YouLead
ONE YOUNG AFRICA

Delivering
as One

EAC
Youth Ambassadors
Platform

2017-2021 REPORT

LEGACY & IMPACT



Joint Initiative of

MS TCDC
actionaid denmark

East African Community
One People, One Destiny

Table of Contents

I. Executive Summary

1 The Journey So Far

5 Our Mother Organizations

16 Regional Engagement Our Work Within the East African Community

19 YouLead Africa - One Young Africa

20 Youth in Politics

30 Youth in Business

38 Youth in Peace and Security

43 Digital Engagement & Online Community

Executive Summary

Africa is the world's youngest continent, and this reality is reflected in the East Africa Community's population profile. The continent's burgeoning youth population is at a defining inflexion point, presenting both opportunities and challenges. Governments, development partners, the private sector and various stakeholders continue to proffer solutions as to how best Africa's demographic dividend can be harnessed. Through the YouLead Program, we have chosen a collaborative approach to addressing these sets of ever-evolving challenges by focusing on three broad and important sets of interventions, and thereby contributing to inclusive youth development in Africa. The two pillars of our work are: Youth in Politics (with peace and security as a component), Youth in Business with Gender Equality being duly mainstreamed and integrated within and across all our work cognizant of the pressing challenges faced by young women, as well as their vital role in development and growth processes.

Our experience has so far taught us that whereas individual youth at the community level may face unique challenges, most of the challenges faced by youth are in most cases similar in a majority of African States. This understanding has informed our philosophical and organisational approach, making collaboration the centre-piece of our work at the continental, regional and national levels. The YouLead Program is therefore Africa's flagship youth leadership initiative, to deliver the future of Africa's youthful promises as "One Young Africa".

The purpose of this report is to share with you the journey thus far, and the various components that make up the Africa Youth Leadership Program - YouLead Africa. We believe that providing an enabling environment for African youth to thrive requires concerted effort from all partners. To better understand our work, in this report we share how two organisations, the East African Community Secretariat (EAC) and MS Training Centre for Development Cooperation (MS TCDC) are redefining and expanding the possibilities for even more impactful youth work in Africa, by "delivering as one" with a wide range of strategic partners.

We will also mention YouLead's unique engagement model, that emphasises a bottom-up approach to programming, and the vital players that constitute the YouLead Community. To cap it off, YouLead's major activities and achievements are highlighted, and the program's transformation process from a regional to a continental program is also explained. More importantly, the common strand that weaves through this report is one of collaboration in a rapidly changing global environment in which the continent's youth population operate.

THE JOURNEY SO FAR



We are Africa's flagship Youth Leadership Program working to unlock youth leadership potential for a prosperous continent by identifying, recognizing, connecting and fostering cooperation among Africa's vibrant and influential young leaders and their initiatives. YouLead is a joint initiative of MS Training Centre for Development Cooperation (MSTCDC) and the East African Community (EAC) in Arusha, Tanzania. H.E. Jakaya Kikwete, former President of Tanzania is YouLead Africa's current Patron.

EAC Youth Ambassadors Platform (EAC YAP) is a youth engagement initiative of the Political Affairs Department of the East African Community (EAC). It is housed within the Nyerere Centre for Peace Research. The Platform's mandate is fostering youth participation in national and regional governance and EAC integration processes. Its leaders are selected through competitive processes which feature an annual regional integration-themed debate. Since inception in 2013, EAC YAP (www.aacap.org) has offered leadership for youth participation by creating spaces and boosting youth involvement in democratic processes. Between July-August 2020, the platform conducted a virtual youth consultation on re-engaging youth in electoral exercises in Africa as well as the role of youth in peacebuilding and security in Africa.

A formal cooperation agreement between MS Training Centre for Development Cooperation and the East African Community Secretariat prioritises joint youth engagement and empowerment through the YouLead Program and the East African Youth Ambassadors Platform (EACYAP). The MoU mandates MS TCDC to be the lead implementing entity for identified EAC youth priorities. Among others, current priority areas are building the capacity and ensuring active participation of the EAC Youth Ambassadors Platform members in EAC integration agenda at country and regional levels. The wider youth engagement priorities are amplifying youth voice, inclusion, participation, sustainable livelihoods, empowerment, education and skills development, as well as youth led participatory action research and social dialogues on governance, sustainable development, conflict prevention, peace building. Our joint work covers all 6 Partner States of the EAC. Since 2020, with a joint youth program team and joint annual work plan, YouLead and EAC Youth Ambassadors Platform (EACYAP) deliver EAC's youth engagement results in the spirit of "Delivering as One" at national and regional levels.

Our Journey Is An Instructive Success Story!

"The wealth of a nation is in its people. Young people form the majority of African peoples and that is why we chose to collaboratively focus on building Africa's young peoples' capacity to become a capable resource pool, whose mission is pursuing the African Union Agenda 2063. In addition, Africa suffers several deficits, one among them leadership. YouLead Africa's vision of building a One Young Africa keeps me awake thinking and tailoring my contribution toward building the much needed leadership for the Africa we want - which I prefer to call the NextAfrica, one we intend to build block by block."

Mr Ivan Atuyambe
Founder and Program Director,
YouLead Africa
Head of Leadership and Governance Academy
MS Training Centre for Development Cooperation

Our journey is an instructive success story! What simply started out as "East Africa Youth Leadership Summit (YouLead Summit)" in 2017 is in present day known as Africa Youth Leadership Program (YouLead Program). YouLead Summit is a concept born out of a merger of MS TCDC's two initiatives: the Youth Governance Festival (YGF14) in 2014, and the Regional Youth Seminar (RYS16) in 2016. The two initiatives aimed at providing a space to amplify youth voices in key regional governance and development processes within the framework of the EAC's regional integration agenda. Gaining from experiences of the two initiatives and following consultations with stakeholders, MS Training Centre for Development Cooperation decided to establish a sustainable regional platform for youth engagement within the EAC region and more directly with the EAC leadership. As a result, YouLead Summit was born in 2017.



Since 2017, the YouLead Summit has been co-hosted by MS-TCDC, the EAC and a wide network of partners in East Africa and beyond. Pursuant of the provisions of the EAC Youth Policy (2013), which mandates the EAC Secretariat to build networks and partnerships to "institute an Annual Youth Leaders Forum" with the EAC leadership, YouLead Summit amplifies youth voices in key regional governance and development processes and strengthens their mandate to participate in leadership at Partner States level. YouLead Summit facilitates cross-country youth networking to accelerate the EAC regional integration aspirations. Over 300 youth leaders, mentors, government officials and youth issues subject matter experts participate in each YouLead Summit edition. With the advent of COVID-19, we have expanded the participation to a hybrid convening model (combining in-person with online), hence reaching 6000 delegates in 2020 and more than 10.000 in 2021 joining from all over Africa and beyond.

In 2018, a new dimension was added to YouLead Summit, namely the pre-summit activities, which aim at making sure the YouLead Summit is an opportunity of a bottom-up youth consultation, reaching the maximum possible youth and offering an opportunity for their voices to be heard, and taken to the regional summit for regional policymakers attention. They are organised along YouLead Summits theme of the year, but take place in each country's unique context.

To go beyond the routine conferencing habit, in 2019, the YouLead Secretariat created the YouLead Post Summit Agenda (PSA). PSA is a proactive mechanism to ensure that the life of summit discussions go beyond the summit reports and informs the YouLead priorities of each year. With the creation of YouLead Post Summit Agenda, YouLead ceased to be just a Summit and became East Africa Youth Leadership Program, a fully fledged youth leadership development program of the East African Community.

Arising out of demand from delegates from countries emerging out of conflict (South Sudan, Burundi, Somalia) who stressed that the summit would be more relevant to their context in peace and security were made part of the agenda, in 2020, the YouLead Secretariat incorporated the Arusha Peace Forum into YouLead Summit 2020 for the first time, culminating into the Youth, Peace and Security sub-pillar as part of YouLead and partners, with the aim of capacitating young people in peace building, conflict transformation and security matters at country and regional level. In the same year, gender equality was officially mainstreamed at both internal and external level, culminating into the first Gender Equality Forum organised as part of the YouLead Summit, with the aim of positioning young people within the Action Coalitions blueprint championed by UN Women.

Moreover, following continental demand for YouLead's multi-stakeholder youth engagement model to be extended to the continent, the year 2020 played a pivotal role in YouLead's growth and transformation, as it marked the signing of a formal cooperation agreement between MS Training Centre for Development Cooperation and the East African Community Secretariat. The Cooperation Agreement mandates MS TCDC and EAC to jointly step up youth engagement interventions through their two youth engagement platforms - YouLead and EAC Youth Ambassadors which, with a joint team and joint work plan deliver EAC's youth engagement results by "Delivering as One".

The year 2020 also marks the transition of the YouLead Program from East Africa to the continent (Africa) hence the name YouLead Africa - a One Young Africa owing to the continental demand for YouLead's model and growing number of participants in YouLead's events from rest of Africa. The One Young Africa vision was then presented to African youth as a continental convening platform that amplifies and nurtures youth leadership in politics and in business - with peace and security and gender equality as cross-cutting themes. Following this demand, in 2021, the YouLead Secretariat nurtured partnerships and engagements at continental level, making it one of Africa's strongest youth programs working with young people, government representatives, development partners, intergovernmental organisations, private sector entities and civil society, among others.

Our Mother Organizations

MS Training Centre For Development Cooperation

MS-TCDC is a Training Centre for Development Cooperation in East and Southern Africa, situated in Arusha Tanzania. The Centre was founded in 1967 on the basis of a bilateral agreement between the governments of Denmark and Tanzania. MS-TCDC offers technical assistance and capacity building programs for the state and non-state actors in Africa, Asia, Latin America, and the Arab regions to enhance their ability to influence democratic governance, equitable, sustainable, and transformative change. MS TCDC program priority areas are good governance, transformational leadership, gender equality, youth voice, participation, and climate governance. The Centre offers a lively international atmosphere promoting the sharing of experience and cross-cultural mediation.

YouLead is a joint initiative of MS Training Centre for Development Cooperation (MSTCDC) and the East African Community (EAC) in Arusha, Tanzania. H.E. Jakaya Kikwete, former President

East African Community

The East African Community (EAC) is a regional intergovernmental organisation of six (6) Partner States; Burundi, Kenya, Rwanda, South Sudan, Uganda, and the United Republic of Tanzania. Its vision is a prosperous, competitive, secure, stable and politically united East Africa with a mission of widening and deepening economic, political, social and cultural integration to improve the quality of life of the people of East Africa through increased competitiveness, value-added production and investment. The community's greatest asset is young people and are the drivers in facilitating regional integration.

It is in this regard that both the mother organisations have in place youth engagement structures - YouLead on the part of MS TCDC and EAC Youth Ambassadors Platform on the part of the EAC - which through the Cooperation Agreement have come together to "Deliver as One" on the region's youth promise and aspirations.

YouLead is one of MS-TCDC's key initiatives situated within the Centre's Leadership and Governance Academy (LGA). YouLead is Africa's flagship youth program ***seeking to unlock youth potential for a prosperous continent.*** It is a collective action youth program hosted and implemented jointly by MS-TCDC and the EAC, co-owned and supported by the YouLead Consortium of State and Non-State Partners in the spirit of United Nations Agenda 2030 - "Leaving No One Behind" and the African Union Agenda 2063 - "the Africa we Want".

With young people being the greatest drivers in facilitating regional integration, the East Africa Youth Ambassadors Platform (EACYAP)is an initiative of the EAC Secretariat with the mandate of increasing EAC sensitization among young people in the EAC and ensuring their participation in EAC integration processes at national and regional levels. This mandate extends to being active influencers of EAC programs and policy frameworks to address the emerging day-to-day realities of young people within the EAC. The EAC Youth Ambassadors Platform was launched in September 2013 under the EAC Secretariat Political Affairs Department to serve as a forum for current and alumni Ambassadors. At the national level, the Ambassadors have worked in close collaboration with Ministries responsible for East African Community Affairs. The Platform brings together both former and serving ambassadors to achieve their mandate. The mandate of the East African Community Youth Ambassadors Platform is derived from Articles 120 (c), 127, 128, 129 (2) of the Treaty for the Establishment of the East African Community, which inter alia advocates for and voices the interest of the youth in the East African Community Integration process.

Drawing on the experience and establishment of these two youth initiatives under MS TCDC and EAC, YouLead and EACYAP are jointly working towards positioning youth as a resource pool for efficiently and effectively driving the economic and political development of the EAC and Africa. Our goal is to develop the capacity of young leaders to learn, explore, demand, innovate, and create resilient sustainable solutions that aim to transform our communities through 1) amplifying youth voices; 2) enhancing the capacity of young political leaders; 3) connecting and empowering young business leaders; and 4) creating peace champions. This report highlights the achievements and joint efforts of YouLead and EACYAP thus far.

"I have no doubt in mind that YouLead has laid a strong strategic foundation for young people's leadership, not only in politics and business but in all spheres of development and life. African governments must listen, work with and invest in the capacities of the young people, as stated in the research already done by YouLead that has fully embraced the voice of the young people. Only when this is done, practical solutions to sustainable development can be reached. Finally, let me say, I have seen great partnerships from the governments, private sector, individuals, civil society and the young people's constituents, come together and make things happen. To me, this is the Africa we want."

Ms Makena Mwobobia,
Executive Director,
MS Training Centre for Development Cooperation

"YouLead is a groundbreaking opportunity for the East African Community's answers to the Youth Question in the region. YouLead is the forum, space and opportunity for the young people to grow as decision-makers and leaders in all spheres of life and trade – YouLead is the answer to the future of African Youth!"

Mr David Onen,
Principal Political Affairs Officer,
East African Community

Journey So Far

From An Annual Gathering To A Youth Leadership Program

"Bridging the existing gap between young people, politics and economy is amongst the prerequisites for Africa's development. Young people should be at the frontline as current and future leaders. YouLead offers the platform, and this is something we, as a youth, must capitalise on to address the challenges and invoke solution, focused discussions."

Hon. Timotheo Paul Mnzava,
YouLead 2017 Alumni,
Former Arumeru (Arusha) District Administrative Secretary (DAS),
Current Hon. Member of the Parliament of the United Republic of Tanzania,
Korogwe Vijijini Constituent.



A section of the delegates at YouLead Summit 2017, which was officially opened by Hon. Antony Mavunde, the then Tanzania's Deputy Minister of Labour, Employment, Youth and the Differently-abled.

The EAC Youth Policy (2013) mandates the East African Community Secretariat to build networks and partnerships to "Institute an Annual Youth Leaders Forum" with the EAC Secretary General as a regional platform for youth engagement with the EAC leadership.

Until 2017, there had not been a convening of such a kind. Through this provision, MS Training Centre for Development Cooperation (MS-TCDC) sought partnership with the East African Community Secretariat that initiated the Youth Leadership (YouLead) Summit.

The 2017 inaugural YouLead Summit was themed *"Unlocking Youth Leadership Potential: Youth at the Centre of East African Integration". The Summit was convened 27th November to 1st December, 2017.* The deliberations were around Political (Government) Leadership, Civic and Social Leadership; the Role of Youth in Environmental Protection, Climate Justice and Social Economic Rights; Business and Corporate Leadership; Young Women in Political Governance; Technology and Innovation being the Silver Lining for Youth Leadership and Leadership and Corporate. 250 delegates from the EAC Partner States attended as delegates and distinguished guests included Hon. Anthony Mavunde (MP) and Hon. Upendo Peneza (MP) for Tanzania, among others.



The Delegates at YouLead Summit 2018 pose for a group photo after one of the thematic plenary sessions

> *"I think, the reality is that there are still a lot of unexploited opportunities in the universe which young people can explore and discover their full potential. The platform (YouLead) by amplifying the voices of East African Youth, has opened up space for the discovery of unexploited opportunities and creativity toward a personal initiative for political and socio-economic advancement. For me, it has largely bridged the intergenerational gap that appeared as a stumbling block for young people to thrive".*
>
> ***Josiah Adiema,***
> ***YouLead Alumni 2018,***
> ***Program Coordinator ActionAid***
> ***Nairobi (Global Platform)***

In 2018, the second East Africa Youth Leadership Summit themed *"Youth Political and Economic Inclusion: Scenarios for Sustainable Regional Integration" was held 19-23 2018.* The conversation addressed, among other issues, Youth participation and representation in political governance and leadership; United Nations Sustainable Development Goals (SDGs); Tax Justice and Taxation for Development; Corruption; Youth in Innovation, Technology and the Future of Work; Youth Empowerment, Economic Opportunities and Decent Work for Youth; Entrepreneurship; Youth in Agriculture; Youth and Health Rights; Youth demographics and Migration and Youth in Education as sub-themes. Delegates from the EAC Partner States attended the Summit and distinguished guests included Honorable members of the East Africa Legislative Assembly including Hon. Kalonzo Musyoka Jnr, Hon. Dennis Namara who was also a member of the General Affairs Committee of EALA.



YouLead Summit 2019 comprised a vibrant mix of delegates, drawn from the business, governance, gender equality, developmental and peacebuilding spheres.

In 2019, the Summit was held November 11-13 November under the theme *"Youth at the crossroads: Migration, participation and access to opportunities." The* conversations encompassed re-inventing leadership for African millennials, the globalisation pace in business and the East African Vijana Assembly. 250 delegates attended the Summit and distinguished guests included H.E. Sylvestre Ntibantunganya, former President of the Republic of Burundi, Hon. Rick Shearn, the UK Deputy High Commissioner to Tanzania, and Ms. Ruphina Mbua Monono, Political Adviser to the Director General at United Nations, UNDP Nairobi. The Summit of 2019 marked the transition of YouLead as an annual convening to a full fledged program. As such, the deliberations of this Summit culminated in the Post-Summit Agenda, with a series of interventions crafted by the delegates on political and economic matters to be implemented at both regional and national levels.

> *"Over the years, a majority of youth in East Africa have continuously expressed their fear of venturing into politics, citing the skewed political landscape that favors the more financially endowed candidate, regardless of one's leadership credentials. The youth in politics wing of YouLead has played a vital role to bridge this gap, and the conversations throughout the years have been fruitful. We can all attest to the increase of youth aspirants in the elections in the East African Community."*
>
> ***Boniface Mwangi, YouLead Speaker 2019, Kenyan Opinion Leader and Founder Paw[illegible]54***

The transition to a fully-fledged program was encountered with the challenges presented by COVID-19 pandemic. The 2020 Summit, as the climax event of YouLead was a success. Major highlights of the 2020 Summit were the participation of His Excellency, Jakaya Mrisho Kikwete, former president of the United Republic of Tanzania and his acceptance to become the YouLead's Patron, the Arusha Peace Forum and the Gender Equality Forum. The 2020 Summit was held 23-27 November, 2020.

With its virtual component in face of the pandemic and the preventive measures in place, the convening expanded its geographical barriers and included a wide-audience from across the region and beyond under the theme *"Development is People: Youth at the Centre of the Peace and Development Agenda."*

Key sessions and highlights of the Summit were the Youth Enterprise Awards to support COVID-19 resilient and responsive youth-led business innovations, the launch of the EAC Youth Governance Architecture Report, the East African Youth Parliamentary Sessions and the Unveiling of the 2021 Post Summit Agenda.

250 delegates attended the Summit physically and approximately 6,000 attended virtually, with thousands more being reached through the post-summit videos from the livestream channels in the days and months after. Other distinguished guests, alongside YouLead Patron, H.E. Amb. Donald J. Wright, United States Ambassador to the United Republic of Tanzania, H.E. Rebecca Garang, Vice President of South Sudan; Prof. Mannaseh Nshuti, Minister of State for EAC Affairs, Republic of Rwanda; Hon. Henry Oryem Okello, State Minister for Foreign Affairs (International Affairs) Republic of Uganda; Kanene Jean Claude, Assistant of the Burundi Minister of EAC Affairs, Youth, Sports and Culture; and Dr. Kevit Dessai, Principal Secretary State Department of East African Community (EAC) Kenya, among others.



Delegates at YouLead Summit 2020 take a selfie with H.E. Jakaya Mrisho Kikwete, former president of the United Republic of Tanzania, upon his acceptance to be the YouLead patron.

"In accepting the role for YouLead Patronship, I insist that there is a need for the youth to build consensus and prioritise their issues for the 'East Africa We Want'. The need for structures and systems that will provide solutions for both short and long-term problems of young people within the region is still viable and young people should be at the forefront. If this is the goal, when young people approach you with such a request, how can you say no?".

His Excellency, Jakaya Mrisho Kikwete,
Former President of the United Republic of Tanzania
YouLead's Patron

"Even the people who are aspiring to be leaders need to be mentored. There are many things which happen from the time you declare to run for a political seat. You will be called everywhere and people will be expecting financial contributions from you, which in many cases young people don't have. This is a culture YouLead seeks to change. Voters sponsor politicians and in that way, they can be accountable for them. The Under 40 Political Leaders Forum expounded that there is no way a voter who has been bribed can ask for accountability from their leaders."

Okot Opondo,
YouLead Alumni 2020,
Aspirant Kibra, Kenya 2019.

With the transition from East Africa to Africa, the 2021 YouLead Summit was themed *"The Future of Africa: Creating Jobs, Feeding, and Housing the World's Youngest Continent" and held 8-12 November 2021.* A popular call for the 2021 Summit was "YouLead Summit 2021 is going to Africa!" and as such the summit offered Africa's largest hybrid convening experience by bringing together physical and virtual audiences from different African countries. The Summit was attended by 250 physical delegates and 10.000 virtual participants, and graced by H.E. Jakaya Mrisho Kikwete, Former President of the United Republic of Tanzania and YouLead Patron, Hon. Dr Peter Mathuki, the EAC Secretary General, Hon. Kassim Majaliwa, the Prime Minister of the United Republic of Tanzania, Hon. Prosper Bazombanza, the Vice President of the Republic of Burundi, H.E Paul Kagame, President of the Republic of Rwanda through Hon. Rosemary Mbabazi, Minister of Youth and Culture, Hon. Aden Mohammed, Cabinet Secretary of the Ministry of EAC of the Republic of Kenya, and Her Excellency, Jeannette Kagame, First Lady of the Republic of Rwanda, among other dignitaries and stakeholders.

Highlights of the 2021 Summit were the inaugural Arusha Debates, the Arusha Peace Forum, the Gender Equality Forum, the East Africa Parliamentary Tubonge and the Policy Makers and Development Partners Roundtable. These sessions culminated in tangible interventions forming the 2022 Post-Summit Agenda.

"I thank the leadership of MS TCDC, EAC and other partners for innovatively working together for the youth. EAC is very much honored by the presence of the Patron, H.E Jakaya Kikwete and the work he has done for the youth despite his retirement. As a community, we appreciate youth inclusive programs and activities that prioritize youth as key players in the regional integration process. YouLead offers the opportunity for us to keep working on a more structured framework for youth engagement."

Hon. Dr. Peter Mathuki, Secretary General,
East African Community (EAC)

Young people have a lot to offer, given the demographic advantage and level of commitment, they can play a vital role in the race towards Africa's development initiatives, for instance the African Free Continental Trade Area. Youth issues should not be lost in mainstreaming, but rather aligned systematically under platforms like YouLead Africa."

Maha Jouini
2021 YouLead Alumni,
Tech Woman and Artificial Intelligence (AI) Expert.



Dr. Peter Mathuki (L) the EAC Secretary-General and H.E. Jakaya Kikwete (R) appreciate Sharon Ringo (C), the EAC Tourism Ambassador after delivering a moving poem during the opening of YouLead Africa Summit 2021

Reach of YouLead Summit since 2017 -2021

DELEGATES ATTENDING THE SUMMITS (2017-2021)	**Physical: 1250** **Virtual: 24.617**
DIGNITARIES ATTENDING THE SUMMITS (2017-2021)	**Physical: 46** **Virtual: 58**
SPEAKERS CONTRIBUTING TO THE SUMMITS (2017-2021)	**Physical: 201** **Virtual: 46**
COUNTRIES REPRESENTED IN THE SUMMITS (2017-2021)	**Africa: 20** **Other: 5**
PARTNERS AND CONTRIBUTORS (2017-2021)	**39**
VOLUNTEERS ENGAGED DURING THE SUMMITS (2017-2021)	**60**

The impact of our Summits, which supported our transition to a fully-fledged program, wouldn't have been possible without our partners and contributors. In no specific order, we recognise them below.

Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH EAC; Twaweza; Embassy of China to Tanzania; European Union Delegation to Tanzania and EAC; US Embassy to Tanzania and EAC; Open Society Initiative for Eastern Africa; Oxfam South Sudan; Oxfam East Africa; UNFPA South Sudan; Point Investments South Sudan; Terres des Hommes Burundi; United Kingdom High Commission in Kenya; Yaga Burundi; Center for Multiparty Democracy; Youth Line Forum; ActionAid Burundi; ActionAid Kenya; ActionAid Rwanda; ActionAid Tanzania; ActionAid Uganda; Westminster Foundation for Democracy; Young Men Christian Association; Africa Youth Trust; Care Burundi; Advance South Sudan, Swiss Embassy to Tanzania and EAC; ONE Campaign; Youth Connekt; UNDP Tanzania; Medtrust Tanzania; Trademark East Africa; Ford Foundation; British High Commission in Kenya; FemmeFort; Digital Opportunity Trust; Stanbic Bank; ActionAid Denmark; Plan International and Africans Rising.

Regional Engagement
Our Work Within the East African Community

Since 2017, YouLead has been working with a range of organisations in East Africa to deliver the YouLead Summit annually and other activities in its department of regional coordination. These organisations include the East African Community and its Youth Program - the East Africa Youth Ambassadors Platform, other youth-led and youth-serving organisations working in the six countries of East Africa (Consortium Members), National Youth Councils and Different government agencies working on youth related issues in the East African Community Member States, such as Ministries of Youth, Ministries of EAC, Ministries of Security and Ministries of Trade.

In addition to the engagement and work with the different stakeholders and youth-led/youth-serving organisations, another structure YouLead works closely with is the YouLead Action Network, which is a community of YouLead Alumni composed of participants from previous YouLead Summits and associated programs. They shape and implement YouLead's post-summit agenda and stay engaged all year through until the next summit. They come together under the YouLead Secretariat guidance, and are encouraged to remain in their local affiliations and associations, and only come to YouLead as a neutral and inclusive platform for information and opportunity sharing, cross border and in country exchange programs and peer mentorship.

Activities with these different stakeholders include, but are not limited to, policy influencing, networking opportunities at regional and continental levels, joint fundraising effort, implementation of joint programs at country level and implementation of the Post-Summit agenda at national and regional level. Further details on the activities jointly led and implemented are provided in the sections dedicated to YouLead's pillars of work.

> *"As a Senior Officer in the Ministry of EAC Affairs, Youth, Sports and culture and especially as the Director in charge of the Political Affairs Department, the platform of young leaders has contributed to facilitating the awareness of young people from the Partner Countries on the Integration Process within the EAC. YouLead brings together young people from the EAC countries, allows the exchange of experience between these young people and strengthens the cohesion between these young people."*
>
> ***Emile Ndigiriye,***
> ***Director of Political Affairs Department,***
> ***Ministry of EAC Affairs, Youth, Sports and Culture, Republic of Burundi***

"There would be no development and participation of youths without ensuring their enjoyment of fundamental rights. This can only be done through eliminating all challenges and barriers facing youths. YouLead has been a platform for addressing challenges and barriers that youth face in Politics, Business and Peace; thus, guaranteeing Youth's participation in all spheres of society.YouLead gives a voice to young people and encourages them to play their role in the development of their respective nations."

Gisa Robert,
Senior Legal Officer,
Initiatives for Peace and Human Rights (iPeace) Rwanda

"This year, YouLead went Africa, it revealed to the world the power and diverse talent is in youth, we need to invest in them and inspire them to connect and act locally and globally"

Arif Fazel, Manager Global Platform Tanzania

Our Impact in Numbers - Youth & Stakeholders at Regional Level (EAC Region)

ENGAGEMENT AND COLLABORATION WITH CONSORTIUM MEMBERS (2017-2021)	Number of Youth-Led and Youth-Serving organizations forming YouLead Consortium: 41 Number of Activities held in collaboration with Consortium Members:
ENGAGEMENT AND COLLABORATION WITH STAKEHOLDERS (MINISTRIES AND NATIONAL YOUTH COUNCILS) (2017-2021)	Number of Stakeholders (Ministries) engaged with YouLead: 4 Ministries/ countries Number of National Youth Councils engaged with YouLead: 6 Number of activities held with Ministries: 20 Number of activities held with National Youth Councils: 19
ENGAGEMENT AND COLLABORATION WITH THE YOULEAD ACTION NETWORK (2017-2021)	Number of Youth Community Members actively engaged within the YouLead Action Network: 726 Number of convenings facilitated by YouLead Secretariat: 69 Number of activities held with the YouLead Action Network: 56

For the impact and our regional engagement, we express our gratitude to our partners, namely: Ministries of EAC, Youth, Sports and Culture of the Republic of Burundi, Ministry of Trade, Transport, Industry and Tourism of the Republic of Burundi, Ministry of Interior, Community Development and Public Security of the Republic of Burundi, Ministry of East African Community Affairs of the Republic of Uganda, Ministry of Trade, Industry and Cooperatives of the Republic of Uganda, Ministry of Gender, Labor and Social Development of the Republic of Uganda, Ministry of Youth and Culture of the Republic of Rwanda, Ministry of Foreign Affairs and International Cooperation of the Republic of Rwanda, Ministry of Trade and Industry of the Republic of Rwanda and the Ministry of Interior of the Republic of Rwanda. In Kenya, we thank the Ministry of Interior and Coordination of National Government, the Ministry of Industrialization, Trade and Expertise Development, the Ministry of Public Service, Youth and Gender Affairs, and the Ministry of East African Community and Northern Corridor Development.

In the United Republic of Tanzania, we thank the Prime Minister's Office - Labor, Youth, Employment and Persons with Disabilities, the Ministry of Industry, Trade and Marketing, the Ministry of East African Cooperation and the Ministry of Public Safety and Security. In South Sudan, we thank the ministries of Commerce, Industry and Investment, Culture Youth and Sports, East African Affairs and National Security. We also appreciate the work and partnership with the National Youth Councils of Kenya, Uganda, Zanzibar, Rwanda and Burundi. We appreciate the work with the South Sudan National Youth Union.

We also owe gratitude for the work and partnership to youth-led and youth-serving organisations across the region that form the YouLead Consortium, including: Governance for Africa, ActionAid Rwanda, Never Again Rwanda, 250STARTUPS, Aspire Debate, iPeace Rwanda, Westewelle Kigali Startup Haus, Tanzania Bora Initiative, ActionAid Tanzania, Digital Opportunity Trust, Shule Direct, Ubuntu Hub, Impact Hub, Restless Development, United Nations Association, Tanzania Youth Vision Association , Voice of Youth in Tanzania, Tunaweza, Ennovate Hub, Ndoto Hub, ActionAid Burundi, Care International Burundi, Yaga Burundi, Centre d'Initiatives et d'Actions pour le Développement durable, Action pour la population et le Développement Intégral, Burundi Business Incubator, ActionAid Uganda, Westminster Foundation for Democracy, Youth Line Forum, Faraja Africa Foundation, Uganda Youth Network, Recreation for Peace and Development, Restless Development, Advance South Sudan, Okay Africa Foundation, Africa Resilience and Democracy Network, Koneta Hub, ActionAid Kenya, Young Men Christian Association YMCA , Emerging Leaders Foundation, Africa Youth Trust, Siasa Place, Kenya Young Parliamentary Association, Center for Multiparty Democracy and Tsavo Innovation Hub.

YouLead Africa - One Young Africa

YouLead has undoubtedly provided a platform for young people in East Africa to re-think and re-create youth engagement and empowerment in the areas of politics, business and peace and security. The impact and success at the regional level have attracted attention and requests from young people across Africa, whose challenges and aspirations don't differ from the ones of East African Youth.

As such, YouLead since 2019 has initiated a process of transforming from a regional program to a full-fledged continental youth leadership program, in hopes to replicate the East African Story and YouLead model in the whole of Africa. With the call of "One Young Africa", YouLead has been undertaking continental initiatives and partnerships engagements as part of the expansion process and our portfolio and expertise have been growing ever since.

Details of the projects, initiatives and partners will be presented in detail under each pillar of YouLead's work.

YouLead - One Young Africa's Impact

Continental projects undertaken by One Young Africa	**5**
Continental partners of One Young Africa	Youth-Led and Youth-Serving Organizations: 11 Other stakeholders: 8

"YouLead has been a 'one of a kind' platform on the continent, providing opportunities for youth collaboration at the continental level in ways that we haven't seen in a long time. And not just the collaboration, also resourcing these efforts with capacity enhancement, knowledge generation, as well as brilliant seminal works. It's Annual YouLead Conference has become a marker on the continent for its fine blend of intergenerational dialogues, vibrant debates and a fine blend of regional stakeholders and actors engaged in pushing youth development in Africa to greater heights."

Rotimi Olawale,
Founder and Executive Director,
Youth Hub Africa

YouLead's Program Pillars and Impact

Our work and partnerships are guided by three areas of work, namely Youth in Politics, Youth in Business and Youth in Peace and Security.

The next sections outline our work in the three pillars and present the impact at both regional and continental levels through our initiatives and partnerships with different stakeholders.

Youth in Politics

It is evident that youth political representation in most countries of the region has gradually increased; either through affirmative action or deliberate initiatives by the youth to take up these positions. This, however, according to the youth themselves has not translated into the desired impact for the broader youth constituency, both at national and regional levels. It is in this regard that YouLead seeks to build key programs at the national level and feed into the region, with the aim of effectively disrupting the national, regional and continental trends in political leadership to create an intentional focus on youth needs, and aspirations and hopes for sustainable good governance.

We do so through research on the status of youth political participation, advocacy and cross-sectoral engagement with different actors, with the aim of capacitating youth and disrupting current trends in youth political participation.

Since 2017, we have achieved greater results in the pillar of Youth in Politics, by documenting and researching youth participation at the regional level, to inquiring about and assessing the status of Youth Leadership at the Pan-African level. This was done through the support of different partners, and our impact culminated in the following achievements.

The Under 40 Political Leaders Forum is the annual forum hosted, since 2019, during YouLead Summits. All activities of this day are around political discussion and it brings together different stakeholders, from government representatives to development partners, to inquire on the status of youth participation at national, regional and continental levels. The Forum informs the work of YouLead Secretariat and its partners, and recommendations are translated into interventions which are implemented throughout the year.



H.E. Jakaya Kikwete, former president of the United Republic of Tanzania and YouLead Africa Patron, speaking during the opening day of the Under 40 Political Leaders forum at YouLead Summit 2021

Part of our work to advance youth political participation rotates around electoral observations and youth participation in the processes. In 2020, we hosted a campaign called Ready to Dare with the aim of featuring young people who have been excelling in their communities and also young aspiring politicians in countries where elections were being held (Burundi, Tanzania and Uganda).

The environment of youth political participation and our interventions are not only informed by the annual Youth Political Forum hosted in the margins of the Summit. In fact, to better craft and understand the most pressing challenges that affect young people in meaningful political participation, YouLead has initiated a series called "Youth Governance Architecture", which investigates youth participation and innovation in the areas of politics and business.

In regard to political participation, in 2020 YouLead has carried out a participatory Study as part of the Series called "The Youth Governance Architecture in East African Community: Examining the Enabling Environment for Youth Participation and exploring opportunities for re-inventing and entrenching youth leadership". The purpose of the Study was to assess youth participation in good governance and leadership, while cross-sectorally providing youth-led solutions to the challenges that have been further exacerbated by the pandemic. Complementary, the Study investigated participation from an intersectional lense, while investigating enabling and disabling factors for vulnerable youth and young women.

One of the disabling factors affecting youth participation in politics is corruption. Investigating how corruption challenges youth and how they respond against this phenomenon was one of the activities held by YouLead in 2021 through the support of Tanzania Youth Vision Association, who has commissioned the Study to investigate how to *"Position Young People in the Frontline of Anti-Corruption Efforts in EAC State Parties"*. The study with the Youth in Tanzania, Kenya, Uganda, Rwanda, South Sudan and Burundi consisted in mapping out young people's experiences and innovations in struggles against corruption that will initiate a discussion with CSOs and youth movements from across the region, and share experiences on how young people can engage in struggles against corruption.

Following the series of consultations on the Youth Governance Architecture in the East African Community, youth expressed the desire to have a common regional framework that represents their collective voice and serves as a framework for collective mobilisation, collaboration, solidarity action as key stakeholders in the East African Community integration processes. This necessitated the creation of the East African Community Youth Agenda.



The Secretary General of the East African Community, the Executive Director of MS-TCDC, the Head of Programs at MS-TCDC and Director YouLead Africa and the EAC Youth Ambassadors join the former President of the United Republic of Tanzania and YouLead Africa's Patron HE Jakaya M Kikwete as he launches the EAC Youth Agenda during the YouLead Summit 2021 in Arusha, Tanzania.

Similarly, assessing the landscape for youth participation isn't relevant without capacitating youth political leadership. In this regard, YouLead in collaboration with Tanzania Bora Initiative and with the financial support of International Republican Institute (IRI) implemented the Tanzania Youth Leadership Academy in 2021, aimed at contributing to young people's constructive engagement in the democratic processes, by empowering youth (including differently abled) from various civil society organisations, media entities, alumni networks, political party wings and members of parliament in demonstrating excellence in public leadership, and with immense capacity to address Tanzanian challenges in governance. As a result, through the Leadership Academy 54 youth leaders were trained and we are in the process of launching the second cohort of the program and envision expanding into the EAC region.



Group photo of delegates with IRI Country Director- Branes Sentell, MS TCDC programs director - Sara Ezra Teri, Executive Director of TBI, the trainers (Israel Ilundee, and Dr. Victoria Lihiruu) during the first day of the Vijana Leadership Academy, in campus training, held at MS TCDC, Arusha, Tanzania, in June 2021

Capacitating young people for meaningful impact in the political phora at national and regional levels is the objective set forth by the EAC Youth Fellowship, which is co-designed and co-implemented with the Jakaya Mrisho Kikwete Foundation. Currently, the Fellowship's curriculum is under development and we aim at initiating the process in 2022, targeting young members of parliament, young people in academia, and youth in the business community to empower and further strengthen their skills and capacities in their respective fields.

It is in the heart of YouLead advocating for inclusive youth structures and empowering youth leaders to actively represent young people. As such, one of the advocacy engagements led by YouLead is the establishment of the National Youth Council in Tanzania. This activity is still ongoing, and part of our effort was leading a Mission in Dodoma.

During the Mission, YouLead and EAC-YAP met with Mr. James Kajugusi, Youth Development Director, Prime Ministers Office - Labour, Youth, Employment and Persons with Disabilities and Hon.Amb. Stephen Mbudi, acting Principal Secretary and Director of Foreign Affairs and East African Cooperation and engaged with 5 members of parliament both from Zanzibar and mainland Tanzania.



Group Photo of YouLead and EAC YAP Tanzania after meeting with Hon. Amb. Stephen Mbudi, held in Dodoma, Tanzania, March 2021

Our effort to increase youth participation and capacitate young people in meaningfully participating in all political spheres has translated at continental level, as well, with a series of studies, training and advocacy engagements with the aim of tackling the most pressing issues affecting youth participation in politics and leadership.

This includes the two editions of the COMESA Youth Leaders Bootcamps, held in December 2019 and December 2020. These were commissioned by the Common Market for Eastern and Southern Africa to *"Enhance the Capacity of Youth to Participate in Policy, Democratic Governance and Socio-Economic Development"*. In the two Bootcamps, 62 youth participated from 19 countries (Burundi, Comoros, Congo, Dem Rep., Djibouti, Egypt, Eritrea, Ethiopia, Kenya, Libya, Madagascar, Malawi, Mauritius, Rwanda, Seychelles, Sudan, Swaziland, Uganda, Zambia, and Zimbabwe).

Similarly, the African Union African Governance Architecture, in partnership with the Common Market for Eastern and Southern Africa, commissioned YouLead to deliver the Pan African Emerging Leaders Program, consisting of a leadership training manual for young persons in the African continent.

This was done in recognition of both the untapped potential of young people to be leaders, as well as the glaring capacity gap of young people to take on the baton, maintain it by staying true to the principles of transformative leadership. Through a consultative process to understand how best this manual could serve young people in increasing their leadership capacities, YouLead delivered a Study to understand the challenges and gaps in existing Pan-African trainings and developed a manual that serves African youth in increasing their capacities to participate fully in politics and take on leadership positions. Eight hundred and twenty six (826) youth were engaged in the process from thirty six (36) countries.



Delegates at the inaugural COMESA Youth Leaders Bootcamp that brought together delegates from the Anglophone speaking COMESA member States, held at MS TCDC, Arusha, Tanzania, in December 2019.

YouLead has also worked with Global Platform Zambia to conduct a needs assessment, capacity-building, mentorship approach aimed at amplifying Youth Participation and Solidarity in Zambia during the months leading up to the country's general elections in 2021.

The work of YouLead in politics, and broadly at both internal and external levels, is guided by a strong sense and understanding of mainstreaming gender and the relevance of applying an intersectional lense. As such, following the work that was done internally to ensure gender was mainstream at all levels of our internal activities and structure, YouLead started mainstreaming gender at external levels through the Gender Equality Forum. The Forum, organised since 2020 on the margins of YouLead Summit provides a platform for young women, through intergenerational dialogues, to discuss and assess the status of young women participation in political leadership, business and peace and security.

This is done with an attention to global events and in regard to global agendas for the achievement of Gender Equality. Specifically, YouLead has been committed since 2020 to bring young people closer to the Action Coalitions commitments championed by UN Women and different stakeholders.

Following the discussions held during the Forum, it has clearly emerged that young women need spaces to leverage their solidarity while nurturing their skills and capacities on politics, business and peace and security. In response, YouLead and Plan International are co-developing the Lead(H)er Fellowship for young women in Eastern and Southern Africa, aiming at supporting young women by providing skills and capacity on politics, business and peace and security, while bringing them closer to different institutions and mechanisms advancing gender equality. The Fellowship, which was conceptualised in 2021, will be hosting the first cohort of young women fellows in 2022.

"Gender Equality is entrenched in the day to day living of the success of our future as young people; there is no going back. We need to start talking about gender equality in our private spaces. In the wake of the wave of change in incorporating gender equality, we still raised the boy child in patriarchy and the girl child in empowerment within the same household. Hence, we have birthed a generation where the 2 sexes are at war with each other. They do not understand each other. Until we bring the gender agenda to our private spaces, we will continue to live double lives in our private and public spaces which do not represent the tenets of gender equality. Let us practise and live gender equality in all aspects of our lives. That truth will move the needle on actually achieving gender equality. YouLead's work on gender supports the mission in tackling inequality and supporting the most vulnerables in both private and public spaces."

Ms Anika Jane Dorothy,
Coordinator of Amplify East Africa and
Member of the Generation Equality Youth Task Force

"My personal mantra of showing up irrespective of insurmountable challenges I believe is the definition of taking up leadership. Our youthful generation has to learn the art of showing up and showing up right and in most instances at a very short notice because opportunity favors the ready. Being at the helm of NYC Kenya, I continue to champion and demonstrate the readiness of Youth to meaningfully engage in social, economic, political and other spheres of life. The Kenyan, East African and African Youth are ready to show up."

Roy Sasaka Telewa FCIPS| FIHRM|CHRP (K)|MKISM
Chief Executive Officer (NYC Kenya) & Deputy Secretary General (PYU)

Our work to increase youth political participation wouldn't have been possible without the financial and strategic support provided to our interventions and the Under 40 Political Forums. We thank, without any specific order, the European Union Delegation to Tanzania and EAC, Twaweza, National Youth Councils, Members of Parliament Uganda and South Sudan, ONE Campaign, Ford Foundation, DSW (Deutsche Stiftung Weltbevoelkerung) Tanzania, Africans Rising, Kenya Young Parliamentarians Association (KYP), Tanzania Youth Vision Association , Tanzania Bora Initiative, Ndoto Hub, Tunaweza organisation, Ennovate Hub, Ubuntu Hub, National Youth Council of Zanzibar, Ministry of East African Community Affairs, Ministry of Youth and Ministry of Trade of Tanzania, Yaga Burundi, Burundi Business Incubator, CARE International, Centre d'initiatives et d'Actions pour le Développement durable au Burundi, National Youth Council of Burundi, Ministries of East African Community Affairs, Youth, Sports and Culture, Trade, Industry and Tourism and Interior of Burundi, Initiatives for Peace and Human Rights, WesterWelle Start up Haus, Governance for Africa, National Youth Council of Rwanda, Ministries of East African Community Affairs, Youth and Trade of Randa, Centre for Multiparty Democracy, Africa Youth Trust, Emerging Leaders Foundation, ActionAid Kenya, Kenya Youth Parliamentarian Association, National Youth Council of Kenya, and Ministries of East African Community Affairs, Youth and Trade of Kenya.

We thank and appreciate Community Empowerment for Rehabilitation and Development, Africa Democracy and Resilience Network, KONETA, South Sudan National Youth Union, and the Ministries of East African Community Affairs, Youth and Trade of South Sudan, Uganda Youth Network, ActionAid Uganda, African Union Youth Charter Hustlers Uganda, PACER Research Limited, Restless Development, National Youth Council of Uganda and Ministries of East African Community Affairs, Youth and Trade of Uganda.

We thank our partners for the initiatives we have carried under this pillar, including the African Union African Governance Architecture Secretariat, the Common Market for Eastern and Southern Africa Secretariat, the Southern African Youth Forum, the Southern Africa Development Community Youth Council, Youth Hub Africa and Nile Youth Development Action. We also appreciate Tanzania Bora initiative, Tanzania Youth Vision Association, Voice of Youth Tanzania, Visions for Youth, Impact Hub, Ubuntu Hub, Tanzania Youth Coalition, Youth Partnership Countrywide, Zanzibar Fighting Against Youth Challenges Organisation, Youth with Disabilities Organisation, Global Platform Zambia and Jakaya Mrisho Kikwete Foundation.

Youth in Politics Impact

Ready to Dare Campaign	**Number of participants who have taken part: #ReadyToDare** • **Approximately 30 institutional partners across Africa** • **Social media insights reveal over 1,000 posts attributed to the hashtag, and approximately 300 different individuals posting**
Number of Studies Carried out	3
East Africa Youth Manifesto	Number of youth involved in the consultations: 596 Number of stakeholders involved in the consultations: 24
Youth and Corruption Study	Number of youth involved in the consultations: 187 Number of stakeholders involved in the consultations: 24
Tanzania Youth Leadership Academy	Number of Young People trained: 54 Number of stakeholders engaged and involved in the training: 43
Mission in Dodoma	Number of Young People engaged: 5 Number of Stakeholders engaged: 5
COMESA Youth Leaders Bootcamp	Number of Young People trained: 62 Number of Countries represented:19
Pan African Emerging Leaders Program	Number of Young People consulted and engaged: 826 Number of Countries represented: 36

Testimonies:

"I was part of the YouLead Summit in 2020 and mostly, I was just looking for a space with light-minded young people that I could learn from but it went far beyond that. My networks grew. I was a patriot and a Pan African before but there was something about being around people from all over the region that magnified my passion to serve. At the time of my participation in YouLead Summit, I was Chairperson of the Uganda National Youth Council, and have since progressed in my leadership journey and role - I now serve as a woman member of parliament for my home district.

Hon. Lillian Aber
Woman Member of Parliament
Kitugm District in Uganda

"Il was part of the YouLead Summit in 2019 and at that time I was a Youth Member of Parliament. Today, I am the Woman Member of Parliament representing my home district and Deputy President of the Forum for Democratic Change. The quality of delegates, level of organization and engagement at the Summit went beyond my expectations! It offers value beyond a typical conference - combining knowledge, networking and mentorship for impactful youth leadership

Hon. Anne Adeke Ebaju (Ms)
Woman Member of Parliament
Soroti District in Uganda

"YouLead summit has shown regional Governments that it is possible to have a sustainable platform where young men and young women from CSOs, Government, Private sector, in Schools and Out of schools can meaningfully engage with key regional leaders. I think every development partner and EAC partner states should support the scaling up of the initiative. Most importantly through YouLead summit, I have been able to connect with significant and experienced storytellers around East Africa who are always ready to open up their minds, learn and relearn, inspire, and share their own stories.

Badru Juma Rajabu
Senior Programme Coordinator,
Kijana Wajibika SDG16.7.2
Restless Development - Tanzania

Youth in Business

The Business Pillar, titled Youth in Business, Trade and Enterprise, was established following the launch of the Under 40 Business Leaders Forum in 2019, with the aim of enhancing the capacity of youth in Business, Trade and Enterprise to advocate for an enabling policy and institutional framework for pursuing economic opportunities and decent work for youth. This was upon realisation that although The East African Community, with support from partners, has put in place policies and infrastructural frameworks to create an enabling environment for business in the region such as Some of these include the East African Common Market Protocol, Single Customs Union Protocol, and One-Stop Border Points (OSBPs), aimed at accelerating EA regional integration through the creation of a regional market, the youth were either unaware of these frameworks or unable to take advantage of the same due to capacity constraints.

It is in this regard that this program pillar, leveraging on existing frameworks and with key stakeholders at regional and national levels, seeks to create platforms aimed at exploring the extent to which young people are aware of existing policy frameworks. Furthermore, the pillar aims at examining the extent to which these policies create an enabling environment in the region for youth to position themselves for maximum benefit from existing policy environments, emerging technology, and physical infrastructure both at national and regional levels. Investing in youth entrepreneurship, innovation capital, and taking proactive measures to include young business leaders in decision-making, leadership, and development processes should be observed as an indicator of success on the human development index.

The Youth in Business component was officially inaugurated into the YouLead areas of work during the 2019 annual YouLead Summit, following the launch of the Under 40 Business Leaders Forum supported by TradeMark East Africa. The business component was highly recommended during the YouLead Summit 2018 as a means to incorporate youth participation in key economic governance processes at national and regional levels. The Forum was launched with a series of conversations, including but not limited to EAC Common Market Protocol implementation, demystifying the AfCFTA, SME's Trade Facilitation in East Africa, and the launch of the Under 40 CEO's Network that now comprises more than 250 entrepreneurs.

In 2020, YouLead carried a study on *COVID-19 disruptions to youth livelihoods,* and as a result of the findings, YouLead and its partners officially launched an initiative under the Youth in Business called the East Africa Youth Enterprise Acceleration Awards, dedicated towards supporting the economy recovery process hindering the growth and start of young business owners.

In 2021, the milestone under the Youth in Business pillar was the gathering of entrepreneurs and relevant stakeholders to explore creative ways to position African youth stakeholders in national and regional economies and creating meaningful development within the frameworks of the African Common Free Trade Area that went into effect in January 2021. Among the interventions and work of YouLead in supporting Youth in Business, it is worth expanding on the currently ongoing work through the *AfCFTA Youth Inclusion Accelerator Project (AfCFTA-YIAP)* and the *East Africa Youth Enterprise Acceleration Awards (YEA).*

AfCFTA Youth Inclusion Accelerator Project (AfCFTA-YIAP)

The AfCFTA Youth Inclusion Accelerator Project (AfCFTA-YIAP) is a two-year project (2021-2022) being implemented by MSTCDC/YouLead Secretariat with the financial support from the German Agency for International Cooperation (GIZ) - African Union's office. This project was thought of following the official launch of trading under the AfCFTA on January 1, 2021, and the necessity of positioning young people at the forefront and capacitating them to ensure the successful implementation of the AfCFTA agreement.

Within this context, the cardinal aim of the AfCFTA-YIAP is therefore threefold:

- To shed a light on the extent to which African young people between the ages of 18 and 35 years (including often disadvantaged groups such as differently abled, refugees, rural youth, IDPs, young women) are currently aware of the AfCFTA;
- The role youth perceive themselves playing in its implementation;
- How African youth can be mobilised and their demographic power harnessed with their innovativeness and technological agility to position themselves as a key stakeholder and contributors in accelerating the implementation of the AfCFTA, while safeguarding maximum relevance and benefit for young people.

It was important for the project's implementation to begin with a continental study of the state of affairs, in order to provide a reliable base against which the project's implementation could be monitored and evaluated. The continental study carried out between March and May 2021, has not only provided invaluable data, but also emerged as a vital document for advancing the structural inclusion of youth in the AfCFTA processes, and its accompanying sustainable development prospects through expanded industrialization, markets and trade opportunities for the youth. The Study has been titled, *Making the AfCFTA Promises a Reality for African Youth; a Continental Study on Capacity gaps, policy constraints and prospects of youth inclusion in AfCFTA.*

From the outset, the study was designed to be youth-driven. Collaboration made it possible for participating youth-led organisations to send direct communication to over 20.000 young people residing in the 55 African Union Member States, conduct 30 key informant interviews, and convene a series of virtual regional and continental focus group discussions in the first and second quarter of the year 2021.

Following the Study, the inaugural was intended to build the awareness and capacity of 30 selected African young people between the ages of 18 and 35 years to position themselves as key stakeholders and contributors in accelerating implementation of the AfCFTA. The Summer Bootcamp, held from the 1st to the 5th of November 2021, was composed of Young Entrepreneurs from selected sectors who are engaged in cross-border trade or who intend to export, and policy makers at Regional and National levels. Part of the Young Leaders who were selected to attend the Boot Camp were those who were the best continental debaters and essay writers on AfCFTA topic titled *How can Africa's Young Entrepreneurs and Innovators Make AfCFTA "Magic" Happen?*

A five-day specialised short program (curriculum) was developed by facilitators specialised in international trade and policy law, regional and continental integration, who unpacked and simplified the AfCFTA Agreement to the participants and equipped them with basic skills and knowledge of AfCFTA.



A section of the boot camp participants pose for a photo during a field trip to the Kenya-Tanzania (Namanga) One-Stop border post on November 3rd 2021

A major outcome of the Continental Boot Camp was the formation of the Independent Continental Youth Advisory Council on AfCFTA (ICOYACA)which is such an important innovation, one of a kind so far. It is spreading so fast, and catching fire all across the continent. Please do involve the council through the YouLead Secretariat as much as the opportunities present themselves. YouLead Secretariat remains the Secretariat and physical address of the Council and is committed to making the council one of the most vibrant voices on AfCFTA from African youth. The Continental Youth Council on AfCFTA (ICOYACA) is now fully functional and it is composed of 9 coordinating and leadership positions that work synergistically to develop and coordinate activities at the continental level aimed at ensuring the African youth are included in the AfCFTA implementation processes at country level and most importantly, work to ensure African youth in all parts of the continent participate in cross border trade. These positions include; Chairperson, Vice Chairperson, General Secretary, Communication Directorate, Research and Development Directorate, Finance Directorate, Legal Affairs Directorate, Programmes and Capacity Building Directorate, Partnerships, Engagements and International Relations Directorate. At present, the ICOYACA has presence in 42 African Nations (AU Member States) through a structure known as "National AfCFTA Champions". A current intervention of the ICOYACA is the "AfCFTA Youth Engage Series" dialogues ongoing across the continent.

Another initiative of YouLead which seeks to capacitate young people in the fields of business and entrepreneurship is the *East Africa Youth Enterprise Acceleration Awards (YEA)*, which was integrated into the YouLead programmatic Youth in Business component in 2020. The initiative was launched on the outcomes of a Study conducted by YouLead and its partners, in early 2020, named *East Africa Study on COVID-19 Disruptions to Youth Life*, to assess the impact of COVID-19 on youth livelihoods. The findings indicated that 59% of the youth population in East Africa have suffered severe impact to their income streams. It shed light on many other relevant issues faced by young people, especially in regard to challenges young women are facing during this period, including but not limited to the lack of digital skills and inability thereof to participate in economic governance processes in the East African region.

With these premises, YEA Awards seeks to recognize youth-led businesses across the East African Community (EAC) Partner States that are resilient, innovative, and are simultaneously taking deliberate innovative actions towards providing decent livelihoods and confronting the most pressing issues of the region, such as youth unemployment. In this regard, the East Africa Youth Enterprise Acceleration Awards recognizes youth-led businesses in two categories:

1. Innovative business ideas requiring startup capital; business ideas requiring funds for initial market user research, development of website (where needed) and development of product prototype;
2. Existing businesses requiring scale-up capital: Business Ideas that already exist, however, as a result of the current global context of COVID-19, now require capital to revive, re-skill, re-tool and scale up into the region.

With the aim of contributing to the COVID-19 economy recovery for young people, the YEA Awards:

- Support and recognize youth-led innovation that can make a significant impact at the national level and in the East Africa by improving the lives of individuals, especially those in vulnerable groups;
- To support and enable innovative businesses to recover and prosper in these challenging circumstances;
- To curate approaches and strategies to support EAC Partner States in economic stimulus and recovery efforts;
- To ensure that youth-led SMEs are contributing towards the adoption of the SDGs in East Africa;
- To ensure that young entrepreneurs are aware of relevant instruments that support the facilitation of cross-border trading in the regional and continental level (e.g. the East Africa Common Market Protocol and the African Continental Free Trade Area Agreement).

Priority is given to business ideas with:

✔An angle to SDGs – growth and economic opportunities for youth
✔An angle to connecting & promoting young women participation in cross-border business
✔An angle for reducing gender based economic inequality against young women
✔An angle to promoting youth participation in agribusiness sector
✔An angle of innovative use of new technology such as e-commerce platforms that accelerate regional integration & cooperation among youth led businesses
✔An angle to promoting young women participation in high-value added sectors where they are underrepresented such as manufacturing, industry, recreation, leisure, tour, travel, parks, hotels & lodging

To attain these objectives and envisioned impact, the YEA Activities are delivered in three stages:

1. Business Skills Bootcamp: A two-week skills-building bootcamp aimed at training entrepreneurs from across all 6 EAC member states. The bootcamp is broken down into two components, one-week virtual training and one week in person training. The training takes place in two tracks, namely the Startup Track (early-stage entrepreneurs supported to launch their business) and Scaleup Track (growth stage entrepreneurs supported to grow their business).
2. Under 40 Business Leaders Forum - YEA Award Ceremony: During YouLead Summit, the entrepreneurs are able to showcase their ideas by way of pitching during a gala dinner in front of a panel of judges and are awarded grants with three winners from the Startup Track and three winners from the Scaleup Track.
3. Mentorship Support: Following the Business Skills Bootcamp at YouLead Summit, the entrepreneurs embark on a six (6) month mentorship to further develop their skills and build their network as they apply their learnings to develop and scale their business. The entrepreneurs have mentorship sessions every two weeks with an expert on different functional areas (including Marketing, Finance and HR) for the six months to ensure consistent engagement and support. Since its launch, the program has expanded and gained traction across East Africa and beyond, with interest expressed from entrepreneurs and potential partners from all across Africa.

In 2020, success was registered in Uganda, Tanzania and Rwanda, where YEA Awards were afforded to 3 young entrepreneurs in Uganda and Rwanda, and 5 entrepreneurs in Tanzania. The awards given out in the year 2020 accumulated to a total of 18,3000 USD. Due to lack of resources, success was not registered in three (3) other member states of the East African Community (South Sudan, Burundi, Kenya). YEA 2020 received a cumulative total of 361 applications from Tanzania, Uganda and Rwanda.

In 2021, the modalities of delivery of YEA were challenged by the variants of COVID-19, as well as the lack of funding, which forced entrepreneurs and mentors to proceed with the training and capacity building in virtual modalities. A total of 15 entrepreneurs from 6 countries were trained. In the year 2021, a total of 12,000 USD was fundraised for the entrepreneurs, as we have received expressions of interest and applications from a total of 246 entrepreneurs in the EAC Region.

Impact of YouLead's work in Youth in Business

Hosting the Youth in Business Forum at YouLead Summit (2018-2021)	**Speakers and Contributors: 30** **Participants: 1000** **Partners: 10** **Number of young people engaged in post summit agenda activities: 5**
Documentation and knowledge production on Youth in Business and Entrepreneurship	**Number of Studies:** #2
AfCFTA Youth Inclusion Accelerator Project	**Number of Young People Engaged:** 20.000 **Number of Countries:** 55 **Number of Interviews:** 30 **Number of Young People trained:** 30
Youth Enterprise Acceleration Awards	**Number of Young People mentored and supported: 11 + 15** **Number of Partners Engaged:** **$ given to entrepreneurs:** 18.300 + 4.000 **Number of Applications received (2020-2021):** 361 + 246

Our work and impact wouldn't have been possible without our partners and collaborators, which we would like to thank without a specific order: UNDP Africa; the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH AU and EAC; East African Business Council; AfCFTA Secretariat; UNDP Tanzania; Digital Opportunity Trust; Stanbic Bank; Trademark East Africa; Koneta Hub; Stanbic Business Incubator Uganda; The Innovation Village; Tsavo Labs; Westerwelle Kigali Start-up Haus; 250STARTUPS; Burundi Business Incubator; Ennovate Hubs; Ndoto Hub; Ubuntu Hub; Ennovate Hub; Ndoto Hub; Obuntu Hub; Digital Opportunity Trust; Impact Hub; Jeunesse Africaine Contre la Corruption et pour la Transparence; Nile Youth Development Actions; Southern Africa Youth Forum; SADC Youth Council and Youth Hub Africa.

We would like to thank, as well, the individuals forming the ***ad hoc Continental Youth Working Group*** of the AfCFTA Youth Inclusion Accelerator Project, without a specific order: Cidia Chissungo; David Shamala; Tebello Mahase; Rebecca Karagwa; Clemence Mbabazi; Freedom Kaula; John Youhanes; Thierry Irambona; Tilvas David; Dr Sarah Edewor; Sebastian Segawa Ivan; Elias Odhiambo Ouma; David Tilvas Ngosa; John Youhaned Magok; Sendra Chihaka; Mwilah Chrissedy Bwanga.

Testimonies:

'The continental youth debate and essay competitions on AfCFTA really showcased the intellectual creativity of young people in Africa. The competitions recorded high success that contributed to amplifying young people's voices on how best to maximize AfCFTA initiative for economic development of the continent. Following the competitions was the maiden AfCFTA continental Young Business Leaders and Policy Makers Bootcamp which created a unique platform and opportunity for young Africans to brainstorm and harness ideas towards successful implementation of AfCFTA. To sustain the outcome of these remarkable events, African leaders and development partners are encouraged to collaboratively consider supporting the various initiatives that emanated from the events and also targeted at actualizing the Africa We Want'

Mr Chijioke Iwuamadi, Advisor, GIZ-African Union

"There is a common saying that goes "knowledge is power" and as accurate as this is knowledge is not always readily available and many young people fail to reach their full potential because of lack of knowledge. I had the privilege of being a part of YouLead's commitment to bring knowledge of the opportunities that the east african community common market offers to young entrepreneurs. Over our 2 year partnership we were able to put together a number of youth in business and enterprise forums to showcase pathways for young entrepreneurs in the common market. I believe in the possibilities of an empowered African youth population and I look forward to an ongoing collaboration with YouLead."

Mr. Micah Shako

"Since my attendance of Youlead Summit especially Under40 Business forum in 2019 as an Entrepreneur, it has been a great opportunity to connect with the policy side and other entrepreneurs across the East African Market and also understand the analysis of the scope of business opportunities across East African Market mainly connecting with Republic of South Sudan which has been a great opportunity for me. I kept in touch with Business leaders that I met in the summit and we have been collaborating, partnering and networking in many aspects of businesses".

Ms. Mercy Nenelwa Kitomari, CEO and Founder of Nelwa's Gelato
http://www.nelwas-gelato.com/#

"YouLead provides a unique platform to engage with young changemakers and experts from different sectors across the region. Inspiration, exposure and connections are guaranteed through the strategic discussions, workshops and fun activities that are set to chart a youth-led transformation for the East African region and across the Continent!"

Collins Kimaro, Founder of Obuntu Hub

"The YouLead Summit identifies, connects and promotes young leaders across Africa, giving them a global platform to take pride in what they do and aspire to be excellent. I can't wait for the next inaugural YouLead Forum which will cement the voices of youth and be understood by policymakers."

Erick K. Siwango, YEA 2020 Awardee, Tanzania

Youth in Peace & Security

Majority of the East African Community Partner States and the Great Lakes region as a whole have experienced conflicts since independence. These conflicts have negatively impacted the life of the population in general, as well as the life of young people. Although the United Nations Security Council has adopted the resolution 2250 on Youth, Peace and Security, which recognizes that "young people play an important and positive role in the maintenance and promotion of international peace and security", young people have not been involved as they should in peacebuilding and conflict resolutions.

Young people vacillate between the two extremes of "infantilizing" and "demonising". On one side, they are viewed as vulnerable, powerless and in need of protection. On the other side, they are feared as dangerous, violent, and apathetic and as threats to security. This has made even policy approaches look at young people as a problem to solve rather than as an asset in solving conflict situations or building peace. Against this backdrop, YouLead seeks to advocate for more inclusive policies and approaches to view young people as assets in peacebuilding and conflict resolution mechanisms.

Peace and security have been at the heart of YouLead through its work on Youth in Politics, since 2017. In 2020, during the YouLead Summit, the Arusha Peace Forum under the theme "Youth at the Centre of Peace Building and Conflict Prevention" has taken place to further strengthen the relevance for YouLead to further engage and capacitate young people in Peace and Security.

The first ever forum on Peace and Security provided a platform for young people to have their voices heard and strengthen their ability to engage in peace and security, as well as to contribute towards building an effective, well-coordinated, and responsive youth sector that acts in solidarity within the region. The discussion focused on the vulnerability of youth in conflicts in the region and the role youth can play in peace-building to ensure sustainable security and stability in East Africa. The meeting attracted participants from across the East Africa Community countries, as well as Peace networks outside the region.



HE Rebecca Garang, Vice President of South Sudan giving, keynote speaker at the Peace Forum in Juba South Sudan during YouLead Summit 2020

The outcomes of the First Arusha Peace Forum culminated into the Post-Summit Agenda, providing practical recommendations and interventions to further strengthen youth participation and engagement in Peace and Security matters, with peculiar consideration to young women and vulnerable youth. Complementary, the discussions held during the Arusha Peace Forum supported in further crafting the objectives and vision of YouLead's work on peace and security, resulting in:

Objective 1: Host an annual Peace Forum at the YouLead Summit where young people, Civil Society Organizations, National governments, Regional bodies and Development partners can discuss around peace and security thematics

Objective 2: Advocate for youth inclusion in reconciliation, mediation and arbitration policies in peacebuilding and conflict resolution at early stage

Objective 3: Youth awareness of existing frameworks and entry points for involvement in peacebuilding.

To ensure the pursuance of the objectives set forth by YouLead and its partners, the East Africa Youth Peace Network (EAYPN) was established as an outcome of the first Arusha Peace Forum with the aim of consolidating youth leadership in Peace and Security efforts in the East African Region towards conflict prevention and transformation.

The Network, housed within YouLead Secretariat, is composed of 1) Delegates from the YouLead Summit who are interested in Peace and Security; 2) Representatives from the EAC Youth Ambassadors Platform; 3) YouLead Consortium members working on Peace and Security; 4) Representatives of organizations with a strategic interest on Youth, Peace and Security as approved by the Network; 5) National Youth Council representatives. The Network is led by a Steering Committee composed by eight (8) members, as follows: 1) Six (6) members representing each EAC member state, who shall also be country leads on national efforts; 3) One (1) EAC Youth Ambassador and 3) One (1) YouLead Secretariat representative Ex-Officio.

With this structure in place, the East Africa Youth Peace Network aims at:

- Providing a platform for young people peacebuilders and actors in Youth, Peace and Security to network, share experiences and best practices, reflect and learn from each other's interventions;
- Consolidating training opportunities and ensuring targeted reach of capacity building for mainstream actors in the Youth, Peace and Security sector;
- Mobilizing a broad constituency and leverage resources for joint advocacy on matters of Youth, Peace and Security in the East African Community and the African continent as a whole.

The work of the Network and the commitment of YouLead Secretariat in advancing the agenda of Youth in Peace and Security was further discussed and enclosed during the second Arusha Peace Forum, held on the margins of YouLead Summit 2021. The Forum, under the theme "Youth Participation in Conflict Prevention as a Proactive Measure to Maintaining Peace and Security" provided an opportunity for the youth to contribute towards building an effective, well-coordinated, and responsive youth sector that acts in solidarity to strengthen their ability to prevent conflict within the region. Considering that conflict prevention remains an area of peacebuilding which is largely overlooked, the Forum aimed at stressing the relevance in investing in conflict prevention as a more promising approach which nurtures a cohort of young people who are proponents of peace and proactively transforming conflict factors into positive community unification factors. Young people's engagement in conflict prevention was well noted in the conceptualization of the Women, Peace and Security and Humanitarian Action Compact, which forms part of the Action Coalition's blueprint commitments, championed by UN Women, member states, philanthropists and intergovernmental organisations, among others.



During a discussion on Early warning and Early response at the YouLead Summit 2021

Impact of YouLead's work in Youth, Peace and Security

HOSTING ARUSHA PEACE FORUM AT YOULEAD SUMMIT 2020	**Speakers and Contributors:** 15 **Participants: 100 physically in Juba**
HOSTING ARUSHA PEACE FORUM AT YOULEAD SUMMIT 2021	**Speakers and Contributors: 12** **Participants: 250 physically in Arusha**
ESTABLISHMENT OF THE EAST AFRICA YOUTH PEACE NETWORK	**Members of the Network: #64** **Steering Committee: #8**
ELECTION OBSERVATION IN THE UNITED REPUBLIC OF TANZANIA (DECEMBER 2020)	**Delegation: Ten young people from Burundi, Kenya, Uganda, South Sudan and Rwanda**

For our work on peace and security, we appreciate our partners and collaborators, including IPeace Rwanda, Yaga Burundi, ADRNET, Never Again Rwanda, CeFord, Oxfam East Africa, Arigatou International, ActionAid Uganda and Kenya, and Center for Multiparty Democracy.

"Youth is a canvas for sustainable peace building in our communities. They're not only a resource but also pioneers and innovators of current and future peace. Let us shun away from stereotyping their engagement and address the violence of youth exclusion. You and I have a role to play in investing in the resilience of young people across Africa #VivaYPS"

Mohamed Edabbar - AU Youth Ambassador for Peace

"The young people need to attain inner peace and be Harmonious to trigger development across the nation"

Robert Muhangi, Executive Director - RDP Uganda

Digital Engagement & Online Community

Our digital engagement strategy has supported our growth from an East African to a continental youth leadership program. YouLead Africa's Communication Strategy and Approaches are constantly crafted, specifically in the past years with the advent and impact of COVID-19. This section presents an overview of our strategy and approaches since its inception as a regional summit to its transition into a fully-fledged program in 2020.
YouLead Africa's major online platforms are:

Websites

1. **YouLead Africa main website - www.youlead.africa**
2. **YouLead Summit website - www.youleadsummit.org**
3. **East African Community Youth Ambassadors - www.eacyap.org**

Social Media Platforms

1. **YouTube - YouLead Africa - One Young Africa**
2. **Facebook - @OneYoungAfrica**
3. **Twitter - @OneYoungAfrica**
4. **Instagram - @OneYoungAfrica**
5. **LinkedIn - @OneYoungAfrica**
6. **TikTok - @OneYoungAfrica**

Our Digital Engagement Strategy Consists Of:

- Audience Segmentation: Each group of YouLead's audience has required specific messaging tailored for them so that no audience groups are missed out.

- Creating engaging and interesting content (videos, infographics, photos, etc): Our content creation strategy in a nutshell embodies the notion that "while we do not need to create videos and content to get nominated for an Oscar, we will strive to create simple, clear, effective and engaging content that has a story to tell and a call-to-action.

- A strong commitment to Events and Outcome Reporting: As a communication and evaluation strategy, YouLead Africa strives to clearly document every project activity and milestone, as part of an accountability mechanism for the finite resources we receive from partners. Project partners should not just be reported to have occurred on paper, but an accompanying digital footprint should be felt. As the Communication Team's clarion call goes, *"If it is not online, it did not happen".*

- Collaboration through Communication - Supporting peer organisations with strong social media presence: YouLead Africa believes in solidarity and collective action. We believe that supporting other youth-serving organisations at the national and continental levels not only amplifies action and messaging, but also builds social capital, which can be relied upon whenever we in turn require mobilisation and urgent action. Some of the continental partners we work with have a strong following in the regions and countries they are founded (Southern Africa Youth Forum - SAYoF and Youth Hub Africa).

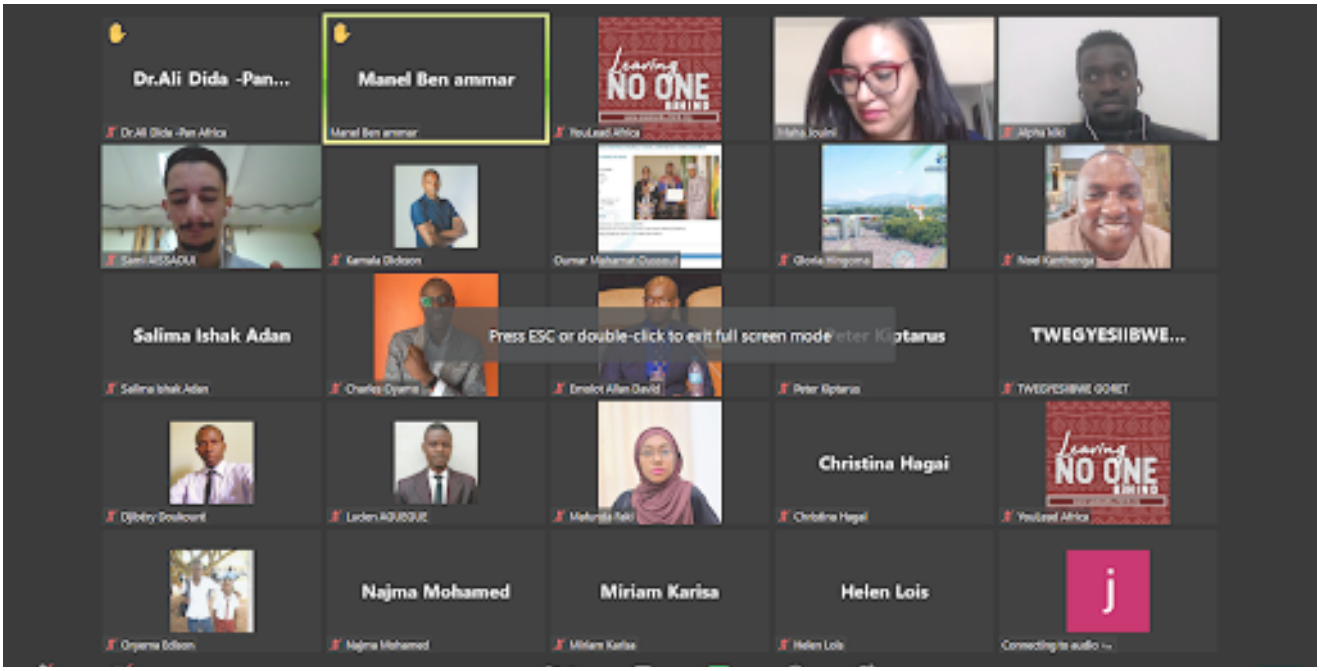
Complementary to our daily communications, YouLead Africa hosts two online spaces with the aim of providing a platform for young people of the continent to interact and express their challenges, creativity and solutions to youth's most pressing issues.

The YouLead Unplugged Series is an online space established in July 2020 and hosted every Thursday where young people come to learn, network and have relevant conversations in a relaxed and interactive setting. We also use this space to showcase work by exceptional African youth leaders.

Hosted on Zoom, Unplugged attracts up to 320 registrants every week from across the continent. Through the Unplugged community, YouLead has developed Whatsapp and Telegram groups with over 450 youth from diverse communities all over Africa. These platforms have greatly contributed to the communications arm of the program by providing a place to directly connect and disseminate information. In this way, the program is realising its original goals, including increasing online engagement and becoming one of YouLead's social engagement programs.

In line with the theme "Going Africa", Unplugged hosted business people, academics, leaders, media and civil society from not just the East African community but the entire continent. Furthermore, we introduced a "takeover" segment every other month where young people from a specific region come up with a relevant topic and select a moderator as well as guests from the same region. Furthermore, Unplugged has had the honour of hosting influential young people impacting their respective fields such as Deborah Nabuuma (PhD) Associate Scientist at the Alliance of Biodiversity international and CIAT, Justus Kojjo, CEO Ultimate Group of Companies, Godfrida Magubo Communications and Advocacy Officer at United Nations Association Tanzania, and Msibi Thembela, SADC Youth Member of Parliament, among others.

To bring our discussion closer to our audience and involve them directly, Unplugged created a monthly segmed called Your Voice. In this segment, we host members of our audience who are experienced in a specific topic to weigh in and guide that discussion.



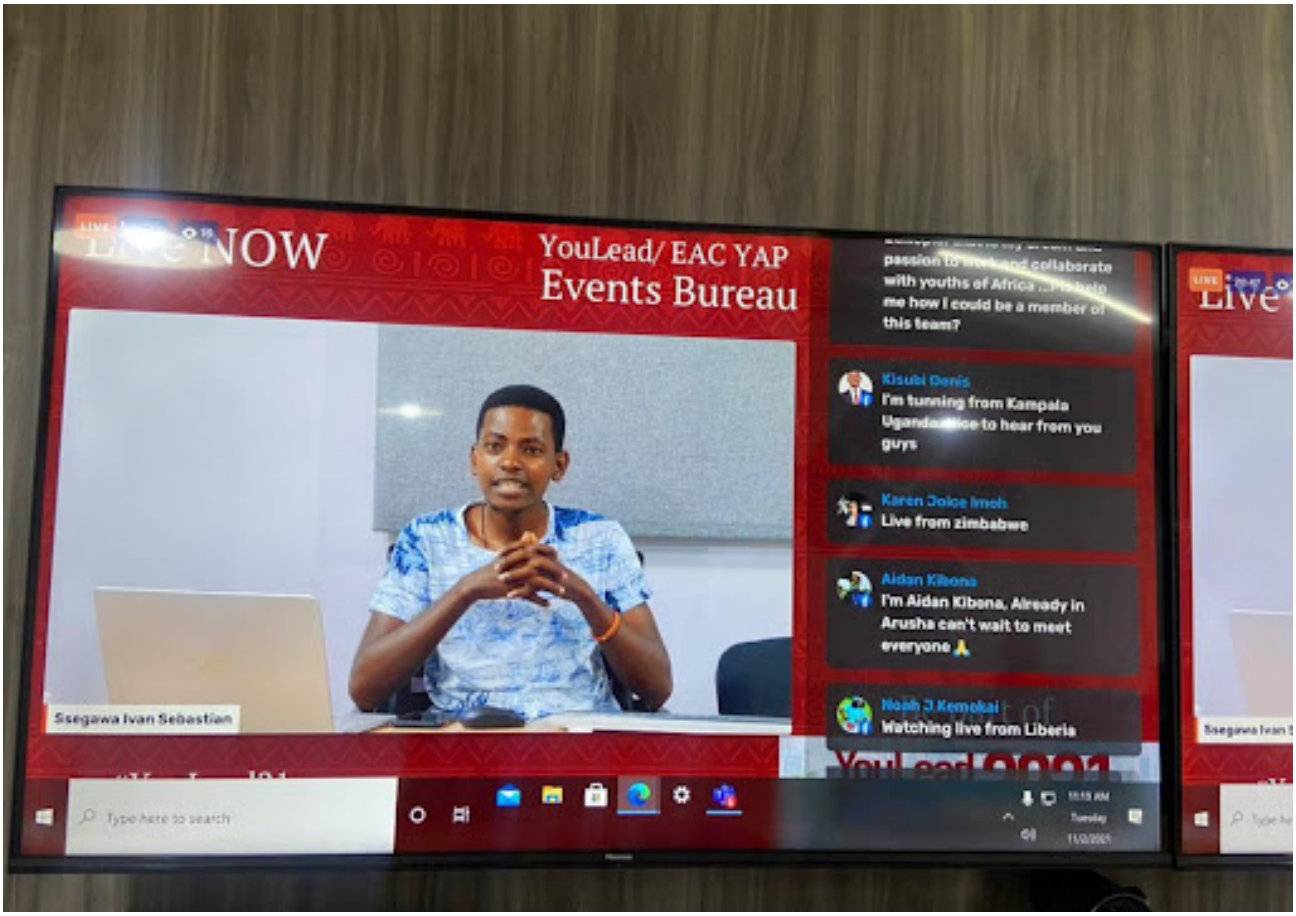
Snapshot from the Northern Africa Takeover episode; Regional Inclusion under AfCFTA-YIAP

> "The platform captures the enthusiasm of the youth, the affirmation that we cannot be mere bystanders, mere statistics but an important component in the advancement of the continent. I have learnt from different participants changing our continent in different spheres. The sessions have continually left a lasting impression that youths are taking charge across Africa."
>
> **Jeffery Kosgei**
> **Executive Director, One Child One Tree Initiative**

The YouLead Africa Youth Pulse Check-In is an online space established on June 25th, 2020. The first Check-In was a platform to announce the theme for the YouLead Summit 2021 where both the YouLead secretariat members and the EAC Youth Ambassadors Platform (EAC YAP) joined an impromptu live session that was streaming across all YouLead Africa and EAC YAP social media platforms and shared the theme for the then upcoming summit and their individual views and expectations of the theme.

The impromptu session was heavily welcomed by youth across the continent, with many requesting for it to be more frequent through the comment section of the different social media platforms, thus leading to the check-in being hosted weekly. The African Youth Pulse Check-In is a 45 minutes segment that we have live on all our social media platforms three (3) times a week, involving youth from Africa and sharing their experiences and cultural diversities.

The check-in averages 20 live participants and 300 views every day it streams and has so far featured young voices from different disciplines of life from all the 5 African regions. It is hosted by members of the YouLead Africa - EAC YAP events bureau.



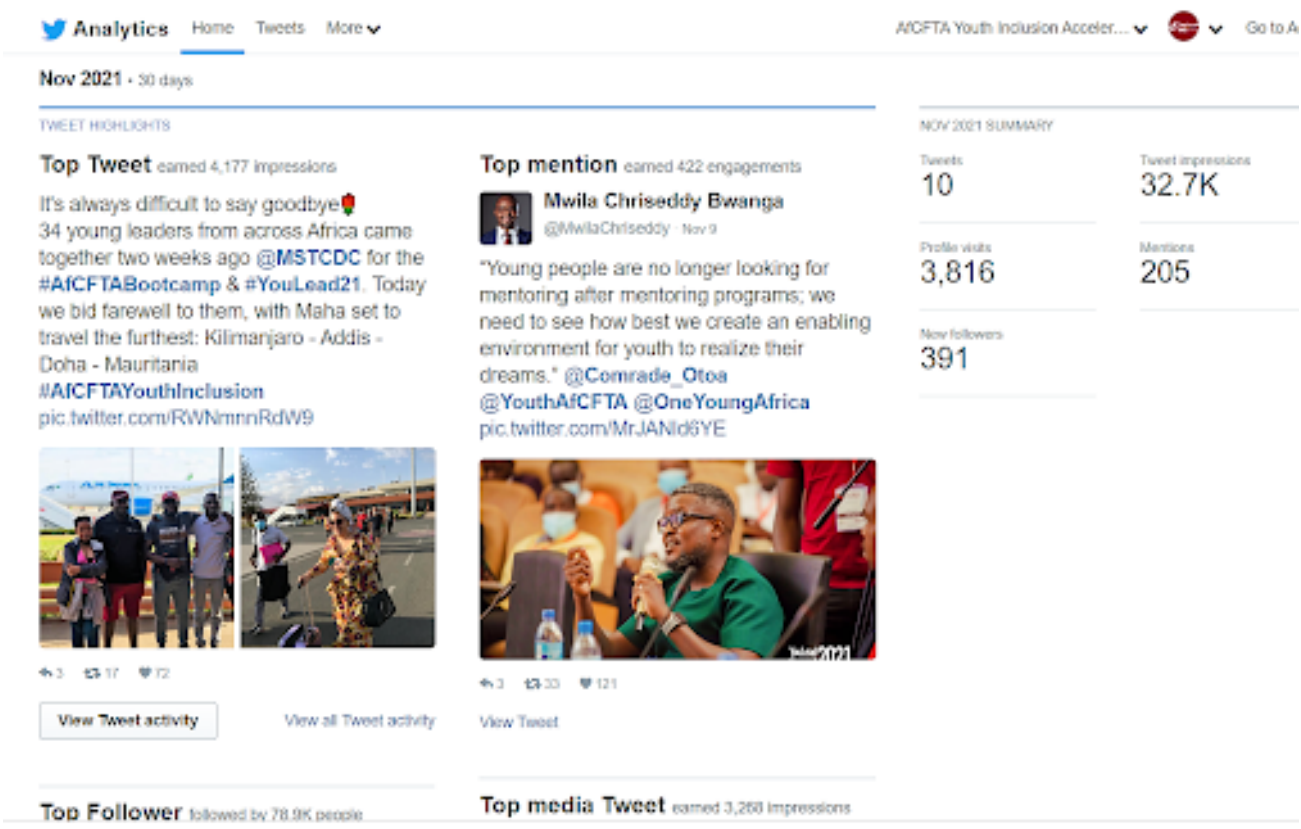
Snapshot of the African Youth Pulse Check-in in session.

"The Check-in took the pulse across the continent and found it to be the same. We found out in those casual unstrained conversations that we cared about the same things and battled the same challenges. We all wanted working democracies, progressive economies, and a world that acted urgently for women's rights and took climate change seriously. The check-in became a space where stripped of the trappings of importance, terminology and distance, solutions for the continent emerged and were celebrated."

Ms. Annita Komugisha

Member, East African Community Youth Ambassadors Platform.

Complementary to our social media channels, as part of our initiative, the AfCFTA Youth Inclusion Accelerator Project has a standalone Twitter handle, @YouthAfCFTA, which is used to communicate project-related information, as well as supplement related YouLead Africa Program postings. The Twitter handle is less than a year old, but has 1.144 followers. The goal is to grow organically and have 3.000 plus followers by the end of the year 2022.



A screenshot of Twitter analytics summarizing major insights for the month of November 2021 - @YouthAfCFTA

YouLead Africa & EAC-YAP Online - Our Digital Footprint and Impact

YouLead's Facebook	Followers: 104.041 Reach: 134.500
YouLead's Twitter	**Followers: 7.820** **Reach: 123.074**
AfCFTA YIAP	Followers: 1144
YouLead's Instagram	Followers: 5399 Reach: 4000
YouLead's Linkedin	Subscribed: 1294
YouLead's Youtube	Subscribed: 596
YouLead's TikTok	Subscribed: 75
YouLead Whatsapp groups	Participants: Group 1- 227 Group 2- 246
YouLead Telegram group	Members: 205
EAC YAP's Facebook	Followers: 6133 Reach: 134.500
EAC YAP's Twitter	Followers: 5764 Reach: 110.000
EAC YAP's Instagram	Followers: 199
EAC YAP's Website	https://eacyap.org/

UNPLUGGED SERIES	Total of episodes: 22 (2021) Total of guest speakers: 44 (2021) Average participation per episode: 40
PULSE CHECK-IN:	Average participation per episode: 20
YOULEAD SONG	YouLead Song, Views: 36821 YouLead Song, Reloaded: 32014

YouLead's Impact According To Our Partners

"Youlead is a statement of hope for the future of Africa. While many young Africans are looking to the leadership of Africa who are mostly an outgoing generation, Youlead is training thousands of Africa's young leaders to look inward and answer the difficult yet necessary questions of our time. As a young African leader passionate about our continent matching the world, I have not found a more deserving platform for my praise!"

Mr Jacob Eyeru, YouLead Alumni and Chairperson of the National Youth Council of Uganda

Partnering with Youlead over the last two years has seen us witness transformational work in advocating for gender equal outcomes. In the delivery of their programmes, Youlead truly ensures that their approach is youth-led, meaningful and sustainable in unlocking youth leadership in the critical spheres of business, politics and peace and security. We are excited to be deepening our partnership and supporting the development of young women leaders in the coming years.

Ms Elsie Masava, Youth Advocacy Advisor, She Leads Plan International



Contact us

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www.youlead.africa
www.eacyap.org

2017 -2022
Legacy and Impact Report