

Mission:

Our mission is to create new possibilities for youth and organizations by connecting them to the knowledge and skills they need to succeed in a changing world.

FOCUS AREA

ACTIVITIES

OUTPUTS

IMMEDIATE OUTCOMES

INTERMEDIATE OUTCOMES

TARGET OUTCOMES

IMPACT GOALS

3

Post-course support

Run **internship and mentorship programs** to provide guidance and support for participants

Establish **robust connections** with over 600 hiring partners to facilitate successful job placements for graduates

Connect program participants to **Entrepreneurship Ecosystem partners** (e.g. angel investors, incubators and accelerators) to provide specialist support to navigate entrepreneurship activity

Program participants are **supported and guided**

Post-course programs are in place to **give participants career guidance**

Hiring partners have **job opportunities** available for EYouth program graduates

Entrepreneurship program participants are **connected to specialist entrepreneurship development support** in the ecosystem

Program participants feel **confident** in their developed skills

Program participants are **supported post course** in their chosen career path

Increased matching and placements to available jobs in the labor market for EYouth graduates

EYouth's diverse program participants are **successfully placed in in-demand roles**

Program participants and program alumni **grow their businesses**

Program participants are **confident to apply for job opportunities**

Development of a strong community of alumni for mutual support and collaboration

EYouth graduates are **successful in their roles**

Higher employment rates among EYouth graduates

Increased EYouth **marginalized groups graduate employment rates**

Program participants are **self-employed and are able to financially support themselves and their dependents**

Reduction in unemployment rates amongst EYouth graduates

Increased gender equality in the labor market

The unemployment rate of youth in the MENA region is significantly reduced

Gender equality in employment is enhanced

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Developing in-demand skills (technology, sustainability, climate, entrepreneurship)

Craft a diverse array of online courses in native languages (Arabic, English, French, sign language, as well as courses in audio format) **and for different learning styles** across various subjects, ensuring comprehensive learning designed to meet evolving market needs

Course content is assessed by educational institutions (accreditation partners that issue certificates)

Continuously refine programs based on participant feedback (ratings, reviews and Q&A) and thorough evaluations

Develop an entrepreneurship skills program for youth

Host events for practical learning and networking

Courses integrate language focus such as business language and / technical terms in the particular course or field

Courses in technology, digital literacy, climate change and sustainability **are delivered according to market needs and current trends**

Youth enrol in courses

EYouth runs accredited courses

Courses are evaluated and refined by internal team and experts

Participants provide feedback on courses they attend

Youth enrol in the entrepreneurship program

Program participants **attend events**

Increased language skills in youth to match industry needs

Youth are up-skilled and re-skilled in market-needed skills

Accredited courses are valued by program participants

Courses are recognised by EYouth partners

Increased programs' depth, improved content and market-needed skills

Increased knowledge on entrepreneurship and business-related skills

Program participants **increase their network**

Youth are proficient in key in-demand skills (technology, digital literacy, climate change and sustainability), enhancing employability

Increased endorsements from industry and educational bodies, enhancing credibility of EYouth programs

Program participants **utilize their network** to learn from and further increase their connections

Enhanced global competitiveness of employable youth of the MENA region - with tech, business entrepreneurship, climate and sustainability skills

Youth in the MENA region are empowered through the development of demand-driven skills and better career options

1

Diverse (gender, geography, socio-economic status) recruitment and selection

Market research performed to understand market for participant target groups and **tailormake course content** for market relevance, reducing barriers and to increase employability

Run targeted programs to increase female participation in the workforce and entrepreneurship

Conduct outreach to diversify participant demographics

Different language needs are identified to increase reach to vulnerable groups

Collaborate with academic institutions to integrate programs and expand reach

Implement strategic promotions (marketing campaigns) to enhance visibility and attract a broader learner base

Courses are **priced** to attract diverse participants

Develop a mobile app to enhance accessibility and increase reach, catering to users with limited internet or computer access

Women are enrolled in EYouth's programs

Diverse participants enrol in EYouth's programs

Increased awareness of the availability of EYouth's programs

The **pricing of courses is adjusted for accessibility** (course costs cover a range of price points, starting from fully subsidized, free courses)

Participants utilize the app for learning

Increased number of **women who gain tech-related skills**

Increased number of participants from **diverse backgrounds who gain market in-demand skills**

Increased accessibility of the courses to potential participants

Increased accessibility of the courses to **underserved youth**

Increased access for participants to utilize the course

Balanced gender representation in the program

Balanced diversity representation in EYouth's programs

Increased reach of EYouth's courses

Wider reach and inclusivity through the successful implementation of the mobile app

Increased number of diverse participants (gender, geography, socio-economic status)

EYouth serves a diverse range of participants in order to bridge equality gaps, including gender

START HERE