

# Challenge Fund for Youth Employment (CFYE)

Introductory Webinar, Call for Solutions – South Sudan  
March 24<sup>th</sup> 2021

CHALLENGE  
FUND  
FOR  
YOUTH  
EMPLOYMENT

# 1. Welcome & Opening

Gerrit Ribbink, Deputy Team Lead CFYE

# Agenda

**Welcome & Introduction (Gerrit Ribbink) – 5 mins**

**Introduction of CFYE (Gerrit Ribbink) – 10 mins**

**Key observations on South Sudan (Bert van Manen) – 10 mins**

**Promising sectors for youth employment (Denis Poggo) – 5 mins**

**Consultation process (Gerrit Ribbink) – 5 mins**

**Q&A – 10 mins**

# Introducing the CFYE team

- Gerrit Ribbink, Deputy Team Lead CFYE
- Bert van Manen, Country Lead South Sudan
- Denis Poggo, Lead Researcher South Sudan
- Marloes Adema, Partnerships Manager CFYE

## 2. Introduction to CFYE

Gerrit Ribbink, Deputy Team Lead CFYE

# What is the Challenge Fund?

The Challenge Fund for Youth Employment is funded by the Netherlands Ministry of Foreign Affairs and managed by [Palladium](#), in partnership with [VSO](#) and [Randstad](#).



Kingdom of the Netherlands

This call is the first stage of the application process for Sudan.

Successful applicants that progress to the next round, will be invited to submit a detailed proposal and business case.

# The Challenge Fund Explained



## Goal

### Decent employment for 200,000 young people

By 2025, the fund aims to create **decent employment for 200,000 young people including 100,000 women** in the Middle East, North Africa, West Africa, and the Horn of Africa (including Kenya and Uganda).



## Approach

### Competitive challenges with focus on young women

We will run several competitive context-specific challenges per year to address supply, demand or matching constraints to creating more jobs and/or improving the quality of work for people, especially women, aged 18-35 in the focus countries.

# What the Fund offers



## Co-investment

The Fund will **co-invest** a maximum of 50% of the total project budget.



## Technical Assistance

In-kind technical support will be available during the project formulation and implementation to maximize delivery of results.



# Applicants will propose how they will...



Create

New jobs



Improve

Decent work,  
Sustainable jobs



Match

Matching supply  
& demand

3 eligible job categories

# Selection Criteria



## Private sector-driven

The consortium has at least one private-sector partner and with a local presence



## Engaging Youth

Demonstrate that youth perspectives are taken into consideration in the design of the project



## Including Women

Young women must be included and able to benefit, considering specific barriers women face



## Clear pathway to decent work

Demonstrate how the project will result in at least 250 young people working in decent jobs and/or experiencing improved conditions (at least 50% women)

# Where are we now?

Call #1; Contract signed = Uganda

Call #2; Final selection = Nigeria and Egypt

Call #3 = Kenya, Jordan, Sudan, South Sudan ?



# Two Key Workstreams



## In-country Research

Understand challenges & opportunities for youth employment in Sudan

- Desk study
- Key Informant Interviews
- Youth Aspiration Sessions



## Portfolio Development

- Establish pipeline
- Engage directly with prospects, analyze feasibility and fit



## Publish call

*A strategic call where CFYE can have added value in promoting Youth Employment*



What are sustainable business opportunities that meet the objectives of CFYE?

# 3. Scoping Highlights

Bert van Manen, Country Lead CFYE South Sudan

# Background

## Key Challenges

- Extraordinarily turbulent past with decades of war
- Very low education levels
- Very low economic development
- Very few (formal) jobs
- Very young population
- Predominantly rural population
- Social and cultural practices
- Ex-combatants



# Problem statement

## ✕The scars of war

- ✕Low social indicators, psychological trauma, ethnic hatred, food insecurity
- ✕Urgent need to integrate youth into productive work or education
- ✕But low fitness for work and lack of business attitudes

## ✕Business opportunities

- ✕Low business indicators, very hard to run a business
- ✕But business opportunities are plenty

### Implications for CFYE

- Creating youth jobs in South Sudan is difficult and risky
- But the rewards can be huge for those who capture the potential
- Youth are 80% of the population
- Women are disadvantaged
- CFYE criteria will be proportional

# 4. Promising Sectors

Denis Poggo – Pipeline Manager CFYE Sudan



# Pipeline opportunities (General)

- ✧ Agricultural commodities with off-take opportunities
  - ✧ Linking rural communities with urban or export markets
- ✧ Logistics sector, road, water, air
- ✧ New economy, related to ICT applications
- ✧ Traditional sectors



# Pipeline highlights (specific)

- ✕ Currently a little over 70 pipeline leads, of which about 13 with specific project proposals : 8 private companies, 5 (I)NGOs
- ✕ Dominant Sectors:
  - ✕ Agro: 6x
  - ✕ Logistics: 2x
  - ✕ New Economy / ICT: 1x
  - ✕ Traditional (e.g. security, micro business, crafts): 4x
- ✕ Additionality is important, but not yet evident from initial concepts
  - ✕ Scale up existing project (ongoing, self-financed)
  - ✕ Other donors

Are you already in our pipeline? Contact Denis Poggo or [info@fundforyouthemployment.nl](mailto:info@fundforyouthemployment.nl)

# Example of a previously funded project

- ▶ Healthy Entrepreneurs (HE) is a social business in Uganda where women (85%) and men (15%) become small business owners selling essential medicines, health products and disseminating health information
- ▶ Business model addresses issue of un(der)paid community health workforce and insufficient provision of health interventions to rural areas
- ▶ CFYE's contribution will upscale network of 12,000 entrepreneurs through replicators and a franchise model (decent income safeguarded)
- ▶ TA of consortium partner Randstad for selection and assessment of the potential replicators of the business model



# 5. Consultation Process

Gerrit Ribbink, Deputy Team Lead CFYE

# Consultation Form Template

1. Name:
2. Point of contact:
3. Address in South Sudan:
4. Email address:
5. Kind of entity:
6. Sector:
7. Describe the proposed idea that will create youth employment. How will it support female youth? What is the potential for scaling up or replication?
8. Give an estimate of the expected youth employment numbers, created, matched or improved, and the expected timeframe. How many of those jobs would be for men and how many for women?
9. Provide a budget estimate, indicating the contribution you would need from CFYE.
10. Explain why you would need a CFYE contribution to bring it about, so why this activity would and could not be undertaken without our support.



# Additional Guidelines

- ✕ Applicant must at least match the grant amount with other sources of funding.
- ✕ Grant funding from other donors can count as co-funding, as does in-kind support, loans and equity. Other grants from Dutch government do not.
- ✕ There should be a clear pathway to youth employment in the project.
- ✕ Projects from private sector companies or with private sector companies in the consortium will be preferred (sustainable jobs).
- ✕ Projects should have a duration of 2-3 years.

# 6. Questions & Answers

For more information:

<https://fundforyouthemployment.nl/>

Check FAQ on CFYE website:

<https://fundforyouthemployment.nl/responses-to-clarifying-questions/>