



Youth Alliance for Leadership
and Development in Africa

CONNECT

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YALDA features on BBC Page 7



INTRODUCTION



Anjinsen Valamootoo

COVID-19 has impacted the world economy and paradigm both positively and negatively. Positive aspects include the emergence of new talents on the African soil, like Hamid El Mouden (Morocco), a 34-year-old engineer who invented a potential life-saving ventilator machine that assists respiratory distress in COVID-19 patients. Furthermore, Nawah Scientific, which is an online scientific research company based in Egypt, developed a skin-friendly hand sanitizer designed to remedy skin dehydration problems caused by the continuous use of alcohol-based sanitizers.

In addition, since the start of the COVID-19 pandemic, more than 1.5 billion children needed online schooling, with more than 90% of the world's enrolled students forced out of school. In response to school closures, some African entrepreneurs and educators have identified distance learning as a solution, joining young leaders across the world who have stepped up to provide innovative technological solutions in distance education and online learning. Examples of these innovative solutions include the creation of an open source online learning platform called Moodle, creation of several groups on Facebook for educational purposes, creation of chat rooms on video game platforms, and delivery of course materials by taxi-brousse, where some students serve as delivery and relay points.

While a developed country like the US is facing increased levels of COVID-19 cases, the young Africa are doing pretty well in controlling the pandemic despite its levels of poverty, limited resources, and access to medical care.

The greatest challenge for the African continent would be minimizing the colossal damage to the economy. Thanks to the African Continental Free Trade Area (AfCFTA), a path has been paved for the establishment of continent-wide free trade to create a single continental market for goods and services. With free movement of businesspersons and investments, the establishment of a continental customs union will be accelerated. However, due to the COVID-19 pandemic, its full operation was postponed to January, 2021.

Moreover, YALDA and its partners will host a virtual youth summit entitled, 'Beyond COVID-19: Leveraging the Benefits of the AfCFTA to Spur Africa's Growth' on 12th November 2020. This will enable young people, industry leaders, and entrepreneurs to share strategies around how young people can overcome the impact of COVID-19 and revitalise Africa's growth.

Africa is at the gateway for change and its power lies in the hands of the young generation to bring "A New Africa" to the world.

“Today we may appear young and people may not believe in us, but we are going to compel them to believe in us through our achievement.”

Tony Elumelu, Founder, The Tony Elumelu Foundation.



INNOVATIVE YOUTH INTERVENTIONS DURING COVID-19 PANDEMIC

By Oruk Emmanuel, Uganda

With the increase of COVID-19 cases across the continent, African youth have shown their capacity to create a sustainable impact through innovative interventions, which have called for immediate action in raising awareness across all spheres of engagement and leveraging technology and the internet in offering viable digital solutions.



United Nations reports that 226 million youths (aged 15-25) living in Africa account for nearly 20% of the world's youth population. Hafed Al-Ghwell, a senior research fellow with Foreign Policy Institute at the John Hopkins University (School of Advanced International Studies), confirms that nearly 75% of the 1.3 billion African population, are under the age of 35, and half of Africa's population are under the age of 15, which is indicative of Africa's potential to solve the challenge of youth unemployment by leveraging skills development and innovation.

African youth are providing innovative solutions that increase access to essential goods with innovations such as Maarifasasa, an online EdTech company based in Uganda. Led by CEO Robert Bob Okello (aged 25), Maarifasasa launched its "Shulesasa" portal to facilitate experiential learning for secondary and primary school students during the country's lockdown.

In Morocco, Hamid El Mouden, a 34-year-old engineer with 20 years experience in the electronics field, invested his expertise and resources to manufacture respiratory ventilators.

Another innovation, Graham from Ghana developed an app called 'Rona Guide' which provides accurate statistics on confirmed positive COVID-19 cases, recoveries, and deaths as reported in Ghana and globally. The app provides information on symptoms, remedies, and prevention based on recommendations from WHO and Ghana Health Services.

In Morocco, Hamid El Mouden, a 34-year-old engineer with 20 years experience in the electronics field, invested his expertise and resources to manufacture respiratory ventilators. El Mouden invented a potentially life-saving ventilator machine that reduces respiratory distress for COVID-19 patients. The idea, which was in direct response to the outbreak of the pandemic, was fast-tracked to meet the growing demand of increased COVID-19 cases.



Egypt based Nawah Scientific, an online scientific research company led by 34-year-old CEO, Dr. Omar Sakr, has responded by developing a skin-friendly hand sanitizer to remedy skin dehydration caused by the continuous use of alcohol-based sanitizers. The company continues to extend its support to research in the region, offering free pickup services for COVID-19 samples requiring examination at their laboratory, while also partnering with SciWare to experiment on cheaper and quicker ways to diagnose COVID-19 using near-infrared technology.

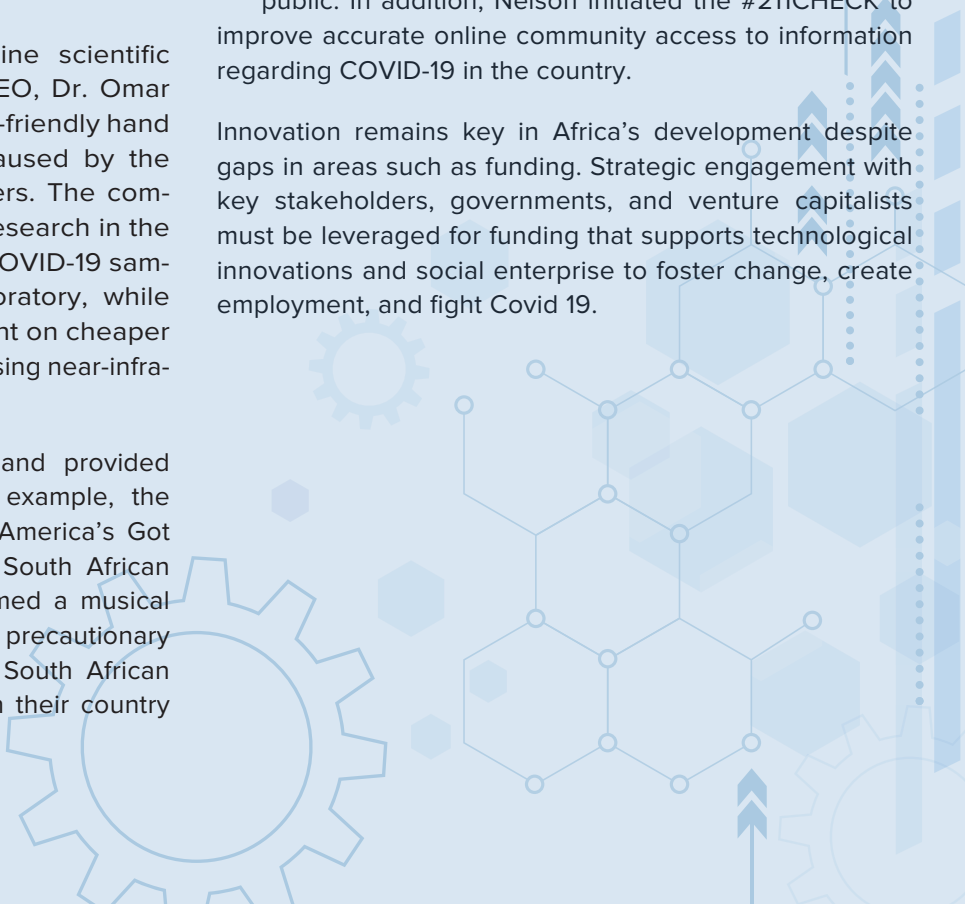
Youth innovation has raised awareness and provided reliable information in South Africa. For example, the Ndlovu Youth Choir, which performed on America's Got Talent in September 2019—the renowned South African youth choir composed, performed, and filmed a musical rendition of the WHO coronavirus safety and precautionary measures. They translated key points in South African native languages to ensure communities in their country

were better informed of the necessary precautions to take.

The youth have also exhibited bravery and humanity during this period. One example is Christian Achaleke from Cameroon who launched a campaign offering hand sanitizer to people on the streets. He also produced bottles of disinfectant when a shortage from major suppliers became evident. The 26-year-old's initiative was in response to the state's insufficient contingencies for containment and management of COVID-19 and in addition to the "1 Person, 1 Hand Sanitizer" campaign. The campaign engaged pharmacists, doctors, sanitation engineers, and nurses, ensuring that the labelling and distribution team emphasized that individuals follow WHO recommendations to curb the spread of the virus.

28-year-old Nelson Kwaje is a renowned social media specialist and Program Director for DefyHateNow, a community organization in South Sudan with branches in Cameroon, Kenya, Sudan and Ethiopia. Nelson spearheaded an awareness campaign on coronavirus prevention and protection, using the #COVID19SS hashtag on social media platforms. Through collaborations and networking with the government of South Sudan and relevant authorities, DefyHateNow has amplified the exposure of falsehoods, disputed and unfounded remedies or cures, doctored images, and other information that could confuse and mislead the public. In addition, Nelson initiated the #211CHECK to improve accurate online community access to information regarding COVID-19 in the country.

Innovation remains key in Africa's development despite gaps in areas such as funding. Strategic engagement with key stakeholders, governments, and venture capitalists must be leveraged for funding that supports technological innovations and social enterprise to foster change, create employment, and fight Covid 19.



RESILIENCE BOOT CAMP TESTIMONIAL

By Lawrence Ssekalembe, Uganda

"I also have a reason to smile ~If you can't reward them, thank them" - Thank you YALDA!



I hail from a family of 10; 7 brothers and 2 sisters and for the better part of my life, we have been raised single-handedly by my mother, having lost our father to murder in 2000. This encounter forever changed the course of our lives. The sun started shining from the ground and the ground became the sky. Our first born son, who was then studying mechanical engineering, and the second eldest brother, who was in senior six, stopped schooling and never resumed.

Due to the challenges we were facing, poverty, tears, grief, sorrow, and misery characterized the next chapter of life. Worse still, we have had to face other traumatic experiences such as one of my brother's attempt to suicide and our eldest brother becoming mentally unstable. With my father absent, my mother constantly drowning in tears, and my elder siblings giving in to misery, growing up I have yearned for parental care, but couldn't get it. Consequently, I have had to battle with mental disorders: stress, depression, anxiety, frustration, and negative thinking.

Time came when I resigned to fate, to misery. However, in 2018 I made a bold decision to seek help from a priest who accorded me spiritual guidance and the four-months discussions we had helped me cope with the negative thoughts I was having and the trauma from my father's murder.

This year, I learnt about the YALDA Stress Management Cafés on social media and signed up for a session, which eventually led to the YALDA Resilience boot camp. This experience has been nothing short of a game changer. The tools to effectively deal with stress in order to build resilience shared by the facilitators during the weekly sessions were highly impactful. For example, practicing mindful meditation as presented to us by Mr. Dajon Alexendar (YALDA-US) helped drive away the murder trauma that was hovering in my head. I literally felt it disappearing with every deep breath that I took. Prior to this, I lacked the scientific knowledge about stress and was



not aware of the fact that this is what I was battling. For instance, I could experience mood changes, but did not know why! At the Boot Camp, I realized there is a correlation between our levels of stress and our emotions and, worse still, it has an effect on our physical wellbeing.

I had never thought of keeping a stress journal nor engaging in activities to boost my happiness. I also lacked the awareness that perfectionism, overgeneralization, having a mental filter, disqualifying the positive, and jumping to conclusions could distort my thought processes. Coming to this realization, it became evident that it is lack of knowledge that actually destroys us as young people. For example, some youth may not realize that some of their undertakings when stressed are ineffective, such as taking too much alcohol, drug abuse, and doing things in excess such as watching TV for long

I could experience mood changes, but did not know why! At the Boot Camp, I realized there is a correlation between our levels of stress and our emotions and, worse still, it has an effect on our physical wellbeing.

hours, withdrawing from friends, over/under eating, or taking pills like sleeping pills.

The weekly tasks and especially the buddy exchanges made me discover that we, African youth, face almost the same challenges and this inspired me to develop projects that will solve some of the challenges faced by the African youth. A major takeaway is the fact that building resilience is like building a muscle; it takes awareness,

time and effort. In this light and in line with the fact that a lot of effective tools and insightful experiences were shared and impactful activities were undertaken, it is my hope that more youth, if not all, will get a chance to participate in the YALDA Stress Management Cafés and the Resilience Boot Camp.

THE REAL STORY- GENERATION COVID?

By Bethelhem Kassa, Ethiopia

In this BBC News podcast focusing on the place of young people in the midst of Covid, our very own Sheila Achieng' Ochieng gave a very much needed and important insight on the impact of COVID-19 from the youth perspective, especially those residing in Africa.

Achieng' explained that because of the inability of the continent to align its digital infrastructure, Africa is more exposed to global shocks. Further, the huge digital gap within the African continent means that during this pandemic it is very hard to make sure the youth are engaged and included in the new normal we live in today. This has impeded access to education as well as resources for self-improvement for many young people. She also stressed on the concept of digital natives, and how, as Africans, the internet is something very few people enjoy.

Achieng' affirmed, "youth in Africa are more likely to feel the economic crisis the most as we have youth who have invested their hopes and interest in economic empowerment initiatives which sadly could not be materialized. Due to this pandemic and credibility issues, young individuals do not have much leverage in terms of financial empowerment, hence most banks and credit companies are not willing to invest in young people and their companies as they fear their credit score risks. This inability to access funds in an already precarious operating environment makes it harder for the youth."

OUR YALDA INTERNATIONAL HEAD OF PUBLICITY & COMMUNICATIONS, MS. ACHIENG' SHEILA OCHIENG, WAS RECENTLY FEATURED ON BBC.



GENERATION COVID?

THE REAL STORY



LISTEN HERE:

<https://www.bbc.co.uk/programmes/w3cszcn2>

Will young people end up paying the economic and social costs of the coronavirus pandemic?



Achieng' urged listeners to remain optimistic despite what is happening, "this pandemic has given this generation a global experience to see where there is a gap in terms of policy, infrastructure and the economy; look at how it was caused and start working towards the solution by harnessing human potential and collaboration." She encouraged youth to continue to be the epicenter in responding to the pandemic as it has allowed them to make decisions, take charge and play a vital role in structuring our future.

For more on this riveting podcast click here: <https://www.bbc.co.uk/programmes/w3cszcn2>



YALDA VIRTUAL PRE-iBOOT CAMP - BEYOND COVID-19: LEVERAGING THE BENEFITS OF THE AfCFTA TO SPUR AFRICA'S GROWTH

By Grant Davis, South Africa and Chuks Okoriekwe, Nigeria

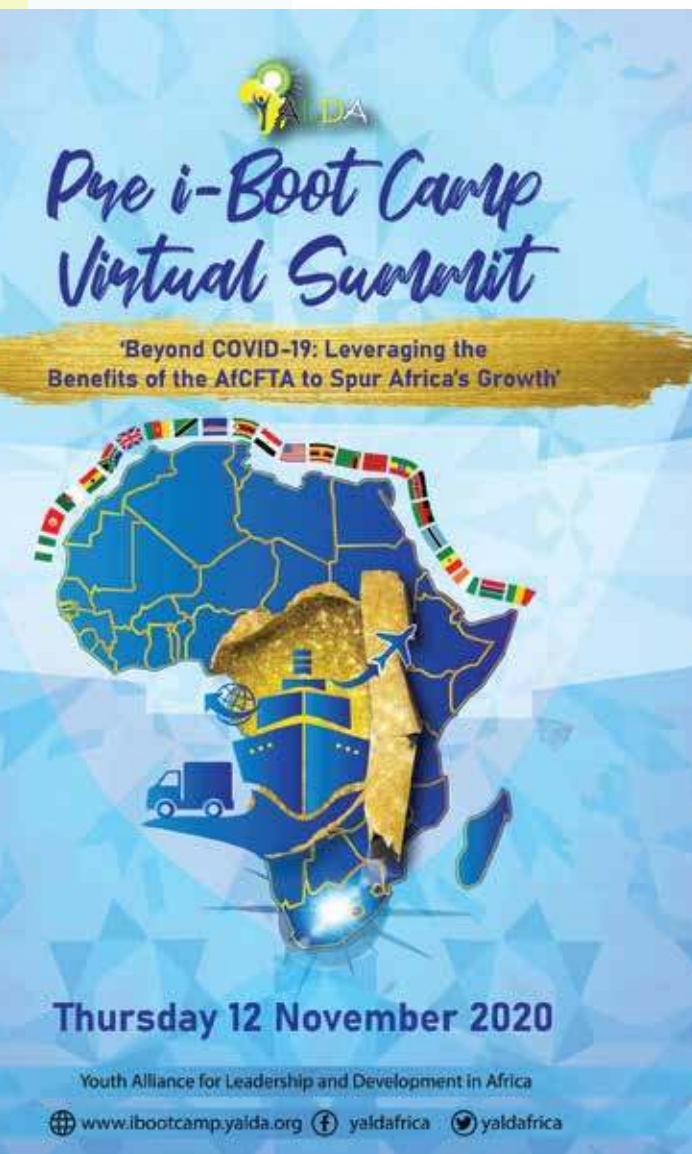
Introduction

As of 18th August 2020, the confirmed cases of coronavirus (COVID-19) in Africa stood at 1,127,770 with 25,897 deaths; many fear these numbers are significantly lower than the reality on the ground, but with a fragile public health system and the lack of adequate testing capabilities, no one knows for sure. The scourge of COVID-19 has impacted the livelihoods of millions of people across the globe, and the virus continues to cause significant disruption to the way we live, trade, and connect with each other across the continent.

The impact of the pandemic on the African economy, largely due to the disruption of the global supply chain, is dire; it is projected that Africa may lose half of its GDP, the crisis cutting GDP growth in 2020 by 3 to 8 percentage points, thereby pushing 23 million Africans into extreme poverty and undoing the development progress made in the last 5 years.

The ECA estimates COVID-19 could lead to Africa's export revenues from fuels falling at around US\$ 101 billion in 2020. Remittances and tourism have also been affected, resulting in a decline in FDI inflows, capital flight, domestic financial market tightening, and a slow-down in investments - hence job losses. The African Union (AU) projects that more than 20 million people on the continent will lose their jobs and economies of many African countries will experience a recession. With nearly two-thirds of African countries being net importers of basic food, shortages are feared to severely impact food availability and food security.

The African Continental Free Trade Area (AfCFTA), established through the signing of the consolidated text of the AfCFTA Agreement at the Kigali Summit on 21 March 2018, offers a potential solution. The AfCFTA paved the way for the establishment of a continent-wide free trade area whose main objectives are to create a single continental market for goods and



South Africa Virtual Summit Concept Note

services, with free movement of businesspersons and investments, and thus pave the way for accelerating the establishment of a continental customs union. With intra-regional trade accounting for 17 percent of Africa's exports, compared to 59 percent in Asia and 69 percent in Europe, there is significant opportunity for young people to participate and lead the way for further economic integration in Africa.



Although the AfCFTA became operational in July, 2020, due to the COVID-19 pandemic, its full operation was postponed to January, 2021. The operationalisation of the AfCFTA during and post-COVID-19 is therefore a call to action to resuscitate ailing economies in Africa by increasing the level of intra-African trade and greater collaboration to drive economic growth.

With this backdrop, YALDA and its partners seek to host a virtual youth summit entitled, *Beyond COVID-19: Leveraging the Benefits of the AfCFTA to Spur Africa's Growth*. The purpose of this virtual summit is to bring young people, industry leaders, and entrepreneurs together in a series of webinars, workshops and online interviews, creating a knowledge-sharing platform.

The purpose of this virtual summit is to bring young people, industry leaders, and entrepreneurs together in a series of webinars, workshops and online interviews, creating a knowledge-sharing platform.

This will enable and facilitate participants to share strategies around how young people can overcome the impact of COVID-19 and revitalise Africa's growth. Additionally, this virtual summit will seek to educate young people on the AfCFTA and how to leverage it in order to thrive in this 'new normal.' YALDA seeks to play its part in ensuring that efforts are undertaken to resolve information asymmetries that result from the lack of knowledge transfer about how this agreement will work, impact the youth, and show how they may potentially benefit from it in the long-term.

Objectives

The objectives of the virtual summit are to:

- Provide a platform for young people to engage digitally with industry and business leaders in order to share strategies around how young people can respond to COVID-19;
- Help young people leverage the changing ways of work and incorporate these into their business strategies in order to capitalise on opportunities that will arise in the digital environment post COVID-19;
- Address information asymmetry and challenges youth entrepreneurs face as it relates to trade and investment in Africa and the AfCFTA;
- Assist young people to be able to utilise trade agreements to expand their enterprises beyond their borders thereby deepening intra-Africa trade and creating more avenues for employment; and
- Legitimise the position that YALDA holds as the represen-

tative African youth-led organisation on the continent capable of bridging the divide between industry players and young people across the trade platforms, i.e. business, government, and multilateral institutions, thus deepening participation by young people.

Concept

1. Support the mobilization of youth from across the continent to a workshop virtually that will focus on four aspects:
 - a. Collaborating with industry leaders and business-people in an online forum and sharing of strategies to overcome the impact of COVID-19.
 - b. Connect young people to financial resources that will enable them to invest in their businesses and lead the way in kick-starting economic recovery in their respective countries.



- c. 'Digital Couches' - a concept used to refer to small groups set up virtually that enable participants to virtually break out into groups, enabling more dedicated feedback and allowing participants to network digitally.
- d. Taking participants through the tenets of the AfCFTA and how it may impact them through the facilitation of roundtables based on the following areas:
 - i. Movement of people
 - ii. Movement of goods and services
 - iii. Movement of capital and investment



These roundtables will include various stakeholders, actors, and participants in the agreement including ministers, trade representatives, and policymakers who will be able to guide the participants on how to understand and approach the pillars of the agreement.

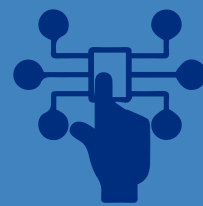
2. During the summit, YALDA and its partners will begin the process of cataloguing youth-run businesses across

various industries which have the potential for expansion across the continent utilising the tenets of the AfCFTA. This will enable these businesses to get the technical and financial support they need from investors and institutions to realise their growth potential.

Proposed Schedule

09:00 – 09:15	Welcome	YALDA SA President
09:15 – 09:30	Opening Address and Setting the scene	YALDA SA President
09:30 – 10:00	Keynote Address – <i>Importance of the AfCFTA in Africa's COVID-19 response</i>	Keynote Speaker – Wamkele Mene (Secretary General of AfCFTA)*
10:00 – 11:00	Symposium: What exactly is the AfCFTA and how can youth benefit from its operationalisation?	Workshop
11:00 – 11:30	Digital Networking Session	All
11:30 – 12:30	Growing the Digital Infrastructure in Africa for Effective Implementation of the AfCFTA beyond COVID-19	Panel
12:30 – 13:30	Break and Digital Networking Session	All
13:30 – 14:00	Midday Keynote Address – Spotlight: Trade Finance for youth-run enterprises in COVID-19 era and beyond – Strategies to Boost intra-African Trade	Keynote Speaker – TBA
14:00 – 15:00	Resuscitating African Supply Chain: Positioning youth-run businesses to leverage the AfCFTA for trade development,	Panel
15:00 – 15:30	Digital Networking Session	All
15:30 – 16:30	Innovative funding measures for your business during the pandemic and beyond	Panel
16:30 – 17:30	Final Business Pitches	
17:30 – 18:00	Closing Keynote Address – <i>Strategies for your business to overcome COVID-19 and set itself up to make use of AfCFTA</i>	Speaker – TBA
18:00 – 18:10	Announcement of Winner	YALDA International Head of Branches
18:10 – 18:15	Vote of Thanks and Closing	YALDA SA President

*To be confirmed



THE ROLE OF DIGITAL ACTIVISM IN AMPLIFYING YOUTH INITIATIVES

By Thato Mooketsane, Botswana



Youth initiatives are usually about community engagement or participation and growing communities in order to leave them in better shape than they previously were. They aim is to promote hope, inspire creativity, and mobilize youth to make vital contributions to their communities. Usually youth actions leave communities and individuals transformed and in a better space.

Youth initiatives have taken an active interest tackling issues of poor education, unemployment and health issues such as HIV/ AIDS and Sexually transmitted infections to name a few. Youth empowerment is also on the rise in areas such as promoting entrepreneurship, self-sustainability, mental health awareness for everyone especially in response to the bombardment of information from the media and surrounding environment, and participation in civil society activities.

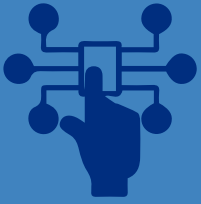


A new form of engagement is by digital activism. This involves using social media platforms such as Facebook and Twitter to communicate messages, discuss social issues, raise awareness, advance agendas, and educate the public. Digital platforms are used as tools for dispersing current information, expressing public concern, and elevating

underrepresented voices. This can be seen by the launching of revolutionary movements such as the #me too movement and #blacklivesmatter campaigns.

“During the 2010/11 uprisings in the Middle East and North Africa (MENA) the skillful use of Twitter hashtags and the leverage of social networks such as Facebook helped spread and legitimize uprisings in several countries in the MENA region. The movements were born of networks of activists working towards regime change and masses of citizens exasperated by high youth unemployment and food shortages across the region. The use of Facebook and Twitter developed solidarity among those across the region and Arab diasporas and influenced coverage of Western journalists that resulted in momentum





of the movement. Online participation included individuals retweeting information or modifying profile images in support of a cause which became amplified by the numbers of individual efforts.” (Roberts, n.d.).

Recently, the black lives matter movement gained global momentum after the killing of a black man at the hands of policemen was recorded on video. The incident garnered worldwide retribution as youth of all races came together to stand up for the rights of people who continue to be brutalised while in police custody across the world. Digital activism has emboldened activists’ sense of self-efficacy. A single hashtag has given one access to real-time conversations and has led to many actions being taken by activists online and in communities.

“If one thing defines this era of youth digital activism, it is the ability to make and widely share media. It is possible for ‘widely distributed, loosely connected individuals’ to work together to solve a problem or create something because the costs of building loose networks of contributors and disseminating information digitally are nearly zero. When people make their own media they can assert power by framing issues in ways that compel others to change their minds or to adapt to new realities and perspectives. They use digital technologies for coordination and amplification. Mobile computing, in particular, is allowing a new generation of citizens to access the Internet and enjoy lowered coordination costs” (Graeff, 2016).

In Africa, where some countries have political unrest digital platforms really do make a difference and give citizens, including youth, a chance to voice out their complaints and grievances. Moreover, “online actions can be important in countries where public spaces are highly regulated or are under military control. In such cases, online actions are a better option than possibly physically dangerous ‘live’ actions” (Fuentes, n.d.). With the current COVID-19 pandemic, African youth have come out on social media platforms to question government systems and demand answers on government strategies for bailout and assistance to vulnerable small businesses and their survival. As we know, weak institutions make it difficult to deal with calamities, especially in fragile economies.

“These new forms of digital activism are not without problems and controversy. Many youth are still excluded from civic and political participation. That is why it is important to comprehend

“Online actions can be important in countries where public spaces are highly regulated or are under military control. In such cases, online actions are a better option than possibly physically dangerous ‘live’ actions” (Fuentes, n.d.)



the wide range of contemporary tactics, tools, and trends and the unique challenges youth digital activists face in connection with current laws, norms, market forces and educational practices” (Graeff, 2016). Additionally, there are

limitations and negative outcomes to digital activism such as misinformation and the inclusion of toxic ideologies on digital platforms. The most typical examples include encouraging cyber-terrorism, criminal hacking, cyberbullying, pornography, and exposure to uncensored content. This exposure may affect youth and young children by exposing them to harmful content, thus having long lasting damaging effects.

“However, the young people best poised to transform the practice of democracy around the world are those who not only create media but also build the tools and platforms through which they are made, shared and organized. This new

movement of civic hacking and cultural remaking is called ‘entrepreneurial citizenship.’ This represents a small but powerful cohort that is taking its cues for solving the world’s problems and identifying primarily as social entrepreneurs and designers and secondarily as political or as activists” (Graeff, 2016). Across the African continent, affordable wireless Internet access and increased smart phone ownership could make the most potent force for expanding the pool and potential of young digital activists.

In conclusion, there are great conversations happening on social media and youth are really taking a stand in bringing issues to the forefront. It brings a great deal of awareness to people and allows for ways to collectively respond to injustices, moving forward initiatives and common causes. The takeaway should be to stay informed, be involved and learn to do our own research on pressing issues that affect our communities.



YALDA PROFESSIONAL AFFILIATE

By Haitam Charaf, Morocco and Joshua Mawerere, Uganda



Creating opportunity for young leaders to benefit from the experience of older people is a great gift that inspires me because it is a contribution to building a better future for all.

- Ismail Douiri

Ismail Douiri is General Manager of Attijariwafa bank, a regional financial institution based in Casablanca, Morocco and serving 10.2 million clients in 25 countries in North, West and Central Africa, as well as Western Europe. He joined Attijariwafa bank in 2004 as VP of Strategy and was promoted in 2005 to Deputy General Manager. In 2008, he was appointed by the Board of Directors as General Manager. Ismail also currently serves as a director of the Casablanca Stock Exchange, and of most subsidiaries of Attijariwafa bank in North, West and Central Africa. He is Chairman of CARE International Maroc, the Moroccan chapter of CARE International.

Ismail Douiri draws his passion for learning, for science and academic achievement from his father who was the first Moroccan to be accepted at the very competitive French Military-led engineering school named Ecole Polytechnique (Paris), the same school which he later attended. Ismail also holds another engineering degree from Ecole Nationale Supérieure des Télécommunications (also in Paris) and an MBA with high distinction from Harvard Business School where he was a Fulbright scholarship recipient.

He started his professional career with Westinghouse Electric Corporation in Baltimore, Maryland, then joined Casablanca Finance Group, a boutique investment bank based in Morocco. After completing his MBA, he worked for Morgan Stanley in London, for McKinsey & Co. in the North Africa Initiative, and he founded a mobile internet start-up in Morocco.

Since his early years, Ismail has been driven by immersing himself in educational opportunities that enhanced his personal growth as well as finding unique opportunities to contribute to the community. Making a positive impact is of the upmost importance in all he does. In his words, ***"I need to learn permanently and feel that I contribute in a way that is useful to others: colleagues, clients, partners, community at large."*** This need for purpose has pushed him to change jobs whenever one of these two dimensions was not present.

Further opportunities to impact society emerged in his 30s, when he received several invitations to engage in various NGOs

and use his business skills to address social issues. As much as he thought he would be giving back, he was pleasantly surprised when working on those various initiatives that it also had positive impacts on his business skills and networks. Significant personal transformations came from his invitation to join the Young Global Leaders group of the World Economic Forum in 2010, and later to launch the Casablanca Hub of the Global Shapers and to recruit the first class of young, positively-minded social actors.

Ismail Douiri came to know YALDA when he was invited to be the keynote speaker at the YALDA Morocco 2018 i-Boot Camp in Rabat by the YALDA Senior Advisor and fellow HBS Alumnus - Ms. Bukamu Laone Hulela. Ismail recalls this unique experience, ***"I had a great time sharing views on many important issues with youth from YALDA. The mission of YALDA resonates a lot with me because many aspects of who we are as a person are already within us at 20, but nothing replaces experience when it comes to human behaviors, lessons from failure, ability to prioritize, importance of self-awareness and authenticity, search for balance in all the dimensions of your personality, ability to listen to your inner voice more than searching the validation of others..."***

Beyond his business activities and his volunteer work with numerous NGOs, Ismail enjoys many extra-curricular activities including swimming, hiking, and water sports that keep him fit and healthy. He also enjoys car racing, but mostly as a spectator. But for him, music is what spiritually flows to the furthest side of his veins, especially "Classical" music. He has been playing the piano and violin since he can remember and recently learned to play the clarinet while attending his son's music lessons. Playing chamber music and most recently jazz with his son is a great source of energy for him as it allows him to re-center and re-focus himself. Ismail reminds young people that ***"It is so important now more than ever with all the busy schedules to find your unique way to nurture your inner life that guides you in your every day actions."***



BRANCH ACTIVITY HIGHLIGHTS

By Katlego Nawa, Cameroon/Botswana

YALDA UNITED STATES OF AMERICA

During this quarter, and the majority of this year, the YALDA United States of America (YALDA US) Branch has been particularly affected by national instability and the global health crisis, which have stymied both our activities and the involvement of some of our board members. The COVID-19 pandemic, in addition to the US Election cycle and various movements, has completely modified our way of life, introducing a host of unforeseen challenges and anxieties. Nevertheless, YALDA US has accomplished a lot this year and is positioning its moves for a strong play in the upcoming year.

In response to the pandemic, YALDA US created an International Student Task Force to establish the **International Student Relief Fund**, an initiative that supports African university students in the United States facing COVID-19-related challenges. The US Team recognized the unique position faced by international student populations with questions concerning visa status, housing, education, healthcare and economic solidity. Our aspiration was to learn more about how the pandemic was shaping the lives of international students and coming up with ways to relieve that burden and further YALDA community-oriented and partnership-building efforts.

The objectives of this initiative include:

- 1 Conducting research on the African student population in the United States.
- 2 Investigating zones with high concentrations of African transplantation.
- 3 Locating students of need through online application and outreach.
- 4 Raising funds to support these students.
- 5 Identifying a list of other resources, including access to healthcare and housing assistance.
- 6 Welcoming these students into the YALDA family.
- 7 Celebrating stories of resilience and hard work among selected recipients.

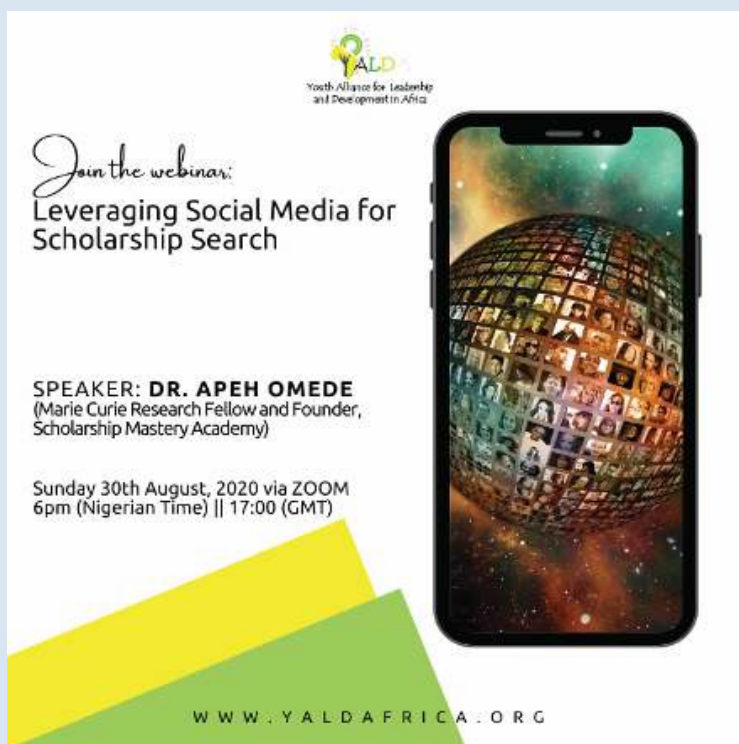


YALDA US has completed a number of grants and grants in consortium, pursued crowdfunding outlets, attended events such as Black Philanthropy Month (BPM), and built working relationships to support this initiative. We even had a conversation with the co-founder of BPM, Jackie Copeland, who imparted her knowledge of philanthropy associations and the importance of utilizing information design to bolster our sponsorship endeavors. The branch will also be making an appearance at *Giving Tuesday*, an event inviting donors to support movements and initiatives. Although we have made efforts to establish the International Student Relief Fund, the loss of members of our Fundraising Team, namely that of our former chair, has affected its progress. However, we remain spirited in pursuit of making a difference within the African international student community.



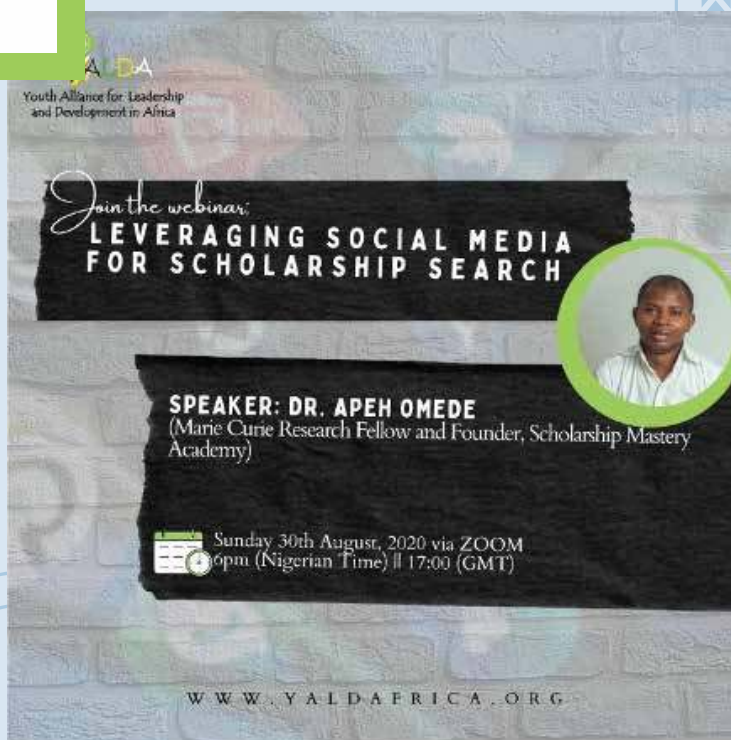
YALDA NIGERIA

Given the ongoing global pandemic and limitations to in person meeting and university branch activities, YALDA Nigeria implemented the YALDA International Go Digital Strategy in order to keep their members engaged and empowered.



Social media such as Facebook, Twitter, LinkedIn, Research Gate etc. present immeasurable opportunities for young people on the continent of Africa to gain access to scholarship opportunities. With growing internet penetration in Africa, the youth who constitute more than 60% of the continent's population spend considerable number of hours online. The internet has been described as the world's largest library, however, many of those with access to the internet are not equipped with the necessary tools to leverage the opportunities inherent in this library.

In view of this, YALDA Nigeria organised a special webinar in a series of capacity development webinars titled: "Leveraging Social Media for Scholarship Search" to capacitate members on how to maximally utilise their social media presence. The webinar was led by Dr. Apeh Omede, a Marie Curie Research Fellow and Founder of Scholarship Mastery Academy who has won more than \$400,000 grant in post-graduate studies across Australia, Spain and Ireland. The session featured practical research tips and tools on scholarship search through social media.





YALDA ZIMBABWE

Due to the COVID19, most of the branch activities were centred online. YALDA Zimbabwe had the opportunity to attend online events that including Conferences such as the AfriMUN (African Model United Nations) Conference 2020 held on the 15th and 16th of August 2020. The branch's acting assistant executive director, Miss Tildah Magoba had the honour of participating in the event as a delegate.

We also participated in **forums**, particularly a high-level political forum on sustainable development hosted by HIRED Consult on 17th July where the Assistant Executive Director had the honour of being selected as one of the speakers. Such forums provide youth with a platform to communicate their needs, interests and innovative ideas as well as to receive guidance and assistance that they may consider fit to employ in their course of pursuing their interests and ambitions.

YALDA Zimbabwe had the opportunity to attend a Ministers' feedback meeting hosted by the Zimbabwe Youth Council on the 2nd September 2020 which the Local University Coordinator, Miss Nyasha Dowani had the privilege to attend.

In addition, the branch's acting multi-media specialist, Mr Tapiwa Chiweshe was acknowledged for his tremendous work with regards to online presence, particularly posting relevant content on the branch's social media platforms. This kind of engagement is needed for providing youth with opportunities to network and participate in a number of activities, training

 facebook.com/yaldazimbabwe

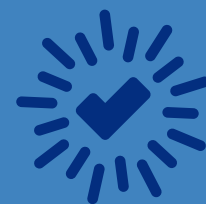
 twitter.com/YaldaZimbabwe

 instagram.com/yaldazimbabwe

webinars, conferences, summits and forums.

Aside from attending online events, the branch is playing its part in contributing to Southern African development as we had the opportunity to contribute and submit ideas to UNESCO Southern African

Regional Office for the development of an online campaign video for donor engagement and resource mobilisation.



YALDA MAURITIUS

Mauritius Chapter has experienced a very insightful quarter, even with the COVID19 we managed to do many activities towards contributing to regional development and youth empowerment. In fact, YALDA Mauritius Chapter focused on a trio of objectives for this quarter:

- 1 To raise the visibility of YALDA across the island through its members
- 2 To continue our activities post-COVID 19 in Mauritius
- 3 To plan our activities for the coming months by posting regularly and boosting these posts, we managed to release the initial objective.



YALDA Mauritius Chapter has been active in increasing its social media presence and has garnered more followers. Most of our events were hosted through Facebook Live videos to increase our audience reach. We also increased our presence by organizing programmes across different villages in the island.

During this quarter, YALDA Mauritius organized the following events:

- L'Escalier International City of Peace Event
- Plant Distribution and Sensitisation Campaign
- Covid-19 Symposium: Economic, Humanitarian and Social Aspects Other Activities Planned
- Outing with all members
- Distribution of school bags and other provisions for Christmas



MEMBERS OF THE QUARTER



Zikhona Miso
YALDA South Africa

Zikhona Miso is a journalist and radio presenter at the South African Broadcasting Corporation in Johannesburg. She is the host of current affairs show “Africa Middy”, discussing headline news from across the continent on Channel Africa radio which broadcasts across Africa in six languages. She is the founder of INCOKO YETHU dialogues (meaning our conversation in isiXhosa). The sessions offer a space for critical, raw, and honest conversations on a range of topics relevant to the modern-day African experience.

Zikhona’s passion lies in getting Africa talking intergenerationally in meaningful and educational ways. Zikhona is an alumnus of the Thabo Mbeki African Leaders’ Institute at UNISA. She studied journalism at the Tshwane University of Technology and has trained with the Sol Plaatje Institute for Media Leadership and the U.K based Thomson Foundation, among others. She also completed a course on Public Management at Bridgewater State University in Massachusetts (US) as a 2019 Mandela Washington Fellow (MWF). MWF is the flagship program of the prestigious Young African Leaders’ Initiative (YALI) founded by former US President Barack Obama.

Eric Munene Murithi is a Junior studying Applied Computer Technology at the United States International University Africa in Nairobi, Kenya. As a passionate member of YALDA since joining in 2018, he is driven by leadership and inspires his peers to take up leadership roles in schools and communities. In 2019, he was elected as the Inter-University Representative for YALDA USIU because of his determination to become an impactful leader and support for YALDA’s mission. Eric was key in uniting all YALDA branches in Kenya by working tirelessly with fellow leaders. He believes that with great leadership, Africa will become a strong independent continent and a world superpower.

Also, he believes Africa can reach her full potential by eliminating certain drawbacks such as corruption, tribalism, conflicts, and violence which hinders Africa’s success. He hopes that one day he will get to work with impact-oriented organizations such as YALDA, UN, and African Union, among others, to be able to pursue his dream of leading Africa to a better place.



Eric Munene Murithi
YALDA USIU, Kenya



Joel Joseph Kemogne
YALDA Cameroon

Joel Joseph Kemogne is a young Public Health expert working as lead epidemiologist at the COVID-19 riposte Center in Yaoundé, Cameroon. Currently, Kemogne is the Chair of the Project Committee of YALDA Cameroon where he develops, implements and manages community development projects. As the Deputy Executive Director for YALDA PAID-WA, he nurtured the love for service and leadership. The experience gained while working for YALDA developed his leadership skills and has shaped his career path. Beyond YALDA, Kemogne serve as the Deputy Chair for Central Africa of the African Youth Union Commission (AYUC). He is an alumnus of several leadership and public health programs including the Young African Leaders’ Initiative and the Indian-Africa Health platform scholarship.

Through YALDA, he has represented Cameroon and Africa as well as had opportunities to participate in several national and international conferences which engaged and encouraged youths to be actors for change and development in Africa and the world. Kemogne remains a strong pillar for YALDA Cameroon and his passion for YALDA is undying.



CREATIVE AFRICAN EXCHANGE (CAX WEEKEND): A CRITICAL LOOK AT HOW AfCFTA WILL INFLUENCE GROWTH OF THE CREATIVE ECONOMY

By Moses Kujero, Nigeria

Thursday, 30 May 2019 commemorates the day the African Continental Free Trade Area (AfCFTA), the largest trade agreement signed since the establishment of the World Trade Organization, came into effect. The AfCFTA seeks to promote intra-African trade through the establishment of a single continental market for goods and services with free movement of business, persons and investments. Trade amongst African countries was just 16% of continental trade in 2014¹, whilst the United Nations Economic Commission for Africa projects that the AfCFTA can potentially boost intra-African trade by 15% to 25%, or \$50 billion to \$70 billion, by 2040² with AfCFTA implementation.



The Creative African Exchange (CAX) was created as a catalyst to bring together identified assets and resources within the creative ecosystem. Launched during the intra-Africa Trade Fair in Cairo in December 2018, CAX is the only pan-African summit for creative ecosystems devoted to creativity in the fields of music, art, design, fashion, literature, culture, publishing, film, and television; it facilitates investments into the industry through trade, industrialization, and provision of critical infrastructure to support the transformation of Africa through mobilizing continental initiatives such as the African Continental Free Trade Agreement (AfCFTA) and Intra-African Trade Fair (IATF). The first CAX weekend was held in Kigali, Rwanda in January 16th -18th, 2020³.

The Importance of CCI (Creative Cultural Industry)

CCI includes industries such as music, film/TV, plays, books, fashion, gaming, and ICT development, connected through the underlying creative process required to develop their products and services. In an innovation-driven era, the CCI is a key component of economic growth. These industries contribute \$200 billion to the global digital economy, and generate US\$2250b of revenues and approximately 29.5 million jobs worldwide.

Recent development in technology and internet growth, has influenced global adoption of digital means of accessing and

consuming CCI-based products/services, which in turn led to digitization of almost all CCI globally. The vast digitization of African CCI is already accounting for a significant proportion of the value generated in these industries. It is therefore important we raise awareness about the possible impacts on African CCI due to the changes in the African economic landscape as a result of AfCFTA implementation.

Creativity is the new currency

One benefit of CCI could be reduced unemployment due to the opportunities that the African creative economy will generate. AfCFTA is to be implemented in five stages. The first is in respect of the trade of goods and services and is focused on the elimination of tariffs and other trade barriers between African countries and will positively impact the CCI industry by opening up new territories across the continent for locally-made clothing and accessories at favorable prices. The CCI will also directly influence unemployment by creating opportunities across borders for creatives in African countries where their skills are in demand.

According to the Creative African Exchange, key markets in Africa have recorded growth and AfCFTA is expected to generate \$4.2 billion and 547,500 jobs. Consolidated investment of just US\$100 million will facilitate 10 million new jobs⁴! The Creative Cultural Industry is on the verge of becoming a major pillar of sustainable development and

growth in the continent. CAX aims to be at the forefront of these discussions, with the necessary resources to realize the united African goal.

Intellectual Property registration and protection strategy will be critical to harnessing the full potential of the AfCFTA by providing guarantee to protection of creative IP across Africa. Although Africa lags behind in the number of patents filed, in countries with non-African residents having a higher chance of filing for patents than a resident, these are issues the AfCFTA aims to solve to create a seamlessly running creative and cultural industry in Africa.

From all indications, the AfCFTA will benefit the creative and cultural industry by driving growth and creating opportunities for creatives in the continent. Thus, if you are in the creative industry, getting yourself acquainted with the AfCFTA is critical.

According to the Creative African Exchange, key markets in Africa have recorded growth and AfCFTA is expected to generate \$4.2 billion and 547,500 jobs.

¹<https://qz.com/africa/1633022/africa-free-trade-deal-will-boost-continent-economy/>

²https://www.uneca.org/sites/default/files/Publication-Files/brief_assessment_of_afcfta_modalities_eng_nov18.pdf

³<https://cax.africa/>

⁴<https://cax.africa/about/>



YOUTH USING ART TO PROMOTE SOCIAL JUSTICE – MEET RONALD KEGOMODITSWE

By Kingsley Matshaba, Botswana

Ronald Lolo Kegomoditswe is a fine artist based in Botswana who has sustained himself by canvas and brush, painting and drawing for a living for the past six years. Ronald uses his art to bring attention to the socio-economic challenges faced by his community. Ronald's artwork enjoys an array of buyers that hail from global markets such as the United Kingdom, South Africa and the United States of America, comprising of both government and private collectors.



Ronald's love for art developed early in his life, where from a tender age he drew on the ground using fingers and sticks with other kids. The young artist's skill and love for art bloomed as soon as Art was introduced as a subject at his junior school. Ronald's art work is mostly inspired by his environment and what he learns from it throughout his life, as his work reflects local tradition and culture, conceptualizing identity, social unrest, flora as well as fauna.

Ronald's art style embodies vast mediums to convey his message; exploring the different techniques such as realism and abstract woven with African culture accents, to express his creative talent. The young artist relies a lot on mentorship from industry veterans such as the globally acclaimed Wilson Ngoni, a fellow local artist who has pioneered the local art industry and enjoyed great success from it. Ronald aspires to emulate Wilson's success and holds the notion that Africa's creative and cultural diversity is yet to be fully explored as it has the potential to further boost demand for travel and trade across the continent.





Although, his art work enjoys a greater audience and popularity from abroad markets, the young enthusiastic artist has expressed his intention to develop the landscape of art within Botswana. Ronald was quoted by local media conveying his intention to play a part in ensuring local artists earn more from their work and to rally the government behind the industry; by ensuring government's commitment of resources to the industry and sponsorship of art students to study the craft at higher levels of education such as University, an initiative the locally government has historically shunned.



The fine art creative recently held an exhibition titled; 'Maitemogelo', alongside Prince Tom a local trail blazing creative talent, together they showcased some of their personal life experiences and observations regarding Gender Based Violence through the visual arts. 'Maitemogelo' is a Setswana term that translates loosely to 'epiphany or realization' and as the name suggests, the art pieces on exhibition were highly influenced and conceptualized by the epiphanies the creative duo had about their community and their social attitudes particularly towards young girls and women. The talented Ronald expressed that Art is a form of healing and allows GBV victims to convey their emotions and experiences through their creativity.

The young artist hopes to flourish through his art work and for the continent to recognize the industry as a viable means to diversify economies and employ the multitudes of talented African Youth.



WEBINAR HIGHLIGHTS

By Abinaidah Chaseba, Zambia and Bethelhem Kassa, Ethiopia

JULY 15 WEBINAR

Distance Learning in Africa

Distance Learning in Africa

What will it take to provide distance learning solutions for students in need during the COVID-19 pandemic?

Date: Wednesday, 15 July 2020

Time: 4:30pm EAT, 3:30pm CAT,
2:30pm GMT, 9:30am EST

#WYSD2020



WORLD BANK GROUP



Youth Alliance for Leadership
and Development in Africa

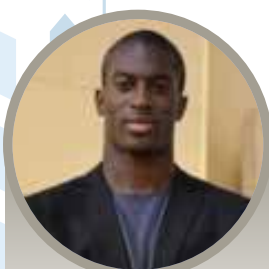


At the worst of the COVID-19 pandemic, more than 1.5 billion children needed online schooling, with more than 90% of the world's enrolled students forced out of school. Extended school closures can have both short and long-term

consequences, including hurting student achievements and hampering future economic opportunities. The World Bank and the Youth Alliance for Leadership and Development in Africa (YALDA) have partnered to organize regular roundtables on development topics.

These roundtables are hosted to allow dialogue among Africa's youth, and prepare youth-grown solutions that influence policymaking in Africa. In response to school closures, some African entrepreneurs and educators have identified distance learning as a solution, joining young leaders across the world who have stepped up to provide innovative technological solutions in distance education and online learning. The measures taken by the faculty to implement distance learning education include the creation of an open source online learning platform called Moodle, creation of several groups on Facebook for educational purposes, creation of a chat room on video game platforms and delivery of course materials by *taxi-brousse*, where some students serve as delivery and relay points for other nearby students.

The World Bank and the Youth Alliance for Leadership and Development in Africa (YALDA) have partnered to organize regular roundtables on development topics.



Franck Gbaguidi
Analyst, Infrastructure
World Bank
CO-HOST



Boutheina Guerhazi Dominique
Director, Digital Development
The World Bank Economics
SPEAKER



Amour Freddy Bilombo
Subsea Installation Engineer
World Bank 2019 Blog4Dev
Winner for the republic of
Congo
CO-HOST



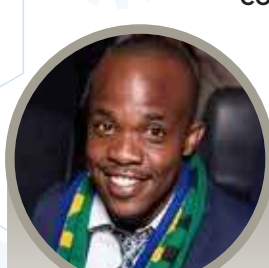
Dr. Josie Volaravo
Director, Digital Development,
The World Bank Dean of the
Faculty of Law, Economics,
University of Antsiranan
SPEAKER



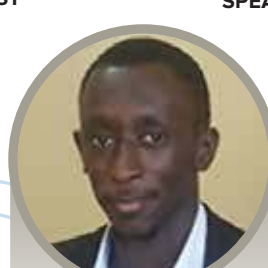
Dima Sorri
Co-founder and CEO of
Explore AgoRa
SPEAKER



Eric Pignot
Founder and CEO of
Enko Education
SPEAKER



Given Edward
Founder and CEO of Mtabe
SPEAKER



Sidy Ndao
Founder of SenEcole and
The youth Pan-African Robotics
Competition (PACR)
SPEAKER



Eman Wahby
External Affairs Officer at
Egypt Country Office,
World Bank
SPEAKER



JULY 25 WEBINAR

Scholarship Application Made Easy: Position Yourself to Access Opportunities

The general aim of seeking graduate education is to build capacity/expertise in certain areas and contribute to the continent's development. It is understandable that top ranked institutions across the globe are highly competitive as they receive thousands of applications yearly; and hence, in this day and age, getting a scholarship to top schools around the world is becoming very competitive and involves rigorous processes.

YALDA organized this webinar to help youths all over Africa learn how to distinguish their applications and get admission to their dream institutions. With this webinar, individuals gained insight from experts and got to understand the dos and don'ts of scholarship applications. The speakers indicated that most schools look at other things an applicant is involved in besides academics, including sports, clubs, and volunteerism. For example, volunteering for an organisation like YALDA can help one's application really stand out. These requirements are not only considered in scholarships, but also job applications.

**Scholarship applications made easy:
Position yourself to access
AMAZING opportunities!**

Do you know that despite the situation with COVID-19 pandemic, schools are still awarding lots of funds in scholarship and grants? **Join us and find out more!**

Date:
Saturday 25 July 2020

Time:
5pm EAT, 4pm CAT,
2pm GMT, 10am EST

YALDA
Youth Alliance for Leadership
and Development in Africa



Chuks Okoriekwe
YALDA Nigeria
President
HOST



Lokomo Simon Peter
Cert TESOL/Bsc/MPH
SPEAKER



Eniola Kiite
Founder of Mentor
Eniola Women
Empowerment Initiative
(MEWEI)
SPEAKER



AUGUST 12 WEBINAR

International Youth Day - Game Changers

Young people are central to the achievement of the 2030 Agenda for Sustainable Development, both as beneficiaries and drivers. The International Trade Centre's Youth and Trade Programme along with partners from around the globe have come together to engage youth to create change. Under this year's theme, Youth Engagement for Global Action, ITC organized a number of activities to bring together youth, policy makers, and partners to promote engagements between stakeholders at every level around the creation of youth-friendly policies and initiatives.

As the Youth and Trade Programme aims to provide 100,000 youth with market ready skills, the ecosystems into which these youth enter must also be friendly to their involvement. In particular, the aim was to engage in youth-led and youth-focused dialogue on how youth must be mainstreamed into critical policies from governments, business support organizations, and other entities. In addition, it is meant to give voice to how youth can support one another.



Jeph Acheampong
Founder and CEO
Blossom Academy



Nancy Amunga
Managing Director
Dana Logistics



Abena Dugan
Vice Chairperson
Commonwealth
Youth Council



Prince Boadu
Co-Founder
Kumasi Hive/
Maptech Logistics



Inota Cheta
Founder
ShePreneur



Cole Davids
CEO
Pillar 5 Group



SEPTEMBER WEBINAR

YALDA Branches Virtual Retreat



To circumvent the limitations that came with the COVID-19 pandemic, YALDA in May, launched an initiative that has

enabled branches to continue with planned activities through digital platforms - the YALDA Branches Go Digital Initiative. A follow-up YALDA Branches Retreat was held in September to learn how branches have been able to implement their action plans thus far. It was also meant to allow YALDA branches from across the continent to connect and interact with each other under one digital roof.

To ensure continued success of the digital strategy, branches were advised to promote an unprecedented level of digital collaboration among their members and actively participate in shaping digital solutions, which must be included in every aspect of branch programming. During the online event, YALDA Regional Associates gave an overview of the branch activities in their respective regions. Information was provided on the Umoja Africa Campaign, which seeks to help young people understand the purport of the AfCFTA and promote youth inclusiveness in its implementation. The branches were informed on the various activities of the campaign that they could participate in at branch level. Insight was given on YALDA's publicity strategies and its collaboration with various stakeholders and partners. The branches were urged to help foster long-lasting YALDA-Stakeholder relationships by supporting the publicity strategies. Ending the event was a presentation on the upcoming YALDA Virtual i-Boot Camp which was originally supposed to be held in person in South Africa.



Pretty Thogo
Operations Director,
YALDA Botswana
MODERATOR



Mohammed Kerkulah
YALDA Liberia
MODERATOR



Notilija Arcenia Vilanculo
Regional Associate for
Lusophone Africa
PRESENTER



Chuks Okoriekwe
YALDA Nigeria
President
PRESENTER



Bitania Lulu Berhanu
International YALDA
Branches Coordinator
HOST



Natalie Sonia Mukundane
East Africa
Regional Associate
PRESENTER



Laone Bukamu Hulela
YALDA Senior Advisor
PRESENTER

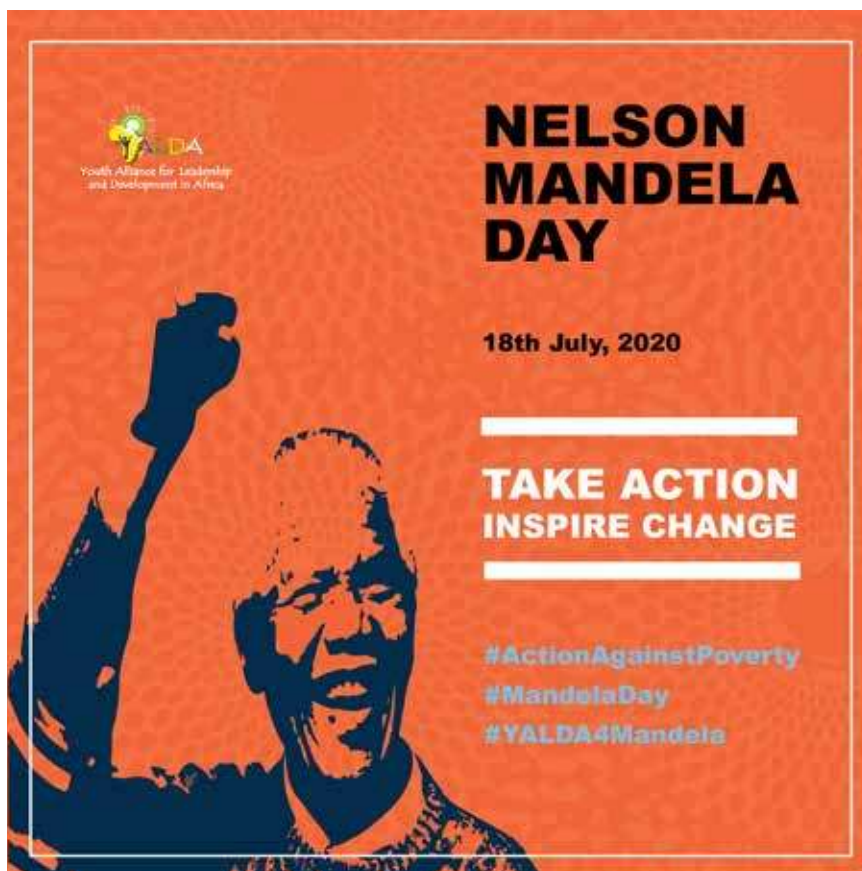


STATEMENT HIGHLIGHTS

By Nicholas Mensah, Ghana

JULY

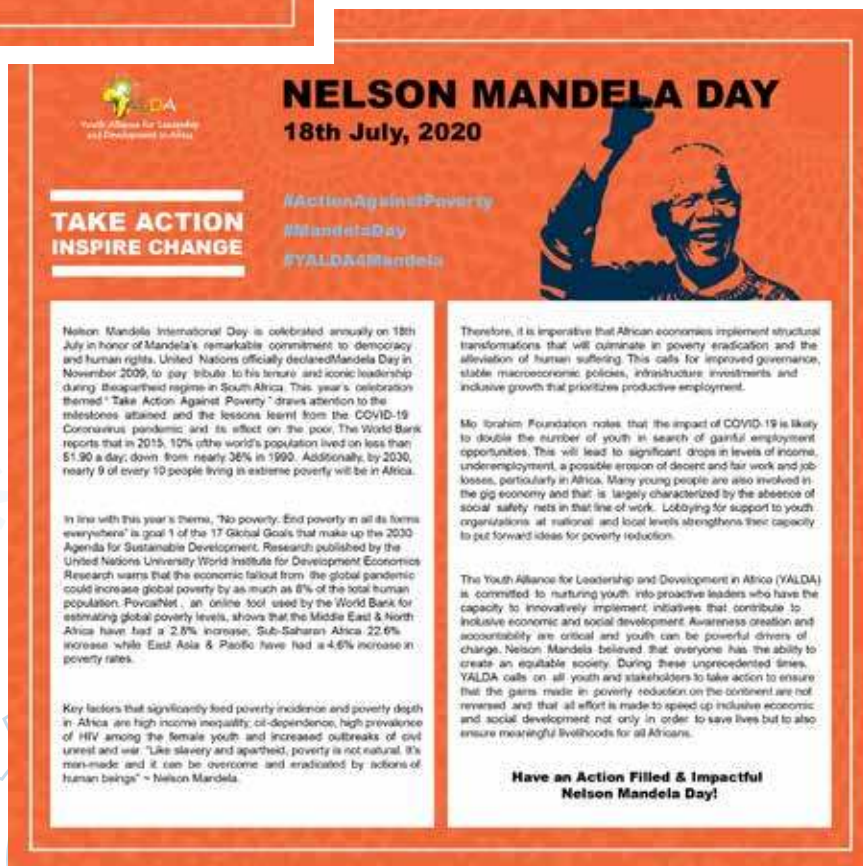
Nelson Mandela Day (July 18)



In November 2009, the United Nations declared Mandela Day to be celebrated on 18th July of every year in order to honour Nelson Mandela for his remarkable commitment to democracy and human rights.

The theme for this year's celebration was "Take Action Against Poverty" and on that day, awareness was created on the Sustainable Development Goals (SDG) 1 which states, 'No Poverty: End poverty in all its forms everywhere'.

Also, attention was drawn to the milestone attained as well as the lessons learnt from the COVID-19 pandemic and its effect on the poor.



AUGUST

International Youth Day (August 12)



The United Nations General Assembly declared August 12 as the International Youth Day. The day, which was first celebrated in the year 2020, is meant to provide the opportunity for young people's voices, action, and initiatives to be streamlined and acknowledged.

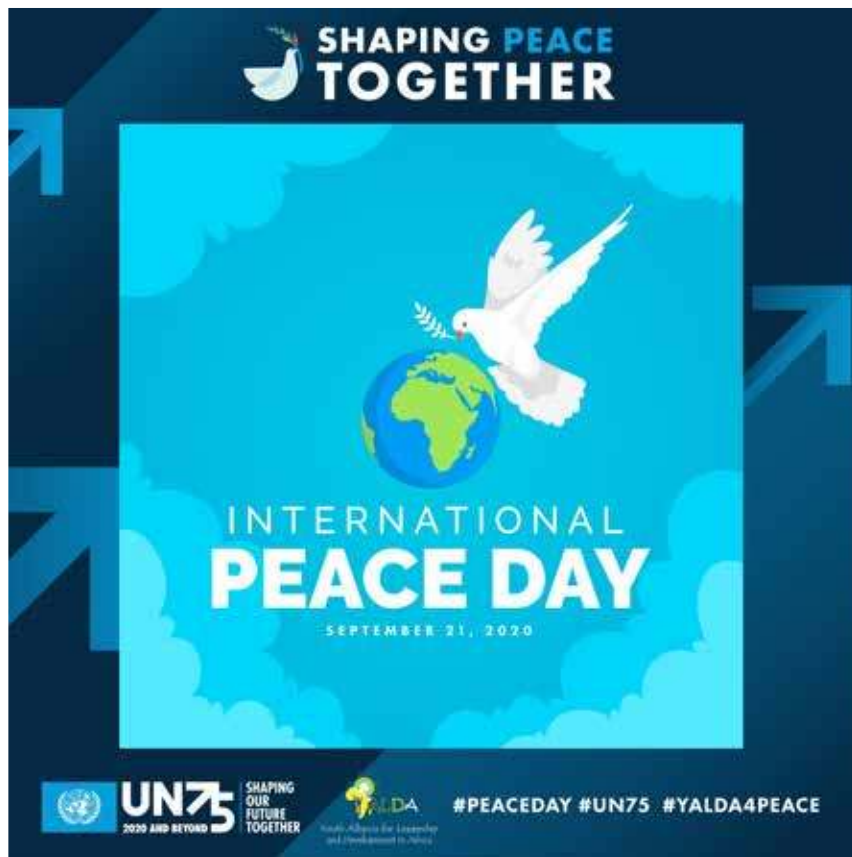
This year's celebration operated under the theme "Youth Engagement for Global Action". The world was reminded that the global youth population continues to grow and their engagement is central to attaining sustainable, inclusive, and stable societies as well as the realization of the SDGs.





September

International Day of Peace (September 21)



In The International Day of Peace was established by the United Nations to strengthen the ideals of peace, both within and among nations and people. Every year, September 21 is a day dedicated for the global ceasefire and non-violence and requires all nations and people to honour a cessation of hostilities for the duration of 24 hours.

“Shaping Peace Together” was the theme for this year’s celebration and it was a reminder for all people to promote peace and alleviate tensions and causes of conflicts. On that day, there was fostering of dialogue and collecting of ideas. Also, young people in Africa were reminded of the need to silence guns to create conducive conditions for the continent’s development.





SELF-IMPROVEMENT CORNER TOPIC: COMMUNITY ENGAGEMENT: HOW TO MOTIVATE THE YOUTH AROUND YOU

By Omowunmi Amodu, Nigeria



“If you want to lift yourself up, lift up someone else.”

– Booker T. Washington

The youths constitute zealous and vigorous individuals that are keen on bringing change to any status quo. They are energetic people that challenge and bring to life redundant atmospheres. The youths have always been referred to as the future of leadership and, hence, their participation in the building of the future we desire cannot be overemphasized. The African youth comprises about 70% of her population, a great asset in helping to chart the course of the continent.

YALDA believes in empowered youths, people that can begin to rise up in their little space to affect and impact their communities. These community engagements can only be possible when the young minds are motivated and their passions aligned correctly.

Therefore, to motivate any youth or group to engage in meaningful impacts for the community, you must first be motivated. Are you passionate about your convictions to bring change? Are you resilient to face any challenges? Are you approachable and fun-filled?

To motivate youths for change, there should be adequate communication of the solutions you hope to proffer while identifying in-depth the specific community problems. Outline small steps that are easily achieved, pick one project at a time while encouraging the understanding that the progress of any community engagement is collective and not individual. Identify the strengths and weaknesses of individuals to help chart their line of purpose and harness their skills and passions

YALDA believes in empowered youths, people that can begin to rise up in their little space to affect and impact their communities.

to fit in any project nonetheless. People are motivated by what they find interesting.

Youths can be helped to develop skills for social relationships, a very important prerequisite for identifying with the needs of the people amidst their diverse cultures. The appreciation of the community gives a sense of belonging and motivation. The exploring and adventurous minds of youths can be engaged in digital literacy for dynamism as routine is a killer of motivation.

Youths also enjoy flexibility. How flexible must they be to work for community development and schedule their other engagements such as schooling, businesses etc.? Flexibility creates ease and adaptation for their many demands. Give ample space and time while ensuring spontaneity of projects.

Rewards are essential and praises connote acceptance and relevance. Youths making a difference should be recognized, thus giving motivation for future expectations, even for others. Invariably, correction also motivates. Identifying one's flaws and failures can help push for improvement and involvement with the team.

Lastly, *"all work and no play, makes Jack a dull boy"*. Engage the youths in fun-filled activities such as sports, games, riddles, etc., that connect everyone outside the community engagements.



Q & A SECTION

By Chidnma Ahika, Nigeria

LEVERAGING YOUR **PERSONAL BRAND** FOR SUCCESS

Personal branding is a core strategy for achieving business goals and for career development. It is what makes your audience, clients, or employer listen to you anytime you speak. It gives you a distinct voice in the midst of a crowd. And it facilitates the achievement of your goals.



According to **Forbes.com**, personal branding goes beyond the relevant posts you make on Facebook or how frequently you update your **LinkedIn** profile. It is a totality of your communication, dressing, ideas, countenance, consistency, and everything you do. To leverage personal branding for success, here are 5 questions you might want to answer:

1. What makes me unique in my career path or business?

A: The answer to this question is beyond what you do at work. It is at this point you identify your superpowers. That is, those things you can easily do more than most people. It involves all the interesting things about you—your likes and dislikes. It might be that you are highly empathetic, you like to creatively simplify tasks, you know how to make people feel great, or you find it easy to learn new languages. When you bring all of this uniqueness into your career or business, it makes you stand out from the crowd.

2. What are my values?

A: Your values are the principles on which you build your life vision. They mirror and guide what you do and how you do them. It could be of excellence, truth, social impact, peace, hard work, or equality. Try as much as possible to align them with everything you do. When people hear your name and brand, these values play out in their minds.



3. Who is my audience?

A: Personal branding is not about yourself alone. It is an expression that reflects the people you are willing to serve or lead. If you can identify who you are reaching out to, then you can optimally leverage the benefits of personal branding. Your language, dress code, activities, and targets should be well-tailored to suit your audience. Your audience or clients will appreciate your brand if they perceive that you have an understanding of what they like and dislike.

4. What is my goal?

A: Your goal will determine your mission. Therefore, you need to identify your goal before branding or building your career path. This is often called a vision statement. It pioneers and directs your efforts. Every plan and effort you make is designed not just for any reason, but to fulfill your ultimate goal. To answer this question correctly, identify the "why" for the career. Ask yourself: why am I doing this? What do I want from this? How will I achieve this?



5. How will personal branding affect my career or business?

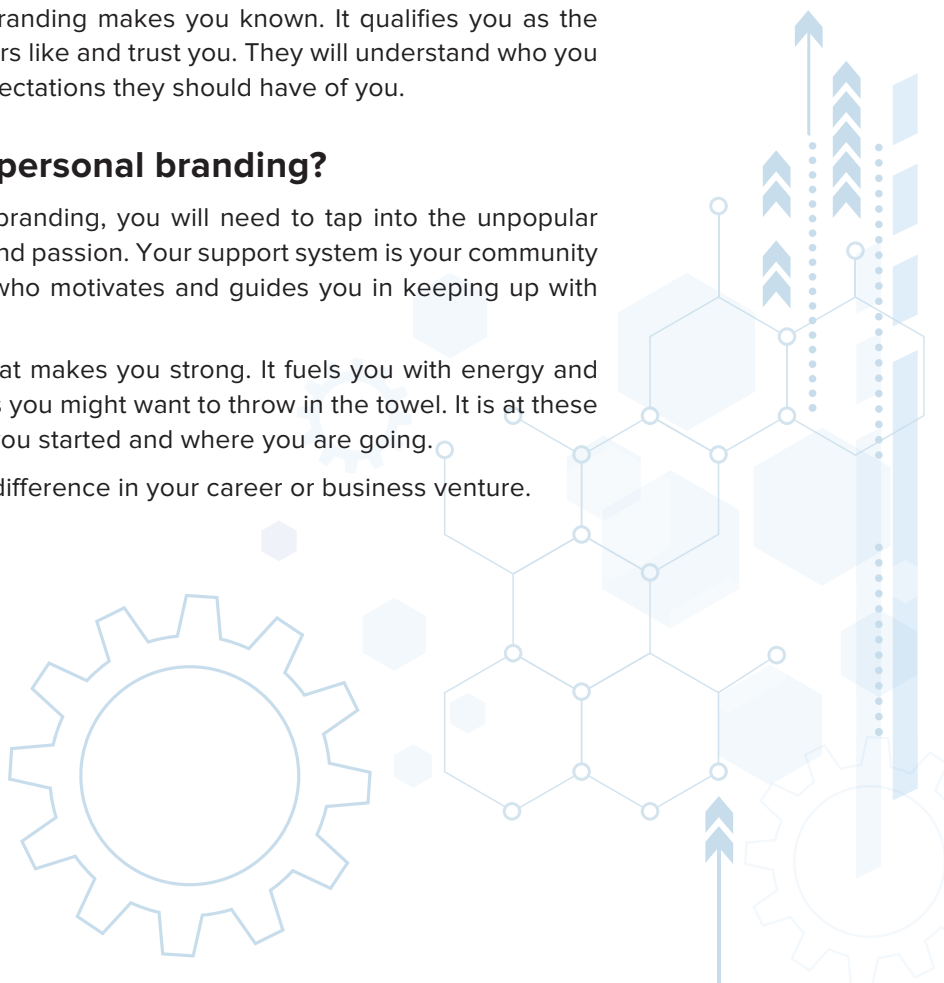
A: Having knowledge of the impact of personal branding helps you identify the best ways to position yourself in your industry. Personal branding makes you known. It qualifies you as the unique expert. It helps your clients or employers like and trust you. They will understand who you are, what you represent, and what kind of expectations they should have of you.

What else do I need to know of personal branding?

Apart from the obvious aspects of personal branding, you will need to tap into the unpopular elements which include your support system and passion. Your support system is your community of mentors, friends, and every other person who motivates and guides you in keeping up with your brand decisions.

Your passion is an internal support system that makes you strong. It fuels you with energy and ideas. In your success journey, there are times you might want to throw in the towel. It is at these moments passion reminds you of the reason you started and where you are going.

Brand yourself today and be the outstanding difference in your career or business venture.





OPPORTUNITIES CORNER

EXCITING NEW OPPORTUNITIES

YALDA Opportunities

Have you registered for YALDA Monthly Webinars?

In 2020, along with its own monthly webinars, YALDA is pleased to announce that it will be co-hosting 4 webinars with the **World Bank's** Africa division.

We will also continue our exceptionally popular webinars certificate programme. This programme rewards those of you who tirelessly participate in all our webinars every year and give input. For more info and to register please click here immediately;

<https://forms.gle/awGTtMHS8x4h1VRJA>

Interested in working at the UN? The Young Professionals Programme is now open for applications through 31 October. Get application tips from @UN_Careers: <http://bit.ly/2FPA2uN>



Contests & Challenges

- UNESCO/Idries Shah Foundation World Tales Short Story Competition 2020
Deadline October 15, 2020
- Muhammad Ali Center Shining a Light International Photography Contest 2020
Deadline December 31, 2020
- ASEAN-Korea Academic Essay Contest 2020
Deadline November 8, 2020

Conferences & Workshops

- DAAD DIES University Leadership and Management Training Program 2021 (Funded)
October 13, 2020

Funding

Scholarships

- Open Doors Russian Government Scholarship 2020/2021 for International Students
Deadline December 10, 2020
- APEX Award 2021 for Researchers in the United Kingdom
Deadline October 29, 2020

Grants & Fellowships

- Spencer Foundation Small Research Grants Program 2020/2021
Deadline November 3, 2020
- National Academy of Education/Spencer Postdoctoral Fellowship Program 2021 (up to \$70,000)
Deadline November 18, 2020

Employment - Internships - Volunteer - Professional Development

Internships

- DOW Jones News Fund Digital Media Internship 2021 for College Students in the U.S.
Deadline November 9, 2020
- International Center for Journalists Communications Internship 2020 (Paid)
Deadline rolling basis
- UNOSSC Communications/Knowledge Management and Reporting Internship 2020
Deadline rolling basis

Contact Us:

For more information please contact us on yaldafrica@gmail.com today!