

Our Time. Our Turn. Our Future.



# Passport to Earning

## Founding Partner Concept Note



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# Generation Unlimited: The World's First Public-Private-Youth Partnership

Today, 1.8 billion young people stand at the door of adulthood<sup>1</sup>. They hold our shared future in their hands and are our hope for a better tomorrow. Yet, across the globe, the bulk of young people are inheriting an unequal playing field with limited opportunity to shape their own future. Nearly 90 percent of them live in developing countries, where they make up a large proportion of the population.<sup>2</sup>

Some 267 million young people aged 15-24 are not in employment, education or training (NEET)—two-thirds of whom are young women as a result of gendered expectations of unpaid family work and informal employment.<sup>3</sup> Among young people who are in employment, around 126 million young people remain in extreme or moderate poverty, and 96.8 percent of young workers in developing countries have jobs in the informal sector.

Meeting their needs is the defining issue of our time. It's necessary. It's imperative. It's ambitious. It's also achievable. If we seize the opportunity and act now to empower young women and men with the right skills, unlock opportunities for them, and prepare them for the transition to work, the potential for global progress is unlimited.

Launched at the 2018 United Nations General Assembly, Generation Unlimited (GenU) is the world's first Public-Private-Youth Partnership on a mission to skill and connect all of the world's 1.8 billion young people to opportunities for employment, entrepreneurship, and social impact by 2030. Leveraging on UNICEF's field presence and convening power, GenU brings together global leaders with public, private and youth-led organizations to partner, fund, and deliver massively scalable solutions for young people.

## Connecting Youth To Opportunity

Skill and connect the world's 1.8 billion young people to opportunities for employment, entrepreneurship, and social impact



1 United Nations, Department of Economic and Social Affairs, Population Division. World Population Prospects, Online Edition. Rev. 2019.

2 United Nations. "Youth and the SDGs." Web. Accessed 11 January 2021.

3 International Labour Organization (ILO). Global Employment Trends for Youth 2020: Technology and the Future of Jobs. 2020.



## A once-in-a-generation need

For young people, the COVID-19 pandemic is not just a moment in time. It threatens to define their futures. Even before the pandemic, the world was reeling from a learning crisis—and COVID-19 has deepened it. Hundreds of millions of young people are not developing the skills they need to work, start a business, or engage in their community. Since the sudden school closures in April 2020, more than 1 billion students globally have been affected. Young people, particularly adolescent girls, were hit disproportionately hard by school closures, job losses and income. Never before has the growing skills gap been more apparent, and never has it been more urgent to ensure that young people can access the opportunities for upskilling and employment that are available to them. As the world’s focus shifts to economic recovery and “building back better”, GenU’s focus on upskilling youth and connecting them to opportunities for employment, entrepreneurship and social impact is now more important than ever.

As the pandemic ploughed through the world, it became clear that this was as much an educational crisis as a health one. GenU and its partners adapted to the growing needs of young people by scaling up digital connectivity, skilling and livelihoods. In doing so, GenU pivoted its strategy early on to put job-relevant skilling at the heart of its work to combat the adverse effects of the pandemic on young people. There is now a once-in-a-generation opportunity to ensure all young people have the skills and opportunities to succeed.

### **Empowering adolescent girls with skills and opportunities**

COVID-19 has put the digital connectivity gap and learning crisis in the spotlight – especially for adolescent girls, as there are significant gender disparities in their access to technology, remote learning and skills, particularly in low-income countries. GenU is committed to removing these barriers to girls’ education and promoting gender equality in education and skills development. Equipping girls and young women with the knowledge and skills they need for life and work is the greatest tool to combat poverty and gender-based violence, and foster healthy, productive lives for them and their families. This will be crucial to rebounding from the effects of the pandemic and building forward stronger towards more a resilient and prosperous future.



## A once-in-a-generation opportunity

The need to reach all young people with learning and skill-development opportunities has never been more important and urgent. Digital solutions now exist that have the potential to reach every young person and allow them to fulfil their dreams. From AI and machine learning to digital learning platforms, the world has the tools it needs to craft new, modern, and inclusive skilling solutions. GenU is uniquely positioned to champion this cause, by leveraging its close relations with government, private sector, youth networks, and UNICEF's extensive field presence at national and state/provincial levels in over 190 countries and territories.

Building on a longstanding collaboration with Microsoft, we are developing "**Passport To Earning**" (P2E), a new flagship skilling platform which will provide young people aged 15-24 with free, job-relevant skills, and position them for job opportunities. The P2E platform will be built on Microsoft's Community Training (MCT) platform which is the backbone for UNICEF's Learning Passport<sup>4</sup> which is operational in 20 countries and delivers learning content to children and young people (mainly up to the age of 18).

Together with its partners, GenU will advance girl-centred 21st century skills-building and empowerment programmes which will deliver digital and transferrable, job-specific, and entrepreneurial skills, as well as Science, Technology, Engineering and Math (STEM). This will be done through ensuring access to mentors and role models, especially female ones; exposing young women to real-world learning opportunities and internships; opportunities for applying skills to engender social change; supporting girls' leadership development; and ensuring safe spaces. This will also be complemented with blended approaches of online and low-no-tech solutions to ensure reach to young women without connectivity. The aim is to promote equality of choice and opportunity for young women in their learning, skilling, and livelihood journey.

The P2E platform will provide skills and certificates for employment and entrepreneurship, and connect young people with coaching, mentoring, apprenticeship and (self) employment opportunities where applicable.

This P2E platform can be customized and therefore offers opportunities for local ownership and adaptation across countries, based on content and the partnership base. The platform will be launched in 2021 and we are seeking Founding Partners to support and drive the strategic direction of the programme.

P2E's mission is to maximize impact with young people with a focus on the most disadvantaged 15 to 24-year-olds, by (1) building government capacity to provide sustainable skilling and employment pathways in the digital economy; and (2) enabling access to a job-relevant skilling platform, state-of-the-art curriculum and certifications; and ultimately jobs.



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# The opportunity: Skill millions of young women and men

In the initial three-year phase of this initiative, our aspiration is to skill over 10 million young people (at least 50% adolescent girls and young women) across 15 countries in the global South.

### Impact and measurement

As an overarching target, we will measure the number of young people aged 15-24 who complete and receive a certificate of completion for learning paths with at least 10 hours of content. We aim to have at least 10 million young people receive a certificate by the end of 2024. The specific selection and/or development of courses will be done at country level to ensure local contextualization of content. GenU, UNICEF, Microsoft, and Founding Partners will co-create a result outline with a subsequent monitoring, evaluation and reporting outline, in addition to a possible research agenda. We will do this at both a global level to track global results and input, and at a country level to ensure the valuable data and learning feeds into national development plans and strategies. We will foster an atmosphere of continuous learning, improvement, and adaptation to offer young people appropriate content suited to their environment.

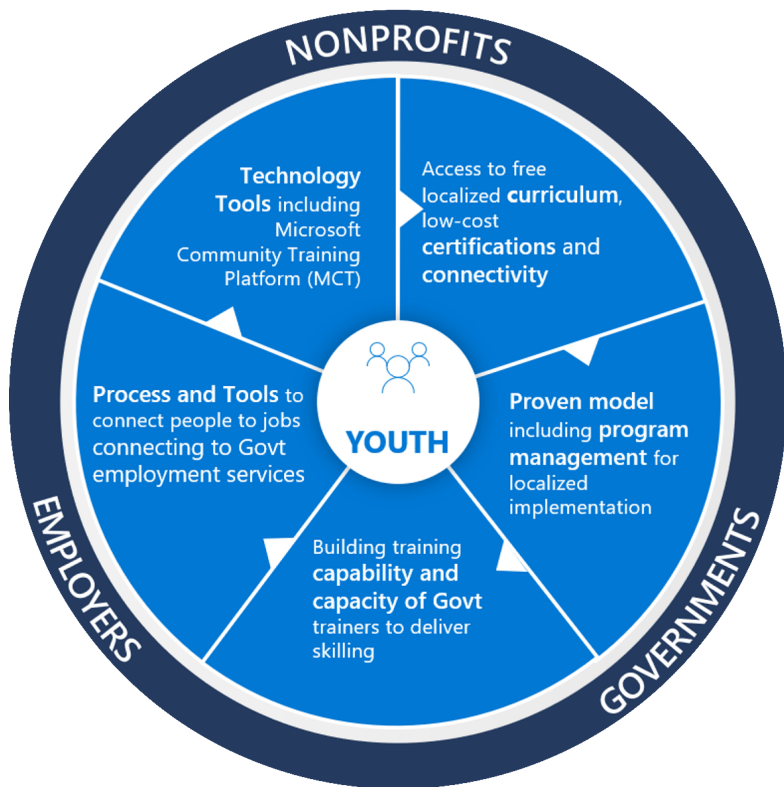
### Content and certification

A unique differentiator for this platform will not only be its range of world class skilling content but also its certification. While Microsoft will provide curricula in digital, foundational, role-based, and technical skills, we will seek to crowd in skilling content (including STEM) and certifications from public and private partners at global and local levels. GenU's extensive private sector consortium at global and local levels will contribute to curriculum content and certification. In particular, P2E will seek to harness content and training expertise of the private sector by making them available to young people on a global scale. With public sector partners, the in-country GenU team will work with the Government to ensure that approved and appropriate skilling content is also available on the platform.

### Countries

Though the platform could expand into additional countries in the future, we aim to be operational in 15 countries within the next three years. Applying a phased approach, an initial 10 countries have been identified based on factors including the needs of young people, internet and device access, and a conducive operating environment. These include Brazil, Bangladesh, India, Indonesia, Nigeria, and Pakistan, who will be early adopters of the platform in 2021/22 as a pilot, whereas Ghana, Honduras, Malaysia, and Vietnam aim to launch in 2022/23.

The remaining five countries will be selected through a consultative process with Founding Partners who support P2E.



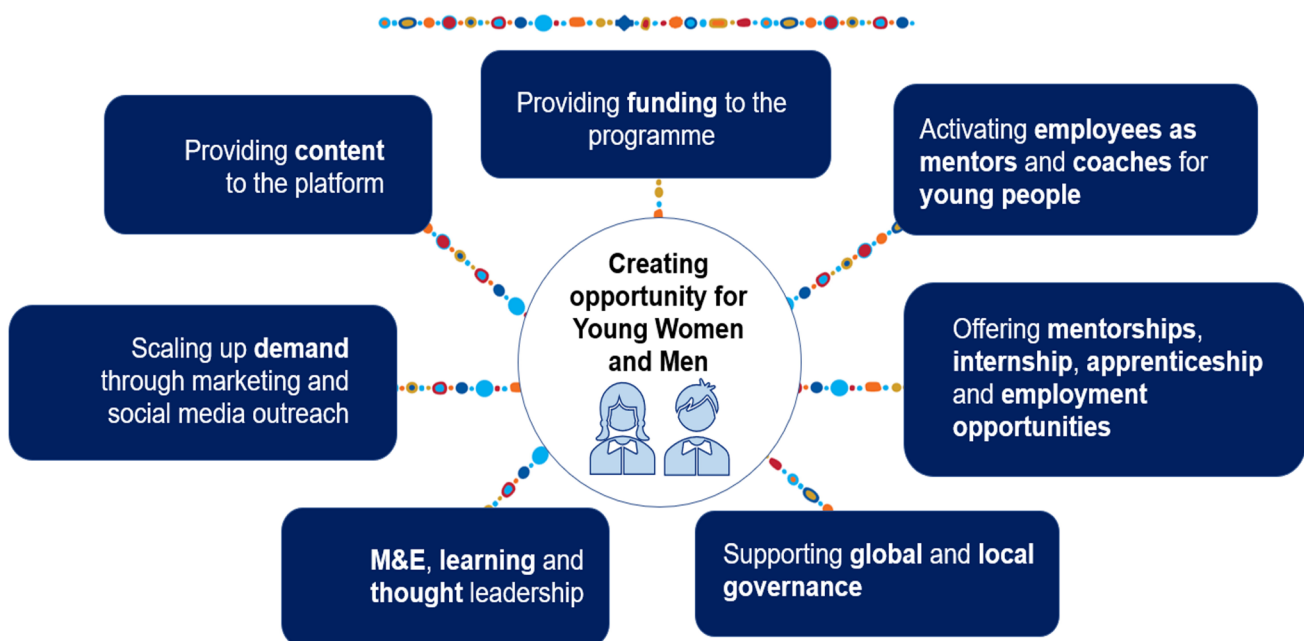
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# Partnership at the core of success

To succeed in this ambitious agenda, building strong partnerships will be key. As such we are looking for private companies to join us. Partnership opportunities include:

## Partnering for P2E impact

P2E Success factors and how partners can engage



### Providing content to the platform

Partners make relevant skilling and professional development content/courses, and certifications available to young people on the platform – including internal content (which is offered to employees for development purposes) as permissible to ensure “real-life job scenario development”. Much of the content will focus on equipping young people with skills that best respond to local labour market needs so that their profiles are more attractive to prospective employers.

### Activating employees as mentors and coaches for young people

Young people, particularly from disadvantaged communities, benefit significantly from career guidance and engaged role models who can further enhance their skills and guide their job search towards success gainful employment.

Many companies already have this as an option for their employees and the intent would be to leverage this for the P2E programme. If a partner does not have this, it can be developed jointly. Special efforts will be made to mobilize female mentors and ensure the delivery of programmes which promote girls’ leadership development.

### Offering internship, apprenticeship, job-shadowing and employment opportunities

In addition to obtaining skills, young people need opportunities to develop professional experience and gain employment. The platform will facilitate connections to internship, apprenticeship and job-shadowing for young people who complete courses on this platform. GenU will work with partners to ensure safe, flexible, female-friendly learning, skilling and livelihood spaces with more opportunities in the digital space.



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### Scaling up demand through marketing and social media outreach

Informing young people of the platform, communicating its significant benefits and ultimately driving traffic to the P2E site requires major continuous effort to drive the volume required in order to meet the impact ambition (to ensure 10 million young people obtain a certificate of completion for a 10 hour course, many more need to be driven to the platform).

We will develop a demand creation strategy and action plan, both at global and country level, and Founding partners will be invited to participate in this strategy development while also using their own channels to reach young people with these messages and activities. We will use GenU's current initiatives and partnership base which includes a cohort of nearly 10 million young volunteers (through GenU's Global Volunteer Initiative), as well as the World Association of Girl Guides and Girl Scouts and World Organization of the Scout Movement, and the range of youth networks that comprise our partnership.

### Supporting global and local governance

This multi stakeholder programme will be coordinated by a Steering Committee (or similar) at both global and country levels. Whereas global collaboration will mainly focus on wider strategic direction and support, the local collaboration will comprise of key stakeholders, including Founding Partners, Government, local partners, and young people, to set the agenda, review curriculum, support monitoring and evaluation (M&E) efforts and more. Founding partners will be given a seat at the table to support these mechanisms. Having the buy-in of Government will be crucial for substantively scaling the platform as well as ensuring a robust system for monitoring, reporting, and measurement of programme results.

### Monitoring & evaluation, learning and thought leadership

We will develop a robust and multifaceted M&E plan, acknowledging the unique opportunity to not only gather routine data on course completion, but also to connect to the Learning Passport (K-12) and job opportunity sites (such as LinkedIn) enabling for longitudinal surveys in order to track a young person's journey from skilling, certification and jobs. Partners will also play an instrumental role in highlighting skills gaps across various markets and thus provide content to young people that best positions them for success in the job market.

### Providing funding to the programme

Initial estimates are that the programme will require US\$ 5 million per year (in-depth detailed budgets will be developed further at global level and with each country). Efforts are underway to resource the ambitions of the programme, and Founding Partners will be asked to support with US\$ 1 million per year over the three-year initial cycle (\$1M per year \* 3 years = \$3M)



As countries look to recover from the COVID-19 pandemic and pursue sustainable economic growth, they have an historic opportunity to close educational and skills gaps once and for all, and enable youth to build a better future—for themselves and for us all. Let's build forward stronger! Please join us in empowering millions of young women and men with skills and opportunities to lead productive lives and drive change in their communities.





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