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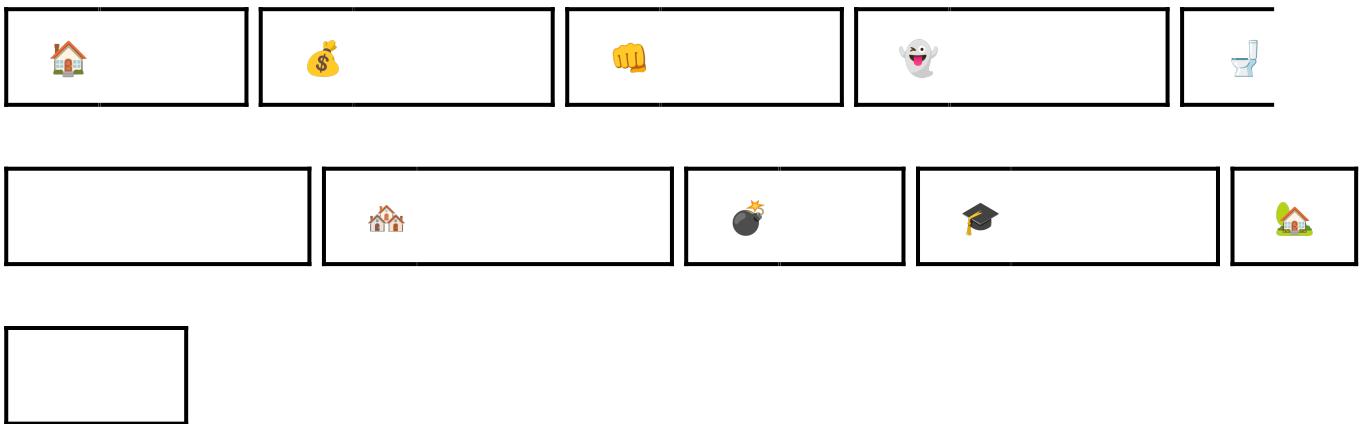


7 Cities, 1 Story

DATA NEWS LIVE

Youth Turn Numbers Into Change

"Information is Power (If You Know How To Use It)"



Three Data Types Model

Each card below demonstrates how to combine **Hard Data** (statistics), **Lived Data** (experiences), and **Missing Data** (gaps to investigate) into compelling stories for change.



Hard Data

Statistics & numbers that get attention from decision-makers



Lived Data

Personal experiences that make it human and authentic

?

Missing Data

Gaps in knowledge that show where action is needed

👉 Explore the 8 cards below to see this model in action



"Hard Data, Rich Stories"





POOR FAMILIES PAY DOUBLE FOR WATER, POWER, RENT — TONIGHT

WE EXPOSE THE SYSTEM



THE SHOCKING DATA



- | **172%** more for water in Nairobi slums vs. wealthy suburbs

| Source: [Cities Alliance - Slum Upgrading \(Feb 2021\)](#)



- | **5x** more for electricity in Kampala—even though Uganda has EXCESS supply!

| Source: [Columbia Univ - Affordable Energy \(June 2022\)](#)



- | **20%** more rent per m² for substandard housing

| Source: [Cities Alliance - Slum Upgrading \(Feb 2021\)](#)



YOUR MISSION

Expose WHO profits from the poverty penalty and HOW youth use data to fight



back!

★ KNOW YOUR CITY • KNOW YOUR COMMUNITY ★



YOUTH DATA JOURNEY

From Robbery to Revolution



Drag the blocks to rearrange them!

graph LR A["😡 THE PENALTY STRIKES"]

Poor Pay 172% MORE for Water!

Slum Families Robbed Daily"] B["📱 YOUTH MAP &

FIGHT

Collect Data in Settlements

RISE UP WITH PHONES!"] C[ NEGOTIATE & WIN

Present Proof to Authorities

Demand Fair Prices NOW!"] D[ THE CITY TRANSFORMED

Affordable Water Flows!

We Control Our Story!"] A -->| Data as Weapon| B B --

>| Community Proof| C C -->| Victory| D style A

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SPEAK OUT

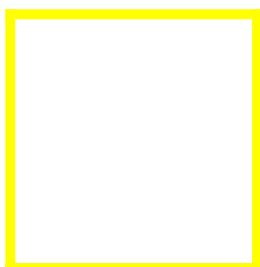
 **The Reality Check:** Ask participants: "How much of your family's income goes to water and electricity?" Have people stand if it's over 10%, then 20%, then 30%. Watch how many remain standing. This isn't just statistics—these are your neighbors choosing between drinking water and school fees. Discuss: What could families do with that money if utilities were affordable?

 **Data Comparison Challenge:** Write prices from wealthy neighborhoods on one board, slum prices on another. Have youth calculate the percentage difference in real-time. Ask: "Who sets these prices? Why is the same water cheaper in wealthy areas? What if we collected data from every neighborhood and showed it to the city council?"

 **The Poverty Tax Map:** Get 10 volunteers. Give 2 people full bottles of water (wealthy areas), give 8 people small cups (slums) but charge them MORE. Make it visual and absurd. Then ask: "What would happen if youth mapped every water point, every price, every vendor in this community? Could we negotiate as a collective?"

 **Flip the Script:** Challenge the audience: "The system says poor people are 'high risk' so they charge more. But if 172% more doesn't prevent poverty, who's really benefiting from this system? What if youth-collected data proved that fair pricing actually CREATES economic growth?"

"Data Rights Are Human Rights"





"Unity! Our Strength"



YOUNG WOMEN EARN FRACTION BUT DELIVER DOUBLE IMPACT —

WHAT HAPPENS WITH EQUAL ACCESS?



THE POWER DATA



Ghana: **77%** women vs **58%** men in vulnerable work

Source: [UK Gov - Ghana Policy \(Dec 2024\)](#)



Zambia: **139,400** women got \$225 grants → DOUBLED education targets!

Source: [World Bank - Zambia \(2024\)](#)



70% of 30 million jobs by 2030 MUST go to young women

Source: [Mastercard Foundation \(2024\)](#)



YOUR MISSION

Show how young women outperform EVERY projection when they get access!

★ EVERY STREET MATTERS ★



SISTERS & SIBLINGS RISING

From Excluded to Essential • All Genders Welcome



Drag the blocks to rearrange them!

graph LR A["😢 DOUBLE DISCRIMINATION"]

Women & Gender Non-Conforming Face Barriers

Break the Chains!"] B["📊 YOUTH MAP POWER"]

Map Opportunities & Gaps

DATA IS OUR VOICE!"] C[" ADVOCATE FOR

EQUALITY

Use Data to Demand Loans & Jobs

Challenge Systems Together!"] D[" WOMEN LEAD THE

CHANGE

Equal Access! Businesses Thrive

Sisters Rising!"] A -->| Map Injustice | B B -->| Amplify

Stories| C C -->| Empower All| D style A

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SPEAK OUT

 **The Ripple Effect Exercise:** Put one young woman in the center as an entrepreneur. Have others circle around her representing: her children (now in school), employees she hires, suppliers she buys from, customers who benefit, other women she mentors. Physically show how ONE woman with access creates opportunities for 10+ people. Ask: "What happens when we multiply this by 139,400 women? Why aren't banks seeing THIS data?"

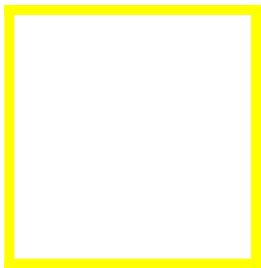
 **The \$225 Challenge:** Start with one participant holding \$225. Track it as it: pays school fees (education), buys inventory (business), employs neighbor (jobs), purchases from suppliers (local economy). Show how it becomes \$2,000+ in community value. Ask: "The World Bank says this grant DOUBLED education targets. Why do banks still call women 'high risk'? What if youth data proved otherwise?"

 **The Access Gap Visual:** Create two stacks of paper representing opportunities. Men: huge stack. Women: tiny stack. Have someone dramatically knock over the tiny stack. Then rebuild it BIGGER with the \$225 data. Discuss: "77% of women in vulnerable work isn't about ability—it's about ACCESS. What would youth-led data collection reveal about barriers? What solutions would YOUNG WOMEN design?"

 **The Banking Paradox:** Present this to the audience: "Banks say women are 'risky investments.' But the data shows women OUTPERFORM every projection. In Zambia, they doubled the targets. So who's really bad at assessment—women, or the banks? What if

youth mapped EVERY women-led business in this community and created our own credit rating system?"

"Information is Power"



"Know Your City"



THE GHOST ECONOMY RUNNING THIS CONTINENT — 85% OF

WORKERS DON'T EXIST!



THE GHOST DATA



85% of African jobs = officially INVISIBLE

Source: [ILO - Informal Economy \(Jan 2024\)](#)



| **95%** of employed youth work informally—productive ghosts!

| Source: [Mastercard Foundation/PASGR \(2024\)](#)



| **77%** WANT to formalize—NOT avoiding systems!

| Source: [Wikipedia - Komboni](#)



🎯 YOUR MISSION



Transform the invisible into the INDISPENSABLE through youth mapping!

★ DATA RIGHTS FOR ALL ★



GHOST TO GOLD

From Invisible to Indispensable



Drag the blocks to rearrange them!

graph BT A[" INVISIBLE WORK

85% Jobs Hidden, Youth Economies Ignored!

Count Us In!"] B[" MAP THE ECONOMY

Youth Survey Informal Jobs

PROVE OUR VALUE!"] C[" DEMAND

RECOGNITION

Show Data to Policymakers

Formalize & Fund Us!"] D[" VISIBLE & VALUED

Jobs Recognized! Loans, Rights, Growth

Our Hustle Builds Cities!"] A -->| Expose Truth| B B --

>| Build Evidence| C C -->| Transform Power| D style A

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SPEAK OUT

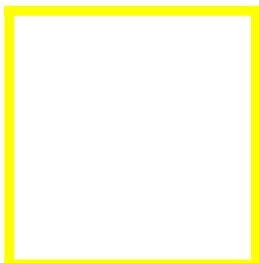
 **The Invisible Majority:** Get 10 people to stand. Ask "Who has ever sold something small—snacks, phone credit, clothes?" Watch 8-9 people stay standing. Say: "You're the 85%. You're productive. You're entrepreneurial. But to the government, you don't exist." Discuss: What if youth mapped EVERY informal business in one neighborhood? What would that data reveal about the REAL economy? Who would it empower?

 **The Recognition Census:** Do a live census: "Stand if you or your family member has a side hustle, sells goods, does casual work, or earns money that's not on paper." Count them. Say "Welcome to the 85%—you're running Africa's economy." Ask: "What would change if this work was RECOGNIZED? If you could get loans, business licenses, legal protection? How would youth-collected data make that happen?"

 **From Invisible to Invaluable:** Every time someone says "informal," have the audience snap their fingers (showing how common it is). Then reframe: Replace "informal" with "entrepreneurial," "flexible," "innovative." Discuss: The 77% who WANT to formalize aren't avoiding taxes—they're being ignored by systems. What if youth surveyed informal workers about what they actually need? Would policy look different?

 **Who's Really Out of Touch?:** Challenge the narrative: "If 85% of African jobs are informal, and 95% of youth work is informal, then who's 'normal'—us or the government? What if policymakers are the ones out of touch? What would happen if youth presented OUR data about OUR economy to them? Would they finally listen?"

"Hard Data, Rich Stories"





1 TOILET FOR 103 PEOPLE — THE SANITATION SCANDAL MAKING

SLUMS SICK



DIGNITY DATA



1:103 toilet ratio in Mukuru, Nairobi

Source: [Cities Alliance \(Feb 2021\)](#)



Cholera outbreaks ANNUAL—pit latrines empty into rivers

Source: [Cities Alliance \(Feb 2021\)](#)



2 HOURS wait for toilets—missing work & dignity

Source: [Cities Alliance \(Feb 2021\)](#)



YOUR MISSION

Show how youth GPS-mapping FORCES infrastructure investment!

★ EVERY STREET MATTERS ★



DIGNITY FOR ALL

From Shame to Sanitation • Safe Spaces for Everyone



Drag the blocks to rearrange them!

graph BT A["💩 SANITATION SHAME"]

No Toilets, Open Defecation, 31% Affected!

Dignity Denied!"] B["📱 YOUTH DEMAND DATA"]

Map Toilet Gaps Community-Wide

HEALTH IS POWER!"] C[""] FORCE

INFRASTRUCTURE

Present Maps to Leaders

Build Toilets Now!"] D[""] HEALTHY COMMUNITIES

Toilets Everywhere! No More Crises

We Build With Data!"] A -->| Reveal Crisis| B B -->|

Mobilize| C C -->| Win Dignity| D style A

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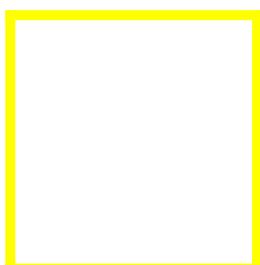
SPEAK OUT

 **The Waiting Game:** Line up 15 people for ONE bathroom. Set a timer for 2 minutes per person. Do the math together: "30 minutes for 15 people. Now multiply by 103—that's 3.5 HOURS. When do you go to work? When do kids go to school?" Then ask: "What if youth GPS-mapped every toilet in this settlement and presented the data to the city? Would they still say 'no budget'?"

 **The Cholera Exercise:** Give one person a sign saying "Cholera." Have them touch 10 people who dramatically "fall sick." Show how one contaminated water source affects entire communities. Discuss: "This happens ANNUALLY in Mukuru. It's preventable. What if youth mapped EVERY pit latrine that drains into water sources? Could that data force infrastructure investment? Could it save lives?"

 **The Dignity Walk:** Have someone walk across the room while others stomp loudly each time you say "toilet." Feel the discomfort. Then ask: "Imagine doing this every single day, waiting 2 hours, missing work, losing wages, losing dignity. What would youth-led sanitation mapping look like? Who would it hold accountable? What would change?"

 **The Body Count Question:** Challenge the audience: "1 toilet for 103 people. Annual cholera outbreaks. 2-hour waits. How many people need to get sick before it's officially a crisis? Or is it only a crisis when it happens in wealthy neighborhoods? What if youth documented EVERY sanitation failure with photos, GPS coordinates, health impacts? Would authorities finally respond?"





WHO'S GETTING RICH WHILE 200 MILLION LIVE IN SLUMS? FOLLOW

THE MONEY!



PROFIT DATA



200 MILLION in slums—61.7% urban (highest globally!)

Source: [ScienceDirect \(Aug 2023\)](#)



Nairobi: **60%** on only **5%** of land—who owns 95%?

Source: [Cities Alliance \(Feb 2021\)](#)



Zambia slums growing **12%/YEAR**—poverty is profitable!

Source: [Wikipedia - Komboni](#)



YOUR MISSION

Expose WHO profits and HOW youth mapping stops evictions!

★ KNOW YOUR COMMUNITY • DATA RIGHTS ★



HOUSING JUSTICE

From Exploitation to Rights • Home is a Human Right



Drag the blocks to rearrange them!

graph LR A["😡 EXPLOITATION TRAP"]

Evictions, Slum Growth, 200M in Slums!

Landlords Steal Homes!"] B["📱 MAP OUR RIGHTS"]

Youth Document Exploitation

SECURE OUR LAND!"] C["⚖️ CHALLENGE POWER

Data Forces Legal Protections

Stop Evictions!"



SECURE FUTURES

Rights to Homes! Communities Thrive

We Own Our Destiny!"] A -->| Count Losses| B B -->|

Fight Back| C C -->| Build Security| D style A

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🗣 SPEAK OUT

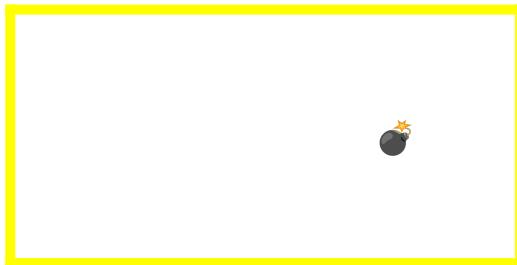
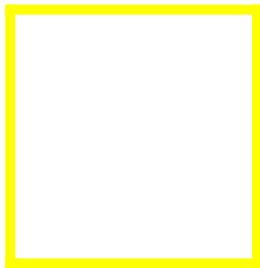
📄 **The Land Inequality Map:** Draw a large rectangle representing Nairobi. Mark off just 5% and cram 60% of participants into it. Leave the other 95% nearly empty. Physically feel the squeeze. Then tear up the small section dramatically. Ask: "Who owns that 95%? Why

are 60% of Nairobi residents squeezed onto 5% of the land? What if youth mapped EVERY landowner, EVERY empty plot, EVERY slum? Would that data force land redistribution?"

💰 **The Rent Extraction Chain:** Get 10 people to represent tenants, each holding money. Have them all pass their money to ONE person (landlord). Watch wealth concentrate. Then ask: "Slums are growing 12% per year in Zambia. That's not accidental—it's PROFITABLE. What if youth tracked where rent money goes? Who's getting rich from poverty? Could data expose this system?"

🚪 **The Eviction Shock:** Mid-discussion, suddenly point to half the room and shout: "You're evicted. NOW. No reason. No notice. GET OUT." Feel the injustice. Then discuss: "This is reality for 85% without legal rights. What if youth GPS-mapped EVERY household, documented how long they've lived there, collected their stories? Could that data become legal evidence for tenure rights?"

💬 **The Profit Paradox:** Challenge the narrative: "Politicians say 'slums are bad, we need to eliminate them.' But slums grow 12% yearly and house 200 million people. If they're so bad, why are they so profitable for landowners? Why do they persist? What if youth-collected data revealed WHO profits from keeping people in slums? Would that change policy?"





100 MILLION MORE BY 2030 — FUTURE GOLDMINE OR COMING

CATASTROPHE?

 EXPLOSION DATA

| **100 MILLION MORE** by 2030—7 years!

| Source: [Mastercard Foundation / World Bank \(2024\)](#)



| Need **15M jobs/year**—creating maybe 5M

| Source: [World Bank \(Oct 2024\)](#)



| By 2050: **1 in 3** young globally = African

| Source: [Mastercard Foundation / World Bank \(2024\)](#)



YOUR MISSION

FLIP IT—youth aren't problem, they're UNTAPPED POTENTIAL!

★ UNITY! OUR STRENGTH ★



YOUTH POWER BOMB

From Trap to Transformation • All Youth Deserve Work



Drag the blocks to rearrange them!

graph BT A[" MAP SKILLS & GAPS

Youth Track Job Data

CREATE OPPORTUNITIES!"] C[" ADVOCATE FOR

WORK

Data Demands Training & Jobs

Break the Trap!"] D[" THRIVING YOUTH

Real Jobs! Skills to Income

We Employ Ourselves!"] A -->| Expose Trap | B B -->|

Plan Escape | C C -->| Freedom | D style A

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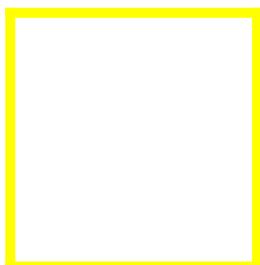
SPEAK OUT

 **The Population Bomb Countdown:** Set a timer. Every 5 seconds, have someone stand up. Watch the room fill. Say: "This is happening across Africa—100 million MORE youth by 2030. That's just 5 years away." Then ask: "Are we creating a demographic dividend or a disaster? What if youth OURSELVES mapped our skills, our ideas, our needs? What solutions would WE design that politicians aren't seeing?"

 **Musical Chairs Reality Check:** Set up 5 chairs. Get 15 people to compete for them when the music stops. Feel the desperation. Then explain: "Africa needs 15 million jobs per year. We're creating maybe 5 million. This isn't a game—this is youth reality." Discuss: "What if youth tracked EVERY job created vs. EVERY youth entering the market? Could that data pressure governments to act? What industries should we be pushing for?"

 **The Jobs Clock:** Set a timer to beep every 23 seconds. Each beep = another youth entering the job market. Feel the relentlessness. Count how many enter in just 2 minutes (5 youth!). Ask: "By 2050, 1 in 3 young people globally will be African. That's either Africa's century or Africa's crisis. What if youth used data to show WHERE jobs could be created? What sectors? What skills? Would investors listen?"

 **Reframe the Narrative:** Challenge the audience: "Headlines say 'youth unemployment crisis.' But flip it—we're not a PROBLEM, we're an OPPORTUNITY. 100 million more creative minds. 100 million more innovators. What if youth collected data proving OUR value? What if we mapped OUR skills, OUR innovations, OUR potential? Could we force the world to see us as the resource we are?"





MORE EDUCATION, LESS EMPLOYMENT — WHY DEGREES DON'T EQUAL

JOBS

PARADOX DATA



Kenya: **67%** youth unemployment despite most educated generation!

Source: [Fed of Kenya Employers](#)



1 MILLION enter market annually with NO relevant skills

Source: [Fed of Kenya Employers](#)



Malawi: 41% secondary, 9% higher ed—yet 24% in poverty

Source: [UN-Habitat](#)



YOUR MISSION

Expose diploma trap—schools teach theory, markets need SKILLS!

★ INFORMATION IS POWER (IF YOU KNOW HOW TO USE IT) ★



EDUCATION REVOLUTION

From Trap to Relevant Skills • Learning for Liberation



Drag the blocks to rearrange them!

graph LR A[" EDUCATION FAIL

80% Kids Can't Read, No Path to Jobs!

Learn to Lead!"] B[" MAP LEARNING GAPS

Youth Survey Schools

DATA FOR BETTER EDUCATION!"] C[" DEMAND

QUALITY

Push for Job-Link Training

Reform Systems!"

D[" JOBS FROM SCHOOL

Education = Employment! Skilled Youth Build

Future in Our Hands!"] A -->| Highlight Failure| B B --

>| Call for Change| C C -->| Success Path| D style A

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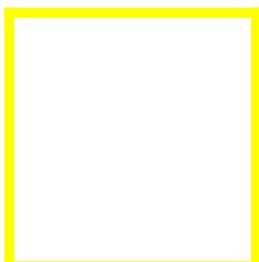
SPEAK OUT

 **The Skills Mismatch Game:** Create two columns on a board: "What Schools Teach" vs "What Businesses Need." Have youth shout out examples. Watch the disconnect. Then ask: "1 million Kenyan youth enter the job market annually with NO relevant skills. Who's failing—the students or the system? What if youth surveyed ACTUAL employers about what they need, then presented that data to education ministries? Could we force curriculum reform?"

 **The Diploma Dramatization:** Have someone hold a diploma certificate high and proud. As you list each failure stat (67% unemployed, no practical skills, outdated curriculum), have them slowly lower it until it drops to the ground. Then ask: "If education is supposed to be the key to opportunity, why does it keep opening the wrong doors? What would youth-designed technical training look like? What skills would WE prioritize?"

 **The Two-Hand Gap:** Ask: "Raise your hand if you or someone you know has a diploma/degree." (Many hands up). Then: "Keep your hand up if you/they have a job matching that education." (Most hands down). Feel that gap. Discuss: "In Malawi, 41% have secondary education, 9% have higher ed—yet 24% live in poverty. What if youth tracked graduation rates vs. employment rates? Would that data force accountability?"

 **The Education Paradox:** Challenge the assumption: "We have the MOST educated generation in African history. Yet we have the HIGHEST youth unemployment. How does that math work? What's broken? What if youth collected data from peers: What did you study? What job do you have? What skills do you wish you'd learned? Could we create our OWN skills database and training programs?"





ONLY 15% HAVE RIGHTS — MILLIONS FACE EVICTIONS. WHO REALLY

OWNS THE LAND?



OWNERSHIP DATA



Only **15%** have legal rights—evictions loom for 85%!

Source: [Cities Alliance \(Feb 2021\)](#)



Mukuru: 400,000+ residents with ZERO legal protection

Source: [Cities Alliance \(Feb 2021\)](#)



Youth GPS mapping PROVES claims—data WINS tenure security!

Source: [SDI Impact Innovation Initiative](#)



YOUR MISSION

Turn invisible residence into LEGAL RIGHTS through youth mapping!

★ DATA RIGHTS • KNOW YOUR CITY ★



LAND & BELONGING

From Theft to Tenure • Everyone Deserves Home



Drag the blocks to rearrange them!

graph BT A[" TENURE INSECURITY"]

Only 15% Have Rights, Evictions Loom!

Land is Ours!"] B[" MAP OWNERSHIP"]

Youth Document Claims

PROVE OUR ROOTS!"] C["⚖️ LEGAL FIGHT

Data Wins Titles & Laws

Secure Communities!"] D["✊ PROTECTED HOMES

Legal Rights! No More Fear

We Stand Firm!"] A -->| Uncover Theft| B B -->| Battle

Injustice| C C -->| Victory Land| D style A

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❓ SPEAK OUT

❓ **The Ownership Test:** Ask everyone: "Who here legally OWNS the land they live on?" Watch how few hands go up (only 15%). Then ask: "Who has lived in their home for 5+ years? 10+ years? 20+ years?" (Many hands). Feel the disconnect. Discuss: "You've built

homes, raised families, created communities—but you have ZERO legal rights. What if youth documented EVERY household's history? Could that become evidence for land rights? What would tenure security mean for your community?"

▣ **The Eviction Trauma:** Suddenly interrupt the session, point at half the room and shout forcefully: "LEFT SIDE—YOU'RE EVICTED RIGHT NOW! No reason given. No compensation. You have ONE HOUR." Feel the shock, anger, helplessness. Then debrief: "This is the reality for 400,000+ people in Mukuru alone. What if youth mapped every eviction, every forced demolition, every developer taking over land? Could that data expose the pattern? Force legal protections?"

📱 **The Mapping Power Demo:** Have youth use their phones to GPS-mark imaginary structures around the room. Show coordinates on screen. Explain: "This is what SDI youth did in Mukuru—they mapped 100,561 structures. That DATA proved people lived there. It became EVIDENCE. It won legal recognition." Ask: "What would happen if we mapped YOUR community? Every home, every business, every family history? Could data turn occupancy into ownership?"

💬 **From Squatters to Stakeholders:** Challenge the language: "Politicians call us 'squatters' or 'illegal occupants.' But if you've lived somewhere for 20 years, paid rent, built a home, sent your kids to school there—are you illegal, or are the LAWS unjust? What if youth-collected data showed occupancy histories, community investments, social networks? Could we force legal systems to recognize OUR reality? YES."

DATA NEWS LIVE

"When youth turn numbers into narratives, communities into cartographers, and statistics into strategies—they don't just report the news. They BECOME the news. They ARE the change."

INFORMATION IS POWER • UNITY! OUR STRENGTH • EVERY STREET MATTERS

Data Rights Are Human Rights