



International Development Week 2017

Developing the World's Youth: Innovation in Entrepreneurship and Employment

Photo Exhibition Teaching Resource Guide

Exhibition Dates: February 7-10, 2017



Global Affairs
Canada

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Canada

Exhibition Overview

This exhibit invites you to see the developing world through the eyes of today's youth. The images and voices weave together stories about the challenges and opportunities in earning an income in an economy that does not offer a direct path to employment.

The exhibit asks the question: "What would you do if you couldn't find a job?" and "What innovative ideas can help address the challenge of youth unemployment?"

Explore this topic through two international programs that focus on youth entrepreneurship for young people. We are showcasing Humber's Sulawesi Economic Development Strategy (SEDS), a Global Affairs Canada funded project that is advancing entrepreneurship in universities in Indonesia, as well as Save the Children and MasterCard Foundation's Youth in Action Program (YiA) that supports out-of-school rural African youth to develop their foundational and entrepreneurial skills and explore livelihood opportunities.

Through the words of the youth entrepreneurs, you will learn about the power of creative thinking, the upside of taking risks and how passion can fuel sustainable change.

About the Organizations

Humber's Sulawesi Economic Development Strategy Project (SEDS) works alongside seven universities in Indonesia to improve their curriculum and teaching methods in entrepreneurship. The five year program is developing the creative and business skills of students in the classroom, while also providing on-campus hubs to explore entrepreneurship on their own through services such as business planning, financial management and mentoring.

Youth in Action Program (YiA) is a six-year education and livelihood program in partnership with Save the Children and the MasterCard Foundation. YiA works to improve the socio-economic status of rural out-of-school girls and boys, ages 12-18, in Burkina Faso, Egypt, Ethiopia, Malawi and Uganda, through three main pillars:

- *Youth Learn*: Youth build foundational literacy, numeracy, financial literacy and transferable life-skills relevant to the local market.
- *Youth Act*: Youth self-select a pathway to practice and apply their skills and receive a small grant to pursue their pathway. Pathways include: returning to school; vocational and apprenticeship training; or starting a small business.
- *Youth Connect*: Youth receive community-based mentorships, establish peer-to-peer support systems, and are connected to local financial service providers, government, and community organizations, as well as the private sector for sustained support and livelihood development.

Canada's impact at home and around the world

The Prime Minister, Justin Trudeau, issued the following statement to mark International Development Week 2017:

“As Canadians, we are defined by our compassion, our generosity, and our ingenuity. Nowhere are these qualities more evident than in our international development workers and volunteers. These Canadians work tirelessly at home – and around the world – to reduce poverty and inequality.

Moving forward, the Government of Canada will be refocusing development assistance on helping the world’s poorest and most vulnerable. Our efforts will be guided by the principles of innovation and effectiveness, as we strive to make Canada’s approach to development something that we can all be proud of.

During International Development Week, I encourage all Canadians to learn – and draw inspiration from – those who do so much to make our world a safer and more compassionate place to live.”

KEY THEMES

Sustainable Development Goals (SDGs) and Employment

SDG Goal #8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Over the past 25 years the number of workers living in extreme poverty has declined dramatically, despite the lasting impact of the 2008 economic crisis and global recession. The SDGs promote sustained economic growth, higher levels of productivity and technological innovation. Encouraging entrepreneurship and job creation are key to this, as are effective measures to eradicate forced labour, slavery and human trafficking. With these targets in mind, the goal is to achieve full and productive employment, and decent work, for all women and men by 2030.¹

Goal #8 also emphasizes the need to build economic solutions with and for young people. Young people below the age of 25 now account for more than half of the population and approximately 90% reside in low-income countries.²

Young people make up 37% of the global working age population, but represent 60% of those unemployed or under-employed, struggling on the margins. Globally, as many as 75 million youth are estimated to be unemployed.³ In countries and regions with high poverty levels and high shares of vulnerable employment, the youth employment challenge is as much a problem of *poor employment quality* as one of unemployment. More than one-third (38%) of employed youth in low-income countries were living on less than US\$2 per day and employed youth were 1.5 times more likely to be found in the extreme poverty class than adults. Nine out of ten young workers are found in informal work, where they are involved in irregular, hazardous and exploitative work with a lack of social protection of working rights.⁴ It is also found that the younger a person is, the greater the possibility that he or she is

¹ <http://www.undp.org/content/undp/en/home/sustainable-development-goals/goal-8-decent-work-and-economic-growth.html>

² UNICEF (2012). Progress for Children: A report card on adolescents.

³ ILO (2013). Global Employment Trends for Youth 2013

⁴ ILO *ibid*

involved in the type of work that can be defined as child labour or hazardous labour. In addition, skills mismatch on youth labour has become a growing trend and cause of youth under- and unemployment, where much of the skills taught in formal education settings do not match the market needs, nor provide the employability and transferable life-skills required for young women and men to transition into the labour force.

QUESTIONS FOR DISCUSSION

1. What does decent work mean to you? Provide examples of jobs, from your own experiences.
2. What unemployment do you see here in Toronto/Canada?
3. What underemployment do you see here in Toronto/Canada?
4. What are the biggest challenges/barriers to employment that youth face here in Toronto/Canada?
5. How do you think (or see) unemployment or underemployment impacting Individuals? Communities? Societies?

Entrepreneurship

In many low-income countries labour markets are unable to accommodate the expanding pool of skilled young graduates. It is estimated that approximately 400 million new jobs would be needed to absorb today's youth.⁵

There is a growing interest in the role that entrepreneurship can play as a catalyst to achieve economic and social development objectives, including growth, innovation, employment, and equity. There are many positive spillover effects of entrepreneurship, where entrepreneurship and the promotion of small and micro-businesses has become a strategy to support and self-empower young people.

Entrepreneurship can contribute to economic development through high-growth enterprises, or in the case of necessity-driven entrepreneurship, micro- and small enterprises can serve as an important source of income and employment for vulnerable populations.⁶

QUESTIONS FOR DISCUSSION

1. Have you ever thought about starting/owning your own business or working for yourself? Why or why not?
2. What support would you need here in Canada to start a business?
3. How can entrepreneurship help our Toronto and overall Canadian society?
4. What are ways, other than entrepreneurship, that we can we develop and grow a productive society?

Gender Equality and SDGs

Ending all forms of discrimination against women and girls is not only a basic human right, but it also crucial to accelerating sustainable development. It has been proven time and again, that empowering

⁵ Awogbenle, A. & Iwuamadi, K. (2010). Youth unemployment: Entrepreneurship development programme as an intervention mechanism. *African Journal of Business Management* Vol. 4(6), pp. 831-835, June 2010

⁶ World Bank (2013). Framing the global landscape of entrepreneurship education and training programs. World Bank Education Department Human Development Network. Report No. 78983. Washington USA

women and girls has a multiplier effect, and helps drive up economic growth and development across the board.

The SDGs aim to ensure that there is an end to discrimination against women and girls everywhere. There are still huge inequalities in the labour market in some regions, with women systematically denied equal access to jobs. Sexual violence and exploitation, the unequal division of unpaid care and domestic work, and discrimination in public office, all remain huge barriers.

Affording women equal rights to economic resources such as land and property are vital targets to realizing this goal. So is ensuring universal access to sexual and reproductive health. Today there are more women in public office than ever before, but encouraging women leaders will help strengthen policies and legislation for greater gender equality.⁷

A 2015 UN Human Rights report raised concerns about “the persisting inequalities between women and men” in Canada, including the “high level of the pay gap” and its disproportionate effect on low-income women, visible minority women, and indigenous women⁸. Out of 34 countries in the OECD, Canada had the 7th highest gender wage gap in 2014⁹. Recent calculations indicate that the Ontario gender wage gap is at 30%, meaning that women make 30% less than men on average annual earnings.¹⁰ A report by Oxfam Canada says a woman in Ontario today has to work until she's 79 years old to make the same amount of money for retirement as a man who retired at 65¹¹ while the World Economic Forum estimated that it could take 118 years for the pay gap to close for women around the world¹².

QUESTIONS FOR DISCUSSION

1. What particular challenges do women face in accessing quality employment in Canada?
2. Describe how the world would look in a gender equal world. Consider at the individual level; family level; community level; work/economic level; government level.
3. Why is gender equality important to promote in international development and here in Canada?
4. Here in Toronto, Canada, what gender gaps/barriers do you see?
5. What is the long-term impact of the wage gap in Canada?
6. What could be solutions to solve the gender gaps/barriers? What would you do?
7. What gender roles & responsibilities do you see in your own life and in Toronto or Canada?
8. Reflecting on your own life, what was one time when you faced a challenge because of your gender? What happened? How did that change your view?
9. Around the world, girls' are more at risk of discrimination because of their gender. Why do you think that is the case?

⁷ <http://www.undp.org/content/undp/en/home/sustainable-development-goals/goal-5-gender-equality.html>

⁸ <http://canadianwomen.org/facts-about-the-gender-wage-gap-in-canada>

⁹ <http://www.oecd.org/gender/data/genderwagegap.htm>

¹⁰ <http://equalpaycoalition.org/calculating-the-pay-gap/>

¹¹ Accessed at <http://www.cbc.ca/news/business/oxfam-wage-gap-1.3808560>

¹² Accessed at <http://www.cbc.ca/news/business/gender-equality-workplace-1.3326221>

Did you know?

- The Sustainable Development Goals (SDGs), otherwise known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity
- These 17 Goals build on the successes of the Millennium Development Goals, while including new areas such as climate change, economic inequality, innovation, sustainable consumption, peace and justice, among other priorities. The goals are interconnected – often the key to success on one will involve tackling issues more commonly associated with another.
- Total global unemployment was 197.1 million in 2015 – 27 million higher than pre-economic crisis levels in 2007¹³
- Total global youth unemployment was 73.3 million in 2014¹⁴
- The youth share of total unemployment is slowly decreasing: from 41.5% (2004) to 36.7% (2014)¹⁵
- Youth make up one-sixth of global population and therefore are strongly over-represented among the unemployed¹⁶
- Of the total labour force that are youth between ages 15-24, youth unemployment rates¹⁷ in 2014 were:
 - Burkina Faso: 5%
 - Canada: 13.4%
 - Greater Toronto-Hamilton Area (GTHA): 10% were Youth Not in Education, Employment or Training (NEET; please see glossary for definition) in 2011¹⁸
 - Egypt: 42%
 - Ethiopia: 7.1%
 - Indonesia: 21.8%
 - Malawi: 13.8%
 - Uganda: 6.8%

¹³ ILO (2016). World Employment Social Outlook Report.

¹⁴ ILO (2015). Global Employment Trends for Youth.

¹⁵ ILO *ibid*

¹⁶ ILO *ibid*

¹⁷ ILO (2014). Key Indicators of the Labour Market database. Accessed at

http://data.worldbank.org/indicator/SL.UEM.1524.ZS?end=2014&name_desc=false&start=1991

¹⁸ Toronto Foundation (2016). Toronto's Vital Signs Report 2016. Accessed at <http://torontosvitalsigns.ca/wp-content/uploads/2016/10/Executive%20Summary%20-%20Torontos%20Vital%20Signs%20Report%202016.pdf>

- While there has been a decrease in poverty rates, the rate of decline in the number of working poor in developing economies has slowed and *vulnerable employment* still accounts for over 46 per cent of total employment globally, affecting nearly 1.5 billion people¹⁹
- *Vulnerable employment* is particularly high in emerging and developing economies, hitting between half and three-quarters of the employed population in those groups of countries, respectively, with peaks in Southern Asia (74 per cent) and sub-Saharan Africa (70 per cent)²⁰

Resources

Sustainable Development and Employment

Websites

Sustainable Development Goals (SDGs) - Goal #8 Decent Work and Economic Work:

<http://www.undp.org/content/undp/en/home/sustainable-development-goals/goal-8-decent-work-and-economic-growth.html>

The Guardian newspaper's resource section for SDGs: <https://www.theguardian.com/global-development/sustainable-development-goals>

Articles

Johnston, I. (January 16, 2017). World could enjoy utopian future with sustainable development, year-long study finds. *The Independent*. Accessed at

<http://www.independent.co.uk/news/business/news/sustainable-development-global-goals-theresa-may-united-nations-mark-malloch-brown-a7527736.html>

Saldinger, A. (January 16, 2017). Business leaders call for new socially focused business model that embraces SDGs. *Devex*. Accessed at <https://www.devex.com/news/business-leaders-call-for-new-socially-focused-business-model-that-embraces-sdgs-89437>

Smedley, T. (September 24, 2015). Sustainable development goals: what business needs to know.

The Guardian. Accessed at <https://www.theguardian.com/sustainable-business/2015/sep/24/sustainable-development-goals-business-sdg-targets>

Entrepreneurship and Youth

Websites

Global Entrepreneurship Monitor (GEM) – online resource on entrepreneurship funded by the Canadian Government: www.gemconsortium.org

¹⁹ ILO (2016). World Employment Social Outlook Report.

²⁰ ILO *ibid*

- Visit GEM's Wiki for terms and definitions. <http://www.gemconsortium.org/about/wiki>

Canada World Youth (CWY) – Canadian non-profit organization dedicated to enriching the lives of young people that have a desire to become informed and active global citizens. CWY programs are designed to help youth experience the world for themselves, learn about other cultures and diverse Canadian communities while developing leadership and communication skills.

www.canadaworldyouth.org

Sulawesi Economic Development Strategy Project (SEDS) is a Humber College partnership with seven universities in Sulawesi, Indonesia to develop the partner institutions' capacity to delivery entrepreneurship education and business support services – critical tools in helping to alleviate poverty and create employment opportunities in the region.

<https://business.humber.ca/idicentresofexcellence/the-institute/projects/sulawesi-economic-development-strategy-project-seds.html>

Youth Challenge International (YCI) – Canadian non-profit organization that develops market-ready solutions that catapult youth around the world to succeed and prosper: www.yci.org

Youth in Action (YiA) is a partnership between Save the Children and The MasterCard Foundation. Launched in 2012, the program aims to improve the socio-economic status of approximately 40,000 rural out-of-school boys and girls between the ages of 12 and 18, in Burkina Faso, Egypt, Ethiopia, Malawi and Uganda. <http://youthinaction.savethechildren.ca/resources-media-center/>

Articles

The Economist. (January 23, 2016). The walled world of work. Accessed at <http://www.economist.com/news/special-report/21688588-youth-unemployment-massive-waste-resources-walled-world-work>

Patton, A. (2016). The unlikely evidence gap in youth livelihoods work. *Devex.com*. Accessed at <https://www.devex.com/news/the-unlikely-evidence-gap-in-youth-livelihoods-work-88903>

CTV News (January 3, 2017). 19-year-old B.C. inventor makes 2017 Forbes 30 Under 30 list. Accessed at <http://www.ctvnews.ca/sci-tech/19-year-old-b-c-inventor-makes-2017-forbes-30-under-30-list-1.3226569>

Post, J. (December 29, 2016). 9 companies founded by amazing young entrepreneurs. *Business News Daily*. Accessed at <http://www.businessnewsdaily.com/5051-young-entrepreneurs.html>

Rodov, F. and Truong, S. (April 14, 2015). Why schools should teach entrepreneurship. *Entrepreneur*. Accessed at <https://www.entrepreneur.com/article/245038>

Gender wage gap in Canada

Websites

Canadian Labour Congress: Gender Pay Gap <http://canadianlabour.ca/issues-research/issues/gender-pay-gap>

Canadian Women's Foundation raises money to end violence against women, move women out of poverty and build strong resilient girls through funding, researching and promoting best practices. <http://www.canadianwomen.org/>

Gender Wage Gap Strategy Steering Committee (2015). Final Report and recommendations of the Gender Wage Gap Strategy Steering Committee. *Province of Ontario*. Retrieved from <https://www.ontario.ca/page/final-report-and-recommendations-gender-wage-gap-strategy-steering-committee>

Articles

CBC News. (November 19, 2015). Stubborn pay gap for women persists worldwide. Retrieved from <http://www.cbc.ca/news/business/gender-equality-workplace-1.3326221>

CBC News. (October 18, 2016). Gender wage gap adding to income inequality, Oxfam says in new report. Retrieved from <http://www.cbc.ca/news/business/oxfam-wage-gap-1.3808560>

Evans, P. (March 7, 2016). Women's wage gap getting wider in Canada, new report indicates. *CBC News*. Retrieved from <http://www.cbc.ca/news/business/wage-gap-oxfam-1.3478938>

Freeman, S. (October 26, 2016). Canada falls to 35th in gender wage gap report. *The Toronto Star*. Retrieved from <https://www.thestar.com/business/2016/10/26/canada-falls-to-35th-in-gender-wage-gap-report.html>

Glossary

Entrepreneurship²¹:

Any attempt at new business or new venture creation, such as self-employment, a new business organization, or the expansion of an existing business, by an individual, a team of individuals, or an established business.

Gender Wage Gap²²:

The difference in earnings between women and men in the workplace. This is a widely recognized indicator of women's economic equality, and it exists to some extent in every country in the world.

Social Entrepreneurship²³:

Social entrepreneurs play the role of change agents in the social sector, by:

- Adopting a mission to create and sustain social value (not just private value),
- Recognizing and relentlessly pursuing new opportunities to serve that mission,
- Engaging in a process of continuous innovation, adaptation, and learning,

²¹ <http://www.gemconsortium.org/wiki/1149>

²² <http://www.canadianwomen.org/facts-about-the-gender-wage-gap-in-canada>

²³ <https://entrepreneurship.duke.edu/news-item/the-meaning-of-social-entrepreneurship/>

- Acting boldly without being limited by resources currently in hand, and
- Exhibiting heightened accountability to the constituencies served and for the outcomes created.

Sustainable Development²⁴:

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts:

- the concept of **needs**, in particular the essential needs of the world's poor, to which overriding priority should be given; and
- the idea of **limitations** imposed by the state of technology and social organization on the environment's ability to meet present and future needs.

Vulnerable Employment²⁵:

The sum of the employment status of groups characterized by the following: They are less likely to have formal work arrangements, and are therefore more likely to lack decent working conditions, adequate social security and 'voice' through effective representation by trade unions and similar organizations. Vulnerable employment is often characterized by inadequate earnings, low productivity and difficult conditions of work that undermine workers' fundamental rights.

Youth Not in Education, Employment or Training (NEET)²⁶:

The share of youth which are neither in employment nor in education or training in the youth population (the so-called "NEET rate") is a relatively new indicator, but one that is given increasing importance by international organizations and the media. The popularity of the "NEET" concept is associated with its assumed potential to address a broad array of vulnerabilities among youth, touching on issues of unemployment, early school leaving and labour market discouragement. These are all issues that warrant greater attention as young people continue to feel the aftermath of the economic crisis, particularly in advanced economies.

The indicator has gained enough weight to be proposed as the sole youth-specific target for the post-2015 SDG 8 to "Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all".

²⁴ <http://www.iisd.org/topic/sustainable-development>

²⁵ https://esa.un.org/unmigration/documents/retreat/UN%20WOMEN_Indicator_vulnerable_employment.pdf

²⁶ http://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms_343153.pdf