

YOUTH

SEWING THE FABRIC OF CIVIL SOCIETY IN POLAND

An IYF Partner
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“My generation has the chance to dramatically change the world’s future, but we need to fight for what we are passionate about.”

*Jack Hegarty, 20
Young Social Pioneer
Australia*

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*An IYF program beneficiary
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About this Issue: This edition of YOUth takes a hard look at young people's prospects, particularly in light of the global economic downturn, and offers a range of solutions to improve them. The young man on the cover represents the millions of young people who are on the threshold of adulthood. They are eager to learn, work, and lead to help build a better society but know they can't do it alone. In the following pages, you will learn how leaders from every sector, including youth themselves, are reaching out to provide that critical level of support.

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VISION

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

MISSION

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

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Dear Friends,

According to two World Bank economists writing in this fourth issue of YOUth magazine, “As a world community, we simply cannot afford to abandon young people to the ups and downs

of the global economy.” In part as a response, our “Spotlight” feature offers a top ten list of strategies that ensure young people develop the skills and have the opportunities to get a job or start a business—even in these difficult times.

As the International Youth Foundation celebrates its 20th anniversary, we devote special attention to leaders in the corporate, government, and NGO sectors who have supported youth development through the years. This issue’s “In Good Company” article documents IYF’s uniquely productive 10-year partnership with Nokia. Our “Policy Matters” article from Jordan’s Minister of Social Development underscores the vital importance of engaging young people as active citizens in their communities.

I urge you to share this issue with your friends and colleagues. I also invite you to learn more about IYF’s 20-year history and our future by visiting our 2009 Annual Report website. Just one click provides access to the full range of our global activities—including the latest news, videos, success stories, program evaluations and publications.

As we continue to dedicate ourselves to the challenge of securing better futures for young people worldwide, I take inspiration from the words of Emily Wanjiru, a 20-year-old graduate of an IYF/Microsoft job program in Kenya. “Nothing is really over until the moment we stop trying.”

A handwritten signature in cursive script that reads "William S. Reese".

William S. Reese
President and CEO
International Youth Foundation



RICHARD FORE

AGE 25

WASHINGTON, DC

Richard Fore, who most recently was an Assistant Vice President at Fore Property Company in Washington, DC, will be entering Columbia Business School in New York in the Fall of 2010.

Sometimes an experience shapes your life in ways you don't realize until it's over.

Last summer, I interned with the Community Collective Society for Integrated Development (CCFID), an IYF partner in India that is helping victims of the 2004 tsunami rebuild their lives and livelihoods.

Since 2006, CCFID has been providing small loans, life skills training, and employment opportunities to help improve the living conditions of individuals impacted by the tsunami.

My assignment seemed straightforward enough. Over a period of four weeks, I would offer assistance to CCFID's loan beneficiaries, while analyzing the organization's loan cost structure to help improve sustainability.

It was a long way—literally and figuratively—from midtown Manhattan where I worked in real estate development to the Southeastern coast of India. Before my trip, I felt confident that my business experience in the fast-paced world of New York would enable me to adapt to any work environment. How wrong was I? Intermittent blackouts, lack of Internet connectivity, and the fact that I couldn't speak Hindi were just a few of the obstacles I encountered.

My research took me to coastal fishing towns, rural villages, and isolated farms where I learned about the devastating impact of the tsunami and the lengthy recovery process. Many of the people I met had lost family members and loved ones. Many more lost their livelihoods completely.

A group of young women from Cuddalore used CCFID loan funds to purchase the wood, cooking utensils, chairs, and tables needed to rebuild their beachfront seafood stand. The loan had a ripple effect. Rebuilding the seafood stand created business and employment opportunities for fisherman, boat craftsman, furniture merchants, and local villagers who collect fire wood.

Another group of women received a loan to grow their ceramic doll production business. With CCFID's help, these producers are organizing themselves to become independent

distributors, no longer relying on middlemen who absorb a considerable share of the profits and regulate demand. In addition to providing loans to the group, CCFID is creating linkages to major urban markets to help the doll makers broaden their consumer base.

Despite lacking access to resources that most of us in the United States take for granted, these women and others I met were optimistic, positive, and grateful for what they have. Said one young man, "It seems to me, Americans are materialistically wealthy, but Indians are culturally and spiritually rich." The upbeat outlook of those I met had a positive impact on me. I am more thankful for the important things in life—family, community, health, and opportunities such as this one.

My experience with CCFID also prompted my desire to continue working in the development field while pursuing my interest in international business. While the work of NGOs is essential to improving conditions in the developing world, long-term sustainability also requires business solutions. A business-oriented approach can net a range of positive impacts: ongoing investment, increased local employment, and improved standards of living. I will use this enlightening experience to guide my first step in pursuing a career in development and international business—graduate business school.

Next time I visit a small microcredit project, I will have more to contribute, but also more to learn. **Y**

Young People Need Us **NOW** More than **Ever**

...And We Need Them.

So far, 2010 must surely be frustrating for governments which started the year hoping and praying for signs of a more vigorous recovery from crisis. Even in those countries fortunate enough to have posted successive quarters of economic growth, their rebound is decidedly fragile. Those less fortunate continue to grapple with high unemployment, excessively tight credit, and steeper cuts in public spending. While all countries are grappling with uncertain economic prospects, in developing countries generational concerns present another challenge. This is because young people in the developing world are coming of age in numbers greater than ever before. A recent *World Development Report* that focused on youth strongly suggested that countries need to seize this window of opportunity to invest.

Yet for many young people, the financial crisis has meant even fewer life options and falling spirits. Many are struggling to finish school or find jobs in pursuit of a more promising life. In the best of times, young people are three times more likely to be unemployed than adults. Even before the financial crisis struck, developing countries needed to create a billion new jobs over the next decade just to keep up with a new wave of first-time job seekers. With this crisis, job creation is an even more challenging task.

As a world community we simply cannot afford to abandon these young people to the ups and downs of the global economy. By nature, they yearn to realize their full potential, earn a living wage, save for marriage, a home, and above all, take their rightful place in society. Too often we regard our young men and women as the workers, entrepreneurs, parents, citizens, and leaders of tomorrow. In fact, they are today's citizens and we must recognize their potential to make extraordinary changes to the world around us.

Addressing young people's needs and aspirations is vital for both social and economic progress. Either we do nothing—and risk alienating them from the mainstream and instilling in them a personal legacy of distrust and hopelessness. Or we invest in the biggest source of human potential that the world has ever had, and reap the benefits of that investment through greater growth and social well-being for generations to come.

The current crisis poses risks for our collective future. A recent British Council report on the young people of Pakistan predicts a "demographic disaster" if that country does not address the needs of its young generation. More than 70 percent of Pakistani youth reported being worse off financially than last year. Pakistan is not alone. World Bank analysis shows that child and youth poverty in some Eastern European countries has increased by 5 to 10 percent over the past year. And across the world, young people's hopelessness in the face of the crisis is reflected by dropping out

JUSTIN YIFU LIN

Chief Economist and Senior Vice President, Development Economics at the **World Bank**

of the labor force altogether at three times the rates of adults. Even more troubling is the growing level of despair among youth that is reflecting disillusionment not only with their government but with democracy itself.

Things do not have to be this way. We have seen time and again how countries that invest in their young men and women end up with more economic growth and social cohesion. Governments which encourage their students to stay in school see significant national returns on each additional year of schooling. This is especially true when countries invest in educating their adolescent girls to secondary school level and beyond.

Governments and private companies can also finance and expand effective job-training programs which can groom young people for the demands of a global economy that requires more and more highly skilled workers. For example, in the Dominican Republic's Juventud y Empleo project, comprehensive job training has bumped up young people's salaries by as much as 10 percent. The returns to the investment in the young beneficiaries are expected to exceed the program costs within two years of their graduation. Such returns are observed across Latin America.

The current crisis has spurred governments to work more intensively with the international donor community, NGOs, and corporate sponsors to champion new models of youth employment programs that focus on a more comprehensive market-driven approach—with relevant job and life skills training, internships, and job placement opportunities. The World Bank is mobilizing around this issue as well—having joined forces with the Nike Foundation to set up an Adolescent Girls Initiative to pioneer employment projects for girls in Liberia, Rwanda, South Sudan, Afghanistan, and Nepal. The Bank is also preparing three new youth development programs in Kenya, El Salvador, and Papua New Guinea, in addition to others in the Dominican Republic and Honduras, reflecting a new sense of urgency and recognition that young people can play a significant role in reducing poverty and spurring economic growth. And the Bank is working in partnership with the International Labour Organization's (ILO) Youth Employment Network, with leading NGOs including the International Youth Foundation, and with the overall donor community to develop a body of knowledge on effective youth employment interventions that will succeed even after the crisis has subsided.

To be sure, it will take time for countries to get back into the global economy, to restore their confidence in trade and investment, in creating jobs, and other measures of economic vitality. But we cannot wait until the crisis ends to pay serious attention to the plight of today's young people. Consider that they now constitute the largest youth cohort in human history—more than a billion people between the ages of 15 to 25 years old—with the vast majority of them growing up in developing countries. Sub-Saharan Africa, according to the US-based Population Reference Bureau, is home to the world's largest population of young people and is projected to stay this way for decades.

If we do nothing to address these issues, the consequences will be severe. According to a recent World Bank study of Latin America and the Caribbean, underinvestment in youth costs countries as much as 2 percent of their GDP every year even in the best of times, and the situation is getting worse. As a result, fewer young people will be able to contribute to the economic growth that will help fuel a more widespread, stable global recovery, and more will eventually lose hope in themselves and in a vision for a better world.

Now is the time for governments and donors to act. Given their sheer number in a world beset with poverty and its related tribulations, we need to empower young people to take charge of their own lives and discover their full potential. Whether they succeed has everything to do with whether we succeed as a world, and as a society. But they cannot do so alone. **Y**

WENDY CUNNINGHAM

Coordinator of the **World Bank's**
Children and Youth Program



This article appeared in "Investing in Young People, a Special Report" in the January 29, 2010 edition of the *Financial Times*, and is reprinted here with the authors' permission.



A PROMISING FUTURE?

**Time is running out
for this generation**

By Christy Macy

NOT A WEEK GOES BY without seeing negative or disturbing images of young people in the news. Young gang members running drugs in Mexico... 12-year-old soldiers shouldering guns in Somalia... The sons and daughters of Arab and African immigrants going on a violent rampage in the suburbs of Paris...

Teenage pirates holding international ships hostage off the coast of Africa... A 16-year-old Palestinian throwing rocks

at passing cars shot dead near Ramallah...

A 23-year-old Nigerian with possible ties to terrorist groups trying to blow up a plane headed for Detroit. ¶ These events reflect the harsh realities of young people's broken lives—when

hopes for a better future are crushed, voices are not heard, and opportunities to break out of a downward cycle simply don't exist. Yet this is only one side of this

younger generation's story. ¶ Consider the young people in

Port-au-Prince who mobilized their community to help ensure children traumatized by Haiti's earthquake had a safe place to eat and sleep...

The young drug dealers and gang members in Medellín, Colombia who exchanged their guns for a job and a paycheck... Former youth combatants in Mozambique who lead conflict-resolution programs across the country... The

27-year-old entrepreneur in the West Bank who created a mobile phone-based job-matching service to connect thousands of Palestinian job seekers to future employers... And the 23 million 18- to 29-year-olds in the United

States who cast their ballots in 2008—the most young voters ever—who made the difference in putting America's first African

American president in the White House.



THERE IS A CHOICE

What do these opposing images of youth—the positive and the negative—tell us? That they are clearly protagonists who are shaping the world around us. However, the direction their paths take to adulthood very much depends upon the opportunities they have and the decisions they make along the way. What conditions determine a young person's route to the future?

We already know that when young people have the skills and opportunities to get a job and support their families and are able to exercise their rights and responsibilities as citizens that they have a personal stake in creating a better future and the motivation to reach

“Normally when we need to know about something we go to the experts, but we tend to forget that when we want to know about youth and what they feel and what they want, we should talk to them.”

— Kofi Annan, former UN Secretary General

their goals. Yet when such success is elusive, young people become idle, restless, and frustrated. Out of work, out of school, and out of hope, they are left on the margins of society yet painfully aware, through global technology, of the world passing them by. Gravitating toward unhealthy and often dangerous activities, they remain unequipped to improve their own prospects or contribute to society.

WHY THE URGENCY TO ACT?

While real progress has been made in a host of critical youth development areas—from primary school enrollment to gender equity to health outcomes—significant and often escalating needs among today's youth remain unmet. Recent studies underscore the vital imperative to place young people at the center of the development agenda. A 2009 report by the British Council, for example, describes a deep and growing level of frustration among Pakistani youth and growing disillusionment with democracy.¹ Nine out of ten youth surveyed have lost confidence in their government. Thirty six million jobs would need to be created in the coming decade to slow the country's soaring youth unemployment. Pakistan, the report concludes, is facing a “demographic disaster” if the needs of its dramatically growing youth population remain unaddressed. Similarly, a recent Council on Foreign Relations brief² warns that societies with high birthrates (and a disproportionate number of young men

between 15 and 30 years of age) are prone to conflict—the result of a “large reservoir of potential recruits to radical organizations.”

Even efforts to build more peaceful societies are being sabotaged by the growing number of alienated jobless youth. A March 2010 Security Council³ meeting dealing with Sierra Leone warns that “the magnitude and political significance of youth unemployment poses a latent risk of instability” even as the nation struggles to consolidate peace and stimulate development. “Many of that country's young people were idle, concentrated in urban areas, and frustrated by social marginalization,” noted John McNee, Chair of the Sierra Leone Peacebuilding Commission.

These alarm bells are further amplified when one looks at global demographic trends. The “youth bulge” of 1.3 billion young people ages 12 to 24 continues to expand, placing extraordinary pressure on many countries' already weakened services and infrastructure. By 2050, the world population will reach 9 billion, with 90% of that growth taking place in developing countries. Young people's lives will become even more challenging over the next two decades as the number of people living in urban areas in developing countries is expected to triple.⁴ Even now, in countries like Venezuela, Uruguay, and Argentina, more than ninety percent of the population lives in urban areas. Many governments admit they are unprepared and overwhelmed when considering how to handle such rapid urbanization. A dramatic example of just one of the world's sprawling mega-cities is Lagos, Nigeria. In 1950, it was home to 300,000 citizens. By 2015, Lagos' population will have ballooned to 23 million.⁵

As a result of these conditions, youth unemployment—a powerful indicator of a young person's limited prospects—continues to surge. More than 100 million youth today are unable to find work, and the International Labor Organization (ILO) calculated that as a result of the recent global recession, the number of jobless youth increased by 8.5 million from 2008 to 2009—the largest year-to-year increase in youth unemployment in at least a decade.⁶ Over the past ten years, young people in East Asia have experienced the greatest decline in employment—down nearly ten percent compared with a global average of 3.4%.⁷ A 2010 ILO report reveals a particularly pessimistic view of the global job situation, noting recent data “represent an unprecedented increase in the number of unemployed.”

¹ Pakistan: The Next Generation, *British Council*, November 2009; ² Council on Foreign Relations Analysis Brief, The Battle of the ‘Youth Bulge’, April 27, 2007; ³ Youth Unemployment Poses ‘Latent Threat’ to Sierra Leone’s Stability, *Security Council Meeting (SC9890)*, March 22, 2010; ⁴ Eco2 Cities: Ecological Cities in Economic Cities, *World Bank Press Release*, 2010; ⁵ The MegaCity, by George Packer, *New Yorker*, November 13, 2006; ⁶ Global Employment Trends, *International Labour Office (ILO)*, 26 January 2010; ⁷ Job Losses in Asia and Pacific Slow, *ILO Press Release*, 26 January 2010



LEFT: (from left to right) Suspected pirates arrested in the Gulf of Aden, off Somalia's coast; Accused drug dealer Lorena Hernandez, 21, sits behind bars in Tijuana, Mexico; French riot police officers arrest youths in a Paris suburb, following a week-long violent rampage across ten of that nation's cities.



RIGHT: US First Lady Michelle Obama meets with youth leaders in Mexico, including Maritza Morales, second from left in front row, 2007 YouthActionNet® Fellow.

SOLUTIONS DO EXIST

In the World Bank's 2007 *World Development Report*, then President Paul Wolfowitz sent a strong message to the global community. Noting the connection between expanded opportunities for youth and the fight to end poverty, he said: "The time has never been better to invest in young people living in developing countries."⁸

Solutions do exist to address these multiple challenges. The button can be reset. And there are significant assets on the side of progress—including today's young people. Even those who are struggling mightily to survive are members of the healthiest and most educated youth cohort ever. They have the chance to advance themselves and their societies as no other generation in history. But they can't do it alone.

The extraordinary "bonus" of this historic generation can be realized in the coming years through revitalized economies, vibrant communities, and greater peace and stability. But such a future can only be built upon the sustained attention, resources, and coordinated action of every sector of society and the full participation of young people themselves. Conversely, we can stand on the sidelines or maintain the status quo—and turn that "bonus" into a global liability.

Our challenge today goes beyond the work to expand opportunities and provide choices for today's young people. We must also help change public perception about the role and image of youth in the world. They are protagonists who have the power and promise to improve their lives and the world around them—serving as problem solvers, not merely problems to be solved.

BY THE NUMBERS ...

100 MILLION

young people unable to find work today

8.5 MILLION

increase in jobless youth from 2008 to 2009

9 BILLION

population of the world by 2050

70 PERCENT

projected percentage of the world's population living in urban areas in 2050

US First Lady Michelle Obama, who met with youth leaders during her trip to Mexico in April 2010, offered them this inspired message: "You have the unprecedented ability to organize and to mobilize and to challenge old assumptions, to bridge old divides, and to find new solutions to our toughest problems," she said. "If we are going to make our world safer and healthier and more prosperous and more free, we are going to need the passion and the daring and the creativity of every one of you."

"We envision a future Haiti where the power of the young in influencing positive change is recognized and valued... It's time to reset the button."

— John Miller Beauvoir, 26, Port-au-Prince, Haiti

Yet even youth equipped with multiple talents and limitless energy need our collective support. At the launch of IYF's *Youth:Work Jordan* program in Amman, youth from some of the country's most impoverished communities, most of whom are out of school and unemployed, expressed their commitment to being positive forces for change in their communities. They spoke in unison to the assembled crowd of government dignitaries, business executives and NGO leaders about their vision for the future: "We can build, we can plant, we can be creative, we can invent, but one hand alone cannot clap. That's why we need your support."

It's up to all of us to answer their call. **Y**

⁸ 2007 World Development Report, Development and the Next Generation, *The World Bank*, 2006, p. xi; ⁹ Remarks by the First Lady at Youth Forum, Universidad Iberoamericana, Mexico City, White House Press Release, April 14, 2010.

MOVING TOWARD SOLUTIONS:

10 STRATEGIES FOR HOPE

We highlight here proven approaches that can help close the learning gap, prepare youth for the workforce, and empower young people in their communities. Significant new investments to scale up such activities will help “tilt” young lives in a positive direction.

1. LISTEN TO YOUTH

Giving youth a seat at the table must go beyond token gestures to ensuring they play a significant role in decision making around issues and strategies that impact their lives.

Examples abound of young leaders seeking a voice in policy debates. Joseph Kimani Njuguna, a *YouthActionNet*® Fellow from Kenya, founded the Africa Youth Trust to ensure Kenya’s laws and policies are responsive to the needs and aspirations of its youth. Its “Action Guide” is galvanizing young people countrywide to help shape national policies and ensure accountability.

In Nepal, 26-year-old Sumnima Shrestha is elevating youth decision making powers around Nepal’s environmental agenda—distributing a working paper on the issue to members of Parliament drafting Nepal’s new constitution.

2. SUPPORT MARKET-DRIVEN APPROACHES TO JOB TRAINING

Conducting targeted labor market assessments and employer-based surveys ensures job training programs match local business needs while strengthening—and creating—much needed alliances with the private sector.



3. PREPARE YOUTH WITH A RANGE OF SKILLS

Employers are seeking youth who can work in teams, who can resolve problems and who can communicate effectively—as a complement to technical job skills training.

In response, IYF teamed up with the GE Foundation in 2005 to create *Passport to Success*, which equips youth with a wide range of employability skills that include teamwork, conflict resolution, life planning, health, and workplace skills. Initially conducted in two countries, *Passport to Success* has now reached 47,000 young people in ten countries, with its curriculum translated into twelve languages.



4. INVEST IN “WHAT WORKS”

We have the necessary knowledge and experience to address a range of social challenges. Rather than constantly reinventing the wheel, place greater emphasis on identifying and sharing the lessons learned and then invest in those proven programs.

Toward that end, with support from the World Bank, IYF has co-sponsored regional “learning” conferences in Africa, the Middle East, and Latin America to promote a deeper understanding of which strategies are most effectively addressing youth employment needs worldwide.

5. GO FOR SCALE

The urgent needs of youth today demand we take successful models to real scale, thereby multiplying the number of young people served. Issues of scale and sustainability must be considered from the outset, so pilot programs are designed with expectations of eventual system-wide expansion.

For example, the lessons learned from IYF’s *entra21* youth employability and ITC job placement program in Latin America and the Caribbean have led to a dramatically expanded Phase II with critical support from the Multilateral Investment Fund (MIF). Projected impact: 50,000 more jobless youth to gain training and jobs across the region.

In addition, successful elements of *entra21*—including entrepreneurship training, internships, and job placement assistance—have now been integrated into IYF’s other employability programs in the Middle East, Africa and the Caribbean and will continue to shape our efforts in the field.





“Technology is forcing teachers to change because they are no longer the sole source of information.”

—Aakash Sethi, Director

Quest, India

6. PROMOTE IT SOLUTIONS TO LEVEL THE PLAYING FIELD

While technology by itself is not a silver bullet for improving development outcomes, it is indispensable in reaching the world’s most underserved youth with learning, work, and citizenship opportunities.

7. SUPPORT YOUNG SOCIAL ENTREPRENEURS

The world needs innovative solutions to deeply entrenched problems, and young people are uniquely equipped to play this role. Place more emphasis on identifying and investing in the most promising youth-led ideas. Connecting young innovators with each other in a network results in an explosion of creative problem solving.

8. BUILD MULTI-SECTOR PARTNERSHIPS

Evidence shows that when you leverage the resources and expertise of the public, private, and nonprofit sectors in a well coordinated development alliance, the sum total of such activities far exceeds the contributions of any individual player. $1+1=3!$

In support of this strategy, IYF’s *Education & Employment Alliance (EEA)*, launched in 2005 to implement youth employability programs in Egypt, India, Indonesia, Morocco, Pakistan, and the Philippines, placed a clear emphasis on alliance building to maximize impact. As a result, EEA created project-based partnerships with nearly 320 organizations, leveraging US\$9.3 million in additional resources and program support. USAID has championed the approach through its Global Development Alliance which has cultivated more than 900 public-private alliances with over 1,700 individual partners—contributing billions of dollars in combined resources and expertise since 2001.

9. HARNESS THE POWER OF THE SOCIAL MEDIA REVOLUTION

Young people are leading the way in putting today’s social media tools to work in increasingly sophisticated ways to raise public awareness on critical issues and unify disparate efforts to achieve greater impact on the ground.

For example, Khalida Brohi, a 20-year-old women’s rights activist living in remote northwest Pakistan has garnered popular and international support for her campaign against “honor” killing through her Facebook page.

Also utilizing the power of social media, US Secretary of State Colin Powell, Bill Gates and Queen Rania of Jordan are joining a new global health campaign by sending out “tweets” encouraging the public to buy bed nets as a way to fight the spread of malaria in Africa.

10. DON'T GIVE UP

We have the tools to overcome even the most daunting barriers standing in the way of progress among today’s youth.

Our greatest assets in this struggle are young people themselves, while our greatest barrier is lack of mainstream social and political will.



“We can build, we can plant, we can be creative, we can invent, but one hand alone cannot clap. That’s why we need your support.”

— Jordanian youth at the launch of the *Youth:Work Jordan* program in Amman



NOKIA



By Sheila Kinkade

Connecting Youth to Positive Futures

Over the past decade, Nokia and the International Youth Foundation (IYF) have shaped and managed a robust portfolio of youth development initiatives that has impacted the lives of over a half million young people. The company's investment of US\$50 million has supported education, employability, and civic engagement programs in 68 countries. **How did it all come about?**

Above: Participants in the Dreams Workshop in Turkey display their artwork

The working relationship between a corporate funder and a nonprofit partner is at its best when built on a firm foundation of shared values. Ten years ago, when Nokia corporate social responsibility executives contacted IYF to explore the company's youth development focus, a synergy of values emerged from the start.

"Value fit is one of the reasons IYF ranked high on our list of prospective global partners," recalls Martin Sandelin, who was involved in the cooperation in the early 2000's. "IYF's core values fit with ours. They shared our interest in positive youth development and were particularly interested in preventive approaches."

From those early conversations, Nokia and IYF worked closely together in designing a series of youth development initiatives aimed at helping young people, especially those from disadvantaged backgrounds, successfully navigate the transition to adulthood.

Today, as a result, young people in Eastern Europe have fueled a wave of volunteerism in the region, formerly unemployed youth in Latin America now have the skills they need to get and keep jobs, students in the Philippines and Tanzania have improved access to science and math education through the introduction of mobile technology in the classroom, and young social entrepreneurs across the globe are exercising enhanced leadership skills.

Equipping Youth with the Skills to Succeed

From the beginning, local ownership was key to the Nokia-supported programs. IYF and its in-country partners worked closely with Nokia staff in designing locally-relevant, locally-branded programs. Employee engagement and communications strategies were also co-designed. Uniting the programs globally was an emphasis on helping youth to develop essential life skills, such as confidence, goal setting, conflict resolution, and teamwork. By developing such skills, youth benefitted from improved school performance, increased literacy, enhanced job readiness, and the ability to contribute to their communities.

While programs initially focused on engaging youth as active citizens, their focus eventually expanded to address the employment needs of youth. Throughout Latin America, for example, Nokia was able to leverage its investment through *entra21*, a youth employability program carried out by IYF with support from the Multilateral Investment Fund of the Inter-American Development Bank.

Over a decade, what emerged was a vibrant mosaic of locally-driven programs spread across the globe. Today, youth in Chile and Colombia are benefiting from job training and placement services. In Brazil, youth mentors share the joy of reading with low-income children. And

in Nigeria, secondary school students address community challenges—from enhancing pedestrian safety to improving water quality.

Among the early Nokia-funded programs was the *Dreams Workshop* in

Turkey. Since 2003, the program has trained teenage volunteers to serve as teachers of their younger peers. Implemented by the Education Volunteers Foundation of Turkey (TEGV), a well-respected national NGO, the program supports both youth volunteerism and artistic self-

"The Dreams Workshop demonstrates the difference committed youth make each and every day. The net effect is contagious. You want to help them succeed."

—Conor Pierce, General Manager of Nokia Turkey

expression among disadvantaged children. To date, the *Dreams Workshop* has reached more than 70,000 young people in the country. It has also raised awareness of the importance of nurturing creativity among children through exhibitions of artwork displayed in subway stations and the national airport. What's more, the program has succeeded in capturing the hearts and minds of Nokia employees who volunteer their time and expertise.

"People tend to think big goals can only be achieved through large institutions," says Conor Pierce, General Manager of Nokia Turkey. "The *Dreams Workshop* demonstrates the difference committed youth make each and every day. The net effect is contagious. You want to help them succeed."

Supporting Young Social Entrepreneurs

In 2001, Nokia and IYF began exploring ways of recognizing and supporting the work of exceptional young leaders around the globe. Soon thereafter, *YouthActionNet*® was born. Originally conceived as an awards program, *YouthActionNet*® evolved into a multi-faceted global youth leadership initiative.

Each year, *YouthActionNet*® selects 20 young social entrepreneurs, ages 18 to 29, to participate in a year-long fellowship, which provides access to training, networking, and advocacy opportunities. To date, 160 young innovators from 58 countries have taken part in the global program, with an estimated 430,000 youth and community members having benefited from these young leaders' improved knowledge and skills. To further expand the program's reach, the *YouthActionNet*® web portal provides tens of thousands of youth each year with access to cutting-edge ideas and resources.

"It [the *YouthActionNet*® Fellowship] has been one of the most memorable experiences of my life," says Rama Shyam, co-founder of the Society for Awareness, Harmony, and Equal Rights (SAHER) in India. "A high point was the coming together of people who really believed in openness and creating a safe space for discussions, disagreements, and building perspectives."

Top: Bridgett, Tanzania;
Middle: Mudando a
Historia, Brazil; Bottom:
Tsunami Reconstructive
Initiative, India





Through their innovative approaches, *YouthActionNet*[®] Fellows inspire young and old alike with the notion that change is possible. “The *YouthActionNet*[®] Fellows are innovators on the cutting edge of designing low-cost solutions to complex social problems,” says Leo Fitzsimon, Nokia Vice President for Industry and Government Affairs in the U.S. “The passion and commitment of these young leaders is the spark that ignites others to take action.”

Pekka Lintu, Finnish Ambassador to the United States and host of the annual *YouthActionNet*[®] awards ceremony, is equally effusive. “Whether you’re talking about the next big environmental breakthrough or the use of technology for social change, there’s a good chance it’s going to come from a young person,” he says. “*YouthActionNet*[®] supports young leaders at a critical stage in their careers—when they need relevant knowledge, resources, and networks the most.”

Nokia’s pioneering support of *YouthActionNet*[®] paved the way for other sponsors to get involved. In 2006, with support from the Sylvan/Laureate Foundation and others, the program started expanding at the national level and now supports youth leadership institutes in Australia, Brazil, Israel, Mexico, Spain, and Turkey—all modeled after the global program. Starbucks joined as a partner in 2008, creating an innovation fund to support Fellows’ projects.

Post-Disaster Responsiveness

Flexibility and adaptability have been hallmarks of the Nokia-IYF partnership, with Nokia expanding its CSR focus in response to unforeseen disasters. Such was the case on September 11, 2001 when IYF and Nokia executives, seated at a meeting in Dallas, learned of the terrorist attacks in New York City. That afternoon they conceived of the Nokia Education Fund which, to date, has provided more than 330 children of victims with college scholarships.

Again, in 2004, Nokia responded swiftly to meet the needs of survivors of the Asian tsunami. After an immediate donation of in-kind and financial support, the company began exploring how it could contribute to long-term reconstruction efforts. Needs assessments conducted in the aftermath of the disaster underscored the urgency of supporting youth, given that many had suffered interruptions in their educations and a loss of livelihood opportunities.

To help young people rebuild their lives, Nokia and IYF launched the *Tsunami Reconstruction Initiative*. Carried out in tsunami-affected areas of India, Indonesia, Sri Lanka, and Thailand between 2006 and 2009, the program provided over 12,400 youth with training, jobs, apprenticeships and/or loans.

With the support they received, young people created a range of enterprises—from processing cashews to bottling juices, from producing handicrafts to promoting tourism. The economic ripple effect is now being felt through the creation of jobs and business sector growth.

In India alone, 1,500 youth-led enterprises were started, with 11 percent of these businesses creating jobs for five or more employees.

In Pursuit of Mobile Solutions

In recent years, Nokia has sought to more fully integrate its innovative technologies into the company’s social programming. “If we want projects that resonate with youth, we need to recognize that technology is an important part of their everyday lives. This should not be about introducing ‘technology for technology’s sake.’ Rather, it is about increasing the relevance of projects in the eyes of young people,” says Gregory Elphinston, Director, Corporate Social Investment at Nokia.

The result has been the creative application of mobile technology in delivering youth development programs. A potent example is *Bridget*, an initiative that uses Nokia solutions to bring interactive, multimedia education programs to teachers and students in underserved areas. Launched in 2003 in the Philippines under the name *text2teach*, *Bridget* was made possible through an alliance between Nokia, IYF, the Pearson Foundation, United Nations Development Programme, and local partners. To date, more than 976,000 5th and 6th graders have benefited.

Building on this success, *Bridget* is now being implemented in Tanzania in collaboration with the Tanzania Ministry of Education and Vocational Training. Once again, Nokia and the Pearson Foundation are key partners in the effort, with IYF successfully garnering the financial support of the U.S. Agency for International Development. A key goal is integrating the approach into the education system at low cost. Since 2008, the program has reached 150 schools, training 1,020 primary school teachers and benefiting 60,540 rural and urban students.

Through forging this and other dynamic alliances, IYF and Nokia have leveraged valuable resources and expertise—expanding the reach of effective programs and integrating proven approaches into government services that serve real human needs.

The tangible benefits of Nokia’s support is perhaps best captured in the reflections of program ‘graduates.’ Said Veronika Dvorakova, a participant in the *Pripoj Se* program in the Czech Republic, “Although we were doing voluntary activities for others, I got so much in return. We learned how to deal with authorities and work as a team. And, the program prepared me for a new job as project assistant in Prague.”

Adds Adail Cano Martin, an *entra21* graduate in Colombia who now runs his own clothing business, “The program taught me that it’s possible for young people to go forward without being part of the conflict and violence around us. *Entra21* helped me develop business and IT skills and taught me that young people can achieve their dreams.” **Y**



Top: *YouthActionNet*[®] Fellows; Middle: Adail Cano Martin, *entra21*, Colombia; Bottom: *Dreams Workshop*, Turkey

With IYF, collaboration is organic.

NOKIA



SYLVAN/LAUREATE
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Kellogg's



Microsoft®

Many Minds. Singular Results.

Coca-Cola^{MR}



Deutsche Bank



ORACLE®

Gap Inc.



IYF works with companies—big and small—co-creating Corporate Social Responsibility programs to improve young people's lives. Since 1990, IYF has helped these visionary businesses—and many others like them—implement effective, sustainable, and scalable solutions that deliver results. Corporate partnerships are critical building blocks upon which youth worldwide can reach their full potential and build a future with confidence. IYF makes it happen. Join us.

www.iyfnet.org

Supporting Jordan's Youth: For the Gre

By H.E. Hala Lattouf, Minister of Social Development



Water Good



Her Excellency Hala Lattouf is Jordan's Minister of Social Development. Previously, she was the Director of the Office of Her Majesty Queen Rania Al Abdullah and the Executive Director of World Links Arab Region. She also held posts at the United Nations Development Program (UNDP) in Jordan and the Ministry of Planning and International Cooperation.

“Give us a chance.

We will never let you down.” These words from a group of young Jordanians volunteering in their communities capture the spirit of so many of our youth today who believe in themselves and are ready and willing to do what it takes to drive the country's social and economic development. Engaging Jordan's young people as an indispensable positive force for change through community involvement and volunteerism will help address many of the challenges we face. It will also foster a sense of belonging and connectedness to their peers, community, and to our nation as a whole.

Today's youth face many challenges. Seventy percent of Jordan's population is under the age of 30, with large numbers competing for limited resources. As a result, Jordan's young people over the years have faced high unemployment rates, especially for the unskilled; high poverty rates; and in some communities, extremely limited access to volunteer opportunities or quality youth-friendly social services. Such barriers stand in the way of real community development and social change. They can be overcome, however, by the enthusiasm and energy of young people themselves, by innovative community-based programs, and by the strong leadership of His Majesty King Abdullah II. Together, we are expanding support to promote and sustain model activities and effective strategies that offer Jordan a real window of opportunity to make a difference.

Building on His Majesty's vision, the Jordanian government has increased its investments in young people to unleash their own potential and actively build their communities. For example, the Higher Council for Youth addresses cross-cutting youth issues and has developed a strategic five-year plan to better

harness the power of youth and respond to their needs. Projects for training and employment, in partnership with the private sector, are growing, as are initiatives like *Kuluna Al-Urdaun* that actively engage youth in their communities and enhance their participation in the decisions that impact their lives.

Yet even with these many advances, there are some significant issues that still need to be addressed. For example, despite Jordan's high rates of educational attainment and adult literacy, a number of youth still drop out of school before completing their secondary education. Young people also continue to face significant difficulties entering the job market, with nearly a third of those ages 15 to 19 being unemployed. Even with advances in gender equity, girls and women in some disadvantaged communities still do not have adequate access to the job-related opportunities necessary to lead full and productive lives. Moreover, youth in underserved neighborhoods are simply not engaged in civic activities because volunteer service projects are not sufficiently institutionalized at the local level to reach them. This leaves young people without a voice or the opportunity to contribute to the greater good.

Research shows that when youth do participate in community service, they are more likely to feel useful and better understand their roles as citizens in society. Among its many benefits, civic engagement increases a sense of identity and connection to their peers, adults, and community. Furthermore, when we create positive supports and opportunities for youth and keep them hopeful about their futures, their chances of transitioning successfully to adulthood greatly increase.

In addition to new government investments in youth empowerment, innovative strategies are also bubbling up from the community level. The exciting partnership between USAID, the Ministry of Social Development (MoSD), and the International Youth Foundation (IYF) has resulted in a new comprehensive program, *Youth:Work Jordan (YWJ)* that aims to improve young people's job readiness and their access to



“Every young person, no matter how poor, has the right to live in a safe and caring society.”

youth-friendly services in some of our most underserved neighborhoods. It does so by bringing together national leaders, local businesses, parents, and young people to improve conditions and expand opportunities for youth. This five-year community-driven initiative has as one of its top priorities to increase civic engagement and volunteer activities among vulnerable youth. MoSD is working with IYF and USAID to identify gaps in services, promote innovation, and build alliances.

We hope YWJ will also serve as a model for programs that work on a horizontal, community-based level and that promote sustainable solutions in Jordan’s underserved neighborhoods. Effective strategies identified at the local level will help shape and inspire improved youth policies at the ministerial level. As the program evolves, we will identify and share lessons and best practices with the development community in Jordan and beyond.

One unique element of this comprehensive approach is that civic engagement goes hand in hand with workforce development. When young people volunteer, they accomplish more than improving conditions around them. They build critical life skills that are needed for success in the workplace, such as taking the initiative, working as a team, managing projects, and finding solutions. Being engaged civically also helps young people form a vital connection to their community, to each other, and to a shared vision of the future. This focus on inclusion and empowerment sends a powerful message: that every young person, no matter how poor, has the right to live in a safe and caring society.

This issue of what it means to be a citizen, the nature of each citizen’s responsibilities, and how different aspects of our identity and heritage contribute to shaping our sense of citizenship and belonging, is part of our growing national dialogue. From an Islamic perspective,

for example, citizenship is a religious concept based on balance, harmony, and respect for others. “He gives Wisdom to whomever He will. Whoever is given Wisdom has truly been given much good, but only those with insight bear this in mind.” (2:269) God gave us the wisdom and ability to live in harmony with ourselves and others, to know our obligations and rights, and to be responsible citizens.

We will build on these strong religious foundations and community values to further expand citizenship opportunities for our young people. I am hopeful, in fact, that initiatives such as YWJ that highlight civic engagement and draw on the best of our tradi-

tions will help gain greater support for one of my personal dreams—to establish a national volunteer service program in my country.

I am pleased, therefore, to see the growing excitement among Jordanian youth to take on a greater role in society. When I visit young people in their communities, I see their love for this country and their deep yearning to be a part of its future. A study of YWJ-targeted neighborhoods confirms that Jordanian youth want to participate in volunteer activities when given a chance to do so.

We in Jordan and the international community must build on the successes and experiences we’ve already gained to ensure today’s young people are active and productive citizens who can advance the sustainable development of our countries that we all seek. We can do this when we promote effective youth programs that are embedded in the local community and supported at the highest levels of government and when we protect the rights of all citizens to live in peace and have a voice in society.

Jordan has such great potential because of the energy, enthusiasm, and positive growth of its youth. They are our future, our legacy, and our greatest asset. So it is important to constantly press this point that young people are valuable resources, not society’s problems. They play a particularly critical role not just as our country’s future leaders but as today’s active players. It’s time to tap into their extraordinary capacity to improve their own lives and communities and as newly engaged citizens to enhance the quality of life for all Jordanians.

If we commit to uphold the best in Islam and our traditions, empower and equip this younger generation as well as inspire them meaningfully and responsibly, we will not only continue to advance as a nation. We will be able to positively impact the world. **Y**



Sewing the Fabric of Civil Society in Poland

By Sheila Kinkade

For Polish youth coming of age in the early 1990s it was as if Christmas had come and gone without any presents. A growing disillusionment had replaced the euphoria surrounding the collapse of communism in 1989. Unemployment, virtually unknown during the Soviet era, was on the rise. Social services were disappearing, along with after-school activities.

“Everything was changing. Young people were lost. Families had to adjust to a completely new world,” recalls Maria Holzer, who at the time was a juvenile justice lawyer. “Youth had no idea what kind of education they needed and how they should develop. No one was there to guide them.”



Just after its own founding, the International Youth Foundation (IYF) set out to support Polish youth during this fragile stage in the nation's democracy-building process. In 1991, it commissioned Holzer and sociologist Teresa Ogrodzinska to research the most pressing youth needs in their country. Based on their findings, IYF partnered with key donors to support the creation of the Polish Children and Youth Foundation (PCYF)—a locally-rooted, locally-run organization with a mandate to support the development of the nation's young people.

Today, PCYF is Poland's largest grantmaking organization serving children and youth, ages 5 to 25. Cumulatively, it has made more than US\$14 million in grants, providing in excess of 200,000 young people annually with educa-

tion, life skills training, and other critical support to launch volunteer activities. Town by town, community by community, PCYF has nurtured the growth of civil society institutions, helping to professionalize the sector, while sparking a spirit of volunteerism among Polish youth.

200,000 community members benefiting indirectly. "Nokia's long-term commitment is highly unusual," says Holzer, PCYF's Executive Director since its earliest days. "Because of Nokia's continued support, we've been able to fine-tune the program over time, leverage the experience and commitment of program alumni, and make significant strides in mainstreaming youth volunteerism nationally."

Equally important, there are signs that the program's impact will be sustained through grants now being offered to youth groups by local government authorities. "Whereas 20 years ago government authorities would have never trusted young people, now they see them as partners," Holzer adds.

“We’re the one institution that trusts young people, supports their visions, and treats them as partners.”

— Maria Holzer, Executive Director
Polish Children and Youth Foundation

tion, life skills training, and other critical support to launch volunteer activities. Town by town, community by community, PCYF has nurtured the growth of civil society institutions, helping to professionalize the sector, while sparking a spirit of volunteerism among Polish youth.

YOUTH GET INVOLVED

For its part, IYF provided technical assistance and links to donors, among them global companies, including General Electric, Lucent Technologies, and Wrigley. One of the longest-standing supporters of PCYF is Nokia, which, over the past decade has invested US\$2.1 million in *Przylacz sie!* (in English, “Get Involved”), a program that provides Polish youth, ages 16 to 22, with training and small grants to launch volunteer projects in their communities. More than 15,000 youth have participated so far, with nearly

A quick glance at a list of those youth-led projects jointly supported by PCYF and Nokia over nine years testifies to young people's creativity and passion. Recognizing that their peers had little to do in their free time, youth organized recycling campaigns and film festivals. They built skateboard parks and painted murals. They

preserved their history through restoring landmarks and relived the past through resurrecting medieval games and tournaments. Fifteen percent of those youth-led projects supported by PCYF have become formally registered as nongovernmental organizations (NGOs). In addition to contributing to their communities, participating youth acquired leadership and life skills, including teamwork, conflict resolution, and critical thinking—skills vital to their success in the workplace.

An outcome measurement study of the program conducted in 2006 by Brandeis University's Center for Youth and Communities found that more than 75 percent of respondents had improved in a range of life skills and that nearly half continued to volunteer an average of 23 hours per month within six months of graduating from the program.



Not only do they continue volunteering, but graduates want to stay connected to each other and share their enthusiasm with their non-program peers. Through a thriving Alumni Club, former *Przylacz sie!* participants raise funds to host events and conduct exchanges with youth groups in other countries. In the summer of 2009, club members held a two-day festival in Koluszki, a city located in the heart of Poland, designed to encourage young people to participate actively in their communities. The event, featuring workshops, concerts, exhibitions, and a theatre evening, reinforced the notion that community service not only benefits volunteers and society, but can be fun.

With support from Nokia, PCYF has also shared its experiences and lessons learned through *Przylacz sie!* with other IYF partners operating similar programs in the Czech Republic, Hungary, and Romania. The net result: stronger, more impactful programs overall.

A NEW GENERATION OF NATION-BUILDERS

As scholars such as Robert Putman emphasize, the building of social capital—or social networks—in which people are inclined to do things for one another, is critical to nurturing and maintaining the civic infrastructure of a democracy. To the extent that PCYF has instilled values of collaboration and community engagement among thousands of youth, it can be said to have strengthened the nation's political and social foundations.

What's more, PCYF has contributed to a new perception of youth as problem-solvers. Hundreds of articles and media broadcasts have told the story of youth leading change across the country—helping to redefine how society views young people and spotlighting their role as present and future leaders.

“Young people now know that volunteering is not only important to do, but can be fun and satisfying on many levels,” says Holzer. “I’m most proud of the thousands of youth who have gotten a chance to start projects in their communities. We’re the one institution that trusts young people, supports their visions, and treats them as partners.” **Y**

THE POTTERS FROM GARNEK

A group of university students in south central Poland came up with the idea of creating a pottery studio where their peers could exercise their creativity, while reviving part of the region's cultural heritage.

“We wanted to prove that the art of pottery is still alive and not boring,” explains Agata Panka, one of the young ‘Potters from Garnek.’ “Young people often choose partying or playing computer games as opposed to doing something that’s useful.” Looking for help to launch their efforts, the group applied for—and received—a US\$1,500 grant through the Polish Children and Youth Foundation. While one step closer to realizing their dream, the potters still needed studio space and equipment.

Putting their creativity to work, they spread the word about their plans and eventually received support from another foundation and local businesses. With the money, they purchased three potter's wheels, a kiln, and clay. Their prayers for studio space were also answered when a priest donated a barn for the group to use as a workshop.

With their studio finally complete, the young potters distributed leaflets announcing their first workshop. More than forty children, youth, parents, and grandparents attended the event. “All of them were delighted,” says Agata, who credits the project with teaching her new skills in planning, goal setting, and teamwork.



Celebrating Our Partners

As we commemorate IYF's 20th anniversary in 2010, we honor some of our partners who are also celebrating milestones this year.



Congratulations!

Insights

WHAT'S IN THE HEARTS AND MINDS

OF THE WORLD'S 20-YEAR-OLDS?

Have you ever wondered what's really on the minds of young people? Here's your chance.

As IYF turns 20, we surveyed 20-year-olds around the globe participating in IYF-supported programs about what excites them, what concerns them, and what gives them hope. We asked them who their heroes are and what they'd like to tell their leaders. From Nairobi to Cairo, Bogotá to Bucharest, their responses paint a picture of what it's like to grow up in a diverse, yet increasingly interconnected world.

What surprised us were how many young people—in the face of growing materialism—rated their family, friends, and skills as their most prized 'possessions.' Parents were often heralded as heroes by their children.

Environmental ills ranked high among youth concerns, along with how to increase access to education and jobs, satisfy growing energy demands, and promote equal opportunities for women.

One of the greatest challenges facing today's youth is being heard. "The leaders don't listen to us," says Mainuddin in Delhi. Pooja, also from Delhi, agrees. "I wish my parents would try to understand and listen to me better."

Where do today's youth see the greatest hope for their futures? Through making education more widely available, investing in technology and innovation, and strengthening community ties. "Knowing we have each other's backs is what makes us unique," says Emily Wanjiru of her community in Kenya. "We swim or drown together. When a neighbors house catches fire, we all put it out."



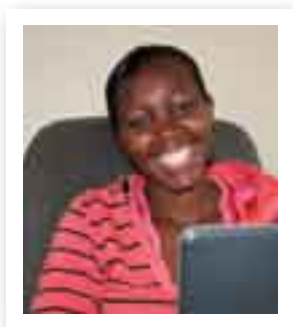
“

I'm most **proud** of having participated in this training, of gaining the knowledge and skills to move forward with my family and being an example for other youth in my community.”

WILMER GARCIA ZURITA
San Ignacio, Peru

EMILY WANJIRU

Nairobi, Kenya



Most treasured possession?

My skills because no one can take them away from me.

Greatest disappointment?

Not getting a university education. It was always my dream but I was not able to go.

Community's greatest asset?

Our sense of community and knowing we have each other's backs. When a neighbor's house catches fire, we all put it out.

Trend you find most exciting?

Technology. We have the fiber optic cable in Kenya now. Imagine all the knowledge we will have access to!

JONATHAN HAMASAKI

Buenos Aires, Argentina



Favorite possession?

The support of my family and friends.

Most promising global trends?

Technology. The growth of NGOs. The fact that more and more young people are finding ways to pursue their dreams.

Issues that concern you most?

Poverty, lack of water, jobs, and consciousness regarding the environment.

HEIDI MARICEL ARMAS

Picota, Peru



Professional goal?

To continue with my studies and create a youth group dedicated to organic agriculture and environmental conservation.

Greatest accomplishment?

My son. He is my engine. He gives me the motivation to continue moving forward.

Greatest challenge facing future generations?

Water shortages. We don't think about those who will come after us. The world is drying up and we just live for the moment.

SAMIA GAMAL HUSSEIN

Cairo, Egypt



Issues that concern you most?

The global economic crisis and our society's point of view regarding women.

Core values?

I never refuse any challenge!

JACK HEGARTY

Latrobe Valley, Australia



Idea of happiness?

When I feel connected to people and my environment, when I feel that reciprocating bond of energy that links me to the world.

Proudest achievement?

I'm proud to have changed the lives of other young people who have been victims of homophobic bullying, abuse, and discrimination.

Core values?

I believe that everyone has the right to be equal in life, love, happiness, opportunity, education, and employment.

MAINUDDIN MALIK

Delhi, India



Your hero?

My father. When he got married he had nothing, not even a place to stay. He has struggled to give his family a decent lifestyle.

Greatest disappointment?

When I was growing up there was no one to guide me. I didn't know what my goals were. I didn't know what I wanted to be. Looking back, I realize how important it is to have direction in one's life. **Y**

“

My **heroes** are my parents. They worked so hard to give us a life they never had. Even now that they no longer work, their thoughts are always of us.”

ROXANNE CHEREGI

Bucharest, Romania





AT WORK IMPROVING YOUNG LIVES

Every day, the International Youth Foundation offers young people new opportunities to gain a quality education, learn the skills needed to get a job, make informed and healthy decisions and become involved in their communities. Here is a sample of these activities around the globe.

ASIA

1 Manila, Philippines

IYF CEO, Bill Reese, addresses the League of Corporate Foundation's CSR Expo 2010, highlighting IYF's alliance-building experience with the private sector to expand education and employment opportunities for under-served youth in the region and around the world.



COURTESY LEAGUE OF CORPORATE FOUNDATIONS

2 Seoul, Korea

Samsung Group sends a delegation of executives engaged in corporate social responsibility (CSR) activities to IYF headquarters in Baltimore, USA. The objective: to discuss IYF's experiences and approach in providing CSR solutions worldwide and learn more about the IYF/Samsung "Real Dreams" initiative being implemented in Egypt, Kenya, Nigeria and South Africa.

3 Delhi, Rajasthan, Bihar and Uttar Pradesh, India

IYF joins the government of India and USAID to help address the national job skills deficit as part of a broader initiative to benefit youth ages 5 to 18 called MEGA/SKY (Minority Education for Growth and Advancement/Skills for Youth).

4 Shanghai, China

Peter Shiras, IYF Executive Vice President, participates in a week-long seminar designed to explore business and CSR opportunities in China, co-sponsored by the Wharton School and the Conference Board.

AFRICA

5 Dar es Salaam, Tanzania

IYF sponsors a learning conference around capacity building of local NGOs, as part of the "Empowering Africa's Young People Initiative"—IYF's five-year HIV/AIDS prevention program in Tanzania, Uganda and Zambia.

● At a USAID Conference on Quality Education, IYF VP Kate Raftery presents a plenary session on "Listening to African Youth Voices" and IYF Program Manager Felix Mbogella highlights achievements of IYF's *Bridgite* education program in Tanzania.

NORTH AFRICA/MIDDLE EAST

6 Fez, Morocco

Secondary school students in 12 schools gain a new set of life skills during their extra-curricular activities through an adapted version of IYF's *Passport to Success* program. The Improving Training for Quality Advancement in National Education initiative, supported by USAID, aims to reverse the high dropout rate of middle school students in targeted areas.

7 Amman, Jordan

Young people organize local "youth forums" to plan and implement their own volunteer projects in twelve communities targeted by *Youth:Work Jordan*, an IYF initiative with USAID, the Ministry of Social Development, and leading NGOs to promote youth employment and civic engagement.



COURTESY YOUTH:WORK JORDAN

EUROPE

8 Madrid, Spain

IYF co-hosts a seminar with the Ibero-American General Secretariat (SEGIB) and the Ibero-American Organization for Youth regarding youth employment issues in Spain and Latin America. IYF also organizes a special youth panel, convened by the Universidad Europea de Madrid (UEM), that includes fellows from the *YouthActionNet*® program.

9 Istanbul, Turkey

The Istanbul Bilgi University joins the IYF global network as the newest member of the *YouthActionNet*® Institutes, with the launch of the Bilgi Young Social Entrepreneur Awards program. It joins similar youth leadership institutes in

Mexico, Brazil and Spain supported through the Laureate International Universities network.



COURTESY OF BILGI YOUNG SOCIAL ENTREPRENEURS AWARDS

10 Geneva, Switzerland

Two IYF *YouthActionNet*® Fellows, Reese Fernandez from the Philippines and Nnaemeka Ikegwuonu from Nigeria, are among five visionary youth leaders announced as winners of the inaugural Rolex Awards for Enterprise: Young Laureates Programme. Awardees were chosen from a pool of nearly 200 candidates worldwide by an international jury of experts.

LATIN AMERICA/CARIBBEAN

11 Ciudad Juarez & Tijuana, Mexico

Young people at risk in communities highly prone to violence and criminal activity are benefitting from strengthened and expanded after-school and summer programs that include life



skills, employability, and entrepreneurship training as part of a new IYF initiative, *Youth:Work Mexico*.

12 Mexico City, Mexico

US First Lady Michelle Obama holds a roundtable for Mexico's youth leaders that includes three young social entrepreneurs supported by IYF. Among them, Maritza Morales, a 2007 *YouthActionNet*® Fellow was also honored by the Universidad del Valle de Mexico's Premio UVM, a national *YouthActionNet*® Institute in Mexico funded by the Sylvan/Laureate Foundation.

13 Guatemala City, Guatemala

IYF in partnership with USAID hosts learning conference as part of *Obra*, an employability initiative in Latin America and Caribbean designed to respond to US President Obama's call at the 2009 Summit of the Americas for increased attention to youth unemployment in the region.



COURTESY OF OBRA & DEMOS

14 Bogotá, Colombia

IYF co-sponsors two-day learning event to explore innovative solutions to increase job opportunities for vulnerable youth in Latin America and the Caribbean. Supported by the World Bank, USAID and the MIF, the event attracts 120 experts, practitioners, and key stakeholders across the region.

15 Lima, Peru

The Peruvian National Congress approves the creation of a Congressional Committee dedicated to advance policies and laws to end child labor—a goal advocated by IYF's *¡Prepárate!* program, which aims to raise awareness about the problem in Peru and establish workable solutions.

NORTH AMERICA

16 Washington, DC, United States

IYF's Susan Pezzullo and Laura Bures lead session at the "Making Cents International" Conference on Global Youth Enterprise Livelihoods Development 2010, with a focus on IYF's learnings and best practices in global youth employment programs.



● To mark its 20th anniversary, IYF convenes a Youth Leadership and Livelihoods Conference in the Fall. Key business, government and NGO leaders identify best practices and debate new strategies to keep youth at the forefront of the global agenda. Finland's former President, Martti Ahtisaari, the 2008 Nobel Peace Prize Laureate, gives keynote address.

17 New York, United States

IYF joins civil society organizations around the globe in celebrating the UN's 2010 International Year of Youth, which promotes efforts to harness the energy, imagination and initiative of young people in overcoming challenges facing mankind. **Y**





MUHAMMAD SHAHZAD KHAN

AGE 24

LAHORE, PAKISTAN

*Muhammad Shahzad Khan is
Founder and Executive Director
of the Chanan Development
Association and a 2009
YouthActionNet® Fellow.*

Based on its cultural heritage, natural beauty, and diverse citizenry, Pakistan is one of the most unique countries in the world. Yet the current generation of Pakistani youth lacks opportunities to explore their cultural and religious values with their peers in their own communities or with those living in different regions across the country.

Young people under the age of 29 comprise a staggering 63% of the population. It's imperative that they be sensitized to others' beliefs and mobilized to promote intercultural understanding, interfaith harmony, and peace.

All of our major cities are made up of mixed populations. A majority is Muslim. Religious minorities include Christians, followed by Hindus, Ahmadies, Sikhs, and others. Although majority and minority peoples have lived together for many years, there are those who live in isolation. Lack of interaction only increases misconceptions and myths.

The people of Pakistan in general, and young people in particular, are understandably emotional about their faith, which is often misused by fundamentalist and extremist tribal, political, and religious leaders. Social issues are often represented as religious issues to create barriers among sects and religions. Hundreds of religious educational institutions promote fundamentalism in the name of religion, using it to achieve political ends.

Due to this troubling situation, an incident of religious conflict in one area of Pakistan increases tensions between both majority and minority groups in other regions as well. A recent example is the manipulation of young people by extremists in the North-West Frontier Province, resulting in suicide attacks and other terrorist activities leading the army to take action.

These conflicts aside, many young people belonging to different religious groups want to interact in positive, healthy ways. They want to live in a tolerant society. To do so, they need more opportunities for interaction and to build their capacities for mutual understanding and respect.

To address these needs, the Chanan Development Association (CDA), a youth-led organization I founded in 2006, launched Youth-PEACE, a peer education and awareness campaign designed to reduce extremism. Our goal: to create a culture of equality, acceptability, and tolerance among youth based on democratic, non-violent, peaceful principles.

During the pilot phase, we are training 1,350 young peer educators as peace builders. These youth will reach some 5,000 young people living in provincial capitals countrywide. CDA will create safe spaces where these young people can interact and explore each others' religions, cultural values, and concepts of peace through exchange visits. These activities were concluded in June 2010 with the first ever Youth Peace Festival. Following that event, we will expand the campaign to at least 25 additional districts.

We know from experience the pivotal role young people can play in nurturing peace. Not long ago, we led a process in one community in which Christians invited Muslims to break the Ramadan fast at their church, the first time in which Muslim community members had visited any church in the area. The event started with a recitation of the Holy Quran followed by a peace message from the Holy Bible. Speakers shared examples of how the Holy Prophet Muhammad and Jesus Christ spread their messages of peace. Participants were given the chance to focus on values they hold in common and not on their differences.

We recognize that one of the best ways of promoting peace is to celebrate our collective heritage and shared values. For this, young people need opportunities to learn and spaces to positively interact with each other. **Y**



Cecilia Mendes Barros [above], 24, is among 120 young leaders to receive training and support through Laureate-based YouthActionNet® programs. In 2008, she was honored with an “Iam” Fellowship by Universidade Anhembi Morumbi in Brazil—a member of the Laureate International Universities network. Through *Oficina-Escola de Artes e Ofícios*, Cecilia equips low-income youth [left] to rehabilitate historic buildings.

ONE CEO'S WINNING FORMULA



Imagine a global network of youth leadership programs dedicated to equipping young social entrepreneurs with the knowledge and skills to dramatically increase the impact

of their social change work. And what if that network enabled young leaders to collaborate with their peers—locally and internationally—like never before.

The *YouthActionNet*® Global Network is fast becoming a reality thanks to the vision and commitment of IYF Board Chair Doug Becker. As Chairman and CEO of Laureate Education, Inc., Doug oversees a global network of more than 50 campus-based and online institutions of higher education in 24 countries that reach nearly 600,000 students. Together, Laureate and IYF are working to expand IYF's *YouthActionNet*® program throughout the *Laureate International Universities* network.

Just as important as delivering quality education to young people is addressing urgent needs in the community. Laureate's corporate social responsibility strategy reinforces the company's overall commitment to youth. In the wake of the 9/11 terrorist attacks on the U.S., for example, the Sylvan/Laureate Foundation worked with IYF to establish a scholarship fund for children of victims.

Following the Asian tsunami, the Sylvan/Laureate Foundation once again stepped forward to help rebuild young lives by supporting budding entrepreneurs with good ideas.

Now, Sylvan/Laureate Foundation-supported youth leadership institutes are flourishing at four Laureate universities—in Brazil, Spain, Mexico, and Turkey—with more on the way. One of the young leaders to participate in the Brazil program—24-year-old Cecilia Mendes Barros—empowers disadvantaged youth in São Paulo to rehabilitate historic buildings. Through the fellowship she received at Universidade Anhembi Morumbi, Cecilia took part in a four-month course led by professors and local experts and received a grant to support her social change work.

For Doug and the *Laureate International Universities* network, investing in today's young leaders isn't just the right thing to do—it's a smart way of leveraging the creative ideas and passion of today's youth to achieve far greater impact. Moreover, it's about applying university expertise to pressing social issues. Through the *Laureate International Universities* network, young leaders like Cecilia now have the opportunity to 'grow' their projects and collaborate with their peers at home and abroad.

For Doug, it's a winning formula that's worked time and time again.

JOIN THE CHAIRMAN'S CHALLENGE

As IYF Board Chair, Doug Becker invites you to join him in ensuring that today's youth have opportunities to learn, work, and lead. Doug established a challenge grant where he will match gifts of US\$1,000–\$10,000 to fund urgent program needs. Doug will also match the first US\$100,000 gift or pledge to IYF's endowment to ensure future generations of young people become healthy, productive, and engaged citizens.

To participate in the Chairman's Challenge, contact Dawn Lozada Baker: d.baker@iyfnet.org.



LAUREATE
INTERNATIONAL
UNIVERSITIES®



Four Laureate Universities [above] are currently implementing youth leadership programs in partnership with IYF—with more on the way.

