

# REACH – Training and employment

CB



Short Term Course, Long term benefit

2009 Global Youth Enterprise Conference  
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Washington DC



**Plan**  
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## Characteristics of youth and labor in Vietnam

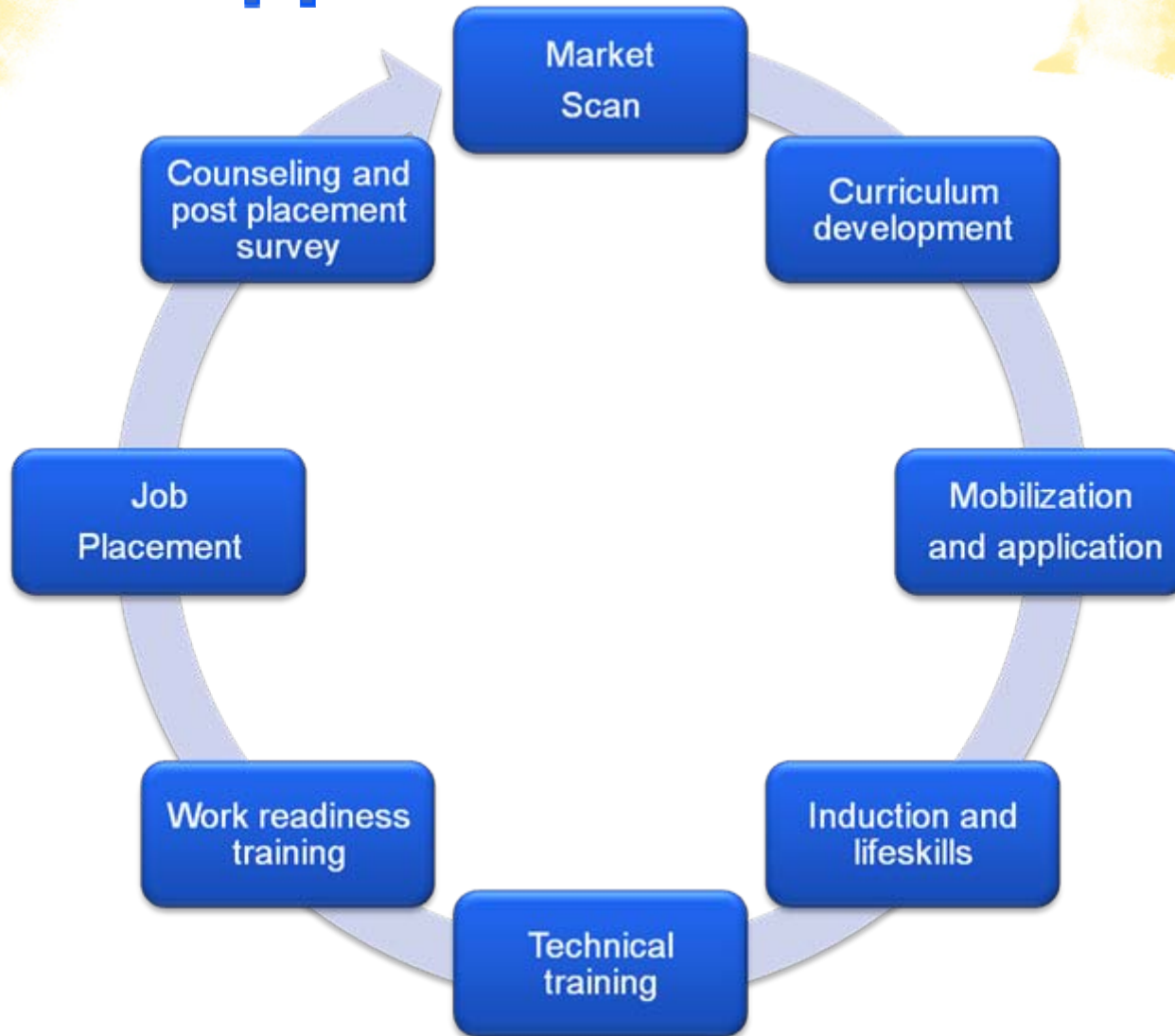
- Population of Vietnam: 85.1 Million
- Rapid economic growth has created workforce gap
- Burgeoning tourism and retail industry, gives rise to many entry level opportunities
- Large scale rural/urban migration
- Unemployed: (approx 4.5 million) 45% are youth aged 15-24.
- Approximately 1,400,000 youth enter labor market each year

# The REACH Model

## Target group

- Disadvantaged Youth
- 18-25 years old
- Little or no formal education
- Poor and difficult backgrounds
- No access to further education programs

# REACH Approach



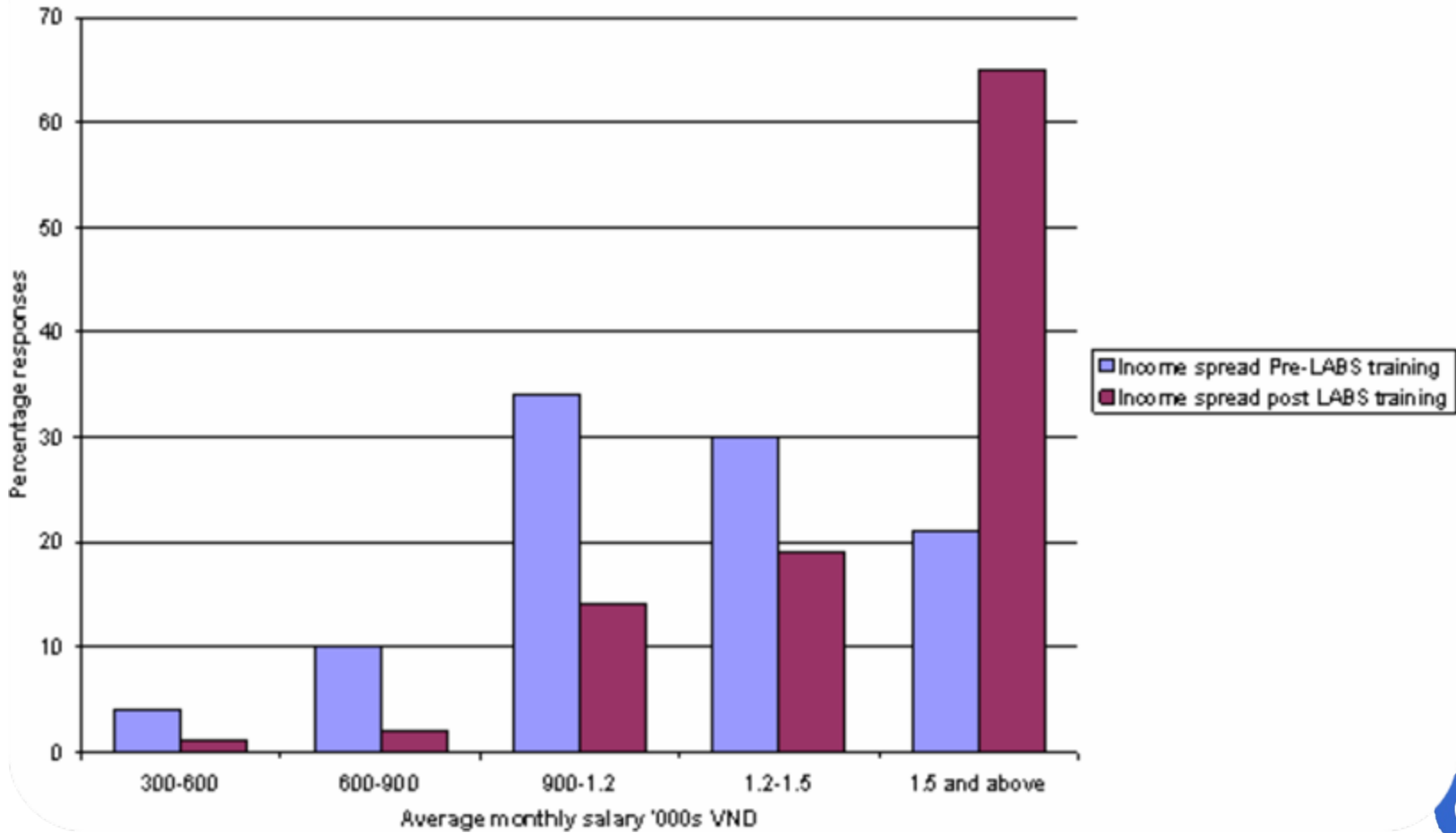
## What does REACH do in Vietnam?

- 4 month courses
- 3 Areas identified by Market scans
- 4 disciplines identified by Market scans
- Over 3500 Youth trained
- **87%** employment rate
- Works in partnership with business and local government
- Very low cost per trainee



# How does Income change after 4 months?

LABS Training Income impact



## Why does it work in Vietnam?

- Rapidly moving economy
- Rising inequality, reduced opportunity for poor youth in education
- State provided vocational education cannot keep pace
- State and other VET establishments focus on higher level.
- Gap in workforce availability, competition for trained staff

## REACH Niche

- Target group under served by existing programs.
- Target group can't afford to lose income for more than a few months.
- Target group need access point.
- Industry/VET mismatch (soft skills/teaching methodology)
- High output of trainees
- Short term = Flexible/low cost

## What makes the REACH Model so successful?

- It starts with the market scan....
- Dual beneficiary approach
- Business and youth involved at all stages
- Facilitators steward youth through to employment
- Constant feedback and revision
- Work readiness modules
- Dedicated Business to Youth representative

# How is Business Involved?

## Businesses....

- contributes to initial curriculum
- provides training resource persons
- provides training space
- actively recruit from course, through provision of guest lecturers
- provides employment
- inputs to curriculum modification

# How are Youth Involved?

<http://vimeo.com/6642963>

## Hanoi REACH ALUMNI Video Presentation

## Youth ..

- Created an Alumni club
- Assists in recruitment of students
- Return to class to lecture/share experiences
- Involved in event organization and management
- Provides counseling services to newly employed graduates
- Meets regularly and provides feedback from the Youth perspective
- Canvasses new businesses

## Improving Youth Involvement

- Alumni membership continues to expand
- Structured membership system with enhanced benefits
- Alumni led career development
- Alumni career development fund
- A seat on the board



**A Socially Responsible Organisation**

Ms Pham Thi Thanh Tam – REACH Director

## A brief history

- Part of Plan's sustainability planning.
- Registered in March 2008.
- Established by highly motivated project staff
- Assumed management of Hanoi
- Created its own identity
- Will gradually assume wider management function
- Independent of Plan

## REACH mission

- break the cycle of poverty by providing poor and deprived youth with the knowledge and skills necessary to lead productive lives.
- engage the business sector in poverty reduction efforts through the promotion of corporate partnerships and social responsibility.
- advance vocational training and life skills options for under-serviced, disadvantaged youth.

## Why a local social enterprise?

- Maintaining closer ties with Business
- Remaining market focused
- Keeping costs low – cost recovery activities
- Developing competitive product
- Sustainable income beyond middle income status
- Highly transferrable model nationally and regionally
- Competitive product – improved advocacy platform

# Future?

- Nationally recognized organization
- Formal private sector partnerships
- Alumni career development courses
- Alumni career development loans
- Cost-recovery model trials
- Rural expansion/replication
- Contract training/paid services



## Critical success factors

- Facilitators responsible for job placement
- Use facilitators with industry background
- Development of an active Alumni
- Low cost per student – opportunity for cost recovery
- Engage business from design phase
- REACH is developed as a competitive business model
- Stay true to the model and target group



Your Questions  
are appreciated