

Shaping futures for and with young people

Strategic direction 2025-2028



Our vision

We envision a world where all young people have the opportunity to realise their full potential and collectively contribute to a more equitable, sustainable, peaceful, and just society.

By fostering skills development, economic independence, and social inclusion, we seek to create pathways towards positive futures and a life of dignity.

Thematic focus areas

Young people today navigate an increasingly complex world, shaped by interconnected challenges such as climate change, economic transformation, social fragmentation, political instability, and conflicts. These global disruptions significantly impact young people's transition into adulthood, influencing their career prospects, well-being, and overall outlook on the future.

Through deep community engagement, insights from over two decades of philanthropic work, and a multi-level systemic change diagnosis, we have identified three interconnected thematic focus areas. These thematic areas guide our work across regions to empower young people to navigate and address today's global challenges:



Skills development

By prioritising **skills development**, particularly future-oriented competencies like digital literacy, critical thinking, adaptability, and creativity, alongside vocational training, we prepare young people to meet the evolving demands of a rapidly changing world and job market. Providing creative spaces for self-discovery and collective action can nurture growth and resilience, enabling youth to adapt to change, innovate in the face of crises, and strive to transform challenges into opportunities.

Entrepreneurship

Strengthening entrepreneurship ecosystems opens essential economic pathways for young people, especially in areas with limited employment prospects. By prioritising socially responsible entrepreneurship and enabling the enablers and spaces supporting social business development, we equip youth with the means to address the problems they see in their communities, fostering a sense of agency and responsibility. Socially responsible entrepreneurs can create sustainable solutions to environmental, social, cultural, and economic challenges.

Social and economic inclusion

Promoting social and economic inclusion is crucial to ensuring that young people from all backgrounds have equal opportunities to thrive. Marginalised youth are often disproportionately affected by crises and can feel excluded from mainstream economic and social structures. Social and economic inclusion initiatives and especially those informed or led by individuals with lived experience of vulnerability, can create meaningful pathways for these young people to access quality education, mentorship, and job opportunities, building a sense of belonging and purpose.

A principlesbased approach

In our work, we apply systems change practices and principles to guide our engagement with partners and stakeholders, enabling young people to shape their own futures. These principles are intended to be relevant across diverse contexts and situations and will be the foundation of our efforts to monitor, evaluate and learn from our work.

Advance equitable opportunities for young people

We prioritise human-centred, accessible opportunities for young people, particularly those who are disadvantaged, to develop their full potential.

Support local leadership & youth agency

We cultivate trusting relationships with locally led organisations and initiatives that actively engage young people in the design and delivery of programming, strengthening their agency and leadership.

Build connections & capacity

We facilitate connections across local and global initiatives to enhance partner organisations' capacity and resilience to enable greater impact on youth, communities and ecosystems.

Cultivate learning & impact

We create dynamic spaces and processes to share successes and challenges, in order to help build more effective and impactful youth-focused initiatives.

Strive for sustainability

We consider and foster the long-term viability of initiatives to make a positive and sustainable change in the lives of young people and their communities.

Geographic focus

We focus our funding geographically to create meaningful impact, encompassing in alphabetical order:

- Eavpt
- Europe: Germany, Switzerland
- Levant: Jordan, Lebanon, Palestine
- Maghreb: Morocco, Tunisia

