



**Changing lives:
*Transforming at-risk and gang-
involved youth through Enterprise
Development***

**Presented by Catholic Relief Services and YouthBuild
International**

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WELCOME Warm-UP

Wrap song- the 8 keys of excellence



- ▶ Introduction: Tim Cross, CEO YouthBuild International
- ▶ CRS-YBI partnership
- ▶ Adapting the Model to Central America
- ▶ Target Group
- ▶ Objectives of the Jovenes Constructores program





success

- ▶ Focus on individuals and their relationships
- ▶ Partners and key stakeholders must understand the why and the how
 - “the story of Albertos Shoes”

Local context , subjective experience

- ▶ The story of Blanca Navarro

- ▶ Why and how of Identifying and Selecting participants
 - Community mapping
 - Hot, warm and cold youth
 - Windows of opportunity
 - Clear commitments
 - Safe spaces

induction: the 4 challenges

- The personal challenge
- The Family challenge
 - The community challenge
- ▶ The work challenge
- ▶ The business challenge

life skills: personal and social change



- ▶ The morning circle
- ▶ 8 keys of excellence
- ▶ Family and Community tree
- ▶ Art therapy
- ▶ Life plans
- ▶ Building community assets

Xavier and Community Assets



Conflict and discipline

- ▶ Restorative Justice
- ▶ Making the rules
- ▶ Clear expectations
- ▶ All trainers practice restorative justice
- ▶ Home visits
- ▶ Inviting to stay...Inviting to leave

Barriers to jobs and entrepreneurship

- ▶ what's good about me?
 - Dealing with fear and discrimination for youth and employers
 - Safe passage
 - Licit or illicit income?
 - the dignity of work
 - Dressing, 'communication and the masks we wear

Lessons learned

- ▶ Gang involved youth are not homogeneous
- ▶ Personal and relationship changes are key for enterprise development
- ▶ A structured environment facilitates change
- ▶ Continued presence sustains impact
- ▶ Staff training and care is crucial to success
- ▶ All partners need to know

III. Promising practices in youth enterprise development for At-Risk and gang-involved youth



Comfort Zone



5 CHALLENGES

- ▶ The family challenge
 - The personal challenge
 - The community challenge
- The work challenge
- The business challenge



Create your own business

Objective

Help to identify and stretch entrepreneurship behaviors like: planning, organizing, support network, problem solving, determination, fun

Steps in CREA

- One day exercise
- ▶ Analysis of the entrepreneurship behaviors
 - Market research
 - Planning
 - Soft skills: problem solving, determination, creativity, planning
- ▶ Budgeting
 - Marketing
 - Record the sales
- ▶ Evaluation of the exercise

SUPPLY CHAINS AND ENTERPRISE DEVELOPMENT

- ▶ 25 youth start a training with a local enterprise calls sabor amigo
- ▶ Sabor amigo sell spices and they train people to cook dishes with their spices
- ▶ They promote the challenge to sell the dishes after the training

SABOR AMIGO SUPPLY CHAIN

- ▶ Train to prepare quality dishes
 - Supply low cost condiments for the recipes
- ▶ Train on how to calculate profit
 - Define marketing strategies
 - Link youth suppliers to youth enterprises to create value chains
- ▶ Challenge the youth to sell the products during training

Saving and lending for entrepreneurship

- ▶ Organize savings groups
- ▶ Motivate youth entrepreneurship through selling and lending
- ▶ Link youth to Microfinance institutions

lessons learned

- ▶ The entrepreneurial exercises have most positive effects when youth use their own resources
- ▶ In order to support youth entrepreneurial skills, the staff need to have similar experiences and trainings.
- ▶ Youth can start enterprise activities with their own resources and while still in the training
- ▶ Monitoring is necessary for at least 6 months after start-up.
- ▶ monitoring should include technical and motivational support.