New Ideas and Approaches for Designing Youth Employment Projects
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Working with the Private Sector at Scale

Tashmia Ismail-Saville
Youth Employment Service
South Africa
YES Green Engine
A YES community production model, work where it matters

Skills and Small Business Development:
- Aquaculture
- Horticulture
- Aquaponics
- Business Management

Transfer of Skills:
Each selected youth to mentor 2 community members per month

Training:
1 month SETA accredited Horticulture theoretical training

Community Farmers

YES Container Farmer

Aggregation

Small Business Urban Farmers

Community Retail

Community Export via Offtakers
Integrating Refugees

Anita Tiessen
Youth Business International
Turkey
As a result of Syria’s destructive civil war, over 4 million Syrians have been displaced. Ghazal, a former school teacher, is one of them.

In order to develop her first product and create her team she attends a Bootcamp in Gaziantep

Later Ghazal attends a further Design Thinking Training in Gaziantep covering core entrepreneurship skills including ideation and market research

Ghazal attends one of the Imece Introductory Trainings in Gaziantep, this is her first exposure to entrepreneurship

Ghazal starts working closely with the Imece team and mentors after the bootcamp, including attending a Hackathon.

After six months working on her product, Ghazal is eligible for the Imece Start-up Accelerator. She applies for the programme and receives professional mentorship and financial support

After a few more months, Ghazal improves her entrepreneurship skills and is able to start her first enterprise. She attends a demo day where she is connected to investors

Ghazal
27 Years Syrian Refugee
Supporting Young Workers in the Informal Sector

Adam Grunewald
Lynk
Kenya
Objective: Provide dignified and sustainable livelihoods for informal sector workers

Uniqueness: Microfranchising for services expands work opportunities and income

Key Learning: The sector needs entrepreneurship infrastructure not entrepreneurship
Serving Youth in Fragile, Conflict & Violent (FCV) Contexts

Kari Reid
Gaza Sky Geeks, Mercy Corps
• **Gaza Sky Geeks Objective:** To empower Palestinians with all the resources needed to earn an income online

• **Our Innovation:** GSG has tapped into the skill of experienced Gazan freelancers and their desire for a community, along with partnerships with *Upwork* and *Payoneer*, to teach hundreds of skilled young people annually to work online

• **Learning:** GSG is not just a training program; we’ve learned that building a community—with physical space, positive environment, spirit of volunteerism, and a support network—is just as important as formal upskilling
Applying Behavioral Insights to Nudge behavior Changes

Loren Crary
Educate!
Rwanda
Biggest Reform Challenge → Making change in policy = Change on the ground

3 STEPS to Systems Change & Sustainability

1. Support Government to Change Policy
2. Train Teachers to Change Behavior
3. Support Government Change Incentives (Exams)
Sustainability and Cost-Sharing

Patrick Morton
Generation
India
Launched in 2015, Generation seeks to close the skills gap for young people.

Our mission is to support disconnected **young people** to build thriving, sustainable careers and to provide **employers** the highly skilled, motivated talent they need to improve business outcomes.

One key to sustainability is viewing **employers as clients**: serving youth sustainably means consistently demonstrating value to employers.
Sustainability and Cost-Sharing

Katia Cerwin
Program Valentina
Guatemala
PAY-IT-FORWARD

Business Model

Exponential growth: 2 – 4 – 8 – 16 – 32 and so on...
in 20 steps we can impact 1 Billion young adults
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Preparing Youth for Digital Jobs

Heather Gilberds
Digital Opportunity Trust
Rwanda
By harnessing the power of youth, Digital Opportunity Trust’s Digital Ambassador’s Program (DAP) is supporting the growth of a digitally literate citizenry in Rwanda in partnership with the Rwandan Ministry of ICT. ICTs are increasingly recognized as vital drivers of economic and social inclusion, with enormous potential for improving lives and livelihoods. Yet, access to and use of ICTs is deeply unequal, which risks exacerbating inequalities and exclusion. DAP is designed to foster digital growth and inclusion, as a mechanism for preparing youth for the jobs of the future and driving economic growth in increasingly digital economies.

Africa’s youth--more active, tech savvy, entrepreneurial and connected than ever before-- are passionate about creating local solutions to social challenges, and eager to lead Africa’s social and economic transformations from within. In DAP, young innovators and entrepreneurs are conduits of digital transformation. Through a youth leadership incubator, young “Digital Ambassadors” (DAs) are supported to design and launch social innovations and enterprises that center on digital innovation, while also developing community leadership and employment skills and expertise by training other youth to use ICTs in order to access digital services such as fintech, e-learning, and e-government services. As such, the program has a powerful multiplier effect.

An important driver of success was co-design with youth. All project elements and content were developed in collaboration with youth using human-centered design principles. Despite the program’s success in driving digital adoption and increasing the ability for participating youth to access jobs, numerous barriers to uptake remain. Access to and use of digital technologies is deeply unequal, with marginalized youth falling further behind in the face of technological advancements. Targeted multi-stakeholder initiatives are required to overcome barriers, such as efforts to reduce cost of access, increase skills acquisition and increase ownership of Internet-capable mobile devices.
Taking a Sectoral Approach

Angela Venza
International Youth Foundation
Panama
NEO: AN ECOSYSTEMS APPROACH

DEMAND-DRIVEN PROGRAMMING

GAP: LIFE SKILLS & CAREER GUIDANCE

SCHOOLS
YOUNG PEOPLE
COMMUNITY GROUPS
LOCAL SERVICES
EMPLOYERS
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Social Entrepreneurship

Gemma Wilson-Clark
UPSHIFT, UNICEF
Kosovo
**MOBILIZATION**

- Intensive field outreach through multiple vectors
- Outreach and Introductory training containing:
  - Ethnographic & Qualitative Research
  - Problem Identification
  - Causal Analysis

**SOCIAL IMPACT WORKSHOP**

- **Observe**: Community Needs Assessment, Interview and Survey Protocol, Problem Definition
- **Understand**: Causal Analysis, User-Centred Design, Segmentation (customers vs. beneficiaries)
- **Design**: Asset Mapping
  - Brainstorming, Creative Ideation, Customer Journey, Concepting, Visual Modelling, Product/Market Fit
- **Build and Test**: Rapid Prototyping, User Testing
- **Make it Real**: Inputs Capabilities, Budgeting
  - Metrics and Monitoring Framework, Pitching

**IMPLEMENTATION & ACCELERATION**

- **Planning**: Proposal Development, Communications Planning, Organizational Structure & Design
- **Financial Management**: Accounting and Financial Literacy, Tax Planning, Procurement
- **Execution**: Deployment and Implementation
- **Monitoring & Reporting**: Monitoring and Financial Reporting

**SOCIAL VENTURE WORKSHOP**

- **Research**: Industry Research and Substitute Product Analysis
- **Strategy**: SWOT Analysis and Key Success Factor
- **Business Model**: Business Model Toolkit (i.e., social value proposition, social impact measures etc.)
- **Business Plan**: Lean Canvas and Agile Startup Methodologies
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Serving Rural Youth

Syeda Shehrbano Kazim
Pakistan Poverty Alleviation Fund
Pakistan
Creating the Ecosystem for Graduation

One stop solution providing systematic, long term, multi-pronged support maximizing chances of success of youth
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Serving Rural Youth: Design thinking for rural institutional coordination

Gloria Cid
W4P, La Caixa Foundation
India; Mozambique & Peru
**OBJECTIVE:** To promote innovative solutions for employment among women and young people in rural environments in India, Peru and Mozambique, building up capacity for innovation, impact and sustainability.

**LEARNINGS:** “There is no innovation without deep listening”

- How can we generate new employment opportunities if we don’t know what think the people who are working with?
- How can we solve complex problems such as employment with linear solutions?
- How can we innovate if our programs leave no margin for failure?

**UNIQUENESS:** OPEN INNOVATION PLATFORMS