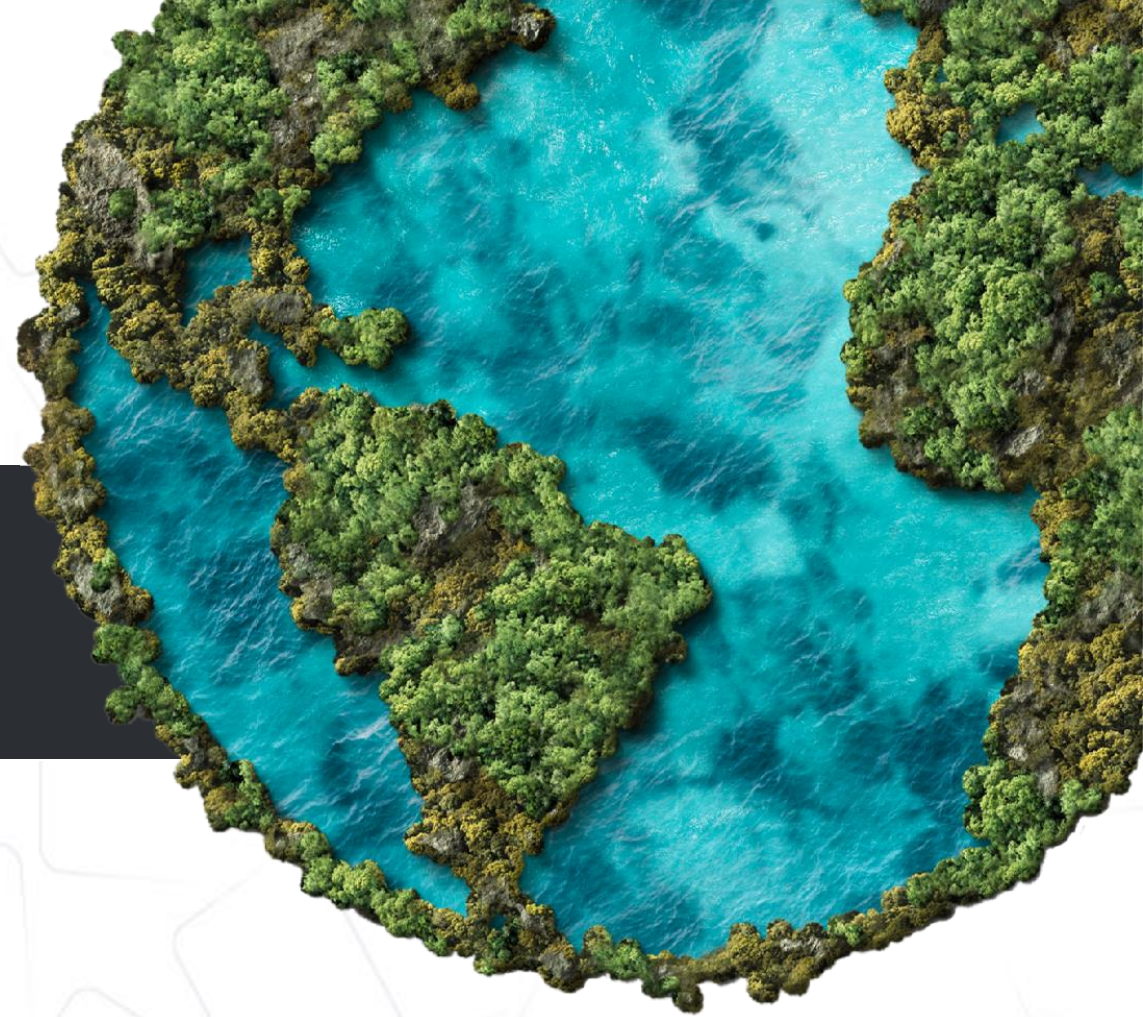




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How can we mobilise
disenfranchised youth for
climate action?

Camila Haux
Geneva, 17th of March 2023



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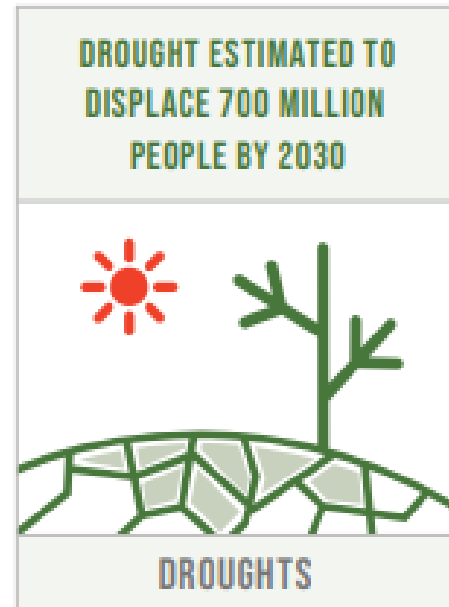
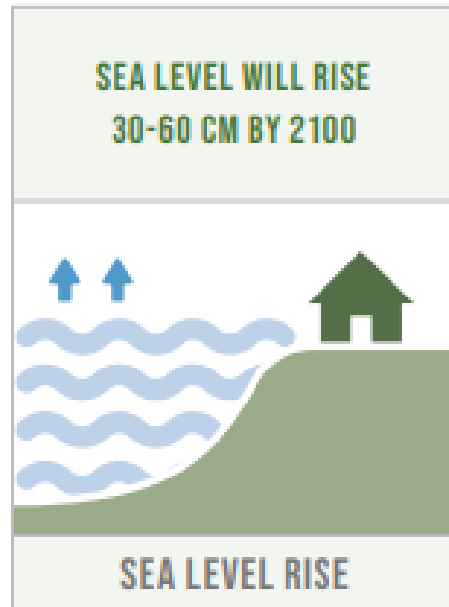
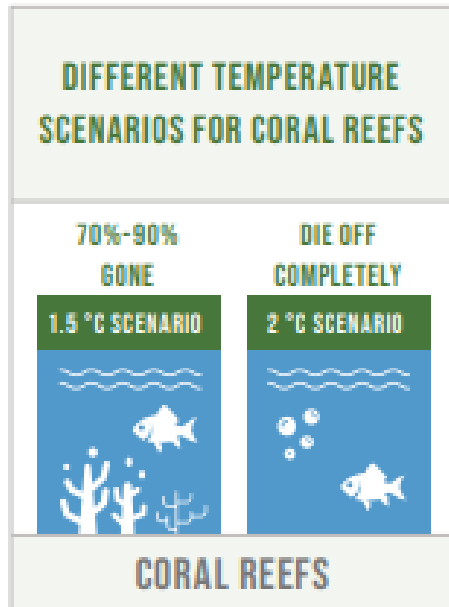


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TAKE URGENT ACTION TO COMBAT
CLIMATE CHANGE AND ITS IMPACTS

- **Climate change is a major threat today** and the problem will continue to exacerbate!





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The potential – Youth!

- Currently **1,8 billion youth** live on this planet and **85% of them live in DCs**
- How can we tap into the potential that youth hold?
- How can we make them part of the solution?
- How can we mobilise disenfranchised youth?





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Disenfranchised Youth & Climate action

- **Youth from Developing Countries have highest opportunity costs to partake in climate action but also the biggest potential:**
 - Climate action designed by Global north & lack input of those who are actually affected by climate change
 - Fragmented solutions limited to certain socio-demographic groups
 - Can't afford to work for free
 - Access to mobile devices/laptops & data costs etc.
 - Lack of education & training





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Experience Yoma



- Yoma was born through a human-centred design thinking approach with Youth!





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Experience Yoma



- **Youth can engage in learning opportunities:** learning courses & impact tasks (e.g. community clean up, plant a tree etc.)

The screenshot shows the Yoma user interface. On the left is a sidebar with the Yoma logo, a user profile icon labeled 'Demo' (Nigeria, Z 510 ZLTO), and navigation options: Digital CV, Marketplace, Opportunities, and Sign out. The main content area is titled 'Opportunities' and features three filter tabs: Challenges, Impact Tasks, and Education. Below these are six opportunity cards, each with a logo, title, and amount in ZLTO: 'Covid-19' (Z 500 ZLTO), 'Complete Your Digital CV.' (Z 30 ZLTO), 'Tideturners Challenge' (Z 500 ZLTO), 'Contest Against Corona' (Z 1000 ZLTO), 'Reimagine Your Future Challenge.' (Z 500 ZLTO), and 'Better Together Africa Programm...' (Z 500 ZLTO). Each card has a 'View more' button. A chat window at the bottom right shows a message from 'Yoma from Yoma' with a notification badge.





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Experience Yoma



- Youth can develop their digital CV

The screenshot shows the Yoma user interface. On the left is a sidebar with the Yoma logo, a settings gear, a user profile for 'Demo' (Nigeria) with a balance of 'Z 510 ZLTO', and navigation options for 'Digital CV', 'Marketplace', 'Opportunities', and 'Sign out'. The main content area is titled 'Digital CV' and features a large orange banner with the text 'Hi Demo! Get your Tide Turners challenge certificate!' and a 'Redeem my rewards' button. Below the banner is a 'Personal summary' section with a text input field. A chat window from 'Yoma from Yoma' is open, displaying a welcome message. A notification icon with a red '1' is visible in the bottom right corner.





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Experience Yoma



- We use a digital token (Zlto) to incentivise youth & offset the opportunity costs, which they can redeem on a marketplace for e.g. airtime, data & vouchers

The screenshot displays the Yoma app interface. On the left is a user profile sidebar for 'Demo' in Nigeria with a balance of 510 ZLTO. The main 'Marketplace' section features a 'Coming soon!' banner for spending ZLTO on products like Data, Airtime, and More. Below the banner are two 'YOMA NG' voucher cards: a 500 Naira Suregifts Voucher (500 ZLTO) and an N25 000 Suregift Generic Voucher (5000 ZLTO), both with 'Buy Now' buttons. A chat bubble from Yoma is visible in the bottom right corner.





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Experience Yoma



- Yoma is an ecosystem solution:



Country implementation



Funding



Research



Challenges & Community



Operations & Tech



Learning opportunities

Key Partners



UNIVERSITÉ
DE GENÈVE



GOODWALL



atingi





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Experience Yoma



- **>12, million youth reached** through Yoma-related activities
- **>4 million engagements**
- **>160k users registered**





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Mobilise disenfranchised Youth – 3 Core Principles

1) Endogeneous Solution

- Youth for youth
- Support youth to design own solutions
- Youth managing & coordinating green projects





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Mobilise disenfranchised Youth – Core Principles

2) Benefit youth: Incentivise & build them up

- Learning by doing → there is power in learning while acting
- Offset opportunity costs
- Provide youth with livelihood opportunity





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Mobilise disenfranchised Youth – Core Principles

3) Ecosystem solution

- Connect & scale green projects
- Leverage existing solutions





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- UReport (UNICEF)
- Goodwill Challenge
- Umuzi Grow with Google certificate
- 3 month internship with DiDx
- Employment with Yoma Tech Team

Shalom: An impact story



#WomenInTech

Following



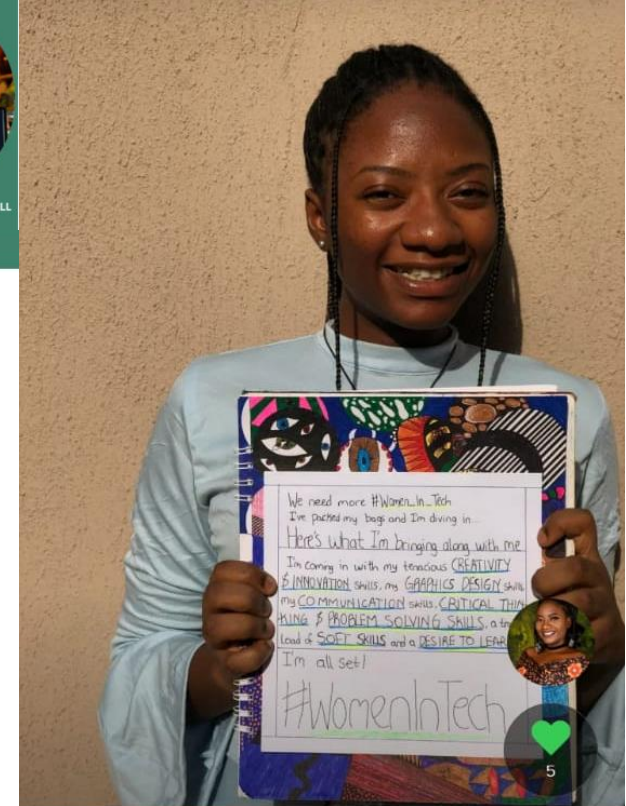
- 🗨️ Bad news: There are too few women in Africa's Tech sector.
- 👍 Good news: We're here to change that, and we need your help!

Help us inspire future #WomenInTech 🧑💻 and take your first steps to a career in tech with Grow with Google.

TO PARTICIPATE

- We need more #WomenInTech. 🧑💻 What will YOU bring to the tech world? 🌍
 - Make your voice heard 🗣️: Share a picture 📷 of yourself holding up your answer, and share it with your fellow future #WomenInTech and don't forget to also use the hashtag!
 - Apply for a tech training opportunity 🌟, with Grow With Google, and take your first steps to become a #WomenInTech (Link Here 👉 <https://www.africancoding.network/gwg-women>)
- This program is only available in Kenya 🇰🇪 and Nigeria 🇳🇬 currently, for African women 18-35 years old.*

📌 Here's the link again to the Grow with Google Certificate Programs!



#WomenInTech #Nigeria

@Shalom Ayodele

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Thank you!

www.crowd4sdg.eu

