

YOUTH IMPACT LABS JORDAN

CONTEXT

- 70%** of the population is under 30
- 35%** of youth are unemployed
- 98%** of enterprises are made up of SMEs
- 70%** of formal jobs come from SMEs

IMPACT

\$ 2,364,042 net additional income change for service provider (youth) (Target: \$1,100,000)

23 new products and services offered by intervention partners (Target: 19)

3,164 participants gained new work opportunities (Target: 2,158)

186,126 participants reached through program activities (Target: 32,230)

KEY PARTNERS



DONORS

Google.org

\$2.2M | April 2017-May 2020

Mastercard

\$750,000 | April 2019-April 2022

PROGRAM BRIEF

Youth Impact Labs (YIL) identifies and tests creative, technology-enhanced solutions to tackle youth unemployment. Focusing on vulnerable youth ages 18-35, this initiative aims to think big, take risks, and test bold solutions by approaching underemployment and unemployment through a business-oriented innovation lens. The solutions developed are inclusive of Jordanians and Syrians, and the program is keen to reach both. YIL focuses on the three interconnected elements of the labor market system. First, YIL prepares job seekers for market opportunities. Second, the program increases demand for youth labor through private sector partnerships and platform development. Third, YIL strengthens the labor market ecosystem and ensures that it facilitates safe, equitable and decent work opportunities.

INTERVENTIONS

JOB MATCHING FOR BLUE-COLLAR WORKERS



Mercy Corps and Bayt, the largest job-matching digital platform in Jordan, partnered to create a new online job matching platform that focuses on blue-collar and basic skills jobs, the first of its kind in Jordan. The platform addresses key challenges for blue-collar workers – the lack of networks as well as knowledge of job vacancies and application processes. The easy-to-use website simplifies the process by using easily identifiable icons, including tools such as a CV builder, and utilizing well-known cartoon characters as part of the national marketing and outreach campaign.

SHARING ECONOMY AND DIGITAL MARKETPLACE SUPPORT



Desire for more flexible and decent work from both men and women has led to increased interest in the sharing- or gig-economy. YIL helps sharing-economy startups innovate, grow and excel through financial, technical and mentoring support. BeyondCapital, with YIL's support, provides equity investments to startups to catalyze growth and promote value while also reducing the risk of investment. Through MicroMentor, an online platform run by Mercy Corps, we connect entrepreneurs with free business mentors. Additionally, YIL, in partnership with iPARK, established 'Generation Impact,' the first social impact business incubator in Jordan. The facility provides enterprises with professional office space at a subsidized rate as well as opportunities for peer learning, networking, and coaching.

TALENT MANAGEMENT SOLUTIONS



YIL conducts ideation and entrepreneurship bootcamps with high-potential entrepreneurs focused on solving talent recruitment, development and management challenges. Through the bootcamp, YIL grows top ideas into service providers or acquisition targets for partner companies through financial and technical support. The selected ideas address specific management and policy issues confronting businesses that employ, or seek to employ, large numbers of individuals.