



WEBINARS ON LAND-BASED JOBS FOR YOUTH CONCEPT NOTE

Overview

Keywords: Youth, land, innovative jobs. #Land_Jobs4YOUth

The UNCCD and Deutsche Welle are hosting 4 webinars designed to inspire people around the world to create youth led jobs and entrepreneurship in the land sector. The webinars address two global challenges: youth unemployment and land-degradation. The webinars are meant to stimulate creativity and confidence among young people to imagine and start green business ventures that can grow to scale. Each webinar will draw on examples from one region (Africa, Asia or Latin America and the Caribbean), although participation is open to a global audience. The fourth global webinar, which will be held on 12 August 2021 during the International Youth Day, will have a global perspective and will involve young people. Each regional webinar will: (1) tackle two major obstacles to youth self-employment; (2) include speakers from the global and national levels; and (3) involve at least one high-ranking government official and youth entrepreneurs.

Objectives

The purpose of the webinars is to find and motivate unemployed young people to participate, learn and build community through the webinars, and get support to turn sound and durable land use business ideas into profitable and sustainable business.

The webinars aim to get:

1. Experts to share practical knowledge that helps young people to overcome key obstacles to self-employment, including building their self-confidence, generating creative ideas, attracting investors, learning from mentors, building a supportive ecosystem for their businesses and identifying enabling policies.
2. Policy makers to gain insights on the most positive policy ideas for enabling youth entrepreneurship in sustainable land-based jobs.
3. Key stakeholders (young people, policymakers and entrepreneurs) to create a dynamic platform for the exchange of ideas about new trends in land-based jobs for youth.
4. The international community to support young people to transition to a green global economy in the land sector.

Justification

COVID-19 has worsened an already difficult employment environment for young people. The disruption of education will have added lasting effects on children and young people. The loss of jobs and government efforts to contain the community spread of COVID-19 also means that young people without work experience may face even greater difficulties to find employment.

At the same time, young people have shown a keen interest for media programmes that offer an insight into technology and innovation that can help them to become entrepreneurs. The global policy shift towards land use practices that avoid, reduce or reverse land degradation offers young people a new opportunity to jumpstart their future-oriented careers that are aligned with their world visions.

For example, if young people are trained in the design of Land Degradation Neutrality Transformative Projects and Programmes (TPPs), they can set up private consulting firms to serve national and local governments as well as bilateral and multilateral donors in designing, implementing and/or monitoring TPPs, nationally determined contributions for climate change and land-related Aichi targets.

The international community is already working on [Initiatives](#), such as the Youth Entrepreneurship Facility, to support youth employment, including in green jobs. Young people who are familiar with the LDN can be subcontracted to implement Transformative Projects and Programmes (TPPs), especially in areas where community involvement is not envisaged or possible. They can also create entrepreneurial initiatives to train farmers in sustainable land use practices. The penetration of new media, especially smartphones, in developing countries and the development of interactive web platforms such as Zoom offer unprecedented opportunities to engage directly and share new ideas and employment opportunities with young people.

To overcome the real and practical obstacles such as lack of financing, experience or self-confidence that hinder young people's ability to take action, the UNCCD and Deutsche Welle will conduct joint webinars.

Timeline

The webinars will take place on 19 November 2020 (Africa), 25 February 2021 (Latin America and the Caribbean), 22 April 2021 (Asia and the Pacific, Earth Day) and 12 August 2021 (Global Forum, International Youth Day). The Global Forum is expected to take place in partnership with the UNCCD, Deutsche Welle with a global youth organization and a global business partner involved in land use and management.

UNCCD and Deutsche Welle are working together to ensure the broadest public outreach for the event and the dissemination of the new and sustainable land management technologies. UNCCD is also working with relevant intergovernmental organizations to showcase and promote inspiring youth initiatives that apply these technologies.

Expected Outcomes

- UNCCD in collaboration with DW identify key challenges for youth entrepreneurship in green land-based jobs and facilitate knowledge-sharing with experts and successful youth businesses, in particular
- At least 1000 young people tune in to each Webinar of whom at least 20 young from different parts of the world venture to create land-based jobs.
- Private sector, policymakers in the finance, labor and youth sectors start engagement with UNCCD.