



**Delivering
as One**



**EAC
Youth Ambassadors
Platform**

YouLead Africa

Africa Youth Leadership Program

A Joint initiative of



East African Community
One People, One Destiny



MS TCDC
actionaid denmark

ABOUT YOULEAD

Africa's flagship Youth Leadership Program, working to unlock youth leadership potential for a prosperous continent by **identifying, connecting** and **fostering** cooperation among Africa's vibrant and influential young leaders and their initiatives.

YouLead is a joint initiative of MS Training Centre for Development Cooperation and the East African Community (EAC) in Arusha, Tanzania.

H.E. Jakaya Kikwete, Former President of the United Republic of Tanzania, is YouLead Africa's current Patron.



ABOUT EAC YAP

EAC Youth Ambassadors Platform (EACYAP) is a youth engagement initiative of the East African Community (EAC) under the Political Affairs Department within the framework of the Nyerere Centre for Peace Research.

The Platform's mandate is fostering youth participation in national and regional governance and EAC integration processes.

The platform will be making 10 years of existence since its initiation in 2012



JOINT INITIATIVE

MS Training Centre for Development Cooperation (MS-TCDC) through its youth engagement program, YouLead (www.youlead.africa), has an MoU with the EAC Secretariat as its premium youth engagement partner, its through this partnership that YouLead and EAC YAP Deliver as One.

POGRAM PILLARS

YOUTH IN POLITICS

Amplify youth voices, build the capacity of youth political leaders and increase the number of youth leaders holding positions of policy decision making responsibility in political Governance, Peace , Security and Conflict Management institutions and processes



PROGRAM PILLARS

YOUTH IN BUSINESS

Enhance the capacity of youth in business, trade and enterprise to advocate for youth friendly economic policies and effectively Pursue economic opportunities and decent work.



KEY INITIATIVES

- AFRICA UNDER 40 CEO'S AND ENTREPRENEURS NETWORK
(Connecting and empowering youth business leaders)
- EAC Youth Enterprise Acceleration Awards (YEA)- business idea contest, business skills bootcamps and intergenerational business mentorships)
- AfCFTA Youth Inclusion Accelerator Project with GIZ-AU office

1. CAPACITY BUILDING FOR YOUNG PEOPLE

YouLead in collaboration with partners like EAC Secretariat, EABC, and youth led organisations like Tsavo Labs, carried out webinar series in order to mobilize and engage entrepreneurs across the region to

- Be aware of and take advantage of the existing policy and institutional infrastructures across the region like one-stop border posts, single customs union, etc which help in trade facilitation hence ease the movement of people, skills, goods and services.
- Acquire the knowledge and skills to position themselves to benefit from the existing protocols like the EAC Customs Union and Common Market which allows free movement of goods and services
- Respond to effects of Covid 19 on small and medium enterprises and how to recover, hence mobilising funds for the most affected SMEs (Youth Enterprise acceleration awards)
- Annual Africa under 40 CEO's roundtable discussions/forum at YouLead Summit, where different topics are discussed by captains of the industry. A chance for entrepreneurs to network, share experiences and expand their businesses .



2. AFCFTA YOUTH INCLUSION ACCELERATOR PROJECT

- Mobilising African youth to fully participate in the implementation of the agreement through;
- Essay and debate competition on AfCFTA so as to address the challenges of information and knowledge gap of Youth on AfCFTA
- Bootcamp trainings for Young Business leaders , policy makers and key government representatives by demystifying AfCFTA protocols so as to go back and become ambassadors in their respective regions



3. IP IN RELATION TO YOUNG AFRICAN ENTREPRENEURS

- Intellectual property is a complex and technical subject especially when it comes to LDCs and DCs
- Our experience with youth especially the young entrepreneurs, more sensitization is needed on IPs especially on patents, trade mark, logos etc
- There is little or no protection of IPs especially for youth in creative industry of arts and music so strong protection is needed by regulation.
- The process of registering in LDCs and DCs tend to be hectic and expensive.
- The subject itself is too technical and less understood by young entrepreneurs. Capacity building on knowledge and advantages of IP is a way to start for empowering young entrepreneurs.



CONCLUIONS

So for the Young entrepreneurs in the region to flourish and their businesses to grow, intentional laws to protect their ideas , inventions and innovations must be put in place.



CONCLUIONS

Mobilisation and sensitization
strategies for young entrepreneurs
needed to shed light about the merits
of IPs to their businesses

CONTACT US

CONCLUIONS

Mobilisation and sensitization strategies for young entrepreneurs needed to shed light about the merits of IPs to their businesses

