



REPORT  
COMMISSIONED BY:

IN COLLABORATION  
WITH:

Citi Foundation



Youth Employment  
Funders Group



WEBINAR HOST:



# A Roadmap to Meaningful Youth Engagement

February 23, 2021



# Our commitment to safety

We commit to **creating a safe and enabling space** for youth and adults to **meaningfully participate in online and offline spaces.**



## *Read our Safeguarding document*

Our commitment to safeguarding is available online: [bit.ly/YVYESafety](https://bit.ly/YVYESafety)



## *Report concerns*

For any safeguarding concern, please contact our Safeguarding Lead, **Iris Caluag** via e-mail [Iris.Caluag@plan-international.org](mailto:Iris.Caluag@plan-international.org)

# Agenda



## Welcome Remarks

**Christie Scott,**  
YP2LE



## Setting the Stage

**Dorothy Stuehmke,**  
Citi Foundation  
and  
YEFG Steering Committee  
Member



## Introduction & Application of the Roadmap

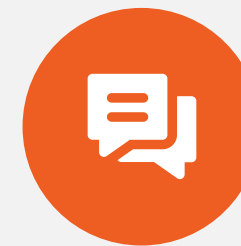
**Kate Ezzes,**  
Plan International USA

**Alexandra Robinson,**  
AIESEC International



## A Funder's Perspective

**Mike McCabe,**  
USAID



## Q&A Closing Remarks

**Dorothy Stuehmke,**  
Citi Foundation

1

# Welcome Remarks

Christie Scott, Director, YP2LE





# YouthPower2: Learning and Evaluation



**USAID**  
FROM THE AMERICAN PEOPLE

**YOUTHPOWER2**  
LEARNING AND EVALUATION

# YP2LE Overview

## Task 1: Advance the PYD Learning Agenda

- PYD Learning Agenda
- Knowledge Product Development

## Task 2: Grow the PYD Learning Network

- Learning Network, including webinars, Communities of Practice (CoPs):
  - Gender, Youth Engagement, Business/Entrepreneurship/Private Sector Engagement,
  - Forthcoming: MENA Youth CoP, Higher Education Engagement and Transformation, Youth Systems Strengthening
- Working with other youth-focused implementation projects to share learning, best practices with each other and USAID.

## Task 3: Enhance the Youthpower.org and Youthlead.org Platforms

- YouthPower.org for youth program practitioners, researchers and YouthLead.org for young changemakers

## Task 4: Provide Rapid Response Technical Support to USAID



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FROM THE AMERICAN PEOPLE

**YOUTH POWER2**  
LEARNING AND EVALUATION

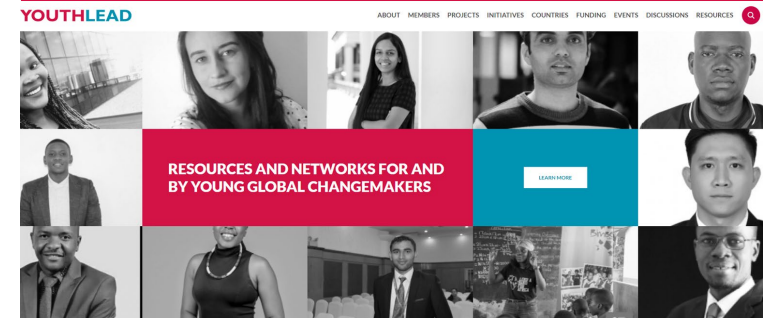
# What you can do next – opportunities to engage

- Explore the resources on the websites:
  - Explore What Works and toolkits, e.g., Labor Market Assessment Guide, Youth Centers, Youth Engagement Measurement
- Register on YouthPower.org or YouthLead.org
  - Receive notifications about content based on your interests
  - Contribute your own resources and announce your events
- Join a Community of Practice
  - ✓ Gender, including Social Norms and Youth sub-group
  - ✓ Youth Engagement
  - ✓ Business, Entrepreneurship and Private Sector Engagement
- Forthcoming CoPs:
  - ✓ Higher Education Engagement and Transformation
  - ✓ Youth Systems Strengthening
  - ✓ MENA Group (in Arabic)
- Subscribe to the newsletters

## YouthPower.org for practitioners



## YouthLead.org for young changemakers



2

# Setting the Stage

Dorothy Stuehmke, Senior Program  
Officer, Citi Foundation  
and  
YEFG Steering Committee Member





3

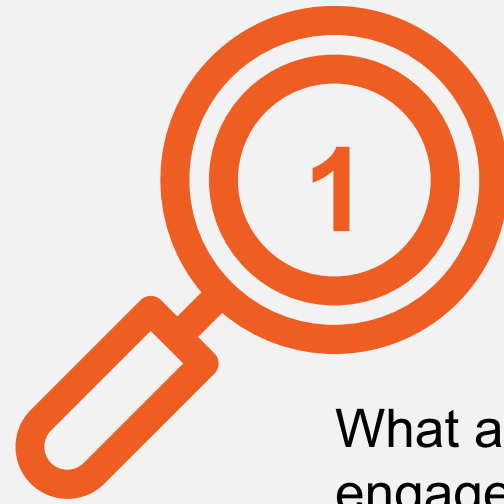
# Introduction & Application of the Roadmap

Kate Ezzes, Director of Youth & Economic  
Empowerment, Plan International USA



# 2

## Key research questions



What are the **key phases** of youth engagement in the planning, governance setting, design, implementation, monitoring and evaluation of youth employment programs?



Which **concrete steps** can youth employment funders take to strengthen their own youth engagement strategies?

# Our methodology

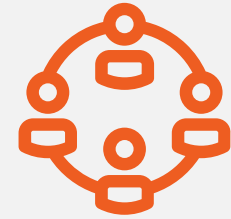
*This approach was guided and supported by a Project Advisory Group and Youth Advisory Panel.*



**1 LITERATURE  
REVIEW**



**35 KEY  
INFORMANT  
INTERVIEWS**



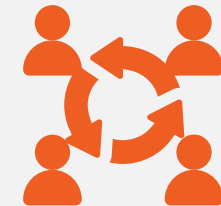
**8 FOCUS GROUP  
DISCUSSIONS**



**SURVEY OF  
284 YOUTH**



**VALIDATION  
WEBINARS**



**ROUND TABLE  
DISCUSSIONS**

# Defining meaningful youth engagement



“Under **enabling conditions**, **youth representatives** actively **participate** throughout the program life cycle and enter into youth-adult **partnerships that empower** youth and may contribute to positive and long-lasting labor market outcomes.”



# The report walkthrough: report structure & how to use it

## *Introduction*

Provides the context that frames the discussion in subsequent sections.

## *Research Methodology & Key Findings*

Outlines the methodology used to build the roadmap.

## *Defining Meaningful Youth Engagement in Youth Employment Programs*

Defines what meaningful youth engagement is and presents a framework to operationalize this concept in youth employment programs.

## *A Roadmap to Meaningful Youth Engagement in Action*

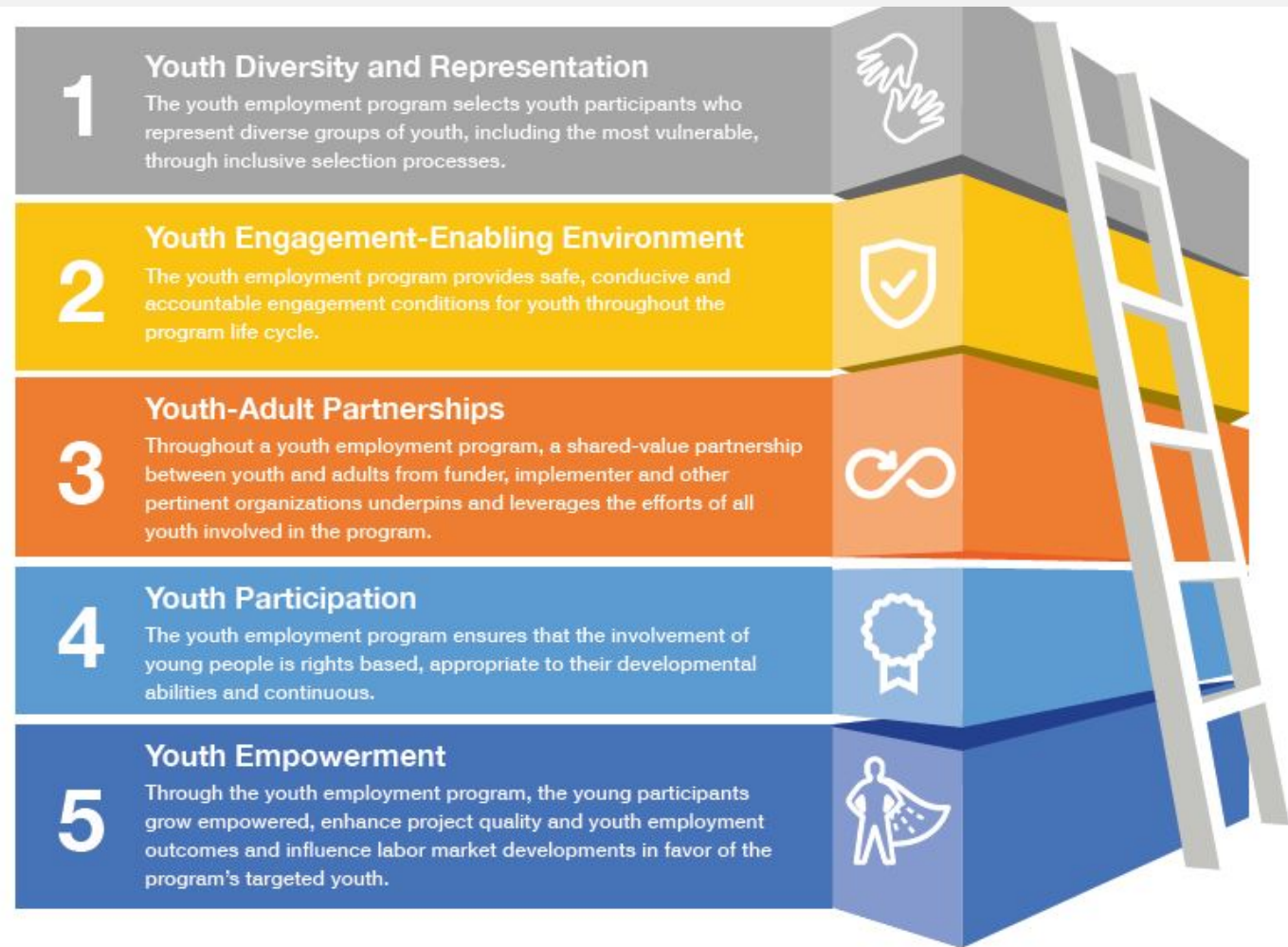
Provides entry points for mainstreaming meaningful youth engagement in programs.

## *Supplementary Information and Reading*

Shares additional information to help readers understand the roadmap in the form of callouts, case studies, quotes and databases.



# A framework for operationalizing meaningful youth engagement: 5 Pillars



## Accompanying each pillar:

- Key criteria
- Sample high-level indicators
- Outcome
- Case study



# Roadmap



# Phases & milestones



## PLANNING

- ☐ Identify a vision for meaningful youth engagement in the program
- ☐ Mobilize human resources and processes to support the program's meaningful youth engagement vision
- ☐ Develop youth-infused program documents
- ☐ Identify, select and train adult champions to work with and coach youth
- ☐ Secure appropriate resources, tools and support for the program's youth representatives



## GOVERNANCE

- ☐ Establish a joint adult-youth program governance board and equip it with appropriate procurement policies
- ☐ Recruit young board members by using diversity-responsive methods
- ☐ Secure appropriate resources, tools and support for the work of youth board members
- ☐ Strengthen the technical and management capacities of youth board members



## DESIGN

- ☐ Recruit youth team members
- ☐ Update and refine the program's theory of change through youth-participatory research
- ☐ Finalize and approve updated program documents and provide financial resources to support youth-participatory activities in the program
- ☐ Enhance the skills of program youth teams



# Phases & milestones



## IMPLEMENTATION

- ❑ Continuously leverage core engagement-enabling resources
- ❑ Initiate youth-participatory piloting and delivery of the program activities
- ❑ Encourage local, youth-participatory advocacy and elevate youth voices on youth employment issues at the national and global levels



## MONITORING

- ❑ Monitor the continued relevance and effectiveness of resources and youth capacities
- ❑ Practice youth-participatory adaptive programming
- ❑ Document youth employment program improvements that may be linked to youth monitoring efforts



## EVALUATION

- ❑ Prepare and launch a youth-participatory youth employment program evaluation
- ❑ Support youth-participatory dissemination of lessons learned, and recognize, showcase and celebrate success stories
- ❑ Assess the meaningful youth engagement experience of the youth employment funder/implementer
- ❑ Prepare to institutionalize and scale up meaningful youth engagement in youth employment programs

# Mainstreaming meaningful youth engagement into organizational strategies

## ◆ *For funders at the start of their journey:*

- 1 **Change the discourse** and language about youth, especially those in high-risk situations
- 2 **Identify and work with** meaningful youth engagement **champions** within the organization
- 3 **Partner with funder and implementer organizations** that are experienced in meaningful youth engagement
- 4 **Start internal meaningful youth engagement advocacy** at the top
- 5 Identify **supportive institutional funding processes/mechanisms**



# Mainstreaming meaningful youth engagement into organizational strategies

◆ *For funders at the intermediate and advanced stages of their journey:*

- 1 **Invest in organization capacity development** and meaningful youth engagement-enabling structures, systems and policies
- 2 **Partner with youth organizations**, especially those representing disadvantaged and marginalized youth
- 3 **Research and continuously adapt** to the meaningful youth engagement journey

# Youth's Perspective with AIESEC International

Alexandra Robinson, Youth Advisory Panel Member,  
AIESEC International



## Youth Advisory Panel

**AIESEC  
International**

**Asian Development Bank  
Youth for Asia**

**Education for Employment  
Morocco**

**National Association  
of Friendship Centre**

**Rural Youth  
Europe**

**Special Olympics  
Asia-Pacific**

**United Nations Major Group  
for Children and Youth**

**Young Americas  
Business Trust**

**YouthLead**

**Youth Professionals for  
Agricultural Development**



# Recommendations

## Recommendations for Youth Organizations

- **Actively participate** and **document** the conditions of youth engagement throughout the program life cycle of youth employment programs.
- **Understand** and **advocate** for the business case of meaningful youth engagement throughout the program life-cycle.

## Recommendations for Funders

- **Invest** early in youth capacity building to reap the benefits of meaningful youth engagement throughout the program life-cycle.
- Establish **partnerships** that further support a committeemen to meaningful youth engagement.

## Recommendations for Implementers

- **Understand** and **communicate** the role of youth engagement in the planning, governance setting, design, implementation, monitoring and evaluation of youth employment programs.
- Establish trust as a **bridge** between funders and youth by establishing a common language for meaningful youth engagement.

“

***Nothing about  
them without  
them.***

”



4

# A Funder's Perspective

Mike McCabe, Agency Youth Coordinator,  
USAID





# Engaging youth in youth employment program designs



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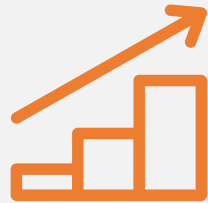
If at first you don't  
succeed, **ask the  
youth** and learn.



# USAID's new approach tools



**Design tools/  
guidance**



**Continual  
learning**



**Funding  
mechanisms**





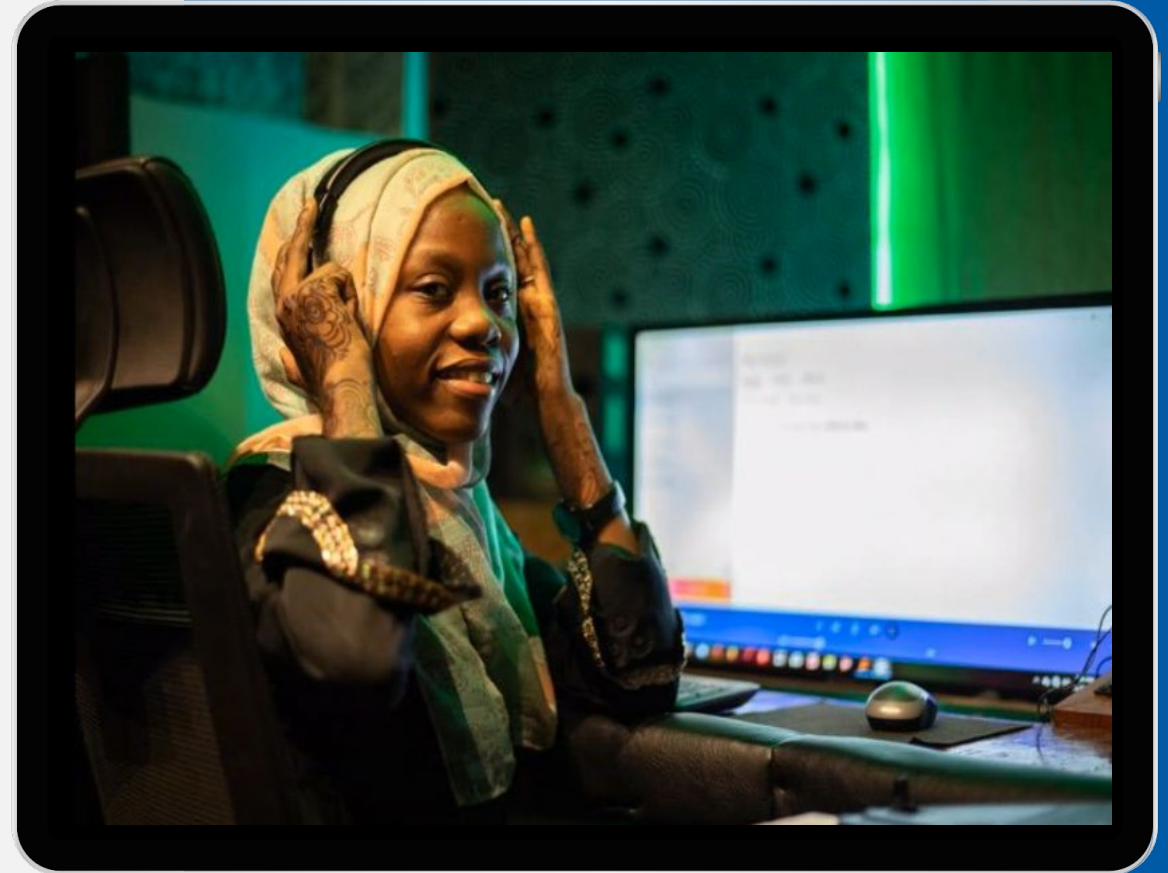
# Lessons learned in engaging internal stakeholders to promote meaningful youth engagement

- “Its about making the time .... and the results you want”
- Knowing who and how to engage
- Learning to talk the language of our partners
- Learning the timing: understanding our operating cycles



# Tips for funders utilizing the roadmap

- “If a promising practice guide is created in the woods and no one is there to read/apply it, did it make a sound ... or a difference?”
- Apply social norms learning for the roll out and use of this Roadmap
- Build the Roadmap into new Designs, Procurement guidelines, co-creation, NPI, RFAs
- Incentivize in GDAs and collaborations - Partnerships on tourism







**We want to hear from you**



## Q&A discussion

5

# Closing Remarks

Dorothy Stuehmke, Senior Program  
Officer, Citi Foundation  
and  
YEFG Steering Committee Member





## Download a copy of the roadmap

[www.planusa.org/youthvoices](http://www.planusa.org/youthvoices)



# Upcoming webinars



**February 24**

[Asia-Pacific](#)

18:00 (GMT+8) / 05:00  
(GMT-5)



**February 24**

[Europe, Africa and the  
Middle East](#)

17:00 (GMT+1) / 11:00  
(GMT-5)



**February 25**

[Inter America](#)

10:00 (GMT-5)

# Join us on social #YouthVoices

The #YouthVoices social media campaign invites funders, implementers and youth to share their youth engagement experiences through social media.

To participate:

1. Use the #YouthVoices hashtag and answer any of the following questions:

- Why do #YouthVoices matter?
- Why is meaningful youth engagement important to you?
- How do you engage youth in your programs, strategies and policies?

2. Tag Plan and three other friends on social media to share their answers to the questions above.







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