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Making Cents International

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

For more information please visit makingcents.com

Highlights

2010 Global Youth Enterprise & Livelihoods Development Conference

Making Cents convened over 400 stakeholders from 63 countries for its 2010 Global Youth Enterprise & Livelihoods Development Conference from September 14-16 hosted by the Inter-American Development Bank in Washington, DC. Presentation materials are now available at <http://www.youthenterpriseconference.org/agenda.asp> .

Each year, the conference seeks to feature cutting edge approaches while remaining grounded in practical take-aways. Share your greatest Aha! moments and outcomes in our "Greatest Conference Outcome YouTube Video Contest". Two FREE registrations to next years' global learning event are up for grabs. Questions or video submissions can be sent to lindsey@makingcents.com any time before March 31, 2011.

Check out these and other photos from this year's conference on our [Picasa page](#).



"State of the Field" Publication

After each Global Youth Enterprise & Livelihoods Development Conference, Making Cents synthesizes the lessons learned, promising practices, and programmatic examples shared at the event to develop and disseminate a practical "State of the Field" publication.

This unique publication provides insight into pressing priorities stakeholders are addressing, contributes to building the evidence base on "what works" and raises awareness on the need to invest in young people and their livelihoods development.



[Click here](#) to download the 2009 publication. Stay tuned for the release of the 2010 "State of the Field" publication early 2011.

Welcoming A New Member to Our Leadership Team



Making Cents welcomes Laura Viñoly as our Director of Project Management and Operations. A native of Uruguay, Laura is a seasoned manager with more than 18 years of professional experience in international development. Her experience includes technical, administrative, and research support to development projects in more than 20 countries in Latin America and the Caribbean, Africa, and Asia. Prior to Making Cents, Laura was Vice President of IBI International, a Director at Chemonics International in the LAC region, and a Senior Manager at Fintrac Inc.

[Click here](#) to read more bios of our Leadership Team and Staff at Making Cents.

News from the Field

Integrating Nutrition and Enterprise Development to End Cycle of Poverty

The challenge of food insecurity is often a social one, where vulnerable populations, primarily women and youth, lack the skills and confidence to make wise decisions around their household assets and resources. Today, more than one billion people - nearly one-sixth of the world's population - suffer from chronic hunger. Each year, more than 3.5 million children die from undernutrition.



Photo credit: Chemonics International

In response to this challenge, Making Cents International in partnership with Chemonics International, have designed and piloted an innovative crosscutting program that integrates best practices in nutrition, hygiene, and health, coupled with enterprise development, household asset management, and basic cost-benefit analysis.

[Click here](#) to watch a video about how Making Cents is helping vulnerable populations become empowered and self-sufficient in ending the cycle of poverty and malnutrition in Nigeria.

Youth-Inclusive Financial Services

Emerging Guideline #2:

Develop products and services that reflect the diversity of the youth.

Making Cents provided technical support to conduct youth-friendly market research. Freedom from Hunger (FFH)'s AIM Youth program is now emphasizing the importance of incorporating the diversity of the youth market into market research and product development, which is one of Making Cents' Youth-Inclusive Financial Services Linkage (YFS-Link) Program Emerging Guidelines.

"Segmentation is critically important," explains Rossana Ramirez from FFH.

By assessing the youth market by age, gender, location, and life cycle, AIM

Regional Technical Updates

Middle East

In the West Bank and Gaza, Making Cents has found that youth are looking for a greater sense of independence. They are talking about the need for more information concerning their financial options. Youth prefer to save.

These are just some of the findings from the market research that was designed and synthesized by Making Cents in collaboration with CHF International. This market research is now helping to inform the beginning prototype testing of two youth-friendly financial products for Ryada in the West Bank and Gaza.

Latin America

In rural Guatemala, young women used to present girls with posters to teach

Youth captured many of the differences that shape the market's distinct needs. AIM Youth is currently working with local partners to develop a portfolio of youth-inclusive financial products that effectively addresses these diverse market needs.

To read about this case study and other emerging guidelines and resources, [click here](#).

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



communication styles. Now, they are using animals such as hens, rabbits, and ponies to talk about communication styles and practice them.

This is just one example of how Making Cents is working with EngenderHealth and Population Council in



Guatemala to provide girls (ages 8-12 and 13-17) a culturally relevant and market-driven curriculum to help them make healthier decisions for themselves and their daughters.

Africa

Making Cents is excited to be working with RTI International on USAID's Education Priorite Qualite (EPQ) project in Senegal, helping Senegalese youth develop a range of knowledge, skills, and attitudes that will help them find and keep jobs through basic entrepreneurship and business skills, agribusiness, and market opportunities training.

For more information about these and other technical projects, [click here](#).



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