



PROPOSAL SUBMISSION GUIDELINES AND TEMPLATE

Share your 2020 vision for the Youth Enterprise, Employment and Livelihoods Development Field

What is your vision for this field in 2020?

How are your initiatives and ideas turning that vision into reality for young people to have greater access to entrepreneurial and employment opportunities?

Making Cents International invites you engage in this participatory learning event by submitting a proposal to present at the Global Youth Enterprise Conference, which will take place September 29-30, 2009 in Washington, DC.

OVERVIEW

Deadline: All session proposals must be received by email, mail or fax before **April 24, 2009**.

Who should submit: Practitioners, policymakers, funders, educators, youth leaders, members of the private sector, and other professionals involved in youth enterprise, employment, and livelihoods development.

Benefits for presenters: The organizations whose proposals are selected will become presenters at the conference. They will receive recognition in electronic and print marketing materials; be invited to disseminate information on their programs and projects at their sessions; enjoy visibility and increased credibility within the industry; be able to participate in unique networking opportunities; and contribute directly to the growth and development of the youth enterprise, employment, and livelihoods development field. The content of the sessions will be recorded, synthesized and shared with the broader

youth enterprise, employment, and livelihoods development community after the conference via a publication disseminated to over 20,000 people around the world. Please visit the following websites to read the 2007 and 2008 post-conference publications:

<http://www.youthenterpriseconference.org/2007GYMC.asp> (2007) and

<http://www.youthenterpriseconference.org/2008GYMC.asp> (2008).

Conference Tracks - Overview: For those of you who submitted proposals and participated as presenters in the last two Global Youth Enterprise Conferences, you'll notice a new format for this year's conference. After an extensive global consultation with stakeholders in this field, it became apparent that there is great diversity of opinion on the themes this year's conference should cover. In response, the 2009 conference is being structured around five functional tracks:

Track 1: Project Design and Implementation

Track 2: Policy and Advocacy

Track 3: Monitoring, Evaluation and Impact Assessment

Track 4: Partnerships

Track 5: Cross-Cutting

You and your organization may submit more than one proposal, but each proposal must be prepared and submitted separately. Each proposal must also meet the criteria described in this document. You will receive an email confirming receipt of each proposal you submit.

A more detailed description of each track is included at the end of this document.

Three kinds of session categories: choose one!

Submitters must choose one of the following three types of break-out session formats that best fits the information they wish to present:

Option 1: 2-Hour Sessions: What Do We Know for Sure? Two-hour sessions are to share proven learnings, results, outcomes, and findings of programs/projects/policies that have been implemented for a significant amount of time and ideally have been evaluated. Presenters will design their sessions to impart concrete and practical information that will be useful to other practitioners, funders, and educators who are interested in applying the key points to their programming or policymaking.

Option 2: 1-Hour Sessions: Tools You Can Use Today. The 1-hour session is an opportunity for facilitators and participants to present and interact with conference participants on a **very specific tool, approach, methodology, or curriculum that has been field-tested** and relates to one of the conference's tracks with a smaller group of conference participants.

Option 3: 1.5-Hour Sessions: Ideas in Development to Achieve Our 2020 Vision. The 1.5-hour sessions will highlight new ideas, provocative questions, innovative

approaches, and unique research activities, which may not have evaluations or have even been implemented yet, but which hold promise for driving this field forward. These sessions could serve as an opportunity to elicit feedback on a methodology being developed; a “think tank” to discuss a pressing question; a platform for mobilizing support, participation, or action on a certain initiative; or simply an information exchange related to a geographic region. Proposals are particularly welcome on topics such as achieving scale and sustainability, microfranchising, microinsurance, technology, South-South collaborations, and urban development. The intent is to provide a space for open and informal dialogue around innovations in the field. Ideally, these sessions will be proposed with the intention of them continuing after the conference.

Note: Individuals and organizations may submit a maximum of one proposal per track. Each proposal should be for a self-contained session (i.e. Making Cents will not be identifying moderators).

Selection Criteria

The conference is designed to be an interactive event that fosters learning and encourages the exchange of meaningful information and ideas. In the 2007 and 2008 Global Youth Enterprise Conference evaluations, participants have strongly noted that they are interested in learning about:

- The decision-making processes and critical analyses that have been involved in various instances of programming and policymaking;
- What kinds of things happened during the project/policy design or implementation phase that didn't necessary go as planned and how an organization addressed it; and
- Concrete information they can utilize in their own programming.

Presenters in all types of sessions should address the following questions in their minds as they develop and lead their sessions: **What do you want your peers to get out of your session, and how does your session contribute to building the field?**

Proposals are selected using the following criteria:

- A completed session proposal has been submitted, and the primary presenter has complied with all application instructions, deadlines and requirements. (Incomplete submissions will not be considered.)
- The subject of the proposed session is clear and relevant to the selected conference tracks and session type.
- Learning objectives and key points are clear, and the plan for meeting these objectives are clearly outlined in the application.
- The proposed presenter clearly demonstrates how he/she will take an analytical, and not a descriptive or marketing, approach towards addressing his/her proposed topic.
- The proposed session includes the use of creative or collaborative techniques and formats that engage the audience and promote a participatory environment.

- The proposed session offers tips, guides and/or tools for tangible, concrete, and practical “take-aways” related to the subject matter.
- The proposed presenter(s) are qualified to present on the subject of the proposed session, as demonstrated in a description of the experience he/she has on the topic and in presenting or facilitating sessions.
- The proposed session is educational and is not a promotion of a product, service or organization.
- The proposed session offers distinct, valuable, and applicable lessons to share.
- Youth have significant roles to play in the development and/or execution of a session.

Proposals must be written in English.

Time Line

Deadline for Proposal Submissions	April 24, 2009
Questions with Proposal Submitters	May 11-20, 2009
Notification of Selected Proposals	May 20-29, 2009
Confirmation and Registration Deadline for Invited Presenters	May 31, 2009
Presenter Orientation Meetings - virtual	June-August, 2009
Final Presentations and Session Material Due	September 1, 2009

CONFERENCE TRACKS – DETAILED DESCRIPTION

Track 1: Project Design and Implementation

This track is designed to explore strategies for designing and implementing programs and policies that will have lasting impact. Proposed sessions for this track might focus on:

- How to design a project that actually leads to young people getting a job or starting a successful business
- Holistic and integrated approaches that have successfully led to long-term youth employment and successful youth enterprises
- Effectively integrating youth into competitive value chains
- Methodologies for teaching youth how to identify viable business opportunities
- Projects or organizations that provide financial services to youth
- How to best prevent against increasing the vulnerability of girls when designing a financial services program for them
- Youth participation in the design and implementation of youth enterprise and employment programs, and the difference between “youth-led” and “youth inclusive” programming
- Youth social entrepreneurship that creates income and builds livelihoods
- Organizations that have effectively used technology to engage young people and/or to achieve their program’s objectives
- The use of remittances to achieve youth employment and enterprise creation

- How organizations are planning for or have achieved sustainability and/or scale in their youth enterprise, employment, and livelihoods programs
- How youth livelihoods are being addressed in projects today
- How to equip youth effectively to deal with shocks and market shifts
- Ways technology is being used to increase young people's access to business opportunities and interests in entrepreneurship
- How to prioritize the various and complex needs youth have when designing projects

Track 2: Policy and Advocacy

The Policy and Advocacy track will analyze policy and policy-related initiatives at the community, national, and international levels. Policy and Advocacy track sessions will provide examples on how organizations and governments have addressed or have attempted to address youth enterprise, employment, and livelihoods development at the policy level. Submissions may cover a number of topics, but must connect with policy and/or the enabling environment.

Proposed sessions for this track might focus on:

- national youth policies that support youth entrepreneurship, provide economic incentives to businesses to hire young people or take on youth apprentices, and/or demonstrate a multi-sectoral approach
- regional inter-governmental efforts to increase employment and entrepreneurship opportunities for young people
- local or national policies that reduce the barriers young people face when starting a business
- advocacy efforts that aim to influence policy related to the integration of entrepreneurship education into the formal education system
- entrepreneurship education that has been effectively mainstreamed throughout a formal education system
- government-led “youth employment/entrepreneurship schemes” to increase economic opportunities for young people

Track 3: Monitoring, Evaluation and Impact Assessments

The Monitoring, Evaluation and Impact Assessments track will address the need to better understand what is working well and what should be improved or discarded. It will carry forth discussions conference participants had at the 2008 Global Youth Enterprise Conference where this topic was a technical theme. **Proposed sessions for this track might focus on:**

- Field-tested monitoring and evaluation tools for measuring quality, scale, and/or sustainability
- Cost-benefit analyses that compare intervention strategies
- Studies on the returns on investment of particular youth enterprise, employment, and/or livelihoods programs

- Examples of engaging young people in the monitoring and evaluation of youth enterprise, employment, and/or livelihoods programs
- How to use monitoring and evaluation tools to increase the competency and motivation of leaders in program implementation
- Effective low-cost methodologies for measuring impact
- Proxy indicators for measuring the impact of youth enterprise, employment, and livelihood programs
- Experiences and lessons learned from using different monitoring and evaluation methodologies in the same context
- How to effectively measure “youth readiness” (e.g. to deal with shocks, to navigate market opportunities, etc.)

Track 4: Partnerships

The Partnerships track will address the widespread recognition that partnerships can help organizations and programs focus on their core competencies and better achieve their objectives. In the field of youth enterprise, employment, and livelihoods development, partnerships are often crucial for ensuring programs are market-driven, reach scale, and are sustainable. Sessions in this track will highlight effective partnerships, especially those that engage members of the private and public sectors, which have led or are leading to increased entrepreneurship and/or employment opportunities for young people..Proposed sessions for this track might focus on:

- how a local NGO was able to engage with an international company to sell products in new markets that youth entrepreneurs who participated in their program made
- a project that a consortium of an international NGO, a multilateral donor, and a private sector company developed to create win-win-win solutions for youth employment
- a partnership between an vocational/technical training organization and a local company to increase the employability skills of young people the local company is interested in hiring
- an example of a multi-faceted partnership that connects young entrepreneurs to value chains in a particular sector
- How organizations are working across the Global South to collaborate on initiatives that address youth unemployment in urban areas

Track 5: Cross-Cutting

The purpose of the Cross-Cutting track is to provide a space for organizations to highlight initiatives that relate to 2 or more of the other tracks. Therefore, it will feature initiatives that can provide lessons learned, promising practices, or innovative ideas surrounding project design and implementation, policy, M&E, and/or partnerships. While many of the sessions in the other tracks will highlight programs that include components related to another track, the primary piece those sessions will highlight will relate to the track while this track intends to highlight the inter-play between those aspects. Proposed sessions for this track might focus on:

- how a partnership between a particular funder and an NGO led to the development of innovative M&E tools that evaluated the effectiveness of a youth enterprise project, the design of which took a holistic approach
- a multi-sectoral collaboration, which has a strong M&E and research component and is seeking additional partners to launch many new projects in a region
- a national youth policy that has a strong focus on youth enterprise development, and which contains an M&E component
- ways a consortium of partners integrated M&E into the design of a youth livelihoods program and the outcomes the program had as a result

PROPOSAL SUBMISSION FORM

Only complete submissions will be accepted.

Please follow this format and provide the following information within your proposal submission:

1) Title of proposed session

The title should be descriptive, action-oriented and not exceed 10 words. If your session is selected, this title will be used in the conference program and conference promotional materials. Please note that the conference organizers reserve the right to modify your proposed title for clarity, consistency and impact.

2) Contact information

Please include the full name, organization, title, email address, phone, fax and full mailing address, as well as Skype address (if applicable), for the main contact person related to this submission who should also be one of the presenters.

3) Name of Collaborating Organization (if applicable):

While not required, the conference organizers strongly encourage organizations to collaborate with others on the design and execution of a session. For example,

organizations should consider inviting partners in their initiatives - such as implementing partners, youth clients, and funders - to provide different perspectives. If conference organizers receive multiple submissions from different organizations on the same or similar topics, they may ask you to lead a joint session.

4) Presentation Category Selection

Individuals and organizations are invited to submit at least one proposal to lead one or more of the following types of sessions. Please see above or visit <http://www.youthenterpriseconference.org/themes.asp> for a description of each category.

- 2-Hour Breakout Session: What We Know for Sure?
- 1-hour Breakout Session: Tools You Can Use Today
- 1.5-Hour Facilitated Working Group: Ideas in Development to Achieve Our 2020 Vision

5) Selection of Conference Track – Check one box.

- Track 1: Project Design and Implementation
- Track 2: Policy and Advocacy
- Track 3: Monitoring, Evaluation and Impact Assessment
- Track 4: Partnerships
- Track 5: Cross-Cutting

Note: Will you have a specific regional focus? If yes, please note that here.

6) Proposal - Session Description

A) Executive Summary: Maximum 100 words

If your session is selected, this description will be used in the conference program and conference promotional materials so please be concise and respect the word limit. Please include the following information:

- Session goal.
- How the information included in the session contributes to your 2020 vision for the field of youth enterprise, employment, and livelihood development.
- Learning objectives or outcomes.
- The participatory learning methodologies you will use to engage participants
- The tools, publications, methodologies participants will “take away” that they can apply to their own work.
- The intended audience.

B) Detailed Session Description: (Maximum word limit: 350)

Please include a detailed description of your session that includes the following and expands upon the information that is included in the Executive Summary:

- Session goal
- Learning outcomes (e.g. By this end of this session participants will...)
- How does the information you’re planning to share contribute to your 2020 vision for the field of youth enterprise, employment, and livelihoods development?
- What participatory learning methodologies you will use to engage participants
- What tools, publications, methodologies will participants “take away” that they can apply to their own work.
- The intended audience.
- What will set this session apart from the others?
- Additional brief information that would be helpful to the Proposal Selection Committee is welcome.

Note: While Making Cents can provide microphones, a screen, and a projector. You will be responsible for bringing a laptop, flip charts, or any other A/V equipment.

C) Transferable Learning Points: (Maximum word limit: 250)

Past participants have strongly expressed their interest in concrete and transferable learning. Please state the main three concrete learning points your session will share, which will be useful for the practitioners, educators, funders, members of the private sector, policymakers, and others who will attend.

D) Clarification of Your 2020 Vision: Please briefly explain how your session will define, demonstrate, explain and/or contribute to your 2020 vision for this field.
(Maximum word limit: 250)

E) Definition of Youth

As many countries and organizations adhere to different definitions of "youth," please specify the age range to which you will be referring when discussing "youth" in your proposed session.

F) Evaluation and Impact Assessment

Please state whether or not the project or program on which you would like to present has been evaluated or has had an impact assessment. If it has been evaluated or it has an impact assessment, please state whether or not you would be willing to share information from the evaluation or impact assessment in this session. Participants are particularly interested in knowing what you have learned from the particular intervention and how can that inform the development of other projects and policies.

7) Biography and Organizational Description

Please provide a 100-word biographical paragraph **for each presenter** that we can use in the conference program and other promotional materials. Please include information on specific qualifications the proposed presenter has relevant to the conference content, and any previous conference presentation experience he/she has had.

8) Description of Youth Involvement in Session

Conference organizers support youth taking key roles in the development and execution of the Global Youth Enterprise Conference. Please provide a short paragraph that describes how youth will participate in your proposed session if at all. Care should be given to ensure youth are not given only supportive roles, but are actively involved in the execution of your session. For example, they may be presenters or facilitators. The conference would be enriched by the participation of youth entrepreneurs, and youth who have engaged in program design, implementation, monitoring, and evaluation.

Acceptance of Policies *(required for submission to be complete and considered)*

By adding my name to this document I acknowledge that I have read and understood all of the Presenter Policies. If I am not the actual presenter, I declare that the presenter has given me permission to sign on their behalf.

Name & Date: _____

PRESENTER POLICIES

By submitting a proposal for the 2009 Global Youth Enterprise Conference, you agree to the terms of these Presenter Policies. Making Cents reserves the right to withdraw its selection of any proposal that does not comply with these policies:

Conference Registration

All presenters will be required to register and pay for their participation in the conference. Unfortunately, no discounts or waived registrations can be provided.

Primary Presenters

One person must be designated as the primary presenter of each session. The primary presenter will be the primary contact for all communications regarding the selected proposal and the session. He/She will also be responsible for ensuring compliance with these policies, and that all other co-presenters are aware of, and comply with these policies, including deadlines.

Unconfirmed Presenters

Session presenters who have not confirmed and registered by **May 31, 2009** risk exclusion from the conference program. Their session may be replaced by another one.

Session Duration and Scheduling

Making Cents will determine the final scheduling of all sessions. By confirming your

final selection, you are agreeing to be available for at least one of the times designed for sessions during the conference.

Session Content

If you are the primary presenter, you assume full responsibility for the design of the session, the coordination of all session presenters (if applicable), and the session delivery. You must also ensure that the session methodology reflects that which you specified in your proposal submission, with such refinements to the content as may be advised by Global Youth Enterprise Conference organizers. Conference organizers will be available to assist with logistical matters. Please note that all sessions will be self-contained and Making Cents will not be designating moderators for sessions, unless proposals from separate organizations are combined with the organizations' approval.

Session Materials

A copy of all materials that will be used in your session (including PowerPoint presentation and any handouts) must be finalized and submitted electronically to the Conference Manager by September 1, 2009. Session materials must conform to the following requirements:

- Submit documents in Word, Excel, or PowerPoint format.
- Use 8 ½ by 11-inch paper, and typed single-spaces. Pages should be numbered at the bottom. Margins should not be less than 1-inch.
- On the front page of each document, be sure to include the title of the session, and your name(s). Include any credits on the front page, including permission to re-print copyrighted materials.

Please note that all presenters will be responsible for bringing with them all their presentation material, as well as copies of any handouts needed for their session. The conference organizers will not have access to photocopy or other services while at the conference or beforehand.

Final presentations will be uploaded to the conference website after the event.

A/V and Other Session Material

As noted above, each session room will come with microphones, a screen, and a projector. Presenters will be responsible for bringing all other audio-visual equipment they require, as well as flip charts. Please let the Conference Manager know if you have any questions.

Conference Orientation

Confirmed presenters are required to participate in at least one phone call or email exchange prior to the actual conference for an orientation and discussion of logistics.

At the Conference

Upon arrival at the conference, presenters must check in at the Conference Registration desk. Session presenters must also (i) prepare their session's room during the break that

precedes their session, or beforehand if possible; and (ii) distribute and collect their session material. Any items left in the room will be removed by staff at the end of the day. Please take all materials you wish to keep with you when leaving your session. Conference organizers will not be held responsible for items missing from your session room.

Additional Information

Several interactive sessions will take place concurrently.

The content of the sessions will be recorded, synthesized and shared with the broader youth enterprise, employment, and livelihoods development community after the conference via a publication. Please see www.youthenterpriseconference.org to read the publication that resulted from the 2007 Global Youth Microenterprise Conference titled, *Youth Microenterprise and Livelihoods: State of the Field, Lessons from the 2007 Global Youth Microenterprise Conference* and the publication from the 2008 Global Youth Enterprise Conference and Youth Financial Services Course titled, *State of the Field in Youth Enterprise Employment and Livelihoods Development: Market-Driven Approaches; Monitoring, Evaluation, and Impact Assessment; and Youth Financial Services*

Where to Send Submission

Please send complete session proposals via one of the following methods:

Email (preferred): whitney@makingcents.com

Mail: Whitney Harrelson
Youth Enterprise Conference Manager, Making Cents International
1155 30th Street NW, Ste 300, Washington, DC 20007, USA

Fax:
+1 (202) 783-4091

Confirmation of receipt of your submission will be sent via email.