



International
Trade
Centre

TRADE IMPACT
FOR GOOD

Ye!

Ambassador Programme

YOUTH  TRADE



What is the International Trade Centre (ITC) and what does it do?

A focus on helping SMEs internationalise

ITC's main focus is to facilitate SME success in international business. Having worked with SMEs for 50 years, ITC is familiar with the unique needs of SMEs, including women-owned enterprises and youth-led enterprises and has vast experience in improving their international competitiveness and connecting them with markets.

100% Aid for Trade

All ITC's work is focused on Aid for Trade, an initiative that helps developing countries in building capacity and trade-related infrastructure to expand trade opportunities.

Working with the private sector to support private sector development

ITC brings together public and private sector actors to jointly contribute to a conducive business environment. ITC also works with the private sector to support its capacity as buyers, investors, and providers of technical assistance.



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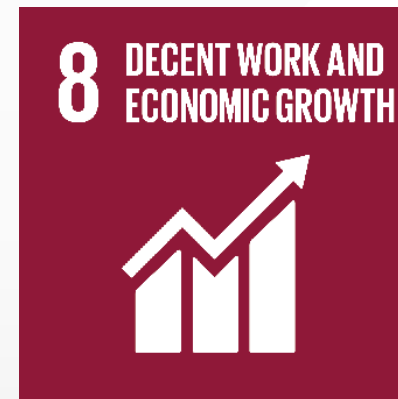
Youth and Trade Programme

Better MSMEs

Skills – Competiveness

More MSMEs

Foster & Create



Mission

The Ye! Community is powered by ITC's Youth and Trade Programme, which aims to provide youth with market ready skills to help their enterprises compete on the international stage.

The Ye! Community is aiming to become the world's largest community of youth entrepreneurs by connecting them to ITC's technical expertise, learning resources, skills development projects, public and private sector partners, finance, and networks.



Why Get Involved with Ye!?



Ye! aims to bring together the world's young entrepreneurs and major players in the entrepreneurship ecosystem, in order to create a platform to support young entrepreneurs. This includes the opportunities to:

- **Find and interact** with other young entrepreneurs
- **Get help** from coaches and mentors around the world
- **Take part** in Ye! events and Ye! awards
- **Benefit** from helpful resources and information about entrepreneurship
- **Get access** to useful business software or tools which are often free or discounted
- **Receive direct or indirect investments** from Ye! and its network

Ye! also gets insights from young entrepreneurs about their experience and opinions on entrepreneurship. Ye! presents them to high-level policymakers. This is how Ye! intends to make sure that the voices of youth can create global changes that will support youth entrepreneurship.



About the Ye! Ambassador Programme

Activities of Ye! Chapters	Role of Ye! Ambassador	Why Become a Ye! Ambassador
<p>For example,</p> <ul style="list-style-type: none"> – Organize events with community members – from social events to business development support – Create opportunities (e.g. network, partnership) to benefit local community members – Create media awareness – Fundraising (for activities) 	<ul style="list-style-type: none"> – Lead the strategy & development of the Ye! Chapter – Create partnerships to support the Ye! Chapter – Create awareness and grow the number of members – Coordinate Ye! events – Manage Ye! country social media – Represent Ye! in national and international events (as needed) – Provide feedback and input to Ye! 	<ul style="list-style-type: none"> – Have a chance to create change to benefit young entrepreneurs in your country – Build your profile as a young leader, gain exposure through the global Ye! network – Grow your personal network – Take the lead in organizing entrepreneurship initiatives that you think are important to your country – Opportunity to represent Ye! and young entrepreneurs at high-level events – Be part of an elite network of Ye! Ambassadors from across the world, help shape the direction of the Ye! Community

What are Ye! Chapters?

Ye! Community is both online and offline. The online community is connected through the website, [www.ye!community.org](#).

The offline community is made up of local Ye! Chapters in different countries. These chapters are run by the Ye! Ambassadors. All youth entrepreneurs in that country or region can join the local hubs.

All the offline chapters are supported by the global Ye! Community in a number of ways.

The Youth and Trade Program support Ye! Chapters in a number of ways

Networking: Ye! can connect the hubs to organizations and people to support its development. This includes high-level policy-makers at the national and international level, startup hubs, corporations, NGOs, influencers and many more!

Connecting all local chapters: The work of the local chapters will be documented and shared to other chapters in the community through the Ye! website, newsletters, publications, social media and more.

Event support: Whenever possible, Ye! will try and help each local chapter as they organize their events. Support can come in a number of ways –it can include everything from tips and advice on setting up an event, to helping find the right partners for the event, to even helping raise funding for the event if the opportunity arises. The local chapter can also benefit from the global Ye! brand as it approaches potential sponsors or media.

Funding support: Wherever possible, Ye! can work with the local chapter to try and raise funds for the activities of the chapter & ambassador.

Ideas for activities that Ye! Chapters can organise

Every Ye! Chapter is autonomous and can decide its own strategy and activities, based on the local context and needs of the members.

Overall, the activities should serve the purpose of giving the entrepreneurs the possibility to meet other entrepreneurs, network, learn and contribute.

The local chapters can organize activities which can be creative and fun. The most important thing is that they give the local young entrepreneurs what they just need!



Ye! Chapters support young entrepreneurs offline by organizing meetups and events.

Ideas for activities include:

Social events: Parties, dinners, meeting for coffee....these are all examples of simple activities which provide a fun environment for sharing and connecting.

Networking events: These can include more official meetings which are specifically meant for networking. This can involve entrepreneurs, local business people, mentors etc. Examples of networking events can be “marketplaces” with entrepreneurs and investors, or “co-founder speed dating” to connect entrepreneurs with potential team members.

Inspirational talks: Can be TEDxstyle talk events in which experienced entrepreneurs, VCs, influencers share their wisdom with the community members. This can be organized formally or the simple version can be over a lunch or dinner meeting.

Trainings and workshops: The local chapter can organize trainings and workshops to help the young entrepreneurs develop critical skills. It is usually best to organize these events in collaboration with a partner, such as an incubator or professional firms. They can provide venues, speakers, trainers and sponsorship. Ye! can help you connect to such partners.

Co-working spaces: The local chapter can work with a local partner to provide discounted or free co-working spaces for the Ye! community members

Philippines

The Philippines chapter & ambassadors - Jay Mark Balmes and Chino Atilano - are driving a Ye! Caravan to the universities in the Philippines, organizing workshops, bringing star entrepreneurs and speakers to meet up with students.



The Role of the Ye! Ambassador

Ye! Ambassadors are the ones who establish and drive the Ye! local chapters. Their roles include:

- Create awareness for the chapter and bring more members to join (this includes Ye! website members)
- Help with coordination of activities, events and meetings
- Manage a social media account (for examples, a Facebook page) and the country information page on the Ye! Website
- Represent Ye! in high-level national and international events
- Create partnerships at the local level (with incubators, companies, sponsors, coaches, governments, NGOs etc)
- Be the contact point for the Ye! Secretariat. We will be in regular touch with you to see how you and the hub are doing, how we can cooperate and collect input from you and community members for our research.

Kenya



As one of the first Ye! Ambassadors, Tom Osborn (Kenya) has represented Ye! in multiple events - at the G20 Ye! Global Launch in Antalya, UNCTAD pitch event in Geneva. He's taken the lead in building the local Ye! entrepreneur community through meetups and events. He organized the Startup Weekend in Nairobi and a fundraising workshop in Nairobi, attended by over 250 entrepreneurs.



Why become a Ye! Ambassador?

Being a Ye! Ambassador involves a range of benefits, including:

- Have a chance to create the changes which are necessary to help young entrepreneurs in your country
- By sharing the challenges and thoughts of the local hub, you can contribute to reports and recommendations which are presented to high-level stakeholders such as G-20, UN, UNCTAD and more
- Grow your personal network
- Take the lead in organizing the kinds of entrepreneurship activities you think are important for your country
- Opportunity to network with high-level stakeholders
- Opportunity to represent Ye! and youth entrepreneurs in their country at high-level events
- Be part of an elite network of Ye! Ambassadors from across the world, and help shape the direction of the global YE! community

“My experience with Ye! Community has been very rich and fruitful. ... Also, Ye! has given me the opportunity to present my work to investors and policy makers at the UN, G20 and other places. And in addition, I made great friends from all over the world ”

- Anielle Guedes, Ye! Brazilian Hub Leader and Ambassador



FAQ

- Do I have to lead the Ye! local chapter on my own?

No you do not. We can have two or more Ye! Ambassadors in a country and you can choose to share the role.

- What sort of time investment do I need to make?

This very much depends on how active you want the hub to be. We recommend at least 3 hours a month, particularly for managing the social media page, being in touch with the Ye! team and expanding the community

- Will I get paid to do this?

Ye! Ambassadors purely volunteers.

- I already have/am part of a community of (young) entrepreneurs – would that be a conflict?

Not at all for us! We can find the best way to work together to see how we can maximize the opportunities for both networks.

We look forward to having the opportunity to work with you, so that together we can help young entrepreneurs in your region, country, and around the world!

Join us!