network.

CANADA // Free the Children

Free the Children is the world's largest network of children helping children through education, with more than one million youth involved in innovative education and development programs in 45 countries. Founded in 1995, the organization promotes youth leadership, volunteerism and global awareness.

As part of IYF's global youth development initiative with Nokia, Free the Children will assist 45 secondary school students to produce a documentary about social engagement. The students will travel overseas to make the film, which, along with accompanying resource guides, will prompt discussions among another 10,000 young people.

www.freethechildren.com

MEXICO // Proeducación

Founded in 1997, **Proeducación** works to improve the quality of education in 27 primary schools in marginalized communities in Mexico City and across the country. Using a holistic and community-based approach, the organization works directly with teachers, parents and students to improve the learning environment in classrooms.

Over the next three years, as part of the global youth development initiative of Nokia and IYF, Proeducación will implement the *Escuela Integral* program in four marginalized public schools in Mexico City. The program expects to reach more than 1,200 students, 600 parents and 70 teachers and school administrators.

www.proeducacion.org.mx

KENYA // NairoBits Trust

NairoBits Trust, a nonprofit organization in Kenya, provides education to children living in urban slums and works to close the digital divide through a range of educational programs. Established in 2000, NairoBits helps prepare young people for future employment through training opportunities in entrepreneurship, technology and multi-media skills.

As a partner of the IYF and Microsoft "Youth Empowerment" program, NairoBits Trust will help reach 40,000 young people across Kenya, Nigeria, Senegal and Tanzania with employability training and job-placement assistance.

www.naibits.com

READY OR NOT



The changing face of youth unemployment in Egypt: One public/private partnership offers a real-world solution

BY DR. IMAN EL KAFASS

Young people in Egypt have little access to practical job and entrepreneurship training. Indeed, despite positive economic trends, employers in the country are reporting that the lack of skilled graduates limits the growth and vitality of their businesses. Looking ahead, many Egyptian policymakers worry that the rapidly changing marketplace will make youth even less prepared to work in the nation's emerging economic reality.

Employment opportunities in Egypt are projected to shift dramatically from the public to private sector in the coming decade. By 2015, private-sector employers will need to generate some 8 million new jobs—most in small- and medium-sized enterprises—to compensate for the significant drop in government jobs. With current unemployment in Egypt hovering around 9 percent (even higher for young people), the economy needs to generate some 750,000 new jobs each year simply to keep pace.

This places a heavy burden on Egypt's government-run universities. Officials are asking themselves pivotal questions. Where will our bright university students gain the skills and practical experience they need to successfully move into the growing job market? How can real solutions be developed that will eventually lead to broad-based reforms in the school-to-work system? How can we engage a broader spectrum of stakeholders to begin working together to confront this challenge?

No easy answers exist. But government authorities and local employers alike can see good news on the horizon. The country is experiencing steady economic growth. Policies are now in place to encourage greater business competition and to strengthen small enterprises. And a handful of innovative youth employment initiatives, especially in Cairo, have begun to offer college graduates greater opportunities for meaningful employment.

The Campus Connection

One such public-private partnership, IYF's Egyptian Education and Employment Alliance (EEEA), leads an effort to bridge the gap between education and employers. Managed by Nahdet el Mahrousa, an Egyptian NGO, and funded in part by USAID, the Alliance operates under the direction of prominent government, business and civil society advisors. The innovative venture provides a platform for multiple stakeholders to come together around workable solutions for youth seeking quality livelihoods in the future.

One of the Alliance's initial projects—to launch Career Development Centers at the national government-supported universities—is now off the ground. One new Center, housed at Cairo University's Faculty of Engineering, is the first of its kind to be established at an Egyptian public university. The Center is already providing new graduates with practical job skills and linking them to training courses, mentorship opportunities, conferences, internships and businesses. In its first few months, the Center has provided more than 600 students with training and counseling and expects to reach more than 2,000 students in the next 12 months.

This model Career Development Center represents a wonderful opportunity for graduates to develop the technical and workplace skills employers increasingly demand. It



Above: Volunteers and staff celebrate the first job fair organized by the new Career Development Office at Cairo University's Faculty of Engineering, a program supported by the Egyptian Education and Employment Alliance (EEEA). PHOTO: COURTESY OF NAHDET EL MAHROUSA

also sets out to develop innovative cooperative relationships with 100 corporations—each of which will agree to consider hiring outstanding students participating in the program. The Alliance is now also implementing a similar model at Ain Shams University under the management of the Egyptian Junior Business Association.

Each university agrees to work closely with private-sector and civil society organizations to ensure its Center's success. Such programs, with this level of public-sector participation, are much needed in Egypt. Even more important, the partnership—to be tried and tested through this initial phase via the robust participation of partners—demonstrates real potential for sustainability and reaching true scale, to the benefit of thousands more university graduates seeking to join the global economy.

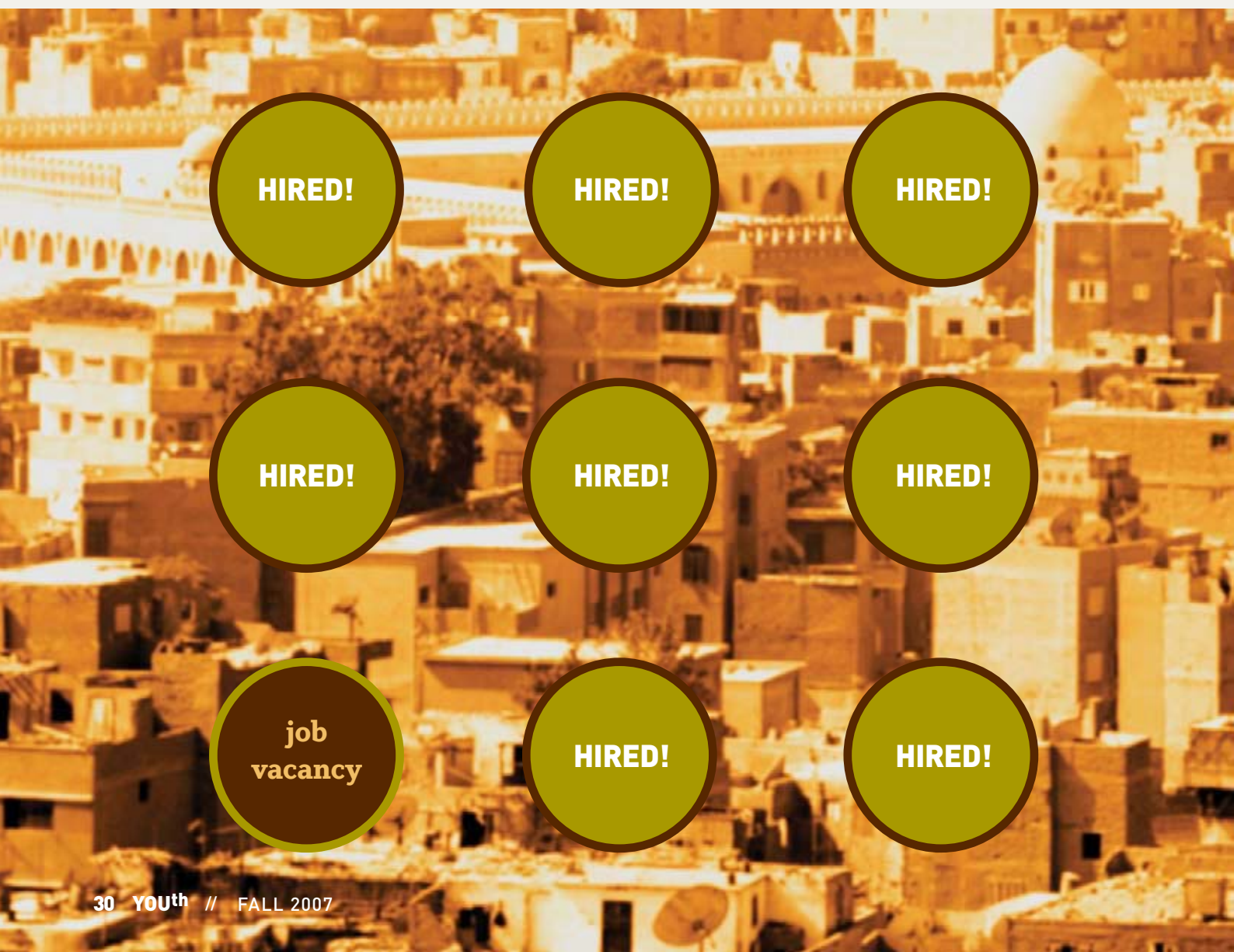
A Sustainable Solution

Building on the initial momentum, the Alliance has plans for another pioneering program—reaching out to a number of the country's 4,500 government-managed Youth Centers now under the direction of Egypt's National Youth Council. The plan calls for partnering with the Youth Coun-


cil—comprised of prominent, reform-minded leaders from all sectors of civil society—in establishing sustainable, locally managed youth centers. These centers would enable NGOs and local youth and other leaders to play a substantial role in operations. The new “one-stop shops” will offer youth leadership and training programs, as well as job placement services, health and lifestyle counseling, and social and cultural activities.

Both Alliance initiatives serve as successful models for how the government can not only help design and develop creative solutions to the challenges facing today's youth but execute and expand them as well. The more we can build alliances between different sectors of society that focus their combined resources on critical issues such as job preparedness, the more likely we will be able to unlock the enormous potential of our young people.

Countries in Asia and the Near East report some of the world's highest youth jobless rates: One out of every four young people are without work in a number of countries in the region. Overall, global youth unemployment has increased to an all-time high of 14.4 percent—or 88 million youth.



The partnership demonstrates real potential for sustainability and reaching true scale, to the benefit of thousands more university graduates seeking to join the global economy.

Today's young people are the next generation of employees, entrepreneurs, policymakers and community leaders. We simply cannot afford—in either human or economic terms—to squander their energy and ingenuity. 

Dr. Iman El Kaffass is the Associate Dean of Student Affairs and the Executive Director of the Leadership in Education and Development (LEAD) program at the American University in Cairo, Egypt. A 2007 Fulbright New Century Scholar, Dr. El Kaffass is advisor to the Minister of Education and serves as chair of the EEA Egypt Advisory Committee.

IYF Builds Team to Boost Youth Employability

The Education & Employment Alliance (EEA) is a project of the International Youth Foundation supported by USAID. As EEA's Global Secretariat, IYF oversees the development of public-private alliances in Egypt, India, Indonesia, Morocco, Pakistan and the Philippines.

IYF also manages program grants, leads the effort to leverage additional funds and develops case studies and other learning materials to highlight employability issues in the region.


Through its partnerships, EEA increases education and employment opportunities for underserved youth in the six participating countries. Many new initiatives are currently being designed and will soon be implemented in EEA's participating countries.


EEA the formula for change


TOTAL INVESTMENT: **US\$22 million**


TOTAL BENEFICIARIES: **Targeting 1.1 million youth in six countries**

PROGRAM HIGHLIGHTS:

 In India, EEA is working with the Alcatel-Lucent Foundation to support programs that reach over **15,000** children and youth to improve their life and employability skills. EEA will also reach **17,000** vulnerable youth in India through the GE Life Skills for Employability program.

 In Indonesia, EEA is helping a dozen youth entrepreneurs create an additional **230** jobs in the country's earthquake-affected region. EEA also helps fund an entrepreneurship training project with the Oracle Education Foundation and Junior Achievement for **2,900** vocational school students in Jakarta. Other programs, in partnership with BP, will help employ close to **400** young people through entrepreneurship and employability training for businesses in West Java.

 Through EEA in the Philippines, nearly **2,500** out-of-school youth in the conflict areas of Mindanao will benefit from technical education programs providing direct connections to jobs and equivalency degrees. Among this group, **1,000** youth will be trained in seaweed production on the conflict-affected island of Tawi Tawi and **900** young people who are children of ex-combatants will receive civil trades training.

 In Morocco, seven innovative projects are underway that leverage private-sector contributions to improve the relevance of local educational systems. One program works with the largest association of women-led enterprises, providing training for **50** young women to fill employment needs in member enterprises.

To learn more about IYF's plans for EEA, please visit www.eeaonline.org



Above: More than half the graduates in the *entra 21* program have been hired in full-time jobs.

PHOTO: CARLOS ALBERTO FLOREZ

Repeat Performance

Colombian city officials adapt successful employment program

After decades of violence, drug trafficking and guerrilla and paramilitary operations, the Colombian city of Medellín has entered a period of social and economic renewal. In recent years, local government officials have upped efforts to clean up the streets—and image—of the country's second-largest city, home to more than 3 million residents.



Above: Medellín's mayor Sergio Fajardo is leading his city's campaign to invest in underserved communities with a focus on youth. PHOTO: COURTESY OF OFFICE OF THE MAYOR

With support from IYF, Mayor Sergio Fajardo has targeted the city's root causes of poverty and social exclusion, including an estimated 56,000 young people out of work. Central to the mayor's new urban policy: a youth employment program, **Youth with a Future** (*Jovenes con Futuro*), that will provide 12,000 disadvantaged youth with job training, counseling and job placement services.

"We seek to reward youth who display a positive attitude," Fajardo says, "who despite having the opportunity to engage in violent and illegal activities have avoided getting involved and are examples of how people can co-exist and behave like good citizens."

Youth with a Future builds on the success of *entra 21*, an IYF employment initiative currently active in 18 countries across Latin America and the Caribbean. Launched in 2004 in cooperation with the Multilateral Investment Fund (MIF) of the Inter-American Development Bank to address rising youth unemployment in

the region, *entra 21* operates on the combined support of MIF and the private sector totaling US\$29 million. To date, the exemplary program has reached more than 19,000 youth with IT and life skills training, internship opportunities and job-placement assistance—finding employment for more than half of the participants.

In line with Medellín's new focus on youth employment, Youth with a Future brings job placement services, a rigorous evaluation process and the best practices gained through *entra 21* to the city. IYF will invest approximately one-fifth of the total cost. The municipal government and the private sector will provide additional resources.

Jaime Velilla, the mayor's labor advisor, underscores the value of Youth with a Future for Medellín: "Its personalized approach, emphasis on new technologies and training in technological, life and job-seeking skills definitely motivated the city to seek this partnership." **Y**

A Lifeline in Hungary

Public schools are the gateway for teaching valuable life lessons

What's the most effective way to reach the greatest number of young people? For Rita Galambos and many others, it's working with local school officials and policymakers.

Galambos, Executive Director of IYF partner Foundation for Democratic Youth (DIA) in Hungary, wanted to introduce the new Life Skills for Employability program to young people. "We are working with the school system because it gives us a point of entry to reach this age group and a way to scale up the program," she explains.

An IYF initiative funded through the GE Foundation, Life Skills for Employability helps young people ages 14 to 18 stay in school and gain professional skills—along with the confidence they need to succeed in the classroom and the workplace. The program reaches youth in India, Hungary, Mexico and Poland.

Adding a new program was no easy task for DIA, as the Hungarian school system faces its share of challenges, including school closings, inadequate teacher training and an underpaid, overworked teaching staff. Tight school schedules posed another significant challenge.

Despite the obstacles, Galambos is pleased with the progress to date. Taught once a week in homeroom, with some after-school activities, the program is implemented in 10 schools in two different cities, benefiting some 700 students. Approximately 35 teachers participated in additional training and mentoring sessions. Many have become strong advocates for the program. They work with their students in small group discussions, promote proj-



Above: More than 3,000 students in Hungary will gain skills that will help them in school and in the workplace. PHOTO: COURTESY OF DIA

ect-based learning, encourage debate and help students implement their community volunteer projects—a key aspect of the program.

Thanks in large part to enthusiasm among policymakers within the school system, critical support from local GE employees and a renewed grant from the GE Foundation, the program is growing fast. During the 2007-2008 school year, 100 more teachers will join, and 3,000 additional students will gain valuable skills and experience to improve their life prospects. Two of Hungary's teacher training colleges

will include Life Skills for Employability in their curriculum.

The program's most important constituency is also excited. "I've learned so much about myself and others and how to resolve conflicts," says one student. "I know much more about different professions and the reality of the workplace." Going to school now, says another, is simply more interesting. **Y**

FYI

FROM

IYF

Valuable Resources For and About Youth Development

What does it take to build multi-sector alliances that help young people? Where can you view the latest findings on adolescent health? What are the latest statistics on HIV/AIDS among African youth? Who has recently launched a youth-related website?

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

IYF's What Works Series

In 2001, IYF launched the *What Works* series to examine cutting-edge issues in youth development and provide insights into effective practices and strategies impacting young people worldwide. There are currently 12 *What Works* publications in print. The most recent publication is:

- **Alliances for Youth:
What Works in CSR Partnerships**
By Mark Nieker, Christy Macy and Sheila Kinkade
Foreword by Steven A. Rochlin
©2006 International Youth Foundation
[Available on CD-ROM]



This practical guide on how to create effective cross-sector alliances offers seven case studies of successful partnerships—including those with GE, Microsoft and Nokia—that take readers inside the process through candid conversations with CEOs and NGO leaders.



IYF Field Notes: New Editions Just Released

Through the *Field Notes* series, IYF captures valuable lessons, best practices and innovative approaches in youth development programs worldwide. IYF recently published two new editions:

- **Reaching Out to Youth in High Risk Environments**
Life skills programs can profoundly impact a young person's ability to overcome risk factors in his or her environment. Summarized here are the experiences of IYF member organizations—from Mexico, Peru and the UK—in addressing the needs of vulnerable youth.
- **Recruiting and Screening Program Participants**
How can you promote life skills programs to young people in the

target audience? How can programs screen participants without spending inordinate time and resources? Read about the experiences of IYF member organizations in Nigeria, Poland and Venezuela.

Previously published *Field Notes* include the following topics:

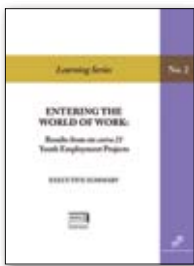
- Promoting Employee Engagement
- Implementing Life Skills for Employability
- Technology and Life Skills Education
- Influencing the National Youth Agenda
- Engaging Alumni
- Conducting Media Outreach
- Developing an E-Mentoring Initiative

Lessons on Youth Employability

Entra 21, IYF's youth training and job placement program in Latin America and the Caribbean, has published a wide range of studies and reports on best practices for youth employment. Many of them are in Spanish. The series includes:

- **Collaborating with the Private Sector: A Case Study of an *entra 21* Project in Salvador, Bahia, Brazil**
By Rodrigo Villar
Volume No. 1 — Learning Series
©2006 International Youth Foundation





• **Entering the World of Work: Results from Six entra 21 Youth Employment Projects—Executive Summary**

By Javier Lasida

and Ernesto Rodríguez

Volume No. 2 — Learning Series

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The Education and Employment Alliance (EEA) is launching its own

series of reports on findings in the field. The following is the first of this series:

• **Punjab Vocational Training Council: Using Muslim Philanthropy for Youth Employability**

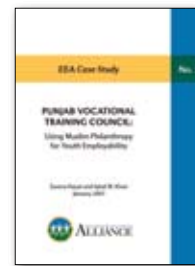
Education & Employment Alliance (EEA) Case Study

By Savera Hayat and Iqbal M. Khan

Volume No. 1 (12 pages)

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This report profiles the groundbreaking use of Muslim philanthropy



to promote training and employment of disadvantaged young Muslim men and women. The study is based in Pakistan, where the Punjab

Vocational Training Council has become a pioneer in the field.

To order or download IYF publications, visit the resources section at www.iyfnet.org

Youth Development Around the World

• **World Development Report 2007: Development and the Next Generation**

This report focuses on crucial capabilities and transitions in the lives of young people ages 12 to 24, including learning for life and work, staying healthy, employment, forming families and exercising citizenship. For each, there are opportunities and risks. For all, policies and institutions matter.

Visit: www.worldbank.org

• **Preventing HIV in Young People: Steady, ready, go!**

This World Health Organization (WHO) resource is a comparative review that presents the effectiveness of different HIV prevention interventions for young people in developing countries. The review was carried out by the UNAIDS Inter-Agency Task Team in collaboration with the London School of Hygiene and Tropical Medicine. Visit www.who.int/en/ or email chandramouliv@who.int

• **World Bank: Education Quality and Economic Growth**

This publication aims to contribute to the global education agenda by communicating research findings about the impact of quality education on economic growth. The researchers use data on economic growth and student cognitive skills to help shift the dialogue to the ever-pressing issue of education quality. Visit: www.worldbank.org

• **Measuring Youth Program Quality: A Guide to Assessment Tools**

Authors: Nicole Yohalem and Alicia Wilson-Ahlstrom with Sean Fischer and Marybeth Shinn

Many tools now exist to help organizations and systems assess and improve quality. This report, published by Forum for Youth Investment, compares the purpose, history, structure, methodology, content

and technical properties of nine different program observation tools. To order, email: youth@forumfyi.org

• **YEN Guide to collaboration on youth employment**

The Youth Employment Network (YEN) Secretariat and the YEN's Youth Consultative Group jointly produced a new publication: *Joining Forces with Young People: A Practical Guide to Collaboration for Youth Employment*. The guide has been designed to facilitate and motivate young people's participation in youth employment policy making. Visit: www.ilo.org

On The Web

• **The United Nations** has launched new web pages addressing youth and technical cooperation activities, which include work to strengthen national capacities for social development and to help governments and their partners translate the international development agenda into practical strategies in their countries. Visit: www.un.org

• **CSRwire**, dedicated to corporate social responsibility and sustainability, offers news, reports and information. CSRwire content covers issues of diversity, philanthropy, socially responsible investing, human rights, workplace issues, community development and much more. Visit: www.csrwire.com

• **UNICEF's Voices of Youth** site captures voices of young people around the world and includes bios of youth leaders, global competitions among youth, interactive games (e.g., learning about HIV/AIDS) and youth news and events. Visit: www.unicef.org/voy

• **TakingITGlobal.org** is an online community helping youth find inspiration, access information, get involved and take action in their local and global communities. Visit: www.takingitglobal.org

A PARTING SHOT

“During a side visit out of Dakar, Senegal, I stopped for lunch in the town of Thiès. A few minutes earlier, I had seen this young man on the street begging passers-by for money with not much success. I found him later sitting on the steps of a walled courtyard, hoping to receive some left-over food from the restaurant where I was hav-

ing lunch. Both his determination and resignation touched me. I lifted my camera, as he seemed deep in his thoughts, and took this picture. The colors and light added to the intensity of his expression. The second after I took the photo, he was gone, back to the streets.” —Jean-Pierre Isbendjian, Program Director, International Youth Foundation


Jean-Pierre's photo was chosen as the winner in a photography competition among IYF staff that we began with the launch of this magazine. To view the photographs that received honorable mention, please go to www.iyfnet.org



JOIN THE DISCUSSION

We hope you've enjoyed the premiere issue of YOUth magazine. We are interested in your feedback. Our goal is to inspire and inform. If you are working in the field of youth development, we welcome your stories—your successes and your struggles. Please forward submissions to Christy Macy at Christy@iyfnet.org or by mail to IYF: 32 South Street, Baltimore, Maryland 21202 USA

*The International Youth Foundation is a catalyst for change, uniquely capable of connecting resources and ideas with knowledge and action. If you are interested in getting involved, please visit the IYF website to see the many ways you can become a part of our global mission. **www.iyfnet.org***



Miguel needs a job.
We have a solution.

*IYF equips young people
with the skills needed to
enter the workforce.*

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realizing the power & promise of young people