



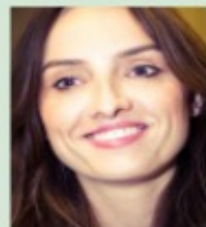
SOLUTIONS
FOR YOUTH
EMPLOYMENT

S4YE Youth Innovating for Youth
Webinar Series

Youth-led Innovations to support Green Jobs

Learnings from Oxfam Novib, "la Caixa" Foundation and ASIGE

26 MAY | 9:00 – 10:00 AM EST



**Kasia
Jakimowicz**
S4YE,



**Dorcas
Apoore**
S4YE YAG Member,
ASIGE



**Carmen
Reinoso**
Oxfam Novib



**Khalid
Hossain**
IUCN



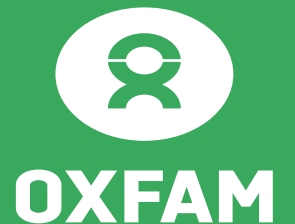
**Olivia
Onyemaobi**
PadUp Creations Work 4 progress
platform



**Kanika
Verma**

OXFAM NOVIB AND YOUTH EMPOWERMENT

26 May 2021

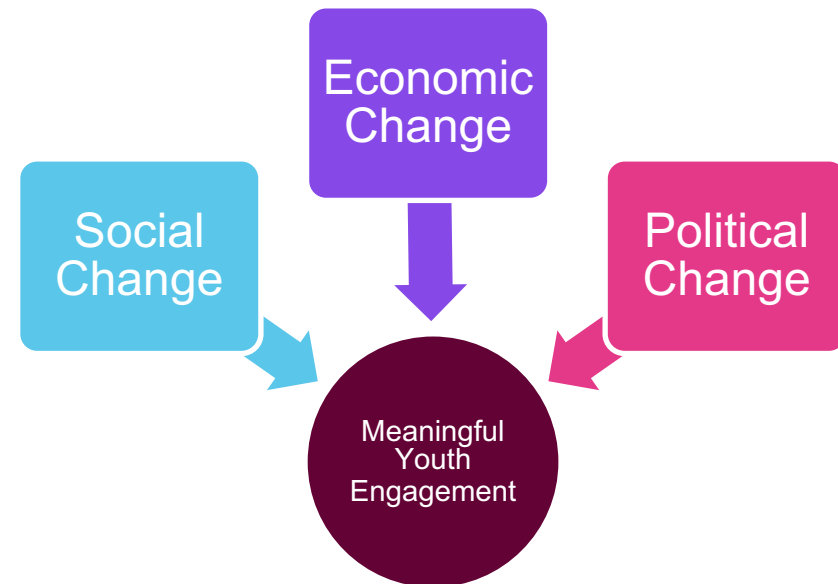


OXFAM NOVIB – THE POWER OF PEOPLE FOR SOCIAL JUSTICE : MEANINGFUL YOUTH ENGAGEMENT

Oxfam Novib promotes **international social justice** and emphasise the need for radical and **systemic change**;

Therefore, all our actions are underpinned by the need to address the interrelated global injustices of **extreme poverty, inequality**, the impact of **climate change**, and the denying of **people's rights and civic freedoms**.

Vision: Youth as Active Citizens have the **agency to decide for themselves, shape their future and drive change** actively from **global movements to grassroots level** to activate progressive social change resulting in just economies, gender justice, climate justice, and accountable governance.



WORK IN PROGRESS!

Objective: More young men and women are able to generate sustainable living wages and are optimistic about their future

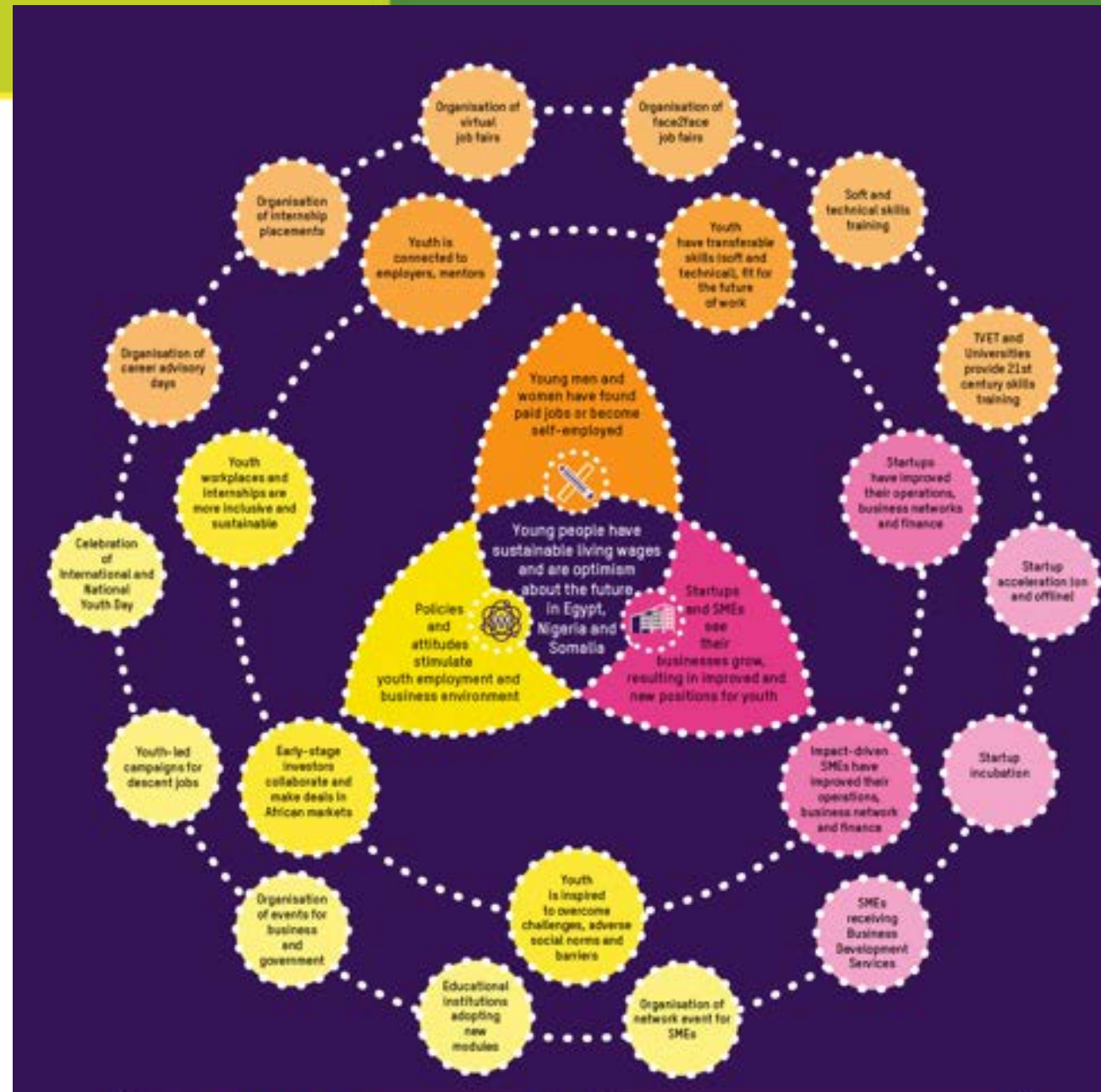
Period: 2016 – 2019 (phase 1);
2020 – 2023 (phase 2)

Countries: Egypt, Nigeria, Somalia

Budget: 21 million euro

Donor: Dutch Ministry of Foreign Affairs

2020 key result: supported 174 enterprises, assisted 1,632 (520 women) youth to find a job, and 334 (254 women) youth with income generating activities



EMPOWER YOUTH FOR WORK

Objective: Enable social and economic empowerment of young people in rural climate affected areas

Period: 2016 – 2021 (5.5 years)

Countries: Bangladesh, Ethiopia, Indonesia and Pakistan

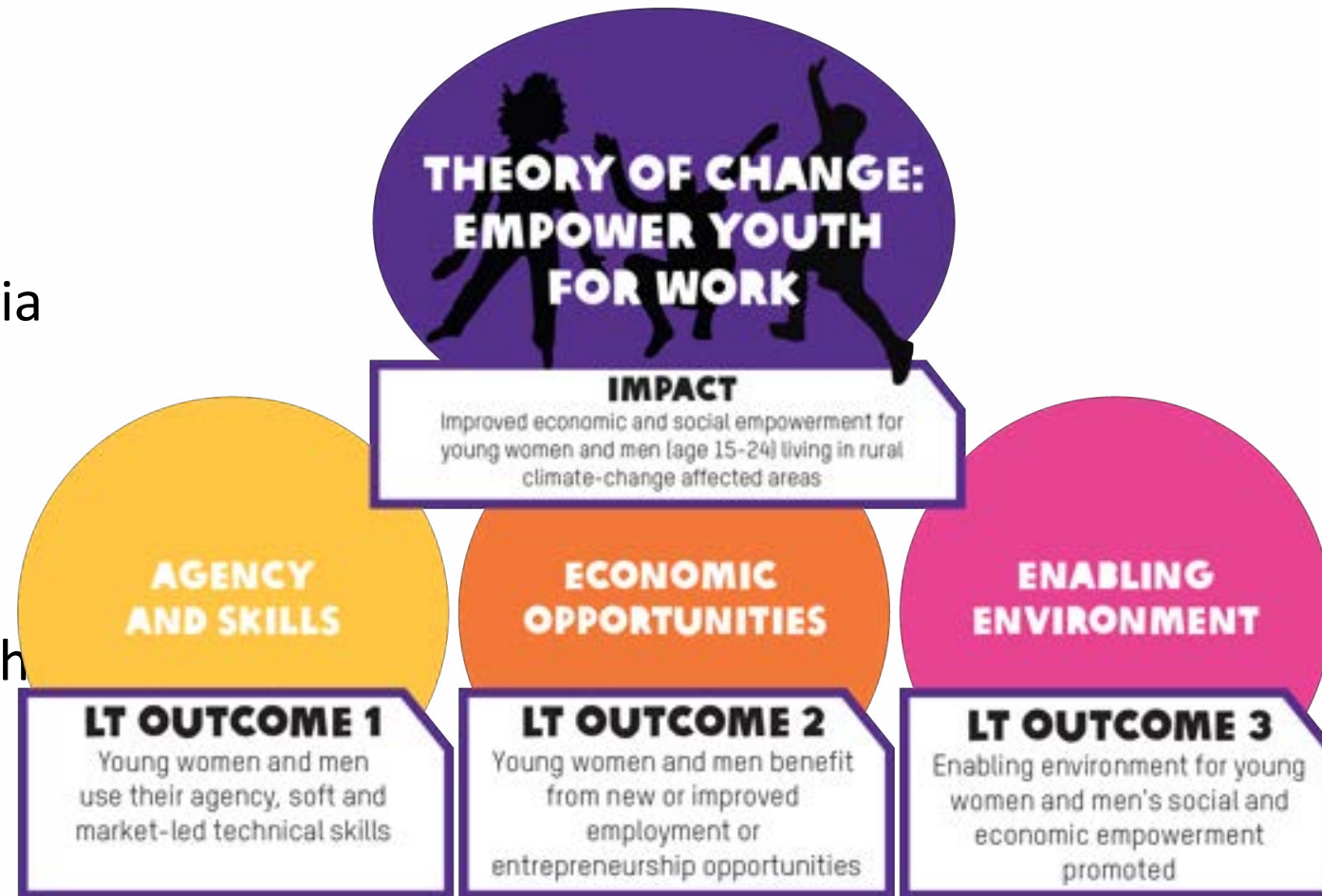
Budget: 18 million euro

Donor: IKEA Foundation

2020 key result: reached 117,494 youth directly, and 831,725 indirectly

Save the date:

Symposium 14th-15th September 2021



2 CASES OF YOUTH INNOVATION FROM EYW AND WIP!

1. Youth built a Climate Smart Village in Bangladesh
2. Youth led SME: PAD-UP Creations in Nigeria



Youth-Led Climate Smart Village (YCSV): An Approach to Support Green Jobs for Youth

Dr Khalid Hossain, IUCN Bangladesh



Background

- Bangladesh is one of the fastest growing economies of the world where per capita income has almost tripled in last 10 years
- Bangladesh is also one of the most vulnerable countries due to climate change
- Both climate change adaptation and mitigation are important due to climate vulnerability and rapid economic development
- Demographic dividend till 2042 (18-35: 33%+; 15-64: 65%)
- Green jobs for youth needs to contribute in both adaptation and mitigation

Youth-led Climate Smart Village as an Approach

Build youth leadership and youth organization in climate vulnerable areas

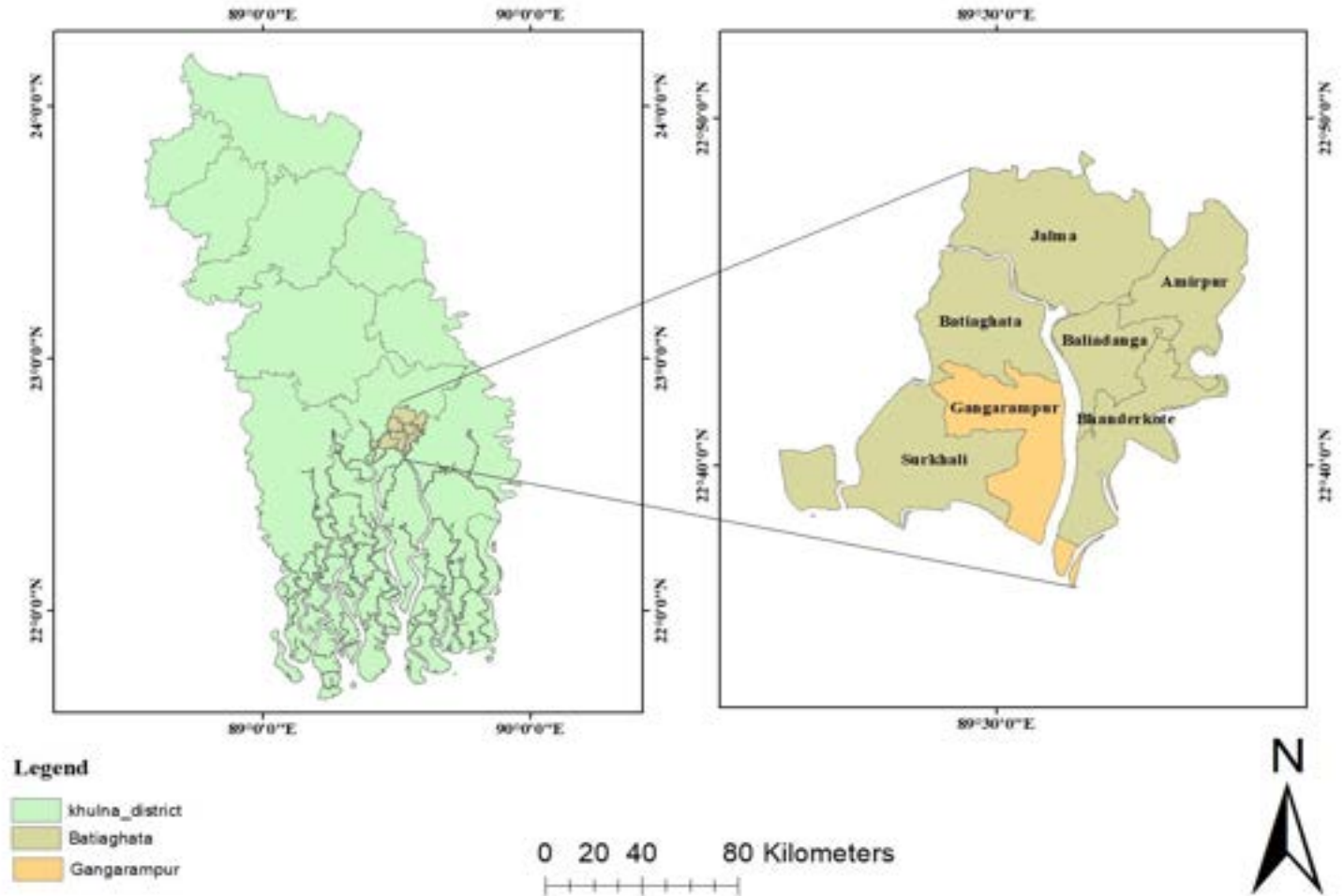
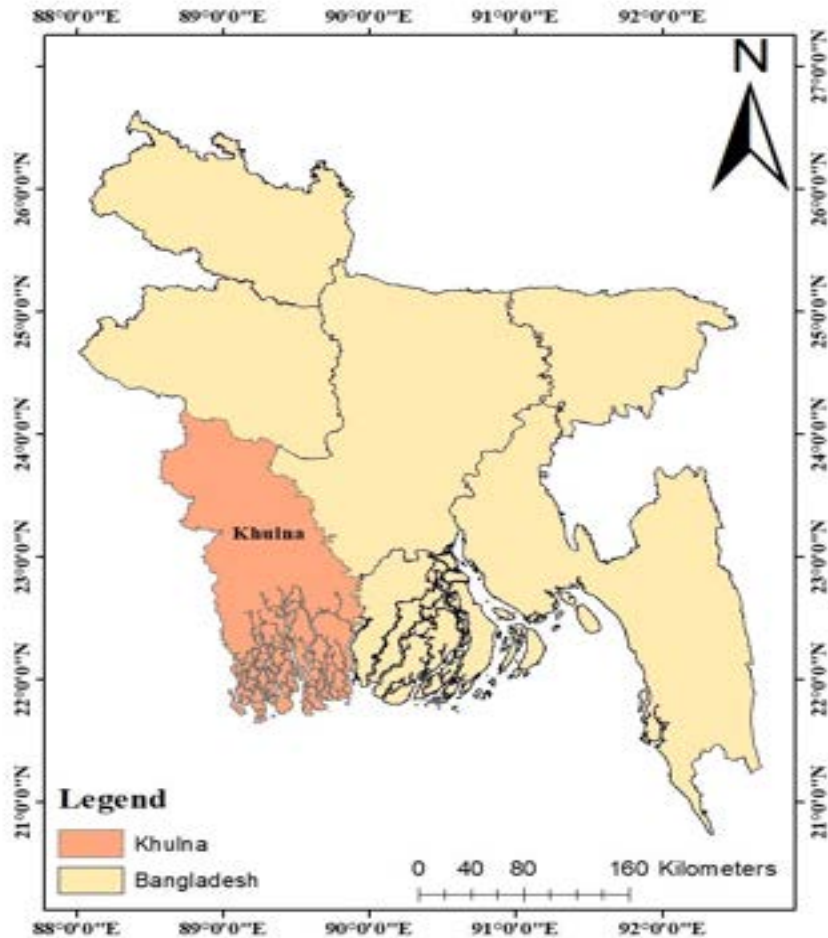
Develop knowledge of youth on climate-smart practices in adaptation and mitigation with strong economic perspective

Large-scale behavioral change in community-level practices supportive to adaptation and mitigation

Linkage with government and other actors in creating enabling environment for adaptation and mitigation

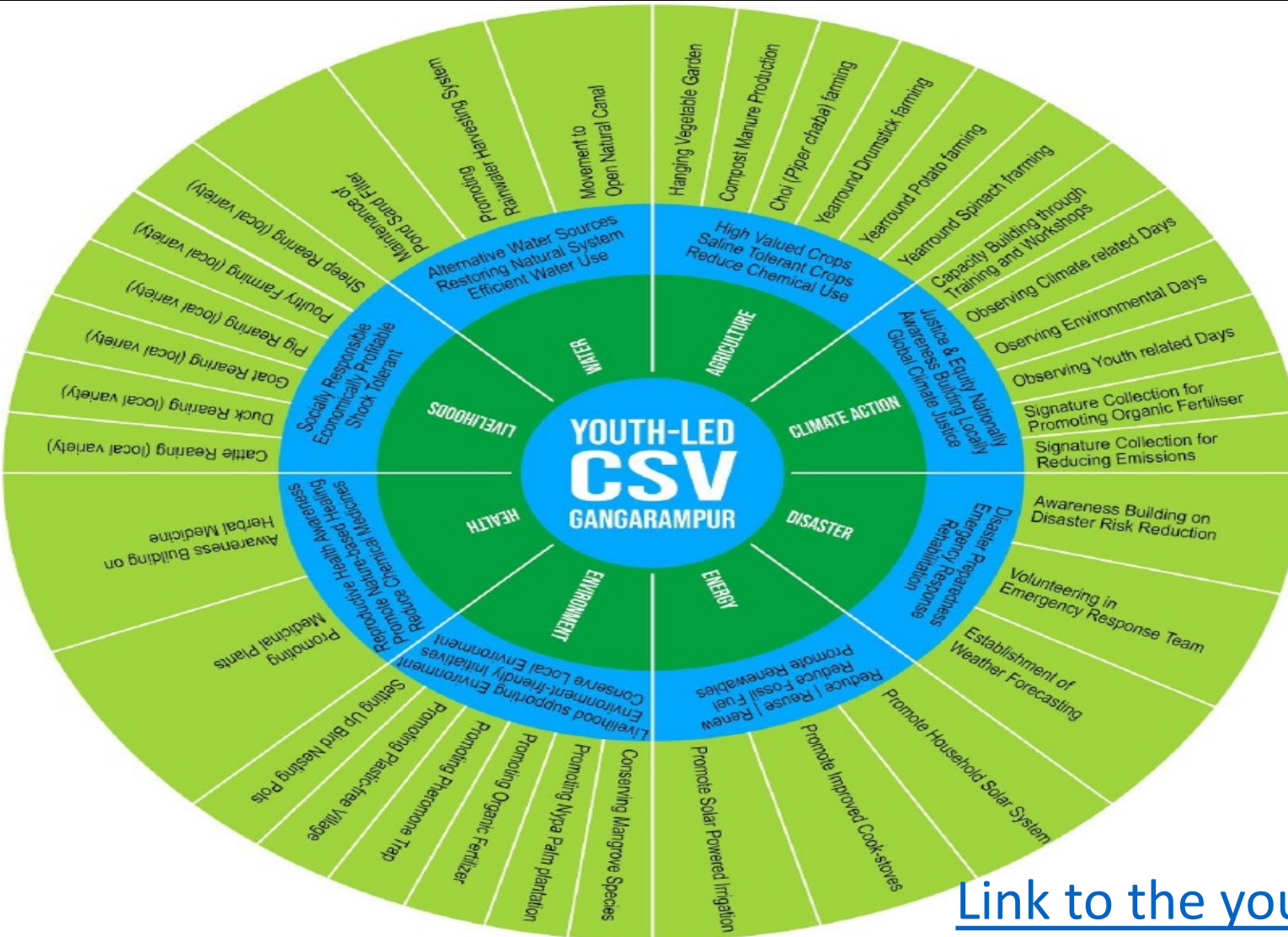
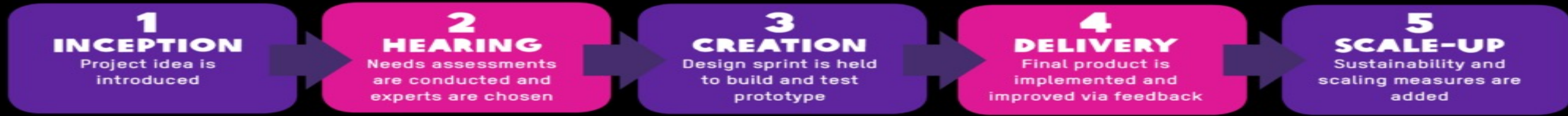
Create sustained economic opportunities for youth linking to climate-smart practices

Pilot Location for YCSV in Bangladesh under EYW



- Climate vulnerable coastal location prone to frequent cyclone – Dependency on agriculture and fisheries – Shortage of drinking and irrigation water due to high salinity and subsequent health impact – 90% inhabitants use biomass as source of cooking – Emission from livestock, agriculture practices and other waste

HUMAN-CENTERED DESIGN



[Link to the youth video](#)

RESULTS



CREATION OF YOUTH COMMITTEE

that oversees CSV, mobilizes local youth, and raises awareness of climate change adaptation and resilience



4 NEW TECHNOLOGIES PROTOTYPED:

a trap for organic pest control, rainwater harvesting using local crafts, plastic depositing and integrated vegetable production.



1000+ YOUTH DEMANDED CLIMATE

JUSTICE and 25 schools and colleges striked for the climate, joined by local leaders and organizations



10 YOUTH CO-CREATED BUSINESSES

implemented in the village

Learning from YCSV Pilot

- ✓ Youth leadership needs to be developed at four levels
 - ✓ Knowledge generation and sharing
 - ✓ Taking community level action
 - ✓ Developing and managing organization
 - ✓ Claiming services from government and other agencies
- ✓ Long-term and scale-up challenges
 - ✓ Motivation of youth in a climate vulnerable condition (adaptation has a limit, mitigation is not a priority)
 - ✓ Leadership succession
 - ✓ Prevailing gender and social norms
- ✓ Youth innovation for green jobs: what works
 - ✓ Demonstration of tangible economic and health benefits for community and youth (only ecological benefits do not motivate in a climate vulnerable poverty prone area)
 - ✓ Linkages with Government and Private sector businesses who have persistence presence
 - ✓ Initial joint investment (time, labour and money) for green enterprise development



WATER



FORESTRY



THANK
YOU



WASTE



AGRICULTURE



Pad-Up Creations Limited



Sustainable Sanitary wares For Low, No Income And Rural Families
www.padupcreations.com



The Big Problem

Poverty



In Nigeria, Over 100 million people Live below \$1 per day.

Source: NBS



Poverty is one of the major problems driving other problems.

We discovered that poverty makes most girls use dry grasses, leaves, feathers, rags or foams to care for their period, because their families cannot provide them with disposable on monthly basis.

Sometimes, their improvised materials exposes them to infections, may fall off or stain them, resulting to bullying at school.

And some of them may miss schools during their menstrual days, exposing themselves to sexual abuse, teenage pregnancies and early marriage.



Our Sustainable Solution

We produce Pad-Up Menstrual Kit- Washable and reusable sanitary pads with minimum reusable period of 1 year.

Sanitary Pads



Underwear



Panty Liner



Reusable: Leak proof: High absorption rate : Fastens beneath the pants : Breathable

We put smile on faces





How can we get a visionary team?





Changing the narrative...

- **We Made The Work Attractive**

Every young school leaver would want to get a white collar job. We devised a good dress code for them to have same confidence like people who work in corporate organisations.





Changing the narrative...cont'

We bridged Employment inequalities

People at the lower educational pyramid do not get considerations from employers, and same applies to women because employers do not want to grant different maternity leave or child care leave. These force women not to apply for jobs and makes the employed ones quit jobs when they get married.

We created a nanny room for their kids so women can care for their toddlers while still at work.





Changing the narrative...cont'

We solved the Skill gap by advertising for unskilled workers.

A lot of youth lack the necessary skills to function well in a formal job.

Some of the barriers:

***Some** people at the lower educational pyramid feel shy to even look for jobs because they feel they are not qualified.

***Some** employers place high criteria and demand several years' experiences, making it difficult for them to meet up.

***The** number of qualified unemployed are so many that little attention is given to the unqualified.





Design thinking solved the skill gap





We got a better result.

Before 08



After 103





Our Impact

- 103 permanent jobs, 97% are 20-35years
- Over 2.5 million distributed
- 475,376 girls educated on reproductive health
- Over 17,000 micro sales points-WEP
- 16 African countries
- Over 1 million girls return to school
- Improve hygiene
- 15 Awards including the African Quality Achievement Award
- Nigeria's first certified reusable pads



How do we dispose our waste?



Recycling to create value!!!





Recycled into home furniture





Recycled into Educational Materials



Entrepreneurs can do more...



- There are several things that limits entrepreneurs from scaling their businesses especially in Africa, where they have to generate their own power, create their own security, pay multiple taxes, delays in getting certifications, etc.



We can do more!

Funding

To contribute most productively as part of an ecosystem of social investors, grant-makers need to be brought up to speed on innovative finance — including tools such as venture philanthropy, impact investing, and blended finance, unrestricted grants, low interest rate loan and more.

Capacity Building

Capacity Building for African Entrepreneurs, Opportunities for entrepreneurs and their team to grow their businesses through peer engagement, mentorship, leadership development, etc.

Business Support

Business Advisory services, incubators, Access to knowledge and tools required to sustain businesses and scale (e.g lawyers, accountants, consultants).

Visibility

The best business with the best products and services, may fail without visibility. It helps promote businesses and attract potential customers. Media featuring, sponsorship and partnership, keynote speaking can help entrepreneurs scale.

Creating a better world





Pad-Up Creations Limited

Thank you

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Presentation by Kanika Verma

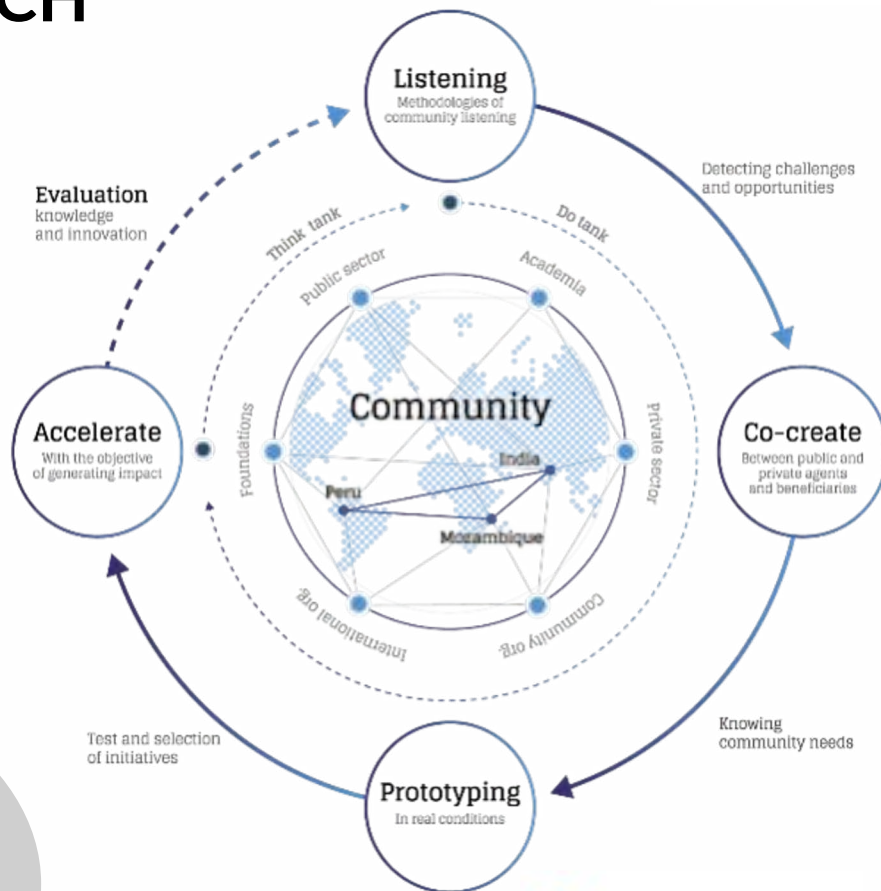
WORK 4 PROGRESS - APPROACH

Pioneer program to promote
Innovation and Action for

- Quality jobs
- Income
- Meaning and dignity

for marginalized women and youth

**W4P MAKES THE
MOST ADVANCED SOCIAL
INNOVATION TOOLS AVAILABLE
TO INTERNATIONAL
COOPERATION PROGRAMS**



UNLEASHING YOUTH ENTREPRENEURSHIP

Listening with empathy

Solidarity based innovation

Unearthing aspirations



19 year old Abhineet Parmar's vermicompost unit in Bundelkhand employs 3 youth and will earn USD 5,000+ in 2021-22. He is starting a new biomass energy generation unit to power all households in his nearby five villages.



Shiv, 23, LED Assembly



Meera, 29, E-rickshaw

INSPIRING CONFIDENCE

“ I am able to provide an improved lifestyle for my girls. They can access private education, healthcare and a better quality of life – things which were limited for me.”

- Meera Kushwaha, E-rickshaw enterprise

LEARNING

“POOR ACCESS”

“FEELING UNSAFE”

“POLLUTION”

BUSINESS CO-
CREATION

ASPIRATION
BASED
LEADERSHIP

WOMEN-LED
GREEN MOBILITY
SOLUTION
FOR YOUTH



PROCESS



SHIFTS

LOCAL ROLE
MODELS

INSPIRING
ENTREPRENEURSHIP

MARKET
LINKAGES

FOR FARMERS,
ARTISANS, ENTERPRISES

SAFER COMMUTE

FOR STUDENTS,
PATIENTS & TOURISTS,
ESPECIALLY WOMEN

OUTCOMES

12 e-rickshaw prototypes, with 14 employees

60+ tonnes of CO2 saved

35K+ revenue (USD) from '18

950+ lives impacted from safer mobility

E-rickshaw prototype awarded as a **best practice** on the use of sustainable energies in development programs by Spanish organization **Iberdrola** and the **"Club de excelencia en sostenibilidad"**

Two W4P e-rickshaw entrepreneurs - Bhagwani Devi and Pragya Devi - were awarded **by Government of UP** for their contribution to **promote green enterprises**



Pragya Devi, the first woman e-rickshaw entrepreneur of Mirzapur, turned her passion for motorbikes into an award-winning venture which is providing safe and affordable transport for school girls and women

COLLECTIVE INTELLIGENCE

Building shared identities
& narratives

Challenging socio-cultural
norms

Identify needs &
opportunities



W4P WORK4
PROGRESS
at the border

Window to the 'Future of Work'

ASPi: A hyperlocal platform for young girls that enables information sharing, peer-connections and discussions for unearthing aspirations and unlocking ambition.

W4P INDIA OUTCOMES

LISTEN



20,000+ youth and women engaged

420+ stakeholders engaged

CO-CREATE



90+ active partners

4,530+ beneficiaries of co-creation sessions

PROTOTYPE



65+ enterprise prototypes

11 systemic prototypes

ACCELERATE

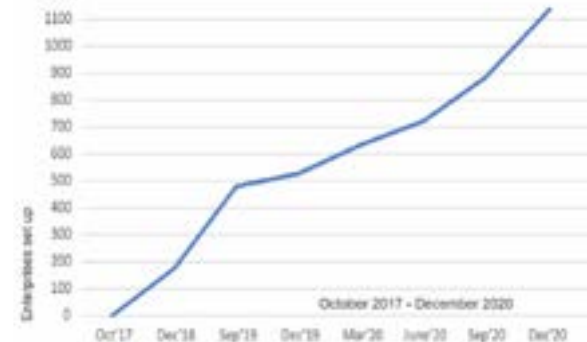


1,450+ enterprises supported

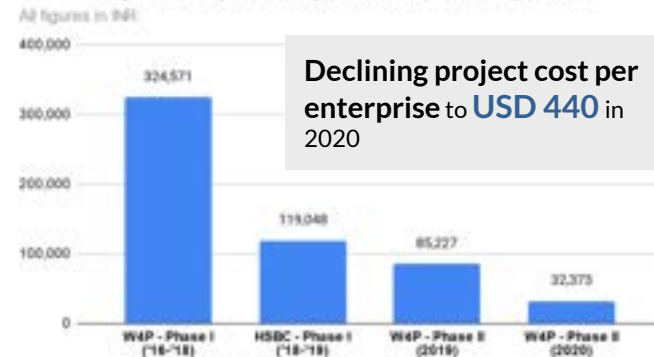
2,950+ jobs created



ACCELERATE RATE OF ENTERPRISES SET-UP



DECLINING PROJECT COST PER ENTERPRISE



“A MILLION MUTINIES NOW”

- V.S. Naipaul

The moment this dance began, it brought community members of a village in Uttar Pradesh together. It symbolises the spirit of youth, solidarity and the power of human connections – attributes we aim to nurture to unleash local micro-movements through social innovation.





YOUTH LED INNOVATION TO SUPPORT GREEN JOBS

PRESENTED BY DORCAS A APOORE
S4YE MEMBER AND CEO AT ASIGE

INTRODUCTION

- Today, several young people across the world are taking many initiatives which help to bring green jobs into reality.
- It is important for us as youth to consider our environment first when it comes to job creation.
- Our environment is so essential and should be conserved

WHY ASIGE WORK WITH WOMEN

- In Ghana, we have 52% of the population being women and in my district less than 2% of the 60000 women have attained tertiary education
- Children are left in the hands of women to take care of in the Northern part of Ghana.
- Most of the women ASIGE works were street hawkers
- ASIGE baskets is therefore an innovative skills development program targeting underprivileged women, girls and young people

HOW ASIGE INNOVATION CONTRIBUTE TO GREEN JOBS

- ASIGE uses elephant grass call verta vera to weave eco friendly baskets
- The raw materials are available at the rainfall forest of Ghana.
- We plant them in Ghana and some grow naturally, these grass are strong enough to prevent soil erosion and hence protect our environment
- Our baskets can replace rubber usage at homes and shopping center

ASIGE INNOVATIONS

- ASIGE has been able to turn these grass into over 20 different products.
- Our products include lamp shades, trays, place mats ,hats, wine bottle holders, fans, pots, flower pots, wave baskets, children launch boxes, market baskets, laundry baskets pet beds, hand bags and others.
- ASIGE baskets are sold locally and internationally including USA, UK, France, Germany, Japan and Australia

ASIGE CONTRIBUTIONS

- This initiative is employing 429 women and 43 are undergoing training
- Women have been able to provide food for their families.
- Our product has helps to restore the environment

A SECTION AT WORK



WORKING AT CENTER BEFORE COVID



BASKET PICTURES



LAMP SHADES PICTURES



LAMPSHADES HANGING



ELEPHANT GRASS



FLOWER POTS



EMMA WATSON AND OTHERS USING OUR BASKETS



ASSORTED PRODUCTS

