GOYN Tanga Theory Of Change

Preliminary for discussion

VISION

Tanga thrives as a hub of youth economic empowerment, ensuring equitable access to opportunities, well-being, and a responsive ecosystem that supports 88,000 young people in achieving sustainable livelihoods.

GOAL

To strengthen the local ecosystem's capacity to provide sustainable economic opportunities, networks, and support systems that empower young people (15-35) in Tanga to secure employment, start businesses, and actively shape their future.

VALUES

- Transform
- Thrive
- Survive

IMPACT

1. **Youth economic opportunity-** more dignified jobs and youth-led business growth. Greater access to decent work and economic opportunities. Improved youth well-being and career agency.
2. **Collaboration -** stronger networks among youth, employers, and stakeholders. Employer mindset shift towards youth hiring. Increased youth motivation and engagement.
3. **Systems change -** policy influence on budget and youth employment priorities. Data hub for informed decision-making. Structural reforms for long-term youth inclusion.

GOALS

Building high-labor absorption industries	Bridging demand and supply skills gaps	Mass entrepreneurship	Youth mobilization & empowerment	Coordination and learning
STRATEGIC PILLARS				
1. Promote investment for high economic growth and labor absorption sectors in Tanga 2. Aggregate data on the scale of opportunities across sectors 3. Facilitate linkage between demand in high economic growth sectors and skills development of OYs	1. Build an online platform for labor market opportunities and tools 2. Improve quality of skilling 3. Improve access to funding for skills development initiatives 4. Provide lifelong, skilling, careers, and agency support to OYs	1. Clustered approach to supporting entrepreneurs 2. End-to-end entrepreneurship support 3. Creating a resource library for entrepreneurs 4. Access to facilities product testing, collaborating, etc. 5. Linkage to early-stage funding and markets	1. Create a safe space for the youth of Tanga (Well-being, mental health, etc.) 2. Enable youth voice and leadership 3. Foster narrative change 4. Provide holistic well-being support for young people	1. Build multi-stakeholder collaborative ecosystem 2. Facilitate data and knowledge sharing in the community 3. Establish network of youth hubs across Tanga to increase access to support services for OYs

ENABLER

Communication

For OY outreach

Mobilization Campaigns On the ground and via social media.

Finance

Mobilize diversified financing to support implementation of the strategy

Data & Platforms

Data tracking for evidence-based design and youth journeys mapping