



**King's
Trust**
International



IMPACT REPORT

2025

INTRODUCTION

We are delighted to present our 2025 impact report, marking a decade of delivery around the world.

Since we were founded at the 2015 Commonwealth Heads of Government Meeting in Malta, we have worked tirelessly to fulfil His Majesty King Charles III’s vision that every young person should have the chance to succeed.

As we mark this 10-year milestone, it is both a privilege and a responsibility to reflect on our journey so far. This has seen us partner with over 50 organisations to reach more than 117,000 young people in 25 countries.

This report celebrates some of our longest standing partnerships – elevating and thanking those who have been with us from the very beginning. It also underscores the crucial value of both established and new partnerships as we embark on our ambitious plans to reach one million more young people over the next 10 years, through our Generation Potential campaign.

Over the last few years, young people’s education and prospects have been disrupted by a series of successive global crises, from the pandemic and cost-of-living crisis to international conflicts. According to the International Labour Organization, over one-fifth of young people globally are not in employment, education or training, while more than three quarters of young workers in low-income countries remain in the informal sector.

Young people are the definition of potential. They have so much to offer. But all too

often, their opportunities are restricted by their background or circumstances. Too many doors are closed to them. Working with expert partners around the world, our programmes equip young people to unlock and open those doors, so that they can learn, earn and thrive.

As we look to the future, Generation Potential represents our boldest initiative yet, a campaign to invest in a generation bursting with ambition. This vision is rooted in the belief that when young people are given the opportunity to thrive, they not only transform their own lives but also drive progress for everyone around them.

Generation Potential will see us significantly scale up delivery while expanding our convening and consultancy offers, working with governments, businesses, philanthropists and civil society to equip young people with the tools and the enabling environment they need to shape a better tomorrow. It is in all our interests that they succeed.

If you would like to be part of this next chapter, we would be delighted to hear from you.



Will Straw

Will Straw,
Chief Executive Officer

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“Talent knows no boundaries, though for millions, birthplace still dictates life’s trajectory—a ceiling imposed not by ability, but by circumstance. Where some see insurmountable obstacles, we see boundless opportunity. We see a generation of potential: a generation alive with energy, ambition and determination.”

His Majesty King Charles III, King’s Trust Global Gala, 2025



HM King Charles with Pascal, King’s Trust Global Sustainability Award Winner 2025

A DECADE OF DELIVERY

King's Trust International has been supporting young people across the globe since 2015.

We were founded by HM The King to help tackle the global crisis in youth unemployment, building on over four decades of experience working with young people in the UK. Previously known as Prince's Trust International, we changed our name to King's Trust International in 2024 to reflect the new role of our Royal Founding President.

As we mark our 10th anniversary, we are more committed than ever to His Majesty's founding vision that every young person deserves the chance to succeed, with ambitious plans to invest in one million more young people over the next decade.

Working for young people

With a global network of local partners, we deliver education, employment and enterprise programmes that empower young people, especially those from disadvantaged backgrounds, to learn, earn and thrive.

Our **education** programmes provide alternative approaches to learning, focusing on personal development and the core skills that young people will need for the world of work.

Our **employment** programmes provide pathways into work, enabling young people to build skills, gain experience and access opportunities.

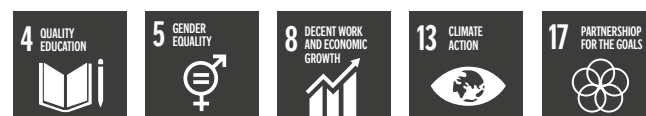
Our **enterprise** programmes equip aspiring young entrepreneurs with the skills and knowledge they need to succeed, and become job creators themselves.

How we work

We believe that local organisations, embedded in the communities they serve, are best placed to understand and respond to local needs. As such, we work flexibly through partners, blending our expertise and theirs, to design and deliver programmes that work.

We offer a range of flexible and modular skills programmes whose content, timescales and delivery can be adapted to meet local needs. We can also support partners to design and deliver bespoke projects, or to enhance their existing programme delivery.

All our work is rooted in global efforts to deliver the Sustainable Development Goals, particularly those relating to quality education, decent work, gender equality, climate action and partnerships for the goals.



Over the last 10 years,
we have reached:

117,000+
young people directly

Benefiting at least
140,000+
people indirectly



Andre, Achieve, Malta

Andre: Carving a career

10 years ago, aged 12, Andre represented his school at the King's Trust International launch event in Malta, and joined our first Achieve programme there.

Achieve was to become a highlight of Andre's school life for the next three years. He recalls how the programme helped boost his confidence, teamwork and presentation skills, gave him opportunities to plan and create hands-on projects, and supported him to understand his options and plan for his future.

Keen to work with his hands, Andre went on to study at college, building his skills in practical subjects from woodwork to welding, before eventually specialising in

stone restoration and gilding. Now 22, Andre is an accomplished stone restorer working on historic buildings from cathedrals to palaces, and has already been able to buy his first home. Last year, Andre returned to his old school to demonstrate gilding for the current cohort of Achieve students, hoping to inspire the next generation, as he was himself inspired.

Achieve has been delivered by MEYR and supported by the HSBC Malta Foundation since 2015.

“Achieve helped me become the man I am today, and gave me the skills to face the ups and downs of life.”

A snapshot of success

Tamer: Enabling entrepreneurship

In 2015, Tamer took part in the Enterprise Challenge programme at his school in Jordan, through our partner INJAZ. He highlights how the programme shaped his mindset and boosted his critical thinking, communication and leadership skills. Today, Tamer is a business analyst and trainer whose role focuses on empowering entrepreneurs and university students through grants, training and tech-focused bootcamps.



“I gained real-life skills that helped shape my passion for making an impact. Today, I work in entrepreneurship support and help others discover their path through innovation.”



Chigozie: Launch of a leader

Chigozie graduated from university in 2019 and spent two years searching for work. After joining our first Get Into programme in Nigeria, with our partner Field of Skills and Dreams, he was immediately employed by the company where he did his training internship. Promoted to team leader in under a year, he later moved jobs to progress his solar energy career further. In 2023, Chigozie won our regional sustainability award for Africa, and was a guest at the Coronation of HM The King.

“I was applying for jobs but I couldn’t get anywhere... I’m so grateful to Prince’s Trust International for what they’ve done for me, for the opportunity they’ve given me. I’ll be grateful forever.”

Manu: Investment and income

Manu, the eldest of seven children, works in financial services in Bangalore, India. She secured her first job in the banking sector after completing the Get Into programme with our partner Magic Bus in 2022. Drawing daily on the skills she developed during her training, Manu spent two and a half years in an entry-level role before securing a new job with a promotion. Manu’s regular monthly wage is more than double her father’s income, marking a huge generational leap forward in terms of quality of life.



“This programme is not just about finding a job – it’s about discovering your strengths, building your confidence, and learning skills that will shape your future.”

Ten-year timeline



Enterprise Challenge, Kenya



Coronation of HM King Charles, 2023



HM King Charles at CHOGM, 2022



Achieve, Pakistan



2015
Prince’s Trust International launches at the Commonwealth Heads of Government Meeting in Malta.

2018
First enterprise programme launches, in Greece.

2020
The coronavirus pandemic sees a large-scale shift to digital delivery, expanding reach to over 10,000 young people in 13 countries over 2020/21.

2022
Enterprise Challenge programme showcased at the UN General Assembly’s ‘transforming education’ summit.

2024
We change our name to King’s Trust International, to reflect our Royal Founding President’s new role. Over 100,000 young people reached so far.

2017
Education and employment programmes active in Barbados, India, Jordan, Malta and Pakistan.

2019
First programmes launch in Africa, and first global awards recognise outstanding young people from programmes around the world.

2021
The Prince’s Trust Group publishes our first global research report into young people’s views, needs and ambitions around the future of work.

2023
Coronation of HM King Charles III, with young representatives from our programmes in Barbados, India, Jordan, Kenya and Nigeria among the guests.

2025
Strongest impact data to date, with 80% of employment and enterprise programme graduates in work or training within three months.

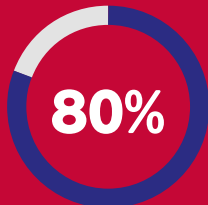
OUR YEAR IN NUMBERS

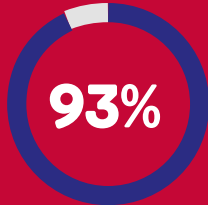
 **20,269**
young people reached directly

 **37**
partners

 **19**
countries

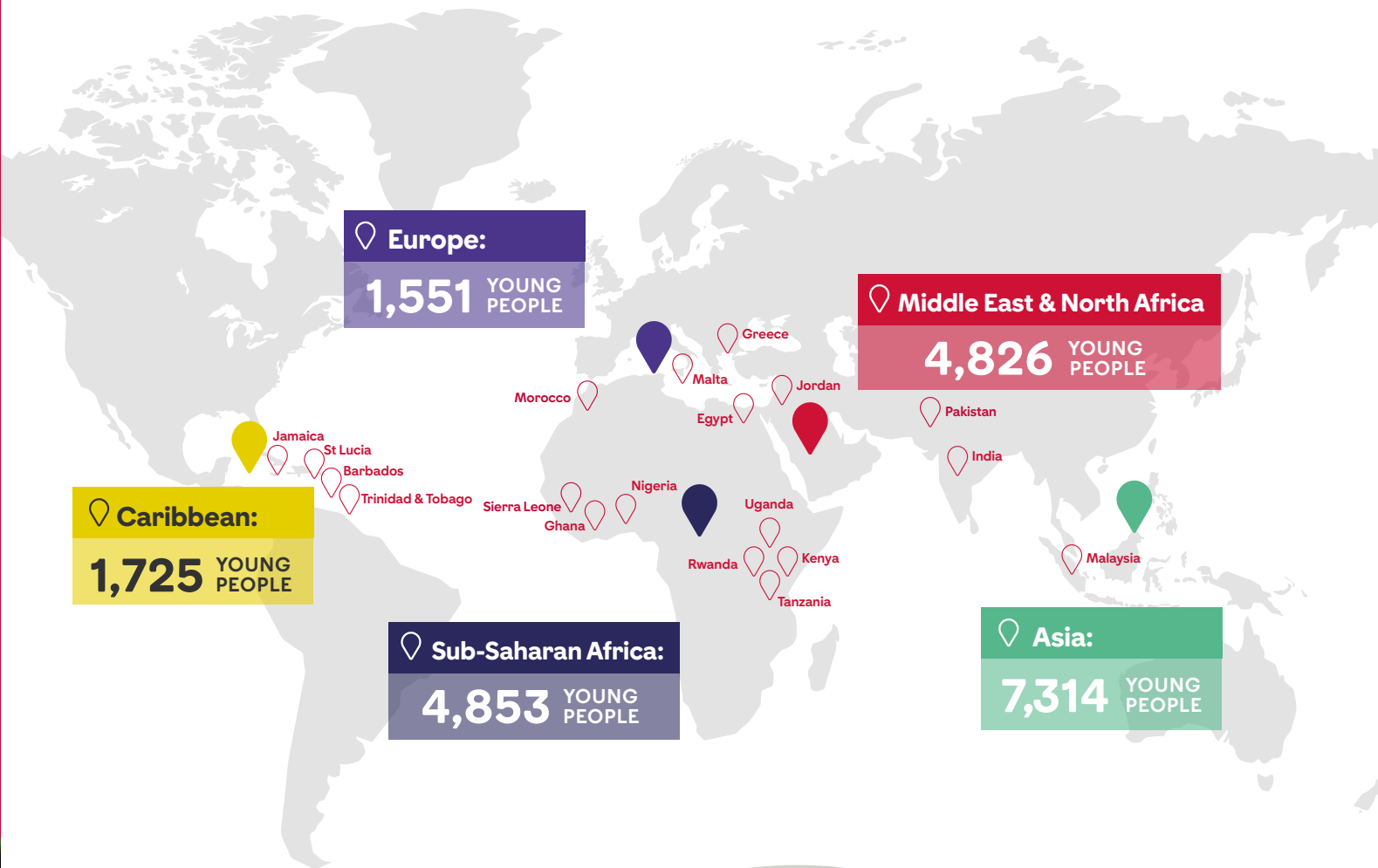
 **99%** improved their core skills

 **80%** were in work or training after three months

 **93%** grew in confidence

2024/25 figures. Some figures reflect updated data that has become available since the publication of our annual report.

WHERE WE WORK





QUALITY EDUCATION

Our education programmes support students to develop the core skills they need to thrive at school and beyond.

Our two flagship education programmes together reached more than 12,300 young people in 12 countries this year. These programmes, run in schools and other settings, provide alternative approaches to learning, focusing on the core skills for school and workplace success.

Achieve supports students at risk of underachieving to realise their potential. More than 160 teachers and 2,600 students in seven countries took part this year. Delivered by teachers specially trained with our tools, Achieve focuses on building confidence and core skills through hands-on activities in small groups. Our annual survey of Achieve-trained teachers saw 94% report making positive changes to their teaching style in Achieve sessions. With these skills impacting their regular classes too, the programme indirectly benefited at least 6,000 students this year.

Recognising that many young people will need to work for themselves, our largest programme, **Enterprise Challenge**, develops entrepreneurship skills through classroom activities, expert mentoring, an online simulation game and inter-school competition. During 2024/25, Enterprise Challenge was active in six countries, reaching over 9,600 school students. The programme saw particular growth in Kenya where, following the visit from HM The King last year, it has trebled in size, now reaching over 1,700 young people.

Education programmes have been at the heart of our delivery since our launch. Our Achieve programme in Malta – our first ever programme – celebrated its 10th anniversary this year (see page 13), while our longest-running Enterprise Challenge programme has had the greatest reach of any single initiative. Delivered in Jordan by our partner Injaz, it has engaged over 38,000 young people in the last decade – including almost 9,000 young refugees.

Among Achieve teachers:

94%
made positive changes
to their teaching style

96%
noticed positive changes
in student behaviour



Enterprise Challenge, Jordan



Enterprise Challenge Pakistan National Finals

Eco-EduTech: recycled resources

Team Eco-EduTech won the Enterprise Challenge Pakistan competition in 2025 with their business idea of transforming waste materials into learning resources for children with disabilities. Having triumphed in their regional competition in Sindh province, the team took to the stage in the national finals to present their business concept and demonstrate their products.

The team's hands-on learning resources include flashcards with Braille and sign language, tactile books, speech therapy aids, sensory play materials and manual dexterity activity challenges.

The Eco-EduTech team itself is made up of disabled students from a special school in a remote and disadvantaged area. With ongoing expert support from their business mentor, these budding entrepreneurs will now be able to use their prize money to explore their business idea in real life.

Enterprise Challenge Pakistan has been delivered by our partner SEED Ventures since 2016, reaching over 8,300 school students in that time.

“Meeting these extraordinary young finalists and hearing their innovative business ideas, and how they are helping their communities, has left me energised and hopeful... They are a true credit to Pakistan.”

Jane Marriott CMB OBE, British High Commissioner to Pakistan, who hosted the 2025 Enterprise Challenge Pakistan finals

Building core skills

To help measure impact and drive improvement, each year young people rate their skills in five core areas after taking part in all our programmes. This year, 99% strengthened their skills in at least one core area. The highest number of young people – 93% – noted improvements in their confidence, while nine out of ten saw progress in working with others, and also in setting and achieving goals.

Alongside core skill areas, young people also assess themselves against the technical skills specific to the individual programme content – such as digital, entrepreneurship or job search skills.



The percentage of young people who improved in:



88%
Communication



87%
Managing feelings



90%
Working with others



93%
Confidence



90%
Setting and achieving goals



Spotlight programme: Achieve, Malta MEYR (Ministry for Education, Sport, Youth, Research and Innovation)

Our Achieve programme in Malta has been delivered by MEYR and generously funded by the HSBC Malta Foundation ever since its launch in 2015. While the pilot programme opened in just seven schools, Achieve is now offered in most secondary schools on the island as a weekly club or timetabled lesson. The programme, which allows students to work towards nationally recognised qualifications, has so far reached over 3,400 young people.

As highlighted by 94% of students this year, Achieve is different to other classes. Teachers select options from 34 flexible, modular units covering core skills from healthy eating to managing money. All

units emphasise learning by doing. For example, community projects see students volunteering with local care homes, soup kitchens or animal rescue shelters, while the annual Christmas and Spring fairs see them practise teamwork, enterprise and customer service skills by making and selling products from biscuits to candles.

This year, a large majority of surveyed students reported better awareness of their strengths and areas for improvement (88%), a desire to get involved with local projects that help people (82%) and a clearer idea of what they wanted to do in future (79%).

“For a decade, the King’s Trust International Achieve Programme has been a cornerstone of our commitment to youth empowerment.”

Geoffrey Fichte, CEO at HSBC Bank Malta



Achieve, Malta, 2015

Spotlight programme: Skills for School, Ghana

Partner: Junior Achievement (JA) Ghana

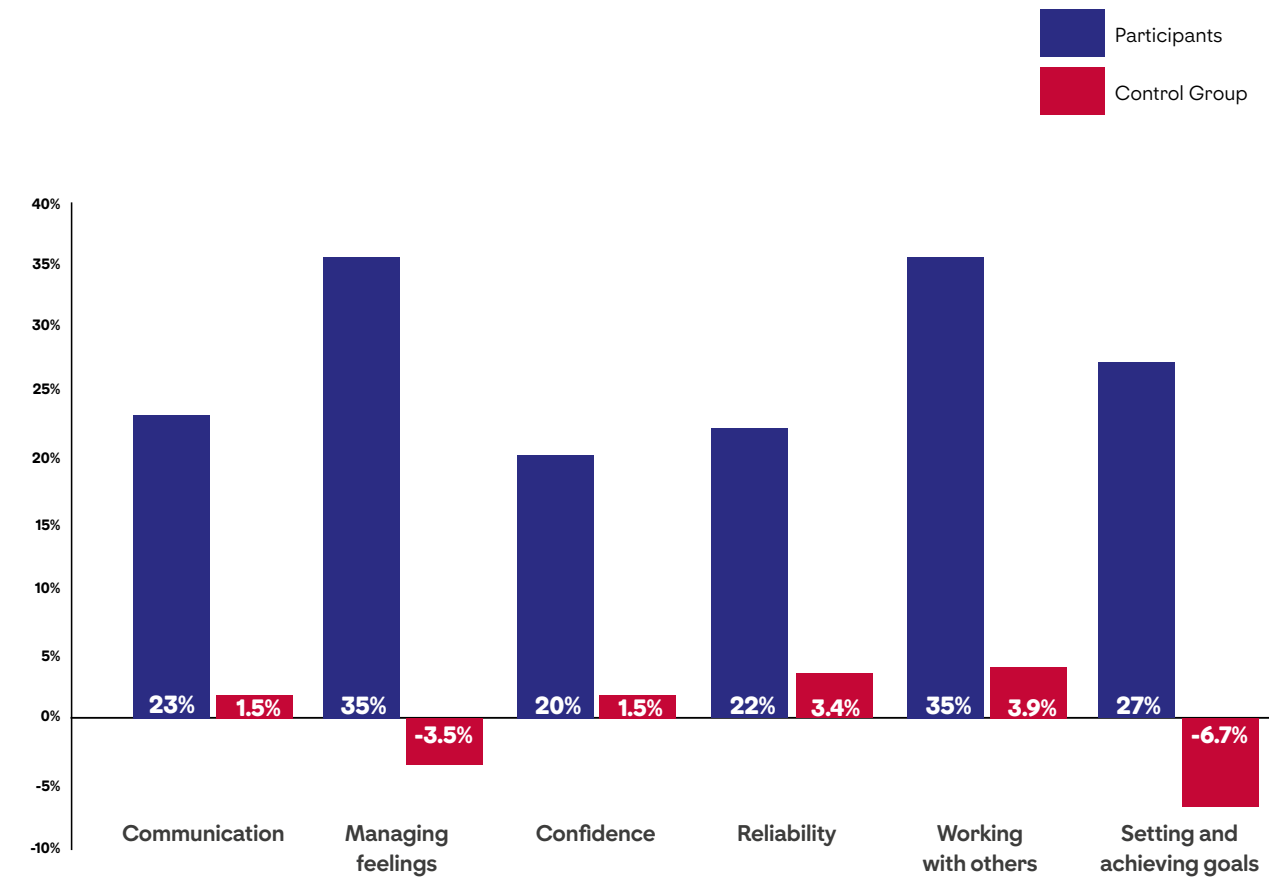
Our Skills for School programme in Ghana launched in 2020. Based on selected modules of the Achieve programme, it provides targeted support for students aged 11-18 who are at risk of underachieving – or even dropping out of school altogether. It has so far reached more than 2,800 young people across 18 schools.

In 2024, JA Ghana conducted a comparative impact analysis with over 200 students in four schools, splitting those with similar starting points into participation and control groups. Students from both groups completed

skills self-assessment surveys 15 weeks apart, before and after the programme ran in their school.

The results were a striking endorsement of the programme’s impact. Participants showed significant improvements across all six skill areas, most notably in teamwork and managing feelings, with average scores for both these up by 35%. Meanwhile, students outside the programme saw skills improvements of just 1.5% to 3.9% in four areas, while their skills in managing feelings and setting goals actually declined slightly in the second survey.

Percentage change in skills self-assessment scores



Iris, Skills for School, Ghana

Iris: Staying in school

Before joining the Skills for School programme, twelve-year-old Iris was struggling at school and wanted to leave altogether. The programme has supported her to stay and thrive in the classroom.

Previously shy and lacking in confidence, Iris used to find maths and public presentations especially hard, with low grades leading to low self-esteem, sadness and family tensions.

The Skills for School programme has helped Iris to boost her skills and self-belief, transforming her perceptions of herself and her capabilities. In particular, Iris has built her confidence around public speaking and

tackling challenges, as well as developing her capacity to set and achieve goals, breaking them down into manageable steps.

Iris has changed her mind about wanting to leave school, and is now thriving in class, where her confidence, contribution and grades have all improved. Now, her friends even come to her for help with their maths homework.

“I felt like I did not want to come to school anymore. I thought I will stop school because I was not that good in my studies... Now, I come to school with happiness and confidence.”

DECENT WORK

We work with partners and employers to provide young people with pathways into work, whether as employees or entrepreneurs.

Despite their potential, many young people around the world struggle to take their first steps into the world of work. They often lack the skills or experience that employers demand, even for entry-level positions. And in many countries where we work, jobseekers far outnumber formal jobs, so most young people will need to work for themselves.

Our employment and enterprise programmes provide pathways into work, increasing young people's access to entry-level jobs, building their skills and experience – including in digital fields, and supporting them to become job creators themselves. Over the last ten years, over 49,000 young people have taken part in these programmes, with their successes impacting almost 108,000 people indirectly.

“The programme takes them [young people] through the steps they need to grow into the job. They might not be work-ready at the start, but they are by the time they are done. Employers tell us that they are able to trust that the people we put forward will have the skills they need.”

Nathan Analem Agriwie, Youth Opportunity and Transformation in Africa, Get Into delivery partner, Ghana

Employment

Our first employment programmes were launched in Jordan and Barbados in 2015 and 2016 respectively. In their first year, three delivery partners – Jordan's Business Development Center, the Barbados Police Service and the Barbados Ministry for Youth, Sports and Community Empowerment – reached almost 120 young people between them. This year, more than 6,000 young people in 11 countries took part in our employment programmes, and all three of those early partnerships are still going strong.

Our flagship **Get Into** programme trains and prepares young people for entry-level jobs in specific sectors, from healthcare to hospitality. Our shorter **Get Hired** programme matches work-ready candidates with employers who have immediate vacancies, while **Team** is an intensive personal development programme that supports young people, particularly those at risk, to build core skills and find work.

This year saw particular growth in Africa, with programmes in Nigeria expanding to cover new sectors and regions, with a major partnership with Lagos State, and our first pilot programme launching in Sierra Leone. In both Nigeria and Jordan, we have scaled up our digital and tech offerings, with programmes focused on robotics, artificial intelligence (AI) and digital marketing.



Global Young Achiever Awards, Jamaica

Young people in work, education or further training after completing their programme:

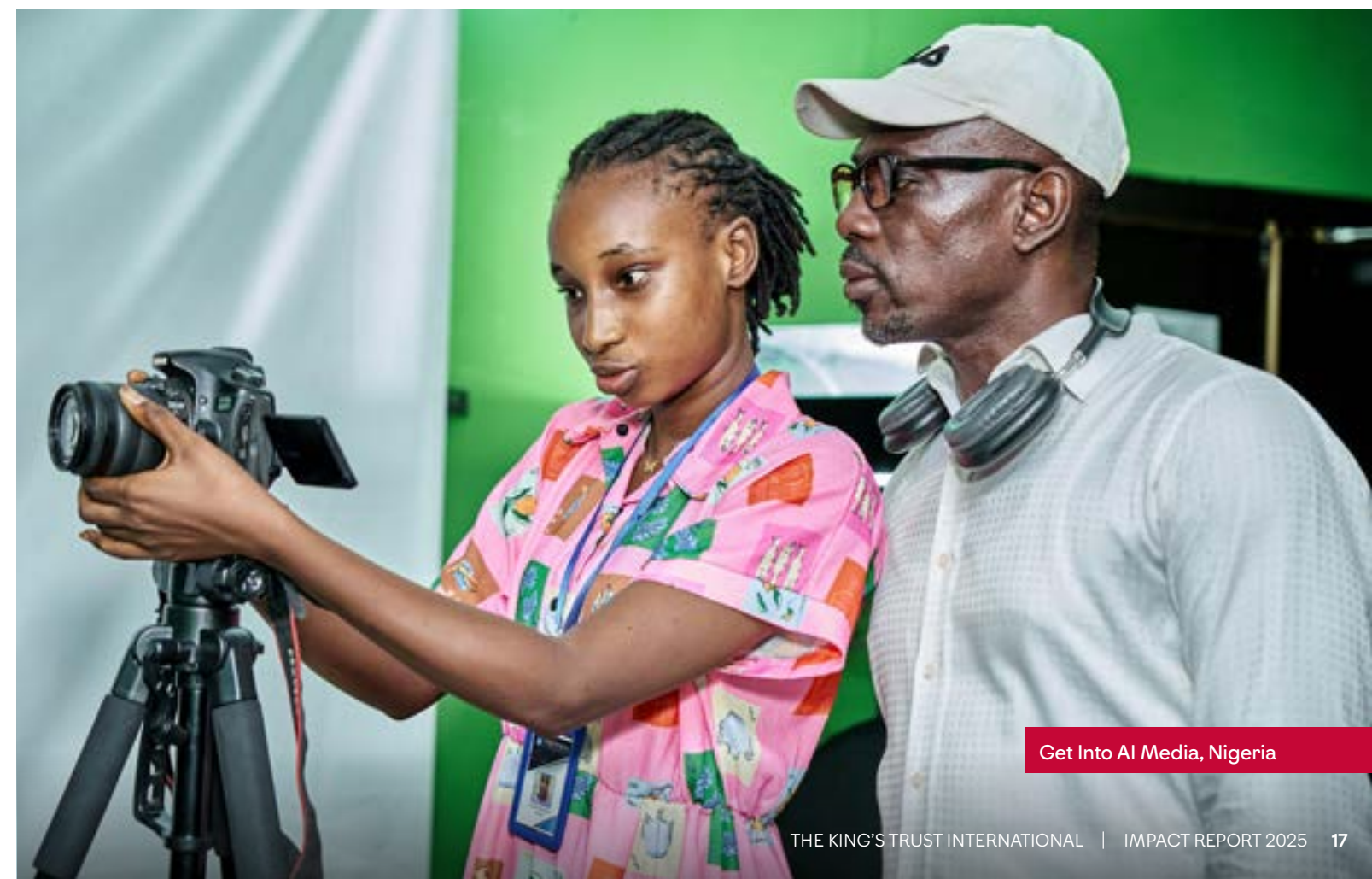


Digital Disconnection

This year, The King's Trust Group 'Digital Disconnection' research report highlighted the challenges young people face building the skills to thrive in a digitally dominated economy.

The report, supported by our global founding partner HSBC, draws on focus groups with young people from five countries. These include Kenya and Nigeria – where over 80% of young people lack digital skills – and India, where that figure is around 66%.

Young people identified four key priorities for action: more hands-on training that aligns with industry needs, greater and more equitable access to digital resources and opportunities, continuous learning to keep pace with technological advancements, and collaborative efforts between government, employers and education institutions.



Get Into AI Media, Nigeria

Spotlight programme: Get Into, India

Magic Bus India Foundation

Our largest employment programme worked in partnership with over 120 employers this year to reach almost 2,500 young people across six major cities.

The Get Into programme supports young people from low-income families to build the workplace skills they need to get and keep a formal job. Many participants are the first generation in their families to have had the chance to go to school, and 79% were in work within three months of completing the programme.

This year, over 100 employers, who have collectively employed almost 1,600 Get Into graduates, responded to the Magic Bus employer satisfaction survey. 72% said that they were extremely satisfied with their young workers' performance, up from 67% last year.

In terms of skills, between 73% and 89% of employers reported that 'all or most' of their Get Into recruits displayed a series of specific skills in their role. These ranged from problem solving (73%) and coping with criticism (80%) to time management (84%) and teamwork (89%).

This year, we also launched a condensed version of the programme, Get Hired, which reached a further 1,600 young people, mainly college graduates.



Priyanka, Get Into, India



Hadeel, Get Into AI, Jordan

“I’ve come a long way, but I’m now on the threshold of a promising future... My sincere thanks to the Tariqi project for being a pivotal part of my journey. The opportunity to engage with new technologies proved invaluable.”

Hadeel: Digital content creator

After graduating in computer engineering, Hadeel was unsure which direction to take within this broad field. The Get Into AI programme in Jordan, known as Tariqi, has helped her to build her skills, decide her path and kickstart her career.

After two weeks of preparatory training, a mixture of general workplace skills and technical AI knowhow, Hadeel completed a one-month work placement, deepening her knowledge and gaining vital real-world experience. This placement also gave Hadeel, 23, the chance to prove herself, resulting in an immediate job offer.

Drawing on her advanced AI skills, Hadeel now works for a leading technology education company, creating content for use in schools across the Middle East.

The Get Into programme in Jordan is delivered with King Abdullah II Fund for Development (KAFFD) and Business Development Center (BDC).

¹ World Skills Clock data

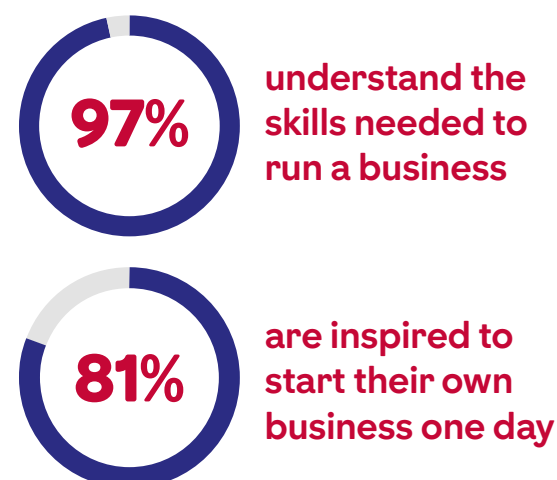


Enterprise

Self-employment and entrepreneurship are crucial pathways for young people to consider, particularly in contexts where formal jobs are in short supply – in low-income countries, three quarters of young workers remain in the informal sector. But, especially in their early days, young entrepreneurs need support to develop business skills and navigate the business world, so that they have the best chance of success. Our enterprise and entrepreneurship programmes equip young people to become job creators.

This year, programmes in Egypt, Greece, India, Jamaica, Morocco, Nigeria and Rwanda reached more than 1,800 aspiring entrepreneurs. Some courses are based on our standard **Enterprise** programme, with its combination of introductory training and ongoing expert mentoring, while others are bespoke programmes co-designed with partners, including the European Bank for Reconstruction and Development. Delivery this year also included a new version of the **Enterprise Challenge** programme in Nigeria. Previously delivered as an education programme in schools, we have now adapted the programme for unemployed young adults.

After taking part in our Enterprise programmes:



Enterprise Challenge Finals, Kenya

Giorgios: Making waves

20-year-old Giorgios has set up his own company to empower other local businesses on the island of Crete to transcend geographic limitations and boost their digital reach.

Giorgios' company, Neat Up Media, supports local businesses on Crete to establish and upgrade their digital presence, enabling them to reach and engage new customers. His services include website and graphic design, search engine optimisation and social media consultancy.

The FoundIt entrepreneurship programme, run by our partners Bizrupt and 100 mentors, has helped Giorgios to navigate the complexities of launching a business,

equipping him with the tools and skills to turn his idea into reality.

Crete is a popular tourist destination, so many jobs are seasonal rather than stable and sustainable. By becoming a job creator himself – and by empowering other local businesses to flourish and grow – Giorgios is making waves, creating a positive ripple effect in his local community and economy.

“The FoundIt programme was a turning point for me – it made the principles of entrepreneurship clear, practical and inspiring.”

Giorgios, FoundIt, Greece



GENDER EQUALITY

Our programmes support girls' education and accelerate young women's economic empowerment.

From discrimination and gender-based violence to child marriage and heavier household responsibilities, girls and young women face many additional barriers to achieving their potential: two thirds of young people not in employment, education or training are female. We recognise that boys and young men are affected by specific challenges too, and our approach is gender-responsive: we assess needs and then tailor delivery to make the most impact.

Some programmes are aimed exclusively or primarily at girls and young women, while others are open to all – but are designed to remove barriers to access with, for example, flexible hours and provision for nursing mothers.

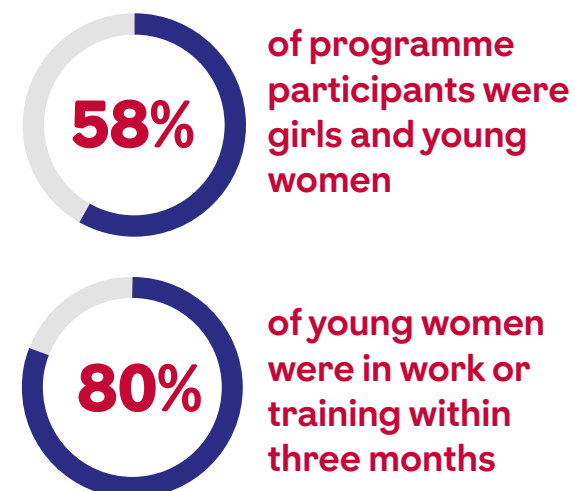
Education: Millions of girls leave school early every year, at great cost to their future prospects. Our education programmes help girls develop the skills to stay and thrive at school, and to flourish in later life. Our Achieve programme in Pakistan is our principal education programme exclusively for girls, while girls also made up more than two thirds of participants on Achieve or Enterprise Challenge programmes in Ghana, Kenya and Trinidad & Tobago.

Employment: Young women may need extra support to become work-ready, especially those with less schooling and less access to digital technologies. This year, young women made up more than two thirds of participants on employment programmes in Jordan, Jamaica, Ghana and Barbados, while

our Team programme in Malaysia trialled an all-female cohort for the first time, working with a girls' orphanage and government residential care facility.

Enterprise: Globally, women do three times as much unpaid care and domestic work as men. This limits their time and mobility, making it harder for them to find formal jobs. So our programmes equip young women to find different paths to prosperity, including remote working, self-employment and entrepreneurship. Bespoke entrepreneurship projects in India and Rwanda specifically target young women, and our enterprise programme in Jamaica is also more than two thirds female.

This year, 80% of young women from our employment or enterprise programmes went into work or training within three months – the same proportion as young men. This compares to 72% and 77% respectively last year. Across the five core skills and all technical competencies except one, slightly more women reported improvements, compared to men. The only exception was in digital skills, where the situation was reversed. Overall, 99% of young women noted improvements in at least one core skill, and 68% rated themselves more highly in all five areas, compared to 98% and 65% of young men.



Alice at the King's Trust Awards 2025

Alice: Award-winning entrepreneur

While still a school student, Alice launched her own beadmaking business, turning a traditional craft into a lifeline. Since her father was tragically killed, Alice's business has supported her whole family.

Our Enterprise Challenge programme, delivered in Kenya through the Asante Africa Foundation, equipped Alice with the skills to launch and grow her business, and she has drawn on her newfound digital marketing skills to reach customers far beyond her community.

Now an employer as well as an entrepreneur, Alice, 19, trains other girls in beading during school holidays, so that they too have the

means to forge a livelihood in a rural area with few formal job opportunities. 'I believe when a young person – especially a girl – is empowered, the whole community is enlightened,' Alice explains.

In 2025, Alice was presented with the prestigious Amal Clooney Women's Empowerment Award at London's Royal Festival Hall, and attended the award winners' reception at Buckingham Palace.

“Among this year's incredible nominees, Alice's resilience, strength, and entrepreneurial spirit really stood out for me. Through the art of traditional Kenyan beadwork, she has built a thriving business, funded her education, and uplifted her family and community.”

Amal Clooney, King's Trust International Ambassador

Spotlight programme: Achieve, Pakistan

Pakistan Alliance for Girls' Education (PAGE)

Millions of girls in Pakistan have never been to school, and millions more leave early. Our Achieve programme, delivered through small group sessions once or twice a week, aims to support girls to stay and succeed in school, and to boost their skills for employment or entrepreneurship later in life.

The programme focuses on developing core skills from communication and teamwork to digital literacy and entrepreneurship. There is a particular emphasis on building girls' capabilities and confidence around speaking in public, so they can ask or answer questions in class, put forward their ideas and join – or lead – discussions, activities and negotiations. This year, a large majority of girls reported becoming more confident about sharing ideas (87%) or about leading or guiding others in a team (86%).

The pilot programme launched in 2023 in the capital Islamabad. This year we scaled up delivery there and in two more provinces to reach 260 girls, compared to 100 in year one, and three quarters of these students hope to go on to college. Next year, we plan to introduce a digital element to widen the programme's reach further.



Umama, Achieve, Pakistan

Rachna: Trainee to trainer

Rachna had to leave school in India early for financial reasons, with limited skills for earning. Then Project Lehar introduced her to the artisan craft of wheat stalk painting, and to the basic business and finance skills that would enable her to monetise it.

Project Lehar, run by the Aga Khan Foundation with our support, offers vocational training, entrepreneurship and life skills courses for girls and young women from disadvantaged backgrounds.

Now an established artist and entrepreneur, Rachna, 23, has her own shop, selling 200 paintings in the last year alone. She also runs daily training courses teaching other

girls the craft, so that they too can earn an independent income.

Rachna's earnings have enabled her to go back to the classroom, finish her schooling and go to university. In 2024, Rachna returned to Lehar as a Master Trainer. She now leads the wheat stalk training programme at the centre where, just three years ago, she was herself a trainee.

“I wanted to step out of my home, do something meaningful and make something of myself. That's why I joined Project Lehar.”



Rachna, Project Lehar, India

CLIMATE ACTION

Young people care deeply about the climate crisis and want to be agents of change. While the growing green economy offers exciting opportunities, it is not always clear how young people can access them.

Lower income countries, where four in five young people live, are particularly hard hit by the climate crisis. Our education, employment and enterprise programmes aim to equip young people with the skills they need to flourish in the sustainable industries of tomorrow, while also preparing them to be responsible and active citizens.

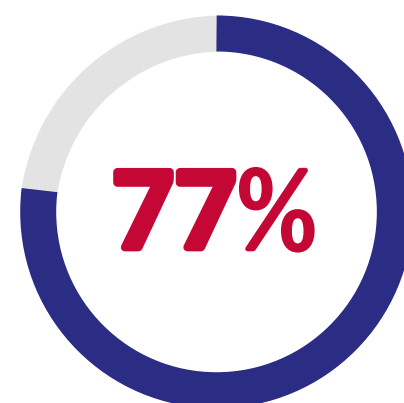
Education: Climate literacy is embedded in our education programmes, with Achieve and Enterprise Challenge both including content on climate and sustainability. Enterprise Challenge saw particular growth in Africa this year, generating a wealth of green and circular economy business ideas in fields from farming to energy.

Employment: Sector-specific programmes, such as Get Into Solar Energy in Nigeria, provide pathways into green jobs. Across other programmes, such as Team in Malaysia, community projects and work experience placements often feature green initiatives, from riverside rewilding to forest conservation. This year, we added over 10 hours of climate content to our largest Get Into programme, in India, and began tracking green practices among the programme's regular employer partners, whatever their sector.

Enterprise: We support young entrepreneurs to develop climate-smart businesses, from farming to waste

management, while also raising awareness that sustainability is a critical element of business success for any entrepreneur. This year, we dramatically scaled up the Sustainable Enterprise Challenge programme in Nigeria, adapting a previous school-based programme to kickstart green entrepreneurship among young adults.

After taking part in our Enterprise Challenge programme:



of participants were more likely to consider a green business or job



Get Into Solar Energy, Nigeria

Pascal: Leading change

Pascal won our 2025 Global Sustainability Award for his people-powered recycling initiative, which has cut waste going to landfill in his community by a remarkable 80%.

Appalled by the piles of plastic waste in his community in Mabira, Uganda, 19-year-old Pascal set about solving the problem. Drawing on the skills he gained on the Enterprise Challenge programme, delivered through our partner Asante Africa Foundation, Pascal started collecting and recycling plastic bottles, transforming them into products such as vases, sugar bowls and water fountains for sale.

But alongside launching his own upcycling business, Pascal has kickstarted an even more impressive transformation, spearheading a community eco-movement involving local schools, councils, health departments and community volunteers. Pascal's efforts have galvanised strong local support. Half of his community now actively participate in local clean-up and recycling activities, recycling 300kg of plastic waste every month.

“I have learned to lead, innovate and make a difference... my initiative helps reduce waste, promote recycling and inspire sustainable practice.”



Pascal, King's Trust Global Sustainability Award Winner 2025



Sustainable Enterprise Challenge, Nigeria

Spotlight programme: Sustainable Enterprise Challenge, Nigeria

British Council, A+ Academy,
CITAD, ENDIP, Nerdz
Factory and Octoville
Development Company

Our Sustainable Enterprise Challenge programme in Nigeria significantly scaled up delivery this year, building on a successful pilot. Working with the British Council and five local partners across five Nigerian states, the programme aims to support and equip aspiring entrepreneurs to take the next steps in developing or growing their business, with a particular focus on green and circular economy business ventures.

The seven-week programme provides 18-35-year-olds with practical skills training, business mentoring and – for the strongest ideas – start-up funding, to help young people to turn their ideas into reality. The course covers essential areas from business management to financial literacy and sustainability. Over 350 young people took part this year, with 96% reporting that they now understood the skills needed to run a business, and 97% more likely to consider pursuing a green business or job.

The programme concludes with a business pitch competition with prize funds available for the strongest pitches across four categories: innovation, profitability, environmental and social impact.



Joshua, Sustainable Enterprise Challenge, Nigeria

Joshua: From waste to wealth

Joshua is an award-winning circular economy entrepreneur whose online scrap marketplace recycled three tons of waste in its first six months alone.

Joshua's business, BuyScrap, launched in Nigeria's capital Lagos in 2024, offering scrap collection and recycling services. The Sustainable Enterprise Challenge programme provided Joshua, 29, with the tips and tools he needed to turn his idea into a business within weeks of completing the programme, and to rapidly scale up. He is already an employer.

'Our commitment is to build a company that will make a positive impact on the

environment and our host communities,' Joshua explains. 'We provide economic opportunities through job creation, value to the community through timely waste collection, and contribute to a cleaner environment.'

Joshua's idea won the environmental award at the business pitch competition which concludes the programme, securing a start-up grant to help him get his idea off the ground.

“The programme's knowledge and skills enabled me to establish my startup within a month.”

PARTNERSHIPS

Our convening power allows us to build and nurture partnerships with youth organisations that will impact young people's lives at scale.

As we mark our first decade of delivery, we celebrate the longstanding delivery partners whose input has been so critical to our journey so far. And as we seek to reach one million more young people over the next decade, through our Generation Potential campaign, partnerships will be the key to accelerating impact.

We work with schools, industry and youth organisations to close skills gaps and create pathways to entry-level jobs. We also engage with governments, corporate partners and philanthropists to amplify young people's voices on the global stage, raising awareness of the barriers they face, and encouraging investment in programmes that will empower them to reach their potential.

Over the past year, we've had a particular focus on expanding our convening, training and consultancy services in the Caribbean, including a youth sector roundtable in the Cayman Islands and a youth sector conference in the Bahamas. The latter brought together almost 60 representatives to share knowledge, strengthen capacity and boost collaboration. In a post-event survey, more than four in five respondents rated the conference 'extremely useful' as an opportunity to build connections with other organisations.

This year we worked with 37 delivery partners in 19 countries, supported by an invaluable network of generous funding partners. Alongside these, our work is enabled by hundreds of schools, employer partners and volunteer mentors. We also benefit enormously from crucial advice and support from business leaders, patrons and high-profile ambassadors.

Representing sectors from tech and finance to fashion and entertainment, these committed supporters and benefactors play a pivotal role in raising awareness and expanding opportunities for young people. A particular highlight this year was the launch of our Pakistan Development Group, whose insights and connections will help to guide our growing work in Pakistan, where our programmes have already reached 9,000 young people.



King's Trust International CEO, Will Straw, meets Bahamas Prime Minister, Philip Davis

Roslyn: Hands-on learning

With a turbulent family background, our 2025 Global Young Achiever Roslyn left home at just 16. The Team programme, delivered through a strategic partnership with the Royal St Lucia Police Force, has helped Roslyn build the skills to support herself independently, and her career is off to a flying start.

Through practical activities such as first aid, tree planting and baking, Roslyn gradually built up her teamwork and communication skills. At first she found it hard to express her thoughts and ideas, but as her capabilities blossomed, so too did her confidence, and she started volunteering for leadership roles.

Soon after completing the programme, Roslyn landed her first ever job – and was promoted within two months of starting.

In 2025, Roslyn, 19, received the King's Trust Global Young Achiever Award from our Global Ambassador DJ Cuppy, and Brian Duffy, CEO of Watches of Switzerland Group. At the award winners' reception at Buckingham Palace, she presented HM The King with a homemade cake.

“I am now employed. I am someone new. I changed a lot during the programme.”



Roslyn, King's Trust Global Young Achiever 2025

Assessing our partnerships

As a supporter of the Pledge for Change 2030, we are committed to nurturing equitable partnerships. To help us drive continuous improvement, our annual partner survey sees delivery partners around the world rate our approach and our support across a range of technical areas.

This year, partners particularly highlighted the value of our support in programme delivery, giving this an average score of 9.2 out of 10. They also strongly rated our support with safeguarding, monitoring and evaluation, and programme design, with average ratings of 8.7 out of 10 for all three areas.

In terms of our partnership approach, two thirds of partners strongly agreed both that we value their knowledge and expertise, and that we listen and respond to their concerns and suggestions.

As part of our efforts to continually improve the support we offer partners, this year we launched our Partner Hub – an online portal with e-learning content ranging from finance to safeguarding.

“King’s Trust International’s support has helped us set a new benchmark for ethical and youth-centred programming within our national context.”

Ainin Azman, Selangor Youth Community (SAY), delivery partner for our Team programme in Malaysia since 2019



TEAM Programme, Malaysia

What partners say:



100%

have applied skills, tools or resources gained through our partnership to other areas of their work



96%

felt well supported with monitoring and evaluation



88%

say that we value their knowledge and expertise

Spotlight programme: Get Into (Tariqi), Jordan

King Abdullah II Fund for Development (KAFD) and Business Development Center (BDC)

Launched in 2015, the Tariqi programme has been delivered in partnership with KAFD and BDC for the last decade, reaching more than 1,000 young people so far. Working closely with employers, the programme trains young people for entry-level jobs in particular fields.

BDC consults with companies about the skills they are looking for in employees, and then builds a programme that blends technical, sector-specific knowledge with general employability skills training, including a work placement.

This year, the four cohorts focused on four different sectors: robotics, artificial intelligence, digital marketing and customer service. As in previous years, more than two thirds of programme participants were young women, and 86% of this year’s graduates were in work or training within three months of completing their programme.

Reviewing our 10-year partnership, BDC highlights how our support with youth engagement, safeguarding, monitoring and evaluation has complemented their local expertise, strong connections with employers and effective youth outreach strategies. As such, the partnership has significantly strengthened their programme design, delivery and impact assessment.



Suhib, Get Into Robotics, Jordan



Get Into Catering and Hospitality, Nigeria

THANK YOU

As we mark 10 years of delivery, we'd like to extend particular thanks to our global funding community, who provide crucial investment, leverage and amplification of our impact. Without their support, none of this work would be possible.

Our funders include passionate and visionary philanthropists, socially responsible and ethical corporates, and purpose-driven trusts and foundations, who all unite to support our mission, equipping the next generation with the skills they need to build a better future.

We thank each and every one of you who has shared our vision and driven our success over the last year, and indeed the last decade. As we embark on our bold journey to reach one million young people over the coming decade, we warmly embrace the family of supporters who have enabled our work so far, and look forward to welcoming those who join our efforts in future.



Get Into, Sierra Leone



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