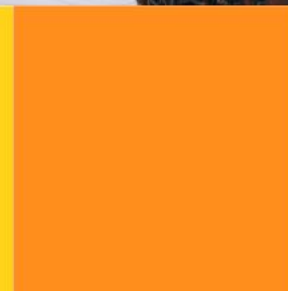
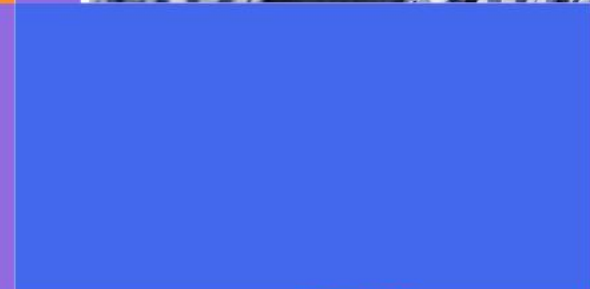


# 2022

## ANNUAL REPORT GOYN BOGOTÁ

#JÓVENESCONPOTENCIAL

A year to believe in the  
*potential* of young  
people



# MAIN RESULTS IN 2022

“ From **GOYN Bogotá** we are committed to **collective work** as the best way to improve the **well-being of youth** in the city

”



**44 articulations between ecosystem actors** to promote collaborative and mutually reinforcing actions in the Bogota ecosystem.



**\$ 4,701,054,030 resources mobilized** for the implementation of collective actions and more opportunities for young people.



**Two collective strategies implemented in strategic economic sectors and one designed:** digital and construction and a new designed pathway for the juvenile system youth.



**We mobilized the ecosystem with the GOYN 2022 report** to talk about structural injustices , narrative change and specific actions in territory.

# IN THIS REPORT

1

## About GOYN Bogotá

- GOYN Bogotá Director's message
- About GOYN Bogotá
- Steering Committee
- Youth Advisory Group

2

## Main results 2022

- Outcome 1: Joint vision and consolidation of the collaborative
- Outcome 2: Youth engagement
- Outcome 3: Joint strategies and learning
- Outcome 4: Funding to scale

# 2022 a year of great challenges and lessons learned for Bogotá's youth agenda



**JUAN CARLOS REYES**  
Director GOYN Bogotá

2022 has been a year of great challenges for the youth agenda in Bogotá, and from GOYN we reaffirm our commitment, as a scenario of collective impact, to continue contributing to the discussions and analysis of the structural barriers that youth face, articulate efforts and contribute to the construction of routes that reconnect Opportunity Youth with economic opportunities, comprehensive training, participation and leadership that allow them to improve their well-being.

Thanks to all our partners, allies and collaborators who have contributed to consolidate this scenario of collective impact, to the constant support of our anchor partner Fundación Corona and the participation of the Youth Advisory Group.

The following are the main advances and results of GOYN in 2022, which were possible thanks to all of you.

# LEARN + GOYN BOGOTÁ

We are a collective impact initiative that articulates and strengthens the ecosystem of actors working for the wellbeing of Opportunity Youth in the city.

## PILARS OF GOYN COLLABORATION



#JÓVENESCONPOTENCIAL

# MEET OUR STEERING COMMITTEE

The GOYN Steering Committee is the instance for the establishment, alignment and monitoring of **GOYN's strategic objectives** in order to have a strategic vision focused on collective leadership for the achievement of joint results, mobilization of strategic alliances and ensure the sustainability and operation of GOYN.

## Members 2022



# MEET OUR YOUTH ADVISORY GROUP

Group of young people with a leadership trajectory in the city that actively participates and **contribute to the design, implementation and evaluation of GOYN's** activities from their experience and knowledge of the city's youth perspectives and dynamics.

## Members



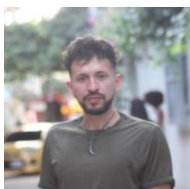
**Valeria Riaño**



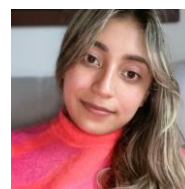
**Karen González**



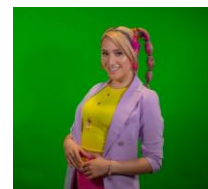
**Pablo Guevara**



**Diego Ramírez**



**Kimberly Ibáñez**



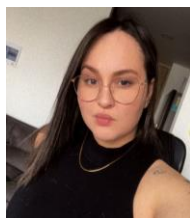
**Paula Daza**



**Laura Orozco**



**Natali Rubio**



**Daniela Montoya**



**Gabriela Ángel**



**Alison Castellanos**



**Sergio Mondragón**



**Shalom Fúquene**



**Wilmer Castro**

# MEMBERS OF THE COLLABORATIVE

Through **GOYN** we gather **83 organizations** to reflect, analyze and propose solutions to the challenges of Opportunity Youth in Bogota.

PUBLIC SECTOR	PRIVATE SECTOR	SOCIAL SECTOR	TRAINERS	GOYN GLOBAL
INTERMEDIARIES				



# BACKBONE TEAM



Juan Carlos Reyes  
Director



Deisy Caicedo  
Financial and  
administrative assistant



María Paula Macías  
Collective impact  
coordinator



Diego Duque  
M&E Knowledge  
Management Coordinator



Eliana Castillo  
Youth Engagement  
Manager



Diego Felipe Rey  
Technical support  
knowledge management



Diana Franco  
Communications  
Consultant



María Paula López  
Communications  
Intern



Paola Paternina  
Digital sector pathway  
coordinator



María Emilia González  
Construction sector  
pathway coordinator



# 2022

## MAIN OUTCOMES

Thanks to our network, we were able to achieve greater articulation of the ecosystem, generate evidence and joint learning that allowed more Opportunity Youth to access opportunities.



+ ARTICULATION AND  
COLLABORATION IN  
THE ECOSYSTEM



+ RECOGNITION AND  
INFLUENCE IN THE  
ECOSYSTEM



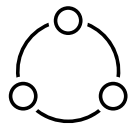
YOUTH WITH  
OPPORTUNITIES AND  
AGENTS OF CHANGE

#JÓVENESCONPOTENCIAL

# OUR THEORY OF CHANGE

## EXPECTED OUTCOMES

From GOYN Bogota we promote collective impact to generate strategies and joint learning among the actors of the ecosystem to generate more opportunities for the young population. In 2022 we worked to **promote trust, consolidate a joint vision based on learning and evidence and influence to generate systemic changes.**



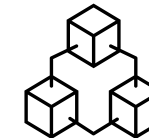
Outcome 1 –  
**Collective Impact**

Strengthening stakeholders through strategies and joint learning to improve ecosystem results.

Impact



Young people connected to training, employment and entrepreneurship opportunities

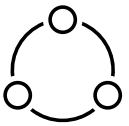


Outcome 2 –  
**Systemic change**

Influence and advocacy to generate systemic changes in practices, dynamics, resource flows and narratives.

# 2022 OUTCOMES & IMPACTS

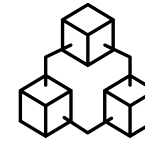
We advanced in our theory of change by consolidating the joint vision and collaborative structure and increasing youth engagement that translates into joint strategies, learning, increased collective funding and more youth connected to opportunities.



## + ARTICULATION AND COLLABORATION



Young people connected to training, employment and entrepreneurship opportunities



## + RECOGNITION AND INFLUENCE IN THE ECOSYSTEM

- 26 new strategic alliances between stakeholders and 44 articulations between collaborative members.
- Articulation with 7 public sector entities.
- 2 collaborative strategies in implementation: Digital and construction sector.

## + YOUNG CHANGE AGENTS

- Consolidation of the youth advisory group.
- Articulation and qualification of district youth advisors in data and other relevant themes.
- 10 young people in leadership training in the LISA program as part of the YIF (with duplication of the global funds).

2.783

Young people with better information and guidance

286

Young people trained in digital and construction sectors

103

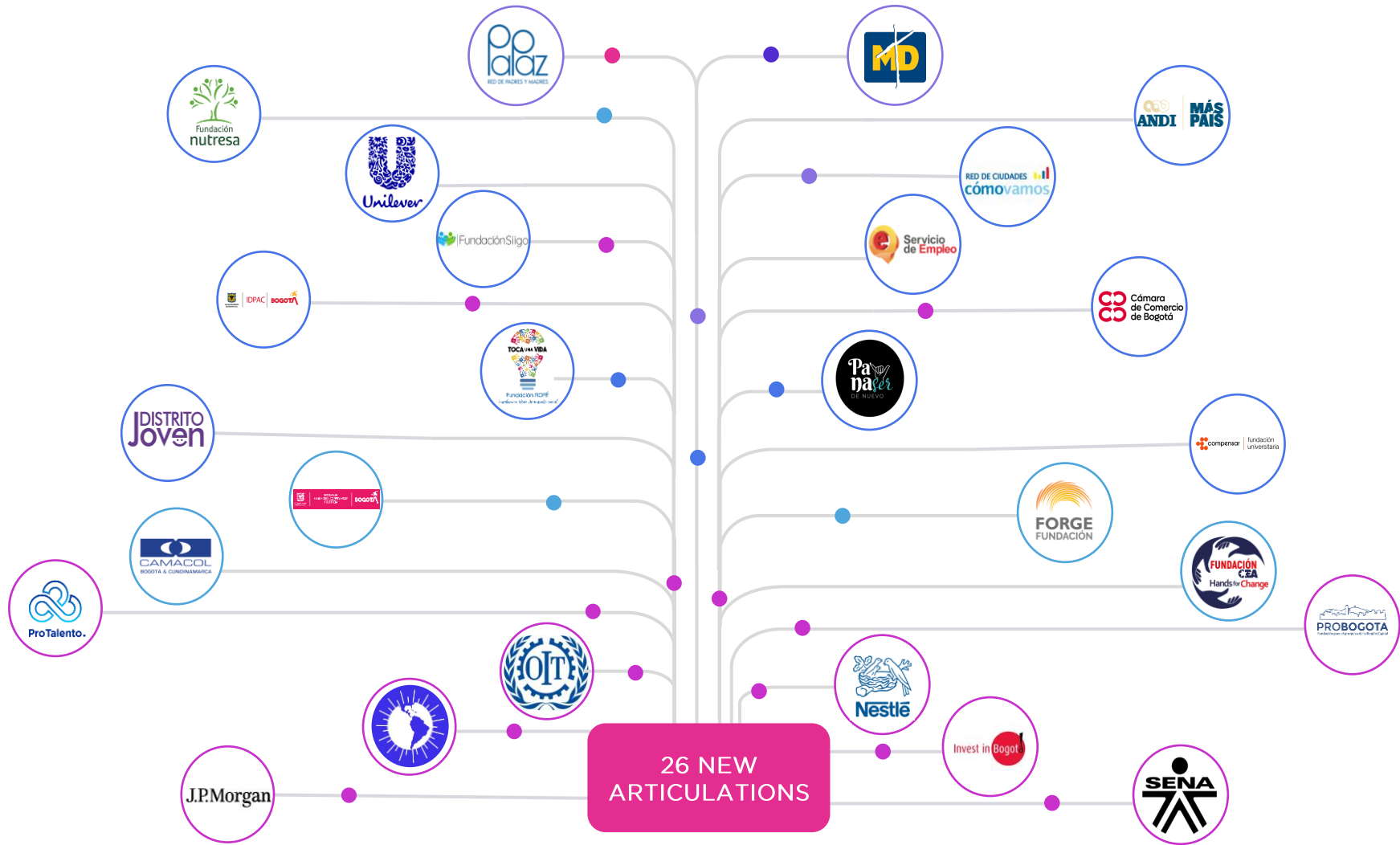
Young people employed in digital and construction sectors

- GOYN 2022 report and media positioning - 54 media mentions.
- Policy paper with 16 public policy recommendations.
- We hosted the global GOYN event and started replication process in Barranquilla.

## + FINANCIAL INNOVATION AND INCREASED RESOURCES

- \$1.044.678 USD resources mobilized in collaboration and implementation of collective strategies

# Collaboration among ecosystem actors to improve and complement Opportunity Youth services.



## + ARTICULATION AND COLLABORATION IN THE ECOSYSTEM

In 2022, we established 26 partnerships with ecosystem stakeholders and promoted nearly 44 articulations between stakeholders to achieve broader results for the young population.



Women's Alliance to the construction

Alliance between more than 13 public and private actors to promote opportunities in the construction sector for Young women. We mobilized additional resources of \$40,404 USD.



Alliance Secretary of Education - Fundación Corona

Partnership to develop 4 new orientation guides for young people in: health, energy, construction and creative industries sectors to support decision-making in educational trajectories.



Articulation in the digital sector

Implementation of 5 services to promote opportunities in the digital sector. Mobilized \$333.333 USD for the Digital Evolution Fund with 5 investors.

## + ARTICULATION AND COLLABORATION IN THE ECOSYSTEM

In 2022 new collective efforts started and we articulated with them to strengthen agendas, add actors and involve young people in the process of co-creating solutions to the challenges of opportunities for the youth population.

Fundación Nutresa Alliance



August -  
november 2022

We joined the dialogues with stakeholders in the education sector to gather input on challenges in educational trajectories and design evidence-based solutions. We supported 3 workshops with stakeholders in which we designed pilot ideas that will be implemented in 2023.

Alliance 'Juventud 500' - Probogotá



May -  
november 2022

We joined the strategy to join efforts of the private sector to generate economic and training opportunities in the city. Priority was given to pilots in dual training, financial training and job immersion.

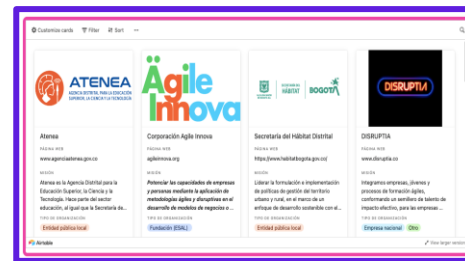
## + ARTICULATION AND COLLABORATION IN THE ECOSYSTEM

In 2022, new collective efforts came up and we joined them and also encouraged the articulation of existing actions in the ecosystem.

### GOYN Bogotá members Portfolio

We designed a platform to map, make visible and connect the members of the GOYN Bogotá Collaborative.

The GOYN Portfolio seeks to identify and make visible all the organizations that work or provide support to Opportunity Youth, building an open space that promotes collaborative work and partnerships between the different organizations.



### 2022 Opportunity Fair

For the first time, we held an opportunities fair at the launch of the GOYN 2022 report, which included more than 30 partners of the collaborative, generating multiple connections and offers for actors, young people and companies. We made articulations to maximize the impact of the initiatives promoted by the members of the collaborative.



[Read more](#)



## + RECOGNITION AND INFLUENC IN THE ECOSYSTEM

In 2022 we strengthened the ecosystem with the generation of local and national evidence, as well as promoting the replication of the model in Barranquilla.



### GOYN 2022 REPORT

He presented the main data of the problem, best practices of the ecosystem and recommendations **allowing to open a diverse conversation of actors on structural injustices** and mobilize the ecosystem to action based on evidence.



### Policy paper

**16 public policy recommendations to the national government** in order to generate greater access and equity in access to opportunities for the young population at a national level.



### Replica GOYN Barranquilla

This replica of the **model will begin in 2023** and seeks to **involve local actors** and organizations that have strategies in this city within the framework of the GOYN agenda. In 2022 the process was structured and started.

## + RECOGNITION AND INFLUENC IN THE ECOSYSTEM

In 2022, we positioned GOYN Bogota as one of the national and international communities with the greatest efforts in the collective impact agenda for young people.



GOYN 2022  
Conference

On August 10 we held the first GOYN 2022 Conference. An in-person event where nearly 300 people, from more than 60 organizations, working towards the generation of opportunities for #JóvenesconPotencial gathered.

Thanks to the diffusion of the press release, we had 54 publications in national and local media, reaching an impacted audience of more than 23.7 million people and a value of more than \$211.111 USD in free press.



Hosts of the GOYN  
Global Event

The GOYN Global Summit was held from December 26th to 1st with the presence of more than 200 people from the network's 9 GOYN communities, allies and funders who met in Bogota at Universidad de Los Andes to share learning and knowledge on collective impact.

The event was attended by more than 9 global communities and 250 attendees.

## + YOUTH WITH OPPORTUNITIES AND AGENTS OF CHANGE

In 2022 we consolidated the YAG with 25 members, funded 10 young people in the LISA program and strengthened the skills and competencies of youth counselors and youth platforms in the city.



### Youth Advisory Group

The Youth Advisory Group provides strategic advice, guidance and participates in advocacy spaces, supports youth mobilization activities and promotes the positioning of the GOYN brand. In 2022 it was consolidated with 25 members and about 8 sessions were developed to advise and get involved in the collaborative.

### LISA Youth

LISA is the Laboratory for Adaptive Social Innovation and is a program operated by Diseño Público and funded by ACDI/VOCA, Fundación Corona and GOYN. As part of the Youth Innovation Fund, in 2022, GOYN becomes one of the partners of the program by funding 10 YAG youth, who had access to a 10-month training program in leadership, social innovation, advocacy and project management.

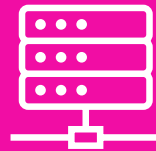
GOYN Bogotá duplicated the Aspen Institute funds x2 to fund this cohort.



### Youth Qualification: youth counselors

To strengthen advocacy skills and competencies based on the data and evidence collected in the GOYN 2022 report, we did several trainings with elected counselors and youth platform leaders.

# OUTCOMES OF COLLECTIVE STRATEGIES



Digital sector



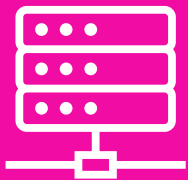
Construction sector



Youth SRPA

## What is a pathway?

These are collective strategies with a vision of systemic change that involve various actors of the ecosystem and articulate efforts and resources with a view to solving the structural barriers experienced by Opportunity Youth based on learning and evidence.



# Pathway digital sector

#JÓVENESCONPOTENCIAL



The 4RI Marketplace seeks to connect Opportunity Youth to training and employment opportunities in the digital sector.

We do this by 1) understanding the barriers young people face and 2) "building on what is already built". We develop services to support young people to overcome barriers: for example, DigiO and Quiero Ser Digital to provide information and guidance, and the Funds to finance studies and scale young talent.

- Main Marketplace services



DIGIO and the Quiero Ser Digital platform  
For attraction and orientation of youth



Fund "Quiero Ser Digital" and  
"evolución digital" - Financing for  
training and trainers.



Complementary services, guidance and  
support for employment

# Pathway Digital Sector

We were able to consolidate an alliance with more than 20 actors involved in the implementation of 5 services to promote the inclusion of Opportunity Youth to opportunities in the digital sector.



8,594 young people with more information about the sector.

Connected to information on the digital sector through DIGIO and the Quiero Ser Digital platform to learn about training opportunities in the sector.



Implementation of pilots and learning.

207 youth completed the training and 93 are now employed with the result of a learning agenda that will be socialized and strengthened with the ecosystem for the economic inclusion of Opportunity Youth.



Launching of innovative financing tools.

\$333,333 USD for the Digital Evolution Fund and \$446,888 USD for the Quiero Ser Digital Fund to finance training for OY.



“Mi brújula al futuro” Workshops.

We piloted orientation workshops with the guide developed in 2021. More than 500 young people took part in these workshops to learn more about the sector.



Digital sector tracker.

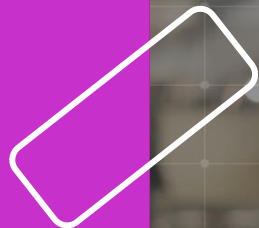
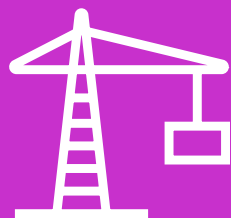
With the launching of the tracker, we signed an agreement with the Counseling Office of TICs and the Korean Embassy for the creation of the Observatory of the 4th industrial revolution.

# Digital Sector Pathway partners



United Way Colombia





# Construction Sector



## RUTA DE FORMACIÓN Y EMPLEO

PARA MUJERES

EN EL SECTOR DE LA CONSTRUCCIÓN

MUJERES A LA CONSTRUCCIÓN

This is a sectorial pathway that has the main objective of **including young women in training and employment routes in the construction sector.**

This sector is highly masculinized and has great long-term growth prospects, in addition to being one of the key sectors in the city for economic reactivation.

### WOMEN BENEFICIARIES

- Women who are neither working nor studying or who are working informally → Opportunity Young Women
- Residents in Bogotá.
- Age: 18-28 years old.
- Socio-economic level 1-3.
- Education: High school education completed or disconnected from high school education.



# Pathway Construction Sector

We were able to articulate +12 private and public sector allies who took part in the first cohort of the training program for women in the construction sector, which has provided great lessons to strengthen our allies.

## First Meeting



1.810 women enrolled and 313 women were oriented and then did a 120 hours of technical training in plastering, plumbing, painting and masonry.

## Painting Practice



The participants were accompanied and guided along the training and were provided with economic support and connectivity for the virtual courses.

## Veneer Practice



The women were provided with on-site internships to put into action what they learned in the training course. These competencies were validated with companies in the sector.

## Graduation



In 2022 - 79 woman that completed training who are in the process of contracting with companies in the sector and 20 are already employed as site assistants.

# MAIN LESSONS LEARNED IN THE CONSTRUCTION SECTOR



**Collective impact** demonstrated the importance of articulation between public and private partners in the training routes to respond to the needs of companies and the young population.



**Change of narrative** regarding women's participation in this sector. The women who completed this route are an example that women are also interested in this sector; their attention to detail and their sense of esthetics are added values that they contribute to their work.



The **learning agenda** highlighted the need to strengthen the training routes with guidance and accompaniment to ensure completion of training for populations in highly vulnerable contexts.



# CONSTRUCTION SECTOR PATHWAY PARTNERS AND STAKEHOLDERS

## DONORS AND INVESTORS

corona

CONSTRUCTOR  
SODIMAC corona

JPMorgan Chase Foundation

## ANCLA PARTNER

Fundación corona

GLOBAL OPPORTUNITY  
YOUTH NETWORK: BOGOTÁ  
EL FUTURO ES JOVEN  
aspen institute

## PRIVATE SECTOR

CONSTRUCTOR  
SODIMAC corona

corona

CAMACOL  
BOGOTÁ & CUNDINAMARCA

COLPATRIA  
CONSTRUCTORA

CONSTRUCTORA  
BOLÍVAR

Cámara  
de Comercio  
de Bogotá

## PUBLIC SECTOR



SECRETARÍA DE  
INTEGRACIÓN SOCIAL



SECRETARÍA DE  
LA MUJER



SECRETARÍA DE  
DESARROLLO  
ECONÓMICO



## INTERMEDIARIES



compensar



SECRETARÍA DE  
DESARROLLO  
ECONÓMICO



fundación  
COLOMBIA  
INCLUYENTE

## TRAINERS

corona

UNIVERSIDAD  
Piloto  
DE COLOMBIA

fundación  
COLOMBIA  
INCLUYENTE

# New designed pathway

This is a **Social Inclusion Program** for 120 youth who are part of the **Juvenile System**, which integrates a process of skills leveling in cross-cutting areas, short training in the digital sector and access to specialized services for job management and placement.

## Stakeholders and collaborators:



fundación  
universitaria

Fundación corona

## What actions will be carried out?

The pilot will include services for youth in

Training and leveling in basic and digital skills

Socio-occupational orientation for young people

Guidance and support for employment

# Resource mobilization

One of our pillars is the mobilization of resources and financial innovation to promote greater opportunities for the young population in Bogota, as well as the sustainability of the collective actions that arise from GOYN Bogota.

## \$ 1.044.678 USD

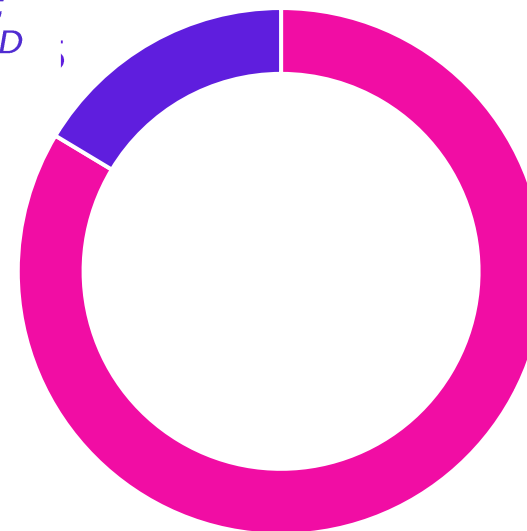
Total resources mobilized by the GOYN Bogota collaborative in 2022 for the operation of the backbone and implementation of joint actions.

**6**  
National partners

**5**  
International partners

*Distribution of resources 2022*

*Backbone;  
\$171.184 USD ;  
16%*



*Interventions;  
\$873.494 USD;  
84%*

# ANNUAL REPORT | 2022

Global Opportunity Youth  
Network - Bogotá

*February 2023*

[www.goynbogota.com](http://www.goynbogota.com)

