



Youth Green Finance Initiative
Liechtenstein

MILESTONES

for 2023

This document contains the work packages, schedules and allocation of responsibilities.

partnered by



About the Initiative

Created by UNICEF, the digital ecosystem Yoma (youth market place) aims at supporting adolescents on their journey in the vocational world and towards economic independence. The youth of the “global south” will be empowered “from learning towards earning”. Based on virtues and values, adolescents aged 16 to 24 will be empowered to gain ecological and social impact while acquiring work skills.

An ecosystem shall be implemented that allows for scaling and growing the education and development plan sustainably and on a long-lasting basis.

The expertise of the Liechtenstein financial center and of the six sponsors of the LIFE climate foundation contribute significantly to reaching this aim.

Starting point:

High youth unemployment & ecological challenges

Although, the sub-Saharan countries are among those contributing the least to greenhouse gas emissions they are impacted severely by climate change. Economic development is hindered, and their residents bear great monetary and non-monetary cost. Environmental change can lead to an amplification of poverty, fragility of statehood, conflicts, and hostile actions.

Additionally, in most African nations unemployment among youth is twice as high as the unemployment rate among adults. Lacking vocational training, work skill, practice and financial means obstruct their way onto the job market and into economic autonomy. .

Solutions:

Sub-Saharan youth as green change makers combined with innovative financing vehicles

The Yoma platform is incentive based and remunerates adolescents for their impact activities and self-growth by tokens (digital reward points). Tasks they may fulfil include e.g., collection of scientific data for water quality management projects, in climate-conscious agriculture, or the organization of waste, cleaning and reforestation programs. Zito tokens can be traded against goods or services (e.g., vocational training, coaching). Activities and progress of the adolescents is recorded in a digitally verifiable CV. In order to provide job and entrepreneurial opportunities, Yoma cooperates with an exponentially increasing number of partners, both from the private and public sector.

Yoma aims at increasing work skills, thereby, unfolding the sub-Saharan youth's potential and ultimately enlarging job opportunities. the most important unresolved component for scaling and growing the Yoma ecosystem is the deployment of a sustainable, long-term financing solution.

To increase transparency and for strengthening the completion verification procedure of impact tasks, Yoma is cooperating with market leaders in this area, e.g. Gold Standard Foundation, European Space Agency und Wyss Akademie. It is intended that verification and validation processes will follow standard data models that allow for the emission of impact certificates which, hence, facilitate the monetarization of those impacts.

Yoma core values

The Yoma concept was designed in cooperation with the youth and follows a holistic approach. Focusing on self-development and education it shall foster the impact and role of adolescents in societal, economical, and environmental advancement. The adolescents were surveyed to define the Yoma core values, which are:

- Youth centrality: "nothing for us without us"
- Trust
- Inclusion
- Fairness
- Data sovereignty
- Community

The Yoma market place puts the youth in its center and aims at using modern technology (blockchain, digital identity, artificial intelligence) to provide a wide offering of services, teaching, and employment, including:

- Social impact related tasks (micro tasking)
- Applied studying and vocational trainings (learning while doing)
- Opportunities to create income (job market and business directory)

Yoma and Liechtenstein

Yoma is part of the UNICEF “Innovative Finance 4 Children” strategy and rooted in the “Generation Unlimited” UNICEF initiative. In this context, Yoma is commissioned to act agile, creative, and with the flexibility, agility as well as dynamic of a startup company. In Liechtenstein the partnership of the Liechtenstein Banking Association, the LIFE climate foundation and University of Liechtenstein concerning sustainable, green, youth-centered finance can be dated back to 2021.

The LIFE climate foundation and Yoma share the aims and values of the seven SDG goals that are in the focus of LIFE climate foundation’s activities:

4 QUALITY
EDUCATION



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



13 CLIMATE
ACTION



15 LIFE
ON LAND



17 PARTNERSHIPS
FOR THE GOALS



Its six sponsors, the Government of the Principality of Liechtenstein, University of Liechtenstein, Liechtenstein Banking Association, Liechtenstein Insurance Association, Liechtenstein Institute of Professional Trustees and Fiduciaries, and Liechtenstein Fund Industry, are of valuable importance for the advancement of Yoma. Especially the Liechtenstein token and finance economy can function as driving factors for the development of a sustainable and long-term financing vehicle. The academic knowledge, network and the local financial expertise will contribute strongly to the advancement of the Yoma initiative. All partners are committed to foster this multi-generational project with importance far beyond local boundaries.

Work Packages

The following work packages are based on the approved project proposal, already taking into account input from the first initiative meeting held on May 20, 2022.

About the Packages

Thematically, the work packages are divided into 5 complexes. WP #2- 4 reflect the main focus of the content. One complex deals with the general project management, another work package will deal with possibilities of the future integration of the initiative into the Innovative Finance Lab. A detailed elaboration of each complex is described on the following pages.

WP #1: Project Management

The first complex deals with the organizational and content-related structuring of the project, as well as the allocation of responsibilities.

WP #3: Investment Case

This working package focuses on the development of the business cases (investment cases) underlying the developed investment vehicle structure analyzed in Work Package 2.

WP #5: Concept study *Youth Green Finance Lab Liechtenstein*

The goal is to create a concept and acquire funding for a permanent institutionalized research lab at the University of Liechtenstein which enables further cooperation and serves as a neutral hub for youth green financing development beyond this initial initiative.

WP #2: Blended Finance & Bankable Product

In this work package, questions regarding the legal framework and product properties are clarified. The questions must be worked through on the basis of WP #3 Investment Case.

WP #4: Knowledge Network

The aim of the thematic complex is the creation of a network with African Universities and the evaluation of funding sources for PHD exchange opportunities on the one hand and identifying and connecting strategic project partners on the other hand.

Project Management

A total of four main partners are involved in the initiative: UNICEF, University of Liechtenstein, Liechtenstein Bankers Association, and LIFE Climate Foundation. Each of these partners contributes to the success of the initiative with different competences. For an optimal allocation of resources, it is necessary to coordinate and structure the input of the individual partners in a meaningful way.

Project Partner

The coordination and communication to the partners is handled centrally by the contact point at the University of Liechtenstein. The following tasks are performed by the University of Liechtenstein:

- Regular reporting and presentation of the project progress to the steering committee
- Coordination and monitoring of the individual working groups in the work packages
- Coordination of external communication measures
- Quality and risk management
- Feedback and projections on project financials



External Partner Network

Together with the main partners, an overview of the already existing external partner network is created at the beginning of the project. The steering committee then decides which of the listed external partners can be integrated into the project in a meaningful and resource-efficient manner.

Blended Finance & Bankable Product

Product Design

Definition of the purpose of the investment instrument (e.g. “participation in raising the income level of young sub-Saharan residents”), identification of the potential target market of the financial product by differentiating the target client categories as well as the nature and complexity of the investment product (including cost and fee structure), its risk-return profile, liquidity, innovative character

Distribution channel/strategy

In determining the distribution strategy, a conceptualizer should define the scope of customer information that the distributor needs to properly identify the target market for its product. The conceptualizer should therefore propose the type of investment service through which the target customers should or could acquire the financial instrument. If the product is deemed suitable for non-advised sale, the conceptualizer could also indicate the preferred acquisition channel.

Legal Framework

Depending on the target customer, the nature and complexity of the product, the legal obligations for the designer of the financial product vary in scope

Negative target market

Is the product incompatible with certain target customers? I.e., determine to what extent the specifics of the product would be incompatible with certain investor groups. For example, if a product is designed for the investment objective “speculation”, it is not equally suitable for the investment objective “low risk”. For this evaluation, the product type, complexity and risk-return profile must be considered.

Tradability

In order to ensure the tradability of the product, the relevant legal requirements must be complied with (e.g. securities prospectus requirement). Investment products approved in Liechtenstein benefit from European market access, which ensures international compatibility

Investment Case

A key factor will be to develop a business process that is able to generate funds that are paid back to the investors. In the best case, this process can generate a return by itself or with the support of grant money. It is an important goal to develop and clearly describe this case. It needs to be evaluated with all stake holders, especially banks, regulators and potential investors. Therefore, one outcome is to create a convincing and legally sound presentation and pitch deck.

Yoma Marketplace

Building on the existing of Work of the Yoma Project and IXO Company one or more business cases will be developed that clearly define the role of recipients, investors, grant givers and the prospected impact. The core concept of developing African youth to increase their employability is the core of all ideas.

Green Yoma

A special business case for green yoma will be explored and described. In this case it is of crucial importance to develop relationships and prepare partnerships with third parties, e.g. Gold Standard. The initiative focuses on the business case and the bankable product, while the evaluation of climate actions is outside of the scope.

WP #4

Knowledge Network

The initiative places great importance on creating effective network connections. We want to foster intercultural cooperations between the target countries and the project partners as well as an effective network of financial institutions to develop the goals of the project. Due to the different cultures and perspectives, various collaborations arise in terms of partnerships and innovation potential.

Financial Expert Network

It is of key importance to connect with strategic and also active partners from the financial industry. A wide level of expertise from Liechtenstein but also from abroad is essential to create an innovative financing approach that fulfills legal and economic criteria and is also able to create a significant demand to be an attractive investment case.



African University Partnerships

An existing contact is the Berta Institute for Social Impact at the University of Cape Town. But other universities are also eligible. Of decisive importance for a new university partnership is the thematic orientation of the research interest and transfer projects in green innovative finance and the benefit of the partnership for the overall project.

Scholarship Opportunities

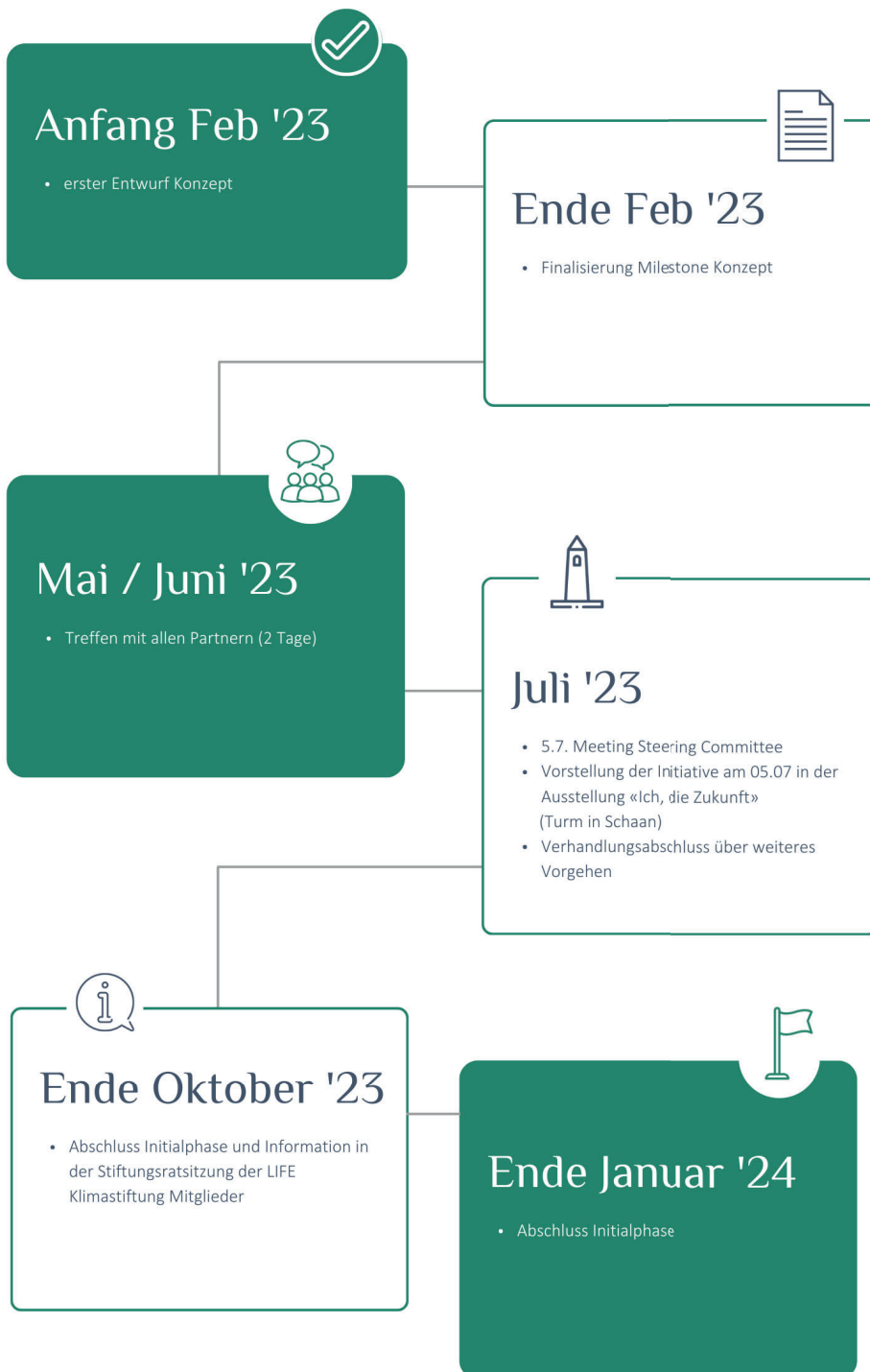
The exchange and cooperation between young researchers from the participating countries is not only beneficial for research and scientific progress in the field of green innovative finance, but also for the scholarship holders themselves. Research stays in Liechtenstein help young academics to advance their careers. The team will explore various funding opportunities and work with African universities to evaluate possible PhD exchange options.

WP #5

Concept study *Youth Green Finance Lab Liechtenstein*

The Youth Green Finance Initiative is a one-year pilot project financed by the Life Climate Foundation of Liechtenstein. It is a common goal of all project partners to create a multi-year cooperation in form of a “Liechtenstein Youth Green Finance Lab”, which shall be based at the University of Liechtenstein and will serve as a think tank for the development of innovative financing sources for Yoma. The initiative phase will be used to develop a framework under which the Lab can operate in the coming years. It is of high importance that the concepts and products developed by the Lab and its expert partners can be used by financial institutions in real-world cases. Because of the innovative nature of the subject it is open to discussion on which activities the lab should focus on.

Milestones



Quality & Risk Management

Quality management will be executed by regular meetings of the main project partners as a steering committee. Each main project partner nominates one contact person which is responsible to represent the interests of its institution. All work groups are asked to deliver the three main risks of their package as a first deliverable.

1

The University of Liechtenstein is responsible to report the progress of the working packages to the steering committee in regular meetings in a bi-monthly schedule. Unforeseeable and critical arising problems will be discussed in ad-hoc meetings of the main project partners.

2

Data storage and security will be secured by using Microsoft Teams as a communication platform and data storage. The University of Liechtenstein will provide the platform and a structure which acknowledges the structure of the work packages and its members.

3

The riskiest deliverables of the project are working packages 2 and 3. It is therefore of high importance to monitor progress in these WPs closely. Together with the Bankenverband the University is obligated to regularly demand feedback by the bank partners of the project with a focused assessment on: (i) chances to create a product they would like to sell, (ii) evaluation of demand for such a product and (iii) regulatory fit.

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