Communication and Information
Knowledge Societies Division
Enabling Universal Access to Knowledge

YouthMobile

Project Title	**YouthMobile – Empowering Youth with the Skills and Confidence to develop Mobile Apps for Sustainable Development** **www.youthmobile.org** **@YouthMobile_**
Geographical scope/benefitting country(ies):	Global Scope with Projects in: Tunisia, Palestine, Kenya, Nigeria, China, Vietnam, Brazil, Argentina, Costa Rica, Ecuador, Uruguay, Russia
Duration (in months):	42 months
UNESCO institutions:	UNESCO Field Offices UNESCO Category 1 Institute for IT in Education (Moscow) UNESCO Category 2 Institute – Center for ICT, São Paolo, Brazil UNESCO Category 2 Regional Institute for ICT, Manama, Bahrain UNESCO Associated Schools Project Network (ASPnet)
Potential partner organizations/institutions:	Ministries of Education, Youth, ICT/Communication, Employment Youth NGOs ICT/Mobile Apps Training Institutions Mobile phone telecom operators Mobile phone manufacturers Mobile phone operating systems mLabs, iHubs, accelerators
Total estimated contribution from UNESCO	USD 200,000 (Funds)
Total estimated budget inclusive of Programme Support costs (7%)	USD 4,2 million
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Rationale and background

This project aims by 2017 to have empowered at least 25,000 young people worldwide, particularly young women, with both the high-level skills and confidence to develop, promote, and sell at least 5,000 locally relevant mobile applications (apps) that solve local issues of sustainable development, and provide self-generated, viable employment opportunities in the mobile/ICT industry.

As the global community develops the new Sustainable Development Goals (SDGs) to achieve by 2030, this project recognizes the significant potential of smart mobile applications to achieve the SDGs especially as the next 1 billion new internet connections will be from mobile devices in the hands of young people from developing countries.

The YouthMobile Initiative builds on the experience of many worldwide initiatives that introduce young people to computer science programming (learning-to-code) and problem solving (coding-to-learn). It also seeks to build on experiences targeting young women who are vastly underrepresented in this field. The 2013 Report of UN Broadband Commission indicated that women were on average 21% less likely to own a mobile phone – representing a gender gap of 300 million women. Finally it builds on the consideration that for millions of young people, the smartphone in their pocket is a very powerful computer, it will be their only computer, and they use it for nearly every aspect of their lives: communicating, learning, taking pictures, and playing games.

This project aims to show these young people that such computing power can be used for directly addressing their personal challenges or the problems faced by their local communities. The project will also emphasize that programming mobile apps can be fun, requiring different kinds of skills and idea, sharing code, making friends, and seeing the impact of your App. Eventually groups of young people can create a business or demonstrate skills for applying to IT jobs in the local, national or international market.

Why UNESCO?

UNESCO focuses on promoting holistic youth development and participation in public, political and community life. The Project is in line with, and will contribute to, the UNESCO Operational Strategy on Youth 2014-2021[1].

The UNESCO Knowledge Societies Division[2] is an acknowledged global leader in the design and implementation of Open ICT Solutions to assist Member States to achieve universal access to knowledge and agreed development goals. UNESCO is the Secretariat for the United Nations *Global Education First Initiative* (GEFI) reflecting UNESCO's global lead role in developing education systems to fight poverty and achieve sustainable development.

This Project reflects the substantial technological, pedagogical, and project management expertise of UNESCO and has been designed in full consultation with over 20 UNESCO Field Offices. The Project has attracted significant interest from beneficiary Governments, bi-lateral and development donor agencies, and private Foundations.

The Project has been designed to fully capture the UNESCO global priorities for Africa, and Gender Equality with provisions targeting Youth from Least Developed Countries (LDCs), Small Islands Developing States (SIDS), and Disadvantaged, Marginalized, or Minority Communities.


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[1] http://www.unesco.org/new/en/social-and-human-sciences/themes/youth/strategy/
[2] http://en.unesco.org/themes/building-knowledge-societies

Overall Goal/Objective

The overall goal of the YouthMobile Project is empower youth to resolve identified local issues of sustainable development especially those related to poverty reduction and climate change, and to reduce chronic youth unemployment through the sale of smart mobile applications and formation of small businesses.

The specific objective is to have empowered at least 25,000 young people worldwide, particularly young women, with both the high-level skills and confidence to develop, promote, and sell at least 5,000 locally relevant mobile applications (apps) by 2017.
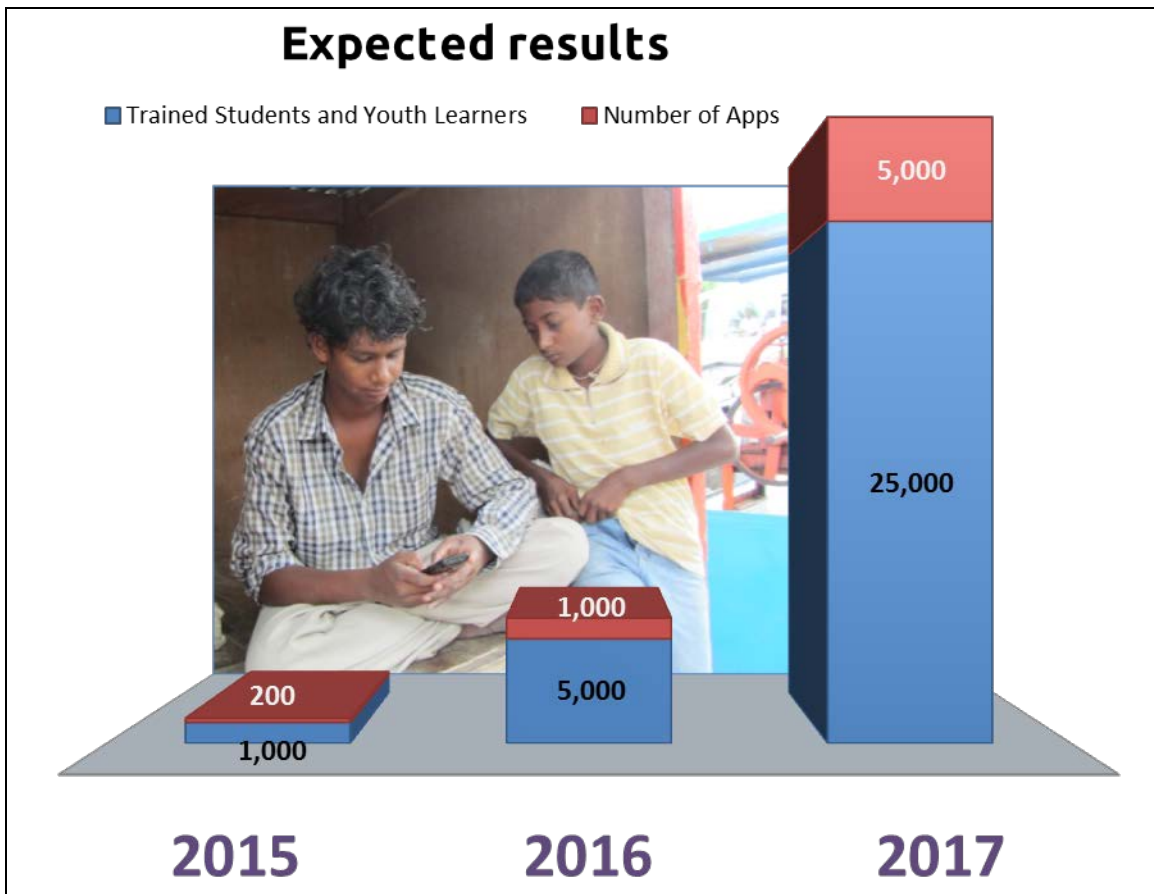
Secondary objectives include:
- The development and free sharing of comprehensive, multi-lingual, open-licensed training materials for mobile apps development for young people;
- The empowerment of teachers to find, develop, and share learning materials;
- The enhancement of local smart mobile industry including apps development small businesses, Competitions, and Apps Stores
- The development of new and innovative UNESCO mobile apps and competitions
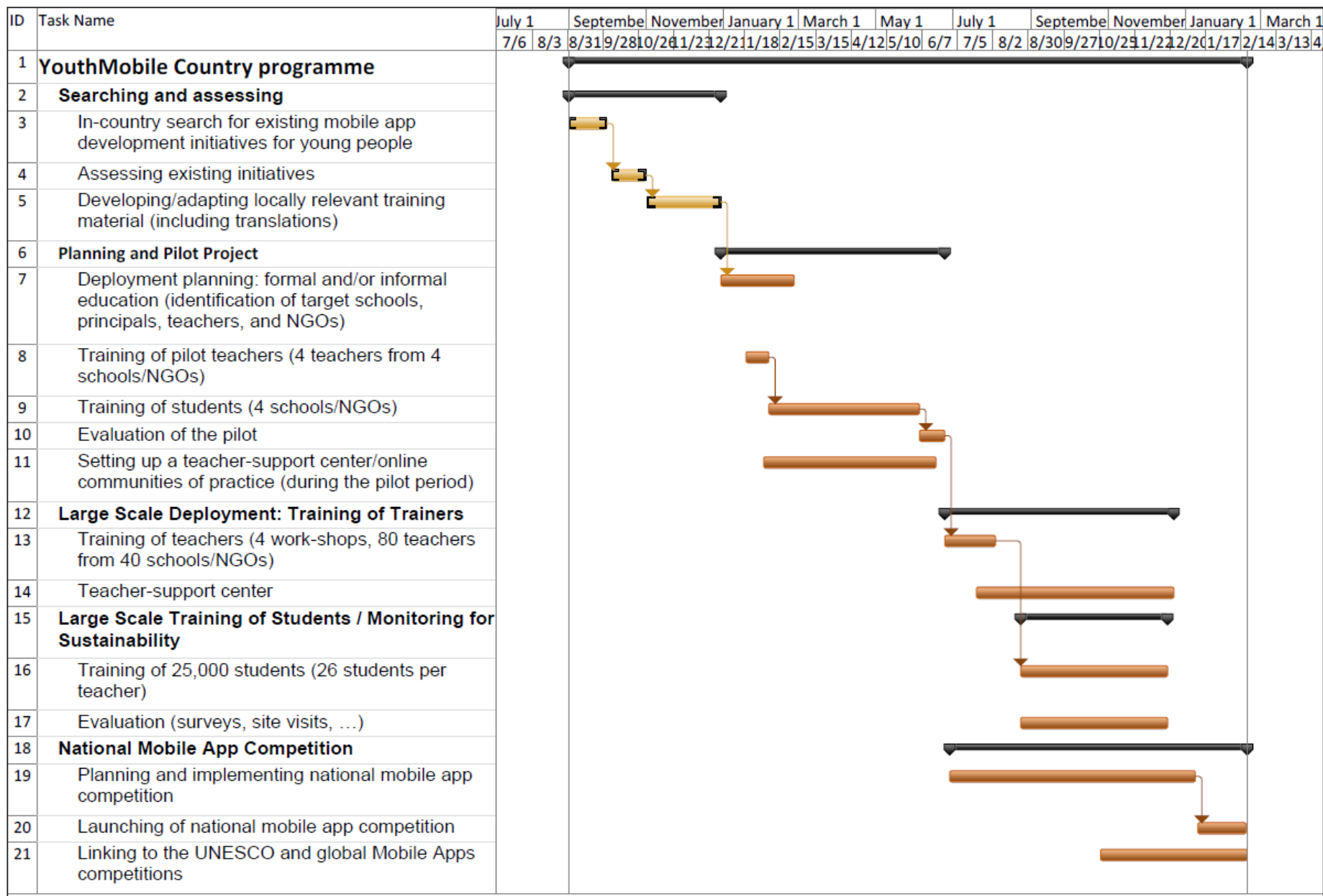
Activities and outputs/deliverables

Activity 1: Searching and assessing the world's best, existing training materials and initiatives for training young people in mobile apps development.

Outputs	Performance indicators	Targets
Working with the full UNESCO network of National Commissions, Category 1 and 2 Institutes, and the Associated School Project Network (ASPnet), UNESCO will have identified: - existing training initiatives and training materials; - ICT-enabled Youth NGOs - Qualified schools (with ICT teachers, curricula, labs, some internet connectivity) to conduct the training	- Training materials that have been critically-assessed (refer Annex 1) to be comprehensive, mature, multi-lingual, vendor-independent, print and mobile-friendly, Accessible for People with Disabilities, and open-licensed; - ICT-enabled Youth NGOs with training facilities	- Assessed training materials in at least the 6 UN languages freely available on the YouthMobile website, and extensively promoted via the YouthMobile Twitter account and other social media - Open-licensed materials leading to at least 3 language translations - Partnerships with ICT-enabled Youth NGOs in at least 12 countries - Schools and teachers identified in at least 12 countries - All materials are to be gender neutral, and available in open file format for universal access

Activity 2: Extensive TOT capacity-building of Youth NGO Trainers and ICT Teachers

Outputs	Performance indicators	Targets
Working with Ministries of Education, Youth, ICT, and Employment, and National Youth Associations, UNESCO will have: - Identified and commenced large scale, rolling training of Youth NGO trainers and ICT teachers - Created Trainer Support Call Center with youth organization - Developed Entrepreneurship and Mentoring programs	- Number of Youth NGO Trainers and secondary school ICT Teachers that have received extensive training on how to best adapt and teach mobile apps development - Post training Trainer Support Call Center operational	- At least 30 energetic Youth NGO Trainers (minimum 5 female) trained in the 12 countries – youth training youth - At least 50 teachers (minimum 50% female) from at least 30 schools trained in the 12 countries - At least 1 Trainer Support Call Center set-up in the 12 countries

CORE Activity 3: Training of critical mass of young people in developing successful mobile apps for sustainable development

Outputs	Performance indicators	Targets
A critical mass of young people given the high-level skills and confidence to develop successful mobile apps for sustainable development, and the creation of self-generated employment opportunities in the mobiles/ICT.	- Number of out-of-work youth, and secondary schools students that have received training - Minimum 50% female - Number of apps that have been successfully uploaded to App Stores, including those with significant free or for-sale downloads	**2015** - At least 1,000 trained young people in the 12 countries - At least 200 Apps developed and uploaded to Apps Stores **2016** - At least 5,000 cumulative trained young people - At least 1,000 cumulative Apps **2017** - At least 25,000 cumulative trained young people - At least 5,000 cumulative Apps

Activity 4: Developing a series of new, innovative Mobile Apps Competitions		
Outputs To bolster the confidence of the young mobile apps developers, UNESCO will have developed: - The 1st Global List of mobile apps competitions - UNESCO-sponsored Mobile Apps Competitions - And worked through UNGIS to encourage other UN agencies to develop mobile apps competitions in their respective areas of sustainable development	**Performance indicators** - Launch and continuous update of the *1st Global List of Mobile App Competitions* - Launch of UNESCO Mobile Apps Competitions in the areas of: Education, Science, Culture, Freedom of Expression, Media Development, and Universal Access to Knowledge, and Gender Equality - Launch of other UN-sponsored Mobile Apps Competitions	**Targets** **2014** - *1st Global List of Mobile App Competitions* available online, offering multi-lingual search and editing by language, country, region and category **2015** - Launch of 2 new UNESCO Competitions for Education, and Science - Including specific Gender perspectives in all Competitions - Targeting 50% of submissions from female teams - Creation of UNESCO open Data sets and Open API **2016 onwards** - Launch of additional UNESCO and UN competitions

Activity 5: Promoting, monitoring and evaluating the overall YouthMobile Project		
Outputs UNESCO will have engaged existing and temporary resources to conduct an extensive, global online campaign to promote, support, monitor and evaluate the overall YouthMobile Project.	**Performance indicators** - Very high levels of awareness and of the UNESCO YouthMobile Project among key stakeholders - Monitoring and Evaluation Reports presented to Governments, major partners	**Targets** - Extensive series of UNESCO and external online news articles, and social media commentary on the YouthMobile Project - Highlighting the training of female trainers, participation of female students - Increase in the number of participating countries from 12 in 2014 to at least 30 by 2017 - Secured extrabudgetary and bi-lateral funding for the YouthMobile Project - Annual delivery of Monitoring and Evaluation Reports

Project Plan

ID	Task Name
1	**YouthMobile Country programme**
2	**Searching and assessing**
3	In-country search for existing mobile app development initiatives for young people
4	Assessing existing initiatives
5	Developing/adapting locally relevant training material (including translations)
6	**Planning and Pilot Project**
7	Deployment planning: formal and/or informal education (identification of target schools, principals, teachers, and NGOs)
8	Training of pilot teachers (4 teachers from 4 schools/NGOs)
9	Training of students (4 schools/NGOs)
10	Evaluation of the pilot
11	Setting up a teacher-support center/online communities of practice (during the pilot period)
12	**Large Scale Deployment: Training of Trainers**
13	Training of teachers (4 work-shops, 80 teachers from 40 schools/NGOs)
14	Teacher-support center
15	**Large Scale Training of Students / Monitoring for Sustainability**
16	Training of 25,000 students (26 students per teacher)
17	Evaluation (surveys, site visits, ...)
18	**National Mobile App Competition**
19	Planning and implementing national mobile app competition
20	Launching of national mobile app competition
21	Linking to the UNESCO and global Mobile Apps competitions

Timeline headers: July 1, September, November, January 1, March 1, May 1, July 1, September, November, January 1, March 1
(7/6, 8/3, 8/31, 9/28, 10/26, 11/23, 12/21, 1/18, 2/15, 3/15, 4/12, 5/10, 6/7, 7/5, 8/2, 8/30, 9/27, 10/25, 11/22, 12/20, 1/17, 2/14, 3/13, 4)

Beneficiaries and stakeholders

The Project identifies the following primary beneficiaries in 2 areas:

Formal Education

1. **Secondary school students –** from 13 to 18 years old, tapping into the full energy of "digital natives" and the natural familiarity of young students with mobile technology to acquire programming skills to develop fun apps (learning to code) and expand all-round skills (coding to learn);

2. **Teachers and Principals –** Teaching a new, innovative course in mobile apps development, acquiring ICT-pedagogy skills, connecting the school to other schools nationally and globally;

Informal Education

3. **Youth** – from 18 to 27 years old, providing 21st century skills and digital literacies for developing apps to promoting their skills online, to earn livelihoods from the sale of apps, and to more effectively engage in society;

4. **Youth NGOs –** enhancing the training services of ICT-enabled Youth NGOs by creating a sustainable pool of trainers, support staff, and mentors to earn revenues as mobile app entrepreneurs;

In line with UNESCO's Global Priority for Gender Equality, emphasis will be placed on identifying female teachers/trainers, and partnering with training initiatives working exclusively with girls/young women.

UNESCO will also deliberately target disadvantaged youth and secondary school students especially those with living with disabilities, in rural areas, Least Developed Countries (LDCs), Small Island Developing States (SIDS), and in Indigenous and minority communities.

Existing and new relationships will be developed with the following stakeholders:

1. **Ministries of Education, Youth, ICT/Communication, Employment**
2. **Youth NGOs**
3. **ICT/Mobile Apps Training Institutions (MIT (USA), Technovation, Apps for Good)**
4. **Youth events and awards (*World Summit Youth Award WSYA*, Campus Party Brazil)**
5. **Mobile phone telecom operators**
6. **Mobile phone manufacturers**
7. **Mobile phone operating systems**
8. **mLabs, iHubs, accelerators**
9. **UNESCO Category 1 Institute for IT in Education (IITE) (Moscow)**
10. **UNESCO Category 2 Institute – Center for ICT (CETIC), Sao Paolo, Brazil**
11. **UNESCO Category 2 Regional Institute for ICT, Manama, Bahrain**
12. **UNESCO Associated Schools Project Network (ASPnet)**
13. **UN Interagency Network for Youth**
14. **UN Group on the Information Society (UNGIS)**
15. **Bi-lateral, Multi-lateral, Development Donor agencies**
16. **Private Foundations**

Implementation strategy

The YouthMobile Project was designed in response to requests from UNESCO Member States in the UNESCO Programme and Budget document (2014 – 2017, 37 C/5).

Within the framework of the UNESCO Operational Strategy on Youth 2014-2021, UNESCO undertook a Global Needs Assessment Survey for the *2013 UNESCO Youth Forum* which received comments from over 700 youth worldwide. Over 80 delegates at a Workshop within the Forum, and an Experts Meeting also provided considerable inputs.

Working with an extensive number of Government, private-sector, and civil-society stakeholders in a participatory manner to provide local contextual analysis, the YouthMobile Team will ensure all interventions are strategically designed. Downstream interventions such as the search for materials, capacity-building, and core student training will complement and mutually inform upstream activities of governments fully adopting YouthMobile with reflective changes in policy development for education.

The main activities are:

1. **IDENTIFYING** the world's best, existing training initiatives and teaching materials for young people to learn how to develop mobile apps;

2. **INTEGRATING** the training materials into the systems for Formal, and Informal Education, ensuring adaptation to specific local teaching needs, translations, and sharing innovations;

3. **TRAINING** a critical mass of young people to acquire the high-level skills needed to develop mobile apps. Partnering with initiatives for girls and young women such as Technovation to increase the number/percentage of women working on mobile apps development;

4. **DEVELOPING** mobile apps competitions at national, regional, and global levels to provide confidence to the young people to develop mobile apps for recognition, and employment

Cross-cutting the main activities are:

5. **PROMOTING** the Project globally, in multiple languages, and maximizing outreach through social media;

6. **MONITORING and EVALUATING** the Project to ensure the goals are being met with the aim of securing full Government adoption and the exit of UNESCO support;

7. **FUNDRAISING** with bilateral, multi-lateral, and development/donor agencies, private sector ICT companies, and private Foundations to increase the number of participating countries and teachers

Key Opportunities

The YouthMobile Project will be extensively promoted at key global events such as:

1. UNESCO Mobile Learning Week
2. Mobile World Congress
3. World Innovation Summit on Education
4. World Youth Summit Award
5. Campus Party (Brazil)
6. Launch and Award Ceremonies of the new UNESCO Mobile Apps Competitions

Sustainability and exit strategy

The YouthMobile Project has been designed to take full advantage of existing, related on-the-ground initiatives, and to provide a set of unique UNESCO value-added actions to create a self-sustaining, dynamic environment that will first complement and then be taken over by the principal regional, national and local actors and stakeholders.

Local organizations will be strongly encouraged to take full responsibility for all aspects related to infrastructure, internet connectivity, equipment such as PCs and mobile devices, and logistics costs.

The proposed interventions will be planned and implemented in close consultation with the UNESCO Field Offices, National Commissions, ASPnet Coordinators, and other UN agencies at country level. It is a mandatory requirement in the Project that all the documents, tools, and training resources to be produced within the Project will be released with an open license allowing all other national, regional, and global stakeholders to freely use, update, adapt, and share to ensure continued enhancement and sustainability.

Through this Project, the following sustainable actions will be achieved:

Youth Organizations – ICT-enabled youth organizations will create a sustainable pool of trainers, support staff, and mentors. The open-licensed training materials allow any NGO to obtain all materials free-of-cost and to legally replicate the Project by adapting the materials to their target/geographic user base thus expanding the reach of the Project.

Secondary School Students – Students will acquire high-level 21st century skills, and confidence to develop, and promote mobile apps to resolve local issues of sustainable development. Young people are the best transmitters of awareness on a 'cool' initiative and UNESCO expects a very large number of "Likes" or Retweets to expand the reach of the Programme.

Teachers and Principals – Training providers will teach a new, innovative course in mobile apps development, acquiring ICT-pedagogy skills, connecting the school to other schools nationally and globally.

A key tool for the successful implementation of the Project will be the multi-lingual, mobile-friendly online Project Portal and associated Community of Practice. UNESCO will facilitate the building of capacities among key youth organizations, so that they can eventually incorporate the online platform and applications into their respective websites.

Exit Strategy

UNESCO will consider it a success when a Government and/or local stakeholders have been convinced of the positive impact of YouthMobile on sustainable development, and youth employment, and fully incorporate the Project into regular programming. UNESCO would then exit the current YouthMobile phase in that country.