



Summit of the Future Action Days Side Event

Youth Ecopreneur Awards 2024

[21 September, 7:00 – 10:00 PM, SHiFT Midtown, 330 W 38th St New York, NY
10018, United States]

Organized by: International Trade Centre, G20 Global Land Initiative of the
United Nations Convention to Combat Desertification & supported by the
Government of Madagascar and the United Nations Major Group for Children
and Youth

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TWO PAGE MAXIMUM

Background on the event (one paragraph)

The Ye! Youth Ecopreneur Programme (YECO) is a comprehensive journey encompassing the Global Bootcamp with training and workshops, the Global Accelerator with coaching, mentorship and tailored masterclasses, and culminating in the Ye! Youth Ecopreneur Awards. This year's Ye! Youth Ecopreneur Programme (YECO) attracted over 850 applicants from more than 100 countries, competing in two categories: Land Restoration and Green Business Solutions. After several selection rounds eight exceptional young entrepreneurs from across the globe presented their innovative green businesses at the **Youth Ecopreneur Awards 2024**, where they competed in a final pitching competition for the final prize.

Key Issues discussed (5- 8 bullet points)

- The role of youth leadership in climate action, and how governments (Madagascar) and development partners (ITC, WIPO) are putting youth at the centre of their strategies.
- Showcasing young entrepreneurs, driving change in the world and for a better, sustainable future.
- Charles Oyamo of Rethread Africa, which creates biodegradable polyester from sugarcane waste, took the top prize in the green business solutions category.
- Maryanne Gichanga of AgriTech Analytics, which uses AI-powered tools for smallholder farmers to combat soil degradation and increase yields, won for best land restoration initiative.
- Each winner will receive \$10,000 in cash, as well as services and support to scale up their businesses from the World Intellectual Property Organization, Sidley Austin LLP, and Google Startups for Sustainable Development.
- The winners were recognized for their contributions to promoting sustainability, circularity, and the green economy, with a focus on land restoration.

Key recommendations for action (5 - 6 bullet points)

- Encourage and support young entrepreneurs to scale their businesses and thrive in competitive markets.
- Advocate for innovation and promote eco-friendly ideas to create a more sustainable future.
- Encourage and provide platforms for young people to actively contribute to achieving the Sustainable Development Goals (SDGs) through trade and entrepreneurship.

Webpage to find more information:

- ITC press release: <https://www.intracen.org/news-and-events/news/two-start-ups-from-kenya-win-global-youth-ecopreneur-pitch-contest>
- Ye! Youth Ecopreneur Awards Webpage: <https://social.yecomunity.com/page/youth-ecopreneur-programme>
- Rewatch the event: <https://www.linkedin.com/events/7242069981209780224/comments/>