



United Nations
Educational, Scientific and
Cultural Organization

YouthMobile

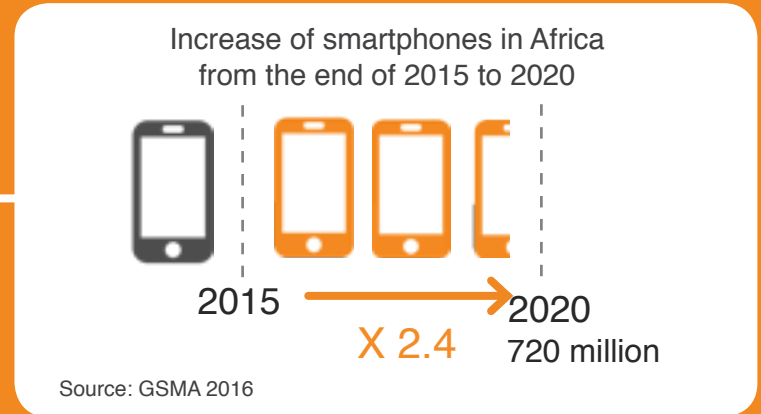
Teaching young people to create mobile apps for
sustainable development



2017 edition

Why YouthMobile?

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



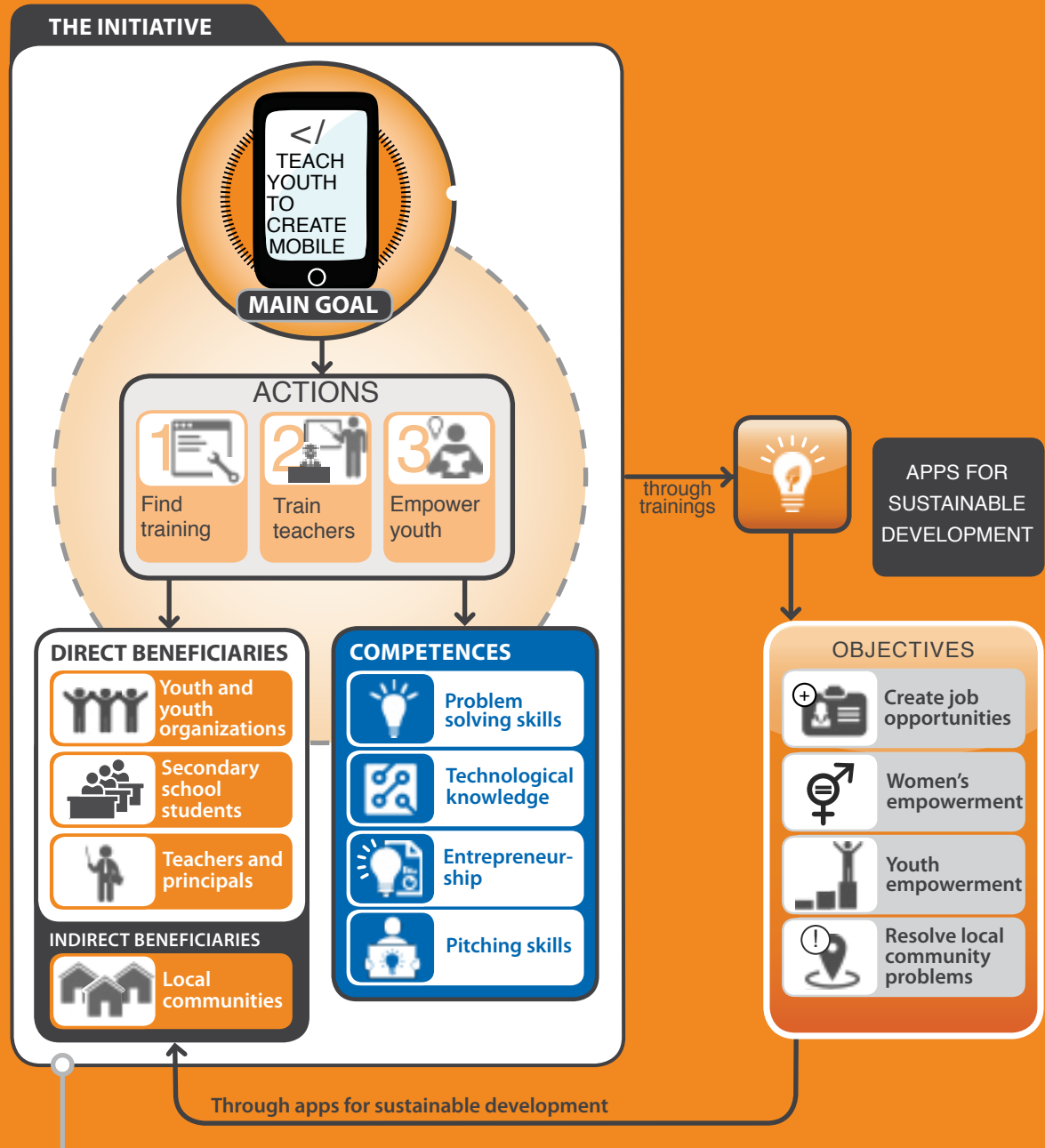
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”[UNESCO] launched the YouthMobile Initiative [...] with a view to promote the learning of [digital] technical skills, with special emphasis on girls [...]”

- Irina Bokova, Director-General of UNESCO
March, 2017

Cover photo : © AFS-USA Intercultural Programs CC BY 2.0

How it works?



Providing young people with basic technical skills and the confidence to develop, promote, and sell locally relevant mobile apps, the initiative aims to create employment opportunities and at the same time create solutions to personal challenges and problems faced by local communities.

A way to empower youth

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On the occasion of 2016 International Day for Girls in ICT, girls were attending the JIgggen CI TIC competition where they learned and developed their own mobile apps.



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

STIMULATING



IDEATION

To identify a problem in their community



TECHNOLOGY

To develop a mobile app solution



ENTREPRENESHIP

To elaborate a business plan



PITCH

Confidence and skills to market the application

A way to gender equality



© UNESCO

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

Source: Dalberg, 2012

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.

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

Source: Vodafone Foundation, 2014

A flagship project: “Searching for Martha”

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.

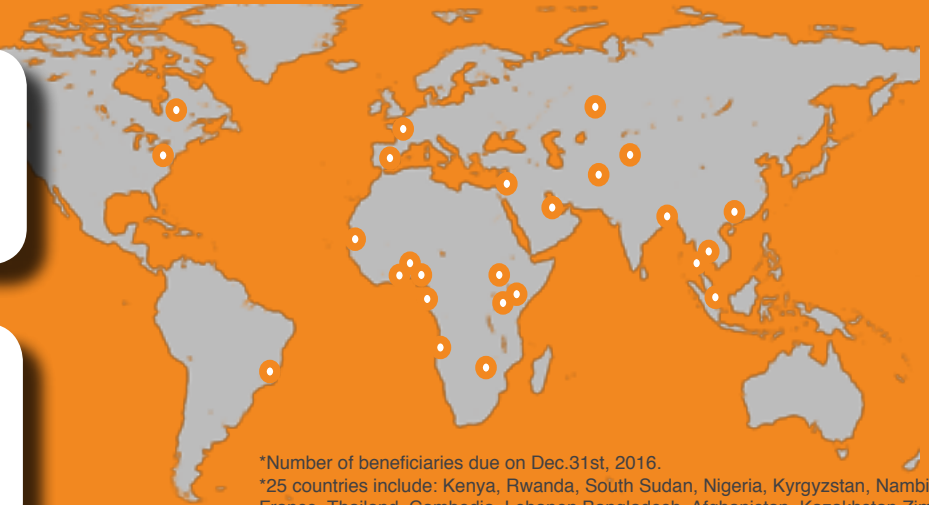
A global action review

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Reached around
5000 beneficiaries

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Organized activities in more
than **25** countries



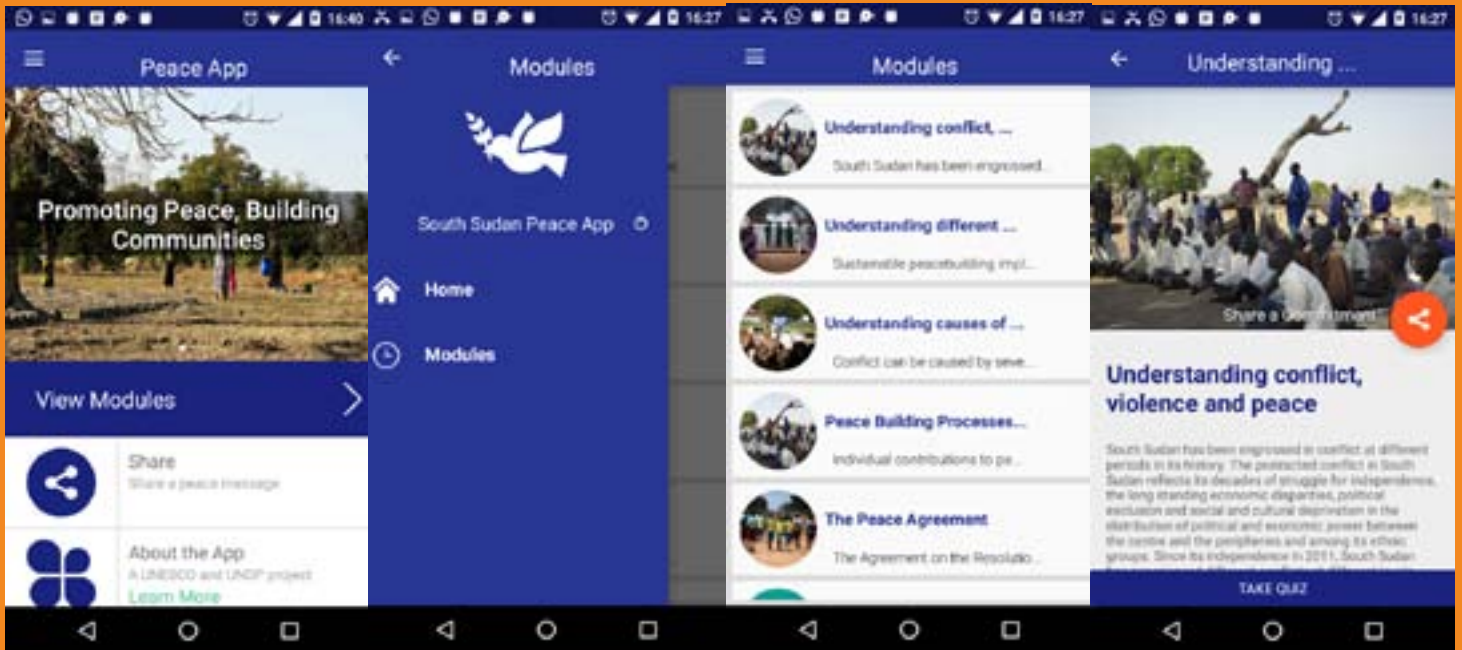
*Number of beneficiaries due on Dec.31st, 2016.

*25 countries include: Kenya, Rwanda, South Sudan, Nigeria, Kyrgyzstan, Namibia, France, Thailand, Cambodia, Lebanon, Bangladesh, Afghanistan, Kazakhstan, Zimbabwe, Ghana, Burkina Faso, Canada, Brazil, Qatar, Gabon, Spain, Singapore, China and USA.



Since its launch in March 2014*, UNESCO's YouthMobile has successfully rolled out in more than 25 countries, reaching more than 5000 beneficiaries through trainings, contests, assessments and events. Through YouthMobile, UNESCO supported a number of innovative initiatives worldwide, such as the Technovation Challenge, Mobile4Change competition(Telefonica), the FOSSASIA Summit and the AfricaCodeWeek(SAP).

APPS MADE BY OUR BENEFICIARIES

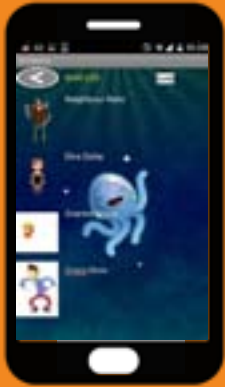


THE PEACE APP SOUTH SUDAN

Developed by 15 students from Juba University in 2016, the app focuses on explaining different terms relating to conflict, violence and its impact. Users can also take a quiz and share peace commitment.

The App outlines the peacebuilding process with a focus on the role of an ordinary citizen (Mwathinin) in the national peace building agenda, and the benefits of sharing peace and reconciliation messages. The practical steps offered in the App help the user to pursue an end to violence by making a personal commitment to the peacebuilding process in South Sudan.

Download here: https://play.google.com/store/apps/details?id=com.ss_peace_app.app



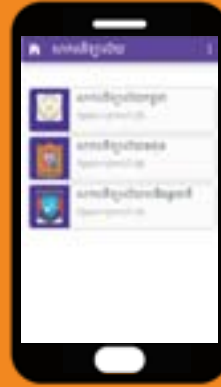
AARO'S ADVENTURE FINLAND

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



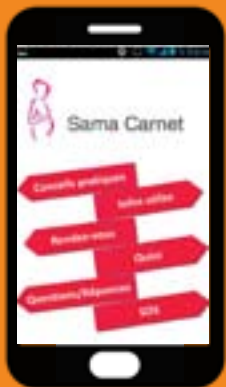
SCHOLATSHIP APP CAMBODIA

Informing students and young people about different scholarship programmes



RASAIL AL SALAAM SOUTH SUDAN

Promoting peace by sharing peace messages among different social groups



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 SOUTH SUDAN

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



TRAFFIC APP

CAMBODIA

Tracking realtime road conditions

Our YMers say ...

“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 Knowledge Society 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 21st century competencies in Information, Media, Digital and ICT literacy competencies.

More information:

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

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United Nations
Educational, Scientific and
Cultural Organization

Communication and
Information Sector

YouthMobile 

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