



HOW AFRICAN YOUTH MAKE IT WORK

Education and employment are the keys to social and economic development. In Nigeria, the Next Economy empowers young Africans with capacities and opportunities to make them able to create a proper job. Two inspiring examples from Abuja.



“It was an emergency. But the doctors found it hard to understand what’s wrong with the patient. They were looking around for someone who could translate. Finally they found the security man able to help.” Tochi Precious, a language graduate from Abuja, was watching this scene on television when she realized that knowing languages can save lives. “Suddenly I realized: this is what I want to do in my life. I want to start a language school.” At that moment Tochi was already participating in the Next Economy. A project in which she received trainings on both entrepreneurship and employability. Towards the end of the first six weeks she had to decide if she wanted to follow the employability or entrepreneurship track. Tochi wanted to become an entrepreneur. Looking for a business idea, she started to pay attention to her environment and it’s problems. The moment she saw the emergency case on television, she knew what to pitch: a Smarter Languages Academy. She got selected for the entrepreneurship track.

African pride

In another part of the metropolitan area of Abuja, fashion entrepreneur Ema Effiong was also looking for a business idea. During the training of the Next Economy Ema learned about setting up a business and organization. She decided to set up her business with two companions: Joy Sani, head of marketing, and Miracle Ademu Eteh, talented in administration. Three owners with complementary skills. “Although only Ema participated in the program, all of us benefitted”, tells Joy. “Starting a business is hard in Nigeria, you have to face a lot of bureaucracy and registering your company is hard. We learned how to put ourselves out there.” The goal of 2K Ankara Tops is to cloth the world in African tops. “Affordable clothing, high quality”, says Joy. Ema: “We want to spread the African pride and creativity. Africa is cool!” At the same time 2K Ankara Tops wants to engage young women who are disadvantaged, who have poor education. Ema: “To strengthen their capacities we want to teach them skills for making garments and creating patterns, show them from the scratch how to make tops.”



Joy, business person for ten years, found it always hard to ask people for money. “But with the crowdfunding platform from the Next Economy we successfully completed the target of collecting 300 euros to start our business.” During the pitch event 2K Ankara Tops won the price for the most sustainable and smartest idea. They won 2000 euro to invest in the business. 2K Ankara Tops started of small, with four female tailors. During the first year they sold 2100 tops to clients all over the world. “It’s easy to keep the quality high if you just make a few garments, but how does it work if you scale up?”, asked Ema her mentors from the Next Economy. They gave her the idea to outsource tasks. Ema decided to partner with a logistics company who delivers the tops to clients.

At the moment 2K Ankara Tops is looking for interns that recently graduated from fashion school. Ema: “We want to help the next generation of fashion people and teach them about running a business, administration and marketing. The more people involved, the better. We hope to create a movement of beautiful African clothes of good quality, suitable for export. At the same time empowering young people and women, to eradicate poverty.”

About the Next Economy

The Next Economy – ‘How African youth make it work’ started in 2016 in Mali, Nigeria and Somalia. Unless economic growth in these countries young people are still facing difficulties in finding a proper job to sustain themselves and their families. 75 Percent has to be considered as the ‘working poor’. This group is working in unsafe circumstances without any rights or social security. A lot of them were raised in poor or problematic families and don’t have the right education to find a suitable job. There’s lack of role models and opportunities, especially for young women.



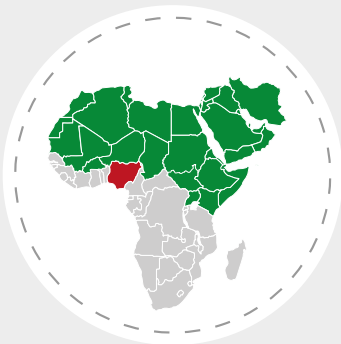
This project of SOS Kinderdorpen in collaboration with the 1% Club, Enviu and Afrilabs is financed by the Dutch Ministry of Foreign Affairs with more than 3,5 million euro. The aim is to create employment for the growing group of young people, to give them the opportunity to develop their talents and give them an incentive to create their own job, their ‘next economy’. The goal is to empower and support over 4.000 young people in three years time.

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Start a business without money

In the meantime, Tochi also learned a lot from the entrepreneurship track, ranging from designing a business model to market survey. “One great thing I learnt was finding ways to start a business without money.” Tochi began as a home tutor. She told parents in her church that she could teach their kids French or German. “Before I knew it a mother called me to teach her daughter French. After three week she paid me 30 dollar. I was super excited that I could earn money. While teaching my first student I went for a market survey and realized people also wanted to learn Russian, Igbo and English.”

Tochi began to look for tutors, one at a time, adding the languages according to demand. The Academy started to have clients from different countries living in Nigeria, such as Turkey, China, Lebanon and Cameroon. At the moment there are about seven tutors, working on a contract base. “The mentors form The Next Economy, which I can still call for advice, gave me this idea to work with part time teachers instead of contracting them fulltime.” Tochi is happy with her school that teaches children from ages of 4 upwards, youths and adults. Every class consists of not more than five children, so the teachers can pay close attention to their students. In the meanwhile Tochi added translation and interpreting services and became ambassador for the Next Economy in Nigeria, but she still has bigger dreams. ‘My dream is to own a Language University. Until then I won’t be satisfied.’



The Netherlands places youth at the heart of its development policy. There are more young people in the world than ever. This offers an enormous opportunity, provided that young people are offered opportunities and the right skills. We invest in a better connection between education and work, for a better future for youth in the MENA region, Horn of Africa and West Africa.

Results

Between 2016-2018 the Next Economy had the following results:

1.251
YOUNG PEOPLE FROM NIGERIA, MALI AND SOMALIA WERE SUPPORTED TO FIND A PAID JOB OR START THEIR OWN BUSINESS

4.102
PERSONS WERE TRAINED IN BASIC SKILLS OF EMPLOYABILITY

1.510
YOUNG EMPLOYEES WERE COACHED ON THE JOB DURING THEIR PRACTICAL PERIOD

235
STARTUPS WERE TRAINED

455
YOUNG STARTERS WERE EMPOWERED TO FIND CAPITAL TO START THEIR OWN BUSINESS. WITH CROWDFUNDING THEY COLLECTED **\$ 290.000** IN TOTAL

Bron: Jaarverslag SOS Kinderdorpen



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