



MEDIA KIT

MESSAGE FROM THE EXECUTIVE DIRECTOR – YES CAMPAIGN

Welcome you all to the third Global Summit on Youth Employment. After Alexandria and Mexico this summit is an effort to bring issue of youth employment one step further on the Global Map. An amazing wave of global excitement is building as we move towards YES Kenya 2006, scheduled for September 13 – 16, 2006, in Nairobi. The Summit will focus on **Creating Markets...Unleashing Entrepreneurship**. We need all of your support to ensure the success of this Summit, and invite you to participate in what ever manner suits you.

One of the central pillars of the Kenya Agenda will be identifying markets at the Bottom of the Pyramid (BOP) learning from the BOP guru Prof. C K Prahalad. The BOP consists of 4 billion people living on about \$2 a day. For years and years, donor agencies, multinational lending agencies, and civil society organizations have all done their best, but could not eradicate poverty. Thus the time has come, we must stop thinking of the poor as victims and burden, and start recognizing them as resilient and creative entrepreneurs, and value-conscious consumers, to open up a whole new world of opportunity for them. We recognize that employment creation will require promoting widespread entrepreneurship, because there are just not enough jobs in the public and private sectors to absorb the large numbers of young people that are currently in the labor market, and the new entrants that are waiting to flood in. Youth Unemployment has skyrocketed worldwide over the past decade to some 88 Million, reaching an all time high with young people aged 15 – 24 now representing half the world's jobless. These young people struggled to survive, often performing work under unsatisfactory conditions in the informal economy. Thus, it is important to provide the young people not only employment opportunities but means to develop entrepreneurship



In addition, the YES Kenya 2006 Agenda will focus on creating markets through building trade capacity, attracting Foreign Direct Investment, and livelihoods through Earth Restoration, and eco-entrepreneurship. The participation of youth is critical for the success of the Summit since the YES Campaign places youth at the center of the development paradigm. The YES Kenya 2006 Summit will serve to organize and create a knowledge base designed to empower these young people with practical tools that will encourage networking and collaboration for youth employment.

I invite your engaged and powerful participation in this global movement to promote youth employment...our youth deserve nothing less.

In Solidarity

A handwritten signature in blue ink that reads "Poonam Ahluwalia". The signature is written in a cursive, flowing style.

Poonam Ahluwalia
Executive Director, YES Campaign

THE PRESIDENT HIS EXCELLENCY MWAI KIBAKI CGH, MP,

PATRON YES 2006 SUMMIT.



It gives me great pleasure for the government of Kenya to have the honour of hosting the 3rd Global Youth Employment Summit. This summit not only provides a practical platform to assess global progress on youth employment issues but also offers a forum where innovative policies, practices, and ideas can be shared and used for initiating committed action. The Youth Employment Summit, Kenya 2006 focuses on ‘Creating Markets...Unleashing Entrepreneurship’. Delegates will deliberate on the subject of increasing opportunities in the rural areas and the impact of HIV/AIDS on young people among other issues on youth empowerment through employment creation. The strength of this conference is that it offers the chance to people from all over the world to exchange ideas and chart the way forward towards expanding opportunities for the youth. The issue of creating employment opportunities for the youth needs to be addressed now rather than later and with all resources, focus and commitment. HIV/AIDS is already taking a heavy toll of our population, with one third of all people living with AIDS being young people and over 70% of new infections found among the youth. Unemployment of the youth is however even more disastrous as it eats and threatens the very foundation of our youth who are the leaders today and the hope of our future.

May I now take the opportunity to applaud the role played by our partners in hosting this Summit. I acknowledge in particular, the support extended by the Education Development Centre of the United States of America, UN Agencies and other partners, especially UN-HABITAT, UNDP, GTZ and the World Bank. I also thank the local Foundations and companies that have today given support and urge other Kenyan organisations to come forward in support of this noble endeavor. I commend the youth for upholding the principles of fair play, merit and for rejecting tribalism. You are innovative, energetic and dynamic. These are qualities that I cherish in young people.

As the patron of YES Kenya 2006 I urge all stakeholders to take part in this Summit as we discuss new and workable ways on youth employment.

I welcome you in Kenya and do enjoy your stay. Karibuni Sana Kenya

MESSAGE FROM THE MEDIA COORDINATOR

YES Media Kit is to help you understand the significance of the global youth employment summit (YES) Campaign. The YES Campaign was launched in Alexandria, Egypt September 2002. Alexandria Declaration was adopted under the banner of the 6 Es- **E**mployability, **E**mployment Creation, **E**quity, **E**ntrepreneurships, **E**nvironmental Sustainability and **E**mpowerment. The Alexandria Summit hosted at the historical library of Bibliotheca Alexandria witnessed participation by over 2000 delegates from 120 countries. The cochairs of the Summit were the Former President of US, Bill Clinton and the First Lady of Egypt, Susanne Mubarak.

YES Campaign is a project of Boston based, Education Development Center, Inc, which has a rich experience of working in over 300 projects since last 45 years.

If you are a media person / journalist this **YES Media Kit**, will give you a wide range of information to assist you to write items on youth employment for your newspapers, magazine or radio or television station. There is much more to youth than you may know! And there is much more to employment than you may think!

I welcome you once again to the world of information on youth employment as seen by YES Campaign and EDC Inc.

Smriti Suman
Media Coordinator
YES Kenya
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Getting Started

TARGETS OF YES MEDIA KIT

- Media practitioners and journalists who want to know more about YES.
- Media Delegates
- Ministerial Delegates
- Teachers and students of Journalism and Mass Communication.

CONTENTS OF YES MEDIA KIT

- This Media Kit Document
- Multimedia CD ROM
- Labelled Photographs
- Feedback Form

AIMS OF YES MEDIA KIT

- Encourage the communication media to highlight YES goals locally, regionally and globally
- Develop the interest, knowledge and skills of journalists and media professionals in communicating the message of YES campaign
- Extend and focus global media participation in the YES process by developing feedback mechanism and community participation

OUTCOME OF YES MEDIA KIT

After going through this Kit you will

- Have a better understanding of YES issues as they affect your country and the global community
- Enhance your research skills and have wider access to a larger range of information

Youth Employment Summit Campaign - An Introduction

WHAT IS YOUTH EMPLOYMENT SUMMIT?

In September 2002, under the joint leadership of President Bill Clinton and First Lady Mrs. Suzanne Mubarak 1600 delegates (1000 youth) from 120 countries launched the decade long YES Campaign. The YES Campaign is a youth-led response to the enormous global challenge of youth unemployment. In over 60 countries, young leaders are bringing together diverse stakeholders through the infrastructure of YES Country Networks to take actions that result in productive and sustainable employment for youth. The YES Campaign works with national and global partners to develop and deploy effective programs that realize the following goals:

1. *Develop capacity of youth to lead in-country youth employment initiatives*
2. *Promote (in-country) youth employment to address key development challenges*
3. *Build in-country coalitions to develop national strategies addressing youth Unemployment*

What is Youth Employment Summit Campaign? Or what is YES Campaign?

More than 1 billion jobs need to be created between now and 2010 to accommodate young workers entering the labor force and reduce unemployment. If jobs can be found for them, the "workforce bulge" can be the basis for more investment, greater labor productivity and rapid economic development. This will generate revenues for social investments like health, education and social security, to meet the needs of both old and young and secure the basis for future development. One billion young people (15-24 years old), eighty-five percent in developing countries, are in the labor market with few skills, and even fewer opportunities for productive work. Nearly three billion people-that is half the world's population are under the age of 25. The challenge is to raise awareness and build an adequate understanding of the issues we face and collaborate in promoting youth employment. It is essential that knowledge is disseminated, capacity is built, and the will generated to resolve this crisis, and build opportunities for youth employment.

What is the Alexandria Declaration?

The delegates of the Alexandria Summit last September reaffirmed their commitment to a decade long global campaign for the creation of jobs worldwide. This was done through a declaration, referred as the Alexandria Declaration. The Alexandria Declaration is reproduced here:

ALEXANDRIA DECLARATION

We the participants in the first Youth Employment Summit (YES 2002), meeting at the Bibliotheca Alexandrine in Alexandria Egypt, hereby reaffirm our profound commitment to a decade-long global campaign for the creation of hundreds of millions of additional opportunities for sustainable livelihoods for youth all over the world. A paradigm shift on Employment is needed. Quality is as important as the quantity of jobs created. The poor, living on less than a dollar a day, cannot be locked into a life of deprivation. We must move from unskilled to skilled occupations, from low paying to high paying jobs, from subsidized public employment to sustainable productive livelihoods.

We recognize that these goals can only be met if all actors agree to address a number of important issues: peace, fair trade, market access, technology transfer, capital flows and poverty eradication. This will require redoubled efforts from the entire international community and donors must meet their commitments and give special attention to projects and programmes for youth employment.

Convergence and greater synergies between different initiatives and programmes dealing with youth employment will benefit youth.

While national governments have a special responsibility for according overriding priority to youth employment and for creating the necessary policy framework, we recognize that all segments of society must collaborate to empower youth to become the artisans of their own future. To that end, we engage ourselves to support vigorous action in each of the following areas:

Employability: To ensure access for all youth to appropriate education and training followed by adequate support during the transition to work, regardless of their location or background. We cannot confront the challenges of tomorrow with yesterday's skills. Educational institutions must show unprecedented imagination and vision, using new tools for new times. They must impart marketable skills, promote self-esteem and shape a worldview that embraces the new, opens up to the other and rises to the challenge of the untried.

Employment Creation: To adopt those policies that will encourage job-led economic growth, reduce the bias towards capital, foster the institutional structures that can provide the advantages of scale at both the production and marketing phases of micro-enterprises supported by micro-credit. The corporate sector has a major responsibility in supporting micro-enterprises and self-employed youth through mechanisms of franchising, outsourcing and buy-back arrangements.

Equity: To provide equal opportunities for all to realise their full potential. Education, health and nutrition are fundamental rights for all. Special attention must be given to the needs of the disabled, the rural, and the marginalized groups in society and above all, to young women, whether in education or when entering the labour force for the first time and who, in many parts of the world still suffer from discriminatory barriers. No society has truly advanced by depriving itself of the talents and abilities of half of its population.

Entrepreneurship: To engender the special creativity of youthful entrepreneurs, who see social and economic opportunities where others only see problems? Entrepreneurs, whether they are working in the villages or in the capital markets, are the visionaries who generate livelihoods for themselves and for others. We need to encourage, nurture and support their quest for the new and the untried.

Environmental Sustainability: To seek sustainable employment opportunities based on attention to water, land, energy, the atmosphere, and biodiversity and eco-system management. It would be shortsighted to destroy our environment in the quest for transient employment opportunities.

Empowerment: To harness the uncommon opportunities of the ICT revolution to include the excluded and reach the unreached in terms of knowledge and skill empowerment. The whole constellation of institutional arrangements from credit to resource-use, from marketing to connectivity and content, must be structured in a way that empower youth in their quest for sustainable livelihoods.

We recognize that solutions to problems must be homegrown and responsive to the particular socio-cultural and economic context. But we can all learn from the experiences of others and derive strength from our common purpose. Thus national campaigns through the YES Country Networks must be embedded into a global campaign that will help share knowledge and experience. The Global Knowledge Resource of the campaign should help make the best practices of the few into the common practices of the many. The cost of inaction on the issues of youth employment is too dreadful to contemplate. We must act now to start the process of creating this better future. We shall act now and in the future. The goals are inspiring, but the tasks are enormous. To those who ask, can it be done? We say with youth organisations and networks spearheading this global campaign... YES! "It can be done. It must be done. It will be done!"

What are the six Es?

Employability,
Employment Creation
Equity
Entrepreneurship
Environmental Sustainability and
Empowerment

The above six Es are the “pillars” of the Alexandria Declaration and guide the signatories to work towards the mission of youth employment with these in mind.

WHAT IS UNIQUE TO THE YES CAMPAIGN?

At the global level, the YES Campaign is a powerful platform reminding the world’s leaders and institutions of the need to work proactively to generate enough employment opportunities to address the problem of youth employment. It is a unique campaign because no other initiative offers the following combination of commitments

1. Working with the youth as true partners in development and not treating them as beneficiaries; a commitment born out by the participation of young people as active drivers of the YES Campaign in their countries.
2. Encouraging young people to lead efforts for youth employment in their countries by organizing multi-stakeholder YES country Networks. The YES team has been successful in helping launch these networks in 60 countries.
3. Building the commitment of world leaders and institutions to confront the challenge of youth unemployment. YES develops strategic partnerships, hosts capacity building workshop, makes presentation and encourages new emerging sectors for employment to achieve this goal.
4. Translating leadership commitment into investment in innovative employment generation strategies in sectors such as renewable energy and water and sanitation.
5. Maintaining the web based Global Knowledge Resource, a universal free technology platform disseminating labour market knowledge and effective practices for individuals, networks and partners. The YES Campaign employs a range of traditional and new media technologies (print publications, conferences, e-groups, CD ROMs and videos) to achieve this goal.
6. Providing youth with opportunities to build leadership, management and entrepreneurial skills in the context of sustainable development.

WHAT IS THE STRUCTURE OF YES?

A strong structure and process has been established to ensure that the programme is constantly driven by the needs of the country networks. This process is not just in theory; in reality stakeholders, especially youth, are continuously engaged in determining campaign priorities. This process and structure is described more specifically below. Leading up to the Alexandria Summit, the YES Campaign organised and participated in over 40 consultations on youth employment, all with the intention of collecting varied inputs into the design of the YES Campaign.

These consultations helped to highlight the themes for the Summit and led directly to the development of the YES Framework for Action. These consultations also highlighted common barriers to youth employment that young people face, especially in developing countries. This input assisted the YES

Campaign in defining the structure of the web based Global Knowledge Resource to share effective practices in over-coming these various barriers. The YES Campaign's voluntary advisory group, *the Campaign Committee*, is instrumental in guiding the YES Campaign on key strategic decisions. The YES Campaign Committee holds a monthly telephone conference call coordinated by the project staff in Boston. In addition, an Annual Meeting sets strategic direction and operational targets. Campaign Committee are kept regularly updated via electronic newsletters, participation in particular initiatives and regular contact. The Campaign Committee members are:

YES Campaign Committee

Nahas Angula
Prime Minister, Namibia

Hafsat Abiola
Director, KIND

José-María Figueres
President of Costa Rica (1994-98)

Jennifer Corriero
Co-Founder, TakingITGlobal

Esteban González
President, E Fundacione

Koosum Kalyan
Sr. Business Development Advisor,
Shell International

Sithembiso Nyoni
Founder, ORAP

Thoraya Obaid
Executive Director, UNFPA

Ismail Serageldin,
DG, Library of Alexandria

M. S. Swaminathan
World Food Prize Laureate

Anna K. Tibaijuka
Executive Director, UN-Habitat

Janet Whitla
President and CEO (1981-2006),
Education Development Center, Inc

International Advisors

David Bell
Chairman, Financial Times, UK

Hanns Michael Hölz
Global Head Public Relations,
Deutsche Bank AG

Jeffrey Sachs
Director, Earth Institute

Executive Director

Poonam Ahluwalia
Education Development Center, Inc.

International Youth Leaders for Employment

Donald Charumbira (Zimbabwe) Tatiana Glad (Canada) Alexander Grashow (USA) Katherine Kamping (The Philippines) Bremley Lyngdoh (India) Maurise Maclou (Australia) Cameron Neil (Australia) Clayton Peters (South Africa) Valeriu Popovici (Moldova) Kenroy Roach (Guyana) and Abdallah Sobeih (Egypt)

More significantly, the YES Campaign ensures that its strategy and approach reflect the needs and vision of young people themselves in their countries. YES *Country Network Coordinators* are constantly consulted for their input, especially in programme development and agenda issues for YES global and regional events. In preparation for the Alexandria Youth Employment Summit, the YES Campaign organised, for instance, a Youth Vision Workshop that brought 30 youth leaders together from over 20 countries to define what the Alexandria Summit was to achieve. (For more details about the YES Country Network and YES Country Coordinators, please refer chapter 6)

WHO ARE THE ACCREDITING AGENCIES OF YES CAMPAIGN?

Since its inception, YES Campaign sought to build a worldwide coalition of organisations working to promote youth employment. This constantly growing network of organisations is known as the *Global Alliance for Youth Employment*. Within the Global Alliance are organisations from every continent representing civil society, governments and business.

Global Alliance members are effective in the YES Campaign in several ways:

1. Through joining a YES Country Network and playing an explicit role in the development of a National Action Plan for youth employment.
2. Programme implementation and in taking on specific actions to meet the goals of the YES Country Networks.
3. Through sharing effective practices in youth employment through the online YES Global Knowledge Resource or the GKR (For more details about GKR, please refer chapter 7)
4. Global Alliance members also collaborate with YES on specific activities that have a direct influence on the outcomes of the YES Campaign. The YES Campaign works with these Global Alliance members and aims to facilitate a process whereby southern Global Alliance members can interact with those of the north to achieve concrete outcomes. An example is Global Alliance member, the International Young Professionals Foundation (IYPF), based in Australia, with members in many of the countries where YES Country Networks have been established.

Another example is that of a German based Global Alliance member, the Incept/Consult/Organise/Navigate (ICON) institute, which is working on a GTZ programme to promote youth employment. ICON has connected with YES Country Networks in at least 5 countries (Bulgaria, Romania, Egypt, Macedonia and El Salvador) to develop effective youth employment strategies and programmes.

An example of a Southern NGO/Global Alliance member making an impact on the YES Campaign is that of the M.S. Swaminathan Foundation based in Chennai, India.

In early 2003, the M. S. Swaminathan Foundation hosted a training workshop for YES Country Networks from 20 countries to build their capacity in programme design, focusing particularly on "Green Enterprises." The YES Campaign is also currently collaborating with several leading global agencies, including the United Nations Industrial Development Organisation (**UNIDO**), the International Labor Organization (**ILO**) and the Global Environment Facility (**GEF**).

UNIDO has committed to promoting the goals of the YES Campaign and to working closely with YES to implement renewable energy and energy efficiency projects and to include entrepreneurship curricula in secondary schools. UNIDO has also pledged technical support for the YES Campaign.

The ILO hosts the Secretariat for the UN Secretary-General's Youth Employment Network whose goals and objectives compliment those of the YES Campaign. The Executive Director of the Employment bureau of the ILO, Mr. Goran Hultin, addressed the first plenary session of the Alexandria Summit, highlighting the ILO's approach to youth employment and showing the synergies between the Framework for Action of YES.

The Global Environment Facility has funded an \$800,000 renewable energy project entitled "Global Promotion of Youth-Led Enterprises in Off-Grid Renewable Energy." GEF has committed to supporting the YES Campaign address the youth employment challenge through innovative projects that also create sustainable responses to global environmental challenges.

WHO ARE THE OTHER COLLABORATING AGENCIES OF YES?

The other agencies supporting the YES Campaign in one form or the other are:

- Agence intergouvernementale de la Francophonie (AIF)
- Canadian International Development Agency (CIDA)
- Commonwealth Secretariat
- Corporate Social Responsibility Forum
- Deutsche Bank
- Education Development Center, INC. (EDC)
- Food and Agriculture Organization (FAO/United Nations)
- Global Environment Facility (GEF)
- Inter-American Development Bank (IADB)
- International Labour Organization (ILO)
- Ministry of Foreign Affairs of the Netherlands
- Organization for Economic Cooperation and Development (OECD)
- Organization of American States (OAS)
- Swedish International Development Agency (SIDA)
- Swiss Agency for Development and Cooperation (SDC/DEZA)
- The Synergos Institute
- TakingITGlobal (TIG)
- United Nations Development Program (UNDP)
- United Nations Industrial Development Organization (UNIDO)
- United Nations Population Fund (UNFPA)
- United States Agency for International Development (USAID)

Overview of YES Campaign 2002 - 2006:

The YES Action-Campaign entered its fourth year in 2006. In the past four years, it has established 74 YES country networks across the face of the globe. It has brought the issue of youth unemployment into the limelight and examined various solutions to combat this problem that is common to all peoples of the world. It has been revolutionary in getting all sectors – public, private and non-profit – to collaborate in order to find and fund solutions that meet the

challenge of youth unemployment. It has been a force for good and has positively affected the lives of young people across the six continents.

In 2002 in Alexandria Egypt, the decade-long YES Campaign was launched – with the goal to work on youth employment issues as one of the most compelling problems the world was facing.

In 2003 in Hyderabad, India the Campaign moved to its next level of identifying sectors for employment and 5 sectors were identified and discussed – renewable energy, water and sanitation, ICT, rural development, and HIV/AIDS.

In 2004 in Veracruz, Mexico, the YES Campaign was ready to showcase the work of its 70 Country Networks juxtaposed with existing expert agencies work and that of NGOs and governments and it was a Summit featuring action and ready to move beyond conversation and debate.

In 2006 YES Kenya will focus on **Creating Markets...Unleashing Entrepreneurship**, identifying markets at the Bottom of the Pyramid, markets in eco-entrepreneurship, building trade capacity, attracting foreign direct investment, building an entrepreneurial culture, capacity building through the YES Academy.

Who runs YES?

A word about Education Development Center, Inc.

For more than four decades EDC has been a pioneer organisation, building bridges between research, policy and practice. It has created numerous award-winning programmes and products, developed in collaboration with partners around the globe, and the institution has consistently advanced learning and healthy development for individuals of all ages. Today, EDC manages more than 350 programmes in 50 countries that focus on strengthening nearly every facet of society, including early childhood development, entrepreneurship, youth livelihoods, sustainable development, workforce preparation, community development, learning technologies, basic and adult education, institutional reform and social justice.

EDC's innovative solutions combine the creativity and rigors of research with the realities of practical experience. Each programme grows out of current knowledge in the field and each new tool or approach is informed by extensive pilot testing and evaluation. EDC has specialized in fostering collaboration among people with diverse skills and viewpoints based on the belief that people working effectively in groups are often capable of greater vision and creativity than individuals working alone. Internally, EDC is a community of economists, entrepreneurship trainers, workforce development experts, health professionals and health educators, scientists and mathematicians, teachers, administrators, community organizers, social marketing specialists, learning technology specialists, artists, writers and researchers. Externally, it builds collaborations across countries, cultures, generations, classes and professions.

EDC currently has several programmes related to economic development and poverty reduction ranging from a global programme that fosters public private collaboration for enterprise development, funded by U.S.AID to a programme that increases the involvement of information technology employers in school to work transition programmes. The latter program is funded by the U.S. Department of Labor. As EDC grows in the 21st century, projects continue to build on the collaborative approach used in our earliest work. EDC programmes are never designed solely by researchers; they reflect the ideas and work of practitioners and the interests and concerns of learners. EDC develops programmes in partnership with the people who will use them and balance their diverse viewpoints and expertise. While EDC maintains a strong tradition of creating innovative curricula and resources for students, teachers and practitioners, we have learned that good materials cannot succeed in isolation. Now more than ever, we are contributing to comprehensive solutions to complex problems. EDC's work is supported through grants and contracts from a variety of sources, including U.S. and foreign government agencies, private foundations, non-profit organisations, universities and corporations.

For more details about EDC, please visit: www.edc.org

Youth Employment Summit Campaign, KENYA-2006

THE FORUM

The summit will constitute a milestone event as it is the third of the six global summits to be held during the decade-long Youth Employment Summit Campaign (2002-2012) and the first one to be held in Sub-Saharan Africa, the cradle of many of the 70 Youth Employment Summit Country Networks. It is anticipated that at YES Kenya 2006, there will be about 2000 delegates from over 120 countries of which 1000 will be youth.

It will be a forum to address the issue of creating markets for goods and services for rural areas and unleashing widespread entrepreneurship efforts to eradicate poverty. Innovative policies, best practices and ideas, will be shared and used for initiating committed and collaborative action. This will not be just another event but will be organized as a workshop based learning event, to build capacity to conceptualize programs and policies; build partnerships for program implementation to combat youth unemployment. YES Kenya will include Ministerial meetings and Civil Society Forum that includes plenary sessions, breakout Sessions, Regional Sessions, open forums, and skills development workshops.

PREPARATIONS FOR THE SUMMIT

For the success of the Summit various stakeholders are working on regular basis in all aspects of the summit. These are;

- ◆ The office of the ministry of youth affairs
- ◆ Yes Kenya 2006 organizing committee
- ◆ Yes Kenya technical committee
- ◆ Sub-committees
- ◆ Yes Kenya 2006 secretariat

Technical Committee

Kinuthia Murugu Permanent secretary MOYA.
Ms. Poonam Ahluwalia Executive director YES Campaign.
J.N. Burugu Head YES Kenya Secretariat.
Elijah Achoch Deputy Director, Employment Development.
Grace Atieno Director, Human Resource Department. Ministry of Labour and HRD
G.K. Somba Kivalya Under Secretary, MOYA
Seno Nyakenyanya Deputy Secretary MOYA
David Mshilla Team Leader - PROSYR
Ingrid Munro Executive Director Jamii Bora Trust Kayahwe Rd.
Lucy Kirimi Executive Director Partners for Progress
Margret Pearson Co-opted Trustee Kenya Youth Business Trust
Stephano Montaccini Project Coordinator Italian Technical Assistant Project (MUEST)
Anathan Krishnan Chief Partners and Youth Section UN Habitat
Pauline Mwangi Senior Business Advisor for entrepreneurship Techno Serve Kenya
Philip Kisia Chief Executive Officer KICC
Esther Passarris Chief Executive Officer Adopt-a-light
Prof. Atieno Ndede Chief Executive Officer Kenya Country Business Incubator
Joseph Maruti Consultan Youth Project
Dominic Walubengo Executive Director
Sunita Kapila Gatasby Trust
Edwin Kimani Programme Director Presidential Award Scheme
Fatuma Hirsi Mohammed Corporate Affairs Nation Media Group
Opimbi Osore Senior Programmes Officer GTZ - PROSYR

Labatt Kipkoech MOYA
Anne Waiguru Public Service Reform Programme
Thomas Okoth SED – Coordinator YWCA Kenya
Agnes Mwangala KICC
Toney Muiruri General Manager Jacaranda Hotels
Frank Okuthe Oyugi Executive Director African Alliance of MYCA
G.M. Sianga Under secretary office of the president
Isaac Rutere Senior social dev. officer
Prof. Atieno Ndede-Amadi CEO Kenya country business incubator.
Wagikuyu Miringu Accounts executive Gina Din
Desire Gomes General Manager Gina Din.

GOALS OF THE YES KENYA 2006

The forum will be organized as a workshop based learning event to build capacity to conceptualize programs, policies and build partnerships from program implementation to combat youth unemployment. It brings together world leaders in development, statesmen, business leaders and youth on the same platform to share and exchange experiences thus creating a unique forum for learning and networking. It will also be a working summit where multi-stakeholder collaboration will lead the actions that can be transformed into employment opportunities for youth and contribute to fulfilling the millennium goals.

OBJECTIVES:

- Explore the Bottom of the Pyramid model 'what works' and 'next practices' from practitioners and experts.
- Analyze the Microfinance Models for Youth and Entrepreneurship building from success stories such as Junior Achievement - techniques for engaging youth.
- Explore how employment can be generated in the growing field of Earth Restoration and Conservation - replicable models, curriculum, and success stories.
- Attract FDI in developing countries, learning from countries that have been successful, understanding what is needed, and a way forward.
- Scrutinize the global Trade Industry and how countries can build core competencies for outsourcing etc.
- Link Safer Cities and Youth - employment strategies for urban youth, slum dwellers and migrant youth.
- Explore how to raise funds, develop proposals and build partnerships.

PARTICIPANTS

The Yes Kenya 2006, Nairobi is organized for members and leaders of the 70 Country Networks and other diverse stakeholders from all over then world. The Yes Kenya 2006 will include;

- 150-International heads of state, ministers and mayors
- 200-International heads of organizations and multilateral and bilateral agencies
- 200-local and regional sponsors, policymakers, private sector and media.
- 60 local and international media agencies
- 100 private sector delegates
- 300 NGO participants
- Kenyan presidency and staff
- 600 Kenyan youth drawn from all districts

YES Initiatives/Achievements

YES Actions to Promote Youth Employment Generation:

At a global level the YES Campaign is engaged in the following activities:

Outreach and Engagement:

- Building strategic alliances and fostering partnerships in order to develop new programs
- Communicating information about youth employment and the YES Campaign through newsletters, press releases, the website, electronic discussion groups, toolkits, and publications
- Convening Global Summits, organizing regional and national training workshops and Forums

Knowledge Development:

- Designing and implementing youth employment pilot projects centered around the Campaign's five key sectors
- Conducting policy analysis and publishing policy briefs
- Managing the Global Knowledge Resource (GKR) a resource database and communication medium where all stakeholders of youth employment can share and access innovative initiatives, useful toolkits, and comprehensive research and publications
- Managing the YES Academy, a hub for youth employment initiatives located in India

Capacity Building:

- Supporting the formation and development of YES Country Networks, youth-led entities comprised of diverse stakeholders groups committed to promoting youth employment
- Supporting the YES Country Networks in the following activities:
 - o Consultations - Hosting national level consultations with governments, private sector, academic institutions, education and training organizations, NGOS and youth groups to build the national coalition for youth employment
 - o Action Plans: Preparing country action plans and reports to inform stakeholders
 - o Entrepreneurship Development: Promoting an entrepreneurial culture through workshops and materials; developing programs to provide business development services to young people; working with banks and government agencies to provide credit and other services to youth.
 - o Understanding Markets: Understanding the needs of the market place and creating products and services to serve the market
 - o Mobilizing Resources: Building the capacity of YES Network leadership to identify needs, develop projects, build partnerships, mobilize resources and implement projects.

- Build Absorption Capacity: Working to make the YES Networks sustainable and effective and able to absorb the resources available for its development.

GLOBAL KNOWLEDGE RESOURCE (GKR) RENEWABLE ENERGY FELLOWSHIPS

In this chapter, we mention some of our initiatives including the Global Knowledge Resource (GKR) and the Annual Renewable Energy Fellowships being awarded since last year.

WHAT IS GLOBAL KNOWLEDGE RESOURCE (GKR)?

The Global Knowledge Resource or the GKR, which holds over 500 policies and programmes from around the world, are currently searchable under themes, lessons learned, area of focus and barriers to overcome. In other words, GKR is an online library. The first of its kind that houses vast information gathered from various sources to assist all stakeholders in their quest for information about sustainable practices. Through the GKR users can learn from the experiences gained and shared by others from all over the world. Of particular note in regard to the resources available through the YES Campaign to commission and gather the latest thinking in youth development issue pertaining to youth employment. Over three years a wide range of scholars and development experts have responded to request for research, analysis and comparative case studies. In the YES Resource section of the GKR are gathered an exciting range of research papers, world-class analysis and practical toolkits developed exclusively for the YES Campaign.

WHAT IS AN EFFECTIVE PRACTICE?

Throughout the world, there are organisations that have proven their ability to help meet the challenges of youth employment in their communities. The primary goal of the Effective Practices section of the GKR is to formally recognize and share the successful initiatives. Given below are some of the criteria against which the practice is measured:

- Outreach
- Efficiency
- Effectiveness
- Sustainability

WHAT IS THE NEED FOR THE GKR?

The YES Campaign strongly believes that much of the knowledge and the innovative strategies needed to confront today's youth employment challenges are already within our grasp. What is sorely lacking, are mechanisms to share, distribute and adapt this knowledge to local challenges. The GKR is an initiative to bridge this gap.

Over the last five years YES campaign has learnt that developing a knowledge base and gathering a multitude of youth employment practices together in a freely available

database is resources greatly needed by youth, educators, policy makers and the development sectors. The GKR is a response to this need.

RENEWABLE ENERGY FELLOWSHIPS

In April 2003, YES Campaign awarded five YES Renewable Energy Fellowships to exceptionally bright youth leaders. With almost 40 applications from 23 countries, the response to the Fellowship Programme was overwhelming.

These fellowships have been awarded as part of the Global Environment Facility (GEF) and the World Bank funded YES Renewable Energy project. This project focuses on linking renewable energy production and service with employment opportunities for youth. The five Fellowship awardees along with a brief about their “business plans”:

MICHELLE CHAWLA (INDIA)

Michelle’s application proposes to supply tribal village households and indigenous fisher-folk with solar lanterns and solar cookers and to supply solar fruit dryers to the local orchard industry in the Indian State of Maharashtra.

EMMANEUL KORBLA EDUDZIE (GHANA)

His application intends to install micro-hydro power generating equipment in mountainous off-grid areas and to train local youth in their operation.

LEVAN KOBAKHIDZE (GEORGIA)

This application plans to sell portable photovoltaic (solar) panels to small businesses alongside a public awareness campaign about climate change and alternatives sources of energy.

JANE TAWINA KOPA (MALAWI)

This application plans to introduce wind-powered technology to power a well pump to provide water for a community vegetable farm. Alongside will be a training program for rural youth in how to utilize alternative energy sources in other rural activities and management skill to operate a commercial vegetable garden.

URSULA CARRASCAL VIZARRETA (PERU)

Ursula’s application foresees application of biomass gas power generation in semi-urban areas and to introduce solar kitchens into areas of Peru with year round radiation. To learn more and to see their projects in “action”, please logo on to:
www.yesweb.org

YES Country Networks

WHAT IS YES COUNTRY NETWORKS?

In 60 countries youth led Country Networks comprising of diverse stakeholders – governments, educators, practitioners, NGOs, the business community and youth, provide a sustainable and powerful infrastructure to promote policy, programmes and action for youth employment. YES Country Networks are also often invited to share their input with regard to the progress of the Campaign. The YES Campaign works with the Networks to identify needs of the network coordinators. They have to help build their capacity and their responses are fed directly into the YES Strategic and operational approaches. For example, a key barrier for most country networks has been that of having a technology platform from which to display their progress, Action Plans and achievements. In response, the YES Campaign builds web pages for each YES Country Network, managed and updated by the YES Country Network coordinators themselves. This has proved to be one of the most successful results of the constant feedback and communication with the Country Networks.

The web pages can be viewed at www.yesweb.org/YES-networks/

Such a process of constant consultation with diverse stakeholders is followed by the YES Campaign to ensure that youth and their interests remain at the fore of the work and mission of the YES Campaign. This process is central to all YES activities, including those proposed in this programme.

WHAT DO THE YCN DO?

The YES Country Networks lead the YES Campaign in their countries, initiating action in:

- Organizing national consultant to understand the local youth employment scenario and work to place the issue on the country agenda.
- Bringing together youth-led and youth serving organisations to focus on the issue employment.
- Developing partnership between youth organisations, government, private sector, NGOs and educational institutions for promoting youth employment.
- Disseminating information on youth employment to diverse stakeholders nationwide.
- Developing National Action Plans for youth employment.
- Identifying and mobilizing resource locally to support YES Network activities.
- Developing and implementing youth employment project within the YES Framework for Action.

WHAT ARE THE ACHIEVEMENTS OF YES COUNTRY NETWORKS?

Some of the achievements of YES Country Networks are listed here. For a more comprehensive list please refer to D:\YES papers\Accompls.htm

- YES Iran, in partnership with the Ministry of Labour and Social Affairs, organised a regional meeting for the Middle East and North Africa in September 2003.
- YES Mexico in partnership with the Government of Mexico and YES Campaign will host YES 2004 in November 2004, the second global Summit after the Alexandria Summit.
- YES Honduras launched a US \$80,000 project funded by the USAID in February 2003.

- YES Pakistan initiated the Pakistani National Youth Service (PNYS) to promote the participation of youth in societal change and development.
- YES Romania set up a Youth Employment Center that offers office skills training, career guidance, peer mentoring, job search support and internships with local businesses.

WHERE ALL IS YCN PRESENT AND WHO RUNS IT?

YES Country Networks are active across the world and their number is fast increasing. The list of the YCN with the contact details of the coordinators is:

Country Name / Country Coordinator/ E-mail Address

YCN Country	First Name	Last Name	Email
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Glossary

GLOSSARY

Background Papers: These papers were developed for the Forum to serve as the basis of discussion in each of the sessions in the Forum. They are written by eminent authors and practitioners to describe the current situation in the specific topic and draw on some programmes and practices that have worked.

Breakout Sessions: Breakout sessions are being organised to look in depth at specific topic areas that are not currently being addressed in the nine YES thematic areas. It will encourage interested delegates from different countries to engage in the dialogue, discuss what works and learn new strategies.

Capacity Building Workshops: Provide the participants with practical, 'hands-on' training and tools in specific capacity areas. They will draw on the rich experiences of the facilitators, providing an opportunity for participants to innovate, adapt and replicate effective practices in youth employment.

Innovation Marketplace: The Innovation Marketplace is a component of the Forum that allows governments, NGOs, foundations, donors, civic leaders and business an opportunity to showcase their "effective practices" or innovations that promote youth employment. Booths and tables at the Innovation Marketplace will enable exhibitors to display their practices, projects and literature in the field of youth employment to a wide and diverse audience committed to youth employment and livelihoods.

Open Sessions: These sessions will provide a forum for delegates to draw on the rich experiences of the participants to innovate, adapt and replicate effective practices in youth employment.

Plenary Sessions: Inform participants about the current situation; the problems and perspectives in youth employment and covers concrete actions towards promoting youth employment and sustainable livelihoods.

International Youth Leaders for Employment (IYLE): This is the youth unit of the International Advisory Group. It consists of youth leaders from different regions of the world that have shown leadership in youth employment issues. Their commitment is to ensuring that the YES Campaign has the input and perspectives of young people.

Civil Society: The sphere of institutions, organizations and individuals located among the family, the state and the market, in which people associate voluntarily to advance common interests.

Diverse Stakeholders: Organizations, Groups and Individuals from different sectors of society with an interest or role to play in a particular issue.

Inter-Governmental Organizations (IGOs): Organizations that primarily deal with government to government relationships, such as ILO, UN, etc. These organizations in recent years have begun to look at other groups and have started forming relationships/partnerships with other stakeholders.

Iterative Process: Achieving a goal or reaching a position / policy, etc through a series of experiences that build on each other. These experiences may be in the form of consultations, meetings, briefings. An iterative process should be a learning experience.

Least Developed Countries: Countries designated by the WB/UN/ILO as the less developed countries in the world.

Micro-credit: Micro-credit refers to small loans made to low-income individuals to sustain self-employment or to start up very small businesses. Although there is no standard definition of micro-credit, in practice such loans are quite small, amounting to a few thousand dollars.

New Partnership for African Development (NEPAD): The New Partnership for Africa's Development is a pledge by African leaders, based on a common vision and a firm and shared conviction, that they have a pressing duty to eradicate poverty and to place their countries, both individually and collectively, on a path of sustainable growth and development and, at the same time, to participate actively in the world economy and body politic

Sustainable Development: Sustainable development should show the true social, ethical, environmental and economical costs of production, use and disposal of goods and services. Sustainable development should meet the needs of today's generation without damaging the needs of the future. It should be equitable to all members and groups in society. It should have a strong focus on communications and partnership, and it should encourage a sense of ownership among the immediate beneficiaries.

Global Alliance for Youth Employment: The Global Alliance for Youth Employment is a membership of diverse stakeholders including governments, NGOs, the private sector, youth organizations, and education and training institutions, who are committed to promoting youth employment.

National Consultations: National Consultations on Youth Employment are multi-stakeholder meetings convened by YES Country Network to focus national attention on the youth employment challenge. The National Consultation raises awareness about YES2002, and invites diverse stakeholders to participate in a National Campaign for Youth Employment.

YES Country Networks: YES Country Networks are a network of diverse stakeholders that address the issue of youth employment in their country. These stakeholders are made up of varying organizations and institutions within a country ranging from government agencies, businesses, NGOs and youth organizations.

YES Global Knowledge Resource (GKR): The GKR is a one-stop-shop on information relevant to youth employment. It provides access to comprehensive effective practices and innovative information on youth employment initiatives, as well as ongoing pilot projects to demonstrate and test what works in the field. The GKR supports the work of members of the Global Alliance and YES Country Networks around the world.

Have Questions? Need answers?

Please feel free to contact us for any clarification or query. Direct all your queries to:

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