



Youth Established, Led & Focused Project
Empowering youths through active participation



**YOUTH
FUTURE LAB**

**Work,
Progress,
Challenges,
&
Solutions**

**Presentation
for
Uth KIKAO**
— **Wakilisha Base** —
Consolidating Ideas to Unlock Youth Potential

**NOVEMBER
21**

01

Presentation Team

Photo Here

Fredrick Kioko Projects Manager

Leads on all projects and oversees the Environmental Action Projects

Photo Here

Caroline Macharia Digital Inclusion Manager

Manages the Digital Inclusion services to bridge the digital divide among youths.

Photo Here

Catherine Muriithi CJ Manager

Community Journalists Manager and editor of the upcoming Mojatu Kenya Magazine

Photo Here

Gilbert Muhia Digital Contents Creator

Leads in the production of video & audio contents for internal & partners use.

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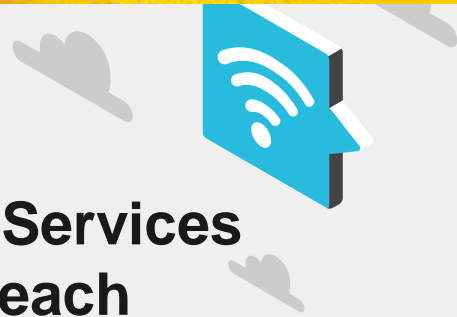
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Who we are

- **2018:** Fearless Youth Association CBO registered in Laikipia to offer local youths training, skills, and employment opportunities
- **2019:** YFL launched in Kenya and Somaliland to focus on ICT programmes
- **2022:** 5-Year strategic plan launched focusing on 4 core **services**

Services

1. Youth Media
2. Digital Inclusion
3. Environmental Action
4. Skills Development

Aim

Enabling all youths to achieve their full potential through active participation.

About us

About

YFL provides skills, voice, connections, and support for youths to lead fulfilled and productive lives.

Mission

To equip and stimulate the potential of youths with career, professional, journalism and media skills, resources, and support to bring about positive change in their local communities.

Vision

YFL envisions a thriving local media and economies where youths are active participants through improved skills, connections, and engagement.



Our Approach

Belief

We believe in **Empowered Youths Approach** by enabling youths to make informed decisions and take positive actions to attain the outcomes they seek to accomplish

Partners

We implement our projects through collaborations with local, national, and international partners to jointly find and develop solutions to the challenges faced by youths.

Vision

Resources: Consistent and targeted resource investment among young people to provide significant and lasting returns.

Opportunities

We offer youths access to over 250 courses, skills bootcamps, networks, resources, incubation centres, and information to access opportunities and be proactively involved in what is happening around them to improve their lives.

Our services (Kenya)

Youth Media

Recruit, train & retain Community Journalists (CJs) through media & journalism qualifications in every county in Kenya.

This enables them to produce and publish contents on Yfl.org, Mojatu.com, social media and other platforms and social media.

12 Community Journalists covering 12 counties.

Digital Inclusion

Recruit, train, equip, and support youths to gain ICT skills and to become Digital Inclusion Ambassadors (DIAs).

This equips them to counter digital skills gaps and earn from the digital economy by working in our and partner ICT centers and institutions.

7 ICT centers under development in 5 counties.

Environmental Action

Recruit, train, equip, and support youths to become Environment Ambassadors (EAs)

This enables them to work & earn from forestry (nurseries & tree planting), Biogas, agribusiness, and other environmental projects.

10,860 trees planted and 8 nurseries created in 7 counties



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Our services (Somalia)

YFL College

YFL Technical and Vocational college established offering face-to-face, online and hybrid training programs targeting youths.

We offer computing, ICT, business, management digital & creative media, STEM, Health, Social Care, Arts and Hospitality courses.

186 participants & graduates in 2023 in 14 courses.

Incubation Centre

We offer comprehensive incubation program tailored to guide young entrepreneurs throughout their startup and growth journey.

A diverse network of experienced mentors from different industries nurture young talent to launch, grow, and thrive.

27 sessions & 11 businesses being supported in 2023.



Operational areas & partners

Kenya: FYA Community Organization, a registered NGO in Kenya.

Somalia: Mojatu Foundation, a registered international NGO in UK & Somaliland

Gambia: Sigh Tech Foundation, a registered NGO in Gambia

Core partners – Gambia, Kenya, Somalia & United Kingdom



Kutambua

mojatu

YFL Current state

We engage, empower and support youths through

- Amplify authentic youth voices through CJs
- Enabling youths to work in digital economy through DIAs
- Train and provide nurseries, trees spaces and biogas projects through EAs
- Business incubation and entrepreneurial support programs
- Direct and indirect income generation for youths

Direct income

- Employment by YFL
- Content production (CJs)
- Managing ICT centers (DIAs)
- Trees & Biogas projects (EAs)
- Sale of YFL services – courses, web and digital media services

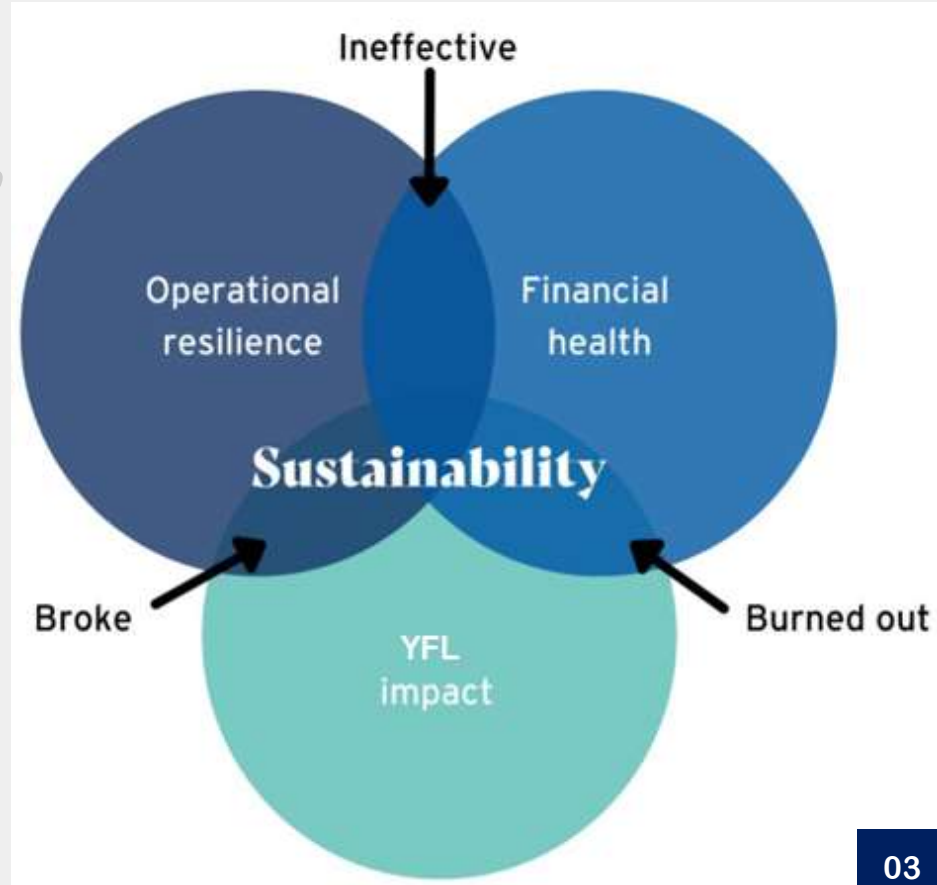
Indirect income

- ICT centers services
- School/Community partnerships
- Launching own business
-

Challenges

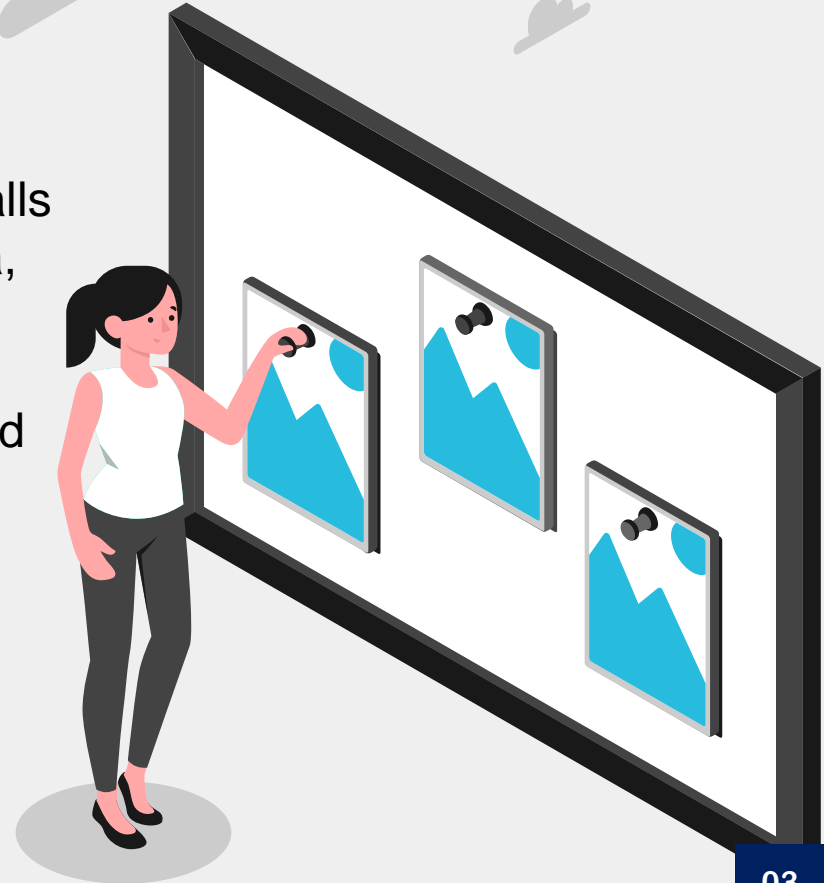
We have identified three core challenges hindering our growth, reach and impact namely

- **Operational resilience:** These include organisational, social, political, and economic challenges.
- **Financial health:** Limited finances from operations, funding and other sources hindering our sustainability.
- **Our impact:** Difficulties in measuring and reporting on and sustaining our true impact.



Solutions

1. Source more funding to cover current shortfalls
2. Enhance our innovativeness in digital, media, and environmental products and services.
3. Acquire an integrated Customer Relations Management system to capture, analyze, and understand our impact better.
4. Expand our partnerships and networks to launch and implement our projects in more regions and communities.
5. Implement digital first strategy for our media services



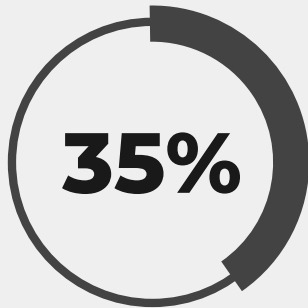


Vision 2030

In line with Kenya's Vision 2030 for the youths, YFL will work with all stakeholders to

Expand the provision of adequate and appropriate technical, vocational, entrepreneurial, and life skills to the youth.

Our role



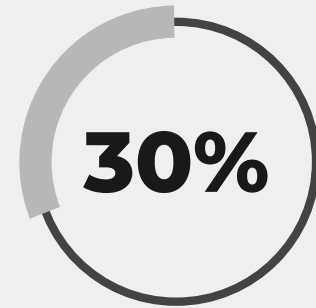
Skills

Expand our training & skills development programs.
Make skills relevant and responsive to local needs.



Digitisation

Enhance digital inclusion, uptake, and economy.
Expand local ICT centres networks and services.



Entrepreneurship

Increase self employment and innovative opportunities by expanding our incubation and digital programs.



Calling on youths to join our community of motivated youth, eager to learn, make a difference, and create a better future together, and contributing to your community.

Available opportunities

- **Community Journalism (CJs)**
- **Digital Inclusion Ambassadors (DIAs)**
- **Environment Ambassadors (EAs)**



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Question time



Get In Touch



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 [@youthfuturelab](https://twitter.com/youthfuturelab)

 [Youth Future Lab Team](https://www.youtube.com/YouthFutureLabTeam)

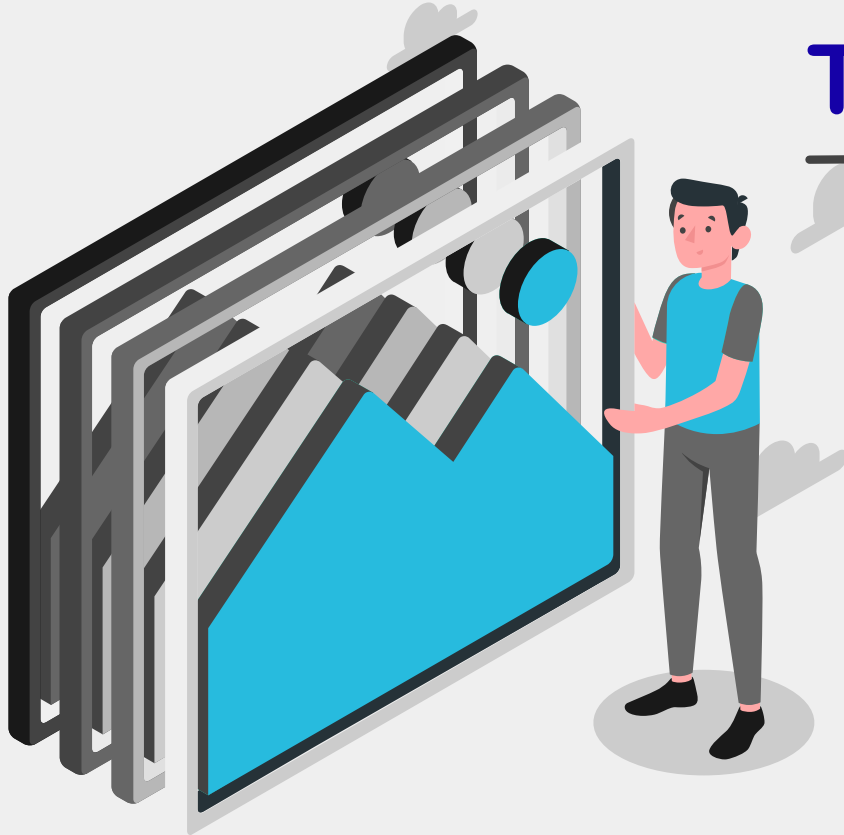
 [@youthfuturelab](https://www.x.com/youthfuturelab)



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Thanks for listening



Thanks for your time.

For more questions, contact?

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