



التعليم من أجل التوظيف
education for
employment



About EFE

Education for Employment (EFE) is a network of locally-run, affiliated not-for-profit organizations that provide young people in the Middle East and North Africa (MENA) with tools to start a job, build their future and give back to their communities.

Vision

To empower youth with the skills and opportunities they need to build better futures for themselves, their families, and their communities.



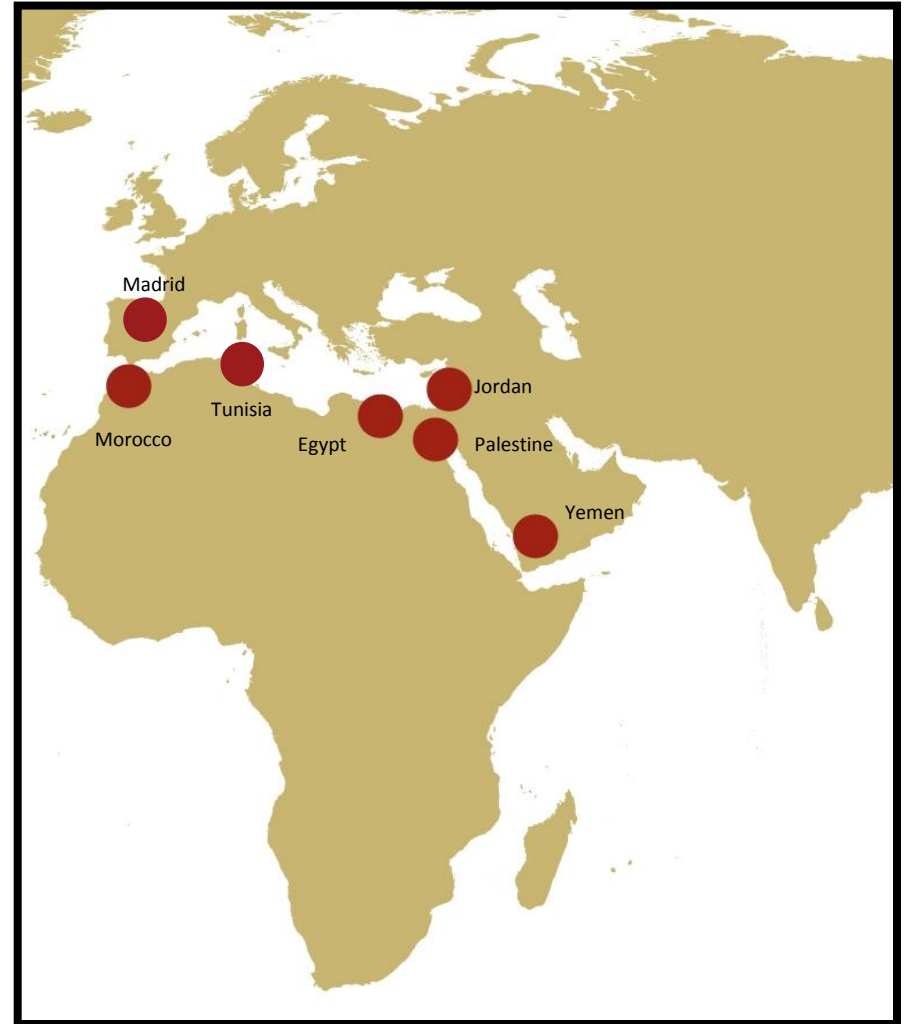
Our Growth

Every year, EFE is experiencing considerable growth. In 2010, 1,300 students graduated from EFE programmes. In 2011 between 2,000 and 3,000 students will graduate. We expect to continue to grow with a minimum of 4,000 students in 2012 and 5,000 in 2013.



EFE-Global

- Founded in 2004
- Six affiliates across the MENA
- Offices in Madrid, Washington D.C. and New York
- Over 3,300 graduates
- 41% female participation
- Over 700 employer partners
- 93% Training retention rate
- EFE targets youth aged 15-29 who are underemployed or unemployed, focusing in particular on women and recent graduates



Why MENA?

- Youth unemployment in MENA is 25%, twice as high as the global average
- This costs the region about \$ 50,000,000,000 USD each year
- MENA needs to create about 50-75 million jobs over the next decade to absorb new workers and begin reducing unemployment
- Youth in MENA are about 4 times as likely to be unemployed as older workers – compared with only 2.5 times in the most developed countries
- Female workforce participation is at 26% , well below the 39% in low and middle income countries

Lessons Learned Across the Network

- The importance of establishing locally led organizations
- The importance of the private sector as a major stakeholder
- Utilizing monitoring and evaluation and student tracking systems
- Approaches and techniques used when building partnerships



The MasterCard Foundation Partnership: Morocco Scaling Up

OBJECTIVES: 2011 – 2014 reaching 15,500 youth

1. Provide job opportunities through access to high-quality, market-driven training linked to job placements
2. Improve the capacity of universities and youth centers to increase the employability of youth they serve
3. Increase youth continuous learning and civic engagement
4. Identify pathways to sustainably scale up and replicate the EFE model regionally based on lessons learned in EFE-Maroc



Scaling Up and Maintaining Quality



	2011	2012	2013	2014
# of beneficiaries	1,460	3,720	5,150	5,170
# of programs	71	167	228	229
Geographic Expansion	Grand Casablanc a & Doukkala-Abda	Tanger-Tétouan	Marrakech -Tansfit	Fès-Boulemane & Sous-Massa-Dra

Establishing locally-led organizations with local staff

- Facilitates interactions with local partners and governments
- Provides the necessary cultural background to help students deal with challenges successfully
- Enables effective communication with local communities
- Locally-run organizations are sustainable beyond the existence of international attention and funding



“EFE-Maroc is a local Moroccan organization - part of an international network and not a branch office... The local team is able to operate with a full understanding of the unique Moroccan context and quickly and efficiently address any issues that may arise. A local staff also allows for greater cultural understanding and strengthening of the civil society in the country.”



Private Sector as a Major Stakeholder



ManpowerGroup™

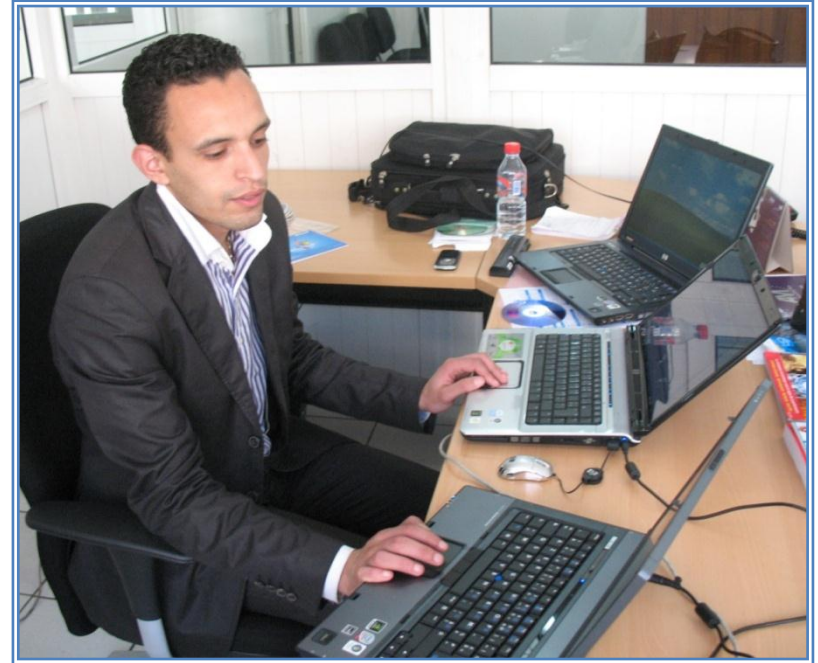
Microsoft



- Provides reliable job commitments
- Lowers training costs as employers begin to cover cost of training
- Satisfied employers seek to hire more EFE-Maroc graduates in the future
- The competitive nature of private sector makes EFE alumni highly valued
- Gives direction on anticipated growth sectors
- Provides assessment, mentorship tools, and strategic advice

Leveraging Technology

- M&E SMART indicators applied to students, alumni, trainers, employer supervisors, employer partners, youth/training centers, university partners
- External evaluation through third-party firm to achieve objective assessment
- Online student tracking systems



Manpower, Inc. has estimated a “Recruiting Efficiency Ratio,” of nearly 10%, meaning that companies would save up to 10% of an employee’s first-year salary costs by partnering with EFE on advertising, recruiting, screening and interviewing.

Creating and Customizing Partnerships

- Local NGOs, government youth and vocational training centers, public universities
- Local NGOs can be given access to EFE's life and technical skills training programs for their own continued implementation
- Developing and maintaining a communication plan for employer partners
- Souktel SMS technology- Partnership and access to technology enables multilateral growth and access



جامعة الحسن الثاني - الدار البيضاء
UNIVERSITE HASSAN II - CASABLANCA

