

# 2024 RESULTS REPORT

GOYN MEXICO CITY

## DIVERSITY & LEADERSHIP



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



## LETTER FROM THE DIRECTOR

In this third year of operations of the GOYN Mexico City initiative, we have succeeded in consolidating collaborative work, under the coordination of YouthBuild Mexico as the anchor partner, and advancing significantly in a shared agenda for the economic inclusion of *opportunity youth* in Mexico City.

This joint work among GOYN Mexico City's member entities has translated into tangible opportunities for thousands of *opportunity youth*. Through various network efforts, more than 35,000 young people accessed relevant information and resources for their economic inclusion, and over 11,500 were able to strengthen their skills and advance their pathways toward economic integration through initiatives such as the FIT model, partnerships with the private sector, and training and support spaces offered by different members of the network.

In an election year, we built—centered around the leadership of the Youth Advisory Group (YAG)—a collective agenda with policy recommendations for improving public programs affecting *opportunity youth*, and we sustained dialogues with major political forces. Subsequently, we initiated significant conversations with the elected government, resulting in strong alliances with the current administration. These alliances will enable us to move forward with the systemic changes we seek for improving the living conditions of *opportunity youth* in our city.

This collaborative work would not have been possible without the support provided by our donors: the Conrad N. Hilton Foundation, Fundación Coppel, Fomento Social Citibanamex, Accenture, Nacional Monte de Piedad, and the Aspen Institute. These institutions have not only supported the initiative financially, but have also acted as strategic partners in co-developing solutions—such as the Empresas con la Juventud initiative and the development of the training pathway platform (Kompas), which we are collaboratively building. They have also played key roles in strengthening the network through new partnerships. In addition to the coordination efforts led by YouthBuild Mexico, our civil society partners and members of the Steering Committee have been essential for the initiative's operations.

This year, Acción Ciudadana Frente a la Pobreza developed a valuable document to better understand the reality of *opportunity youth* in Mexico City and the Metropolitan Zone of the Valley of Mexico. ACFP also led the “Sí Jalo” learning community, which provided a space for dialogue between *opportunity youth*, network members, experts, and key government stakeholders. These contributions were crucial for the work of the public policy advocacy committee.

Additionally, Iniciativa Ciudadana para la Cultura del Diálogo made significant contributions to capacity building for youth leadership and advocacy. They accompanied the Youth Advisory Group (YAG) on their journey to becoming change agents and participants in public and political dialogue. They also contributed to the creation of the JuventudES Platform, which has opened spaces for youth—not only

from the Mexico City, but also from other GOYN communities in Colombia, Kenya, India, and others—to express themselves and share their experiences.

Our alliance with CLAP allowed us to publish *Apunta*, an innovative study analyzing employment trends and pathways for youth without university degrees. This has helped identify employment tracks with higher potential for integrating youth into decent work conditions. This partnership also allowed us to launch Clap: a GOYN hub, a safe space offering training and resources for employability and youth development.

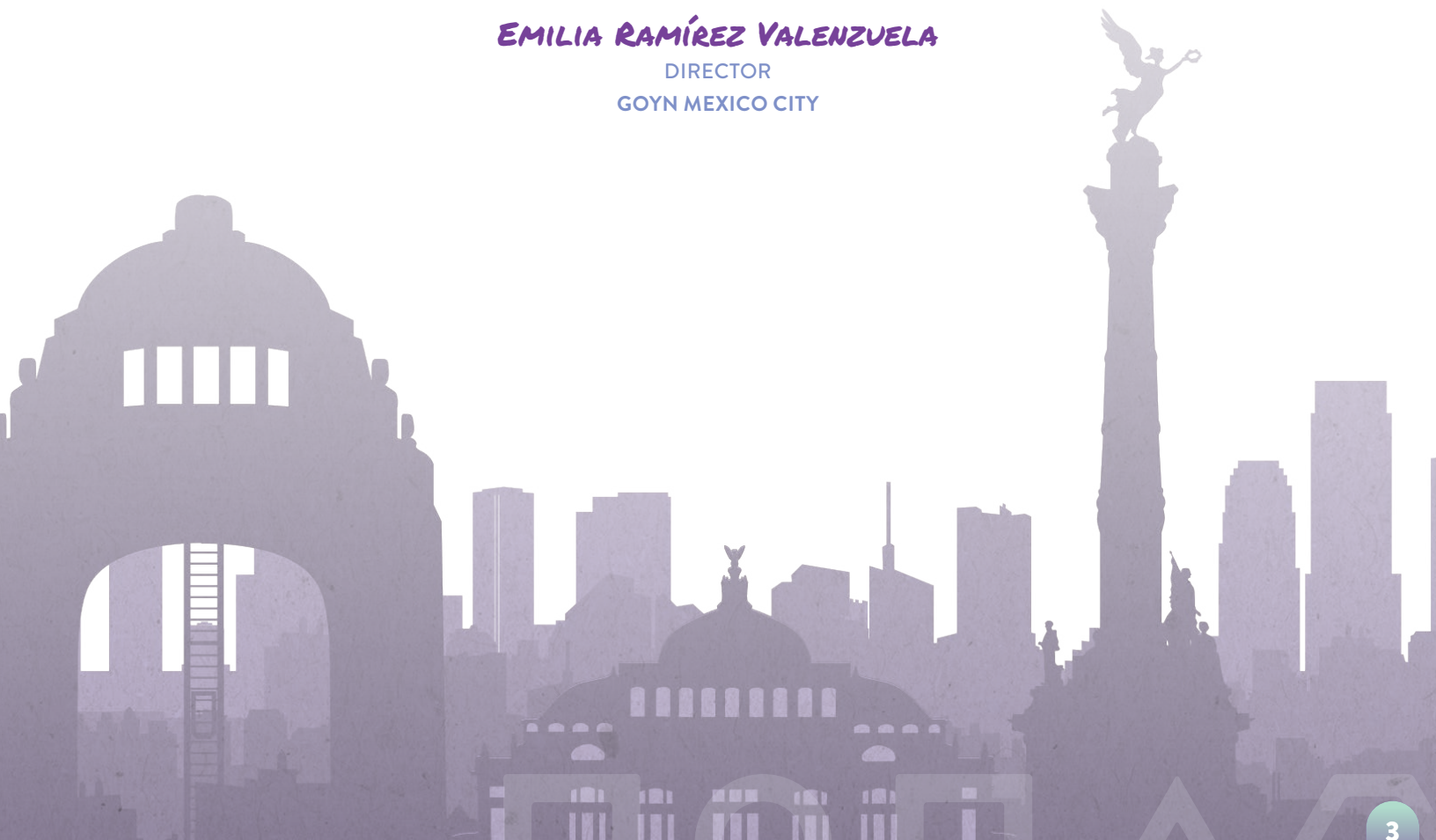
Servicios a la Juventud (SERAJ) was also a vital partner, helping to connect with youth collectives advocating for diverse rights and playing a key role with YouthBuild Mexico in implementing the Jóvenes con Rumbo Preparatoria program. This program will be pivotal in our advocacy efforts around alternative upper secondary education.

Finally, serving as the local representative of the Alianza Jóvenes con Trabajo Digno has allowed us to frame our local advocacy within national-level efforts, both in the public sector—by building a collective agenda for influencing public policies—and in the private sector, through the Empresas con la Juventud initiative.

We are proud to present the progress and achievements we've made together and look forward with enthusiasm to beginning a new year of collaborative work.

**EMILIA RAMÍREZ VALENZUELA**

DIRECTOR  
GOYN MEXICO CITY



# GOYN DIRECTORY

## GOYN CDMX

**EMILIA RAMÍREZ VALENZUELA**  
DIRECTOR

**MARIO PÁEZ ORTEGA**  
HEAD OF ADVOCACY

**NICOLE NESMA PILGRAM**  
TERRITORY PARTNERSHIPS

**LUZ MARÍA BETANCOURT**  
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**ANDREA FERNANDA RIVERA VIDANA**  
YOUTH ENGAGEMENT

**LUIS CARLOS SÁNCHEZ DÍAZ**  
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JÓVENES X EL EMPRENDIMIENTO

**Fernanda Monserrath Gutiérrez Zaragoza**  
INCIDENCIA EN POLÍTICAS PÚBLICAS

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# STEERING COMMITTEE

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Acción Ciudadana Frente a la Pobreza / **Paulina Gutiérrez**

Alianza Jóvenes con Trabajo Digno / **Esteban Álvarez**

Fomento Social Citibanamex / **Verónica Solana F.**

Fundación Coppel / **Vanessa Caldera**

Hilton Foundation / **Caroline González**

Grupo Asesor de Jóvenes de GOYN / **Moisés García,**  
**Atena Rodríguez, Nanci Aniceto, Fernanda Zaragoza**

Iniciativa Ciudadana para la Cultura del Diálogo / **Karla Ambrosio**

Nacional Monte de Piedad / **Ana Paula Ricalde**

Servicios a la Juventud / **Etan Jimeno**

Secretaría del Trabajo y Fomento al Empleo de la Ciudad  
de México / **Edgar Ruiz**

YouthBuild México / **Paulina Sanchez Guadarrama**

Clap / **Diego Alcázar**



CIUDAD DE MÉXICO  
CAPITAL DE LA TRANSFORMACIÓN

SECRETARÍA DE TRABAJO  
Y FOMENTO AL EMPLEO





## CONTEXT OF OPPORTUNITY YOUTH IN MEXICO CITY

Mexico City is home to 9.3 million people, of whom 2.03 million are youth between the ages of 15 and 29—representing 22% of the city's population.

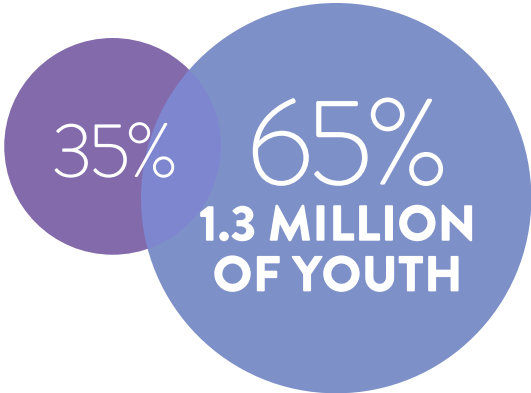
Among them, nearly 600,000 (599,977) are considered “opportunity youth”—this means they represent 30% of the total youth population in the city.





# OVERVIEW OF THE CITY

## YOUTH POPULATION IN CDMX



HIGHEST LEVEL OF STUDY IN UPPER SECONDARY EDUCATION (EMS)

A TOTAL OF:

**177,000** youth in the city lack access to both decent work and education:

- 115,000 do not work nor study, mostly due to caregiving responsibilities at home.<sup>1</sup>
- 16,000 are not in education or employment and are not seeking work<sup>2</sup>, often due to a lack of perceived opportunities<sup>3</sup>.
- 46,000 are actively seeking work but have not found employment and are not in school<sup>4</sup>.

By gender:  **Men** 59,039  **Woman** 118,904

Source: INEGI ENOE 2024 Second quarter

**42,000** youth do not study and work under precarious conditions: without sufficient income and/or without access to social security:

- 25,000 youth are employed without sufficient income and without social security<sup>5</sup>.
- 131,000 youth are employed with social security but earn insufficient income.
- 39,000 youth are employed with sufficient income but without social security.

By gender:  **Men** 260,618  **Woman** 161,416

Source: INEGI ENOE 2024 Second quarter



6 out of 10 working opportunity youth are men, showing greater male participation in the workforce



7 out of 10 opportunity youth without access to work or education are women, most of whom are dedicated to unpaid domestic and caregiving tasks.

There is still much to be done to give young women the opportunity to enter the workforce under decent conditions. There remains an urgent need to promote a comprehensive care system that enables young women to pursue personal and professional development.

At the same time, it's critical to close gender gaps and improve job quality for all opportunity youth so they can access dignified work with rights and opportunities.

In addition, 215,000 youth are students who still live in income-poor households<sup>6</sup>.

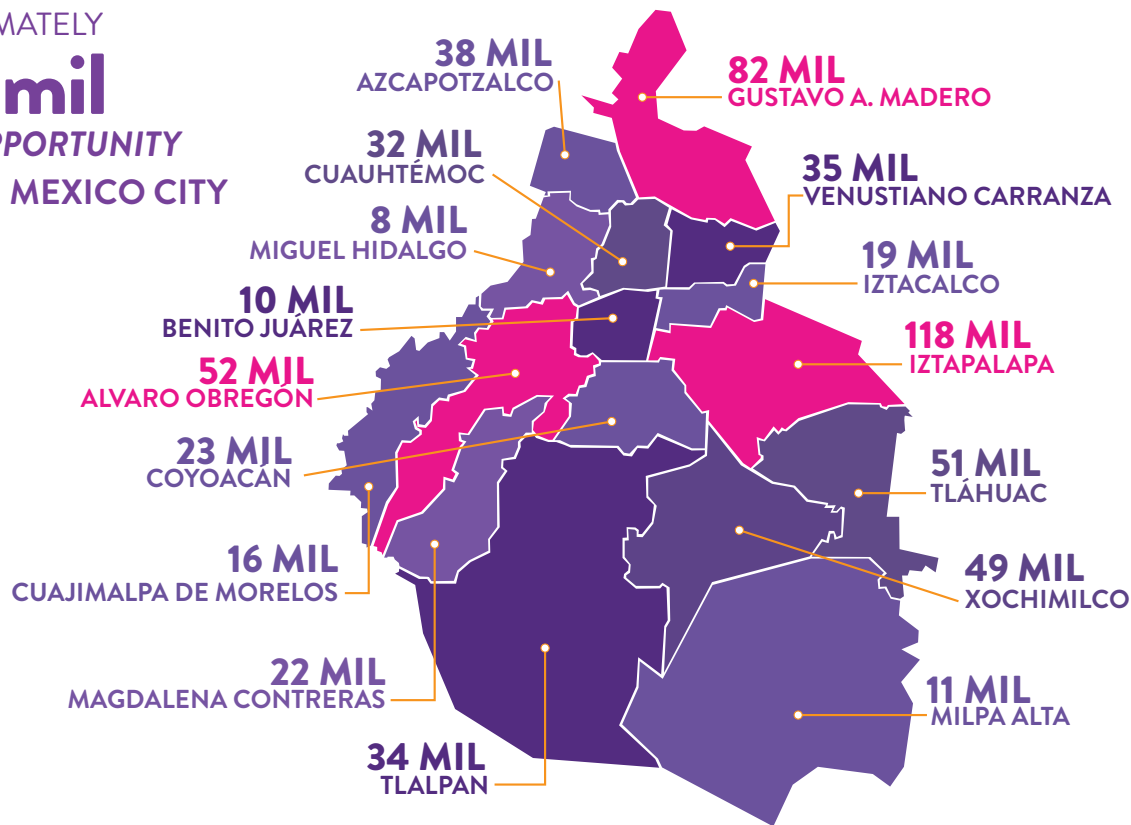
- 159,000 youth lack sufficient income to cover the basic food basket and suffer other forms of social deprivation.
- 55,000 youth live in income-vulnerable households (unable to afford the basic basket).

# OUTLOOK BY MUNICIPAL BOROUGH (ALCALDÍAS)

The boroughs with the highest number of opportunity youth in Mexico City are:

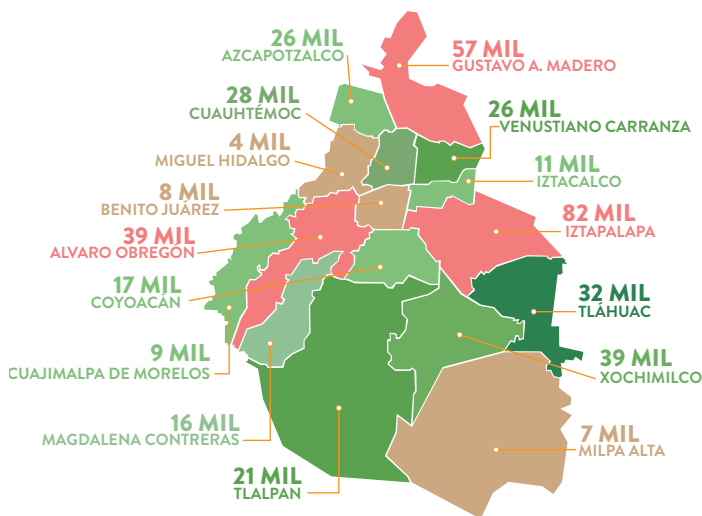
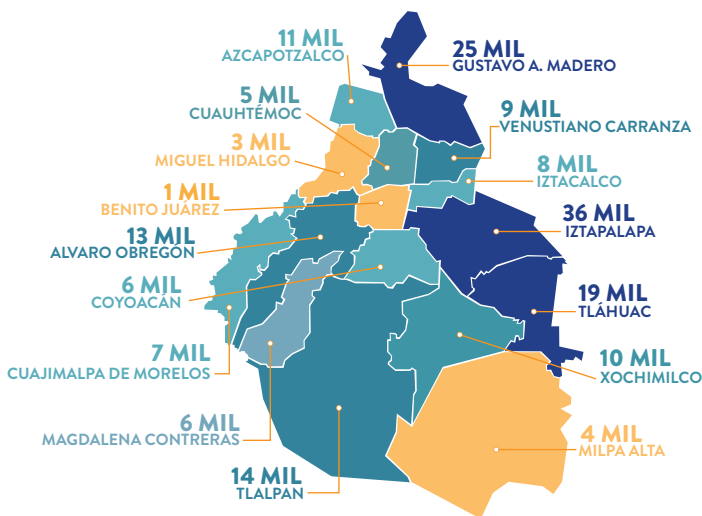
Iztapalapa (118,000); Gustavo A. Madero (82,000) y Álvaro Obregón (52,000)<sup>7</sup>.

APPROXIMATELY  
**600 mil**  
TOTAL OPPORTUNITY  
YOUTH IN MEXICO CITY



a. Disconnection from work and formal education

b. Youth working under precarious conditions



Source: INEGI ENOE 2024 Second quarter



# THEORY OF CHANGE AND EXPECTED SYSTEMIC CHANGES



## THEORY OF CHANGE

If young people who are disconnected from their right to work, education, and training—or who are currently employed under precarious conditions—can:

- Access flexible alternatives to complete their upper secondary education,
- Receive comprehensive training in employment and entrepreneurship (including soft skills, technical skills, life skills, and employability tools),
- Obtain reliable information about high-potential economic sectors for employment or entrepreneurship at the local and hyperlocal levels,
- Then, they will be able to increase their access to decent work opportunities and build a trajectory of continuous growth.

## TO ACHIEVE THIS, GOYN PROMOTES:

- Effective collaboration and coordination among multisectoral actors and resources (private, public, and civil society), placing youth at the center.
- The strengthening of leadership among opportunity youth and their participation in decision-making spaces.
- A shift in narrative around the potential of young people.
- Improvements in hiring practices and working conditions by employers in high-potential sectors.



# GLOBAL IMPACT



**228,000+**

received support to enhance their employability, skills, or mindset



**631,000+**

opportunity youth reached through GOYN and its partners.



**84,000+**

improved their livelihoods through employment or entrepreneurship.



**120**

organizations represented in GOYN's Multisectoral Advisory Committees / Steering Committees.



**174**

Youth Advisory Group members contributing to strategy design and implementation (65% women).



**439**

civil society, public sector, and private sector organizations collaborating through GOYN to improve economic opportunities and youth well-being.

OUR IMPACT TO DATE  
**GOYN AT A GLANCE**



## IMPACT ON OPPORTUNITY YOUTH<sup>8</sup>



**35,500**

*opportunity youth*

were connected to information and resources for their economic inclusion

45%

M

54%

W

1%

NB

**11,500**

*opportunity youth*

improved their skills and acquired tools for their economic inclusion

41%

M

58%

W

1%

NB

**3,425**

*opportunity youth*

improved their livelihoods through employment or entrepreneurship

43%

M

55%

W

2%

NB

M: men / W: woman / NB: no binaries

## COLLABORATIVE EFFORTS

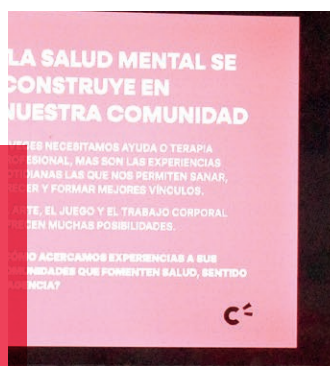
During the past year, **8,200 young people** connected with information through collaborative platforms such as **Jóvenes por el Emprendimiento**, **Plataforma JuventudES**, **MAPI**, and **Intrare**.





# CLAP. A GOYN HUB

At the end of the year, in alliance with CLAP, we opened this Hub in Tacubaya, a space that will welcome more than 2,000 young people each year. Here, they will be able to: Participate in employability training, Join workshops and activities to explore their creativity, Strengthen their leadership skills and mental health, Connect with peers and build a sense of community. The Hub will also serve as a collaborative space for member organizations of the GOYN network to work together and amplify impact.





# PUBLIC POLICY ADVOCACY

**I**n 2024—an electoral year—GOYN Mexico City set out to influence public policies with the greatest relevance for the lives of *opportunity youth*.

To foster dialogue around the barriers *opportunity youth* face in the city and to outline pathways toward systemic change, the GOYN Advocacy Committee facilitated the creation of a Public Policy Advocacy Agenda for Mexico City. This agenda aimed to influence the government programs of the three candidates running for Head of Government.

The agenda was presented to all three candidates and included recommendations on:

The creation of a comprehensive public care system, a holistic employability policy for *opportunity youth*, an alternative upper secondary education model focused on employment for youth over 18.

In partnership with Acción Ciudadana Frente a la Pobreza and the Alianza Jóvenes con Trabajo Digno, the learning community “Sí Jalo” was developed. This space hosted dialogues with key stakeholders on topics including education, employability, and care work.

Following the elections, the Advocacy Committee has continued its dialogue with the newly elected government, achieving the following milestones:

## **Collaboration Agreement with SECTEI (Secretariat of Education, Science, Technology and Innovation of Mexico City):**

A formal agreement was signed to join efforts in improving educational and employability conditions for *opportunity youth* through upper secondary education programs and other relevant public policies. As a result, discussions have begun to develop an actionable proposal for implementing a technical upper secondary alternative education model, focused on employment for youth over 18 in Mexico City.

## **Collaboration Agreement with STyFE (Secretariat of Labor and Employment Promotion of Mexico City):**

A collaboration agreement was signed to promote employment and support the labor inclusion of *opportunity youth*, as well as to encourage the enforcement of labor rights in the private sector. Key joint actions include: GOYN Mexico City’s participation in STyFE’s Employment Agencies, STyFE’s incorporation into GOYN’s Steering Committee, Promotion of inclusive hiring practices for youth among business chambers, Support for training programs aligned with high-potential employment trajectories.



Convenio de colaboración con la Secretaría de Educación Ciencia Tecnología e Innovación (SECTEI) de la Ciudad de México



Convenio con la Secretaría del Trabajo y Fomento al Empleo (STyFE) de la Ciudad de México:

### Care Work Route:

During the second half of 2024, the Youth Advisory Group (YAG) of GOYN Mexico City, with support from Iniciativa Ciudadana para la Cultura del Diálogo, took a leading role in shaping the political agenda around the development of a Public Care System in the city—placing the perspectives of *opportunity youth* at the core.

Recognizing that care work is fundamental to ensuring dignified living conditions, the YAG promoted a process of dialogue and reflection to highlight how unpaid and often invisible caregiving tasks directly impact young people’s educational, professional, and personal trajectories. As part of this strategy, the YAG carried out a participatory training and analysis process, which included two workshops held in the boroughs of Iztapalapa and Ecatepec, with the participation of 81 *opportunity youth*. In these workshops, participants: shared their experiences with caregiving, reflected on the unequal distribution of care responsibilities, co-developed proposals for a more equitable and intersectional care system.

The process concluded with a set of policy recommendations addressed to the incoming city government, intended to be considered during its

first year in office. One key insight was that many *opportunity youth* do not recognize care as a right or as a shared societal responsibility.

### Advocacy with Borough Governments:

Throughout the year, GOYN Mexico City has worked strategically to build meaningful, lasting, and participatory relationships with various boroughs (*alcaldías*), particularly: Álvaro Obregón, Coyoacán, Cuauhtémoc, Iztapalapa, Miguel Hidalgo.

These boroughs were selected based on territorial mapping of *opportunity youth* in the city, and the institutional openness and willingness of local governments. This inter-institutional collaboration aims to strengthen existing youth-focused efforts already underway in each borough, introduce new opportunities and partnerships to expand territorial reach.

Through these alliances, the goal is to: train *opportunity youth* on key topics like caregiving, employment, and education, provide access to a wide range of platforms, tools, and services offered by the GOYN Network, Contribute to youth integral development and more equitable conditions for their active participation in society.

THE YAG DEVELOPED A PARTICIPATORY TRAINING AND ANALYSIS PROCESS THAT INCLUDED TWO WORKSHOPS IN THE MUNICIPALITIES OF IZTAPALAPA AND ECATEPEC, WITH THE PARTICIPATION OF 81 OPPORTUNITY YOUTH.



# PRIVATE SECTOR ENGAGEMENT

We also launched  
the official  
microsite of the  
initiative this year!



## EMPRESAS<sup>CON</sup> LA JUVENTUD

Ciudad de México

This initiative recognizes and supports companies committed to diversity and inclusion strategies, with a particular focus on the labor inclusion of *opportunity youth*. Its primary goal is to ensure that young people access jobs under dignified conditions. At the national level, this effort is part of a broader movement led by the Alianza Jóvenes con Trabajo Digno. In Mexico City, the initiative Empresas con la Juventud is led by GOYN Ciudad de México. The initiative promotes employer engagement through three strategic pillars:

### 1. DO NOT DISCRIMINATE: Promoting equitable hiring practices for opportunity youth

In collaboration with Taravy, we developed the online course “Attract Young Talent with an Inclusive Employer Brand”, a practical tool that helps companies: Build bias-free work environments, improve accessibility in their recruitment processes, and develop messaging that highlights the value of young talent. This course has been shared with 47 companies through both virtual and in-person workshops.

### 2. OPEN THE DOOR: Creating job opportunities for opportunity youth and including them in current recruitment processes

In 2024, we consolidated partnerships with recruitment platforms and companies such as INTRARE, Adecco, and Manpower, enabling us to connect youth to vacancies in strategic sectors. These partnerships strengthened GOYN’s job placement ecosystem, making it easier for young people from diverse backgrounds to access dignified employment.

### 3. INVEST IN TRAINING: Investing in youth training aligned with company needs and job openings

The FIT model (Comprehensive Training for Work) has become a key avenue for companies to invest in youth training. This year: We coordinated FIT programs in sectors like gastronomy, hospitality, and retail. We launched, in partnership with GIZ, the development of a results-based financing methodology to enhance the efficiency and sustainability of organizations delivering this training. This innovation will enable us to scale the FIT model based on evidence and concrete outcomes in youth employment.

*“Hiring opportunity youth means bringing in renewed energy and fresh perspectives—often translating into innovative ideas. These young people have talents and skills that, when given the right opportunity, can transform processes and make meaningful contributions to the company.”*

— HOTEL ST. REGIS MÉXICO

**TODAY, 140 COMPANIES ARE  
PART OF THE EMPRESAS CON  
LA JUVENTUD MOVEMENT IN  
MEXICO CITY**



## COMPREHENSIVE TRAINING FOR WORK (FIT)

The FIT model is one of the core strategies of GOYN Mexico City to promote technical and socioemotional training pathways directly connected to quality employment opportunities. Implemented through a network of partner organizations, FIT enables *opportunity youth* to prepare themselves according to the real needs of the labor market, strengthening their employability and increasing their economic mobility.

Key Achievements in 2024::

- FIT programs were delivered in strategic sectors such as hospitality, gastronomy, and the digital economy, led by organizations including World Vision México, Gastromotiva, and Generation México. Other implementers included Servicios a la Juventud (SERAJ), Fundación Humanista de Ayuda a Discapacitados (FHADI), and Centro Laboral México (CELAMEX).
- We strengthened technical and rights-based support to implementing organizations, ensuring the quality of training and its alignment with youth inclusion goals and corporate demand.
- In collaboration with the German development agency GIZ, we began designing

an outcomes-based financing methodology—a groundbreaking component that will allow us to scale the FIT model based on evidence of impact and operational effectiveness.

As part of the collective learning process, we promoted the exchange of best practices among organizations and produced insights that will inform the continuous improvement of the FIT model at the national level.

*“At Gastromotiva, we believe that technical knowledge is essential for hiring. But equally important are soft skills. We don’t just want kitchen assistants—we want social cooks who bring their skills to elevate the food and beverage industry.”*

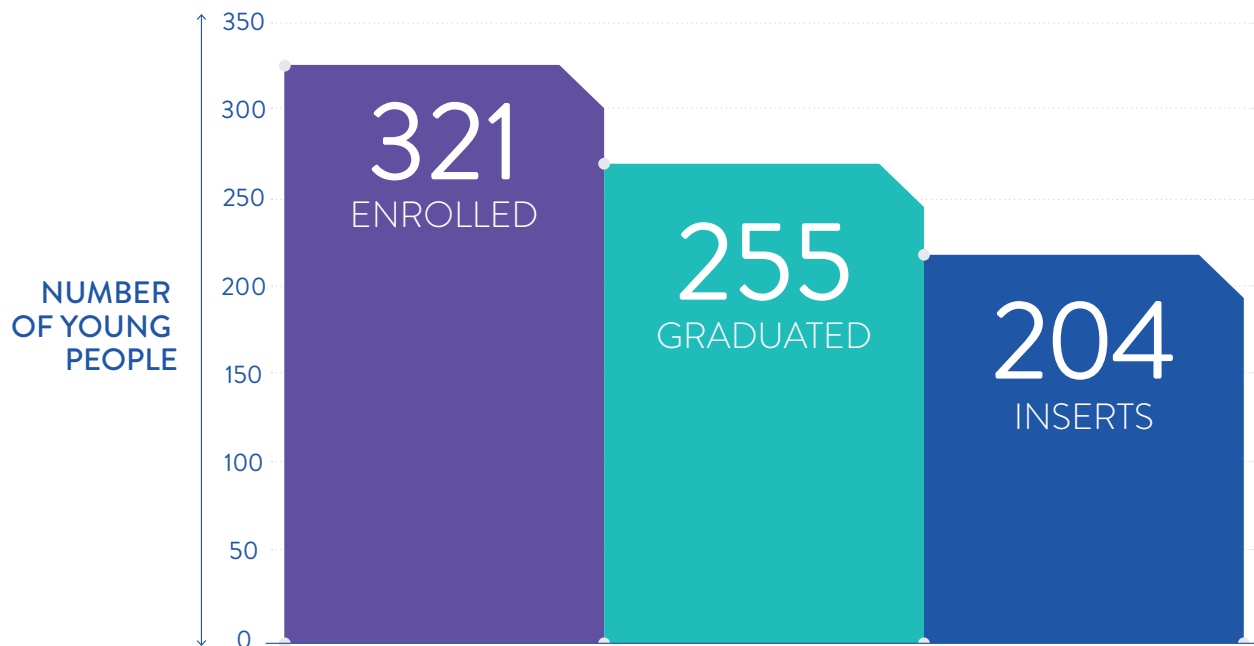
— GASTROMOTIVA

### FIT RESULTS 2024–2025

- 321 youth enrolled in FIT programs
- 255 youth graduated (80% completion rate)
- 204 youth were placed in quality jobs (63% placement rate)
- Companies hiring FIT graduates include: St. Regis, JW Marriott, Mr. Sushi, Pízza, Mercado Libre, HSBC, Accenture, and others.



# FIT MODEL RESULTS 2024–2025



Jorge Andrés Pardo Rea, one of the young people who participated in the FIT programs, as a graduate of Generation Mexico, shared how this process changed his perspective:

*“I felt frustrated and unsure about which path to take. My job search wasn’t going well, and the few opportunities I found didn’t meet my expectations in terms of content or pay. A friend recommended the FIT program. Although I was hesitant at first, I enrolled on my own, driven by a deep motivation. During the FIT, I learned the essential tools to become a full-stack developer in Java and JavaScript. The training gave me what I needed to face the challenges of the tech sector and the confidence to stand out in the job market. Today, I’m in a backend development training program at Accenture..”*

— JORGE ANDRÉS PARDO REA, GENERATION MEXICO GRADUATE

Like Jorge, thousands of *opportunity youth* are redefining their paths thanks to the joint work of more than 100 organizations and institutions that are part of the GOYN Mexico City network.

These results not only reflect a collective effort, they are proof that, with the right conditions and strategic partnerships, it is possible to build sustainable pathways to dignified work for *opportunity youth*.



## STRENGTHENING YOUTH LEADERSHIP

Throughout 2024, the Youth Advisory Group (YAG) of GOYN Mexico City actively participated in the entrepreneurship events subgroup of the GOYN community. The goal: to create safe and accessible spaces where *opportunity youth* could develop and strengthen their own projects. Thanks to the Youth Innovation Fund, several of these initiatives—designed and led by young people themselves—received funding and implementation support.





Networking and Chill events, which facilitated experience sharing between young entrepreneurs and strategic allies in the local ecosystem. Various entrepreneurship fairs, providing free platforms for youth to showcase and sell their products in inclusive and dignified settings.

A virtual workshop series called “Aprende Emprende”, focused on practical topics such as sales, social media, and business models—especially for those unable to attend in person. The YAG also supported youth in reintegration processes: for example, by providing a sewing machine for an upholstery workshop facilitated by CEJUV at the Specialized Center for Adolescents “San Fernando”.

Several YAG members took part in the Legislative Summer program, designed to connect youth with parliamentary work and foster civic engagement. Three YAG members were hired as junior coordinators for the planning of the Youth Diversity Leadership Summit, held during the Hilton Global Convention in Mexico City. They contributed to event logistics and coordination. The YAG also joined multiple training spaces to further develop their skills as community leaders and advisors: With support from Iniciativa Ciudadana para la Cultura del Diálogo, they participated in a workshop on collaborative communication and negotiation with decision-makers, equipping them for institutional advocacy. They joined a design thinking workshop to develop youth-led, person-centered solutions to social challenges.

To close the year, the YAG participated in a session of the Equity Leadership Program (ELP), led by GOYN Global. This program fosters youth leadership through an equity lens. The session was facilitated by two YAG members—Atena Rodríguez and Nanci Aniceto—who had previously been trained by the global GOYN team to deliver this workshop to other youth. The experience allowed the group to reflect on personal, community, and collective leadership, laying the foundation for the YAG to replicate this training with other *opportunity youth* across different areas of Mexico City in 2025.





## Fernanda Monserrath Gutiérrez Zaragoza

21 years old, Law student, member of the GAJ, and Junior Coordinator at GOYN Mexico City

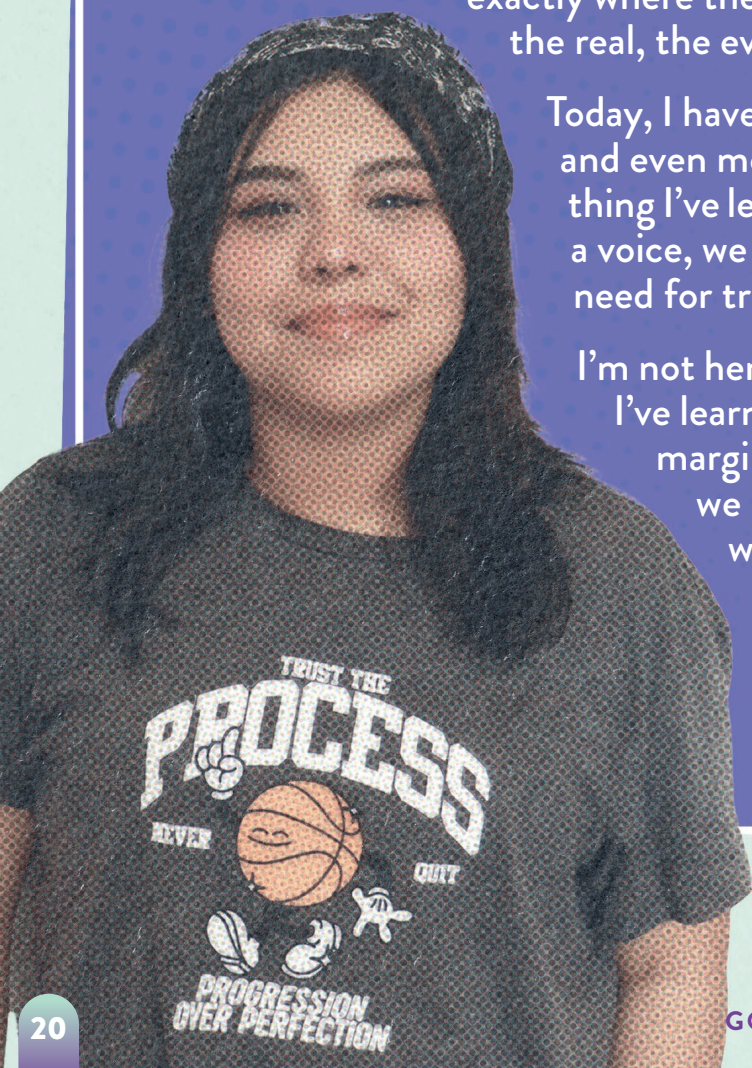
“Participating in the Care Route for *Opportunity Youth*, supported by the Youth Innovation Fund, was a turning point in my journey. It not only gave me a space to share my experience as a young caregiver but also equipped me with tools to analyze the structural problems in Mexico’s care system more deeply. Since then, my commitment to this issue has only grown stronger. Now, as a junior coordinator and member of the Youth Advisory Group, I am actively involved in actions that amplify and position youth voices in the design and implementation of care-related public policies.

It’s been a challenging process—full of moments when I felt tired, angry, or doubtful about whether it was worth continuing. But in those spaces of active listening and collective proposals, I’ve confirmed that it absolutely is. I’ve felt seen, supported, and, at times, uncomfortable—because talking about care from personal experience can be painful. But that’s exactly where the power of our advocacy comes from: from the real, the everyday, and the unspoken.

Today, I have more clarity about what needs to change, and even more reasons to keep pushing. If there’s one thing I’ve learned, it’s that young people not only have a voice, we have proposals, experience, and an urgent need for transformation.

I’m not here because it’s been easy. I’m here because I’ve learned to resist, to care, and to build from the margins. Youth don’t just deserve to be heard—we deserve to have our experiences shape what needs to change.

“Let caregiving no longer mean giving up.”





## Hannia Yohali Zenteno Cruz

Member of the Youth Advisory Group (GAJ), GOYN Mexico City

Being part of the YAG has been one of the most transformative experiences of my life. It's a space where I can bring in the voices of young people from my community—their struggles, their hopes, and their dreams. In the YAG, I've been able to speak with government officials, private companies, and NGOs. I've helped break their bubbles and challenge their assumptions about what it means to be young in the urban periphery, and to show them how our environment shapes our development. It's about reminding everyone that it's our collective responsibility to build a fairer society.

My journey began with curiosity. Studying Business Administration, I became more aware of the labor injustices we face as *opportunity youth*. I signed up for a digital activism course focused on labor rights, led by the Alianza Jóvenes con Trabajo Digno. That's where I met Daniela Dorantes from SERAJ and Andy Fidel, another participant.

That encounter changed my path.

A few weeks later, I was invited to join the YAG. At first, I didn't even know what my role would be, but everything clicked when I attended my first collaborative work session—with over 80 organizations. I realized one of the other members lived just five blocks away from me, and I had no idea. That moment was special.

Since then, I've gotten deeply involved, partly thanks to my flexible

job. I had already worked with grassroots collectives, but never with a network this connected to political influence. And honestly, I love making people uncomfortable in a productive way.

Through the YAG, I've gained new skills, grown professionally, and even served as master of ceremonies at an international event with the Hilton Foundation—something my younger self could have never imagined. I spoke English with my basic Duolingo and met people with incredible stories.

I admire my peers. Their commitment gives me hope. And now, I feel more confident to speak up, defend my rights, and guide other youth on their path.

I hope spaces like the YAG keep growing—where youth are not only heard, but recognized. I may no longer qualify as an “*opportunity youth*,” but I was one for a long time. I know what it's like to overcome obstacles, migrate to the city, and search for opportunities.

To all young people out there: build community, support one another. Because when we come together, our voices grow stronger, and we can name what hurts, what's missing—and what we dream of.

And to adults in positions of power: listen to young people without prejudice, walk with us. Don't perpetuate the idea that everything has to be a struggle. If you have more access, more networks, or more tools, use them to open doors and build bridges.



# MULTI-SECTOR PARTNERSHIPS



In the past year, the GOYN Mexico City initiative—anchored by YouthBuild Mexico—collaborated with 230 institutions, including:

56 civil society organizations, 16 public institutions and international agencies, 152 private sector entities, and 6 donor organizations.

## DONORS:

- Aspen Institute México
- Fomento Social CitiBanamex
- Fundación Coppel
- Fundación Hilton
- Nacional Monte de Piedad IAP
- Promotora Social México

## CIVIL SOCIETY

### ORGANIZATIONS:

- Acción Ciudadana Frente a la Pobreza
- Aldeas Infantiles SOS
- Alianza Jóvenes con Trabajo Digno
- Alternativas y Capacidades
- Apuesta y Hazlo por TI para Transformarte
- ASHOKA
- Centro de Autonomía Personal y Social (CAPYS)
- Centro Laboral México (CELAMEX)
- Centro Comunitario Santa Fe
- Centro de Innovación y Cultura Ambiental
- Centro Juvenil Promoción Integral (CEJUV)
- CICRE
- Circolo Social
- CLAN Academy
- CLAP
- Confederación Mexicana de Organizaciones en favor de la Persona con Discapacidad Intelectual (CONFE)
- Ecocapacitas
- EducaMÁS
- EIDOS
- Fundación amigos de la juventud
- Fundación Artes y Oficios al Rescate de México (FAORMEX)
- Fondo Unido - United Way

- Fundación Forge
- Fundación Humanista de Ayuda a Discapacitados (FHADI)
- Fundación Friedrich Naumann para la Libertad
- Fundación Idea
- Fundación OZARU
- Fundación Panamericana para el Desarrollo
- Fundación ProEmpleo
- Gastronomía
- Generation
- Iniciativa Ciudadana para la Cultura del Diálogo
- INROADS
- Interculturalidad, Salud y Derechos (INSADE)
- International Rescue Committee (IRC)
- International Youth Foundation
- Jóvenes Constructores de la Comunidad A.C. (JCC)
- Junior Achievement
- Kescul
- Laboratorio
- ManPower Group (fundación)
- NTT DATA
- Organización Comunitaria por la Paz (OCUPA)
- Oxfam México
- Fundación por el Bien de Tepotzotlán
- ProUniversitaria
- Save the Children
- Servicios a la Juventud (SERAJ)
- SIIGO
- Sin Fronteras
- Social Impact
- SocialLab
- Ticket for Change
- Vínculos y Redes: Órale MX
- Visión Mundial de México
- The Rebel School

## PUBLIC INSTITUTIONS AND INTERNATIONAL

### ORGANIZATIONS:

- Alcaldía Álvaro Obregón
- Alcaldía Benito Juárez
- Alcaldía Coyoacán
- Alcaldía Magdalena Contreras
- Alcaldía Miguel Hidalgo
- Alcaldía Iztapalapa
- Alcaldía Cuauhtémoc
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
- Expertise France/UE
- Instituto de Capacitación del Trabajo CDMX (ICAT)
- Secretaría de Seguridad Ciudadana (SSC)
- Secretaría de Trabajo y Fomento del Empleo de la CDMX (STyFE)
- Secretaría de Turismo
- Secretaría de Educación, Ciencia, Tecnología e Innovación (SECTEI)
- Universidad Rosario Castellanos
- Trust for the Americas





## PRIVATE SECTOR

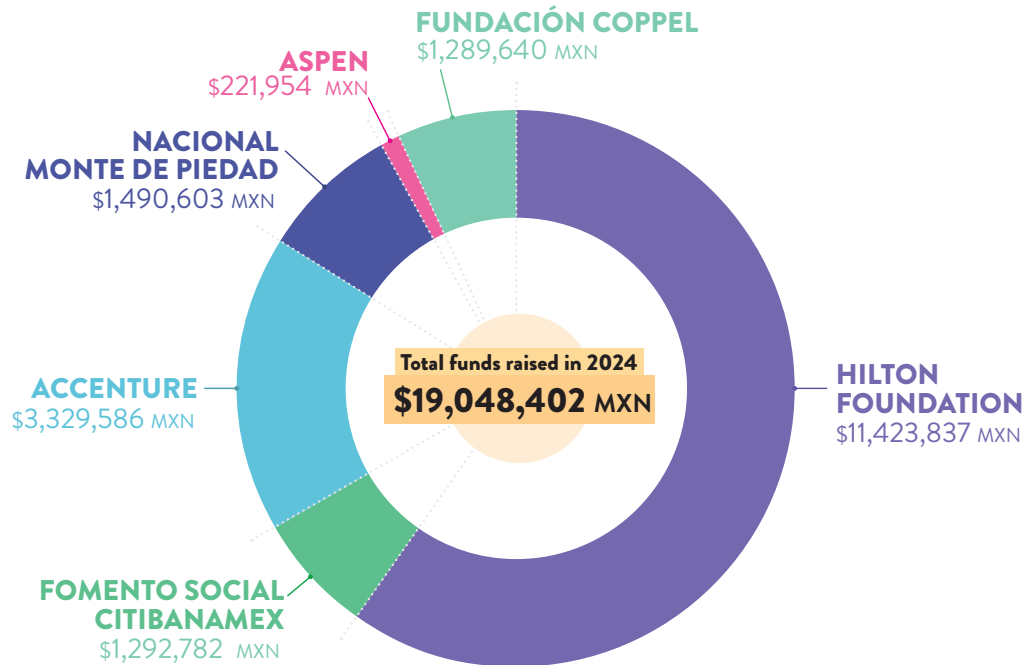
- Empresas con la Juventud:
- ACCO Brands
- \*Accenture
- Adidas
- Adecco México Aerial Depot
- Alpura
- Alsea
- Alten
- Ambrosia eventos
- Arcos Dorados
- \*Asociación de Hoteles de la CDMX A.C
- Badak
- Banorte
- BASF
- Bimbo
- Bluetab
- Bodeguita del medio
- \*Boldr
- BUHLER
- Cabo San Juan
- Cadena Carolo
- Canario Negro
- Capgemini
- Casa de los abuelos
- Cisco
- \*Citibanamex
- Cinépolis
- Cobyssa
- Cocina abierta Torre Reforma
- Condomex
- \*Confederación Patronal de la República Mexicana (Coparmex)
- \*Coppel
- \*Consultora Social
- \*Corazón Capital
- Courtyard
- Day store
- Decatlon
- Diebold Nixdorf
- Diri Móvil
- \*Disruptivo TV
- Docena (Polanco y Roma)
- DYM Gráficos
- El Huequito (General Prim)
- ENGIE
- Estee Lauder
- EY
- Ford
- Forbis Mazars
- \*FUNDEMEX
- GBM
- Gler Maquinaria
- GM
- GNP
- GOMetrix
- Green Grass
- Grupo AXO
- Grupo Cinemex
- Grupo Costeño
- Grupo El Califa
- Grupo MAP
- Grupo MX
- Grupo MYT
- Grupo Salinas
- Grupo SEZA
- Grupo Son
- Henkel
- Herdez
- Hilton
- Home Depot
- Homie Pizza
- Hotel Krystal
- HSBC
- Huerto Romita
- Hyatt Regency
- IDS Comercial
- \*Impact Hub Mexico
- INDITEX
- Infomedia
- \*Intrare
- Johnson & Johnson
- Just
- JW Marriott
- Kidzania
- Krystal Grand Suites
- La Comer
- La Pieza
- La Reina de la Brasa
- Le Meridien
- LinkedIn
- Little Cesar's
- Liverpool
- MAPFRE
- \*ManPower
- Marco MKT
- Marquis
- Marriott
- McDonald's
- \*Mentes Habiles
- Mercado Libre
- Michelin
- Mondelez
- Mr Sushi
- \*Nacional Monte de Piedad
- Naturgy
- Nestlé
- \*New Ventures
- Nexen-elogistic
- \*NTT DATA
- Office Max
- Odette panaderia
- Palacio de Hierro
- PGIM
- Piantamo centro
- Pisa Farmacéutica
- \*Pizaa
- \*Prepa In
- Presidente Intercontinental
- Prestadora de Servicios WSC
- \*ProAMBP
- Proyectos ValFer
- Prudential
- PWC
- Quantum
- Qualitas
- \*QUOTANDA
- \*Rematech
- Res Energy Services S.A. de C.V.
- Roche
- RS Consultores
- Sanborns
- Sanofi
- Schneider
- Servcomp de México
- SM Editorial
- SMILEPILL
- SoftServe México
- Softek
- Soriana
- Stefani México
- \*Taravy
- The Clorox Company
- The St Regis
- Trantor Technologies
- \*Tridente Aceleradora
- TUUX
- Tubrivalco
- U-Storage
- VEMO
- \*Viwala
- W Mexico City
- Wavetec
- \*ZIGLA Consultores
- Zurich Santander

\* Empresas con la Juventud

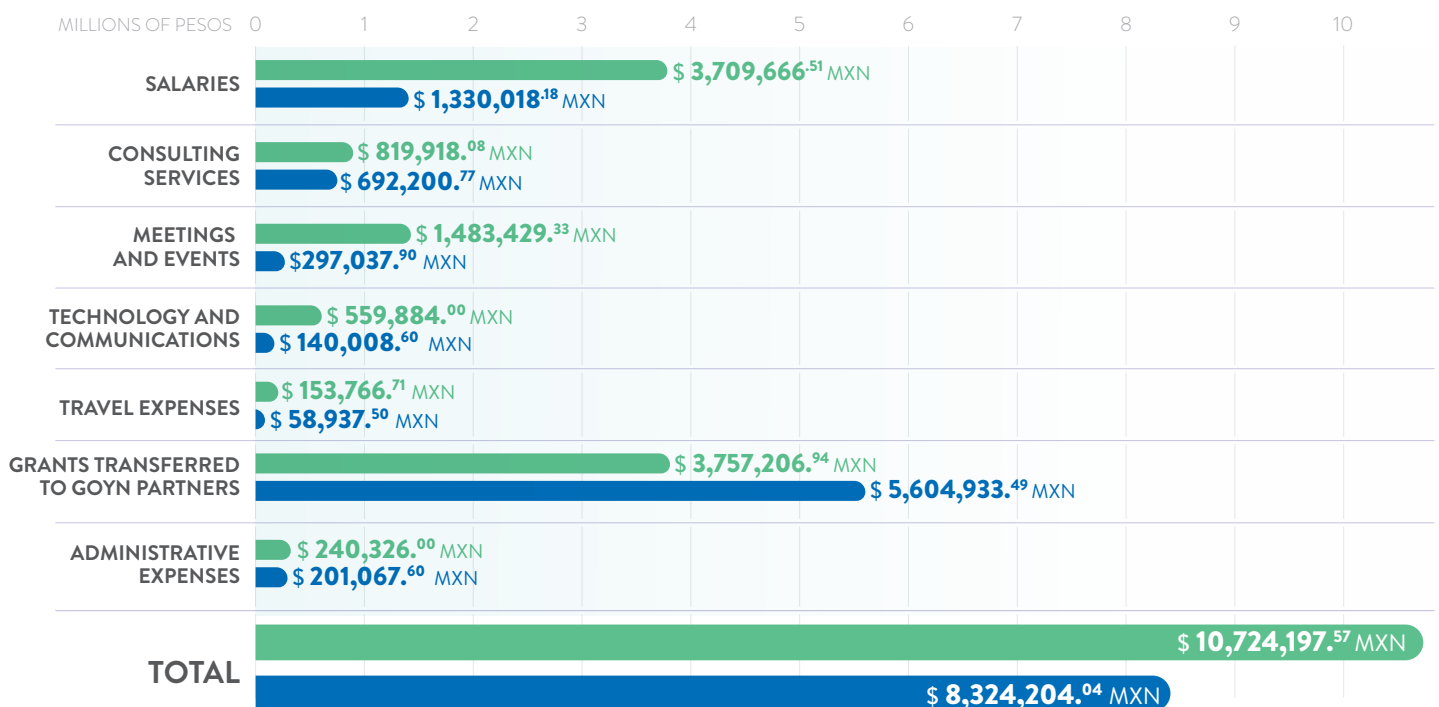


# FINANCE AND SUSTAINABILITY

## FUNDING SOURCES 2024



## 2024 EXPENDITURES OVERVIEW



● TOTAL EXECUTED IN 2024: ● FUNDS RAISED FOR 2025



# COMMUNICATION AND VISIBILITY

## SOCIAL MEDIA GROWTH AND REACH IN 2024



### TOTAL OF FOLLOWERS

FACEBOOK	886	X	141
INSTAGRAM	1,224	LINKEDIN	1,137
TIKTOK	161	YOUTUBE	16

### NEW FOLLOWERS

FACEBOOK	365	TIKTOK	72	TOTAL 1,703
INSTAGRAM	523	LINKEDIN	743	

### REACH

FACEBOOK	61,200	TOTAL 180,218
INSTAGRAM	109,900	
TIKTOK	9,118	

### POST VISIBILITY

FACEBOOK	15,871
INSTAGRAM	1,400

# WE RELAUNCHED OUR WEBSITE:



## Opportunity youth video launched

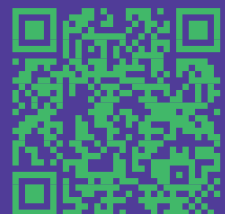


We also released a powerful video highlighting the voices of *opportunity youth* and the challenges they face throughout their lives. This project was co-created with YouthBuild Mexico and the Alianza Jóvenes con Trabajo Digno to emphasize that these barriers do not define young people—who are resilient, creative, and full of potential.



## “YO TE LA CANTO”— ADVOCACY THROUGH MUSIC

In collaboration with the Alianza Jóvenes con Trabajo Digno, we launched a song titled “Yo te la canto”, written and performed by Julie Lobsta, Luna Roots, and Ruido. The lyrics reflect on historical barriers faced by *opportunity youth*, including discrimination, poverty, and exclusion. A music video was produced with participation from *opportunity youth*.







# MEDIA COVERAGE

GOYN's work was featured in national and local media across multiple stories:

- International Day of Care and Support
- Co-investment Alliance for Youth Dignified Work
- Empresas con la Juventud initiative
- “Apunta” Report
- Public discourse on *opportunity youth* and the structural barriers they face
- Ola México



Jueves 1 de mayo de 2025 Ciudad de México 27.74°C - nubes 19.60% | 22.27%

**40 años La Jornada** Últimas noticias

ANUNCIO Los Empleos patrocinados que se publicaron directamente en Indeed tienen 2.4 más postulaciones que los empleos no patrocinados. (Datos de Indeed, WRI) Patrocinar un empleo.

ANUNCIO **Redes y oportunidades Evaluación del Impacto**

► **CAPITAL**

## Red Global de Jóvenes Oportunidad llama a la inclusión laboral

La Red Global de Jóvenes Oportunidad presentó el "Ecosistema de empleabilidad para jóvenes oportunidad en la Ciudad de México", en el área de Fomento Social de Citibanamex. Foto Bertha Teresa Ramirez

ANUNCIO Disfruta de un 30 % de descuento en **Canva Pro** con una suscripción anual. Aprovechar la oferta.

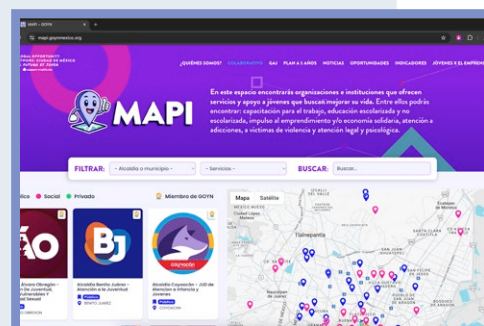
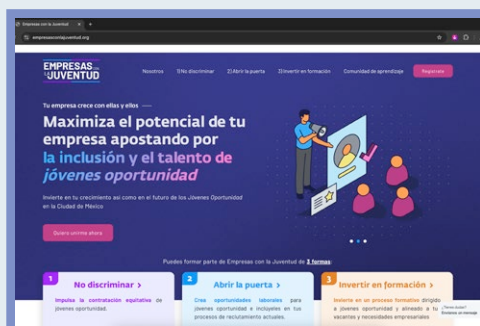
Bertha Teresa Ramirez 17 de octubre de 2024 12:54

Ciudad de México. La Red Global de Jóvenes Oportunidad (GOYN) por sus siglas en inglés, conformada por organizaciones de la sociedad civil, el sector privado, instituciones de gobierno, urgió a empresas a tomar acción a favor de la inclusión laboral de "jóvenes oportunidad" en la Ciudad de México, bajo la bandera de *Empresas con la Juventud*.

ANUNCIO **ÚLTIMAS NOTICIAS**

- Regulador español da luz verde a la fusión de BBVA y Sabadell
- Tribunal ratifica sentencia de 17 años de prisión contra Toto' Márquez
- Detienen en Querétaro al "Ajenjo", presunto jefe de plaza del Cárnel Nuevo Imperio
- Diego Villalobos, plata en Copa del Mundo de Natación Artística
- Anuncia Sheinbaum transición hacia jornada laboral de 40 horas
- Migrantes obtienen protección legal; no serán obligados a dejar campamento
- PT busca

# PUBLICATIONS AND DIGITAL RESOURCES



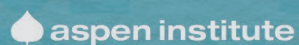
## FOOTNOTES

1. Refers to youth classified as Not Economically Active Population (PNEA) who are unavailable for work and are also not enrolled in school.
2. Based on data from the National Survey on Occupation and Employment (ENOE) conducted shortly before the time of publication.
3. Includes youth from the PNEA who are available to work but not studying.
4. Refers to young people who belong to the Economically Active Population (PEA) but are unemployed and not studying.
5. According to Acción Ciudadana Frente a la Pobreza (ACFP), a sufficient salary is defined as enough to afford two basic food baskets: one for the working person and one for a dependent. As of June 2024, the value of the urban basic food basket (as estimated by CONEVAL) was \$4,510.48 MXN, and \$3,255.55 MXN in rural areas. Based on this, a sufficient income is one above \$9,020.96 MXN/month in urban areas and \$6,511.10 MXN/month in rural ones.
6. According to the Alianza Jóvenes con Trabajo Digno (AJTD), based on 2022 data from CONEVAL (National Council for the Evaluation of Social Development Policy).
7. National Institute of Statistics and Geography (INEGI), 2024 Q2, National Survey on Occupation and Employment (ENOE). Retrieved from: [https://www.inegi.org.mx/programas/enoe/15ymas/#datos\\_abiertos](https://www.inegi.org.mx/programas/enoe/15ymas/#datos_abiertos)
8. These results reflect the collective efforts of the GOYN Mexico City strategy, including the contributions of 19 civil society organizations participating in the collective measurement of results.



GLOBAL OPPORTUNITY  
YOUTH NETWORK: CIUDAD DE MÉXICO

*EL FUTURO ES JOVEN*



INITIATIVE COORDINATED BY:

**YB** YOUTHBUILD

MÉXICO

THE GLOBAL OPPORTUNITY YOUTH NETWORK IS THE EXPRESSION OF  
THE ALIANZA JÓVENES CON TRABAJO DIGNO IN MEXICO CITY.

