



Generation Kenya

Photo Credit



Generation Kenya Student celebrating their graduation

Funding Level:

\$4 million

Duration:

2015 – 2019

Activity Goal:

- 50,000 young adults trained and placed into meaningful career pathways by 2019

Geographic Focus:

- Nairobi (Six Centers)
- Mombasa (Opening May 2016)
- Kisumu (Opening June 2016)
- Nakuru (Opening August 2016)

Key Partners:

- McKinsey Social Initiative
- McKinsey & Company
- USAID

Employer partners include:

Barclays; National Bank; Old Mutual; Platinum Kenya; Britam; Kenya Orient Insurance Limited; Bank of Africa; NIC Bank; Liberty Insurance; and Pan Africa Life

USAID Contact:

Wick Powers

ACTIVITY OVERVIEW

How do you impact a new generation of young people and turn Kenya's youth bulge into a demographic dividend for decades to come? Give motivated but disenfranchised youth the opportunity to acquire the skills and support they need to succeed. In doing so, make sure the skills and coursework of this youth employment model are developed with target employers who are invested in hiring young people to meet the needs of their respective industries and sectors. Finally, match these employers with young employees trained in these core skills needed for success.

Generation Kenya is impacting a generation of young people in Kenya through an innovative model that closes the gap between young people who are out of work and employers who are short of skilled employees.

Youth unemployment impacts every sector of Kenya's economy. The unemployment rate is highest among young people between the ages of 18-22, representing over one million youth. Most unemployed youth end up trying to earn a living in the informal sector, as they do not have the requisite skills and opportunities to compete for employment opportunities in the formal economy.

Employers looking for new hires often describe a skills mismatch; in short, potential employees do not have the technical and social skills necessary to succeed in today's workplace. New employees struggle with not only finding jobs but also keeping them. New employee turnover undermines recruitment strategies in many key sectors.

ACTIVITY AREAS

Generation Kenya addresses the need for sustainable youth employment through an innovative, replicable, rapidly scalable youth employment model that offers a measureable return on investment for employers and youth.

The Generation Kenya youth employment models includes:

1. Engagement of employers to determine skills gaps and needs
2. Recruitment of students based on effort and employment standards for the profession
3. Technical, behavioral, mindset, and professional presence skill training
4. Social support services and mentorship
5. A community support network that follows graduates into the workplace
6. A return on investment for employers and students

Generation Kenya's goal is to work in any city for any middle-skill profession. The initial focus is on two sectors: financial services and retail.

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ACTIVITY IMPACT

Generation Kenya is producing impressive results. To date, 100% of Generation Kenya's 490 graduates were placed with employers and 90% are still in the job. All 100% of the supervisors indicated that they would want to hire Generation graduates again. Fifty-five percent of the Generation graduates are young women, much higher than the national average of 29% female participation in the formal sector.

"I am happy that the Generation program was created, I can now find skilled employees and my recruiting has been made much easier."
Wangechi Gachahi, Recruitment Specialist, Liberty Insurance.



"The Generation program has equipped me with a lot of skills," exclaimed Celestine Adhiambo, Generation Kenya 2015 graduate. "I can face people. I am more confident." After graduating, Celestine secured a position with Old Mutual insurance company.

"The prospects of a better life to come henceforth is really motivating," stated Teddy Ayako, Generation Kenya 2015 graduate. "I would encourage lots and lots of people to come attend, acquire knowledge, and achieve." Teddy is now employed with Britam insurance company.

