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Project Sinxay: UPSHIFT

Strategic framework for UPSHIFT on AI

UNICEF Laos

QUICK SNAPSHOT

Lao PDR

Youth in Laos

- *60% of the population is under 25, many with low skills.*
- *1 in 3 girls is married before 18, with limited opportunities to learn, work, and participate in decision-making about their lives*

Economic Reality

Surrounded by neighboring countries with faster economic growth, Laos is experiencing a growing brain drain among its young people

UNICEF Laos New CPD

Included a specific pillar on adolescence, positioning UPSHIFT as a flagship programme to empower and skill adolescent girls and vulnerable young people.



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UPSHIFT filling gaps in Laos

With practical, transferable and digital skills, and connect young people to meaningful opportunities

UPSHIFT under Project Sinxay

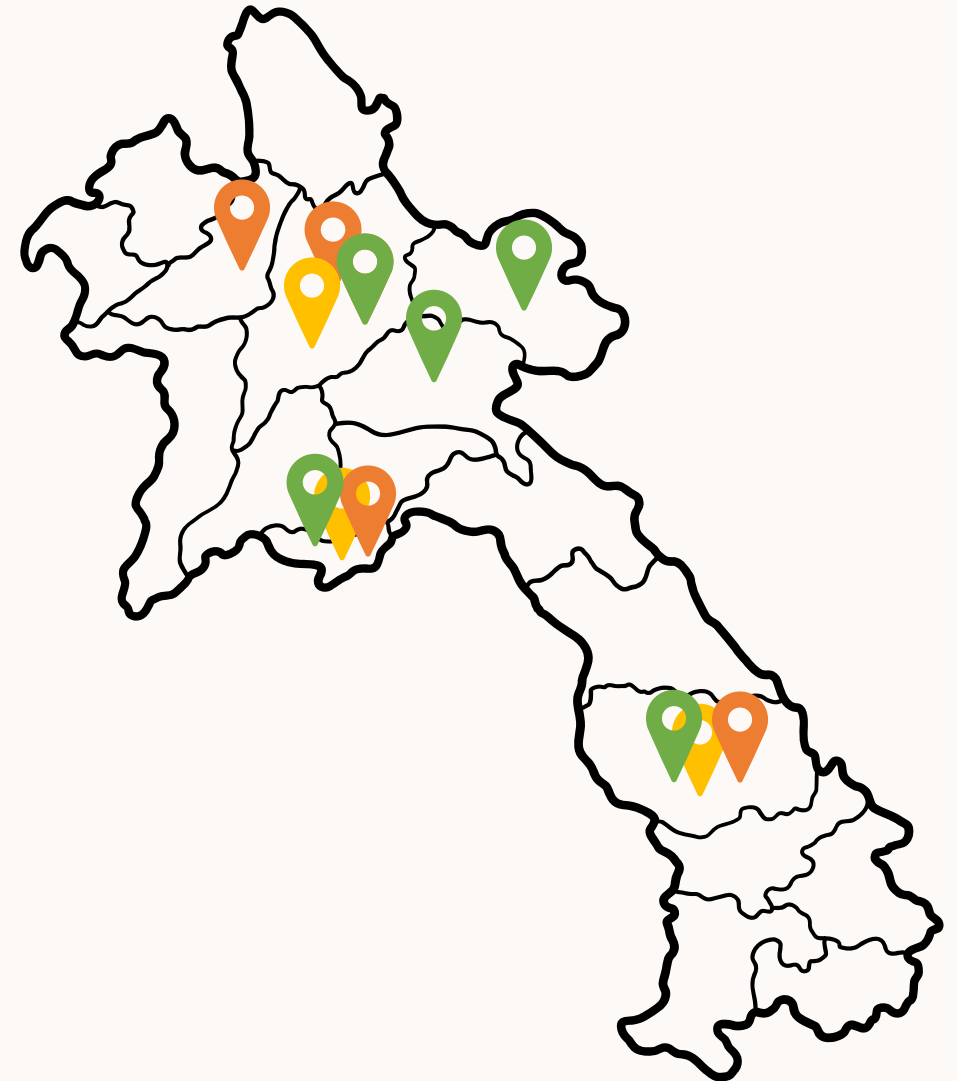
Project Sinxay is UNICEF Laos' broader youth engagement initiative with the **Lao Youth Union**, linking several initiatives like the youth-led action initiative and UPSHIFT to provide a transferable skills-building package for Lao youth to help them become leaders and changemakers, opening up more future opportunities for them



UPSHIFT so far.

UPSHIFT has been implement since 2024 under Project Sinxay branding.

- ✓ *Trained 283 young people, including 66% girls*
- ✓ *Implemented 55 social innovation projects in Vientiane, Luangprabang, Savannakhet.*
- ✓ *18 projects received seed funding from UNICEF*
- ✓ *Enabled 4 projects to secure additional funding from NGO/INGO partners*



How can we address these challenges and meet young people where they are?

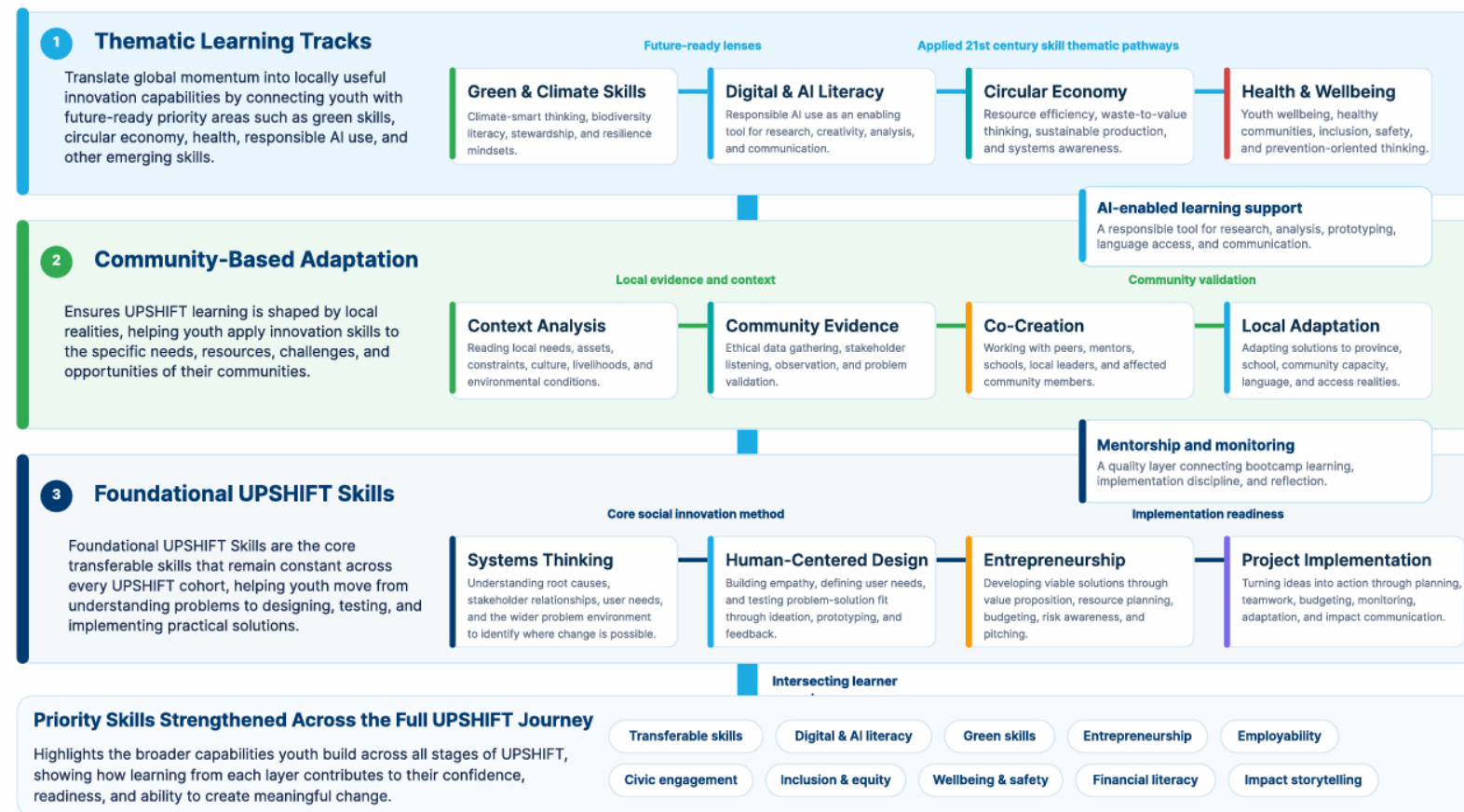
Use AI to support, not fabricate, impact evidence

Using AI to empower young people, not replace their creativity to connection with their community.

Develop locally grounded curriculum, not one-size-fits-all approaches

Learning modules should be adapted to the local context instead of using the same content everywhere.

UPSHIFT Curriculum in Laos



As UPSHIFT focuses on solving community problems, the curriculum should be *flexible and adaptable*.

AI Integration.



UPSHIFT Laos uses AI as *a supportive tool* to help young people explore and develop solutions while maintaining hands-on learning through activities such as brainstorming, teamwork, and supervision by expert.

AI literacy before AI
production

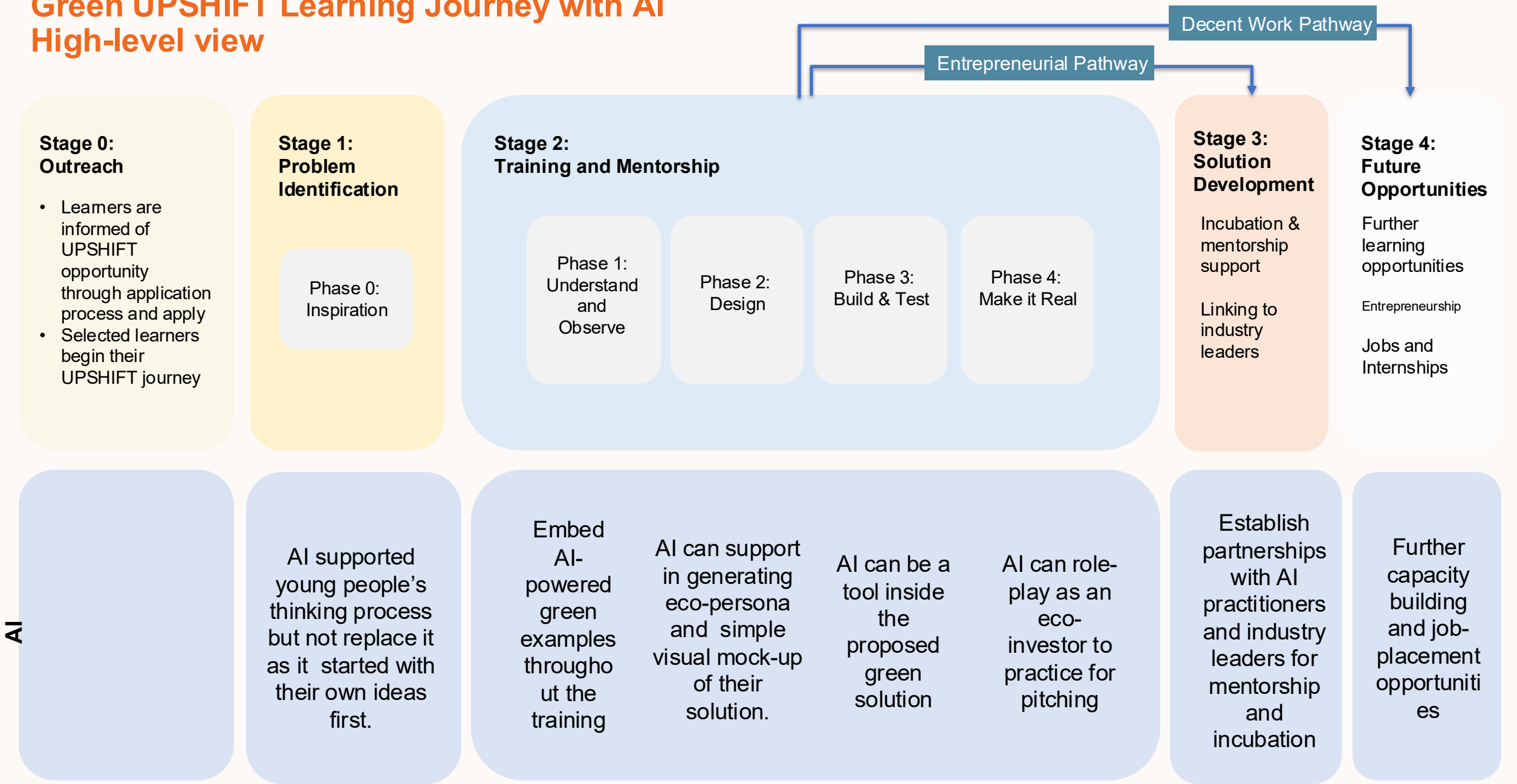
Human checking of AI
outputs

Use local evidence as the
source of truth

Validate AI ideas through
field data

Green UPSHIFT Learning Journey with AI

High-level view



Learning process with AI

- **What AI can and cannot do**
- **Ethical and responsible use**

- How to question AI outputs
- AI as learning support, not replacement

1. Learn

- **AI for data collection and analysis**
- **AI for solution mapping and ideation**

3. Gather Evidence

- **AI for prototyping**

- Break a project idea into tasks and milestones
- Draft monitoring indicators and risk responses
- Prepare team updates for mentors
- Refine project narrative after feedback

5. Prototype

Create impact



2. Understand Local Problems

- **AI in social innovation and global case studies**
- **AI for problem understanding with UPSHIFT tools**
- Problem Tree, 5 Whys, stakeholder mapping, personas
- Data collection planning

4. Co-create solutions

- **AI for solution refinement and feasibility checks**
- Drafting workplans, budgets, risk registers
- Turning judge feedback into improvement actions
- Improving reports and presentation clarity

6. Implement

- Promotion campaign ideas and content calendars
- Poster, image, caption, video script support
- Audience-specific community messages
- Impact storytelling and final reflection support

UPSHIFT AI Integration Roadmap

A layered roadmap for integrating AI across the UPSHIFT learner journey, from orientation and problem discovery to project management, implementation, promotion, and impact reporting.

16 AI-INTEGRATED
MODULES

121 YOUTH ENGAGED

24 PROJECTS
DEVELOPED

11 PROJECTS
SUPPORTED

	PHASE 1 Hybrid Orientation Launch readiness, team formation, basic UPSHIFT roadmap, and first exposure to responsible AI. Orientation plus hybrid camp foundation.	PHASE 2 Bootcamp Problem validation, solution design, AI-assisted prototyping, and pitch development. Two-week fieldwork followed by onsite bootcamp.	PHASE 3 Project Management Planning, budget, monitoring, risk, reporting, communications, and mentor support. Winning team readiness for implementation.	PHASE 4 Project Implementation Community delivery, promotion campaigns, progress tracking, storytelling, and final learning. Two-month implementation and mentorship cycle.
CORE UPSHIFT MODULES	FOUNDATION • UPSHIFT objectives, expectations, timeline • 4H team-building and early problem identification • Problem Tree, 5 Whys, stakeholder mapping, personas • Data collection planning	DESIGN SPRINT • How Might We and goal statement • Developing final solutions • Resource and finance mapping • Pitching techniques and expert feedback	DELIVERY SETUP • Project planning for implementation • Communication and digital media plan • Reporting and mentoring guidelines • Monitoring tools and risk plan	COMMUNITY ACTION • Community coordination and activity delivery • Bi-weekly progress updates • Mentor coaching twice per month • Final reporting and lessons learned
AI LEARNING LAYER	INTRODUCTION TO AI • What AI can and cannot do • Ethical and responsible use • How to question AI outputs • AI as learning support, not replacement	AI FOR INNOVATION • AI in social innovation and global case studies • AI for problem understanding • AI for data collection and analysis • AI for solution mapping, ideation, prototyping	AI FOR PLANNING • AI for solution refinement and feasibility checks • Drafting workplans, budgets, risk registers • Turning judge feedback into improvement actions • Improving reports and presentation clarity	AI FOR CAMPAIGNS • Promotion campaign ideas and content calendars • Poster, image, caption, video script support • Audience-specific community messages • Impact storytelling and final reflection support
HOW STUDENTS USE AI	• Explore biodiversity and climate problems • Ask better questions about root causes • Practice prompts in a guided setting • Compare AI suggestions with local reality	• Organize field notes and interview findings • Identify patterns and insights from data • Generate and compare solution options • Create simple prototypes and pitch visuals	• Break a project idea into tasks and milestones • Draft monitoring indicators and risk responses • Prepare team updates for mentors • Refine project narrative after feedback	• Create campaign content for target audiences • Translate technical ideas into clear public messages • Summarize progress and beneficiary feedback • Improve final reports, presentations, stories
STUDENT OUTPUTS	• Team profile and shared challenge area • Initial problem statement • Stakeholder and persona map • Community data collection plan	• Evidence-based problem-solution fit • Solution map and prototype concept • Resource and finance map • Pitch deck and pitch delivery	• Implementation workplan • Budget and resource plan • Monitoring and reporting template • Risk plan and digital media plan	• Campaign materials and outreach posts • Mentor progress logs • Beneficiary and partner data • Final report and learning summary
WHY IT IS EFFECTIVE	AI is introduced early as a practical thinking partner while UPSHIFT tools keep students grounded in real community needs and ethical digital practice.	Students move from assumptions to evidence-based solutions. AI helps them organize data, ask stronger questions, map options, and communicate ideas more clearly.	AI reduces planning friction for youth teams by helping structure tasks, risks, budgets, and reporting while mentors maintain quality and accountability.	AI strengthens public communication and reflection, helping teams explain their solutions, reach audiences, and document implementation results.
QUALITY & SAFEGUARDS	• AI literacy before AI production • Human checking of AI outputs • Use local evidence as the source of truth	• Validate AI ideas through field data • Avoid copying unsupported AI claims • Include mentor and peer feedback loops	• Mentor review before implementation • Budget and risk plans remain team-owned • Track AI use in planning and reporting	• Protect consent, privacy, and community dignity • Review campaign content before publishing • Use AI to support, not fabricate, impact evidence

AI Capability Progression

- Know AI: concepts, limits, ethics.
- Use AI: prompt, organize, analyze, ideate.
- Manage with AI: plan, monitor, report, adapt.
- Communicate with AI: campaign, story, reflect.

Recommended Measurement

- Pre/post AI confidence and responsible-use checks.
- Quality of problem statements and data plans.
- Prototype readiness and pitch rubric scores.
- Progress, reach, partners, reporting quality.

Roadmap Principle

AI is integrated as a guided support layer inside UPSHIFT methods. Students remain decision-makers, local evidence is the source of truth, and mentors ensure responsible, feasible, community-centered use.

Supervision.



UPSHIFT alumni

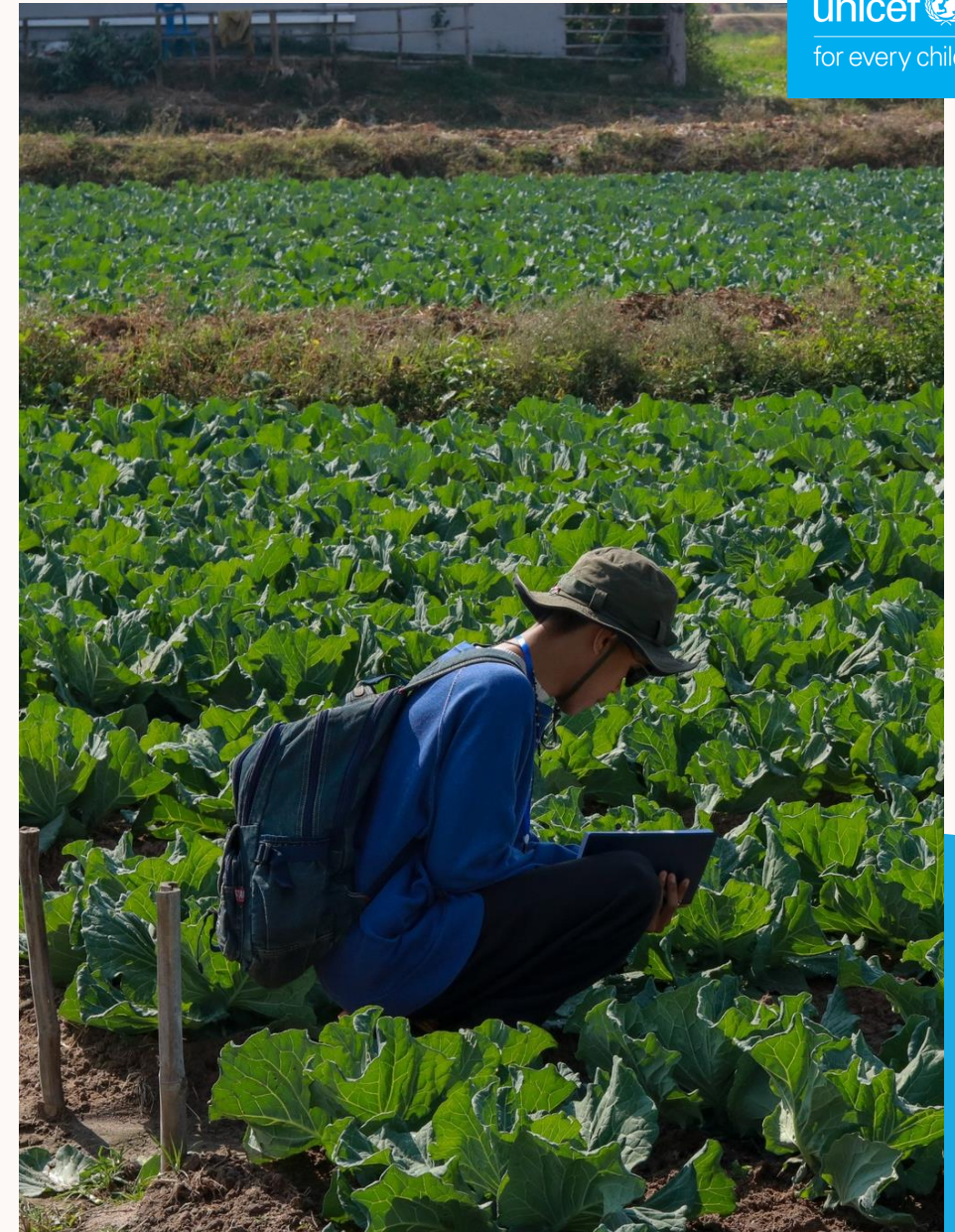
To support young people throughout the project period

Local Expert

Climate, Biodiversity, AI and tech experts

UPSHIFT for future.

- **Scale through teachers by building their capacity to teach young people in schools:** build capacity of teacher to be able to teach young people within the school.
- **Embed UPSHIFT within government SME support pathways:** to help young people develop entrepreneurial skills and transform ideas into sustainable initiatives



ໂຄງການສົມໄຊ: UPSHIFT

THANK YOU!

