



LIVE WEBINAR

EMPLOYMENT REWIRED

LEARNINGS FROM
YOUTH IMPACT LABS





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**EMPLOYMENT
REWIRED**
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September 22 (EAT / EEST)

4:00 - 5:00: Introduction and overview of YIL and learnings

5:30 - 6:30: Role of Technology in Accelerating Job Creation

7:00 - 8:00: Does Digital Technology Help Create More Inclusive Opportunities?

September 23 (EAT / EEST)

4:00 - 5:00: Building Resilience for the Digital Gig Economy Worker

5:30 - 6:30: What's Next? The Future of Youth Employment

EMPLOYMENT REWIRED

Learnings from Youth Impact Labs



Phil Greiner

Director of Economic
Opportunities and
Market Development
Mercy Corps Jordan



Khaleel Najjar

Director
Youth Impact Labs
Mercy Corps Jordan

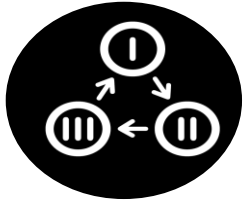


Jerioth Mwaura

Director
Youth Impact Labs
Mercy Corps Kenya



Youth Impact Labs



Mission: To increase young worker's income, productivity, and resilience by leveraging technology enhanced solutions to create new work opportunities for youth.



Approach: Identify and tests creative, **technology-enabled solutions** to tackle global youth unemployment, accelerating job creation so every young person has the opportunity for dignified, purposeful work.



Geographies:

Middle East: Jordan, Gaza Strip

East Africa: Kenya, Uganda, Tanzania, Ethiopia

Flexible program approach adapted to the different country contexts

Addressing the root causes

- › Conducting a market analysis was crucial in designing a demand side focused program but also identifying sectors with the highest potential of creating jobs

Agile implementation approach

- › Developing a flexible approach allowed us to learn and pivot the approach based on early results from implementation
- › Our donor encouraged us to learn from our mistakes and innovate

Adaptive management in response to evidence

- › Recognized the inherent uncertainty of working with private sector players and remained adaptive to change our processes to enable effective engagement

Works within the ecosystem to catalyze job creation



Social enterprises

LYNK



FL FixChap



skygarden®



Shārqi SHOP

moringa SCHOOL



bayt Shagheel

WORKAROUND

Bilforon بالفرن

basket Groceries Delivered

care1s WE SHARE THE CARE

SALALEM

Incubator/ Accelerator



JORDAN'S TECHNOLOGY INCUBATOR

DezignRED
Reinvent Your Business and Disrupt Industry

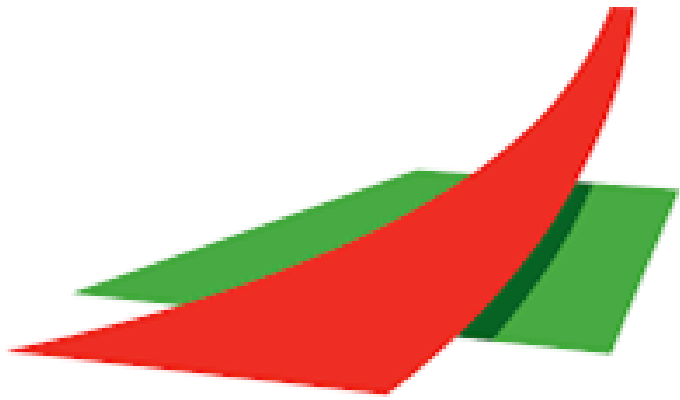
مركز الملكة رانيا للريادة
Queen Rania Center
for Entrepreneurship

ZINC
Zain Innovation Campus
منصة زين للإبداع

Investors

beyond capital

MERCY CORPS
VENTURES



iPARK

- › **Established in 2003**, focusing on two thematic areas; innovation and entrepreneurship
- › Provides investors, innovators and innovative institutions with **expert commercialization and intellectual property services** including patenting, matchmaking, governance, deal structuring, Brokerage and technology audits through the Intellectual Property and Commercialization Office (IPCO)
- › Supports entrepreneurs through capacity building, matchmaking, advisory, legal and accounting services across its multiple incubators in Jordan. also provides services to institutions and donors seeking to establish impactful entrepreneurship support and enablement programs





Carers

- › Carers **connects nurses and babysitters with households**, closing an important gap in the Jordanian market, which is particularly relevant to female employment.
- › Carers **works with a wide spectrum of care providers** that includes migrants, college students, unemployed female breadwinners, aspiring nurses **who want to enrich their careers, and fresh graduates who are stuck in the “waithood” period.**
- › Carers provides **uniquely appropriate work opportunities for individuals** who have other commitments that prevent them from taking-on full-time work.

Lessons learned – Social enterprises



Selecting the right social enterprises for the program

- › Need to be intentional about seeking partners outside of the usual channels
- › Need to plan program work plan to allow for ample time to find the right private sector partner and design engagement
- › Early stage enterprises are more flexible but also have a higher failure risk due to capacity constraints



Blended financing

- › **Jordan - Pilot grants followed by investment; Kenya - Milestone based grants**
- › Both grant and equity funding is needed for the long term sustainability of the enterprises
- › Enterprises can take risks on business models that benefit vulnerable populations if properly incentivized



Sustainability of innovations supported

- › Align on goals with enterprises to ensure job creation is integral to the business model of the enterprise
- › Invest in the internal capacity of enterprises to ensure continuity and growth of innovations developed

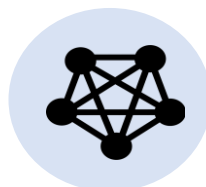
Lessons learned – Engaging investors



Finding alignment with equity/debt investors from the beginning is crucial



Focus on growth and sustainability of enterprises



Triple bottom line – focus on both impact and profitability



Grants play an important role in de-risking and providing proof points but need to know the proof points that investors are looking for before designing the engagement



Mercy Corps Ventures is Mercy Corps' investing arm. It partners with these pioneers to iterate and scale bold solutions to the world's toughest challenges.



Moringa is a multi-disciplinary learning accelerator providing young Africans with **digital and professional skills** training including web development, mobile app development and data science.



Aoun

- › An **app-driven marketplace for maintenance and repair services**, Aoun is responsible for bringing the shared-economy concept to Jordan.
- › The **spectrum of services provided through Aoun is wide and inclusive**; it covers almost every maintenance and repair service relevant to household and commercial operations.
- › Aoun **workers face marketing challenges**, including the ability to reach potential clients efficiently and lost income-generating opportunities due to a lack of critical soft skills.
- › Aoun **works with its members to fill these gaps, generate a sustainable income, and maintain a good base of loyal clients**.
- › Aoun now **pivoted to a B2B model** under the new brand **iFORCE**



- › BeyondCapital (Beyond Capital) aims to **support start-ups and asset managers** build high growth ventures, accelerate job creation, and develop the investment eco-system **encouraging equity investments in early and growth stage businesses in Jordan**.
- › Offering a variety of services, Beyond Capital **leverages patient capital, expertise, and access to networks** to bridge the gap between entrepreneurs, angel investors, and fund managers to **foster a dynamic and transparent entrepreneurial ecosystem**, to build a new generation of Jordanian businesses.
- › Beyond Capital support is **targeted at early stage businesses** with traction filling the obvious gap in the ecosystem.

Youth Impact Labs in Numbers

5

Model tested in five countries in East Africa and Middle East

108,088

Beneficiaries reached through program activities

29

Companies supported through financial and technical support

7,716

New work opportunities created

34

Tech innovations developed

\$2.9M+

Income earned by beneficiaries through engagements supported





Q&A

Please ask your questions within the Facebook Live comments. We will try to address all questions, time permitting.



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Thank you for joining us!

Please fill in our **quick online survey** – the **link is in the comments**

A **recording of this webinar** will be available shortly if you visit our Webinars page at beamexchange.org/community/webinar



