



C2I: Connect to Implement

Empowering Youth to Grow Ideas into Jobs



Background and Motivation

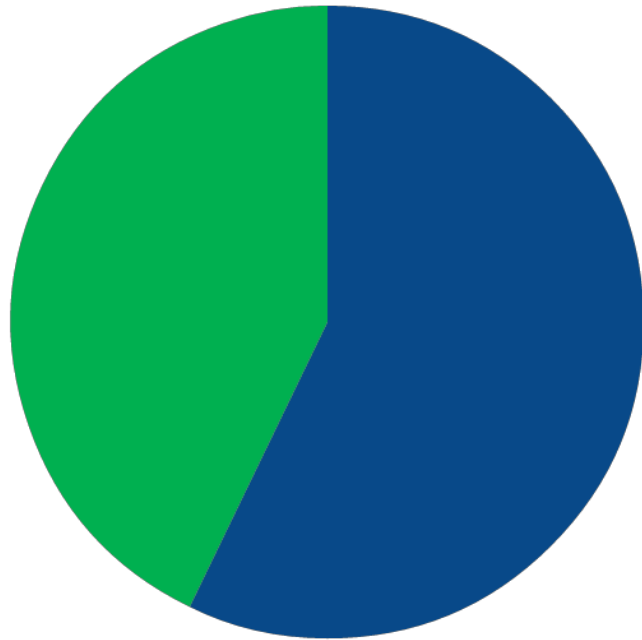
Winner of the World Bank Group 2015 Youth Innovation Fund (YIF)



An opportunity for young staff of the World Bank Group to design and implement youth development project in client countries. It provides youth at the World Bank with an opportunity to design and implement projects focusing on innovation, efficiency and impact on youth development. Many of the outcomes of these projects have contributed to increased employability, community engagement, and life skills.

Winning proposals receive funding and mentorship from senior World Bank officials.

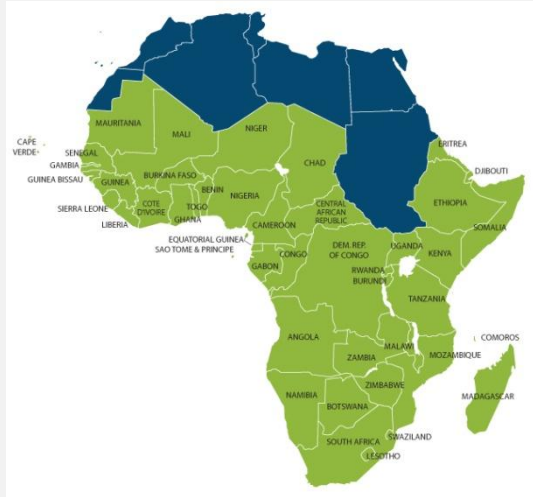
Youth Unemployment



Youth account for
40% of world's
unemployed

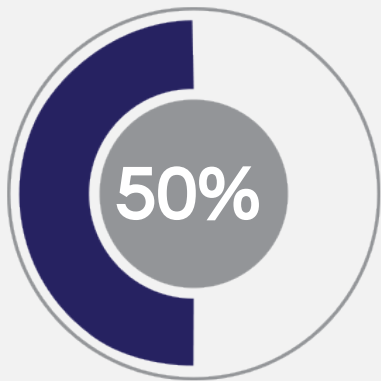
Youth are **3x** more likely to be unemployed than an adult

Sub-Saharan Africa



Youngest region in the world

Second region with highest youth unemployment rate



Youth account for $\frac{1}{2}$ of total population

... and it's doubling every year

Uganda



Youth account for **64%** of unemployed in Uganda

Female youth are **twice** as likely to be unemployed than male counterparts

Subsistence agriculture accounts for **66%** of employment

Project Description

Overall Objective

18-30 age target

Reduce youth unemployment through technology, innovation, and entrepreneurship in Uganda

80% females



Alignment with World Bank Group's Priorities



“Addressing the youth challenge.

Nearly 400,000 youth enter the labor force each year; and their absorption into the labor market will remain a challenge for the medium term. To assist youth transition to stable employment, it will be important to raise the primary completion rate to near 100 percent, improve employment opportunities in the wage sector, and support youth in their transition to employment in the non-wage sector.”

World Bank Group Uganda Country Assistance Strategy

Activities



Curriculum



Trainers



Beneficiaries



Investors

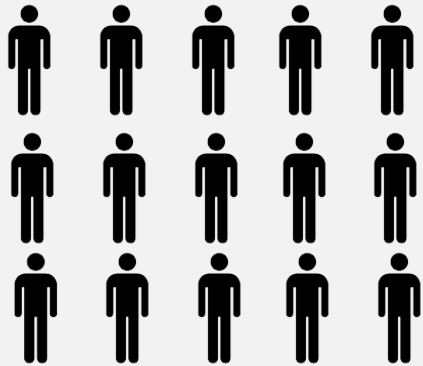


Business
Plans



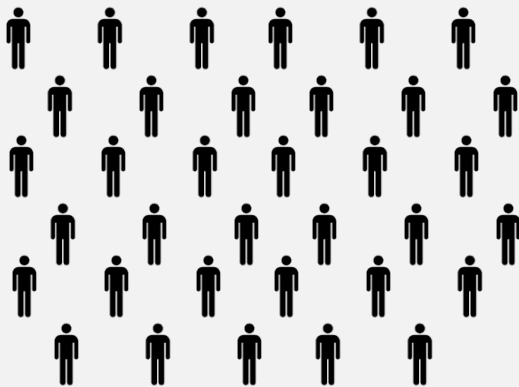
Investor
Pitches

Results



5+ Entrepreneurs Funded

25+ Business Plans



15+ Jobs Created

90+ Youth Trained

Project Timeline

FEB-MAR 2015

Selection of Trainers, preparation of training curriculum, logistics

MAR-APR 2015

Selection of participants and pre-project survey

APR-JUN 2015

Training of Participants and creation of website

JUNE 2015

Investor matching, funding of projects and multiplier effect

JUL-AUG 2015

Post project survey, impact evaluation and submission of final report

A Brighter Future for Africa's Youth





Appendix 1a: Detailed Activities

- Prepare a curriculum tailored to young entrepreneurs in Uganda with help from subject matter experts
- Connect with youth through social (e.g. Facebook, Twitter, Instagram, etc.) and university networks
- Establish a network of investors (e.g. corporate firms, universities, NGOs, etc.) that will participate in the project not only for the profit potential, but also as part of their corporate social responsibility strategy and/or the advancement of the development agenda



Appendix 1b: Detailed Activities

- Conduct a pre-project assessment to establish a baseline on business skills/acumen of our target group
- Train youth in entrepreneurial skills (specifically how to write a business plan and present it) through in person, mobile, social, online, and immersive tele-presence technology
- Conduct a post-training survey to assess the knowledge and skills gained by the group
- Create a website to showcase business plans and success stories

Appendix 1c: Detailed Activities



- Provide funding to the best ideas with the requirement that they train a minimum of three other young entrepreneurs from their community
- Match the newly trained entrepreneurs with investors
- Based on the matches, host presentation sessions where the young entrepreneurs pitch their ideas to investors and the best ideas would be funded (with the same training requirement as those directly funded by our team, in order to guarantee the multiplier effect)

Appendix 2: Outcomes

Project development objectives

- Youth will learn entrepreneurial skills and will be able to write a business plan
- Empower women, marginalized youth, and minorities to become entrepreneurs
- Provide access to finance to young entrepreneurs
- Connect young entrepreneurs to business experts
- Connect young entrepreneurs to local and international investors
- Young entrepreneurs will train other youth in their communities
- Create an online and physical network of young entrepreneurs that will foster collaboration and innovation