



Asha Kwekwe, a student of Generation Kenya's sewing machine operator program, learns how to sew using a single needle lockstitch machine. *Photo: USAID*

KENYA

GENERATION KENYA

How do you turn Kenya's youth bulge into an empowered generation of engaged citizens who are actively contributing to a growing economy? By motivating young people with targeted opportunities to acquire skills for meaningful employment through training developed with employers looking to build their workforce.

Generation Kenya uses a demand-driven model in cooperation with the Government of Kenya, development partners, the private sector, and public and private training institutions to close the recruitment gap between unemployed youth and employers.

OUR WORK

Generation Kenya helps unemployed high school graduates ages 18-35 by providing technical training in targeted sectors; skills to develop a positive business mindset; and guidance on professional etiquette. Young people in the Generation Kenya program also receive social support services and mentorship, including a community support network that follows graduates into the workplace.

ACHIEVEMENTS

Since 2015:

- 83% of 18,000 Generation Kenya graduates were hired immediately upon completion of the program.
- Generation Kenya launched five training programs in financial services, distributed sales, customer service agents, retail and restaurant services, and sewing machine operators.
- 56% of Generation Kenya graduates are women (national average is 29% in the formal sector).
- Generation Kenya has partnered with +200 employers and +40 Technical and Vocational Education and Training institutions (TVET).
- Generation Kenya signed a USD \$4.5 million partnership with the Swedish International Development Cooperation Agency to train over 32,000 for five years from January 2019.
- IKEA Foundation provided a USD \$2.38 million grant to recruit, train, and place marginalized young people (aged 18–29) in jobs over three years from April 2019.
- The Safaricom Foundation contributed USD \$390,000 to expand the Generation Kenya model, reaching 1,600 youth within three years starting August 2018.
- Generation Kenya signed partnership agreements with Kitui, Kisii, and Kilifi counties to utilize and build the capacity of county based TVETs.
- Generation Kenya has partnered with Jumuyia ya Kaunti za Pwani, a convening body of the coastal economic bloc to launch a new food and beverage stewards' program, as well as expand their methodology in the Coastal region through TVET.

BUDGET: \$4.74 million

DURATION

2014 – 2020

ACTIVITY LOCATIONS

Busia, Eldoret, Kajiado, Kakamega, Kericho, Kiambu, Kilifi, Kisumu, Kitui, Malindi, Migori, Mombasa, Nairobi, Nakuru, and Voi counties.

IMPLEMENTING PARTNER

Generation Kenya

OTHER FUNDERS

- McKinsey & Company
- Swedish International Development Cooperation Agency (SIDA)
- IKEA Foundation
- Safaricom Foundation

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