

## Project Name: Youth Employment Service (YES)

**Organization(s):** Youth Employment Service

**Dates of Implementation:** 2018 - ongoing

**Country:** South Africa

**Strategic partners:** South African Corporates (currently 350+) and Government

**Website:** [www.yes4youth.co.za](http://www.yes4youth.co.za)

**Project description:** YES is a technology-based non-profit corporation (NPC) established to create youth jobs in South Africa. The program has a national focus using technology and digital platforms to scale; and as a conduit between youth, the employer and economic advancement.

YES delivers rigorous digital training through behaviorally based content loaded onto handsets given to youth at placement. Content is delivered through zero-rated apps on phones provided to youth, youth progress is monitored through big data analysis which is fed through digital surveys which youth complete over their year long work experience.

YES provides paid twelve-month employment through corporate sponsorships that create new work opportunities in high unemployment regions. This is achieved through a demand side value chain approach to job creation. This program is focused on job creation by supporting the development of Small, Medium, and Micro Enterprise's (SMMEs) given they are the major absorbers of unemployed, lower skilled youth.

**Target Population:** Black unemployed youth, aged 18-35, living in high unemployment regions

### **Results to-Date and/or Target Results:**

YES is completely self-funded via an innovative use of Enterprise Development funding, youth placement fees and a lean operating model. YES was able to set up systems and operations until its revenue streams came online in October 2018 after the publishing of a legislated practice note. This partnership between government and business resulted in the creation of a unique B-BBEE benefit through the South African Department of Trade and Industry which allows companies to gain one or two levels up on their B-BBEE scored.

To-date, 19, 000 youth work experiences have been committed to by over 350 corporates who have registered to create youth employment opportunities for a 12-month period. 15, 664 Youth have actually been placed in jobs thus far, whilst 104, 000 have registered on the Youth portal.

From a Youth perspective, YES tracks jobs success by race, gender, region, learning and growth via the digital training platform. Other indicators include:

- Completion of the 12-month work readiness program
- CV and a reference letter
- Creation of professional digital profile through LinkedIn partnership
- Absorption rate post 12-month experience
- Correlation between the completion of the learning modules and the absorption rate
- Monitoring and understanding Youth behavioral changes over the 12-month period

From a corporate perspective, success is tracked by the ability of the corporate to achieve and benefit from the related government incentives. Other indicators include:

- The absorption rate of the Youth posts the 12-month experience
- Value addition benefits created by YES via the corporate supply chains
- Brand and marketing value through participation in YES program
- The correlation of SMME growth and sustainability due to created market access

### Interesting Features & Innovations

-is a large-scale innovative collaboration between government and business to drive youth employment. YES worked with govt on a policy change which provides benefits to companies who invest in youth employment to achieve higher affirmative action scores

-Provides one-year paid employment opportunity with technological and learning support.

-Participants are provided with a YES smartphone that serves as a learning tool as well as a monitoring and evaluation platform to share experiences and peer learnings. It furthermore connects youth to digital networks and builds technological literacy.

-Community-based ecosystem – **"The YES community hub model"** – creates an enabling and supportive environment for small businesses, stimulates local innovation and generates a positive economic spillover for communities .