



المنظمة الدولية للشباب

Maximizing Impact Through Partnerships



“

High youth unemployment rates across the region should wake everyone up. We should all work collectively because there is no one party—government, civil society, or private sector—who can handle this problem alone.”

.....
Ahmed Hindawi, UN Secretary-General Envoy for Youth and former IYF YouthActionNet® Fellow



MAXIMIZING IMPACT THROUGH PARTNERSHIPS: IYF PROGRAMS IN THE MENA REGION

Young people in the Middle East and North Africa express a passionate desire to learn, work, and lead. The International Youth Foundation (IYF) is committed to helping youth achieve these goals.

Our approach is straightforward: we identify the untapped potential of the region's private sector companies, governments, civil society organizations, and youth themselves. Working closely with our partners, we design and deliver programs that

address the employability needs of young people, equipping them with the personal, interpersonal, and workplace skills that prepare them to make positive social and economic contributions to their households, their communities, and the region.

ANCHORED IN TRANSFORMATIONAL LIFE SKILLS

IYF programming starts with ensuring that young participants have a solid foundation of life skills that supports their personal, academic, and professional development.

IYF's signature life skills program, *Passport to Success*® (PTS), gives youth the skills and mindset they need to chart healthy futures and pursue their goals with confidence. The PTS curriculum of 75 core life skills are especially valuable to young people who must navigate rapidly changing political, social, and economic landscapes.

IYF tailors life skills training to the specific needs of participants in their actual circumstances, enabling them to meet the challenges they face in their communities and to prepare for work that actually exists in their

local labor markets. IYF imparts life skills to youth through innovative, interactive activities that capture their imaginations and allow them to practice, to question, to handle conflict effectively and to understand expectations.

IYF's life skills programming changes lives. Young people report that the training empowers them to transform their relationships, cope with their surroundings, adapt positive behaviors, and obtain quality employment positions. In independent evaluations, post-program focus groups and surveys, youth, their families, teachers, and employers rave about the power of IYF life skills training to help young people come of age with the tools to confidently assume their emerging personal, professional, and civic roles.



“

If it weren't for programs like [Passport to Success®], youth wouldn't have the confidence to stand up and speak... they learn important life skills. It's astonishing how much effort these youth are putting into changing their lives.”

.....
Business Development Manager, *Luminus Group, Jordan*





“

When we receive CVs from [graduates of IYF programs]... we really notice the difference between applicants who took employability training in developing their professional skills, and others [who did not take the training].”

.....
Human Resources Manager, Padico, Palestine



GROUNDING IN THE NEEDS OF EMPLOYERS

A robust private sector is crucial to the region's long-term health. To innovate and grow in the 21st Century, MENA businesses must be able to tap a pool of local talent with a full range of relevant skills and experiences. IYF partners closely with key public and private sector actors in countries across the Middle East and North Africa to increase the employment readiness of youth and contribute to the stability and sustainability of the region's workforce. During all phases of training—from curriculum development to assessment—IYF works with both employers and young people to ensure that youth have both the technical skills and life skills that are relevant to current and anticipated market needs.

IYF Trainees have been offered jobs with Accor Group, Sheraton, Four Seasons, Barcelo, Aksal Group, Fauchon, Padico, Wataniya Mobile, Palestine Ministry of Education, Al Quds Company, Jordan Television, Jordanian Electric Power Company, and hundreds of restaurants, retail establishments, medical centers, and offices and firms.

IYF programs are founded on international best practices and IYF standards for excellence.

BUILDING CAREER PATHS FOR YOUNG PEOPLE

Unemployment rates for MENA youth remain the highest in the world. When young people find employment, turnover may be high if they are ill prepared for work or when their experiences do not meet their expectations. Evidence shows that the region's graduates do not leave school with the skills that will help them obtain—and stay in—the jobs that most attract them. On the flip side, youth are often wary of accepting many of the jobs that are actually available to them (often entry-level positions or jobs in sectors which have historically hired third-country nationals) because they fear they will not be considered respectable to their family and communities.

IYF programming includes career counseling so that young people—and their parents—have accurate

information about labor markets and can envision and plan for careers in fields they formally thought offered few opportunities. Through such programming youth become aware of career paths and the bright futures that might begin with entry- or mid-level jobs in sectors that are ripe for growth and eager for energized and creative employees.

IYF also helps young people get a realistic view of the possibilities for entrepreneurship and helps them understand the education and training they need to make their dreams come true.





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I learned to make my dreams more achievable by identifying my goals and planning actions to achieve them.”

IYF Program Beneficiary, El Jadida, Morocco



“

I mastered many skills but I never had confidence. The employability training gave me confidence and enhanced my presentation skills... I feel more confident now about my idea to start a new business.”

.....
IYF Program Beneficiary, *Palestine*



NURTURING ENTREPRENEURIAL THINKING AND ACTING

Creative problem solving, motivation, self-confidence, and other characteristics of an entrepreneurial mindset are invaluable to young people whether they seek to start their own firms, strive to make significant contributions as employees, or apply their skills to social challenges. IYF programming cultivates entrepreneurial skill-sets in young people, enabling them to infuse their professional and civic activities with invigorating, fresh perspectives that will help the region meet its economic and social potential.

Young people with entrepreneurial aspirations are crucial to the region's global competitiveness, and such youth need access to an integrated package of training, access to finance, and business support services that will prepare them for the challenges

of new enterprise development and give the tools to grow and expand their businesses.

For youth who seek careers in established firms, IYF helps them understand how entrepreneurial behavior on the job can increase the quality of their contributions, help them enjoy work, and enhance opportunities for advancement.

Finally, IYF exposes participants to service learning and civic engagement activities that help them apply entrepreneurial thinking to the development needs facing their communities and countries.

MAXIMIZING IMPACT AND SUSTAINABILITY THROUGH PARTNERSHIP

Youth in the MENA region face challenges that are too big and too urgent for any one sector alone to address. Therefore, IYF brings together an array of partners whose combined resources and expertise form a holistic response to the challenges facing the region's youth.

Across IYF's global portfolio, there is also a strong focus on utilizing our broad technical expertise to help build the capacity of local organizations to design, develop, and evaluate effective youth employment and entrepreneurship training programs. Such an approach enables local NGOs to continue

to implement quality training and support services for youth well beyond the period of IYF's direct technical assistance.

IYF initiatives serve youth directly, but they benefit partners as well. Partnering with IYF to provide programming for underserved youth generates excitement among staff, youth, and the community at large and positively influences community relations. Partnerships also increase the local capacity to serve youth, and produce lessons learned and good practices that improve youth programming in the region and globally.



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Youth@Work
PARTNERSHIPS FOR SKILLS DEVELOPMENT

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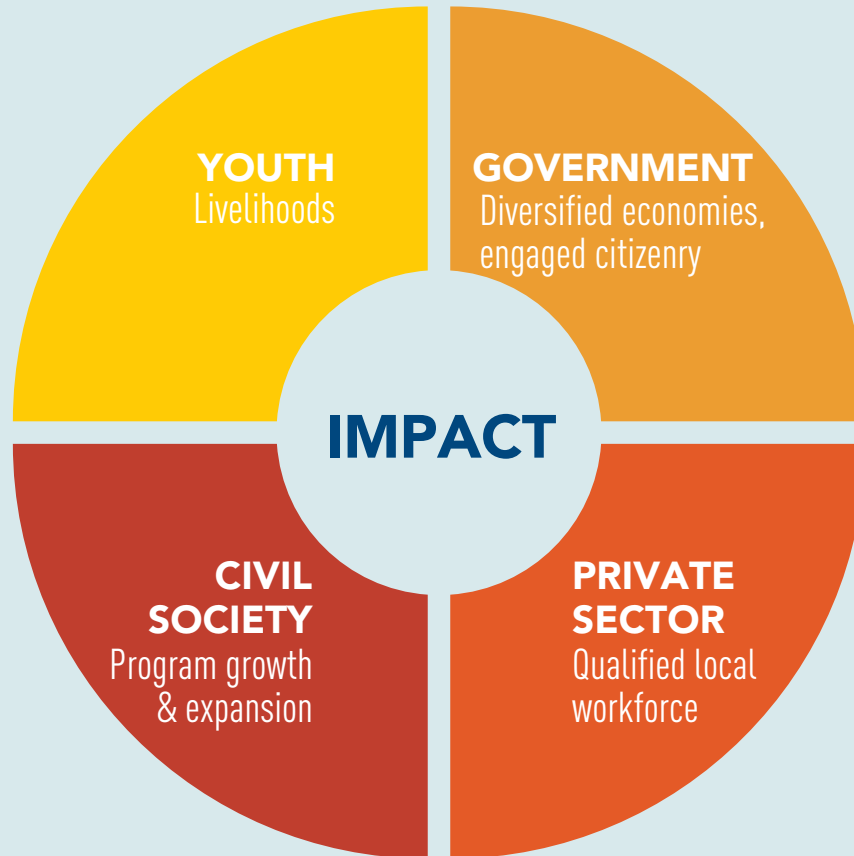
International
Youth
Foundation



We all have a stake in making sure the unprecedented global “youth bulge” is transformed into an economic and social asset that holds the potential to pay a demographic dividend for generations to come.”

William S. Reese, President and CEO, International Youth Foundation

THE IYF FORMULA



Partnership lies at the core of IYF programs. We bring together key members of the community who have a stake in its future: governments, businesses, civil society, and youth themselves. Our combined expertise, resources and efforts form a holistic, community-based response to the challenges facing young people, ensuring that together we deliver a positive **Impact**.

HOW TO GET INVOLVED

IYF welcomes queries about how you can support young people in the MENA region.

Opportunities include:

- Supporting effective results-driven youth employability programming in your community/country
- Mentoring aspiring and newly trained entrepreneurs
- Offering internships, apprenticeships, and new job opportunities to youth trainees
- Advising IYF and local partner organizations on your industry's specific needs

- Building the capacity of local NGOs, training centers and government agencies to better serve youth needs

Working with IYF makes an important difference in the lives of local youth. Skilled youth, in turn, make the MENA region more competitive and viable in the global economy.

CONTACT US


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“What is at stake is our collective future. If we don't work together to find positive solutions, we will have created a lost generation and will experience increasing instability and decline around the world.”

.....
Christopher J. Nassetta, *President and CEO, Hilton Worldwide, and IYF Board Member*



The **International Youth Foundation** (IYF) invests in the extraordinary potential of young people. Founded in 1990, IYF builds and maintains a worldwide community of businesses, governments, and civil society organizations committed to empowering youth to be healthy, productive, and engaged citizens. IYF programs are catalysts of change that help young people obtain a quality education, gain employability skills, make healthy choices, and improve their communities. IYF currently operates in 78 countries and territories.

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