



Our Time. Our Turn. Our Future.

Generation Unlimited enables young people to become productive and engaged members of society

If the largest generation of young people in history is prepared for the transition to work, the potential for global progress is unlimited

- A demographic boom is happening across much of the world, bringing the potential to transform economic and social outcomes, raise global productivity, and reduce inequality, but only if we create enough opportunity.
- Today's young people represent the largest cohort ever – an unprecedented 1.8 billion – who require a new inclusive approach, given the extraordinary economic, social and cultural challenges they face.
- It's in the world's best interests, especially in developing markets, to invest in young people so productivity rises, standards of living improve, and human capital investments grow.
- Preparing young people for the world of work will benefit regional economies, increase security, advance the Sustainable Development Goals (SDGs) and improve the well-being of millions of families and communities.

WHO IS GENERATION UNLIMITED (GENU)

GenU was established in 2018 as a global multi-sector partnership to meet the urgent need for expanded education, training and employment opportunities for young people, ages 10-24, on an unprecedented scale.

- Despite the challenges that exist - or perhaps because of them! - leaders around the world are responding positively to GenU's mission and asking how they can help.
- Politicians, CEOs, foundation heads, and civic leaders are recognizing that forging innovative collaborations with young people at the center is the best way forward.
- With leadership from UNICEF, the World Bank, the Netherlands, Ireland, Dubai Cares, Unilever and others, GenU is developing a powerful approach to bridge education and training to employment and entrepreneurship on a massive scale.

See UNICEF's
Executive Director
Ted Talk Video on
GenU

[“How we can help
young people
build a better
future”](#)

© UNICEF/UN0214896/Vishwanathan

GENU'S STRATEGIC PRIORITIES

	Strategic priority
Education and training	1. Transform the formal school experience to build skills young people need for productive lives and the future of work
	2. Provide young people outside formal schooling with opportunities for training, skill development, and additional education
Employment	3. Improve connections between young people and existing work opportunities
	4. Increase the number of quality work opportunities available to young people
Entrepreneurship	5. Foster entrepreneurship as a mindset and a livelihood
Equity & Engagement	6. Promote equitable access to quality education, training, employment, entrepreneurship, and civic participation
	7. Equip young people as problem-solvers and engaged members of civil society, helping to create a better world



GENU'S APPROACH

To drive progress in these priorities, GenU’s unique approach will coordinate country level action and address cross-cutting global issues.

GenU will create in-country public/private platforms that attract and pool investment in scalable, bankable initiatives that have transformational potential for millions of young people.

1. Country investment agendas: A meaningful group of local public-private and civil society leaders, including young people, will be invited to commit formally to join the GenU initiative at country level. Their full participation will be essential to forging new pathways towards mass employment and developing the macroconditions necessary for young people to thrive.

Kenya, Rwanda, South Africa, India, Bangladesh, Mexico are some of the initial countries identified as promising markets and “GenU compacts” are being prepared for signature.

This coalition will develop highly localized, country-specific investment agendas, in collaboration with national governments, private sector companies, development agencies, youth organizations, and civil society. Investment agendas will include key financial investments, policy changes, partnerships and other factors required to unlock millions of meaningful opportunities for young people and their communities. There are many potential initiatives that could be part of a country-level investment agenda (illustrative only):

- ✓ Investment in infrastructure enabling remote learning and work (e.g., mobile phone networks)
- ✓ Aligning secondary school with labor market needs (e.g., engaging private sector in curriculum reform, apprenticeships)
- ✓ Youth entrepreneurship challenges by government and private sector
- ✓ On-the-job upskilling, apprenticeships and job guarantees in nascent industries subsidized/incentivized by government
- ✓ Companies and civil society training young people who are part of supply chains for large companies
- ✓ Skill-building programs for young people in the informal economy
- ✓ Programs fostering social and emotional skills required for productive livelihoods and civic engagement



2. Global Breakthroughs: GenU will accelerate global breakthroughs – new products and models that tackle challenges experienced in multiple geographies. Potential innovation areas include:

- Digital connectivity
- Portable certification
- Broad-based entrepreneurship programs
- Job matching platforms connecting job-seekers and work opportunities
- Strengthening on-ramp for green economy jobs
- Remote learning and work opportunities
- Mental health interventions in schools/training programs to reduce drop-out rates
- Expanding remedial learning opportunities
- Developing instant translation tools

GenU will identify investment opportunities in these areas, and broker partnerships to leverage existing assets and capabilities. It will also network similar implementers in different countries to accelerate joint learning, scale proven innovations by facilitating access to new user groups, and/or create investment cases to connect investors to investable ideas.

Overall, GenU will connect country level efforts and global breakthroughs to share learning and coordinate efforts. Promising approaches will be scaled and improve outcomes across geographies.

3. Engaging young people: Young people are at the heart of GenU, and the partnership must be steered by them. Young people viscerally understand the challenges that they face and have the ambition to come up with the most relevant solutions. GenU will meaningfully involve young people in both the co-creation of its agenda and its on-going governance and implementation, ensuring that they guide the partnership every step of the way. Young people are already involved in co-designing and implementing solutions through the GenU Youth Challenge, which will be scaled up from 16 to 30 countries in 2019/2020.



HOW GENU WILL OPERATE

GenU anticipates remaining lean and nimble, with a small Global Team based in New York and field staff headquartered in priority countries.

GenU staff will prioritize the following:

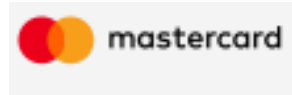
- Assessing and selecting GenU-ready countries
- Managing investment plan development
- Monitoring and evaluation of progress and communicating results to date
- Helping build public/private partnerships
- Ensuring meaningful participation and leadership of young people in development and execution
- Providing seed funding for scalable initiatives
- Connecting social impact investors, institutional funders and other sources of capital with high quality, investable opportunities
- Mobilizing resources from GenU board members and others to support the day to day operation of the GenU Global Team and in-country staff

WHAT'S DIFFERENT ABOUT GENU

- Ready-made access to all the actors required to deliver systems change, with constituent members highly experienced and trusted
- Young people have a strong leadership role
- A multi-sector approach and partnerships with the private sector that are grounded in shared value, harness core assets, and go beyond CSR and philanthropy
- Time over the last year doing the essential ground work to get leaders ready
- Innovative focus, not seeking to reinvent the wheel or duplicate existing efforts.
- Non-traditional approach to financing, focusing on using catalytic capital to crowd-in and coordinate additional investment, rather than creating a traditional fund.
- Commitment to support leaders at country level to scale initiatives that will achieve education, skills development and youth employment goals



GENU BOARD MEMBERS



Islamic Development Bank (IDB)



AGA KHAN FOUNDATION

