



Making Youth Enterprise and Workforce Programming 100% Market Driven: Lessons from the PLP

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Today's Agenda

- SEEP's PLP Methodology
- The 100% Market-Driven Youth and Workforce Development PLP
- The PLP Learning Products
- Question and Answer Session with PLP Team



About the PLP

- A SEEP methodology for learning and sharing innovations
- Engages microenterprise practitioners to identify effective and replicable practices and innovations to benefit the industry
- Documents and shares practical, field-tested lessons



About the Youth PLP

- Funded by USAID through the AED FIELD mechanism
- Goal: Identify and implement strategies to promote youth-focused, demand-driven workforce development projects
- Develop metrics to assess the effectiveness of youth workforce development programming



The PLP Partners

- EDC-Haiti
- Fundación Paraguaya
- IRC-Liberia
- Mercy Corps-Bosnia
- Partners of the Americas
- Save the Children-Egypt





Including Youth in Market Assessments

- What assessment options exist?
- Segmenting the youth market
- Youth as clients and as assessment participants
- Challenges of youth participation
- Institutionalizing assessments



Staying Connected: Partnerships

Why partnerships? How can we:

- Create an in-demand curriculum and meet labor demand
- Identify growing labor markets and find youth employment
- Access apprenticeship opportunities
- Help others become more market driven



Market-Driven Programs & The Bottom Line

- The Dangers of Market Mismatch
- The Benefits of Market Engagement
 - Measuring Program Quality
 - Benefits for Teachers and Trainers
 - Building and Finding Niches
 - Linking to the Private Sector
 - Generating Revenue



Monitoring and Evaluation

- Consolidated Indicator Table for the Causal Chain
- Measuring Intangible Outcomes
- Designing an Experimental Evaluation
- Measuring Outcomes Beyond Employment
- Recommendations and Considerations

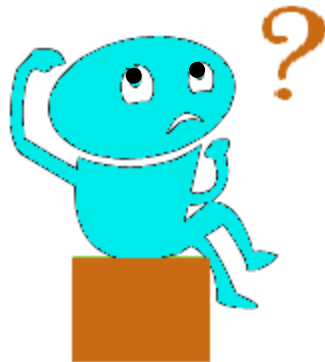


Scaling Up Youth WFD Projects

- Fundación Paraguaya: Exporting a Model for Replication
- A Ganar/Vencer: Transitioning from Direct Implementation to a Networked Alliance
- IDEJEN: Scaling Up through Local Community Institutions



Questions?





Thank you!

**[www.seepnetwork.org/pages/
YouthAndWorkforceDevelopment.aspx](http://www.seepnetwork.org/pages/YouthAndWorkforceDevelopment.aspx)**