

# YBI NEWS OCT 08

THE PRINCE'S  
YOUTH BUSINESS INTERNATIONAL

The clock is ticking - less than a month until the YBI Global Conference...


WWW.YOUTH-BUSINESS.ORG



## YBI ACHIEVES INDEPENDENCE!

Introduction from Andrew Devenport, CEO of The Prince's Youth Business International

*The Prince of Wales hosts independence dinner*



You can't have escaped the fact that there have been some huge changes taking place at Youth Business International. During August, we became an independent organisation – the 20th of the Prince's Charities, under the Presidency of His Royal Highness The Prince of Wales.

For the past year, many of us at YBI have been very focused on this change as we implemented new financial, governance and operational measures which would enable us to become independent.

We have spent a lot of time on internal matters – but now that the independence is finalised, we will be returning to our focus on the network – which is of course our reason for existence.

Becoming an independent organisation will help us in a number of important ways to fulfil our mission of building a network which is the recognised global leader in enabling young people to establish sustainable businesses.

For example, independence will make it easier for us to:

- Raise the profile of the network, and its

youth business programmes (YBPs)

- Have a much clearer governance structure that formally involves the YBPs (more on that at the conference!)
- Develop innovative partnerships with like-minded institutions
- Raise resources for all YBPs and develop YBI's capabilities.

The independence is a milestone in the development of the organisation and in our goal of building a network which is able to support 100,000 new entrepreneurs a year by 2020. I would like to take this opportunity to thank everyone that has supported us during the past year in this process, and to say that I hope you are looking forward to the future as much as I am – these are exciting times!

HRH The Prince of Wales hosted a reception and dinner to celebrate the launch of the Prince's Youth Business International (YBI) on July 16th.

The event brought together 30 of YBI's closest supporters and donors and was held at Clarence House, ahead of YBI's official independence on August 4th.

During the drinks reception, The Prince spoke individually to all the guests to thank them for their support of his Prince's Youth Business International. He then made a short speech over dinner, reflecting on the history of YBI and the challenges and opportunities that lie ahead.

### A note on the branding of YBI

Our official name is now the Prince's Youth Business International, reflecting our status as a Prince's Charity under the Presidency of HRH The Prince of Wales. We have decided that until further notice, we will not use the acronym PYBI. We have been known for some time as YBI and we will continue to be known as this. Please ensure that all your marketing materials continue to refer to us as YBI, not PYBI.



## YBI hosts post-independence softball match with IBLF (and wins)

YBI has operated as a programme of the Prince of Wales International Business Leaders Forum (IBLF) since we were created in 2000, and we are enormously grateful to IBLF for the support that it has provided over the years.

We continue to have a close relationship with the IBLF and have signed a Memorandum of Understanding outlining our future co-operation. In the spirit of maintaining close relations, in early September we invited the IBLF team to a game of softball. Readers will be pleased to know that Team YBI narrowly won a close-fought match, although the defeated side vowed that they would hope for better luck at a rematch next year...



## NEWS FROM YBI

### YBI and Accenture sign Phase II of partnership

Following a long and detailed planning process, YBI and Accenture have agreed a new three year (2009-2011) programme which will enable YBI to substantially improve its capacity to deliver sustained support to the YBI network, as well as increase the capacity of the youth business programmes (YBPs) to deliver their own goals.

The agreement will build on the enormous progress made by the first phase of the YBI/Accenture partnership, which focused on the development and implementation of the network's mentoring tools and capabilities.

Phase II of the partnership comprises 31 'deliverables', which are grouped into the following themes:

- Field Support & Capacity Building
- Network Development
- Methodology Development and Tools Creation
- Advocacy Strategy Development
- Communications Materials Production
- Expansion of Funding Base
- Performance Enhancement
- Quality Assurance

More information and discussions will be given and held during the YBI Global Conference in November. The YBI team is very excited about Accenture Phase II and is very much looking forward to working with all the programmes to make it a great success!

### YBI discusses potential for partnership with MyC4

In September Maarten Rooney, YBI's finance and development director, visited Denmark to meet representatives from MyC4, an innovative organisation which uses the internet to bring together investors with African entrepreneurs at the best market price.

The initial meetings between YBI and the MyC4 team in Denmark have been very promising. For the short, medium, and long term the following steps are in scope:

**Step 1:** availability of the MyC4 platform for successful entrepreneurs - YBPs could become 'providers' who upload profiles of successful entrepreneurs who are in the need of additional funding.

**Step 2:** availability of the MyC4 platform for start-ups entrepreneurs (second half 2009): Together with MyC4, investor products will be developed which will be suited for funding of start-up entrepreneurs.

**Step 3:** global availability of the MyC4 platform (post 2010) - Up to 2010 MyC4's scope is solely focussed on the African continent. Post 2010 the platform could become available for other parts of the world.

The Chief Operating Officer of MyC4 will be present at the YBI Global Conference to further discuss possibilities for partnership between YBI and MyC4. For more visit [www.myc4.com](http://www.myc4.com)

### YBI holds mentoring workshop for CEE organisations

As part of Accenture's Phase 1 Year 3 grant to YBI, Sarah McMillan and Hoang Anh Thi Le travelled to Warsaw with John Cull (YBI's mentoring consultant) and Sue Gover (consultant from Clutterbuck Associates) to deliver a mentoring workshop to representatives from five Eastern and Central European youth business programmes (YBPs) — Bulgaria, Hungary, Poland, Russia and Ukraine.

Sessions led by John and Sue were based on The Mentoring Toolkit, a resource for mentoring coordinators to implement effective mentoring programmes. The online version of the Toolkit will be officially launched at YBI's Global Conference in November 2008.

YBI would like to thank Youth Business Poland for helping to host the workshop, Accenture for providing the workshop with a meeting room, and to all YBPs who have contributed to the toolkit so far. For more information, contact: Hoang Anh Thi Le, YBI Operations Manager at [hoang-anh.thile@pybi.org](mailto:hoang-anh.thile@pybi.org).

---

# YOUTH BUSINESS PROGRAMME NEWS

## More global partnerships?

YBI has identified a number of innovative companies that could form the basis for interesting partnerships (see below). If you already have any contact with the initiatives below or if you know of any other company which might be good partners for the YBI network please let us know!

Contact Maarten on [maarten.rooney@pybi.org](mailto:maarten.rooney@pybi.org)

Global Partner?	Potential?
Kiva ( <a href="http://www.kiva.org">www.kiva.org</a> )	A Person-to-Person micro lending website on which YBI entrepreneurs can get funding
MicroPlace ( <a href="http://www.microplace.com">www.microplace.com</a> )	An e-bay company through which investors can invest in YBP programmes
World of good ( <a href="http://worldofgood.ebay.com">worldofgood.ebay.com</a> )	A global marketplace on which entrepreneurs can sell their products
Do you know of any other?	

## YBI presents at Washington conference

In September, Andrew Fiddaman (YBI's Managing Director) and Allegra Whittaker (Advocacy and Development Manager) attended the Global Youth Enterprise Conference hosted by Making Cents International in Washington D.C. It was a two day conference attended by 350 people from 50 different countries, representing the stakeholders in the youth enterprise, employment, and livelihood development field. The participants discussed two main themes – Market Driven Approaches, and Methodologies and Practices for Monitoring, Evaluating, and Conducting Impact Assessments.

On the first day Andrew and Allegra gave a presentation to about 40 people on the subject "Building Partnerships that work with the Public and Private Sector". Using case studies, personal examples and interactive discussions, they examined the practical ways in which the private and public sectors can support youth enterprise and employment creation.

For more information contact [andrew.fiddaman@pybi.org](mailto:andrew.fiddaman@pybi.org) or [allegra.whittaker@pybi.org](mailto:allegra.whittaker@pybi.org), or visit [www.youthenterpriseconference.org](http://www.youthenterpriseconference.org) and [www.makingcents.com](http://www.makingcents.com)

## Breaking news: YBI makes commitment at Clinton Global Initiative

Andrew Devenport represented YBI at the Clinton Global Initiative in New York at the end of September. He joined hundreds of world leaders for a week meeting to discuss issues such as poverty, climate change, health and education – although of course the event was influenced by the current chaos in the world financial markets.

Each organisation attending the CGI must make its own public commitment, and YBI's commitment is to launch a new youth business programme (YBP) in the USA within the next year. This organisation will give support to 700 entrepreneurs within the next three years, providing direct employment opportunities to an estimated 2,000 people.

YBI has already made progress in setting up its own office in the US, to enable US donors to make tax-efficient contributions to the organisation.

Darcie Cookson, who worked as advisor to YBI in London and provided valuable support to YBI during its push towards independence, is now a director of YBI in the USA and will help the US programme get established.

## The Centennial Fund operates innovative complaint management system

In July 2008, The Centennial Fund (TCF) in Saudi Arabia, became the first not-for-profit organisation in the world to operate a complaint management system certified by the British Standards Institute to be in compliance with the ISO 10002:2004 standard.

The development of this complaints management system came about because TCF recognized that in order to maintain and enhance its position in Saudi Arabia as the leader in enabling young men and women to become entrepreneurs, TCF must always strive to provide top quality services to its clients, the young men and women of Saudi Arabia. A key element in its strategy is to welcome feedback and complaints from its customers so that TCF can continually improve the quality of its services.

This certification is the second for TCF: it has been certified since August 2006 as operating a quality management system that is in conformity with the ISO 9001:2000 quality standard.

## TCF supports 1,000 entrepreneurs

On September 8, The Centennial Fund's loan panel approved the 1,000th loan since its inception. From a pilot program of 20 clients in 2005, TCF has grown fifty-fold in three years, helping 131 entrepreneurs in 2006, 433 in 2007 and is now expecting to help an additional 1,000 young men and women in 2008, with 635 young entrepreneurs launched on the road to success so far this year.

With such a strong demand for its services (it received and processed 13,210 applications so far this year), TCF is planning to help 2,000 young entrepreneurs in 2009.

## Annual Mentors Seminar held in Barbados

The Barbados Youth Business Trust (BYBT) hosted its Annual National Mentors Seminar and First National Seminar under the four year regional project funded by the InterAmerican

### New address details / email details

Reminder: YBI has moved offices and has new address / telephone / email details:

The Prince's Youth Business International  
The Prince's Charities, PO Box 50473, London, W8 9DN  
UK

Switchboard number: +44 (0)20 3326 2060

Fax: +44 (0)20 7937 8474

Email: [firstname.surname@pybi.org](mailto:firstname.surname@pybi.org)

Development Bank (IADB). The event, held on September 5, 2008 at BYBT's Conference room in St. Michael was sponsored by Accenture and the InterAmerican Development Bank. Under the theme of Tackling Youth Employment Problems through Entrepreneurship, the aim of the seminar was to create and strengthen the linkages between BYBT's local networks and its supported young entrepreneurs and to develop solutions to the challenges of youth unemployment and underemployment.

The seminar was attended by over 60 people.

### **PSYBT benefits from Rob Roy Challenge in Scottish Highlands**

Dozens of young people across Scotland can look forward to support in setting up their businesses, courtesy of more than 800 people who walked and cycled almost 60 miles of the Rob Roy country, in and around the Trossachs, in June.

The Martin Currie Rob Roy Challenge, this year celebrating its third outing, involved a 16-mile walk from Drymen to Callander, followed by a 39-mile cycle to Kenmore, on the banks of Loch Tay – where a celebration party awaited.

With £700,000 raised from its first two years, the event is a significant fundraiser for charities chosen by staff at investment management business, Martin Currie – including, for the first time, PSYBT.

PSYBT and The Prince's Trust successfully pitched to Martin Currie staff to become one of their nominated charities for this and next year.

After many years of supporting other charity fundraising events, three years ago Martin Currie staff decided they wanted to develop their own. Says Paul Donachie, a trustee of the Martin Currie Charitable Foundation, "The Rob Roy Challenge has enabled us to raise more money for good causes and build deeper relationships with our partner charities".

"We are not just providing money. Our staff are giving their time and expertise to help small businesses, through PSYBT panels (adjudicating applications for Trust backing) and as aftercare advisers for the businesses that PSYBT supports."



### **Keren Shemesh supports 400th entrepreneur**

In September, Raphael Shalom became the 400th entrepreneur supported by The Keren Shemesh Foundation for Young Entrepreneurs. Raphael, who is 22 and is married, opened a small printing service after he identified a niche in the low income area of Ramat Bet Shemesh. Keren Shemesh estimates that these 400 businesses have generated over 1200 new job opportunities, about \$50m in sales revenue and approximately \$15m in tax revenue to the state.

### **Youth Business Ukraine expands its operations to new locations**

Youth Business Ukraine (YBU), which was launched in 2006 and operates in two regions of Ukraine, has this year started its expansion to new areas.

Representatives of Zaporozhie region applied with the initiative to launch the programme there. They visited YBU in Donetsk in August with the aim to be introduced with the programme, its procedures and requirements. At the moment

the practical issues of the YBU launch in this region are being negotiated and in October the preparatory launch works will start.

At the moment YBU is holding negotiations with the Donetsk City Council on the launch of YBU in the city of Donetsk in 2009.

YBU has also held a presentation to one more area, Novoazovskiy rayon of Donetsk region.

### **Belize holds first Annual General Meeting**

On Thursday May 22nd, 2008 at 6:00 pm at the Belize Biltmore Plaza Hotel, Youth Business Trust Belize (YBTB) hosted its first Annual General Meeting.

The meeting was attended by a number of dignitaries including The Mayor of Belize City, Zenaida Moya; Minister Edmund Castro; Honorable Ramon Witz ; Diane Haylock, National Coordinator of NICH; the Trust's Volunteer Board of Directors and Board of Patrons; and a number of mentors, partners, clergy, diplomats and socially conscious persons living in Belize.

The meeting featured a display of businesses that have been set up by entrepreneurs supported by YBTB, and finished with an awards ceremony.

In September YBTB also received its full accreditation from Youth Business International – which will remain valid until 2011. YBI would like to congratulate the Belize programme for this achievement.



---

## STAFF NEWS

### New staff at YBI

Valerie Schmidt-Chiari, Noah Thorold and Alex Duncombe all worked as interns at YBI over the summer. Alex provided support on the conference, Valerie was involved with the Mentoring Toolkit, and Noah worked on the Operations Management System. We are grateful to both of them for their help.

Jessica Harrison joined YBI in mid-September, working as a conference administrator until the end of November. Will Poole joined us in October and will be with us until the end of the conference.

### New General Manager in Jamaica



Ms Angela Whyte joined the Jamaica Youth Business Trust as the new General Manager on 1st August 2008. Ms. Whyte spent her second week on the job in Barbados undergoing training with Mrs Marcia Brandon, Executive Director of the Barbados Youth Business trust.

### Marcia Brandon celebrates 10 years

Mrs. Marcia Brandon celebrated 10 years at the helm of The Barbados Youth Business Trust (BYBT) on August 01, 2008. She started with BYBT on August 1st, 1998 and has since then worked tirelessly to create many best practices and to establish BYBT as a role model for many of the other YBPs worldwide to follow. Through many sacrifices – personal and professional, Mrs. Brandon has done an outstanding job, in creating an environment at BYBT that is a safe haven for numerous young unemployed and underemployed people to contribute to the economy and their own personal development through entrepreneurship.

Among her many achievements over the years, Mrs. Brandon is regarded as a regional youth entrepreneurship expert who has authored many publications, facilitated numerous training and presented at several conferences.

Barbados Youth Business Trust and the YBI network would like to congratulate Mrs. Brandon on this occasion and encourage her in all her future endeavours.



From left to right, Eleonora Ruiz Huidobro (CEO of Fundación Impulsar); Mauricio Macri (Mayor of Buenos Aires City); Jorge Fillol Casas (Vice Chairman of Fundación Impulsar); Alejandro Pineda (Chairman of the Board of Fundación Impulsar)”

### Metalworker wins Entrepreneur of the Year Award in Argentina

Daniel Alejandro Santos, from Mendoza in Argentina, has won the National Entrepreneur of the Year 2008 competition, run by Fundación Impulsar.

Daniel approached Impulsar in April 2007 looking to develop his business. With the support of Impulsar, he was able to buy a soldering machine which enabled him to get his business really going and ramp up productivity levels.

Daniel says that his dream is to transform his workshop into, “a large business that is known throughout all of the country.”

### JEMAC to hold Entrepreneurship Summit

November 24, JEMAC in Mexico will hold the first Social and Business Entrepreneurship Summit for micro, small and medium enterprises. The Summit’s purpose is to offer tools to a group of young leaders (one per entity), to represent, promote, disseminate, manage, operate and negotiate Jemac’s Model, stimulating economic development and sustainability, as well as increasing their skills.

The event will take place in the Interactive Economy Museum (MIDE), Mexico City

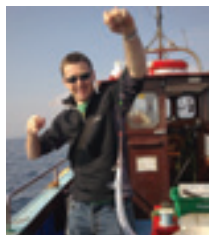
### Fundacion Impulsar holds Annual Fundraising Dinner

On September 9, Fundación Impulsar held its third annual dinner, attended by important businessmen and politicians – including the current Head of the government of Buenos Aires, Mauricio Macri.

Fundación Impulsar wants to keep on growing, and so the aim of the event was to raise more money to help convert the ideas of young entrepreneurs into concrete and sustainable businesses. Various entrepreneurs donated gifts for the event, including artisan chocolates, babies clothing and vouchers for adventure holidays.

Each guest was given a memory stick with Fundación Impulsar’s latest corporate video, to help promote the organisations strategy and mission.

Fundacion Impulsar has also relaunched its website – which you can find at [www.fundacionimpulsar.org.ar](http://www.fundacionimpulsar.org.ar)



The next edition of the YBI Newsletter will be distributed in December 2008. Please send items for inclusion to [steve.metcalfe@pybi.org](mailto:steve.metcalfe@pybi.org) by December 15 2008.

Editor, Steve Metcalfe, Communications Manager, Youth Business International