

Our Time. Our Turn. Our Future.



SAHEL



Generation Unlimited Sahel

“A Leap for Sahel Youth”

Engaging and Empowering Sahelian Youth to Transform the Sahel



01 Context

The Sahel has the most vibrant and youthful population (an estimated 64%, over 50% of whom are female), which is key to driving economic growth, creating sustainable green economies and engendering peace in the region. The rapid rise of new technologies and digitalization is transforming the way people work in the region. And it is widening the gap between the current and future skills of youth, especially for girls and young women. The Sahel also suffers from the highest rate of girl-child marriages, further curtailing opportunities for young women to develop their full potential and contribute to economic growth.

The impact of COVID-19 pandemic on the already challenging situation has shown the urgent need to equip youth (particularly the digitally disadvantaged and women) with the skills required to thrive in the digital economy and the evolving world of work. This will engage youth in contributing to peace, security, stability and economic prosperity in the Sahel region. **Generation Unlimited Sahel aims to connect Sahelian youth to opportunities and advance the progress towards the SDGs.** To do this we require mass catalytic investments for disruptive innovative action at scale to culminate in **“A leap for Sahel Youth.”**

02 Advance Progress Towards SDGs

GenU’s ultimate success will be measured by how well the partnership is able to skill and empower 1.8 billion young people with employment, entrepreneurial, and civic engagement opportunities.

GenU is well positioned to make a significant contribution to the following global impact targets:

Target 1	Reduce the proportion of youth not in employment, volunteering, education, or training by 50%	8 RECENT WORK AND ECONOMIC GROWTH
Target 2	Double the average value of secondary and post-secondary education and training per youth	4 QUALITY EDUCATION
Target 3A	Double the total number of youth who are successful entrepreneurs	1 NO POVERTY, 8 RECENT WORK AND ECONOMIC GROWTH
Target 3B	Double the number of people employed by youth entrepreneurs	1 NO POVERTY, 8 RECENT WORK AND ECONOMIC GROWTH
Target 4	Ensure that young people who are employed are in “decent jobs”	10 REDUCED INEQUALITIES, 8 RECENT WORK AND ECONOMIC GROWTH
Target 5	Double the proportion of youth who are civically engaged in a significant way	5 GENDER EQUALITY, 10 REDUCED INEQUALITIES



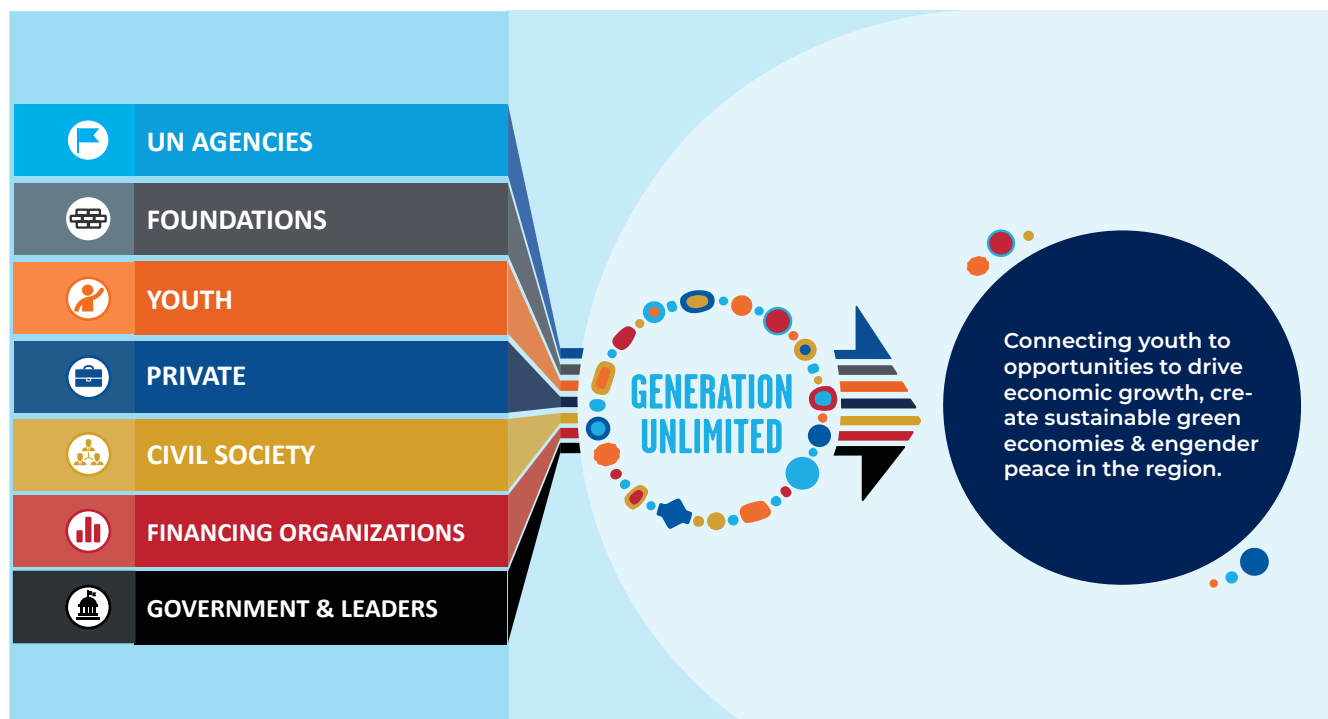
03 Why Generation Unlimited Sahel

Generation Unlimited (GenU) was launched by the UNSG as a multi-sector Public Private Youth Partnership (PPYP) platform to action the UN Youth Strategy in September 2018. **GenU Sahel** will seize the opportunity to upscale youth programs and initiatives at sub regional level, under the aegis of the Secretary General's United Nations Special Coordinator for the Sahel and the GenU CEO. GenU is aligned African Plan of Action for Youth Empowerment 2019–2023, the 2030 Agenda and Agenda 2063, the United Nations Integrated Strategy for the Sahel (UNISS), the G5 Sahel Youth Strategy, and other key frameworks. By leveraging the leadership of the UN and private sector partners in implementing the UNISS, youth (15-30) will be equipped with the skills needed to thrive and contribute to Sahel's stability and economic growth.

GenU Sahel's operational framework focuses on building a workforce-ready generation of young people in the sub-region equipped with the skills needed to thrive in the digital and green economy. It calls for an urgent, collective and robust political leadership in Sahel countries and offers **new ways**

for aligning, amplifying and multiplying efforts of the public, private and multilateral sectors with and for youth in an innovative partnership paradigm. The partnership is mobilized to **increase catalytic funding to accelerate action** in the **most vulnerable populations.**

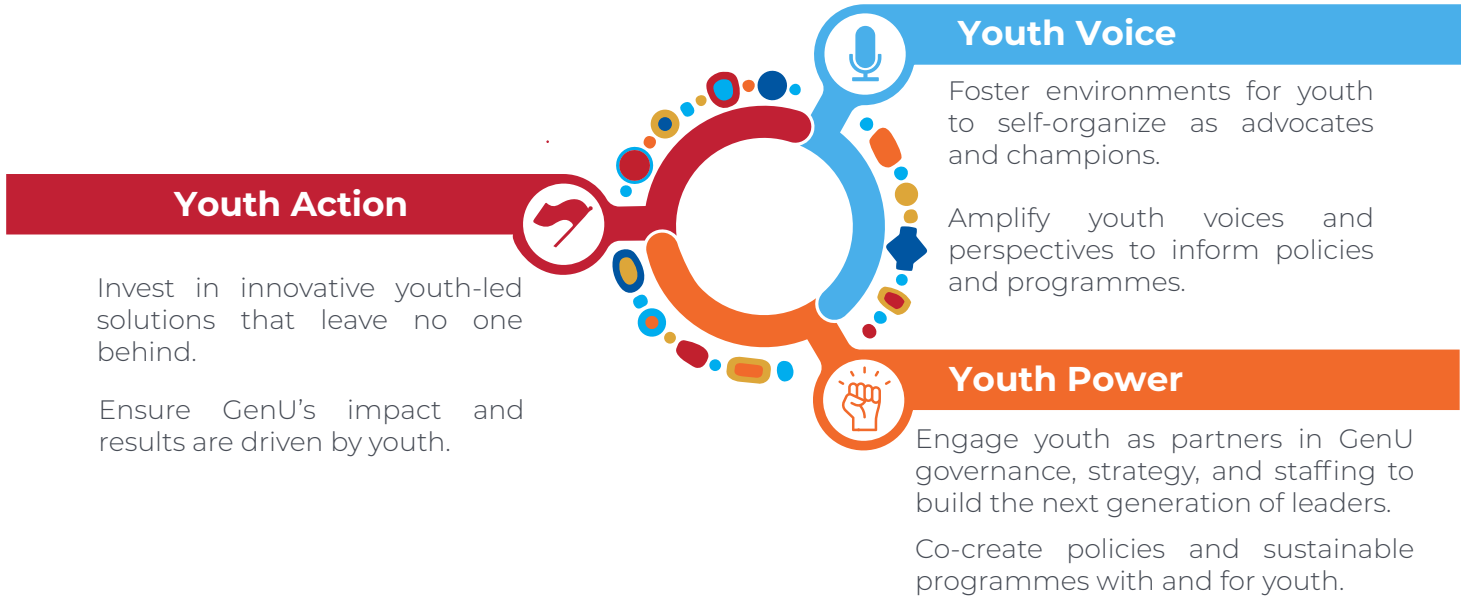
With action to align concrete government and organizational commitments with the private sector whose solution oriented products can link youth to opportunities (i.e. employment, entrepreneurship, social impact, skilling, upskilling and reskilling, career awareness, internships, apprenticeships, training, volunteerism, etc.). The framework also guides implementation of this partnership, which builds on the commitment of the UN Special Coordinator's office, UN regional offices and Generation Unlimited to intensify efforts to work with youth in the Sahel. Leverage and compliment the strengths of the respective institutions in the Sahel and build on collective assets and existing partnerships to achieve scale and impact. And collectively maximize opportunities to mobilize resources (financial and technical)



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Youth will play a key role in resolving the deteriorating situation in the region. They viscerally understand the challenges they face,

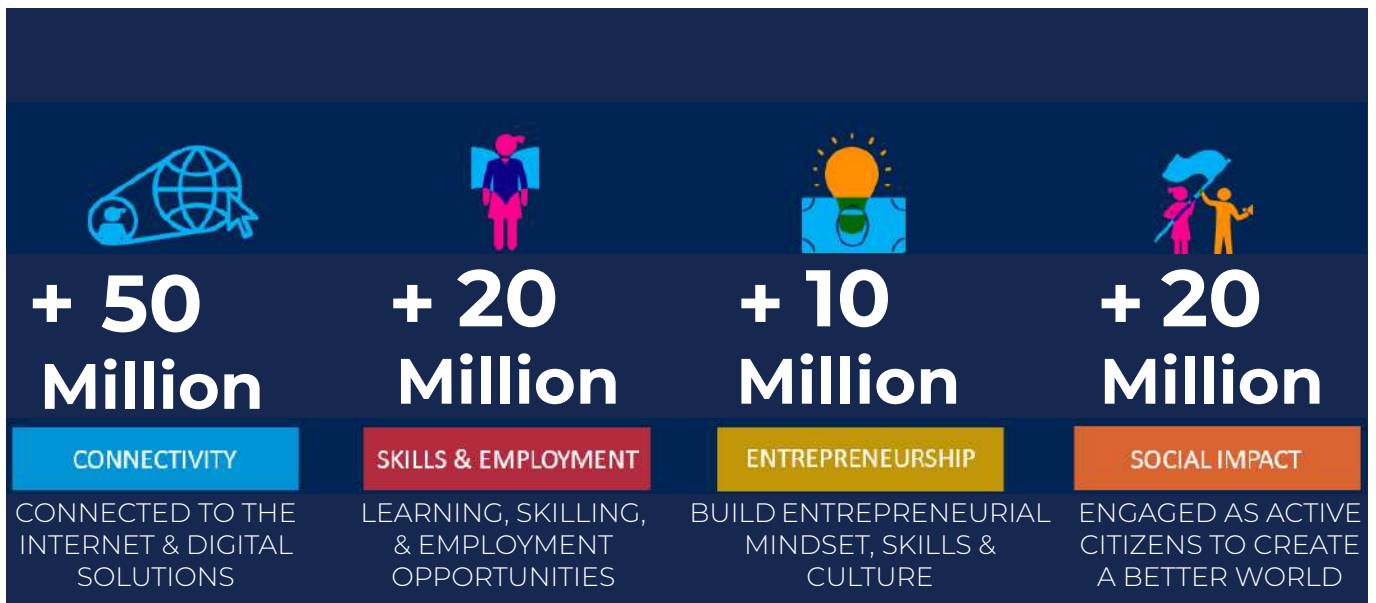
and will use their action, voice, and power to co-create the agenda and steer the partnership.



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Creating opportunities with and for 100 million Sahelian youth (50% female focus) that enable them to contribute positively to peace, security and economic growth by the end of 2030



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The strength of this partnership derives from the **comparative advantages of its respective institutions:**

- The UN Special Coordinator's office political/development convening power in the Sahel, couple with GenU Sahel's acumen as multi-sector PPYP

- **UNDP, UNFPA, UNICEF, WFP and other UN agencies** have extensive regional and in-country presence/programming and expertise on issues affecting youth.

- **The private sector** can bring innovative solutions, know how and resources empower youth and spur economic growth in the Sahel

- **The Youth** as a force for change – use language from strategy deck

Leveraging these respective areas of strength will help reach youth in a way that is not only effective but also sustainable, with the ten countries in the Sahel, namely: Burkina Faso, Cameroon, Chad, Gambia, Guinea, Mali, Mauritania, Niger, Nigeria and Senegal.

04 GenU Sahel Operating Model

Building on the agreed willingness to join forces we will **strengthen the resilience of livelihoods in protracted crises, fight terrorism, human trafficking and crossborder criminality with youth empowerment, participation and engagement.**

This will amplify GenU's ability to deliver positive impact at scale with and for young people. And further support Governments' leadership on high-level representation as well as **facilitate knowledge creation, exchange and horizontal cooperation.**

05 Mobilizing a multi-sector coalition to accelerate skilling in the sub-region

GenU Sahel is in conversation with multiple G20 countries and building partnerships with among others:

African Union	UNICEF
ECOWAS	WFP
European Union	TEF
World Bank	USAID
African Development Bank	Social Change factory
UNECA	PwC
UNDP	UNILEVER
UNFPA	AfricTivistee



06

Proposed Global Hybrid Launch

On the margins of UNGA 76, the UN, under the aegis of the Special Coordinator for the Sahel will launch Sahel Generation Unlimited in September. This will be held as a hybrid event (physical and virtual) to outdoor the UNISS youth strategy and the Generation Unlimited ambition to empower 10 million youth in the Sahel by 2030.

The High-Level Event will see the launch of the GenU Sahel Strategy by the Secretary-General or the Deputy Secretary General (TBC), marking the beginning of a new and improved way of working with and for Sahelian youth. This event will bring together 500 inspiring young people, Heads of State (TBC) and Government, Corporate CEOs, Civil Society leaders and celebrities to present commitments through tangible means.

These include solutions or ideas aiming at facilitating increased action to advance peace, security and economic growth in the Sahel and the world.

The event programme will be outlined to feature

- **Session 1:** Opening remarks by dignitaries and official launch (SG/DSG, GenU, UN Youth Envoy, Celebrities, Government Officials)
- **Session 2:** Commitments from high level dignitaries will be interspersed with a Virtual fair of UNISS/GenU youth flagships and Sahelian voices to articulate the 2030 ambition (for e.g. YouthConnekt, U-Report, Youth Challenge, Yoma,) and Closing remarks

07

Expected Outcomes

- GenU Sahel is officially launched and introduced to the public and decision makers, leaders, influencers, private sector, foundations, and youth networks for investment.

- Youth voices are amplified to reinforce advocacy for Sahel countries to transform the way in which they engage youth through a coherent and collective engagement by all partners.

