



## Sectoral approaches of youth promotion

### Advisory service

#### The challenge

Young people constitute an important target group of development cooperation. In many partner countries they account for up to 70 percent of the total population. The potential of young people to shape social change is indispensable, as explicitly emphasized by the Agenda 2030 for Sustainable Development. Young people will live in the future that we are shaping today. However, patriarchal social structures often persist in our partner countries. Young people are not asked about their ideas on development and are not sufficiently involved in planning reforms. As a result, their ideas on development policy goals often remain unheard. In order to fully harness the potential of young people to achieve sustainable development goals, they need networks, platforms and space for participation.

#### Our approach

GIZ also implements its approaches to youth promotion into projects that do not primarily pursue youth promotion as a development policy objective. Young people should always be taken seriously as agents of change. They should be able to participate in positive developments in sectors such as employment promotion, peace, environmental protection, health promotion or urban development. We work on three levels to achieve this goal: Youth policy advice, promotion of youth networks and youth work. Through our work, we want to encourage young people to become aware of their ability to act and to take responsibility for themselves and for society. This strengthens young people's self-esteem and promotes their personal development.

#### Our services

Sectoral youth promotion considers young people not only as a target group but also as a lever for sustainable development and as part of the solution to development policy problems. In sectoral approaches to youth promotion, GIZ offers different services, such as:

##### Youth and employment

- » Systematic involvement of young people in the planning of national or local youth employment strategies;
- » Connecting youth representatives with the private and public sectors.

##### Youth and Peace

- » Establishment of cross-sectoral violence prevention councils, in which youth organizations participate;
- » Promotion of youth centers as a contact point for counselling, prevention, rehabilitation or reintegration measures;
- » Creative offers to sensitize people to non-violent forms of behavior;
- » Qualification of young people as conflict mediators.

##### Youth and environmental protection

- » Networking of state actors and youth organizations at national, regional and local level on issues related to the protection and sustainable use of natural resources;
- » Qualification of youth multipliers, support of campaigns and promotion of action plans for environmental protection.

##### Youth and health

- » Capacity development of youth organizations and youth promoters, for example in education on HIV, Ebola, drug use, sexual and reproductive health and healthy lifestyles.

##### Youth and urban development

- » Systematic involvement of young people in urban deve-



lopment plans;

- » Advice on the design of open spaces for young people; adaptation of sports and leisure activities suitable for young people.

Youth and rural development

- » Establishment and strengthening of participation platforms, for example young farmers' organizations;
- » Advice on the involvement of representatives of rural youth in decision-making processes.

### The benefits

As partner of GIZ, you benefit from our long-standing international experience in advising political decision-makers at all levels of youth promotion, networking and knowledge exchange between government agencies and providers of (international) youth work. Young people must be taken seriously. They have a right to contribute their ideas and visions to social and political processes. Only by participating in processes of change, youth can shape these processes according to their own ideas and develop skills for positive social participation. If young people are involved in decisions, negative developments can be prevented. When young people see no opportunities to have an influence and feel powerless, the consequences are often frustration and rejection by society. Youth promotion is therefore an effective lever for sustainable improvements and peaceful development in all sectors.

### An example from the field

Violence is one of the greatest obstacles to development in Central America. In El Salvador, Guatemala and Honduras, youth gangs, intra-family violence, child abuse, violence against women, violence related to drug trafficking or consumption, as well as robbery and racketeering

are common. Young men between the ages of 15 and 30 in particular are both victims and perpetrators. For the GIZ regional project PREVENIR, young people are an important lever for the prevention of violence. At local level, the project promotes cross-sectoral violence prevention councils. These bring together different actors, such as representatives of the districts, national youth institutions and local youth networks, as well as representatives of public institutions in the fields of security, employment and education. In training opportunities, the participants learn how to curb violence, for example through a better understanding of the causes of youth violence and ways of prevention. Participants also learn how to analyze the violence situation in their communities and plan preventive measures. Young people share their experiences directly and make an important contribution to the prevention of violence. By 2019, 570 participants had received further training. A total of 40 communities in El Salvador, Honduras and Guatemala developed prevention plans against violence.

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