

## TC ABSTRACT

### I. Basic project data

▪ Country/Region:	Regional
▪ TC Name:	Youth Perceptions -- First Ibero-American Survey
▪ TC Number:	TBD
▪ Team Leader/Members:	Jorge Srur (IFD/ICS ); Carlos Herran (SCL/EDU); Maria Victoria Fazio (SCL/LMK); Drina Saric Yaksic (SCL/SPH); Fabian Koss (EXR/CSO), Gerardo Martinez Freyssinier (EXR/CSO), project team leader; and Andres Restrepo (IFD/ICS), co-team leader
▪ Indicate if: Operational Support, Client Support, or Research & Dissemination.	Research and Dissemination
▪ If Operational Support TC, give number:	
▪ Reference to Request <sup>1</sup> : (IDB docs #)	IDBDocs # 36712590
▪ Date of TC Abstract:	June 20 2012
▪ Beneficiary:	Regional
▪ Executing Agency and contact name:	Organización Iberoamericana de Juventud (OIJ)
▪ IDB Funding Requested (KPR):	\$410,000
▪ Local counterpart funding, if any:	\$650,000 (see footnote)
▪ Disbursement period:	August 2012 – December 2013
▪ Required start date:	August 2012
▪ Types of consultants:	Firms and individual consultants
▪ Prepared by Unit:	EXR/CSO and ICS
▪ Unit of Disbursement Responsibility:	EXR/CSO
▪ Included in Country Strategy (y/n);	No
▪ TC included in CPD (y/n):	No
▪ GCI-9 Sector Priority:	N/A

### II. Objective and Justification

People between 15-29 years old make up approximately 30% of the total population of the Ibero-American countries – more than 150 million youth. The sheer size of this age group is perhaps the most important demographic event for these countries in the 21<sup>st</sup> century. The demographic transition being experienced by Ibero-America in this century is the biggest population of youth ever registered ever.

The First Ibero-American Youth Survey has as its objective to look into the new realities and perceptions that youth have about their environment and their vision of expectations for the future. This project, a first time event for the region, has grown and been enriched by the active interaction between the specialists who have participated in its design.

From the Bank’s perspective, the survey represents an important interdisciplinary initiative that will allow us to study and find out about those variables that impact youth from the perspective of citizen security, health, education, labor market and other youth issues.

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<sup>1</sup> Copy of letter from OIJ to President Moreno requesting support for this initiative.

### III. Description of activities and products

The objective of the Survey is to enhance our knowledge about youth perceptions in the Ibero-American region demonstrating their importance and advocating for more and better public policies. This objective will lead to three specific results:

- Improve on what is known about youth by widely disseminating the survey results among governments, stakeholders, international organizations and civil society;
- Generate a debate among the public sector and civil society that will stimulate the design and implementation of better public policies in the region; and
- Create a baseline for the Bank's youth projects with a focus on social protection, violence prevention, education and positive youth development

#### **Component 1: Administration and Support**

The Project's first component includes the design and project supervision phases, but more importantly the coordination between partner organizations and the monitoring of the implementation of the survey. Mid-term and final reports as well as any publication derived from the data collected will be coordinated by the Project Director.

#### **Component 2: Survey and Final Reports**

The Survey consists of a comparative study between countries that have a comparative demographic makeup and between the different sub-regions that will yield results for each of the countries. This will also result in a comparative analysis between different age groups (15-19, 20-24 y 25-29), gender, income quintile, urban or rural, ethnic and racial origin and institutional linkage – those who work and/or study compared with those who by personal choice, prefer not to do either.

The Survey will identify the opinion of youth regarding three issues and their respective variables:

- (i) **Behaviors and attitudes in their immediate environments** --family, school, partners, group of Friends, etc.;
- (ii) **Position or reaction on current social situations – economic crisis**, social participation and politics, perceptions about the State and its institutions;
- (iii) **Expectations of the future** -- democracy, knowledge society, climate change, citizen security, informality and migration, personal and immediate expectations.

After a careful selection process by OIJ, the firm *Ipsos*, was selected to conduct the Survey. *Ipsos* is a world-renown market research firm with extensive experience in the development and application of surveys, will be administering the survey from its offices in San Jose, Costa Rica and providing timely reports on the progress achieved to date. The Survey will be carried out using a structured questionnaire with a maximum of 40 questions<sup>2</sup> and lasting no longer than 15 minutes. The questionnaire, designed by OIJ staff and the partner organizations, will be applied via telephone using *Ipsos' Computer Assisted Telephone Interview (CATI)*.

**Target Group** – The survey's target group will include men and women between the ages of 15 and 29, who will be representative of all socio-economic levels found in the 21 countries of Ibero-America, in

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<sup>2</sup> See **Annex A** which includes a version of the Survey developed by the team of specialists forming the technical team that participated during the design phase.

both urban and rural zones.<sup>3</sup> Approximately 1000 telephone surveys will be conducted in each country (21.000 surveys total).

Based on the Information gathered from the third major issue on which the survey will focus (youth's expectations of the future) a proposed Youth Perception Index of the Future will be constructed using the youths' answers about 12 key aspects of their reality: employment, poverty, environment, democracy and participation, corruption, violence and others.

### **Component 3: Evaluation, Dissemination and Communication**

This component has three subcomponents.

The first and second subcomponents include the dissemination of the results and data gathered during the survey and a communication strategy designed to ensure visibility in the region. Several activities are planned to both inform stakeholders about the progress of the Survey and to present and disseminate the Survey's results. The General Secretary of the Ibero-American Conference of Heads of State has included a briefing during its meeting in November, 2012 on some of the initial results of the survey. In December, 2012 during the XVI Conference of Youth Ministers to be held in Brasilia, Brazil, the preliminary information on the preliminary results obtained thus far. Finally, during the IDB's Annual meeting in Panama, a seminar will be organized with the participation of the IDB's President to discuss the policy implications of the information gained from the Survey. Data from the survey will be available online and access to it provided to researchers, policymakers and academicians.

The last subcomponent refers to the Program's evaluation. Experts designated by the KPR Donor will participate in the seminar at the Bank's Annual Meeting in 2013. They will be responsible for monitoring the outcome of the Technical Cooperation and the preparation of an evaluation report outlining the results obtained and recommendations. The evaluation report will be disseminated through the web and also submitted to the Donor with the final completion report.

The contribution of the KPR will be recognized prominently in all of the Program's products and activities carried out during the implementation of the TC operation.

## **IV. Budget**

### **Indicative Budget**

<b>Activity/Component</b>	<b>Description</b>	<b>IDB/Fund funding (KPR)</b>	<b>Counterpart<sup>4</sup> Funding</b>	<b>Total Funding</b>
<b>Component 1: Administration Support</b>	Technical group and work meetings		\$377,000	<b>\$377,000</b>
<b>Component 2: Studies</b>	Survey and final report	\$390,000	\$157,000	<b>\$547,000</b>
<b>Component 3: Eval. Dissem. &amp; Comm.</b>	Web design, social media, materials and seminars	\$20,000	\$116,000	<b>\$126,000</b>
<b>TOTAL</b>		<b>\$410,000</b>	<b>\$650,000</b>	<b>\$1,060,000</b>

<sup>3</sup> The Survey will be conducted in each of the five sub-regions where the OIJ is active: (i) México and the Caribbean -- Mexico, Cuba and Dominican Republic; (ii) Central America -- Panamá, Costa Rica, Nicaragua, Honduras, El Salvador and Guatemala); (iii) Andean -- Venezuela, Peru, Colombia, Ecuador and Bolivia; (iv) Southern Cone -- Argentina, Brazil, Chile, Paraguay and Uruguay; and (v) Iberian (Spain and Portugal)

<sup>4</sup> Counterpart funds include contributions from OIJ (\$300,000), the Corporación Andina de Fomento (\$200,000), and from the National Autonomous University of Mexico (UNAM), UNFPA y PNU (\$150,000)

## **V. Executing agency and execution structure**

The Executing Agency will be the Organización Iberoamericana de Juventud (OIJ), an international organization whose main purpose is the promotion of the inclusion and integration of youth in the development of public policy. The ultimate decision-making body of the OIJ is the Ibero-American Conference of Youth Ministers<sup>5</sup>, with responsibility for setting general policy mandates and the organization's work plan. The Conference serves as a forum for the exchange of information and ideas and is made up of official delegations of the member States of the entities responsible for implementing the national youth mandates. The OIJ therefore, is a programmatic platform that stimulates international cooperation and integration, thus contributing to social development in the region.

For the proposed execution structure, ICS and EXR have identified co-team leaders to lead this effort. Lead responsibility for the design, coordination, implementation and oversight of the TC, including disbursement responsibility and relationship with external partners will be with the EXR co-team leader.

## **VI. Project Risks and Issues**

In a Project with a varied and diverse number of participating organizations, where a wide range of information to be gathered through the survey will be commonly available and used by all, it is essential to define how the data will be stored, accessed and most importantly, utilized. Therefore, a Technical Committee chaired by the OIJ Secretary will be established and charged with defining the processes for the use of the information and ensuring quality in the reports to be produced.

## **VII. Environmental and Social Classification**

Due to the nature of the proposed project, no adverse social or environmental impact is anticipated.

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<sup>5</sup> The OIJ is composed by 21 countries: Argentina, Bolivia, Brasil, Colombia, Costa Rica, Chile, Cuba, República Dominicana, Ecuador, España, El Salvador, Guatemala, Honduras, México, Nicaragua, Panamá, Paraguay, Perú, Portugal, Uruguay and Venezuela.