

Pamela Coke-Hamilton
Executive Director

Ref: C347

Geneva, 08 August 2025

Dear Excellency,

The International Trade Centre (ITC) is pleased to announce the call for application for the Youth Ecopreneur Programme (YECO) 2025, in partnership with the G20 Global Land Initiative under the United Nations Convention to Combat Desertification (UNCCD). This pioneering initiative mobilises young entrepreneurs, empowering them to become pivotal forces for climate action and climate justice.

In our collective pursuit of inclusive and sustainable development, the engagement of youth in spearheading the green transition is paramount. YECO 2025 is crafted to nurture young innovators below the age of 35, guiding them through a comprehensive developmental journey that includes a Global Bootcamp, an Accelerator stage, and culminates in the Youth Ecopreneur Awards, all embedded in our Ye! Community, the global community for young entrepreneurs.

The Programme emphasises sustainable land management and ecological restoration, aiming to equip young leaders with the necessary tools, mentorship, advocacy skills, community engagement opportunities, and market linkages to scale their endeavors. A special focus will be placed on supporting female entrepreneurs and participants from least developed countries (LDCs), small island developing states (SIDS), and landlocked developing countries (LLDCS).

I kindly request your support in promoting YECO 2025 within your country and networks. The [website](#) provides further details about the Programme, including application criteria, structure and application form. We prepared a [social media kit](#) with the promotional material. The application period ends on the 14th September 2025. Ms. Milena Niehaus of the ITC Youth and Trade team (mniehaus@intracen.org) serves as a focal point to provide further details.

I believe that through collective efforts, we can amplify the impact of this initiative and inspire young ecopreneurs globally to apply.

Thank you for your attention and support in promoting this opportunity.

Yours sincerely,



Pamela Coke-Hamilton