

« **YOUTH READY** » approach in the Youth Economic Strengthening Project (YES) in urban and peri-urban areas of Burkina Faso



“Youth Economic Strengthening Project in urban and peri-urban areas of Burkina Faso - YES KIRE” implemented in the Centre and Boucle du Mouhoun regions, aims to improve the sustainable livelihoods and life skills of 1,500 young people from displaced and host communities in the peri-urban areas of Ouagadougou and Boromo by 2025. Overall, the project is expected to have an impact on the lives of 4,500 household members of the targeted young people.

Effectively launched on January 2024, youth activities are taking place in the field with the support of community facilitators and the supervision of project staff. Local authorities, as well as the provincial departments of Youth and Employment and Humanitarian Action, are also providing the support and technical back-up needed to implement the activities. This project relies primarily on our “Youth Ready” project model for its implementation.



What is the « Youth Ready » approach ?

Youth Ready is World Vision's positive youth development project model, empowering vulnerable and marginalized youth to become agents of positive change in their own lives and communities, promoting a supportive youth environment and connecting them to opportunities to be healthy, productive and engaged.

Designed for adolescents and emerging adults (15-24 years) in and out of school, "Youth Ready" is a holistic, multi-sectoral approach that focuses on developing young people's assets and autonomy.

Implementation involves collaborative relationships and local partnerships that can include families and community leaders, youth-serving and youth-led organizations, the private sector, academic institutions, vocational trainers, etc.

Youth Ready projects are structured around a framework called the « *Viability Journey* », divided into two phases.

In the first phase, young people are empowered to succeed in work and life by strengthening their life skills, autonomy, voice, vision, resilience and positive relationships.

In the second phase, empowered young people are connected with meaningful opportunities and support to take the next steps in their personal development and livelihood pathway plans that they defined in the first stage.

Through a combination of training, activities, peer support, mentoring and internships, Youth Ready projects prepare young people to succeed at work and in life.

Viability Foundations

In the first phase of the *Viability Journey*, youth participate in a facilitated group learning experience using a unique curriculum.

A group that meets three hours twice a week can complete this phase in about a few months. Progress is measured through 21 competency-based assessment activities.

Learning activities are arranged into four modules:

M1. « Who I Am, Who We Are » focuses on positive identity, relationships, developmental assets, selecting adult mentors and establishing internal rules and group leadership.

M2. « Ready for Employment » focuses on developing job acquisition and work-readiness skills like writing a CV, interviewing effectively, appropriate workplace behavior and communication, customer service and safety.

M3. « Ready for Entrepreneurship » youth put into practice the skills they have learned (business modeling and planning, cost analysis and budgeting, cognitive analysis for problem-solving and decisionmaking, running profitable and legal businesses, and managing debt and risks). Ultimately, each young person develops his or her own business plan to obtain start-up capital.

M4. « Ready for Citizenship » focuses on valuing diversity and equality, dealing with conflict peacefully, community service, and completing and presenting individual livelihood pathway plans.



Youth Ready for work, for life.

Complementary approaches used in YES KIRE Project

« **Empowered World View** » model encourages individuals and communities to examine their beliefs, values, thoughts and attitudes in the light of Scripture and God's plan for humanity. It also encourages young people to critically understand the root causes of poverty and the principles of wealth creation, and to think about simple ways of mobilizing resources to meet our needs and the needs of the most vulnerable.

GESI approach (Gender Equality and Social Inclusion): We approach GESI by ensuring that the most vulnerable benefit from equal and inclusive access, and opportunities for decision-making and participation in society. Through this approach, we work to ensure the selection of vulnerable targets, including the explicit targeting of girls/young women, a gender lens in needs assessment, the design of activities to ensure the participation of girls/young women, people living with disabilities and disadvantaged and vulnerable strata from displaced people and host communities.

« **Savings for Transformation** » (S4T): a genuine tool for financial inclusion of the poorest. Within S4T Groups, members (ranging from 15 to a maximum of 25) can save and take out a loan with the group without having to wait for their pre-assigned turn. These loans are usually charged at an agreed interest rate, so that the money deposited by group members can earn interest. Savings and loan repayments are held in a group fund that can only be opened at group meetings and "distributed" among members at the end of a predefined cycle.

Professions identified as part of the implementation of the YES KIRE Project

Following a market study aimed at identifying the most viable (appropriate and innovative) types of vocational training programs, income-generating activities (IGAs) or profitable apprenticeships available that are in high demand on the market, the channels selected include:

- Cattle and pig fattening,
- Poultry farming,
- Market gardening,
- Natural juice preparation,
- Catering,
- Processing of non-timber forest products,

- Traditional loincloth weaving
- Dyeing (production of kokodonda loincloth)
- Sewing
- Recycling plastic waste
- Installation of photovoltaic solar systems
- Metal and aluminum joinery
- Soap and cosmetics manufacturing,
- Hairdressing

OUR IMPACT ON YES KIRE PROJECT

- **1,500 young people were identified** among potential beneficiaries (from displaced and host households), with the participation of all stakeholders (state actors, community leaders and potential beneficiaries). Targeting was based on vulnerability criteria validated by technical services, local authorities, community leaders and leaders of youth organizations. These beneficiaries were then grouped into 50 cohorts of around 30 people, supervised by one community facilitator per cohort.
- **50 community facilitators were recruited and trained** in "Youth Ready" and "Empowered World View" approaches to facilitate capacity building and close follow-up of young beneficiaries.
- **1,071 young people benefited** from capacity-building sessions on the Youth Ready approach in Boromo commune and in Ouagadougou districts 04, 09 and 12.
- **164 young people were enrolled** in 12 vocational training centres (sewing, metal joinery, wood joinery, building electricity, car mechanics, two-wheeler mechanics and hairdressing) in Ouagadougou and Boromo. These young people also received school supply kits to facilitate their training.
- **40 young people benefited** from installation kits to set up their catering businesses.
- **65 young people were trained** in techniques for making liquid soap, ball soap and cubic soap by the mold. At the end of the training, they all received starter kits to set up their own production units..
- **04 complaints and feedback management committees have been set up, trained and equipped** to improve beneficiaries' commitment to the project and build trust between communities and YES-KIRE project stakeholders.

About us

World Vision is an international christian organization dedicated to working with children, families and communities to reach their full potential by addressing the root causes of poverty and injustice.

World Vision initiated operations in Burkina Faso in 2021 to respond to rising humanitarian needs, aiming to reduce suffering and strengthen resilience among women, men, boys, and girls affected by the crisis..

Current programs in Burkina Faso span ve regions, including Boucle du Mouhoun, Nord, Sahel, Centre, and Centre-Nord.

From fiscal years 2022 to 2024, World Vision assisted **723,805 people** including **506,546 children** - in food security and livelihoods, nutrition, health, water, hygiene and sanitation, protection, empowerment of women and youth, and distribution of vouchers and non-food items.

PHOTO GALLERY OF SOME COMPLETED ACTIVITIES



Welding learners in a hands-on workshop



Sewing learners in a hands-on learning workshop



Neimata, a young learner in auto mechanics in a practical apprenticeship workshop



Training beneficiaries in « Empowered World View » approach



School supplies for young people enrolled in vocational training centers



Supervision visit to young people enrolled at the sewing training center



Youth Ready animation session with community facilitators



Distribution of installation kits to beneficiaries trained in soap-making techniques



Distribution of installation kits to beneficiaries trained in catering