

FACT SHEETS FOR POTENTIAL GOYN REPLICATION SITES IN MEXICO

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



EXPANSION WORKSHOP AGENDA

TIME	TOPIC	FACILITATOR
9:00 – 9:30	Welcome and introductions	Emilia Ramírez
9:30 – 10:00	Youth and current context on migration. Presentation and dialogue	Luis Sánchez
10:00 – 10:10	Presentation of analysis framework	Giulianna
10:10 – 10:20	Presentation of general data: Ciudad Juárez	Paulina Sánchez
10:20 – 11:00	Dialogue and analysis of Ciudad Juárez as a potential GOYN site	Giulianna, Alice, Jamie
11:00 – 11:30	Coffee Break	
11:30 – 11:40	Presentation of general data: Monterrey	María de Gasperín
11:40 – 12:30	Dialogue and analysis of Monterrey as a potential GOYN site	Giulianna, Alice, Jamie
12:30 – 12:40	Presentation of general data: Mérida	Pilar Ibarra
12:40 – 13:40	Dialogue and analysis of Mérida as a potential GOYN site	Giulianna, Alice, Jamie
13:30 - 14:00	Conclusions and next steps	Giulianna, Alice, Jamie

GOYN Key Assessment Questions

1. Need

- **Level of youth un-/ under-employment:** unemployment >10% with population size >100K
- Socio-economic- political context

2. Systemic Readiness

- **Political will:**
 - Is youth job creation/ skilling an explicit government policy? Has the government committed fund towards youth income-generation programs?
 - Do we have high-relationships/ open dialogues with key government officials/ agencies?
- **Demand for a collaborative structure** (no other collaborative for youth employment)
 - Is there interest for sectoral collaboration and learning?
- **Economic opportunity**
 - How does economic growth look like in this location?
 - Potential value-chains/ sectors that could absorb OY talent.
- **Dynamic youth employment ecosystem:** quality interventions, services and support available to OY

3. Critical Stakeholders

- **High potential APs** with aligned values and reach.
- **Strong interest from funders / investors** for a multiyear commitment (youth employment funding)

4. Demonstration Effect

- Potential for broader influence:
 - **Evidence of visibility or influence on other communities:** The community is being prioritized for domestic or international investment, learning, and demonstration.
 - Is the community part of a larger network? i.e Innovative cities

CCE MIGRATION PLAN

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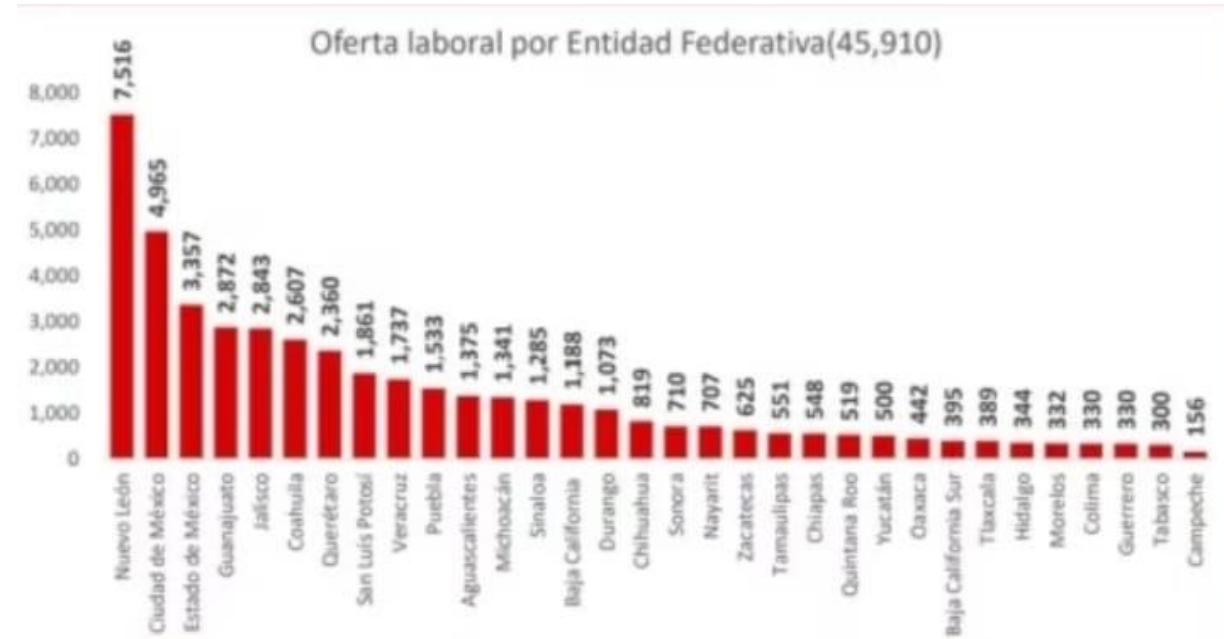


The Business Coordinating Council (CCE) has expanded its labor integration strategy for Mexican migrants repatriated from the United States, adding 39 additional companies to the initiative. With this expansion, a total of 126 companies affiliated with the CCE will offer 45,910 job openings for these migrants.

Francisco Cervantes, president of the CCE, highlighted the commitment of the productive sector to welcoming repatriated individuals by providing job opportunities that recognize and leverage their skills at various levels, from operational staff to professional positions.

The states with the highest number of job openings include:

- Nuevo León: 7,516 positions
- Mexico City: 4,965 positions
- State of Mexico: 3,357 positions
- Guanajuato: 2,872 positions
- Jalisco: 2,843 positions
- Coahuila: 2,607 positions
- Querétaro: 2,360 positions



CONEXIÓN EMPRESARIAL PAISANO

Reconocemos el valor y esfuerzo de nuestros paisanos.

Desde el sector empresarial, les abrimos las puertas para apoyarlos con trabajo en su regreso a México.

↓ DESCARGA EL LAYOUT

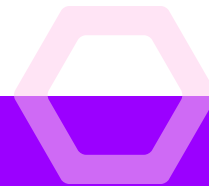
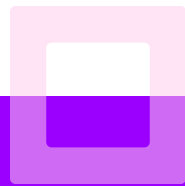
↑ CARGA DE VACANTES

The screenshot shows an Excel spreadsheet with the following content:

CONSEJO COORDINADOR EMPRESARIAL
Programa piloto de apoyo al Gobierno de México para la integración laboral de personas repatriadas (Aeropuerto Internacional Felipe Ángeles -AIFA-).
Identificación de oferta laboral en Cámaras, Asociaciones Empresariales y Empresas por entidad federativa y municipio

Información de la empresa

Número	Empresa (Razón)	Empresa (Nombre)	RFC	Sector empresa	Empleados	Entidad Federativa	Municipio o	CP	Ocupación (catálogo)	Otra ocu
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CIUDAD JUÁREZ

General data:

- Located in northern Mexico and bordering El Paso, Texas. It is one of the largest metropolitan areas between Mexico and the United States. It has more than 40 industrial parks, which include companies dedicated to the electronic, automotive and medical sectors.
- Total population: 1,605,593 inhabitants
- 188 Km²
- 450,531 youth ages 15-29 (28%)

Chihuahua State: 136,643 Disconnected
955,142 youth 192,251 in precarious jobs
328,893 OY (34%)

Opportunity youth data:

- 143,247 Opportunity Youth (32% of youth)
 - 71,351 Disconnected/In exclusion
 - 71,896 with precarious jobs
- 59,202 youth dedicated exclusively to care; 46,554 (78%) are women.
- 143,438 youth over 18 without high school certification: (56% of youth over 18)

CIUDAD JUÁREZ: *Social capital*

- **Organizations with expertise in youth and youth employment:**

- JCC (has worked with YBM in Juárez)*
- Centro Humano de Liderazgo A.C.
- IYF
- Fundación Paso del Norte
- Juventud desencadenando Fuerza Social
- Fundación Comunitaria de la Frontera Norte
- Instituto de Servicios Sociales y Educativos Ciudad Juárez
- CASA*
- Centro de Asesoría y Promoción Social*

- **Youth organizations/collectives:**

- Desarrollo Juvenil del Norte A.C.
- Fundación Mascareñas

- **Potential funders:**

- FICOSEC
- FECHAC
- FUNDEMEX
- YBG (or related partners)
- Levado (or related partners)
- Fundación INDEX
- Chihuahua Global
- The Bridge Accelerator
- The Borderplex Alliance
- International Community Foundation
- Accenture
- PGIM

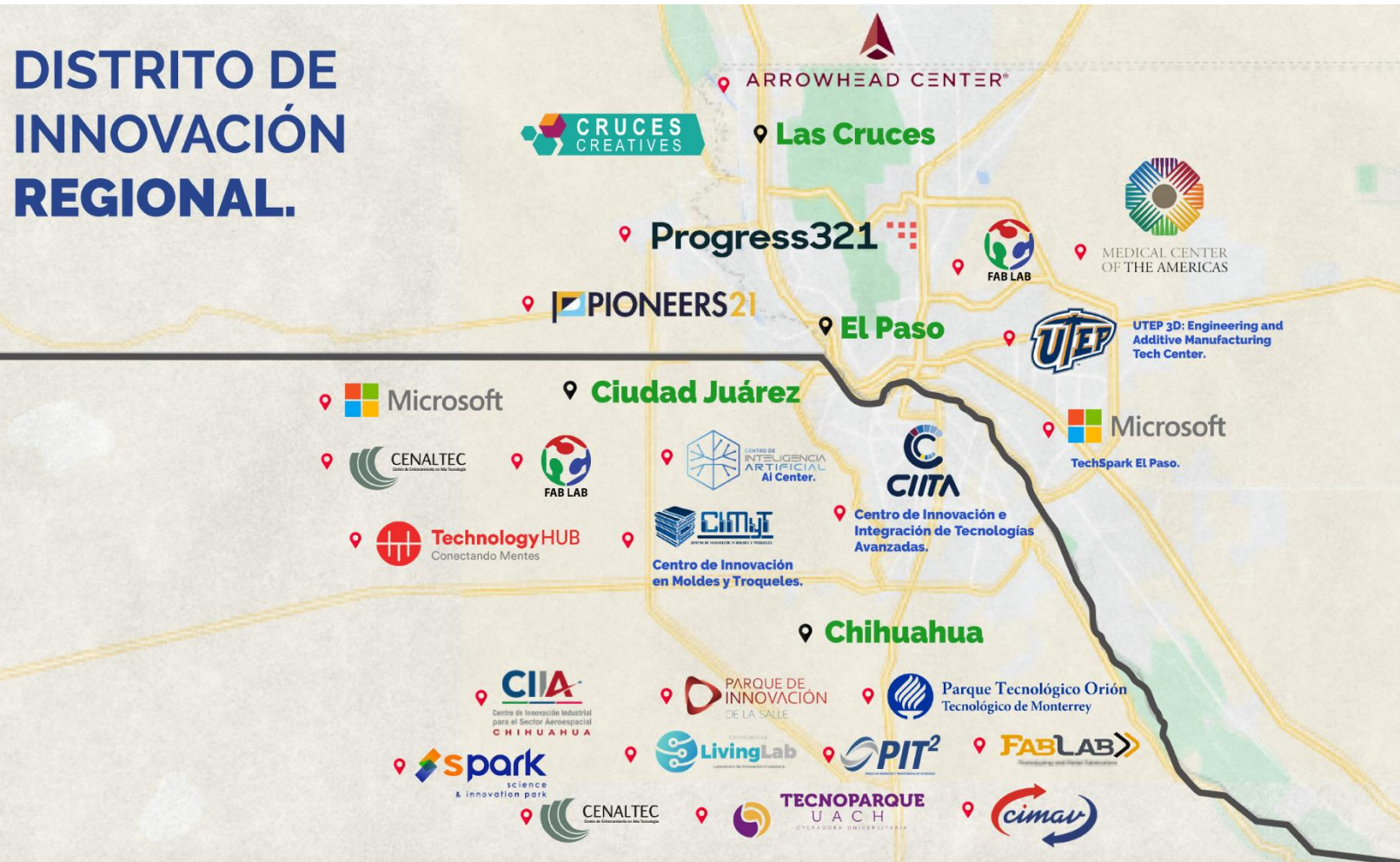
- **Potential partners/employers in private sector:**

- Desarrollo Económico de Ciudad Juárez A.C (business alliance)
- Tech: Foxconn, Flex, CommScope, Bosch, Electrolux
- Automotive: Delphi Technologies, Lear Corporation
- Medical: Johnson & Johnson MedTech, Forefront Medical Technologies, MGS
- Logistics: Finsa, Maersk, Prologis

*Members of GOYN/AJTD

CIUDAD JUÁREZ: *Other context considerations*

- 34% of the workers are employed in manufacturing at the “Industria Maquiladora de Exportación (IMMEX)”.
- There are more than 42,000 economic units in Juárez:
 - 16,000 in retail trade
 - 5,000 in accommodation and food services
 - 1.7 thousand in financial services
 - 1.4 thousand in manufacturing industry
 - 1.2 thousand in wholesale
- Vision of the Government of Juárez on Productivity, Competitiveness, Economic Diversification, and Youth Engagement: "A decent job seeks coordination with different economic actors to generate employment, improve working conditions, increase remuneration, and guarantee social security."
- Source: Plan Municipal de Desarrollo 2021-2024



CIUDAD JUÁREZ: *Other context considerations*

Related local government goals:

- Seek collaboration between government bodies, companies, and universities to foster innovation and economic diversification.
 - Create alternatives to attract investments.
 - Generate mechanisms to connect entrepreneurs with potential funding sources and training.
 - Spread actions to raise awareness about decent work.
 - Establish spaces to promote tourism activities.
- The 2021-2024 Juárez development plan, identified the following challenges faced by youth:
 - A violent environment
 - Scarce opportunities for decent work
 - Low school retention rates
 - Lack of access to cultural and sports activities
 - Within the plan, the following priorities were highlighted for youth:
 - Promotion of values and skills development
 - Promotion of education opportunities
 - Support for entrepreneurship
 - Source: Plan Municipal de Desarrollo 2021-2024

CIUDAD JUÁREZ: *Context on violence and security*

- The situation of violence and insecurity is an important consideration for Juarez. According to the National Urban Public Security Survey, 59% of the inhabitants in Juarez do not feel safe.
- The presence of organized crime organizations such as La Línea, La Empresa, Mexicles, Artistas Asesinos and Aztecas, generate that Juarez has a homicide rate of 64 per 100 thousand inhabitants.
- In 2022 and 2023, 2,278 homicides occurred, 941 of which were young people.
- Likewise, in 2023 and 2024, 92 young people disappeared in Juarez, 76% of them have not yet been located.

MONTERREY:

General data:

It is the second largest city in Mexico and the country's main industrial, commercial and economic center.

- Total population: 901,624
- 227,704 youth ages 15 to 29 (25%)
- 969.7 km²
- The metropolitan area of Monterrey include 13 municipalities

Nuevo León State: 203,726 Disconnected
1,548,932 youth 311,982 in precarious jobs

515,718 OY (33%)

Opportunity youth data:

- 60,766 Opportunity Youth (26% of youth)
 - 25,441 Disconnected/In exclusion
 - 35,325 with precarious jobs
- 17,927 youth dedicated exclusively to care; 15,154 (84%) are women.
- 82,370 youth over 18 without high school certification

MONTERREY: *Social capital*

Organizations with expertise in youth and youth employment:

- Consejo Cívico (113 CSO members)
- IYF*
- Junior Achievement*
- YouthBuild México*
- SERAJ*
- Alianza Neo*
- Universidad de Nuevo León
- Generation*
- Inroads*
- Save the Children*
- World Vision*
- Fundación Monterrey para la Educación y la Cultura (FOMECC)
- Fundación Pro Juventud

Youth organizations/collectives that are active in the area

- Jóvenes Unidos por Nuevo León (JUNL)
- Red Juvenil de Nuevo León
- Alianza de Organizaciones Juveniles de Nuevo León (AOJNL)

*GOYN/AJTD members

Potential funders

- Nacional Monte de Piedad (+NL donor cluster*)
- Accenture Mexico
- Fomento Social Citibanamex
- Coppel*
- Fundación Deacero*
- Alen
- Arca Continental
- CEMEX
- Femsa*
- FRISA*
- Alsea*
- Fundación Riisa*
- Ternium

Potential partners/employers in private sector

- Grupo Ventura
- Teleperformance
- Oxxo
- Grupo Alsea
- Ternium
- Clarios
- Cemex

MONTERREY: *Other context considerations*

- Implementation of first Social Impact Bond in Mexico – youth employment (CRS+YouthBuild Mexico)
- The main reasons for youth unemployment are: they are subqualified for the existent entry-level jobs, and the vacancies are far away from their homes, (Accenture interviews)
- Private sector challenges: Lack of budget (Accenture interviews) ***
- Presence of organized crime: *Cártel Jalisco Nueva Generación, Cártel de Sinaloa, Cártel del Golfo, Cártel Noroeste, Cártel Independiente de Nuevo León.*
- 604 homicides in 2022-2023
 - 211 (35%) were youth
- In 2023 and 2024, 576 young people disappeared in Monterrey (20% without being located)
- Lack of water and transport infrastructure
- 69% of the population feels unsafe.

MÉRIDA

General data:

Mérida is primarily an **urban** city, the capital of Yucatán and the largest city in the state. While the city itself is urban, the surrounding region can be considered **mixed (rural/urban)**.

- Total population : 993,691
- 230,520 youth ages 15 to 29 (23%)

Yucatán State:
558,914 youth

228,479 OY = 40%
68,513 Disconnected
159,996 in precarious jobs

Opportunity youth data:

- 70,540 Opportunity Youth (30% of youth)
 - 24,617 Disconnected/In exclusion
 - 45,923 with precarious jobs
- 12,484 youth dedicated exclusively to care; 10,935 (87.6%) are women.
- 59,235 youth over 18 without high school certification

MÉRIDA: *Social capital*

Organizations with expertise in youth and youth employment:

- Jóvenes Constructores de la Comunidad*
- Enseña por México*
- Casa de vida independiente/Fundación Palace*
- Impulso Universitario AC*
- Hermanos Maristas en Kanasín*
- Academia*
- Juventudes/AVSI*
- The Hunger Project*
- FEYAC (Fundación del empresariado yucateco)*

Youth organizations/collectives that are active in the area

- Red Global de Jóvenes Políticos (Yucatán)
- Red Juvenil por México
- Edúcate Yucatán

*GOYN/AJTD members

Potential funders

- Fomento Social Banamex
- Accenture
- GIZ
- Kellogg Foundation

Potential partners/employers in private sector

- Grupo Yucatán
- Grupo Provi
- Bepensa
- Dondé
- Lodemo
- Boxito
- Optivosa
- Grupo Palace
- Metaltec
- Hotel Industry
- Industria Salinera

YUCATÁN: *Key information about the context*

- Yucatan has a population of 2,320,898 and has 106 municipalities.
 - Merida is the capital of the State of Yucatán.
 - Compared to 2010, the population in Yucatán grew by 18.7%.
 - 67% of the municipalities have high level of poverty
 - The state's GDP represent 1.5% of Mexico's total GDP (INEGI)
 - The state has a large share of indigenous (mainly Mayan) groups.
 - 23% of the state's population speak an indigenous language.
- In 2024, the employed workforce reached 1.23M people (41.7% women and 58.3% men)
 - Average monthly salary of \$7.39k MX.
 - The occupations that concentrate the largest number of workers were Sales Employees, Dispatchers and Shop Assistants (73.7k)
- According to data from the 2019 Economic Census:
 - The sectors that concentrated the most economic units in Yucatán were:
 - Retail Trade (38,225 units),
 - Manufacturing Industries (26,715 units)
 - Temporary Accommodation and Food and Beverage Preparation Services (15,331 units).
- *Polo de Bienestar Maya* is a Special Economic Zone (SPZ) and industrial park proposal included in *Plan México*.
- The Tren Maya (Maya Train) is a significant infrastructure project in Mexico, aiming to enhance connectivity and stimulate economic development across the Yucatán Peninsula.

Summary of Potential Sites

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	CD. JUÁREZ	MONTERREY	MÉRIDA
% Opportunity Youth	32%	33%	30%
Employment Opportunities	-Multiple entry level opportunities due to industrial, manufacturing and logistics parks in the region	-Potential infrastructure projects with Cemex -Nearshoring opportunities -Public railroad construction	-Retail and Hospitality opportunities due to high tourism in the area. -Employment in government / public sector as result of gov. Infrastructure projects (mainly Tren Maya). Increased economic activity as result of ZPR and <i>Plan México</i>
Potential Funders	-Bi national companies and NGOs located within the El Paso/Las Cruces/Juárez area	Consortio NMP Cemex	Kellogg Foundation Fomento Social Banamex GIZ
Mexico/US context	Complicated economical context due to tariff implementation	Nearshoring opportunities might be lost due to new regulations by the US government	N/A
Government Relations	No current relations	YBM and Consortio NMP are well connected with local government	-New gov. elected in 2024. No active relationships.
Collaborative partners	Levado, YBG, JCC, FECHAC, UNICEF, STC	NEO, Seraj (small), ONU Mujeres	JCC, Juventudes/AVSI Enseña por México, Impulso Universitario, The Hunger Project, FEYAC
Security context	59% of population feels unsafe	69% of the population feels unsafe	31% of population feels unsafe