

YOUTH UNEMPLOYMENT IN KENYA

WE ARE WORRIED ABOUT THE HIGH RATE OF YOUTH UNEMPLOYMENT AMONG FRESH GRADUATES IN KENYA.
WE WANT TO HELP IN CREATING ENTREPRENEURIAL SOLUTIONS THAT WILL BENEFIT UNEMPLOYED YOUTH IN KENYA.



WHY?

**YOUTH UNEMPLOYMENT IN KENYA AMONG THE
HIGHEST IN THE WORLD.**

+56,5

**MILLION
INHABITANTS**

20%

**YOUTH
(20-29Y)**

33%

**UNEMPLOYED
YOUTH**

UNDERSTANDING THE PROBLEM

SENSING, QUESTIONING, ASSOCIATING



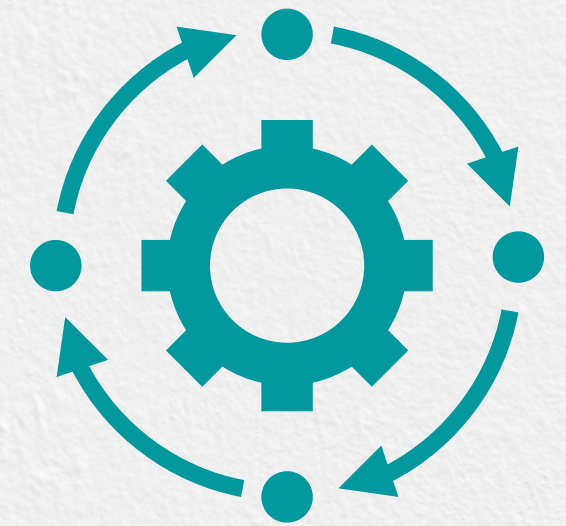
^
DESKTOP RESEARCH

TOOLS



^
INTERVIEWS

BIOMIMICRY



^
SYSTEMS THINKING

INSIGHTS



STAKEHOLDERS DO NOT HAVE A COMMON UNDERSTANDING OF THE UNEMPLOYMENT ISSUE

**CAREER CHOICE NOT
NECESSARILY MATCHING
INTERESTS AND
STRENGTHS**

**UNIVERSITY GRADUATES
ARE INTERESTED IN
ENTREPRENEURSHIP**

STUDENTS LACK CONFIDENCE

**STUDENTS THINK THEY
HAVE TO BE EMPLOYED**

HUMAN CAPITAL IS UNDERUTILISED

LITTLE IMPACT OF GOVERNMENTAL INITIATIVES

IDEATION & PROTOTYPING

SUSTAINABLE TOURISM



EXPERIENCE
TOURISM IN KISUMU



IMPORTANCE OF
SUSTAINABILITY



IDEATION
PROGRAMME

JAY4T

**INNOVATING FOR
SUSTAINABLE TOURISM**

**NOV 23,
2022**

Welcome to our 1-hour online session on Nov 23rd. This session is meant to help **unemployed youth and young entrepreneurs in the tourism sector** in Kisumu to come up with incredible and feasible ideas to make their businesses **more sustainable and employ young people**. Sign up either as an unemployed or as entrepreneur.

Unemployed Sign-up: <https://bit.ly/ideatour>

Entrepreneur Sign-up: <https://bit.ly/innovatetour>

 [jay4t.org](https://bit.ly/ideatour)

PROTOTYPE

IDEATION & PROTOTYPING

SKILLS EXCHANGE



Come join us!

Skills exchange bazaar - tomorrow (26.11.22) at Amani :)

Do you need help with getting a step closer to work?
Maybe your fellow peers can help you.

Do you have skills to offer?
Maybe you can help your fellow peers.

A fun, easy-going event where you trade in the currency of support, ideas and skills.

The Bazaar opens its doors tomorrow over lunch break. Please register below which skills you need or offer. For example, you may be looking for help in writing a job application, or creating a graphic design. In exchange someone may give you creative ways to make a presentation, learn how to produce a podcast or help you hone your writing skills.

Tomorrow you will be matched - the exchange will happen after the Bazaar!

Any questions? Please ask Obanda or Nele :)

Name	Skills offered	Skills needed
Louise	- LinkedIn/cv advice - web design - business advice - carbon credit/ESG/sustainability	review of motivation letters
Journel	design/prototype/creative brainstorming	linkedin penhorning opportunities in the social sector for creatives
Manina	outline tools for remote work teambuilding, project management	creative tools
Ibrahim	Project/Programs Manager Resume Review/building Interview skills	First Freelance jobs + Remote Coaching
Christine	Business advice Coaching Brainstorming	Remote jobs Podcasts
Ronnelia	design / Participatory creative (roles)	Consulting
Yash	branding your company strategies - product, project etc. Brainstorming, Data visualisation	LinkedIn (connecting with opportunities in social sector looking new clients) LinkedIn revamp need art & photography commissions

NS Nele Sembdner
Amani proposal - skills exchange programme
An: & 3 weitere

Vorgestern Details

Dear William,

I hope you are well.
As you know I'm currently a student at Amani Institute and together with my study partner Obanda we are worried about the high unemployment rate amongst new graduates in Kenya.

As part of our social innovation project we came up with the idea of a skills exchange programme which we would like to run with universities. Please find a proposal attached.

Pauline recommend us to get in touch with you and I got very excited since we met at the conference.
We would highly appreciate your feedback. Unfortunately we are a little short in time. Would you be by any chance available for a short call tomorrow? Or if that's not possible would you be willing to answer a few questions via email?

Many thanks
Obanda and Nele

Proposal universities.pdf



Xchange Bazaar

registration

matching

Bazaar

Xchange

Registration indicating

- Name
- Idea (optional)
- Skills offered (optional)
- Skills needed (optional)

meeting matches

- Agreed collaborations
- Review of unsuccessful collaborations

weekly meetings to facilitate the exchange

IMPACTING

IF FINAL YEAR UNDERGRADUATE STUDENTS ACTIVELY COMPLEMENT THE SKILLS OF THEIR FELLOW STUDENTS ACROSS DIFFERENT FACULTIES, IN DEVELOPING ENTREPRENEURIAL PROJECTS OVER THE FINAL SCHOOL YEAR IN THE UNIVERSITY.

THEN THEIR CONFIDENCE IN PRACTICALLY APPLYING THEIR PROFESSIONAL KNOWLEDGE WILL INCREASE, THEIR NETWORK WILL GROW, AND THEIR MINDSET WILL SHIFT FROM DEPENDENCE TO VALUE CREATING, AND NEW JOBS WILL BE CREATED FROM THE RESULTING ENTERPRISES.

BECAUSE THEY WILL HAVE PRACTICAL AND ENTREPRENEURIAL EXPERIENCE FOR ONE YEAR LONGER BEFORE GRADUATING, WORKING COLLABORATIVELY ON ENTERPRISES.

NEXT STEPS

FURTHER PROTOTYPING



**TESTING MORE
ASSUMPTIONS**

**APPLYING
GENERATED INSIGHTS**

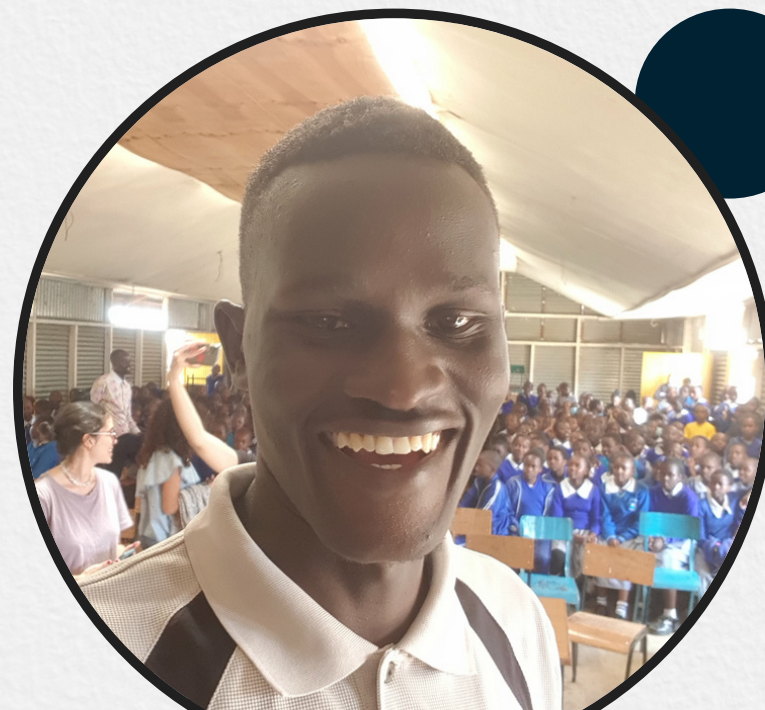
PILOTING



IMMERSION

LEARNINGS

**"EDUCATION WITHOUT APPLICATION IS JUST ENTERTAINMENT."
– TIM SANDERS**



**IMPORTANCE OF THE
INNER JOURNEY**

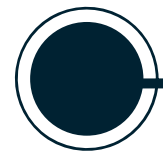


THE BALCONY VIEW



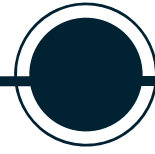
THANK YOU

SOCIAL INNOVATION AND IMPACT



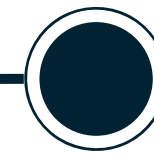
SOCIAL

- BENEFICIARIES ARE STUDENTS IN THEIR FINAL YEAR



INNOVATION

- STUDENTS ARE HELPING EACH OTHER



IMPACT

- JOBS CREATED THROUGH ENTERPRISES
- BETTER PORTFOLIOS & INCREASED CONFIDENCE
- ADDED QUALITY TO UNIVERSITIES