

Programa Para o Futuro

Preparing Youth for Employability **Experiences from Brazil**

***Youth Microenterprise
Conference***

Washington, D.C.

September 10 and 11, 2007

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Overview

Youth unemployment is a **complex** problem, especially for disadvantaged youth & demands multiple complex responses.

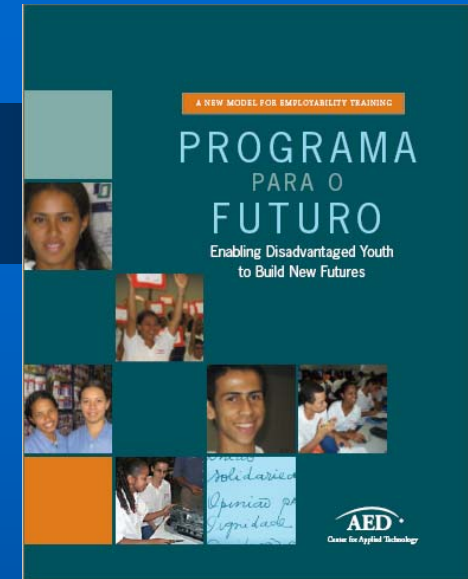
Micro-enterprise development, while important, is **NOT** a *silver bullet* for ensuring youth employment and/or employability.

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- **AED and ADE-Brasil**
 - **Definitions**
 - **4 Principles for Youth Employability**
 - **Sustainability**
 - **Critical elements for Success**

ADE-Brasil

ADE-Brasil, a Recife-based Brazilian NGO, focuses on enabling **disadvantaged** youth to:

- develop their capacity;
- gain confidence and essential skills, abilities & attitudes;
- transform their lives; and
- create productive futures.



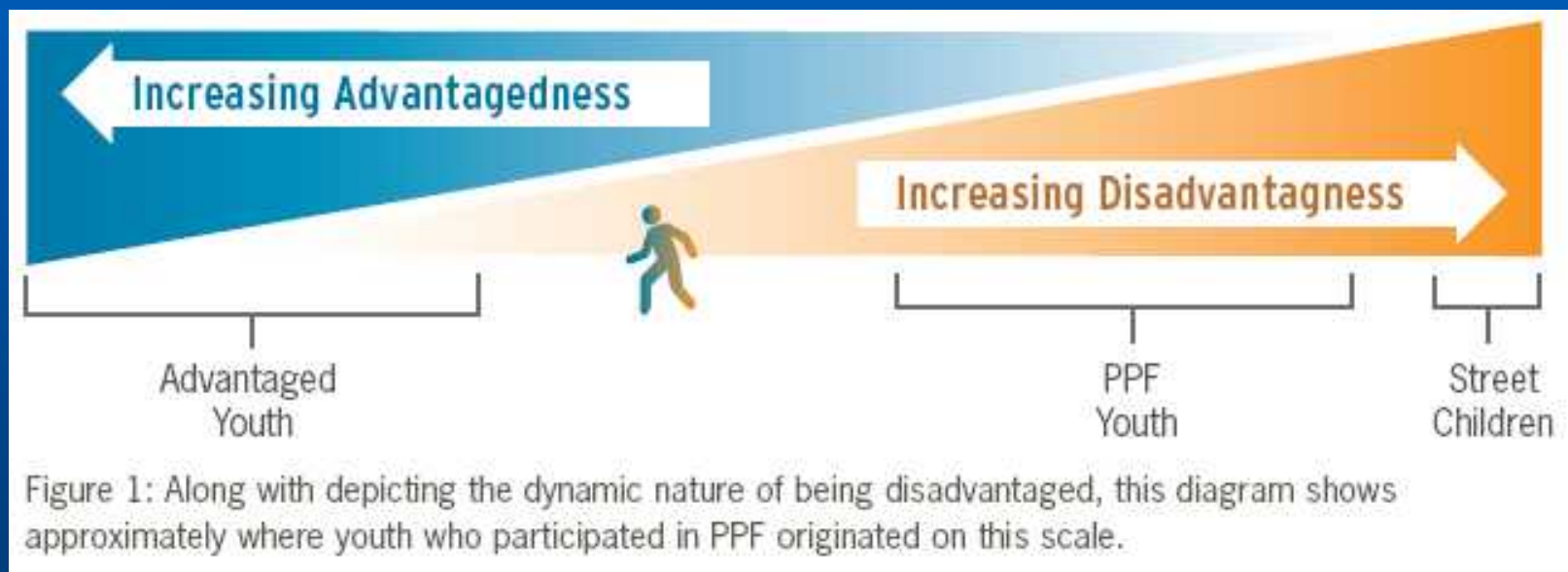
➤ We achieve **sustainable results** through partnerships with private companies, donors, government agencies, communities, youth, parents, talented individuals and NGOs.

- Founded in 2005 via a partnership with the Academy for Educational Development (AED) to continue the work started by the USAID/Brazil-funded project – *Program Para o Futuro (PPE)*



Being Disadvantaged?

Much more than income *poverty*



What is Employability?

Employability is the capacity to **move self-sufficiently** into and within labour markets, to fulfill potential through **sustainable** employment or self-employment.

Employability is **a set of achievements, understanding and personal attributes** that make it more likely to gain employment or become self-employed and have a **successful career**.

*Employability is about learning and depends on developing critical, reflective abilities, with a view toward empowering and enhancing the learner. Employment or self-employment is a **by-product** of this enabling process.*

PPF Facts, Features & Results

- USAID Funding with Public-Private-Partnerships
- 50 youth 16-21 years, 25 boys & 25 girls
- Including first-offender youth
- 2, 4-hour training session per day for 1 year
- Project-based learning, simulating work place
- 98% of youth graduated
- e-Mentoring program
- 88% of youth achieved employability at graduation
- 3 years later, 93% of youth employed
- Youth offered free scholarships to technical school
- 31% of employed youth promoted within 1st year
- youth starting their own businesses



4 Principles

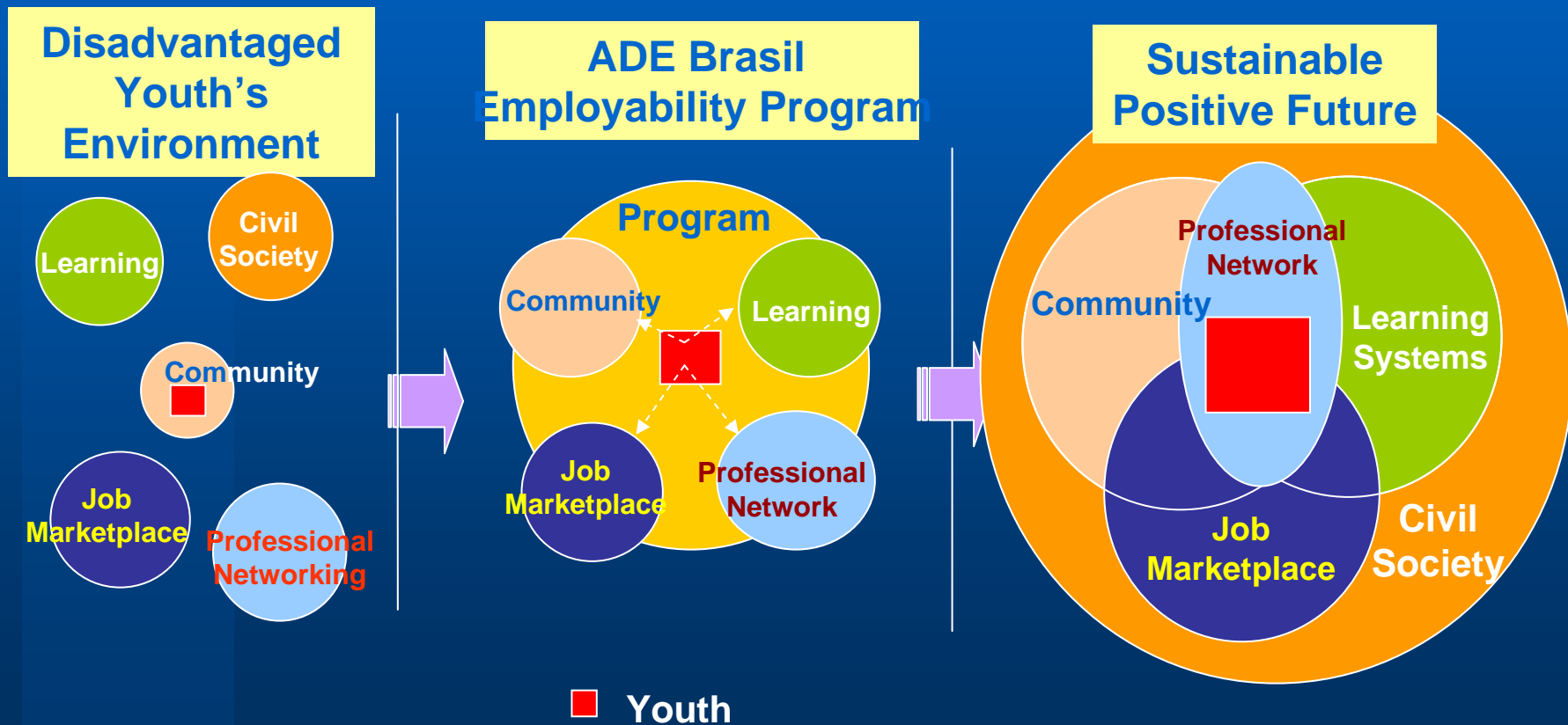
- *Create an environment where youth can take the risk to change and learn.*
*(Focus on **Learning** not training!)*
- *2 + 2 = 5 and here, Time Matters*
- *“If you want me to be a professional, treat me so!”*
- *Leverage the power of Relationships, Networks & Networking*

Principle 1

*Create an environment where
youth can take the risk to change.*

Steps for Successful Inclusion

Permanent social inclusion & employability requires creating and growing positive, attitudes, learning and professional networks



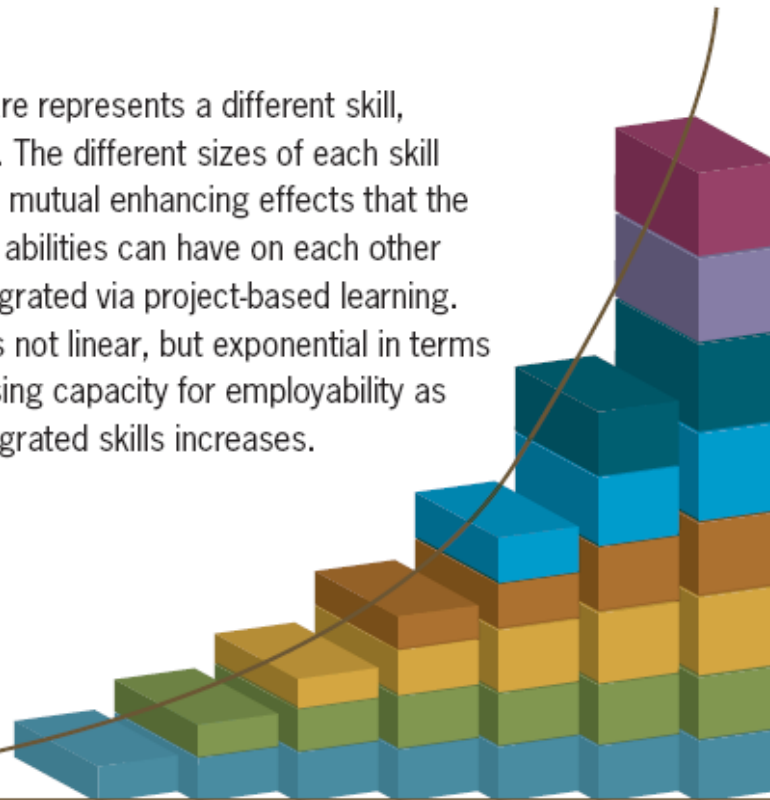
Principle 2

2 + 2 = 5 and here, Time Matters

Integrating Increases Impact

Capacity of Employability

Each colored square represents a different skill, ability, or capacity. The different sizes of each skill area represent the mutual enhancing effects that the different skills and abilities can have on each other when they are integrated via project-based learning. The combination is not linear, but exponential in terms of creating increasing capacity for employability as the number of integrated skills increases.



Employability Skill Areas
(possible areas & order)

Professional networking skills

Professional attitude & self-esteem

Employment and presentation skills

Problem solving & creativity skills

Self-managed learning skills

Communication & English language skills

Teamwork & personal initiative skills

ICT technical skills

Complexity & Sophistication of Training Programs

(Integrating skills, abilities, networks and attitudes)

Principle 3

“If you want me to be a professional, treat me so!”

Creating Employability Capacity

- Curriculum aligned with the market demands
- e-Mentoring
- Public Presentation
- Collaborative work among youth & adults
- Learning projects integrate skills
- Result oriented
- Students produce real products
- E



Principle 4

***Leverage the power of
Relationships, Networks &
Networking***

e-Mentoring

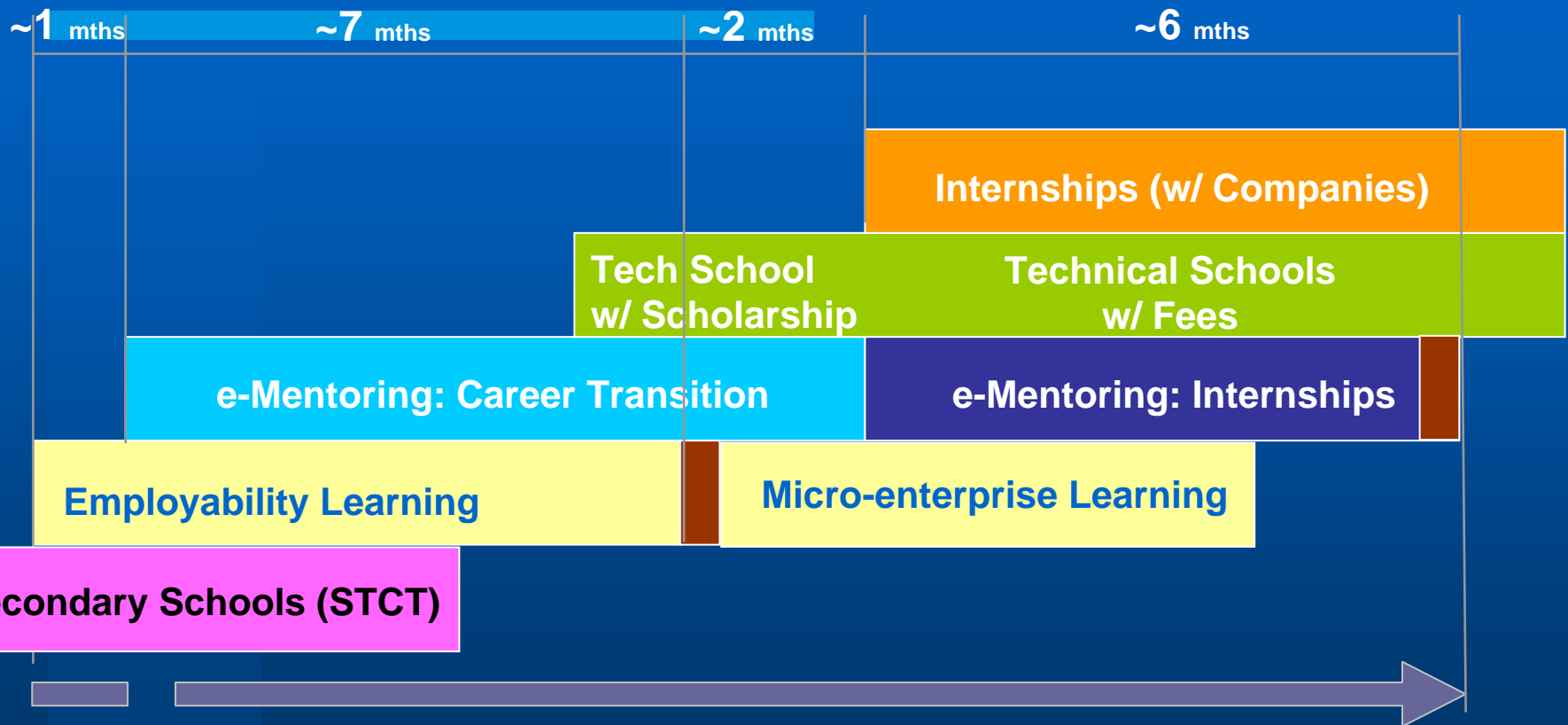
- Rich professional network to learn networking
- Start: 50 Mentors - End: 53 Mentors
- Powerful support for level of youth participation
- Professional communication & Problem solving
- Heterogeneous network; positive reinforcing
- Enables transition into a new world



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Replication



Also: Involve families; Address social needs; Be flexible; Learning

Scale

Strengths

- Alignment with market demands > Effective results
- Continuous growth after the program
- “Real Social Inclusion” through Successful Careers

Limits

- Quality is important:
 - Effective transformation through Individuals
- Staff members from multiple skill areas
- Cost depends on the “range of disadvantaged-ness”

Sustainability

The key players for a successful and sustainable program:

➤ **Family**

- Learning the importance of Learning ROI

➤ **Private Sector**

- Partners (facilities, computers, training centers, etc.),
- Mentors (professional guidance)
- Employers

➤ **Government**

- Innovation for government programs
- Application of Youth Employability/Entrepreneurship Incentives/Programs
- Partner with public education system

Important Issues

- **Quantity** vs. Quality
- **Transforming** youth for careers vs. job training
- Stand alone programs vs. With **public schools**
- **Measuring success**: completion rates; employment; job retention; employability capacity; transition to tertiary education; promotion rates; ROI, etc.
- **Permanent** transformation vs. Temporary change
- Measuring the **economic and social value** of permanent transformation and employability – **ROI**
- **Creating an environment for youth to change**
- **Working with youth as people not as statistics**

Thank you!

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