



**FOR US  
BY US**

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**Leading Youth-Led  
Transformative  
Change In Africa**

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**Capability  
HandBook**



*What If....*

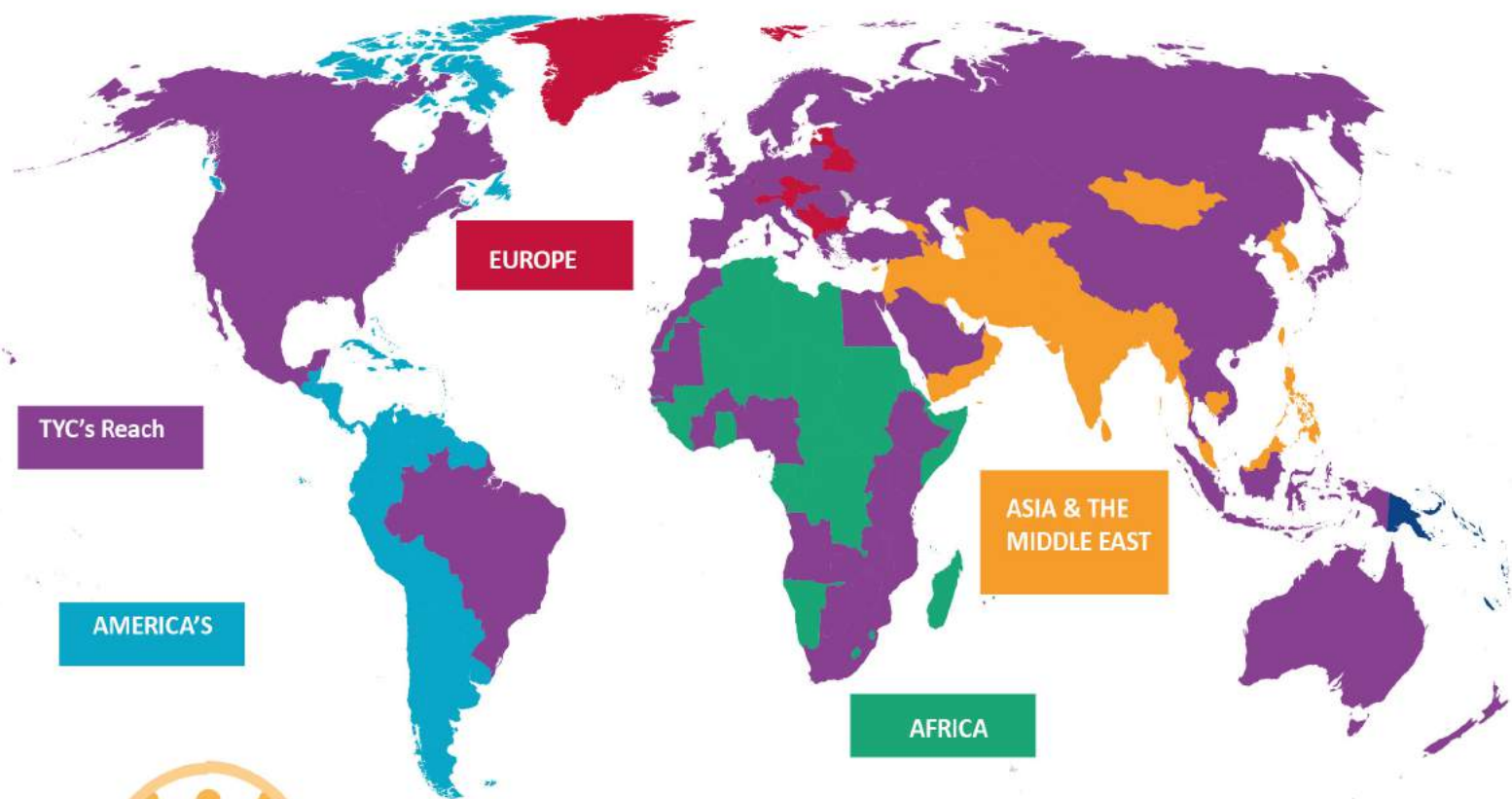
We could achieve positive  
development for **EVERY**  
young person in **AFRICA?**



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# Our Global REACH



+ **947,000** Individual Members  
+ **3000** Organizational Members  
+ **50** Members of Staff



**8** Cross cutting focus areas



+ **80** Countries reach



Annual Portfolio of + **1 Million USD**

Empower | Amplify | Connect





# FOREWARD

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**T**he Youth Cafe is an organization driven by highly skilled, motivated, and passionate individuals who come from diverse backgrounds and believe that real change is possible.

The Youth Cafe's work is underpinned by a Theory of Change, is its Pathway For Action, Sustainability, Results, Learning, and Adaptation. It is reflected in the partnerships, innovative approaches, and sustainable strategies to empower African youth. This is with the knowledge that human rights are fundamental rights that embody key values in any society, such as fairness, dignity, equality, and respect.

The Youth Cafe believes that partnerships based on cooperation between different actors can lead to individual and structural change through networks, coalitions, and alliances. As a result, we work to legitimise diverse youth organisations to advocate for society-wide change, monitor those in power, and promote dialogue for change. All people are holders of human rights and can describe their problems and propose solutions.

Evidence shows that change is only sustainable when determined, implemented, and owned by the affected communities.

*Juliet Mbesha*  
Member, Advisory Board of Directors

The Theory of Change is complemented by a set of principles, including building a more relevant, sustainable, and effective enabling environment for education and work systems for young people that recognise their rights and will; Involving young people at all levels in decision-making processes that will affect their lives; Partner with young people to build a better, more resilient world for all generations; and frame youth programs on a gender-responsive Rights-Based Approach (RBA), implying that young people are considered as 'rights-holders'. In addition, our work is underpinned by policies on Environment & climate justice and gender equality and equity and by The Youth Cafe's Youth Manifesto, which recognises the connection between environmental and climate injustices, gender inequalities, and conflict.

Our solution-orientated model seeks to forge a link between the development we strive to achieve amongst young people from previously disadvantaged communities and the Investment world. We accomplish this by seeking to evaluate our transformation mandate against both revenue targets and social impact outcomes. Through this model, we can provide our partners with measurable solutions.

As a youth-led and youth-serving organization, TYC has local and international expertise and networks while maintaining ties with local and international partners based in Africa, the United Kingdom, European Union, North America, MENA, Latin America, and the Caribbean.





At The Youth Cafe, we work to achieve the following four core impacts:

- We work to enhance multicultural bridge-building by creating conditions for inclusivity, multiculturalism, and diversity to reduce discriminatory practices based on ethnic/religious/minority and excluded youth groups with policies that foster knowledge of the law, contribute to citizens' awareness and empowerment of these youth groups to interact with each other and meaningfully engage them in different programs.
- We work to enhance youth-centred capacity to generate, collect, synthesize, and disseminate evidence and learning powered by youth-friendly dissemination platforms (digital and physical) that ensure seamless knowledge transfer to enhance young people's employability and capacity for leadership and development of 21st-century skills and competencies.
- We work to enhance meaningful engagement, youth-fostered, innovative, impactful, and progressive policies that promote young people's socioeconomic and political participation and engagement at national, regional, and global levels while enhancing their capacity to stand up for their rights, prioritizing those marginalized, vulnerable and minority groups.
- We work to implement programs that bring positive change to the youth through self-transformation resulting in positive and lasting changes in mindsets, attitudes, and behaviours.

The Youth Cafe's ultimate aspiration is to support young people across Africa to be able to access opportunities through innovation and act as a heartfelt reminder of the continent's potential.

The Youth Cafe's focus is to seed real, lasting systemic change for young people in Africa, guided by rigorous evidence of impact, approach, and our values of efficiency, transparency, and respect.

We believe we have the relevant experience and excellent track record in designing and implementing projects for the youth and marginalized populations. Additionally, we have substantial experience in conducting research and coordinating the monitoring, evaluation, and learning activities.





# EXECUTIVE SUMMARY

*The Youth Cafe, headquartered in Kenya, is the largest Africa-based, youth-led, international charitable company and social enterprise currently running programmes in over 12 countries in Africa with lessons learnt over 10 years of engagement with governments, young people, and partners to increase sustainable health access in Africa.*



Since 2012, The Youth Cafe has been working with young men and women in Kenya and around Africa as a trailblazer in advancing youth-led approaches toward achieving sustainable development, and social equity, innovative solutions, community resilience, and transformative change. It is Africa's largest convening community of professionals harnessing youth advocacy, policy, and research for social impact, with over 3,500 member organisations and over 947,000 individual members virtually from every country in Africa. We engage monthly through over 260,000 touchpoints and an annual digital reach of 4.3 million.

The Youth Cafe is youth-led. We bring a track record spanning over a decade in trailblazing youth-led development and embedding research and learning in programs to strengthen systems and development outcomes, a passion for enabling diverse youth to shape development, a broad network of donors and partners, and vast Africawide networks of youth leaders and youth-led/youth-serving organizations and groups (YL/YSOGs).

With a continental presence in eight target countries (see table, page 7) and expertise across eight thematic areas, we will respond to the Foundation priorities while learning from core activities in the target countries in African countries that provide ideal learning conditions and rich youth assets to address priority challenges in education and employment. and diverse contexts from stable to crisis-affected. Africa Youth Panel offers tools and models that donors and policymakers can adapt globally.

*Willice Onyango*

Executive Director

## OUR VISION

*Reimagine the youth engagement paradigm so that youth from diverse backgrounds and identities use rigorous, accessible research approaches to ignite and drive data-informed, inclusive cross-sectoral youth development at the Foundation through network and systems approaches, to tackle local, national, and continental challenges. Our research will enable young people to learn through practice how context, enablers, and barriers shape program effectiveness and use learning to adapt and expand programs and increase impact.*



TYC believes that investing in youth is a precondition for accelerating inclusive growth and sustainable development. TYC is a trailblazer in youth-led development and embeds research and learning in programs to strengthen systems and development.

We enable diverse youth to share development, involve young people actively in political processes affecting their livelihoods and prospects. We also ensure meaningful inclusion of youth in the following priority areas: building capacity for quality education and skills improvement, health and well-being, good governance, human rights and accountability, employment opportunities, leadership skills, empowerment, and entrepreneurship.

Over the years, we have cultivated youth centred capacity to collect, synthesise, and disseminate evidence and research; pioneered Impactful and Progressive policies that

promote young people's socio-economic and political participation and engagement; fostered multicultural bridge building to reduce discriminatory practices based on ethnic/religious minority and marginalised youth segments; and led behavioural change by implementing programs that bring positive youth development and lasting changes in mindsets and attitudes.

Our work centers on enriching the lives of young people by modelling and advancing youth-led and rights-based approaches to foster young people's civic efficacy, community resilience, sustainable development, and equitable society, as well as proposing innovative solutions, driving social progress, and inspiring transformative change by utilizing innovative research, policy, and advocacy actions.

We aim to strengthen marginalized young people around Africa who organize to claim

their rights and advocate for changes that contribute to a just and sustainable world, unlock their potential and realise their unique value as members of their communities.



Together with our members and partners, The Youth Cafe is active on several cross-cutting issues. The Youth Café (TYC) carries out eight catalytic, action-driven, and progressive activities to which it brings a multidisciplinary and multi-perspective approach for the sake of helping young citizens, with eight main areas of focus, namely:

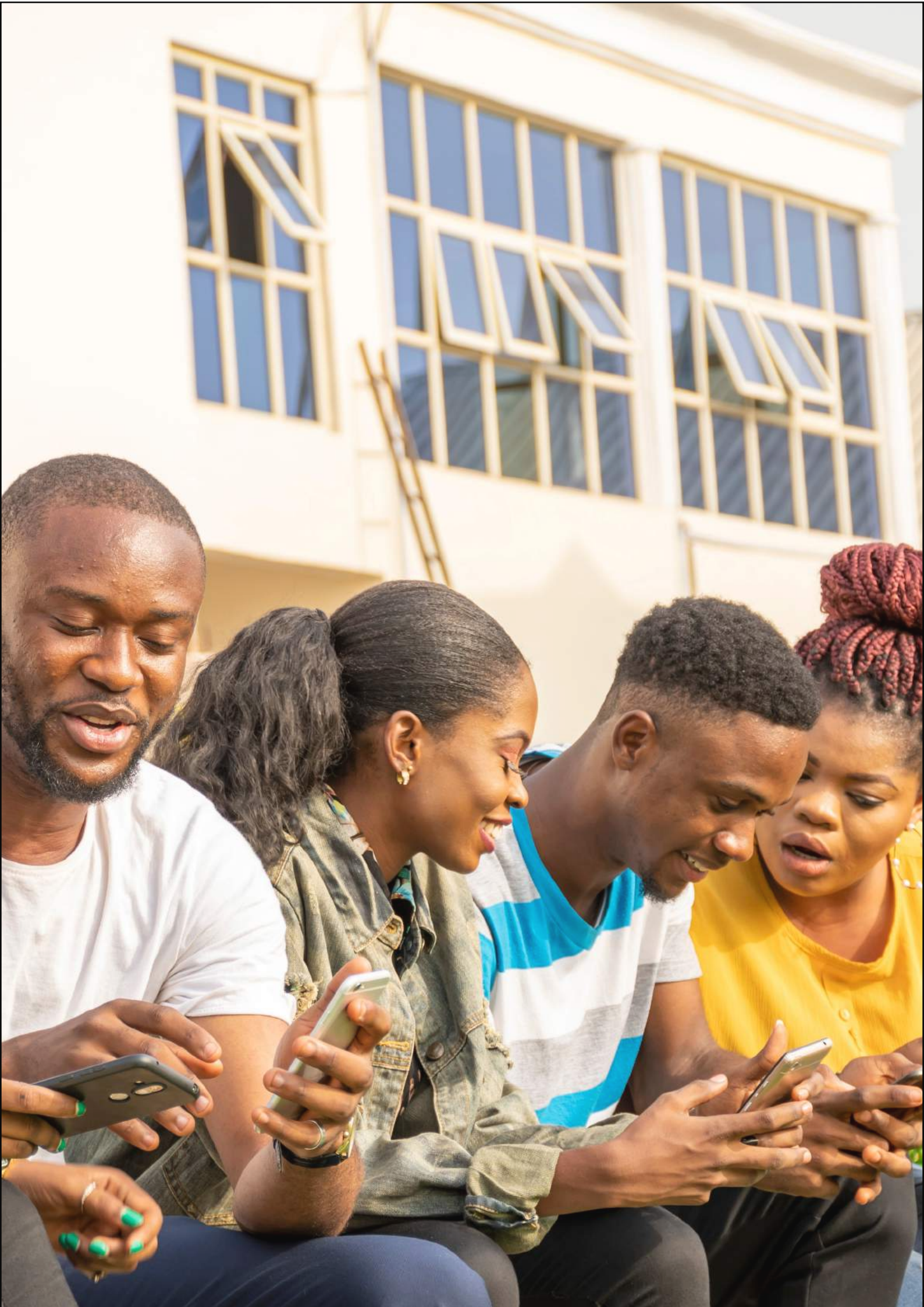
- 1) Culture, Arts, and Sports;**
- 2) Governance and Political Inclusion: Accountability;**
- 3) Governance and Political Inclusion: Remittances;**
- 4) Peace and Security**
- 5) Education and Vocational Skills;**
- 6) Business, Job Creation, and Entrepreneurship;**
- 7) Universal Health Coverage;**
- 8) Environmental Preservation and Climate Change.**

These Eight Pillars provide an essential organising structure for The Youth Cafe in developing and implementing its various programs and initiatives, which all play a critical role in reducing youth deprivation and socio-economic and political empowerment of young people in the continent. Most of the region's interventions focus on strengthening youth and deepening democracy, human rights, and gender equality. The office works with various partners and stakeholders at grassroots, national, regional, and global levels.

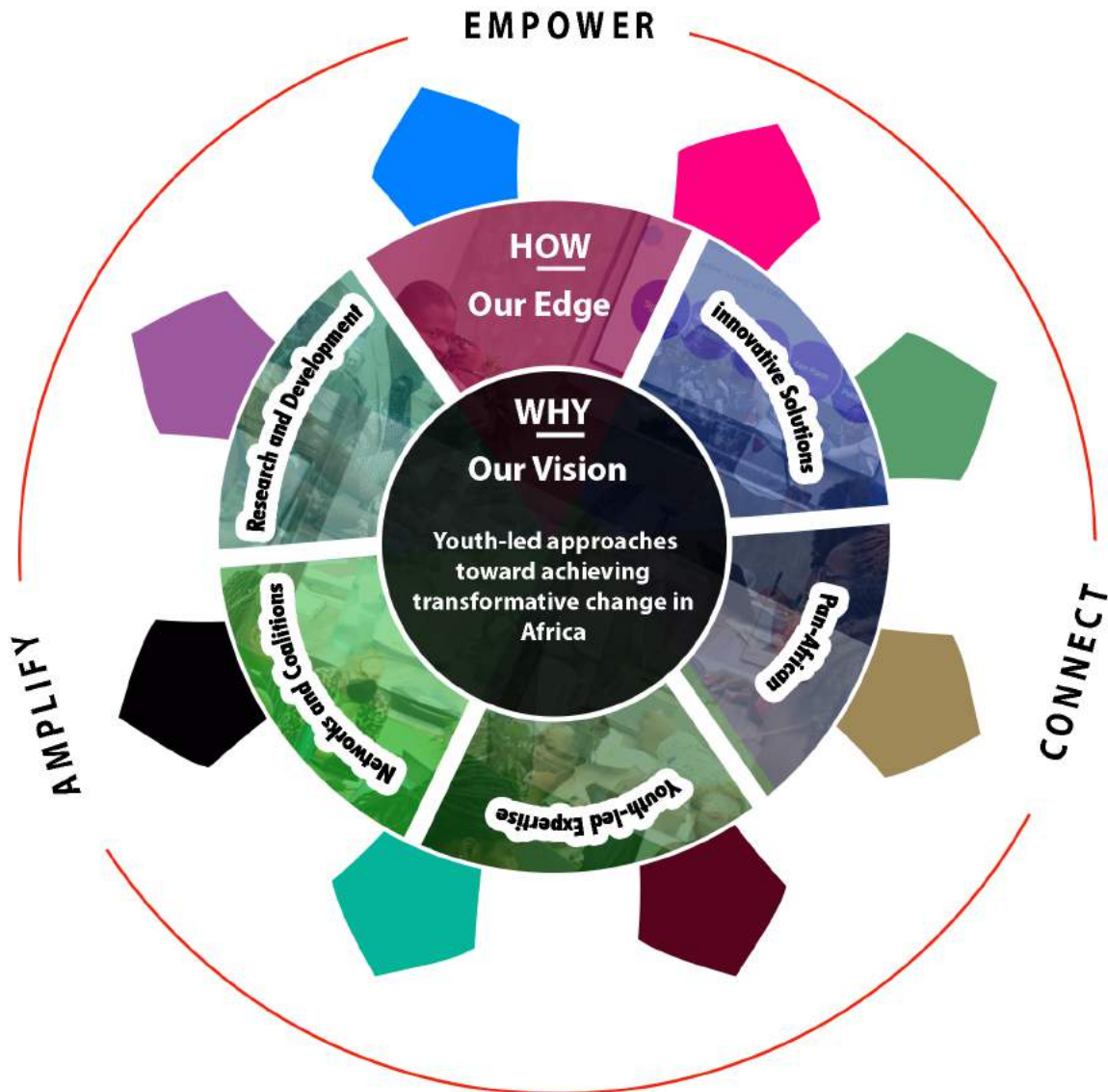
Our programs are in cognisance of the fact that the Addis Ababa Action Agenda 2015 on 'Financing for Development' put emphasis on domestic resource mobilisation being central to the implementation agenda of the Sustainable Development Goals.



**Five cross-cutting themes of gender; media; research; policy and advocacy; and innovation and a focus on SDGs 2, 3, 5, 6 and 17 are integrated to hold these eight pillars together and to embed the pillars in the global development agenda.**



# THE GOLDEN CIRCLE



## OUR PILLARS

- Culture, Arts, and Sports
- Governance and Political Inclusion: Accountability
- Governance and Political Inclusion: Remittances
- Peace and Security
- Education and Vocational Skills
- Business, Job Creation, and Entrepreneurship
- Universal Health Coverage
- Environmental Preservation and Climate Change.



## PILLAR 1

### Sport, Art, and Culture

We invest in socio-economic stability, support for youth talent, and sustainable development through cultural entrepreneurship and the creative economy spanning an assortment of creative industries such as music, performing arts, theatre, film, video, photography among others.

## PILLAR 2

### Peace & Security

We actively engage and participate in adopted processes and promotion of local and international peace and security and advocate for the prevention of violent extremism through media platforms (social, mainstream, digital).



## PILLAR 3

### Education, Skills & Technology

We create opportunities for young people to develop employability skills and competencies, including numeracy and literacy, soft skills like critical thinking, communication skills, digital/media literacy skills, and adaptability to take on future challenges and opportunities in society while increasing their adaptability in the era of the fourth industrial revolution and access to high-quality job opportunities.

## PILLAR 4

### Environmental Preservation & Climate Change

We increase climate change literacy programs, advocacy for creating more green jobs, and collaborative platforms where young people can actively engage and participate in finding solutions to environmental challenges, such as investing more in the blue economy.





## PILLAR 6

### Universal Health Coverage

We Provide key education opportunities such as access to knowledge, information, and health care young people need, including; correct perception of their risks of HIV; increased knowledge on sexual behavior; the need to resist forced sex from partner(s) including having multiple intergenerational sexual partners; and drug use during sexual intercourse that compound vulnerability of young people to HIV.



## PILLAR 8

### Governance & Political Inclusion (Accountability)

We develop accountability initiatives and increase advocacy for political stability and good governance to ensure a transparent, democratic, and accountable environment while enhancing further collaboration among stakeholders (local, international, private sector, and civil societies).

## PILLAR 5

### Governance & Political Inclusion (Remittances)

We increase the generation of domestic resources and eradication of high levels of poverty through advocacy for changes in the legal and regulatory framework to ensure that the young people, especially the 'undocumented,' 'unbanked' and poor are not further disenfranchised.



## PILLAR 7

### Business, Job Creation, & Entrepreneurship

We create a business acceleration program and a start-up capital to support the young people who have great business ideas but lack the financial means to kick off their businesses while providing training/mentorship opportunities for young people to leverage and create self-employment and job opportunities for other young people.



# WHO ARE WE?

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THE YOUTH  
CAFÉ

# The Youth Cafe

## AT A GLANCE

### Founded in

2012 by youth representatives in the Post-2015 Development Agenda consultations. We are registered as a charitable company and have been operating since 2014.

### International Recognition

**UNESCO Global Awards  
WIN WIN Gothenburg Sustainability Award  
DIAR (Diversity Inclusion Award Recognition)  
Gala for Youth in Leadership and being champions of Diversity and Inclusion**

### Partnerships

Our projects have attracted significant partners such as:

**USAID  
Rosa Luxemburg Foundation  
Google  
International Challenge Fund**

just to mention a few. Our latest 2021 Annual Impact Report is a testament to this.



### International Headquarters

Nairobi, Kenya, with a regional coverage. In Africa, The Youth Cafe headquarters in Kenya serves as the regional office for sub-Saharan Africa (RO SSA), project implementation, coordinating sub-granting in the region, and developing new partnerships, innovative programs, and local engagement with donors and young people.

### Media Features

Our work has been featured on the;

**BBC  
Wikipedia  
Global Donor Platform on Rural Development  
The Guardian  
Global Citizen  
Capital News  
Business Daily  
Royal Media Services  
SABC  
Financial Mail  
Africa Arguments  
African Sahara  
The Star, The Nation  
The Standard  
YouthLead, and  
World Economic Forum**, among other platforms.

### Reach into

Reach more than **6 million** young people in **Africa** per year.

**47** counties in **Kenya**, **26** countries in **Africa**, **11** countries in **Europe** and **North America**.

To date, we have reached 1.6 million young men and women with our projects

### Programs

The annual impact reports outline the main activities and projects carried out by The Youth Cafe from January to December. The activities are developed and implemented in compliance with The Youth Cafe Strategic Plan approved for 2020-2023, its Theory of Change, and The 2022 Youth Manifesto.

**+1,120** activities have been chosen for evaluation during the eight-year 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.





# OUR VISION

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**The Youth Cafe's vision is a just and sustainable world where all young people have the power to effect transformative change.**

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# OUR MISSION

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**The Youth Cafe strives to enrich the lives of young people by modelling and advancing youth-led and rights-based approaches to foster young peoples civic efficacy, community resilience, sustainable development, an equitable society as well as proposing innovative solutions, driving social progress and inspiring transformative change by utilizing innovative research, policy and advocacy actions.**

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# The Youth Cafe VALUES

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## The way we work makes all the difference

The Youth Cafe Values aren't about ticking boxes... They're about creating an environment where everyone feels included, respected and able to flourish; where we all behave ethically, lawfully and with integrity. Everyone means everyone in our working world: our people, clients, suppliers, panellists, participants and partners. Because we care deeply about the way we operate, communicate and behave towards others. And we know you do, too.



## Living by the Youth Cafe Values

**Respecting each other** Zero tolerance for bullying and harassment of any kind within our own organisation, or from those we work with. No exceptions, no excuses.

**Providing equal opportunities** Race, religion, national origin, colour, sex, sexual orientation, gender identity or expression, age or disability... we don't care about labels, only individuals and their exceptional talents. Acting sustainably and ethically By acting ethically, respecting human rights, upholding workplace conditions, and helping protect our planet, we always try to do the right thing.

**Respecting confidentiality** Ensuring all data is processed legally, ethically and securely and our systems are protected – because we care about privacy and confidentiality. Maintaining financial integrity We need to look after the financials. No kind of bribery, corruption, tax evasion or any other illegal practice is tolerated here.

**Being fair and transparent** Avoiding conflicts of interest, anti-competitive behaviour, preventing fraud, complying with sanctions, acting appropriately in the giving and receiving of gifts, and complying with the Esomar Code of Conduct at all times.

**Complying with the spirit and letter of the law** It should go without saying that we act legally and ethically in all the markets in which we operate.

**Calling it out** Tackling any business or personal behaviour that isn't right without fear or favour – whenever, wherever and whoever...

**Having your back** We'll support anyone that reports an issue with any business or personal conduct, as well as preventing any retaliation.

## Why Is All This Important?

Sticking to our beliefs and principles isn't just the right thing to do – it's vital to the continued long term success of The Youth Cafe. Because we don't want to lose the reputation we all work so hard to build. And we want to provide you with the right guidance to protect yourselves as employees too.

**Protecting our:** People. Community. Integrity. Information .Partners .Money







# LEADERSHIP

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**“Embrace a culture of youth leadership as an attitude rather than a role internally while taking industry leadership externally”**

**“We have a powerful potential in our youth, and we must have the courage to change old ideas and practices so that we may direct their power toward good ends”**

**- Mary McLeod Bethune**



# The Youth Cafe Today



## Wide Scale Activities

Programme development and implementation, fundraising, partnership, advocacy, research, monitoring and evaluation



## Large Coverage In Africa

**35** countries in Africa where programmes are being run



## Grant Administration

we have developed a robust framework to provide grants to civil society organizations within the frame of principles for aid and development effectiveness.



## Diversified Funding

Our funding comes from service contracts, accountable grants, membership fees (individual and institutional), consultancy assignments, fees-for-service activities, library programs, The Youth Cafe's Endowment Fund, gifts, and donations.



## Capacity Developer

We seek to strengthen the capacity of our members and partners around the region



## Theory of Change

Its Pathway For Action, Sustainability, Results, Learning, and Adaptation. It is reflected in the partnerships, innovative approaches, and sustainable strategies to empower African youth.





## Social Return on Investment

Every year, The Youth Cafe shares its annual 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 a **\$12** value in terms of positive social impact.



## Digital Footprint

**1.4 million**, The Youth Cafe works with marginalised sections of youth, such as youth living with disability, youth living in informal settlements, young women and girls, refugee youth, and minority youth, indigenous youth, among others.



## Membership

A combined individual and organisational membership of **947,000**. We reach and engage with the youth and marginalized populations in our different programming under our eight thematic areas through our diverse and individual organizational memberships.



# Sustainable Development Goals



As The Youth Cafe navigates through this uncertain landscape, engaging in this cohesive vision of environmental and social sustainability will help the organisation develop new models for growth and thought leadership. The Youth Cafe, therefore, works to ensure youth engagement and participation in the implementation, review, and follow-up of the 2030 Agenda for Sustainable Development.

# GOALS



**TYC  
AND  
SDGs**

# Technology at the Heart



515

MILLION

Unique Mobile Phone subscribers by people in 2021 in Sub Saharan Africa



430

MILLION

Youth Subscribers with an expected increase by 2025 in a number equivalent to 52% penetration



360

MILLION

Unique Mobile Phone subscribers by young people in 2021 in Sub Saharan Africa

Sub-saharan Africa continues to lead the world in adopting mobile money services, with more than one fifth of mobile connections in the region linked to a mobile money account in 2021. However, more than 60% of the population, especially those in rural areas, will still lack internet access by the end of the decade. Additionally, despite these impressive connections, a gender gap remains where Africa women are 13% less likely than African men to own mobile phones (GSMA 2021)



# Triple Burden of Youth Empowerment

**Y**oung people make up the bulk of Africa's total population, with an estimated 75% of the continent's population below the age of 35. They face phenomenal challenges and life-threatening risks throughout Africa, often disproportionately carried by girls and young women. These risks arise when accessing basic rights, including quality education, water, sanitation, healthcare, and decent work.

Additionally, young people also suffer the effects of violence and bear the dualistic impacts of slow onsets of climate change and disasters. They experience intersecting forms of identities, marginalisation, exclusion from decision-making, and struggle with the brunt of the erosion of human rights, which impede their access to justice.

We work with youths between the age of 18 and 35 from across Sub-Saharan Africa, including:- Youths living with disabilities, for example, albinism; Refugees; youths from rural communities; youths from low socioeconomic status backgrounds, social minorities – religious, ethnic, people living with HIV, youths from marginalised communities, for increased impact and expanded global, regional and country-level action to

address the needs of youth, build the agency and advance the rights of young people in all their diversity around the world including young women and girls, the orphaned, youths living in informal settlements, youths living in drought and hunger-stricken areas, young aspiring leaders and to ensure their engagement and participation in the implementation, review, and follow-up of the 2030 Agenda for Sustainable Development.

The Youth Cafe highlights key thematic issues under three broad pillars; Economic, Social, and Political. Economic issues directly impact the ability of youth to generate and benefit from income-generating streams. Social issues include those obstacles currently preventing societies from working optimally. Political issues illuminate the common barriers to youth involvement in politics.



# Economic

Young people are confronted with multiple challenges ranging from economies that grew but could not create sufficient jobs before the global financial and economic crisis to sluggish growth post the crisis in part arising from adverse weather conditions and poor commodity prices. The African Development Bank report states that 10 Million to 12 Million youth enter the workforce annually, while only 3 Million formal jobs are available. This deficit creates a dilemma for youth who are left unemployed. Those lucky enough to secure formal employment are still underemployed and remain in poverty due to low wages and lack of a social safety net.

Additionally, just over one in five youth were in employment, education, or training (NEET) in 2019; joblessness has been steadily growing since 2012, mirroring the trends in the global rate. One interesting feature is that while the NEET rate for young men has been increasing since 2012, young women declined between 2012 and 2018.

Several difficulties were identified in acknowledging the agriculture sector to boost employment for rural youth. The first is the lack of knowledge, information, and education available to young people, which impedes the growth of entrepreneurial ventures. In contrast, poor and insufficient education inhibits productivity and skills acquisition. Secondly, young people's restricted access to land. Even though having access to land is essential for establishing a farm, it is frequently challenging for young people to obtain. The third issue listed is inadequate access to financial services.

Due to the lack of collateral and financial literacy of rural youth, among other factors, the majority of financial service providers are reluctant to offer their services to them. Lastly, the youths limited participation in policy dialogue. Too frequently, young people's complex and multidimensional needs are not satisfied because their voices are not heard during the policy-making process.



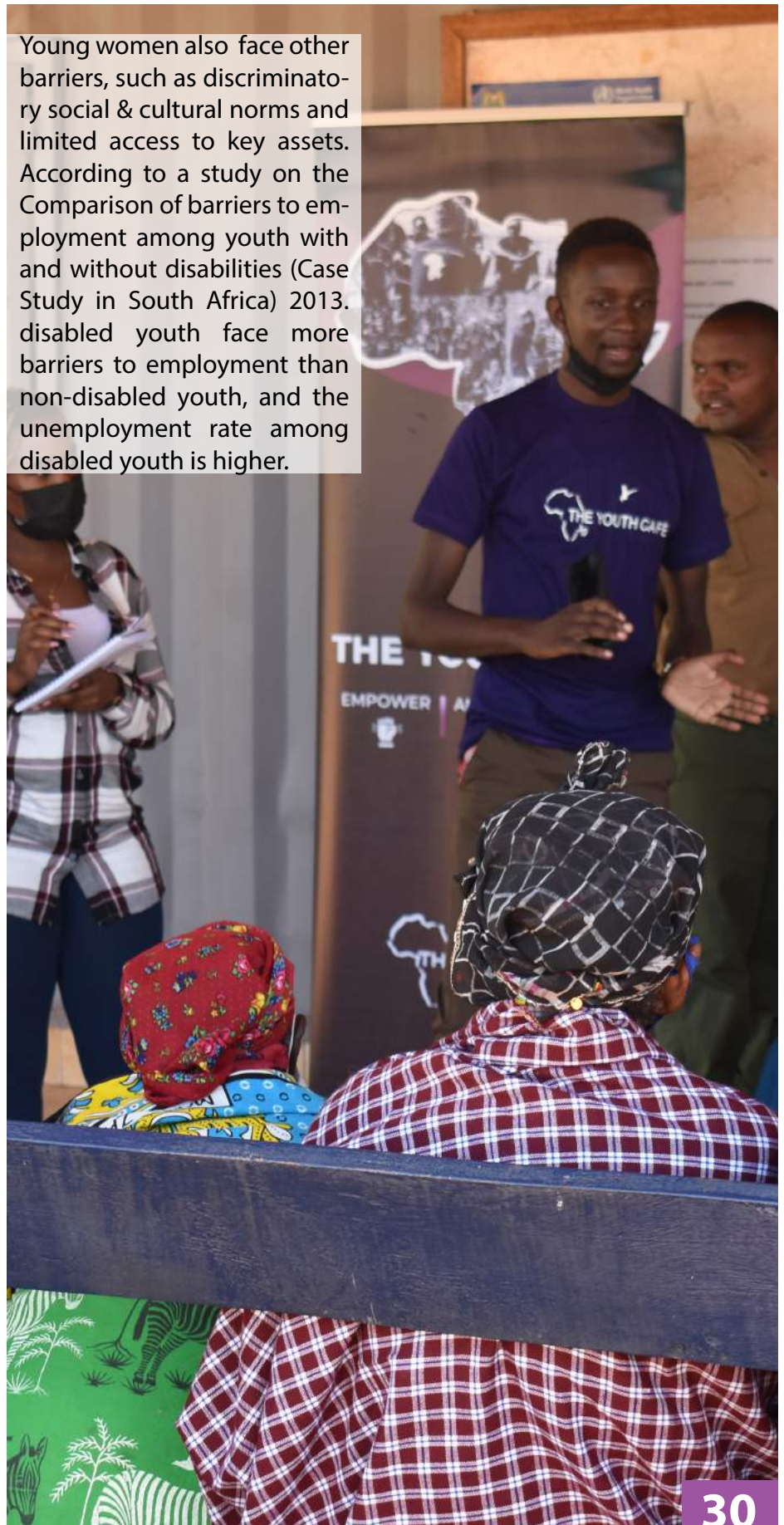


# Social

In the social sector, young people have difficulties achieving social protection. This is demonstrated in the lack of actions to create and promote youth empowerment programs. The youth's lack of cash transfer options, access to credit facilities, and provision of food subsidies has adversely impacted and exposed the youth to poverty and poor living conditions, especially among young women and girls. In addition, due to the lack of strong social protection laws, young single parents are finding it hard to handle custodial and co-parenting plight.

Another challenge the youth faces is inadequate financial support in the sport and creative economy. For most African countries, very little attention is put on the creative and sports sector, whereby very little funding is invested in Sports, Art and Social Development. This is also demonstrated through the currently outdated sporting facilities, and the weaker Sports Regulations, which have equally contributed to inequitable youth participation in the social sector. As a matter of fact, very few mechanisms are in place, consequently placing a lack of commitment to train, equip, streamline, manage and monetize the sports and creative economy.

Young women also face other barriers, such as discriminatory social & cultural norms and limited access to key assets. According to a study on the Comparison of barriers to employment among youth with and without disabilities (Case Study in South Africa) 2013. disabled youth face more barriers to employment than non-disabled youth, and the unemployment rate among disabled youth is higher.



# Political



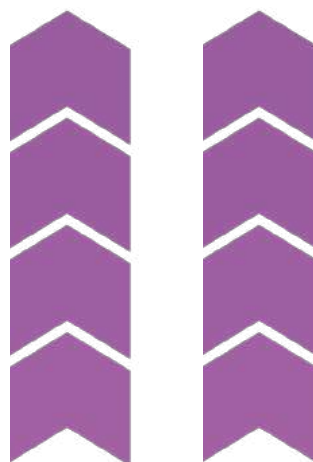
**F**rom the political view, African countries have the least youth representations and inclusion in the government and its agencies. This is mostly contributed by the poor allocation matrix existing for political party funding. Less than 20 percent of public funds are allocated to youth leagues, thus limiting implementation of capacity building programs specifically targeting the youth. Moreover less importance is placed on the initiative and advocacy for the 50 percent party-list slot reservation for the youth.

According to the United Nations, people under the age of 35 are rarely found in formal political leadership positions, summing up to less than 50 percent of nominees of the political party tickets, which raises an alarm as most youth needs are considered less important.

In addition to that, most African countries lack a systematic coordination of the youth function, which has consequently impacted the mainstreaming of the youth issues across all sectors of the economy and all ministries of government.

The continued lack of a stand-alone Youth Department at all levels of the governments is as well limiting the initiative to champion for full implementation of youth policies in Africa.

Not forgetting, most youths are not aware of their civic responsibilities. This is because of the poor education system which does not take into account civic education to bring out informed citizenship in the youth. The inadequacy of Youth Development Centers has also been a major contributing factor as to why young people are not yet prepared for the corporate world.





# Cross-Cutting THEMES

## Gender

The Youth Cafe recognises that positive youth development cannot be achieved in Africa without gender equality. As such, the organization will ensure adherence to principles and international standards of gender equality and parity in its operations and practices as well as in the programmes that it implements. Notably, we will support alternative rites of passage to address female genital mutilation/cutting, which is still practised in many African countries.



## Research



Research is a key priority for The Youth Cafe. The organization is committed to inculcating research into everything that we do in order to generate evidence for use, and especially in advocating for change that will contribute to improved and lasting youth empowerment in Africa. As a leading research organization in Africa, The Youth Cafe continuously increase the use of sound and rigorous research methods and techniques in research design, data collection and analysis which will result in high quality research products; increase communication and dissemination of research products using appropriate channels; and increase the number of research products that translate into policy and practice.

## Policy and Advocacy



The 2030 Agenda for Sustainable Development requires a revitalized and enhanced global partnership that mobilizes all available resources from governments, civil society, the private sector, the United Nations system and other actors (United Nations 2016). Amref Health Africa's contribution to lasting health change is only possible when its youth programmes, innovations, community knowledge and research results are translated into policies. The advocacy agenda will focus on development and implementation of relevant policies across the three pillars of this strategy.

## Innovation

Youth-led innovations, especially in technology, are able to address many of the challenges that Africa's health care sector faces. The Youth Cafe, through implementing our strategy, works to improve access to and quality of youth development initiatives and service delivery through innovative technologies that enhance efficient, effective, timely, safe and patient-centered health services. The Youth Cafe focuses on innovative models that achieve scale, quality and improved performance across the eight pillars.





## Media

Mainstream digital media provides a great platform for media creation and consumption, as well as creating opportunities for various youths to articulate social and political issues, and enhance public participation. With an aim to encourage participatory democracy and strengthen accessibility of information, The Youth Cafe is making use of digital media to encourage engagement for the youth to easily key in their issues and concerns in significant decision making organs.



# TYC Pillars alongside outcomes

## SPORTS, ART AND CULTURE



### OUTCOME

Increased contribution to socio-economic stability, sustainable development, and economic growth through cultural entrepreneurship.

Increased conflict prevention and resolution through Arts, Culture and Sports to promote cultural awareness, cultural heritage, social integration, and community cohesion.

Invest in the creative economy that involves an assortment of creative industries such as music, performing arts, film, video, photography, design to support young people with great talents.

## PEACE & SECURITY



### OUTCOME

Achieve positive contributions through active engagements and participation in the maintenance and promotion of international peace and security.

Increase advocacy on the prevention of violent extremism through media platforms (social, mainstream, digital) and raise awareness of the gaps between political intentions and realities on the ground, about which accurate information is lacking.

Increase advocacy for the protection of the displaced young refugees and their access to various basic services.

## EDUCATION, SKILLS AND TECHNOLOGY



### OUTCOME

Increase access to efficient, high-quality education and training systems to facilitate young people's access to education and integration into the job markets.

Increase creation of opportunities for young people to develop employability skills and competencies to take on future challenges and opportunities in the society, "21st-century skills" including soft skills like critical thinking, communication skills, and adaptability.

## ENVIRONMENTAL PRESERVATION AND CLIMATE CHANGE



### OUTCOME

Increase initiatives/ programs that improve the lives & lifestyles of young people through reliable green jobs i.e solar energy for small businesses and opportunities for skills training in the solar industry.

Increase support for transformational resilience of communities to adapt to climate change.

Increase advocacy for land degradation and food insecurity issues to be addressed. Increase participation in creating policies that advocate for mitigation effects on climate change.



## GOVERNANCE AND POLITICAL INCLUSION (REMITTANCES)



### OUTCOME

Reduce remittance fees and transfer options to increase generation of domestic resources and eradicate high levels of poverty.

Promote changes in the legal and regulatory framework to ensure that the young people and especially the 'undocumented', 'unbanked' and poor are not further disenfranchised.

Increase favorable environment for the young people living in the diaspora to acquire knowledge on various investment opportunities to take advantage of in Africa.

## UNIVERSAL HEALTH COVERAGE



### OUTCOME

Increase access to quality, affordable, responsive, and youth-friendly health and

Adolescent Sexual and Reproductive Health (ASRH) services that help young people stay healthy, empowered, embracing gender equality norms, and demanding rights.

Provide key education opportunities such as access to knowledge, information, and health care young people need including; correct perception of their risks on HIV; increased knowledge on sexual behavior; the need to resist forced sex from partner(s) including having multiple intergenerational sexual partners; and drug use during sexual intercourse that compounds vulnerability of young people to HIV.

## BUSINESS, JOB CREATION AND ENTREPRENEURSHIP



### OUTCOME

Increase training/mentorship opportunities for young people to leverage and create self-employment and job opportunities for other young people.

Create decent jobs for the young people and stimulation of innovation and entrepreneurship to create self-employment.

Create a business acceleration program and a start-up capital to support the young people who have great business ideas but lack the financial means to kick off their businesses.

Empower young people to shape a shared future and economy, through working closely in partnership with the various sectors they would be interested in.

## GOVERNANCE AND POLITICAL INCLUSION (ACCOUNTABILITY)



### OUTCOME

Increase advocacy for political stability and effective governance to ensure there is a transparent, democratic, and accountable environment.

Enable the environment for active participation and meaningful engagement of the young people and encourage the exercising of their civic rights and responsibilities in the society to ensure transparency and accountability.

Increase partnership with young people as leaders and experts at all stages of policy making, including the follow-up and review of policy implementation to ensure accountability.



# The Youth Cafe Legacy

## Impact over 10 years (2022-2023)



5.4

MILLION

People Reached



2.2

MILLION

Young People  
Reached Across  
Africa



30

MILLION USD

Funds raised in sup-  
port of youth empow-  
erment

**International organizations** which are members of the Group of Friends of The Youth Cafe, which also acts in partnership with hundreds of civil society actors: 46

**Internship Programme:** has received over 35,000 applications from 60+ countries in Europe, North America, the Middle East and Africa. As of 2022, 2,240 young leaders from 49 countries have completed internship at The Youth Cafe Interns for their professional achievements and commitment to foster community development.

**Learning Circles:** Close to 600 members of The Youth Cafe from 91 countries are part web-based platforms where members can collaborate by exchanging knowledge, best practices and expertise in their field of action.

**Youth Innovation Award:** Since 2012, the, a partnership between The Youth Cafe and its partners, has supported 40+ organizations coming from 30+ countries to expand and scale up their innovative projects encouraging youth engagement dialogue. The selected organizations expanded their operations to over 100 countries, impacting over 2.5 million beneficiaries.

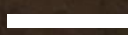
**Youth Enterprise Fund:** Since 2013, The Youth Cafe has launched seven editions of its, providing seed funding and capacity-building to 34 youth-led organizations based in Africa. Their projects promoting youth empowerment reached 94,055 direct beneficiaries in 39 countries. In total, more than 1.7 million direct and indirect beneficiaries have been impacted over the past six years.

**Regional youth leaders:** Since 2016, +1,040 regional youth leaders, aged 18 to 25, from 23 different countries, were intensively trained in entrepreneurship, leadership development, focused on East Africa. These participants reached over 1,000 individuals by organizing step-down governance activities in their own organizations and communities.

**The Innovate Africa:** An online clearinghouse for short professional courses benefits from the involvement of 33 active partner organizations from 24 countries and the participation of over 6,000 registered individual users from across Africa, attracting over 43,000 unique visitors per year.




**Where we  
are GOING**



# THE BIG FOUR: What The Youth Café Delivers

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The Youth Café delivers value to young people, partners, and funders through its holistic, empathetic, and youth-centred approach to development and unique combination of essential traits. The sum total of these parts is what makes The Youth Café unique. Using Youth-led Expertise, The Youth Café ensures that youth-led programs are opportunities created by youth or youth-centric organisations where youth lead the planning, decision making, facilitation, reflection, and evaluation on issues that matter to them and their communities. Sharing power and letting youth lead allows for youth empowerment and increases youth engagement. If it's for the youth, it should be by the youth- supported by adult allies.

THE YOUTH  
CAFÉ

1

## Management Acumen

The Youth Café's management structures are unique in that they are customized to fit the needs of every project. Supporting The Youth Café to deliver high-quality, on-budget, well-executed programs with professionalism, and efficiency, and integrity. The Youth Café continuously seeks to improve programs and deliver the best to beneficiaries. Doing so ensures that work is satisfactory, goals are achieved, and real impact is created.

2

## Public-Private Partnerships

The public-private partnerships of The Youth Café are representations of the support network that The Youth Café has in its advocacy work. Partnerships include universities in and outside Africa, youth-serving organizations, and other international partners. These organizations offer mentoring, connections, support, and funds which are all necessary for increasing the relevance of The Youth Café and the work that we do.

3

### **Innovation and Adaptability**

The Youth Café is proud of its resources, particularly its personnel, who ensure that projects and programs are at the forefront of what they do and that the adopted processes are relevant. The Youth Café staff members and the related partners all work together to actualize novel flagship projects suitable to the place, time, and context.

4

### **Networks and Coalitions**

The Youth Café has built meaningful collaborations created through coalitions and networks which align with our values. Other networks are built through hundreds of organizations, volunteers, interns, and other organizations inside and outside Africa. The Youth Café has an engaged organizational membership consisting of thousands of youth-led and youth-serving organizations. We work to increase this number to

# The Youth Manifesto

## INSPIRED

by the Constitution of the Republic of our countries, the Kenya Youth Manifesto 2022, the National Youth Development Policies, the Medium Term Plans, the Youth Agenda for Vision 2030, the Regional Community Youth Policy, the African Youth Charter, the Sustainable Development Goals, the United Nations Convention on the Rights of the Child, and the United Nations World Programme on Youth all of which recognize the importance of young people's role in poverty eradication and development;

## RECOGNISING

that as young people, we bear the solemn responsibility of positioning ourselves as formidable and trusted actors in the development process;

## NOTING

the fundamental role played by the youth in the economic, social and political development of nations, the regional economic community blocks, the African Union, the United Nations and other key regional and global institutions; and our potential to con-

tribute to the same with optimism of progressive ascendancy into leadership;

## CONCERNED

about the insufficient attention lent to youth related issues in national development policies and the lack of adequate structures for effective youth participation in the various sectors of Kenya's development;

## APPALLED

by the aggravating conditions of inequality, injustice, discrimination, poverty, indignity, hardship, deprivation and exclusion of the rural and urban poor from consultative and collaborative development; majority of whom are the youth;

## REDEDICATING

ourselves to the struggle for a just, accountable, transparent independent, democratic, peaceful and gender-equal society;

## PLEDGING

to uphold, promote and protect our National Ethos both at peer and inter-generational levels of our society. We verily acknowledge that these

National Ethos are the key pillars to good governance and sustainable development ,

## DETERMINED

to support inclusive national development initiatives as a basis for effective political and economic transformation in Kenya;

## WORKING

conjunctively with other youth and youth-centered institutions to zealously advocate for the expedient address of issues affecting youth from various quotas like: youth who live in poverty, minority youth, indigenous youth, youth living in rural areas, youth living in informal settlements, and variously abled youth, more prominently on the National and County development agenda by offering concrete alternative policy options;

## CONFIDENT

that with organization and fortitude, we can make a difference in the lives of the current and future generations. This has been confirmed by us having consulted young people in all the eight (8) regions of Kenya,

collecting their views, challenges, aspirations, and listening to their proposed solutions and recommendations to different issues; all of which have been captured in this document;

## CONVINCED

that a Kenya Youth Manifesto which provides a common platform for action by all stakeholders is necessary for effective advocacy of youth-inclusive national development;









## THE YOUTH CAFE REGIONAL OFFICE


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