

## **Global Youth Program Now in 20 Countries, \$23 Million Invested**

### **Extensive Lessons Learned from Five-Year Nokia/IYF Collaboration**

**April 25, 2005**

**Espoo, Finland/Baltimore, U.S:** Nokia and the International Youth Foundation (IYF) announced the five-year anniversary of their global youth development initiative called "Make a Connection" and the addition of the Netherlands as the 20th country joining the program. With this latest country addition, Nokia's total financial commitment to the Make a Connection program so far is close to US\$23 million globally.

Since April 2000, Make a Connection has directly benefited more than 180,000 participating youth worldwide and indirectly another 1.8 million people in the communities where these young people live. From the beginning, the initiative has emphasized the development of life skills -- including self-confidence, responsibility and teamwork -- to empower young people to contribute to their communities and become competent and caring adults.

While each country program has its own unique elements, all 20 focus on positive youth development through a series of locally relevant activities. This includes programs such as in the Netherlands that will establish a network of youth press agencies to train disadvantaged young people as journalists; in Poland, to train and engage more than 3,500 youth in volunteer service; in Canada, to strengthen the personal and social skills of more than 15,000 Aboriginal youth; and in Brazil, where 1,000 dedicated young people volunteer as reading mentors to at-risk children.

Besides these impressive programs and results, Make a Connection has helped Nokia and IYF provide global leadership in developing corporate/NGO collaborations aimed at improving the conditions of children and youth in communities throughout the world. The Nokia/IYF program represents an innovative collaboration between the world's leader in mobile communications and one of the world's largest networks of youth-serving organizations with local affiliates in close to 70 countries and territories.

William Reese, IYF's President and CEO, sees the Make a Connection program as a cutting edge model of youth development with each organization contributing their respective core competencies. IYF focuses on program design, monitoring and impact assessment, while Nokia provides funding, staff volunteers, and community relations support for the program in each country.

Nokia does what it does best -- and we do the same," said Reese. "The bottom line is that positive life-skills development benefits the young people in the programs and where they live. Both Nokia and IYF are deeply committed to developing engaged, responsible citizens in communities worldwide."

According to Martin Sandelin, Nokia's Vice President, CSR and Community Involvement, both Nokia and IYF have spent considerable time planning their youth development approach. "In order for a global collaboration of this magnitude to work effectively, there has to be open, frank dialogue, clear strategic intent, strong 'political' will, and a willingness to take some risks. These are some of the 'must haves' for successful collaboration."

As part of IYF and Nokia's joint commitment to assess and improve the impact of its programs, the two organizations recently engaged Brandeis University in a comprehensive evaluation of its projects in the Make a Connection program. Comprehensive impact data is due early in 2006.

###

#### **About *Make a Connection***

Make a Connection, launched in 2000, is a global initiative of the International Youth Foundation and Nokia to promote positive youth development by giving young people an opportunity to make a connection to their communities, to their families and peers, and to themselves. The program improves young people's educational opportunities, teaches them life skills, and helps them make a positive contribution to their societies. Over the past five years, Make a Connection has equipped more than 180,000 young people with essential skills for life. Programs are now up and running in 20 countries, each tailored to country-specific needs. More information on Make a Connection can be found at [www.makeaconnection.org](http://www.makeaconnection.org)

#### **About the International Youth Foundation (IYF)**

The International Youth Foundation (IYF) is dedicated to supporting programs that improve the conditions and prospects for young people where they live, learn, work, and play. Since its founding in 1990, IYF has worked with hundreds of companies, foundations, and non-governmental organizations to scale up existing programs and build long-term strategic partnerships. Currently operating in close to 70 countries and territories, IYF and its partners have helped millions of young people gain the skills, training and opportunities critical to their success. More information on IYF can be found at [www.iyfnet.org](http://www.iyfnet.org).

#### **About Nokia**

Nokia has a positive impact on society that extends beyond the advanced technology, products and services the company creates. Through its cooperation with the International Youth Foundation and other regional philanthropic and social responsibility programs, the

company prepares young people to embrace opportunities created by the global economy and new technological advancements. The company has been an active regional contributor to youth and education causes for many years, with Nokia employees making their own contributions as volunteers in a range of programs throughout the world. More information about Nokia is available at [www.nokia.com](http://www.nokia.com)

**Media Enquiries:**

International Youth Foundation  
Karen Diakun, Vice President, Communications  
+1-410-951-2328, [kdiakun@iyfnet.org](mailto:kdiakun@iyfnet.org), [www.iyfnet.org](http://www.iyfnet.org)

Nokia  
Communications  
Tel: +358 7180 34900  
[www.nokia.com](http://www.nokia.com)