

WORKFORCE

DEVELOPMENT AND

ENTREPRENEURSHIP

The Challenge

Unemployment rates for women and young people in the Middle East and North Africa (MENA) are among the highest in the world, leading to increased poverty, exclusion and frustration, and depressed socio-economic development.

Our Solution

- ✓ Enabling full participation of youth and women in the labor market or self-employment
- ✓ Facilitating economic diversification and emerging green industries
- ✓ Building financial literacy and resilience

Our Approach

Systemic

Working with market actors to share information and forge new relationships that support systems change.

Contextualized

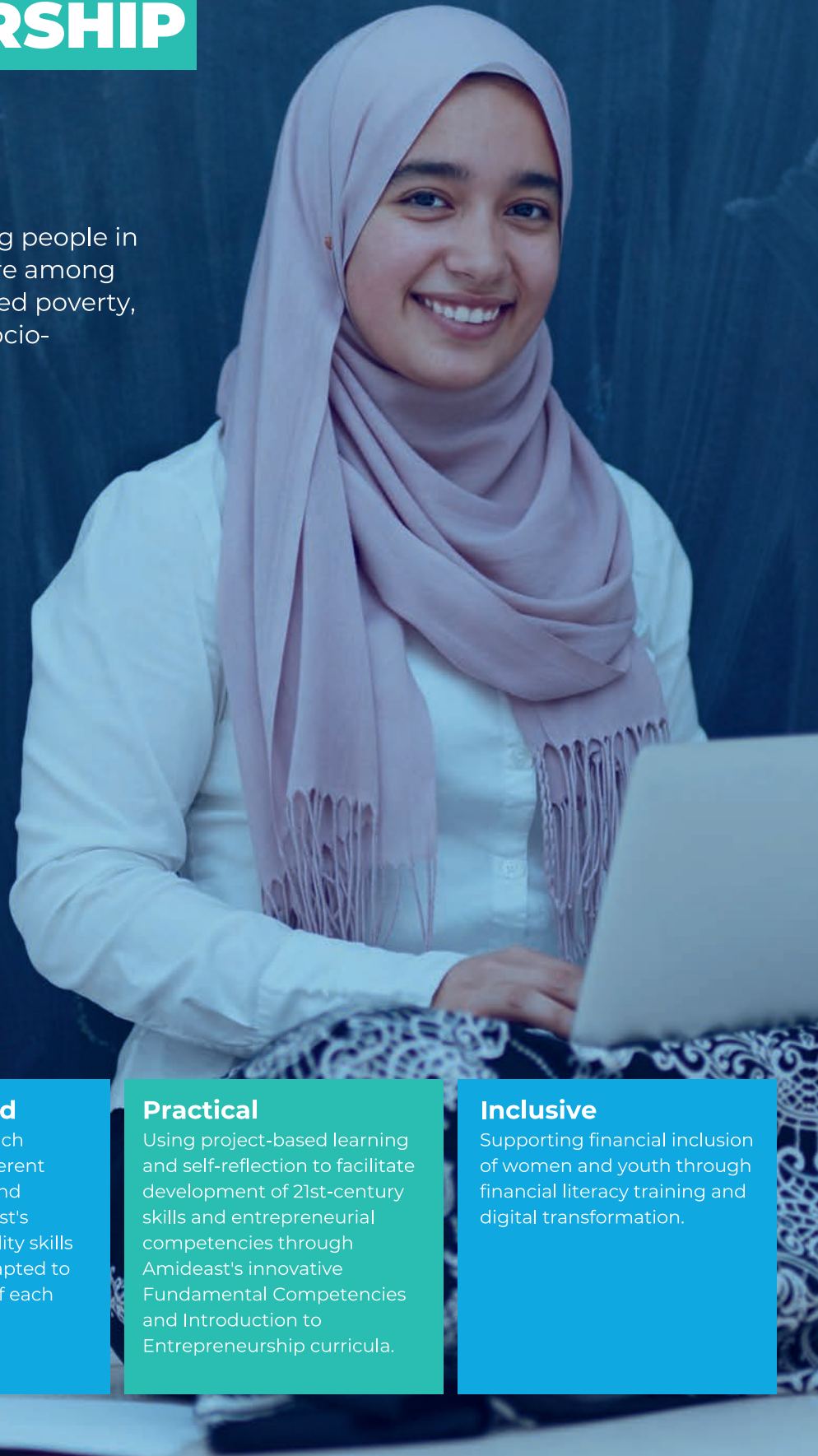
Recognizing that each community has different assets, challenges and constraints, Amideast's modular employability skills program can be adapted to the specific needs of each target audience.

Practical

Using project-based learning and self-reflection to facilitate development of 21st-century skills and entrepreneurial competencies through Amideast's innovative Fundamental Competencies and Introduction to Entrepreneurship curricula.

Inclusive

Supporting financial inclusion of women and youth through financial literacy training and digital transformation.



Illustrative Results:

3,500+ YOUTH ENHANCED THEIR JOB-READINESS SKILLS

via Amideast's Skills for Success employability skills training program

64%

either obtained a job, became self-employed, or were promoted since completing the program.

93%

93% attributed this change in status to the skills they developed at Amideast.

2,200

YOUNG PEOPLE TRAINED

1,500

PARTICIPANTS SECURED EMPLOYMENT

65%

WOMEN PARTICIPATED

from 2020-23 through successive results-based financing programs in Morocco

OVER

90% IMPROVED WORKPLACE COMPETENCIES

such as critical thinking, creative problem-solving and teamwork skills through Amideast's innovative Fundamental Competencies curriculum.

250+

YOUTH PARTICIPATED

30+

BUSINESSES CREATED OR EXPANDED

100+

JOBS CREATED

in Amideast's Youth Entrepreneurship Program in Egypt

NEWLY LAUNCHED!

In the recently launched HiyaTech program in Iraq, Amideast is providing employability skills training and certification from AWS, Meta and Cisco to help 200 Iraqi women start or advance a tech career. Through media and community outreach campaigns, HiyaTech encourages women and their communities to view the tech sector as a meaningful and suitable career path for women and highlights the benefits of gender-inclusive workplaces.