

#JÓVENESCONPOTENCIAL

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

STRATEGY WORKSHOP GOYN BOGOTA

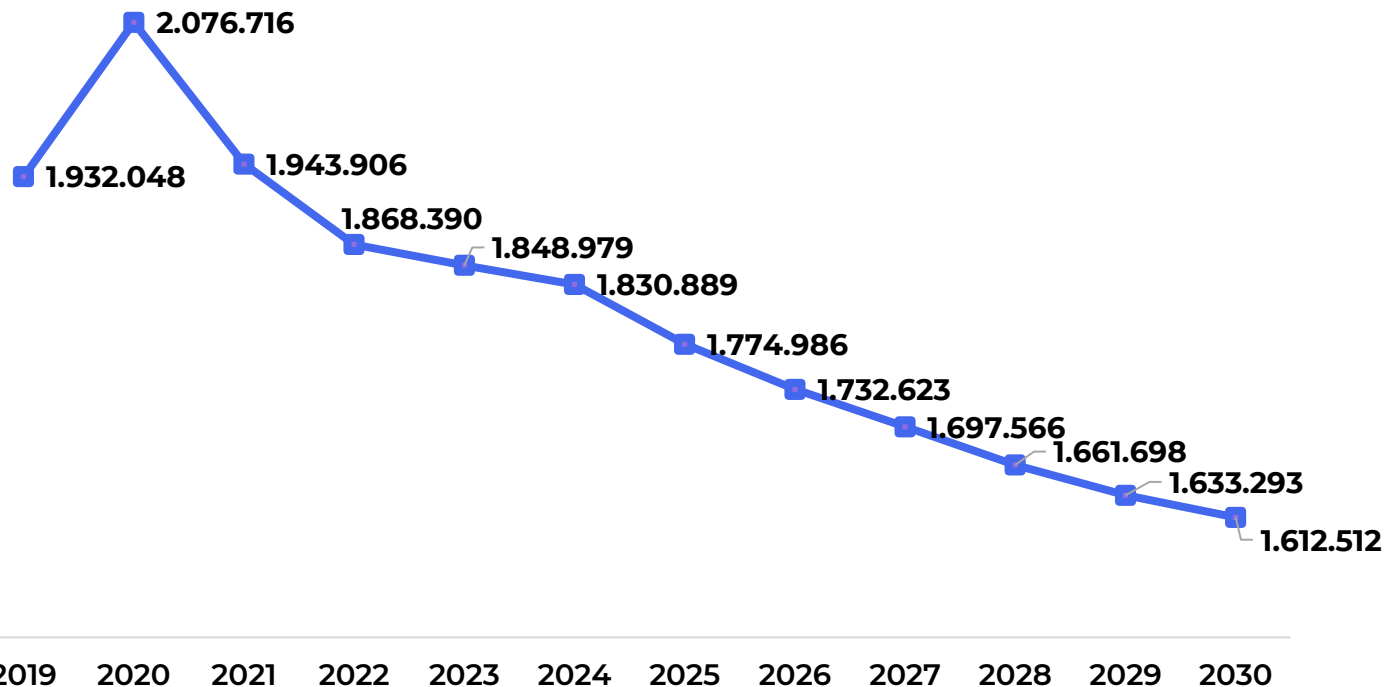
26.02.2025



QUICK OVERVIEW - BOGOTÁ

In Bogotá there are **7.969.737** people of which
1.848.979 are **YOUTH PEOPLE**
it means 23,2% of total population

Young Population in Bogotá from 2019 to 2030



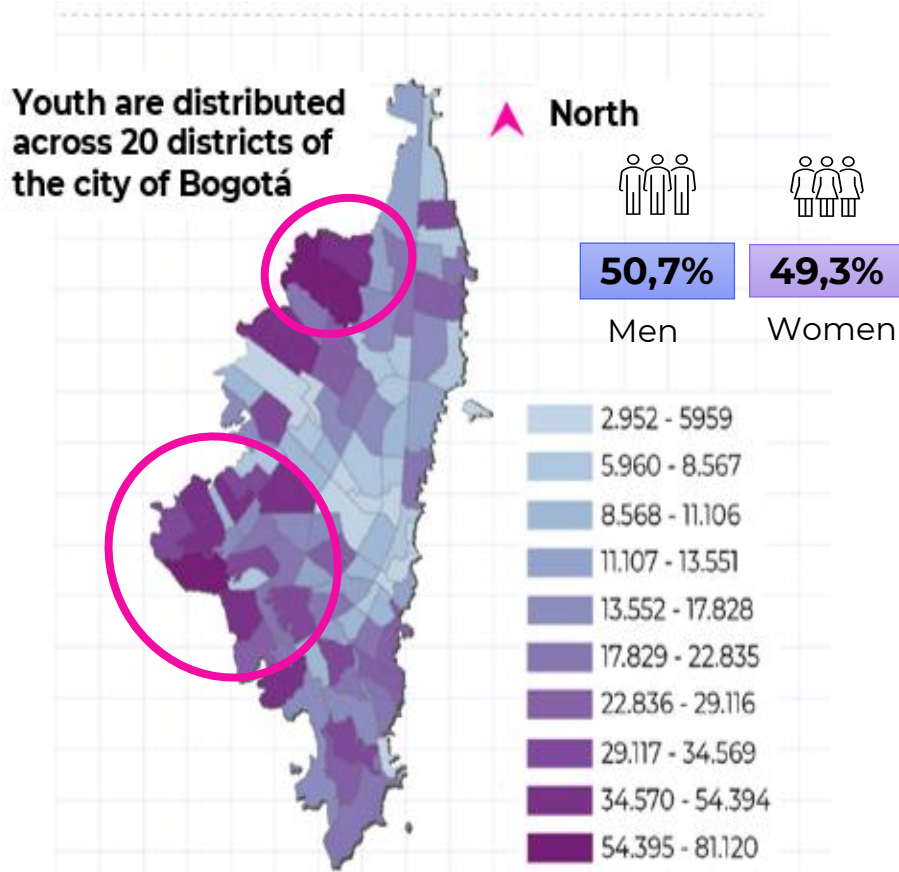
Youth population is decreasing in Bogotá.

Between 2019 and 2024 Youth population decreased 5%

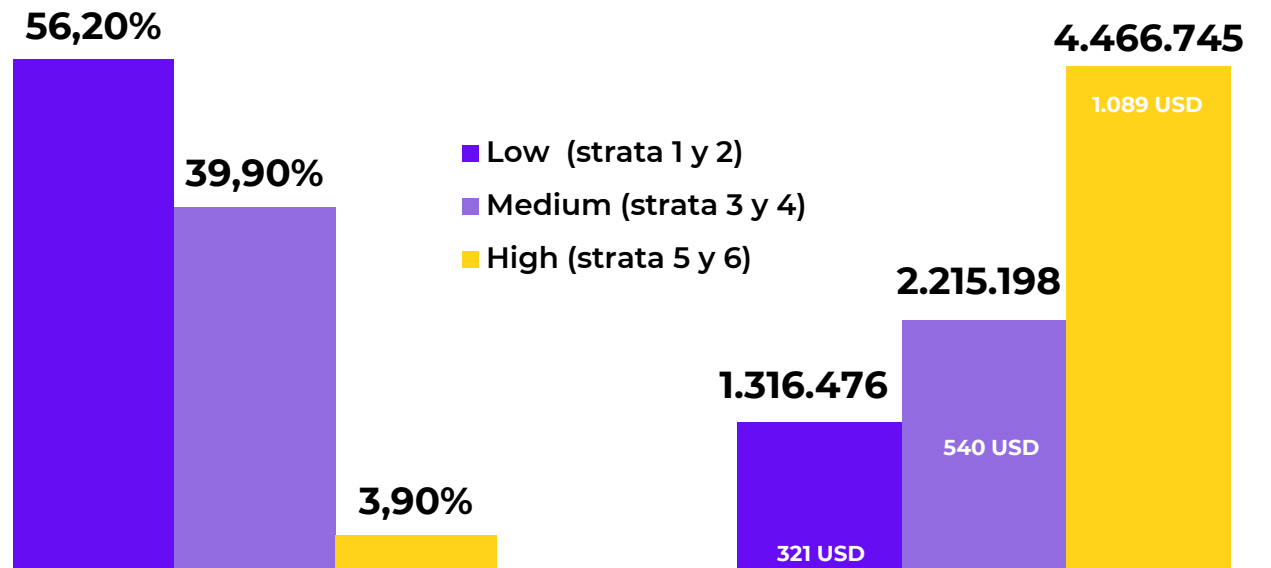
By 2030 Youth population will represent 19,2% of total population in the city.

OUR CHALLENGE

In Bogotá there are **20 districts**
58% of the total youth population in Bogotá live in five of them:
Suba, Kennedy, Bosa, Engativá, and Ciudad Bolívar



More than half of the youth have high levels of vulnerability,
with **average earnings not exceeding the minimum wage**



% of Youth population in the socioeconomic level Average income in the socioeconomic level

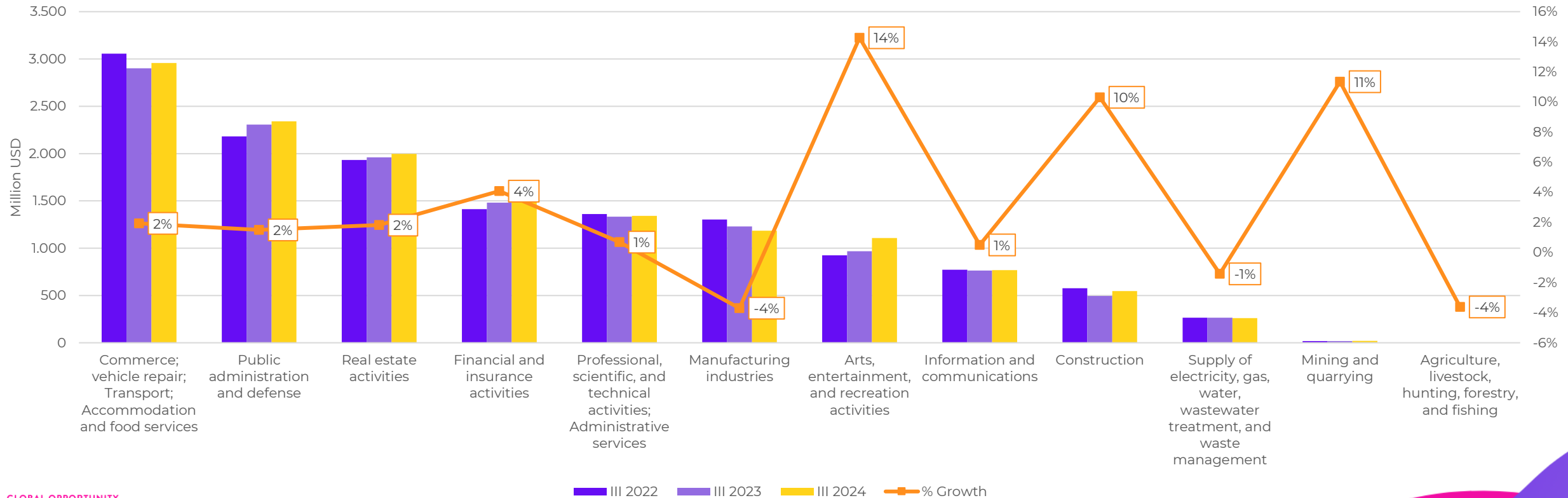
The stratification system in Colombia classifies residential homes into six socioeconomic strata, numbered from 1 to 6:
Stratum 1 (Low-low): Corresponds to homes with the lowest economic capacity; **Stratum 2 (Low):** Includes households with low income, but higher than stratum 1; **Stratum 3 (Lower-middle):** Groups families with lower-middle income; **Stratum 4 (Middle):** Includes homes with middle income; **Stratum 5 (Upper-middle):** Includes households with upper-middle income; **Stratum 6 (High):** Corresponds to homes with the highest economic capacity. This classification is based on the physical characteristics of the homes and their surroundings, such as construction materials, access to public services, location, and neighborhood conditions.

*Minimum wage in Colombia for 2025: 1.423.500 COP (347 USD) The minimum monthly wage (SMMLV) for 2023 was COP 1,300,606 (COP 1,160,000 + transportation subsidy COP 140,606)

THE ECONOMIC SECTORS

In the third quarter of 2024, the economic sectors that experienced the **highest growth in the city were culture and construction**
These sectors present significant opportunities for the youth of the city

Bogota's GDP by economic sectors from the third quarter 2022 to the third quarter 2024

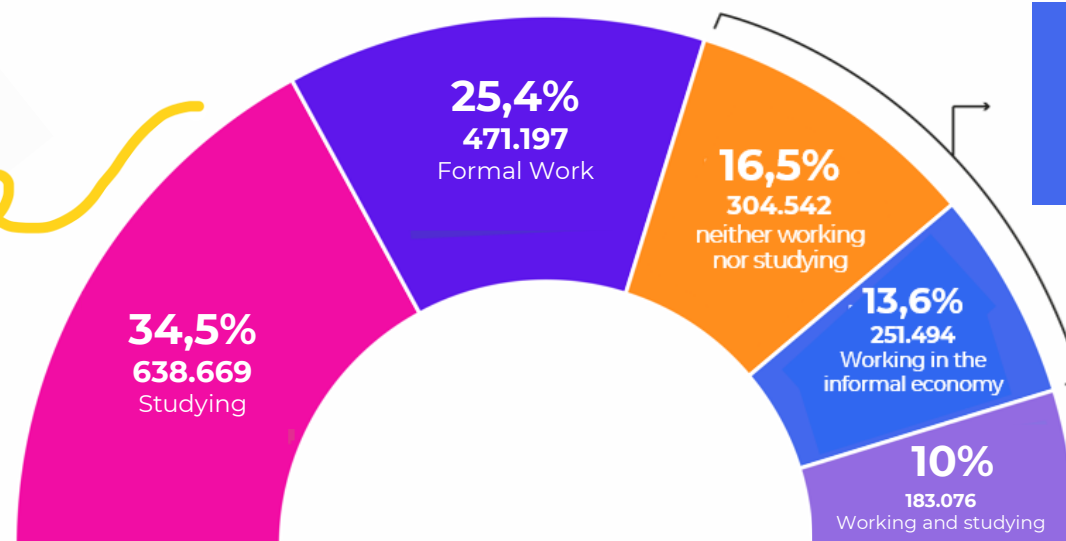




 **30%**

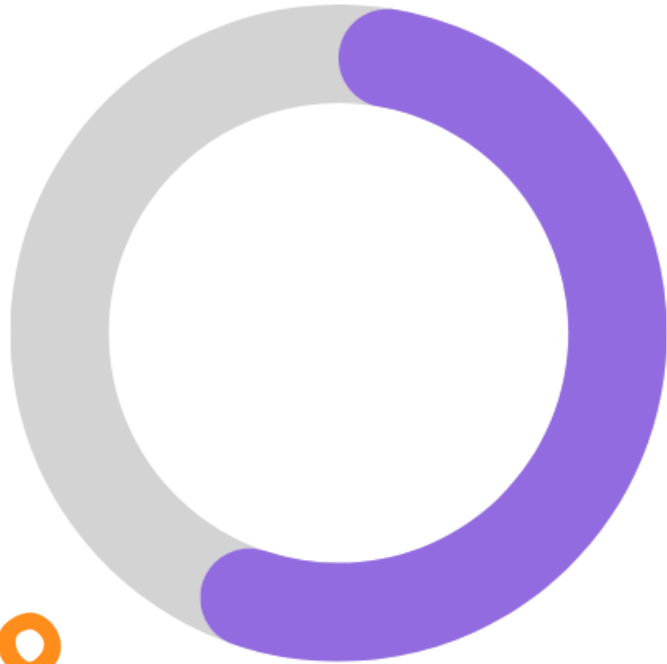
of the youth population in Bogotá
are **Opportunity Youth**

556.036



young people
disconnected from formal
educational and
employment opportunities

* GOYN Report 2024



* **58%**

of OY do not reach post-secondary education due to the **barriers they face**

* *GOYN Report 2024*

✕ ○ ✖ 36%

of the youth start small
businesses as an alternative
to the **lack of income
generation**

** GOYN Report 2024*





Young people in
informal jobs

earn 41% less

than those in formal jobs

** GOYN Report 2024*

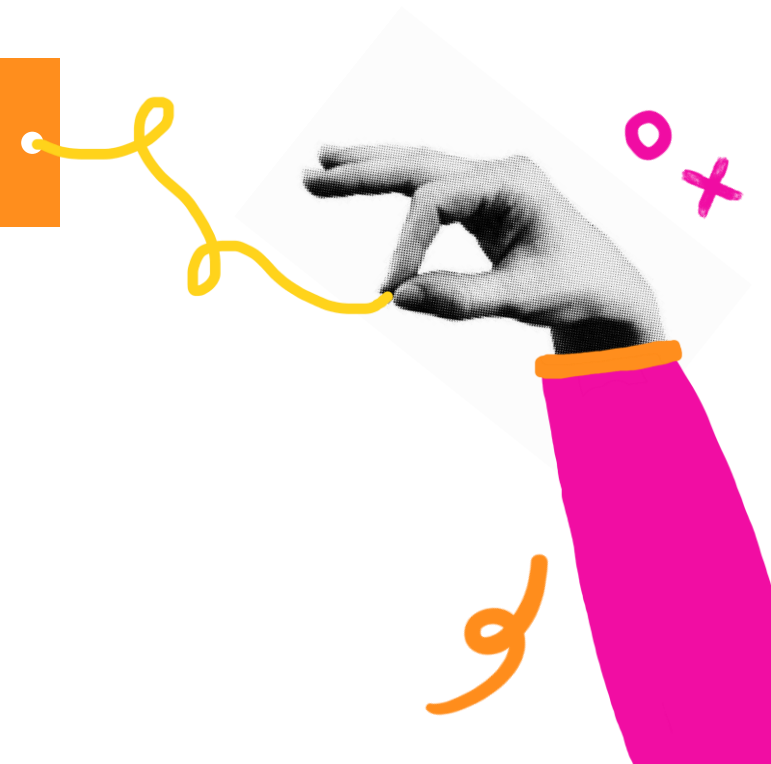


Cases of suicidal ideation and
suicide attempts among the
youth population in Bogotá

DOUBLE THE CASES

reported in 2019

** GOYN Report 2024*



IMPACT

Work in progress: Improving the social mobility of Opportunity Youth in Bogotá

Long-term results



Coordinated and articulated ecosystem for the inclusion of OY in education, employment and entrepreneurship.



The ecosystem adopts **new narratives and mental models** around the concept of OY.



Public policies adapted to the inclusion of OY according to their needs and realities



OY with **increased and improved agency, leadership and participation**

Mid-term results



Stakeholders adopt practices for OY effective inclusion



OY with **improved** agency and employability



OY with more information to take decisions about their life project.



OY with **transformed economic circumstances:** Young people generating formal and non-precarious incomes

• BACKBONE STRATEGIES •

#JÓVENESCONPOTENCIAL



01

COLLECTIVE IMPACT

Articulation and coordination

GOYN Bogotá 2025 conference

Three collaborative sessions



02

YOUTH ENGAGEMENT

Participation, leadership, advocacy and agency

Youth Advisory Group (ELP + YIF)

Fellowship scale

Proyecto de pedagogía de consejos



03

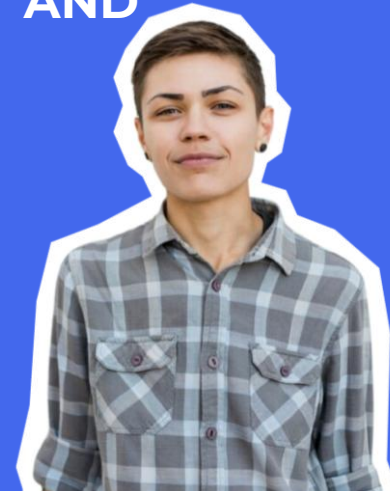
MEASUREMENT AND EVALUATION

Measurement of our impact and evidence based actions

Joint Measurement

GOYN Bogota's report 2025

Internal Measurement



04

NARRATIVE CHANGE AND COMMS

Change of narratives

Narrative Change implementation

Appropriation of the collaborative

Young people as agents of change





01

QUIERO SER DIGITAL

Orientation, training and employability in the digital sector

Orientation for OY

Dev. of basic computer skills

QSD and ED Funds

Strengthening of employers

AI investigation



02

GREEN JOBS

Orientation, training and employability in the green economy

Orientation for OY

First training pilots

First green jobs research

Doc. Public policy



03

ENTREPRENEURSHIP

Formación y fortalecimiento de pequeños emprendimientos

Pilot with SRPA youth

Pilot with OY

Inclusive supply chain



04

COMPROMISO BOGOTÁ

The biggest private partnership for social inclusion in Bogotá especially young people

Co-leading income generation working group, collective impact vision

Articulation of the joint actions we already have in the pathways



05

PLAN DISTRITO

Public-private partnerships to connect young people to opportunities

Collaborative Partnerships

GOYN Conecta

Orientation for OY

Fellowship Scalation



03

ESTRATEGIA TERRITORIAL

Mapping, strengthening and connecting local stakeholders with OY to connect them to opportunities.

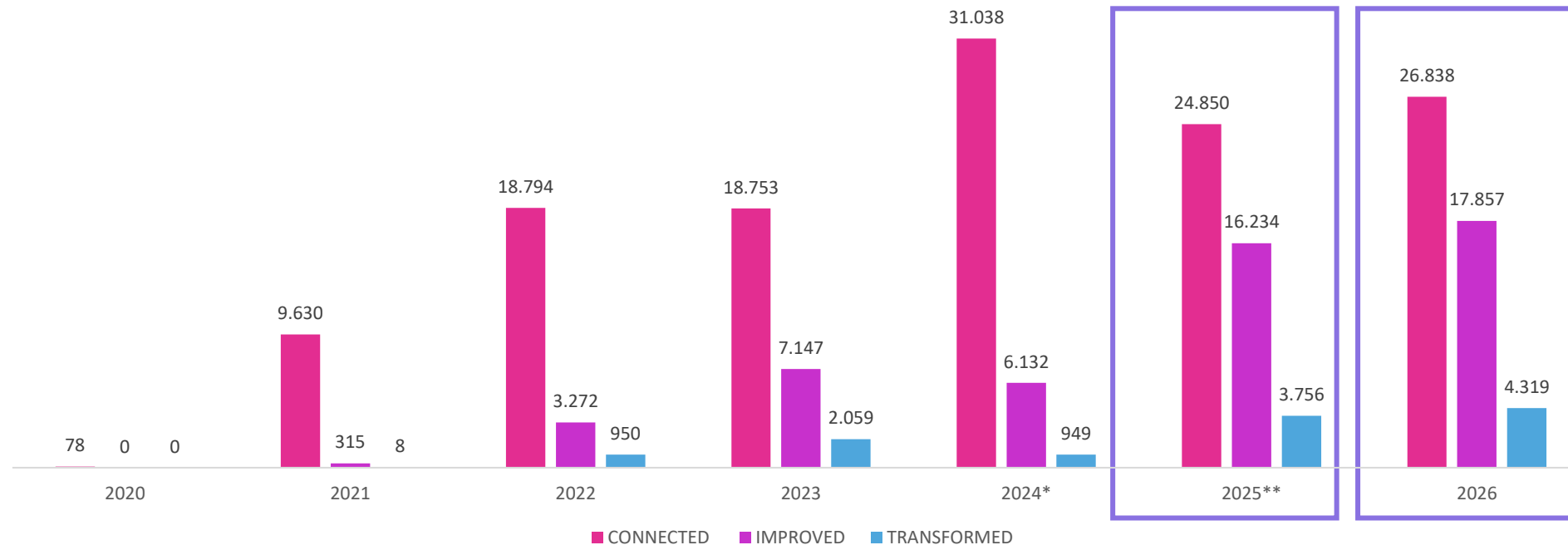
Orientation for OY

GOYN Conecta



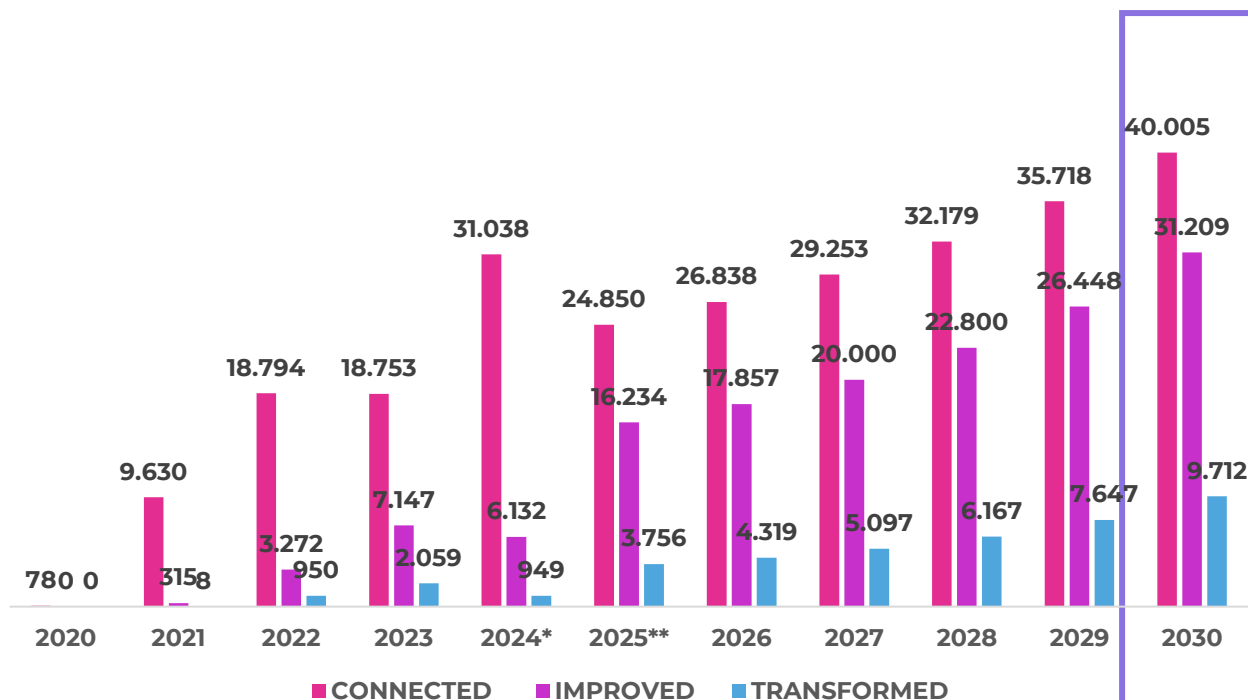
TARGET 2025 AND 2026

Impact Indicators in Youth: Analysis from 2022 to 2024 and Targets for 2025 and 2026



***2024:** In 2024, the number of active connected OYs was 8,162. This figure includes both passive and active connections; however, from this year onward, passive connections will no longer be considered, which will reduce the overall macro indicator (Connected) in 2025.

Baseline Projection: Moderate and Sustained Growth Until 2030



By 2030, it is projected that 40,005 OY will be connected, representing 12% of OY. An estimated of 31,209 OY (equivalent to 9%) will be improved, and finally, 9,712 OY will experience a transformation, accounting for 3% of the total OY by year 2030.

Criteria for the Projection:

- Population Projection:** According to DANE estimates, by 2030, the total youth population will decrease by an average of 3%, while the population of Opportunity youth will decline by 7%. By 2030, the total number of OY will be 335,159, which is 35% lower than in 2024 (516.790).
- Upward Growth Trend with Differentiated Levels:** The growth rate for connected youth is projected at 8%, compared to 10% for improved youth and 15% for transformed youth.
- GOYN Strategic Approach:** The focus is on deepening the impact on young people, ensuring that more of them progress to the transformation level.
- Gradual Closing of the Gap:** Although differences between impact levels persist, a progressive reduction is expected, aligned with GOYN's strategy.
- **2025:** Starting in 2025, passive connected will no longer be considered, which will reduce the macro indicator (Connected) that year.

GREEN JOBS IN COLOMBIA

2021* 187.733 Environmental jobs → 43,4% Green jobs

2022* 258.257 Environmental jobs → 31,2% Green jobs

- In Colombia and Latin America, current labor markets present a low incidence of demand for jobs with high green potential or emerging occupations related to the green transition.
- In Colombia only 12,61% of the total vacancies are related to a high green potential, while 45,42% are of medium green potential and 41,97% are of low green potential (García et al, 2023).

"It is estimated that with this type of initiatives, it is guaranteed to generate more than 2 million jobs by 2030 in Colombia" National Planning Department, 2022.

*Data from DANE- Departamento Nacional de Estadística or Estadistics Nacional Department in english

GREEN JOBS IN BOGOTÁ*



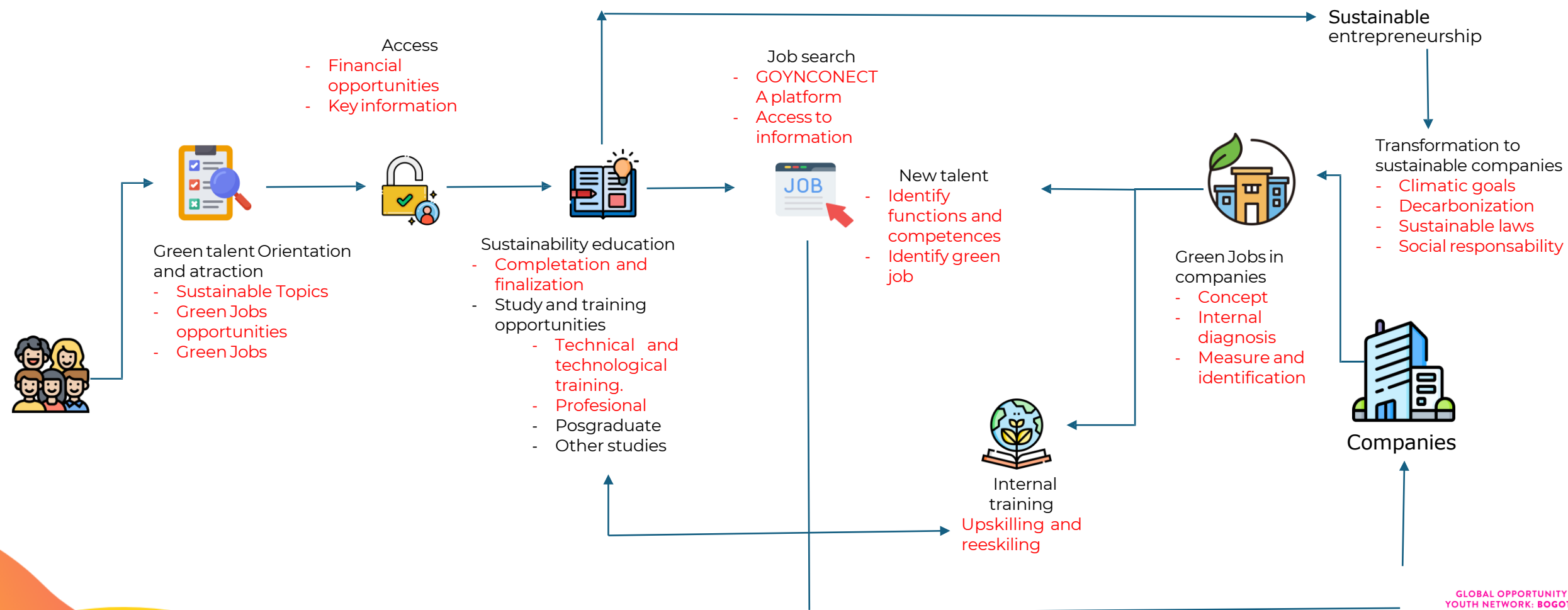
- The adoption of the climate ambitions in sector of construction, public transport and circular economy could generate **726,000 new jobs in the city for 2030.**
- The mitigation ambitions in Bogotá could generate **800,000 more jobs in other sectors.**
- Only between **15% and 23% of green jobs** require a college degree or higher. Interventions in energy, transport and waste have low educational requirements.
- It is estimated that, on average, women would only occupy approximately 27% of these jobs and it is necessary to strengthen actions related to construction and the manufacturing industry.

*Information based on C40, 2022. Creating local good green jobs in Bogotá.

WHAT WE FOUND

- 4 sectors prioritized: Construction, energy in Bogotá and Food and beverages, tourism in Barranquilla
- In Colombia there is no classification of green functions, occupations or jobs.
- The studies developed to use the international green occupations classifications and assume that that occupation is directly in the CUOC – National Qualifications systems- a green job. This assumption does not automatically imply that these are green jobs. In practice, these occupations can be performed in jobs that do not require green activities or functions.
- The research develops a methodology to identify if an occupation in our national qualification system could be a potentially green occupation (OPV in Spanish) taking into account if its **functions and competencies** are aimed at the production of a good or service, reducing or mitigating the negative impact of said activity on the environment (climate, ecosystems and biodiversity).
- Advantages of the methodology: non-sectoral, not linked to the characteristics of the job, interaction with international sources, at the occupation level in Colombia (5 digits), international comparison, replicability, and relation to the achievement of the sustainable objectives.
- Develop of 4 Training and Employment route- 1 each sector-

SYSTEMIC APPROACH



2025 ACTIVITIES AND APPROACHES

Intersectoral Green Jobs Roundtables:

We are consolidating this space to build lessons learned and recommendations and articulate actions to encourage green jobs.

Communication and Colaborative strategy
to disseminate knowledge on green jobs in the ecosystem

Piloting joint strategies with allies

1 Green Talent Orientation and Attraction for youth specially women

GOYNCONECTA Platform

2 Youth Green Jobs education and training route in renewable energy and sustainable construction

3 Companies training about green Jobs: diagnosis, reeskiling and identification of new talent, knowledge.

M4IR Approach

#JÓVENESCONPOTENCIAL

Main Goal

Marketplace's three-year phase II aims to improve system coordination and make it sustainable to increase youth overall well-being and opportunities to succeed in the digital economy.

The challenge

- In Colombia, 51% of the young people are Opportunity Youth (OY), defined as NEETs, or working informally. Bogotá has 31.1% OY, Barranquilla 40.9%, and in Cali the percentage of young people in unemployed is 20%.
- Young people in Bogotá, Barranquilla and Cali want to access education and economic opportunities.
- The digital sector in Colombia still represents an extraordinary opportunity for the economic inclusion of vulnerable youth.** By 2025, the shortage in Colombia will be 162K jobs requiring IT-related skills. This number could ascend to +400k jobs.



Target audience:



1

Young people between
14–28 years Prioritizing:

- Opportunity Youth: neither in education, training nor employment or in informality
- In low-resource urban communities.

2

Ecosystem actors such as national and local government, education and service providers, employers, and local youth serving nonprofits.

\$

Funds leveraged

2.449.699 USD
from int. donors

~ **270.973 USD**
local donors
~ **1.231.579 USD**
investors

+10k

Young people
accessing
orientation tools

4K Young
people
accessing
relevant
training

814

Young people
graduated from
QSD's
education and
employment
routes.

453

Young people
with jobs from
QSD routes.

74

Participating
organizations in QSD's
collaboration network.

* Sources: GOYN Bogotá & Barranquilla, 2023. Cali Como Vamos, 2022).

** Sources: 2018. PNUD y CCB. , 2019. Accenture. Mapa del ecosistema, 2019. El futuro del trabajo en ALC

OUR UNIVERSE

#JÓVENESCONPOTENCIAL

Fundación Corona
Education and Employment

GOYN

QUIERO SER DIGITAL

Attraction &
orientation

Education &
employment

Collaboration,
learning, &
adaptation

Orientation
strengthening to
schools & orgs.:
Vocational guide Mi
Brújula

Digital
orientation
for Youth:
DigiO
chatbot
& Plataforma
QSD

Skills for digital
economy in
secondary
schools:
Computational
thinking &
digital skills

Pilots

Education &
Employment
Funds:
QSD Evolución
Digital

Inclusive
Employment:
Toolkit &
skills-based
talent
management

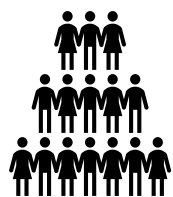
Pilots

Innovation
Hubs
(Hackathons)

Knowledge
generation:
learning
agendas, reports

Learning
networks &
narrative
change
Mesa 4RI
MSGTTD Sena

EXPECTED RESULTS TO 2027



39K young people informed



19K young people oriented about opportunities in the digital economy



10K Young people gained relevant basic, socioemotional, and technical skill to be better equipped in the digital economy



3K young people placed in income generating opportunities in the digital economy.

Additionally, the system will have increased information and improved coordination efforts and services to support young people in the digital economy:



At least **130 stakeholders** engaged in learning and collaborative spaces to accelerate growth to support young people in the digital economy.



30 improved education and/or support services providers for youth in the digital economy and/or employers adopting youth-inclusive and skills-based hiring practices.

Long-term outcomes:

- Improvement in system collaboration and services.
- Government policies and programs supporting the effective inclusion of youth in the digital economy.
- Increase in youth accessing opportunities and thriving in the digital economy.

2025 objectives

Attraction & orientation

1. Digital socio-occupational guidance for youth

Objective: Expand the impact of the chatbot and the QSD platform so that more OY and organizations can access guidance resources.

Goals: 3,500 youth connected, 1,500 youth oriented.

2. Methodology transfer to public schools and youth-serving organizations

Objective: Strengthen the capacity of schools and organizations to guide young people towards digital careers through innovative tools and methodologies.

Goals: 1,500 youths connected and oriented from 12 schools/organizations strengthened by workshop.

Education & employment

3. Development of digital competencies in secondary education

Objective: Identify and validate innovative methodologies that develop essential digital skills in public schools, generating evidence of their impact on the preparation of young people for the digital economy.

Goals: 400 young people connected and strengthened. 5 schools strengthened. 1 impact evaluation.

4. Financing of employment initiatives through the FQSD

Objective: Finance/scale the best initiatives for the labor inclusion of OY in the digital economy.

Goals: 2700 youth connected, 400 youth improved, 200 transformed*. 10 partners/operators empowered*.

5. Financing training and employment routes through the FED

Objective: Support the consolidation of the FED operating model for the inclusion of OY, and the collection of lessons learned for the impact investment ecosystem.

Goals: 300 youth connected, 200 youth empowered, 140 transformed*. 2 operators strengthened*.

Collaboration & adaptation

6. Fostering the management of young talent

Objective: Promote the adoption of young talent management models through associations and labor intermediaries.

Goals: Employability strengthening model piloted. 1 business partner strengthened for its work with companies*.

7. Promote research and/or observatories to close digital talent gaps

Objective: Promote research and/or observatories to inform and monitor the closing of digital talent gaps.

Goals: 1 IA labor market impact study. Digital talent observatory in Bogota strengthened.

8. Joint learning and collaboration networks for the inclusion of young people in the digital economy

Objective: Strengthen joint learning and collaboration among actors in the system for the inclusion of young people in the digital economy.

Goals: 1 Learning Agenda published. 3 collaborative sessions. 800 youth connected and 500 improved by hackathons. 2600 youth connected, 2200 improved, 1000 transformed by joint measurement.