



Theme 1: Market-Driven Approaches

Many practitioners, policymakers, educators, and donors are facing similar challenges related to ensuring their programs, projects, and policies are market-driven. Over the past few months, Making Cents International has been collecting input from organizations around the world that are addressing questions such as, “How can we effectively engage the private sector to ensure our capacity building is market-driven?”; “In a particular context, which program elements are most effective at creating market-based employment, and how do you identify them?”; “What are some proven practices in youth enterprise and employment development in conflict or post-conflict settings?”; “What are the unique opportunity costs, needs, and risks of youth seeking employment?”; “How can we decode market information and signals about where unmet opportunities lie?”; and “How can practitioners understand what skills and knowledge are in demand by the market so they can help youth seize these opportunities?” The Global Youth Enterprise Conference will tackle these and other questions related to the Market-Driven Approaches technical theme.

Proposed breakout sessions around this theme might focus on:

- Holistic and integrated approaches that have successfully led to long-term youth employment and successful youth enterprises
- Effectively integrating youth into competitive value chains
- Methodologies for teaching youth how to identify viable business opportunities
- Private sector partnerships that support youth enterprise and employment creation
- Financial services for youth clients
- Youth participation in design and implementation of youth enterprise and employment programs
- Youth social entrepreneurship that creates income and builds livelihoods
- National policies that support youth enterprise and employment creation
- Key factors in successful youth enterprise start-up, growth and sustainability
- The use of remittances to achieve youth employment and enterprise creation