

A New Movement Aims to Drive 20% of the World's Future Jobs Toward Solving the World's Greatest Challenges

Cape Town, May 2024 – Digital Frontiers has launched a new multi-stakeholder movement called TwentyforGood. The initiative aims to direct at least 20% of the world's future workforce towards SDG Innovations, equip them with the necessary skills, and stimulate job-creating ecosystems to provide them with jobs and opportunities while making a positive impact.

As we face a pressing reskilling crisis in a rapidly evolving world, where 85% of jobs will be new by 2030, and half of all employees will need reskilling, the need for job-creating ecosystems in SDG-net-positive innovations is more critical than ever. By 2030, 375 million youths will join the African job market alone, pushing the workforce to over a billion people, the largest in the world. Globally, 800 million youths will lack the necessary skills to enter the workforce by 2030.

While traditional trade and commerce will continue to adapt its workforce to this rapidly evolving future, we must ask: Where will the innovations and workforce contributing to the Sustainable Development Goals come from? Who will invent future jobs and define the skills to solve the world's greatest challenges? Who will be the entrepreneurs or employers? What could job-creating ecosystems in SDG-net-positive innovations look like? How can we turn the young and growing workforce in low- and middle-income countries into a workforce for good?

Herein lies a transformative opportunity: to direct at least 20% of the world's future workforce towards SDG Innovations, equip them with the necessary skills, and stimulate job-creating ecosystems to provide them with jobs and opportunities while making a positive impact. This solution has the potential to not only tackle the reskilling and job crisis but also make a significant contribution to sustainable development, paving the way for a brighter future for all. These ecosystems can provide the opportunities our youth need to thrive.

TwentyforGood is a multi-stakeholder movement that aims to establish, execute, and scale interventions at the intersection of jobs and the Sustainable Development Goals (SDGs), resulting in new jobs, new skilled and reskilled labour, and environmental and social impacts such as increased food production, access to renewable energy innovations, reduced waste, better access to health, increase in MSMEs, increase in localised manufacturing and production, and the increased momentum to the digitisation of low-income economies.

"TwentyforGood sits at the intersection of the necessary skills for the future, disruptive technologies, and societal advancements, perfectly embodying our organisation's vision, purpose, and capabilities. Our mission to enhance livelihoods, increase capacity to serve the sustainable development goals, leverage innovation, and make the world a better place keeps us motivated every day." – Alka Gupta, Chair of Digital Frontiers Board of Directors

TwentyforGood will concentrate on three to five SDG-aligned themes in its **initial phase**. It will facilitate multi-stakeholder working groups and establish implementing partnerships. Advocacy and knowledge platforms will be developed and scaled, and thought leadership, business models, and success stories will be disseminated. The increased understanding of the potential for job creation in SDG-focused sectors, combined with the strengthened networks and collaboration among experts, innovators, and organisations, will generate an initial pipeline of promising job-creating innovations and interventions.

In its **second phase**, TwentyforGood will provide increased access to financial resources and support for SDG-aligned innovations and ventures, enhanced skills and capacity among entrepreneurs and the workforce to contribute to SDG solutions, deployment of innovation funds and support resources, and the launch of pilot projects and early-stage ventures in job-creating ecosystems.

In its **third phase**, the initiative will invest in, support, and scale viable ecosystems, resulting in self-sustaining job-creating ecosystems and an increased workforce oriented towards and skilled for SDG innovations.

"Digital Frontiers is exceptionally well-positioned to lead and deliver on the TwentyforGood movement. In collaboration with major development sector foundations and multilateral organisations, we have successfully implemented large-scale projects that have impacted thousands of organisations across more than 180 countries. Our proven track record as a trusted partner in the development sector, with measurable and systemic impact in aligned development goals, underscores our capability. Our expertise in designing, executing, and scaling initiatives in diverse local contexts uniquely equips us to spearhead the TwentyforGood initiative alongside the right partners." – Gavin Krugel, Founder and CEO of Digital Frontiers

Partnering with TwentyforGood – Join the Movement

A multi-stakeholder partnership is essential for TwentyforGood's success. Digital Frontiers is actively securing corporate sponsorships, philanthropic and other donor funding, Phase two and three impact investment partnerships, fund managers, and theme-aligned implementing partners.

For more information about TwentyforGood and how to **join/fund the implementing partnership**, please get in touch with twentyforgood@digitalfrontiers.org.

About Digital Frontiers:

Digital Frontiers is a partner to the development sector, where we are working towards a future where 20% of all jobs will be dedicated to solving the world's greatest challenges. Established in 2015, Digital Frontiers has a global team across Africa, Asia, the United States of America, the United Kingdom, and Europe. The organisation has built capabilities and established human connections across thousands of organisations in nearly two hundred countries, making significant strides in inclusive finance and payment systems, gender equity, health, and inclusive digital economies. Digital Frontiers incorporates the Digital Frontiers Institute, Alliance of Digital Finance and FinTech Associations, Pathwayto17, and TwentyforGood initiatives and serves the development sector through donor implementation support, capacity building, technical assistance and consulting.

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