

# Engaging and Including Young People in Employment

**NAJAH**



# The Challenges

- **Education systems do not equip youth with essential skills and attitudes**
- **Lack of exposure to private sector / entrepreneurship**
- **Few opportunities to gain experience of workplace**
- **Inhibiting socio-cultural traditions**
- **Career counseling – too little, too late**
- **Few role models in work and enterprise**
- **Lack of confidence in job search techniques**
- **Concerns over pay equity and unethical practices**

# **NAJAH: The One-Stop-Shop to increase youth access to employment**

- **Job Camps and Job Clubs – foster positive work attitudes, tackle socio-cultural barriers, build leadership / teamwork, enhance job search skills**
- **Job placement services**
- **Market oriented information services**
- **Post placement services increase retention rates by supporting youth and employers to resolve employment issues**

# **NAJAH: Enhancing the enabling environment for youth employment**

- **Youth-led media campaign to promote flexible, non-traditional employment and entrepreneurship**
- **National Advisory Group to identify barriers and develop strategies to tackle them**
- **National event on Youth Employment and Entrepreneurship to engage private and public sector**

# **NAJAH: Expected Outcomes**

- **The One-Stop-Shop service will be piloted**
- **200 youth (50% women) will have improved skills and positive attitudes to start work**
- **Of these, at least half will be placed in jobs**
- **A curriculum to enhance work ethics and motivation will be developed in Arabic**
- **National Employment Services will be better equipped to support youth into work**
- **A campaign to enhance the wider environment for youth employment will be launched**