

2024

IMPACT REPORT

INTRODUCTION

We are delighted to present our first impact report as The King's Trust International, having changed our name to acknowledge that our Royal Founding President was crowned HM King Charles III in 2023.

We are grateful for His Majesty's continued vision and commitment to young people around the world, reflected in his meeting with young participants from our Enterprise Challenge programme during his State Visit to Kenya in November 2023.

That ongoing commitment is critical. The global youth unemployment rate remains over three times higher than the rate for adults over 25 and almost one in four young people are not in education, employment or training. This represents an urgent challenge for us all.

Young people whose education and opportunities have already been disrupted by the pandemic and cost-of-living crisis are coming of age at a time of global transformation. The transition to a green economy, growth of automation and rise of artificial intelligence are all contributing to a rapidly changing labour market. With change comes opportunity, especially in green and digital fields, but young people will only be able to seize their chances if they have the skills to do so.

With job roles and requirements constantly evolving, it is increasingly hard to predict the specific technical skills that the labour market will demand. So it is more important than ever to equip young people with the core skills they will need, whatever path they take. If they are to succeed, young people must have the skills to communicate, collaborate and lead. They will need to set goals, solve problems and adapt to change. From resilience to reliability, these essential skills do not evolve by chance – they need nurture and practice.

From hands-on projects to online simulation games, from work experience placements to business mentorship, our programmes give young people the chance to grow, setting them up for success. But much more needs to be done. Governments, businesses and civil society all have vital, complementary roles to play in preparing and empowering young people to take their first steps into the world of work. We are determined to play our part. If you would like to join our efforts, we would be delighted to hear from you.

Will Straw
Chief Executive Officer





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ABOUT US

The King's Trust International, formerly Prince's Trust International, has been supporting young people worldwide since 2015. We were founded by His Majesty King Charles III to tackle the global crisis in youth unemployment, building on over four decades of experience in the UK.

As we approach our 10 year anniversary, we believe now more than ever, that every young person should have the chance to succeed.

We are deeply proud of the global partnerships we have built over the last decade, and as we prepare to mark this milestone, we are motivated by the urgency of the challenges facing young people around the world, as the cumulative impact of health, economic and conflict-related crises threaten to limit their potential and their prospects.

How we work

With a global network of partners, we develop programmes to help young people build their own futures. We believe that local organisations, embedded in the communities they serve, are best placed to understand and respond to local needs. As such, we work flexibly through partners, blending our expertise and theirs, to design and deliver programmes that work.

We offer a range of flexible and modular programmes focused on core skills such as communication and teamwork. The content, timescales and delivery can be adapted to meet local needs. We can also support partners to design and deliver bespoke projects, or to enhance their existing programme delivery.

All our work is rooted in global efforts to deliver the Sustainable Development Goals, particularly those relating to quality education, decent work, gender equality, climate action and partnerships for the goals. We are committed to amplifying the voices of young people on the global stage, and to putting their needs at the very heart of our work.

Our programmes

Our **education** programmes provide alternative approaches to learning, focusing on personal development and building the core skills that young people will need for the world of work, whether as employees or entrepreneurs.

Our **employment** programmes work with partners and employers to enable young people to develop employability skills and access opportunities that lead to meaningful, sustainable work.

Our **enterprise** programmes give young people the chance to explore business management and equip budding entrepreneurs with the skills and knowledge they need to succeed.



OVER

100,000

YOUNG PEOPLE REACHED SO FAR



Yahaya, Get Into, Ghana

Sustainable Development Goals

The 17 Sustainable Development Goals (SDGs) provide a global blueprint for dignity, peace and prosperity. Running from 2015 to 2030, the SDGs express global priorities and aspirations to address economic, social and environmental challenges.

Every UN member has committed to these goals, with the emphasis being that these are goals for everyone to work towards – every government, every business and every organisation. Having this common frame of reference helps us to build stronger partnerships and relationships with our funding, delivery and knowledge partners.



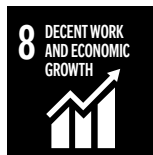
Quality education

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



Gender equality

Achieve gender equality and empower all women and girls.



Decent work and economic growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



Climate action

Take urgent action to combat climate change and its impacts.



Partnership for the goals

Strengthen the means of implementation and revitalize the global partnership for sustainable development.

Our year in numbers



Blessing, Skills for Schools, Ghana

22,804

YOUNG PEOPLE **REACHED** DIRECTLY



Aaliyah, Achieve, Trinidad and Tobago

38

DELIVERY **PARTNERS**



Get Hired, Nigeria

18

COUNTRIES



Shane, Explore Enterprise, Jamaica

99%

IMPROVED **THEIR CORE SKILLS**



Amirul, Team Programme, Malaysia

74%

IN WORK OR TRAINING WITHIN
THREE MONTHS

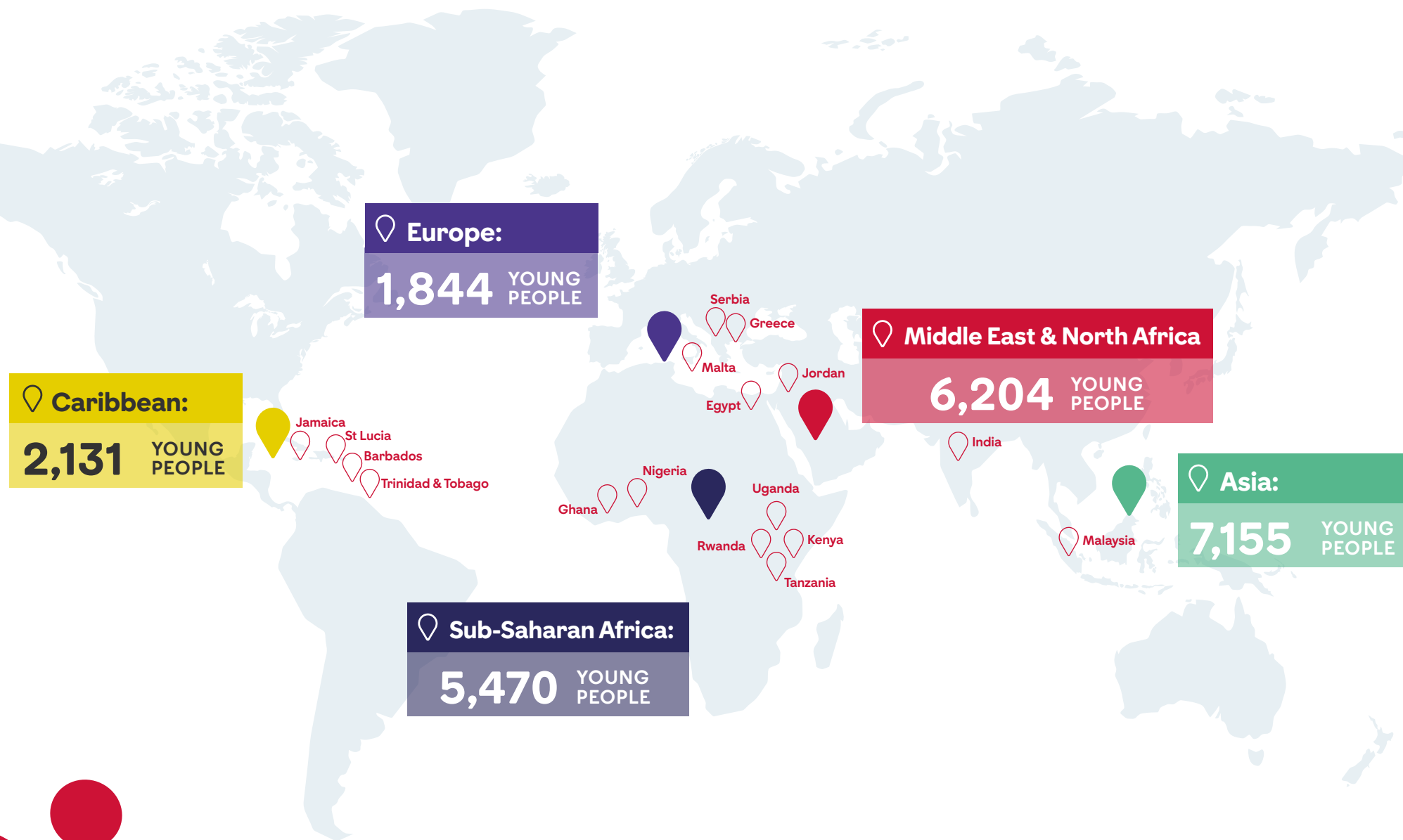


Arti, Project Lehar, India

73%

IN WORK OR TRAINING WITHIN
SIX MONTHS

Where we work





QUALITY EDUCATION

Our education programmes run mainly in schools, but are also offered in other settings such as colleges and youth offending facilities. They focus on building the core skills that young people need to learn, earn and thrive.

There is often a disconnect between the skills that schools teach and the skills that young people need. Our 2023 research report, *Overlooked and Underprepared*, reinforced our previous findings on this issue, with more than one in three young people saying that the education system is not equipping them well enough with the skills they need for work. Our two flagship education programmes aim to address this skills gap.

Recognising that many young people will need to work for themselves in the future, our largest programme, **Enterprise Challenge**, develops entrepreneurship skills through classroom activities, mentoring, an online business simulation game and inter-school competition. During 2023/24, Enterprise Challenge was active in nine countries, reaching over 10,000 young people from Barbados to Tanzania. The two largest such programmes, in Jordan and Pakistan, accounted for over 8,000 participants between them.

The **Achieve** programme is aimed primarily at school students at risk of underachieving academically. Delivered by teachers specially trained with our



Aaliyah, Achieve, Trinidad and Tobago



90%

Of Achieve teachers noticed a positive change in students' behaviour and skills

tools, it focuses on building confidence and core skills, such as communication and teamwork, through hands-on activities in small groups. With the launch of a new pilot programme in Pakistan, specifically targeting girls, Achieve is now active in nine countries. This year, it saw particular expansion in Europe, where programmes run in Malta, Greece and Serbia. Our annual survey of Achieve-trained teachers saw 87% report making positive changes to their teaching style.

In total, our education programmes reached over 13,700 people in 14 countries, accounting for over 60% of all our programme participants. Over half of these were girls.



Jacob, Enterprise Challenge, Kenya

Jacob: Paying his own way

Building on the skills he gained through the Enterprise Challenge programme, Jacob, 18, set up a soap business that has enabled him to start senior school.

Jacob, an orphan, lives with his guardian and family in Samburu county, Kenya. Schooling delays and disruptions are common among poorer families, and when Jacob's guardian couldn't afford the fees for him to progress to senior school, Jacob threw himself into entrepreneurship instead, selling soaps and detergents in recycled water bottles.

Jacob drew on the skills he'd gained through Enterprise Challenge to advertise his products and expand his customer base – and was soon earning enough to get himself back to the classroom, buying his own school uniform and books, and helping cover his fees. Now a high school student, Jacob continues to grow his business when he's not in class.

The Enterprise Challenge programme is delivered in Kenya, Tanzania and Uganda by the Asante Africa Foundation. In November 2023, Jacob was among the programme participants who met HM The King during his State Visit to Kenya.

“I can pay my school fees and provide for my family.”

Building core skills

Alongside basic literacy and numeracy, young people we surveyed this year highlighted employability skills and digital skills as their top priorities, rating them more highly than technical qualifications or high school diplomas.

To help measure impact and drive improvement, young people rate their skills in five core areas before and after taking part in all our programmes, alongside skills specific to the programme content. This year, 99% improved their skills in at least one core area. As last year, self-confidence was the area where the highest number of young people noted improvements (93%), followed closely by working with others and setting and achieving goals.

Young people who improved in:



93%
Confidence



92%
Setting & achieving goals



92%
Working with others



Mahnoor, Enterprise Challenge, Pakistan



91%
Communication



90%
Managing feelings



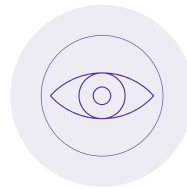
Blessing, Achieve Skills for Schools, Ghana

Spotlight programme:

Achieve, Skills for Schools Ghana

Partner:

Junior Achievement Ghana



Over 740 students from sixteen junior high schools took part in the Achieve Skills for School programme this year. Teachers prioritised places for students with disabilities, those lacking confidence and those struggling with attendance, engagement, interpersonal or performance issues.

97% of participants completed the 14-week programme, attending weekly school-based clubs, and students scored themselves in six core skill areas before and after taking part. Communication was the lowest scoring skill area before students embarked on the programme, and was also the area that showed the most improvement, with average scores **up by over 30%**.

A particular highlight was the second ever Unified Games, which brings together Achieve participants with students from a special school for a day of inclusive sport. This year saw the physical games complemented by post-games craft activities ranging from batik to basketry, providing extra opportunities for students to interact.

Marvellous: Daring to try

Marvellous, 14, is a dedicated student and a keen drummer, but his fear of failure used to hold him back. He would be crippled by nerves before band performances and, afraid of making mistakes during school tests or exams, he used to ask friends for help or leave whole sections blank.

The Achieve Skills for School programme has helped Marvellous develop the confidence to give things a go, without worrying so much about getting everything exactly right. As he has become more comfortable about trying, and risking making mistakes, his performance in class, in exams and on stage have all improved. 'Now when a question is asked in class, immediately I raise my hand to attempt to answer,' he explains.

In future, Marvellous hopes to become a pilot. Now willing to face his fears, and able to view mistakes as learning opportunities rather than catastrophes, Marvellous is developing the growth mindset that he will need to fly high.



Marvellous, Achieve Skills For School, Ghana

“I did not have the confidence to answer questions because I always thought I would get my answers wrong.”

Adaptation and inclusion

Our programmes are designed to be flexible and adaptable in terms of content, timescales and delivery – and to ensure that they reach young people who might otherwise miss out. For example, in Jamaica, our Achieve programme runs in youth offending institutions as well as schools, while in Serbia, Achieve focuses specifically on empowering young people from Roma communities.

In Nigeria, this year we piloted a specially adapted version of our Enterprise Challenge programme to target young adults rather than school students. Working through three local partners, and with the support of the British Council, the pilot reached

almost 200 young people, and provided seed funding to those with the strongest business ideas. We are now scaling up the programme to work through five partners in five states.

In Jordan, our focus on inclusion has led us to explicitly target young refugees, who face extra challenges building a future beyond their home country. According to the UN Refugee Agency, Jordan hosts the second-highest number of refugees per capita in the world, with most recent arrivals from Syria. This year, our Enterprise Challenge programme in Jordan drew half its intake from refugee communities.



Sara, Enterprise Challenge, Pakistan



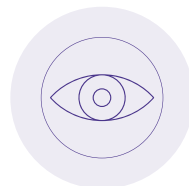
Enterprise Challenge, Jordan

Spotlight programme:

Enterprise Challenge

Partner:

INJAZ, Jordan



The ongoing humanitarian crises in the region create extra challenges for both refugee and host populations in Jordan, especially in a context where youth unemployment already stands at over 40% – one of the highest rates in the world. Many young people, especially young women, will need to create their own jobs.

This year, the Enterprise Challenge programme gave over 6,000 school students – half of them young refugees – the chance to develop entrepreneurship skills through coaching, mentoring and an online simulation game. Teams of teenagers then go on to develop and pitch their own business ideas, focusing on initiatives with a positive social or environmental impact.

Over three quarters of participants said that the programme had inspired them to start their own business one day. Some of them, like Dana (right), are already drawing on their newfound skills to earn an income. This year, the Enterprise Challenge final competition was postponed due to political developments in the region. A new date will be scheduled during 2024.

Dana: Eco-friendly enterprise

Concerned about the environmental and health impacts of chemical fertiliser, sixteen-year-old refugee Dana has developed an organic alternative. Drawing on her family's experience of sustainable agriculture in their home country of Syria, Dana has created a liquid fertiliser made from animal manure, which she sells locally.



Dana, Enterprise Challenge, Jordan

Dana's business idea won a national Enterprise Challenge competition in Jordan in 2023, and she went on to progress it in real life. Her product is now available to buy in three forms: a spray for houseplants, a concentrated solution for gardens, and gallon containers of various sizes for crops and farms.

Although Dana's family no longer have land of their own to farm, she is proud to have influenced others to adopt more eco-friendly farming methods, describing her achievements as 'a ripple effect towards a greener and more prosperous future.' Dana was one of two young people to win our 2024 regional sustainability award for the Middle East and North Africa.

“The programme provided me with a well-rounded skillset for successfully navigating the challenges of entrepreneurship.”

DECENT WORK

We work with partners and employers to enable young people to develop skills and access opportunities that will lead to meaningful, sustainable work.

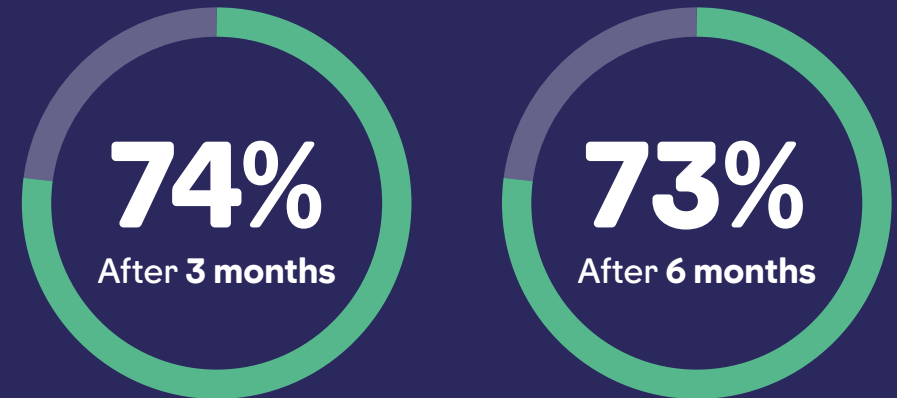
At the crucial crossroads between education and employment, many young people struggle to take their first steps into the world of work. In many countries, there is a vast gulf between the number of jobseekers and the number of jobs, and young people often lack the skills or experience that employers demand, even for entry-level positions.

With almost one in four young people around the world not in education, employment or training, young people urgently need more access to entry-level jobs, more opportunities to build their skills and experience, and more support to become job creators themselves. Our employment and enterprise programmes work to address all these issues, reaching over 8,600 young people this year.

Employment

Our employment programmes create pathways to work by combining training on core skills and sector-specific knowledge with job search guidance, work experience placements and interactions with employers. This year, these programmes reached 5,600 young people across 11 countries, from Jamaica to Malaysia.

Young people in work or training after completing their programme:



Our **Get Into** programme trains and prepares young people for entry-level jobs in specific sectors, while our shorter **Get Hired** programme matches work-ready candidates with employers who have immediate vacancies. **Team** is an intensive personal development programme that supports young people, particularly those at risk, to build core skills and find work.

Our research this year highlighted that young people consider digital skills even more crucial for their future than a high school diploma, and our programmes have continued to expand and enhance their digital literacy content, from basic training in Microsoft Word and Excel to cloud computing certification with Amazon Web Services.

Given the benefits of digital reach, we have also continued developing online learning approaches to complement and enhance our programmes. For example, our WhatsApp-based learning platforms, **Vibe Check** and **Get Ready**, support young jobseekers to build their skills, identify their strengths and kickstart their careers.



Awushetu, Get Into Hospitality, Ghana

Awushetu: Homeless to hopeful

Awushetu fell pregnant while still at school in Ghana and was immediately expelled. She was soon faced with providing for a newborn with no qualifications, no income and no financial support from her baby's father.

Awushetu headed to the city in search of work, but the move didn't open up the opportunities she hoped for. Surviving through a series of odd jobs in the market, she ended up sleeping on the streets. The nights were fraught with the ever-present threat of theft, assault or rain.

Awushetu, now 28, was still sleeping rough when she joined the Get Into Hospitality programme, delivered by our partner Youth Opportunity and Transformation in Africa (YOTA). The course gradually built up her skills and self-esteem, and saw her immediately land a live-in job as a receptionist with a local guest house, where her career is off to a flying start.

Awushetu now has a regular salary to support her daughter and, for the first time in years, a safe home.

“ I want to be living proof that it is possible to rise above one's circumstances and achieve success. ”

Raisean: Finding his voice

When Raisean, 24, first joined the Team programme in St Lucia, his main challenges were around communication and interaction. He was reluctant to engage with others and hesitant to speak up – even about topics where he was particularly knowledgeable. These difficulties had previously led him to drop out of college.



But determined to overcome these challenges, Raisean has embraced the tools and techniques he learned on the programme. With extensive practice around role play, speaking and presenting in small groups, Team has helped Raisean to find his voice, and seen him progress from a shadow on the sidelines to a dynamic contributor and leader.

Raisean has now landed a job as a sales representative for a building products manufacturer, drawing heavily on his communication skills to engage customers. Every other member of his Team group also went into paid work after completing the programme.

“I joined the programme to improve on and develop my skills so that I could better my future.”



99%

of global Team participants improved their skills



73%

got better at setting and achieving goals



88%

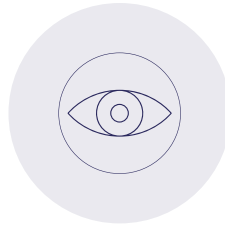
improved their job search skills

Spotlight programme:

Team

Partner:

Barbados Police Service; Royal St Lucia Police Force



Team is a 12-week personal development programme for young people not in education, training or employment. Active in Barbados for eight years, it launched in St Lucia in 2023, with support from the Barbados Police Service.

Young people develop their skills through a range of hands-on outdoor and community challenges alongside classroom learning. Content includes topics such as problem solving, conflict resolution and anger management, building core skills around setting goals, communication and managing feelings.

In Barbados, 100% of this year's participants said they would recommend the programme, while the figure for St Lucia was 96%. Team's success has also been publicly recognised by the police commissioners in both countries, connecting youth engagement with crime reduction. 'It has an enviable record in job placements for persons who enter the programme,' said Barbados Commissioner of Police, Richard Boyce. 87% of this year's participants went into work or training within three months.

In the coming year, we will build on this success by piloting the programme in Trinidad and Tobago.



Team, St Lucia



Get Hired, Nigeria

Spotlight programme:

Get Hired and Get Ready

Partner:

Field of Skills and Dreams, Nigeria



After piloting our WhatsApp-based learning platform, Get Ready, last year, this year we trialled a combined approach, connecting Get Ready with Get Hired.

Aimed at work-ready young jobseekers, Get Hired consists of a day of preparatory training, with a particular focus on interview skills, followed by a job fair. Nigeria's first ever Get Hired job fair formed part of our official launch event in the country, in July 2023.

The event, featuring 25 employers, gave over 100 young people the chance of an interview with a minimum of three and a maximum of eight recruiting companies. 98% of participants said they felt prepared for their interviews, and 96% felt confident during them. The job fair resulted in 23 job offers and 64 further interviews.

We are now strengthening and scaling up this combination approach as part of an ambitious employability programme to reach 2,000 young people in Nigeria over three years through Get Into, Get Ready and Get Hired.

Enterprise

In contexts of economic uncertainty and limited job opportunities, self-employment and entrepreneurship are crucial pathways for young people to consider – both for their own future and that of their wider community. By supporting young jobseekers to become job creators, especially in emerging industries, we can empower them and their communities to thrive.

But, especially in their early days, young entrepreneurs need support to develop business skills and navigate the business world, so that they have the best chance of success. Our Enterprise programmes in Greece, Barbados and Jamaica enable aspiring entrepreneurs to build essential skills and access expert guidance to launch or grow their business.

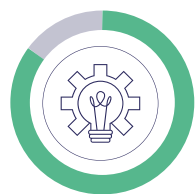
In 2023/24, we also supported partners to deliver bespoke entrepreneurship programmes in Rwanda and India, as well as in Egypt – through our partnership with the European Bank for Reconstruction and Development.

In total, these programmes reached over 3,000 young people, and more than 300 alumni launched businesses this year.

After taking part in our Enterprise programmes:



97% understand the skills needed to run a business



80% are inspired to start their own business one day



The King's Trust International Vice President His Royal Highness Crown Prince Pavlos, with The King's Trust Sustainability Award winners for Europe, Evangelos and Ioannis, co-founders of The Sports Footprint.

Spotlight programme:

Enterprise

Partner:

Corallia, Bizrupt and 100 mentors, Greece



Through our partners' online and offline reach, our enterprise programmes reach young people across the country, helping them to explore self-employment, freelance and entrepreneurship opportunities in a context where a quarter of young people are unemployed, and many leave home to seek work abroad.

We've been working with Corallia to deliver the STARTAB entrepreneurship programme since 2018, reaching over 1,100 young people so far. Bizrupt and 100 mentors, whose FoundIt entrepreneurship programme launched in 2020, focus on reaching young people living on Crete and the Dodecanese islands, where employment opportunities are often seasonal rather than sustainable.

Both programmes consist of introductory entrepreneurship training followed by support and mentoring from experienced business and industry leaders for those who wish to pursue and develop their business idea. In 2023/24, these programmes reached almost 400 young people on mainland Greece and the islands.



Karina, STARTAB, Greece

Karina: Back to business

Karina is an award-winning entrepreneur. Her new business, CharismaWorks, has reached over 1,000 people in Europe and the USA in its first year alone, with workshops and seminars that help participants to overcome their fear of public speaking.

But in order to steer her business to success, Karina, 29, needed to overcome some fears of her own. Returning to Greece to start her own business after years of successful work and study abroad, Karina was already an accomplished leader, but was new to entrepreneurship – and was nervous about navigating the challenging business landscape alone.

The STARTAB entrepreneurship programme provided crucial guidance to support her business and financial planning, along with expert advice on issues from tax to copyright. And ever since CharismaWorks launched in 2023, Karina's business mentors have been on hand to help her plan and troubleshoot.

Karina is proud to be working for herself back in Greece and hopes to build her team as she grows her business.

“Before the STARTAB programme, I was uncertain and worried about the outcome of starting a business in today’s Greek economy, and now I feel stronger than ever.”



GENDER EQUALITY

Our programmes support girls' education and accelerate young women's economic empowerment, helping them build the skills to learn, earn and thrive, despite the disproportionate barriers that they face.

Gender significantly affects young people's life chances, shaping their experiences, opportunities and choices. From discrimination and gender-based violence to child marriage and heavier household responsibilities, girls and young women face many additional barriers to achieving their potential.

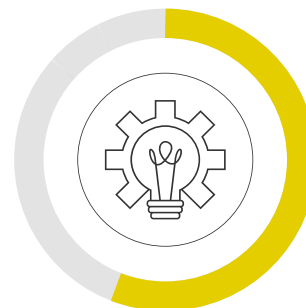
We recognise that boys and young men are affected by specific challenges too, and our approach is gender-responsive: we assess the varying needs of young people and tailor our delivery to make the most impact. Most of our programmes are open to all, while some specific projects in Jordan, India, Greece and Pakistan exclusively or primarily target girls and young women.

Education: Millions of girls leave school early every year, at great cost to their future prospects. Our education programmes help girls develop the skills to stay and thrive at school, and to flourish in later life. This year saw the launch of our first Achieve programme aimed specifically at girls in Pakistan.

Employment: As women's earnings increase, so too does their influence and independence. But young women may need extra support to become work-ready, especially those with less schooling and less access to digital technologies.



Prakriti, Project Lehar, India



56%

**of the young people we reached
were girls or young women**

Enterprise: Globally, women do three times as much unpaid care and domestic work as men. This limits their time and mobility, making it harder for them to find formal jobs. So our programmes equip young women to find different paths to prosperity, including remote working, self-employment and entrepreneurship.

This year, 72% of young women from our programmes went into work or training within three months, compared to 77% of young men. The same proportion of young women were in work or training after six months, compared to 75% of young men. In terms of skills self-assessment, the areas where the most women reported improvements were in self-confidence (93%) and teamwork (92%).



Muskan, Achieve, Pakistan

Muskan: Overcoming fears

Muskan, 13, used to find public speaking frightening, but being able to speak up in a group environment is an essential skill for study, work and personal success. It equips students to contribute in class, jobseekers to succeed in interviews, workers to engage with clients or colleagues, and individuals to articulate their views in personal and family relationships.

After months of weekly skills-building sessions with the Achieve programme, practising communication and teamwork through small group activities, Muskan has found her voice, conquered her fears and transformed her perceptions of herself and her capabilities.

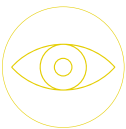
The Achieve programme in Pakistan works with all-girl groups, and is delivered by our partner Pakistan Alliance for Girls' Education (PAGE).

'Before the Achieve programme, I struggled with public speaking anxiety. Now, I confidently communicate my thoughts and ideas, and others see me as a confident speaker,' Muskan explains. 'The programme also boosted my confidence and self-esteem. I now see myself as capable and empowered.'

“I learned that resilience isn't about never falling; it's about getting back up every time you do. This mindset shift helped me face my fears head-on and push past my limitations.”



Tinni Sawhney, Charlotte Tilbury, Antony McPartlin and Declan Donnelly at The Prince's Trust Awards 2024



Spotlight programme:

Project Lehar

Partner:

Aga Khan Foundation, India

Project Lehar empowers girls and young women from disadvantaged backgrounds in northern India to improve their lives and advance gender equality in their communities.

In a regional context where early marriage often forces girls out of school, Lehar reached over 760 girls and young women this year. Services include vocational training, business and life skills sessions, including an introduction to self-employment as an earning option. The entrepreneurship elements include exposure visits to local businesses and small start-up grants.

Alongside entrepreneurial skills sessions, we also shape and support Lehar's final community challenge, where young women approaching the end of the programme further boost their planning, budgeting, teamwork and communication skills by delivering a real-life community awareness campaign, covering topics from maternal nutrition to domestic violence.

Over 300 young women completed community challenges this year, honing their skills, raising their voices and making a meaningful impact in their communities. Participants reported major improvements in their confidence (96%) and their leadership and communication skills (both 94%).



Arti, Project Lehar, India

Arti: Driving change

Young mother Arti has broken the mould to become one of the first pink e-rickshaw drivers in her district in Uttar Pradesh, India, providing safe transport for other women, and inspiring other girls in her village to believe that they too can forge their own path. At just 19, Arti is, quite literally, driving change.

With her family under financial pressure, Arti was married early and had to leave school. But the marriage soon broke down, and she returned to her home village with her baby girl. With few earning options locally for a young, single mother, Project Lehar gave Arti the chance to build her skills and confidence, and broaden her horizons, enabling her to see, and then believe, that working for herself could be an option.

Driving is traditionally a male profession in Arti's community, while women are widely expected to stay at or near home. Arti's leap into mobile self-employment has broken through multiple social barriers and is a trailblazing step forward for women's physical and social mobility.

In 2024, Arti received the prestigious Amal Clooney Women's Empowerment Award at the star-studded Prince's Trust Awards ceremony in London, followed by a trip to Buckingham Palace in a replica pink rickshaw to meet HM King Charles.

“ This new-found independence has allowed me to see the world in a different light. Now, I am able to fulfil not only my dreams but also those of my daughter. ”



CLIMATE ACTION

Lower income countries, where four in five young people live, are particularly hard hit by the climate crisis. But young people are leading the way in climate action and the growing green economy offers exciting opportunities.

Young people care deeply about the climate crisis. Our 2023 report, *Overlooked and Underprepared*, found that 68% would be keen to work in green jobs – but over a third of young people say they do not have the skills to do so.

Our education, employment and enterprise programmes aim to equip young people with the skills they need to flourish in the sustainable industries of tomorrow, while also preparing them to be responsible and active citizens

Education: Climate literacy is embedded in our education programmes, with Achieve and Enterprise Challenge both including content on climate and sustainability. Enterprise Challenge participants generated hundreds of exciting green business ideas this year. As a member of the UN's Greening Education Partnership, we feed into global initiatives around greening curriculums, teacher training and education systems.



Amirul, Team, Malaysia

Employment: We create pathways to green jobs through sector-specific programmes such as Get Into Renewable Energy in Nigeria. Our largest Get Into programme, in India, is proactively expanding its climate skills content and its connections with green employers. Our Team programmes includes a range of green work experience placements and community projects, from tree planting to recycling, alongside classroom content.

Enterprise: We support young entrepreneurs to develop climate-smart businesses, from farming to handicrafts, while also raising awareness that sustainability is a critical element of business success for any entrepreneur. This year, 87% of Enterprise programme graduates from Greece and Jamaica said that environmental sustainability was important when setting up a business. The bespoke entrepreneurship projects we supported in Rwanda and Egypt also highlight environmental awareness and sustainability.



After taking part in the
Enterprise Challenge
programme,



of participants around
the world were more
likely to consider a green
business or job.



Eco Roots, Enterprise Challenge, Ghana

Spotlight programme:

Enterprise Challenge

Partner:

Eleven partners in nine countries

Our Enterprise Challenge programmes all include a specific climate literacy module which raises awareness of green issues and related business opportunities, and encourages sustainable practices in areas such as packaging and waste.

After building their skills, students pitch their own business ideas in a national competition. In some countries, their ideas address a range of social or environmental challenges, while in others, such as Ghana, all their pitches have a green focus.

This year, some finalists presented ideas built around recycling waste products, such as coconut husk crockery, sawdust beanbags or generating biogas from organic waste. Others concentrated on eco-friendly alternatives to single-use plastics or fossil fuels, such as plant-based biodegradable packaging or biodiesel. The winning team, Eco Roots Culinary, focused on bamboo cutlery, and received 10,000 Ghanaian cedis (around £500) in prize money to help them explore their idea in real life.



Ridwan: Let there be light

Through his groundbreaking work designing and delivering solar energy systems, especially in off-grid rural areas, Ridwan is bringing light and power to countless Nigerians.

Ridwan, 27, had always aspired to a green job, but after graduating he struggled to break into the sector and secure his first position. Our Get Into Renewable Energy programme, delivered by our partner Field of Skills and Dreams, provided Ridwan's pathway to work. A standout performer, Ridwan was immediately offered a job by the company where he did his work placement, Starsight Energy. Since then, Ridwan has continued to shine, while also bringing light to others.

In rural Nigeria, only a quarter of the population has electricity. Solar energy could play a key role in widening access, and Ridwan is helping to drive this forward. His designs are renowned for their ingenuity and sensitivity to local circumstances, drawing on whatever resources are available locally, and prioritising affordability and accessibility. These are all key considerations, especially in low-income areas.

Ridwan won the 2024 King's Trust Global Sustainability Award and met HM King Charles at Buckingham Palace.

“The Get Into programme led me to secure my dream job, providing not just sustenance but also fulfilment.”



Ridwan, Get Into Renewable Energy, Nigeria



Shane, Explore Enterprise, Jamaica

Shane: Crafting a business

Shane's business, Stevos Weavos, champions eco-friendly craftsmanship, with products such as baskets, bags and baby cradles woven from natural, sustainably sourced local materials: palm thatch, coconut leaves and raffia.

Although a highly skilled weaver, Shane had no previous business knowledge when he set up his company, so he signed up to our Explore Enterprise programme, delivered by Jamaica Youth Business Trust, to help him develop his skills.

The programme helped Shane build the financial and marketing knowledge to effectively monetise his talent. He highlights the input around bookkeeping and budgeting as particularly useful, along with the insights on social media engagement, which informed his marketing strategy.

Shane now supports his family with his weaving business. He has built up over 60,000 followers on social media and won the Prime Minister's 2023 Youth Award for Entrepreneurship. In future, Shane hopes to take on employees, enabling more skilled artisans to connect with customers, and turn their exquisite traditional craft into a sustainable livelihood.

“There are a lot of people I know that can weave but they do not have the market for their product. I want to get a few of them to work for me.”



PARTNERSHIPS

Our programmes bring together young people, youth organisations, governments, schools, businesses and philanthropists to build transformational change for young people.

Our convening power allows us to build and nurture partnerships that positively impact the lives of young people at scale, acting as a bridge between different stakeholders and sectors.

Alongside work with schools and industry to close skills gaps, we connect delivery partners with employers to create pathways to entry-level jobs. We also engage with governments, corporate partners and philanthropists to amplify young people's voices on the global stage, and encourage investment in programmes that will empower them to learn, earn and thrive.

For example, this year has included high-level events with HM The King at COP28 in Dubai, during the State Visit to Kenya, and at Garrison Chapel in London when pioneering African business leaders came together to discuss youth employment initiatives.



HM King Charles with African business leaders including members of The King's Trust International's Africa Advisory Board, October 2023

This year we worked with 38 delivery partners in 18 countries, supported by an invaluable network of generous funding partners. Alongside these, our work is enabled by hundreds of schools, employer partners and volunteer mentors. We also benefit enormously from inputs and insights from our Patrons and Ambassadors, and from strategic partners such as the Aga Khan Foundation, the British Asian Trust and the British Council.

“ Together with the King’s Trust Group, we’re proud to support young people in vulnerable communities worldwide, helping them build their resilience and providing them with the skills they need to succeed. ”

William Chiu, Director, Global Philanthropy, HSBC.

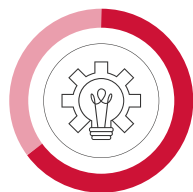
HSBC is our Global Founding Corporate Partner. Their generous support has enabled us to reach thousands of young people across India and Malaysia, and also in Malta, via the HSBC Malta Foundation.

Among Get Into employer partners in India:



100%

Interested in recruiting more candidates from the programme



67%

‘extremely satisfied’ with the young people’s performance



Get Into, India

Spotlight programme:

Get Into

Partner:

Magic Bus India Foundation



Our largest employment programme, Get Into, reached over 3,700 young people across six major cities in India. Over half of these trainees (58%) were young women.

The programme targets young people from low-income families who are not in education, training or employment. Focused on building core employability skills, it works with dozens of employers to provide a pathway to work in a wide range of sectors, from health to hospitality. 69% of trainees were in jobs within 3 months of completing the programme and again, over half of these (56%) were women.

With support from one of the programme’s core funders, HSBC, Magic Bus has worked to increase the green economy employers engaging with the programme. For example, this year has seen 55 young people start work with a climate-conscious financial services company, and 10 placed with a sustainable fashion brand.

This year, Magic Bus has also created a 300-strong alumni network, extending the reach and impact of the programme among employers and communities.

Equitable partnerships

As a signatory to the Pledge for Change, we are committed to nurturing equitable partnerships. Our annual partner survey is one of the ways we strive to continuously improve.

The survey sees delivery partners around the world rate our partnership approach and the impact of our support across a range of technical areas. This year, partners identified our contributions around youth safeguarding, monitoring and evaluation and brand visibility as particularly valuable.

We are particularly proud that 90% of respondents felt well supported in programme delivery while a similar number said that they now used skills, tools or resources gained through our partnership in their wider work. This is a significant increase from 53% last year.

To further support partners going forward, we have been developing an online portal with e-learning content. The partner portal will launch with initial content around safeguarding and safer programming, alongside partnership induction.



85%

said that we value their
knowledge and expertise



90%

said that we involve them in
decision making



90%

said that we listen and
respond to their concerns
and suggestions



Malachi, Me to We, Trinidad and Tobago

Malachi: A positive path

Malachi has grown up in a tough neighbourhood blighted by high rates of crime and violence. During one school holiday, a traumatic night of bloodshed left several of his friends dead and Malachi himself wounded. When the new term started, Malachi was plagued by flashbacks and struggled to focus in class. Traumatized and grieving, he soon dropped out of school altogether.

The Me To We mentoring programme, built around weekly one-to-one online sessions, has given Malachi the chance to talk about what happened and work out ways to move forward positively, guiding him through the everyday trials of coming of age in such a challenging context. Malachi is now training as a stonemason, earning while he learns a trade, and is also learning mechanics and electrical installation. He is proud to be financially independent, and to have chosen a positive path.



Aimed at supporting young people at risk of underachieving, Me To We is a bespoke programme delivered by the Volunteer Center of Trinidad and Tobago.

“ I feel very proud for making my own money, not asking my parents to buy anything for me... There are plenty boys my age holding guns and I’m very proud of myself for reaching 17 and not doing that. ”



IMPACT REPORT

2024

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