



KING'S TRUST INTERNATIONAL 10-YEAR STRATEGY 2026-2035

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Contents

Foreword	03
Mission, vision, purpose and goal	05
Who we support	06
Five Strategic Pillars	07
Strategic Pillar 1: Deepen our programmatic impact.....	08
Strategic Pillar 2: Embrace technology and empower a digital generation.....	09
Strategic Pillar 3: Create new scalable solutions with international organisation ..	10
Strategic Pillar 4: Support and strengthen youth-focused organisations.....	11
Strategic Pillar 5: Advocate for global youth.....	12
Measuring success	13
Cross-cutting themes	14
Organisational commitments	15
Theory of change	16



“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

FOREWORD

King's Trust International was founded by His Majesty King Charles at the 2015 Commonwealth Heads of Government Meeting with a bold vision: to unlock the potential of young people across the globe.

This 10-year strategy, compiled to mark our 10th anniversary, offers an opportunity to reflect on the increased challenges facing young people and consider the role that we can play, building on our first decade of impact.

Today's young people face a world of growing complexity. **15- to 24-year-olds are three times more likely to be unemployed than those over 25.** In some regions of the world – including Africa, the Middle East and South Asia – up to a third of young people are not in employment, education or training. Even those with higher education struggle to find meaningful work. In some parts of Africa, there is only one formal job available for every ten jobseekers. **And while 1.2 billion young people in developing countries will enter the workforce over the next decade, current projections suggest only 420 million new jobs will be created.** Globally, labour market participation remains significantly higher for men (72%) than for women (47%). Barriers to women's economic empowerment begin early and persist into adulthood.

These labour market pressures are compounded by global crises. The Covid-19 pandemic disrupted education and delayed life opportunities. Inflation has strained economies. Conflict is at its highest level since World War II, and more than half the world's youth are highly vulnerable to climate change.

All in all, conditions for young people are at their most challenging in living memory.

Yet, in the face of these challenges, we see opportunity. King's Trust International was created to tackle youth unemployment and we have. In our first decade, we supported



CHOGM,
Malta 2015

over 100,000 young people across more than 20 countries. Our model, built on 50 years of experience in the UK, works through over 40 local partners who bring deep community knowledge and trusted relationships.

And our programmes deliver results. Within three months of completion:

80%

of adult participants are in work or education.

90%

Over 90% report improved skills and confidence.

These are not just numbers – they are lives transformed.

Now, we're raising our sights. By 2035, we aim to empower one million young people to unlock their potential to find meaningful work, including formal work and self-employment. This strategy outlines how we'll do this, combining change at the individual, community and societal levels.

We will scale our proven education, employment and entrepreneurship programmes, expand our digital platforms, and forge strategic partnerships with international institutions. We'll help youth organisations strengthen their programme design, safeguarding, and monitoring and evaluation processes.

Finally, we will make the case for greater action on youth employment. For example, by producing research on young people's experience in the labour market and elevating their voices at influential global platforms including the UN General Assembly and

the Commonwealth Heads of Government Meeting, and the Global Labour Market Conference.

It's a cliché to say that young people are our future. While true, young people are also our present. Their energy, ideas and resilience are the key to solving the world's greatest challenges. It's our responsibility to ensure they have the tools, support and opportunities to thrive.

We invite you to join us on this exciting journey. Together, we can build a world where every young person has the chance to succeed.



Achieve; Ministry for Education, Sport, Youth, Research and Innovation (MEYR)

10 years ago, aged 12, Andre represented his school at the Princes's Trust International launch event in Malta, and joined our first Achieve programme there. He has gone on to carve out a successful career as a stone restorer, working on historic buildings from cathedrals to palaces, and has already been able to buy his own 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 helped me become the man I am today, and gave me the skills to face the ups and downs of life'



MISSION, VISION, PURPOSE AND GOAL

Our mission

Our mission is to empower young people to learn, earn and thrive by building skills, confidence, and pathways to meaningful work.

We blend our expertise with a global network of local partners and develop education, employment and entrepreneurship programmes and interventions that help young people to build their own futures. Through advocacy and collaboration, we drive systemic change, creating pathways to meaningful employment.

Our Vision:

Every young person should have the chance to succeed.



Our Purpose:

We exist to tackle the global crisis of youth unemployment.



Our Strategic Goal:

Empower one million young people to unlock their potential to find meaningful work.

Enterprise Challenge Regional Final
2025, Tanzania - Kilimanjaro

WHO WE SUPPORT

Globally, we focus our support on young people aged 11 to 30 through a range of targeted interventions, with a gender responsive approach that ensures equitable access and participation for girls and young women.



Education:

We focus on young people aged 11 to 19 who face challenges with school engagement and attendance, or who may lack opportunities to develop core skills within traditional education settings.



Employment:

We prioritise young people aged 18 to 30 who are not in education, employment or training (NEET), who are underemployed or in precarious work.



Entrepreneurship:

We prioritise young people aged 18 to 30 who are NEET, who are underemployed or in precarious work who are interested in learning about entrepreneurship or have a business idea that they would like to pursue.

Regionally, we will address context-specific vulnerabilities that may include a tailored focus on young people:

- from low-income households
- from marginalised or rural communities
- from refugee or migrant communities
- with disabilities
- at risk of involvement with criminal activity.



Sustainable Enterprise Challenge, NerdzFactory

Joshua is an award winning-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. Our Youth Sustainable Enterprise 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 rapidly scale up. He is already an employer.

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

FIVE STRATEGIC PILLARS

Our work over the next decade will be guided by five strategic pillars:



Pillar 01 | Deepen our programmatic impact

Pillar 02 | Embrace technology and empower a digital generation

Pillar 03 | Create new scalable solutions with international organisations

Pillar 04 | Support and strengthen youth-focused organisations

Pillar 05 | Advocate for global youth



Enterprise Challenge National Final,
Pakistan, 2025

Pillar 1: Deepen our programmatic impact

What we'll do

Building on a decade of impact across 20 countries and collaborating with a network of partners, we will scale our programmatic delivery. This will help more young people to access practical and effective learning and employment and entrepreneurship opportunities that are tailored to local needs. These programmes build skills, boost confidence and open pathways to sustainable employment, self-employment and business creation.

How we'll do it

- **Partnerships** – we will continue to collaborate with delivery partners to reach even more young people with our programmes.
- **Explore new countries**, where youth needs and sustainable, long-term funding allow us to expand support where it is needed most.
- **Focus on key local challenges** like gender inequality, crime prevention and preparing for the jobs of the future.
- **Measuring impact** - we will strengthen our capability to understand and measure impact, ensuring that insights drive decisions to maximise value.

Why this matters?

Right now, more than one in five young people are not in employment, education or training. Three quarters of young workers remain in the informal sector. Global crises, demographic and labour market pressures, including automation and AI, are making it harder than ever for young people to take their first steps into the world of work. Entrepreneurship is critical because it enables young people to create their own opportunities, drive innovation and generate jobs for others, fostering resilience in economies where formal employment is scarce. The need to equip young people with the skills to learn, earn and thrive has therefore never been greater.

Pillar 1 is the core of our work.

Achieve,
Trinidad &
Tobago



Pillar 2: Embrace technology and empower a digital generation

What we'll do

We will fully embrace the opportunities of digital technologies; helping young people gain essential skills, stay safe and thrive in an increasingly digital world. We will tailor our approach to reflect the diverse digital contexts that young people face globally.

How we'll do it

- Teach essential digital skills so young people can adapt and thrive.
- Use digital platforms to reach more young people, making learning easier and more effective.
- Grow digital partnerships, connecting with others who are investing in tech solutions for young people.

Why this matters

Digital tools are reshaping education and work. Young people are increasingly seeking support that reflects a digital-first world. Our programmes must evolve to reflect this reality, remain relevant and deliver impact.

Pillar 2, particularly our use of digital platforms, has the potential to reach more young people than ever before. It also enables Pillars 1, 3 and 4.

Get Into,
India,
Magic Bus



Pillar 3: Create new scalable solutions with international organisations

What we'll do

We will work with international organisations, including multilateral development banks, to co-design and grow large scale initiatives to help young people gain core skills, find meaningful employment, and build businesses of their own.

How we'll do it

- **Leverage our networks** to connect with mission-aligned organisations that operate at scale.
- **Secure new sources of funding** to take forward partnerships at scale, for example from and with multilateral banks and development agencies.
- **Join existing initiatives**, where our expertise can enhance impact and help reach more young people together.

Why this matters

The World Bank estimates that **1.2 billion young people will enter the job market in the next decade**, but most will not find stable work. Global collaboration enables greater reach, faster action and longer-lasting impact.

Pillar 3 allows us to support young people at scale.

Get Hired – LIVE,
Crete, 2025



Pillar 4: Support and strengthen youth-focused organisations

What we'll do

We will offer expert advice and training to organisations that support young people's education and employment solutions, helping advance their work and provide better support for young people.

How we'll do it

- Enhance education, employment and entrepreneurship programmes, by supporting partners in designing effective training and strengthen employer connections.
- Build stronger youth focused organisations, by advising on safeguarding, programme quality, and monitoring and evaluation.
- Use technology to innovate, helping youth organisations to offer digital learning and tools.

Why this matters

Around the world, many organisations are already doing vital work to help young people, but some need support to grow, ensure safety for young people, and deliver strong outcomes. By sharing what we have learned and helping organisations strengthen their programmes, we can build a more effective, connected sector that supports even more young people into education, training and meaningful work.

Pillar 4 allows us to strengthen our existing partners, and other youth focused organisations, by improving their organisational effectiveness and therefore enhancing the support they provide to young people.

Enterprise
Business
Challenge,
Jordan



Pillar 5: Advocate for global youth

What we'll do

We will champion the needs and voices of young people, and raise awareness of the challenges and opportunities they encounter. We will work in coalition with global partners to achieve policy and systemic change that improves access to education, employment and entrepreneurship.

How we'll do it

- **Join global conversations** by attending events and forums focused on youth and education.
- **Commission and share research** to discover the challenges young people face, hear their viewpoints and discover solutions.
- **Raise our media presence** to highlight key youth employment issues.
- **Host our own events** to bring people together and push for change.
- **Amplify youth voices**, by sharing stories from our programmes and supporting young people to speak at global platforms.
- **Give our partners a platform** through events and networking opportunities that connect them with policymakers and leaders, and through communications that highlight their work.

Why this matters?

Many of the barriers young people face can't be solved by programmes alone. To create real change, we need to work with global organisations to influence governments to improve labour markets, skills funding and employment policies. We'll use our voice, experience and networks to help make that happen.

Pillar 5 allows us to create change through coalitions at systemic level, complementing the individual and community change from our other pillars.



MEASURING SUCCESS

Success measures are essential for tracking the performance and impact of King's Trust International's 10-year strategy. Drawing on our Theory of Change and five strategic pillars, we have identified a set of high-level key performance indicators (KPIs) that, collectively, will demonstrate how effectively we are delivering on our strategic objectives.

We'll know our strategy is working when:

- Our programmes and interventions reach more young people and deliver measurable improvements in core skills.
- Our programmes support more young people into meaningful work or to set up their own business

- Our community level stakeholders, such as delivery partners and teachers, report improvements in their wider work following our interventions
- We are able to track the outputs of our advocacy work, including engagement with high-profile stakeholders.

In addition to these overarching KPIs, we will develop more detailed success measures, including in relation to our digital ambitions and consultancy work.



Enterprise Challenge National Final,
Uganda, 2025

CROSS-CUTTING THEMES

Ensuring that our initiatives are responsive to the realities shaping young people's lives, we will integrate the following cross-cutting themes into all areas of our work.



Gender responsiveness and women's economic empowerment

We will:

- Ensure equitable access and participation for girls and young women.
- Work with communities and employers to overcome barriers such as discrimination, harmful norms, and to develop flexible earning options that acknowledge and accommodate caregiving responsibilities.



Climate literacy and environmental sustainability

We will:

- Integrate climate literacy into our interventions, supporting young people to understand, and contribute to, climate adaption and resilience.
- Promote green jobs and sustainable business practices.



Digital skills and technology

We will:

- Harness the power of digital technologies to improve access to our programmes and enhance their impact.
- Empower young people with skills and confidence to thrive in an increasingly digital world.



Get Into, Magic Bus

Priyanka, 22, was the first person in her family to go to school. Today, she is a teacher herself, nuturing and inspiring the next generation. The Get Into programme, delivered in India through our partner Magic Bus, supported Priyanka to define her career goals and plan how to work towards them, overcoming the fear and self-doubt that was holding her back - and empowering her to unleash her potential

'Initially when I entered work life, I was scared...The skills I learnt from Get Into helped me to perform, and with my future planning'

ORGANISATIONAL COMMITMENTS

Our 10-year strategy is underpinned by the following commitments:



Safeguarding first

We will:

- Safeguard young people's wellbeing by placing safety at the centre of all decisions, ensuring staff and partners are trained and respond swiftly and appropriately to any concerns.
- Foster a culture of openness where young people, staff and partners feel safe to raise concerns and share ideas, supported by clear protocols and proactive engagement.



Youth voice

We will:

- Proactively engage youth voices from a range of backgrounds and regions, ensuring our programmes and broader work is shaped by their experiences and aspirations.
- Create opportunities for young people to contribute to global conversations.



Sustainable partnerships

We will:

- Foster long-term partnerships, rooted in mutual accountability and shared learning, which reflect local priorities and knowledge.
- Support our partners to strengthen and improve in pursuit of long-term positive outcomes for young people.



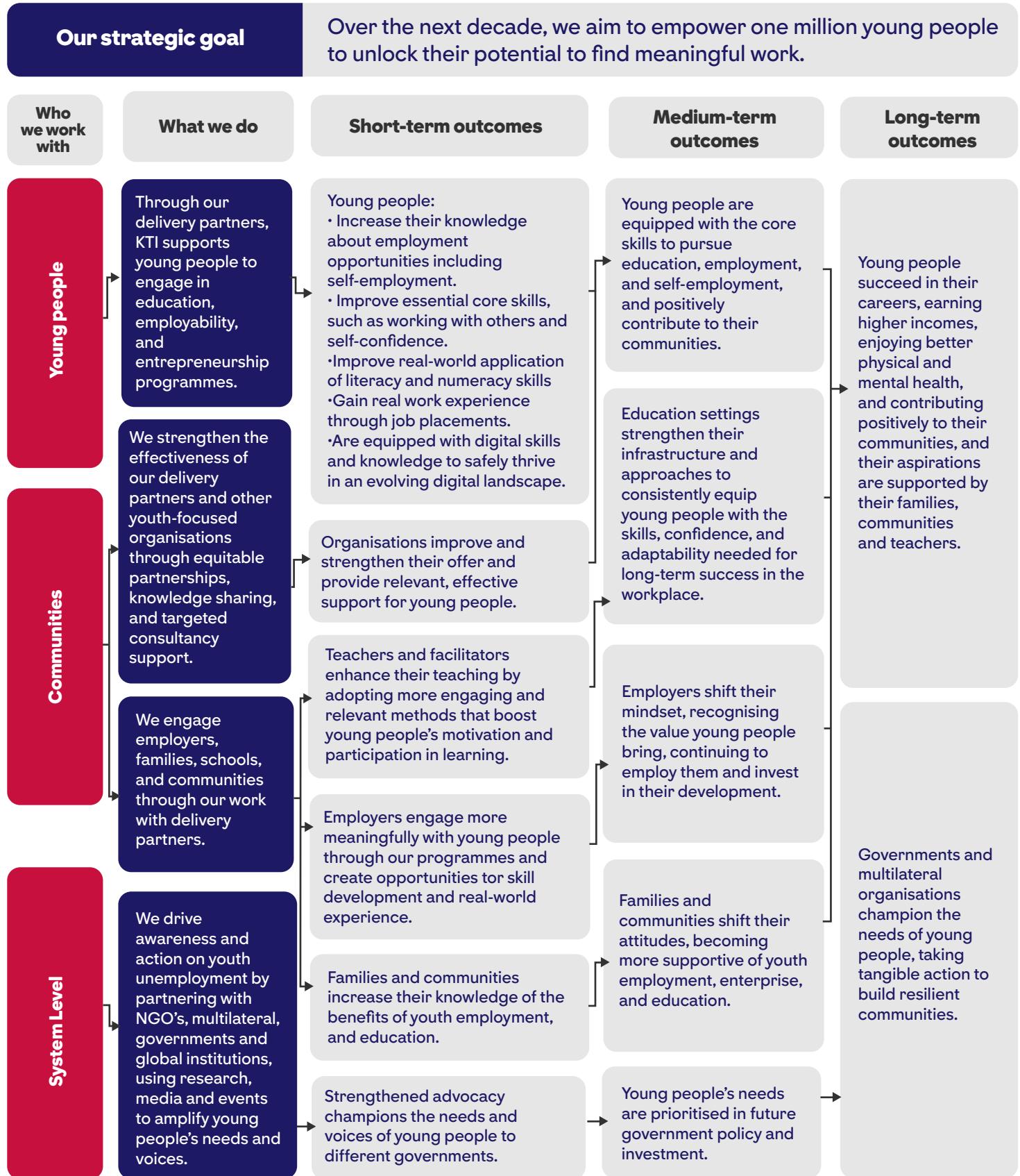
Explore Enterprise Programme, Jamaica Youth Business

After being evicted from her home, Karona used all her savings to set up a street food stall - a jerk seafood grill - to support herself and her daughter. The Explore Enterprise programme, delivered through our Jamaica Youth Business Trust, support Karona to develop the knowledge and confidence to officially register her business, build her brand, manage her finances and plan for growth.

Today Karona's Jerk Seafood employs three regular staff and brings in up to six workers for large-scale events. In 2025, Karona bought a seafood truck with her earnings. She is now converting the van into a mobile restaurant.

'The programme is amazing, any young person should try it...it will give you your tools to achieve your goals'

THEORY OF CHANGE



Communities refers to delivery partners, other youth focused organisations, employers, families and schools.



Find out more about The King's Trust International

Visit: kingstrustinternational.org

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