



# THE YOUTH CAFÉ

Empower | Amplify | Connect

[www.theyouthcafe.com](http://www.theyouthcafe.com)





THERE ARE MORE THAN 845 MILLION YOUTHS  
IN AFRICA TODAY.

WE HAVE 845 MILLION REASONS  
TO WORK WITH THEM!



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# FOREWORD

*“The Youth Cafe works with young men and women in Kenya and around Africa to foster community resilience, propose innovative solutions, drive social progress, youth empowerment and inspire political change. Young people are a tremendous and essential asset worth investing in. We hope to open the door to an unparalleled multiplier effect as our message spreads.”*

## Willice Onyango

Executive Director, The Youth Cafe

I embark on this mission of leading an organization the inception of which I witnessed more than eight years ago and as I saw it grow to maturity, I cannot help but contemplate what we have achieved so far, what the challenges are and what the way forward is. Today, it feels like déjà-vu. The context and raison d'être that set the stage for the creation of The Youth Cafe in 2012 is more or less still the same. Our young people today are facing complex challenges that have snowballed over the years and reached epic proportions.

The need to invest in strong, emerging, result-oriented African leaders is clear. Statistics show that nearly 1 in 3 Africans are between the ages of 10 and 24, and approximately 60% of Africa's total population is below the age of 35.

Young people throughout Africa are facing incredible challenges and life-threatening risks, often disproportionately carried by girls and young women. These risks arise when accessing basic rights like quality education, healthcare, or decent work. Young people also suffer interpersonal violence, are affected by the slow onset of climate change or front line impacts of disasters. They experience intersecting forms of marginalization, and struggle with the brunt of global erosion of human rights and impeded access to justice.

Despite those barriers, their sense of optimism remains strong — even in the face of adversity. What could these young people accomplish if they were allowed to unlock their full potential?

In 2012, the The Youth Cafe was officially created out of a growing attention to the importance of involving young people as actors in their own right throughout all the stages and processes of our continent's development.

We realize that investing in youth means a commitment not only to their improved well-being and livelihoods but also to the economic, social and cultural development of future generations and that failure to make such investments can result in steep societal costs.

I would like to quote here Franklin D. Roosevelt, one of my favorite authors of all time who said: “We cannot always build the future for our youth, but we can our youth for the future.”

These challenges require our collective resolve. The battle for ideas, for our shared values, never ends.

The truth is – today more than ever – we need to recognize that the imagination, ideals and energy of young men and women are vital for the continuing development of the societies in which they live. At The Youth

Cafe, we believe that the nature and the quality of young people's lives, as well as the future of Africa's social and economic development, depend largely on how well young people navigate the transitional period from a protected childhood to adulthood of self-determination.

This is why we continue to work with stakeholders to expand opportunities for youth to participate in and benefit from our continent's development.

I came from Kenya, a country where close to 80% of the population is below the age of 35. With eight out of ten young people not employed.

I am appalled by the conditions of poverty and hardship, deprivation and exclusion of African rural and urban poor, the majority of which are young people. There are further insufficient attention to youth issues at local, national, and regional levels.

As such, The Youth Cafe aims to amplify, connect, and empower the voices of the young in important issues of our time, but we cannot achieve our goals alone. A lasting difference depends on each of us, with the decision to build the better future we want to see. The motto it carries is “Connect. Amplify. Connect.”

To live up to that motto, my renewed vision for The Youth Cafe rests in these Decalogue:

**Shared Responsibility and Accountability:** To dependably achieve promised results for team, stakeholders, and community

**Harmony and interdependence:** To recognize that each of us needs all of us and we strive to work together in accord.

**Creativity and Diversity:** To discover and nurture new ideas and innovations and consistently solicit diverse perspectives.

**Foresight:** Make sound judgement based on knowledge and understanding of past and present consequences of future decisions.

**Commitment to community and Ubuntu:** To recognize that everyone has a responsibility for the welfare of others.

**Legacy:** To value prominence, being well known for our positive contributions.

**Respect:** To prioritize the recognition of the dignity of other people in all aspects of organizational leadership and decisions.

**Ethical Leadership:** To promote positive civic engagement and social responsibility through an ethic of service and a concern for justice.



"So I want to say particularly to the young people here today, Kenya is on the move. Africa is on the move. You are poised to play a bigger role in this world-as the shadows of the past are replaced by the light that you offer an increasingly interconnected world. And in the light of this new dawn have to learn to see that we are connected, our fates are bound together."

— **President Barack Obama, Safaricom Indoor Arena, Nairobi, Kenya**

*"The hopes of the world rest on young people.*

*Peace, economic dynamism, social justice, tolerance – all this and more, today and tomorrow, depends on tapping into the power of youth.*

*Yet millions face deprivation, harassment, bullying and other infringements of their rights. The world's young people need safe spaces — public, civic, physical and digital spaces where they can freely express their views and pursue their dreams." -*  
**UN Secretary-General Antonio Guterres**

*"Young people are assets not liabilities. We cannot postpone their future into the future. We must help them today. By creating Jobs, not just jobs but quality jobs." -*  
**Akinwumi Adesina, President, Africa Development Bank Group**





## WHAT IS THE YOUTH CAFÉ?





## HISTORY

### CONTEXT AND BASES FOR THE ESTABLISHMENT OF THE YOUTH CAFÉ

Young people make up the bulk of Africa's total population with an estimated 75% of the continent's population below the age of 35. From a demographic point of view, this calls for a paradigm shift towards the recognition and support of the youth to harness their potential by building capacity for quality education and skills improvement, health and well-being, good governance, human rights and accountability, employment opportunities, leadership skills, empowerment and entrepreneurship. This is the basis for the prioritization of youth development by The Youth Café.

The Youth Café is a not-for profit youth organization incorporated in Kenya as a company by limited guarantee No. PVT-9XUEYZM. It was initially registered as a Business Name No BN/2014/317392 on 7th October, 2014 then transitioned to a company by limited guarantee on the 4 January, 2018 to accommodate its expanding operations and activities.

The Youth Café is non profit making and all its finances go directly to its youth empowerment programs. Our strategy has always been to look at today's youth bulge as an opportunity for development and economic growth, This is why are the lead organisation for implementing a broad range of personal and professional development programs spanning life skills, job activations, media advocacy, entrepreneurship, peace and conflict prevention, among others. To date, we have reached 1.6 million young men and women with our projects and attracted major partners such as IFAD, MasterCard Foundation, and Google.

*The Youth Café uses a positive youth development approach to implement programs within and across sectors. The Youth Café seeks to improve the capacity of youth-led and youth-serving institutions and engage young people, their families and communities so that youth can reach their full potential.*

## FORMAL LAUNCH OF THE YOUTH CAFÉ

The Youth Café was launched in 2012 by a group of a bright and motivated young people who were honoured to be selected to give input to the United Nations High Level Panel of Eminent Persons on Post 2015 Agenda. Together they devised the model that The Youth Café utilizes today. This partnership is a unique, pioneering collaboration in the field of international development. Bolstered by grassroots knowledge, the Executive Director has dedicated his life to bringing hope to young people.



*"The Youth Café serves as a transformative and empowering force capable of showing ways of bringing Africa and the rest of the world closer in a win-win partnership, improving youth welfare and revitalizing communities."*

— Wilice Onyango, Executive Director of The Youth Café



"The youthful audacity to dream big and execute on those dreams are essential to tackling the daunting challenges Africa faces today. The real returns will come if we can multiply this talent for innovation by the whole of Africa's growing youth population," he said. That depends on whether Africa's young people — all of Africa's young people — are given the opportunity to thrive."

### MISSION AND VISION

#### Our Vision

The Youth Café is an award-winning pan-African youth organization based in Nairobi, Kenya. Youth participation is essential to our mission. When you empower young people, it helps us build stronger communities and a brighter future. That's true here in Nairobi and it's true around the world.

We exist to model and advance youth-led approaches towards sustainable development, social equity, democratic governance, and economic viability practices by utilizing innovative research, policy, and advocacy actions.

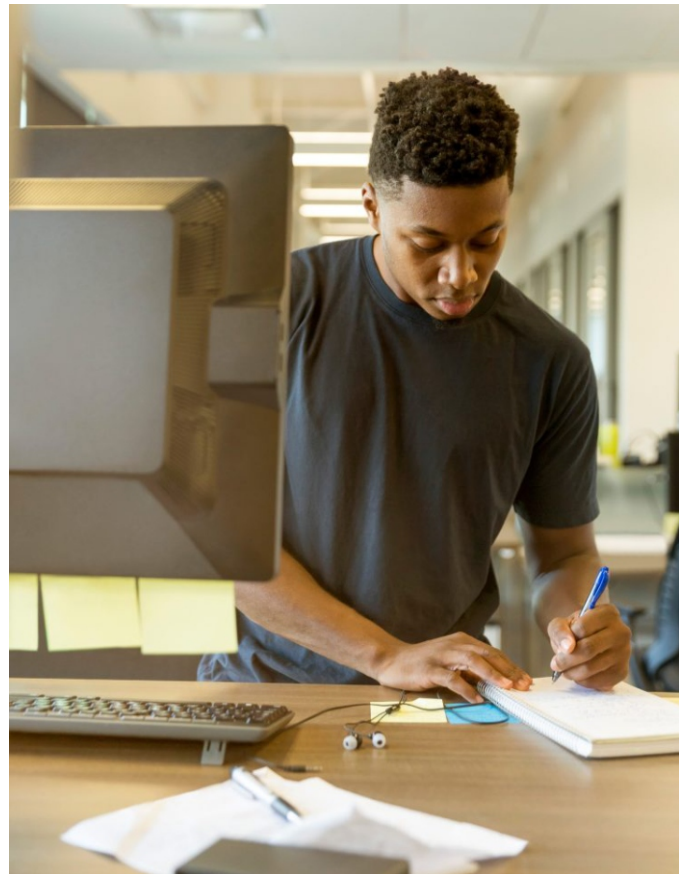
#### Our Vision

Towards an equitable and fair society in which young people enjoy full social, economic and political rights.

## Multidisciplinary Youth Issues Group Report

On 2 September 2012, the youth representatives to the United Nations High Level Panel on Post 2015 outreach consultations established a Multidisciplinary Group to provide guidance to the work of The Youth Cafe. Comprising 12 talented young emerging leaders from the fields of politics, academia, civil society, finance, and the media and from all international and regional youth groups, the Group was tasked with exploring the roots of youth deprivation and vulnerability, and recommending concrete action plans to address them. To do so, it met five times between November 2012 and November 2013 virtually and face to face meetings in London, Monrovia, Bali and at the United Nations Headquarters in New York.

The Multidisciplinary Youth Group's report, published on 13 November 2013, put forth recommendations that became the guiding principles for the implementation of The Youth Cafe. In particular, it identified eleven priority areas of action for The Youth Cafe, which all play a critical role in strengthening and meaningful inclusion is youth, and to which The Youth Cafe should bring a multidisciplinary and multi-perspective approach: Youth Population Trends and Sustainable Development; Youth and Comprehensive Sexuality Education; Youth and ICT; Fostering Dialogue and Mutual Understanding; Youth and Smart Investment, Youth Participation in Decision Making; Youth and Hunger; Culture and Youth Development; Youth and Armed Conflict, and Youth with Disabilities.



## Institutional Development

On 10 November 2009, the youth representatives to the United Nations

General High Level Panel on Post 2015 recognized the mandate of The Youth Cafe by adopting organisational an organisational name as "The Youth Café," acknowledging the growing importance of investing in African youth as a precondition for accelerated inclusive growth and sustainable development and expressing its continuous support for the work of The Youth Cafe.

However, given the loose network nature of The Youth Cafe,

ambiguity concerning its legal status as an entity within the international youth development ecosystem persisted. The Executive Director of The Youth Cafe, Mr. Willice Onyango, supported by the other youth leaders drawn from Africa, began the process for the official incorporation of The youth Cafe with the aim of institutionalizing the legal status of TYC as a youth organisation, and their months-long efforts were fruitful.

On 6 July 2014, the founding youth leaders demonstrated their support for the work and achievements of The Youth Cafe and adopted by consensus resolution "The Youth Café," hence affirming the status of The Youth Cafe (TYC) as a pan-African youth organisation, an entity within international youth development. The resolution reiterated the valuable role of TYC fostering community resilience, proposing innovative solutions, driving social progress and inspiring political change.



# HISTORY OF THE YOUTH CAFE: A TIMELINE

## 1. 15 April 2012

Restless Development, a U.K based youth organization competitively selects 23 young people with lived experience in youth development to represent global youth views at the first outreach meeting of the United Nations High Level Panel of Eminent Persons on Post 2015 Development Agenda.

1



## 2. 26 June 2012

The selected youth representatives hold a participatory and interactive town-hall meeting bringing together all members of the High Level Panel of Eminent Persons on Post 2015 Agenda in London.

2



## 3. 14 August 2012

The youth representatives form a "Global Youth on Post 2015 Development Agenda" as an online group to exchange information and opportunities related to the development framework.

3



## 4. 2 September 2013

The youth representatives to the United Nations High Level Panel on Post 2015 outreach consultations establishment of a Multidisciplinary Group to provide guidance to the work of the The Youth Cafe. Comprising 12 talented young emerging leaders from the fields of politics, academia, civil society, finance, and the media and from all international and regional youth groups, the Group was tasked with exploring the roots of youth deprivation and vulnerability, and recommending concrete action plans to address them.

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## 5. 10 February 2014

The Multidisciplinary Youth Group's publishes its reports identify eleven priority areas of action for The Youth Cafe, which all play a critical role in strengthening and meaningful inclusion is youth, and to which The Youth Cafe should bring a multidisciplinary and multi-perspective approach: Youth Population Trends and Sustainable Development; Youth and Comprehensive Sexuality Education; Youth and ICT; Fostering Dialogue and Mutual Understanding; Youth and Smart Investment, Youth Participation in Decision Making; Youth and Hunger; Culture and Youth Development; Youth and Armed Conflict, and Youth with Disabilities.

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To do so, it met five times between November 2012 and November 2013 virtually and face to face meetings in London, Monrovia, Bali and at the United Nations Headquarters in New York.

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## 6. 14 April 2014

The Executive Director of The Youth Cafe, Mr. Willice Onyango, supported by the other youth leaders drawn from Africa, begin the process for the official incorporation of The youth Cafe in Kenya with the aim of institutionalizing the legal status of TYC as a youth organisation, and their months-long efforts were fruitful.

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## 7. 6 July 2014

The founding youth leaders demonstrate their support for the work and achievements of The Youth Cafe and adopts by consensus resolution "The Youth Cafe," hence affirming the status of The Youth Cafe (TYC) as a pan-African youth organisation, an entity within international youth development. The resolution reiterates the valuable role of TYC fostering community resilience, proposing innovative solutions, driving social progress and inspiring political change.

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## 8. 4 January 2018

The Youth Café is a not-for profit youth organization incorporated in Kenya as a company by limited guarantee No. PVT-9XUEYZM. It transitions from the initial registration as a Business Name No BN/2014/317392 on 7th October, 2014 to a company by limited guarantee on the 4 January, 2018 in order to accommodate it's expanding operations and activities at pan-African level



# GOVERNANCE AND LEADERSHIP



## ADVISORY BOARD

The purpose of the Board is to support the senior leadership team at the secretariat in securing the sustainability and growth of The Youth Cafe by providing strategic guidance, scrutiny and challenge in line with legal and regulatory requirements and acting as ambassadors. The Board members do not make executive decisions on specific projects that The Youth Cafe implements, this is wholly done by the young professionals working at the secretariat. The Board is made up of a minimum of 8 and a maximum of 12 non-executive directors plus the Executive Director, Finance Director and Secretariat coordinator (all executive directors). Each Board Member must seek re-appointment after a three year term. The Head of Operations & Finance and the Head of Partnerships attend every meeting.

Section Leads are invited to attend on a rotating basis and will present on their section's achievements, challenges and future development at the beginning of the meeting. Three meetings are held each year in February, May and November with a half day strategy session annually. In order to be representative of the young people that the organization serves, three board members are young people under the age of 35. The rest are above 35 years.

## THE SECRETARIAT



The Youth Cafe is a non-profit organization run by the youth for youth. It has an operational secretariat consisting of staff, consultants, part-time contracts, interns, and volunteers. All members of the current secretariat are young professionals all aged between 21 to 32 years. The secretariat is the key decision making body and makes all executive programmatic and project decisions at The Youth Cafe, in line with its motto "for youth by youth". The Main secretariat is the hub of the organisation, providing the operational and technological infrastructure supporting all Sections, managing Partnerships and implementing projects.

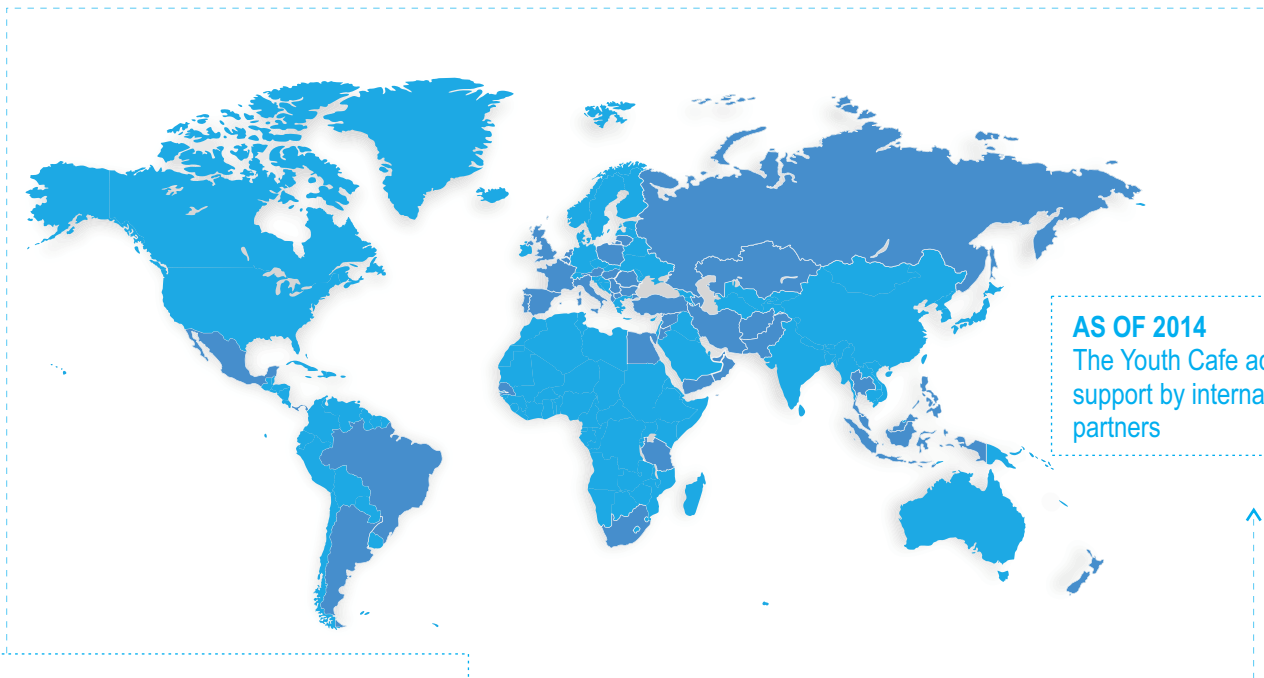
The senior leadership team is made up of the Executive Director, the Head of Operations & Finance and the Head of Partnerships. Reporting into this team are

the Section Leads, Main secretariat coordinator and Technical Coordinator. Each section, including main secretariat, also works with a number of part-time young professionals providing programmatic services. Finally, our operations headquarters are in Nairobi from where we implement projects across Africa.

# FRIENDS OF THE YOUTH CAFE

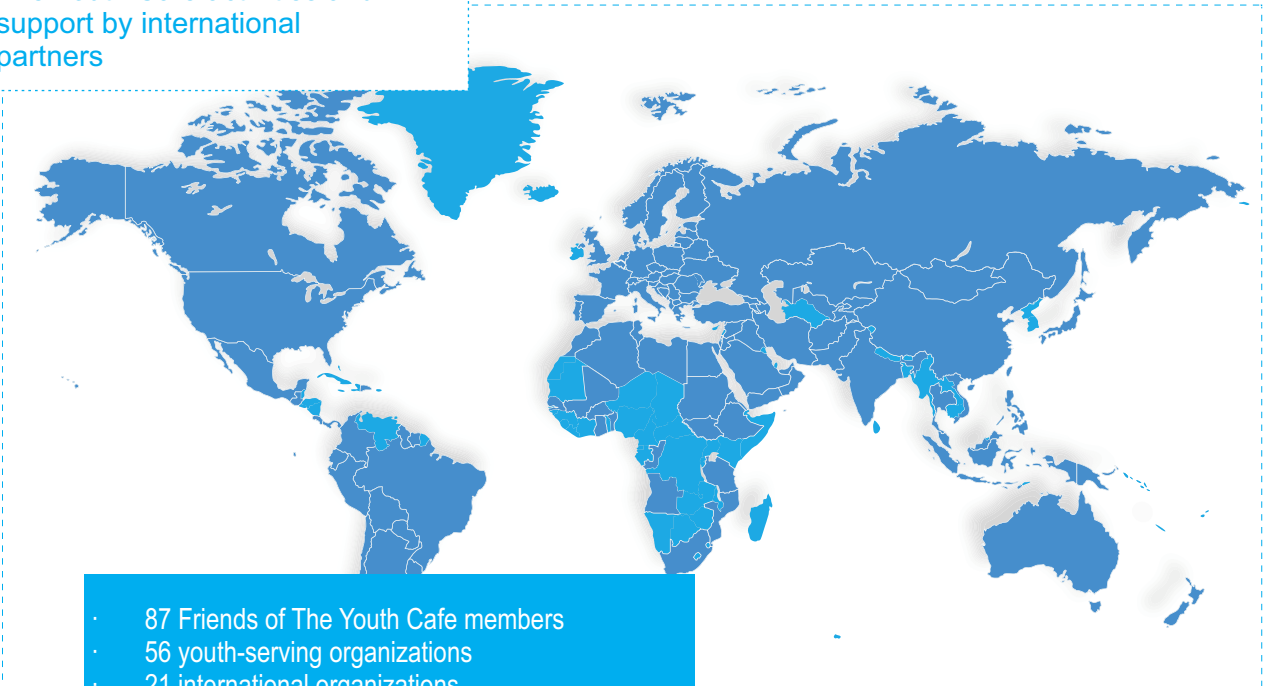
The Youth Cafe benefits from the support of its Group of Friends, a community of international organizations that actively promotes the work and objectives of The Youth Cafe at the global, regional and local levels. The Group of Friends is a driving force of The Youth Cafe and plays a vital role in its planning and implementation process. Through a broad dialogue-based and consensus-building approach, the Executive Director for The Youth Cafe seeks the input, advice, and support of the Group of Friends' members on all key aspects of The Youth Cafe's activities and mandate.

The Youth Cafe Group of Friends currently includes individuals, including 120 United Nations Member agencies, and international organizations. They represent all continents, societies, and cultures. The Group of Friends meets two to four times a year to discuss The Youth Cafe's activities and provide inputs, including at virtual and on site regular meetings of the Group of Friends.



**AS OF 2014**  
The Youth Cafe activities and support by international partners

**AS OF 2020**  
The Youth Cafe activities and support by international partners



- 87 Friends of The Youth Cafe members
- 56 youth-serving organizations
- 21 international organizations
- 10 multilateral organizations



## *Friends of The Youth Cafe*

Kettering Foundation, Open Think Tank Network , Foraus, Atlas Network, AISEC, the Hewlett Foundation, Oigara Community Foundation, Tech Soup, Google.org, Kenya National Commission on Human Rights, Economic Commission for Africa, Global Donor Platform for Rural Development, Ndeje University, United States International University -Africa, East African Community Secretariat, Youth Enterprise Development Fund, National Youth Council, Africa Union Youth Commission, Participatory Budgeting Project, University College London, University of Sussex, University of Brighton, CIVICUS, International Center for Non-profit Law, Directorate of youth Affairs, International Youth Foundation, USAID, Mandela Washington Fellowship, University of Fraser Valley, Columbia University, Piu Europa, UNODC, UNMGYC, UN HABITAT, National Council of Persons Living with Disabilities, European Investment Bank, Africa Leadership Center, Universal Peace Federation, One Young World, Open Democracy, Apolitical, International Youth Council, University of British Columbia, International Observatory for Participatory Democracy, Tufts University, Huffington Post, Ethelo Democracy, University of Agder, United Nations Commission for Africa, Economic Commission for Africa, Africa Union Department of Youth Affairs, Cixics Canada, King Mohammed IV University, Mandela Institute of Development Studies, University of Witwatersrand, European Journalism Center, International Youth Foundation, University of Michigan.

# THE YOUTH CAFE'S EIGHT PILLARS

While active on a number of cross-cutting issues, The Youth Cafe works mainly in eight priority areas to which it brings a multidisciplinary and multi-perspective approach: Peace and Security, Including Preventing Violent Extremism; Governance and Political Inclusion (Remittances and Accountability); Culture, Arts, and Sports; Education and Skills; Business, Job Creation and Entrepreneurship, Universal Health Coverage, Environmental Preservation and Climate Change. The Eight pillars of The Youth Cafe provide an essential organizing structure for the development and implementation of its various programmes and initiatives, which all play a critical role in reducing youth deprivation and socio-economic and political empowerment of young people in the continent.



## 1. PEACE AND SECURITY, INCLUDING PREVENTING VIOLENT EXTREMISM

A decade of violence by Boko Haram, Al Shabaab and other extremist groups have triggered a humanitarian crisis in the least developed parts of African countries of like in the Lake Chad Basin, where more than 2.5 million people have been displaced, hindering economic activities, and restricting access to basic services. To bring stability to the region, there has been a significant support to humanitarian and development actors in recent years, as well as to the Multinational Joint Task Force (MNJTF). Between 2014 and 2017, the EU alone has invested over EUR 700 million. Despite these interventions, and even in secured areas, progress is still scarce; the lack of coordination of stabilisation activities leads to gaps between political intentions and realities on the ground, on which accurate information is lacking. The role of young people is key to stabilisation, as recognized by the UNSCR 2250 which calls for the effective participation of young people in peacebuilding efforts in fragile areas. The role of youth is further highlighted in the Stabilisation Strategy adopted by the Member States of the Lake Chad Basin Commission in August 2018 and endorsed by the AU Peace & Security Council in December 2018.

The Stabilisation Strategy offers a renewed impetus for a "new way of working" focusing on bridging the gap between political will, financing and reality of progress on the ground.



## 2. GOVERNANCE AND POLITICAL INCLUSION (ACCOUNTABILITY)

Ensuring "a transparent, democratic and accountable environment" is a strategic objective of The Youth Cafe work, which contributes "to reducing fragility, fostering political stability and effective governance, and enabling sustainable and inclusive development and growth". The AU has developed the African Governance Architecture. The Youth Cafe has invested significantly in developing skills to be used in governance-enabling activities. Accountability initiatives already exist, from the international level (including the International Aid Transparency Initiative), to the local (with social auditing and budget reviews). However, collaboration among stakeholders can be further enhanced. The under-representation of youth in governance, notably, is a clear challenge which widespread information and youth-attractive digital tools can help address. The large proportion of youth in Africa presents an opportunity for further action in transparency and accountability.



## 3. CULTURE, ARTS AND SPORTS

Culture, Arts & Sports (CAS) can address major global challenges – such as conflict prevention and resolution, social integration, prevention of violent extremism, and protection of cultural heritage. CAS is also a key vector for collaboration between The Youth Cafe and partners, building bridges, as outlined in the AU Abidjan Summit Declaration (2017). CAS can contribute to socio-economic stability, sustainable development and economic growth, through cultural entrepreneurship; the culture and creative arts industry is indeed considered to be one of the fastest growing sectors of the world economy, with an estimated growth rate of 7% of the global GDP. The 2007 Africa Strategy (JAES) proposes a stronger cultural cooperation. A budget of EUR 40 million was allocated under the European Development Fund to support the contribution of cultural industries to the socio-economic development of ACP countries. However, the sector's potential deserves to be further harnessed, through visible initiatives that can also help connect young people to opportunities (financing, networks, and necessary skills to build their careers).



## 4. EDUCATION AND SKILLS

Access to quality education and the opportunity to develop skills and competencies is vital to prepare youth for the future. An investment in their human capital is an investment in the socio-economic future of our societies. The Youth Cafe aspire to provide high quality education and training systems, that are efficient and that facilitate young people's access and integration. However, youth on the continent face high unemployment rates and difficulties transitioning into the world of work. In light of the UNESCO 2030 goals, SDG 4 and international commitments, relevant stakeholders must be assisted in providing quality education to equip youth with skills and competencies to take on future challenges and opportunities in society: "21st century skills". Innovative schooling systems, under different forms, have been shown to improve student success, active citizenship and transversal skills, needed for the future job market. There are good examples of multi-stakeholder collaborations in creating innovative learning environments (e.g. ESTEM, VET and Global Education). Coordination and dissemination of these efforts in the region is necessary.



### 5. BUSINESS, JOB CREATION AND ENTREPRENEURSHIP

Sub-Saharan Africa will need to create 18 million new jobs a year by 2035, while currently only 3 million are annually created. This issue is a crucial priority for the Youth Cafe. In this endeavour of job creation, young people are uniquely positioned to stimulate innovation and create social capital, especially in key sectors such as agribusiness and renewable energy.

Youth must be empowered to participate in shaping a shared future and economy, working closely in partnership with agribusiness and renewable energy. There are gaps in support services for young entrepreneurs, in knowledge of and access to current flagship initiatives.



### 6. UNIVERSAL HEALTH COVERAGE REFORM

There are 1.2 billion adolescents (10-19 years old) worldwide today and this number will rise through 2050. Nearly nine out of ten adolescents live in low- and middle-income countries. The health and well-being of adolescents now and in their adult lives greatly depend on key education opportunities and access to quality health services that help them stay healthy, empowered, embracing gender equality norms and demanding rights. While the majority of adolescent health issues are preventable or treatable, adolescents face multiple barriers in accessing the knowledge, information and health care they need.

The provision of appropriately tailored service and health care is weak or absent for adolescents and understanding among service providers of their specific needs is limited. These challenges can be exacerbated by age, sex, ethnicity, religion, disability, location, wealth, marital status, sexual orientation and gender identity, migratory status and other characteristics.

Adolescents have failed to experience the reduction in mortality seen by younger children. While under five deaths halved during the Millennium Development Goal period, progress in adolescent mortality has stalled. Globally, adolescents carry 11 percent of the global disease burden and each year there are more than 1.1 million adolescent deaths.



### 7. GOVERNANCE AND POLITICAL INCLUSION (REMITTANCES)

Remittances are a focus of The Youth Cafe regarding international cooperation in Africa, helping to reduce poverty and generate domestic resources. Sustainable Development Goal (SDG) 10 aims to reduce the transaction costs of migrant remittances to under 3% and eliminate corridors with costs above 5%. Despite recent progress, costs stagnate around 7% with strong disparity between corridors. This disproportionately affects young people, who are more likely to be 'undocumented', 'unbanked', and poor. And yet youth are at the forefront in the use of new technologies like mobile money. In 2014, the AU established the African Institute for Remittances (AIR) with support from the EU. It provides statistical data (SendMoneyAfrica comparison database) and promotes change in legal and regulatory frameworks. However, further awareness and transparency about remittance fees and standards is needed, as well as more user-friendly applications and capacity support to innovative solutions from both regions.



### 8. ENVIRONMENTAL PRESERVATION AND CLIMATE CHANGE

Soil degradation and unsustainable land/water management are key causes and impacts of climate change in Africa. The Great Green Wall initiative, launched in 2007, is the AU's flagship initiative to slow the expansion of the Sahara Desert, address land degradation, boost food security, and to support transformational resilience of communities to adapt to climate change. However, coordination between the various projects composing the Great Green Wall should be further improved. A coherent mapping can help further develop the GGW, while enhanced support for agroforestry can represent additional incentives for youth to stay in rural areas and engage in activities promoting the sustainable use of natural resources. Agroforestry has proven suitable to mitigate the consequences of climate change and can provide livelihood opportunities for youth in the region.

# CROSS CUTTING PRINCIPLES



## 1. BUILDING PARTNERSHIPS

Building partnerships, sustainability and scale-up potential, linking Africa and the world: Our projects must, whenever possible have a multi-stakeholder approach (through all types of project roles). Projects should be based on solid evidence and innovative methods; they should maximize synergies to avoid duplications, articulating with existing best practices and institutions and sharing, when possible, costs with other actors. Projects will also be expected to have an effective strategy for sustainability and scale-up, including the search for future potential partners, in coordination with our advisors and partners. Finally, the projects therefore draw concrete links between Africa and other regions, enabling exchanges, mutual learning and joint search for solutions.



## 2. A GENDER-RESPONSIVE RIGHTS-BASED APPROACH

A gender-responsive rights-based approach: Actions should be framed in a gender-responsive Rights-Based Approach (RBA). The RBA implies that target groups are considered as 'rights-holders' with legal entitlements, and government institutions are not mere service providers but 'duty-bearers,' who are under an obligation to deliver on people's human rights. Development cooperation should contribute to the development of the capacities of rights-holders to claim their rights and duty-bearers to meet their obligations. Programmes and projects therefore need to assess the capacities of rights-holders and duty-bearers and develop the appropriate strategies to build these capacities. At the heart of the RBA is the recognition that unequal power relations and social exclusion deny people their human rights and often keep them in poverty. The approach puts strong emphasis on marginalised, disadvantaged, and excluded groups (such as women, children, persons living with disabilities, minorities, or indigenous people).



## 3. YOUTH FOCUS AND PARTICIPATION

Youth focus and participation: Ideas for these focus areas originate from The Youth Cafe Strategic Plan (2018-2022), the Abidjan Youth Declaration and the African Youth Plug-In Initiative. Young people are agents of development, decision-making, leadership, and governance, in line with the "Consensus". The programmes focus strongly on concrete actions to benefit young people and empower youth and their organisations as active participants and implementers.

# HOW DOES THE YOUTH CAFÉ MAKE A DIFFERENCE?

## As a unique youth initiative

in Africa seeking to foster community resilience, propose innovative solutions, drive social progress, youth empowerment and inspire political change in Africa.



## As a mobilizing force

that achieves results in partnerships with governments, international organizations, religious, United Nations, civil society groups, corporations, youth and foundations.

## As catalytic action-driven initiative

that implements and supports innovative projects on the ground, primarily in the fields of Peace and Security, Including Preventing Violent Extremism; Governance and Political Inclusion (Remittances and Accountability); Culture, Arts, and Sports; Education and Skills; Business, Job Creation and Entrepreneurship, Universal Health Coverage, Environmental Preservation and Climate Change



## As a global bridge builder and

Bring youth closer to youth programming by engaging member states, regional, continental and global organisations, and opportunities that address issues pertinent to African youth.



## As a convener

Facilitate inclusive, accessible and empowering digital and physical spaces for youth (including marginalised youth and young women) to meaningfully engage with different institutions through supporting and promoting structured mechanisms of engagement and feedback.



## As a creative amplifying laboratory in Africa

that seeks to advocate for and foster innovative, impactful and progressive policies that promote youth participation and engagement at national, regional and global levels.





# LEVERAGING PARTNERSHIPS

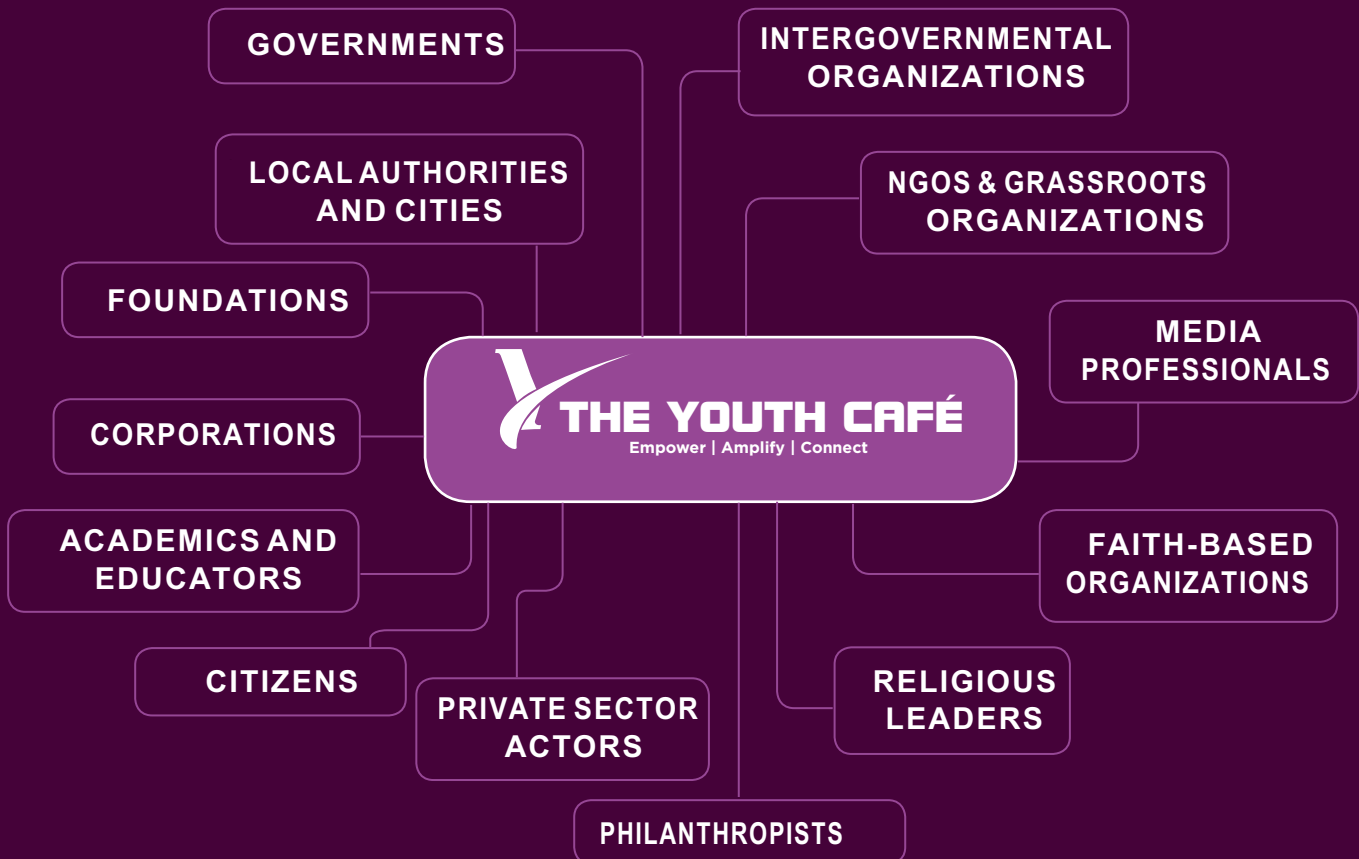


Since its inception, The Youth Café has become the leading pan-African youth organisation dedicated to serving as a representative and advocate of the voices and interests of African youth to the relevant decision-making and affiliated bodies.

At the heart of The Youth Café's operational work lies the notion of partnership. These partnerships with wide-ranging actors, including Member States, international organizations, United Nations, foundations, youth organisations, and civil society, multiply and amplify the

impact and relevance of The Youth Café.

The Youth Café emphasizes the role of civil society organizations and grassroots leaders at the local level who share its values and goals and who undertake actions in line with the objectives, rules, and policies of the The Youth Café. The Youth Café also values the participation of private sector entities as full partners in this process. Private sector partnerships through joint initiatives or philanthropic support for social programmes can amplify societal impact.





**"The Youth Cafe strategy has always been to facilitate increased impact and expanded global, regional and country-level action to address the needs, build the agency and advance the rights of young people in all their diversity around the world, and to ensure their engagement and participation in the implementation, review and follow-up of the 2030 Agenda for Sustainable Development as well as other relevant global agendas and frameworks."**

## THE YOUTH CAFE IN THE CONTEXT OF THE UNITED NATIONS SUSTAINABLE GOALS

### 1. Engagement, Participation and Advocacy - Amplify youth voices for the promotion of a peaceful, just and sustainable world

**Connect:** Enhance how the The Youth Cafe reaches out, communicates with, listens to and responds to young people, including through a strategic use of its convening capacity and partnerships with tech and communications companies for expansion of large-scale, multi-media outreach and campaigns relevant to young people;

**Amplify:** Partner with young people who globally, nationally or locally advocate for the values of the The Youth Cafe to amplify and reinforce their voices and increase the reach and impact of global youth movements they are building, including in the context of major UN Summits such as the HLPF under the General Assembly, the Secretary-General's Climate Summit, the 75th anniversary of the UN in 2020, etc.

### 2. Informed and Healthy Foundations - Support young people's greater access to quality education and health services

**Advocate for quality education:** Engage partners to ensure universal access to quality education; develop and deliver quality and inclusive education for young people that is learner-centered, adopts a lifelong learning approach, is relevant to their lives and the social economic and environmental needs of their communities, promotes sustainable lifestyles and sustainable development;

### Ensure accessible and youth-responsive health services and healthy environments:

Incorporate an approach that is inclusive of young people in the The Youth Cafe's support to strengthening national health systems, and promote efforts to provide universal health coverage while addressing social determinants of young people's health and wellbeing.

### 3. Economic Empowerment through Decent Work - Support young people's greater access to decent work and productive employment

**Advocate for a balanced approach:** Engage partners to advocate for a balanced approach to stimulate the youth labour demand and prompt improvements in skills development systems, with the objective of easing the school-to-work transition and

reducing the youth NEET71 rate, particularly among young women and disadvantaged youth;

**Guide and support:** Support partners in their efforts to create youth-enabling employment and self-employment ecosystems and to develop and operationalize strategies that prioritize the improvement of both the quantity and quality of jobs for young people through, e.g. public and private investments, economic and labour market policies, skills development, transition to the formal economy, social protection, youth rights at work, and active youth engagement.

### 4. Youth and Human Rights – Protect and promote the rights of young people and support their civic and political engagement

**Protect and promote young people's human rights:** Prioritize advocacy, policy development and programming to safeguard the human rights of young people and prevent and address widespread and grave human rights violations experienced by young people and ensure a strengthened focus on young people experiencing intersecting forms of discrimination and abuse, as well as young people's access to justice;

**Promote participation in political and public affairs:** Leverage the capacity of The Youth Cafe to promote young people's right to participate in public affairs, including in political and civic processes, platforms and institutions at all levels, such as elections, constitution-making processes, political parties and parliaments.

### 5. Peace and Resilience Building – Support young people as catalysts for Peace and Security & Humanitarian Action

**Promote an enabling environment:** Recognize young people's important and positive contribution to peace and security, prevention of violence, disaster risk reduction, humanitarian and climate action, and foster and protect an environment conducive to young people's actions (including through reintegration, recovery and resilience activities for youth affected by conflict);

**Reinforce capacity:** Reinforce the capacity of youth-led organizations involved in peace, security, humanitarian and climate action to increase the impact of their work and their organizational sustainability, as well as reinforce capacity of institutional actors to work with young people.

## THE YOUTH CAFÉ PROJECTS AND INITIATIVES



*Photo: The Youth Café Staff selected from a highly qualified pool of applicants, exhibit at the Youth Exhibition of the UNODC Youth Workshop on Good Governance, Integrity and Anti-Corruption! The exhibition ran during the duration of the workshop from 5 - 7 December 2018. The Youth Exhibition provides emerging entrepreneurs, organizations, initiatives & artists the necessary opportunity to exhibit at the United Nations Nairobi Office.*



## KEY FACTS AND FIGURES

26 international organizations from some 54 countries are members of the Group of Friends of The Youth Cafe, which also acts in partnership with hundreds of civil society actors.

23 Memoranda of Understanding signed with academic institutions, think tanks, foundations and international organizations to amplify the impact of The Youth Cafe's work.

Since 2015, the Internship Programme has received over 25,000 applications from 60+ countries in Europe, North America, the Middle East and Africa. As of 2019, 1,240 young leaders from 49 countries have been selected as The Youth Cafe Interns for their professional achievements and commitment to foster community development.

Close to 600 The Youth Cafe members from 91 countries are part of Learning Circles, web-based platforms where members can collaborate by exchanging knowledge, best practices and expertise in their field of action.

Since 2012, the Youth Innovation Award, a partnership between The Youth Cafe and its partners, has supported 40+ organizations coming from 30+ countries to expand and scale up their innovative projects encouraging youth engagement dialogue. The selected organizations expanded their operations to over 100 countries, impacting over 2.5 million beneficiaries.

Since 2013, The Youth Cafe has launched seven editions of its Youth Enterprise Fund, providing seed funding and capacity-building to 34 youth-led organizations based in Africa. Their projects promoting youth empowerment reached 94,055 direct beneficiaries in 39 countries. In

total, more than 1.7 million direct and indirect beneficiaries have been impacted over the past six years.

Since 2016, 40 regional youth leaders, aged 18 to 25, from 23 different countries, were intensively trained in entrepreneurship, leadership development, focused on East Africa. These participants reached over 1,000 individuals by organizing step-down governance activities in their own organizations and communities.

The Innovate Africa as an online clearinghouse for short professional courses benefits from the involvement of 33 active partner organizations from 24 countries and the participation of over 6,000 registered individual users from across Africa, attracting over 43,000 unique visitors per year.

Since 2018, expert blog posts, accepted and published from over 1,200 experts in international development and youth empowerment representing 90+ countries, have been published on our "Perspectives" with over 1.5 million combined views on websites, micro-sites, and RSS feeds.

Through Digital Skills for Africa workshops targeting marginalized segments of young people from different cultural and background, over 6,100 participants learned ICT skills.

Nearly 450 experts have spoken at #YouthPower Symposia and over 1,600 people have attended the series, representing more than 20 countries. Around 25 million Twitter accounts have been reached with more than 35 million impressions. The hashtag #EmpowerYouth trended as No. 1 in several African cities and countries, showing the interest of the global community in finding concrete ways to empower young people counter.



## OUR ACTIVITIES AND ASPIRATIONS ON CULTURE, ARTS & SPORTS (CAS)

Organising major multifaceted events/festivals ("CAStivals"), visible and attractive for young people, involving stakeholders of selected regions, with cultural, art and sport events, creations, competitions and/or innovations, networking, etc.;

Developing a digital network/platform compiling opportunities for CAS professionals from Africa and other continents (directory of CAS professionals, support opportunities, capacity-building, calls for selection);

Suggesting innovative proposals to enhance capacity and opportunities for CAS professionals (e.g. an Afro-European Cultural Label, ...).

## OUR ACTIVITIES AND ASPIRATIONS ON PEACE & SECURITY

In specific strategic locations of affected regions, identify key focus sectors (e.g. education, health, local governance, youth employment, countering violent extremism, prioritised in the AU/LCBC Stabilisation Strategy) on which a mapping and youth monitoring approach will be piloted;

Developing, maintaining and updating a user-friendly map-based platform to map the stabilisation infrastructures in the target locations and sectors. This should build on existing data collection and analysis tools if available;

Designing a local monitoring method which ensures local buy-in, notably through the involvement of youth;

Selecting, training and supporting local youth to collect data, using locally adapted digital tools and compensating their services;

Disseminating information locally and internationally on the platform and the "new way of working";

Coordinating closely with key institutions (notably AU, UN and other partners), local stakeholders, relevant key public actors and international organisations, to encourage their use of the data and tools, and for scale-up and sustainability.



## OUR ACTIVITIES AND ASPIRATION ON GOVERNANCE: ACCOUNTABILITY

Developing or adapting a digital platform to enhance youth inclusion in accountability and public policy, linking a foreign and an African city in this endeavour in a form of innovative twinning;

Ensuring dialogue with and buy-in from local authorities, local communities and accountability organisations as well as youth organisations, based on commitments/budgets, gathered evidence and campaigns;

In these strategic locations and on the basis of the platform, implemented with youth an accountability cycle and campaign:

documenting existing transparency and accountability initiatives;

mapping some strategic public commitments (e.g. international funding, national and local authority promises, policies, budgets) in the target contexts and in one or more target sector(s);

enhancing the skills, competencies, knowledge and confidence of young citizens, enabling them to engage on the platform, take part in governance processes and improve their leadership capacity;

mobilising young people to track, collect data evidence, and participate in the oversight of public commitments, including through live reviews from citizens on these initiatives and commitments;

A high-impact communication strategy to reach a wide range of youth for the visibility of the project, and a campaign and messaging about the accountability process;

Maintaining and updating the digital platform, and ensure regular content generation fostering a community of practice (e.g. the publication of best practices and success stories of accountability/governance processes with youth involvement);

Researching on the best practices of the accountability cycle with digital support and youth engagement, dissemination of results and recommendations and ensuring mutual learning.



## OUR ACTIVITIES AND ASPIRATIONS FOR GOVERNANCE: REMITTANCES

- Performing market research on existing remittance transfer/comparison options and lessons learned;
- Developing or adapting a digital platform: automatically collecting data on remittance transfer services (scraping tool), enabling user-friendly and comprehensive remittance fees comparison. The project may draw synergies with the Send Money Africa database of the African Institute for Remittances (<https://www.sendmoneyafrica-auair.org>).
- Communicating, dissemination of findings and promotion of the platform and tools.
- Building the capacity of emerging low-cost providers and foster collaboration between African solutions.
- Organising regional remittance summits in Africa, inclusive of all major stakeholders (public and private, remittances specific and related industries, innovative entrepreneurs/SMEs, youth);
- Implementing a sustainability business model to keep the remittances tool up to date, seeking sponsors, pro-bono contribution, institutional anchoring, etc.

## OUR ACTIVITIES AND ASPIRATIONS FOR ENVIRONMENT AND CLIMATE CHANGE

- Developing and maintaining a collaborative platform, based on geo-mapping, (a) to provide a user-friendly mapping of existing Great Green Wall (GGW) initiatives and a way to engage citizen/corporate financing and (b) to provide hands-on information on agroforestry, directly applicable to the issues faced by farmers in the targeted region, built on best practices and experiences.
- Working with countries within the Great Green Wall (GGW) framework which has a GGW National Action Plan, in which the following activities will unfold:
- Agroforestry support (e.g. by developing nurseries, distributing seedlings (preference for women-run micro or SMEs), training of farmers and trainers, including provision of toolkits/training material incorporating indigenous knowledge);
- Implementation of an innovative incentive system for agroforestry practices in rural areas, enabling access to and inclusion of vulnerable areas/persons, and ensuring risk management and fraud minimisation. Blockchain and existing best practices in payment for ecosystem services (PES) should be considered.
- Coordination encouraged with existing official institutions and public stakeholders working with the GGW Initiative (notably with the AUC's Rural Economy & Agriculture Department, International Council for Research in Agroforestry, among others);
- Designing and launching a creative communication campaign on the GGW reaching a) young people in rural areas, with relevant communication channels adapted to this specific population, on the benefits of climate-smart agriculture, and to engage them in agroforestry, and b) wider African & European youth with a view to get them involved;
- Designing and preparing a sustainability plan for PES for agroforestry with links to the GGW National Action Plans and Nationally Determined Contributions targets (NDC) to reduce climate change.



## OUR ACTIVITIES AND ASPIRATIONS ON EDUCATION & SKILLS

- Selection of volunteer innovative secondary schools, based on measurable criteria of practice of innovations/21st century learning and student participation. Within them:
- facilitating physical exchanges between teachers to share best practices, methodologies and innovative pedagogies, help each other to thrive in their role and positively impact the students;
- facilitating virtual and physical exchanges of students to work on joint projects, promoting experiential learning;
- Designing/adapting and maintaining an online platform (knowledge hub, information portal & forum) for innovative schools across Africa & internationally;
- offering a database of innovative schools and best practices of creative “21st century” pedagogy;
- enabling virtual exchange and capacity building of students, teachers, networks, schools;
- fostering network development and engagement of various stakeholders (of innovative schools, experts, institutions, authorities and CSO);
- strengthening legitimacy and visibility of the innovative schooling practices, disseminating results and drawing recommendations, and promoting further investments.

## THE YOUTH CAFE PROJECTS AND INITIATIVES



## OUR ACTIVITIES AND ASPIRATIONS ON BUSINESS, JOBS & ENTREPRENEURSHIP

- Enhancing Business incubators (“Co-Creation Labs”) with physical locations in Africa for capacity-building and virtual connection/access throughout Africa and internationally, focused on the agribusiness and renewable energy sectors. The Co-Creation Labs in each target location are and will be supported to:
- selecting young entrepreneurs working across the agri-business and renewable energy value chains, based on a set of criteria (e.g. already owning a business or a proof of concept, innovative, oriented to the future markets, with potential for digital applications,...);
- providing support and services (skills development, capacity building, coaching, mentoring, seed funding) to the selected entrepreneurs as well as local associations, networks or foundations, enabling business growth, income and sustainability;
- facilitating joint partnerships and/or investment in and between the rest of the world and Africa;
- Enabling and maintaining a virtual platform/digital directory of high potential African businesses in the two sectors to facilitate joint partnerships and/or investment in and between Africa countries, knowledge exchange, networking and building a community of practice, partnership development;
- Raising visibility and awareness of the Co-creation Labs to attract high quality entrepreneurs and investors; facilitate private sector support, public investments and public-private partnerships;
- Providing recommendations on how to address the gaps in current agribusiness and renewable energy value chains.



## OUR WORK ON UNIVERSAL HEALTH COVERAGE FOR YOUTH

- To ensure that every adolescent can make informed choices about their lives, and fulfil their rights to attain full health and wellbeing The Youth Cafe works to:
- Advocating the international community to deliver on their commitments to adolescents in Universal Health Coverage as agreed at the UN High Level Meeting on Universal Health Coverage;
- Prioritising Adolescent Health and Wellbeing, in resolutions submitted at the World Health Assembly in 2020;
- Mobilising efforts towards a first ever global summit on Adolescents in 2022, aiming to increase significantly the levels of commitment and global funding for adolescents and accelerating action through to 2030;
- Developing strong multisectoral, whole-of-government policy approaches and ensure that national health systems reach all adolescents and are responsive to the distinct and diverse needs of all adolescents, including the realization of their sexual and reproductive rights;
- Championing the increase domestic and donor spending on adolescent health and cover all adolescents with mandatory, prepaid, pooled funding for services that comprehensively address adolescent health needs;
- Engaging adolescents in global, national and sub-national policy, legislation and programme processes that affect them; through formal and informal mechanisms.



A woman with long brown hair, wearing a vibrant blue, long-sleeved, form-fitting dress with gold jewelry, stands on a paved walkway. She is holding a large flag with black, red, white, and green horizontal stripes and a white star and crescent. In the background, several other flags are flying on poles, and a large brick building with many windows is visible under a clear sky.

## OUTREACH AND COMMUNICATIONS

The Youth Cafe places particular emphasis on outreach and communications to maximize the visibility of its programmes and activities and ensure maximum reach and impact. It attracts a robust following to its main website and microsites and regularly publishes targeted publications, in particular, its periodical newsletters that cover, inter alia, policy and advocacy, programmes and initiatives, and institutional development.

As of 2019, The Youth Cafe social media followers total 60,000+ across major platforms and its digital outreach efforts reach new milestones every year in the context of organic web traffic and social media engagement.

The Youth Cafe works actively to engage its followers by publishing a wide range of multimedia materials, including infographics, digital cards, animated videos, video testimonials, photo galleries, brochures and flyers. Additionally, The Youth Cafe regularly live streams its meetings and events through its website, reaching a broader global audience.

The Youth Cafe's digital media campaigns generate robust engagement and consistently top Twitter trends. During meetings, symposia, panel discussions, and other events, its real time social media coverage has proved immensely successful, reaching millions of users and generating record-setting metrics.

The Youth Cafe also regularly supports the campaigns of other youth organisations particularly when they pertain to its eight main pillars. In turn, many non-governmental agencies and entities, including the regularly promote The Youth Cafe programmes and activities on their digital platforms. The Youth Cafe regularly celebrates landmark campaigns with other like minded organisations to promote key international days and events by highlighting the relevant achievements of its programmes beneficiaries.



# AFRICA REGIONAL YOUTH FORUMS

In its 2012 report, the Multidisciplinary Youth Group recommended that The Youth Cafe organize a recurring Africa Youth Forum to provide a regular venue for representatives of governments, international organizations, civil society, and the private sector to forge partnerships and to express commitments for youth positive action.

The Youth Cafe convened its first Africa Youth Assembly in Nairobi, Kenya in 2012. Since then, it has organized and taken part in seven additional Africa Youth Forums in Accra, Ghana (2013); Marrakech, Morocco (2014); Durban, South Africa (2015); Cairo, Egypt (2016); Dar es Salam, Tanzania (2017); Abuja, Nigeria (2018); and at the African Union Headquarters in Addis Ababa (2019).

Recognized as one of the premier events on youth empowerment in Africa, The Youth Cafe's Forums generate high interest from governments and civil society, with an

average attendance of approximately 800 participants. The Youth Cafe and the partner organisations convene political leaders, representatives of international and regional bodies, religious leaders, youth, corporate executives, civil society groups, media and foundations for an open dialogue on increasing opportunities for young people and launching joint initiatives to promote nurturing the youth potential in the continent.

The Regional Youth Forums offer a unique opportunity to forge partnerships among various stakeholders, showcase The Youth Cafe programmes and initiatives, develop concrete projects on youth empowerment, and express commitments for action around the eight pillars of Peace and Security, Including Preventing Violent Extremism; Governance and Political Inclusion (Remittances and Accountability); Culture, Arts, and Sports; Education and Skills; Business, Job Creation and Entrepreneurship, Universal Health Coverage, Environmental Preservation and Climate Change



# HOW TO GET INVOLVED

The Youth Cafe is an award-winning pan-African youth organization based in Nairobi, Kenya. Youth participation is essential to our mission. When you empower young people, it helps us build stronger communities and a brighter future.

**You can support The Youth Cafe in many ways:**



## PARTNER WITH US.

Corporate and foundation partners can play a constructive role in finding collective solutions for some of the problems tackled by The Youth Cafe either in a specific region or on a specific topic



## SUPPORT THE YOUTH CAFE PROGRAMME OF YOUR CHOICE

The Youth Cafe gives you a unique opportunity to align your business, corporate social responsibility and sustainability priorities with major initiatives that model and advance youth-led approaches towards sustainable development, social equity, democratic governance, and economic viability.



## MAKE A FINANCIAL CONTRIBUTION TO THE YOUTH CAFE

to support ongoing initiatives around Africa. It's an easy process and your support will make a difference.



## MAKE AN IN-KIND CONTRIBUTION

Support The Youth Cafe with your expertise or extend resources to enable The Youth Cafe to better fulfill its mandate around Africa.



## COMMIT TO HOSTING THE YOUTH CAFE ACTIVITY

Support The Youth Cafe's work by organizing The Youth Cafe seminar or by holding awareness campaigns and fundraising events in your communities



## FOLLOW THE YOUTH CAFE

Advocate, engage and raise awareness about The Youth Cafe. Follow The Youth Cafe on social media, subscribe to our newsletter and receive updates about The Youth Cafe activities around Africa.

For additional information, please visit: [www.theyouthcafe.com](http://www.theyouthcafe.com)

