

## Youth Innovation Summit, Morocco 2019

### United Nations Development Programme's Nordic Representation Office

#### 1. Introduction

The UN 2030 Agenda specifically recognizes youth as “critical agents of change”.

Achieving the 2030 Agenda, which specifically recognizes youth as “critical agents of change” requires strong and inclusive partnerships with young people so that the challenges faced by youth are understood and addressed, their initiatives are promoted and supported, and their contributions are valued and recognized. UNDP's approach is founded on supporting youth empowerment and partnering with youth across all dimensions of sustainable development. We need to open up spaces and create conditions for young people in all their diversity, as activists, innovators, disruptors, and trailblazers, to share ideas and inspiration, and lead innovation.

The complex development challenges that the Arab countries are currently facing require an effort to go beyond the traditional approaches and responses. We need to tap into the creativity of the youth to develop innovative solutions that address some of the roadblocks we are facing in achieving the ambitious targets of the 2030 Agenda. Youth represents one third of the Arab region's population. In an effort to build on the youth's strengths within the Arab region and in response to the growing need to create alternative paths to action and social change, **the United Nations Development Programme (UNDP)**, in partnership with **the Danish Ministry of Foreign Affairs/the Danish Arab Partnership Programme (DAPP)** will host the Youth Innovation Summit in Morocco in June 2019.

This Youth Summit will gather young innovators plus partners of the three hosts as well as other local stakeholders (110 from Morocco and 10 from the region) for five days to explore sustainable development challenges and co-create new solutions. Suggested timing of the summit is 17-22 June 2019. Precise date to be finally determined.

#### 2. Background and Justification

In Morocco, young people from 15 to 29 represent about 30% of the population of the country and 44% of the population of working age. Since the constitutional reform in 2011, several political, economic and social reforms have been initiated. The government declaration in January 2012 placed young people at the centre of its concerns and the Royal speech in August 2012 highlighted the legitimacy of young people to aspire to a better social and professional integration. As a result, the Integrated National Youth Strategy 2015-2030 have been elaborated and is recently being used as an important reference for many policies.

The country has moved along with rolling out the pro-poor reforms initiated under the previous government, focusing mainly on social protection programmes, job creation and reducing economic disparities across the country. Over the summer, two major Royal speeches (Throne day and 65<sup>th</sup> anniversary of the King and people's revolution) have put out a clear road map for the government to act on major development challenges, namely improving targeting of poor

households, unleashing private sector potential to generate jobs and enhancing education sector outcomes.

DAPP is Denmark's collaboration program with the Middle East and North Africa. The program helps to strengthen good governance and ensure economic opportunities, especially for young people and women in the region, through partnerships. Countries of focus are Morocco, Tunisia, Egypt and Jordan. DAPP places youth at its very core – not only as beneficiaries, but also as active, innovative, and critical agents of change.

UNDP has prioritized youth empowerment since 2014 and the United Nations Secretary-General launched in September 2018 the first UN Strategy on Youth – Youth 2030. At all levels, UNDP promotes and supports the role of young people as positive agents of change for sustainable development and peace, through its global programme launched in 2016, as a response to Agenda 2020. In Morocco specifically, UNDP has already successfully accomplished and contributed in many youth related and oriented projects in partnership with different ministries like ministry of foreign affairs and ministry of youth and sports, as well as with local NGOs. Since 2016, UNDP Morocco has been participating in Youth Leadership Programme (YLP) for Arab States, and in 2018 through “YLP 4: Innovating for Sustainable Impact” it has reached more than 500 youth of the country and have been selected as one of the most successful and innovative initiatives.

Hosting the Youth Innovation Summit in Morocco in 2019 will support the ambition set out by the Moroccan government as well as the DAPP to strengthen awareness of partnerships and allowing youth to come up with solutions addressed in the SDGs – particularly youth employment, entrepreneurship and empowerment. It will be a unique opportunity to also host a Youth Innovation Summit and Public Diplomacy Festival, which will engage youth in Morocco to underpin the ambitions of the DAPP and the Moroccan government. A Summit of this kind will create tangible and innovative solutions to address key challenges in the region and create widespread awareness of the SDGs as well as one of Denmark's most prominent foreign policy initiatives.

### 3. UNDP's Comparative Advantage and Capacity

UNDP is a leader in supporting youth and innovation, particularly in the implementation of the Sustainable Development Goals (SDGs). At global level, UNDP has developed its corporate strategy in 2014 around three pillars – youth civic engagement and political participation, youth economic empowerment and youth resilience and peacebuilding. UNDP has implemented an ambitious multi-level youth global programme (youth-GPS), covering the five regions of the world and supporting global advocacy, regional strengthening and country support to enhance youth empowerment in the context of Agenda 2030. At regional level, UNDP has developed the “Youth Leadership Programme: Innovation for Sustainable Impact” in the Arab States, [Youth Connect](#) in Africa, and [Youth Co:Lab](#) in Asia Pacific. Foundational to these programmes are proven modes and methods of youth engagement and co-creation, especially design thinking. In addition, key to the success of these programmes is the ability to forge partnerships with multiples types of stakeholders in the ecosystem, including civil society, private sector, academia, and media. Creating vibrant ecosystems and active networks that participating youth can take advantage of is critical to the long-term success of these types of programmes and initiatives.

For the SDGs to be transformative, the global challenges must be adapted to local realities. In the design and delivery of the Youth Innovation Summit, UNDP will act as a knowledge partner providing content and SDG expertise by relating local needs and challenges to a broader global source of opportunity. The Youth Innovation Summit can leverage from UNDP belonging to the world's largest knowledge network, the whole UN system, with access to most specialized expertise through UNDP's sister agencies and network of partners.

UNDP thus has the competencies and experience that can ensure execution and continuity of the Youth Innovation Summit in Morocco and subsequently in other DAPP countries in the following years.

#### 4. Project Objectives

The Youth Innovation Summit in Morocco 2019 has the following related objectives:

- Solutions: Generate new ideas and tangible solutions that tackle important sustainable development challenges, particularly in the area of employment and livelihoods, a key area of focus within the DAPP framework.
- Participants: Young talents will deepen their technical skills and expand their networks that can help bring their ideas to life, whereas a broader audience will learn about core program priorities and cutting-edge solutions.
- Partner dialogue: Foster increased public engagement and partner dialogue within DAPP and the broader sector to strengthen youth-inclusive partnerships.
- Awareness: Create widespread awareness among all stakeholders, including youth, of the DAPP agenda, the 2030 Agenda as a whole, and the strong Danish support in the region.
- Bilateral relations: Reaffirm a strong relationship between Denmark and Morocco.
- Sustainability: Create a platform of support, that will live on beyond the Summit, that will serve to facilitate ongoing engagement, learning, networking, and investment.

#### 5. Project Description and Implementation Strategy

The Summit will consist of three phases: *Pre-Summit*, *Summit* and *Post-Summit* as follows:

##### *Pre-Summit activities*

- Developing detailed approaches, innovations, and any other contents for the project based on other successful initiatives locally and globally such as UNLEASH
- Identifying tracks and challenges
- Sourcing participants
- Sourcing experts and facilitators
- Logistics for both the four-day SDG Innovation Lab and the one-day Youth Public Diplomacy Festival
- Planning of the SDG Innovation Lab and the one-day Youth Public Diplomacy Festival
- Communication

*The Summit: four-day SDG Innovation Lab and one-day Youth Public Diplomacy Festival*

First, a four-day SDG Innovation Lab (inspired by [UNLEASH](#) – a global innovation lab, which gathers 1,000 talents annually to collaborate on solutions to meet the SDGs) will be held for 120 youth (aged around 20-35 years old) from Morocco with a target for an even split across 12 regions in Morocco, between genders, and between backgrounds. In addition, the partners of the event will recommend the participation of around 10 talents/young leaders from other parts of the Arab region. The Lab will be a uniquely tailored process of innovation facilitated by 15 experienced facilitators and supported by approx. 10 content experts as the young talents explore select challenges within the DAPP framework and develop innovative solutions. This will also draw on experiences and lessons learned from UNDP's regional [Youth Leadership Programme: Innovation for Sustainable Impact in the Arab States](#).

Second, a one-day Youth Public Diplomacy Festival (inspired by the Annual Popular [Youth Meeting](#) in Copenhagen, Denmark) will be hosted for more than 2,000 guests including the selected 120 talents from the SDG Innovation Lab. The festival will be open for everyone. During the festival, the most compelling solutions from the SDG Innovation Lab will be presented in a Dragon's Den format and the best solutions will be awarded in a Celebration Ceremony. In addition, there will be keynote speeches, thematic tents with interactive workshops, and policy debate panels. This will also allow for a conversation around sustainable and inclusive ecosystems and spaces for youth to act as agents of change beyond the innovation lab.

*A Platform Way of Working: Delivering the Youth Innovation Summit*

The Youth Innovation Summit will become a reality based and virtual platform that brings together and leverages the assets of several partners to deliver on the promise that lies at the intersection of youth, innovation and sustainable development. Young people, selected through partners of UNDP and DAPP and an inclusive and open call for application will bring in their voices, experiences and ideas. DAPP partners will use their content expertise to define thematic areas as well as ensure civil society anchoring. UNDP will provide SDG expertise and bring relevant networks, experiences and lessons-learned from its global youth programme (Youth-GPS) and regional Youth Leadership Programme, specifically various innovation methodologies and technologies, including design thinking and alternative finance, and youth engagement experience. The Summit will draw upon the UNLEASH methodology to ensure tangible and measurable outcomes with long-term effects in the region. It will also leverage the Youth Public Diplomacy Festival format to display the solutions to partners and engage the broader public, including decision-makers, the business community, etc.

The concept of combining an innovation lab with a festival has been successfully tested in several cases such as during UNLEASH 2018 in Singapore, which culminated in a sustainability conference (Ecosperity), providing a platform for solutions to be showcased and tested among a broader audience and allowing for a grand Closing Ceremony.

For the first four days, Innovation Lab the working language will be French. For the Youth Public Diplomacy Festival, the language will be English.

#### *Proposed Approach*

In terms of the content development, UNDP and DAPP partners will develop contents that will support talents as they explore challenges within the following three SDG themes under the DAPP programme:

- Youth Empowerment and Inclusive Societies
- Job Creation /Economic opportunity for Youth and Women
- Gender Equality

In terms of talent sourcing, UNDP and DAPP partners will source a diverse group of talents with knowledge, insights and dedication to thematic areas.

#### *SDG Innovation Lab*

The four-day SDG Innovation Lab will draw upon a tested innovation process developed by UNLEASH, where talents will be divided into groups of 4-5 individuals within each theme and advance through four phases to develop their ideas:

- Problem framing: Defining problem statements based on selected themes and challenges faced in the context of DAPP. Relate problems to the global challenges embedded in the SDGs.
- Ideation: Conceptualizing solutions that address the problem framing, meet the needs of the users, and fit into the needed role in the ecosystem.
- Prototyping: Creating quick physical representations of the idea with minimal effort so the idea can then be presented to potential users and stakeholders for feedback.
- Testing: Having users and stakeholders experience the solution to gather feedback, answer questions, and test assumptions. This leads to learning, adapting and iterating to refine the solution.
- Implementing: Taking the steps needed to go to market or launch the solution, thus creating positive social and environmental impact.

#### *Youth Public Diplomacy Festival*

The Summit will end with a Youth Public Diplomacy Festival to underpin and strengthen Moroccan youth movements, networks and organizations and highlight developed solutions through workshops, debates, and activities.

#### *Secure media attention*

Local and international media attention and press coverage will be arranged before, during and after the Summit.

## 6. Results Framework

A detailed Results Framework for the project will be developed according the Danida Aid Management Guidelines and included in the Inception Report to be submitted to the Danish Ministry of Foreign Affairs by 15 February 2019.

### *Post-Summit Activities*

The return on investment in designing and hosting a Youth Innovation Summit is driven by the event itself, the lasting impact of the solutions developed, and the power of the network that is created. To ensure the sustainability of this platform and its continued impact, the following actions will be undertaken:

- Create an alumni group: All talents are looped into or connected with UNLEASH's existing online community (subject to approval from UNLEASH secretariat).
- Civil society nesting: Brown bag lunches with talents presenting to DAPP partners and UNDP partners.
- Youth People's Meeting: Winners to present at Youth People's Meeting 2019 in Copenhagen, Denmark.
- UNLEASH: the winners of the Youth Innovation Summit will be invited to the next UNLEASH event (subject to approval from UNLEASH partners).
- Support the implementation of solutions and enhance youth leadership: The community of experts, including private sector partners, development partners, the secretariat, and others will follow up and support teams.
- Ensure on-going improvement: Evaluation with partners, talents and selected audience.
- Scaling: Based on a proof of concept in Morocco, an improved and further developed Youth Innovation Summit could be implemented in other DAPP countries

## 7. Organisation and Management

The project will be coordinated through a Steering Committee with representatives from each of the three partners, UNDP Nordic Representation Office (UNDP NRO) and UNDP Morocco, the DAPP and the Danish Ministry of Foreign Affairs MENA Department (Chair). The Consultancy Group (CG) will join as observers without decision-making authority. Meetings can be held via Skype and VC to keep travelling costs down.

The project will be anchored within the UNDP NRO mandated with responsibility for project oversight and monitoring function.

Overall management of project implementation will be done in close cooperation with the UNDP Country Office who will be responsible for overseeing implementation supported by 1 full time staff;

- The UNDP Country Office will be responsible for coordination with stakeholders and project partners in Morocco;
- UNDP NRO will be responsible for monitoring of project implementation and quality assurance; and
- UNDP NRO and Country Office will jointly ensure knowledge management and reporting.

UNDP NRO has prior experience and instrumental as partner in co-creating as well as implementing UNLEASH in Denmark in 2017 and Singapore in 2018. In addition, UNDP NRO contributed with two staff from our office as facilitator and expert. UNDP Country Office has prior experience in running events of this size including with youth.

UNDP NRO will oversee implementation of the project in close collaboration with UNDP's Country Office team in Morocco as well as the DAPP partners of the DAPP.

The CG will be procured according to UNDP procurement procedures. Ideally this should be completed by 15 February 2019 at the latest. The CG will assist in preparing the Inception Report for the project to be submitted by the UNDP NRO/Country Office and to the Danish Foreign Ministry MENA Department no later than 1 March 2019. The Inception Report will include a detailed results matrix and implementation schedule (Process Action Plan) for the project. In addition, the Inception Report will prepare a detailed budget including staff resources at the UNDP NRO and UNDP Country Office in Morocco.

It is expected that an average of 2-3 full time staff for 3+ months will be required (for Pre-Summit, Summit and Post-Summit activities). This additional staff will be positioned in either the UNDP NRO's office in UN City in Copenhagen and/or in UNDP Morocco's office in Rabat, Morocco.

Subject to approval by the SC and oversight by the UNDP NRO and UNDP Country Office in Morocco, the CG will e.g. be responsible for:

#### *Pre-Summit activities*

- Developing detailed approaches, innovations, and any other contents for the project
- Identifying tracks and challenges
- Sourcing participants
- Sourcing experts and facilitators
- Logistics for both the four-day SDG Innovation Lab and the one-day Public Diplomacy Festival
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*The Summit*

- Execution of activities as mentioned above and to be further elaborated in the Inception Report

*Post-Summit*

- Follow up activities as mentioned above and to be further elaborated in the Inception Report

A UNDP Project Manager will be responsible for day-to-day management of the project and his/her prime responsibility will be to ensure that the project produces the results specified in the application.

The full details will be elaborated in the Inception Report to be submitted to the Danish Foreign Ministry no later than 1<sup>st</sup> March. The Inception report will draw on contributions by all parties involved and subject to final approval by the Danish Ministry of Foreign Affairs.

**8. Financial Management**

The UNDP NRO will be solely responsible to the Danish Ministry of Foreign Affairs (MENA DAPP Team) on all matters related to financial management of the Danish grant contribution of DKK 5.75 Million according to the Danida rules and guidelines for financial management and accounting.

**9. Budget**

The total budget for the project, including the four-day SDG Innovation Lab and the one-day Public Diplomacy Festival, is estimated at DKK 5.75 Million according to the following breakdown for now and which can be subject to adjustment as the inception report is submitted:

| <b>Overall budget categories</b>                                         | <b>DKK</b> |
|--------------------------------------------------------------------------|------------|
| 1. Talent expenditures                                                   | 1.515.400  |
| 2. Festival Execution Expenditure (as well as cultural and sport events) | 611.039    |
| 3. SDG Innovation Lab Expenditure                                        | 351.039    |
| 4. Expert and Facilitators Expenditure                                   | 322.000    |
| 5. Total Staff and Consultants Costs                                     | 2.524.600  |
| <i>5.a Out of which UNDP staff salary</i>                                | TBD        |
| <i>5.b Out of which Consultants fee</i>                                  | TBD        |
| 6. GMS (8%)                                                              | 425.922    |



|                     |                  |
|---------------------|------------------|
| <b>Total budget</b> | <b>5.750.000</b> |
|---------------------|------------------|

Budget post 1, 2, 3, 4, and 5b are to be tendered.

A detailed budget will be developed and included in the Inception Report to be submitted to the Danish Ministry of Foreign Affairs by 1<sup>st</sup> March 2019.

#### **10. Risk Management**

It is an important precondition for the project that the security situation in Morocco is not severely destabilized and in case of violent uprising or conflict. Other risks for this project include tokenistic youth participation, the lack of support from local municipalities and authorities, lack of sufficient facilities at the location, or the risk of a diplomatic crisis.

#### **11. Monitoring and Reporting**

Throughout the project period, quantitative empirical data will be collected via online surveys with the participants. This can be done without spending significant amount of neither time nor resources. This will provide important insights and allow for the steering committee to suggest adjustments in activities, budget or objectives if necessary. The quantitative empirical material will be supported by qualitative individual interviews with randomly selected participants to acquire deeper descriptions through questionnaires and follow-up interviews. A final report taking the quantitative and qualitative data into account will be drawn up towards the end of the project period.