IMPACT REPORT 2017
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In 2017, Youth Business International (YBI) helped 31,786 young people in 47 countries to start or strengthen their own businesses. Since joining YBI at the beginning of 2018, I have been privileged to meet some of those young entrepreneurs. Just like Filipa, Daniel and Ricardo, who are featured in this report, they are empowering themselves and receiving the right support to build a brighter, more sustainable future. I have also seen, for myself, the work of the dedicated organisations that make up the YBI network around the world, and it is clear that their services are more relevant and needed than ever.

2017 was a significant year for YBI, as the network grew to over 50 organisations and helped more young entrepreneurs than ever before. We also launched our 2017-25 strategic plan, with an ambitious target of helping one million young entrepreneurs to start, strengthen and grow sustainable businesses. With the support of our committed funders and partners, I am confident that we will reach this goal and provide high-quality training and mentoring, together with access to finance and markets, for disadvantaged young entrepreneurs around the world. In this way, YBI is contributing to achieving the Sustainable Development Goals (SDGs). In particular, we are a recognised UN partner for SDG 8 which focuses on providing decent work and economic growth, a commitment which we share with all of our partners and which underpins our work together.

Our 2017-25 strategic plan also commits YBI to finding new ways to address the needs of young entrepreneurs, harnessing the power of digital and coming together as a network to collaborate and innovate in support of our shared ambitions.

I am excited to share in this report some highlights of our work in 2017. Thank you for joining us on this journey.

Anita Tiessen
CEO of Youth Business International
In 2017, YBI unveiled its new strategic plan, which commits to supporting even more underserved young entrepreneurs with training, mentoring, and access to finance and markets.

YBI’s expert members around the world are front and centre of this strategy, with INSIST, the International Network Strategy Implementation Steering Team, playing a key leadership role. By convening the collective expertise of the network, we can identify gaps in support for young entrepreneurs, not just in one market but around the world. Working together as a network of peers, we can find new ways to connect, collaborate and develop innovative solutions to shared challenges.

In the face of the unacceptably high and growing rate of global youth unemployment, I am proud of everything that the network has achieved together in 2017, and excited about what more we can achieve as we go forward together.

Charles Ocici
Chair of INSIST & Executive Director
of Enterprise Uganda
YBI is a global network of expert organisations in over 50 countries supporting underserved young people to turn their ideas into successful businesses, creating jobs and strengthening communities.

Young people are critical to future economic development and key to achieving the Sustainable Development Goals. However, with 66 million young people currently unemployed worldwide and 145 million young workers living in poverty, this potential is not being realised. Furthermore, of those that are working, many do not earn enough to lift themselves out of poverty. Without secure employment, a young person cannot save and invest in education, healthcare and better housing. Without a degree of stability, they will be unable to take the long-term view and plan for better outcomes in the future.

Addressing the youth employment crisis is imperative, not only for the well-being of young people but also to ensure sustainable, inclusive growth and social cohesion globally.

Empowering young people to succeed in running their own businesses is part of the solution. Young entrepreneurs create new jobs and shape local economies.

Young people equipped with entrepreneurship skills are better able to navigate the challenges of today’s rapidly changing job market.
We connect and support expert organisations (our members), partners and young people to develop and scale new solutions to the critical challenges facing underserved young entrepreneurs. As a result, our members deliver better quality support to more young people.

Members are admitted to the YBI network following a robust due diligence process to ensure the quality and sustainability of our work is maintained and strengthened.

As a network, we work with our members to:

**Learn**
(Building impactful organisations)

Our members have diverse expertise in youth entrepreneurship support services. We deliver training and other capacity development support, facilitate member learning exchanges and connect members to relevant partners.

**Innovate**
(Developing new products and services)

By convening the collective expertise of the network, we can identify gaps in support for young entrepreneurs and work together to develop new solutions.

**Influence**
(Generating and leveraging evidence)

We are well positioned to address the lack of robust evidence on youth entrepreneurship. We work with members to undertake research on priority themes and drive change in policy and practice.

As a result, young people become well-equipped and skilled entrepreneurs. In turn, they help to create more jobs, strengthening their communities and fostering sustainable economic and social development.
Our 53 network members are present in 50 countries across 6 continents

YBI is supported by the Network Team, based in London, UK, and Bogotá, Colombia. This small, passionate team is committed to equipping members with the most effective solutions to empower youth with the right tools to start and grow sustainable businesses in their local contexts.
This year, we have helped tens of thousands of young people to become successful entrepreneurs through training, mentoring, access to finance and markets and other support. These are some of our key achievements in 2017:

- **15,581** youth-led businesses started
- **16,205** youth-led businesses strengthened
- **6,407** young people were matched to mentors
- **31,786** youth-led businesses started or strengthened with support from YBI members (+21% on 2016)
- **78,159** young people were trained by members of the YBI network (+32% on 2016)
- **12,804** young people received financial support from members
- **14** members underwent accreditation, **9** were fully accredited
Many of the global challenges to development are especially salient for youth. Young people are critical to future economic development and key to achieving the Sustainable Development Goals (SDGs). When young people have access to decent, productive work, everyone benefits and the future looks more prosperous.

The SDGs represent a 2030 global plan of action which aims to eradicate poverty in all its forms and drives sustainable development in its three main dimensions – economic, social and environmental.

Our vision that youth entrepreneurship is recognised for driving sustainable economic development strongly aligns with the SDGs. Investing in youth entrepreneurship can foster innovation and tackle such issues as hunger, health, inequality and economic development.

Through our network we support these goals by removing barriers that limit young people’s ability to set up and maintain businesses. Currently 49% of the young entrepreneurs we work with are women. Our aim is for more inclusive programmes that create jobs, build communities and transform lives.

SDG 8 aims to increase labour productivity, reduce the unemployment rate – especially for young people, and improve access to financial services and benefits. These are essential components of sustained and inclusive economic growth.

Unemployment affects young people in almost all regions of the world. Huge gender disparities in emerging and developing countries mean that youth unemployment and under-employment amongst young women is even more accentuated in developing countries. Women face barriers to realising their economic rights, which in turn shape outcomes for women related to labour markets, entrepreneurship and innovation.

The gap between the haves and the have-nots is already too great – and, in many places, it is growing, as wealth and opportunity are shared inequitably. High inequality undermines economic growth by depriving the ability of lower income households, the disadvantaged, displaced or persons living with disabilities to remain healthy and accumulate human and physical capital.

YBI is recognised by the UN as an official partner impacting Goal 8.

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“During a work trip to a rural area in central Mozambique, I found managing my period was a challenge, menstrual products were not readily available and none of the public toilets cater for this need.”
It was during a work trip that Filipa began seriously thinking about the issue of hygiene products and facilities for women in Mozambique. Her experience ultimately led her to start Wamina, a social enterprise that educates young women on how to manage their period.

Filipa was born and raised in Mozambique. In 2014 she channelled her passion for the environment and development into setting up FC Consulting, a company which performed risk analysis and market research for local non-governmental organisations (NGOs) and UN agencies.

It was while on a research trip that Filipa became aware of challenges women face around their menstrual cycle. She instantly started researching, focusing on the availability of hygiene products in Mozambique and the impact periods have on the lives of girls and women. She said: “According to UNESCO, 1 in 10 girls in Sub-Saharan Africa misses school during their periods because they cannot afford menstrual products, causing them to eventually drop out.”

It is very common for girls in rural and peri-urban areas to suffer from the stigma attached to menstruation. To tackle this, Filipa created Wamina, a social enterprise that aims to inspire, motivate and empower Mozambican girls. It provides an accessible, quality menstrual hygiene solution, the Wamina Pad, and offers them fact-based information and self-esteem boosting workshops.

At first Wamina was an internal project, as part of FC Consulting, but it did not take long for Filipa to transition the enterprise into a standalone brand. Although she had experience setting up a business, Filipa felt she needed more help and so reached out to ideiaLab, YBI’s member organisation in Mozambique. Filipa and her team benefited from entrepreneurship training and mentoring. She said:

“The practical skills I acquired in areas such as accounting and management were very helpful. My mentor helped me with my communication skills and with that I was able to expand my contacts, I could speak more confidently about my businesses to gain new clients and enter into new partnerships. I was able to apply what I learnt to both businesses: Wamina and FC Consulting.”

With the additional support from ideiaLab, Filipa sold over 3,000 reusable pads in the first six months by marketing to lower and middle class girls and women, companies’ corporate social responsibility initiatives and NGOs.

Over the next three years, Filipa plans to reach 80,000 customers. To achieve this she plans to increase Wamina’s outreach efforts, expanding into Malawi and Tanzania. Her biggest ambition is to begin in-country production of the sanitary pads and take on the wellness industry in Africa by providing good quality products to low-income families.

“Entrepreneurship has changed the way I look at life and the way I can help the community without having to compromise on quality and beauty. Above all, I want the girls we’re helping, whose opinions dictate our future products and services, to feel valued and empowered.”

**Young Entrepreneur of the Year Awards**

The YBI Young Entrepreneur of the Year awards recognise entrepreneurs who have created an exceptional, innovative business that has potential to grow in scope and impact. They make a significant contribution to sustainable social, environmental and economic development, as well as positively impacting their communities. In 2017, the awards were run in partnership with the United Nations Conference on Trade and Development (UNCTAD), with a focus on young entrepreneurs contributing to the SDGs.
Daniel runs the only Ethiopian restaurant in Ghent. Growing up in the Ethiopian capital, Addis Ababa, from a young age he was keen to become an entrepreneur. After completing a course in management studies he started a catering company. But in the wake of political violence, he was forced to leave the country and start a new life in Belgium.

Daniel arrived in Belgium and started looking for a job. At first he took anything he could find, simply to earn money, but he never let go of his entrepreneurial passion. It was while working as a postman that he saw an opportunity. “I was delivering letters and saw an advert for microStart. The lady in the picture was wearing an Ethiopian scarf so it drew my attention. I knew one day I would ask them to help me start a business. It was definitely a sign!”

Soon afterwards, Daniel visited microStart’s office in Ghent. microStart, YBI’s member in Belgium, supports social integration by providing small business loans, mentoring and training to unemployed people and underserved entrepreneurs of all ages.

With his dream of opening an Ethiopian restaurant, Daniel signed up for microStart’s business skills training course and received a loan from them to pay for the premises and equipment he needed. In 2015 he opened his restaurant, Muday, while continuing to receive mentoring through microStart. He recalls: “I really knew nothing about starting a business! microStart helped me with every challenge, from support with the language to advice on how to apply for the right licences and pay my taxes. It was really good to have someone I could call with questions. Without microStart I can’t say if I would ever have been able to open up Muday. I know it would have taken me a lot longer.”

Daniel loves being an entrepreneur. He works hard and hopes to expand and employ more people. “At the moment my wife - who I met in Belgium - and I do the cooking and hire extra staff at the weekends,” he says. “In the future I would love to open another branch or have a café serving Ethiopian coffee and snacks.”

Daniel hopes other entrepreneurs will feel encouraged by his story, and hopes the warm welcome he has received can continue for others:

“People on the move have often had no choice about leaving their countries. They may have left behind successful businesses. When they get to their new countries they need support and guidance so they can do it again. By helping them believe in themselves and achieve new goals, you are also helping them to integrate and support their local economies and communities.”

Youth Business Europe (YBE)

YBE is a regional consortium of nine YBI members in Europe. Through this partnership, we are working with the Citi Foundation to tackle the high levels of youth unemployment in Europe. Between 2017 and 2019, the programme will equip 8,700 young people with entrepreneurship skills and support 2,500 young people to start or grow a business.
"I love introducing people to the unique flavours of Ethiopian food. Many of my customers have never tried it before, but after eating at my restaurant they become more adventurous in their food choices!"
"When I first started out I didn’t understand the word “entrepreneur.” I didn’t feel confident enough to start a business on my own. But after receiving help and support from Yo Quiero Yo Puedo, I am no longer afraid to get out there."
Ricardo lives in Mexico and as he grew up, he knew he wanted to do all he could to help his parents financially.

They both worked long hours to support him and give him the highest standard of living they could. As a child, Ricardo saw information technology as a way to generate income and from the age of 11 he started doing just that. With no internet access or computer at home, he practised at school, and soon created his first website.

He recalls: “I learnt to code using basic tutorials I found online. I then built a simple website and started using advertising to make money. This was also a challenge as I didn’t have a bank account where the money could go. I had to convince my parents to give me their bank details!”

Ricardo worked hard and continued to learn and improve his skills. He became involved in a number of web and technology projects before settling on his current venture, a mobile app called Abarrote. The application connects customers (both businesses and consumers) to local street markets in Mexico, allowing them to source fresh, healthier food online.

While talent and passion are key qualities for success, it took the support of YBI’s member in Mexico, Yo Quiero Yo Puedo (YQYP) to help Ricardo take his venture to the next step. He explained:

“I heard about Yo Quiero Yo Puedo when I was in high school. I went to them to help me put my idea into practice. Before meeting them I had been afraid to branch out, but they really helped me. I still have mentoring sessions with them once a month.”

YQYP provides business training and mentoring services to young people, helping them to turn their business ideas into a reality. After meeting Mario, a YQYP volunteer mentor, Ricardo received the much-needed support to develop his business plan. More so, having a mentor played an important role in nurturing Ricardo’s confidence. At the moment, his application is connected to a single market in Mexico City, but the venture has received positive interest and Ricardo is working to expand it to include more markets across the capital and the country. Ricardo was originally drawn to entrepreneurship for financial reasons, but as he’s continued to hone his skills, he’s learnt that the value of entrepreneurship extends far beyond the financial benefits.

“Little by little, I’ve come to understand what being an entrepreneur means and it’s not just about having money. The greatest fulfilment I get is from working with people who understand me, and share my ideals and passions.”

Ricardo is still only 19, and says no-one should let being young stop them from starting a business. He believes having a team of people around him who are equally ambitious is very important. His goal for the future, for himself and his company, is to help tackle youth unemployment in Mexico.

### Youth Entrepreneurship Programme (YEP) in Latin America and the Caribbean

YEP is YBI’s regional programme, supported by IDB Lab of the Inter-American Development Bank (IDB) Group, to help underserved young people across Latin America and the Caribbean to start, grow and sustain a business. The YEP is engaging with multiple stakeholders to improve the lives of tens of thousands of young entrepreneurs, generating knowledge and experience.
Looking ahead

At YBI, we are constantly exploring new ways to grow and develop our work to help more young entrepreneurs gain the necessary skills and resources to start their own businesses. Our strategy for 2017-2025 focuses on the areas we believe will lead to the most growth. Central to this strategy is a deliberately ambitious goal.

Our 2017-2025 Goal

Between 2017 and 2025, we aim to help one million young entrepreneurs start, strengthen and grow sustainable businesses.

Innovation & Growth
We will scale our impact through network expansion, excellence and innovation in delivery, unlocking resources and supporting our members to scale, including through digital approaches.

Developing Member Capacity
We will continue to help members to develop and evolve their capacity to enable more young people to access the support they need to start, grow and sustain their business.

Evidence & Learning
We will collectively learn and improve our knowledge, research and evidence regarding what works in youth entrepreneurship.

Network Quality & Sustainability
We will ensure our sustainability and effectiveness through a membership of strong, locally rooted organisations served by a talented network team in London, UK and Bogotá, Colombia.

Skills to Succeed: YBI's partnership with Accenture
As part of its Skills to Succeed corporate citizenship initiative, which aims to equip 3 million people by 2020 with the skills to get a job or build a business, longstanding partner Accenture is providing valuable support to grow and strengthen YBI's global network. Accenture acts as an advisor and partner to YBI, providing both funding and the time and skills of their employees to guide our strategic development.
“Accenture is innovating to build more inclusive societies. We are excited to help YBI leverage technology to expand its reach and help more young entrepreneurs achieve their dreams.”

Jill Huntley, Global Managing Director for Corporate Citizenship at Accenture
Financials

Our income in 2017

Grants and donations  Charitable activities  Total income
£3,433,831  £65,614  £3,499,445

At 31 December 2017 we carried forward reserves of £1,669,205, of which £661,654 was unrestricted.

Our expenditure in 2017

In 2017, we spent a total of £4,451,382, of which 94% was on charitable activities.

Charitable activities  Costs of raising funds  Total expenditure
£4,181,463  £269,919  £4,451,382

94%  6%

Expenditure breakdown

Strengthening and expanding the network  Resource raising & partnership management  Research, communications & advocacy  Costs of raising funds
£2,771,723  £1,025,359  £384,381  £269,919

More information on where our funds came from and how they were spent can be found in our 2017 Annual Report.
YBI’s work is made possible through collaboration with a range of dedicated expert partners, who support financing, innovation, knowledge and shared value, working with YBI on a global level as well as with individual member organisations. We would like to thank Salesforce, DFID Mozambique, Shell, PHRLegal and Digital Boardbooks for their support in 2017. Finally, we are grateful to some very generous private individuals who have also made significant donations to YBI to support our work.

Thank you