



Ye! Ambassadors Meeting Report

G20, GPFI Forum

Ritz-Carlton, Riyadh, Saudi Arabia
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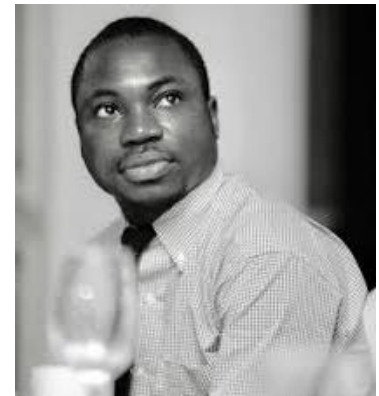
The meeting of the Ye! Ambassadors during the G20, GPMI Forum commenced at 9:30 am only the 4th July 2018. The meeting was attended by the 10 country Ambassadors and two CYFI staff, 2 CYFI Global Inclusion Award recipients Edgar Edmund of Tanzania and Prakash Koirala of Nepal, and Claire Sterngold and Lubna Shaban, CYFI staff. The meeting also hosted two external guests, Mr. Mark Heasman, Senior Program Manager at the Z Zurich Foundation, and Jan-Willem Bult, representing of Free Press Unlimited. To see the full agenda for the meeting, please turn to **Annex B**. To see the full list of attendees please see **Annex C**. The meeting closed at 16:30 on the 4th of July 2018.

Introductions and Experiences in Building the Ye! Local Chapter

The meeting began with an ice breaker, whereby each Ambassador shared two truths and a lie about their neighbor. Following this game, each Ye! Country Ambassador shared their experience of building the Ye! local chapter in their country. Below you will find the key items expressed by each Ambassador. The following are in order of presentation during the meeting.

Desmund Egbe

Ye! Ambassador for Cameroon



Building the Ye! Local Chapter:

- Outreach program whereby Desmond organized meetings with other young entrepreneurs 1-on-1
- Developed a questionnaire to gain community consensus
- Met 70 young entrepreneurs in person
- Invited young entrepreneurs to initial Ye! Community meeting
- Discussed: the concept – Ye! Community, local businesses and their struggles
- **Key Takeaway:** Appreciated the community element
- **For outreach:** WhatsApp sharing of news and business info
- Shared WhatsApp group link on Facebook for all to join

Going Forward:

- Develop a strategy and approach unique to Cameroon
- Working to involve the government and has already been in touch with the Ministry of Youth
- Develop activity plan, will begin outreach to universities and will work to engage aspiring entrepreneurs also

Main Struggles:

- Others did not understand the voluntary aspect of the role, lack of trust at the outset
- Fighting against the mindset that he must be somehow profiting
- Political divisions in Cameroon continue to burden the citizens, making enterprising difficult

Edgar Edmund

Invited Guest – CYFI Outstanding Youth Economic Citizen Award Winner



About Edgar's Work:

- Gives tips on how youth can start their own businesses
- Edgar offers to personally work with young people across Tanzania to help them expand their skillset
- Works with representatives from around the country

Going Forward:

- Wants to start an incubator
- Organizing and taking part in world cleanup day

Main Struggles:

- For youth who have an idea - difficult for investors to invest in them. Edgar supports with assistance on creating a business plan and how to operate an enterprise

Zurab Pertaia

Ye! Ambassador for Georgia

About Building the Ye! Local Chapter:

- Teaches business and entrepreneurship at Business and Technology University where he is an assistant professor
- Began sharing the Ye! Community with students in September

Going Forward:

- Suggestions for policy makers: local businesses a better start for Georgia instead of trying to attract foreign enterprises to do business in Georgia
- Wants to assist youth in securing internships with local businesses

Main Struggles:

- Insufficient funding to attract foreign investors at this point (affects many local enterprises)

Suggestions from Ye! Community Secretariat:

- Work with the government to re-appropriate resources towards supporting local businesses
- Organize meetups to encourage local ventures to start and grow
- Connect government to remarks of the youth through events like the GPMI, using the Ye! Community systems change theory



Chinô Atilano

Ye! co-Ambassador for the Philippines

About Building the Ye! Local Chapter:

- Took the lead from previous Ambassador, Ivan
- In the Philippines, few opportunities for learning about entrepreneurship outside the key cities
- Raise awareness of the opportunities through Ye! Community events and share news of the local chapter's programs
- Travel to various locations organizing activities
- Completed a business matching event with the Department of Industry and Commerce in April

Going Forward:

- Establish university based local ambassadors program, modeled off the Google Program
- How do we properly scale the Ye! local chapter? How do we fund the events in sustainable manner? Questions to be addressed going forward
- Tap local members of the community to further the engagement with the community

Main Struggles:

- Beyond major metropolitan areas, education and awareness is nonexistent
- Youth remain unaware of the opportunities available to them
- Most of the professional sponsors want a local entity which is registered. Near term goal - to establish legal entity to be the official benefactor locally. Collaboration is key here with local partners



Mark Balmes

Ye! co-Ambassador for the Philippines

About Building the Ye! Local Chapter

- Started group called startup community with university members
- The group has traveled to 5 different high schools across various regions
- Partnership with other entrepreneurship capacity building programs. This provides Ye! with access to their toolkits and a partner to piggyback on
- Conducted a study—user experience study of the Ye! Community to make it more effective, will share with Ye! HQ

Looking Forward:

- Looking forward to having more interaction with university students
- Planning to get into the top 20 universities
- Want the Ye! Community to be the backbone of co-working spaces- connecting all of them

Main Struggles:

- Ye! Community still does not have the name recognition
- Entrepreneur resources concentrated in metropolitan areas, Ye! local chapter is trying to bring resources to other regions but hurdles remain

Suggestions from the Ye! Community Secretariat:

- Youth entrepreneurship resources across the board remain concentrated in metropolitan areas. Ye! can tackle this problem by playing the role of convener and connecting existing resources.



Ifrah Arab

Ye! Ambassador for Kenya

About Building the Ye! Local Chapter:

- Ian and Ifrah organized startup weekend pitch festival, had a jury for whom they pitched
- Organized meetups with entrepreneurs across Kenya
- Created social media page to build awareness about Ye! Community
- 600 members on the page so far, shows the need for communities such as Ye!
- Represent Ye! Community in different forums around the country to present what Ye! does

Going Forward:

- Plan to collaborate with the ASENTI Summit
- Plan to have a workshop/exhibition on Ye!, explain what it does
- Work to go into universities and high schools to create awareness of Ye! with youth
- Sharing about the online platform
- Workshops on the following topics: How to grow and scale, how to attract funding
- Collaborate with influencers who have national level recognition

Main Struggles:

- Brainstorm how to include youth in government decision making processes, want to target the government
- Want to collaborate with banks and corporates who support entrepreneurship/ youth, remain unsure how to attract them to collaborate
- How to get the Ye! chapter into other cities? Mirror Philippines, Ye! Caravan, which goes to other cities and shares the news of Ye!

Suggestions from Ye! Community Secretariat:

- Country Awards can be a powerful vehicle for meeting new regional ambassadors and getting to know young entrepreneurs who can assist with spreading awareness and growing the community



Paolo Ganis

Ye! Ambassador for Italy

Building the Ye! Local Chapter:

- Met Ye! through the Global Awards last year and has been working closely with CYFI since
- Work with respected Universities with strong business programs in Italy to get youth on board

Going Forward:

- Can share resources, information and insights on crowdfunding – interested in aggregating this information and sharing with the community
- Part of talent garden, large co-working space in Italy, hopes to leverage his contacts within the network
- Ye! Community in Europe still building up and talent garden can play a key role in this



Gilbert Mwale

Ye! Community Ambassador for Zambia

Building the Ye! Local Chapter:

- Was introduced to Ye! through the Ye! Awards and Pitching Competition in Zambia
- In Zambia, there exists a current surge in the programs where different people meet and share ideas
- Organized first meeting, “Ye! Indaba Session” on challenges in entrepreneurship, wanted to hear the challenges from enterprise inception, and the challenges entrepreneurs are facing currently
- Connecting with other young entrepreneurs builds a sense of community around similar values
- Learned that collaboration between young entrepreneurs must be spurred, previously initiatives were disconnected, entrepreneurs did not know others working in the same sector, the Ye! Community Zambia meeting brought them together

Going Forward:

- How can Ye! Ambassadors train one-another, collaborate toward community building?
- Upcoming meetings will focus on the following topics: How to grow a team, how to scale your team
- Creating a Ye! Community University Club with BongoHive, Zambian accelerator. Drew up proposal and submitted to the university. Will attract students to Ye! from within the university
- Will focus on educating youth in how to operate an enterprise, the ‘business basics’ and supplement their education.
- Hoping to collaborate with other youth and more experienced entrepreneurs in the community

Main Struggles:

- Zambia – currently a hype around entrepreneurship, the economy is not doing great in the hands of the government, many employment issues remain
- Does not want to replicate an accelerator. What can Ye! do differently than everyone else?
- Partners can be slow to react and unresponsive
- Entrepreneurs struggle with funding
- Family members do not see entrepreneurship as a viable career choice
- How to continue to manage the social media so it remains consistently active and relevant?

Suggestions from Ye! Community Secretariat:

- First meeting can be small but community can build on the momentum
- University club can serve to train the students and teach them about how Ye! can assist them



Abdallah Hanbak

Ye! Ambassador for Egypt

Building the Ye! Local Chapter:

- Introduced to Ye! one year ago, discovered Ye! awards in Egypt
- Not many competitions which are interesting for social enterprises
- In touch with close mentors to grow the community in Egypt

Going Forward:

- Plans to make social enterprising more popular in Egypt
- Share knowledge about what it means to run a social enterprise and be a social entrepreneur
- Wants to involve more investors in the Ye! Community in Egypt and specifically to share resources with social entrepreneurs on how to target the right investors



Sandra Letio

Ye! Ambassador for Uganda

Building the Ye! Local Chapter:

- Met with Ye! at the UNCTAD 14 event. Won the pitching competition
- Local Chapter offers monthly breakfast meetings on a variety of topics
- Organized the first youth-led Ye! Community Summit in Uganda with government panel, pitching competition and training sessions
- Leadership style is crucial to building the local chapter
- WhatsApp group members share different funding opportunities, to join must have attended one Ye! event
- Through the Ye! Summit, have been working with the government to shape policies; government consults with the Ye! Chapter in Uganda as the authority on what the youth need
- Rates for young entrepreneurs to borrow were previously different than for older entrepreneurs. Because of the Ye! Community's work, the rates to borrow are now lower for young entrepreneurs than they are for older entrepreneurs
- Partnership with Makerere University Business School (MUBS), Uganda Small Businesses Association
- Ye! Community members are invited free of charge to other entrepreneurship events

Going Forward:

- Holding 2nd Ye! Entrepreneurship Summit this year
- UN Women's theme for this year helped to structure theme of the Summit
- WhatsApp virtual meetings will continue into 2019
- Implementing structure and transition plan
- Building a coaching and mentoring database to assist young entrepreneurs to get in touch with the mentors they need

Main Challenges:

- Culture in Uganda, normally graduate from University and find a job
- Information on starting a business not easily accessible for those who need it most (e.g. registration, planning, etc.)

Suggestions from Ye! Community Secretariat:

- Terms for ambassadorship should be 2-3 years.
- Need to create structure for a transition. You will continue to represent Ye! as an alumni Ambassador.
- Decide how new Ambassadors are to be selected? Community vote or selected by committee of members.



Prakash Koirala

Invited Guest, Economic Citizenship Award Winner and Founder of FinLit Nepal

About FinLit:

- FinLit Nepal is a financial literacy and inclusion enterprise
- Project started in 2009, saw different classes between communities because of money
- Wanted to assist individuals to manage their money better
- 175,000 people have been reached directly by the FinLit
- Do 2-3 months regular mentoring so people can change their behavior
- Implemented projects that are similar to CYFI, such as SchoolBank
- Help people to collect their money and connect to nearest bank
- Help them to prepare business plan and manage money
- Assist rural individuals in Nepal, working on remittances, to manage the finances for their family
- Reaching out to banks to assist families in managing their remittances to save for their future



For small business owners:

- FinLit assists business owners to understand the legal process, how to sell within their communities
- Organizes business exhibitions for local SMEs

Building a Ye! Local Chapter in Nepal:

- Already working with various universities in Nepal
- Focus on the following topics: how to raise seed money, how to get seed money to women
- Microfinance institutions offer loans at a very high interest rate, FinLit is trying to work with small businesses to find investors



Ye! Community Offline: Growing the Ye! Local Chapters

In the following chapter we identify what qualities define the Ye! Ambassador, how to identify the unique value add of the Ye! Local Chapter and current struggles in building the Ye! Local Chapter.

What Qualities Define the Ye! Ambassador?

Working within the 'Systems Change' framework, the Ye! Ambassadors discussed what qualities an Ambassador should have and how they should lead their communities. Sandra Letio and Gilbert Mwale both identified that the Ye! Ambassador must play a part in creating the right environment and energy around the local chapter and the goals it seeks to accomplish. The Ye! Ambassador must inspire its members and communicate the aims of Ye! to grow the local chapter and share the resources offered by Ye! to an ever-increasing number of youth. Below are the top qualities that the Ye! Ambassador should have as identified by the Ye! Ambassadors attending the meeting.

Ye! Ambassador:

- Role Model
- Follow through – building the community
- Transparency
- Communication
- Start with those you are familiar with – leverage your existing network
- Understand the need of your community
- Involve the community in organizing events/have an organizing committee

Identifying the Unique Value Add of the Ye! Chapter

As the Ye! Community works with various partners and in a multitude of entrepreneurial ecosystems around the world, the role of the Ye! Local Chapter will be different in each country. It is up to the Ye! Ambassador to identify what is missing in his or her local ecosystem and to connect with his/her network to identify where the Ye! Community can have the greatest impact. Each Ye! Local Chapter will play a different role and organize different activities, resources, and events depending on the needs of their community. It is important that the Ye! Ambassador understand how systems change works so they too can calibrate their strategy and create their action plan for the year accordingly.

When asked what makes the Ye! Community unique, the Ye! Ambassadors agreed it is the Ye! Community's focus on youth, its work to consult the youth directly and advocate for their needs at the government and international level, its attention to making an impact at the local level, and its work to connect the local with the global. Opening doors to opportunities for exposure, attending high-level events and networking with key stakeholders were also identified as unique offerings of the Ye! Community. The Ambassadors observed that not many entrepreneurship hubs ask entrepreneurs directly what their needs are, nor do they work to communicate this information to governments and key stakeholders. Thus, it is the "behind the scenes" work of CYFI via the Ye! Community that should be highlighted to showcase Ye!'s distinct and comprehensive approach.

Many of the Ye! Ambassadors also discussed how Ye! can provide a unique value add at the local level. Identifying this role remains a challenge for many of the Ambassadors. Below we identify some of the areas in which the Ye! Local Chapter can add value.

Community Support and Inspiration

During the Ye! Ambassadors Meeting, the entrepreneurs identified that what works in certain countries may not work for all, highlighting the need for a country specific strategy and action plan. Sandra Letio spoke about the importance of a community which provides ongoing and sustainable support. In many local chapters, Ye! Ambassadors identified that hubs, networks, and incubators, offer programs or support for a short stint of time. What the Ye! Local Chapter can offer to young entrepreneurs is ongoing support and a community of like-minded individuals who they know they can turn to. The members of the local chapter can serve as role models, offering guidance, support and inspiration to other members in the community.

Connect and Convene – Resources, Events, Information

By contract, the Ye! Ambassador for Kenya, Ifrah Arab identified in Kenya that the entrepreneurship scene is exploring. Her worry is that the Ye! Community will become lost in the fray. Similar to Uganda, local hubs and accelerators often lack the follow through; once a young entrepreneur leaves a specific program or incubator the support ends. Considering this, the group of ambassadors stated that the Ye! Ambassador should gauge what their local ecosystem is missing and to fill that gap accordingly. Some solutions included the following.

- Ye! should become the connector between all the numerous opportunities and programs which are ongoing in Kenya. Youth can turn to Ye! as the 'one-stop-shop' for all the information they need, regardless of the topic or their sector. **The Ambassador should join all the newsletters from other networks, hubs, incubators, banks, etc. to stay up to date and share this information in a weekly newsletter or other document, condensing the information into one resource.**
- Ye! in one country can have a different value add and take a different form than it does in others. In certain ecosystem there may be no need for community meetings. Ye! can instead connect youth to the resources within Kenya and the global network, while convening all the local players around a common theme to impact change at the policy level.

Communicating Impact Through System Change

Ye! Ambassadors identified that because Ye! works with all players in the local ecosystem it does not make exclusive partnerships, and can be trusted to communicate on behalf of the needs of local youth. As Ye! is a youth-led movement, the local chapter can communicate the needs of local young entrepreneurs and convene the relevant players around the table discuss what is needed to reduce youth unemployment. By gaining greater clarity on how systems change works, the ambassadors stated they can more effectively communicate to their members how, by being a part of the Ye! local chapter, their voices can potentially impact change at the national level, separating the activities of Ye! from other entrepreneurship hubs or networks.

Youth-led Initiative

Part of the Ye! Community's unique value add at the country level is that it is led by local youth who are connected to the community. Unlike other initiatives, the Ye! local chapter is a purely, youth-led initiative, working on the topics and issues affecting each community most. It is a grassroots effort to support youth-led enterprise and reduce youth unemployment.

"This is a community for us, not for Child and Youth Finance International." – Desmond Egbe

Key Takeaways:

1. Each Ye! Local Chapter is different, it is up to the Ye! Ambassador to speak with the community, identify what the youth need, and to plan its activities accordingly.
2. Play the connector role – the Ye! Community links youth to all the other hubs and opportunities happening locally. Be convener, the information center.
3. Ongoing support and inspiration by joining a community of like-minded individuals where you can learn from your peers.
4. Be part of a community that shapes government policies by communicating the macro level work of systems change. Ye! Ambassadors must communicate what goes on behind the scenes to separate the activities of the Ye! local chapter out from the rest.
5. Connect the local to the global - Ye! works to open doors and offer exposure to its multi-stakeholder network through inviting members, award winners, and ambassadors to high-level events such as the GPI.
6. Ye! Ambassadors are community leaders and exemplify that Ye! is local and youth-led.

Challenges in Building the Ye! Local Chapter

The Ye! Ambassadors identified a few the challenges they face in building the Ye! Local Chapter and some solutions. One of the key issues addressed was fundraising and providing a channel to funnel the funds which are raised, building the Ye! brand, and connecting community members to capital and investors to address the issue of funding.

Fundraising for the Ye! Local Chapter

Fundraising was identified as a key issue facing the Ye! Local Chapters. With this in mind, building relationships with local entities, organizing joint activities, building a comprehensive action plan, which identifies sponsorship targets with a concrete ask, were defined as essential to successfully fundraising and growing the Ye! Local Chapter. If the action plan is laid out in advance of a year, the Ye! Ambassador should also identify other events or activities they can co-brand or piggyback off to 1) gain exposure and increase the number of attendees, 2) conserve funds by leveraging the resources of the co-organizer.

The second topic addressed regarding fundraising was, how to ensure that funds raised are channeled into a local entity. In Uganda, an idea was put forward to create a SACCO or Credit and Savings Cooperative as a separate entity. The SACCO is a lending entity set up by those who pay in, allowing them to borrow at a reduced rate. Members do not need to put collateral. Individual entrepreneurs in the local chapter can pay in and then borrow from the SACCO to support their enterprises. The SACCO would be just one product offered by Ye! to its local community, not all members would need to buy into it. The SACCO would be just one of the many offerings a young entrepreneur can have access to as a member of the Ye! Local Chapter. The long-term vision would be to transform the SACCO into a microfinance institution or a bank.

In Cameroon, another solution was presented; build an association which can later grow to become a foundation, then a nonprofit entity. This legal entity could then sign an MOU with CYFI and serve as the local organization through which the funds are raised for local activities. This would ensure the funds raised would not ruin the bookkeeping of the ambassador's enterprise and would also ensure transparency. The Ye! Community Secretariat stressed that in both these instances, the nonprofit or the SACCO, they must register under a different name and cannot legally use Ye! as it is trademarked. All activities could then be marketed as 'endorsed by the Ye! Community/ CYFI.'

The final option is to partner with a local NGO and channel the funds raised through that NGO. Overall this solution was met with disapproval as most of the Ye! Ambassadors stated this would mean the Ye! Local Chapter would have to align its activities and aims with those of the NGO, tainting the youth-led element and subsequently its vision. Many of the ambassadors argued they have little trust for NGOs, stating the NGOs would take the money and use it for their own projects.

A follow-up discussion stressed ensuring that the funds raised provide a sustainable source of funding to support the Ye! activities instead of ad-hoc or inconsistent funding per event or activity. Suggestions included: charging for certain events, asking for dues from community members, or offering some type of matching or business service to the community at a cost.

Building the Ye! Brand

All the Ambassadors in attendance addressed that the Ye! brand name must be stronger. When networking or reaching out to potential partners, the Ye! Community name is not known. Ambassadors argued name recognition is important for a variety of factors including: gaining new members, event attendance, partnership requests, trust. Without name recognition, local chapters do not have the traction necessary to succeed locally. There was a consensus that building the Ye! brand is a project to be undertaken at the local level and the global level. The ambassadors agreed they can play a significant role in building the Ye! name in their country.

“The name is very Important. People want to be affiliated with a brand they know” – Ifrah Arab

Funding - How to Connect Entrepreneurs to Capital and Investors

The Ye! Ambassadors stated that time and again, members of the local community want access to funding or financial prizes. Although attendees addressed they now understand that CYFI via the Ye! Community initiative cannot provide funding directly or offer prize money, it is still something that the Ye! Ambassadors must consistently address.

Communities where access to capital and investors is limited want access to investor networks. The remaining question is how can the local chapters meet these needs?

CYFI and through the Ye! Community initiative is striving to build partnerships with corporates, VCs, hubs, and accelerators who can provide sustainable prizes such as placements, access to incubation programs, or access to business tools by working with their network. This is something the ambassadors should communicate to their local chapters. The Ye! Community is also working to invite more high-level entrepreneurs and investors as Jury members and guests for the Global and Country Awards, potentially opening the door to funding opportunities.

Take Home Question for Ye! Ambassadors:

How do we get the short-term wins and grow the community while we are working on the long-term policy change?



Ye! 5-Year Strategy Brainstorm

The second half of the Ye! Ambassadors Meeting was a youth consultation whereby the Ye! Ambassadors gave their feedback on the Ye! 5-year Strategy. The Ye! Ambassadors also analyzed the Ye! Community's current offering and gave feedback on how Ye! can strengthen its image and online presence.

Ye! Top 100 List

Part of the Ye! Strategy going forward will be to work with our partner Mastercard Foundation to offer a yearly, 'Ye! Community Top 100 List.' This will be a list of the 100 best young entrepreneurs from around the world. The list will be compiled with the help of the Ye! Community's partners, the Ye! Ambassadors, and the online community, and will be comprised of youth entrepreneurs from every sector and background. It was argued that Ye! must have stronger branding and recognition before it attempts such a project. The suggestions put forward were the following:

- Ye! must have name recognition before it builds a Top 100 List; must have the name recognition to foster the desire to be on the list
- Community must have swag, Ye! branding must be stronger
- Ye! platform must have more readership, must be a platform where people want to come every day so those on the list gain maximum exposure
- Ye! logo must be attached to large sponsors like G20, GPMI and other recognized names; marketing materials should highlight the sponsors and collaborators logos
- Social media likes and follows aren't high enough. Ye! social media presence must be stronger to maximize sharing and generate buzz around the list
- Employ an internal social media expert to grow Ye! presence; put money behind it
- Use influencers or respected local voices to grow the community awareness

The idea was approved of, but the community must be bigger, recognized and respected, and employ a stronger social media strategy before it endeavors to build the Top 100 List to ensure the list is successful and truly showcases the best youth entrepreneurs.

Social Media Strategy

The Ye! Ambassadors had an array of suggestions for strengthening the Ye! Community's social media presence. As social media is one of, if not the main channel where entrepreneurs can learn about Ye!, one suggestion was to employ a social media or communications expert, to ensure Ye! is applying a data driven and strategic approach to social media. The Ye! Ambassadors included the following suggestions for enhancing the current social media presence of Ye!.

- Communicate activities from other countries: share the activities happening in the local chapters
- Utilize WhatsApp to share opportunities
- Common hashtag for Ye! Community
- Post more Success Stories/Ye! Member Spotlights: entrepreneurs want to be part of a community where they can easily see how it will enhance their business and level of exposure
- Videos and pictures must be used more
- Display the numbers and the impact of the Ye! Community's work through video or infographics; it is too hard to always talk about how CYFI works, should be easily visualized and made available online so it becomes more tangible,
- Logos – rework or use in more systematic fashion
- Share global opportunities
- Testimonies from the community should be published with more frequency
- Create content sharing schedule with Ambassadors so they can continuously contribute to what is posted on social media, local chapters can create a schedule of sharing content with the main page to ensure cross-linking

Social Media content was the main concern of the discussion. It was the consensus that Ye! HQ should outsource the social media to an expert. This expert must understand the Ye! vision and its goals.

Some remaining questions around what the Ye! Community wants to achieve with its social media remained. What does Ye! want to achieve with social media? How do the Ye! Ambassadors envision each local chapter fitting into the strategy? How do Ye! Ambassadors want to see the Ye! main pages working? The question was asked, if the Ambassadors are meeting so many other youth, why is this not represented via social media? Chino Atilano, one of two Ye! Ambassadors from the Philippines asked the others to define what metrics could be used to gauge whether the social media pages are successful. Once these metrics have been decided, he argued, it would be easier to track growth and to set milestones.

The discussion closed with the following conclusions: the Ye! profile must be raised at the global level and country level using a bottom up approach. This means, ambassadors should make local pages more active and funnel content to the Ye! HQ. The Ye! HQ must make its own content more global and share opportunities and resources. Investing in a social media expert is worthwhile or, at the very least, spending \$2 per day on social media. This can be a simple and straightforward way to boost engagement. In general, social media usage should be higher.

Take Home Questions for Ye! Ambassadors:

- Think about what Ye! Community wants to achieve with social media?
- What are the milestones the Ambassadors and the HQ want to lay out to monitor its progress?

Potential metrics we can utilize:

- How many conversions, people who come to the Facebook page then go to the website, next step even creating a profile.
- Post Engagement: Likes and reposts
- Page follows
- Applications for Awards
- Attendance at local events/meetups

The Ye! Platform

The next discussion turned to the Ye! online platform and how to make it more attractive to youth entrepreneurs and grow the community.

Ye! Blog Content

The Ambassadors addressed that the blog should showcase from within the community. The ambassadors argued that more of the activities being done at the local level should be shared on the platform. Suggestions included:

- Video or Entrepreneur Spotlights on a consistent basis
- Daily update about what is happening in the Ye! Local Chapters around the world so visitors to the website get a sense of the Ye! Community's global presence

Tailored Content & Suggested Features

The ambassadors also suggested that as part of the Ye! Strategy going forward, visitors should be funneled to the website pages which will be of most interest to them, offering more tailored content to users will ensure they get what they are looking for when they enter the website.

The ambassadors highlighted that coaching hours should be a key offering of the Ye! Platform, something which the Ye! Community is already incorporating into its strategy via the 'Ask a Coach Hour' sessions to be held on the Ye! Stream or via Google Hangouts.

A suggestion for a new website feature was to offer business matching through a marketplace on the Ye! platform or a global HR offering. This would serve two functions. The first function would be to allow Ye! Community members to be matched with large corporations looking to outsource a specific project. Large corporations could post their needs on the marketplace and members could apply. The second function could be to allow the Ye! entrepreneurs to post their staffing needs onto the website and freelancers, other enterprises, or individuals could then offer their services. The Ambassadors argued, meeting their staffing needs can often be difficult. Through this marketplace, they can 1) find projects for their enterprise to undertake and, 2) meet their staffing needs by posting job openings and searching for freelancers.

In closing, the Ye! Ambassadors argued that offering more community focused content, coach hours, and a HR marketplace would be strong additions to the Ye! Community virtual offering. One of the final points addressed was the age limit of the Ye! Community should be expanded till 35. It was concluded that if you become a Ye! Community member before 30 you can remain active until 35. For new applicants, you must be 30 or under to be approved to the community.

Coaching

The Ye! Ambassadors suggested to enhance the coach offering through tailoring how it works with offer different more mature enterprises. Suggestions included working with Ambassadors to offer peer-to-peer in person meetings. Like what was done in Nigeria, ambassadors can invite locally respected entrepreneurs to share their advice and guidance with early stage startups. In line with in-person coaching, it was addressed that the Ye! Community should work with local mentors

who can be contacted online and then connected with offline. This was brought to light by many of the Ambassadors who stated that in-person coaching is much stronger than virtual coaching. In sub-Saharan African countries especially, the Ambassadors said members did not want to work with virtual mentors. Thus, Ye! should do a better job of connecting members to virtual and in-person mentor opportunities.

Ye! Awards

The Ye! Ambassadors were asked if the Ye! Community should continue to offer the Ye! Country Awards. The answer was an emphatic yes. Ambassadors argued that the Country Awards incentivize youth to get involved and stay involved. It was argued that the prizes or offering must be attached to a mentorship program and this should be made clear when youth are applying for the award. The final suggestion was to link the Country Awards more closely to the Ye! Global Awards. Ambassadors stated the country winners should be fast-tracked to the Ye! Global Awards and see a clear path to opportunities for international exposure. It should be made clearer that winners at the country level will be fast-tracked to the Ye! Global Awards when they are applying.

How to Attract More Ye! Ambassadors

A key element in the Ye! 5-year strategy is how to grow the number of Ye! Ambassadors and local chapters. The discussion focused on how to ensure smooth transitions between Ambassadors, how to reach new ambassadors and how to communicate what the role entails. New Ambassadors in countries where no Ye! local chapter exists should be found via application or through connecting with local partners to reach youth working to support the entrepreneurial ecosystem. The following items were discussed regarding the Ambassadorship:

- **Ambassador terms should be between 1 – 3 years**
- Ambassadors should think about processes for transition at the beginning of their terms and make all processes written, sustainable, and transparent.
- **The voluntary nature of the role should be communicated**
- **Clearly state fundraising is a key part of the role**
- **Buddy System**
- Ye! HQ should link current Ambassadors with new Ambassadors so they can gain insight on how the role works from someone who is currently in it
- **Introduction Video**
- The video should detail everything the Ambassador will need to know. If this is done via a video it is easily shareable and less time consuming to do the induction process for Ye! staff

Transition Planning and Appointing the Next Ye! Ambassador

The Ye! Ambassadors agreed that any replacement must have already been engaged with the local community. Suggestions for appointing new ambassadors included:

- Community Vote with input from the current Ambassador
- Applications which are then narrowed down by a select committee and voted on
- Nominations which are then voted on by select committee
- Challenge new nominees to create a proposal/action plan and make this proposal part of the materials used to decide the next Ambassador
- The newly appointed Ye! Ambassador should be mentored by the current Ambassador
- Ye! Ambassadors stressed that the role is difficult and time consuming so there must be clear term limits. They also identified that not anyone can become a Ye! Ambassador and they would like to play a large part in identifying who will be their successors.

Community Survey - How to Improve the Ye! Offering

Below are the questions which the Ambassadors were asked to pose to their community members. This information will be part of a survey that will be sent out to the entire community to get a better sense of what the Ye! offering should entail, and what youth entrepreneurs want from a community such as Ye!. Below are a few of the responses:

- 1. How can Ye! best assist your enterprise?**
 - Business linkages
 - Ye! network can be leveraged to help youth entrepreneurs to scale
- 2. What are the benefits of attending Ye! activities?**
 - Networking
 - Learning
 - Place to meet likeminded individuals - networking
- 3. What changes do you want to see on the website?**
 - More testimonies on the website
 - Better explanation of how Ye! can help you
 - Companies on Ye! website can be mentioned on social media and updated weekly
- 4. What is the best strategy for reaching you?**
 - WhatsApp
 - Facebook
 - In-person meetings

The final survey is being compiled and will be distributed to the entire Ye! Community this summer to celebrate and refine the Ye! offering.

Key Takeaways – Ye! Ambassadors Meeting

Below are the items to be addressed by the Ye! staff team as well as the key takeaways presented by the Ye! Ambassadors to close out the meeting.

Ye! Staff Action Points

Items to be undertaken by Ye! HQ:

1. Online quarterly meetings with the Ambassadors (next meeting September)
2. Update Ambassador docs, send for review
3. Ye! Strategy consultation – questionnaire
4. New Ambassador – buddy linkages
5. Global Awards info to be shared
6. Define Ye! Global Social Media metrics we want to measure

Ye! Ambassadors' Key Takeaways

Broadly speaking, the Ye! Ambassadors gained increased clarity on how the Ye! Community works and the systems change methodology. Most identified they will take this additional information back to their communities and work on new strategies and plans for their local chapters accordingly. A big takeaway for many of the youth entrepreneurs was how to fundraise, work with partners and grow the Ye! brand. All the Ambassadors identified it was a wonderful experience to come to the GPI, network with stakeholders, participate in the Global Inclusion Awards Ceremony, and to meet their fellow Ambassadors. The meeting ended on a hopeful note with many of the Ye! Ambassadors stating that from this experience they know that so much is possible with hard work and dedication, it is simply about putting the right processes in place to make it all happen. They will communicate this to their teams upon returning to their home countries.

CYFI co-Director, Lubna Shaban, closed the meeting. She addressed that the Ye! Community needs openness and consistent and ongoing communication when growing the Ye! Community. Building the Ye! Community and supporting youth entrepreneurs is an effort that the Ambassadors and the staff are taking on together. Therefore, it is imperative that the Ye! Ambassadors communicate when Ye! is on the right path and when it is doing something wrong. It must be a mutually supportive effort, where everyone remains transparent and works together.

Annex A

About Child & Youth Finance International

Child and Youth Finance International (CYFI) is a non-profit organization working for the financial empowerment of young people through financial literacy, financial inclusion, and supporting youth entrepreneurship. It was ranked in position 32 in NGO Advisors Top 500 NGOs in the world thanks to its unique ability to coordinate large scale global movements through its systems change approach. CYFI was founded by Jeroo Billimoria, a celebrated social entrepreneur, Ashoka fellow and Skoll awardee who is also the founder of Childline India and Child Helpline International.

About the Ye! Community

Ye! Community uses an online platform in order to reach young entrepreneurs from even the most rural and secluded regions. The online community not only connects the young entrepreneurs to likeminded people struggling with the same challenges of starting a business, but it also provides them with tools and resources, including mentors and online trainings, that can help them start or grow their businesses. It is a crucial tool for young visionaries to learn, collaborate, and network with people both in their own countries and around the globe.



About the Global Inclusion Awards

The 7th annual Global Inclusion Awards Ceremony is organized by Child & Youth Finance International, the Argentina’s G20 Presidency and GPI on 3 July 2018, with the support of the G20-2020 Saudi Secretariat. It is held as part of the GPI Forum: “Technological Trends in Digital Financial Inclusion” agenda on 3-4 July at the Ritz-Carlton in Riyadh, Saudi Arabia.

The goals of the Global Inclusion Awards are to develop high public awareness and understanding of the importance of financial inclusion and financial capability for children and youth. The Global Inclusion Awards encourage national authorities, NGOs and financial institutions to strive for excellence in Economic Citizenship Education programs and thereby promote the advancement of their services.

About the G20 Global Partnership for Financial Inclusion Forum

The G20 convenes its members, guest countries, international organizations, and engagement groups for dialogue on global affairs. Over many specialized meetings, it builds consensus to develop global policies that address the challenges which humanity faces.

The Global Partnership for Financial Inclusion (GPFI) is an inclusive platform for all G20 countries, interested non-G20 countries and relevant stakeholders to carry forward work on financial inclusion, including implementation of the G20 Financial Inclusion Action Plan.

About the Ye! Community Ambassadors Meeting

The Ye! Community Ambassadors Meeting was hosted during the 3rd day of the 2018 GPFI forum. The purpose of the meeting was to engage the Ye! Community's Ambassadors in shaping the Ye! Community's 5-year strategy, offer greater insight into how CYFI through the Ye! Community initiative uses the theory of systems change to accomplish its goals, and assess the Ye! Community offering, more specifically in how to change the website and grow the online community. Finally, the meeting offered a space for the Ye! Ambassadors to exchange ideas and share strategies for strengthening the Ye! local chapter and what the proper role of the Ye! Ambassador is within the local entrepreneurial ecosystem. The meeting offered an opportunity for the youth Ambassadors to meet with one-another for the first time and to understand the struggles and successes of their peers.

Collaborative Systems Change

Child and Youth Finance International, through its Ye! Community initiative, employs collaborative systems change to ensure key stakeholders at every level, policymakers, youths, corporates, and NGOs, are consulted and included in building policies and programs to support the growth of youth-led enterprises and to reduce the number of unemployed youth around the globe.

To accomplish these aims, Child and Youth Finance International employs the 5C model to achieve collaborative system change:

- **Convene:** creating an **international network** of stakeholders, bringing together representatives from all sectors, creating partnerships with leaders, corporates and financial institutions
- **Connect:** facilitating partnerships and knowledge-sharing from amongst different partners
- **Co-Create:** the Ye! Strategy, guiding frameworks, and pilots and innovations together with stakeholders
- **Celebrate:** Ye! awards ceremonies across the world, Top 100 Entrepreneurs list
- **Calibrate:** continuously monitor and evaluate the shifting landscape for youth entrepreneurship and thereby refine its strategy and role

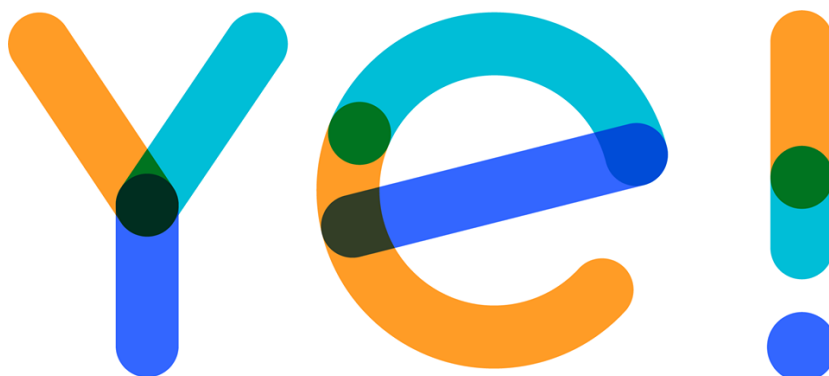
Ye! Community utilizes the systems change 5Cs to impact change in the area of youth entrepreneurship. By working with governments and partners, the Ye! Community strives to connect policymakers to its partner network to share best practices and support in the creation of youth-friendly banking products. Furthermore, it leverages its multi-stakeholder networks to offer sustainable opportunities, resources, mentorship and awards, thereby opening doors and building the capacities of youth entrepreneurs around the world.

Ye! Community Ambassadors are the Ye! Community's 'eyes-on-the-ground,' allowing the Ye! Community to calibrate its strategy and build partnerships in each country and region. The Ye! Ambassadors lead in the creation of Ye! Local Chapters, providing a link between the Ye! Community and the needs of local youth. It is because of this link that CYFI can advocate on behalf of the youth at the national and international level.

CYFI through its Ye! Community initiative, works with governments and local partners to offer Ye! Country Awards, wherein it can further highlight the challenges and the needs expressed by the local chapter of youth entrepreneurs. The Ye! Country Awards therefore, serve to convene the necessary players around the topic of youth entrepreneurship, raise awareness on the unique challenge faced by youth entrepreneurs, and to open doors to co-creating policies to support them.

The Ye! Ambassador's role in this system is crucial. The Ye! Ambassador shares the Ye! Community with their network, connects local entrepreneurs with the Ye! platform, allowing them to access coaching, peer support and resources, and builds a network of offline support offering activities, awards, and exposure. Without the Ye! Ambassadors, the Ye! Community would not be able to identify as a youth-led movement to reduce youth unemployment and support youth-led enterprise.

Annex B



Ye! Ambassadors Workshop | 4 July 2018 Riyadh, Saudi Arabia

The Ritz-Carlton, AlHada Area, Mekkah Road, Riyadh 11493, Saudi Arabia

Time	Program
9:10 – 10:10	Introductions – Welcome to Ye! Ambassadors Meeting during the GPI
10:10 – 10:40	Coffee Break – Network with GPI guests
10:40 – 11:40	What is collaborative systems change? How to build a global movement Led by Lubna Shaban, Co-Director CYFI
11:40 – 13:00	Feedback Session on Ye! Strategy – the next 5 years <ul style="list-style-type: none"> - Where Ye! will be in 5 years - Feedback - How to Build the local chapters How to work with the Government
13:00 – 14:00	Lunch
14:00 – 15:15	Ye! Website – Ambassador Consultation <ul style="list-style-type: none"> - How can the website be improved? - What is necessary to offer, what can be left behind? - How can Ye! become the go-to location for young entrepreneurs
15:15 – 15:45	Coffee Break – Network with GPI Guests
15:40 – 16:20	Ye! Local Chapters <ul style="list-style-type: none"> - Status update on communities and tips for success - Interviews - Networking
16:20 – 16:30	Closing Remarks – Thank you from Ye! Community

Annex C

Ye! Ambassadors Meeting - Attendee List

Name	Country	Role
Abdallah Hanbak	Egypt	Ye! Ambassador for Egypt
Claire Sterngold	The Netherlands	Ye! Community – Community Coordinator
Chino Atilano	The Philippines	Ye! Co-Ambassador for the Philippines
Desmund Egbe	Cameroon	Ye! Ambassador for Cameroon
Edgar Edmund	Tanzania	Outstanding Youth Economic Citizen – Award Winner
Gilbert Mwale	Zambia	Ye! Ambassador for Zambia
Ifrah Arab	Kenya	Ye! Co-Ambassador for Kenya
Jan-Willem Bult	The Netherlands	CEO Free Press Unlimited
Lubna Shaban	The Netherlands	CYFI Co-Director
Mark Balmes	The Philippines	Ye! Co-Ambassador for the Philippines
Mark Heasman	Switzerland	Z Zurich Foundation - Senior Program Manager
Olanrewaju Adeloye	Nigeria	Ye! Community Ambassador
Paolo Ganis	Italy	Ye! Community Ambassador for Italy
Prakash Koirala	Nepal	Economic Citizenship Award Winner
Sandra Letio	Uganda	Ye! Ambassador for Uganda
Zuberi Msemo	Tanzania	Special Guest of Outstanding Youth Award Winner
Zurab Pertaia	Georgia	Ye! Ambassador for Georgia




2018


GLOBAL INCLUSION AWARDS





Ye! Community

 www.yecomunity.com

Child & Youth Finance International (CYFI)

 www.childfinanceinternational.org

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