



Youth Enterprise, Employment, and Livelihoods Development Field:

What is Your *2020 Vision*?

STATE OF THE FIELD IN YOUTH ENTERPRISE, EMPLOYMENT AND LIVELIHOODS DEVELOPMENT

Market-Driven Approaches; Monitoring, Evaluation, and
Impact Assessment; and Youth-Inclusive Financial Services.



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Youth Microenterprise and Livelihoods: State of the Field

Lessons from the 2007 Global
Youth Microenterprise Conference

Global
Youth
Microenterprise
Conference

Developed with support from:





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The State of the Field

What We Thought We Knew:

- Young People were a Risk for MFI's

What We Now Know:

- Young people aged 15 – 24 years old can make up anywhere between 8-25% of an existing portfolio

The State of the Field

What We Thought We Knew:

- That we only needed to get young people into jobs

What We Now Know:

- That young people are economically active and very active in the informal sector where data is often hard to come by. Young people need to be prepared to find or create employment and adapt as the economic environment changes.

The State of the Field

What We Thought We Knew:

- That barriers to economic opportunity for young people were primarily related to start-up financing

What We Now Know:

- Barriers are often non-financial and that, given the chance, young people can articulate these

The State of the Field

What We Thought We Knew:

- That all girls depended on someone else in the household for their economic security

What We Now Know:

- Girls in many countries are earning and saving; Their resiliency and tenacity needs to be further tapped

10 Key Trends & Gaps

Trends

- 1. Range of Interventions**
- 2. Cross Sectoral Work**
- 3. Market Segmentation: “Not all youth are created equal”**
- 4. Market Driven. Demand Driven.**
- 5. Recognition of Youth as Stakeholders**
- 6. Collaboration and Networking**

10 Key Trends & Gaps

Gaps

- 7. Youth-Specific or Youth-Inclusive?**
- 8. Defining “Reaching Scale”**
- 9. Defining “Sustainability”**
- 10. Building the Evidence Base**



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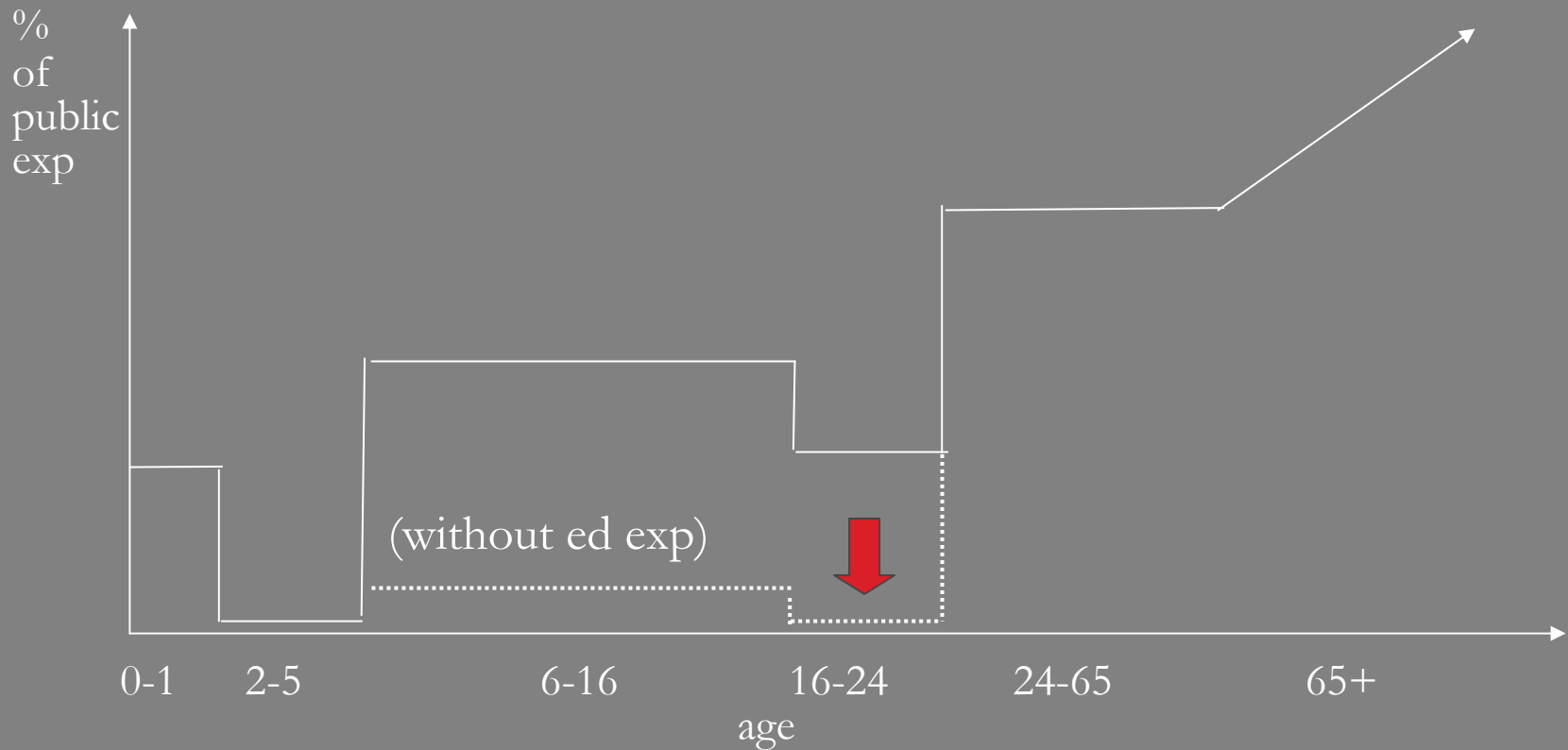
Building the Case for Public Investments in Youth

Wendy Cunningham
Coordinator, Children & Youth Unit
World Bank
September 29, 2009

Youth are a low priority for public
expenditure

Youth are a low priority for public expenditures

Social Expenditures in Brazil, by age cohort

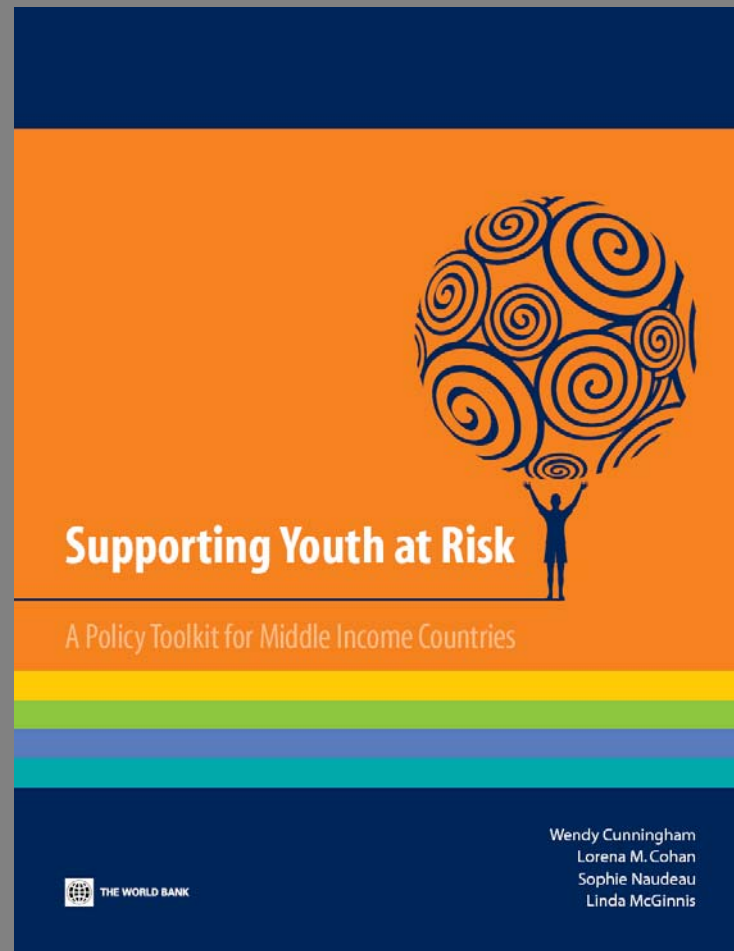


Source: World Bank, 2008.

What can we do to make the case for public expenditure in youth?

- Cast the youth development issue in a language that policymakers understand
 - Negative youth behavior reduces economic growth up to 2% of annual GDP in the LAC region
 - Youth unemployment can reduce the average income of youth by nearly one-half of GDP per capita annually in LAC
- Evidence that interventions are effective (have a positive rate of return)
 - Program Impact
 - Cost-benefit Estimates

Evidence-based Policy and Programming



What do we mean by “evidence” of impact

Participant	Non-participant	Program Impact
40% are working after the program	40% are working when the program ends	No
Program participants are very low skilled	20% of low skilled are working when program ends	Yes, positive impact
Program participants are highly motivated	60% of highly motivated are working when program ends	Yes, negative impact

Core Policies (6)



Programs for which there is strong evidence of effectiveness.

- ECD - Invest in the first 5 years of life
- Keep children in school through secondary school
- Use schools to convey key risk prevention messages
- Make reproductive health services more youth-friendly
- Target youth with social marketing messages
- Promote effective parenting

Promising Approaches (9)

Programs that may be effective,
but need rigorous impact evaluation
and cost-benefit analysis



- Invest in education equivalency programs
- Job training programs that include a mixture of technical skills, life skills, and internships
- Provide financial incentives for good decision making
- Offer activities in youth-friendly spaces
- Invest in youth service programs
- Establish mentoring programs
- Provide targeted employment services to assist youth with job search and retention
- Incorporate life skills into all interventions
- Support pilot self-employment programs

Youth entrepreneurship

- 2 programs in the world that have been “rigorously” evaluated

Situation of program participants relative to a control group

	Likelihood of working	income
Peru Young Micro-Entrepreneurs' Qualification Program	8% more running a business	8% higher
Bulgaria – Self-Employment program	50% higher, esp. women	---

Source: Cunningham, et. al (2008)

If we missed something, please let us know!

Vision 2020 (and our challenge

- Strong evidence-base for policy and programming
 - Experimentation and evaluation
 - Learning Agenda
 - Strong role for partnerships: implementers + researchers + advocates
- More and higher quality programs for youth development

Thank you

www.worldbank.org/childrenandyouth



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2009 Global Youth Enterprise Conference: *Tracks*

Track 1: Program Design & Implementation

Track 2: Policy & Advocacy

Track 3: Monitoring, Evaluation & Impact Assessment

Track 4: Partnerships

Track 5: Cross-Cutting

Special Track: Focus on Finance

2009 Global Youth Enterprise Conference:

Session Types

- **1-Hour Sessions: Tools You Can Use Today**
- **1.5-Hour Sessions: Ideas in Development to Achieve our 2020 Vision**
- **2-Hour Sessions: What Do We Know for Sure?**