



# **THE CONAKRY COMMITMENT**

## **– A ROAD MAP TO FULL YOUTH EMPLOYMENT BY 2030 –**

*Prepared by*

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*for discussion and agreement at the*

### **7<sup>TH</sup> WORLD YOUTH CONGRESS, GUINEA, 11-21/11/2014**

*to be hosted by Moustapha Naite, Minister for Youth & Youth Employment  
under the High Patronage of His Excellency Alpha Conde, President of Guinea*

*The Conakry Commitment to Full Youth Employment (CoCoFYE) is designed by Peace Child International (PCI) to start a global conversation between youth and policymakers in Africa and around the world on the question: “How do we create jobs for the 1 billion youth entering the job market over the next 15 years?” Both youth and policymakers are encouraged to send comments on this draft to [editor@peacechild.org](mailto:editor@peacechild.org). New editions of the Commitment will be prepared by PCI Staff and posted on [www.peacechild.org](http://www.peacechild.org) at monthly intervals up to the time of the Congress. At the Congress, youth delegates from over 100 countries will prepare a final Youth Version which they will present to a high-level panel chaired by the President of Guinea and made up of experts from governments, UN & Bretton Woods Institutions, NGOs and the private sector. Together, the youth and experts will draft a final version of the Commitment which will serve as a promissory note to the rising generation. All will be encouraged to use it to lobby their elders. Governments, international agencies, donors and the private sector will be encouraged to use it to pursue youth job creation policies with increased energy, improved resources and greater wisdom.*

## **GOAL**

1. To create a Roadmap of the steps that need to be taken, the policies that need to be pursued, the investments that need to be made and the milestones that need to be passed in order to achieve full youth employment by 2030.
2. To have governments, international agencies, donors, the private sector and youth themselves commit to prioritise youth unemployment in every government agenda and to ensure that, together, we secure the legislation and the resources needed to achieve the goal of full youth employment<sup>1</sup> by 2030.

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<sup>1</sup> PCI uses the traditional Beveridge / Keynes definition of Full Employment: a state where the number of unemployed equals the number of available job opportunities, generally equal to a 3% to 5% unemployment rate.

## **INTRODUCTION**

Youth unemployment represents a tragic waste of human potential, young talent and money. World Bank statistics suggest that we are heading towards over a billion jobless or 'idle' young people by 2030. This represents a loss to the global economy of \$3 to \$5 trillion. The Conakry Commitment represents a global effort by youth in partnership with governments, the private sector and development professionals to set out the best-informed, most ambitious, most practical policies as well as a time-table to ensure that by 2030, we create the billion jobs that will give this young generation the satisfying lives they want and the global economy the wealth it needs to eliminate poverty.

Young people need to be part of this discussion. They are the victims of the youth unemployment crisis, and with their energy and ingenuity, can be a big part of the solution to it. It was illuminating to note at the World Bank's recent 'Solutions4Work' Meeting in Istanbul, some of the most innovative and successful job creation schemes had been created and were driven by young people themselves – some still in their teens.

But young people need the commitment, the experience and the resources of government, the private sector, the development agencies and third sector practitioners who have been working in this field for many years. Only by working together can we learn and create the policies and fund the strategies needed to release the amazing potential of this rising generation. Solutions and interventions abound: a recent study revealed over 30,000 of them. However, most are relatively small scale, impacting only thousands of young people; the youth unemployment crisis requires policies and resources to impact millions. We must find cost-effective ways of going to scale.

The challenges are immense: declining resources, climate change, rapid population growth and a changing world order threaten the foundations on which many nations have constructed their economies and many societies have built their ways of life. Change is happening fast.

Only by creating jobs and harnessing the natural inventiveness of the human spirit can we rise to the challenge of ensuring that humanity passes across the threshold of another century in 2099. To do that, we must ensure that today's generation of young people are in work and become productive taxpayers by 2030. If a billion of them are out-of-work and draining the resources of the state, societies will not be able to rise to the challenges this century has in store for them.

## **THE YOUTH JOB CREATION TOOLBOX:**

It is commonly reported in almost every study of the youth employment field that reliable, consistent data is scarce. This is true but, as William S. Reese, CEO of the International Youth Foundation said in Istanbul, "We know enough to get started now – and the situation is so critical, we must".

We indeed know enough. The World Bank has invested \$2.85 billion in youth employment programmes over the past decade (IEG Report-2012); the ILO has a dedicated Youth Employment Division; and there have been initiatives carried out by governments, NGOs, business consortia and young people themselves. The World Bank's Internal Evaluation Group's 2012 study of Youth Employment Interventions (IEG-2012) listed a Toolbox of Policy Instruments available to governments to boost youth employment. These are separated into "demand side" – the pull from companies and employers; and "supply side" – the push from schools, training institutions and youth themselves. The Bank's list is admirably comprehensive, but third sector providers have

additional initiatives, which are listed below in **bold**. Several of these tools can be deployed by youth themselves, labelled with a **\***.

### **DEMAND SIDE – FOSTERING JOB CREATION:**

- Improve the Business & Investment climate
- Set regulations to encourage the hiring of youth
- Foster self-employment and entrepreneurship
- **\*** Train in entrepreneurship and business management
- Provide support to start businesses or farms (legislate to ease Youth Access to Capital)
- Provide Wage subsidies
- Public Works Programmes (employer of last resort schemes, Youth Guarantees etc.)
- **\* Business Incubation & Mentoring services**
- **Revolving loan funds – expand online venture capital and crowdsource loan funds**
- **Preferential procurement strategies that require governments to purchase an agreed percentage of goods from youth-led business start-ups**
- **Subsidised collateral and bank guarantees – to support banks to lend to youth**
- **\* National / Regional / Local business plan competitions**
- **Green jobs and targeted support for youth green business start-ups**

### **SMOOTHING SCHOOL TO WORK TRANSITIONS & JOB MOBILITY:**

- **\*** Counselling
- **\*** Teaching Job Search Skills
- **\*** Placements
- **\*** Improve labour market vacancies information distribution
- Provide mobility support for transportation and change of residence
- **\* New forms of certification**
- **\* Improved skills-matching**
- **\* National searchable jobs register and databases of what new jobs are in the pipeline (and where and when) so that young people can train themselves to be ready for them;**
- **Greater focus on youth job creation in schools**
- **Teach green / resource efficient enterprise creation in business schools**

### **SUPPLY SIDE – FOSTERING DEVELOPMENT OF LABOUR MARKET RELEVANT SKILLS:**

- Improve TVET (Technical & Vocational Education & Training)
- **\*** Expand work-based learning
- **\*** Certification of Skills
- **\*** Provide remedial education and 2<sup>nd</sup> chance education
- **\*** Employment Services: providing information on training
- Expanded and simplified program of overseas training and/or work experience for young people
- **\* Lifeskills, work experience and employability training for all youth;**
- **Entrepreneurship training to be a core part of every child's education**
- **\* Encourage a change in youth attitudes from: “How do I get a job?” to “How do I create 10 jobs?”**

The literature reminds us that “there is no one-size fits all solution, no silver bullet to solve the problem”. Different tools in the tool box will work in different countries. For example, there is little point in teaching job-searching skills if there are very few jobs to search for – in Sub-Saharan Africa, 84% of jobs are in the unwaged sector, so investing in programmes that teach young people how to polish up their CV or improve their interview techniques is unlikely yield the best returns. Rather, governments and schools should focus on preparing youth for self-employment and easing young people’s access to capital so they can start their own businesses and household enterprises (HEs).

## YOUTH PERSPECTIVES:

There are, of course, a myriad of youth perspectives, but a useful summary of the best of them emerges from the winning essays of a competition run by the International Finance Corporation (IFC) and World Economic Forum on the topic: ***What can I and the global community do to create jobs for my generation?*** It is instructive to note that many of these youth solutions mirror the tools in the Policy Toolbox:

1. May Habib – May established <http://www.qordoba.com>, an online platform that enables young people to learn how to use the internet to make money by securing e-lancing commissions, thereby ‘... creating the conditions in the developing world for increased web-based self-employment’. \*
2. Ravi Supramamiam – Ravi promotes skills training for youth, like by training mobile phone repairers. \*
3. Vidyadhar Prabhudesai – Vidyadhar pioneered the Karnataka Renaissance, which encourages city-based companies to reach out to talented youth in rural areas and offer them skills development. With 69% of unemployed Indian youth well-educated but lacking professional skills, NR Narayana Murthy, head of InfoSys, says ‘only a meagre 13% of university graduates are employable’.
4. Mariam Ortiz – Mariam created the concept of Annual National Jobs Summits\*, which would involve national entrepreneur contests, jobs clubs and practical, experiential entrepreneurial experience. She says governments should establish loan programmes for start-ups and tax breaks for companies that create jobs and training for young workers.
5. Jocelyn Robinson – Jocelyn proposes the launch of a Youth Empowerment System (YES), which would help ‘students learn a skillset that employers covet and proper lifeskills’. \* She asks corporations to submit business problems to youth and challenge them to come up with innovative solutions. YES is designed to ‘equip upcoming leaders for success and restore their hope.’
6. David Poetz and Bianca Marty – David and Bianca advocate the use of the Swiss education model. As the country with the lowest youth unemployment rate in the world, 3.5%, Switzerland’s method is to incorporate apprenticeships and work experience for all students from age 16. Germany and Austria use a similar model and achieve correspondingly low youth unemployment rates.
7. Eduardo Vasquez Serna – Eduardo wants 2016 to be the UN Year of Entrepreneurship to draw attention to this career path. He encourages action by key players to convince stakeholders like governments, international organisations, financial institutions, entrepreneurs, NGOs and the public that entrepreneurship is a means to tackle unemployment and achieve economic growth.
8. Ponce Ernest Samanigo – Ponce suggests carrying out major educational reforms that promote courageous entrepreneurs comfortable in working in teams for shared goals. He quotes three examples:

- [Tiimiakatemia \(Finland\)](#): An entrepreneurship centre where students run cooperative businesses and learn while making real money from real customers.
- [The Studio Schools Trust \(UK\)](#): A government initiative to create schools that offer project-based learning and increase hours of paid work experience to prepare youth for the job market as well as exams.
- [Organic Farm School, Cerrito, Fundacion Paraguay](#): An institute where students learn by running model farms, produce food and sell their products. The guiding principle is that 'our greatest teacher is the market'.

Ponce concludes with a line that reflects the mix of despair and hope so common amongst young people of this generation: 'The global community's next decisions will determine if our generation is a 'lost generation' or the one whose limitless potential is nurtured and allowed to flourish by new, more effective ways of learning'.

## THE EXPERIENCE OF EXISTING POLICIES AND PRACTICE:

"Do we know how to create jobs?" is the title of a recent OECD Evaluation Insights Paper. Its answer: *"A review of the literature reveals how little we actually know how to create jobs - which stands in sharp contrast to the high number of programmes and projects that claim to know".*<sup>2</sup>

But studies, and job creation professionals, are legion: the most comprehensive analysis of existing policies and practice is probably the World Bank's Youth Employment Inventory created in 2007 - updated regularly ever since. (See <http://www.youth-employment-inventory.org/>).

Another useful analysis is the World Bank Forum paper by Louise Fox: "Youth Employment in Sub-Saharan Africa" (See [www.worldbank.org/africa/youthemploymentreport](http://www.worldbank.org/africa/youthemploymentreport)). Given that the Conakry Commitment is sourced in Africa, it must include targeted policy advice and practical guidance on the youth job creation challenge on the continent. Fox provides challenging statistics and recommendations: youth unemployment in Africa is probably less than 3% "because African youth simply cannot afford to be idle". As such, 62% of African jobs are in agriculture, 22% in non-farm household enterprises (i.e. hair-dressing, cooking, construction and other self-employment / businesses run from home). Fox advises that the solutions to the youth un- and under-employment crisis lies in boosting productivity in these sectors rather than dreaming of a South Asian-style rapid transition to a manufacturing or IT-based economy. Fox also emphasizes the need for a 'comprehensive approach': "Integrated interventions that build a range of complementary skills together are more promising, especially bundled interventions that deliver integrated skills training along with assistance with accessing start-up capital". (Peace Child International's own Be the Change Academies attempt to take this approach [www.peacechild.org](http://www.peacechild.org)).

Studies by the UK-based Forum for the Future recommend that Africa pursue job and enterprise creation in the emerging 'green economy'. With its strong agricultural base and solar-rich climate, Africa stands to gain massively from the decline in brown, fossil-fuel economies and the rise of green, sustainable economic activity. Governments and donors need to encourage this.

Another important study is the World Bank's 2012 IEG Review of its own Youth Employment Programs, referred to above. (See <http://elibrary.worldbank.org/doi/book/10.1596/978-0-8213-9794-7>). This concludes:

'Youth employment is not recognized as an issue in most country strategies — even where

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<sup>2</sup> [www.wiwi.uni-passau.de/fileadmin/dokumente/lehrstuehle/grimm/PDF/Review\\_Report\\_May\\_FINAL.pdf](http://www.wiwi.uni-passau.de/fileadmin/dokumente/lehrstuehle/grimm/PDF/Review_Report_May_FINAL.pdf)

youth unemployment is serious. Evidence on what works in youth employment is scarce. Known factors that contribute to success are

- a comprehensive approach including participation of the private sector;
- monitoring and follow up of individual participants – *and* –
- complementary interventions, such as combined training with job search and placement assistance, rather than isolated interventions.

In high-unemployment environments, wage subsidies, skills training, and job search support are of little impact. Demand-side interventions are needed. Strong diagnostics are important to design interventions for youth in low-income areas. The Bank's few impact evaluations on youth employment examine short-term effects, find limited positive results, and do not calculate the cost-effectiveness of interventions'.

The Report makes two recommendations:

- i) apply an evidence-based approach to youth employment operations; (*There is a critical need to strengthen evidence-based feedback loops to the strategic planning process.*)
- ii) take a strategic approach to youth employment by addressing the issue comprehensively, across World Bank Group teams and at the country level, with governments and donors.

A third is the ILO's Annual *Global Employment Trends for Youth*: the most recent, 2013, is entitled: "A Generation at Risk." (See: [http://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms\\_212423.pdf](http://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms_212423.pdf))

Susana Puerto previously worked on the World Bank's Youth Employment Inventory before joining the ILO. At the Istanbul Solutions4Work Meeting, she, Jochen Kluge and Friederike Rother presented a Meta-Analysis, which whittled down 32,117 primary and complementary studies to 1,141 full text reviews, and 50 Selected studies. All this massive work reaches similar conclusions:

1. Systematic data collection and evaluation are key. Monitoring and evaluation methods need to become more common. Only 3% of interventions included in the Inventory measured for cost-effectiveness.
2. Programmes should be demand-driven.
3. Programmes should have comprehensive design.
4. Governments need to do more to create youth-friendly labour markets.
5. Human capital-based interventions appear to work.
6. Expectations need to be realistic, so a good theory of change is required.

There is clearly a surplus of Youth Job Creation Policy and Practice. The young people of our network are endeavouring to catalogue and analyse those in Europe to create an index of the most effective policies. Whilst we are aware that the single biggest contributors to youth job creation are fast-rising economic growth, intelligent investments by large companies and infrastructure projects propelled by governments. But some solutions will come from youth themselves. As one UK youth noted, "It's unfair and silly that governments give low-interest loans to students who want to go to university and not to some one like me who wants to start a company". The UK government recently launched a Start-up Loan Company, which has achieved a 95% repayment rates. The Student Loan Company, by contrast, achieves only 45% returns.

The Effective Practice Guide to Youth-Led Green Job Creation Initiatives (See [peacechild.org/eu-effective-practice-guide/](http://peacechild.org/eu-effective-practice-guide/)) is a dynamic document to which we hope young people and job creation

specialists everywhere will add – for job creation is *not* a competition. It requires openness and transparency, as failures need to be analysed alongside successes because we can learn so much from them.

Most of all, governments need to recognise that the field of youth job creation is a major driver for their economic growth, social stability and security. A ‘lost generation’ without jobs, without hope, without families or secure communities is a generation that will bring down governments. History has so often proved that the employers of last resort are generally dangerous to governments: crime, prostitution, drugs and rebel armies.

Governments need to demonstrate their commitment to youth job creation by creating, as Guinea has, a Ministry for Youth Employment with a seat at the cabinet table. They need to hold Annual Job Creation Summits to introduce to young people new opportunities in new technologies. The UN or the World Bank need to host regular meetings of these new Ministers for Youth Employment so that governments can share ideas and policies. Youth meetings, like the World Youth Congress Series, need to continue to be supported so that youth active in the job creation field can learn from each other and feed into their Ministries ideas that work for them.

The Global Coalition for Youth Employment being launched by the World Bank in 2014, needs to have – as a requirement of membership – a commitment by all members to share their practice: to own up to their failures as well as their successes and to be open to external audit and analysis. In this way, the Effective Practice Guide will grow and strengthen, showing governments the best, most cost-effective ways to invest in youth job creation.

## **POLICIES:**

Several development professionals we have talked to claim to have no idea what we mean by ‘youth job creation’, so we have put together a number of examples that provide an idea of the kinds of policy and practice we would like to see governments expanding and investing in between now and 2030.

*We invite you to submit a 200-word summary of a Policy Initiative, undertaken by local or national government, which you feel demonstrates ‘effective practice’ in youth job creation. Send your submissions to: [editor@peacechild.org](mailto:editor@peacechild.org).*

## **PRACTICE:**

*We invite you to submit a 200-word summary of a practical intervention, undertaken by an NGO or Institution, which you feel demonstrates ‘effective practice’ in youth job creation on the ground. Each must have an intentional link between the intervention and actual jobs created. Send your submissions to: [editor@peacechild.org](mailto:editor@peacechild.org).*

## **A NOTE ON THE METRICS:**

Clearly, there is more work to be done on policy and practice metrics – that is, how to measure the effectiveness of youth job creation. A number of senior economists have agreed not to invest in any part of the field of youth job creation because they feel there is not enough data available to prove what works and what does not. In this foundation document, we would therefore like to lay before the governments and the experts the following challenge: the simplest and most measurable fact that governments, economists and youth themselves want to know is: ***the cost per job created.***

Experts refute this idea as ‘simplistic’, as they argue that such a statistic is impossible to calculate because it costs for more to create jobs for neurosurgeons or IT engineers than fruit-sellers or garage mechanics. However, surely it is possible to introduce classifications for different kinds of jobs, whether in agriculture, IT, the professions, etc. The data could then compare like-with-like. Further, every youth job creation intervention should be measured for:

- the number of jobs it creates for young people,
- the duration/permanence of that job, and
- the salary level of those jobs it creates

***All this information could be put together in a table that would allow policy-makers and others to analyse different interventions, like so:***

TITLE of Program	Date Started	Ave. length of Jobs created	Av. Salary of Jobs created	No. of Jobs created	Cost of Program	Cost per job created
<u>OECD Countries</u>						
<u>Middle Income Countries</u>						
<u>Less-Developed Countries</u>						
<u>Agriculture</u>						
• Fundacion Paraguaya						
• Plan Intl. Village Project						
• World Bank YESP						
<u>Retail &amp; Service</u>						
<u>Self-Employment</u>						
• PCI's BTCA						
• Restless Dev.						
<u>Business Start-up</u>						
• YBI						
• SPARK						
• TVET / MFIs						
<u>Legal, Accounts, Professional</u>						
<u>IT &amp; Electronics</u>						
<u>Mining &amp; Engineering</u>						
<u>Medical &amp; Science</u>						
<u>Government &amp; Intl. Agencies</u>						

## **THE POLICY PRIORITIES EMERGING:**

The World Bank’s IEG-2012 Report recommends that governments adopt a ‘Comprehensive Policy Approach’. While this should embrace the policy tools and solutions listed in our Policy Toolbox, the youth recommendations and existing experience, several clear priorities emerge:

**PRIORITY ONE – Educate Entrepreneurs:** Education-for-All for self-employment, entrepreneurship and business creation should be a top priority for every government’s national education provision. This includes literacy and numeracy, language and other traditional school-taught skills, but also practical business plan creation, business operation and vocational skills.



**PRIORITY TWO – Link Training with Access to Capital:** The link between training and access to capital has to be facilitated by governments and/or private-banks and microfinance institutions and/or online, crowd-funding sources. Where possible, every school and training institution should own or be linked to a credit facility.

**PRIORITY THREE – New Technology:** Least-developed countries' (LDCs) governments and donors must make the necessary investments to train and enable current and future generations in the IT skills that will allow them to become netpreneurs, e-lancers and future e-workers. Schools must include web-linked IT suites as part of their accredited infrastructure.

**PRIORITY FOUR – Apprenticeships, skills-matching:** In addition to counselling, mentorship, work placements and internships, the teaching of life skills must be placed at the heart of governments' training provisions as well as young people's and their parents' value systems.

**PRIORITY FIVE – Self-financing schools:** Governments should set up self-financing schools along the lines of Timiakatemia, Fundacion Paraguaya, Teach A Man To Fish and Studio Schools to deliver effective, entrepreneurship education and alleviate the chronic under-funding crisis of schools in LDCs;

**PRIORITY SIX – Promotion:** Young people as well as the new Global Coalition for Youth Employment have placed this issue at the top of the International Development Agenda. Ideas, like a UN Year for Entrepreneurship, a UN Human Development Report on Youth and Jobs, national summits, national business competitions and national or regional start-up loans schemes, all need to be intelligently advertised to governments, international institutions, donors and the general public.

**PRIORITY SEVEN – Emphasise Demand Side:** More emphasis needs to be placed on the demand side rather than supply side of job creation. Training 100 young people (supply side) is easier than getting those 100 young people into decent jobs (demand side).

**PRIORITY EIGHT – Green Jobs for Youth:** Creating green jobs for youth needs to be a priority as well. As young people are already drawn to the idea of their 'generational challenge' to build a clean and sustainable economy in their lifetimes, investing the green economy is key. Governments must educate, inspire and enable youth to become leaders in this field.

**Underlying all these priorities is the priority to improve metrics and accumulate useful, relevant, age-disaggregated data about young people in every UN member state.**

*We invite you to analyse these priorities, tell us what is missing and what can be reorganised. Do also rearrange the list to reflect your views of which are the top priorities.*

## **A ROAD MAP TO FULL YOUTH EMPLOYMENT BY 2030:**

Our task is clear. Everyone in the youth employment field recognises that there will be 6 million new entrants to the labour market every month, 72 million a year and over a billion by 2030. These billion youths will need jobs, but there will only be 300 million jobs awaiting them. We must create about 50 million new jobs a year – 55 million if we are to find jobs for the 75 million young people currently registered as unemployed. That number is expected rise as global population increases.

It is not impossible. The travel/tourism sector expects to create 70 million new jobs in the next decade, and new technology analysts expect a similar number of jobs to be created in the IT sector.

*This Road Map suggests what we might do to achieve full youth employment by 2030. We invite you to suggest actions that YOU could do to assist this global effort.*

**2015: PREPARATION:** Each UN Member State government must figure out their own National Youth Employment Road Map to Full Youth Employment by 2030, incorporating ALL the policy recommendations laid out above. At a minimum, each must agree on an initiative – eg. the creation of a Ministry for Youth Employment, a reform of education provision to put entrepreneurship at the heart of schools – to announce as their contribution to the UN Year of Entrepreneurship. Youth and others must argue, lobby, hold ‘National Jobs Summits’ and Regional Mini-Summits to exert pressure on their government to deliver the most ambitious, most radical suite of policies to feature in the UN Year. Donors, the ILO, OECD and other Intl. Institutions must run pilots and analyses to be able to advise their members on what works best in their field.

**[JOB CREATION TARGET: 40 MILLION NEW JOBS]**

**2016: UN YEAR OF ENTREPRENEURSHIP & YOUTH JOB CREATION:** A year in which the Conakry Commitment website buzzes with several National Announcements every week. The Annual Youth Job Creation Summit / World Youth Congress analyses the national programmes and highlights the new ideas, the scale of investments, and the ambition of different UN member states. Indicators, like the Youth Well-Being Index, NEET, Idle and Youth Unemployment rates are measured and verified independently. League tables are set up to honour those nations and initiatives that have done most to reduce unemployment.

**[JOB CREATION TARGET: 50 MILLION NEW JOBS]**

**2017: THEME ONE: NEW TECHNOLOGY:** A year to host discussions on how new technology can provide new jobs for this generation and to focus donor attention on investments in IT, so that, even in disadvantaged rural areas of LDCs, youth can be embedded in a digital culture.

**[JOB CREATION TARGET: 55 MILLION NEW JOBS]**

**2018: UN HUMAN DEVELOPMENT REPORT ON YOUTH & YOUTH JOB CREATION:** The Global Coalition for Youth Employment must come together to inform and contribute to the UN’s flagship policy advice document, encouraging a review and re-shaping of policy priorities by the world’s top economists and development professionals.

**[JOB CREATION TARGET: 55 MILLION NEW JOBS]**

**2019: THEME TWO: SKILLS MATCHING:** A year to re-assess and forecast the needs of the demand side / labour market, and how the supply side / training providers are going to meet those needs. Research to be followed up by implementation of new training provision, including initiatives that have proven effectiveness, like ENTRA 21.

**[JOB CREATION TARGET: 55 MILLION NEW JOBS]**

**2020: 5-YEAR REVIEW – FOCUS ON FAILURES:** A concerted effort to identify those policies and practices that have not worked and to assess what we can learn from those failures.

**[JOB CREATION TARGET: 55 MILLION NEW JOBS]**

**2021: THEME THREE: YOUTH ACCESS TO CAPITAL:** For youth in LDCs, access to capital is – frequently – the top-stated concern of those seeking self-employment and/or enterprise creation. By 2021, hopefully new shadow-banking initiatives will have eased youth access to capital in LDCs and this year will be an opportunity to assess which are the most effective.

**[JOB CREATION TARGET: 60 MILLION NEW JOBS]**

**2022: THEME FOUR: EDUCATION FOR ENTREPRENEURSHIP:** A year to assess progress on what, for many, is the top policy priority in youth job creation. All UN Member states will be reviewed by youth research teams to assess what changes have been made in the national education provision, and how effective those changes have been in creating new businesses, and easing the school-to-work transition.

**[JOB CREATION TARGET: 60 MILLION NEW JOBS]**

## **2023: LINKAGES – ALIGNING YOUTH JOB CREATION WITH THE POST-2015 DEVELOPMENT**

**AGENDA:** Where does youth job creation sit in the broad spectrum of development policy? This year will look for synergies between youth job creation and the other priorities emerging from the Post-2015 Development agenda, especially those making traction with government and the public.

**[JOB CREATION TARGET: 60 MILLION NEW JOBS]**

**2024: THEME FIVE: JOBS IN BUILDING THE GREEN ECONOMY:** A year to assess how the progress in making the transition from the brown, to the green economy, has created new jobs for young people, and exploring how it might create more.

**[JOB CREATION TARGET: 60 MILLION NEW JOBS]**

**2025: 10-YEAR REVIEW – CELEBRATION OF SUCCESSES:** Currently, there are only a handful of countries – LDC and OECD – that have anything approaching full youth employment. We hope that, a quarter of the way into the 21<sup>st</sup> Century, successful policies and practice will have driven a third of all UN Member States to full, or close-to-full, Youth Employment. This year will celebrate those successes – and encourage youth and governments of other nations to follow their example.

**[JOB CREATION TARGET: 60 MILLION NEW JOBS]**

**2026: THEME SIX: LIFESKILLS & APPRENTICESHIPS:** Clearly, these are two of the most effective policy tools to get young people into work – and into the good habits that make for a productive work force. This year will assess progress by governments on these key policy priorities, celebrating successful interventions, and learning from those that failed.

**[JOB CREATION TARGET: 65 MILLION NEW JOBS]**

**2027: 20<sup>TH</sup> ANNIVERSARY WORLD DEVELOPMENT REPORT ON YOUTH:** The 2007 WDR was a landmark document which raised many issues about how ‘development’ can better serve the needs of the ‘next generation.’ This will be a year to re-visit that report’s conclusions and see how we are doing on its key recommendations.

**[JOB CREATION TARGET: 65 MILLION NEW JOBS]**

**2028: THEME FIVE: JOBS IN BUILDING THE GREEN ECONOMY:** A year to assess progress on achieving the Sustainable Development Goals and how they have impacted youth job creation.

**[JOB CREATION TARGET: 65 MILLION NEW JOBS]**

**2029: PREPARATION:** A year to prepare for Conakry II, identifying those UN Member States, and/or regions within those member states, that have achieved Full Youth Employment and how? Youth and analysts must work together to see what has worked, why, and how or if such policy or practice can be replicated in different situations. Youth of 2029 discuss, analyse and make their own, informed recommendations, addressing their employment concerns of that time.

**[JOB CREATION TARGET: 65 MILLION NEW JOBS]**

**2030: GLOBAL REVIEW: NEXT STEPS AGREED FOR CONAKRY COMMITMENT II:** Another gathering in the West African Capital to review reports, and youth recommendations in a High Level Panel. This will decide the content of a new Conakry Commitment that builds on the successes of the first, and learns from its shortcomings.

**[JOB CREATION TARGET: 70 MILLION NEW JOBS]**

## **THE CONAKRY FINANCIAL COMMITMENT:**

The history of youth policymaking, particularly in less developed countries, is littered with examples of extravagant “National Youth Policies” launched with great fanfare by presidents and prime ministers, and then left to collapse because they never secured a budget. Financial commitments are essential to achieving Full Youth Employment by 2030. UNESCO tells us that for every \$1 invested in education, a country’s economy receives \$15 in return. We hope to prove that \$1 invested in job creation policies return even more than that to a nation’s economy.

*How Much? To ensure that governments and donors make job creation the priority it needs to be, we seek a commitment from them that they will devote a percentage of their education and ODA budgets to this issue. We await your suggestions as to what that percentage should be? Send your submissions to [editor@peacechild.org](mailto:editor@peacechild.org).*

**PRIORITY ONE – Educate Entrepreneurs:** If schools / colleges and TVET institutions are in place, adding this compulsory provision is a small cost (teacher training, etc.) By engaging youth and peer-to- peer trainers, as per PCI’s BTCA model, the costs are further reduced.

**PRIORITY TWO – Link Training with Access to Capital:** If governments engage wisely with private bank and crowdfunding sources, this could be a negligible cost to public sector and donors.

**PRIORITY THREE – New Technology:** Making IT infrastructure as common in schools as toilets, electricity and water is a huge cost. It is a big investment but also one with a huge return.

**PRIORITY FOUR – Apprenticeships, skills-matching:** Costs vary depending upon the complexity of the schemes and the level of management staff required.

**PRIORITY FIVE – Self-financing schools:** After start up costs, this will earn money for the strategy.

**PRIORITY SIX – Promotion:** Governments and donors need to set aside at least 10% of their job creation budgets to promote and publicise their activities and results effectively.

**PRIORITY SEVEN – Emphasise Demand Side:** Costs will vary from country to country depending on the policies / strategies deployed;

**PRIORITY EIGHT – Green Jobs for Youth:** The World Bank has calculated that, replacing the brown, fossil-fuelled economy with a green, sustainable one is a \$40 Trillion dollar project. We propose that, creating a few million green jobs for youth will cost much less and start sensitising today’s youth to their generational challenge.