



THE GLOBAL CAMPAIGN AGAINST YOUTH UNEMPLOYMENT

1. ABOUT THE CAMPAIGN:

The campaign is a global fundraising by use of sports and music, the raised fund will be used to set world Youth-Seed capital aimed at catalyzing eradication of financial and non-financial obstacles that youth are confronting all over the world, obstacles hindering this active segment of population to create their own decent jobs: Businesses.

Call for action:

More than 75 million of lives of youth are under serious risks caused by depression and lack of hope, disillusionment, and isolation, this leads to aggravate psychological, health and physical problems including but not limited to: drugs abuse and smoking, social unrest, boredom, disenchantment, suicide, and risk-taking practices such as engagement in violence, burglary and robbery.” Therefore, urgent and immediate action is highly needed.

The campaign will have two parts:

- **Internationally:** It will focus on organizing international friendly games that will engage super stars in sports such as; zinedine zidane, Lionel Messi, Kobe Bryant, and others; and organizing international concerts that will engage super stars in music; such as Beyoncé, Rihanna, and others.
- **Nationally:** It will focus on organizing friendly games between national sports clubs and national concerts.

2. WHY IS THE CAMPAIGN SO CRUCIAL AND AN OUTSTANDING SOLUTION?

A. Impact on youth:

A solution to more than 60 million of unemployed youth:

Honestly, the concrete fact is that having a small business has become a common choice for unemployed youth throughout the world.



In their research, Marilyn L. Kourilsky et al 2007 (*The Entrepreneur in Youth“ An Untapped Resource for Economic Growth, Social entrepreneurship, and education”*) shows that more than 80% of high school students are eager to be entrepreneurs. However, these youths are still facing serious financial and non-financial obstacles.

➤ **Long lasting psychological impact on youth:**

- It will spur youths to cope with letdowns, dazed barriers, see opportunities, and become toughies. A generation that is more anxious with making solutions instead of re-emphasizing difficulties.
- It will contribute in shaping a generation of youth that will ask how they could make something possible instead of looking for reasons for why something is impossible,
- It will bring a beacon of hope to a millions of youth who feel that the world does care,

B. Impact on MDGs:

The campaign will have significant impact on MDGs goal 1, goal 6, and goal 8:

- The target 1A and B (*Halve the proportion of people living on less than \$1 a day and Achieve Decent Employment for Women, Men, and Young People*) will be addressed because, the campaign would help youth, including young men, and women to create their own decent jobs leading to self-reliance, and uplifting them from extreme poverty,
- Without employment, youth would be more exposed to HIV/AIDS: Young girls are prone to get involved in prostitution, and other related sex works. Young men are prone to take drugs, and alcohol leading to have non controlled sexual intercourses. Contrary, when young people are involved in work, they become busy, and get more hope for future to have good family, and enough wealthy. Therefore, this reduces a number of youth engaged in practices leading to HIV/AIDS contamination,
- MDG8: This project, has already attracted more than 78 organizations (international, regional, national and local) from more than 50 countries, therefore, this is evidence that it would result in a big global partnership committed on providing opportunities for growth and development.

C. Impact on socio-economic and satiability:

- Doing business is a solution because it increases the national per capita income and positively affects living standard of people, it has a large impact on future economic growth,
- The campaign will seed the set-up of small enterprises in different fields: IT services, financial services, travel and tourism, food, supply chain, health care services and many more fields, this has a large impact on socio-economic lives of people., and more than one issue including malnutrition, healthy problems, and more others.

Many studies emphasize on the outstanding role of entrepreneurship for the economic growth, Holcombe (1998, p. 60) states that, “*the engine of economic growth is entrepreneurship.*” Therefore, this campaign would be regarded as a new open gate for fostering firmly entrepreneurship globally, sustainability, and future ever growing economy.

D. Impact on policy making and political will:

The campaign will emphasize the urgent need for adoption of better policies aimed at addressing youth unemployment,

It is enough clear that, It is the political will that can spearhead the Youth revolution, hence, the campaign will increase awareness amongst political leaders that there is urgent necessity for political will to foster entrepreneurship and tackling youth unemployment, this will show to which extend youth unemployment would be amongst first priority.

3. THE REAL STORY OF AN UNEMPLOYED YOUTH FOR 4 YEARS:

*“Being unemployed it is nightmare, you feel to have lost the human dignity, you feel to be useless, I always feel guilty and shameful, because I am the first born, and I am a 28 young boy, my mother has given herself to let me go to school, but now I feel graduating is nothing, my brothers and sisters are starving in my eyes, when I graduated I was happy that I am going to see the light, but now with my family and my mother who did her best, we all found ourselves in worse poverty darkness. No one can lend you money to start a small business if you have not been employed before, banks too. Briefly the world doesn’t care, none care. Therefore, in a single voice, let give a beacon of hope for these lovers of sports, music, these are our fans and true lovers of super stars.” **We call for action!!!!!!!!!!!!!!***

