

Young Americas Business Trust

Investing in Youth Exploring Strategies for Sustainable Employment Trinidad and Tobago, May 24-26, 2011



Young Americas Business Trust
www.yabt.net



**Organization of
American States**



About YABT

The **Young Americas Business Trust (YABT)**, a nonprofit corporation created in 1999, is a private sector initiative with the purpose of promoting social and economic development among young people around the world. YABT works in cooperation with the General Secretariat of the Organization of American States (OAS) and it is an organization for young people and by young people.

YABT promotes the goals of the OAS and the Summits of the Americas by promoting and implementing entrepreneurship programs in the Americas and elsewhere as a mean to fight poverty and create job opportunities for young people.

YABT is a 501(c)(3) non profit corporation recognized by the US Internal Revenue Service



Leadership and Networking

Young Entrepreneur Leadership Network

- Continue to develop Young Entrepreneur Leadership Network to become a strong and effective mechanism, building on the benefits of international linkages and opportunities for business growth and trade.
- Results: expanded in size of the operation and the number of YABT's Leadership network members and national chapters; organizations' scope and sustainability in interested OAS Member States and other countries
- Examples: Jamaica, Colombia, Mexico, Ecuador, St. Lucia, St. Kitts and Nevis, El Salvador, Honduras, Panama, Guatemala, Belize, Chile, Argentina, Brazil, among others.



Leadership and Networking

Young Americas Forum



- YABT brought young people as a social actor at the Summit of the Americas process.
- Assistant Secretary General of the OAS dialogues with youth – in a continuous effort to institutionalize youth participation at the OAS processes.

• Young leader presenting on "Youth Participation in the OAS" - Dialogue with Civil Society of the XL OAS General Assembly, Lima, Peru.





Leadership and Networking

Young Americas Forum: Toward the 6th Summit of the Americas

YOUTH
FORUM of the **AMERICAS**

Building an Alliance for 21st Century Youth!

Port of Spain, Trinidad and Tobago

April 15-16, 2009

Young Americas Business Trust
www.ybiz.net

WWW.YOUNGAMERICASFORUM.COM

Youth Participation at the Summit of the Americas and OAS is a continuous process:

- A Position Paper on Potential Issues and Topics for Consideration at the 6th Summit of the Americas, “Youth Leadership and Entrepreneurship: An Investment Now - For the Future”
- YABT developed a proposal for the Young Americas Forum in Cartagena, Colombia in collaboration with the Summits of the Americas Secretariat.



Leadership and Networking

6th Global Youth Conference: “Road to Rio + 20”

- Strategic program of advocacy and global mobilization of young people for sustainable development which will start in 2010 and climax at the Rio+20 Government Summit in Brazil in May 2012.
- YABT is formal partner of the Rio+20 process. The Global Partners will meet regularly in 2011 and events will be held at different times in New York, UK, Paris
- Important Dates in the Process:
 - July 2011: European Regional Meetings – Estonia & Serbia;
 - August 2011: African Regional Meetings – Accra & Nairobi;
 - September 2011: Latin America Regional Meeting – Cordoba, Argentina
 - October 2011: Asia Regional Meeting - Beijing, China
 - 3-11 May 2012: 6th World Youth Congress on Youth and Sustainable Development – Rio de Janeiro, Brazil
 - 14-16 May 2012: Rio+20 Summit on Sustainable Development, Rio de Janeiro, Brazil.



Leadership and Networking

Latin America and the Caribbean Development Marketplace



DM LAC 2011 – Will have a very specific and selective criteria for entities legally registered and operating for 3 years with up to \$50,000.

- The Model for DM 2010 substantially reflects YABT's experiences in youth development programs and its operational plan and emphasis on continuity and sustainability.

- The partnership mobilized \$1.2 million to support youth-led and youth-focused early stage projects. There were 500 entries, 44 finalists, 14 winners.

- DM LAC 2011 will identify and support social entrepreneurs that are seeking finance to scale or replicate innovative and sustainable business models that can demonstrate:

Social Impact

Commercial Sustainability

Scale up potential

- YABT to be implementing agency for DM LAC 2011.



Leadership and Networking

Promoting Responsible Business Among Young Entrepreneurs in the Americas

- As a signatory to the OAS – CIDA – UN ECLAC Cooperative Agreement on Corporate Social Responsibility program, YABT is an official partner and executing agency for the Executive Secretariat in implementation of the SEDI CSR program
 - Partnership with the World Bank Institute on the development and design of the “Ideas for Action” Global Essay Competition
 - CSR in the Tourism Sector: In 2010 YABT supported the office of Tourism in the inclusion of the CSR component within the Small Tourism Enterprise Program (S.T.E.P.). YABT organized training for all STEP program coordinators as well as representatives from the public sector and hoteliers from the 14 OAS Caribbean Member States in activities hosted in St. Lucia, The Bahamas, and Grenada.

In 2011, Program on Promoting Responsible Business in LAC will:

- Integrate within the Business Labs content a component of CSR
- Promote the creation of Green Businesses by young entrepreneurs as a result of the Business Labs
- Recognize the best green businesses programs in the region through the TIC Americas Responsible Business Award.



Training and Opportunities for Young Entrepreneurs

Business Laboratories

- **Significant improvements in planning, monitoring and evaluation**, including the implementation of standard budgeting and reporting formats and development of surveys and evaluations to better track impacts and results
- **Mini Business Labs facilitated by YABT Staff** at Peace Corps HQ, World Bank Global Youth Conference and in Guadalajara, Queretaro and Antigua
- Business Labs methodology a standard tool as part of the Nex Links program and Centers

Strategies for 2011:

- **Scale up the Business Labs program** in countries where it is already being successfully implemented, and use it as a tool to gain entry into countries where YABT needs to strengthen its presence.
- As there are **countless replications of the Business Labs delivered annually** (e.g. upwards of 10,000 students trained annually in Chile), more attention will be given to **documenting instances of replication and its impacts**



Training and Opportunities for Young Entrepreneurs

Youth on the Move: Small Towns / Island Entrepreneurs

Initiative

- The initiative will provide skills training, income generating opportunities and business creation capacity building in small towns in the Americas
- Focus on communities with low population rates which also usually have high concentration of migrants. Many of these are also indigenous communities.





Training and Opportunities for Young Entrepreneurs

Women in Entrepreneurship

- Women entrepreneurs and women – led small businesses in the Americas face particular challenges in obtaining the technical and financial resources needed for startup and sustainability.
- These new enterprises serve an important role in the short term for women’s economic empowerment and poverty reduction, but without continuity and survival skills, the potential for sustainability, long-term success, and growth is limited.

In 2011, the Women in Entrepreneurship program will:

- Strengthen institutions to create micro enterprises led by women and job opportunities in small towns and communities through increased cooperation between YABT and other organizations in Mexico.
- Increase self-employment and formalized women – led businesses
- Upgrade the capacity of small towns and rural communities to create awareness, build capacity, and increase the technical and financial resources for women entrepreneurs.
- Facilitate the creation of women – led enterprises and employment opportunities in target communities.
- Provide follow-up and support to overcome barriers to scaling up women - led startups and existing enterprises.
- Take advantage of the opportunities for international cooperation platform that YABT offers through its range of partners and programs to deliver expanded support to these OAS Member States



Training and Opportunities for Young Entrepreneurs

Young Indigenous Circle

- Created in 2003, the Young Indigenous Circle program allows young leaders of indigenous communities to explore entrepreneurship as a means for their economic and social development strategy.
- YABT works with young indigenous community leaders and entrepreneurs in Bolivia, Guatemala, Mexico, Nicaragua and Peru
- In November 2010, two young professional indigenous women from the Maya Tz'utujil ethnic group from Guatemala presented the results and progress made in their communities at the *Centuries of Change: State of the Native Nations Symposium*, Washington DC.

2010 Results and Impact:

- Ninety households in rural areas directly benefited from this Initiative.
- Fifteen community groups and five enterprises improved business management practices.
- New employment created.
- Entrepreneurs from indigenous community receive support and follow-up assistance in developing business plans, business formalization, access to credit, national commercial tour, among others.

2011 Goals:

- Link the existing Circles with other communities and regions to facilitate the program replicas and expand the outreach.
- Provide opportunities for scale-up of startups and small enterprises in the communities through YABT's international competition platform and Asia – Americas E-Commerce Initiative, among others.
- Coordinate efforts and resources of local, national, and international organizations in providing opportunities for young indigenous people and their communities.



Training and Opportunities for Young Entrepreneurs

Nex Links: Young Entrepreneurs Follow-up Network

Main Achievements 2010:

- Launching of the Nex Links Centers Network in the Americas
- Successful methodology adopted and adapted in several countries for supporting and promoting business creation by young people



- More than 80 Nex Links Centers in certification process
- More than 250 leaders trained in the Region with the Nex Links Centers methodology
- Promotion of opportunities between Network members
- Consultation process among 18 experts on entrepreneurship to create a comprehensive curricula and manual on business creation, consolidation and operation



Training and Opportunities for Young Entrepreneurs

Nex Links: Young Entrepreneurs Follow-up Network

2011 Goals and Strategy:

- Achieve the consolidation of a collaborative network with at least 180 centers working in an articulate system
- Build an M&E strategy to measure the impact and results of the program; an onsite meeting in Uruguay (tentatively in March 2011) will be held in this regard.
- Follow-up and strengthen the services offered by each Center.
- Secure more financial support to strengthen the program and the follow-up services.
- Promote the achievements of Nex Links Network members.
- Printing and announcing of the curricula and the manual.



Technology, Innovation and Green Business

TIC Americas: Results and Impact

- **Global Reach:** 5,209,687 people (October 2009 – June 2010)
- **Participating Entrepreneurs** - In 2010 more than 3,700 young people representing 1,535 teams from 40 countries from four continents (the Americas, Africa, Asia and Europe) registered for the competition.
- **Created new jobs** - 43.19% of teams hired 1-3 additional employees, and 34.1% hired 4-6 additional employees after joining TIC Americas.
- **Established new businesses** - After competing in TIC Americas, the percentage of Finalist Teams remaining in the concept stage dropped from 30.2% to 7.1%.
- **Made new enterprises more profitable** - before the competition, only 6.98% of businesses reported profits, but after their participation in TIC Americas, 19.0% businesses started selling their products and earning a profit.



Technology, Innovation and Green Business

Eco-Challenge: Results

- **Environment Conservation:** A special category of awards within TIC Americas specifically focused on water conservation. The Eco-Challenge was launched November 16, 2009 during the Global Entrepreneurship Week in Lima, Peru.
- **International Recognition:** In August 2010, Indra Nooyi, Global CEO of PepsiCo, recognized YABT and TIC Americas' Eco-Challenge initiative for its excellent work and endorsed the support of PepsiCo for the 2011 edition.



PEPSICO



TIC Americas and Eco-Challenge 2011

May 31 – June 3 – San Salvador, El Salvador
Centro Internacional de Ferias y Convenciones

- **El Salvador Day:** Activity for Local Youth – (1300 people)
- **TIC Americas Finals:** Judging, International Expo, Conferences, Social Activities, Awards Ceremony.
- **TIC Americas Alumni Association:** an online platform in which all TIC Americas startups will be registered to provide them with networking and investment opportunities.
- **Leadership Links:** Convene TIC Americas Alumni to the Leadership Link meeting in Washington, DC in December 2011
- **Online training sessions** through live webinars for registered participants.
- **Awards:** Talent and Innovation (7), Eco-Challenge (2), TIC Americas El Salvador



Technology, Innovation and Green Business

InnovAction

- Further support from YABT in collaboration with YABT's partners in Israel, e.g. Jaime Amsel and MASHAV, the Israeli International Technical Cooperation Agency, resulted in the development of an innovation capacity building and management program, called "InnovAction."

- **150 intrapreneurs, business mentors, government officials, community leaders** benefited from the InnovAction replicas in Ecuador.

- **122 engineering students** from Instituto de Tecnologia Metropolitano (ITM) benefited from the InnovAction replicas in Colombia.

In 2011, YABT will:

- Strengthen the InnovAction Communities of Practice. Members will be connected through online groups to exchange best practices from peers in other countries.

- Establish a pilot program for a private company to test and showcase the benefits of the program.



Technology, Innovation and Green Business

Asia-Americas E-Commerce Initiative

Progress in 2010: Funding consideration from Asian countries

By sharing e-commerce technology, knowledge, experiences, and creating networks among entrepreneurs in Asia and the Americas, the Initiative will better equip young entrepreneurs with tools that maximize the opportunities which e-commerce brings in the global economy.

Three-year project proposal includes:

1. Initial review, assessment, and design
2. Capacity-building in business and institutions in the Americas,
3. Identification of potential investment partnerships between young entrepreneurs in the Americas and Asia.

Plan for 2011: Design, Planning, and Preparation

- Feasible and cost-efficient sectors of the economy for e-commerce development identified;
- Operational handbook and “hands-on” e-Lab curriculum developed;
- E-Commerce Finance mechanism designed;
- International cooperation network in e-commerce extended to small businesses and entrepreneur.
- E-business immersion, research, and trade missions jointly with international partners in Asia.



Technology, Innovation and Green Business

YABT Internetwork and YABT.TV

- YABT's information and resource center, YABT.TV provides information regarding OAS and YABT programs, along with the announcement of opportunities for training and activities for young entrepreneurs in the Hemisphere.

In 2011, YABT.TV will:

- Promote a series of events including web contest, entrepreneurs showcase, YABT alumni network, among others. The planned activities and events will facilitate interactions among young entrepreneurs, business mentors, and young leaders in YABT network.
- Inform young entrepreneurs about YABT activities and opportunities for training, mentoring, internships, competitions, scholarships among others through bi-monthly entepreNEWS, periodic magazine on "Opportunities for Young People of the Americas"
- Encourage online interactions



Strategic Alliances and Resources for Young Entrepreneurs

YABT Business Model

Because of the increasing interest of local and international private, public and private organizations to replicate YABT model and programs, we develop a business model that integrate our programs into an integral and systematic general one that allow us work in a more efficient way.

- Ecosystem Development: Finding the needs, defining the strategy and framework
- Awareness Creation: From the Idea to the Business Idea.
- Capacity Building: From the Business Idea to the Business Plan.
- Follow-Up: From the Business Plan to the Start Up.
- Scale-Up: From the Micro level to the SME level.
- Take Off: From the SME level to the MNC level.



Strategic Alliances and Resources for Young Entrepreneurs

YABT Global

- YABT Methodology and implementation strategy was identified by the World Bank Institute to be the one replicated in Africa.
- There was a need to build the formal structure that will allow YABT and the WBI work in Africa in this topic.
- Development of the Young African Business Trust:
 - With the support of the World Bank Institute, YABT participate on the Africa Conference on Responsible Business.
 - YABT chaired the session on young leaders and as a result a declaration was presented where it emphasize the need to create the YAfBT
 - The need to create the YAfBT was announced at the World Forum of Ethics in Business at the European Parliament in Brussels.
 - We will start first with the Middle East and North Africa Region (MENA) and then the Sub Saharian Africa.



Strategic Alliances and Resources for Young Entrepreneurs

Corporacion Jovenes Empresarios de las Americas

- “The Corporación Jóvenes Empresarios de las Américas is an international company of business connections with headquarters in Panama that offers integrated business services to accelerate the positioning of products and/or services of young entrepreneurs, small and medium enterprises in the international markets.
- The Corporation will serve as a mechanism that has a major focus on e-commerce, a focal point for young entrepreneurs to access to business opportunities.
- The Corporation will initiate sales and income-generating activities for entrepreneurs and dividends for YABT programs.



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Thank You

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