

FACTSHEET

YOUTH SELF-EMPLOYMENT IN SOUTHERN ETHIOPIA REGION (YES) PROJECT

AT A GLANCE

Goal: To contribute to the socioeconomic well-being of communities by improving the quality life of 32, 146 young women and men in South Omo and Ari zones.

Donor: Mastercard Foundation

Duration: February 16, 2024- August 15, 2027

Total Funding: \$ 5, 586,575

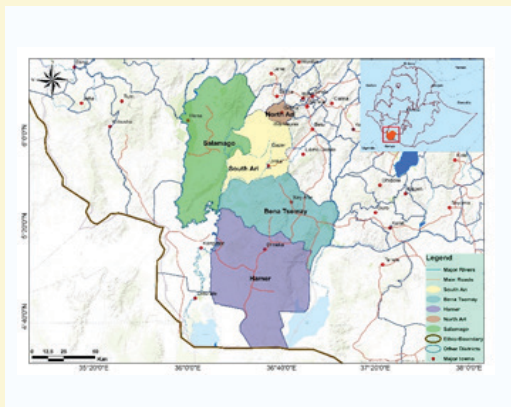
Participants: 32, 146 financially disadvantaged young people (70% young women, 30% young men and 10 % persons with disabilities and internally displaced people)

Geographic Focus: South Omo and Ari Zones:

| Three pastoral woredas :Hamer, Bena Tsemay and Salamago

| Two agro-pastoral woredas: Semen Ari and Debub Ari

| Jinka Town Administration



Implementing Partners:

| Zonal and woreda government institutions
| Local NGOs
| Financial institutions
| Private sector



Project participants training in Bena Tsemay Woreda, South Omo

BACKGROUND

Despite the current numerous efforts by the government and other development actors, youth unemployment remains the most critical challenge in Ethiopia. In the context of pastoral and agro-pastoral areas, the problem is even more serious, coupled with traditional practices and beliefs that preclude women from engaging in productive work.

The baseline assessments conducted in the South Omo and Ari zones, along with consultations with the local communities, identified key problems that were preventing young women and men from engaging in various economic activities. The key barriers are mindset towards work and livelihoods (for example apathy to work, labelling economically productive works for men and attitude towards gender equality), limited access to financial services, low level of entrepreneurial knowledge and skills, absence of market linkage and weak capacity of service provider institutions. At the same time, there are plenty of business opportunities with high potential for employment in areas of agriculture and tourism sectors that were never harnessed.

Accordingly, the project will work to change mindsets of young people and the wider community at large and address skill gaps through advocacy and training while ensuring financial inclusion for vulnerable young people and facilitating strong institutional and market linkages.

APPROACH

Advocacy: This project strongly calls for intensive, evidence-based advocacy work, collaboration, and partnerships with communities, government, and non-governmental institutions.

Community Engagement: Most importantly, it requires the active engagement of local elders and clan leaders, whose positive role and influence in agro-pastoral areas is critical.

Private Public Partnership (PPP): HRF develops a comprehensive project implementation manual that specifies the roles and responsibilities of various actors including public institutions, private actors and target communities.

Multi-stakeholder platform: Over the past six years, multi-stakeholder collaboration has been a key aspect of HRF's convening role in addressing complex development challenges. HRF has been recognized as a pioneer of Ethiopia's multi-stakeholder approach to development. In addition to engaging in numerous MoU-based partnerships, HRF has introduced a new multi-stakeholder platform approach, moving beyond one-to-one partnerships to address complex development-related issues.

Capability Building: The project identifies capability-building needs within the community, in the governmental levels, among development partners and build the capacities of service providers accordingly along with engaging partners that can share best practices and experiences. "

KEY ACTIVITIES

- | Facilitate knowledge and relevant skills training
- | Create access to finance and relevant facilities
- | Build the capacity of service providers
- | Support institutional and market linkages
- | Establish and strengthen enterprises

Expected Outcomes & Impact

Impact:

| Enhanced quality of life of 24,110 young women and men (young women: 16,877), contributing to the socioeconomic well-being of communities

Strategic Outcome

| Self-employed 24,110 young men and women in South Omo and Ari zones have increased and diversified incomes.

Intermediate Outcomes

| Young women & men sustainably engage in diversified agricultural production, processing, and eco-tourism businesses.

| Local authorities and institutions in the targeted woredas proactively support young women's and men's enterprises.



Project participants training in Ari Zone



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Tel +251111268989
Fax +251118160238

E-mail info@haileromanfoundation.org
P.O. Box 27858 code 1000, Addis Ababa, Ethiopia

LinkedIn [Hailemariam & Roman Foundation](https://www.haileromanfoundation.org)
www.haileromanfoundation.org