

# Integrated Approaches to Youth Employment



# Youth Inclusion in the Digital Economy

WORLD BANK SUPPORT TO KHYBER PAKHTUNKHWA,  
PAKISTAN

Presented by: Emcet Tas, World Bank

# Context

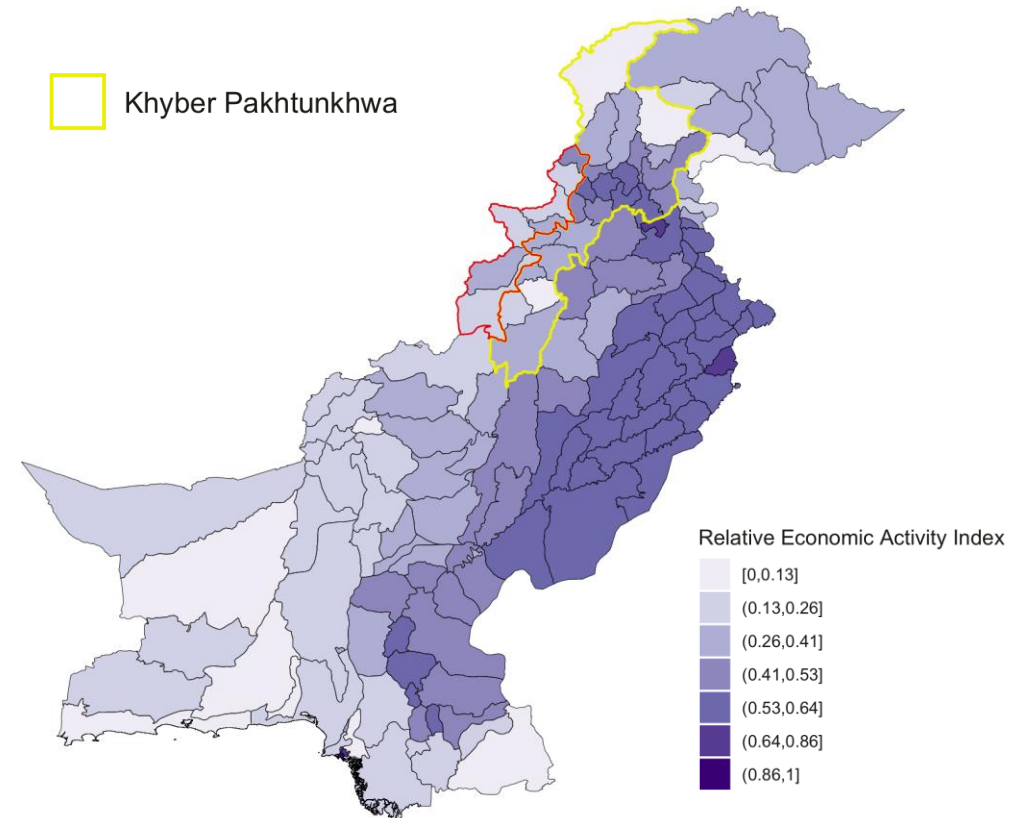
- ▶ **Youth bulge in an economically underdeveloped province coming out of conflict**

- ▶ Province with the largest youth population in Pakistan
- ▶ 20 million youth (< 30 years) making up half the population
- ▶ Unemployment rate at 12 percent

- ▶ **Talent pool compatible with demands of digital economy**

- ▶ Half of the population speak English as a second language
- ▶ Over 78 universities and 6000+ university graduates in IT fields
- ▶ Ranked #4 for freelance development work in the world
- ▶ Highest per capita rate of skilled freelancers in Pakistan

- ▶ **Semi-autonomous government agency with a mandate on digital jobs**

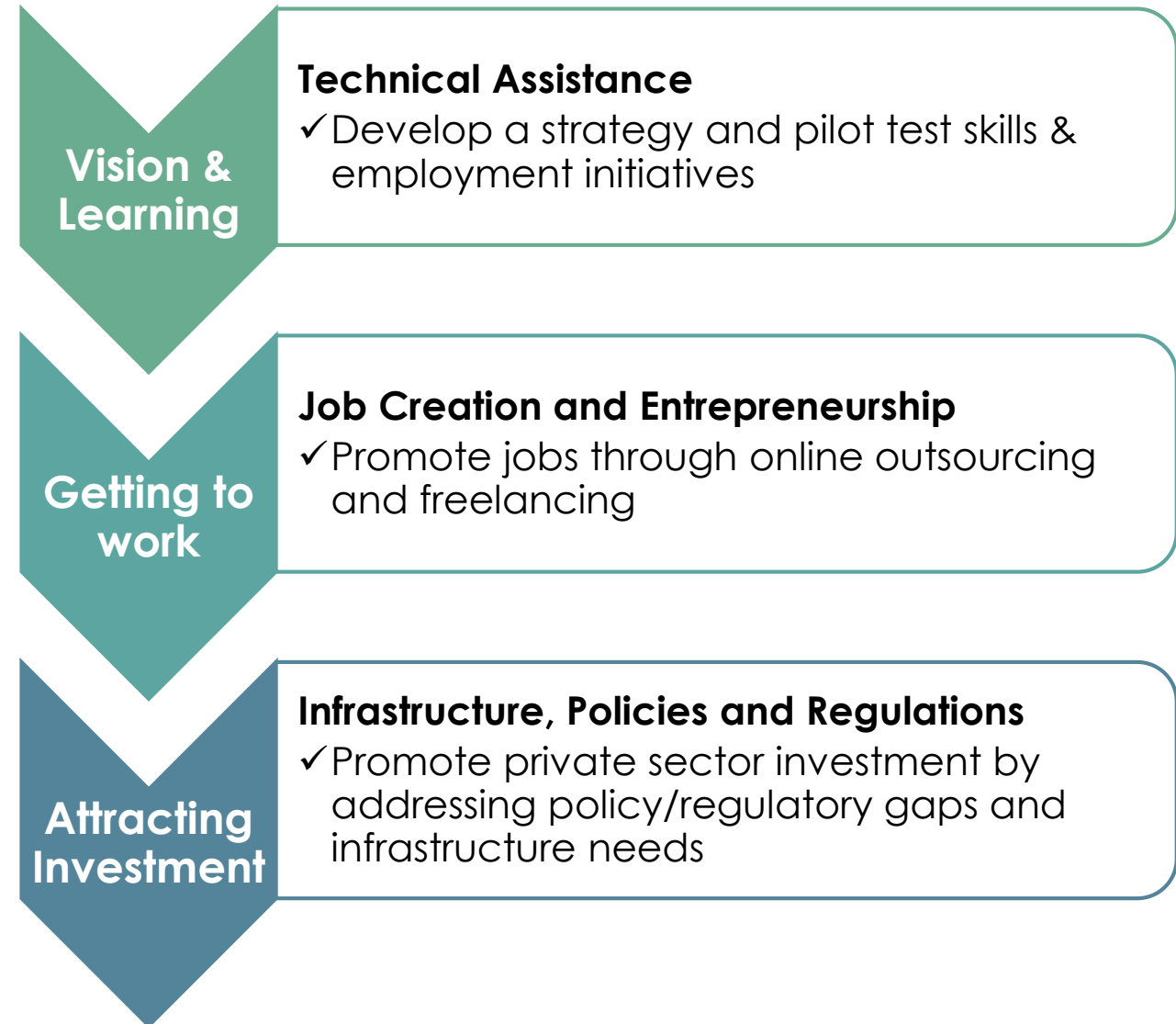


**Economic Activity Index for Pakistan**

Note: Rescaled sum of Economic Activity Indicators: nightlights and irrigation  
A higher value represents higher level of economic activity

# Three-Phase Approach to Promoting Youth Inclusion in the Digital Economy

- ▶ Leveraging the World Bank instruments to develop an integrated program that addresses demand- and supply-side constraints



# Setting a Strategic Vision, Testing and Learning

- ▶ Developed Pakistan's first provincial **Digital Strategy** which has since been adopted as Government Policy
- ▶ Promoted investor interest in the province through **Digital Youth Summits** conducted annually
- ▶ Trained youth in **digital skills** ranging from basic digital literacy to advanced skills in Graphic Design, WordPress, Data Science and Internet of Things
- ▶ Piloted government-run **employment program** including by building co-working spaces for freelancers
- ▶ Improved services for provincial agencies through an **innovation fellowship program**

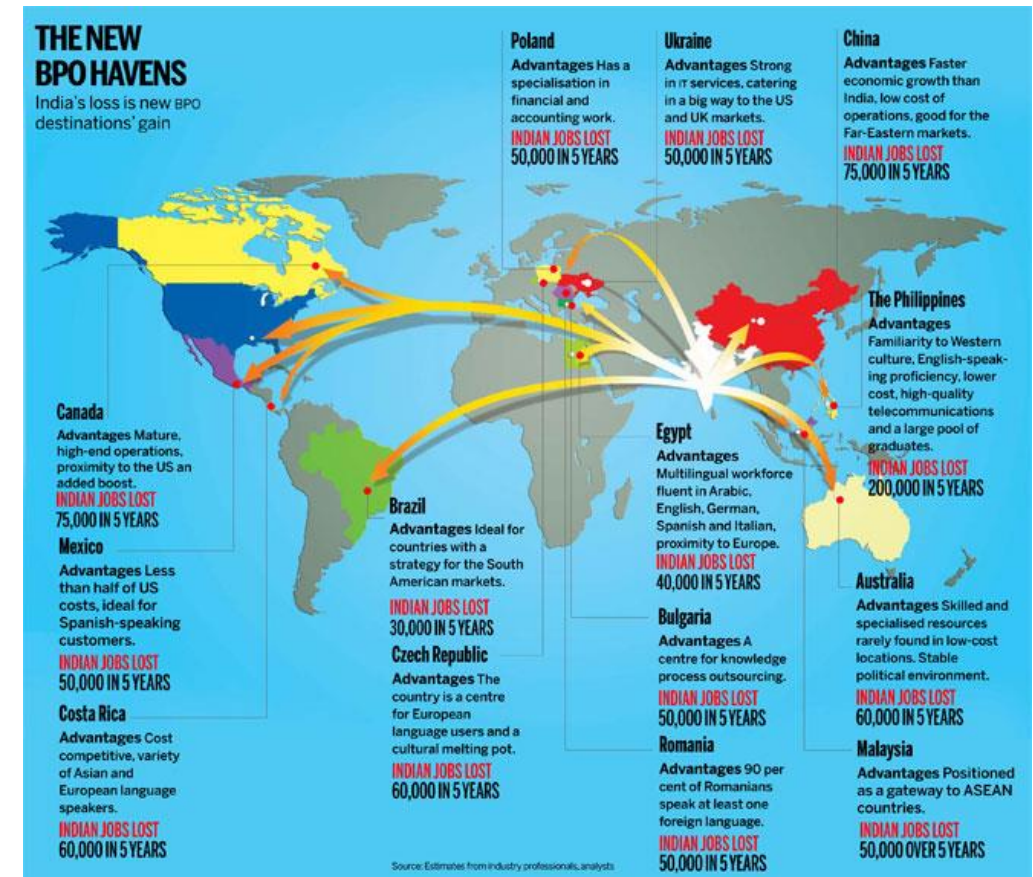
**Khyber Pakhtunkhwa  
Digital Policy**



**durshal+** Community Innovation Lab  
A Project of KPITB

# Getting youth to work

- ▶ Leverage Pakistan's growing role in the global **Business Process Outsourcing (BPO)** industry to create jobs through BPO-ready spaces
  - ▶ Global Services Location Index (2017) ranks Pakistan at 30 out of 55
  - ▶ Competitive costs of operation estimated 30% lower than India
- ▶ Promote digital entrepreneurship and freelancing through an **online platform partnership** to match jobs to trained youth
- ▶ Expand the network of publicly available, **gender-inclusive co-working spaces** to promote women's inclusion in the digital economy
- ▶ Additional financing to promote access to finance for entrepreneurs through a **seed funding facility**



# Promoting growth and development of the digital economy

## ▶ **Expand Broadband Connectivity**

- ▶ Develop fiber-to-home network in major cities across the province
- ▶ Ensure that internet access is affordable and inclusive

## ▶ **Build Citizen Facilitation Centers**

- ▶ Consolidate back-end digital services necessary for digitization of services
- ▶ Provide an enabling environment and facilities for private sector development
- ▶ Provide citizens with one-stop shops to receive common public services in an automated way

## ▶ **Promote investment-friendly Policies and Regulations**

- ▶ Sustain the digital transformation and promote private sector investment and expansion of digital networks









# THE YOUTH ECONOMIC INCLUSION PROJECT IN TUNISIA

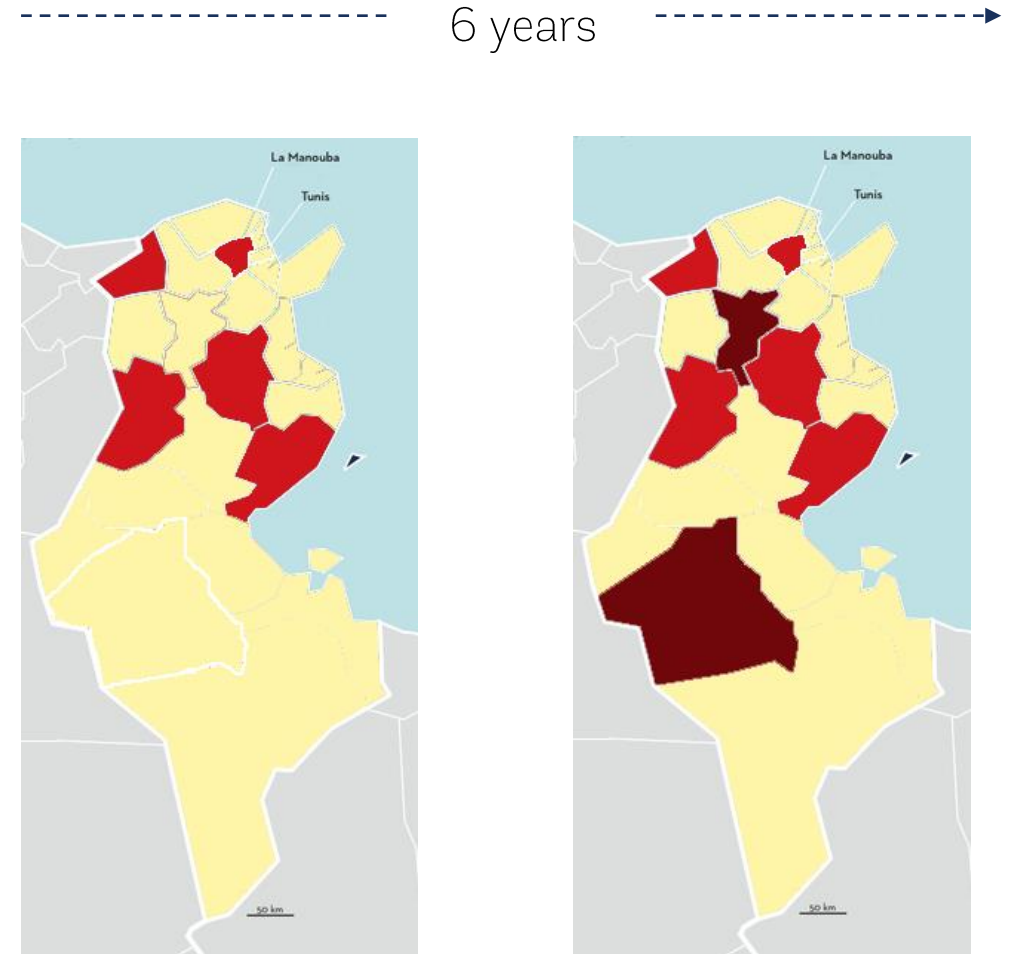
Presented By: Johanne Buba, World Bank

# A INNOVATIVE PROJECT FOR YOUTH EMPLOYMENT

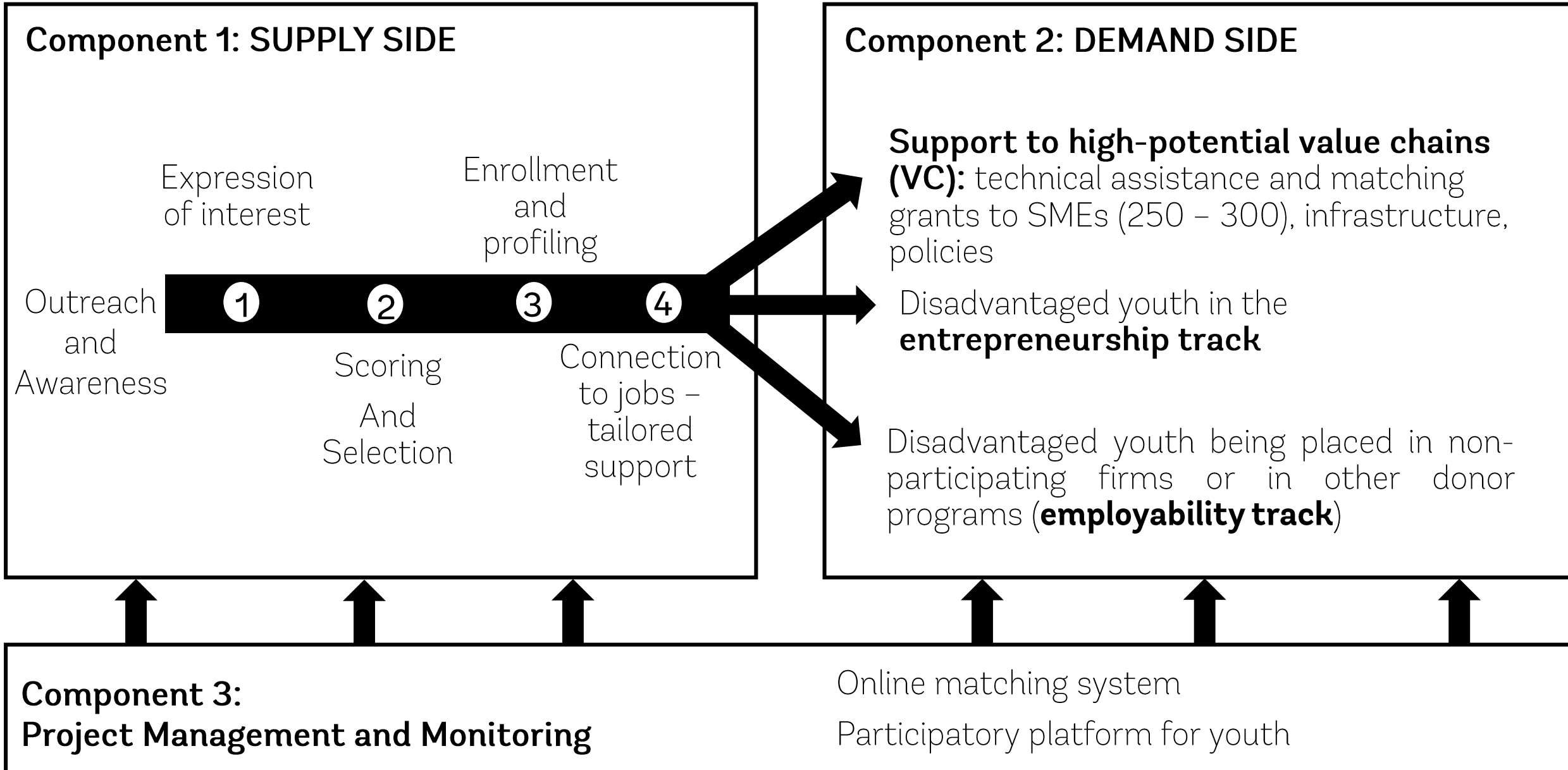
**USD 60 million** over **6 years** to enhance the economic opportunities for **10,000 youth** from disadvantaged families in **7 governorates** (**2 phases**), under the Ministry of Employment

## A PILOT:

- Away from supply-driven approaches to an integrated approach: 250 – 300 SMEs being supported;
- New way of supporting job seekers in Tunisia: externalization and performance based contract;
- New curricula for disadvantaged youth.



# 3 COMPONENTS



# OF THE IMPORTANCE OF AN INTEGRATED APPROACH



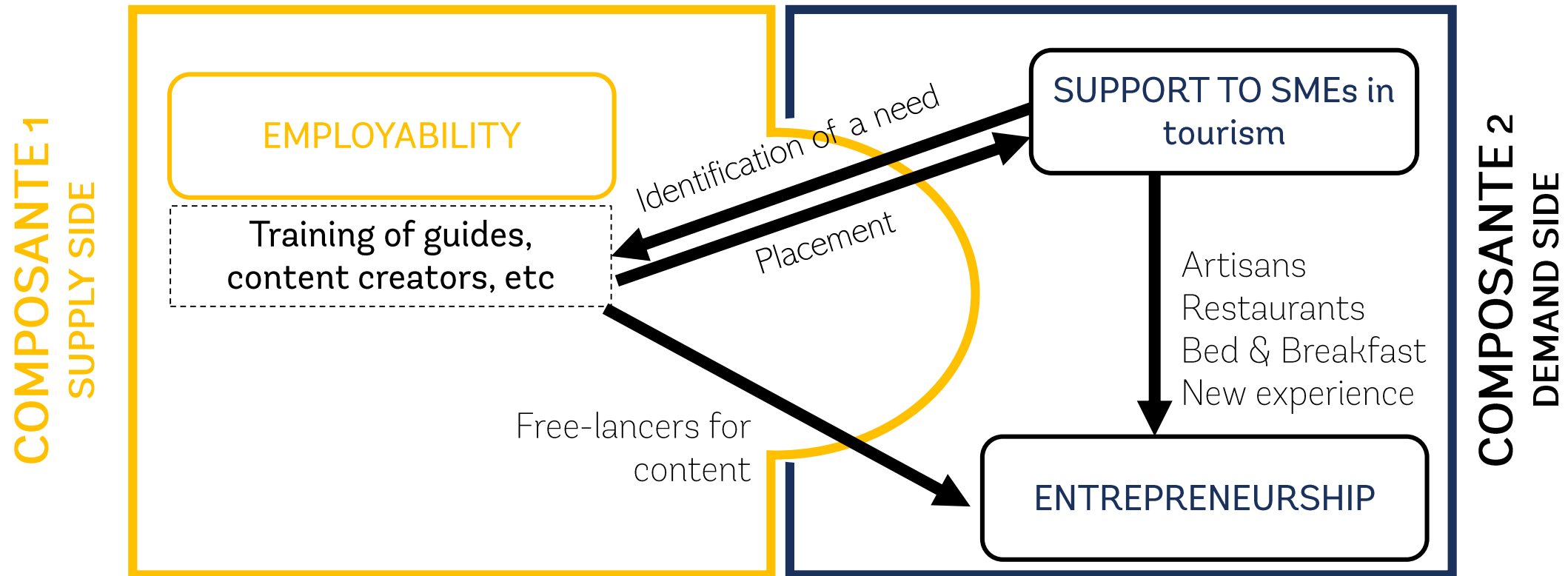
**SUPPLY SIDE**

**DEMAND SIDE**

# ONE IMPLEMENTING AGENCY

- ✓ Additional jobs from supported SMEs being posted on the project portal
- ✓ Incentives to SMEs to employ youth from the supply side
- ✓ Planning for skills training possible based on the business plans submitted by SMEs
- ✓ Identification of small-scale businesses under the value chain analysis (for youth in the micro-entrepreneurship track)

# CREATION OF TOURISTIC EXPERIENCES



- Youth trained based on firms' need
- Enhanced access to these jobs for a population that would not have had access to a job otherwise

- Lower search cost for firms
- Business ideas better integrated in the local economy (more viable)

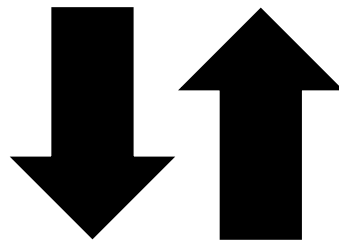
# SUPPORT TO THE GIG ECONOMY

## SUPPORT TO SMEs (COMPOSANTE 2)



Technical assistance  
Matching grants in tranches  
Post-creation support  
Close Monitoring

- Lower cost to search for workers and train workers
  - Better retention rate



- Enhanced access to jobs for a population that would not have had access to a job otherwise

Benefits  
of  
integrated  
approach

## SUPPORT TO YOUTH (COMPOSANTE 1)



Selection  
Skilling of future independent workers  
Follow-up

# CONCLUSIONS

- ✓ Important benefits of integrated approaches: more pragmatic, possible incentives schemes, better knowledge of the local economy
- ✓ Leads to higher employment rate, bridges the skill gap and lowers cost for firms
- ✓ BUT REQUIRES: multi-sectoral teams (implementing agency as well as World Bank), coordination with high management skills to lower the complexity





# TAKING A PLATFORM APPROACH TO INTEGRATION IN BANGLADESH

Thomas Farole  
Lead Economist, Jobs Group, World Bank

*S4YE PARTNER SUMMIT 2019*  
*April 10-11, 2019*

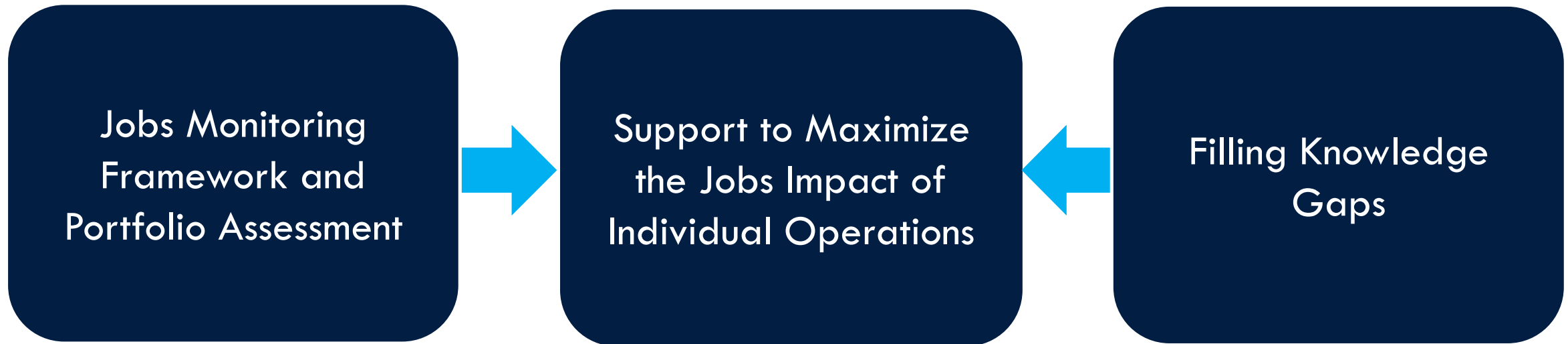


# Jobs Platform -- snapshot

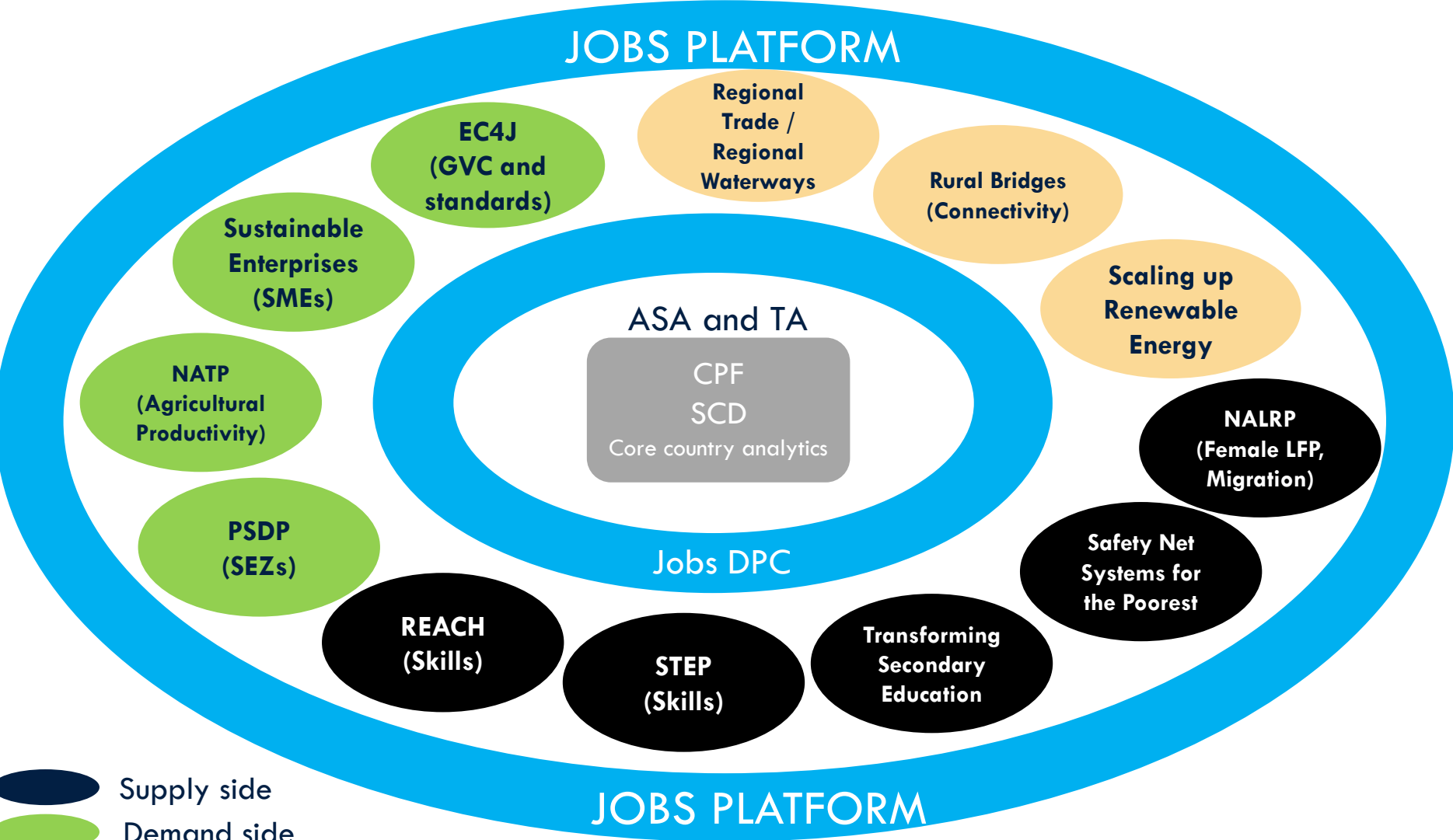
## WHAT IS IT?

- Objective: to improve the coordination and delivery of WBG activities in order to maximize their impact on the quantity, quality, and inclusiveness of jobs.

## HOW IS IT DELIVERED?



# Integration at the portfolio level: bridging and coordination



Challenges identified from portfolio assessment:

1. Insufficient attention to LFP – esp for skilled youth
2. Spatial mismatch – urban, lagging regions, overseas migrants
3. Lack of bridging policy support

- Supply side
- Demand side
- Enabling

# Integration at the project level: bridging demand and supply side interventions

## JOBS DEVELOPMENT POLICY CREDIT

Modernizing the Trade and Investment Environment

Strengthening Systems that Protect Workers and Build Resilience

Improving Policies and Programs that Enhance Access to Jobs for Vulnerable Populations

## EXPORT COMPETITIVENESS FOR JOBS PROJECT

Market Access Support Program

-- ESQ compliance and support to connect SMEs to Global Value Chains in leather, footwear, plastics and engineering sectors

Productivity Enhancement Program

-- Technology access, training and skills development (incl targeted services for women) in leather, footwear, plastics and engineering sectors



# Integration at the strategic level: from Employment Strategies to Jobs Strategies



International  
Labour  
Organization

## Key Objectives on Jobs

INCREASING THE PACE OF FORMAL JOB CREATION

RAISING THE QUALITY OF JOBS (BOTH FORMAL AND INFORMAL)

CONNECTING VULNERABLE GROUPS TO JOBS

MACRO ECONOMY AND  
THE BUSINESS  
ENVIRONMENT

LABOR MARKETS AND  
SKILLS

SECTORAL AND SPATIAL  
POLICIES

# Postcards from Casablanca

Cross-Border Approaches on Integration

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*Manjula Luthria*

# We'll always have Paris

---

*~40 percent of Moroccan emigration had been to France until the 1970s*

# Here's looking at you, kid

---

*Youth Unemployment*

*44 percent of WAP/unemployment rate at 22 (M), 38(F)*



# Of all the gin joints in the world she walks into mine

---

*Pick a country in Europe*

*Pick a sector – important to both countries?*

*Chicken and egg story- Supply first or demand first?*

# Round up the usual suspects

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*ANAPEC, GIZ, BMZ, Goethe Institute, German Federal Employment Agency, Embassy, Vocational Training Experts, DEHOGA, Chamber of Industry, Senior Expert Service*

# Beginning of a beautiful friendship

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*Twinning arrangements*

*Shift in mindsets*

*Capacity enhanced*

*Regulations clarified and simplified*

# Play it again, Sam

---

*Scaling up, replicating in other sectors*



**CE3**

**A VEHICLE OF CHANGE TO EMPOWER  
COMMUNITIES IN RURAL SUBSAHARAN AFRICA**

Presented by:  
Gabriella Oken & Khethiwe Nkuna

# CONNECTIVITY, ELECTRICITY, & EDUCATION FOR ENTREPRENEURSHIP (CE3)

## AN ECONOMIC ACCELERATION MODEL THAT EQUIPS ENERGY CONSTRAINED COMMUNITIES WITH ACCESS TO ELECTRICITY, AND POWERS A BUSINESS INCUBATOR TO STRENGTHEN THAT CUSTOMER BASE.

### 1. Establish an Anchor Community

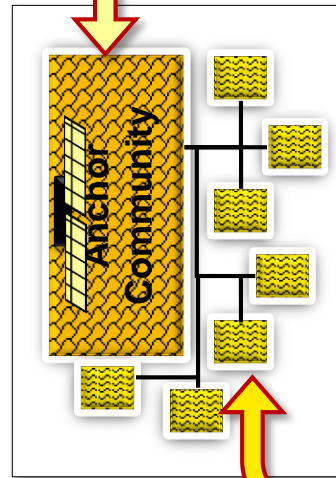
Off-grid energy system is installed at a local institution that has signed an agreement to:

- maintain the equipment and
- Consume ~70% of the energy generated

“Local institution” can be a school, clinic, agricultural or business cooperative



How the Model Works...



### 2. Power local businesses

20% solar energy is sold to local entrepreneurs enabling them to run more efficient businesses with more affordable power

#### Case Study: David Akena

CE3's first paying customer, Pabbo

David runs an electronic repair business in Pabbo, Northern Uganda. Originally, a diesel generator provided David's business with 1-2 hours of power each day limiting the number of repairs completed. Now, through

CE3 solar, David's business has 6-10 hours of power each day allowing David to complete more repairs and earn more revenue.



- ✓ Energy tariff is informed by community affordability, system OPEX + capital outlay
- ✓ Anchor tenant and businesses are charged monthly based on total consumption
- ✓ Tariff payments are deposited into “sustainability” account that is used to cover ongoing operations, maintenance, repairs and replacement parts of microgrid
- ✓ Each iteration of the model factors 5-10% contingency to cover unforeseen costs and/or components of the connectivity and entrepreneurship OPEX
- ✓ Use of sustainability funds is managed by a project steering committee – comprised of representatives from anchor tenant, business community, and implementing partners

### 3. Incubate new enterprises, skill and facilitate employment

10% of the electricity produced powers a business incubation center that provides community members with access to entrepreneurship training, ICT training, as well as internet, mentorship and microfinance resources. The center helps entrepreneurs startup businesses that then use power from the micro grid.

# ACCENTURE HAS DEPLOYED THE CE3 MODEL ACROSS **EIGHT RURAL COMMUNITIES IN SUBSAHARAN AFRICA** DRIVING THE UPSKILLING OF MORE THAN **4,000 PEOPLE AND 2,000 EMPLOYMENT OPPORTUNITIES**

## South Africa

**Total Microgrids Deployed:** three  
**Grid Sizing:** 10-55KW  
**Technology:** solar-diesel gensets with battery back-up  
**Anchor Tenant(s):** Agricultural Cooperatives



**913** people electrified  
**100** cooperative enterprises incubated through CE3 business center  
**987** jobs created through incubated businesses

## Northern Uganda

**Total Microgrids Deployed:** five  
**Grid Sizing:** 1.5-30KW  
**Technology:** solar and solar-diesel gensets with battery back-up  
**Anchor Tenant Type(s):** Schools



**2,500** people electrified  
**329** enterprises incubated through CE3 business center  
**573** jobs created through incubated businesses

# CASE STUDY: MAHLABENI COMMUNITY

UMKHANYAKUDE DISTRICT, NORTHERN KWAZULU-NATAL

Pack house enables:

- coop to process, package, store yields
- Smallholder farmers to sell-off yields
- Coop to achieve commercial-scale yields

CE3 Business Incubation provides:

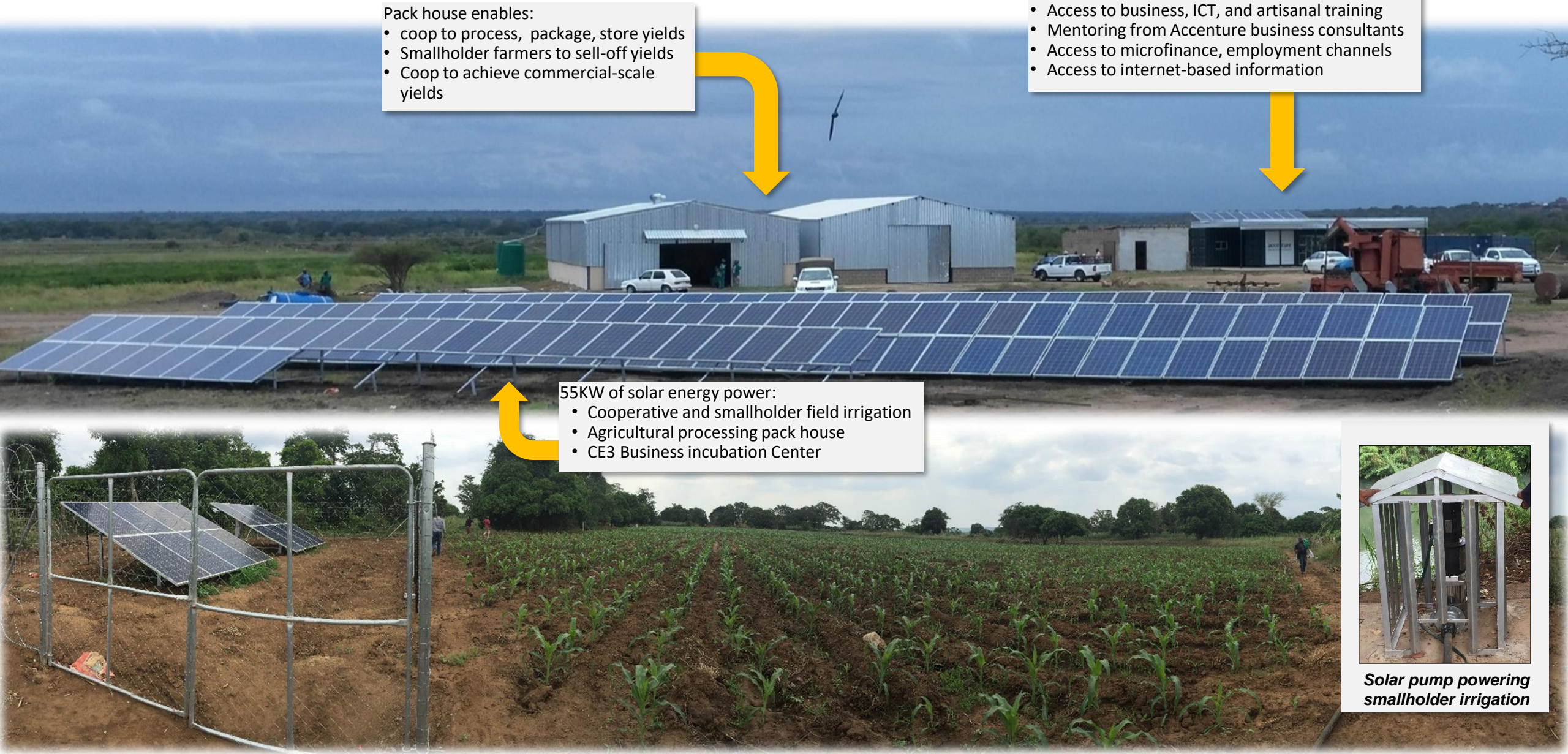
- Access to business, ICT, and artisanal training
- Mentoring from Accenture business consultants
- Access to microfinance, employment channels
- Access to internet-based information

55KW of solar energy power:

- Cooperative and smallholder field irrigation
- Agricultural processing pack house
- CE3 Business incubation Center



Solar pump powering smallholder irrigation





# CE3-INCUBATED ENTERPRISES



Asibahleng Youth Organisation  
@Asibahleng

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- ▶ Enhancement and protection of Social Justice in employment
- ▶ We ensure that there is an appropriate and transparent Arbitration process
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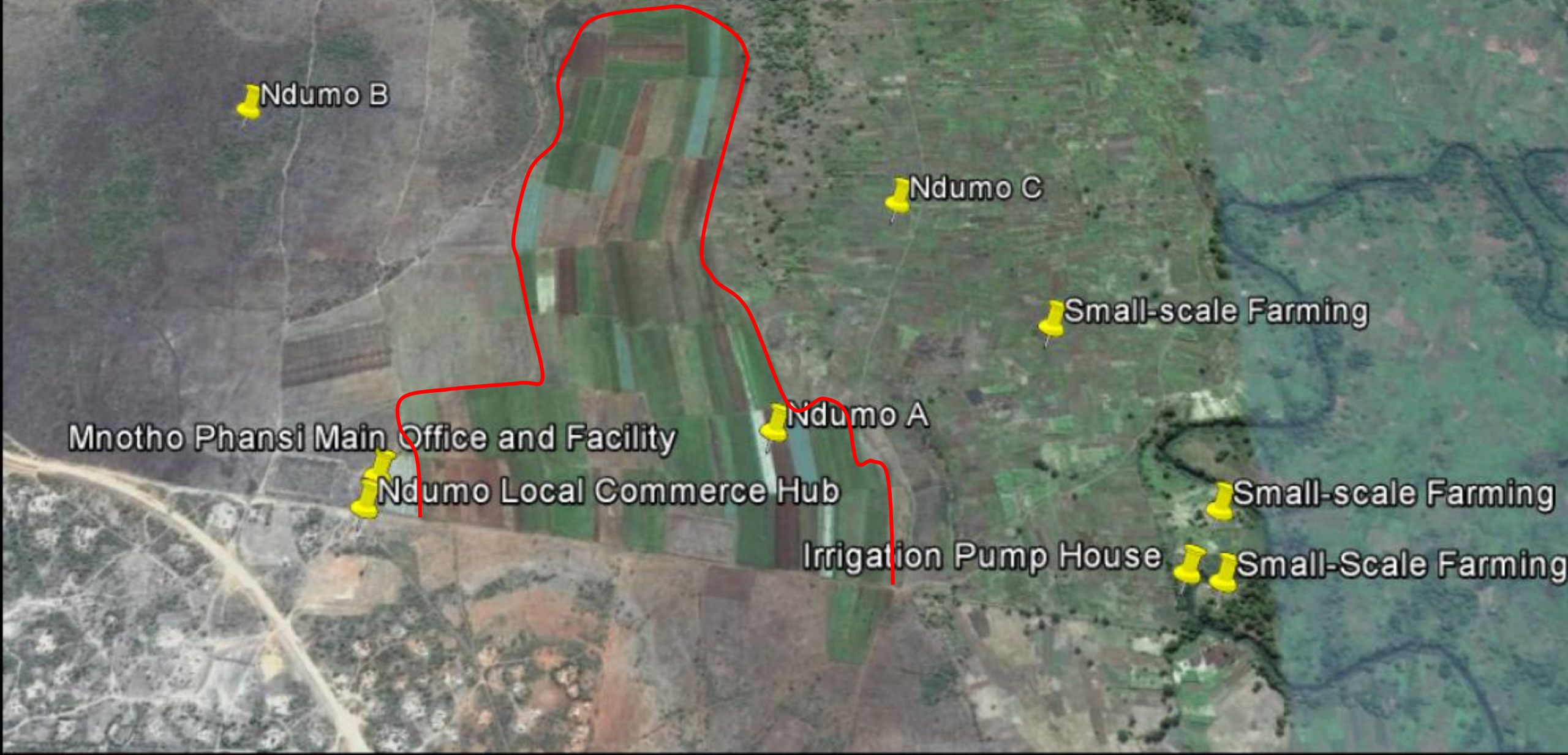
**THE ENTREPRENEUR**  
Small Business Champion



# CASE STUDY: MAHLABENI COMMUNITY

2015

UMKHANYAKUDE DISTRICT, NORTHERN KWAZULU-NATAL



Ndumo B

Ndumo C

Small-scale Farming

Mnotho Phansi Main Office and Facility

Ndumo A

Ndumo Local Commerce Hub

Small-scale Farming

Irrigation Pump House

Small-Scale Farming

# CASE STUDY: MAHLABENI COMMUNITY

2019

UMKHANYAKUDE DISTRICT, NORTHERN KWAZULU-NATAL



Makhane

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Good

# Integrated Approaches to Youth Employment

## Q&A Discussion