

REGIONAL

YOUTH AS AGENTS OF CHANGE

(RG-T1467)

PLAN DE OPERACIONES

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BASIC SOCIOECONOMIC DATA

Basic socioeconomic data, including information on public debt, are available in the following address:

<http://www.iadb.org/RES/index.cfm?fuseaction=externallinks.countrydata>

INFORMATION AVAILABLE IN SCL/SPH FILES

Terms of Reference – Production of Youth Manual – Guide

<http://opsws3.reg.iadb.org/idbdocswebservices/getDocument.aspx?DOCNUM=1334791>

ACRONYMS

IAWGYD	Inter-American Working Group on Youth Development
IDB	Inter-American Development Bank
EXR/PRL	Office of External Relations
FSO	Fund for Special Operations
ILO	International Labor Organization
LAC	Latin America and the Caribbean
LEG	Legal Department
NGO	Non-Governmental Organization
OAS	Organization of American States
PAHO	Pan American Health Organization
SCL/SPH	Social Protection and Health Division
TC	Technical Cooperation
UN	United Nations
UNESCO	United Nations Educational, Scientific and Cultural Organization
VPC/GCM	Grants and Cofinancing Management Unit

**PLAN OF OPERATIONS
REGIONAL
February 25, 2008**

I. EXECUTIVE SUMMARY

Project team:	Rosario Londoño, team leader (SCL/SPH); Kai Hertz (VPC/GCM); Isabel Alvarez-R.; Fabian Koss and Elena Suárez (EXR/PRL); Rosina De Souza (LEG); and Ethel Muhlstein (SCL/SPH).		
Beneficiaries:	Young social entrepreneurs, governments, non-profit and private sector organizations servicing young people.		
Executing Agency:	Inter-American Development Bank		
Financing:	IDB (FSO net income):	US\$100,000	
	Total:	US\$100,000	
Objectives:	<p>The purpose of this project is to have a discussion forum with youth leaders (Agents of Change) who made a significant contribution to their community, renowned youth practitioners, and representatives of public, private and non-profit sectors to present key components of good practices that facilitated the participation of youth in local development programs and promoted positive youth development. This forum is to take place as part of the Bank’s Annual Meeting in Miami, Florida in April 2008.</p> <p>This project will: (i) provide a platform where young people can share their experiences as youth leaders engaged in advancing the development of their communities; (ii) disseminate good practices and effective methodologies for expanding programs that foster youth participation in the development process; (iii) encourage inter-sectorial dialogue to better coordinate holistic youth programs; and (iv) highlight the current demographic window of opportunity by investing strategically in youth development.</p>		
Execution and disbursement:	Execution period:	8 months	
	Disbursement period:	12 months	
Special contractual conditions:	None.		
Exceptions to Bank policies and procedures:	None.		

Environmental and social review:	This technical cooperation has been classified as a category “C” project and therefore does not require classification and / or further environmental or social actions.
Coordination with other official development institutions:	The Inter-American Working Group on Youth Development (IAWGYD), a consortium of international donor agencies that supports new approaches to positive youth development and participation in the region were involved in the dialogue and dissemination of the Agents of Change program and welcomed the Bank’s partnership with MTV Latin America. Members include: the IDB, the World Bank, the OAS, PAHO, UN Youth Office and UNESCO, and the International Youth Foundation among others. The IAWGYD exchanges information on best practices, jointly mobilizes technical and financial resources, collaborates on specific projects and advocates for effective youth policies. The Learning Kit and How-to-Manual produced during this event will be shared and disseminated amongst the IAWGYD and all of its beneficiaries.
Approval timetable:	TC Profile approval: February 2008. Plan of Operations QRR: March 2008. President approval: March 2008.
Technical and basic responsibility:	Social Protection and Health Division (SCL/SPH), in collaboration with IDB Youth in EXR/PRL.

II. BACKGROUND AND JUSTIFICATION

A. Young people at the IDB

- 2.1 More than 40 percent of the population of Latin America and the Caribbean (LAC) is under the age of 30. How today’s youth generation grows and develops has important implications for the region’s economies, societies, environment and governments. Recognizing the critical role young people play in building stable democracies, sustainable economies, and social equality, the Inter-American Development Bank launched IDB Youth in 1995. IDB Youth promotes the active participation of Latin American and Caribbean youth in the development process, and values them as true agents of change. It facilitates the direct communication of young people with governments, the private sector, and nongovernmental organizations so youth can express their opinion, take a stand, and actively contribute to the development process.
- 2.2 The Bank has contributed to the development of young people with programs and projects that benefit them in the areas of education, capacity building, employment generation, access to technology, and health services, among others. Research shows that when youth have access to basic services and can offer meaningful contributions at the local level, school dropout rates, crime incidence, drug use, and violence are notably reduced. Moreover, young people that are involved through volunteerism and participation in their formative years are more likely to continue to be engaged, responsible citizens as adults. In the last two years, the Bank produced an Operational

Youth Action Plan to strategically expand its pipeline of youth projects in the operational departments. By establishing dialogues with governments on the importance of youth as a sector for development and internal mainstreaming of this issue, the Bank continues to be at the forefront of youth development for our region's young people. In 2007, the Bank approved more than US\$500 million in projects and technical cooperations that directly benefit youth.

- 2.3 It is within this context that the Bank financed a technical cooperation (ATN/FT-9881-RG, Youth Participation Communications Campaign) in collaboration with MTV Latin America to showcase and further incite youth actions and programs that had and continue to have significant effects on local communities. The campaign was named "*Youth As Agents of Change*". Through this initiative, 6,000 youth in the region submitted projects they are executing to support the social and economic development of their communities. MTV-LA filmed the 25 projects with the highest impact in seven different countries, and aired them throughout Latin America and posted them on their webpage. Building on the experiences of this program, such as the level of engagement and participation, the impact of youth-driven projects in their communities, and the sustainability and participation of local partners, this project seeks to provide a platform for youth during the Bank's Annual Meeting in Miami, 2008 to showcase their level of engagement, commitment to participating in their local development, and the strategic importance of investing in youth to advance growth and enhance socio- economic conditions in the region.
- 2.4 This event will present a unique opportunity for young people from the region to exchange information, share experiences and good practices, finding common ground and potentially creating new and catalytic partnerships promising to contribute to the development of their communities. The event will also serve as a venue for youth practitioners from the region, high-level officials from the public and private sector, to see the benefits of investing in young people in systematic, integrative approaches that facilitate their access to local economic and social opportunities and promote their participation at the community level.

B. Youth as Agents of Change

- 2.5 The Bank's experience in youth development and participation confirms the success of the MTV-LA/IDB Campaign: many young people are contributing daily to their development and that of their communities. Currently, the LAC region –due to its demographics- has a window of opportunity to significantly alter extreme poverty by making strategic investments in young people to have a new generation that is healthy, educated, and has the right skills to be a part of the real needs of the local economies, and thus, serve as Agents of Change.
- 2.6 For example, a project on training for youth on life skills and other cognitive elements, which has been recognized by the GE Foundation's Life Skills for Employability Program, ILO'S Report on youth employment¹ and a report prepared for the World

¹ ILO (2006). Global Employment Trends for Youth.

Bank's Human Development Network² states that in order for youth to have meaningful and decent employment, training has to be related to local markets conditions and needs. These targeted interventions seek better employment opportunities for youth and/or foster their entrepreneurial spirit. Within this context, this project seeks to increase the knowledge and awareness of similar and effective interventions, thus enriching ongoing initiatives or providing input and incentives for youth, NGOs, and public entities in the region.

- 2.7 A recent Financial Times Report states that young people world wide are showing their power to effect change, and are active participants in finding solutions to some of the problems they face. The Bank and members of the IAWGYD have seen this type of engagement in the region for more than 10 years, where youth are opening businesses, promoting healthy lifestyles, educating their peers on several issues ranging from HIV prevention to better farming methodologies. They are bridging the digital divide, generating employment, lobbying for better policies and protecting the environment. The time is now to continue to support this movement as key partners for development. Youth is a development issue, and development is a youth issue, they are linked and inseparable.

C. Added value of this technical cooperation

- 2.8 This TC will facilitate three key issues: (i) bringing the Agents of Change together for the first time to share their experiences and expand their opportunities by establishing new partnerships amongst themselves; (ii) allow youth leaders to meet youth development experts; and (iii) produce a practical Toolkit to engage many more youth providing them with the right tools and information to become Agents of Change.
- 2.9 The possibilities of local citizen participation, policy advocacy, and new instruments to support youth as an important sector for development will have positive impact on the lives and communities of the direct beneficiaries, with a multiplier effect through their organizations and local partners.

III. PROGRAM DESCRIPTION

A. Objectives

- 3.1 The purpose of this project is to have a discussion forum with youth leaders (Agents of Change) who have made a significant contribution to their community, renowned youth practitioners, and representatives of public, private and non-profit sectors to present key components of good practices that have facilitated the participation of youth in their local development programs and promoted positive youth development. This forum is to take place as part of the Bank's 2008 Annual Meeting in Miami.

² See James C. Knowles and Jere R. Behrman, The World Bank (2005). HNP Discussion Paper: The Economic Returns to Investing in Youth in Developing Countries. A Review of the Literature.

- 3.2 The specific objectives of the project are: (i) to provide a platform where young people can share their experiences as youth leaders engaged in advancing the development of their communities; (ii) to disseminate good practices and effective methodologies for expanding programs that foster youth participation in the development process; (iii) to encourage inter-sectorial dialogue to better coordinate holistic youth programs; and (iv) to highlight the current demographic window of opportunity by investing strategically in youth development.

B. Description

- 3.3 This program will include three components: (i) youth project's exhibit; (ii) youth forum; and (iii) material production and dissemination. To kick-off the youth program of activities the *Volunteer Event*, which has been constant in the previous eight Board of Governors meetings will take place in a low-income community in the Miami area.

1. Youth exhibit

- 3.4 An exhibit area will be organized where at least ten Agents of Change will showcase their projects and their organization's work. Videos, photography, posters with statistical information and reading material will be displayed; tables for brochures and guides will be a part of this exhibit. Also, key partners such as MTV-Latin America, Microsoft, and Ashoka will have a designated space to showcase their support to young people in this exhibit. The exhibit will be inaugurated with a reception at the end of the Youth Forum and will remain open throughout the Annual Meeting.

2. Youth forum and production

- 3.5 This component will finance a forum for half a day comprising three plenary sessions. Eight hundred participants, including youth leaders, community and NGO representatives, government officials and academia are expected to attend. The first plenary will premiere the "*Youth As Agents of Change*" campaign in the US for the first time and bring together the youth leaders that were featured in the campaign. This plenary would highlight the 25 youth projects that MTV filmed in 7 different countries of Latin America that were selected from more than 6,000 submissions from youth throughout the region, as stated above.
- 3.6 The second plenary will be dedicated to bridge young people from the Latin American and the Caribbean region with Hispanic/Latino youth from the US. Through a partnership with Generation Engage -a US based youth organization promoting the participation of young people in their communities- this second plenary will be a high technology forum facilitating dialogue from at least 3 different cities from the region and the US. A high-level official (to be confirmed) will participate via videoconference. This interaction will allow for LAC youth and USA youth to have an open dialogue and exchange ideas on the broader role that youth can play as partners in democracy building and in the equitable development of their countries economies.
- 3.7 The final plenary will highlight the importance of having a holistic and integrated approach to investing in young people, and creating policy environments that support

youth development. Selected youth leaders from the region, international development specialists, youth practitioners, representatives from the public, private and non-for-profit sectors will have an opportunity to exchange ideas and experiences on what works in youth development. The half-day program will give participants many opportunities to network, share lessons learned, and explore future collaborations.

- 3.8 The Bank will contract a local consulting firm in Miami for the overall production of the Youth Forum and the Youth Exhibit. Services to be provided are staging, audio and video equipment rentals, sound and lighting.

3. Production of materials and dissemination of findings

- 3.9 This component will finance the production and printing of a Learning Kit and How-to-Manual that will highlight key factors that facilitate a young person's ability to become a social entrepreneur and an agent of change. This hands-on capacity building manual will be developed for community leaders, youth educators, and young leaders to serve as a guide on how to engage young people as agents of change in their communities. It will also relate the experiences of the 25 agents of change, their recommendations, and will include a one-hour DVD documentary produced by MTV Latin America.
- 3.10 A youth development specialist will be hired to support the production of this manual. Printing and design services of the manual will also be required. The manual will be distributed at the Youth Forum and after the Annual Meeting to partners in the region that can maximize the use of this material. A final written synopsis will also be produced to summarize the good practices presented and recommendations resulting from the Youth Forum. All these materials will be made available on-line. Additionally, and as mentioned before, a youth development specialist will be hired to produce the How-to-Manual.

4. Volunteer Event

- 3.11 To kick-off the youth program of activities the Volunteer Event, which has been constant in the previous eight Board of Governors meetings, will take place in a low-income community in the Miami area. In order to highlight the contributions of youth through voluntary service and to highlight the Bank's interest in corporate social responsibility, the volunteer event would engage youth and other participants during the annual meeting, in a hands-on community service project that would benefit a Latino community in the Miami area. The Volunteer event will be co-financed by Direct TV and other local partners. The event will focus on a school makeover with activities for reforestation, lighting, cleanup, and beautification. This event offers participants the opportunity to interact and work with the youth and residents of Miami, as well as with many other volunteers. The event will take place in the context of *National & Global Youth Service Day*, an annual celebration commemorating the contributions young people have made throughout the year in their communities through volunteer work.

- 3.12 Local partners include Hands on Miami -a volunteer promotion organization, Hispanics in Philanthropy, University of Miami and Florida International University, among others. These organizations are providing local support, seeking local donors of construction materials, organization and logistics, in-kind contributions and volunteers (human power) for the volunteer activity.

IV. COST AND FINANCING

- 4.1 The total cost of the project is US\$100,000. The Bank will contribute US\$100,000 from the Fund for Special Operations (FSO, net income, non reimbursable).

Component	IDB (FSO)	TOTAL
Youth project's exhibit	9,000	9,000
Youth forum and production of event	70,800	70,800
Production of materials and dissemination	19,000	19,000
Contingencies	1,200	1,200
Total	100,000	100,000

V. EXECUTING AGENCY AND MECHANISM

- 5.1 The Bank will be executing agency through the Social Protection and Health Division (SCL/SPH), in collaboration with the IDB Youth program in the Office of External Relations (EXR/PRL). The work of the Bank on youth development, its direct relationship with the more than 9,000 youth organizations members of the IDB Youth Program Network, and the high profile events organized in the past 7 annual meetings have placed the Bank at the forefront of youth development and participation.
- 5.2 Project execution will be 8 months, and the disbursement period will be of 12 months.
- 5.3 The procurement of goods and services, selection and hiring of consulting services for this TC will follow the procedures established by the Bank Policy on Procurement of Goods and Services (GN-2349-7) and the Bank Policy for the Selection and Hiring of Consultants Financed by the Bank (GN-2350-7).
- 5.4 Contracts for the procurement of goods and services at or below the equivalent of US\$10,000 will be made using the price comparison method. For the hiring of consulting services below US\$15,000 the short list method can be applied.

VI. MONITORING AND EVALUATION

- 6.1 **Monitoring, technical and basic responsibility.** SCL/SPH will have technical and basic responsibility over this TC, in collaboration with IDB Youth in EXR/PRL.

- 6.2 IDB Youth and SCL/SPH will closely monitor the execution of all of the components by working closely with the consultants and actively participating in the design and execution of all of the activities. IDB Youth has extensive experience with the organization and execution of these types of seminars, having lead 7 events in for the past 9 Bank Annual Meetings. IDB Youth will also be present 5 days prior to the event and will be responsible for overseeing the Youth Forum and the Volunteer Event.
- 6.3 **Progress and final reports.** Standard Bank procedures for auditing, financial management of the resources and reporting will be followed. A midterm report on the proceedings of the first three components will be shared on-line after the event. A final report, including the evaluation of the Learning Kit and How-to-Manual will be made available after the evaluation is completed.
- 6.4 **Evaluation.** Evaluation sheets of the Volunteer Event, the Youth Forum and the Youth Exhibit will be distributed to the participants and processed by IDB Youth to determine ways in which future similar events can be improved.

VII. PROGRAM BENEFITS AND RISKS

- 7.1 **Program benefits and developmental impact.** This program will first and foremost benefit the youth forum participants (approximately 800), their organizations and their social enterprises. These participants will have access to highly qualified speakers in the area of social entrepreneurship, and will be exposed to the most recent findings in youth development and establishment of new partnerships for social change.
- 7.2 Secondly, this TC will also benefit another 25 key partner organizations working in youth development, participation and social entrepreneurship in the region. The Learning Kit and How-to-Manual will be distributed to them and will be made available on the IDB Youth's website and e-bulletin distributed to network members.
- 7.3 Additionally, the Bank's investment and work in youth development will be highlighted throughout the youth forum and the publications produced. The importance of the continuation and expansion of this work involving governments, private sector and civil society will be emphasized stressing the window of opportunity to strategically invest in youth to reduce poverty.
- 7.4 **Risks.** Due to the nature of this TC, no foreseeable risks have been identified.

VIII. ENVIRONMENTAL AND SOCIAL IMPACT

- 8.1 No negative environmental impact is anticipated from this regional technical cooperation. Several of the agents of change projects that will be highlighted during the exhibit and conference are about environmental protection and preservation.

- 8.2 Based on the Safeguard Policy Filter Report (#2008-01163616-2), the project does not require a classification and / or further environmental or social actions. Based on the SSF (#2008-01163906-2), this technical cooperation is a category “C” project.

IX. CERTIFICATION

- 9.1 The Grants and Cofinancing Management Unit (VPC/GCM) certifies that US\$100,000 from the net income of the Fund for Special Operations are available for the financing of the project activities proposed in this Plan of Operations.³

Marguerite S. Berger, Chief
VPC/GCM

Date

³ This project is included in the revised Technical Cooperation Program for 2007 (GN-2408-10) approved by the Board of Executive Directors on December 19, 2007.

**Youth As Agents of Change Conference
(RG-T1467)**

Detailed Budget US\$

Activity	Number	FSO	Total
Youth projects' exhibit			
Design	1	2,000	
Renting equipment		4,000	
Printing materials		3,000	9,000
Youth Forum			
Participation of youth:	20		
Travel (airfare)	\$1,000x20	20,000	
Hotel (\$120x7x20)	7 nights	16,800	
Per diem 700.00 each	\$700x20	14,000	
Production of event (includes the following):		20,000	70,800
TV Crew			
Lights			
Sound			
Stage set up/construction			
Production of toolkit and dissemination			
Specialist editor (15 work days)	1	5,000	
Design	1	2,000	
Printing	1000	10,000	
Distribution		2,000	19,000
Incidentals		1,200	1,200
Total		100,000	100,000

**Procurement Plan
Youth as Agents of Change
(RG-T1467)**

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