

GOYN BARRANQUILLA

STRATEGY WORKSHOP



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

ECONOMIC CONTEXT

GDP 2024

Colombia's economy in **2024** showed a growth rate of **1.7%** compared to **2023**.

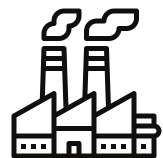
The growth rates in the main economic sectors during **2024**:



Wholesale and retail trade (**1.26%**)



Public administration and defense
(**4.23%**)

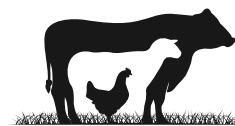


Manufacturing industries (**-2.08%**)



Entertainment (**8.17%**)

Highest growth sectors



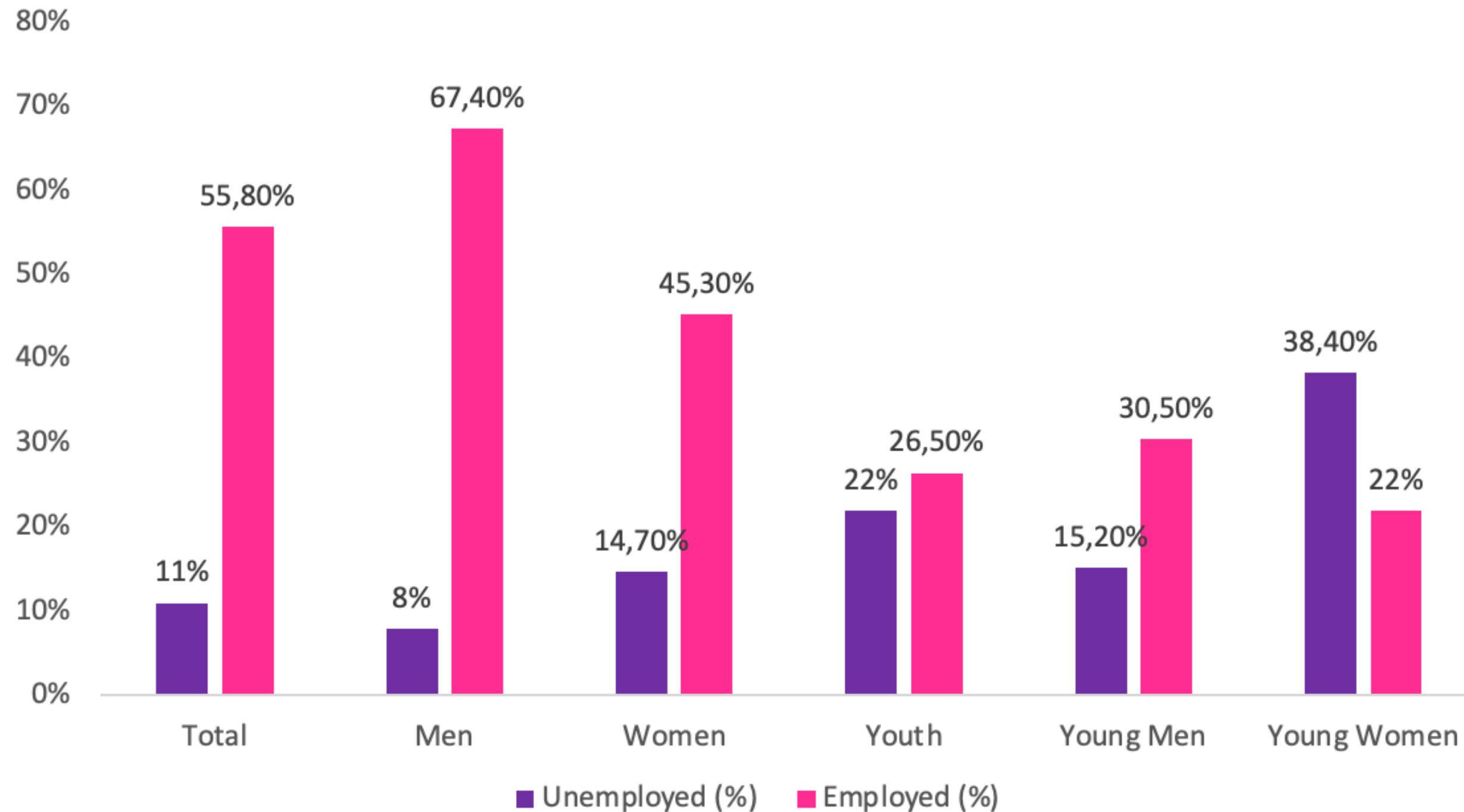
Agriculture and Livestock (**8.13%**) and Arts and
Entertainment (**8.17%**)

Lowest growth sector



Mining and quarrying (**-5.16%**)

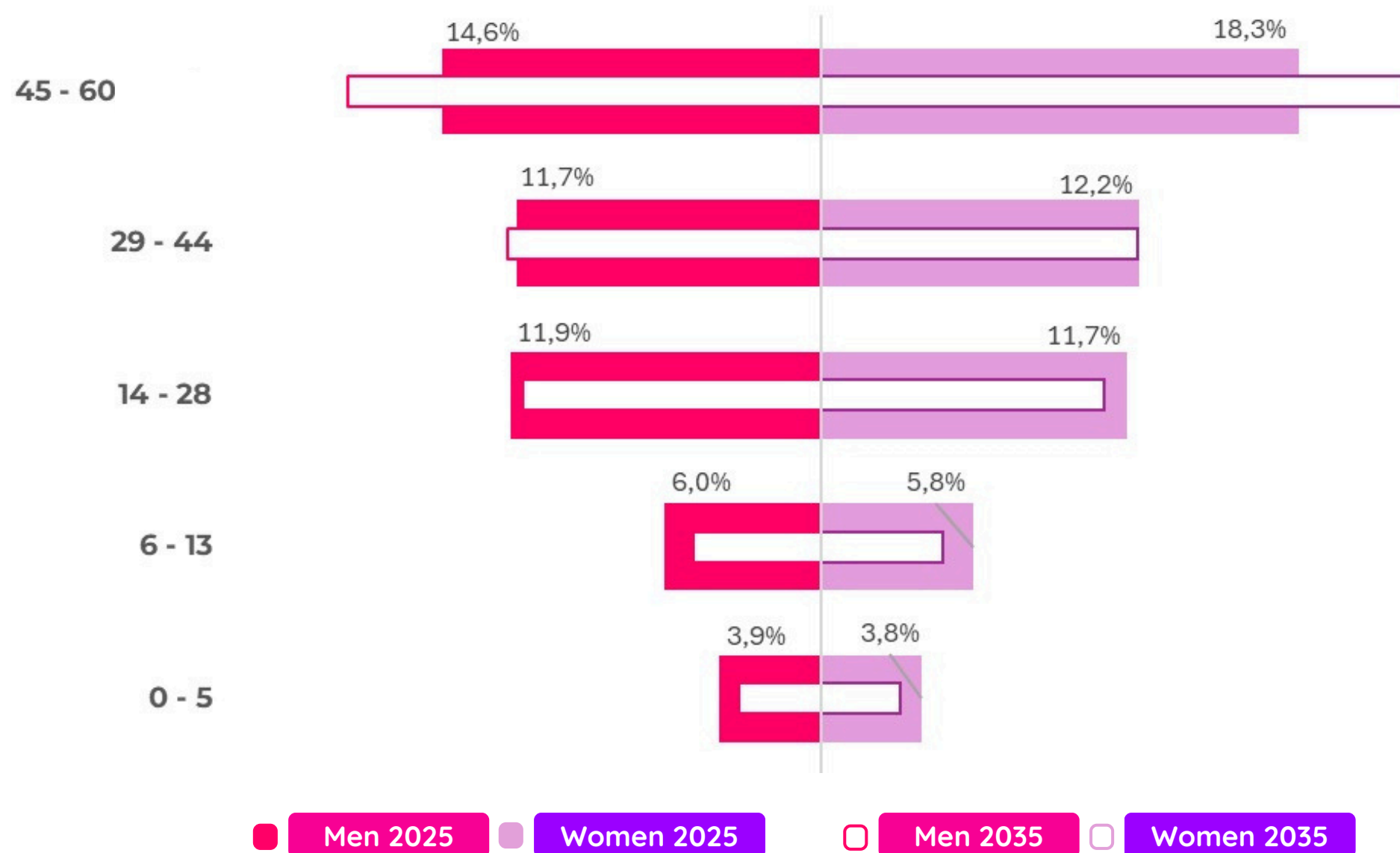
Labor market: Barranquilla 2024



Highlights

- High youth unemployment, especially among women (**38.4%**)
- Low youth employment rate, particularly among women (**22%**)

Population Pyramid: Barranquilla 2025-2035



2025 Total population: 1.342.818

Youth (14-28 años) 23,6% (317,556)

2 youth per 10 inhabitants

157,294 Female 49.5%

160,262 Male 50.5%

2035:

Youth (14-28 años) 299,041

Decrease of 5.8%

2 youth per 10 inhabitants

Female 48.7% Male 51.3%

Trend: Decrease in the
Demographic Dividend

SYSTEM MAP - FORCES AROUND OY

CENTRAL FORCES THAT MOVE THE SYSTEM

Identifying the central forces that move the system.

RESISTANCE FORCES

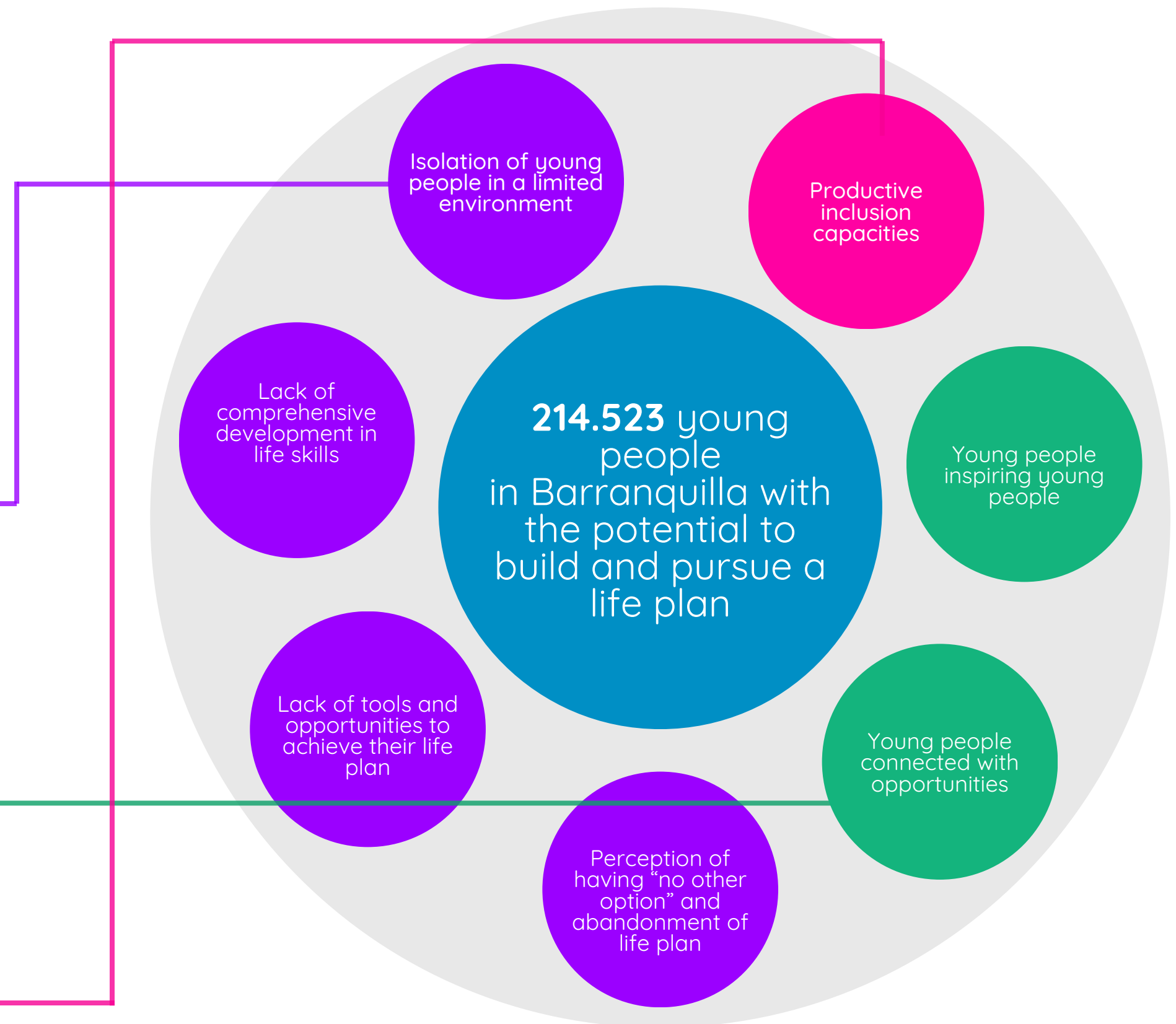
- Lack of comprehensive development of skills and competencies for life.
- Lack of tools and opportunities to achieve their life plans
- Isolation of young people in a restricted social environment
- Abandonment of life plan

MOTION FORCES

- Young people connected with opportunities
- Young people inspiring young people

AMBIVALENT FORCE

- Productive inclusion capacities

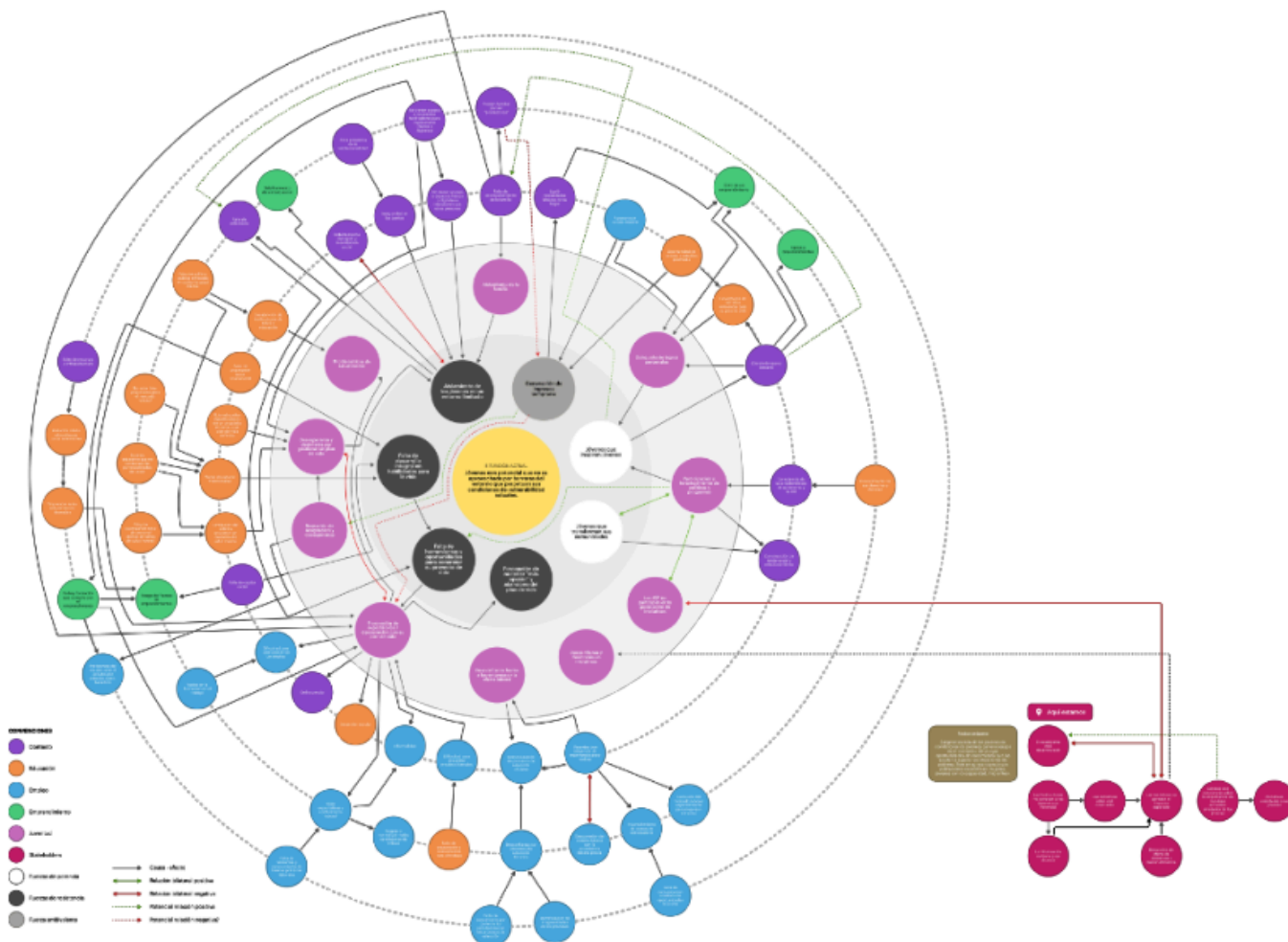


ACTING STRATEGICALLY

HOW TO KEEP THE DYNAMICS OF THE SYSTEM ALIVE

THE SYSTEM TODAY

The potential or "stored" energy of young people is a consequence of the fact that the system acting upon them is conservative. In other words, there are more resisting forces than enhancing forces.



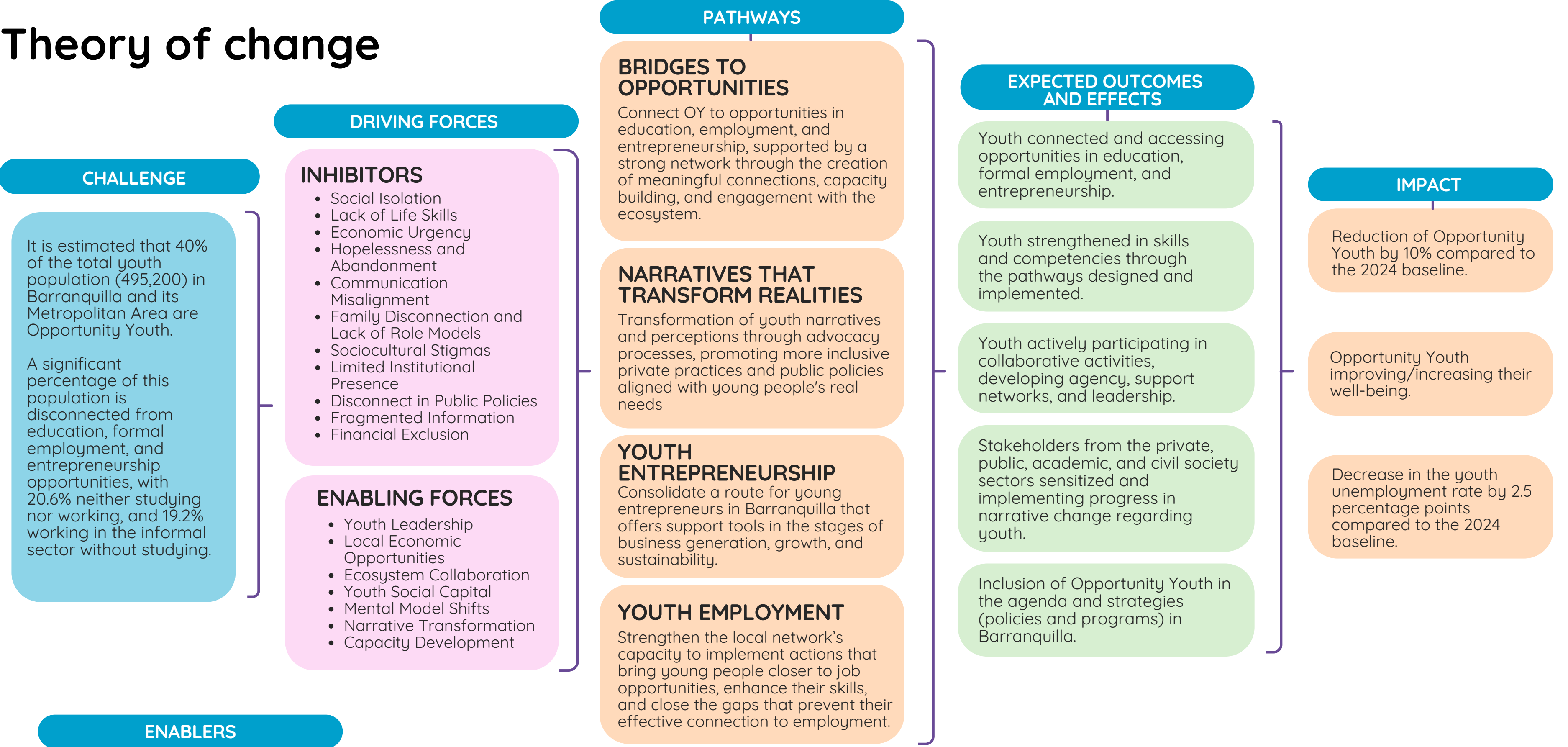
VISION FOR SYSTEM SHIFT

Minimize interactions among resistance forces (inhibitors), connect them with enabling forces.

Add more movement forces in the ecosystem



Theory of change



LONG TERM VISION

Generating a change in young people's living conditions by advancing equity, opportunities, and developing their ability to make decisions and influence their communities, breaking down barriers and biases, and fostering their skills, talents, and passions.



STRATEGIC OBJECTIVES 2024-2026

01

Connect youth with service offerings within the entrepreneurship, education, and employment ecosystem to enhance their decision-making capacity and access to opportunities

02

Promote the holistic development of young people through empowerment mechanisms related to education, employment, and entrepreneurship, as well as decision-making and influence in their environment

03

Strengthen the articulation of ecosystem partners through mutual reinforcement of actions

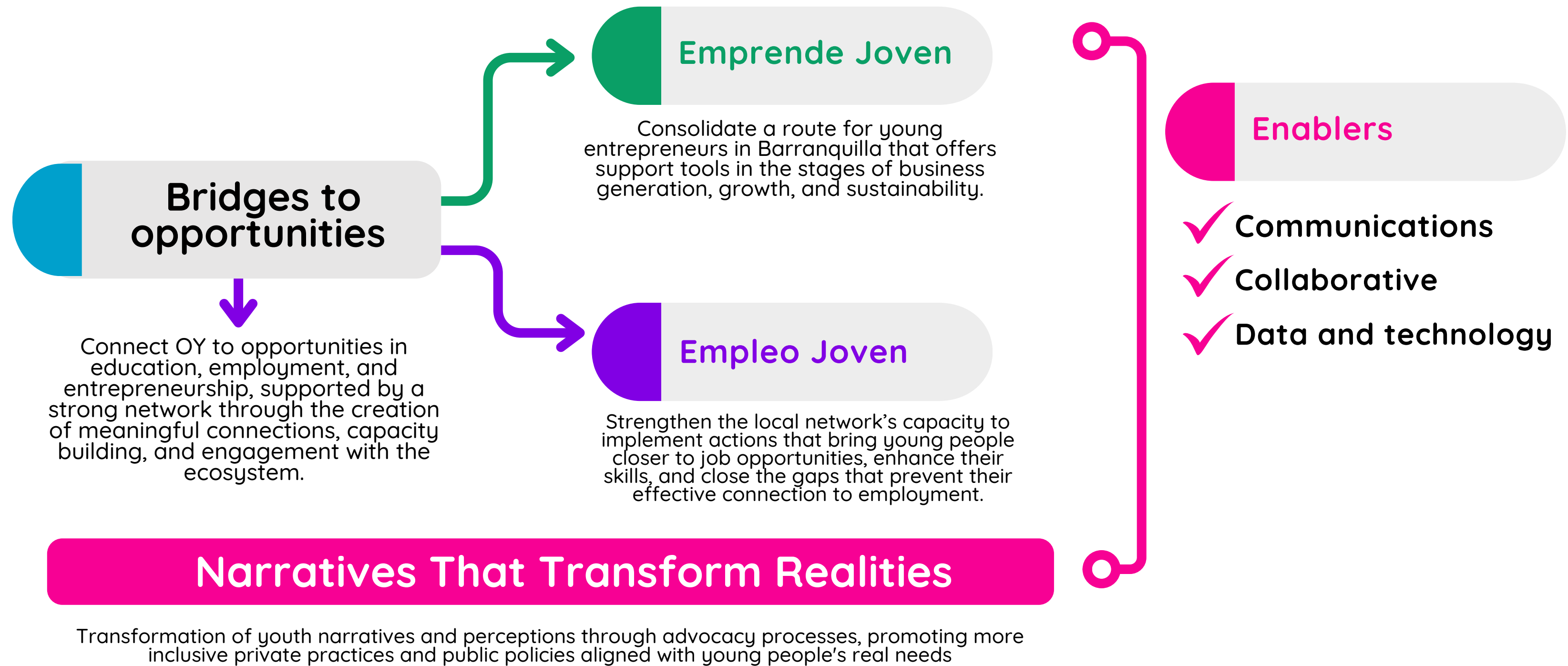
04

Transform societal narratives about young people as well as their own perceptions of the opportunities they can access



PATHWAYS GOYN BARRANQUILLA OVERVIEW AND MILESTONES 2025

Pathways Strategy



Bridges to opportunities

Connections

Development of leadership skills and agency in OY.

Socio-occupational guidance

OBJECTIVES

Create connections between OY and the ecosystem to promote sustainable access to opportunities that are articulated and aligned with the needs of OY, regardless of their living conditions

Strengthen the capacities of young people to promote transformations in their communities and establish connections with the ecosystem.

Consolidate a socio-occupational guidance strategy for opportunity youth, based on a network of community leaders and grassroots organizations.

PILOTS

- Youth Connections Project
- Youth Innovation Fund (extended with NB)

- Capacity-building plan for YAG and OY from the YIF.

- Transfer of the SOG methodology and capacity building for leaders and grassroots organizations in socio-occupational guidance.



MILESTONES 2025

- 5,830 OY connected through in-person spaces and the platform, increasing their social capital and access to opportunities.
- 220 young leaders strengthened through direct participation in the implementation of youth engagement projects (YAG).
- 1,070 OY strengthened through organizations impacting the productive inclusion of young people with potential (YIF).
- 20 leaders trained to implement the socio-occupational guidance strategy with the capacity to replicate it in new leaders.
- 400 OY supported in socio-occupational guidance.



PARTNERS

- Nuestra Barranquilla, Goyn Bogotá.
- Opportunities Center, Public sector.
- Training and education institutions, universities, local communities and youth organizations

SCALABILITY

- Replicable methodology and its expansion through strategic alliances.
- Exchange of meaningful experiences.
- Sustainable and constantly updated contact networks.
- Continuity strategies through interconnected actions.
- Expansion of YAG to educational institutions through the ambassadors program (GOYN).
- Train-the-trainer program.



- Replicable methodology.
- Expansion of the network to more organizations and community leaders.
- Capacity building to replicate the strategy.

Impact 2028: 25.000 connected OY
6.000 Strenghtened OY


Narratives That Transform Realities

OBJECTIVES	Narrative Diagnosis	Capacity building	Advocacy in the Productive Sector	Advocacy in Public Policy
	Generate input to create a multi-stage strategy that promotes positive narratives about young people with potential in Barranquilla	Strengthen the capacities of organizations and young people to promote empowering and assertive narratives	Implement targeted strategic campaigns to transform perceptions of young people with potential, fostering changes in social behavior and practices that expand opportunities.	Promote the design, updating, and implementation of public policies that foster young people’s productive inclusion
PILOTS	<ul style="list-style-type: none">Identify existing youth narratives about the labor market	<ul style="list-style-type: none">Raise awareness among organizations about youth narrativesTrain young people in assertive narratives	<ul style="list-style-type: none">Pilot program with companies to promote youth employmentHighlight stories of companies joining the narrative shift	<ul style="list-style-type: none">Provide technical contributions for the formulation of youth-focused public policiesStrengthen young people’s capacities for public policy advocacy.
MILESTONES 2025	<ul style="list-style-type: none">2 pilot programs on behavioral changes in youth hiring practices within the productive sector implemented.10 organizations strengthened in youth-related concepts and narratives.40 young people trained in communication skills for positive labor market narratives.1 diagnostic study on youth narratives regarding the labor market.1 public policy proposal that strengthens youth productive inclusion and their narratives in the labor market.			
PARTNERS	<ul style="list-style-type: none">Companies, public sector, employment agencies, and industry associations. Data Working Group.Nuestra Barranquilla, GOYN Bogotá.			
SCALABILITY			<ul style="list-style-type: none">Incorporate youth employment awareness objectives in public and private employment agencies.Build capacity within the collaborative to promote youth hiring policies	<ul style="list-style-type: none">Develop capacities in young people and the Data Working Group to generate insights for ongoing advocacy processes, policy updates, and monitoring policy outcomes
Impact 2028: 200 strengthened OY - 60 Number of Stakeholders who involve GOYN Barranquilla vision in their strategies and are committed in the medium term to the identified pathways.				

Youth entrepreneurship

OBJECTIVES	Search and appropriation knowledge Understand the needs, aspirations, and barriers faced by young people who decide to develop businesses	Entrepreneurial skills Entrepreneurship training for OYs.	Support for entrepreneurs Support and assistance to entrepreneurs interested in creating, developing and strengthening their business	Connexion with opportunities Facilitate the participation of young people in commercial events. Create connections between young entrepreneurs and the ecosystem.
PILOTS	<ul style="list-style-type: none">Conduct studies and innovative interventions on youth entrepreneurship.	<ul style="list-style-type: none">Pilot training program with ecosystem allies, integrated with a mentorship program.	<ul style="list-style-type: none">Create a mentorship and advisory program for young people with potential.	<ul style="list-style-type: none">Participation in commercial spaces.Identify and promote opportunities.
<div><div> MILESTONES 2025</div><div><ul style="list-style-type: none">Define the profile of young entrepreneur and create a map of organizations and support programs.Design 2 intervention tools for young entrepreneurs.Strengthen 120 young entrepreneurs through strategic support.Train 200 young people in entrepreneurial skills.Raise visibility and position 40 young entrepreneurs in various commercial and networking spaces.Implement joint initiatives with local actors to support young people with entrepreneurial potential.Promote 10 funding alternatives for productive projects of OYs.</div></div>				
<div><div> Partners</div><div>Universities, entrepreneurship centers, local Government, chamber of commerce, social sector, funders."</div></div>				
SCALABILITY	Offer to local and national entities a methodology for supporting young entrepreneurs that can be replicated in different contexts.			Implement a fund for entrepreneurs to support the generation, growth, and consolidation of businesses developed by OY's.

Youth employment

OBJECTIVES	Understanding demand	Pathways to opportunities	Life skills tools
	Understand the needs of the productive sector in order to identify opportunities for young people."	Bring young people available jobs and training offers.	Support relevant training processes aligned with the demand for young talent.
PILOTS	<ul style="list-style-type: none">Register and analyze the talent needs of young people in local companies.Raise awareness of the benefits of hiring young talent.	<ul style="list-style-type: none">Disseminate job offers, calls for applications, and other opportunities for young people.	<ul style="list-style-type: none">Training and support programs for young people to access formal employment, carried out in collaboration with partners.
 MILESTONES 2025	<ul style="list-style-type: none">Form a group of 20 companies committed to employing young people.180 young people get their first job.Develop an attractive and effective methodology to connect young people with employment and training opportunities.300 young people integrated into a training pathway that mitigates barriers and allows young people with potential to access their first job.300 young people with potential connected to employment and education opportunities through a monitored strategy.		
 PARTNERS	Vocational training centers, universities, social sector, local and local Government.		
SCALABILITY	Establish a robust employment system that allows young people to access dynamic and up-to-date labor market information for decision-making and offers mechanisms to connect with employers and relevant training opportunities.	Offer the local network an attractive and effective methodology to connect young people with employment and training opportunities.	

Enablers

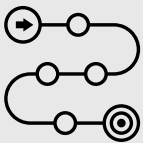
ENABLERS

COMMUNICATIONS



Brand
development

COLLABORATIVE



Stakeholder
mapping



Formalization
of partnerships



Relationships and
community
engagement

DATA AND TECHNOLOGY



Platforms



Research and
consultancy



Monitoring and
evaluation
strategy



Software

Enabler: COLLABORATIVE

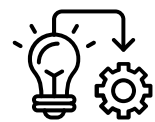
OBJECTIVES

Alliances and networking

- Promote continuous learning and the reinforcement of mutually strengthening actions with the ecosystem of actors
- Develop meetings and collaborative working groups for the construction and achievement of the common agenda.
- Build a joint communication as well as accountability plan with key stakeholders.
- Formalize new alliances with the collaborative for resource management that ensure the sustainability and scalability of the pathways
- Strengthen a relationship and ecosystem management plan, including donor engagement.

Participatory engagement

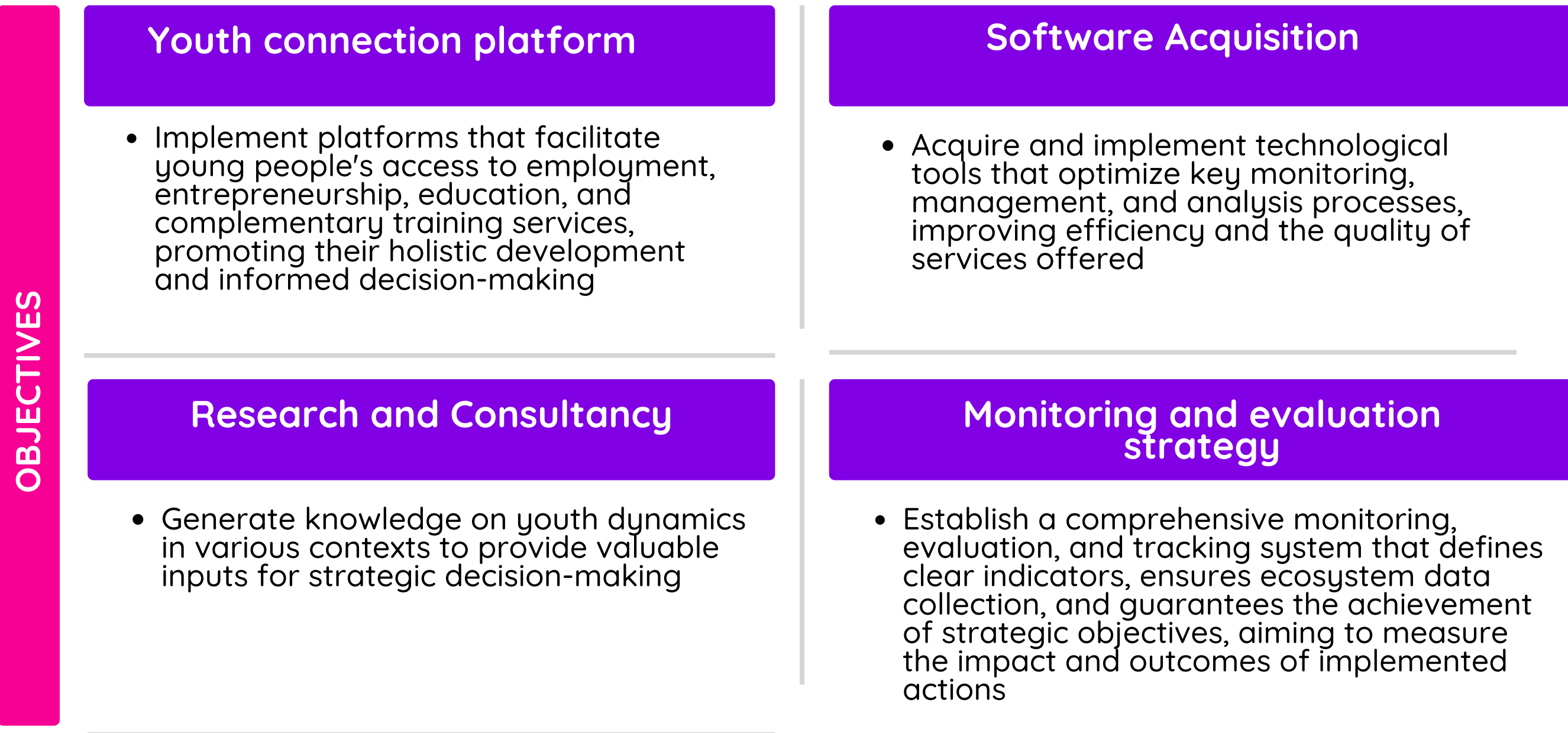
- Encourage active youth participation in events.



MELESTONES
2025

- Design of a traceability tool for relationship management with collaborative members.
- Collaborative with an established joint measurement agenda and defined measurement indicators.
- An established strategy for the involvement of collaborating members in the implementation of pathways.
- An integrated communication strategy between collaborative actors to strengthen the diffusion of actions and accountability
- 3 formalized agreements to enhance the scope and coverage of strategic objectives and resource management.
- Establish at least five key connections to strengthen the presence and participation of young people in strategic spaces for youth development .

Enabler: DATA AND TECHNOLOGY



MILESTONES
2025

- Operational platform with at least 50% of trajectories registered and monitored in real-time during the first 6 months of implementation.
- Active access and usage by at least 100 young entrepreneurs within the first semester of implementation.
- Installation and operation of 3 functional software tools within 6 months of acquisition.
- Design of a monitoring framework with at least 5 key metrics and expected learnings to guide evaluation.
- Adapt the development of Jóvenes por el Emprendimiento from the GOYN Mexico community.

Enabler: COMMUNICATIONS

OBJECTIVES

GOYN CONNECTS

- Strengthen communication with our MSAG members and closer allies within the collaborative.

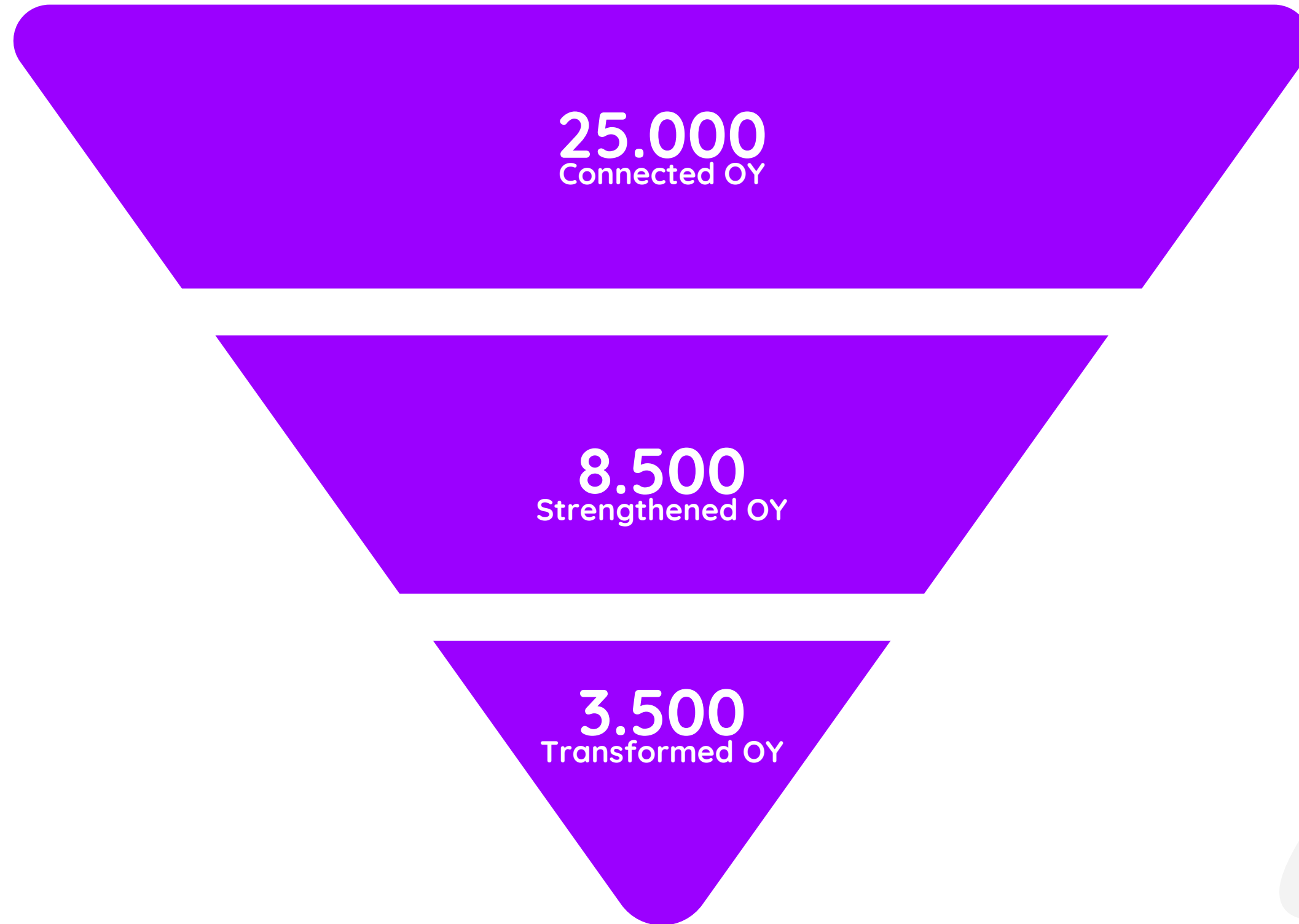
BRAND DEVELOPMENT

- Develop and implement sector-specific communication campaigns to strengthen the visibility, recognition, and positioning of GOYN Barranquilla within its ecosystem.



- Increase the participation of our MSAG members in different lines of action, promoting its active involvement and continuous dissemination.
- Establish GOYN Barranquilla as a leading brand in youth inclusion through targeted campaigns that increase recognition and visibility within the ecosystem.
- Achieve significant growth in reach and engagement on social media, positioning GOYN Barranquilla as a benchmark for youth opportunities.

Impact to 2028



Work area	Objective	Key actions	Outputs	Responsible
Youth Participation, Inclusion, and Civic Engagement	Promote youth participation in decision-making.	Support youth involvement in public and private decision-making spaces. Provide technical advisory to the local administration.	Updated youth policy. Technical reports on youth inclusion.	GOYN Director NB Director
Agency Building and Youth Social Capital	Strengthen youth leadership and network articulation.	Leadership and skills training. Creation and strengthening of youth communities.	Capacity-building plans. Active youth networks.	Youth connection coord./Youth connection coord.
Knowledge and Learning	Generate strategic information on youth and urban dynamics.	Implementation of the Youth Observatory. Monitoring and evaluation strategies.	Biannual report. Youth data repository.	Knowledge and Data Management Coord/Monitoring, Evaluation, and Learning Coordinator
Youth Ecosystem Management	Strengthen the youth ecosystem in employment and education.	Mapping key stakeholders. Joint strategies to improve employment and training opportunities.	Standardized youth database. Strategy for ecosystem coordination.	Collective Impact Coord/Collective Impact Coord
Communication and Narratives	Increase youth visibility and strengthen their representation.	Digital content production. Podcasts and forums. Awareness campaigns and recognition programs.	Social media content. Podcast series. Youth leadership awards.	Communications Coordinator/