



2020 ANNUAL IMPACT REPORT

YOUTH EMPOWERMENT IN AFRICA!

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THERE ARE MORE THAN 845 MILLION YOUTHS IN AFRICA TODAY. WE HAVE 845 MILLION REASONS TO WORK WITH THEM!

“

YOUNG PEOPLE HAVE THEIR LIVES BEFORE THEM. THEY ARE ENTITLED TO GAIN THE RIGHT SKILLS, KNOWLEDGE, AND OPPORTUNITIES TO BUILD A STABLE FUTURE FOR THEMSELVES, THEIR COMMUNITIES, AND THEIR COUNTRIES, AND THUS ALSO FOR AFRICA. IN 2021, WE CALL FOR ACTION BY GOVERNMENTS, CIVIL SOCIETY, PRIVATE AND PUBLIC SECTOR, BI- AND MULTILATERALS, AND KNOWLEDGE INSTITUTIONS TO INVEST IN THE PROSPECTS OF YOUNG PEOPLE SO THAT THEY CAN BUILD A BETTER, MORE RESILIENT WORLD AND TO WORK IN PARTNERSHIP WITH YOUNG PEOPLE.

WILLICE ONYANGO

**EXECUTIVE DIRECTOR,
THE YOUTH CAFE**



SUMMARY

The Youth Cafe is proud to share the eighth Impact Report produced based on the **Social Return on Investment** methodology.

The average Social Return on Investment ratio for The Youth Cafe is 1:12, meaning that an investment of \$1 delivers \$12 value in terms of positive social impact.

The present report outlines the main activities and projects carried out by the The Youth Cafe from January to December 2020. The activities were developed and implemented in compliance with **The Youth Cafe Strategic approved Plan for 2018-2023 and The 2017 Youth Manifesto.**

+50 activities were chosen for evaluation during the reporting period to represent the diversity of The Youth Cafe programming. **They were selected to represent all 17 Sustainable Development Goals (SDGs) and 22 countries in Africa.**

TABLE OF CONTENTS

CONTENT	PAGE
1. 2020 Numbers and Circumstances.....	5
2. 2020 Financials.....	6
3. Introduction.....	7
4. Context and basis for the establishment of The Youth Cafe.....	8
5. The Youth Cafe Today.....	9
6. Institutional development.....	10
6. Strengthening links with the International community.....	16
7. Public-private partnerships.....	24
8. Key advocacy initiatives to advance The Youth Cafe.....	25
9. The Youth Cafe and the Media.....	26
10. Eight Thematic Focus Areas.....	27
11. Member programming.....	31
12. Outreach and communications.....	32
13. Youth Leadership Center Africa.....	34
14. Administrative Issues.....	35
15. Staffing.....	36
16. Conclusion.....	36
17. How to get involved.....	37
18. Notes.....	38

2020 NUMBERS AND CIRCUMSTANCES



We work with over **2000 volunteers** and **8500 interns**



Social media reach- Over **400,000 digital reach**



Global reach over **72 countries globally**



Youths directly impacted so far **400,000 digital reach**



We work with over **24,000 individuals** and **+ 900 organization members** internationally and locally who work in diverse thematic areas.



Newsletter reach over **137k subscribers monthly**

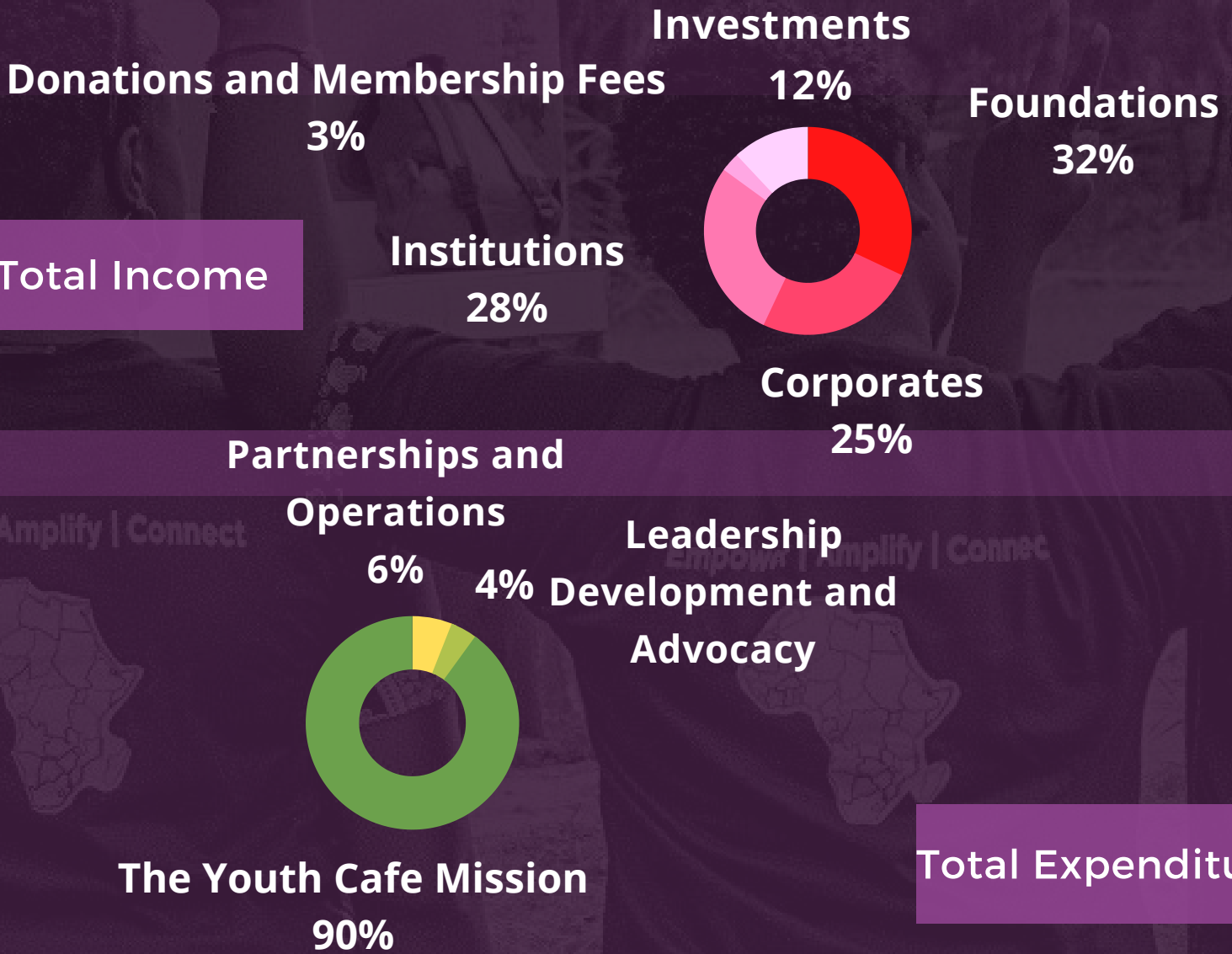


Total combined database - over **123k**



2020 FINANCIALS

Our annual financial budget stands at **1,200,000 USD**



INTRODUCTION

- 1 The Youth Cafe 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**. 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 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 The Youth Cafe, which was approved by the Advisory Board and endorsed by the members of The Youth Cafe on February 2018. Since its inception and in accordance with the strategic plan for 2018-2023, The topic of youth is growing in importance in 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.
- 3 The Youth Cafe's work has been anchored in five main fields of action: **as a unique youth initiative, as a mobilizing force, as a catalytic action-driven initiative, as a global bridge-builder, and as a convener. It** has placed special emphasis on the importance of keeping pace with this youthful continent by increasingly putting youth at the heart of its development policies, and investing in education and youth employment. We aim to work on improving prospects for young people through a distinctive approach that bridges the gap between the skills young people learn and what the labour market demands.
- 4 The Youth Cafe's work is underpinned by a set of **Principles** that have been developed by approximately 14,200 members drawn from Africa and other Regions. The principles are a call to action for governments, civil society, private and public sector, bi- and multilateral, and knowledge institutions to invest in the prospects of young people and to work in partnership with young people. They include: **Building a more relevant, sustainable, and effective enabling environment for education and work systems for young people, that recognize their rights and will; Involving young people at all levels in decision-making processes that will affect their lives; and partnering with young people to build a better, more resilient world for all generations.**

CONTEXT AND BASIS FOR THE ESTABLISHMENT OF THE YOUTH CAFE

On 2 September 2012, the youth representatives to the **United Nations High-Level Panel on Post 2015** outreach consultations established a **Multidisciplinary** Group to provide guidance to the work of **The Youth Cafe**. Comprising 12 talented young **emerging leaders** from the fields of **politics, academia, civil society, finance, and the media** and from all international and regional youth groups, the **Group** was tasked with exploring the roots of youth deprivation and vulnerability, and recommending concrete action plans to address them. To do so, it met five times between **November 2012 and November 2013** virtually and face to face meetings in **London, Monrovia, Bali and at the United Nations Headquarters in New York**.

6

The Multidisciplinary Youth Group's report, published on **13 November 2013**, put forth recommendations that became the guiding principles for the implementation of the **The Youth Cafe**. In particular, it identified eleven priority areas of action for **The Youth Cafe**, which all play a critical role in strengthening and meaningful inclusion is youth, and to which **The Youth Cafe** should bring a multidisciplinary and multi-perspective approach: Youth **Population** Trends and Sustainable **Development**; Youth and Comprehensive **Sexuality** Education; Youth and ICT; Fostering Intergenerational Dialogue and Mutual Understanding; Youth and Smart **Investment, Youth Participation** in Decision Making; Youth and Unemployment; Culture and Youth Development; Youth and Violent Extremism, and Youth with Disabilities.

THE YOUTH CAFE TODAY

- 7 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 Governments, international organizations, the United Nations, foundations, youth organizations, and grassroots civil society. This helps multiply and amplify our impact and relevance.

- 8 The Youth Cafe has increasingly mainstreamed its activities and strengthened its partnerships with other organizations. We believe that partnership with and trusting young people to participate and lead response and rebuilding efforts by providing adequate resourcing and support to strengthen their capacities and the impact of their work is particularly key to responding to Covid-19. It also pursues its mission by serving as a platform for dialogue and cooperation by empowering and connecting youth organizations with local authorities, the private sector, research, and higher education institutions, and other international organizations.

- 9 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.

- 10 The present report is The Youth Cafe's eighth annual reports to its members, partners, and advisory board. It highlights the main activities during the past year (January to December 2020).

INSTITUTIONAL DEVELOPMENT

- 11 The Youth Cafe is a multi-award-winning platform for youth empowerment in Africa. 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 the youth **to harness their potential to foster community resilience, propose innovative solutions, drive social progress, youth empowerment and inspire transformative change.** Young people are a tremendous and essential asset worth investing in. We hope to open the door to an unparalleled multiplier effect as our message spreads.
- 12 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 organizations, faith-based organizations, governments, lawmakers, local authorities, civil society organizations, and individuals committed to establishing pathways to tackle the many specific issues facing our youth.
- 13 Since its inception, **The Youth Cafe** has recognized that it could not fulfill its mandate alone. Partnerships have continued to be the cornerstone of its strategy. Under the leadership of the Executive Director, The Youth Cafe has expanded its network of relationships with government departments, regional and subregional organizations, and other actors. Since 2012, **The Youth Cafe** has signed 26 memorandums of understanding with academic institutions, think tanks, foundations, and international organizations to amplify the impact of its work.
- 14 During the reporting period, a Memorandum of Understanding was signed with the GiveDirectly Inc. for **Unconditional COVID19 Emergency Cash Transfer Program** to vulnerable youth living in Nairobi's informal settlements. The purpose of this partnership is to contribute to enhanced economic empowerment within identified locations of Nairobi and ultimate eradication of poverty which in turn will positively impact the lives of the beneficiaries and communities. This program focuses on the disbursement of emergency grants (cash grants) by **GiveDirectly** to people mainly living in informal settlements in Kenya in which **The Youth Café** currently works. As a result of this partnership, over 5,000 thousand youths have been able to enroll from this program where they each received a disbursement of **\$30 for 4 months, with a cumulative sum of 540,000 USD disbursed to members of The Youth Cafe.**

15

The Youth Cafe also signed a distribution agreement with Mobisol, an affiliate company of Engie. The Youth Cafe and Engie-Mobisol aim to upskill/ reskill and enhance the employability of the disadvantaged and unemployed youth, including women, in the renewable energy sector as well as promoting green technologies for addressing the energy needs in Kenya. The project aim to provide economically vulnerable youths with a barber package that includes: **80W solar panel, 50Ah battery, 3x light sets of 2W output, 3x Haircutters, Mobicharger, DC Speaker, 4 years system warranty.** These packages will be offered at affordable rates that have flexible payment options annually. We are targeting to train **1200** youths annually and be able to place them in meaningful green jobs. Additionally the areas that these youths will be engaged in include; sales agents, installation technicians, and customer service/telesales.

16

The U.S. Agency for International Development (USAID) selected The Youth Cafe, as part of IREX's consortium of talented global and regional partners, to implement the **YouthPower Youth Excel program.** This global program will empower young people and youth organizations to drive local development by using implementation research to strengthen local, national, and global development solutions. Youth Excel will support young leaders and youth-led and youth-serving organizations around the globe to conduct quality implementation research—a type of research that focuses on collecting data during a program to improve the program in real-time. This research will not only improve youth programs but also generate dialogue between young people and adult decision-makers so that youth and adults can together shape better policies, programs, and development agendas.

17

During the reporting period, The Youth Cafe partnered with **Ford Foundation** for a project aimed at **Engaging Youth in the Fight Against Corruption & Closing Civic Space.** Through this program, we hope to build the power of young Kenyans to impact government policies, uphold their rights, and fight against corruption and closing civic space, by strengthening evidence-based advocacy for accountability, critical thinking and media skills, and collaboration among state and youth organizations.

18

The Youth Cafe and the University of Sussex were the joint grant recipients from the **International Development Challenge Fund (IDCF) & Sussex Sustainability Research Programme (SSRP)** for a project in Kenya focussing on mental health. Young people are disproportionately affected by the secondary impacts of the **COVID-19 pandemic**, with serious consequences for mental health and well-being. Youth in low-income countries are especially vulnerable to economic hardship and disrupted education, and least likely to receive adequate psychosocial care. Collaborating with a youth organization in Africa, this project will formulate a contextually-appropriate psychosocial intervention model, aiming to improve youth mental health, promote social inclusion, and strengthen post-pandemic resilience in the Global South.

19

During the peak of the lockdown, **the University of Sussex** and **The Youth Café** held online forums with 54 youth participants, during which mental health was identified as the most urgent area requiring support and attention. Two key problems identified by participants were:

- 1) the stigmatization of mental health and**
- 2) lack of access to professional advice and support networks.**

Given this context, an important question arises about the impact on the mental health and well-being of young people affected by the pandemic and how this impact might be mitigated with a view to preventing related issues, including the **decrease of social cohesion and the increase of marginalization of vulnerable groups**. The links between mental health, self-harm, social cohesion, and interpersonal violence are well documented. **The Youth Cafe and the University of Sussex** have secured funding to undertake a pilot in 2021 which will provide an intervention that measures the effect of mental health mentoring provided by targeted professional support via social media and by creating peer support networks through mobile phone use. Researchers will track engagement with information services provided through monitored social media. Follow-up calls and messaging will measure the reach of the interventions; the change in participant's knowledge of and attitude towards mental health; and self-reported changes in well-being.

20

During the reporting period, **The Youth Cafe worked** to build a **practical theory** to underpin its ambitious community transformation efforts. This Theory of Change is centered on organizational performance improvement as an approach to building the capacity of The Youth Cafe that zeros in on achieving our intended outcomes. We recognize that high performing youth-led and youth-serving organizations like ourselves need to be exceptional in four domains identified by **USAID'S Youth Excel's Performance** Improvement framework: **Efficiency, effectiveness, relevancy, and sustainability**. **The Youth Cafe** needed a roadmap for change more than ever. Instead of bridges, avenues, and freeways, this map illustrates destinations of progress and the routes to travel on the way to achieving progress. The map also provides commentary about assumptions, such as the final destination, the context for the map, the processes to engage in during the journey, and the belief system that underlies the importance of traveling in a particular way. This map is our "**theory of change**."

21

The Advisory Board of The Youth Cafe continued to provide guidance on key issues and strategic directions for The Youth Cafe through partnership building for sustainability, fundraising, group discussions, and meetings. As of December 2020, The Youth Cafe membership consisted of **24,446 ordinary members, including 1,119 Premier Leadership Circle, and over 900 youth networks and organizations**.

- 22 During the reporting period, The Youth Cafe launched trips and travels program taking participants to leading destinations in Kenya and East Africa. With initial international bookings of 42 drawn from the **USA and United Emirates**. As experts in socially responsible travel, our custom-designed guided tours support conservation, local communities, and native customs. Our tours are designed to facilitate a two-way cultural exchange that leaves a lasting, positive impression on visitors, hosts, and countries. Tourism is an effective way of redistributing wealth, generating positive economic benefits for local businesses and providers.
- 23 The Youth Cafe moved to a bigger office facility located at **Kitisuru Gardens** in Kiambu County. With a capacity to house 25 members of staff, a spacious outdoor event setting, a library, senior staff office. This location will also have our upcoming studio in our pursuit to become a **digital leader and a clearinghouse for youth-related digital content**.
- 24 The Youth Cafe had over 1,000 generous book donations and fourteen individual financial donors. We further initiated a grassroots fundraising program easily customized for individuals who want to raise funds for The Youth Cafe.
- 25 The Youth Cafe published a groundbreaking report titled Lockdown live: Finding Youth-Led Solutions to COVID-19. **To write this report, The Youth Café, SOS Children's Villages, and Sussex Write at the University of Sussex joined forces to address the challenges that young people are facing due to COVID-19.** The Lockdown Live series was an initiative planned to create awareness about the global situation of the world in the wake of COVID-19. A Series of **events /webinars** were carried out to address issues that have emerged across platforms as a result of the **COVID-19** pandemic. The intention was to help find a coping mechanism for the situation as well as find solutions to emerging problems. **Key focuses on strengthening meaningful engagement** with the youth, amplifying their voice and actions in supporting the expansion of civic spaces, and advancing civic engagement.
- 26 To build our technical capacity on various topics, our members of staff took part in various short courses and training. Notable ones include: Elevating your brand through storytelling with Miri Rodriguez; **Facebook Video Storytellers-Africa**, a six-week training course from the Facebook Journalism Project in partnership with the **International Center for Journalists** (ICFJ). The training was led by **Hashtag Our Stories**, a global network of storytellers; learning interventions through webinars and networking sessions by **Accountability Lab**; effective financial leadership & governance among Non-Profit-Organization among others.
- 27 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 a weekly emailing list.

28

The Advisory Board held four virtual meetings in Nairobi in **March, June, September, and December 2020**. Discussions centered on the theme of **partnering with young people to build a better, more resilient world for all generations**. The Youth Cafe wants to ensure that young people's knowledge and insight inform crisis response and recovery efforts at all levels; partner with and trust young people to participate and lead response and rebuilding efforts, providing adequate resourcing and support to strengthen their capacities and the impact of their work; invest in youth-led initiatives that are the forefront of responding to **Covid-19** and particularly those organizations that provide support to the most marginalized and vulnerable youth, and recognize the negative impact **Covid-19** has on young people's wellbeing and mental health and provide ongoing psychosocial support to young people through formal interventions and programmes.

29

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 engage youth as a vital step to **building inclusive and sustainable societies**. In Africa, youth make up the largest part of the population. This presents immense opportunities but also serious challenges. Youth are particularly affected by the crisis resulting from the current **pandemic**. At the same time, they are often the ones with the innovative ideas we need. The Youth Cafe wants to hear from young people and discuss their needs and ideas with partners and stakeholders, to offer the rising generation better prospects.

30

The Executive Director contributed a chapter to an upcoming book by **Rutgers University Press** titled **Digital Media as the Next Frontier for Fighting Violent Extremism among Youth? The Book, Securitizing Youth, looks at Young People's Roles in the Global Peace and Security Agenda and is edited by Marisa O. Esor of Georgetown University**. **Securitizing Youth** offers new insights on young people's engagement in a wide range of contexts related to the peace and security field. It presents empirical findings on the challenges and opportunities faced by young women and men in their efforts to build more peaceful, inclusive, and environmentally secure societies. The chapters included in this edited volume examine the diversity and complexity of young people's engagement for peace and security in different countries across the globe and in different types and phases of conflict and violence, including both conflict-affected and relatively peaceful societies.

The chapters included in this edited volume examine the diversity and complexity of **young people's engagement for peace and security** in different countries across the globe and in different types and phases of conflict and violence, including both conflict-affected and relatively peaceful societies. Chapter contributors, **young peacebuilders**, and seasoned scholars and practitioners alike propose ways to **support youth's agency and facilitate their meaningful participation in decision-making**. The chapters are organized around five broad thematic issues that correspond to the 5 Pillars of Action identified by **UN Security Council Resolution 2250**. Lessons learned are intended to inform the global youth, peace, and security agenda so that it better responds to on-the-ground realities, hence promoting more sustainable and inclusive approaches to long-lasting peace.

31 The Executive Director was nominated for the 3rd edition of the **National Diversity and Inclusion Awards & Recognition 2020** in the award category **I5: Diversity and Inclusion Youth in Leadership Award**, celebrating outstanding young leaders under 40 years of age who are transforming society and inspiring others to do the same. These are leaders committed to gender equality and women empowerment, the inclusion of people living with disabilities, and a demonstrated willingness to advance knowledge on the business case for diversity and inclusion.

32 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 local, national, and regional level and coordinate with the Secretariat

STRENGTHENING LINKS WITH THE INTERNATIONAL COMMUNITY

- 33 The Youth Cafe continued to engage with departments and entities within the United Nations system, in particular with **The UN Major Group on Children and Youth**, the **United Nations General Assembly** mandated, official, 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**, **UN Women Civil Society Department and Youth Engagement unit**, **Namati**, **UNICEF's Generation Unlimited**, and **UN-Habitat**.
- 34 During the reporting period, we took part in or organized events such as International Youth Day, **International Day of Peace**, **Youth Excel Africa Persona Creation**, **Kenya-Cross Sectoral Report Launch**, **Global Media and Information Literacy Week**, **World Environment Day**, **ECOSOC Youth Forum**, **Business Fights Poverty Conference**, **Earth Day Youth Virtual Town Hall**, **Africa Regional Forum on Sustainable Development**, **World Youth Skills Day**, **International Day of Democracy** among others.
- 35 The Youth Cafe has an engaged organizational membership consisting of over 900 youth-led and youth-serving organizations as well as affiliated organizations like the UN Major Group on Children and Youth, the **United Nations General Assembly mandated, official, formal and self-organized** space for children and youth, to contribute to and engage in intergovernmental and allied policy processes. Further, we have shared our work with the **United Nations Inter-Agency Network on Youth Development working groups and UN Global Initiative** on Decent Jobs for Youth. Additionally, we have had outreach with the Department of Economic and Social Affairs and UN-Habitat. In addition,
- The Youth Cafe is a member of the **UNESCO-led Global Alliance for Partnership on Media and Information Literacy**, **U.S. Youth Peace and Security Coalition**, **CIVICUS World Alliance for Citizen Participation**, **Sustainable Development Solutions Network**, and is affiliated to **Google News Initiative**, **Deliberative Democracy Exchange**, **Global Participatory Budgeting Hub**, **Global Innovation Exchange**, **School of Collective Intelligence**, **Africa Union Division of Youth and its Youth Envoy Office**, and the **Observatory for Participatory Democracy**.

The Youth Cafe members attended and shared their experiences in the formal segments. During the reporting period, it also strengthened its partnership with the Office of the Secretary-General's Envoy on Youth and Africa Union's Envoy on Youth.

36

The Youth Cafe was honoured to be featured in a new study by The Global Donor Platform for Rural Development titled " Insights into Youth Networks Working Around Agriculture and Rural Development in Africa". The Study identified **40 networks** spatially spread around Africa through online searches and snowballing methods. A full list of all identified networks is attached in the appendix. This study however selected and discussed 12 networks in detail, including **The Youth Cafe**. This selection was based on the availability of data and representativeness of the networks. Based in Bonn, Germany, **The Global Donor Platform for Rural Development is currently a network of 40 bilateral and multilateral donors**, international financial institutions, intergovernmental organizations, foundations, and development agencies.

37

During the reporting period, The Youth Cafe took part in an evaluation of the **Hewlett Foundation's transparency, participation, and accountability (TPA) strategy**. **On Think Tanks** in partnership with Southern Hemisphere was contracted by the **Hewlett Foundation's Transparency, Participation, and Accountability** team to conduct an evaluation of its strategy and a landscape scan. In particular, we shared our experiences, views, knowledge, and opinions about the outcomes we've seen over the last five years and what factors contributed to them; gender equality and social inclusion within our organization and project; and how they have supported our work. The overall purpose of the evaluation is to support the **Hewlett Foundation** to understand the progress it has made towards its goals and the reasons for this.

38

During the reporting period, we took part in a capstone project focussed on the impact of social media in youth participation in electoral processes conducted by the **Graduate Institute of International and Development Studies for the Kofi Annan Foundation based in Geneva**. Our knowledge and expertise in this field of research were invaluable and significant addition to the work. The research looked at the **impact of social media on youth participation in electoral processes, with the focus being Nigeria and Kenya**.

This research aimed to examine youth electoral participation across the three phases (pre-electoral, electoral, and post-electoral) of the election cycle in Kenya and Nigeria. With a particular focus on the dissemination of misinformation or "**fake news**" as many refer to it. They looked at Twitter, Whatsapp, and Facebook as they are the most widely used social media platforms on the continent. Ultimately, they wanted to figure out if this **spread of disinformation undermines democracy and the role of the youth in political processes in the region.**

39 Following our comprehensive report on how **Covid-19 impacts young people**, The Youth Cafe took part at a high-level conference put together by the European-African Parliamentary. This Web Conference was opened by **President of Ireland, Michael D. Higgins, who will be introduced by Brendan Howlin TD, former Irish Health for Minister, former leader of the Irish Labour Party, and Vice President of AEPI.** The conference addressed key questions like: **How is Africa responding to the threat of Covid-19?** Is it realistic for African countries to go on lockdown – or is social distancing an impossible ask? What has been learnt from the responses to past epidemics, particularly Ebola, and what can Africa teach the world through its experiences of public health emergencies? And what are opportunities for all of us, Africans and Europeans, in comparing and combining our approaches to Covid-19?

40 We took part in **research on youth informal employment in the telecommunication sector in Kenya for the GSMA and funded by the Foreign, Commonwealth & Development Office (FCDO)** and are interviewing stakeholders to **better understand the local context** and the situation of youth education and difficulties conducted by **Altai Consulting**, a strategy consulting firm focusing on emerging markets. The objective of the research is to gain a better understanding of who the workers are, their drivers, challenges, and aspirations to inform programme design. At a later stage, the study will include quantitative and qualitative primary data collection. We took part as **key stakeholders and subject matter experts to provide a better understanding of the context in terms of youth employment and its challenges, training programmes, informal employment, government policy and strategy on these matters. This study will be public and used by the UK FCDO** and other key development partners in shaping strategies for supporting youth employment in **Sub-Saharan Africa.** By participating in the research, our voices will be heard by these actors. Additionally, by taking part in this study, **The Youth Cafe's** name will feature in the acknowledgments of the public report.

- 41 The Youth Cafe spoke at a participatory budgeting workshop held on 20th July 2020 was organized by **International Republican Institute (IRI)** and hosted by the **People Powered** organization. IRI is a non-partisan and non-profit organization based in **Washington DC** focusing on increasing freedom and participation in policy development. The organization came up with the **Generation Democracy** network which covers more than **70 countries** in helping them understand government and political systems.
- 42 The Youth Cafe as part of the **U.S. Youth, Peace and Security (YPS) Coalition** took part in an interactive workshop featuring the official launch of the **U.S. YPS Coalition's YPS Advocacy Toolkit** – a go-to-guide designed by youth to support advocacy for the **U.S. YPS Act**. In this workshop, participants were trained by authors of the toolkit and young people who have used the toolkit in their own advocacy. Through attending this workshop, you can learn to adapt the toolkit to other important avenues of youth advocacy both in the US and around the world, such as through storytelling, mobilization, and more. **The Youth Cafe's Executive Director** shared his story with participants regarding his real-life **youth advocacy work; lessons learned from The Youth Cafe and youth mobilization work.**
- 43 The Youth Cafe digital/media information literacy projects with African won **FIRST** place in the **2020 UNESCO Global Awards** from a highly qualified pool of nominees. The award cements our goal to become a world leader in **Media Information Literacy (MIL)** and recognizes our extensive work on digital/media information literacy in the continent. The **Executive Director** aims to steer **The Youth Cafe to equip over 5 million young men and women in Africa with key media literacy and information literacy skills: critical thinking, fact-checking, online safety, social media verification, and quality assessment of online information and its sources.** They hope to become a reference point in media literacy for African youth. The Youth Cafe is a **youth-led and youth-serving organization** that, among other goals, works towards enabling the youthful population in Africa to take charge of Africa's media growth. The organization has published cutting-edge research and advocacy on media and information literacy among African youth, reaching over one million young people in the process.

- 44 From the 13-16th February 2020, The Youth Cafe had the chance to visit the festival Sauti za **Busara in Zanzibar**. Sauti za Busara is a festival that takes place every year and this year we celebrated the 17th edition of the **festival**. It's one of the biggest festivals in **East Africa** with 44 shows over 4 days on 3 stages. This year over 27,000 fans from around the world came to listen to musicians from all over Africa like **Ambasa Mandela & the Last Tribe (Kenya), The Mafik (Tanzania), FRA! (Ghana), Tarajazz (Zanzibar), and Mehdi Qamoum (Morocco)**.
- 45 **Between the 3rd and 5th of March 2020, the Swedish International Centre for Local Democracy (ICLD) and The Youth Café met to share innovative communication strategies and dissemination approaches at the Municipal Partnership Programme Dissemination conference.** The conference was held at the Gelian Hotel in Machakos, Kenya, and was attended by five municipal partnerships between **Sweden, Kenya, Tanzania, and Uganda**.
- 46 The Youth Cafe was invited as a featured participant in the **Global Black Youth (GBY) Fest 2020 Exhibitors Hall**. The Fest was a completely interactive event featuring plenary sessions, debates, workshops, networking, thematic, regional, and globally based discussions running concurrently, culminating in a live concert!. The **Exhibitors Hall** housed a plethora of organizations and companies dedicated to amplifying the expertise and experiences of Black youth. From Black-led businesses and organizations to support organizations interested in convening and providing opportunities to young Africans and people of African-descent, the Exhibitors Hall was a one-stop-shop for cutting-edge, global connectivity. Throughout Day 1 of the GBY Fest, participants accessed the Exhibitors Hall, to interact with Black-owned and led companies, organizations, and other initiatives working across the globe. **Here over 1,000 participants learnt about The Youth Cafe's innovations in various sectors led by or supporting African youth.**

- 44 From the 13-16th February 2020, The Youth Cafe had the chance to visit the festival Sauti za **Busara in Zanzibar**. Sauti za Busara is a festival that takes place every year and this year we celebrated the 17th edition of the **festival**. It's one of the biggest festivals in **East Africa** with 44 shows over 4 days on 3 stages. This year over 27,000 fans from around the world came to listen to musicians from all over Africa like **Ambasa Mandela & the Last Tribe (Kenya), The Mafik (Tanzania), FRA! (Ghana), Tarajazz (Zanzibar), and Mehdi Qamoum (Morocco)**.
- 45 **Between the 3rd and 5th of March 2020, the Swedish International Centre for Local Democracy (ICLD) and The Youth Café met to share innovative communication strategies and dissemination approaches at the Municipal Partnership Programme Dissemination conference.** The conference was held at the Gelian Hotel in Machakos, Kenya, and was attended by five municipal partnerships between **Sweden, Kenya, Tanzania, and Uganda**.
- 46 The Youth Cafe was invited as a featured participant in the **Global Black Youth (GBY) Fest 2020 Exhibitors Hall**. The Fest was a completely interactive event featuring plenary sessions, debates, workshops, networking, thematic, regional, and globally based discussions running concurrently, culminating in a live concert!. The **Exhibitors Hall** housed a plethora of organizations and companies dedicated to amplifying the expertise and experiences of Black youth. From Black-led businesses and organizations to support organizations interested in convening and providing opportunities to young Africans and people of African-descent, the Exhibitors Hall was a one-stop-shop for cutting-edge, global connectivity. Throughout Day 1 of the GBY Fest, participants accessed the Exhibitors Hall, to interact with Black-owned and led companies, organizations, and other initiatives working across the globe. **Here over 1,000 participants learnt about The Youth Cafe's innovations in various sectors led by or supporting African youth.**

47

The median age in Eastern Africa is 18.1 years, yet youth is largely excluded from power. What future do young people want and how can they increase their participation in politics? This was the overarching question that formed an esteemed panel of **young leaders, including The Youth Cafe's Executive Director**, at an international conference under the theme of **COVID-19 & DEMOCRACY IN EAST AFRICA CONFERENCE** from 19-20 November 2020. The conference was organized by The Kofi Annan Foundation, in collaboration with the **Society for International Development (SID)**, with the support of the **United Nations Democracy Fund (UNDEF)**, to host an online conference on exploring the state of **democracy in East Africa** in the context of the coronavirus pandemic – what **challenges** is the region facing and what **opportunities** could be identified particularly when it comes to **protecting voters** and **protecting the vote**? The keynote speech was addressed by **H.E. President Goodluck Jonathan, former President of Nigeria and Chair of the Goodluck Jonathan Foundation, and Graça Machel, International advocate for women's and children's rights, former freedom fighter, and first Education Minister of Mozambique**. Some of the panelists include **Akua Gyekye, Strategic Response, Regional Program Manager EMEA, Africa, and MENA Elections, Facebook** and **Nicholas Cheeseman, Professor of Democracy, University of Birmingham Fellow of the Institute for Global Innovation - UK** among other notable panelists.

Members of The Youth Cafe took part in the Cultivating Youth Activism Conference. The virtual conference was hosted by the SNF Agora Institute at Johns Hopkins, with support from the Global Network for Youth Action and served to connect youth activists with civics practitioners and scholars from around the world in order to discuss the best practices of youth advocacy and challenges facing democracy in the current pandemic moment.

49

The Youth Cafe participated in a consultation meeting on the future **EU-Kenya Partnership 2021-2027**. The **European Union Delegation in Kenya** is in the process of elaborating the next phase of the EU-Kenya Partnership which will span over a period of 7 years in the context of the new EU multiannual financial framework.

This 'programming process' foresees inclusive consultations with all relevant stakeholders including the Government of Kenya, County Governments, the Parliament, civil society organisations including women and youth, the private sector, and the donor community in Kenya.

The EU Delegation to Kenya invited The Youth Cafe to take part in the consultation sessions between the European Union and civil society. The purpose of these consultations was to inform you about the **EU programming process** and future priorities for the **EU-Kenya Partnership** and facilitate our respective contributions to allow you to play a meaningful role in this process. We helped to broaden their understanding of the challenges and opportunities facing young people in that context. **The Youth Cafe's active participation is a crucial step in the elaboration of the European Union Partnership with Kenya for the next 7 years.**

50

The Youth Cafe organized a **Youth Townhall** marking 75 years of existence **The United Nations** in 2020. To celebrate this anniversary, the **UN** continued to stimulate conversations around the role of **global cooperation** and the UN that we want. The Youth Town Hall was complemented by a survey. The survey was conducted prior to the Townhall. This survey was aimed at dissecting the **UN75declaration** zero draft of the elements paper. The first topic that **The Youth Cafe** responders thought needed prioritizing was **Recovery from COVID-19, preparedness, building resilient systems and societies. The second topic was Peace and security, ongoing conflict, preventive diplomacy, non-proliferation, and disarmament. The third topic was climate change, oceans, sustainable consumption.** There were topics that The Youth Cafe felt that needed to be added to the elements paper. These topics included **social protection systems, immigrant rights, refugee crisis, clean energy, quality education, and addressing other macroeconomic issues such as debt.**

PUBLIC-PRIVATE PARTNERSHIPS

- 51 Since its inception, The Youth Cafe has become the leading pan-African youth organisation 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 Governments, international organizations, United Nations, foundations, youth organisations, and civil society, multiply and amplify the impact, influence, and leverage of The Youth Cafe.
- 52 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 enrich 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.
- 53 The Youth Cafe is building a wide spectrum of high-impact opportunities, available in Africa, for young people to utilize for accelerating their growth, career and leadership trajectory. The Youth Cafe built substantive partnerships with the business community, in particular with the **Google for online digital marketing** of our programs. Due to the partnership, The Youth Cafe current projects reach **over 400,000** young people per month in **some 72 countries**. 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 expertise to maximize impact**.



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KEY ADVOCACY INITIATIVES TO ADVANCE THE YOUTH CAFE

54

During the reporting period, **The Youth Cafe** continued to champion a collective and broad-based approach towards investing in the prospects of young people so that they can **build a better, more resilient world** and encourage stakeholders to work in partnership with young people.

These investments should be made in an inclusive manner and specifically target the opportunities of vulnerable youth- recognizing the unique challenges they face and ensuring that no-one is left behind. Under the leadership of the Executive Director, The Youth Cafe developed its programmatic advocacy activities and outreach programme under its eight themes set out below.

THE YOUTH CAFE AND THE MEDIA

55

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 a robust media coverage of its programs in the following outlets, among others. During the reporting period, The Youth Cafe had features in **Wikipedia, YouthLead, Kenya Broadcasting Corporation (TV), British Broadcasting Corporation (TV), One Young World, UNESCO, Global Donor Platform for Rural Development, Ruben FM, Radio Mikayi, Radio Africa Group (Star Newspaper), Kenya Television Network (KTN), South African Broadcasting Corporation radio, Nation Newspaper Standard (Kenya), Global Innovation Exchange, and Participedia.**

“Perspectives” blog: The Youth Cafe regularly publishes independent, cutting-edge, 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 audience. **The blog received over 1.8 million visitors during the reporting period . The published pieces have so far received 64,676 page visits and 10,246,734 million combined impressions on Twitter, LinkedIn, and Facebook, our website, newsletter, and publications.**

57

Data Analysis & Visualization: We used existing data to create visualization dashboards and maps to help answer questions about our organization’s impact. The dashboards are created using **Tableau or PowerBI** and can accessed through a web browser. We provide user training to one or more staff people to manually update the dashboard as new data becomes available. **Storytelling:**

Our Data Team uses our existing data to create visualization dashboards and video documentaries. We also pull in data from other source(s) to create dashboards that help to show our organization’s impact in a larger context. We also analyze the results and offer narrative based on the questions that you need answered.

Infographics:

We create engaging infographics and reports. They are also a handy way of highlighting select, excerpted information and presenting it to our audience.

Podcasts and webinars: Every week, The Youth Cafe held webinars and podcasts with guest speakers to discuss issues relevant to youth and development.

A wide variety of topics are covered such as innovation in healthcare and investment **in the youth capital can unlock development potential.**

B. EIGHT FOCUS AREAS

1. CULTURE, ARTS & SPORTS: Culture, Arts & Sports (CAS)

can address major global challenges – such as 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 indeed 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 a stronger cultural cooperation. 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 deserves to be further harnessed, through visible initiatives that can also help connect young people to opportunities (financing, networks, and necessary skills to build their careers).

2. GOVERNANCE AND POLITICAL INCLUSION (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 that 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**.

3. PEACE AND SECURITY, INCLUDING PREVENTING VIOLENT EXTREMISM

A decade of violence by Boko Haram, Al Shabaab, and other extremist groups have triggered a humanitarian crisis in the least developed parts of African countries of 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 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**.

Despite these interventions, and even in secured areas, progress is still scarce; the lack of coordination of stabilisation activities leads to gaps between political intentions and realities on the ground, on which accurate information is lacking. 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 the Member States of the Lake Chad Basin Commission in August 2018 and endorsed by the AU 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.

4. GOVERNANCE AND POLITICAL INCLUSION (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 a strong disparity between corridors.

This disproportionately affects young people, who are more likely to be 'undocumented', 'unbanked', and poor. And yet youth are 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 applications and capacity support to innovative solutions from both regions**.

5. EDUCATION AND SKILLS

Access to quality education and the opportunity to develop skills and competencies is vital to prepare youth for the future. An investment in their human capital is an investment in the **socio-economic future of our societies.** The **Youth Cafe** aspire 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 **UN 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 are necessary.

6. ENVIRONMENTAL PRESERVATION 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 the transformational resilience of communities to adapt to climate change.

However, coordination between the various projects composing the Great Green Wall should be further improved. A coherent mapping can help further develop the **GGW**, while enhancing 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.

7. 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 The Youth Cafe. In this endeavor of **job creation**, 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 the knowledge of and access to current flagship initiatives.

8. UNIVERSAL HEALTH COVERAGE REFORM

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. 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 service and health care is weak or absent for adolescents** and understanding among service providers of their specific needs is limited. These challenges can be exacerbated by **age, sex, ethnicity, religion, disability, location, wealth, marital status, sexual orientation and gender identity, migratory status, and other characteristics**. Adolescents have failed to experience a reduction in mortality seen by younger children. While under-five deaths 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.**

Member programming

59

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 “cross-pollinate”, develop joint projects and maximize the impact of our work aimed at empowering young people. During the reporting period, **The Youth Cafe**, in partnership with **NationBuilder**, unveiled a new robust **digital marketing campaign** to recruit more members, volunteers, interns, and drive donations.

60

The objective of **TYC** is to create a robust digital presence and community. This includes getting more people to know about the organisation, growing and managing memberships, and leading advocacy actions for their 8 programs. To achieve this, TYC could benefit from: Having a **more robust database**, allowing us to store essential information about their community, including contact details, communication preferences, and interests, membership status, and history of engagement with the organisation.

Developing email programs with the aim to animate the community, recruit new members and volunteers, and move people into action. Creating an online space to showcase their activities, where people can get information, but more oriented toward taking action, that would be integrated with the database and provide a bespoke visitor journey. Automating some of the work, like membership management or new supporter welcome email series, along with distributing the work efficiently across our team. NationBuilder offers a wide array of functionalities that could help TYC modernize its digital infrastructure, better know our community, increase acquisition and retention of members, and increase the impact of The Youth Cafe campaigns.

Outreach and communications

62 The Youth Cafe is a community engagement platform that includes three core components: 1) A content management system, to build an action-oriented website that integrates seamlessly with our people database. The system has native features for event management, membership management, online payments, surveys, petitions, collecting feedback, logged-in-only and/or members-only content, and more.

2) A connected people database: Every action taken by our supporters / members online will sync seamlessly into our secure database. We will be able to store a large variety of information on the profiles of each individual, and create paths of engagement to move them into action.

3) Communications tools, tightly integrated with our database. This means we can easily segment our database according to criteria like membership status, geography, event RSVP status, and hundreds of other data points, then email that group. And, the email product enables you to send hyper personalized email that inserts dynamic content based on The Youth Cafe's relationship with the member.

62 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 Cafe attracted a robust following to its main websites and microsites. The Youth Cafe's flagship website had an organic reach of more than 3,346,000 new users, totalling 1,635,000 sessions. Its microsites averaged more than 284,000 users per month.

63 Furthermore, The Youth Cafe 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 Cafe worked actively to engage its followers by publishing a wide range of multimedia materials, including infographics, documentaries, advocacy songs, digital cards, animated videos, video testimonials and photos.

64 **The Youth Cafe** also regularly supported the campaigns of other youth organizations, particularly when they pertained to its four main pillars. For example, The Youth Cafe joined **The Alliance for Peacebuilding** and its members to work with **Representative Grace Meng (D-NY)** to support the introduction of the **United States Youth, Peace, and Security (YPS) Act of 2020**. **This legislation aims to be catalytic in advancing the global youth, peace, and security movement, creating an unprecedented global investment stream to support youth leadership, and give young people the political platform and support they need to advance peace in their communities in the face of sometimes mounting odds against them..**

65

Another notable one was the Boosting Decent Employment for Africa's Youth, a multi-donor research initiative Under the guidance of the Global Initiative on Decent Jobs for Youth, this initiative is built on a vision of a world where young women and men have greater access to decent jobs. This is a three-year partnership between INCLUDE, the International Development Research Centre (IDRC) and the International Labour Organization (ILO)turn, many youth organizations, 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 campaigns and milestone initiatives by highlighting the relevant achievements of its beneficiaries and members on important events like the **International Youth Day**, among other events.

66

During meetings, workshops, webinars, 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.

67

Key social media events that trended in 2020 included the weekly **"Youth Cafe" TV panel show (#YouthCafe)**, **#LockdownLive report launch, which focussed on COVID-19** impact on the youth and finding youth-led solutions to the existing and emerging challenges, resulting from the **novel pandemic**, among others. Noteworthy numbers are as follows

68

#YouthCafe (Kenya) – 5.4 million total reach; 12.5 million combined impressions•

#COVID-19 and Youth (Global) – 600,000 total reach; 1.8 million impressions• **#Katiba10YearsLater** – 2.3 million total reach; 1.5 million impressions

69

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, YouTube Instagram, and LinkedIn**), and currently totals more than **35,000 followers, with a 9 per cent increase since 2019.**

Youth Leadership Centre Africa

70

Africa Youth Leadership Centre 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.

72

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

- 73 For the 2020 budgetary year, actual expenditures were kept to less than \$1,090,826. The expenditure is mainly to **create Partnerships and sustain Operations (6%), implement The Youth Cafe Mission-related Activities (90%), and for Leadership Development and Advocacy (4%).** The Youth Cafe's Main sources of funding include **foundations, corporates, institutions, investments.** Other sources of funds include **fee-for-services focused on training programs for youth, consultancies, Individual donations, gifts, and membership fees subscriptions.**
- 74 The Youth Cafe's efforts to further stabilize and increase the level of its impact investment for youth continued in 2018. The Executive Director e 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 fund with specified and non-specified contributions: USAID, Ford Foundation, Google, University of Sussex, Participatory Budgeting Hub, IREX among others .The Youth Cafe continues to seek regular,sustainable, reliable and predictable sources of funding for its youth impact investment and income generating initiatives. While efforts to enhance partnerships with the private sector are ongoing, The Youth Cafe also implements fee-for service activities in order to ensure sustainability.

Staffing

Fiscal prudence and cash flow issues demand that **The Youth Cafe** maintain budget discipline and seek cost savings wherever possible. 8 staff members joined The Youth Cafe during the reporting period to serve in the **Research, Monitoring, and Evaluation, Business Development, Project Management, and Strategic Partnerships and Fundraising** departments to strengthen **The Youth Cafe's** capacity to successfully implement new projects particularly from institutions and corporations. Other than that, we had **25 interns and 44 volunteers**.

Conclusion

During the reporting period, **the Executive Director** continued his efforts to enhance the visibility of **The Youth Cafe**, advocating for the causes consistent with the mandate of The Youth Cafe. Staff continued to implement project activities, further develop existing successful projects and create new ones, in collaboration with **international organizations, foundations, researchers, policymakers, private sector, NGOs and governments and civil society groups, as well as the media**. The dynamic process of project development will continue with an emphasis on exchanging knowledge and ideas on how to achieve better, and **more evidence-based, inclusive development policies and practices in Africa**.

In 2021, The Youth Cafe wants to prioritize inclusive development to make sure that more young people benefit from economic growth and development. We aim to reduce poverty and inequality, in both income and non-income dimensions. Similarly, rising inequality within generations and the **increase in evidence** of its detrimental effect on **social and political stability**, as well as economic growth, makes inclusive development key to **realizing Agenda 2030 and Agenda 2063 and building back better**.

In line with the **strategic plan for 2018-2023**, The Youth Cafe will continue to streamline its Secretariat activities, **The Youth Cafe** has increasingly mainstreamed its work and continues its ongoing integration into revised organizational 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 2021.

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, institutional, 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

Support ongoing initiatives around **Africa**. It's an easy process and your support will make a difference. You can start a **grassroots fundraising initiative** too.



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**. You can also donate books and equipment.



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

A series of horizontal dashed lines for writing notes, spanning the width of the page.