

5 The Conakry Commitment



7th WORLD YOUTH CONGRESS
GUINEA 2014

SUMMARY DRAFT

CONAKRY COMMITMENT TO YOUTH JOB CREATION “Charting a Path to Full Youth Employment¹ by 2030”

*Prepared by David Woollcombe, President, Peace Child International
for discussion and agreement at the*

7TH WORLD YOUTH CONGRESS, GUINEA, 2014

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

PREAMBLE

Peace Child Intl. was set up to ‘Empower Young People’ to be the change they want to see in the world. At its 5th & 6th World Youth Congresses, the young leaders of PCI’s global networks expressed the very strong wish that the change they wish to see in their world is Full Youth Employment. With about a billion new jobs needed over the next ten years - a million a month Africa alone, and in India - that is a considerable policy challenge for governments. But the fruits of successfully rising to it will be felt, not just by happier youth: Full Youth Employment will add between \$3 and \$5 trillion to the global economy.

Almost every study of the Youth Job Creation field complains that the data is thin: few projects test for cost-effectiveness and, in general, the metrics are poor. However -

¹ Full Employment is defined, traditionally, as the point where the number of unemployed equals the number of job opportunities available. Keynes & Beveridge calculated this to be 3 to 5% unemployment but the debate has moved on and many economists feel ‘Full Employment’ is more like 7-8%. For the purposes of this Conakry Commitment, we stick to the traditional Beveridge definition.

with tens of thousands of youth job creation programmes and policies tried and tested in almost every country of the world, we know enough to get started. And start we must as the problem gets worse daily. And we must go to scale. For, as David Robalino Senior Economist at the World Bank, put it: “We provide solutions in the thousands, where the problem is millions.”

The Conakry Commitment is designed to empower and enable governments and donor agencies to set targets and prioritise Youth Job Creation in their Post-2015 Development Agendas. And it is designed to alert young people themselves to the policies and programmes that work so that they can collaborate with governance bodies - at school, local, national and international levels - to implement such policies and programmes and hold their elders accountable for creating decent, sustainable livelihoods for their own, and future, generations

THE YOUTH JOB CREATION TOOLBOX:

The World Bank is the world’s largest investor in Youth Job Creation, investing \$2.85 bn. in the field over the last 10 years. Its Internal Evaluation of those Programs (IEG Report 2012, See: <http://elibrary.worldbank.org/doi/book/10.1596/978-0-8213-9794-7>) concludes: “Youth employment is not recognized as an issue in most country strategies. 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 loan schemes.

In high-unemployment environments, wage subsidies, skills training, and job search support are of little impact. 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: 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.
- ii) Demand-side interventions are needed in addition to Supply-side programs.

The Report goes on to describe the Youth Job Creation Toolbox, listing 20 policy tools of proven effectiveness that can be used by governments and others to create jobs for youth. Civil society practitioners have added 12 more; (See list at Annex “A”) The Toolbox is separated into “Demand Side” - the pull from Companies and Employers; and “Supply Side” - the push from Schools & Training Institutions. Several tools can be used by youth themselves.

THE POLICY PRIORITIES:

The World Bank’s partner institution, the IFC, ran an essay competition for youth on the topic: *What can I and the global community do to create jobs for my generation?* It is

instructive to read how, in the winning essays (See Annex "B"), young people intuitively arrive at similar Policy Priorities as those advanced by the Bank's IEG report and PCI's own 1st Intl. Youth Job Creation Summit. There is clearly no "one-size fits all" or "silver bullet" solution to the problem." However, the following THREE Policy Priorities emerge as useful headings:

sections above, several clear priorities emerge:

PRIORITY ONE - Educate Entrepreneurs: Ngozi Iweala, Nigeria's Minister of Finance, famously told the Danish Africa Commission: "We have to change youth attitudes from: "How do I get a job?" to "How do I create 10 jobs?" That change requires root and branch reform of education provision: no longer can schools simply provide 'lessons' in 'subjects' on the 19th Century European model: schools must prepare youth for self-employment, entrepreneurship and business creation. should be a top priority for every government's national education provision in addition to literacy and numeracy, language and other traditional school-taught skills. Practical business plan creation, business operation and Vocational Skills must be at the heart of every young person's school experience: there are many examples of community schools, self-financing schools - project-based / experiential learning schools - all of which achieve these goals. They must become the norm - not the exception.

PRIORITY TWO - Apprenticeships, skills-matching: Switzerland and Germany achieve the lowest youth unemployment rates through embedding apprenticeships at the heart of their education provision. The Intl. Youth Foundation's ENTRA 21 skills-matching programme has put tens of thousands of young people into decent jobs. It focuses on New Technology – a key skill for youth job creation: 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 accreditable infrastructure like toilets, electricity and water. Counselling and mentorship by successful entrepreneurs + work placements / internships to support the teaching of life-skills must be provided by governments and support by donors, communities and parents.

PRIORITY THREE - Link Training with Access to Capital: Youth report that capital is almost impossible for them to come by -. anywhere in the world. Governments, private-banks & MFIs + online, crowd-funding sources must work together to change this. Examples abound - from government-backed start-up loan schemes, to school-based Revolving Loan Funds, to mentored Trusts, to Kiva.org to Grameen-style community/group lending schemes. Most such schemes report 90-98% repayment rates - offering a much better risk than normal commercial loans. Easing the regulatory framework and incentivising youth business registration by linking it to access to low interest, non-collateralised loans + mentorship and entrepreneurship / Business Plan creation training – herein lies the key to mass SME start-ups and youth job creation.

ANNEX “C” lists a myriad of effective projects and policies in these three areas. But most impact only thousands - not the tens of millions who will be seeking work in the next ten years. The Conakry Commitment asks governments and donors to scale up and promise that they will prioritise investments in these three policy areas and measure the returns rigorously to assess results both in terms of jobs created and cost-effectiveness. Future stable, healthy, sustainable societies depend on their citizens have decent, income-generating jobs. There is no higher priority.

ANNEX “A”

THE YOUTH JOB CREATION POLICY TOOLBOX

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
- Subsidised collateral and bank guarantees - to support banks to lend to youth
- Revolving Loan funds + online Venture Capital / Crowd source loans available in every school;
- Preferential procurement strategies that require governments to purchase an agreed percentage of goods from youth-led business start-ups;
- 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 and Mentorship Schemes
- Teach Entrepreneurship and Job Search Skills
- Build Apprenticeships, Work Placements & Internships into all National Education Provision
- Improve labour market Vacancies information distribution
- Provide mobility support for transportation and change of residence
- Improve TVET (Technical & Vocational Education & Training)
- Expand Work-based learning
- Certification of Skills
- Provide remedial education & 2nd chance education
- Employment Services: providing information on Training
- Expanded & simplified program of overseas training and/or work experience for young people

- Lifeskills, work experience & 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?"
- New forms of certification
- Improved skills-matching
- National searchable jobs register + databases of what new jobs are in the pipeline (+ where & 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

ANNEX "B"

WHAT CAN I + THE GLOBAL COMMUNITY DO TO CREATE JOBS FOR MY GENERATION?

SUMMARIES OF THE 8 X WINNING ESSAYS BY YOUNG PEOPLE:

1. [May Habib](http://www.qordoba.com) - 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, "... creating the conditions in the developing world for increased web-based self employment."
2. [Ravi Supramamiam](#) - Target skills training for youth; eg: training mobile phone repairers
3. [Vidyadhar Prabhudesai](#) - Karnataka Renaissance - encouraging city-based companies to reach out talented youth in rural areas and offering them skills development. 69% of unemployed Indian youth are well-educated but lack professional skills. NR Narayana Murthy, head of InfoSys, said: "Only a meagre 13% of university graduates are employable"
4. [Mariam Ortiz](#) - Annual National Jobs Summits with National Entrepreneur Contests, Jobs Clubs and practical, experiential entrepreneurial experience; Governments should create loan programmes for start-ups, tax breaks for companies that create jobs and training for young workers.
5. [Jocelyn Robinson](#) - launch a Youth Empowerment System (YES) - "students learning a skillset that employers covet + 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 & Bianca Marty](#) - Use the Swiss education model. Switzerland has the lowest Youth Unemployment rate in the world: 3.5%! It achieves this by incorporating 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](#) - Make 2016 the UN Year of Entrepreneurship: to focus attention and deliver action by key players to convince all stake-holders - 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](#) - Carry out major educational reform to deliver courageous entrepreneurs, comfortable in working in teams for shared goals. He quotes 3 of the world's best examples:

- [Tiimiakatemia, Finland](http://www.tiimiakatemia.fi/en/): <http://www.tiimiakatemia.fi/en/> - where students run cooperative businesses and learn while making real money from real customers.
- [The Studio Schools Trust](http://www.studioschoolstrust.org/): <http://www.studioschoolstrust.org/> - a UK government initiative to create schools that offer project-based learning in teams + increasing hours of paid work experience to prepare youth for the job market as well as exams.
- [Organic Farm School, Cerrito, Fundacion Paraguay](#) - where students learn by running model farms, doing food processing and selling their products. The guiding principle is that: "Our greatest teacher is the Market..."

Ponce concludes in 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.*"

ANNEX "C"

DIGEST OF EFFECTIVE POLICIES AND PRACTICE

We invite you to submit summaries of up to 200-words of a Policy Initiative, undertaken by local or national government, or a practical intervention, undertaken by an NGO or Institution, which you feel demonstrates 'effective practice' in youth job creation under one of the 3 x Emerging Policy Priorities. Send your submissions to: editor@peacechild.org We offer a few examples to get you started....

PRIORITY ONE - Educate Entrepreneurs:

POLICIES:

- UK Government's Studio Schools Initiative;
- Ugandan Government's 'Self-Financing Schools' Scheme;
- Finland's Timiakatemia College

PRACTICE:

- Fundacion Paraguaya / Teach a man to Fish - self-financing schools

PRIORITY TWO - Apprenticeships, skills-matching:

POLICIES:

- German and Swiss Government's Apprenticeship Programmes

PRACTICE:

- ENTRA 21
- Accenture's Skills to Succeed
- Rockefeller Foundation's Digital Africa Programme

PRIORITY THREE - Link Training with Access to Capital:

POLICIES:

- UK Government's Start-up Loans Company;

PRACTICE:

- Prince's Trust / Youth Business International;
- PCI's Be the Change Academy Network

THE CONAKRY COMMITMENT

A ROAD MAP TO FULL YOUTH EMPLOYMENT BY 2030

Prepared by David Woollcombe, President, Peace Child International
for discussion and agreement at the

7TH 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 Intl. (PCI) to start a global conversation between Youth and Policy-makers, in Africa and around the world, on the question: "How do we create jobs for the 1bn.youth entering the Job Market over the next 15 years?" Both Youth and Policy-makers are encouraged to send comments on this draft to: editor@peacechild.org. New editions of the Commitment will be prepared by PCI Staff and posted on: www.peacechild.org - at monthly intervals up to the time of the Congress in November 2014. At the Congress, youth delegates from over 100 countries will prepare a final Youth Version which they will present to a Hi-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 Promisory Note to the rising generation. All will be encouraged to use it to lobby their elders. Governments, intl. agencies, donors and the private sector will be encouraged to use it to pursue youth job creation policies with increased energy, more 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 get Governments, International Agencies, Donors, the Private Sector, and Youth them-selves, to COMMIT to prioritise Youth Unemployment in every government agenda to ensure that, together, we secure the legislation and the resources needed to achieve the goal of Full Youth Employment¹ by 2030.

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 between \$3 to \$5 trillion. The Conakry Commitment represents a global effort by

¹ 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.

youth in partnership with governments, the private sector and development professionals to set out the best-informed, most ambitious, most practical policies - and a time-table - to ensure that, by 2030, we create, together, those billion jobs that will give this youth generation the satisfying lives they want, and the global economy the wealth it needs to eliminate poverty completely.

Youth need to be a 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 that 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 youth need the commitment, the experience and the resources of Government, the private sector, the development agencies and the Third Sector Practitioners who have been working in this sector for many years. Only by working together can we learn and create the policies/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! But most are very small-scale impacting only thousands of young people: the Youth Unemployment crisis require policies and resources to impact millions. So we have to find the cost-effective ways of going to scale.

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

Only by creating jobs - by harnessing the natural inventiveness of the human spirit - can we rise to the challenge of ensuring that humanity passes, unscathed, across the threshold of another century in 2099. To do that, we must ensure that today's generation are in work and productive tax payers by 2030. If a billion of them are out-of-work and a drain on 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 good data is 'thin on the ground...' This is true but, as William S Reese, CEO of the Intl. Youth Foundation said in Istanbul, "We know enough to get started NOW! And the situation is so critical, we must ..."

We do 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 youth themselves. The World Bank's Internal Evaluation Group's 2012 (IEG-2012) study of Youth Employment Interventions, 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, listed in a different font. * Several tools can be deployed by youth themselves.

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 Crowd source 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 + databases of what new jobs are in the pipeline (+ where & 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 & 2nd chance education
- * Employment Services: providing information on Training
- Expanded & simplified program of overseas training and/or work experience for young people
- * Lifeskills, work experience & 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: "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 youth how to polish up their CV or improve their job interview techniques is unlikely yield the best returns. Rather, Governments and schools there should focus on preparing youth for self-employment, and easing youth 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 an essay competition run by the 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](#) - 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, "... creating the conditions in the developing world for increased web-based self employment."
2. [Ravi Supramamiam](#) - Target skills training for youth; eg: training mobile phone repairers
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6. [David Poetz & Bianca Marty](#) - Use the Swiss education model. Switzerland has the lowest Youth Unemployment rate in the world: 3.5%! It achieves this by incorporating 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](#) - Make 2016 the UN Year of Entrepreneurship: to focus attention and deliver action by key players to convince all stake-holders - Govern

ments, 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** - Carry out major educational reform to deliver courageous entrepreneurs, comfortable in working in teams for shared goals. He quotes 3 of the world's best examples:

- Timiakatemia, Finland: <http://www.tiimiakatemia.fi/en/> - where students run cooperative businesses and learn while making real money from real customers.
- The Studio Schools Trust: <http://www.studioschoolstrust.org/> - a UK government initiative to create schools that offer project-based learning in teams + increasing hours of paid work experience to prepare youth for the job market as well as exams.
- Organic Farm School, Cerrito, Fundacion Paraguay - where students learn by running model farms, doing food processing and selling their products. The guiding principle is that: "Our greatest teacher is the Market..."

Ponce concludes in 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 - to which it answers: "*The evidence is scarce. First and foremost, 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.*"

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 is the World Bank Forum paper by Louise Fox: Youth Employment in Sub-Saharan Africa (See: 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..." 62% of African jobs are in agriculture; 22% in non-farm Household enterprises - hair-dressing, cooking & construction and other self-employment / businesses run from home. She advises that the solutions to the youth un- and under-employment crisis lies in boosting productivity in these sectors - rather than dreams of a South Asian-style rapid transition to a manufacturing or IT-based economy.

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 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>)

Susana Puerto worked on the Inventory and is now at the ILO. At the Istanbul Solutions4Work Meeting, she, along with 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: we need more! Only 3% of interventions included in the Inventory measured for cost-effectiveness.
2. Programmes should be demand-driven
3. They 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 - a good theory of change required!

There is clearly an over-supply of Youth Job Creation Policy and Practice: it would take

an unusual form of masochism to want to try to catalogue and analyse all of them but the young people of Peace Child International's global Network are so exercised by this issue, they are endeavouring to create a global catalogue of the most effective policies. Obviously, we are aware that the single biggest contributor to youth job creation is fast-rising economic growth and intelligent investments by large companies, and infra-structure 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 students low-interest loans to students to go to university and not to some one like me who wants to start a company." The UK government recently did launch a Start-up Loan Company, which has achieved a 95% repayment rates. The Student loan company, by contrast, achieves only 45% returns.

The "Youth Job Creation Best Practice Guide" - attached as an annex to this Document is a dynamic wiki-paper to which we hope young people and job creation specialists everywhere will add. For Job Creation is NOT a competition. It requires only openness and transparency, for failures need to be analysed alongside the successes because we can learn so much from them.

Most of all, governments need to step up to the plate and recognise that this field is a major driver for their economic growth, social stability and security. A 'Lost Generation' without jobs, without hope, without families or secure communities - are a generation that will bring down governments: because, as history has so often proved, the employers of last resort are generally dangerous to governments: crime, prostitution, drug addiction 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, the new opportunities in new technologies, where the new jobs are going to be created in the next decade or so. The UN or the World Bank needs 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 and 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, this 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 claim to have no idea what we mean by "Youth Job Creation": - so we have put together a number of examples that give 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.

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.

A NOTE ON THE METRICS:

Clearly, there is more work to be done on the Metrics: how you 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: isn't the simplest, and most measurable, fact that governments and economists - and youth themselves - want to know: 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 neuro-surgeons or IT engineers than fruit-sellers or garage mechanics. Agreed, but surely it is possible to introduce classifications for different kinds of jobs: 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, thus:

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
OECD Countries						
Middle Income Countries						
Less-Developed Countries						
Agriculture						
-> Fundacion Paraguaya						
-> Plan Intl. Village Project						
-> World Bank YESP						
Retail & Service						
Self-Employment						
-> PCI's BTCA						
-> Restless Dev.						
Business Start-up						
-> YBI						
-> SPARK						
-> TVET / MFIs						
Legal, Accounts, Professional						
IT & Electronics						
Mining & Engineering						
Medical & Science						
Government & Intl. Agencies						

THE POLICY PRIORITIES EMERGING:

The World Bank's IEG-2012 Report recommends that governments adopt a 'Comprehensive Policy Approach.' This should, perhaps, embrace all of the policy tools and solutions listed in our Policy Toolbox, in the youth recommendations, and in the existing experience. But - in reviewing those sections above, several clear priorities emerge:

PRIORITY ONE - Educate Entrepreneurs: Self-employment, entrepreneurship and business plan creation should be a top priority for every government's national education provision. Education for all should, of course, include literacy and numeracy, language and other traditional school-taught skills, but practical business creation and operation, sustainability, employability / lifeskills + Vocational Skills should also be included at the heart of every school and college.

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 & MFIs and / or online, crowd-funding sources. Where possible, every school and training institution should own, or be linked to, a credit facility with supporting Mentorship and Business Incubation facilities.

PRIORITY THREE - New Technology: LDC 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 accreditable infrastructure like toilets, electricity and water.

PRIORITY FOUR - Apprenticeships, skills-matching: - along with counselling / mentorship + work placements / internships to support the teaching of life-skills must be placed at the heart of governments' training provision - and young people's own, and parents' value systems;

PRIORITY FIVE - Self-financing schools: Governments should set up self-financing schools along the lines promoted by Timiakatemia, Fundacion Paraguaya / Teach a man to Fish & Studio Schools - to deliver effective, entrepreneurship education and alleviate the chronic under-funding crisis of schools in LDCs;

PRIORITY SIX - Promotion: There needs to be a great deal more noisy promotion of this issue. Young people, and the new Global Coalition for Youth Employment (meeting in Istanbul in May 2014), want this issue at the top of the Intl. Development Agenda. Ideas, like a UN Year for Entrepreneurship, a UN Human Development Report on Youth & Jobs, National Summits, National Business Competitions and National and Regional Start-up Loans schemes etc. - all need to be intelligently promoted to governments, international institutions, donors and the general public.

PRIORITY SEVEN - Emphasise Demand Side: Policies must put more emphasis on Demand Side rather than Supply Side. Supply side is the easy part: any one can train 100 youth - getting those 100 youth into decent jobs is hard.

PRIORITY EIGHT - Green Jobs for Youth: Create Green Jobs for youth. Invest in the building of the green economy: youth are drawn to the idea of their 'generational challenge' to build a clean, green, sustainable economy in their lifetimes. So governments must educate, inspire and enable youth to be leaders in this field.

Underlying all those priorities is the priority need to get better at the metrics - and accumulate useful, relevant, age-disaggregated data about Youth in every UN member state.

We invite you to analyse these priorities, tell us what is missing and which of the above could be left out or clustered within a broader priority. Do also change the order of the list to reflect your views of which are the top priorities.

A ROAD MAP TO FULL YOUTH EMPLOYMENT BY 2030:

The task is clear and agreed by every one active in this field: there will be 6 million new entrants to the labour market every month - 72 million a year - over a billion by 2030. All of them want jobs. And there will only be 300 million jobs awaiting them, requiring the human family to create about 50 million new jobs a year, or 55 million if we are to find jobs for the 75m youth currently registered as unemployed. And that number will rise as global population increases.

It's not impossible: the Travel / Tourism sector expects to create 70m new jobs in the next decade; 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, and invites you to suggest actions that YOU could do, by when, 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 - something! - 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 - VOCUS 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 - NLIGNING 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 - ELEBRATION 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 21st 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: 20TH 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 - and why? - and how / 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 short-comings.

[JOB CREATION TARGET: 70 MILLION NEW JOBS]

THE CONAKRY FINANCIAL COMMITMENT:

The history of Youth Policy-making, 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 wither and die 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 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.

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, 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 Crowd-funding 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. Much the biggest 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.