

Project Name: Harambee Youth Employment Accelerator

Organization(s): Harambee Youth Employment Accelerator

Country: South Africa

Dates of Implementation: 2011-2021

Partners: National Treasury, Yellowwoods Social Investments, Gauteng Provincial Government, The MasterCard Foundation, The Rockefeller Foundation, Michael and Susan Dell Foundation, JP Morgan, DG Murray Trust, First Rand Empowerment Foundation, Ford Foundation, USAID

Website: <http://harambee.co.za/harambee/>

Brief Project Description:

The Harambee Youth Employment Accelerator provides work readiness and skills training for young South African work seekers as well as employment and intermediation services for partner employers. Harambee has a dedicated management team focusing on partnering with employers and seeking out their needs and demand for youth entry-level workers. These key account managers also conduct a thorough diagnostic on the conditions of jobs that will open up, the skills they'll require, the expectations out of the youth, their salary, among other aspects. A benchmark is established on the requirements for the employer's positions and this is later used to match the Harambee beneficiaries with the jobs.

Harambee deploys a variety of sourcing mechanisms including community teams, and screens candidates (telephonically and onsite) using a social means profile. Harambee is currently conducting a randomized evaluation of the relative effects of different types of signaling in the labor market as well as another, testing the network effect of LinkedIn and associated workplace outcomes

Target Population:

Harambee targets young work seekers, at risk of long-term unemployment, with potential to integrate into the formal economy. These candidates are identified as: South Africans between 18 and 28 years old; have never had sustained formal sector employment; educated in a township/rural school, and now out of the formal education system; living in a poor household with low/no levels of employment and high reliance on state support for basic needs.

Results to-Date and/or Target Results:

Key Indicators for Harambee include:

- Change in employment rate of beneficiaries
- Number of beneficiaries employed in each sector
- Number of work-seekers supported
- Number of beneficiaries trained
- Pay increase of beneficiaries
- Promotions for beneficiaries
- Retention and transition rates of beneficiaries

Interesting Features & Innovations:

- Hard-nosed diagnostics of sectors and employers allows for personalized training and job matching. The focus is on sectors that battle to find young people with right qualities, and face high staff turnover.
- Charge employers a fee so they have a mutual interest in seeing Harambee succeed.
- Implements sophisticated job matching using psychometrics based assessments of youth.
- "Bridging program" model for skills training provides beneficiaries with a setting as close as possible to the job they will be joining.