

Children's Investment Fund Foundation (CIFF)

Review of CIFF Meaningful Youth Engagement Portfolio

Executive Summary



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Date: 26.02.2020

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Note to reader: This document is an extended Executive Summary of two reports: a Political Economy Analysis of youth movements and a Review of CIFF Meaningful Youth Engagement Portfolio. It provides a summarised overview of 1) key considerations from the Political Economy Analysis of youth movements; 2) key findings from the analysis of CIFF youth advocacy portfolio, and conclusions and recommendations. For more details, the full reports should be consulted.

Introduction and Background

Since 2015, the Children's Investment Fund Foundation (CIFF) has been investing in young people's leadership and advocacy for sexual and reproductive health (SRH), founded on an internal set of principles for meaningful youth engagement (MYE). The MYE portfolio operates under the belief that adolescents and young people (A&Y) are best placed to drive and demand change on issues that affect their lives and their future. In recent years, youth led organising, mobilisation and coalitions are increasingly demanding space and accountability from government on a variety of topics from health to education, social justice and climate change.

To assist in documenting lessons learnt from this portfolio, CIFF commissioned Swiss TPH to conduct a review to explore the effectiveness, limitations and good practices within its youth investments to-date. Given CIFF's priorities and investment principles, Swiss TPH developed an analysis methodology to review CIFF investment priorities that took into account: a) alignment with broader CIFF strategy; b) domains of investments; c) mechanisms of grant giving (grants, networks, etc.); d) principles related to supporting meaningful adolescent and youth engagement (MAYE Principles)ⁱ; and e) other guiding principlesⁱⁱ. The assessment aimed to answer questions related to the relevance, effectiveness, efficiency, sustainability, value add and impact of the portfolio for CIFF and externally, as well as advance A&Y health and well-being more broadly in line with the CIFF programmatic objectives.

The review consists of a Political Economy Analysis (PEA) of a historical overview and analysis of youth organizing around sexual and reproductive health and rights (SRHR); climate change and participation (success, challenges and current status); and a review of 23 investments by CIFF in youth advocacy.

Political Economy Analysis

The Political Economy Analysis (PEA) uses an adapted Politics of Development Frameworkⁱⁱⁱ to explore how global and regional political discourse around CIFF's sectors of interest (e.g. ASRHR and Climate Change; and Youth Engagement more generally), including formal state commitments and informal social, political and cultural norms, have influenced and shaped the space for youth organising, networking and coalition building. The analysis seeks to understand the interests and incentives facing youth groups as they try to build movements and coalitions and examines the donor landscape that is so critical to their success and its intended and unintended effects. The donor landscape was informed by three external reviews of donor funding for youth mobilisation and organising amongst young feminist groups, SRHR advocacy, and climate change.

The Political Environment influencing decision-making

A&Y Sexual and Reproductive Health: In the mid 1990's, the policy environment of youth mobilisation was shaped by the United Nations' Youth Agenda. The World Programme of Action for Youth (WPAY)¹ was adopted by the General Assembly of the United Nations in 1995 and provides a policy framework and practical guidelines for national action and international support to improve the circumstances of young people around the world. The United Nations Inter-Agency Network on Youth Development (IANYD) was established to monitor the WPAY and act as a facilitator for joint UN action on youth issues and interventions. However, due to the non-binding nature of the WPAY and a lack of visibility,

¹ <https://www.un.org/development/desa/youth/what-we-do/un-inter-agency-network-on-youth-development.html>

financing and collaboration between youth policy stakeholders, there was a missed opportunity for coordination and collective action on youth issues.

At the same time, global politics helped adolescent SRH, well-being and human rights further progress. The 1994 International Conference on Population and Development's (ICPD) Programme of Action was adopted, which shaped the adolescent sexual and reproductive health and rights (ASRHR) agenda and debate for years to come. While the 2006 International AIDS Conference was also grounded in sexuality; sexual and reproductive health information and knowledge; and access to services, little allegiance was found between the HIV community and women's organisations as they vied for funding. Over the coming years, regional political processes played a large role in maintaining a progressive focus on ASRHR and A&Y needs more broadly. In 2012, for the first time in a UN process, the Commission on Population and Development (CPD) included recognition of the human rights of adolescents and youth and explicitly outlines their right to health and education related to SRHR. However, other aspects of the political ASRHR agenda were slow to progress.



Figure 1: Political Timeline of Progress on Adolescents and Youth SRH, well-being and rights

In the years just prior to the launch of the SDGs, the global community was taking stock of progress on ICPD, and specifically how youth had fared, through global and regional review meetings. Regional bodies such as the Economic and Social Commission on Asia and the Pacific (ESCAP), and Latin America and the Caribbean (ECLAC), pushed the youth sexual health agenda forward due to expanding recognition, particularly in Asia, of the impact of HIV/AIDS on young people and on girls specifically. In 2012 and 2013, the Bali Youth Forum a youth convening in Mexico brought together youth networks and activists from around the world to set their demands for the follow up to the MDGs and the future of ICPD.

Climate change and youth activism: Advocacy for youth and sustainable development in the environment sector paralleled what was happening in the aftermath of ICPD around adolescent and youth SRHR. Starting at the Rio Earth Summit in 1992 and continuing thereafter, youth representatives have been participating in international negotiations related to different environmental and sustainable development issues through international and national NGOs and networks, and as members of government delegations. Despite this early engagement, however, youth activism on climate and environment only became more visible as a movement starting at the European Youth

Forum (EYF) in 1996. In 2001, through the work of a new youth-led and youth-run organisation called SustainUS in the United States, youth participation and empowerment through climate change advocacy at United Nations conferences was notable as youth delegations came together to form what eventually became the International Youth Climate Movement (IYCM) ^{iv}. Today, there are youth climate networks in Africa, China, Japan, Pacific Islands and South Asia with the same mission as the International Youth Climate Movement – to take action for climate justice.

Beyond the focus on United Nations processes, youth activists have now taken their message home through their organising at all levels with increasing visibility and leadership, as with Greta Thunberg's Friday Climate Strikes mobilising youth climate activists from over 150 countries. Beyond (and before) Greta, youth leadership in climate justice has been growing more and more diverse and intersectional. In Africa, climate change activism has also taken hold. Perhaps the most well-known is the African Youth Initiative on Climate Change (AYICC) which, together with the Kenyan Youth Climate Network (KYCN), organised in 2006 one of the greatest youth mobilizations for climate justice.

Youth advocacy and the Sustainable Development Goals (Agenda 2030): In 2015, the international community came together to establish the Sustainable Development Goals (SDGs), setting the global development agenda for the next 15 years. Youth are integrated across six SDGs, including in SDG 3 on health, which includes SRH and HIV (and ABR); SDG 5 on gender equality, which includes targets related to equality for women and girls, the elimination of all forms of violence against women and girls, and termination of harmful practices such as child marriage; and SDG 13 on climate change. Despite early indications, a specific, youth-focused goal was not agreed, owing to the absence of a coordinated and unified global youth movement, emblematic of the challenges faced by cross-sector youth organising.

Pressures and processes influencing organising and movement building

Advocacy for A&Y within United Nations global and regional platforms: Since the SDGs were adopted, youth stakeholders continue to advocate through the UN Secretary General's Major group on Children and Youth (UNMGCY) with modest effect. There has been more movement by regional bodies related to the Every Woman Every Child initiative and the SDGs.

In the climate change domain, youth led and youth serving organisations are building formal and informal coalitions to address environmental concerns locally and globally. While some of the organisations are linked to broader movements, many remain focused on local problems and opportunities. As awareness grows around climate change, and youth become increasingly visible and vocal, local initiatives are likely to engage with large movements, much as they have in other domains such as human rights, gender, violence and health.

Youth Movements and Coalitions - Opportunities and Risks: While youth movements and coalitions have always been organizing for their rights and aspirations, they have not necessarily been very visible, perhaps with the exception of the political sphere. Over the past 40 years, the youth movements have expanded from a UN-initiated post-conflict resolution process in 1965 (Declaration on the Promotion among Youth of the Ideals of Peace, Mutual Respect and Understanding between Peoples) to youth-led mobilisation of young people within different development fields, such as health, education, employment and environment, in local, national, regional and global arenas. The youth movement has been recognized in multi-lateral platforms with more than 20 agencies, departments and specialised organisations within the UN system that have initiatives and programmes on youth specific issues.

Women and SRHR movements have made the most impact through their support for developing young peoples' leadership skills and enhancing further their capacities^v. UN agencies and other intergovernmental bodies have played their part in supporting regional and national networks of youth activist around SRH, economic development, human rights, climate change, migration and environment among other issues.

Funding, incentives and unintended effects

Donor landscape: In the age of Greta, supporting youth activism and mobilisation has become popular as funders see an opportunity to participate in a global movement with relatively few risks. The same cannot be said for funding ASRHR in many contexts, which bring with it highly political, controversial and even potential legal challenges in the case of abortion or LGBTQI rights. Donors remain challenged by the lack of scientific "hard" evidence that youth mobilisation and coalition building can yield the same results as other investments such as direct behaviour change communication strategies, and most recently use of digital and artificial intelligence solutions to solve health or other development problems. In a context of value for money, youth mobilisation is the long route to achieve improvements in health outcomes or even increased self-efficacy and empowerment of young people, particularly girls.

Traditional progressive donors in the United States and Europe have been the stalwart of funding for youth movements and feminist organisations. European bilateral donors in support of progressive movements joined these foundations with a notable difference in the duration of their support with five to ten-year funding cycles. This was particularly true of the Dutch and Scandinavian government's funding for women's and feminists' organisations in the 1990s, who have made significant contributions to the development of the women's movement globally but are increasingly affected by shifting national politics limiting their continued progressive investments.

The last 20 years has witnessed a shift to new ways of investing in youth movements and organisations. While larger governments and private donors still support project-oriented investments (for those that can manage such grants), smaller organisations such as youth led CSOs benefit from intermediary grant facilities. Increasingly, bilateral donors are providing funds for donor created mechanisms to support grassroots youth efforts. In the climate change domain, numerous progressive foundations increasingly provide seed funds, or campaign funds for climate change or environmental activities at local levels seeing the need to stimulate awareness from the ground up. International NGOs are also supporting grassroots movements in low and middle-income countries to build a global movement for action on climate change such as the African Youth Initiative on Climate Change.

Internal dynamics of the field: Recently, donors are focusing on subgroups and intentional approaches to guide their investments. Youth funding, for example, is dominated by girl-focused funding and technological and media-based intervention strategies are preferred. Funding for girls, through donor created, multi-country grant mechanisms usually have multiple donors, and often similar intervention strategies. Overlap from these initiatives is increasing, and documentation of what works has not been validated at any scale. Some bilateral donors recognise the lack of evidence and have created new research initiatives to capture some of the learning from girls programming (e.g. the Population Council's *"Adolescent Girl Initiative"* and the Overseas Development Institute's *"Gender and Adolescence: Global Evidence"* (GAGE) projects – all largely funded by UKAID. In youth empowerment, organising and movement building, similar trends are seen through multi-country initiatives (e.g. *"Her voice, her choice"* initiative; *"Get Up Speak Out"* (GUSO) project, etc.). These initiatives are usually

supported by INGOs and global consortia or coalitions, facilitating larger donors to give bigger grants for multi-country impact that can also reach local activists.

The field would benefit from greater donor coordination and stocktaking on what works to support girl and youth programming in the SRH, voice and climate change domains to increase the effectiveness of efforts on the ground. The maternal and newborn health sector (in the late 2000s) and the ASRHR sector (starting in 2010), increased efforts to document “what works” and to provide implementers with guidance on evidence-based interventions to achieve positive health and development outcomes. The field of youth movement building and organising may have now entered that time when global initiatives need to document effective strategies for specific outcomes more robustly. This evidence is now sorely needed as support for youth movement building and organising expands and comes of age.

Despite a long list of donors and funders in the youth space, without adult allies, many youth-led organisations, for a variety of reasons, are not positioned to benefit from resources that may be available. The power imbalance between donor and grantee is particularly acute in the case of youth-led or youth facing organizations.

Lessons learned in supporting youth movements and coalitions

- Grant making procedures favour trusted or established partners, at the exclusion of new or emerging coalitions and movements led by smaller national organisations.
- Time bound, project-based funding is not only of limited effect but can rather disrupt or even be detrimental to nascent organisations in women’s and youth movements.
- INGOs in local or national contexts were considered aggressively chasing trends in program delivery, instead of seeking to meet youth defined priorities.
- Grantees must be representative of the communities where they intend to work and young women and girls are involved in the young people’s movement.
- The global youth movement is diverse and youth leaders, including for advocacy on climate action, are active in a variety of places but receive unequal attention from funders and media. There is room for the global youth movement to be more inclusive, by increasing the representation of vulnerable and marginalised young people.
- Intermediary organizations or regranteeing organisations can play a valuable role but are also perceived as powerful gatekeepers.
- Donors need to provide support and if necessary, some political cover for their grantees in times of crisis.
- Donor support for youth driven change needs to extend to unconventional approaches that are locally designed and implemented without donor interference.
- Capacity building and learning opportunities are valued by youth leadership and organisations as much as and the financial support they receive.
- Large bodies of evidence are being generated. While more is needed, donors need to take stock of current evidence and support their alignment, translation and dissemination into recognisable approaches for practitioners at all levels.

Review of CIFF investments in Meaningful Youth Engagement: Key Findings

Brief overview of youth advocacy investments: The review covered 23 investments which are presented in Table 1 below. A timeline of investments is available in Annex 1.

#	Investment	Timeframe
1	100 Million Campaign	Aug 2019 – May 2020
2	A360	Jan 2016 – June 2020
3	Adding It Up to Adolescents Phase 1	Sept 2015 - Sept 2017
4	Adding It Up to Adolescents Phase 2	Oct 2017-March 2020
5	Brazil Youth Movement	May – Nov 2018
5	Campaign Bootcamp	Mar 2018 – June 2019
5	Campaign Bootcamp 2.0	July 2019 – March 2021
6	Dazed	May-September 2019
7	Faya	May 2017 – Oct 2021
8	FRIDA	Dec 2018 – Nov 2021
9	Youth Climate Leadership	May 2019 – May 2020
10	JiActivate	Nov 2017 – June 2018
11	MTV Nishedh	June 2018 – June 2020
12	MTV Shuga	September 2016 - August 2017
13	Nothing for Us Without Us	April to October 2017
14	PMNCH Phase 1/Unleash Adolescents' Voices	May – December 2016
15	PMNCH Phase 2	Mar 2017 to Sep 2018
16	Project Syndicate	June 2017 – May 2019
17	Self-Care Trailblazers	Oct 2018 – Dec 2019
18	SheDecides (Support Unit)	Jan-Aug 2018
19	Shujaaz Digital	Aug 2015 - Aug 2017
20	Trickle-up Effect	March 2017 – Feb 2020
21	UK Youth Climate Campaign (2 DA's and 1 evaluation)	Nov 2019-Feb 2020
22	Yes!	May – December 2019
23	Youth Polling	Jan – Apr 2019

Table 1: Overview of the investments included in the review

To facilitate the identification of patterns in the way CIFF has supported MYE, the review has attempted to classify the investments in an overall typology. This classification is not intended to reflect all the nuances of each investment but has focused on the key approaches that emerged across the portfolio. Further, it identifies whether investments were youth-led (organisations run by youth themselves), or youth-serving (organisations that work with and for youth in the context of the activities and projects); The suggested typology is shown in Figure 2.







Main types of interventions	Names of investments	Youth focus
 Movement and campaign building and strengthening (12 investments)	Campaign Bootcamp 1&2; She Decides; Trickle-up Effect; Brazil Youth Movement; FAYA, 100 Million Campaign; Nothing for Us Without Us, UK Youth Climate Campaign JiActivate, FRIDA, Youth Climate Leadership	Youth-serving Youth-led
 Digital youth advocacy (3 investments)	Project Syndicate, Dazed, YES!	Youth-serving Youth-led
 Edutainment platforms for local activism (3 investments)	MTV Nishedh, MTV Shuga, Shujazz	Youth-serving
 Global advocacy moments and mechanisms (2 investments)	PMNCH 1 and 2, Self-Care Trailblazers	Youth-serving
 Evidence generation to support advocacy (2 investments)	Youth Polling, Adding It Up for Adolescents 1 and 2	Youth-serving
 Adolescent centred design (1 investment)	A360	Youth-serving /Youth-led

Figure 2: Suggested typology of investments

An analysis of funding² per category of youth advocacy investment shows that support to movements and campaign building (12 investments) represented 43% of the total investments, similar to adolescent centred design (one investment: A360) (Figure 3).

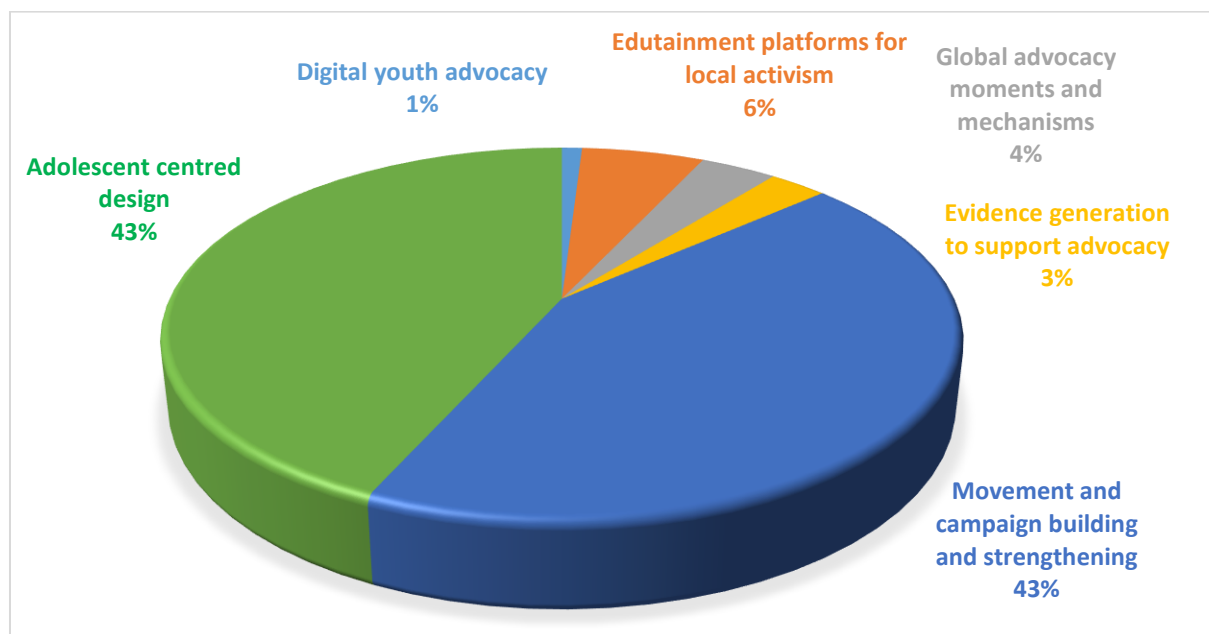


Figure 3: Funding repartition (on US\$ value of funding) per category of youth advocacy investments

² As per available data

Key Findings

The Process Map of the Youth Investment, Engagement, and Leadership Development (YIELD) research report^{vi} generated key indicators of meaningful youth engagement and corresponding review questions (see Figure 4).

FIND: Identify and engage young people, in all their diversity, as participants in AYSRHR efforts across the ecosystem;

EQUIP: Provide training to build youth knowledge, skills, and capabilities;

ENABLE: Foster supportive environments that allow young people to exercise their agency and become genuine contributors to AYSRHR efforts;

CONNECT: Create opportunities for young participants to enter the YIELD cycle in order to age “up” rather than age “out” of the field; and

TRACK: Develop and implement M&E strategies that document the results of youth participation at different levels.

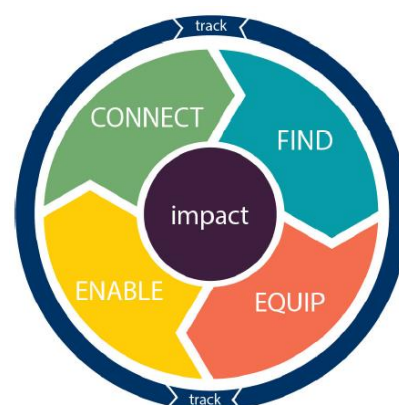


Figure 4 Youth Participation Process Map

IMPACT: across all levels of the A&Y ecosystem, virtuous cycles are created when young people participate contributing to positive change.

The “**ADDED VALUE**” criteria, not part of the YIELD process map was also added.

Key investment documents were analysed against the established assessment questions. Evidence for each indicator and review questions were extracted in an evaluation matrix to be included in the analysis. Interviews with representatives of grantees, CIFF collaborators, former collaborators and other donors were conducted to complement the data from the document review.

FIND: Youth recruitment strategies

FIND entails engaging a diverse cross-section of young people as participants in AYSRHR through intentional recruitment across the diversity of youth identity groups and sociocultural contexts. This involves youth recruitment strategies that move away from being guided by organisations’ demand but favour instead intentional targeting that is inclusive, intersectional, and forward-looking.

To what extent have CIFF investments reached a balance between support to global youth champions vs. local youth leaders?

- A majority of CIFF investments have supported youth-led advocacy efforts or movement-building or campaigning at local or national levels. A third of the investments have ensured feedback mechanisms between local and global levels of advocacy. The focus on engaging global youth champions exclusively was less prominent in the portfolio. Many investments have ensured that these champions are representatives of their local community by being strongly embedded in local or national networks.
- Recognizing that CIFF’s approach to youth advocacy has been largely exploratory, further investments in this domain should be guided by an overarching vision of how global and local levels of advocacy are articulated towards common objectives.
- For some grantees without natural connections to youth networks (especially evidence generation investments), youth recruitment appears largely driven by the needs and

requirements of grantees, which may not be conducive to natural, true and equal partnerships between grantees and youth networks (tokenistic approach).

- Grant-giving mechanisms for youth advocacy should emphasise fair and open recruitment of young people by the grantees.

Challenge: Identifying youth experts to engage with.

Project Syndicate aimed to have appropriate youth networks to identify young people to be expert voices, and provide credibility with their media content, but there was no natural gravitation of young people towards the project initially. CIFF was helpful in activating contacts through different organisations (ICRC, UN Youth Envoys, Women Deliver) to identify individual young leaders. Project Syndicate then supported the capacity-building of the young leaders to produce quality editorial content. “Adult” grantee organisations that do not have a youth-serving mandate per se, must have a strategy to develop true partnerships youth groups. These relationships can be built but it usually takes time and resources. For such grantees, measures must be in place in the grant-giving process to ensure the highest standards of youth engagement. Alternatively, a way to give better focus to the youth advocacy portfolio would be to work with grantees that have organic connections with youth groups in their contexts.

To what extent have CIFF-funded projects engaged with diverse sub-populations of young people, including marginalised youth and the younger adolescents?

- Across the portfolio, there were clear efforts to engage with different sub-groups of young people with respect to their age, gender, sexual orientation, ethnicity, linguistic diversity and in varied geographic locations (urban vs. rural, global vs. local; North vs. South). The focus on girls and young women is prominent.
- A majority of investments have elevated the issues of marginalised and vulnerable youth such as out-of-school young people (FAYA), married rural adolescent girls (A360), economically deprived youth (MTV Nishedh) or the very young adolescents of 10 to 14 years old (Adding It Up). It is less clear whether these investments have directly and consistently worked with marginalised youth themselves through their activities.
- Marginalised youth can be hard to access, and their meaningful engagement requires intentional targeting and specific operational strategies to reach them. Grant-giving procedures could encourage strategies that intentionally target these often-hidden youth, but which may require more time and effort.

To what extent have CIFF investments removed barriers to youth engagement, including by working with gatekeepers?

- Across the portfolio, various strategies (digital/online engagement; increasing young people’s access to local and global political spaces; issue-framing and creating youth-relevant narratives; support mechanisms in the form of informational or financial resources) were used to remove barriers preventing young people to meaningfully engage.
- In some instances, operational barriers linked with the informal nature of youth-led operations were not easily alleviated.

- Investments supporting local advocacy included participatory strategies and partnership-building to turn adult gatekeepers into allies or to securing access of young people in political fora. Nevertheless, for SRH mandates, gatekeepers remain an important barrier to change and youth engagement.

Highlight: Thematic and cultural approaches to youth advocacy: There are different approaches to youth-led advocacy across the CIFF portfolio.

Climate change advocacy, especially through young, passionate climate advocates, is explicitly vocal, disruptive and confrontational in the way of holding world leaders accountable. Local advocacy for ASRH, in contrast, tends to be concerted, participatory and partnership-oriented, looking to create awareness of youth entitlement to their own rights within institutions and services already in place.

Cultural contexts are likely to influence strategies used for youth-led advocacy. The climate change advocacy by youth leaders is global in intent and targets world leaders and decision-makers for climate inaction. The youth led ASRH activism adapts to the cultural specificities of the local context they are embedded in (such as Rajasthan, Kenya or Tanzania).

To what extent have CIFF investments funded intersectional issues beyond ASRHR to reach more young people?

- Eleven investments (out of 23 reviewed) focused on specific aspects of adolescent SRH and rights such as reducing unwanted pregnancy, creating demand for family planning, access to quality sexuality education, or the provision on quality information on HIV or TB.
- Some investments took a broader look at adolescent health and wellbeing by addressing complementary topics such as secondary school completion, girls' rights, social justice, child exploitation or youth agency.
- The CIFF-funded multimedia/edutainment platforms made an important contribution to cross-sectoral youth programming, and especially the integration of SRH and economic empowerment. For grantees operating a cross-sectoral portfolio spanning from health to human rights, feminism, corruption, or public security, the focus of their work is "naturally" intersectional and lend themselves more organically to the integration of ASRH with other issues.
- Youth advocacy for climate action is recognised as a fundamental contribution of CIFF within the donor landscape.

Good practice: Through its local strategic partnerships with a diverse range of stakeholders, FAYA India has successfully reduced the compartmentalisation of youth issues across governmental institutions, demonstrating the importance of building bridges through strong local partnerships.

To what extent have investments funded forward-looking strategies that support the identification of new youth cohort in the context of ageing out?

- More than half of the investments did not have an explicit forward-looking/sustainability strategy supporting the identification of a new youth cohort, although many were mindful of creating durable youth communities. This can be partly explained by the short-term nature of the grants and subsequent programming.

- For those investments with a mandate to build networks and coalitions and that benefited from longer-term funding, mechanisms were created to on-board new youth groups or individual leaders, with varied levels of success.
- A life-course lens to youth development and movement building, with explicit recruitment and capacity-building strategies in the context of ageing out, are key to the sustainability of investments and the amplification of their impact.

Challenge: The impact of ageing-out can be felt in some investments: the KAYSRRH network is mostly composed of founding members of the Network. When a few key members left the coalition, their absence was severely felt. Currently, there is no protocol for the departure or ageing-out of members and this poses a serious threat to the sustainability and viability of the network (interview).

Good practice: Jiactivate has developed an on-boarding process of new youth-led groups to increase the movement's reach and inclusiveness. Criteria for engagement into the coalition were developed to identify and align new youth partners.

EQUIP: Youth capacity-building strategies

EQUIP involves unlocking young people's potential as advocates by providing training to build youth knowledge, skills, and capabilities.

To what extent have investments funded youth capacity-building strategies that promote incremental and comprehensive skills building and awareness of youth positioning?

- The majority of CIFF investments have supported a large array of capacity-building strategies for young people with diverse content and multiple approaches. Investments supporting local campaigns and movement building provided young advocates with a comprehensive range of capacity-building measures, from broad-based knowledge building to technical skills development.
- Some investments were intentional in strengthening young people's personal assets such as agency and self-confidence, especially in relation to public speaking, clear articulation of their claims, and social skills for interacting with adults in leadership positions, which is useful to young people across a range of occupational fields and for their future life.
- Nevertheless, the tendency remains for capacity-building measures to be designed to meet the grantees' objectives rather than respond to a longer-term vision of youth development. There is room to be more intentional in designing capacity building that investigates what youth's needs and expectations are and adapt delivery modes to young people's circumstances.
- Organisational development support was provided to youth groups and networks in support to collective organising. It includes support to coalition building and coalition management skills, including evidence-based advocacy, leadership, strategic planning, communication and fund-raising to support movement and network growth.

- While there is evidence that several capacity building opportunities were provided to young people, the available documentation did not permit full assessment of the quality of the content. Across the portfolio, there is room for more documentation to draw critical lessons learnt on what makes a meaningful training and skills building for young people in the context of youth advocacy.

Good practice: In connection with Self-Care Trailblazers, the Young Leaders Programme set-up a digital university offering 5 different educational modules on specialized SRH topics, but also including training on advocacy, proposal writing, and publications. This was a way to virtually engage and share learning with YP globally.

Good practice: FRIDA operates the “FRIDA+” model which integrates a customized capacity-development support in several languages based on exchanges and collaborations between young feminist groups globally. FRIDA has a funding model which allows it to respond directly to young people’s needs for training, or coaching support as required for their work. For instance, one sub-grantee identified the need for group therapy to strengthen coping skills and the experience proved to be transformational for their own organization. This example bears testimony that flexibility in grant-making allows organisations to flourish or get back on track. A similar approach was taken by the Nothing for Us Without Us investment for the KAYSRRH Network through a flexible “Opportunity Fund”, enabling coalition members to hold tailored capacity building trainings for particular needs or issues.

ENABLE: Supportive environment for meaningful youth participation

ENABLE refers to a supportive and equitable ecosystem for young people to exercise their agency and become genuine contributors to SRHR and other youth priorities.

To what extent have investments fostered authentic and equitable partnerships between young people and the adult communities including decision-makers?

- Across the portfolio, youth leaders could enter political spaces at local, regional and global levels to contribute to policy design and/or have their voice heard. Adult allies and advocates made important contributions to progress toward power sharing with young people. Several investments have contributed to more equitable partnerships between young people and adult communities, including decision-makers (JiActivate, 100 Million Campaign, Adding It Up, Youth Climate Leadership, A360, PMNCH, FAYA, Nothing for Us Without Us).
- Tokenistic approaches to youth engagement persist in some investments, especially in the case of grantees with no natural connection to youth networks. While activities were not misaligned with the network’s priorities and approaches, the relationship between grantees and youth groups were considered partly transactional, as youth advocates were engaged as an implementing body, without meaningful participation in the design process of the grant.
- There was less effort made at sharing funds in a flexible way with young leaders. Youth activities were funded within the prescriptive realm of the grantees’ workplan but there is less evidence that un-earmarked funds were available for young people to finance their own creative ideas. Only two grants made youth-led organisations budget holders and these

experiences provide important lessons on innovative practices and limitations when sharing funds with youth organisations.

Challenge: The Nothing for Us Without Us investment provides an important lesson on support measures needed when young people enter political spaces. A challenging moment in the mandate was when a strong adult ally and champion in Tanzania pulled the youth coalition into the political space before the movement infrastructure was ready to meaningfully engage. Such situations can undermine both the movement and their credibility with decision-makers. There must be an appropriate transition phase to support youth leadership entering political spaces. There are risks for youth movement members to be co-opted by political parties representing a danger for their reputation (and potentially one of their donor) and their security. Adult allies can also co-opt youth out of interest for resources they attract and be very prescriptive themselves. On the other hand, in certain contexts, youth organisations without mentorship and support of an adult ally stand little chance in the political ecosystem. A balance and a clear risk mitigation strategy needs to be promoted.

Challenge: The climate change investment “Yes for Humanity” was designed to be entirely led by youth below 28 years old. It took approximately 6 months to finalise contractual procedures because the youth groups were not set-up to receive funding. Funding an entirely youth led organisation includes roadblocks and requires being very intentional about their capacity building.

To what extent has CIFF funded organisations where youth participation and youth leadership is mainstreamed (institutionalised) or which are working towards it?

- Half of the grantees funded by CIFF are youth-led or youth-serving organisations by mandate. Seven grantees are representatives of the Global South.
- Through evidence generation, supportive infrastructure or changing of the global status quo on youth visibility, several investments made intentional efforts to change the environment for increased youth participation/visibility or provide a supportive environment to that effect.
- While all grantees led projects promoting youth participation, it is unclear whether all grantees have mainstreamed youth participation in their own structure. For those grantees without an explicit mandate to support youth, investments and the subsequent support to youth can appear ad-hoc in some areas, blurring the lines as to whether it serves the purpose of long-term youth movement building.
- Funding for youth-advocacy globally necessitates more funding for organisations based in the Global South that are youth-led or youth-serving by mandate.

Good practice: FRIDA’s participatory grant making was intentionally designed to incorporate and reflect young people’s needs and interests. They have no restriction on themes or geographies and provide flexible core funding to young people’s initiatives. Provision of smaller grants facilitated flexibility and fiscal capacity building

To what extent have CIFF investments ensured a duty of care towards youth leaders, especially in the area of financial compensation and safeguarding (safety and mental health)?

- Across CIFF investments, there is a high level of awareness of the duty of care towards young leaders.
- Financial compensation for young leaders’ time, commitment and expertise was provided in some mandates but overall the financial hurdle remains a critical obstacle to the meaningful participation of young people.

- There was more comprehensive experience of safeguarding measures across the portfolio related to mental health support and physical safety within campaigns. Many investments demonstrated a high-level of awareness of child protection practices and legal aspects surrounding them.
- Remuneration and safeguarding protocols in place reflect how seriously young people are taken by grantees and funders. While several steps of the grant-making process ensure consideration is given to safeguarding and risk assessment, there is room to be more systematic and more supportive of young leaders, especially when grantees are not based in countries where advocacy is performed.

Challenge: A major issue faced by the YES youth-led organisation was the financial and bureaucratic barriers, such as the time lag between signing a contract and funds reaching youth groups. Young people usually have tight personal budgets and juggle multiple jobs to make ends meet. This should not be underestimated by funders/grantees when seeking their commitment to social causes.

Good Practice: FRIDA highlighted that adult grantee partners working with girls under 18 played a crucial role in safeguarding and ensuring legal standards are respected, including managing risks, working with parents, or acting as chaperons (interviews). This is an illustration of the role of adults with ‘behind the scenes’ experience working with young people and supporting them by managing gatekeepers and providing protection.

CONNECT: networking and professional transition strategies for youth leaders

CONNECT refers to young leaders being engaged as fundamental drivers of change through pipelines and pathways, networks and professional transition strategies that allow young people to age “up” rather than age “out” of the field.

To what extent have investments supported the establishment/consolidation of formal peer or professional networks to support youth?

- The portfolio has offered young activists many opportunities (in person or online through virtual communities) for formal or informal peer networking. Connecting young people through peer networks is an important step towards gradually building youth coalitions.
- Global advocacy investments strategically aimed at creating lasting networks, while for other investments the networking was only intended within the frame of the project.
- There were very few formalised opportunities for professional transitions beyond the duration of the mandate. This is a gap that could be addressed by maintaining momentum from investments in individual activists as they age out. Retaining their expertise and contribution in some formal professional pathway (fellowship, alumni programme, consultant data base) is a way to ensure the sustainability of the investment.
- Ageing-out represents a threat to the sustainability of youth movements. Programme design for youth-movement building should pay attention to the careful articulation between strategies for new recruitments and those accompanying ageing-up.

- With its experience of a youth fellowship, CIFF can also lead by example in the donor landscape.

Good practice: Yes! has put in place a formal mentoring program with adult leaders to support intergenerational conversations. Adult leaders can act as curators to help young people with content design. In the upcoming year, there will be a “youth package” whereby young people will be trained by a variety of mentors (Oxfam for example will be holding a digital communication workshop while Amnesty International will provide capacity building on mobilization). The Yes! Investment is leveraging partnerships across the board to provide young people with professional accompaniment during the program and beyond in preparation of the transition.

Good practice: CIFF supported an accompaniment program by FRIDA who matched young people with skills-building mentors allowing them to learn and exchange online in their own languages. After one year, they were able to access special travel grants, engage with joint projects and develop their skills based on the support that grantees identified as a priority and connecting them to larger organisations.

Good practice: A key lesson learnt from JiActivate is that diverse partners make for better campaigns. By working with non-NGO partners, they introduced new skillsets and approaches into the coalition group and helped reach a broader audience. They also worked with various youth organisations ranging in size, geographical reach and political connections. The combination of well-known national organisations with well-established infrastructures (e.g. Red Cross) and those with strong grassroots networks (e.g. Organisation of African Youth) helped them to connect with a greater cross-section of Kenyan youth.

IMPACT: Evidence of Change

Across all levels of the A&Y ecosystem, virtuous cycles of impact are created when young people participate contributing to positive change.

What is the evidence that youth participation supported by CIFF investments contributed to positive changes at all levels (individual, organisation, programmes, policy, etc.)?

- CIFF investments have had several positive impacts at individual (youth), organisational (grantees) and policy levels.
- At the individual/youth level, there is strong evidence of positive behaviour change in different areas, including SRH, and improved youth wellbeing outcomes such as: increase in modern contraception use (A360); more positive attitudes towards PLWHA (MTV Shuga); reduction in risky sexual behaviours (MTV Shuga); and increased income (Shujaaz).
- At organisational level, several grantees significantly consolidated their organisation (FRIDA, Campaign Bootcamp) and others gained strategic political positioning to advance their work (FAYA, PMNCH, Brazil Youth Movement)
- Political impacts were multidimensional and include:
 - new policy development or policy reform in favour of youth needs
 - new political mechanisms to sustain the inclusion of youth voices/concerns
 - reduced fragmentation in civil society (Community of Practice with Trickle Up Effect)

- building political momentum, especially for climate change (Youth Climate Leadership, Brazil Youth Movement).

Highlight: New policy developments

Within FAYA India, district officials in India made statements committing to implementing the girls' recommendations including taking key steps towards improved SRH services.

In Kenya (JiActivate), the national youth policy revised by the national youth SRH network received political endorsement by 50+ political leaders from across the country, each of whom have endorsed the JIACTIVATE Youth Declaration and also received the State of the Youth Report.

Highlight: New political mechanisms:

The youth SRH coalition in Kenya achieved a sustained inclusion of youth issues in the political dialogue by securing quarterly roundtable discussions with Members of Parliament to discuss evidence on youth issues and discuss relevant policy implications.

Trickle-Up Effect in India convened a state level convergent review of adolescent issues and evidence with the participation of high-level political representatives across sectors, with perspective for future regular review meetings.

TRACK: Improving the evidence-base on youth issues for increased accountability

This indicator tracks impact by developing new tools and resources to support implementing, monitoring and evaluation strategies to document results of youth participation at different levels.

To what extent have CIFF-funded projects contributed to improving documentation, evidence generation, monitoring and evaluation of youth-relevant issues?

- CIFF youth advocacy portfolio has made important contributions to building a local and global evidence base on youth issues. The majority of investments embedded some form of data collection or research components to inform activities. A few investments had a direct mandate to generate new evidence for youth advocacy and programming globally.
- The processes of research and data analysis related to youth issues remain driven by grantee organisations, but a few investments supported the good practice related to youth-led research or empowered youth advocates to analyse data for advocacy.
- Building on the evidence accumulated, several projects supported political and social accountability mechanisms at the interface between young people and decision-makers (JiActivate, FAYA, Adding it Up, Youth Climate Leadership, Trickle Up Effect, PMNCH).
- In many other ways, and especially through the power of online viral content, CIFF investments have contributed to a better informed and more empowered youth force which is thus better positioned to hold public leaders accountable.
- As a donor in the youth field, CIFF is perceived as strongly data-driven, with a strong preference for quantitative metrics

Good practice: MTV Shujaaz formative field research was conducted by an in-house knowledge and learning team among Shujaaz audiences and their communities in selected locations in East Africa. The methods included one-on-one interviews for scenario-building, complex game playing and creative focus groups, cross-checked in different locations and triangulated with adult influencers, gate keepers and community leaders. Shujaaz has then embedded a large M&E component whereby the project team checks in with youth every quarter through a research program that tracks and measures the impact of their work.

Good practice: In the domain of social media, meaningful youth online engagement is not a one-size-fits-all approach, but some key learning can be derived from the CIFF portfolio experience. From Dazed, it appeared that young people are interacting more often with positive narratives. The Dazed video which got the most views addressed predominantly two themes: positive future narratives calibrated around ambition, action, mitigation and hope to tackle climate change; and messages related to eco-porn, highlighting that an element of humour can also work well to engage users. Overall, 9.7 million users saw the content produced by Daze, for 50'000 USD investment.

Good practice: In the continuity of the work on self-care (SCT) and ahead of WD2019, Women Deliver partnered with Devex, PATH, PMNCH, and Fondation Botnar to develop and disseminate a survey for young people about their health and technology. SCT Young Leaders were instrumental in developing and finalizing the resulting report on "Health & Technology: What Young People Really Think. In this report, young leaders share three main messages 1) the international community needs to focus more on young people's health; 2) technology will be critical to achieving universal health coverage (UHC); and 3) as digital natives, young people must be given a strong voice in the decision-making process that effect their health and wellbeing.

ADDED-VALUE: CIFF contributions to meaningful youth engagement

CIFF's contribution to youth advocacy, mobilisation and coalition building demonstrates the importance of risk taking and bold investments and consolidates their position as a global leader in the youth and social justice funding space.

What did the CIFF-funded projects offer in terms of unique added value (or experience/lessons learnt) for building a youth-centred movement?

- **Risk-taking and bold investments:** Investments in high-profile and cutting-edge activities and with an appetite for unconventional and disruptive youth work were made possible by CIFF's flexibility and willingness to assume well-informed and well-mitigated risks.
- **A unique approach to intersectionality:** CIFF is recognised for its funding of youth leadership outside of SRH, especially in climate change, but also increasingly in Human Centred Design, feminism, social justice, or youth civic engagement.
- **Pioneering youth advocacy in climate change:** CIFF has given unprecedented support to youth advocacy in climate change, especially through the Youth Climate Leadership investment. More documentation and analysis are needed to identify the key ingredients of this success story and its replicable elements.
- **Aligning and bringing its philosophical vision to grantees:** CIFF has worked with its grantees to help them advance the meaningful adolescent and youth engagement (MAYE) portfolio within their own work by mainstreaming these principles into their work.
- **A data-driven donor:** Most investments have been research-heavy and supported the creation of robust data on youth advocacy and campaign building. There is room to institutionalise further learning across investments and shape MAYE practices among stakeholders connected through the CIFF grantee eco-system.
- **A central role given to social data intelligence, online engagement and digital youth advocacy:** CIFF investments have implemented a large range of digital/online approaches to engage with young people and facilitate youth advocacy.
- **Support to different models of youth advocacy:** CIFF investments have generated a wealth of experience of youth advocacy along a continuum of approaches, from partnership building and

participatory local action for SRH in African and India contexts to disruptive global youth advocacy for climate action.

- **Fostering networks and partnerships and CIFF's convening role:** A key lesson learnt, highlighted by multiple grantees, was the importance of **multisectoral partnerships** bringing on board different actors to jointly influence agendas in the movement-building space.

Recommendations for future investments in youth mobilisation

Building on the previous analysis and considerations of CIFF added value in the field, the following recommendations have been structured in 4 categories:

1. Insights & lessons learnt from the portfolio to date
2. Value alignment
3. Funding modalities
4. CIFF value-add

Insights & lessons learnt from the portfolio to date

Recommendations:

- **Youth-led organisations and movement building need core support** such as costs associated with the basic functioning of networks / movements, and staffing.
- **Short-term effects need to be measured against long-term impacts in the SRH domain.** There will not be “rainmakers” in the SRHR space. SRHR advocacy requires a coalition as individual leadership at country level is risky.
- **Youth-centred:** In line with the MAYE principals, CIFF should consider having their youth beneficiaries engaged in the design of mandates.
- **Measurement of impact:** A balancing of interests is needed between long and short-term impacts of the investments. It is important to co-create with the young people the measures and evidence to support investments in the youth space for tangible outcomes.

Value alignment

Past investments have been exploratory, cross-cutting, and not directly linked to strategic sectoral objectives. How CIFF engages with youth leaders and their organisations should be informed by youth for youth.

Recommendations:

- **Align vision and principles for investment** with principles for ensuring the MAYE criteria are included into all aspects of the portfolio.
- **Committing to addressing gender barriers and prioritising women and girls** is a strategic priority for CIFF. Consider a focus on funding of women and girls in climate change and other kinds of development programming (through young feminist organisations), the Africa Strategy, human (girl) capital, and demographic transition (family planning and climate strategies).
- **Partnerships require balance of power between donors and grantees.** This can be achieved through co-design with young people to ensure their activities reflect their priorities and measurement of effect is realistic and meet CIFF criteria.
- **Mainstream youth in CIFF governance mechanisms.** Consider incorporating youth on the board of CIFF in-line with your principles and strategic priorities.

Funding modalities

CIFF currently provides short, medium and a few longer-term investments in the youth mobilising space. How CIFF positions itself through its funding modalities will determine its role and legacy in this domain. Both short- and longer-term investment strategies bring opportunities and challenges. Strategic decisions need to be made around CIFF's investment strategy.

Considerations for short to medium term grant-making

CIFF's investments in youth advocacy portfolio has been explorative to date, allowing CIFF to test innovative approaches to supporting youth coalition building. Two main approaches to the investments are evident: (1) support for youth-led as organisations as beneficiaries and partners to advocate with (rather than against) existing leaders in the youth development domain, creating space for youth advocacy in political forums; or (2) support for "rainmakers" in the climate domain – activism that is disruptive and unconventional, and whose outcomes cannot be predicted or easily measured.

	Pros	Cons
Working with youth groups	Offers individual capacity building Immediate personal learning Short term employment for youth leaders	Benefits are short-lived, individual benefits do not translate into longer-term opportunities
Working with organisations (grantees)	Create visibility for the organisation and potential for positioning in the field Potential for achievement of small project or activity success	Limits the possibility to consolidate a portfolio; no sustained investments, short-term perspective for development
Implications for CIFF	Control of investments, minimization of risk, flexibility; exploration of innovation	Limited contribution to movement and coalition building; limited contribution to social change, limited long term visibility and recognition

Long-term grant-making approach

Longer term investments, as was done previously for the women's movement decades ago, can establish embedded movements and networks supported by organisational structures and systems needed to sustain a coalition with common purpose. Longer term funding comes with risks for the donor, but also higher visibility outcomes over time when a youth movement comes of age and is stable and situated within the political fabric of the country or field they seek to influence. Risks for the donor are inherent in the deeper partnership, financial and capacity strengthening support required over the longer term. The yield, however, is also greater as the donor thus becomes part of the creation of a youth platform in a country or region that will have greater impact over time.

	Pros	Cons
Working with youth groups	Builds capacities and leadership of a core team of activists; provides secure employment to allow for out of the box approaches and innovation Secures retention of partners	Offers true partnership and the opportunity for sustainability of the youth network or movement through that is essential for building up youth organisation and networks.
Working with organisations (grantees)	Shares the risk with the network or coalition; allows for shared decision-making, and distribution of resources between members for mutual learning and organisation strengthening Creates visibility for the movement and provide time for natural development and growth of strategies, ideas and skills among members	Shares the success with the network or coalition Through greater visibility may come social or political backlash or exposure
Implications for CIFF	Offers the possibility of broader impacts and social change that is measurable; offers the opportunity for deeper trust and partnership to witness the growth and sustainability of an organic youth movement and its effects.	Requires longer term and greater resource allocation and investment; capacity building and organisation development; patience and commitment, and higher risk

Prioritisation on how best to invest between these two approaches remains debated internally. Pros and cons will have to be weighed with recognition that while short to medium term investments may deliver expected results, many will not be sustained over time as the grantees and the youth movements are too fragile, under prepared and underfunded to sustain engagement without external support.

Recommendations:

- CIFF is currently investing primarily in the short to medium term. Given the evidence on what it takes to sustain a movement, **further strategic thinking is needed on how CIFF will make its mark on investing in the youth movement** building in future.
- Consideration should be given to **support youth-led coalitions in both the SRH and climate space, and young feminist organisations to mature and have a chance to make the difference** they envision. Intersectionality between movements under a broad youth movement umbrella should be explored.
- **Recognize that social mobilisation and advocacy are long term endeavours** and that change may not happen as rapidly as in other domains. Plan for the long term, even while investing in short and medium-term initiatives.
- **Long-term financial, technical and organisational support to youth groups is needed**, including youth-focused capacity-building and forward-looking strategies to ensure the movement becomes self-sustainable in its own context.
- **Balancing directive grant-making with flexibility** in priorities, activities, timelines and vision of success. Not making assumptions on youth needs and priorities will create the basis for more equal and authentic partnership with youth.
- **Embed a set of rules within the grant-making with “adult” intermediary grantees** that advance MAYE closer to the YIELD quality criteria and monitor their accountability.

CIFF Value-add on MYE in the donor landscape

In the donor landscape, there is a gap in the market for large investment in core funding for youth organisations, and a gap in the way youth work is done with a tendency to support siloes of work over collective action by networks and coalitions. A bridge is needed between those doing youth organising for social change in the SRH and climate fields and the donor and INGO community that supports them.

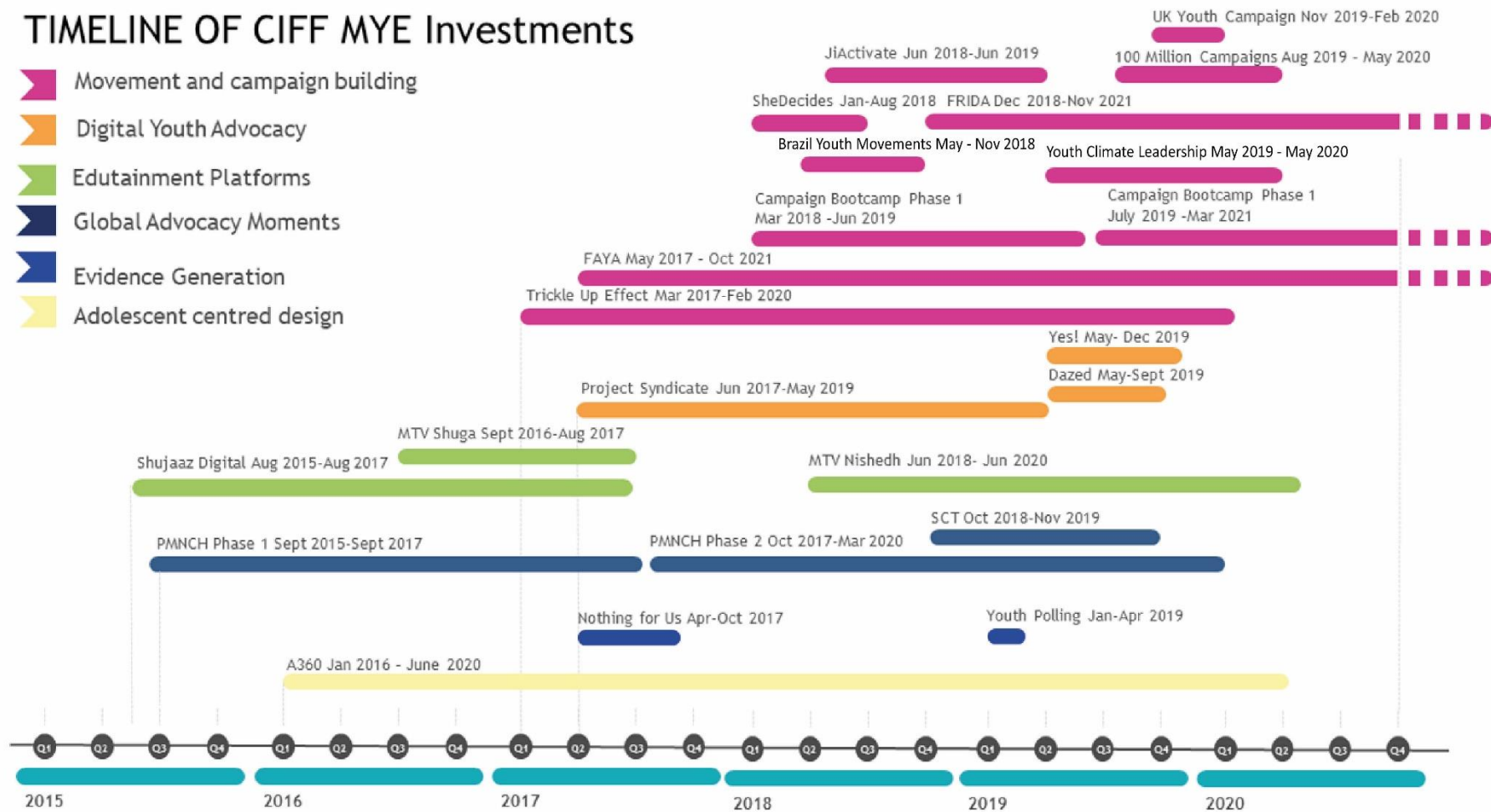
Recommendations:

- **Play a convener role to create spaces for dialogue on funding for youth movements** and coalitions. There is room for CIFF to take a more proactive role in bringing stakeholders together to discuss how to support movement building for social change in the coming years.
- **Consider funding existing key youth leaders and youth platforms** which have potential to make the difference (e.g. the Afriyan Network, AU Youth Envoy and the Youth Envoy Action Plan (including WPAY)) rather than investing in the emergence of new movements.
- Shape the donor landscape on investing in youth movements by **strengthening the evidence base of good practice in giving to youth**. Support the youth sector by formalising its experience: investment in the YIELD report and the work of Torchlight can be synthesised to elaborate key criteria for sustainable youth social movement given for use by other donors in the youth field.

Annex 1: Timeline of CIFF MYE Investments

TIMELINE OF CIFF MYE Investments

- ▶ Movement and campaign building
- ▶ Digital Youth Advocacy
- ▶ Edutainment Platforms
- ▶ Global Advocacy Moments
- ▶ Evidence Generation
- ▶ Adolescent centred design



i MAYE Principal Reference

ii The list of strategies reviewed include: The Girl Capital Strategy; the Africa Strategy 2020-2025; the SEC Theory of Change for Adolescence; the Youth Investments – first generation; Climate Priorities in 2020

iii Developed by Adrian Leftwich for DFID on the Politics of Development Approach (2007)
'Drivers of Change: Refining the Analytical Framework: A framework for Political Economy Analysis'

iv <https://youthclimatemovement.wordpress.com/>

v Women's groups, such as the Association of Women in Development (AWID), Development Alternatives with Women for a New Era (DAWN), International Women's Health Coalition (IWHC), ARROW and the Women's Global Network on Reproductive Rights (WGNRR), are a few of the global networks that contribute to developing young women's leadership in the women and SRHR movement with some, such as AWID and DAWN emphasizing the interlinkages between SRHR and other development issues, such as the political economy of globalization, sustainable livelihood and justice, and restructuring and social transformation.

vi Catino, J., Battistini, E., and Amy Babchek, A. (2019) Young People Advancing Sexual and Reproductive Health: Toward a New Normal | Learning Report. https://www.summitfdn.org/wp-content/uploads/2019/05/Yield_full-report_June-2019_final.pdf