



GLOBAL OPPORTUNITY  
YOUTH NETWORK: CIUDAD DE MÉXICO  
*EL FUTURO ES JOVEN*  
aspen institute

# STRATEGY GOYN CDMX (2022-2027)

# STRATEGY WORKSHOP AGENDA

| TIME          | TOPIC                                                   | FACILITATOR             |
|---------------|---------------------------------------------------------|-------------------------|
| 9:00 – 9:30   | Welcome and introductions                               | Emilia Ramírez          |
| 9:30 – 10:30  | Presentation of GOYN CDMX Theory of change and strategy | Emilia Ramírez          |
| 10:30 – 10:40 | Presentation of pathways proposal                       | Emilia and Giulianna    |
| 10:40 – 11:00 | Dialogue on pathways proposal                           | Emilia and Giulianna    |
| 11:00 – 11:30 | Coffee break                                            |                         |
| 11:30 – 12:00 | Dialogue on scalability: Education pathway              | Giulianna, Alice, Jamie |
| 12:00– 12:30  | Dialogue on scalability: Employment pathway             | Giulianna, Alice, Jamie |
| 12:30 – 13:00 | Dialogue on scalability: Entrepreneurship pathway       | Giulianna, Alice, Jamie |
| 13:00 – 13:30 | Dialogue on scalability: Territory pathway              | Giulianna, Alice, Jamie |
| 13:30 – 14:00 | Conclusions and next steps                              | Giulianna, Alice, Jamie |

# GOYN CDMX COLLABORATIVE

## GOVERNMENT AND MULTILATERAL (14)



## ANCHOR PARTNER



## PRIVATE SECTOR (24)



## FUNDERS (6)



## CIVIL SOCIETY(57)



96 INTEGRANTES

# GOYN BACKBONE TEAM

GOYN TEAM

AP Support

SteerCo Support



# STEERING COMMITTEE



## RESPONSIBILITIES:

1. Provide guidance and support for strategic decision making processes in the GOYN plan.
2. Guarantee the sustainability of the GOYN CDMX initiative.
3. Establish participatory management of the initiative, promoting continuous collaboration of GOYN collaborative members.
4. Seek new partnerships that support achievement of key goals in the strategic plan.

## 600 K Opportunity Youth

178 K

Youth without access to jobs, training or formal educational opportunities.

422 K

Youth working in precarious jobs (insufficient salary/ no social security).

Additionally, there are 215 thousand high school students living in poverty, who are at risk of exclusion (2020)

# PROBLEM AND BARRIERS

600 K Opportunity youth (ages 15 to 29 ), in precarious employment or disconnected from work, education and training.

Discrimination  
and prejudices in  
hiring practices

Bad working  
conditions:  
Low salaries  
No benefits

Overload of  
caregiving and  
housework  
among young  
women

Lack of  
representation  
of youth in the  
public agenda

Formal  
education does  
not prepare for  
work and it is  
not connected to  
employment

High school  
dropout rates  
among youth

# GOALS AND OBJECTIVES

Opportunity Youth fully exercising their right to decent work with increased access to better, dignified, and sustainable economic opportunities.

Inclusive hiring practices and policies for opportunity youth

Opportunity Youth actively participating in advocacy for labor and education policies

Access to continuous growth pathways for opportunity youth

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graph TD; A[Opportunity Youth fully exercising their right to decent work with increased access to better, dignified, and sustainable economic opportunities.] --> D[Increased economic opportunities - with decent working conditions and a gender-focused approach - for opportunity youth in Mexico City]; B[Inclusive hiring practices and policies for opportunity youth] --> D; C[Opportunity Youth actively participating in advocacy for labor and education policies] --> D; E[Access to continuous growth pathways for opportunity youth] --> D;
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Increased economic opportunities - with decent working conditions and a gender-focused approach - for opportunity youth in Mexico City



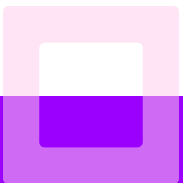
# THEORY OF CHANGE

Young people disconnected from employment, training and education, or in precarious jobs, can increase their access to decent work opportunities and build a path of continuous growth if they can:

- Access flexible alternatives to complete their high school education.
- Receive comprehensive training in work and entrepreneurship, covering soft skills, technical skills, life skills, and employability skills.
- Obtain reliable information on economic sectors with high employment or entrepreneurial potential at local and hyper-local levels.

To do this, GOYN needs to promote:

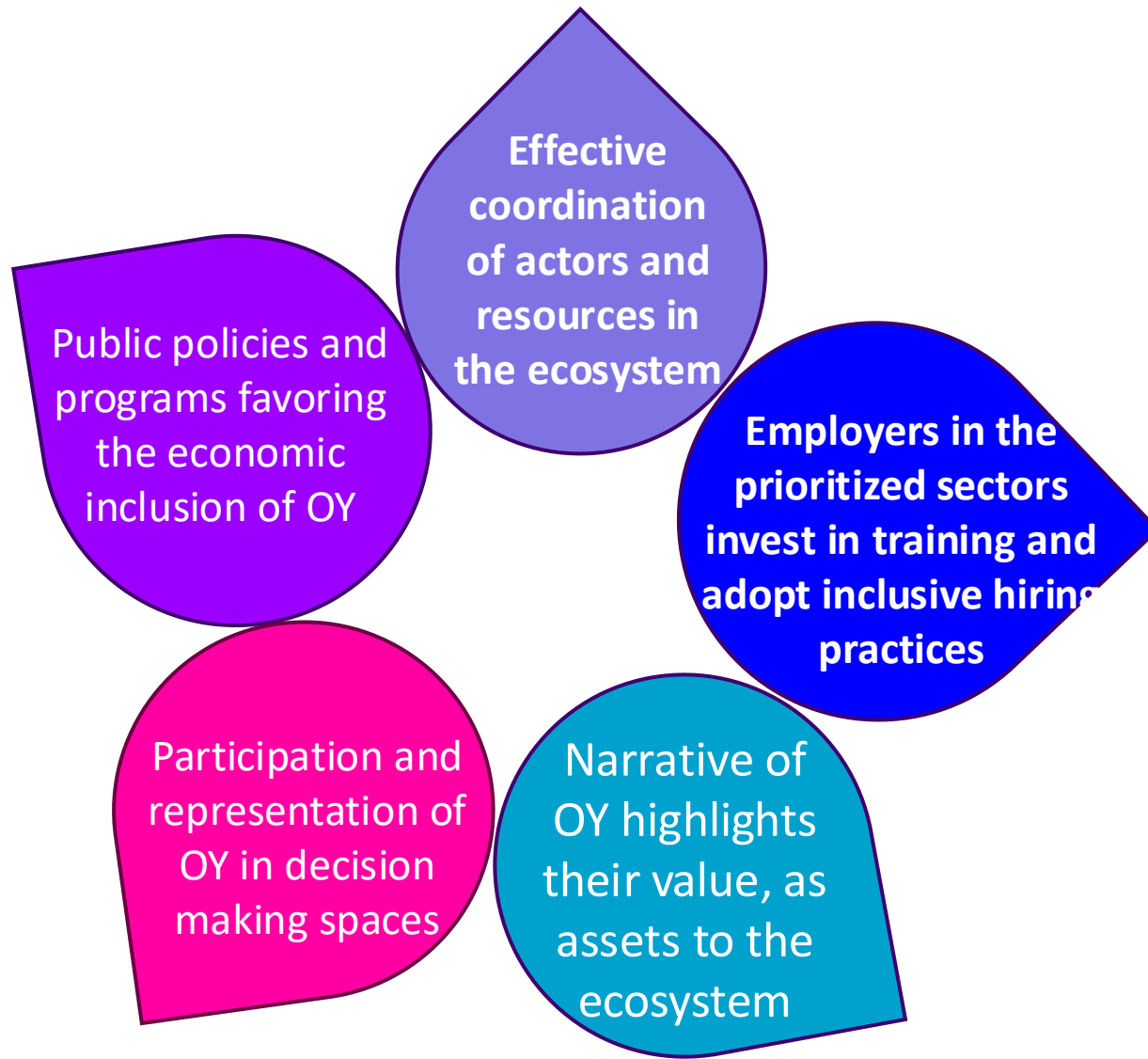
- Effective collaboration and coordination of multisector actors and resources (private, public and social, with youth at the core).
- A transformation in the narrative surrounding OY's potential
- Improvement of employers' hiring practices and working conditions



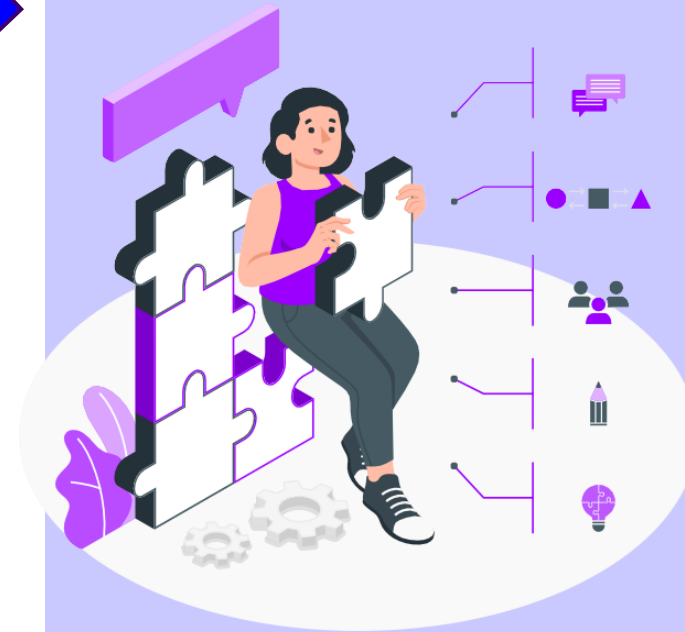


# GOYN CDMX STRATEGIC PLAN

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# EXPECTED SYSTEMIC CHANGES



# Collaborative infrastructure for GOYN CDMX

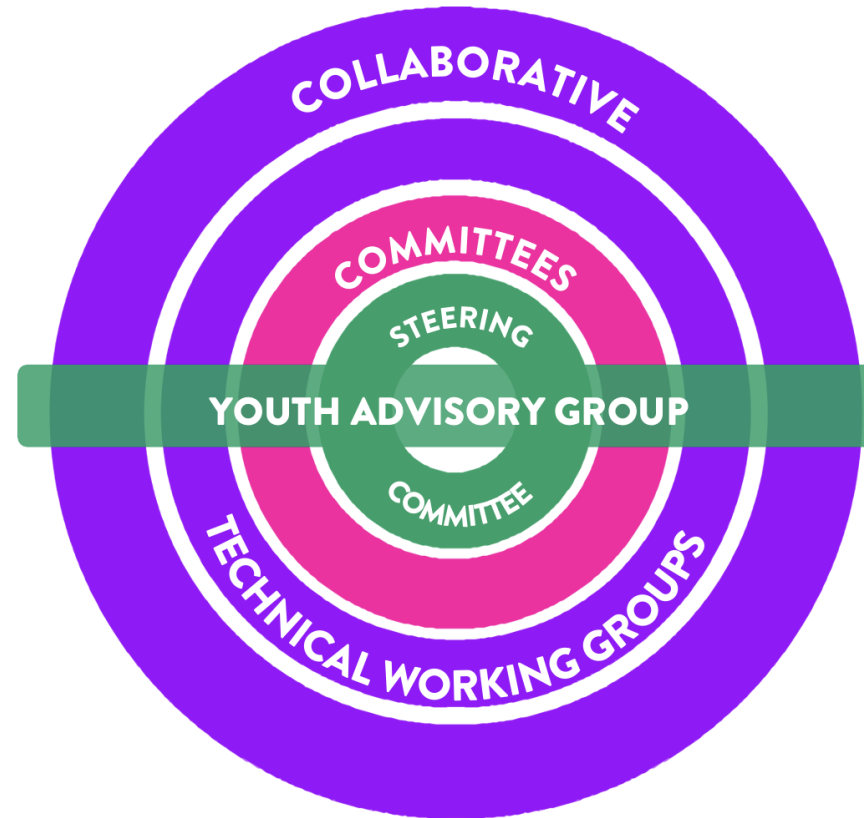
1. Steering Committee
2. Youth Advisory Group

1. Advocacy
2. Narrative change
3. Monitoring and evaluation

1. Entrepreneurship
2. Employment

1. Liaison with private sector
2. Digital pathway
3. Territory partnerships

3. Education



1.  
Effective  
coordination  
of actors and  
resources in  
the ecosystem

## *Collaborative initiatives:*

- Empresas con la Juventud
- Youth x Entrepreneurship
- SEMA (MEL system)
  - MAPI
  - KOMPAS

1

## NO DISCRIMINATION

Inclusive hiring practices:

- AJTD 10 golden rules
- Awareness workshops with HR

**EMPRESAS**<sub>CON</sub>  
**LA JUVENTUD**

2.

Employers in the prioritized sectors invest in training and adopt inclusive hiring practices

## ADVOCACY

1. Collaboration for Self-compliance program in STyFE
2. Improvement of work training programs (demand/supply)

2

## OPEN DOORS

Create work opportunities to ensure OY's economic inclusion

3

## INVEST IN TRAINING

Invest in Oys training to bridge the skill gap

3.

Narrative of  
OY highlights  
their value, as  
assets to the  
ecosystem

### 1. Message map (Tridente) for:

- a) Employment decision makers  
(through Empresas con la Juventud)
- b) Government and public policy  
makers (through Advocacy efforts)
- c) Amplifiers (through  
communications efforts)
- d) Youth (through YAG and Voces y  
Agentes)

4.

Participation and  
representation of  
OY in decision  
making spaces

### 1. Youth Advisory Group Crosscut participation

- a) Steering Committee
- b) Advocacy Committee
- c) Working groups

### 2. YAG initiatives:

### 3. Youth Innovation Fund

### 4. Advocacy for Care system

### 5. Youth Parliament

### 6. JuventudES Platform

1. Collaborative Development of Agenda to improve public policies for OY
2. Presentation of Agenda to candidates and to transition teams
3. Collaboration with Mexico City Government (2024-2030)
  1. SECTEI: To design a Second chance high school education model
  2. STyFE :
    - Employment agencies
    - Self-compliance program
    - 100 Care cooperatives
    - Improvement of public employment skilling programs
4. GOYN Spots with *Alcaldías (Municipalities)*
5. Care system

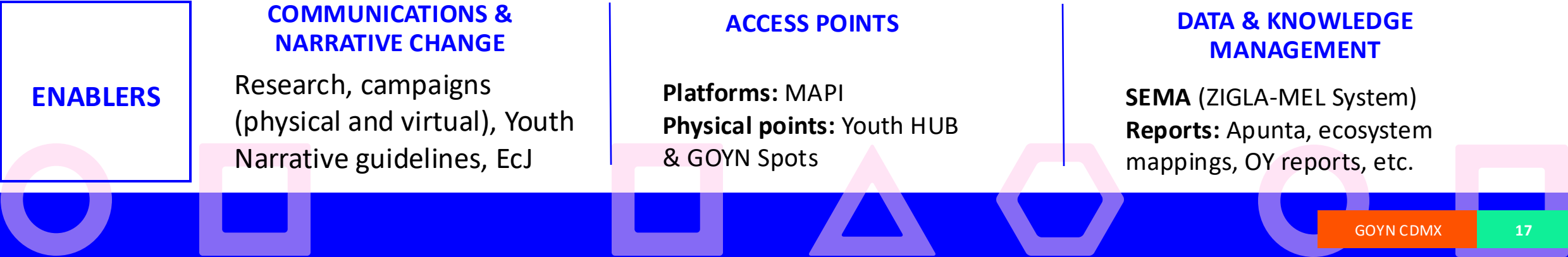
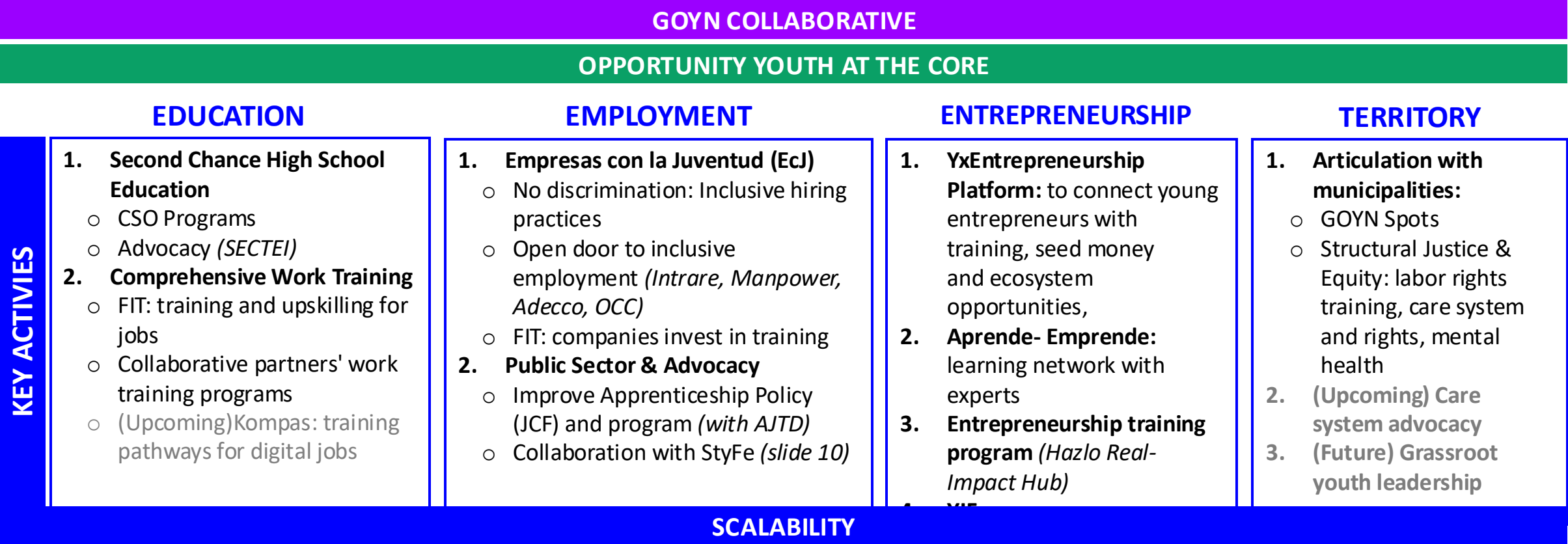
5.  
Public policies and  
programs favoring  
the economic  
inclusion of OY

# COLECTIVE IMPACT TARGETS (2024-2026)

|                                                                                                                           | TARGET (2026) | PROGRESS (2022-2024) |
|---------------------------------------------------------------------------------------------------------------------------|---------------|----------------------|
| OY <u><i>connected</i></u> with resources and information for their economic inclusion                                    | 80,000        | 43,473               |
| OY <u><i>improved</i></u> with tools for their employability                                                              | 23,000        | 17,034               |
| OY <u><i>transformed</i></u> with economic inclusion opportunities (connected to employment, education, entrepreneurship) | 11,000        | 4,848                |

1. Conectados: el número de *jóvenes oportunidad* que participan en una actividad destinada a aumentar sus capacidades
2. Mejorados: el número de *jóvenes oportunidad* *lxs* *cuales* mejoraron en la gestión de carrera, tuvieron cambios en su mentalidad, fueron capacitadxs y/o obtuvieron experiencia laboral
3. Transformados: el número de *jóvenes oportunidad* *lxs* *cuales* se re-insertaron a la educación formal, fueron empleadxs, aumentaron su resiliencia laboral, empezaron un negocio, crecieron su negocio, se autoemplearon





GOYN COLLABORATIVE

OPPORTUNITY YOUTH AT THE CORE

|              | EMPLOYMENT                                                                                                                                                                                                                                                                                                                                                                                                                                        | SCALABILITY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | CHALLENGES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | DESIRED IMPACT |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| KEY ACTIVIES | <div><div>1. Empresas con la Juventud (EcJ)</div><div><div>No discrimination: Inclusive hiring practices</div><div>Open door to inclusive employment (<i>Intrare, Manpower, Adecco, OCC</i>)</div><div>FIT: companies invest in training</div></div><div>2. Public Sector &amp; Advocacy</div><div><div>Improve Apprenticeship Policy (JCF) and program (<i>with AJTD</i>)</div><div>Collaboration with StyFe (<i>slide 10</i>)</div></div></div> | <div><div>-Estrategias diferenciadas por ubicación o por barrera por atender; con mayor focalización de las intervenciones y el “caso” claro que se quiere probar.</div><div>-Enfoques híper-locales. Creación de cadenas de valor incluyente.</div><div>-Enfoque por sector; cómo escalar por medio de cámaras o asociaciones de empresas</div><div>-Estrategia diferenciada por tamaño de empresa (incluir empresas pequeñas y comunitarias)</div><div>-Incentivos para visibilizar mejores prácticas</div><div>- Generar alianzas que brinden beneficios a las empresas que contraten y formen JO</div><div>-Enfocarnos en las comunidades alrededor de las empresas, para escalar la posibilidad de inserción laboral desde lo comunitario</div></div> | <div><div>-Falta de datos</div><div>-Identificar que es lo que le duele al sector privado y que es lo que les interesa</div><div>-Falta incluir a las cadenas de valor en los procesos</div><div>-No estar considerando los servicios alrededor del as y los JO fuera de las capacitaciones</div><div>-Falta considerar una estrategia de trabajo para mujeres en labores de cuidado</div><div>- Descentralizar el trabajo y promover la creación de empleos en la periferia</div><div>- Las empresas no tienen formas de evaluar las capacidades necesarias para el empleo y usan el proxy de la preparatoria</div></div> |                |

WHAT IS MISSING/  
WHAT DO WE NEED?

1. Tener un diagnóstico del número de empresas en la ciudad, número de vacantes. Información sobre denuncias de discriminación, malas prácticas, violación de derechos laborales.
2. Involucrar servicios adicionales a través de osc's que puedan atender problemáticas que también afectan a las y los JO en su camino a la empleabilidad (salud mental, comunidad, cuidados)
- 3.Considerar formaciones híbridas
4. Tener un diagnóstico de la situación laboral actual de las y los JO
5. Hacer un estudio que analice las ganancias económicas y el retorno al invertir y contratar a las y los JO
6. Considerar sumar las capacidades de las organizaciones en los espacios de formación oficiales o no oficiales ya establecidos (prepas, pilares, etc)

Fuentes de información disponibles:

- Base de datos del IMSS

Sectores y ramas económicas en los que se emplean las y los jóvenes

- DNUE (información por manzana)

Proxys al cruzar análisis con base de datos IMSS para tener información de edad

- Censo de empresas

Consejo Coordinador Empresarial – Buscar crear un comité de trabajo

Utopías-Analizar si queremos sumarnos a la estrategia



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¡GRACIAS!  
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