



PROGRAMME BRIEF: IN THE WORKS

Decent jobs and income are essential if young people are to participate fully in their societies and realise their potential. Our **In the Works** programme aims to ensure young people's economic inclusion by supporting them to gain the skills they need to flourish economically, removing barriers to economic opportunities and creating new opportunities for young people, especially young women. The programme takes a holistic, comprehensive approach, looking at the whole person and their potential and the different approaches needed to realise this potential.

FACTS AND FIGURES

**40
MILLION**

40 million young people (15-24) enter the labour market every year

3x

Young people are **three times as likely as adults** (25 years and older) to be unemployed



30%

Of the 429 million young workers worldwide, around **126 million, or 30%, are working in poverty** (an income below US\$3.20 per day).

Source: www.ilo.org



17.4%

Since the onset of the **COVID-19** crisis, **one in six young people** (aged 18-29), **17.4% have stopped working**

Source: www.ilo.org



Global youth unemployment rate is estimated at **13.6%** but rises to as high as **30 percent** in some parts of the world with unemployment rates for young women higher in most regions.

20%



Globally, **20% of young people are not in employment, education or training**, young women are **twice as likely** as young men to face those circumstances.

Some **1.8 billion young people** are using social media platforms and these platforms are a powerful tool for providing access to information and employment and financial opportunities. They also enable young people to maintain social connections and networks that support entrepreneurship. **RNW Media's** expertise in building online communities and harnessing the power of digital media enables our **In the Works Programme** to address the key barriers to youth employment and youth inclusion.

Those barriers include **poor education, lack of skills, a mismatch of supply and demand in the labour market** and a **lack of support for young entrepreneurs**.



IN THE WORKS FOCUSES ON:



CONNECTING TALENT WITH OPPORTUNITY:

Information gaps prevent qualified job seekers from learning about promising job openings, and employers cannot find the talent they need. Through online campaigns and virtual job fairs we connect young job seekers with employers and also connect employers with job seekers.



SKILLS DEVELOPMENT:

Many young people lack the skills the labour market demands. With our partners, we facilitate training and capacity building, linking young people with services providing technical skills training. We complement this with training in soft skills to build employability and job readiness.



YOUTH ENTREPRENEURSHIP:

We connect young entrepreneurs to a variety of online and offline business development services, including mentoring, advice and coaching. Virtual business plan pitching gives young people access to institutions, organisations and investors who can fund their business ideas. Online peer networks offer young entrepreneurs a space to share and learn from each other's successes and failures.



ADVOCATE FOR CHANGE:

Data collected from platform users is used to advocate for changes to policies and practices that impact their lives. We address decent working conditions and raise young people's awareness of their labour rights related to safety, exploitation, equal pay, non-discrimination.

The programme contributes to **SDG 8**, which promotes full and productive employment and decent work for all, **SDGs 1 & 2**, which seek to eradicate poverty and hunger, and to **SDG 5** which focusees on achieving gender equality.



RNW Media's Citizens' Voice platforms have been addressing youth economic inclusion for a number of years. **Yaga Burundi**, for instance, implemented the **#Bdiemplo** campaign inviting young people to think about the structural problems that lead to high unemployment and whether Burundi's universities are adequately preparing students to enter the job market. As part of the campaign, **Yaga Burundi** also **successfully advocated** for the launch of the Government's promised Youth Investment Bank. In Yemen, our **Manasati30** platform is collaborating with **UNESCO** on an EU-funded project aimed at creating economic opportunities for young Yemenis, through the preservation and restoration of cultural heritage. Our first platform to focus solely on economic inclusion was **Masaraat**, launched in Egypt in 2019. We are currently planning to launch a new **In the Works** platform in Nigeria.



ABOUT RNW MEDIA

RNW Media builds digital communities for social change. We dream of a world where young people in restrictive settings confidently claim their rights, assume their place in society, and shape a better future. We bring young people together through digital platforms—with **websites, WhatsApp, Facebook, Twitter** and other channels. Through our platforms they get **comprehensive evidence-** and **rights-based information.** They also have safe places where they can engage in constructive dialogue and focus on their aspirations. We do this with three thematic programmes—**Citizens' Voice, SRHR** and **In the Works** and through our **media training institute, RNTC.**

