

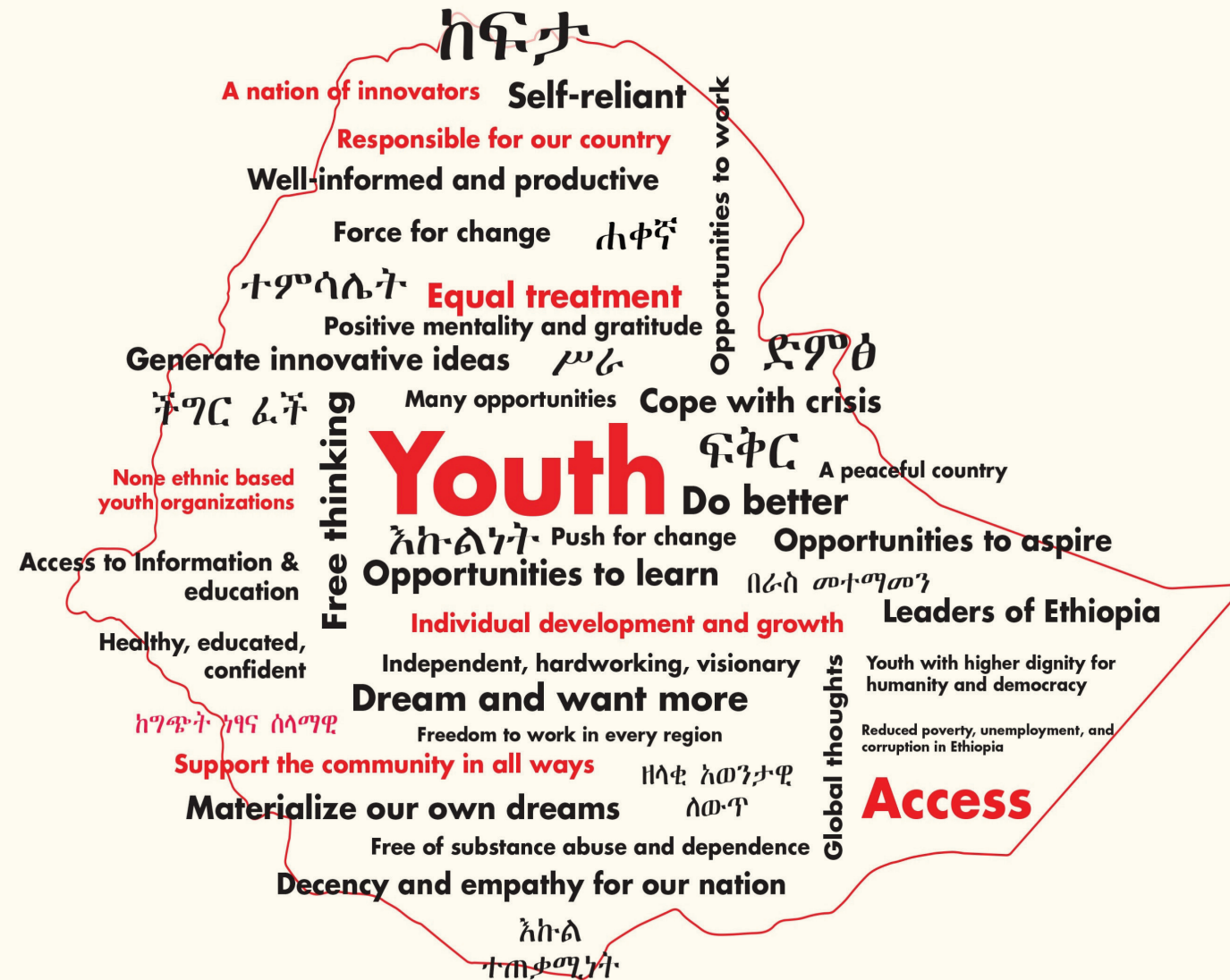
kefeta

ELEVATING ETHIOPIAN YOUTH



USAID
FROM THE AMERICAN PEOPLE





Kefeta is an Amharic word which means to elevate. In this spirit, with support from the United States Agency for International Development (USAID), Amref Health Africa and its consortium of partners are working hand-in-hand with Ethiopia's youth to advance their own economic, civic, and social development.

Our integrated and multi-sectoral approach co-designed with youth and grounded in positive youth development, starts with a mindset shift: GIVEN THE OPPORTUNITY, YOUTH CAN LEAD THE COUNTRY TO A PEACEFUL AND PROSPEROUS FUTURE.

To this end youth will not be mere recipients of Kefeta – they will be its co-creators, implementers, decision-makers, and leaders.

2
Million
Youth

18
Cities

5
Years

The Challenges Facing Ethiopia's Youth

With youth between ages 15-29 accounting for 33.8% of the urban population, and another 32.8% below the age of 15, Ethiopia is poised for a significant youth bulge. Readying the youth ecosystem to accommodate this growth and harvest the demographic dividend is of paramount importance for the country's socioeconomic and political transformation.



In 2019, only **29%** of Ethiopian youth finished secondary school and only **13.3%** went on for tertiary education.

34% of young girls have experienced physical violence and **30%** of girls have been raped

2.6 million youth that are out of school

Median age at first sex is at **18.4** years while median age for first contraceptive is **21.5** years for urban girls

Ethiopia's urban youth unemployment rate was **25.5%** in 2020.

over **40%** rural to urban migration

Aspirations of Ethiopia's Youth

Ethiopian Youth are ready for change: They want to be the force for change for their country, they want their voices heard and to be given the opportunity to dream big and materialize the dream. They are ready to contribute to their country and be treated equally.

We want to be self-reliant. We want to be responsible for our country and be treated equally.



We want to have our voices heard as youth that are not ethnically, politically, or religiously divided. We want to live conflict free, in peace and with love.



We want access to services and opportunities for economic growth.



Our Theory of Change

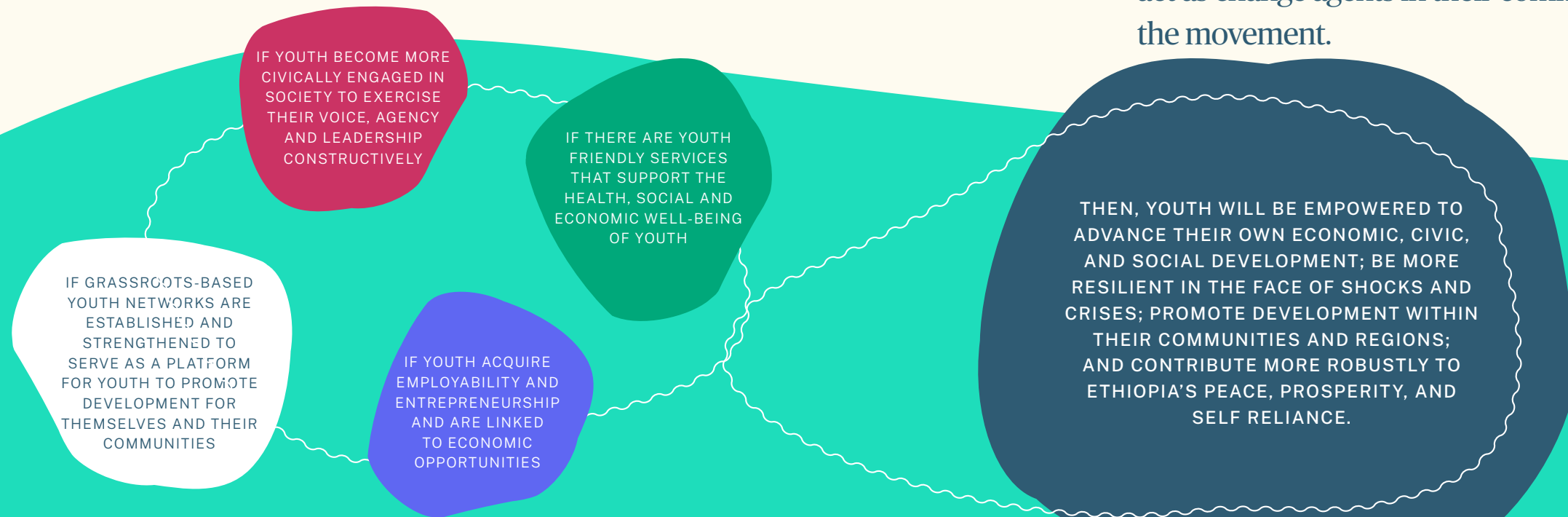
Kefeta believes that by:

- ★ Creating sustainable grassroots youth groups that form local and national level youth coalitions and building their capacity to advocate for their rights and take leadership roles in solving their communities,
- ★ Developing the assets and agencies of youth and assisting them to acquire employability and entrepreneurship skills and
- ★ Linking them with employment and/or innovative funding mechanism to back their own solutions to the problems they face,

We can expand opportunities for millions of young people including young women and other marginalized groups around the country - transforming their futures and with that, the future of Ethiopia.

To build a movement and sustain outcomes beyond Kefeta's lifetime, we need to change mindsets. We will foster perceptions that youth are the leaders of Ethiopia's future peace and prosperity. This reorientation will promote collective ownership and ensure all stakeholders actively participate in Kefeta, providing a solid base from which to achieve our vision.

Now is the time for collective action, with young people in the driver's seat and a unified vision for elevating youth to act as change agents in their communities. Kefeta is starting the movement.



Our Objectives

PURPOSE: TO EMPOWER YOUTH TO ADVANCE THEIR OWN ECONOMIC, CIVIC, AND SOCIAL DEVELOPMENT

Starting with the formation of Youth coalitions and networks, and establishing a youth-led Youth Empowerment Fund, Kefeta will work towards:

GOAL 1 INCREASE YOUTH CAPACITY FOR ADVOCACY AND AGENCY

- » Achieve a greater voice and role for youth in governance and civic affairs
- » Implement youth-led solutions for community development

GOAL 2 CREATE NEW ECONOMIC OPPORTUNITIES FOR YOUTH

- » Strengthen systems for youth to acquire skills that make them more employable
- » Link youth with the private sector to improve job placements
- » Establish and promote youth-led enterprises

GOAL 3 EXPAND YOUTH ACCESS TO ESSENTIAL SERVICES THAT ARE MORE YOUTH FRIENDLY

- » Decrease barriers to accessing quality youth-friendly services (YFS) across health, education and career support, and finance

Our Constituents

Youth

will have increased assets and agency, strengthened self-efficacy and skills, and improved physical and mental well-being. Economically active youth will contribute to their families, communities, and country, advocating for their rights and becoming more resilient

Youth-Led and Youth-Serving Organizations

(including communities, civil society organizations [CSOs], faith-based organizations, universities, TVETS and private sector partners including industrial parks) will be strengthened for providing YFS across sectors and creating spaces for youth to engage in civic and community affairs

Youth Policy Environment Actors

through active national youth coalitions, will reflect and incorporate youth voices, and the public and private sectors will be more supportive of the youth by designing packages that specifically address their needs.



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Our Strategies



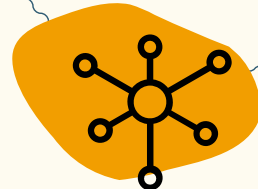
Democratic and Representative Youth Coalition

Kefeta will encourage youth to join existing youth groups and/or establish new interest groups in schools, HEIs, workplaces, and out-of-school settings. We will then link these groups through local, regional, and national coalitions with democratically elected boards, and build their institutional capacity across governance, fundraising, inclusivity, and more. The coalitions will be a permanent platform for youth to network and collectively advocate for their rights, amplifying their voices and fortifying their actions.



Youth Empowerment Fund

Kefeta will allocate \$10 million to the YEF, which will provide seed grants for the creation of new youth groups and Higher Education Institute activities, matching grants to help youth groups and coalitions address community challenges, and low interest loans for youth who want to start or grow their own business through a Kefeta Youth Saving and Credit Cooperative (SACCO).



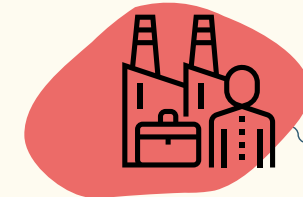
Youth Hubs

Using a franchise model, Kefeta will establish eight geographic cluster hubs and 20 city hubs managed by youth coalitions. Housed in existing youth centers, all hubs will provide a range of free services, including life skills trainings, career services, business incubation, and referrals to youth-friendly health services. The Youth Hubs will be a crucial safe space for out-of-school youth to congregate, learn and explore, and exercise creativity.



The Ethiopian Higher Education Institution Alliance

Kefeta will create a platform comprising 16 universities and technical and vocational education and training institutions to develop approaches and tools to align education and workforce needs, strengthen career services, and enhance data systems to monitor student outcomes. One of the core activities of the Alliance will be to enhance HEI career centers, which will be the main spaces for students to access life skills training, employability skills, linkages to internships, employment opportunities, and other YFS.



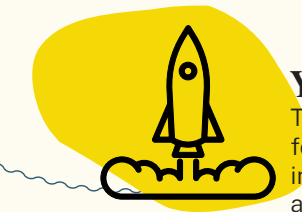
Private Sector Engagement

Kefeta will work with Ethiopian private companies such as East African Holding (EAH) and Roha Health Campus to support youth employment, creation of youth-friendly services within the private workspace and to use them as learning platforms for all our employment and youth engagement related interventions.



Youth-Friendly Services

Kefeta will improve access to quality, comprehensive, respectful, youth-friendly, and gender-sensitive services by engaging and training service providers and expanding service delivery points in locations frequented by youth, such as youth hubs, schools, and industrial parks.



Youth-Led Enterprise Spin-Offs

To ensure the development of permanent platforms for Ethiopian youth, Kefeta will turn selected interventions and end-products into enterprises as part of youth coalition capacity building. Kefeta will feature a built-in business incubation arm that will support potential entrepreneurs to conduct feasibility studies, implementation research, and develop business models.

Our Partnership Model

Our consortium brings together leading Ethiopian and International youth-focused organizations, with significant experience in positive youth development approaches, empowering youth, and enhancing access to economic opportunities and youth friendly services. We will use a ‘twinning’ model to pair local and international partners so they can learn from one another, and we will continue co-creation with youth, USAID, the Ethiopian government, and the consortium partners throughout the project.

DONOR



LEAD PARTNER



INTERNATIONAL PARTNERS



LOCAL CSO PARTNERS



HEI PARTNERS



PRIVATE SECTOR PARTNERS



In the spirit of collaboration and creating synergies to best serve Ethiopian youth, Kefeta has identified the following ways for individual youth, companies, community, faith based and non-governmental implementing partners, the donor community and government entities to get involved as:

Youth



- » Youth Advisory Group
- » Youth Group and Youth coalition
- » Kefeta Media Activities
- » Kefeta Staff
- » Kefeta Volunteers
- » Kefeta Interns

Implementing Partners (CBO, FBO, NGO)



- » Provide internship and volunteerism opportunities for youth
- » Buy in and cost-share or scale up Kefeta initiatives
- » Share curriculums and other resources and best practices on youth related activities

Private Sector



- » Provide internship and employment opportunities for our trained youth
- » Work place health and wellness intervention program
- » Corporate social responsibility funding

Donors



- » Provide funding for Kefeta activities
- » Cost-share or scale up Kefeta initiatives

Government Counterparts



- » Facilitate Kefeta youth led activities at national and regional levels
- » Buy in and Cost-Share in kefeta activities eg. Youth Hubs



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