



*Lessons from entra21 and Obra*

**21 and 22 June 2011**  
**Carnegie Endowment for International Peace**  
**Washington, D.C.**





# June 21 2011

TUESDAY

**8:00 - 8:45 am**      **Registration, Second Floor**

**9:00 - 10:00 am**      **Introductory remarks, Root Room**

WILLIAM S. REESE

President and CEO, International Youth Foundation (IYF)

MARK LOPES

Deputy Assistant Administrator for Latin America and the Caribbean, United States Agency for International Development (USAID)

NANCY LEE

General Manager, Multilateral Investment Fund (MIF) of the Inter-American Development Bank (IDB)

**10:10 - 10:30 am**      **Coffee break**

**10:30 - 12:20 pm**      **From Innovation to Scale: Strategies to provide youth at risk with access to youth employment training and services**

NGOs in the region have made strides in designing innovative ways to prepare youth at risk for the world of work; however, making the transition from a pilot project to influencing larger systems and policies is difficult, and it has eluded many organizations' best intentions. Looking at the evidence base from IYF's 10 years of work in Latin America and the Caribbean through the *entra21* Program, this panel will examine which types of innovative practices are being taken to scale, how this is being done, and where we should focus our efforts in the future.

SUSAN PEZZULLO

Program Director for Latin America and the Caribbean, IYF

HERNÁN ARANEDA

Director, Center for Innovation in Human Capital, Fundación Chile

SUSANA BARASATIAN

National Director of Employment and Professional Development, Ministry of Labor, Argentina

ADRIANA DE ALMEIDA MARIANO

Manager, Walmart Institute, Brazil

**Moderator**

SANDRA DARVILLE

Development Effectiveness Unit Chief, MIF, IDB

**12:30 - 1:50 pm**      **Lunch**

**2:00 - 4:00 pm**      **Alliances for Youth Development: the Power of Partnerships in Responding to the Needs of Youth at Risk**

According to the World Bank, youth at risk make up nearly half of the current cohort of young people in the Latin America and Caribbean region. Given the numerous and interrelated challenges they face, such as violence and crime, low educational attainment and unemployment, a comprehensive approach that brings together the talents, resources and perspectives from different sectors of society is required. Experiences in Latin America and the Caribbean have highlighted the potential of

alliances to create an enabling environment for youth at risk to gain better access to opportunities to learn, work and become engaged in their communities and society in positive ways. This session will examine alliance-based approaches to positive youth development, what has been achieved through these approaches, and the untapped opportunities for creating synergies among civil society, public sector and businesses to respond to the needs of youth at risk.

KAREN HILLIARD

Mission Director, USAID, Jamaica

PABLO DE LA FLOR

Vice President of Corporate Affairs, Antamina Mining Company, Peru

ELENA DE ALFARO

President, Fundación Empresarial para la Acción Social (FUNDEMÁS), El Salvador

**Moderator**

JIM THOMPSON

Deputy Special Representative, Global Partnership Initiative, U.S. State Department  
*confirmed*

**4:15 – 4:50 pm**

**Reflections on the day**

MAXSALIA SALMON, Youth Leader

Co Founder, M&N Foundation for Aspiring Youth, Jamaica

GUILLERMO ASIAIN, Youth Leader

Youth Liason, Todos Somos Juarez, Mexico

PETER SHIRAS

Executive Vice-President, IYF

**5:00 pm**

**Adjourn for the Day**



# June 22 2011

WEDNESDAY

8:30 – 8:55 am

**Opening Remarks, Root Room**

LUIS MENDOZA, Youth Leader  
Youth Liason, Pacto por Juárez, México

ROBERT WINCHESTER  
Deputy Summit Coordinator and U.S. Alternate Representative to the  
Organization of American States, U.S. Department of State

9:00–10:30 am

**Concurrent sessions**

**Session 1: Engaging the Private Sector in Youth Employability, Root Room**

It is widely accepted that the engagement of businesses in the design and delivery of programs to increase youth employability and productivity is key to ensuring youth are well prepared for the world of work. Involving the private sector in meaningful ways, however, has proved challenging for many organizations and entities seeking to reduce youth un- and underemployment. Panelists from Jamaica, Argentina and Peru will present three different models of private sector engagement, exploring lessons learned, incentives for businesses to support youth, and what is required from the private sector to increase employment opportunities for youth at risk. The audience will be asked to comment on how the ideas presented can be used to increase private sector involvement in the future.

SANDRA GLASGOW  
CEO, Private Sector Organisation of Jamaica (PSOJ)

SILVIA RUEDA DE URANGA  
Director, Fundación Pescar Argentina

KARINE GRUSLIN  
Director, Empresarios por la Educación, Peru

**Moderator**

AWAIS SUFI  
Vice President for Programs, IYF

**Session 2: School to Work Transition, Choate A Room**

One of the most critical challenges facing young people in the region is their lack of relevant competencies for securing a job or developing their own business ideas once they finish their formal education. This session will focus on how formal education can become more attuned to the needs of the market place so youth are better equipped to find work when they leave high school and/or higher education. Experts in the field of education will give their perspective on how to create better bridges between the classroom and the world of work so that youth, particularly those from low income households, are better prepared to find decent work when they graduate from secondary school.

CYNTHIA HOBBS  
Senior Education Specialist, World Bank, Jamaica

LILIANA GONZÁLEZ ÁVILA  
Executive Director, QUALIFICAR, Colombia

CARLOS HERRÁN  
Lead Specialist, Education Division, IDB

**Moderator**

WENDY ABT

Deputy Assistant Administrator, Bureau of Economic Growth, Agriculture and Trade, USAID

**Session 3: Creating an Evidence Base for Youth Employment Programs and Policies, Choate B Room**

This session will present the methods used by for the program to measure youth employability and promote learning among youth-serving organizations as well as experiences from other youth employment programs. The challenges of collecting and interpreting data will be discussed as well as how to create an evidence base so that organizations learn and continue to improve their practice. Issues of rigor cost and time will be addressed as well as lessons for future program evaluations.

MARÍA LAURA ALZUA

Director, Center for Distributive, Labor and Social Studies (CEDLAS),  
Universidad Nacional de la Plata, Argentina

MATTIAS LUNDBERG

Senior Economist, Social Protection Unit, World Bank

SUSAN PEZZULLO

Program Director, Latin America and the Caribbean, IYF

**Moderator**

MARIA ELENA NAWAR

Senior Specialist, Development Effectiveness Unit, MIF, IDB

**10:30-10:45am**

**Coffee**

**10:45-11:00 am**

**Reflections and Commentaries from the concurrent sessions, Root Room**

MAXSALIA SALMON, Youth Leader

Co Founder, M&N Foundation for Aspiring Youth, Jamaica

LUIS MENDOZA, Youth Leader

Youth Liason, Pacto por Juárez, México

CRISTINA RAMIREZ, Youth Leader

Administrative Coordinator, Juventud Agraria Rural y Católica del Peru, Peru

**11:00 am - 12:30 pm**

**Plenary Session: Equipping “Harder to Hire” Youth To Become More Employable: Perspectives from practitioners, research and policy, Root Room**

While some countries in Latin America are experiencing strong growth and unemployment figures are beginning to drop, youth employment continues to lag behind adults and the number of youth looking for decent work remains in the millions. For youth who come from poor households and have other risk factors —being from rural areas, early school leavers, or with disabilities, etc. — the probability of finding decent work is even lower. Perspectives from a practitioner and policy expert will be shared along with the findings of an evaluator from *entra21*’s Phase II to examine whether, in fact, the youth targeted were “harder to hire” and whether through second chance programs they became more employable. Both programming, policy implications and recommendations will be addressed.

MARTIN DELLAVEDOVA

Director, Sistemas de Monitoreo y Evaluación, Argentina

MARIO RIVERA

Director, Asociación Promotora de Institutos Tecnológicos Superiores (TECSUP), Peru

MARK HANNAFIN

Deputy Director and Senior Consultant, Office of Conflict Management and Mitigation, USAID

**Moderator**

WENDY CUNNINGHAM

Director, Youth Unit, World Bank

**12:45 – 1:50 pm**

**Lunch**

**2:00 – 3:30pm**

**Concurrent Sessions**

**Session 4: Pathways to Scale – Lessons from *entra21*, Root Room**

Under *entra21*/Phase II civil society organizations formed partnerships with their respective governments—at the municipal, state or national level—to scale up best practices aimed at improving youths' employability. In Argentina, municipal employment offices were strengthened, high school students in rural Peru and northern Brazil had greater access to employment training, and government employment programs in Colombia and Chile added new components. This session will examine findings from *entra21* related to creating the conditions for scale, the pathways used, and challenges encountered.

CLARA INÉS RESTREPO

Deputy Director, *entra21* Program, IYF

NORMA AÑÑOS

Executive Director, Centro de Servicios para la Capacitación Laboral y el Desarrollo, Peru

MARCELO PIZARRO

Director, Hexagono, Chile

**Moderator**

ELENA HEREDERO

Senior Specialist, MIF, IDB

**Session 5: Helping Youth Associated with Violence Reintegrate into Community Life, Choate A Room**

This session will explore how to respond effectively to the needs of youth who have been associated with violent groups and wish to reintegrate in positive ways with peers, their communities, school and work. What have we learned about the types of services and support they need, sequencing these services and utilizing community resources to help youth redefine their identities, values and life goals to take concrete steps in a positive direction? Panelists will draw from their experiences working in Peru, El Salvador, and Jamaica in helping youth make this transition from violence to positive engagement so they can take full advantage of second chance employability programs such as *Obra* and *entra21*, among others.

PADRE JOSE MANTECON

Executive Director, Red de Niños, Adolescentes y Jóvenes (RedNAJ), Perú

CLAUDETTE RICHARDSON-PIOUS

Executive Director, Children First Agency, Jamaica

MAURICIO FIGUEROA  
Executive Director, Fundación Quetzalcóatl, El Salvador

**Moderator**

PALOMA ADAMS-ALLEN  
Senior Advisor, Bureau for Latin America and the Caribbean, USAID

**Session 6: The Role of Technology in Helping Youth at Risk Gain Access to Information, Skills and Resources, Choate B Room**

The question is no longer if or when to integrate technology into education and employability programs, but how. Based on recent research conducted on the use of technology to enhance the education and employability of youth at risk, the panelists will engage the audience in a discussion on how we can adapt and apply lessons learned through practice and research to ensure technologies are used more effectively in equipping youth at risk with critical skills and information they will need to make a successful transition to the world of work. The role of social media to enable youth to network with one another and connect with employers or markets will be explored.

TROY ETULAIN  
Senior Advisor for Media Development, USAID

JAVIER LASIDA  
Director, Department of Education Management and Policies, Catholic University of Uruguay

MARCO CASTILLO  
Executive Director, Grupo CEIBA, Guatemala

**Moderator**

CHRIS COWARD  
Director of Technology & Social Change Group, Information School, University of Washington

**4:00-4:50 pm**

**Closing Remarks: "Where Do We Go From Here?", Root Room**

JUANA BARRERA, Youth Leader  
Youth coordinator, DEMOS, Guatemala

GUILLERMO ASIAIN, Youth Leader  
Youth Liason, Todos Somos Juarez, Mexico

FERNANDO JIMÉNEZ-ONTIVEROS  
Deputy Manager, MIF, IDB

WILLIAM S. REESE  
President and CEO, IYF

**5:00 pm**

**Adjourn**