

BUILDING THE POTENTIAL OF YOUTH ACTIVITY (POTENTIAL) TRANSITION TO SELF-RELIANCE

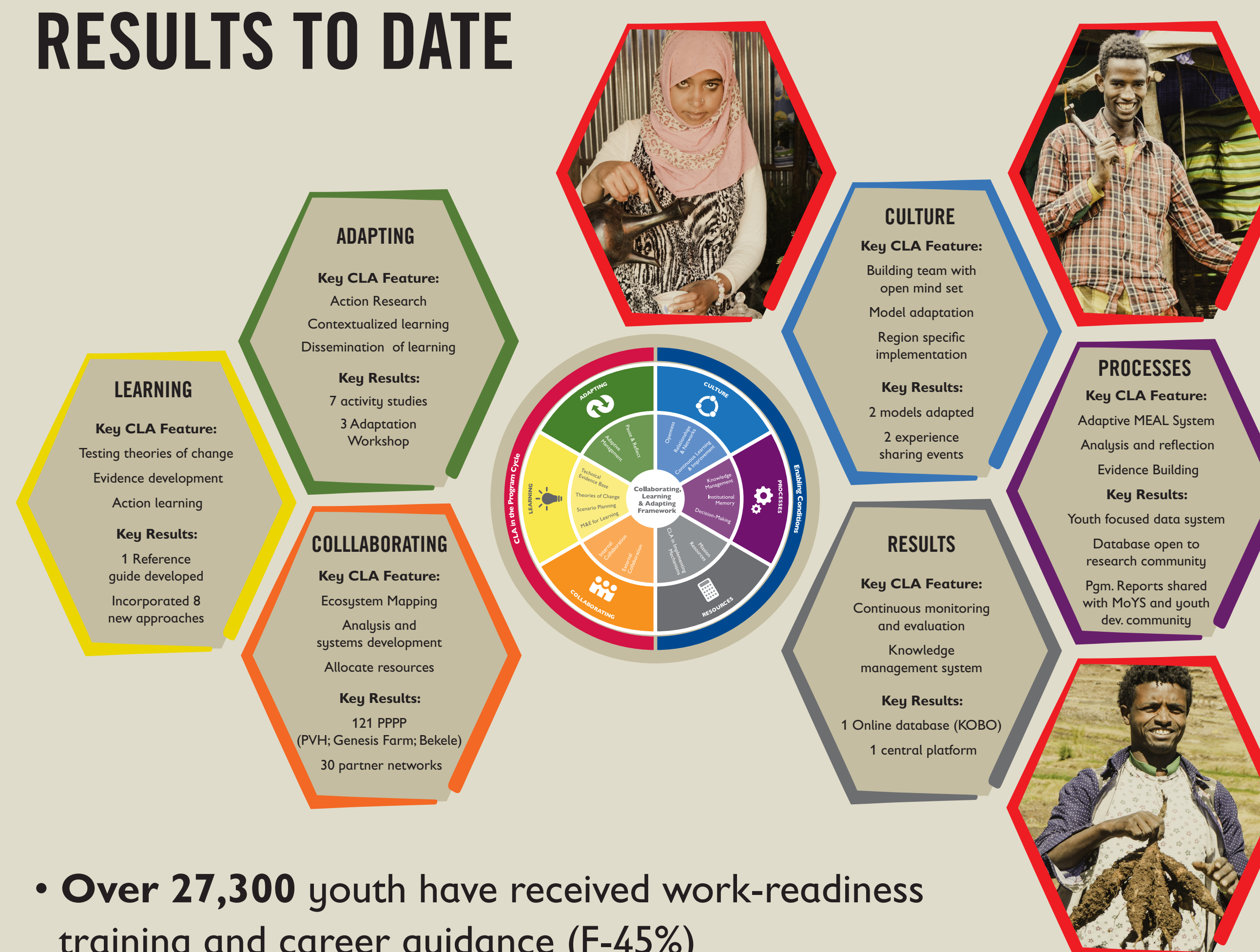
ON THE PATH TO SELF-RELIANCE

Launched in 2015, our **USAID's Building the Potential of Youth Activity** is integrated into USAID's education policy and the US Government's Feed the Future activities and implemented in **six regions** (Afar, Amhara, Oromia, Southern Nations, Nationalities and Peoples', Somali and Tigray) in **30 woredas**.

This 5-year Activity is providing almost **35,000** unemployed and under-employed youth ages 15 to 29 with **training, coaching, mentoring and social capital building** for social and economic empowerment to increase their income and self-reliance. It also builds the capacity of national and local institutions to deliver demand-driven soft and hard skills training.

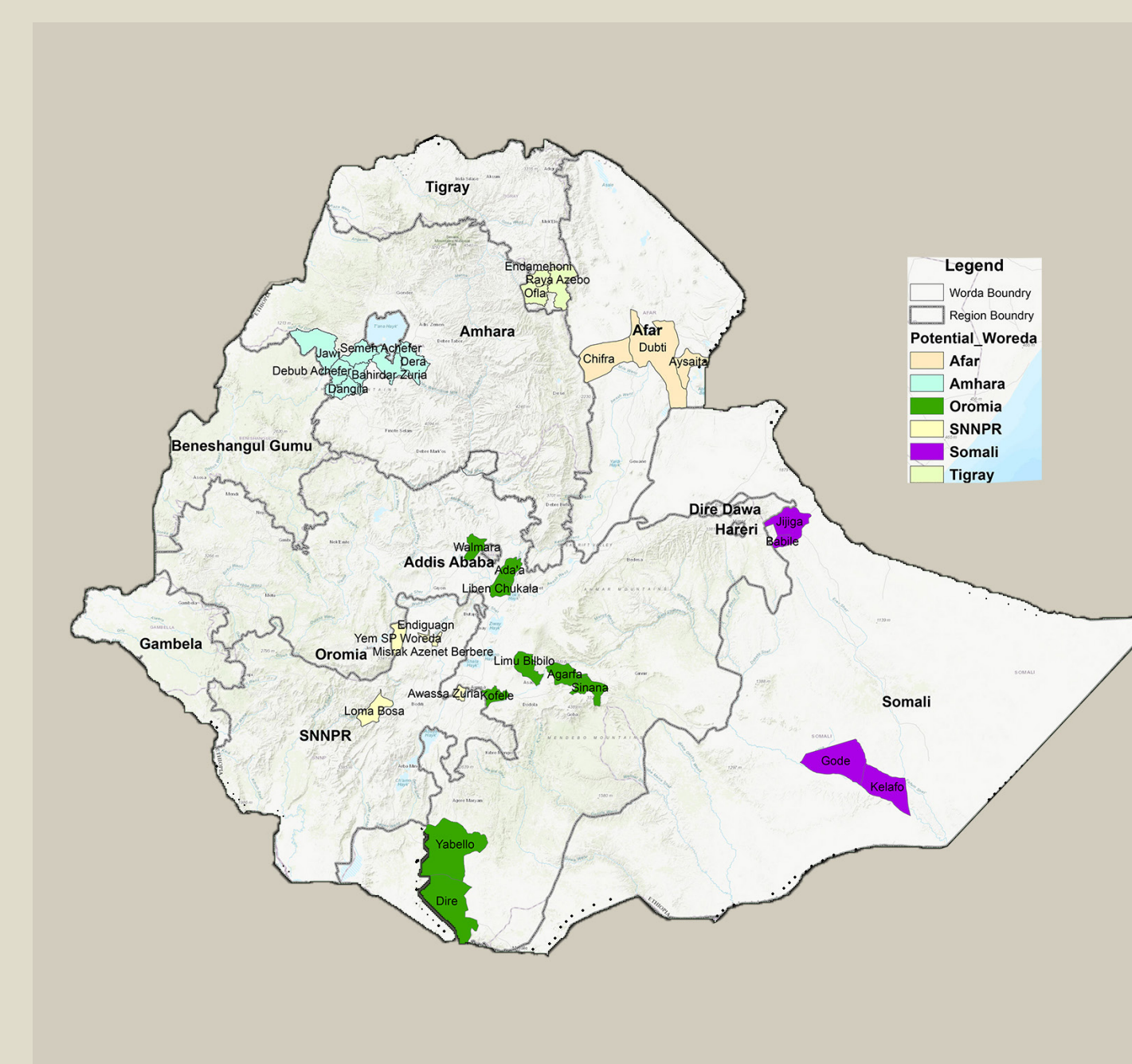
- Conducting **community, labor market and individual assessments** to align Activity delivery with market relevant needs
- **Tailoring** transferable life skills and technical **training** and after training **support** to increase wages and viable livelihoods prospects
- **Strengthening** local **service provider** networks and **youth centers** with economic strengthening hubs to connect youth with government and private sector opportunities
- **Engaging** ministries, technical and vocational education and training institutions, small and medium enterprises, and microfinance institutions **for coordinated delivery of services**

RESULTS TO DATE



- **Over 27,300** youth have received work-readiness training and career guidance (F-45%)
- **13,943** Youth are in new/better **employment** (F-45%)
- Youth reported increased **self-confidence**, higher work **satisfaction**, and improved **happiness**
- **12,500 women** are economically and socially **empowered**
- 21,500 Youths obtained coaching, mentoring, post training support (F-44%)
- **56%** of youth reported **better saving habits** and
- **78%** of youth reported **healthier eating habits**
- **30** district level **community councils**
- **413** Youth Economic Social **Groups** (F-51%)
- **121** PPP formed with public/private entities with **MoYS**, MoE and local **TVETs** and **MFIs**, and **global and local companies**, e.g. PVH, Genesis Farm
- Over 45 **radio programs** were transmitted to reach **1 million** youth
- **1** Central knowledge sharing **platform**
- **1** Online **database** (KOBO)
- **7** Activity **studies**

REFLECTIVE ACTION RESEARCH & LEARNING



Learning: Post training services such as coaching and mentoring linkages are key to successful transition to viable employment.

Learning: Young women need additional support to overcome barriers (time, transportation, security, parent interventions) to accessing and succeeding in the training.

Learning: Gaining a set of critical skills and attitudes such as awareness of livelihood opportunities, customer service, taking initiative to seek resources and opportunities increases youth employment outcomes.

Learning: Fostering strong saving habits is a key predictor of success for youth employment.

Learning: Family and community are pivotal to livelihood development.

Learning: Accelerated programing can support work readiness. Significant increase in reading fluency as well as math for POTENTIAL youth.

Learning: Four key sectors dominate employment for POTENTIAL youth: 1) agribusiness, 2) agricultural trading, 3) trading consumer goods, and 4) service provision.

Learning: Linkages to microfinance institutions are imperative to success in the self-employment pathway.

Learning: Partnerships with government, companies, and individuals are essential to increasing youth employment outcomes (PVH, Genesis Farm, Bekele).

POTENTIAL TRANSITION TO SELF-RELIANCE

