

HOW DOES YOUTH IN ACTION ACHIEVE THIS?

Using a holistic tested approach, Youth in Action links education and livelihood support to ensure that participants choose their own safe, productive and sustainable livelihoods, mostly in the agricultural value chain. Youth Learning, Youth Action and Access to Market are key pillars to this approach

YOUTH LEARNING

Youth in Action provides the young girls and boys with foundational literacy, numeracy, financial, business and life skills, all geared towards the local labour market, through a curriculum that is youth-centred, participatory and experiential, taking into consideration the participants' personal and family situations, personal goals, and community environment.

YOUTH ACTION

Youth in Action provides Youth with pathway choices to practice and apply their learned skills to a viable personalized livelihood opportunity in their community, offering business mentorship, financial, networking and peer-to-peer support. The pathways include: Formal or non-formal education, Vocational training/Apprenticeship and Entrepreneurship.

WHAT WE ARE LEARNING FROM YOUTH IN ACTION?

The program is generating robust learning and research opportunities that will serve the youth economic development sector by creating an evidence base of effective program interventions from its tested approaches.

Save the Children works with international partners in order to advance the learning and research agenda, including:

The Search Institute which uses assessment tools to understand the links between Youth's assets and livelihood development.

Souktel which leverages a data management platform in order to achieve evidence-based learning outcomes, based on the collected data.

Academic research fellows who conduct in-depth formative studies as part of the Save-University Partnership for Education Research (SUPER) fellowship to help measure, document, and analyze the mechanisms affecting the project's impact.

YOUTH IN ACTION



For more information, visit our Youth in Action's website
<http://youthinaction.savethechildren.ca/>

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Save the Children

**YOUTH
ACTION**



The MasterCard
Foundation

WHAT IS YOUTH IN ACTION?

Youth in Action is a six-year partnership between Save the Children and The MasterCard Foundation. Launched in 2012, the program's goal is to improve the socio-economic status of approximately 40,000 rural out-of-school young people, both girls and boys, living in Burkina Faso, Egypt, Ethiopia, Malawi and Uganda.



WHAT IS UNIQUE ABOUT YOUTH IN ACTION?

Youth in Action works with out-of-school girls and boys, aged 12-18, in rural communities with little economic opportunity. During this key time of life, the program invests in building and enhancing participants' skills and knowledge and provides them with sustainable livelihood opportunities. The program seeks to bridge existing gaps by preparing youth and their families to access services and engaging different service providers, in order to increase their socio-economic prospects.

THE YOUTH IN ACTION PARTNERSHIP AND ADVOCACY

YIA works to create partnerships at different levels to facilitate youth engagement in the program and advocate for systemic changes. We partner with:

- Families and communities to facilitate the selection of youth who face specific barriers such as girls.
- Local trade and business associations and financial institutions to enable youth to access certain services.
- Local NGOs to ensure program's delivery and sustainability, along with increased local capacity.
- Governments, donors and international NGOs to advocate for effective youth livelihood programming.

FIVE COUNTRIES...MANY PATHWAYS TO OPPORTUNITY

ETHIOPIA

- Youth in Action's aim is to reach 9,050 young people aged 14-18 in the rural communities of Giban, Guba Lafto, Habru, and Raya Kobo districts.
- Entrepreneurship is the most viable option for youth and the main pathway youth are pursuing. Youth have been able to open savings accounts in a microfinance institution, which helped them to save more intentionally.

EGYPT

- Youth in Action's aim is to reach 8,200 young people, aged 12-14 and 15-18 in the rural communities of Asyut, in Upper Egypt, and Al Sharqia in the Delta region.
- The program has made significant efforts in taking into account girls access, participation and livelihood opportunities that are linked to social norms in rural areas of Egypt.

BURKINA FASO

- Youth in Action's aim is to reach 4,500 young people aged 15-17 in the rural communities of Boucle du Mouhoun, Cascades, and Hauts Bassins.
- Given the very remote regions the program works in Burkina Faso, an emphasis has been put on apprenticeship and is particularly encouraging more girls to pursue this pathway by recruiting female mentors.

UGANDA

- Youth in Action's aim is to reach 11,050 young people aged 12-14 and 15-18 in the rural communities of the Kasese, Bundibugyo, and Ntoroko districts.
- The program has put an intentional focus on gender and reproductive health through linkages, given the high rates of young mothers in the program.

MALAWI

- Youth in Action's aim is to reach 7,050 young people aged 15-18 living in the rural communities of Mchinji, Ntchisi in the Central Region of Malawi.
- The program has fostered youth engagement within their communities and mobilised the community members to actively engage in development efforts for the youth in their villages.



YOUTH IN ACTION ETHIOPIA



Why work in Ethiopia with rural out-of-school youth?

Ethiopia is home to a population of over 94 million, with more than 40 % below the age of 15 and 20% between the age of 15-24, 7.3% among them are unemployed and more than 80 % of the population live in the rural areas. 76.6% of economically active population is still employed in the agriculture sector.

Rural youth in Ethiopia and around the world have aspirations and dreams of who they want to be in the future and within their communities. However, coupled with limited socio-economic opportunities, many out-of-school rural youth also lack access to opportunities to build the necessary skills, knowledge and attitudes as well as financial services that could support them to realize their dreams and to be agents of change.

What is Youth in Action?

Youth in Action (YiA) is a six-year learning and livelihood program. In partnership with Mastercard Foundation, the program aims to improve the socio-economic status of 40,000 out-of-school girls and boys, aged 12 to 18 in rural Burkina Faso, Egypt, Ethiopia, Malawi and Uganda.

In Ethiopia, YiA was launched in October 2012, with the aim to reach 8,700 young people aged 14-18 and living in the rural communities of four woredas of the Amhara region: Gidan, Gubalafto, Habru and Raya Kobo.

During this key transitional period to adulthood, YiA invests in building and enhancing rural girls and boys foundational and life skills, social assets and knowledge. The program facilitates their action in livelihoods opportunities, and builds key partnerships to address barriers to young people's participation in their economies and communities, such as access to local market and gender-based barriers.

How does YiA achieve this?

YiA uses a holistic approach that is built on three core pillars: **Youth Learn**, **Youth Act** and **Youth Connect**, while **Participation** and **Partnerships** cross-cut these pillars.

Youth Learn

Young people selected into the program participate in a five-month- learning phase. Using Save the Children's youth-centered and contextualized "Learning for Life" curriculum, youth build on their own knowledge, perspectives, and experiences to shape their learning around foundational skills (**literacy, numeracy, financial literacy, work-readiness, and market analysis skills**). Through this phase, the activities are focused on encouraging the participants to explore their environments, and learn about themselves, their families, their communities, and the livelihoods opportunities in their local economies.

Youth Act

At the end of the learning phase, participants are supported to establish a small enterprise. Each participant receives a small seed cash grant or materials to support their choice, as well as peer-to-peer and community-based mentorship.

Youth Connect

YiA facilitates youth linkages to a range of services available to them locally that will better embed them and their livelihood initiatives in the local market. Youth are also linked to resources within YiA and in the community, and are supported in the process of responsibly using these monetary or in-kind resources.

In Ethiopia, this includes:

- Connecting youth with local experts in businesses and enterprises to provide training and mentorship.
- Connecting youth to suppliers and buyers through market days and market surveys and visits to local successful businesses.
- Supporting youth in developing peer-to-peer support groups and in forming local business networks.

Participation and Partnership across the Journey

Youth below 18 are often excluded from the implementation of youth employment programs. However, the key to successful youth livelihood development is the active participation of youth and their ownership of the process. YiA uses the Youth Led Procurement approach to encourage youth to participate in all activities, make their own decisions, and act on them independently with their family & community support and mentorship. During this process, youth receive the small cash grant and purchase the materials or services needed to establish and pursue their livelihood initiative. Through these activities, youth can strengthen their engagement in their own social and livelihood development and engage with their communities to build trust and change local perceptions on youth role in the local economy.



Partnerships are also essential to foster an enabling environment for youth. In Ethiopia, we partner with:

- Local NGOs to deliver the program and build capacity. Save the Children works with one national partner: Professional Alliance for Development (PADET).
- Local businesses and financial institutions to support youth and promote their active participation in their local markets and provide business mentorship
- National and Local Government Authorities that support the implementation process and promote the rights of youth to learning and to decent livelihood opportunities.
- Families and community members whose encouragement and support are crucial for the participation and successful outcomes of youth

Results by June 2017:

- In total, 5300 youth (45% of them are girls) graduated from the full program and have already their own enterprise.
- Youth saving is one of the remarkable results of the program. 7055 youth who joined the program have opened saving accounts.
- The program have encouraged youth parents to provide financial in-kind support to their children's livelihood initiatives in all target areas of the program. So far, families have contributed with 139,000 USD.

For more information, visit <http://youthinaction.savethechildren.ca/>

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YOUTH in ACTION

CREATING PATHWAYS TO OPPORTUNITY.



**SUSTAINABLE LIVELIHOODS FOR RURAL AFRICAN YOUTH
INVESTING IN GENDER**



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