



# YOUTH 4 SUSTAINABILITY

EMPOWERING THE NEXT GENERATION OF SUSTAINABILITY LEADERS

2021 - 2022



Section 1.0

# THE INITIATIVE



## YOUTH 4 SUSTAINABILITY (Y4S)

**YOUTH**  
4 SUSTAINABILITY  
4 MASDAR INITIATIVE



Under the patronage of His Highness Sheikh Khaled bin Mohamed bin Zayed Al Nahyan, **Youth 4 Sustainability (Y4S)**, a Masdar initiative, invests and supports in the development of young people, enabling them to become the sustainability leaders of tomorrow.

Aligned with the UN Sustainable Development Goals, the UAE's National Strategy and the UAE Centennial Plan, Y4S has launched a series of programs aimed at supporting students and young entrepreneurs, including the **Sustainability Ambassadors** program and **Future Sustainability Leaders** program.

The Y4S initiative and its programs are strategically aligned with:



## Y4S | Objectives

- 1**
- To reach up to **1 million youth by 2030**, through the blended learning experience

- 2**
- To create awareness on the skills needed for the **future of jobs in sustainability**

- 3**
- To support the growth of the **next generation of sustainability leaders** through FSL & SA programs

## Y4S | COHORT & GLOBAL OUTREACH

Y4S is a global platform that **connects** young people with leaders, experts, content and experiences to accelerate sustainable development and mitigate climate change, creating the **next generation** of sustainability leaders, entrepreneurs and innovators.



### Sustainability Ambassadors (SA):

Aimed at senior high-school students aged between 15-18



### Future Sustainability Leaders (FSL)

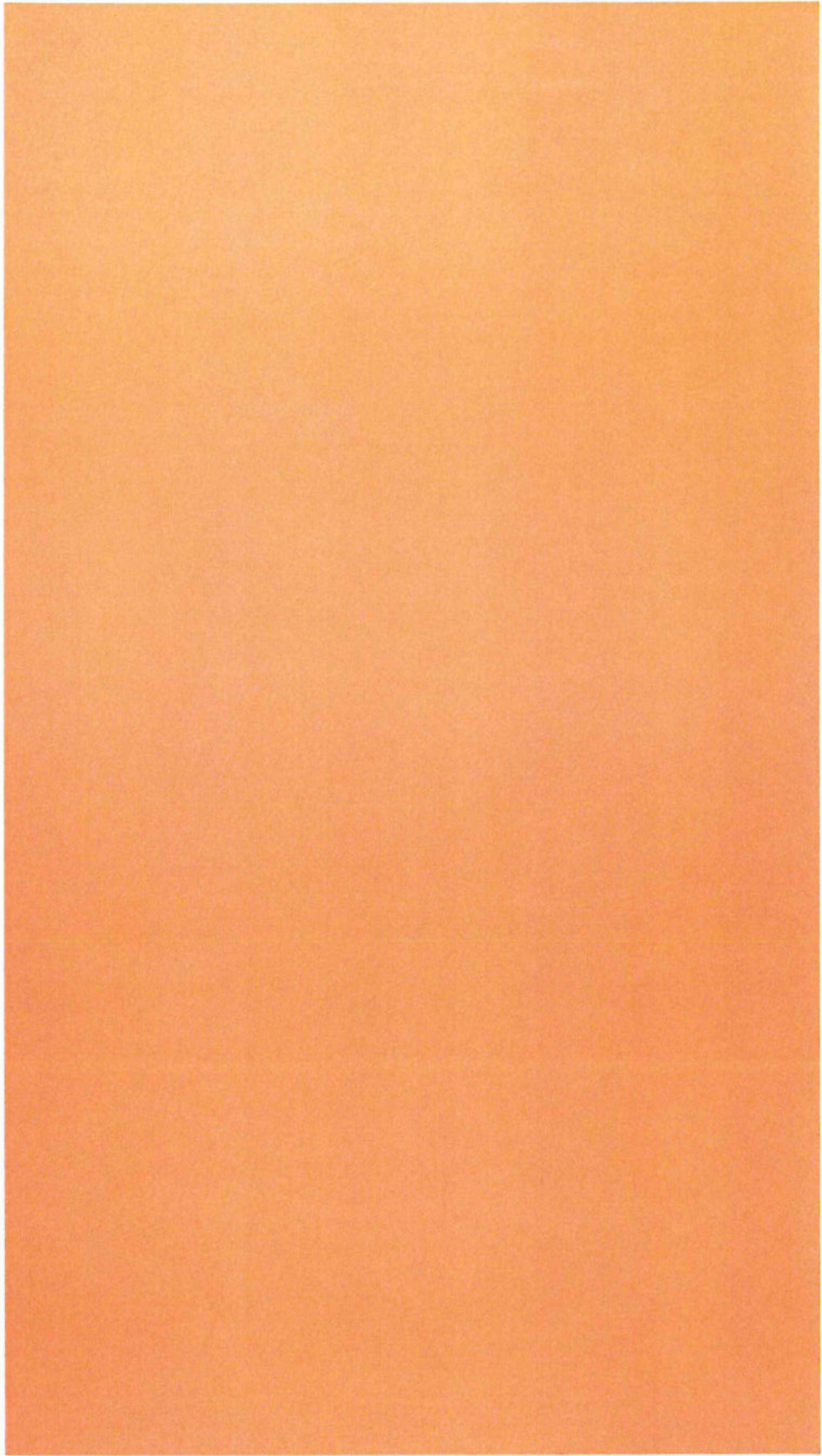
Aimed at university students and young professionals aged between 19-35



### Global Youth Outreach

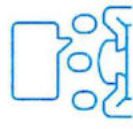
All UAE based and international youth individuals

New segment for 2021



# Y4S | IMPACT

Current impact from Jan 2016 – Dec 2021



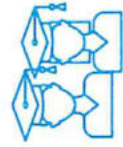
25,144

Students were **engaged** through the youth programs (online & in-person)



288

Students were **trained** to volunteer during ADSW



659

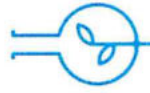
Sustainability Ambassadors & Future Sustainability Leaders were **graduated**



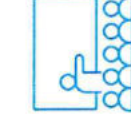
1446

SA, FSL & students attended professional conferences fully subsidized by Y4S

50



**Sustainability solutions** were promoted through Ecothon (Sustainability Innovation Program)



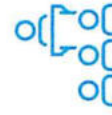
132

**Workshops & training programs** were organized throughout the period



12

**Field trips** were organized to the Y4S SA & FSL



170

FSL **mentorship hours** in design thinking, problem solving, entrepreneurship & coding

# Y4S | 2022 NUMBERS

## Future Sustainability Leaders



**70**

Participants enrolled in the program



**41% | 59%**

41 percent of participants are male and 59 percent are female



**53% | 55%**

53 percent of participants are Emirati and 47 percent are international participants from universities including Harvard Business School, Nanyang Technological University, Cambridge University, London Business School, University of Oxford among others.



**22**

Nationalities are participating in the program

## Sustainability Ambassadors



**60**

Participants enrolled in the program



**40% | 60%**

40 percent of participants are male and 60 percent are female



**50% | 50%**

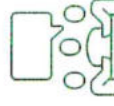
50 percent of participants are Emirati and 50 percent are international from countries including the Philippines, Pakistan, Egypt, Oman and Sudan, among others



**13**

Nationalities are participating in the program

## Global Youth Outreach



**1140**

New Participants enrolled in the program



**42% | 58%**

42 percent of participants are male and 58 percent are female



**26% | 74%**

26 percent of participants are Emirati and 74 percent are international from countries including the US, Canada, the Philippines, India, Pakistan, Morocco, and Egypt, among others



**57**

Nationalities are participating in the program



## Context



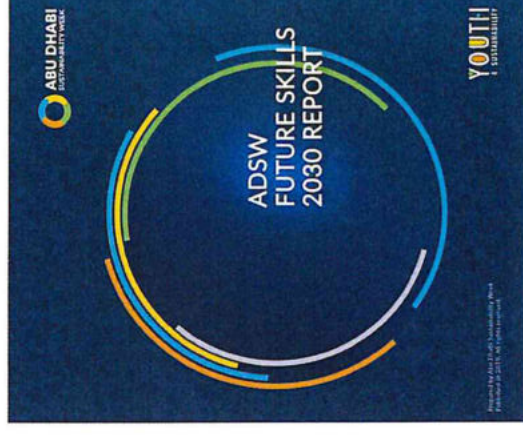
### Masdar Gen Z (2016)

The world's first youth survey on the attitudes of young people towards climate change.

Conducted to mark the 10-year anniversary of Masdar and launched at COP22 in Morocco, the survey found that youth rate climate change as the biggest threat to the world over the next decade, and they are keen to take on more responsibility to find sustainable solutions

The survey consisted of 4,704 online interviews between March 4 and March 29, 2016 in 20 countries:

- 3 in the Americas (US, Mexico and Brazil)
- 4 in Europe (UK, France, Germany and Spain)
- 3 in sub-Saharan Africa (Nigeria, Kenya and South Africa)
- 5 in the Middle East & North Africa (Morocco, Egypt, UAE, Saudi Arabia and Jordan), and 5 in Eurasia (Russia, China, India, South Korea, Japan).



### Future Skills 2030 (2019)

The first youth roadmap to explore the driving forces behind the fast-changing job market, and the new skills needed to stay competitive in a shifting global landscape.

In 2019, Y4S developed the Future Skills 2030 report, which identified 14 essential skills youth will need over the next decade to adapt to the evolving work landscape.



In 2021, Y4S launched a comprehensive self-paced, gamified learning in 14 key skills that are identified in ADSW Future Skills 2030 report:

- Knowledge Skills
- Personal Skills
- people Skills
- Cognitive Skills
- Innovate with Y4S

## Building Youth Adaptability & Resilience for a Sustainable Future



### Blended Learning Journey

Youth 4 Sustainability 2022 and beyond offers a blended, scalable, enhanced and measured learning approach. The experiences offered include *hands-on experimental learning, self-paced studying of comprehensive content, and engagement*, throughout the year-long learning journey.

## Y4S | COMPONENTS

### Y4S SkillUp

Online self-paced and gamified learning platform, over a 10-month period:

- 48 hours of self-paced open learning content delivered with special focus on Knowledge, Personal, People, Cognitive skills & **Innovat with Y4S (NEW)**
- **Alumni Feature (NEW)**



### Y4S Forum

Y4S Forum bringing together youth with leaders and experts from different backgrounds to discuss sustainability trends & future of green jobs & skills.

- Y4S @ ADSW
- Joint Partner Events
- **COP27 Activation (NEW)**



### Y4S Series

Industry Workshops & Expert Deep Dives

- 10 industry workshops are planned with total of 30 hours of engagement & content
- **All workshops will be organized in Hybrid Format (NEW)**



### Y4S Innovation Lab

Youth Entrepreneurship Incubation Programs

- 3 Innovation challenges (Ecothon & Hackathon) in partnership with industry partners
- **1 self-paced 12 hours innovation program – INNOVATE focused on SDGs**
- **1 Innovate for Climate at COP27**

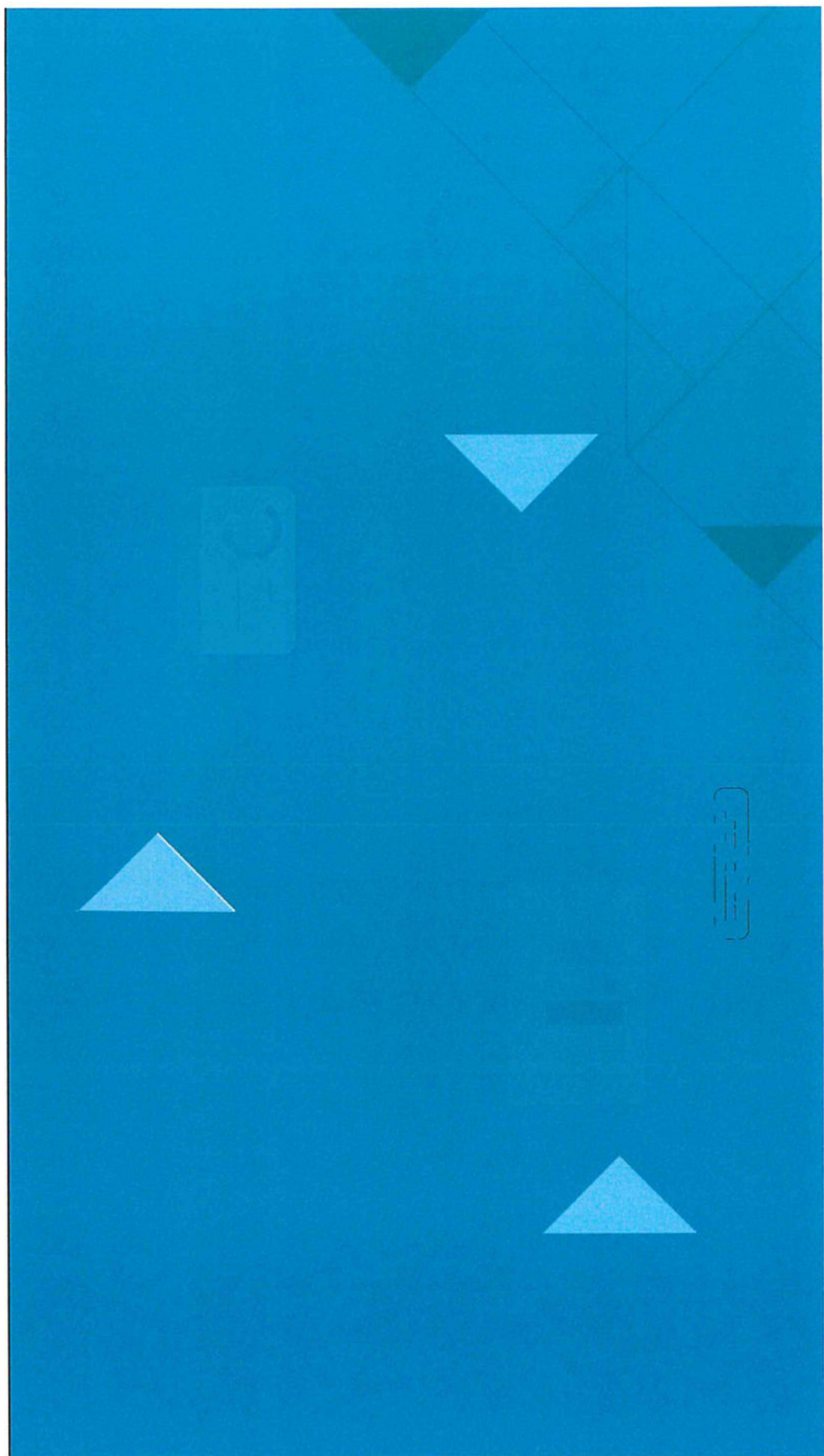




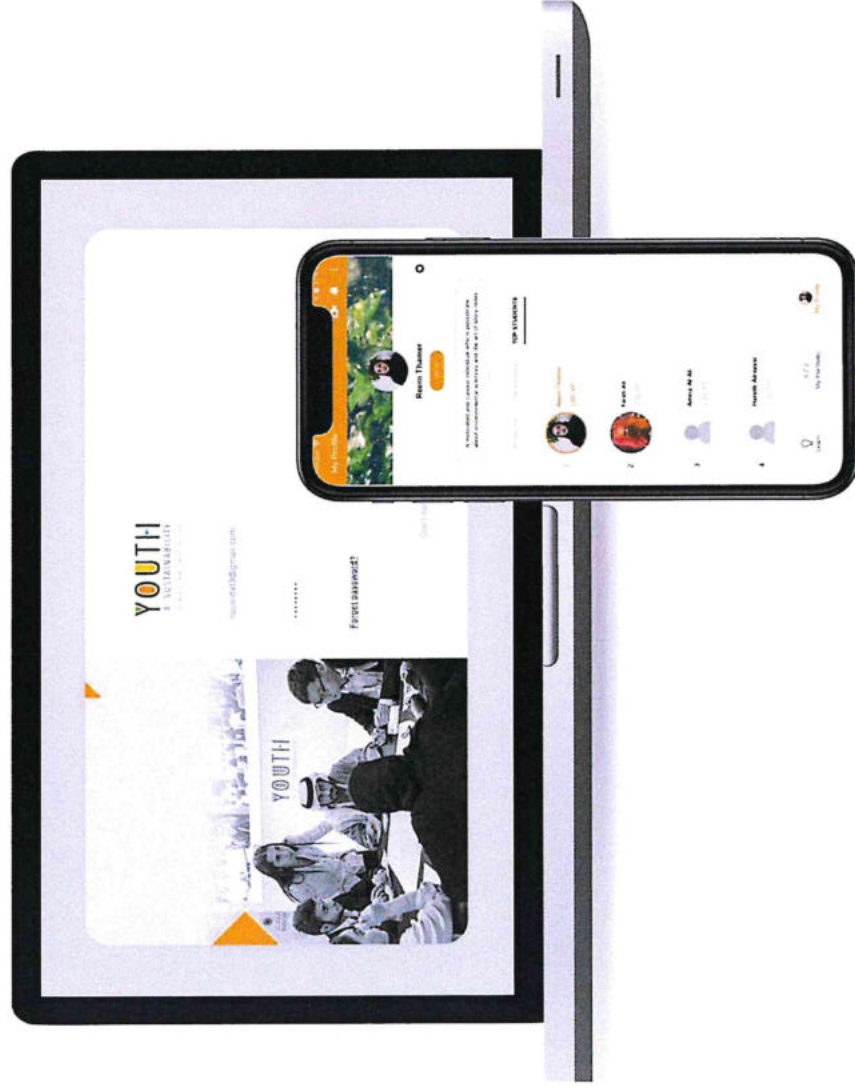
Section 1.2

## Y4S SKILL UP PROGRAM





## THE SKILL UP PROGRAM



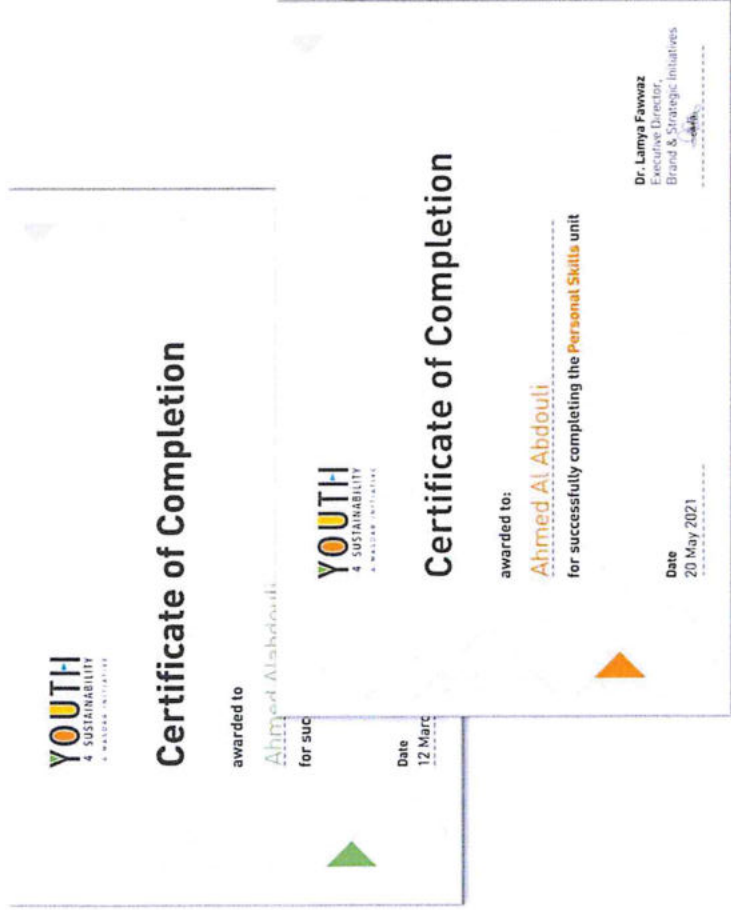
### Y4S Skill Up

- Self-paced, gamified and flexible way of learning
- Learn new skills, to cope with future of green jobs, technological advancements and climate change.
- 36 hours of content
- 14 soft skills to improve your Knowledge, Personal, People, and Cognitive capabilities.

## THE SKILL UP PROGRAM BENEFITS



- ✓ Become part of like-minded and like-hearted youth community passionate about sustainability
- ✓ Get access to skills to help build resilience and adapt to climate change and future of work
- ✓ Gain new capabilities to advance in their workplace or to build their own ventures and earn certificate
- ✓ Hear from motivational speakers, academics or entrepreneurs
- ✓ Offer hands-on experience for members



## SKILL UP LEARNING UNITS

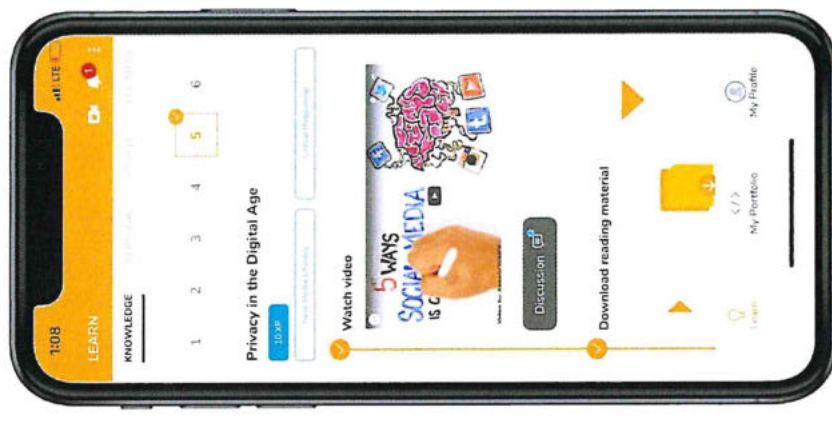
UNIT 1 | KNOWLEDGE SKILLS

UNIT 2 | PERSONAL SKILLS

UNIT 3 | PEOPLE SKILLS

UNIT 4 | COGNITIVE SKILLS

UNIT 5 | INNOVATE WITH Y4S





# SKILL UP APP JOURNEY



Download the app  
and sign up/login



Watch first video  
lesson



Download reading  
material



Go to the next lesson



Solve quiz



Participate in Activity



Gain points  
and badges



Upload  
Project



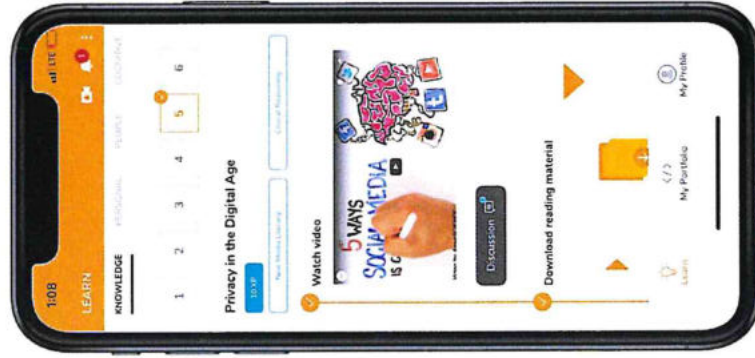
Solve  
Challenges



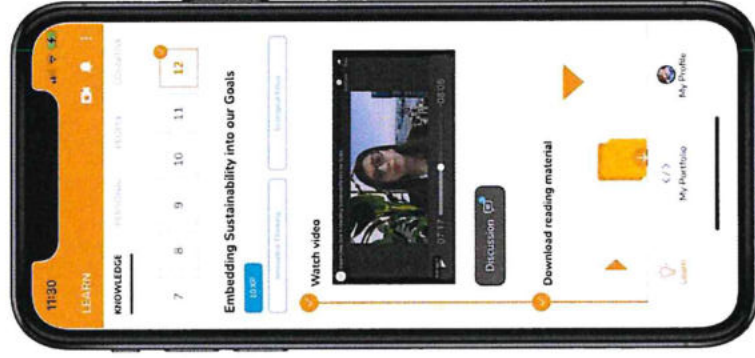
# SKILL UP APP



Watch Animated Videos to acquire skills



Meet in-field experts and learn from their experience



Learn through extra reading material and hands-on activities



Exchange your views with peers from all over the world



## NEW SKILLUP PLATFORM FEATURES FOR 2022

### USER & ALUMNI FEATURES

NEW

**YOUTH**  
4 SUSTAINABILITY  
A MASBP INITIATIVE



#### Learn About Design Thinking

Users can attend 8 lessons on Design Thinking & participate in Solve with Y4S to solve their own Design thinking challenge.



#### Discover and connect with Y4S Alumni

Users can network & connect with Y4S alumni through the chat feature on the platform.



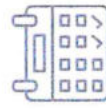
#### Share Opportunities with Alumni Community

Users can share opportunities for available internships & full-time positions with all alumni users on the platform.



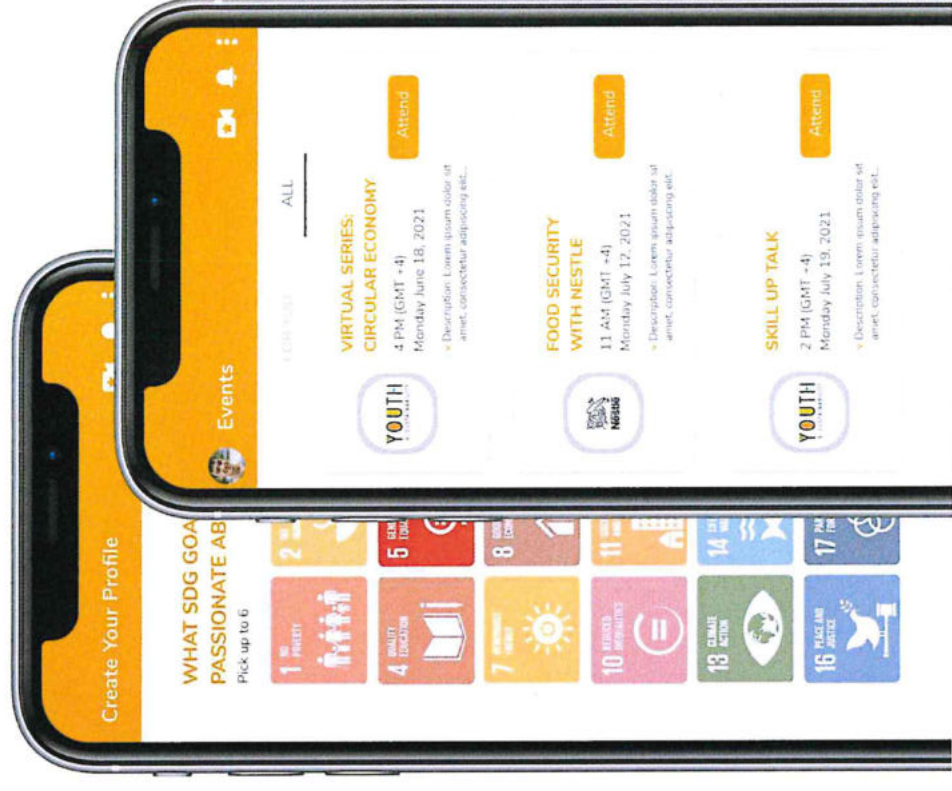
#### Share News with Alumni Community


Users can share news through posts with other Y4S alumni users on the platform.



#### Browse and RSVP to Events

Users can view available events on the platform, check their details, then RSVP to attend and receive reminders of the event.





Section 1.3

## Y4S INNOVATION LAB



## PURPOSE

**YOUTH**  
4 SUSTAINABILITY  
A MASDAR INITIATIVE

**Our Mission** to empower the next generation social entrepreneurs through impact innovation and entrepreneurship

**Our Goal** to equip youth with necessary social entrepreneurship and impact innovation skills; contribute to the growth of social entrepreneurship ecosystem in UAE ; support the implementation of the UN SDGs; and address the complexity of challenges in the age of uncertainty

**Our Work** is based on advanced and innovative methodologies (like design thinking) modified to be accessible to youth in collaboration with various enablers in UAE & Abroad.



## ECOTHON CHALLENGE CONCEPT DESIGN

- For the last two years, we launched 6 Innovation Challenges and enabled 202 members with tools and resources the accelerate their entrepreneurship and problem solving skills.
- The Y4S Innovation Lab was launched in 2019, and it offers early incubation opportunities to Y4S cohorts through its mentorship & networking capabilities and access to sustainability industry shapers.
- The process consists of three overlapping phases:
  - 1. Empathy for Insights:** Getting to grips with a real user problem (defined by our program partners) and building empathy for the target users / customers.
  - 2. Ideation, innovation, and problem-solving:** Generating as many ideas and potential solutions as possible.
  - 3. Prototyping and testing:** Building low-fidelity prototypes of the ideas generated, ready for testing on real or representative users (this phase not implemented in all cohorts)



## HACKATHON CHALLENGE CONCEPT DESIGN

The program is divided into three phases:

- 1. Learn About AI :** Students get a comprehensive understanding of AI and learn about fundamental AI concepts including machine learning, deep learning, and neural networks as well as explore cases and applications of AI.
- 2. Build Your AI Model:** Students are presented with an AI Climate Change challenge. They will collect data, implement machine learning algorithms on it, deploy models, and produce relevant insights and predictions.
- 3. Build Your AI Powered App:** Students learn about AI powered applications and complete the same Climate Change challenge using Eyeway.



# IMPACT & RESULTS

2019 - 2021



Innovation  
Programs



Ideas/prototypes



Age Groups



1:1 hours of  
mentorship



Group Training  
Sessions



Participants



Working teams



# INNOVATION CHALLENGES & UN SDGs

2019 - 2021

**Our 5 ECOTHON Programs** addressed the following Innovation Challenges, in 2019-2020 aligned, with UN SDGs & UAE National Agenda

- Re-Imagining the future of single use plastics
- Ai4Climate Challenge
- Help accelerate energy efficiency in cooling in Abu Dhabi
- Improving energy efficiency & refugee wellbeing at RCS Refugee Camp in Jordan (SDG 3 & 7)
- Energy access in rural areas (Case study on Maasai village in Kenya)



# INNOVATION LAB PARTNERS & SUPPORTERS

2019 - 2021

**YOUTH**  
4 SUSTAINABILITY  
A MASDAR INITIATIVE



دائرة الطاقة  
DEPARTMENT OF ENERGY



مبادرة خليفة للتطوير  
Khalifa Fund for Enterprise Development



MOHAMED BIN ZAYED  
UNIVERSITY OF  
ARTIFICIAL INTELLIGENCE



هيئة المساهمة المجتمعية - معاً  
Authority of Social Contribution - Ma'an

مؤسسة الإمارات  
EMIRATES FOUNDATION



CATALYST  
A Masdar-BP Initiative



هيئة البيئة - أبوظبي  
Environment Agency - ABU DHABI



الهلال الأحمر  
الإماراتي  
Emirates Red Crescent

INNOVATE  GOOD

LAND ART  
**GENERATOR** RENEWABLE ENERGY CAN BE BEAUTIFUL





Section 1.4

## YOUTH 4 SUSTAINABILITY COUNCIL



# Y4S COUNCIL MEMBERS 2022/2023



**Mariam Ismael**  
Environment Agency AD



**Oussama Rami**  
Ministry of Education



**Reem Al Zaabi**  
Mubadala



**Sireen Jalloul**  
Abdulla Al Ghurair  
Foundation for Education



**Azza Al Raisi**  
ADNOC



**Eng. Maryam Al  
Mansoori**  
Ministry of Energy &  
Infrastructure



**Rose Armour**  
American University of  
Sharjah



**Dr. Samuel Mao**  
Khalifa University of Science  
and Technology



**Riccardo Toxiri**  
IRENA

**Dr Fathi Finaish**  
Mubadala

# Y4S COUNCIL MEMBERS 2022/2023



**Eng. Majid Al Zarooni**  
Emirates Nuclear Energy  
Cooperation (ENEC)



**Aliya Ali AlMarzooqi**  
Federal Competitiveness and  
Statistics Center (FCSC)



**Hamed Al Hashmi**  
UAE Space Agency



**Samah Elsayed**  
IRENA



**Haya Aseer**  
Arab Youth Centre



**Reem Al Hammadi**  
Federal Competitiveness  
and Statistics Center  
(FCSC)

**Asma Al Zaabi**  
Khalifa Fund For Enterprise  
Development

**Fatima Khoori**  
Khalifa Fund For Enterprise  
Development



Section 2.0

# THE YEAR LONG PROGRAM



# Y4S 2022 YEARLONG PROGRAM



Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan

**Y4S Forum**

**8 Industry Hybrid Workshops**  
SDGs - Energy Transition - Health & Sustainability - Sustainable living - Emotional Intelligence - Financial IQ - Cultural Diplomacy - Social Entrepreneurship

**ADSW - Y4S 2023**  
STARTING BEFORE ADSW OC ECOTHON2, FINALISTS; DEMO DAY Y4S FORUM 2023 TO START BEFORE ADSW-OC SHOWCASE FEATURE AT EXPO (INNOVATE)

**KNOWLEDGE SKILLS**

**PERSONAL SKILLS**

**PEOPLE SKILLS**

**COGNITIVE SKILLS**

**INNOVATE WITH Y4S SKILLS**

**Hackathon**

**FINAL YEAR CAPSTONE ECOTHON 2022**

**Summer Camp**  
Partners event

**COP27**  
Partner event  
INNOVATE 4 CLIMATE

THANK YOU

