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## Become a 2011 Conference Partner

Showcase your leadership in increasing and improving economic opportunities for youth by becoming a **2011 Global Youth Economic Opportunities Conference Partner** today.  
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## Linking Young People to Financial Services

## May 2011 Newsletter

Making Cents International is a social enterprise committed to building a legacy of improved skills and economic opportunities at the individual, community and global levels.

For more information, visit us at: [makingcents.com](http://makingcents.com)

### News from the Field

#### Europe & Eurasia

Despite recent progress in the competitiveness of Bosnia and Herzegovina (BiH) businesses, many still face challenges, including a shortage of qualified skilled workers, outdated product designs, and access to global markets, among others. Making Cents is addressing these challenges by supporting the growth of women, Roma youth, and disadvantaged artisan enterprises to increase BiH's competitiveness - improving market access, products and productivity, and developing workforce skills in key points in BiH's craft value chain.

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#### Africa

Kenyan youth need the knowledge, skills, and attitudes to better identify and seize opportunities within existing value chains and growth sectors in a changing economy. Under USAID's Kenya Horticulture Competitiveness Program (KHCP), Making Cents is addressing this gap by working with youth living in rural areas to enter high-growth agricultural value chains, where they are exporting to places such as Dubai and the EU. Making Cents is helping young learners build critical financial literacy, business

## June 28-July 7

Accra, Ghana

- \* *Sound Practices*
- \* *Market Research*
- \* *Product Development*
- \* *Partnering and Staffing*

\* Also offered with supplemental Training of Trainers workshop

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## September 7

Washington DC, USA

### **Global Youth Economic Opportunities Conference**

*Serious Business: Making a Case for Youth Inclusive Financial Services*

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## November 14-17

Valladolid, Spain

### **Global Microcredit Summit**

*Serious Business: Making a Case for Youth Inclusive Financial Services*

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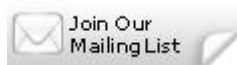
[YFS-Link](#)

[Global Youth Economic Opportunities Conference](#)

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management, entrepreneurship, and life skills - better equipping youth with the tools to identify and seize opportunities in growth sectors in their local communities.

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### **Middle East**

Increasingly, young Palestinians are out of work and lacking the practical skills needed to find employment and support themselves and their families. To combat this critical problem, Making Cents is working with local technical, vocational education and training (TVET) institutions in the West Bank to develop relevant and practical skills-based curricula on topics related to work readiness skills and financial literacy skills. The courses are designed to ensure young people between the ages of 14 and 22 are better prepared with the knowledge, skills, and behaviors to respond to industry workforce demands and enter the workforce.

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

## Youth-Inclusive Financial Services



### **Technical Assistance**

Making Cents is currently working with Save the Children, Banco Caja Social de Colombia (BCSC) and a local market research firm to address the negative perceptions and other operational challenges young people may face when considering the use of banks. By facilitating workshops on product design and providing technical assistance on product testing, Making Cents continues to support the work of the YouthSave Consortium to develop youth-appropriate savings accounts in partnership with local banks around the world.

### **Partnership with BRAC International**

Making Cents is working closely with BRAC International in linking young people to financial services. In February, our Youth-Inclusive Financial Services Linkage (YFS-Link) Program Team facilitated a workshop for 16 trainers and 27 financial services practitioners at BRAC in Dhaka, Bangladesh. Over the next year, BRAC trainers will be rolling out the YFS-Link training to nine Training and Resource Centers nationwide and replicating the training with BRAC's African counterparts. BRAC International is the largest NGO in the world, with over 120,000 employees and 8.6 million microfinance clients worldwide.

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

## Our Latest Publications, Case Studies, and Resources

### 2010 "State of the Field" Publication

[Click here](#) for a free download of this practical "go-to" resource featuring learning from over 80 organizations working around the world to increase and improve economic opportunities for young people.



### Emerging Guidelines for Linking Youth to Financial Services

In the December 2010 *Enterprise Development & Microfinance*, Making Cents wrote the article, "Emerging Guidelines for Linking Youth to Financial Services," which explores how access to appropriate financial services can play a critical role in enabling young people to navigate the challenges and opportunities they face. [Click here](#) to buy and download a copy.

### Measuring the Impact of Learning Events and Publications

Making Cents was honored to be selected as one of the best cases responding to USAID's KM Impact Challenge. [Click here](#) to read Making Cents' "Measuring the Impact of Learning Events and Publications" along with other Top Case Stories.

## 2011 Global Youth Economic Opportunities Conference

**September 7-9**

### Walter E. Washington Convention Center, Washington DC

Reserve your space early, [click here](#) to register. To view the 2010 Conference Participant List, [click here](#).

For more information, visit [YouthEconomicOpportunities.org](http://YouthEconomicOpportunities.org).

### Call for Proposals Now Closed

Thank you to all those who submitted a session proposal, and for your interest in contributing to this year's 5th anniversary conference learning agenda.



[Click here](#) to view the 2011 preliminary conference agenda.