



YOUTH

ENGAGEMENT GUIDE



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Since March 2013, the NGO and Civil Society Center of the Asian Development Bank (ADB) started working with youth in a more formal way through the Youth Initiative. The ADB Youth Initiative supports participation of youth as important stakeholders in development by building their capacity to be engaged in ADB operations in the continuing development of Asia and the Pacific. The region is home to 60% of the world's youth population—that's 750 million young persons aged 15 to 24 years. If we do not empower and mobilize our youth effectively, the region could lose a major opportunity.

The ADB Youth Initiative is one of the many platforms available for young people to connect and spark collaborations. We hope that through the Youth Engagement Guide, we offer more ways and spaces for the youth and ADB to support each other. There is great potential for what we can do together.

It has been said that the youth is wasted on the young. Working with more than 5,000 youth across 15 countries continues to show us that it isn't. The enthusiasm, innovation, and courage that our youth partners have given to different projects, events, and day-to-day activities make us hopeful and excited for the future ahead.

Head, NGO and Civil Society Center
Asian Development Bank

YOUTH

IN ASIA AND THE PACIFIC



Introduction



Asia and the Pacific is home to nearly half of the world's youth. There are about 750 million young people under the age of 24 living here. The youth's sheer strength in numbers makes it one of the region's greatest assets in shaping the future.

But the youth still face numerous challenges even with brisk economic and technological progress the region is enjoying. Issues in education, health and well-being, employment, political participation and civic participation remain as the major challenges confronting youth today.

YOUTH'S TOP 10

Sustainable Development Goals



- 01** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
- 02** Promote sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all.
- 03** End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.
- 04** Take urgent action to combat climate change and its impacts.
- 05** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable and inclusive institutions at all levels.

YOUTH'S TOP 10


Sustainable Development Goals



- 06 End poverty in all forms everywhere.
- 07 Ensure availability and sustainable management of water and sanitation for all.
- 08 Ensure healthy lives and promote well-being for all at ages.
- 09 Make cities and human settlements inclusive, safe, resilient, and sustainable.
- 10 Protect, restore, and promote sustainable use of terrestrial ecosystems; sustainably manage forests; combat desertification; halt and reverse land degradation; and halt biodiversity.

SOURCE: Survey conducted in August 2014 at ADB's headquarters for the International Youth Day

ADB'S
FOUR FOCUS AREAS FOR
YOUTH



Introduction

ADB's engagement with young people in Asia and the Pacific covers four key areas:



Engaging the youth in national and community development yields an opportunity to harness their energy, enthusiasm, skills, and innovative ideas toward promoting economic growth, social stability, civic participation and good governance, and healthier, better educated, and productive societies in the region.



“ One child, one teacher, one book, and one pen can change the world. ”

Malala Yousafzai, 17, Nobel Peace Prize
awardee from Pakistan.

Statsministerens Kontor

Citizenship



Citizenship entails the inclusion of youth in poverty reduction. Young people can be a part of policy discussions and contribute to finding solutions to ongoing social issues by improving the quality of understanding and realization of civil rights.

How the youth can help:

- ...o Civic education for all citizens
- ...o Volunteering for sociocivic movements and organizations
- ...o Informing people about their own rights and making them aware of their duties and their role in society
- ...o Participating in policy making and policy implementation
- ...o Using social media to spread awareness of rights



ADB empowers the youth to boost transparency in Uzbekistan

More than 100 students and new graduates from across Uzbekistan applied their information technology and analytical skills to increase the transparency of the Housing for Integrated Rural Development Program (HIRD). HIRD, backed by ADB, is a 5-year investment program designed to create rural jobs and finance the construction of over 40,000 rural houses in the country.

Students in Uzbekistan participated in two internship programs launched to support HIRD. Under the first program, more than 50 students converted and uploaded about 80 to 100,000 documents to a cloud server, and checked over 5,000 bid proposals submitted for 1,850 bid packages. Student participation was critical to the adoption and piloting of this innovative solution.

A second program linked was led by the State Academy of Public Management. In 2013, over 50 Masters of Public Administration students joined a summer work term to collect data, conduct interviews, and prepare district plans.

Employment



Investing in skills development to foster employment among the youth is crucial to the social and economic growth of the region. An empowered youth sector with access to quality education, skills, and decent work can energize their economies and communities.

How the youth can help:

- ...o Technical and vocational education, and training and skills development
- ...o Information and communication technology & inclusive education
- ...o Jobs of the future
- ...o Regional cooperation and cross-border collaboration



ADB fuels youth employment through *JobStart* Philippines

In 2014, ADB began JobStart Philippines, a youth employment project in four local government units. The pilot takes in 1,600 youth ages 18 to 24 years old into the program for career guidance, skills training, technical and vocational training, and internships with employers.

JobStart pays for all trainings plus allowances, medical insurance, and provides employers with a grant to cover administrative costs and on-the-job training. Employers pay interns at least 75% of the minimum wage during the internship period.

In 2014, 56% of intakes were female and 44% male. Over half are high school graduates and all have either less than 12 months of work experience or none at all.

Environment



Environmental security touches every aspect of life. Young people will feel the impacts of climate change, water scarcity, and loss of biodiversity most acutely throughout their lives. It is crucial for young people to educate themselves and be more active in shaping global decisions and local actions relating to environmental issues.

How the youth can help:

- ...o Influencing environmental policy and management
- ...o Working with stakeholders and communities for the sustainable development of a water-secure and climate-resilient region



ADB fosters **youth** **participation** in the ASEAN **Water Dialogue Conference**

In 2013, 40 youth leaders assisted by ADB crafted a Youth Water Security Roadmap in support of ASEAN's Strategic Plan of Action on Water Resources Management during the ASEAN Water Dialogue Conference.

ADB facilitated the drafting of a road map, with youth setting objectives and activities for each of Asian Water Development Outlook's five aspects of water security: Household Water Security, Economic Water Security, Urban Water Security, Environmental Water Security, and Resilience to Water-Related Disasters.

Activities developed for youth included mainstreaming water education through innovative awareness campaigns in partnership with the education ministries, developing capacity-building programs to raise the capacity of youth leaders to address water issues, and increase youth representation in appropriate water agencies, organizations, and decision-making processes.

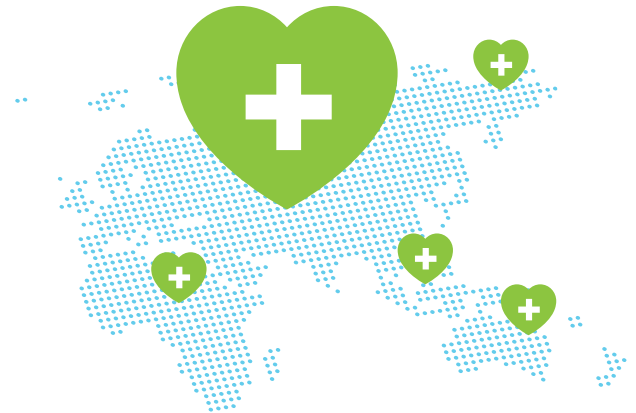
Health



Healthy and happy youth are better equipped to contribute to advancing themselves, their communities, and their economies. Health continues to be a growing concern for the youth of Asia and the Pacific. Many of the region's youth, especially those from developing countries, still have poor hygiene habits, lack of access to basic sanitation facilities, and are threatened by new and emerging diseases.

How the youth can help:

- ...○ Share information on preventable diseases prevalent among youth such as HIV/AIDs
- ...○ Practice and promote responsible sexual behavior
- ...○ Avoid tobacco consumption, as well as drug and alcohol use



ADB

supports
HIV/AIDS
prevention
among youth
in Viet Nam

From 2006 to 2013, ADB partnered with the Government of Viet Nam for its HIV/AIDS Prevention among Youth project. The project aimed to reduce HIV prevalence among the youth by 10%, or 34,000 cases over a 20-year period. It rolled out a national survey and a youth-focused behavior change communication program to raise the proportion of young people with adequate and correct knowledge about HIV/AIDS.

The campaign involved the creation of advocacy materials, a writing competition, a national TV drama series, and radio advertisements, among others.

The mass media campaign was complemented by leadership programs, policy-making forums, health workshops, and community-based activities at the provincial level.

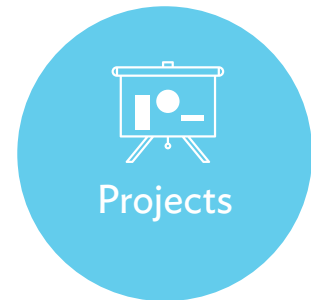


ADB'S
FOUR APPROACHES TO
YOUTH
ENGAGEMENT



The term youth does not only refer to a certain age range and demographic, but also takes into account youth organizations and youth focused CSOs. Youth is a member of civil society, and therefore a key ADB stakeholder. ADB's overall relationship with youth, youth organizations, and youth-focused CSOs is monitored and coordinated by the Sustainable Development and Climate Change Department (SDCC) through the NGO and Civil Society Center.

ADB approaches youth engagement in four ways:



ADB recognizes institutional development and capacity-building support for the youth as a major development initiative, particularly at the local and national levels through projects and technical assistance. ADB also cooperates with a continuum of youth organizations and youth-focused CSOs from the local, national, regional, and international levels.

The relationship between ADB and governments, and the sovereignty of countries continue to be recognized in engaging with youth.

ADB recognizes that investing in youth is a crucial aspect in sustainable inclusive development.

Several countries in Asia-Pacific have youth policies and/or government agencies focused on youth:

- Bangladesh's National Youth Policy and its Ministry of Youth and Sports
- Fiji's National Youth Policy and Ministry of Education, National Heritage, Culture and Arts, and Youth and Sports
- India's National Youth Policy and Ministry of Youth Affairs and Sports
- New Zealand's Ministry of Youth Development
- The Philippines' National Youth Commission and its National Framework for Youth Development

Participation



Participation refers to the process by which stakeholders influence or contribute to designing, implementing, and monitoring a development activity held by ADB. Youth participation can serve as an additional source of information and expertise in ADB-assisted operations.


How ADB implements youth participation

High: Youth codesign and implementation of events and projects with ADB and government project staff

Medium: Youth attendance in events, workshops

Low: Web-based, written consultation

Partnerships



Through partnerships, ADB gives the youth a platform to partake in decision making and resource management under a formal or informal agreement to work together toward common objectives. In such partnerships, youth can be beneficiaries, agents of change, organizers, and community mobilizers.

How ADB implements youth partnerships

High: Memorandum of Understanding or partnership agreement with the youth, including financing and management, or the youth assume high levels of ownership and responsibility

Medium: Youth take some degree of direct responsibility—for instance as organizers, volunteers, social media reporters, and community mobilizers

Low: Youth, youth-led organizations, or youth-oriented organizations routinely provide inputs to ADB-funded projects and are recognized as partners

Policy



ADB assists developing countries in Asia and the Pacific in creating, implementing and assessing national youth policies. Its policy approach also covers youth contribution to strategies, policy reviews, and project programming in ADB, and in their own communities, countries, and region. ADB aspires for an environment that fosters government-youth and community-youth relations.

How ADB implements youth policy

High: Youth representation, such as having a decision-making position in a policy-making body

Medium: Two-way exchange of views, empowering the youth to have direct power over decisions

Low: Written, web-based contributions from youth

Projects



Youth are integrated in the planning, delivery, and evaluation of ADB projects. As stakeholders and partners, the youth can provide new perspectives on development questions, and share new views on the needs and condition of beneficiary communities. Where appropriate, ADB may tap the youth to get to know their views and gain feedback on ADB's activities.

How ADB implements youth-focused projects


High: The youth have a significant role in project design and participate as partners, assuming a high level of ownership and responsibility

Medium: The youth implement a project activity but have limited influence and responsibility of outputs

Low: Project information and opportunities for web-based youth inputs



HOW CAN
YOUTH
ADD VALUE TO
ADB'S
OPERATIONS?



How Can Youth Add Value to ADB's Operations?

01 **Consultation and advisory.** Many of today's youth know first-hand the local development issues and problems on the ground. They can provide valuable input into consultations for ADB's project design and implementation.

03 **Innovation.** When flexibility, responsiveness, or innovation is needed, youth have demonstrated their ability to quickly react and adapt to changing circumstances and are generally keen to experiment with new approaches.

02 **Linking ADB, governments, and communities.** Youth groups, with their local contacts and communication skills, have great capacity to connect at the local and regional levels.

04 **Family and community mobilization.** Empowered youth work with their family and community in participatory development to ensure the quality and effectivity of many of ADB projects.

05 **Communications and social media.** Many of today's youth are technology-savvy. Youth are in a unique position to assist with project communications from project planning through design and project implementation phases.

07 **Assessment, monitoring, and evaluation.** Some youth groups can carry out participatory assessments in project design and independent monitoring and evaluation activities. Civil society monitors are important in promoting good governance, and youth, tapping into their IT and communication skills, have demonstrated capabilities in this area.

06 **Service provision.** Youth can be service providers at different levels. They can fill gaps when government services need more support, and governments can sometimes contract them.

08 **Volunteerism.** Youth can be a powerful source of manpower in activities, projects, and events. Volunteerism fosters a stronger sense of community and ownership of a project.

About ADB Youth Initiative



ADB Youth Initiative is a program managed by ADB's NGO and Civil Society Center to mainstream youth participation in ADB operations. It facilitates increased cooperation among ADB, young people, and youth-led organizations.

Because youth and youth-led organizations are important members of civil society, ADB started the Youth Initiative in 2013, to support young people in contributing effectively to development. It aims to empower youth of Asia as development partners by mainstreaming youth participation in ADB's activities, projects, and policies.

Connect with ADB Youth Initiative through social media:

Facebook: facebook.com/groups/YouthForAsia

Twitter: [@YouthForAsia](https://twitter.com/YouthForAsia)

Website: www.youthforasia.com

About ASSIST and AsianNGO



ADB Youth Initiative has partnered with ASSIST and AsianNGO, a non-profit organization that seek to achieve sustainable transformation while ensuring improvement of social equity, to create publications and execute initiatives that build the knowledge and capacity of youth in becoming equipped youth development partners.

The partnership launched the Youth4Asia Solutions Search, a series of competitions that seeks solutions for development problems in the areas of Environment, Health and Sanitation, Education and Employment, and Citizenship and Governance in Asia and the Pacific. Additionally, a digital knowledge platform has been developed to showcase these youth-led solutions as well as youth-focused solutions by other organizations.

To find out more about the competition and the knowledge bank, visit <http://www.youth4asia.org>.

ASSIST

Website: www.assistasia.org

Facebook: www.facebook.com/assistasia

AsianNGO

Website: www.asianngo.org

Facebook: www.facebook.com/AsianNGO

Resources



freepik.com

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About the Asian Development Bank

ADB's vision is an Asia and Pacific region free of poverty. Its mission is to help its developing member countries reduce poverty and improve the quality of life of their people. Despite the region's many successes, it remains home to the majority of the world's poor. ADB is committed to reducing poverty through inclusive growth, environmentally sustainable growth, and regional integration.

Based in Manila, ADB is owned by 67 members, including 48 from the region. Its main instruments for helping its developing member countries are policy dialogue, loans, equity investments, guarantees, grants, and technical assistance.

