



FONDATION  
**IMPACT HOPE**

## **Upskilling the Youth : Drivers of Philippines' Inclusive Economic Growth**

### **Context**

The Filipino youth (ages 15-30) constitute 31.4 million (28.9%) of the total population of 110 million. They have significant potential to drive socio-economic growth and innovation. However, many live in poverty, affecting their self-esteem and confidence. The rise of digital financial products and services during COVID-19 has also exposed the vulnerable youth to financial scams and cyber fraud due to inadequate digital and financial skills.

It is then crucial to build their leadership capacity, love for the environment, business acumen while enhancing the youth's digital financial literacy capabilities.

### **Brief summary of the project**

The vision of the Project is for the underserved and marginalized youth population experience an improved quality of life in social, economic, spiritual, and environmental dimensions. The 150,000 youth who are the children of our micro-entrepreneurs, shall be trained on leadership, social entrepreneurship, environment care and digital financial services.

### **Specific objective and expected results**

Objective : Improve the quality of life of the Filipino youth across four dimensions: social, economic, spiritual, and environmental.

Expected results :

- a. 150,000 youth completed their leadership and social entrepreneurship training and have improved their digital literacy and financial literacy
- b. 150,000 youth establish their businesses or have improved their career placements
- c. 150,000 youth participated in tree planting

## Activities

1. Conduct of desk and market research about the immediate training needs and interventions for the youth
2. Develop or access training curriculum and learning resources
3. Pre-test the learning resources
4. Interview and identify digital financial technology service providers
5. Organize the youth and develop the Youth Champions in selected cities
6. Conduct training on leadership, social entrepreneurship and digital financial services using the pre-tested learning resources
7. Engage the youth in tree planting community activities
8. Exposure to youth-led social businesses
9. Conduct training workshop on exchange of best practices among selected youth leaders

## Contribution of the project to real change

An organized, well-developed, ethically trained 150,000 youth contribute to sustainable development in their respective communities. The mechanism is that each youth in this Project shall tutor and disciple three more youth to produce the second generation youth leaders that will also train their next generation with the aim of influencing the majority of the youth population on ethical leadership, environment care, business and digital financial literacy.

## Location of the project

The Project shall be implemented in the entire country and shall list down all the youth, their experiences, the number of products and services identified and sold in the market and the impact of the Youth centers, the Cooperative and the Digital social enterprise platform to the youth and their communities.

## Local partner

APPEND Inc. or the Alliance of Philippine Partners in Enterprise Development Inc. is a non-stock, non-profit, charitable, educational, social welfare development, and civic service corporation registered in 1991 under the laws of the Republic of the Philippines. APPEND trained more than 743,797 leaders, helped 27,792 scholars, and facilitated the planting of more than 505,000 trees nationwide through its members. It also conducted preparatory and impact studies for its local and international partners.

APPEND offers its more than 34 years knowledge of the Philippines, its national network of partners, with its training and management capacity and successful experience in developing leaders and in the establishment of social enterprises.

### **Direct beneficiaries**

The direct beneficiaries are the 150,000 youth

### **Sustainability of the project**

The Project shall induce profitability and viability because the youth shall be organized into cooperatives. The Project will also benefit from the network of APPEND composed of schools, churches and individual clientele and partnerships with educational institutions, businesses, and government agencies in the Philippines.

### **Monitoring and evaluation**

The Monitoring and evaluation will be conducted by APPEND and Impact Hope every six months and aims to develop public education materials about the Project for dissemination and use by the general public and local government units.

### **Duration**

July 2024 – July 2027 (3 years)