

# YouthMobile

Teaching young people to create mobile apps  
for sustainable development



United Nations  
Educational, Scientific and  
Cultural Organization

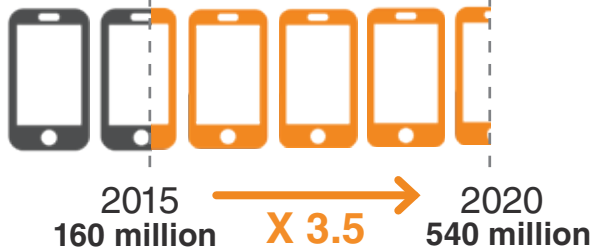
Knowledge Societies Division  
Communication and  
Information Sector  
2016



“The next 1 billion new internet connections will be from mobile devices in the hands of young people in developing countries”

Mobile technology has become a **medium for youth empowerment**, activism and an engine for change. The number of mobile internet connections is rapidly increasing in developing countries and **smartphones are often the only computer young people in developing countries have**. This connectivity can have a profound impact on all aspects of their life, allowing them to **create solutions to personal challenges and problems faced by the local community**.

Number of smartphones in Sub-Saharan Africa



Source: GSMA 2015

The YouthMobile Initiative aims to maximize this positive impact by including young people in developing countries in the digital revolution

# YouthMobile

By providing young people with basic technical skills and the **confidence** to develop, promote, and sell locally relevant mobile applications, the initiative aims to **create employment opportunities and at the same time create solutions in different fields** such as agriculture, health and education. These youth-made innovations can contribute to the fulfillment of the Sustainable Development Goals (SDGs).

## INDIRECT BENEFICIARIES THROUGH APPLICATIONS



local community

## MAIN GOAL

“Teaching young girls and boys to create mobile apps for sustainable development”

By



1 Identifying the world's best existing training materials to develop mobile apps



2 Training youth trainers and teachers



3 Training a critical mass of young people in developing successful mobile apps for sustainable development

Teachers and principals



DIRECT BENEFICIARIES

Secondary school students



Youth and youth organizations



# APPLICATIONS

# MADE BY

# YOUNG PEOPLE

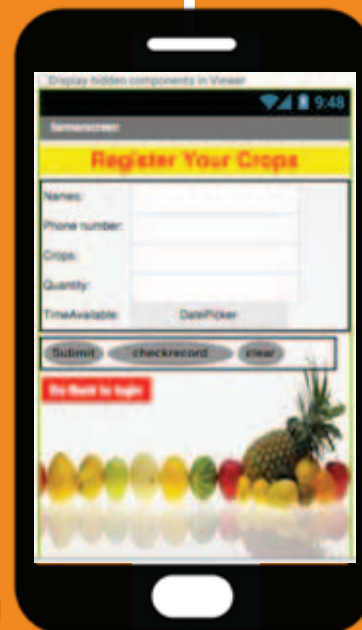


## SAMA CARNET SENEGAL

Providing **pregnant women** with information on what's good for the baby, safeguarding their **health records** and **connecting them with doctors** in case of emergency

## MARKET APP RWANDA

Connecting farmers with industries and helping them to **extend their products** in the national/international marketplace



## CROP PRODUCTION APP SOUTH SUDAN

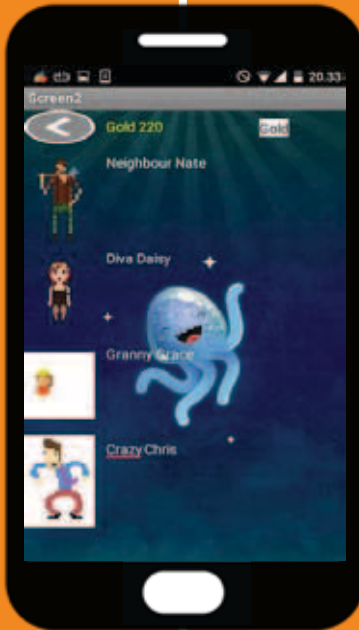
Providing farmers with necessary information on how to grow crops and **improve their harvests**

## TRAFFIC APP CAMBODIA

Tracking realtime road conditions



# ALL AROUND THE WORLD

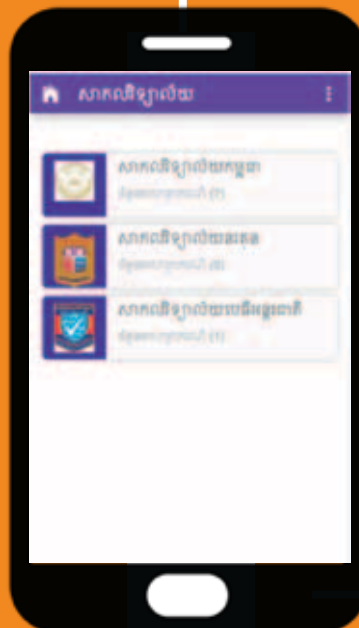


## AARO'S ADVENTURE FINLAND

Raising awareness about the condition of the oceans through a game, **drawing attention to marine pollution**

## WECCO SENEGAL

Providing children in primary school with **quality learning materials**



## SCHOLARSHIP APP

### CAMBODIA

Informing students and young people about different scholarship programmes

## RASAIL AL SALAAM SOUTH SUDAN

Promoting peace by sharing peace messages among different social groups



# GENDER EQUALITY

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**“In developing countries, up to 43% fewer women have access to internet than men”**

Source: Dalberg, 2012

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**“Mobile Technology could help lift 5.3 million women out of illiteracy by 2020”**

Source: Vodafone Foundation, 2014

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**Smartphone ownership** and locally relevant applications can be a **key to women’s empowerment**, shattering their isolation and unleashing their powers. But enabling them to **make these apps** can give them an even **bigger push** as it **enriches their skillset, creates job opportunities** and gives them a **platform** in emerging digital economies. x

# SEARCHING FOR MARTHA

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## Who is Martha?

Martha is a young female entrepreneur from Kenya who founded the Dev School, which provides low-cost classes to students from the Kenyan slum areas on the development of mobile apps. With the support of the YouthMobile Initiative, she could improve training materials and attract financial partners.

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Using Martha's success story as an example to motivate and empower young girls in ICT, UNESCO and its partners **set up a programme** to:

- **find and train 1,000 "Marthas"** to enhance their mobile ICT entrepreneurship, management, public speaking, and leadership skills
- **find funding and implementation partners** for the project
- **train 1,000 young girls** to successfully develop, promote, and sell effective mobile apps that help to reach the 2030 SDGs.

# TRAININGS AND COMPETITIONS

YouthMobile organizes workshops that teach young people problem-solving, coding and basic professional skills which develop their confidence, empathy and persistence.

The girls of Team Charis (Nigeria) won the first prize at 5<sup>th</sup> annual Technovation World Pitch Competition in 2015 for their waste management app “Discardious”, which allows business owners and individuals to conveniently discard their waste on time.

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UNESCO is launching its own thematic competitions encouraging trained students to submit their apps for prizes, recognition and employment opportunities.

STIMULATING



IDEATION

To identify a problem in their community



TECHNOLOGY

To develop a mobile app solution



ENTREPRENEURSHIP

To elaborate a business plan



PITCH

Confidence and skills to market the application

In collaboration with

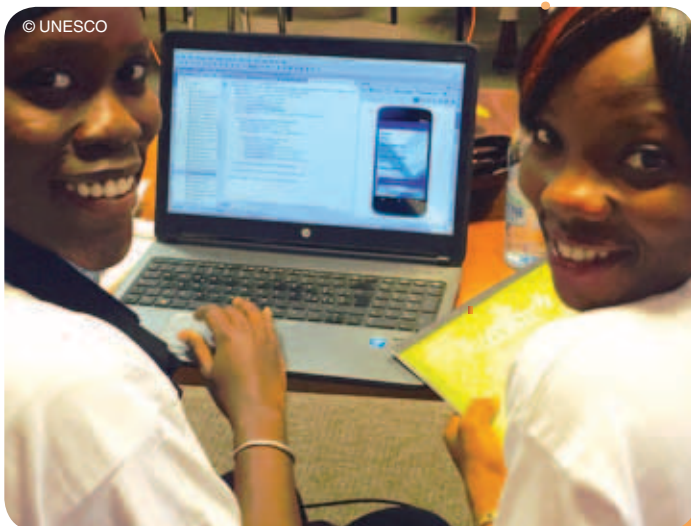
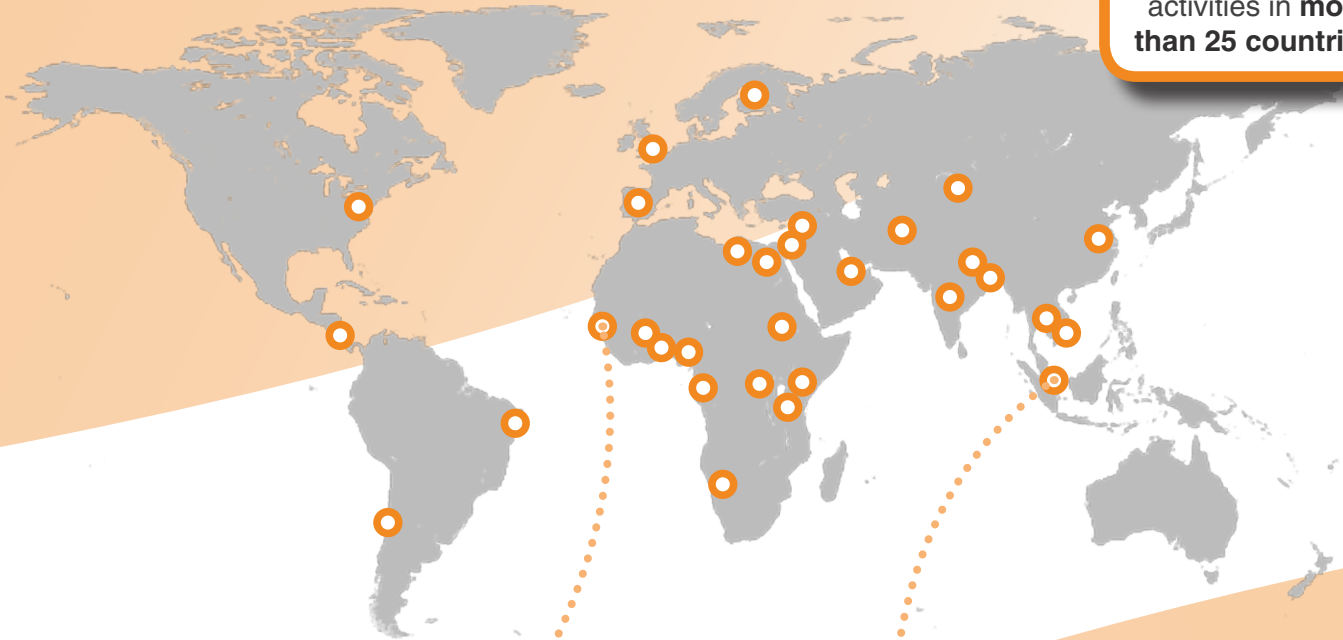
technovation

YouthMobile



# YouthMobile WORLDWIDE

Two years after its launch, YouthMobile has organized activities in **more than 25 countries.**



“Technology was not always the field of study I thought I would go into. But the more I discovered that creativity and innovation are at the heart of mobile app development, the more I became interested.”

- Aida Mansour, participant of the 2016 Jiggen CI TIC competition in Senegal.



“During the training, our thinking was triggered. I was surprised because in the end the idea for the app I came up with was about solving a problem that I had faced myself.”

- Chhit Chanmony, creator of the “Scholarship App”, Cambodia.



## About the Knowledge Societies Division of UNESCO

YouthMobile is an initiative by the UNESCO Knowledge Societies Division, which is responsible for the realization of the concept of knowledge societies that are built on the key principles of inclusion, openness, diversity and pluralism.

The Division promotes access to information and knowledge using ICTs to enhance the quality of and access to education, build scientific knowledge and innovation, promote open access to scientific research, and empower local and marginalized communities.

Significant efforts are mobilized to build capacities of key stakeholders, particularly teachers, to use ICTs effectively and acquire the indispensable for the 21<sup>st</sup> century competencies in Information, Media, Digital and ICT literacy competencies.

More information:

<http://en.unesco.org/themes/building-knowledge-societies>





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