

Youth Alliance

Overview 2024

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A Collective Approach to Empowering Youth

The Youth Alliance is a **community of funders, practitioners and investors** committed to tackling youth challenges through **collective action**.

By employing a systemic and holistic approach, alliance members initiate **co-investments, share knowledge, and advocate for systemic change**.

Joining the Youth Alliance positions organisations as **pioneers within a systemic change initiative**, placing them at the **forefront of collaborative models** that have the potential to inspire the impact sector.

The Challenge

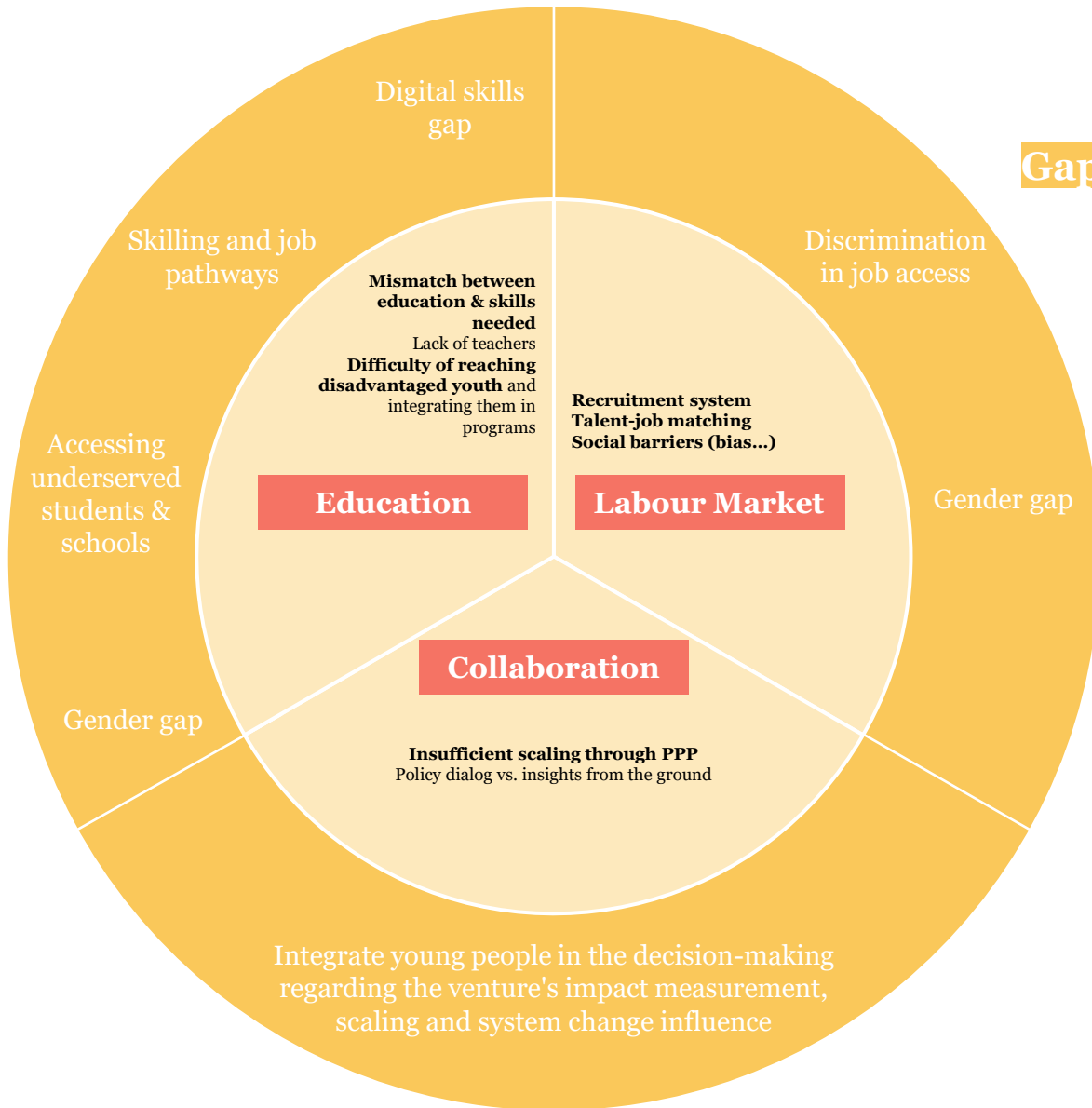
To define the scope of the Youth Alliance, Ashoka, Impact Europe, and Schneider Electric Foundation surveyed their members - acting as field actors or funders and investors -, with the goal of **mapping systemic gaps and barriers to empowering disadvantaged youth and supporting youth social entrepreneurship.**

In addition, the core team consulted existing literature and research to pinpoint **opportunities that could maximize the impact** of the Youth Alliance.

It is crucial to acknowledge that the **systemic barriers in both sectors are highly diverse;** however, a curated selection was made, recognizing that all these barriers interact with each other in the field.

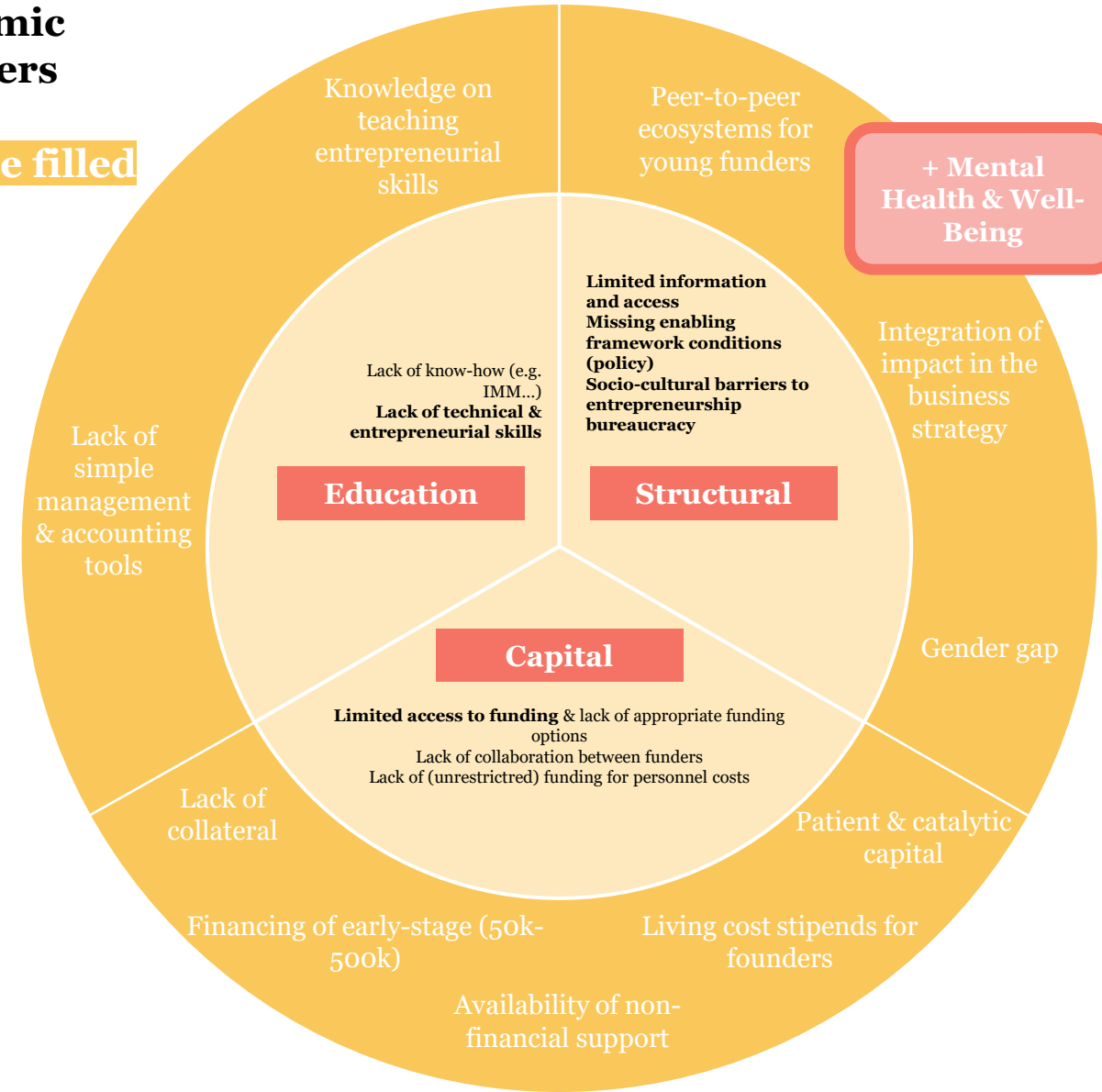
Empowering Disadvantaged Youth

Youth Social Entrepreneurship



Systemic barriers

Gaps to be filled



Next decade priority worldwide



Today, there are 1.2 billion young people aged to 15 to 25 years

258 M

Children, teenagers and young people were out of school in 2018***



Young people are the biggest and most educated generation in history**

24 M

Children will never enter a classroom****



Young people are launching twice as many businesses as the more experienced **

76%

Of non-students and inactive young people are women****

Sources: *United Nations, Youth global issues; **SDSN Youth report; ***UNESCO Institute for Statistics database; ****United Nations YouthStats: Education

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In Europe in 2021...



The share of youth in Europe decreased by 16.3% in 2021

13.1%

people aged 15-29 were never in employment nor in any education



Young females (72 %) and males (70%) in the EU had basic or above basic digital skills

1/4

youth are at risk of social exclusion



5.9 % of employed young people were self-employed

x2

unemployment rate of people aged 15–29 years in the EU compared to the overall unemployment rate

Sources: Eurostat; United Nations YouthStats: Education

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The Solution

In response to identified gaps and barriers, the Youth Alliance has devised a strategy harnessing the collaborative strength of the group across three pillars: **co-investing** in projects, **sharing knowledge** within the alliance and the broader ecosystem, and leveraging a **collective voice for advocacy**.

The 2024 roadmap focuses on solidifying the Youth Alliance, unlocking EU funding, **and achieving initial milestones in each pillar**, such as initiating co-investments, publishing a white paper, and promoting the alliance at events.

Regular meetings every six weeks allow members to actively drive and discuss progress on these initiatives.

Achievements 2023

November 2022

Launch of the Youth Alliance at **Impact Week 2022**

May

Agreement on the Alliance scope at **Business of Impact 2023**

September - November

Collection of **five projects** for potential co-investments

Mapping of the gaps and barriers to empowering disadvantaged youth and supporting youth social entrepreneurship

Agreement on the **Alliance governance** and setup of the **Steering Committee**

Three in-person and **five online** meetups

February - April

July

Until end of 2023

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Strategy

Co-Investment

1. Identify **opportunities for collaboration**
2. Effective mobilization of **financial and non-financial** resources
3. **Experiment co-investments** or new ways of investing

Knowledge Sharing

1. Create a **platform of exchange**
2. Sharing and collecting our **experiences**
3. Document processes for **continuous improvement**

Advocacy

1. Keep **record of all learnings** shared to disseminate beyond the alliance
2. **Informing decision-makers**
3. **Guide public policies** towards collective, innovative, long-term and systemic solutions based on an analysis of systemic barriers

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Roadmap 2024

Structuring Co-Investments

- Structuring two co-investments.
- Collecting five additional project submission.

Publishing a White Paper

- Collecting learnings from the Youth Alliance and its members in a white paper.
- Launching a white paper at Impact Week 2024 in Bilbao.

Attending Sectorial Events

- Organising two sessions at Business of Impact 2024 and Impact Week 2024.
- Attending and speaking at two additional events to promote the Youth Alliance.

Unlocking EU Funding

- Identify three promising funding opportunities.
- Unlock funding for the Youth Alliance for 2025 onwards.

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Meetups 2024

	Regular Meetups	Impact Europe Conferences
January	Thursday 18 (10h-11h)	
February	Thursday 29 (10h-11h)	
March		
April	Thursday 18 (10h-11h)	
May	Thursday 23 (10h-11h)	
June		12-13 Business of Impact in The Hague
July	Thursday 4 (10h-11h)	
August	Thursday 22 (10h-11h)	
September	Thursday 26 (10h-11h)	
October		
November	Thursday 7 (10h-11h)	28-30 Impact Week in Bilbao
December	Thursday 19 (10h-11h)	

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Join the Movement!

While we already have a small and engaged group of members with an impressive track record in the sector, we are **actively welcoming new participants to join the Youth Alliance**. Membership in the Youth Alliance offers a **range of benefits**, from thought leadership opportunities to facilitating co-investments.

To ensure an engaged and collaborative community, we have established membership criteria, including regular attendance at meetups and an annual commitment to contribute financially or non-financially to one of the alliance's activities.

Given the alliance's primary objective of fostering co-investments among members, we have also **outlined specific criteria for the projects that members may submit**.

Youth Alliance Members (Selection)

accenture

| BertelsmannStiftung


B King Baudouin
Foundation

grupo
ageas
portugal

 HIGHER
EDUCATION
FOR GOOD

SAP

WE SHARE
WE SHARE
WE SHARE

amazon

 Microsoft

Schneider
Electric
Foundation

WORLD
YMCA

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 **Impact Europe**

Membership Benefits

01

Drive **thought-leadership** and actively contribute to a **systemic change initiative**

02

Share your perspective and **shape the strategy** of the Youth Alliance

03

Access deal opportunities by sourcing projects from trusted peers

04

Secure co-investors for your projects

05

Benefit from peer-to-peer **learning opportunities**

06

Enhance your visibility by being **recognized as a vital Youth Alliance member**

07

Get visibility at Impact Europe's conferences

08

Amplify your impact through a unified and powerful **collective voice**

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Membership Criteria

- › Members **actively participate in meetups** taking place every six weeks.
- › Members contribute annually, either through **financial or non-financial support** to the alliance's activities:



Financial Support

- For a project submitted by peers
- For the Youth Alliance



Non-Financial Support

- For a project submitted by peers
- To develop a white paper
- To submit an EU Funding application
- To a shared measurement framework

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Project Criteria

Project assessment

« Must have » criteria

- Young Social Entrepreneur OR NEET in Europe as target audience
- Soft skills (including mental health) change levers
- Leadership team capacity to deliver the mission
- Systemic approach
- Youth-led design
- Scalability: Replicable blueprint – robust scaling strategy
- Sustainability (ability to mobilize recurrent resources) / innovative finance model

« Nice to have » criteria

- Impact measurement in place
- Ability to deliver learning outcomes in 2024
- Project ability to support Youth Alliance co-funding and learning objectives
- Collaboration and Contribution to advocacy / policy making

Organization assessment

- Track record of impactful projects
- Financial health
- Robust and transparent governance

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Co-Funding Opportunity Example

Building Back better Through Social Entrepreneurship

The project will equip young people with the necessary skills and knowledge to set up sustainable social enterprises in Ukraine, Moldova and Georgia. 2100 young participants will strengthen their employability and develop transversal entrepreneurial competences such as creativity, perseverance, teamwork, resourcefulness. 210 social enterprises will be created, the 45 most promising ones will receive 360° support incl. financing.

Project milestones

- curriculum development finished
- ongoing incubation of 2100 students in Universities
- ongoing fundraising for the program

Youth Alliance Engagement

- Ongoing conversations with
 - Schneider Electric Foundation for (non)financial support
 - Mitsubishi Corporations for financial support
- Connections made by
 - SAP with MovingWorlds for TRANSFORM Support Hub for non-financial support

Main partners

- European Commission
- JA Europe
- JA Ukraine, JA Moldova, JA Georgia, JA Lithuania
- (and INTEL, Unknown Group, The Municipality of the Hague)

Other funders/partners that expressed interest

- SDC (Swiss Development Cooperation)
- Impact Europe's Eastern Partnership program

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Reach out to us!



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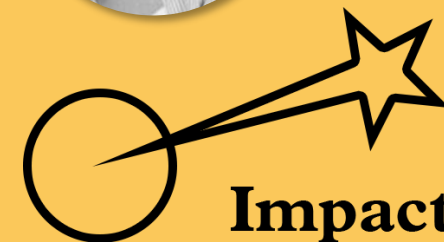


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