

# The Youth Moonshot

A competitive force for now and the future



## Why we need to act now

Young women and men represent an important talent pool. The growth and development of countries are impeded if the youth potential is not harnessed. Moreover, it can negatively affect the social fabric, as well as fuel tensions, unrest and irregular migration.

Empowering youth in achieving economic independence through development and trade – and related upskilling – contributes directly to the 2030 Agenda for Sustainable Development, reduces poverty and increases household incomes.

### What is an ITC moonshot?

At ITC, moonshots represent our bold solutions to confront the challenges experienced by small businesses in developing countries, to participate in global trade. They are our raised ambition for gender, youth, digital connectivity and green trade, aligned to our updated strategic plan, and grounded in our core expertise of delivering trade related technical assistance.

## Our Vision

Our integrated approach is the foundation for all of ITC's work in relation to youth and trade. It includes working with small business producers of goods and services; creating a supportive, local business ecosystem, thereby supporting relevant institutions and private service providers (including financial institutions); advising on integrated domestic policies and their implementation; as well as working with market partners and establishing alliances with respective value chain actors.

ITC's 2022-2025 Strategic Plan identifies inclusive trade as one of the five impact areas to deliver an inclusive, prosperous and sustainable future. Our vision for the Youth Moonshot is to improve the lives of young people, enabling them to contribute to economic growth and prosperity.



By 2025 we aim to increase the competitiveness of youth in business, working with business support organizations, market partners and financial institutions to develop world-class youth in trade programmes. We view success as youth who can trade more and on better terms, hold decent jobs, and are a strong voice in trade.

## Our Response



### 1. Work with policymakers

to include youth and identify priorities for youth and trade, with a focus on the African Continental Free Trade Area (AfCFTA).

Expected results include a youth-responsive AfCFTA.

### 2. Increase the competitiveness

of young entrepreneurs in international value chains, with a focus on high potential and high growth sectors.

The approach is two-fold:

1. Connecting market ready youth-led enterprises/entrepreneurs to accelerators for international trade.
2. Skilling youth to build competitive businesses in agribusiness, technology and sports.

Expected results include 200,000 young entrepreneurs and producers directly and indirectly enabled by ITC to connect to trade and finance opportunities in sports, agribusiness/horticulture and tech/digital sectors.

# Strategic enablers for scale and impact

**Youth-inclusive policies (particularly AfCFTA)**

**Reinforced business development services providers**

**Enhanced young entrepreneurs' competitiveness**

**Unlocking access to finance**

**Sector development (agriculture, ICT, sports, tourism, creative industries...)**

## ITC's youth-transformative agenda through the Moonshot

**YE! Community**

**Partnerships**

**Mainstreaming**

impact areas

enablers

### 3. Support local actors

to deliver high-quality services to young entrepreneurs, particularly in accessing finance.

The approach is two-fold:

1. Supporting business support organizations in developing youth-inclusive programmes, particularly on investment readiness, and partnering with private financial service providers to unlock capital for youth.
2. Supporting entrepreneurs with training on finance.

Expected results include building the capacity and connecting 1,500 young entrepreneurs to financial institutions in collaboration with partner institutions.



### 4. Collect youth and trade related data.

Expected results include a strategy for best practices in collecting youth related trade data and strategic partnerships with other organizations.

### 5. Strengthen youth mainstreaming

across ITC and linking to UN-wide initiatives.

Expected results include an ITC coordinated, comprehensive approach to youth mainstreaming, new services for small businesses and support organizations, and ITC's active presence in relevant UN fora and working groups.





## Partner with us and get involved

At ITC each partnership exists for a purpose, based on complementary expertise and a mutually agreed value proposition. Thanks to our partnership with the UEFA Foundation, for instance, we together developed a curriculum on life skills for employability and entrepreneurship using football, called Kick for trade. This curriculum has been rolled out in three countries and supported 1000+ youth so far: <https://intracen.org/resources/publications/kick-for-trade>

We can do so much more for youth in trade by working together. We value partners who share our bold ambition for youth. Whether you are a government agency, multinational corporation, development bank or otherwise, discuss with us, how you can get involved.



*“The World is home of the largest generation of young people ever – 1.8 billion. Sustainable development, human rights, peace and security can only be achieved if we empower these young people as leaders.”*

António Guterres, Secretary-General, United Nations  
(ITC is part of Youth 2030, the UN system-wide Youth Strategy.)

*“Through the YE! community I have been able to connect with young entrepreneurs from around Kampala, Uganda and the world. YE! has given me the platform to use my voice to promote the needs of my own enterprise and that of my peers. With YE!, I feel part of something bigger than myself.”*

Aisha Aly, Founder of I-Profile foundation, and YE! advisor in Uganda



*“Together with ITC, we’re happy to leverage the sports industry’s faster growth and develop technical projects that will benefit youth and women, potentially leveraging upcoming international sporting events.”*

Nizar Yaiche, Leader, Global Digital Network, Government and Public Services, and Partner, PriceWaterhouseCoopers France and Maghreb