

## About The World Youth Channel

The World Youth Channel is a non-governmental organization (NGO) set up in collaboration with World Vision Kenya to address the youth's role in the achievement of lasting development. The World Youth Channel Team is committed to the empowerment and mobilization of youth for poverty-reduction activities and advocacy in Kenya.

### OUR GOAL

Our goal is to facilitate youth-driven poverty eradication throughout the country, and our vision to see the youth in Kenya address education, entrepreneurship and the environment through active participation by the year 2015.

We intend to do this by:

- Setting up this website, that will act as a portal where young people can collaborate and work together on projects, as well as serve as the main channel for effective information dissemination, education and resource sharing.
- Develop and coordinate youth-focused poverty reduction programmes.
- Mobilize the youth for active involvement in poverty-reduction initiatives around the country. WHAT WE DO

Our activities are designed to compel active participation by the youth in poverty-reduction initiatives and projects. They include:

- Identifying areas of local social concern that the youth can be involved in, to bring about positive change.
- Establishing coordinated sensitization programmes to raise public awareness.
- Engage in advocacy in the media.
- Preparing and making available, relevant information about poverty-reduction projects in progress around the country that the youth can actively participate in.
- Mobilize the youth for these projects.
- Facilitate the training of the youth project teams, empowering them to meet the goals of the projects.
- Facilitate youth action on the ground. OUR FOCUS
- Environment
- Education
- Entrepreneurship

Our three main focus areas are all aligned towards achieving development.