

LET'S TRAIN



Peace Child International
empowering young people

60,000

YOUNG ENTREPRENEURS



...TO GET A JOB OR START A BUSINESS



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THE BEST INVESTMENT YOU CAN MAKE

We believe young people have the power to change the world. That's because, time and again, we've seen them do it. Over the past 35 years, our global movement of young people has worked for change in North and Central America, South Asia, Africa and Europe. In each case, young people expressed a vision of a promising future, and every time, young people showed that, given the chance, their actions make a difference.

Even so, young people today around the world are disengaging from society - hardly surprising with 620 million not in work, education or training, 865,000 in the UK alone. Joblessness comes at a high economic price, too; the World Bank estimates that it costs the global economy \$3 to \$5 trillion each year.

If we don't take action now, this youth unemployment crisis will get worse: over the next ten years, 600 million young people will enter a job market with just 200 million jobs waiting for them.

In response to this crisis, we are launching our **Global Youth Job Creation Appeal** to harness our greatest strength - our **active network of more than 10,000 young leaders** from across the world.

The Peace Child Global Youth Network is central to everything we do and provides a key way for us to engage with, listen to and support young people, empowering them to drive systemic change in their communities, leading to better futures for marginalised youths everywhere.

The **Global Youth Job Creation Appeal** aims to rapidly expand this network of young advocates and reach an unprecedented number of young people around the world. Working in partnership with companies, trusts, governments and philanthropists we plan to help over **60,000 young people get a job or start a business by 2020.**

This brochure sets out our ambitions in more detail, including the role you can play in making these a reality.

Please help us give young people the chance of a decent future. It's the best investment you can make.

Adriana Pogli
CEO, Peace Child International

THE JOBS PROBLEM – AND HOW WE CAN SOLVE IT



Group of trainees
Kenema, Sierra Leone



“They tell me: ‘Start a company! Create your own job!’ But nothing in my schooling has taught me how to do this.”

These are the words of Rahul from India, spoken at the World Youth Congress in Rio de Janeiro. They sum up the frustration felt

“They tell me: ‘Start a company! Create your own job!’ But nothing in my schooling has taught me how to do this.”

Rahul, India

by millions of young people who are being failed by education systems that are not equipping them for the modern job market.

In developing countries, **83% of jobs are in the informal sector** but few schools teach entrepreneurial skills.

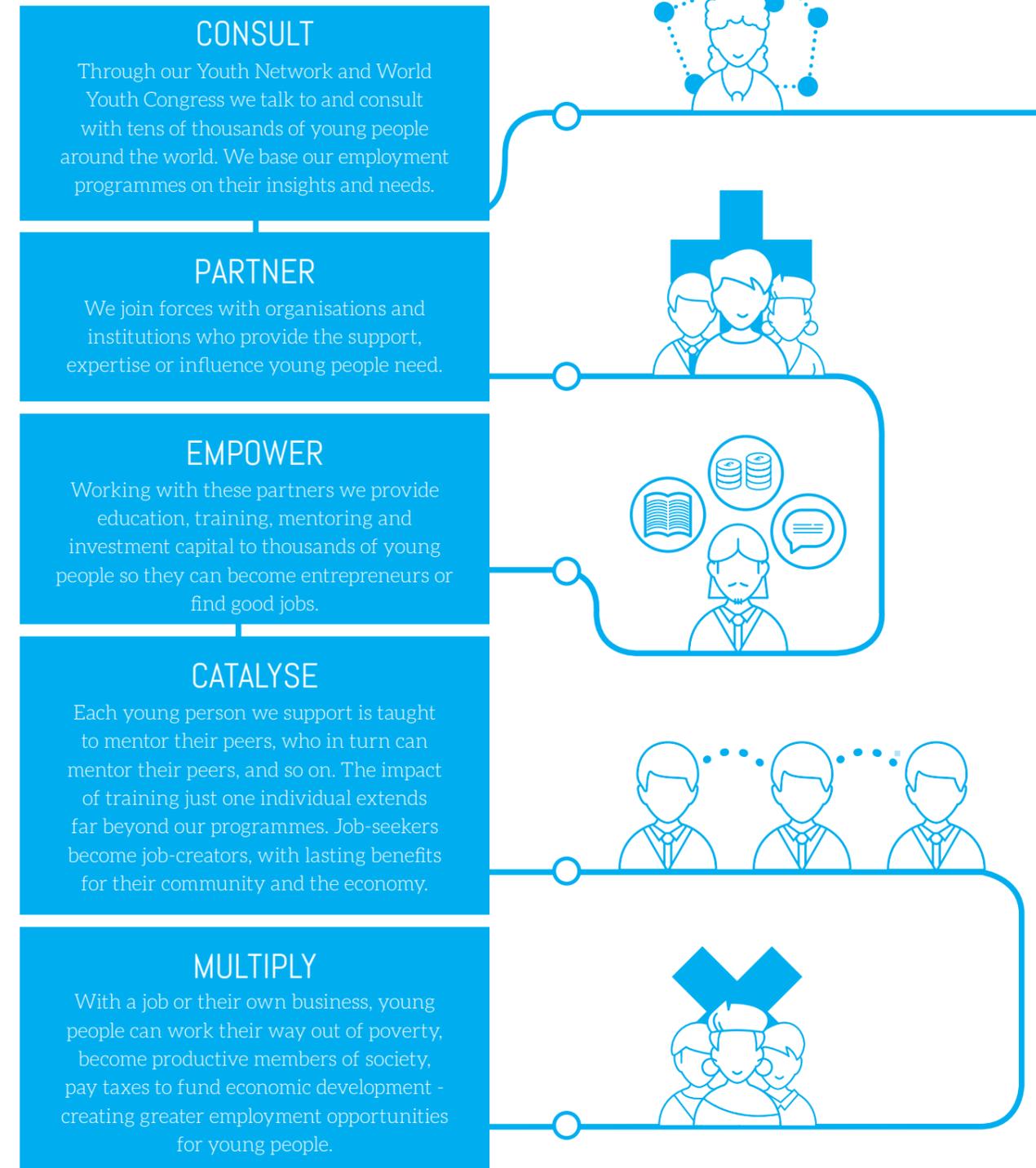
In the UK, where 80% of work is waged, employers say that **one in five vacancies is difficult to fill** because schools aren't teaching young people the right skills. “pupils are failed by not being prepared properly for work and the careers service is on life support”, John Cridland, former Director General at the CBI.

We believe initiatives like our training programmes (see pg 8 and 10) are the best way to prepare young people for work and with your support we will ensure the next generation of young people are equipped to be the driving force for job creation and economic growth.

OUR THEORY OF CHANGE

At Peace Child, we've developed a unique model to create fundamental and self-sustaining change on a scale far beyond what we could achieve on our own. Our theory of change creates a virtuous circle: young people are trained to train others, who train and mentor others, and so on – sharing learning and creating jobs that fuel economic development, and boost further development.

The driving force behind every stage of this process is young people themselves. Ultimately, young people are the solution to the problems they face. By designing, shaping and running our youth employment programmes they transform their own lives and the lives of many others. This is what we call youth-led development – a term coined at our first World Youth Congress in 1999.



HOW WE ARE RESPONDING



Youth-Led Development

If you're interested in becoming a partner, please get in touch. We can tell you more about our work and the difference a partnership will make.

Through our **Global Youth Network** We have access to thousands of young people in every UN member state.

We continually consult them both online, and at the World Youth Congress, so we can be informed about the problems they're facing and this drives the programmes that we develop and provides young people with the opportunity to shape and lead them. In turn, we represent their interests at the highest levels of global decision-making at the UN, World Bank and with governments across the world.

Most importantly, the network provides

information, education and networking opportunities which give young people a means of improving their livelihoods and bringing about lasting change in their future and that of their communities.

In developing countries our programme Be the Change runs business training academies for the most vulnerable young women, equipping them with the skills, knowledge, mentorship and start-up funds needed to run their own businesses.

As part of our 10 week training programme, our entrepreneurial training spans numeracy, market research skills, customer service, business and financial management effectively providing vital education these

young women never had.

During the course, each delegate develops a business plan and those with the most viable business ideas receive and non collateralised loan to kick start their business either in the form of a loan from our revolving loan pot or through local entrepreneur networks. We then help the young graduate to set up their enterprise and provide them with a mentor to help make sure their business grows and becomes profitable.

In the UK we run Work the Change, which helps pupils most at risk of becoming NEET's and identify opportunities and build their CV's while still at school. We encourage class participation, build confidence and promote volunteering as a way for young people to build their employability skills. We do this using peer to peer learning, training sixth-formers to deliver workshops to students in year 10 in areas like self-awareness, teamwork, CV development and interviewing. These year 10 students then deliver assemblies to share their learning with younger pupils in year 7.

A small group of vulnerable year ten students are then mentored by sixth-formers for 10-12 weeks. Mentees develop confidence and independent learning strategies and run a volunteer project, such as a cake sale, to put their new skills to use and provide a



tangible outcome for their CVs.

These programmes inspired us to publish our Youth Job Creation Policy Primer in partnership with the Parliamentary Network for the World Bank, giving thought leadership on how to achieve Sustainable Development Goal 8: Full Youth Employment by 2030.



OUR GLOBAL YOUTH JOB CREATION APPEAL— AND HOW YOU CAN BE PART OF IT

Find out just how far we could make your investment go on page 16.

This is pivotal time. The world is about to embark on a new journey guided by Sustainable Development Goals that will define our path for development. These goals include a commitment to create productive employment and decent work for all, but unless we engage with young people and equip them with the right skills to meet the needs of employers, or rise to the challenge of self-employment, we will fail to reach this crucial target.

With your support we plan to train **60,000 young people around the world to get a job or start a business.**

We plan to **dramatically increase the impact** of our work, increasing the number of schools and training academies, and by creating a **secure, interactive online membership site** which gives young people



access to our best practice guides, toolkits, online mentorship and discussion forums that will enable them to refresh their own knowledge and skills, and deliver quality training to their peers at scale.

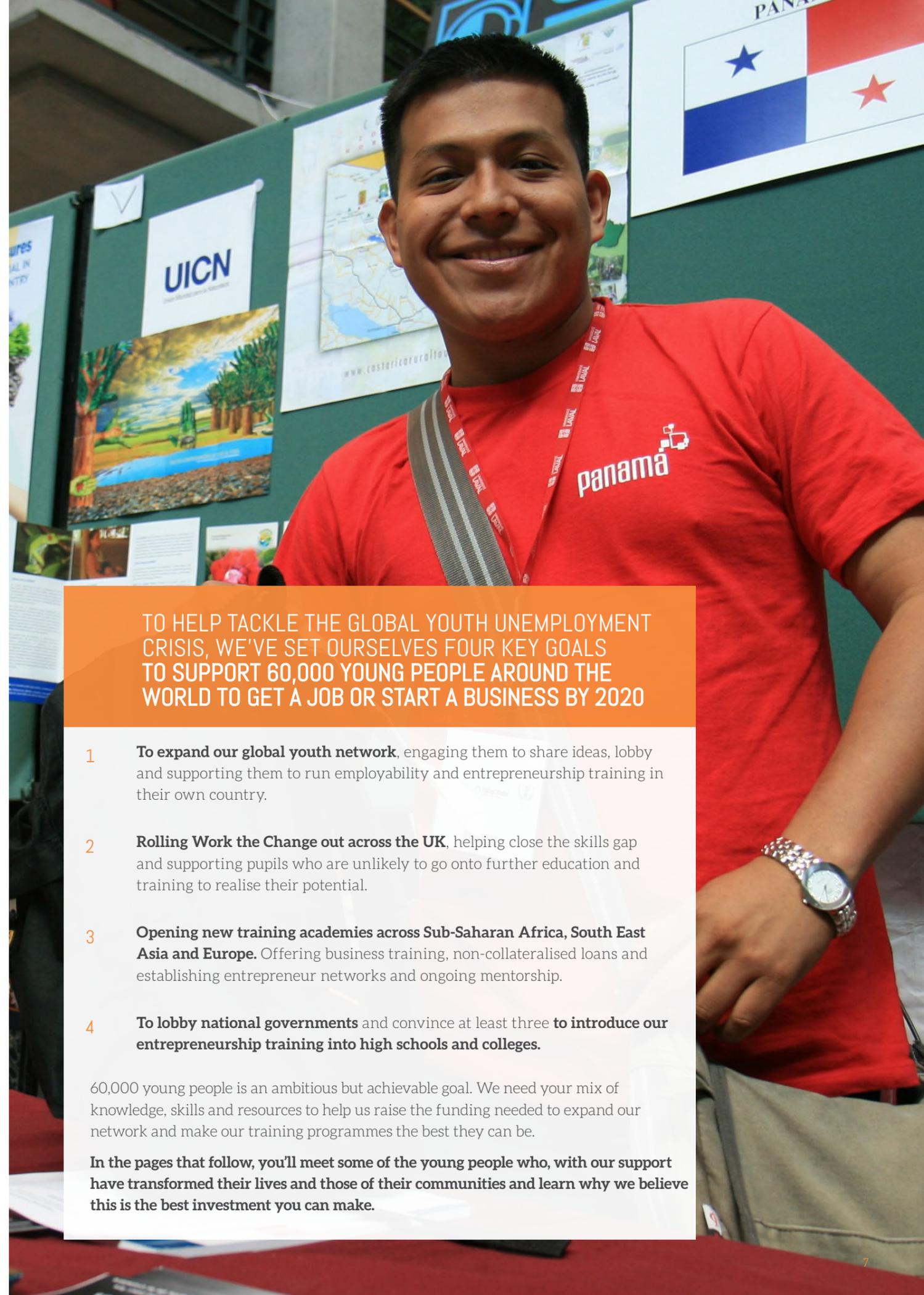
Our expanded network will also be an invaluable resource for international businesses, governments and NGOs seeking the views of young people to inform their youth policies and practices, or looking for partners for youth-led initiatives.

Critically, the young people we support will be the catalyst for much wider change. Every young person we help to set up a business or get into work will be equipped with the skills to support and mentor many others.

We can't know exactly how many people benefit from this, but our impact assessments shows **83.3% of UK VI form students said our programme helped them understand what they are capable of** and for each small business started an average of **2.5 new jobs were created per business.** Moreover, every successful enterprise results in more than just jobs; many other family members are provided for, children are put in school and the entire family has improved access to healthcare.

Other benefits of reduced unemployment include:

- Stronger communities
- Higher local tax revenues
- Fewer young people involved in crime, drugs or violence
- Many happier, healthier young people



TO HELP TACKLE THE GLOBAL YOUTH UNEMPLOYMENT CRISIS, WE'VE SET OURSELVES FOUR KEY GOALS TO SUPPORT 60,000 YOUNG PEOPLE AROUND THE WORLD TO GET A JOB OR START A BUSINESS BY 2020

- 1 **To expand our global youth network**, engaging them to share ideas, lobby and supporting them to run employability and entrepreneurship training in their own country.
- 2 **Rolling Work the Change out across the UK**, helping close the skills gap and supporting pupils who are unlikely to go onto further education and training to realise their potential.
- 3 **Opening new training academies across Sub-Saharan Africa, South East Asia and Europe.** Offering business training, non-collateralised loans and establishing entrepreneur networks and ongoing mentorship.
- 4 **To lobby national governments** and convince at least three **to introduce our entrepreneurship training into high schools and colleges.**

60,000 young people is an ambitious but achievable goal. We need your mix of knowledge, skills and resources to help us raise the funding needed to expand our network and make our training programmes the best they can be.

In the pages that follow, you'll meet some of the young people who, with our support have transformed their lives and those of their communities and learn why we believe this is the best investment you can make.

PEACE CHILD IN THE UK



Young people in the UK are nearly three times as likely to be unemployed as the rest of the population - the largest gap for more than 20 years. The consequences for economic growth, social stability and individual well-being are devastating.

workshops and mentor their younger peers in how to enhance their CVs, improve their interview techniques and research the job market.

We've supported over 2,000 young people to discover their own strengths, to better position themselves to get a job or run a business - preparing them for the opportunities, responsibilities and experiences of later life.

Beth Farrow, 18, was an ambassador at Samuel Ryder School in St Albans.

"It fills a gap," she says. "It covers things they don't teach at school."

One pupil told us: "It made me think on my feet and it gave me an understanding what employers are looking for."

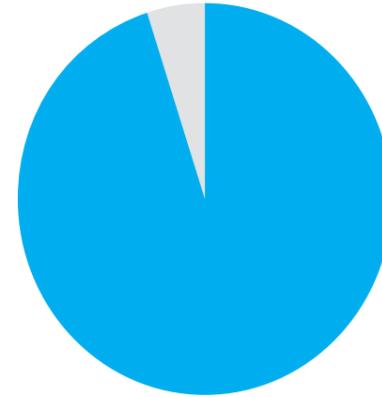
Funded by the European Union, it can be used anywhere in the world.

"You learn about yourself – it opens up different horizons about the things you could do."

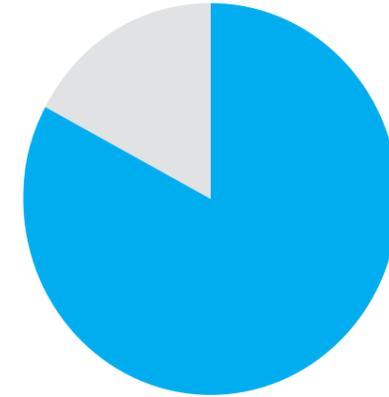
*Shoaib Faizal,
Eton Enterprise College.*

Work the Change is a programme that **helps young people make themselves employable**. It bridges the gap between what employers in the UK want and what school-leavers can offer. It trains sixth-form 'ambassadors' to help 15-year old students market themselves to prospective employers and prepare for the world of work. The ambassadors lead

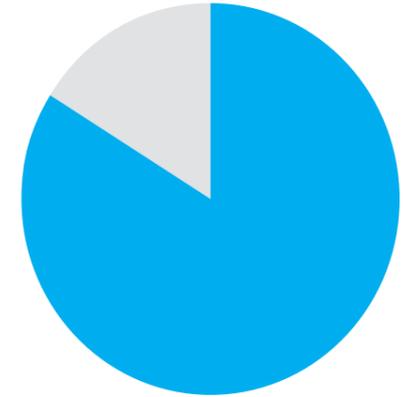
OUTCOMES



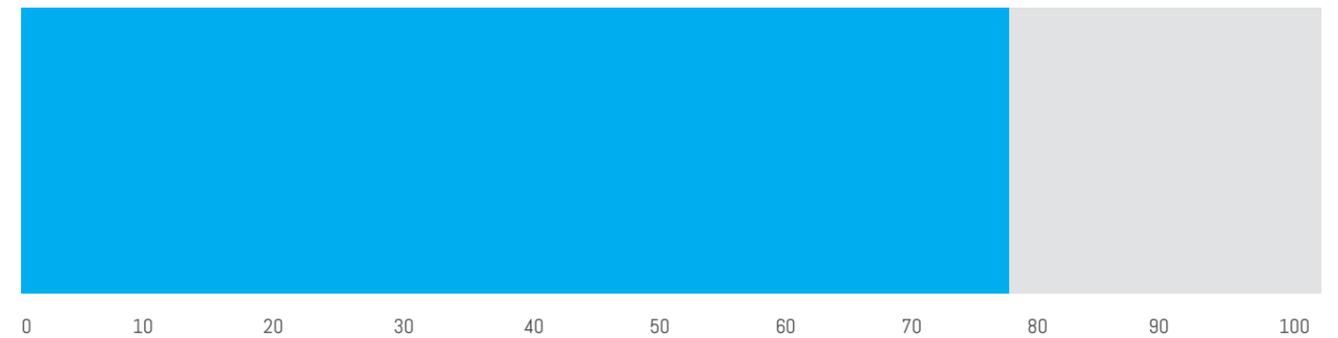
Overall **95%** of VI form students said the programme helped them to be more confident when presenting.



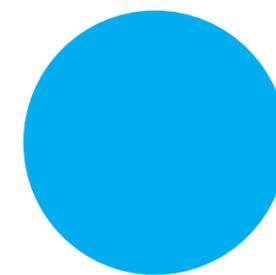
83.3% of VI form students said the programme helped them understand what they are capable of.



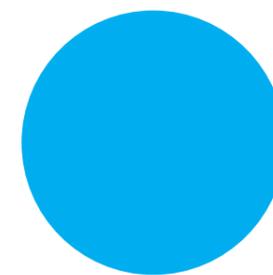
84.3% of VI form students said the programme helped them understand how to come across in interviews.



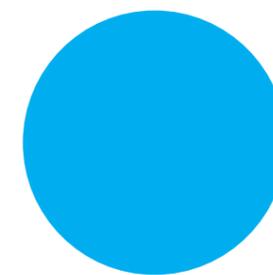
Overall, **76%** of Year 10 students showed an increase between initial base line indicators and the final evaluation of what they had learned from the programme.



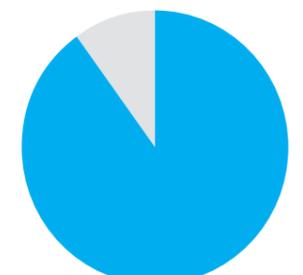
100% of mentored students said the programme helped them to seek out opportunities to gain more experience.



100% of mentored students said the programme helped them understand how to come across in interviews.



100% of mentored students said the programme helped them learn how to write a CV.



90% of mentored students said the programme helped them learn how to set goals for themselves.

PEACE CHILD OVERSEAS



Musulyn Dassen - Gari Trading
Monrovia, Liberia

Since 2011, our Be the Change training academies have provided thousands of young female entrepreneurs in Guinea, Sierra Leone, Liberia, Kenya and India with the skills, mentoring and investment capital they need to find work or start their own businesses.

As part of the ten-week training programme, the young women learn business skills ranging from market

to a panel of independent business experts. Those with the most viable plans receive a non-collateralised loan to kick-start their business.

We then help the graduate set up their enterprise and provide them with a mentor who will be with them every step of the way for three years, helping them make sure their business grows and becomes profitable.

It's this sustained, long-term 360-degree support from concept, to inception, to expansion that sets our model apart from other business training schemes. It gives young women the best chance of being successful and sharing the benefits of that success with those around them.

In the pages that follow, you'll meet two women in Liberia who, with our support, have transformed their own lives and those of their families and communities.

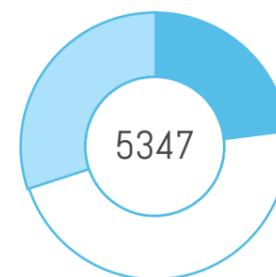
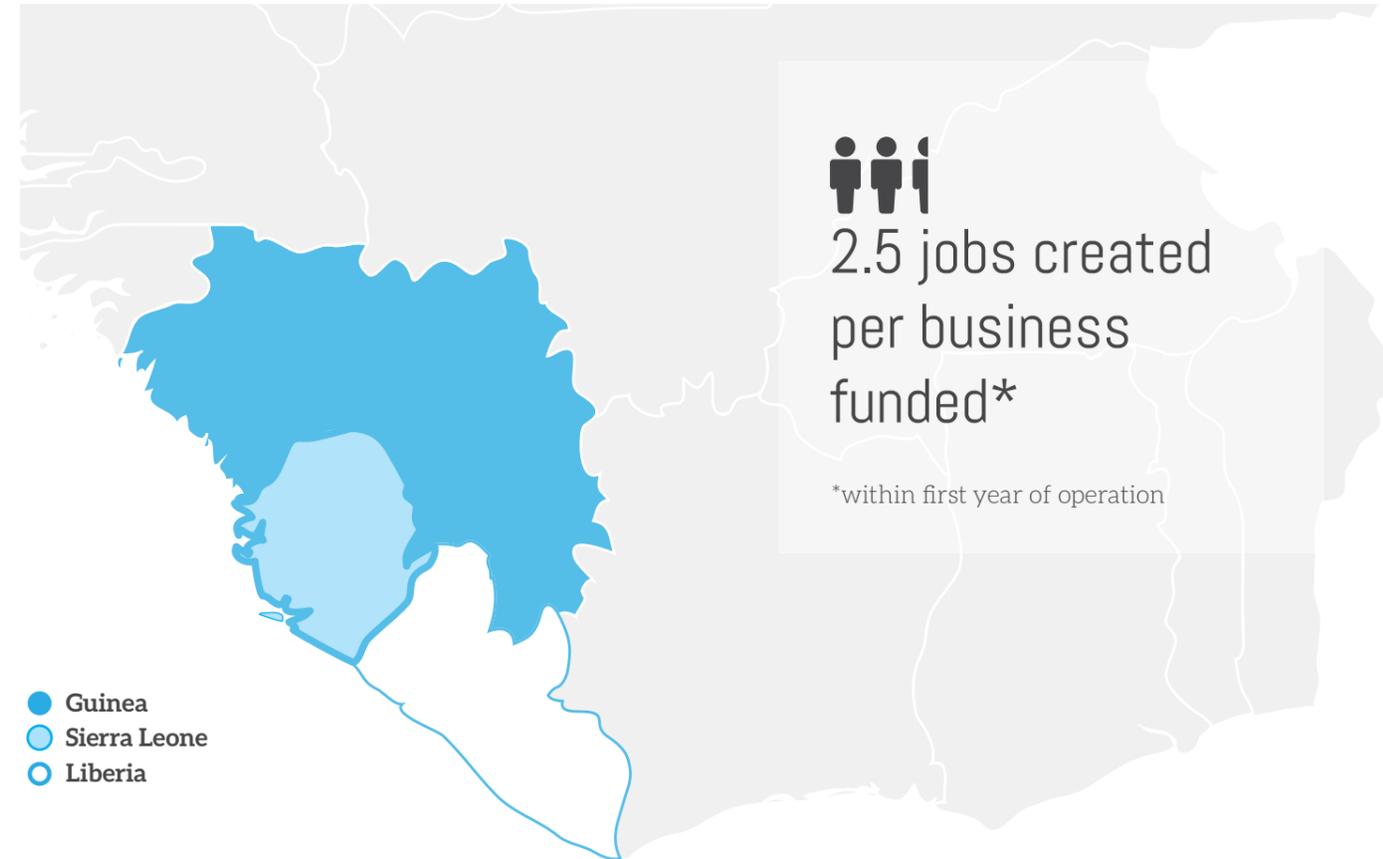


"The programme made me see I could make a future, that I could make a company."

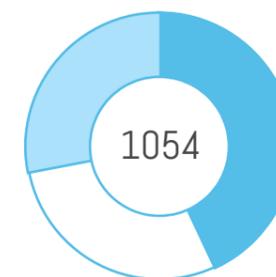
Satta Momo,
Trainee, Liberia.

research to managing staff to customer service. During the course, each delegate develops a business plan, which they present

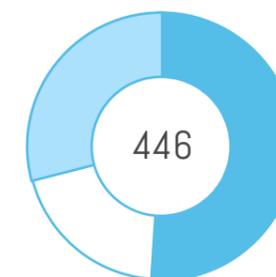
OUTCOMES



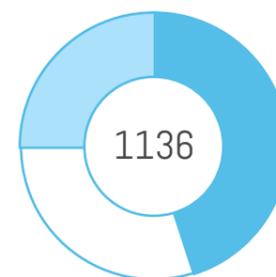
TRAINEES



JOBS CREATED



BUSINESSES STARTED



TOTAL EMPLOYMENT

INCOME

■ Don't Know ■ Under \$50/mo ■ \$50-\$100/mo ■ Over \$100/mo



CASE STUDY: MARIE DELINE - SELLING SAND FOR A LOCAL CONSTRUCTION BOOM



Marie used to sell gasoline but struggled to earn enough money to survive. Thanks to our trainings, she's developed a more lucrative line of business.

"We were taught how to do market research to find what people need. I discovered that in the area where I live,

from the programme. She began selling sand and earning enough to support her family – income that also helped through the Ebola crisis.

"If I had not taken the training," she says, "I would not have got the idea about the sand business, or known how to do the market research to know if the business will work. I gained self-confidence and made a plan so that I don't have to depend on my husband alone. I have an idea about business now and ample proof that it will be successful, even in this time of Ebola."

Now, Marie's started what she calls a 'sister to sister' group, passing on what she's learned to other women in the community. "I bring women together and teach them how to be strong and determined in everything they do."

people are starting construction projects, so when I noticed there was sand under the ground, I purchased sand." Marie says.

It was a purchased with a loan of \$250



**"If I had not taken the training,
I would not have got the idea
about the sand business."**

*Satta Momo,
Trainee, Liberia.*

CASE STUDY: MANGEE WILLIAMS - BUILDING A SUCCESSFUL CATERING BUSINESS

Mangee runs a successful catering business, preparing food for weddings, parties and government meetings.

"It was through the support of the Academy that my business could grow," she says. With our \$200 loan, she was able to buy cooking equipment and began marketing her business, distributing flyers to potential customers.

They helped win some big contracts, including a deal to cater for 100 people a day on an NGO training course. "I was cooking for three weeks, and employed ten people," says Mangee.

"For the next contract I want to get a car to make transport easier. I see this business extending. First, I want to open a good restaurant, and I am already in the process by securing a piece of land. After that, I would like to expand to open a chain of

restaurants."

The training taught Mangee about the financial side of being an entrepreneur: paying staff, calculating profits, accumulating savings. The theory has become practice. "This year I expect to have made close to \$5,000 in personal savings and the business turnover should be around \$12,000".

Her success is transforming her family's quality of life. "When I took my first pay I went into town and bought my children books, bags, uniforms and shoes. I am proud I can now give money to my children and even my husband."

She's also pleased to be employing people from the community. "I am changing lives and helping people. I hope they will also go on and achieve something more."



THE WORLD YOUTH CONGRESS



Every few years, we bring together the most active, most innovative, most capable individuals from our Global Youth Network to a World Youth Congress, a unique platform for young leaders from all over the world.

As one of the world's most popular international youth meetings, young

Over 10,000 young people have already used this unique platform to let us know about the problems and challenges that matter most to them and help us devise the best possible solutions – solutions youth themselves can implement.

Each World Youth Congress is held in a different country and has a different theme, from eradicating poverty to sustainable development. It's a chance for active, innovative and capable young leaders from all over the globe to come together for a week-long event packed with activities.

Our next Congress will take place in Hawaii in summer 2017 and will involve young people in tackling the youth unemployment crisis head on.

delegates get the chance to collaborate with key leaders from the UN, World Bank and other international institutions to influence the global development agenda.



"The World Youth Congress changed my life forever!"

Marina Mansilla Hermann (Argentina)



KEY ACHIEVEMENTS

- 1999** Be the Change was founded at the first WYC in **Hawaii**, which saw the establishment of a sustainable development action programme, where funding was forwarded to small-scale, youth-led sustainable community improvement projects in disadvantaged areas.
- 2003** The Casablanca Declaration - agreed upon by youth delegates during the 2nd WYC in **Morocco** - called on governments to make significant education and economic reform, to ensure safety, equality and opportunity for all.
- 2005** The 3rd WYC held in **Stirling, Scotland** was inundated with a record number of applications. Ultimately the WYC received some 4,000 applications from 150+ countries for the 600 delegate positions available.
- 2008** The fourth WYC was hosted by **Quebec** and was attended by 525 youth delegates from 110 countries worldwide. Delegates witnessed the first "World Youth Walk" and saw technology play a greater role than ever, with the increase in online engagement being particularly notable.
- 2010** 1400 delegates attended the 5th WYC in **Istanbul**, where the focus, agreed by the Youth Advisory Committee, was the monitoring and evaluation of youth-led projects.
- 2012** The 6th WYC arrived in **Rio**, where the headline accomplishment was a list of 20 solutions for a sustainable future.

LET'S WORK TOGETHER

A young World Youth Congress delegate from Sierra Leone told us "A wife, a home, a family – Dignity! I can get none of these things until I get a job!" And it is for this vital work that we want you to join us and help us expand over the next four years.

You've read about our unique approach and the impact we've made. You've heard about the power of our partnerships.

You've seen the way young people are changing their lives and communities with our support.

Now we want you to help us take this work to the next level.

We want to build partnerships with companies, governments, trusts and philanthropists. You can help by:



£500

Will help fund a business start up or set up a community savings group to support many young entrepreneurs.



£1,000

Will help give 200 young people in the UK the confidence, knowledge and skills needed to secure a decent job.



£5,000

Will help cover the cost of a high profile lobbying event that could change government policy.



£10,000

Will help train a local NGO to deliver entrepreneurial trainings to vulnerable young people, reaching 600 young people per year.



£30,000

Will help us to recruit a new Network Manager to expand our global network to 60,000 by 2020, connecting young people around the world with invaluable opportunities to volunteer, work, network and influence others.



We can meet with you to talk about the difference a donation will make and, for companies, how your employees can get involved by taking part in fundraising events and supporting our lobbying efforts.

Sponsorship

We're working with our US office in Hawaii to find a series sponsor for the next five Congresses. It's a fantastic opportunity for a global organisation or corporation to take centre stage at an event that features high-profile decision-makers alongside some of the most energised and engaged young people on the planet.

Donating Resources

We are always looking for inspiring venues to host events showcasing our work to potential funders and decision-makers. As we grow, we will also be looking for cost-effective office space, and additional desks and computers.

Sharing your knowledge

Sharing expertise can be a useful part of your approach to staff development. Do you have marketing, website, database or other specialists who could support our work? We also engage regularly with businesses and organisations to get their feedback on our programmes, ensuring they are up to date and meet the needs of today's employers. We would welcome new members of this employer network.

Volunteering your time

We would like to bring in mentors from a professional background to support young people on Work the Change, acting as positive role models.

TOGETHER WE ARE STRONGER

Over the years, we've worked with a range of organisations from governments to foundations and large international corporations. We've also worked with a host of smaller organisations that have seen the difference we can make in their countries and communities. We understand the needs of employers, investors and governments and have a successful track

record, linking them with the needs of young people to foster mutually beneficial relationships.

These organisations work with us because we understand their goals. **We would welcome the opportunity to discuss how you can also help to bring positive change to thousands of young lives.**

Abigail Knipe



Paul Hamlyn Foundation

"One of the things I like about Peace Child is that it's very much about the people - it's led by young people for young people. The quality of their work is excellent and the impact is lasting. Peace Child is a really interesting organisation and is passionate and driven to gain the best results. It is true a pleasure to work with them"

Graham Styles



British Ambassador, Guinea

"Peace Child developed a bespoke training programme to help young women identify business opportunities linked to the mining sector. Peace Child worked with these women to encourage their visions and to realise their personal business plans, in what became an inspiring and original programme - one in which I'm proud to have been involved with"

Zehra Aydin



UN Department for Economic and Social Affairs

"I have been consistently impressed how they are able to produce magnificent results with little resources, and deliver everything they set out to do. I would recommend them without any hesitation to any governmental and inter-governmental institution that is interested not only in getting things done, but getting them done well."

Bruno Breviglieri



European Commission

"The youth in the Peace Child network remind me of how talented, how capable young people are, and how much more our agency can achieve when we put our trust in them."



Join our Global Youth Job Creation Appeal today by donating online or contacting our CEO Adriana Poggia, she will be happy to arrange a meeting or answer any questions you may have.

EMAIL adriana@peacechild.org

PHONE 01223 782 092

WRITE Future Business Centre, Kings Hedges Rd, Cambridge CB4 2HY

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About Peace Child

Peace Child International was founded in 1982. We harness the energy, creativity and skills of young people throughout the world to solve some of our most pressing problems - initially peace-building during the Cold War; then environmental degradation and the struggle for sustainable development, and now youth unemployment - both in developing and developed countries.

For more than 30 years, our programmes have been shaped, driven and run by young people, and that's what makes them so effective.

We are currently working to close the skills gap by improving youth employability, and we're helping young people create jobs through promoting entrepreneurship and supporting new business ventures.

We do this by providing education, training, mentorship and access to investment capital.

As an organisation in consultative status with the United Nations, we build strong partnerships through our biennial World Youth Congress to advise and advocate youth policy solutions to UN member states, as they make new global agreements on everything from climate change to conflict transformation and the Sustainable Development Goals.

Peace Child International is a UK registered charity (No. 1095189)