

S4YE Partner Summit 2019, April 10th

New Ideas and Approaches for Designing Youth Employment Projects

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



YES
4 YOUTH
.CO.ZA

Integrating Refugees

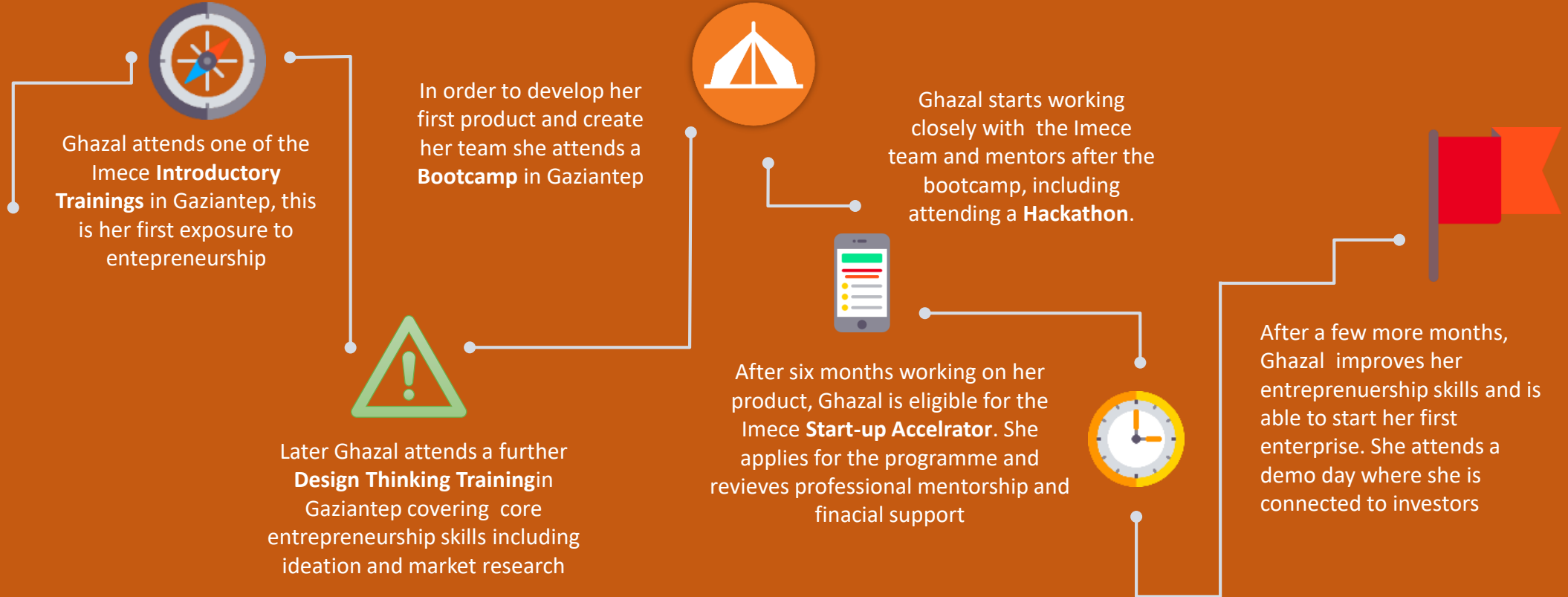
Anita Tiessen
Youth Business International
Turkey

A Syrian Refugee's Journey with Imece Project



Ghazal
27 Years
Syrian
Refugee

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.



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

What is a proposal?

- ▶ A proposal is a written offer of services tailored to a client.
 - ▶ Perhaps not every definition uses the word 'tailored'. However, as it is a crucial characteristic of a successful proposal, it is a key word for our definition.
- ▶ A proposal is not a business plan or a full action plan
- ▶ In short; Proposal is just a way to start a conversation, not to close a deal.

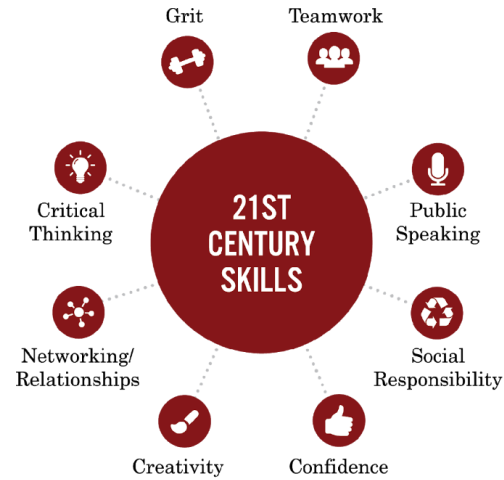
- **Gaza Sky Geeks Objective:** To empower Palestinians with all the resources needed to earn an income online
- **Our Innovation:** GSG has tapped into the skill of experienced Gazan freelancers and their desire for a community, along with partnerships with *Upwork* and *Payoneer*, to teach hundreds 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

Education →



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

Generation

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

PROGRAMA VALENTINA



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

Preparing Youth for Digital Jobs

Heather Gilberts

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



Social Entrepreneurship

Gemma Wilson-Clark

UPSHIFT, UNICEF

Kosovo



Low
INTENSITY*



High
INTENSITY*



High
INTENSITY*



High
INTENSITY*

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

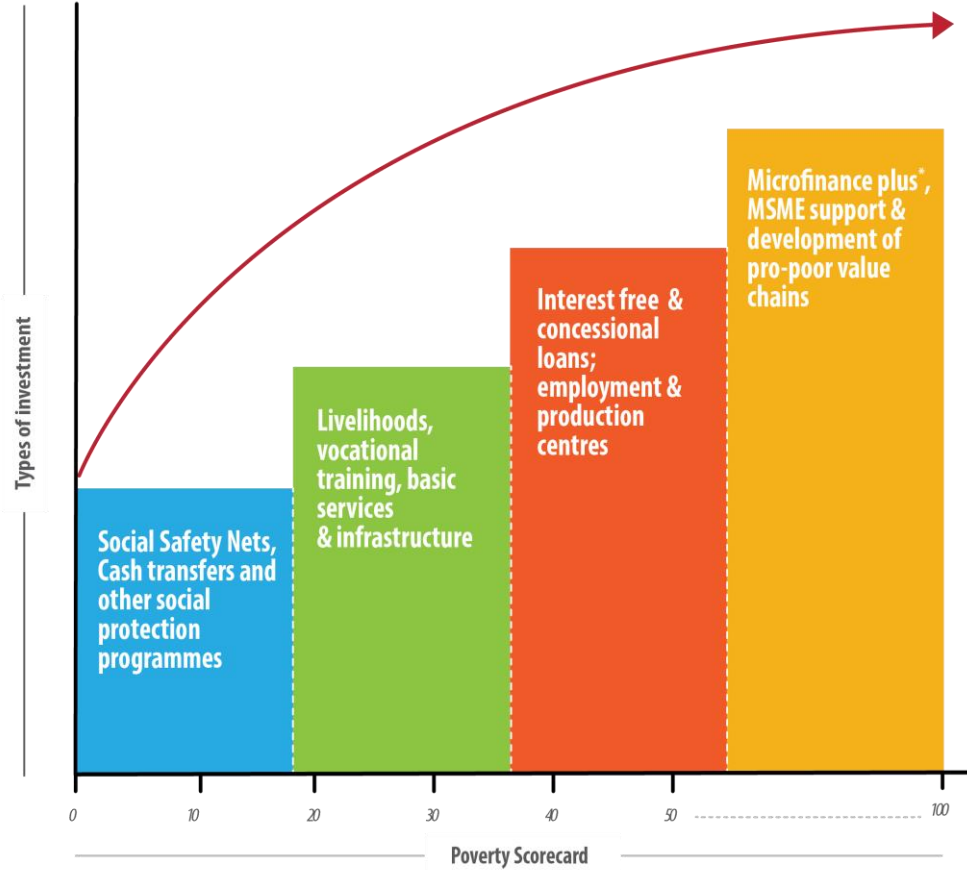
Serving Rural Youth

Syeda Shehrbano Kazim

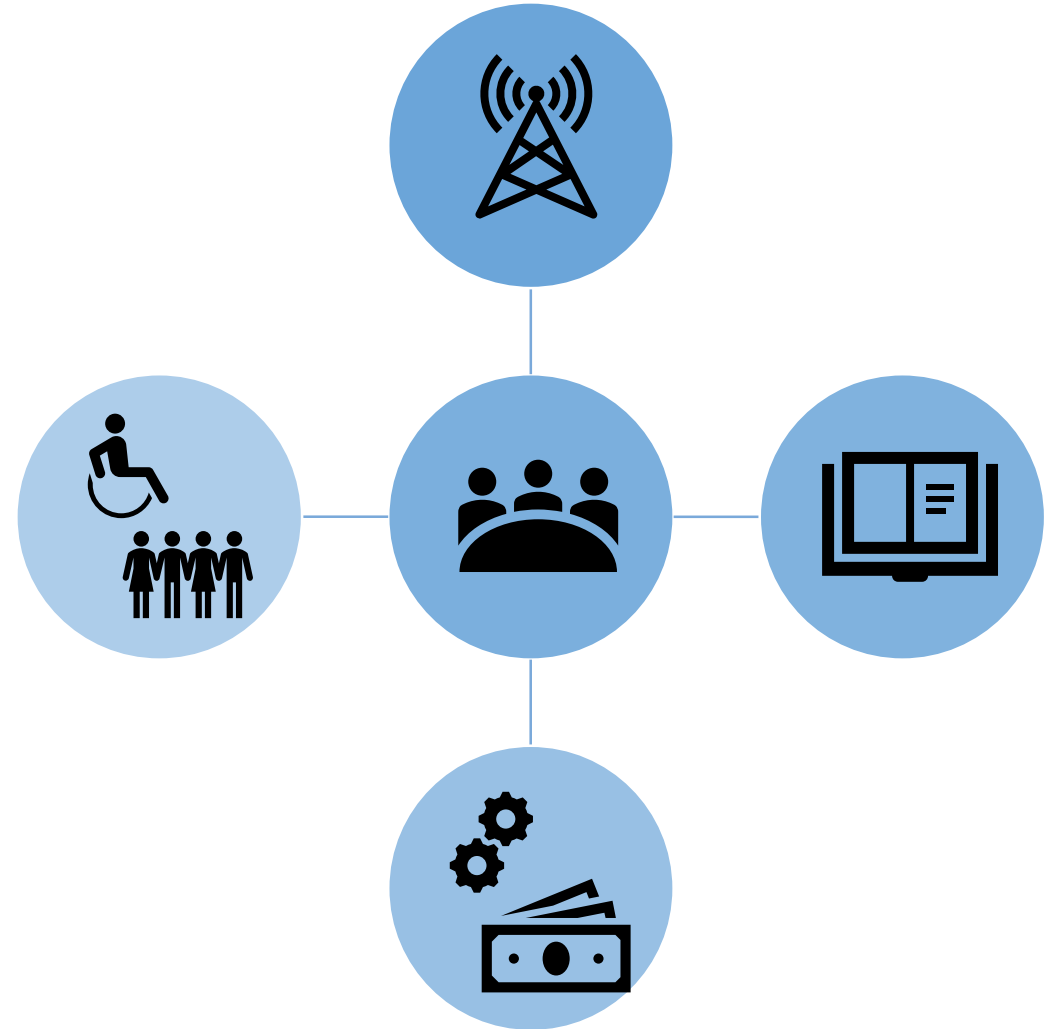
Pakistan Poverty Alleviation Fund
Pakistan

Creating the Ecosystem for Graduation

One stop solution providing systematic, long term, multi-pronged support maximizing chances of success of youth



* Credit lines for conventional microfinance institutions are provided through the Pakistan Microfinance Investment Company Limited (PMIC), jointly set up by PPAF, Karandaaz Pakistan (financed by DFID) and KFW is an Associate Company of PPAF.



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" **UNIQUENESS:** OPEN INNOVATION PLATFORMS

How can we generate new employment opportunities if we don't know what think the people who are we 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?

