



## Where quality grows, quantity flows

Young Africa International  
Strategic Plan 2021 - 2023

# TABLE OF CONTENTS

	PAGE
2025 ambition	3
Mission, vision and core values	4
2023 strategic goal	5
Seven strategic priorities	6
Affiliated strategic plans	7-8
Principles and proces of this strategy	9



# 2025

## AMBITION

Youth unemployment is a ticking time bomb. This is especially true for Africa, where half of its population of 1.3 billion people is below the age of 25 years.

Young Africa, over the years, has proven to offer a high-impact solution to this problem by offering disadvantaged youths between the ages of 15 and 25 skills for employability and entrepreneurship. This means an integral empowerment package including vocational training, entrepreneurship, life skills education and talent development. All this is delivered in partnership with franchised entrepreneurs at our own training centres and through mobile training units.

We have a bold ambition: **to have trained half a million youths by 2025.**



# MISSION, VISION AND CORE VALUES

## Vision

A world of equality and shared wealth where the power of young people is channeled to transform the world around them.

## Mission

We teach young people skills of the hands to make them self-reliant, skills of the heart and the mind to live with dignity and responsibility, skills of the soul to live with purpose.

## Core Values

We stand guided by our core values:

- **Service** to humanity and society.
- **Love** for young people.
- **Faith** in the change and potential of youths.
- Sense of **responsibility** to contribute to a world of justice, equality and shared wealth.
- The **joy** to do so together in a transformative way.



# 2023

## STRATEGIC GOAL

We aim to train 200,000 youths by end 2023: 90,000 by scaling our programmes at existing affiliates and 110,000 by sharing our unique model of youth empowerment to other youth-focused organisations.

Three pillars will keep us focused on our goal:

- Enhance the impact of youth programmes
- Increase the number of trained youths
- Strengthen Young Africa International and its affiliates

Our programming needs to be evidence-based. We also need to continue strengthening the confederation to create greater visibility, communicate our successes effectively, raise the resources needed, justify our expenditures transparently and with integrity, sharpen our governance system, innovate our programming, and remain relevant to our youths in an ever changing world.

This drive is summarised in the motto:  
**Where quality grows, quantity flows.**

We aim to deepen and widen our impact. We have expressed this goal in seven strategic objectives. Each objective is broken down in annual activities with smart targets.





# SEVEN

## STRATEGIC PRIORITIES

### 1. A high-impact solution for youth empowerment

By investing, strengthening and enhancing the capacity of our training centres and our core models we ensure our targets can be met. The target for 2023: **90,000 youths trained.**

### 2. Education that sustains itself

We will sharpen our formula, develop business plans and train our branches on how to implement our model more efficiently. That way vocational training can sustain itself.

### 3. Share what works

We have encountered many like-minded organisations, governmental and non-governmental, interested in replicating our model. We officially license them to use our materials, such as our life skills education methodology, our mobile training approach and our franchise model and follow up on their results. Together with them, we aim to **contribute our high-impact solution to 110,000 youths** being skilled for employability and entrepreneurship.

### 4. Driven by integrity and value-for-money

As a growing organisation, we will continue to strengthen our systems. With a new governance structure, a new donor management system, standard operational policies and internal and external audits.

### 5. Evidence-based programming

We will further digitalise our monitoring system and evaluate the effect of our training based on numbers. Data will indicate our success, and where we need to improve.

### 6. A message of hope

During these three years the quality of our communication will be enhanced, online, offline, through adverts and campaigns and through various media. To keep spreading our message with energy and optimism.

### 7. Join hands with investors in youth

We are grateful for the partnerships we have and are committed to continue delivering results. To transform our strategy to reality we continuously need partners to finance our plans.

# AFFILIATED

# STRATEGIC PLANS

## Botswana

Young Africa Botswana envisages its centre becoming the socio-economic hub that symbolizes the abundant potential of the Botswana youth as well as being the ultimate destination for locals, tourists to experience local culture, food, art and design.

By 2023 Young Africa Botswana envisions expansion with an outreach to at least 3,000 youths through centre-based and online trainings.

## Mozambique

Young Africa Mozambique's grand vision is that of a nation where wealth and resources are shared equitably, where power of the youth is channeled to transform the world around them.

By 2023, Young Africa Mozambique undertakes to have trained 50,000 young persons in various trades with certification.





# AFFILIATED STRATEGIC PLANS

## Namibia

Young Africa Namibia was established with a vision to reduce unemployment and underemployment in Namibia amongst the youth, through growing their brand.

The expansion shall culminate in Young Africa Namibia training 3000 youths by 2023, equipping itself with competent human capital, intensified publicity, subscriptions to the green revolution, investment in student accommodation and equipment.

## Zambia

Young Africa Zambia's 2023 strategic vision is settled at establishing seven functional training units and training of 2250 youths in life, vocational, entrepreneurial, leadership skills, and talent development, (sport and arts).

## Zimbabwe

Hoping to have reached out to 20,000 youths by 2023, Young Africa Zimbabwe is guided by four pillars:

- improved business models i.e. the integral youth development model and the franchise model
- strengthened marketing and public relations function, through demand driven service provision and brand awareness
- reputational mutual relationship management, information dissemination, community outreach, expansion
- dissemination of the integral TVET model to other areas in Zimbabwe by 2023.



# PRINCIPLES AND PROCESS OF THIS STRATEGY

We are halfway through the ten-year period to reach our ambition of training 500,000 youths in skills for employability and entrepreneurship by 2025.

We have taken major steps in growing and strengthening the organisation. Our growth in numbers of young people that have been trained, however, has lagged behind. We hope to have trained 45,000 youths by the end of 2020. This three-year strategic plan is aiming to reach out to a higher number of young people than ever before.

While defining this strategy, we let ourselves be challenged by thoughts and questions such as: "What would you do if you couldn't fail?", "Are your Dreams Big enough?", "Who do we serve?" and "What would they ask us to do?"

Our guiding principle is the impact we envision on the life of each young person we educate.

This strategic planning process has been participatory, involving all 18 colleagues of Young Africa International plus the all branch directors, their teams and our students.

The process took us through looking back, looking inward, looking outward and looking forward:

- Looking back: review of strategy 2017-2020
- Look inward: refreshing the cornerstones of our work.
- Looking inward: an analysis of our strengths, weaknesses and learning curves
- Looking outward: an analysis of our micro and macro environment, as well as where we foresee threats and where opportunities exist.
- Looking forward: What is our goal for 2023, and how will we get there?

The review of this strategy will become an automatic annual process which makes steering on progress as effective as possible.

We are ready for impact!

Dorien Beurskens, CEO  
Harare, Zimbabwe - December 2020

# CONTACT

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