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2012 Conference Announcements

Save the Date! The 2012 Global Youth Economic Opportunities Conference will be held: **September 10-13 at the Inter-American Development Bank (IDB)**

January 2012 Newsletter

Message from the Founder

Dear Colleagues,

I hope that 2012 is off to a very good start for you. The prospect of a "new year" excites me. It offers a fresh opportunity to move forward with existing goals, create new ones and leave others behind. In that spirit, I want to share with you Making Cents' 2012 New Year's resolutions:



Fiona Macaulay

- 1. Go the extra mile to ensure meaningful monitoring and evaluation, even when there is push back or limited resources.*

Conference Center in
Washington, DC.

2011 Conference Resources Now Available

This year's 5th anniversary Global Youth Economic Opportunities Conference convened more than 400 participants from 51 countries.

>>Click [here](#) to view interviews.

>>Visit [Microlinks](#) to see photos.

>>[Download](#) free resources from the Youth Financial Services track.

>>[Read](#) tweets from the SEEP Network blog, and [@MakingCentsIntl.](#)

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2. Identify 3 new and significant ways technology can expand access to our resources for how to increase youth economic opportunities.
3. Don't get caught in the women-specific value chain dilemma; keep advocating for their broad participation in a variety of high value industries.
4. Ensure meeting the (skill) needs of the private sector remains as the starting point for our workforce development activities.
5. Hone in on the best way to identify and support business owners who have growth-oriented business models and mindsets.
6. Renew our commitment to providing vulnerable populations with a path to financial stability.
7. Avoid duplication - partner, leverage, and credit others where credit is due.

Making Cents seeks like-minded partners to achieve these New Year's resolutions. If you're interested in working together, please drop me a line at Fiona@makingcents.com.

Sincerely,



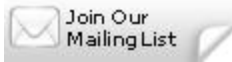
Fiona Macaulay

Founder and CEO, Making Cents International

Highlights

Lessons from the 2011 Global Microcredit Summit

At the November [Global Microcredit Summit](#) in Valladolid, Spain, Muhammad Yunus challenged the microfinance community to re-focus its efforts on the provision of appropriate financial services for young people. "We have to absolutely make sure the [next generation's] life is absolutely different from the life that they have inherited from their parents," Yunus said.



In Growing Potential: Microfinance-Plus Approaches for Cultivating the New Generation of Young Clients, Lara Storm, Making Cents' Director of Youth-Inclusive Services, discusses how to make Yunus' hope a reality. Using examples from several global financial institutions, the paper presents an overview of the business and social cases for youth-friendly products and services, and presents practical guidelines to help institutions begin thinking about developing or adapting financial services for youth.

For more information and to access this paper, click [here](#).

Conversations that Build and Strengthen the Youth Economic Opportunities Sector



Michael Chertok and Soukasavath of Digital Divide Data discuss its model

On December 1st, Making Cents hosted Digital Divide Data for an in-depth discussion on how its model has provided employment in a sustainable way to marginalized and disadvantaged young people in Cambodia, Laos, and Kenya over

the last 10 years.

Weren't able to attend? [Read notes](#) from the discussion, or [watch the entire event](#) from start to finish. You can also [read tweets](#) sent live during the event. Thanks to all who participated!

Welcoming A New Member To Our Leadership Team

Making Cents is pleased to announce the arrival of David James-Wilson as Making Cents' Senior Advisor for Youth Economic Opportunities. David is an experienced professional with a 25-year track record in the design and delivery of innovative livelihood and non-formal education services for at-risk youth in more than 40 countries. Prior to Making Cents, David worked at the Education Development Center (EDC).



David James-Wilson,
Senior Advisor

David has extensive experience in the design, delivery, and evaluation of vocational training, enterprise development, inclusive finance, workforce development, and basic education programming for marginalized populations. David is also an experienced trainer, who has facilitated a range of "co-creation" style program design processes that have brought together a range of stakeholders and supported the development of locally-owned, scalable, and sustainable services and products.

News from the Field

South Asia - Nepal

Out of the 27 million people in Nepal, many are poor, isolated, and underserved by infrastructure; 50% of the population are also under the age of 18 with limited access to opportunities. In response to these challenges, the USAID-funded Nepal Economic, Agriculture and Trade (NEAT) Activity is designed to promote economic growth and improve lives by fostering a conducive business environment; encouraging competitiveness; enhancing food security; improving trade and fiscal policies; and strengthening microfinance policy and institutions to increase the access of financial services to women, poor, and disadvantaged populations.



A Nepalese farmer, and member of a NEAT-targeted "Farmer Based Organization" (FBO) from the Kailali district nurtures seedlings on a small seed farm.

Under NEAT, Making Cents is working with Chemonics International to address the capacity needs and constraints of various actors within the vegetable value chain, so that they are able to make key market linkages and function more

competitively within the value chain. Additionally, Making Cents is working to improve the capacity of existing microfinance service providers to strengthen their outreach and improve services, with a focus on the inclusion of vulnerable groups.

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Southern Africa - Zambia

For Zambian girls, social isolation, economic vulnerability, and lack of appropriate health information and services are critical problems that prevent a healthy transition from girlhood into womanhood. Under the Adolescent Girls Empowerment (AGE) Program, Population Council is working with DFID to develop a holistic package of social, economic, and health interventions to girls ages 10-19.

Under AGE, Making Cents is supporting Population Council by developing a tailored savings product alongside a local financial services provider, and will adapt a financial education program to fit the local context. To date, Making Cents has visited with partners in Zambia to undertake an institutional assessment of NatSave, the local financial services partner. The market research is expected to take place in late January 2012.

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Eurasia - Georgia

In recent years, the Republic of Georgia's democratically elected government has created an open business

environment. To ensure continued peace, stability, and sustained democratic political and economic growth, the USAID-funded Georgia Economic Prosperity Initiative (EPI) is designed to be a catalyst to transform private enterprises into dynamic platforms for export expansion while further developing internal markets.

Under EPI, Making Cents is collaborating with Deloitte to increase the integration of gender and youth in project-selected priority value chain activities.



Specifically, Making Cents is working within the hazelnut, mandarin, open-field vegetable, and open-field root vegetable value chains. To date, Making Cents has conducted an NGO capacity audit for women- and youth-serving NGOs. By the end of 2011, Making Cents will have trained four umbrella NGOs in the Eastern and Western regions to increase their capacity to design appropriate curriculum that serves their clients, especially women.

Georgian NGO staff explore Making Cents' Agricultural Enterprise Curriculum™. Making Cents is building their capacity as curriculum designers to deliver better skills training to women in agricultural value chains.

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For information about these projects and others, [click here](#).

Youth-Inclusive Financial Services



Supporting the Development of Credit and Savings Products for Low-Income Youth in Haiti

In partnership with Plan Haiti, Fonkoze and BRAC, Making Cents is supporting the development of tailored credit and savings products for low-income youth in Haiti. In August

2011, Making Cents began conducting an institutional assessment of Fonkoze's current products and services, operations and procedures, and its general capacity as an MFI in Haiti. Making Cents conducted interviews with Fonkoze staff in finance and operations, and used tools from the YFS-Link's curricula to gain a deeper understanding of the features and attributes of existing products at Fonkoze.

Fonkoze plans to design a savings product for over 8,000 young people, and a credit product aimed at reaching at least 1,000 youth clients. Fonkoze, Haiti's alternative bank, works to provide the rural poor with the tools they need to lift themselves out of poverty.

For more information about this project and the YFS-Link Program, visit yfslink.org - the "go-to" site for and by the YFS community or [contact us](#).

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