

2019 ANNUAL ACTIVITY REPORT










THE YOUTH CAFÉ

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THE YOUTH CAFÉ

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**THERE ARE MORE THAN 845 MILLION
YOUTHS IN AFRICA TODAY.**

**WE HAVE 845 MILLION
REASONS TO WORK WITH
THEM!**



SUMMARY

The present report outlines the main activities and projects carried out by The Youth Cafe from January to December 2019. The activities were developed and implemented in compliance with the approved The Youth Cafe Strategic Plan for 2018-2023 and The 2017 Youth Manifesto.



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CONTEXT AND BASES FOR THE ESTABLISHMENT OF THE YOUTH CAFÉ

1. The Youth Cafe (TYC) was launched in 2012 by a group of bright and motivated young people who were honoured to be selected to give input to the United Nations High Level Panel of Eminent Persons on Post 2015 Agenda outreach consultations. Together they devised the model that The Youth Cafe utilizes today. This partnership is a unique, pioneering collaboration in the field of international development. Bolstered by grassroots knowledge, the Executive Director has dedicated his life to bringing hope to young people.
2. The Youth Café: The Youth Café is a not-for profit youth organization founded in Kenya in 2012 and incorporated in 2014 as a company by limited guarantee (No. PVT-9XUEYZM). Since our founding, our strategy has been to look at today's youth bulge in Africa as an opportunity for development and economic growth. Working across eight program areas critical to Africa's youth, we aim to model, inspire, inform, and advance youth-led approaches to sustainable development, environmental stewardship, social equity, democratic governance, and economic viability by utilizing innovative research, media, policy, advocacy, as well as cross-cultural and intergenerational partnerships. To date, we have reached 1.6 million young men and women across Africa.
3. While active on a number of cross-cutting issues, our eight priority areas are: **1) Peace and Security (including Preventing Violent Extremism); 2) Governance and Political Inclusion: Accountability; 3) Governance and Political Inclusion: Remittances; 4) Culture, Arts and Sports; 5) Education and Vocational Skills; 6) Business, Job Creation and Entrepreneurship; 7) Universal Health Coverage; and 8) Environmental Preservation and Climate Change.** These themes provide an organizing structure that underpins the development and implementation of our initiatives, which prioritize reducing youth deprivation and socio-economic and political empowerment. At the heart of our work lies the notion of partnership with wide-ranging actors, including Member States, international organizations, the United Nations, foundations, youth organizations, and grassroots civil society. This helps multiply and amplify our impact and relevance.

CONTEXT AND BASES FOR THE ESTABLISHMENT OF THE YOUTH CAFÉ

4. In February 2014, Willice Onyango became the Executive Director. After assuming the post, Mr. Onyango led the process of the preparation of the current revised strategic plan for 2018-2023 on the new vision for The Youth Cafe, which was approved by the Advisory Board and endorsed by the members of The Youth Cafe February 2018. Since its inception and in accordance with the strategic plan for 2018-2023, The topic of youth is growing in importance of African policies and is a key focus of The Youth Cafe and it's partners. We believe that investing in youth is a precondition for accelerated inclusive growth and sustainable development. In accordance with our aspiration to involve young people actively in political processes affecting their livelihoods and future prospects, we ensure a strengthened and meaningful inclusion of Youth. The Youth Cafe's work has been anchored in four main fields of action: youth, education, entrepreneurship, media and governance. It has placed special emphasis on the importance of intercultural and interreligious dialogue in promoting greater understanding and respect among countries or identity groups, all with a view towards preventing conflict and promoting social cohesion.
5. The Youth Cafe has increasingly mainstreamed its activities and strengthened its partnerships with other organizations. It also pursues its mission by serving as a platform for dialogue and cooperation by empowering and connecting youth organizations with local authorities.
6. As in previous years, The Youth Cafe continues to occupy a unique place within the youth development ecosystem. It is a key platform in the larger structure of international development architecture that actively works with governments as well as international and regional organizations, media, youth, faith-based organizations and other civil society representatives.
7. The present report is The Youth Cafe's seventh annual report to its members, partners, and advisory board.. It highlights the main activities during the past year (January to December 2019).

KEY FACTS AND FIGURES DURING THE REPORTING PERIOD

- 54 countries and 26 international organizations are now members of the Group of Friends of The Youth Cafe, which also acts in partnership with hundreds of civil society actors.
- 5 Memoranda of Understanding signed with academic institutions, think tanks, foundations and international organizations to amplify the impact of The Youth Cafe's work.
- In 2019, the Internship Programme received over 3, 000 applications from 60+ countries in Europe, North America, the Middle East and Africa. As of 2019, 22 young professionals from 22 countries were selected as The Youth Cafe Interns for their professional achievements and commitment to foster community development.
 - As of 2019, The Youth Cafe social media followers total 40,000+ across major platforms (Facebook, our website, Twitter, Instagram and LinkedIn) and its digital outreach efforts reach new milestones every year in the context of organic web traffic and social media engagement. We hope to open the door to an unparalleled multiplier effect as our message spreads.
- Close to 1200, The Youth Cafe members from 22 countries are part of Learning Circles, web-based platforms where members can collaborate by exchanging knowledge, best practices and expertise in their field of action.
- In 2019, The Youth Cafe partnered with Youth Innovation Award, a partnership to support 40+ organizations coming from 6+ countries to expand and scale up their innovative projects encouraging youth engagement dialogue. The selected organizations expanded their operations to over 10 countries, impacting over 500,000 beneficiaries.

KEY FACTS AND FIGURES DURING THE REPORTING PERIOD

- In 2019, The Youth Cafe piloted an edition of its Youth Enterprise Fund, providing seed funding (up to \$1, 000) and capacity-building to 4 youth-led organizations based in Kenya. Their projects promoting youth empowerment reached 54,055 direct beneficiaries in 12 counties. In total, more than 100,000 direct and indirect beneficiaries were impacted over the past year.
- In 2019, 1300 youth leaders, aged 18 to 25, from 15 Kenyan counties were intensively trained in entrepreneurship, leadership development on the focused of marginalised areas. These participants reached over 6,000 individuals by organizing step-down governance activities in their own organizations and communities.
- 360 of the youth clean house. Multimedia content benefited from the involvement of 33 active partner organizations from 4 countries and digital media content creation a requests from over 300 individuals and founders users from across Africa, attracting over 43,000 unique visitors during the year.
- In 2019, expert blog posts, produced and shared by over 200 experts in international development and youth empowerment representing 20+ countries, have been published on our "Perspectives" with over one million combined views on websites, micro-sites, and RSS (a web feed that allows users and applications to access updates to our website).
- Through Digital Skills workshops targeting marginalized segments of young people from different cultural backgrounds, over 3,100 participants learned ICT skills.

KEY FACTS AND FIGURES DURING THE REPORTING PERIOD

- Nearly 30 experts took part in our social media chats and discussions using **#YouthCafe**, **#YouthEmpowerment** and **#YouthVoices** and over 1,600 people have attended the online series, representing more than 20 countries. Around 2 million Twitter accounts have been reached with more than 35 million impressions. The hashtag **#YouthCafe** trended as No. 1 in Nairobi and several other cities and countries, showing the interest of the global community in finding concrete ways to empower young people.



INSTITUTIONAL DEVELOPMENT

8. The Youth Cafe is an award-winning platform for youth democratic and economic participation. Young people make up the bulk of Africa's total population with an estimated 75% of the continent's population below the age of 35. From a demographic point of view, this calls for a paradigm shift towards the recognition and support of young people to harness their potential to foster community resilience, propose innovative solutions, drive social progress, youth empowerment and inspire political change. Young people are an inspirational and essential asset worth investing in.



9. The Youth Cafe envisions being a convening platform that brings young professionals together to tackle global issues and showcase the impact they are making in their communities.

Through its convening power, it continues to assemble young people, international organizations, media, youth networks and organization, faith-based organizations, governments, lawmakers, local authorities, civil society organizations and individuals committed to establish pathways to tackle the many issues that specifically affect our youth.

INSTITUTIONAL DEVELOPMENT

10. Three new initiatives that were explored during the reporting period, and are particularly exciting, fall under our Governance and Political Inclusion: Accountability strand of work. One involves strengthening youth media literacy in advance of the 2022 elections in Kenya, as well as in other sub-Saharan African countries. We aim to equip over five million young men and women in Africa with core media literacy skills and become a reference point in media literacy for African youth. A second, our Youth Participatory Budgeting program, empowers young people to democratically decide how to spend and manage the public budget through building a new cohort of young leaders, literate in budget-making and able to make the case for greater accountability and equitable resource allocation, particularly to the benefit of youth.

The third seeks to build coalitions with independent Chinese civil society representatives with the goal of strengthening accountability in relation to China's growing presence on the continent, particularly in areas that affect African youth. All three programs would build on our "Perspectives" project that empowers young people to become more involved in governance.



The program provides training and mentoring to a diverse mix of aspiring journalists and emerging civic leaders to research, produce and publish independent evidence-based content about issues affecting them and their communities.



INSTITUTIONAL DEVELOPMENT

11. During the reporting period, six memoranda of understanding were signed, notably with the Symbiosis Institute of Media Management of India for handling its digital footprint facilitated by Google and with Ndejje University of Uganda with a focus on youth exchange along areas of sports for leadership development, microfinance, workforce development with the use of various engagements like educational webinars, workshops, organized training and courses, especially those that are organized by The Youth Cafe's partner universities and organizations.



12. The Global PB Hub Review Committee offered The Youth Cafe Executive Director a board seat on the Global Participatory Budgeting (PB) Support Board. The PB Support Board will guide the Hub's work to improve PB practice and impacts. It is responsible for advising on the needs of PB implementers and advocates, deciding on priorities for new PB resources and tools, and supporting the Hub in developing and disseminating resources and tools. The Global PB Hub aims to improve and expand participatory budgeting (PB) around the world by addressing common challenges and opportunities faced by PB implementers and supporters. It coordinates research, shares learning, and develops resources, building on the expertise of the PB community. The New York based Participatory Budgeting Project is incubating the Hub as a new fiscally sponsored initiative. The Board held its first meeting in November 2019 in Scotland

13. The Youth Cafe Executive Director was invited for the Kettering Foundation's Deliberative Democracy Exchange (DDEX) in Dayton, Ohio which brings together participants from across the United States and some other countries. While each of the 14 learning exchanges addresses a specific fundamental problem of democracy, together they speak to a common concern: how people can work together, despite their differences, to shape a shared future. This is how the Foundation understands democracy.

INSTITUTIONAL DEVELOPMENT

14. The Advisory Board of The Youth Cafe continues to provide strategic guidance on key issues and strategic directions for The Youth Cafe through partnership building for sustainability, fundraising, group discussions and meetings. As of December 2019, The Youth Cafe membership comprised 13,446 ordinary members, including 119 from across Africa, the Premier Leadership Circle who act as mentors to aspiring young leaders, and 243 members from across Africa, youth networks and organizations.



15. The Youth Cafe in partnership with USAID, IREX, MWF Alumni, and VSO Kenya led a project to create a governance toolkit to enable young leaders and other actors to gain deeper understanding and skills as well as access tailored tools and reference materials to aid their work in the promotion of peace building and good governance at the local level. This is in response to limitations in the availability of reference materials, inadequate knowledge and limited opportunities for effective networking and collaboration hampers the capacity of CSOs and activists to fulfil their mandate in promoting peace and democracy at the local level, including failure to conduct effective grassroots civic education.

16. The Executive Director continued his efforts to broaden the membership of The Youth Cafe. Invitations to attend The Youth Cafe events and observe meetings of the members continue to be sent to all members through our weekly emailing list which reach over 50,000 subscribers per month.



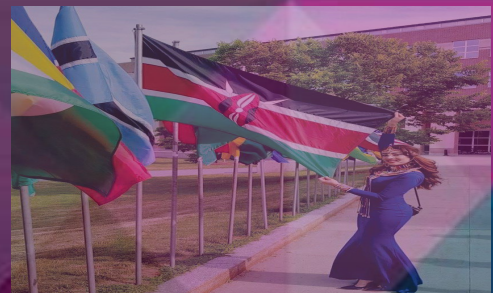
INSTITUTIONAL DEVELOPMENT

17. The Advisory Board held three virtual strategy meetings in February, May and November of 2019. The Executive Director informed the Advisory Board that The Youth Cafe had made considerable progress in promoting its pan-African remit and, as part of its mission sought to promote the utility of public diplomacy programs on social media and internet platforms as a way of reducing the numbers of young people susceptible to radicalization online through a wide



range of partnerships with grassroots organizations, faith-based leaders, youth, media experts, academia and the business community. He highlighted efforts by The Youth Cafe to empower local partners with regard to conflict prevention and peacebuilding in Sub-Saharan Africa, and on building platforms for political, social and economic inclusion.

18. The Secretariat continued to act as the hub of The Youth Cafe, providing the operational and technical infrastructure supporting all sections, managing partnerships and implementing projects. The secretariat further worked with a number of part-time young professionals providing programmatic services



INSTITUTIONAL DEVELOPMENT

19. On 22 September, in order to deliver to a global readership a better understanding of young people's role in global peace and security agenda (UNSCR,2250), the Executive Director Willice Onyango was one of nine authors selected by Georgetown University to contribute chapters to a new upcoming volume *Securitizing Youth: Young People's Role in the Global Peace & Security Agenda*; Onyango's chapter is entitled "Digital Media as the Next Frontier for Fighting Violent Extremism among Youth?" The Youth Cafe is widely seen by many as a reference point for programme and policy expertise in the area of youth engagement, peace and security.



In particular, The Youth Cafe has advocated for the full implementation of UNSCR 2250 as well as the progress study on youth, peace and security, mandated by the Security Council in its resolution 2250 (2015).

20. During the reporting period, The Youth Cafe maintained regular contact with its network of members. The members oversee the implementation of The Youth Cafe's objectives at the national level and coordinate with the Secretariat.

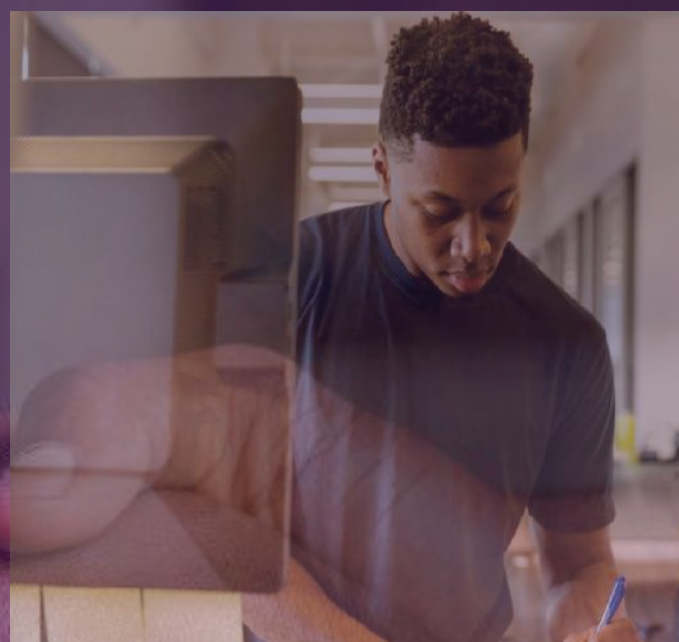


STRENGTHENING LINKS WITH THE INTERNATIONAL COMMUNITY

21. During the reporting period, we consulted more than 20,000 children and youth online in over 22 African countries and facilitated their meaningful participation of youth in the UN processes. We continued to directly and indirectly facilitate, coordinate, and train African youth from over 22 countries and territories in numerous forums, including the High-Level Political Forum (HLPF) on Sustainable Development, the 74th United Nations General Assembly High-Level Week under the theme “Galvanizing multilateral efforts for poverty eradication, quality education, climate action, and inclusion”.

During the High Level Week, several critical meetings were convened with the aim of promoting well-being for people and the planet, including Climate Summit; a high-level meeting on Universal Health Coverage (UHC); UN High-level Political Forum on Sustainable Development (HLPF); and a high-level dialogue on financing for development (FfD); and several other UN engagement avenues. At these meetings and negotiations, we equip children and youth with the knowledge, tools, resources, and platforms with which to identify issues that affect youth and to inform policy processes.

22. The Youth Cafe took part in the the first global network of grassroots think tanks - the Open Think Tank Network in Austria, Vienna. Within the network, member think tanks work together on key issues in international affairs and are committed to developing constructive, coherent and future-oriented policy solutions. The Youth Cafe aims to be a game-changer in shaping our future and shares a culture of open debate and discussion. The Youth Café and the Open Think Tank network share a strong common faith in collective intelligence.



23. The Youth Cafe continued to engage with departments and entities within the United Nations system, in particular with the The UN Major Group on Children and Youth, the United Nations General Assembly mandated, formal and self-organized space for children and youth to contribute to and engage in certain intergovernmental and allied policy processes at the United Nations. During the reporting period, The Youth Cafe maintained its engagement with the United Nations Inter-Agency Network on Youth Development, including its working group on youth and peacebuilding. Closer ties were formed with the Department of Economic and Social Affairs and UN Habitat including by taking part in

STRENGTHENING LINKS WITH THE INTERNATIONAL COMMUNITY

24. The Youth Cafe took part in a survey, through the invitation of the Office of the UN Secretary General's Envoy on Youth and the UN Working Group on Youth and the 2030 Agenda to share the experiences and future recommendations for meaningful engagement of young people in follow up, review and accountability processes. Over the past four years, The Youth Cafe and its members have been contributing to the implementation, follow up and review of the SDGs in their communities. We have demanded accountability from decision makers at all levels. The SDG Summit in 2019 provided an opportunity to advocate for more spaces for young people, especially those from the most vulnerable and marginalized communities; to meaningfully engage in national, regional and global follow up and review processes for the SDGs; and, crucially, to highlight already existing examples of youth driven accountability initiatives, including and beyond, the Voluntary National Reviews.



25. The Executive Director took part in the 2019 World Conference of Ministers Responsible for Youth (Lisbon + 21) and the Youth Forum that was held in Lisbon, Portugal on the 22nd and 23rd of June 2019 to call on states to scale up efforts and effectively mainstream youth in the implementation of the 2030 Agenda. The outcome of the World Conference of Ministers Responsible for Youth 2019 and Youth Forum Lisboa+21 was a renewed Declaration on Youth Policies and Programmes (Lisboa+21) in the framework of the 2030 Agenda and bearing in mind the World Programme of Action for Youth, as well as the Baku Commitment to Youth Policies, capturing the key conclusions from the discussions.

26. The Youth Cafe was selected from a highly qualified pool of applicants to exhibit at the Youth Exhibition of the UNODC Youth Workshop on Good Governance, Integrity and Anti-Corruption! The exhibition ran during the duration of the workshop from 5 - 7 December 2019 in Nairobi. The Youth Exhibition provides emerging entrepreneurs, organizations, initiatives & artists the necessary opportunity to exhibit at the United Nations Nairobi Office. As Youth exhibitors, our two exhibitors were given a unique platform to showcase our products, publications, talents and initiatives to the international UN community as well as the national



STRENGTHENING LINKS WITH THE INTERNATIONAL COMMUNITY

28. As part of the The 108th International Labour Conference which took place in Geneva, Switzerland, from 10 to 21 June 2019, The Youth Cafe participated at the Thematic Forum on the topic "ILC forum looks at how to shape technological change to promote decent work", ILO 100 Youth Debate: Young leaders and labour market transitions, as well as serving as a formal discussant in "Jobs and skills for a brighter future" and "Securing sustainable transitions over the life course." The moderators used The Youth Cafe questions to shape the dialogue in all the sessions. The 2019 session brought together nearly 6,000 delegates from around the globe representing governments, workers, and employers to discuss transformative changes in the world of work, find solutions to the challenges of the future of work, and celebrate the Centenary of the International Labour Organization.
29. The Youth Cafe took part in the first session of the UN-Habitat Assembly which was held from 27-31 May 2019, at the headquarters of UN-Habitat in Nairobi. The special theme for the UN-Habitat Assembly was "Innovation for Better Quality of Life in Cities and Communities". The CPR also endorsed the sub-theme as: "Accelerated implementation of the New Urban Agenda towards achievement of the Sustainable Development Goals". Member States of the United Nations, United Nations Agencies, Local authorities and non-state actors including civil society, youth and women group representatives, the private sector and the Academia participants.



PUBLIC-PRIVATE PARTNERSHIPS

30. Since its inception, The Youth Cafe has worked hard and is increasingly seen as one of the leading pan-African youth organisations dedicated to serving as a representative and advocate of the voices and interests of African youth to the relevant decision-making and affiliated bodies. At the heart of The Youth Cafe's operational work lies the notion of partnership. These partnerships with wide-ranging actors, including Member States, international organizations, United Nations, foundations, youth organisations, and civil society, multiply and amplify the impact and relevance of The Youth Cafe.

31. A number of local and multinational corporations, NGOs, universities, and regional institutions have become partners and are directly supporting The Youth Cafe by collaborating with us on new initiatives, and offering access to grants, financing, mentoring, and other professional development opportunities. Leveraging the resources, networks, and skills of private partners deeply enriches The Youth Cafe's objectives by helping to identify promising young leaders and providing opportunities for youths in partnership with the private sector, governments, international and regional bodies, civil society organizations, and individuals.

32. The Youth Cafe is building a wide spectrum of high-impact opportunities, available in Africa, for young people to utilize for accelerating their personal growth, career and leadership trajectory. The Youth Cafe built substantive partnerships with the business community, in particular with the Google for Nonprofits for online digital marketing of our programs. Due to the partnership, The Youth Cafe's current projects reach over 190,000 young people per month in some 54 countries. By developing Youth Cafe partners, these collaborations have also attracted investment in today's ambitious young people. Individuals, organizations, and academic institutions around the world can take advantage of partnership opportunities with The Youth Cafe. This public-private model of collaboration creates deeper impact, as both partners provide their respective



KEY ADVOCACY INITIATIVES TO ADVANCE THE YOUTH CAFÉ



33. During the reporting period, The Youth Cafe continued to champion a collective and broad-based approach towards building consensus across nations, cultures and religions for stability, prosperity and peaceful coexistence. Under the leadership of the Executive Director, The Youth Cafe developed its advocacy activities and outreach programme under the themes set out below.



THE YOUTH CAFE AND THE MEDIA

34. The Youth Cafe places particular emphasis on outreach and communications to maximize the visibility of its programmes and activities and ensure maximum reach and impact. It has attracted significant media coverage of its programs in the following outlets, among others. During the reporting period, The Youth Cafe had features in Open Democracy, World Economic Forum, Apolitical, One Young World, The Star Newspaper(Kenya), The Standard Newspaper(Kenya), Global Connections Television, Participedia, and Huffington Post.
35. Youth Cafe Television show on KTN Programme Name “Youth Cafe”, a fast-paced weekly Magazine show lasting Half-hour show (24 mins). The programme Youth Café highlights topical issues affecting youth in an engaging infotainment format. The show tackles key issues affecting youth today through incorporating a mix of human interest and presenter-led features as well as discussions on important issues with youth heroes and policy makers in select towns across the country. The show has one male presenter.



THE YOUTH CAFE AND THE MEDIA

36.Virtual Reality: Our Youth 360 is a collaborative journalism project between independent global virtual reality (VR) journalists and The Youth Café, using innovative media tools. During the reporting period, the project focused on building capabilities of aspiring journalists and civic leaders in Africa to produce four 360-degree video content about issues affecting youngsters in climate change, policy engagement and sports.

37.Perspectives” blogs: The Youth Cafe regularly publishes over 140 relevant and insightful opinion pieces from thought leaders in the field of youth development. By sharing their views and expertise with The Youth Cafe, our columnists gain access to our monthly audience of more than 350,000 young people and development professionals around the world, powered by online marketing and through our website, newsletter publications and social media.

38.Podcasts and webinars: The Youth Cafe delivered webinars and podcasts with guest speakers to discuss issues relevant to youth and development. A wide variety of topics are covered such as the Building Bridges Initiative, media literacy, and youth Participatory Budgeting.



EIGHT FOCUS AREAS OF THE YOUTH CAFÉ



1. PEACE AND SECURITY

A decade of violence by Al Shabaab, Boko Haram and other extremist groups have triggered a humanitarian crisis in the least developed parts of African countries like in the Lake Chad Basin, where more than 2.5 million people have been displaced, hindering economic activities, and restricting access to basic services. To bring stability to the region, there has been a significant support to humanitarian and development actors in recent years, as well as to the Multinational Joint Task Force (MNJTF). Between 2014 and 2017, the EU alone has invested over EUR 700 million in MNJTF. Despite these interventions, even in secured areas progress remains limited; the lack of coordination of stabilisation activities leads to gaps between political intentions and realities on the ground, due to a lack of accurate information. The role of young people is key to stabilisation, as recognized by the UNSCR 2250 which calls for the effective participation of young people in peacebuilding efforts in fragile areas. The role of youth is further highlighted in the Stabilisation Strategy adopted by Member States of the Lake Chad Basin Commission in August 2018 and endorsed by the African Union- Peace & Security Council in December 2018. The Stabilisation Strategy offers a renewed impetus for a "new way of working" focusing on bridging the gap between political will, financing and reality of progress on the ground.



2. GOVERNANCE: ACCOUNTABILITY

Ensuring "a transparent, democratic and accountable environment" is a strategic objective of The Youth Cafe work, which contributes "to reducing fragility, fostering political stability and effective governance, and enabling sustainable and inclusive development and growth". The AU has developed the African Governance Architecture. The Youth Cafe has invested significantly in developing skills to be used in governance-enabling activities. Accountability initiatives already exist, from the international level (including the International Aid Transparency Initiative) to the local (with social auditing and budget reviews). However, collaboration among stakeholders can be further enhanced. The under-representation of youth in governance, notably, is a clear challenge which wide-spread information and youth-attractive digital tools can help address. The large proportion of youth in Africa presents an opportunity for further action in transparency and accountability through educating the youth them to think and behave differently and build on their idealism for less corruption.



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3. CULTURE, ARTS AND SPORTS

The Youth Cafe believes that Culture, Arts & Sports (CAS) can address major global challenges, including conflict prevention and resolution, social integration, prevention of violent extremism, and protection of cultural heritage. CAS is also a key vector for collaboration between The Youth Cafe and partners, building bridges, as outlined in the AU Abidjan Summit Declaration (2017). CAS can contribute to socio-economic stability, sustainable development and economic growth, through cultural entrepreneurship; the culture and creative arts industry is considered to be one of the fastest growing sectors of the world economy, with an estimated growth rate of 7% of the global GDP. The 2007 Africa Strategy (JAES) proposes stronger cultural cooperation between African nations, Between states and citizens and between private and public sectors. A budget of EUR 40 million was allocated under the European Development Fund to support the contribution of cultural industries to the socio-economic development of ACP countries. However, the sector's potential needs to be harnessed further through visible initiatives that can also help connect young people to opportunities (financing, networks, and necessary skills to build their careers).



4. EDUCATION AND SKILLS

Access to quality education and the opportunity to develop skills and competencies is vital to prepare young people for the future. An investment in their human capital is an investment in the socio-economic future of our societies. The Youth Cafe aspires to provide high quality education and training systems, that are efficient and that facilitate young people's access and integration. However, youth on the continent face high unemployment rates and difficulties transitioning into the world of work. In light of the UNESCO 2030 goals, SDG 4 and international commitments, relevant stakeholders must be assisted in providing quality education to equip youth with skills and competencies to take on future challenges and opportunities in society: "21st century skills". Innovative schooling systems, under different forms, have been shown to improve student success, active citizenship and transversal skills, needed for the future job market. There are good examples of multi-stakeholder collaborations in creating innovative learning environments (e.g. ESTEM, VET and Global Education). Coordination and dissemination of these efforts in the region is necessary.

EIGHT FOCUS AREAS OF THE YOUTH CAFÉ



5. BUSINESS, JOB CREATION AND ENTREPRENEURSHIP

Sub-Saharan Africa will need to create 18 million new jobs a year by 2035, while currently only 3 million are annually created. This issue is a crucial priority for

The Youth Cafe. Young people are uniquely positioned to stimulate innovation and create social capital, especially in key sectors such as agribusiness and renewable energy. Youth must be empowered to participate in shaping a shared future and economy, working closely in partnership with agribusiness and renewable energy. There are gaps in support services for young entrepreneurs, in knowledge of and access to current flagship initiatives.



6. UNIVERSAL HEALTH COVERAGE FOR YOUTH

There are 1.2 billion adolescents (10-19 years old) worldwide today and this number will rise through 2050. Nearly nine out of ten adolescents live in low- and middle-income countries. The health and well-being of adolescents now and in their adult lives greatly depend on key education opportunities and access to quality health services that help them stay healthy, empowered, embracing gender equality norms and demanding rights. Adolescents have failed to experience the reduction in mortality seen by younger children. While deaths amongst children under the age of five halved during the Millennium Development Goal period, progress in adolescent mortality has stalled. Globally, adolescents carry 11 percent of the global disease burden and each year there are more than 1.1 million adolescent deaths.

While the majority of adolescent health issues are preventable or treatable, adolescents face multiple barriers in accessing the knowledge, information and health care they need. The provision of appropriately tailored services and health care is weak or absent for adolescents and understanding among service providers of their specific



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7. GOVERNANCE: REMITTANCES

Remittances are a focus of The Youth Cafe regarding international cooperation in Africa, helping to reduce poverty and generate domestic resources. Sustainable Development Goal (SDG) 10 aims to reduce the transaction costs of migrant remittances to under 3% and eliminate corridors with costs above 5%. Despite recent progress, costs stagnate around 7% with strong disparity between corridors. This disproportionately affects young people, who are more likely to be 'undocumented', 'unbanked', and poor. However, youth are also at the forefront in the use of new technologies like mobile money. In 2014, the AU established the African Institute for Remittances (AIR) with support from the EU. It provides statistical data (SendMoneyAfrica comparison database) and promotes change in legal and regulatory frameworks. However, further awareness and transparency about remittance fees and standards is needed, as well as more user-friendly



8. ENVIRONMENT AND CLIMATE CHANGE

Soil degradation and unsustainable land/water management are key causes and impacts of climate change in Africa. The Great Green Wall initiative, launched in 2007, is the AU's flagship initiative to slow the expansion of the Sahara Desert, address land degradation, boost food security, and to support transformational resilience of communities to adapt to climate change. However, coordination between the various projects composing the Great Green Wall should be further improved. Coherent mapping can help develop the GGW further, while enhanced support for agroforestry can represent additional incentives for youth to stay in rural areas and engage in activities promoting the sustainable use of natural resources. Agroforestry has proven suitable to mitigate the consequences of climate change and can provide livelihood opportunities for youth in the region.



MEMBER PROGRAMMING

47. As recommended in the strategic plan for 2018-2023, members and beneficiaries of The Youth Cafe programmes in the areas of youth, governance, peace, entrepreneurship, skills, and cross-sector initiatives should be brought together into one network to share expertise, develop joint projects and maximize the impact of our work aimed at empowering young people.
48. During the reporting period, The Youth Cafe, in partnership with Google, unveiled a new and substantial digital marketing campaign to recruit more members, volunteers, interns, and drive donations. A revamped version of its member engagement network. Recognizing the role of members in the implementation of its mandate and broader outreach, The Youth Cafe created a premier Leadership circle to provide an exclusive digital interactions among its members to collaborate, increase the visibility of our activities and exchange opportunities and knowledge. By strengthening the capacities of other youth serving organizations, the Premier Membership Circle enhances the Youth Cafe's role as convener, catalyst and thought leader. With new improvements introduced during the reporting period, the Premier Membership Circle is evolving into a robust skills and knowledge-sharing network for engaged members, most of whom are young leaders who work on addressing youth advancement challenges in and between different nations and communities.



OUTREACH AND COMMUNICATIONS

49. During the reporting period, the Youth Café digital outreach efforts continued to intensify with new milestones achieved in the context of organic web traffic and social media engagement. The Youth Café attracted a significant following to its main websites and microsites. The Youth Café flagship website had an organic reach of more than 146,000 new users, totalling 335,000 sessions. Its microsites averaged more than 190,000 users per month.
50. Furthermore, The Youth Café has continued to amplify its digital communications strategies to maximize the visibility of its various programmes and activities to ensure maximum reach and impact. During the reporting period, The Youth Café worked actively to engage its followers by publishing a wide range of multimedia materials, including infographics, digital cards, promotional videos, testimonials and photos.
51. The Youth Café also regularly supports the campaigns of other youth organizations, particularly when they pertain to its four main pillars. For example, The Youth Café has been an active participant in the Africa Union' "1 million by 2021 Initiative", which targets direct investments in millions of African youth on four key elements of Employment, Entrepreneurship, Education and Engagement, through leveraging partnerships and private sector opportunities. The Youth Café took part in the launch of the initiative at Pan African Youth Forum themed "Africa Unite for Youth: Bridging the Gap and Reaching African Youth". During the reporting period, we were committed to engaging our members on the role of African Youth in Silencing the Guns because their voice matters.



OUTREACH AND COMMUNICATIONS

As a youth organisation in African, we gave our members a platform to make their voice heard on the African Union survey on What Does Silencing The Guns Mean To Youth.

52. In turn, many youth organizations and think tanks, including the main international organizations' social media accounts, regularly promote The Youth Cafe's programmes, achievements, and activities on their digital platforms. The Youth Cafe regularly celebrates landmark campaigns with other organizations to promote key international days by highlighting the relevant achievements of its beneficiaries and members on International Youth Day, among other events.

53. During meetings, symposiums, panel discussions and other events, The Youth Cafe's real-time social media coverage has proved successful, reaching millions of users and generating record-setting impressions.

54. Key social media events that trended in 2019 included the weekly "Youth Cafe" TV panel show (**#YouthCafe**), Youth weekly polls to foster and inspire youth participation in all levels of decision making (**#YouthEmpowerment** and **#Inspiresocialchange**), and Perspectives blog that publishes tips for youth in Leadership, business and civic engagement (perspectives), among others. Noteworthy numbers are as follows:

- **#YouthCafe (Nairobi)** – 1.4 million total reach; 2.5 million impressions
- **#YouthEmporwement (Africa)** – 600,000 total reach; 1.8 million impressions
- **#SocialChange** – 2.3 million total reach; 1.5 million impressions.



OUTREACH AND COMMUNICATIONS

55. As a result of The Youth Cafe’s active social media presence, the number of its followers on social media increased steadily and rapidly across all platforms (Facebook, Twitter, Instagram, Google+, and LinkedIn), and currently totals more than 15,000 followers, with a 9 per cent increase since 2018.





CAPITAL FUNDING CAMPAIGN FOR A YOUTH LEADERSHIP CENTER

During the reporting period, The Youth Cafe launched its expansion through a \$2 million capital investment campaign. Our success in creating a new, powerful reality for African youth is prompting us to seek a suitable, permanent facility from which to continue our work. The new facility will serve as a regional hub across the continent and bring greater efficiency and effectiveness in the way we manage our transformational training and signature leadership programs. The impact of this Center will be to consolidate The Youth Café's position as a key convener and a leading youth empowerment organization within Kenya and Africa. This in itself would send a powerful message that 'young people are ready to partner in shaping Africa's future'. This signature Center will allow us to invest in the next generation of African leaders. The need to invest in capacity building and expansion of skill sets so that program participants are strong, result-oriented leaders is clear. The need also comes out of statistics which show that nearly one in three Africans are between the ages of 10 and 24, and approximately 60% of Africa's total population is below the age of 35.



ADMINISTRATIVE ISSUES



57. For the 2019 budgetary year, actual expenditures were kept to less than \$790,826. The Youth Cafe's main sources of funding include local and national government contracts (e.g Migori, Bomet, Baringo, ministry of Devolution Kenya), publishing and advertising fees, fees for service training and capacity building activities. We also benefited from a cumulative grant of \$250,000 from Google for digital advertising, making The Youth Cafe reach 54 countries with its work. We leveraged the grant to drive online donations during such occasions like **#GivingTuesday** and the December giving season. Individual, repeat and monthly donors contributed a total of \$126,000 throughout 2019. Other sources of funds include fee-for-services focused on training programs for youth, consultancies, individual donations, membership (individual and organizational) fees and subscriptions.

During the reporting period, we were introduced by our partners and friends to leading foundations supporting projects in our focus areas. As such, we have had partnership meetings with National Endowment for Democracy, Luminate Group, Ford Foundation Office for Eastern Africa, and Open Society for Eastern Africa.


58. The Youth Cafe's efforts to further stabilize and increase the level of its impact investment for youth continued in 2018. The Executive Director regularly held meetings and conference calls with high net worth individuals and impact investors to rally support for impact investment in the organization. During the reporting period, the following donors supported The Youth Cafe with specified and non-specified contributions: USAID, Ethelo, Irex, Kettering Foundation, Hewlett Foundation.

59. The Youth Cafe continues to seek regular, reliable and predictable sources of funding for its youth impact investment initiatives. While efforts to enhance partnerships with the private sector are ongoing, The Youth Cafe must also implement fee-for service activities in order to ensure sustainability.






STAFFING



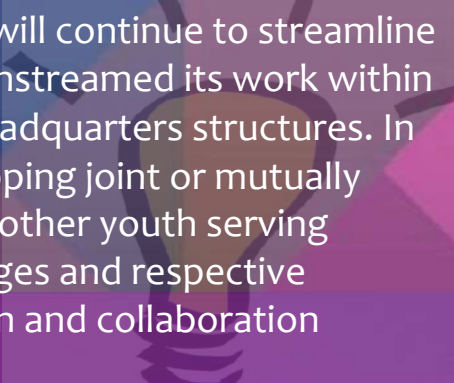
60. The Youth Cafe maintains budget discipline and seeks cost savings wherever possible and works from a position of fiscal prudence. Three staff members joined The Youth Cafe during the reporting period to serve as the International Partnerships Ambassador (New York City Based) and Liaison to the European Union (Brussels Based) to strengthen The Youth Cafe's capacity to build partnerships and raise project-based funding, particularly from foundations and corporations. Other than the three, we had 15 and 36 local and international interns and volunteers respectively. 11 of our interns and volunteers worked remotely as part of our cost minimisation strategy.

CONCLUSION



During the reporting period, the Executive Director has continued his efforts to enhance the visibility of The Youth Cafe, advocating for the causes consistent with the mandate of The Youth Cafe. Staff have continued to implement project activities and to further develop existing successful projects and create new ones, in collaboration with governments, international organizations, foundations and civil society groups, as well as the media. The dynamic process of project development will continue with an emphasis on promoting the values of conflict prevention and reconciliation.

In line with our strategic plan for 2018-2023, The Youth Cafe will continue to streamline its Secretariat activities. The Youth Cafe has increasingly mainstreamed its work within the Secretariat and continues its ongoing integration into headquarters structures. In particular, it will continue to explore the possibility of developing joint or mutually reinforcing capacity-building programmes and projects with other youth serving organizations in accordance with their comparative advantages and respective mandates. That process will lead to even greater cooperation and collaboration between The Youth Cafe and its allies in 2020.



HOW TO GET INVOLVED

The Youth Cafe is an award-winning pan-African youth organization based in Nairobi, Kenya. Youth participation is essential to our mission. When you empower young people, it helps us build stronger communities and a brighter future.

You can support The Youth Cafe in many ways:



PARTNER WITH US.

Corporate and foundation partners can play a constructive role in finding collective solutions for some of the problems tackled by The Youth Cafe either in a specific region or on a specific topic



SUPPORT THE YOUTH CAFE PROGRAMME OF YOUR CHOICE

The Youth Cafe gives you a unique opportunity to align your business, corporate social responsibility and sustainability priorities with major initiatives that model and advance youth-led approaches towards sustainable development, social equity, democratic governance, and economic viability.



MAKE A FINANCIAL CONTRIBUTION TO THE YOUTH CAFE

to support ongoing initiatives around Africa. It's an easy process and your support will make a difference.



MAKE AN IN-KIND CONTRIBUTION

Support The Youth Cafe with your expertise or extend resources to enable The Youth Cafe to better fulfill its mandate around Africa.



COMMIT TO HOSTING THE YOUTH CAFE ACTIVITY

Support The Youth Cafe's work by organizing The Youth Cafe seminar or by holding awareness campaigns and fundraising events in your communities



FOLLOW THE YOUTH CAFE

Advocate, engage and raise awareness about The Youth Cafe. Follow The Youth Cafe on social media, subscribe to our newsletter and receive updates about The Youth Cafe activities around Africa.

For additional information, please visit: www.theyouthcafe.com

NOTES

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