



INDONESIA



# EMPOWER YOUTH FOR WORK

Young people shaping the future from the village

## CONTEXT

With around 265 million people, Indonesia is the fourth largest country in terms of population. The population is extremely youthful, implying a large workforce. However, despite this potential strength in relation to its economy, 13% of the country's 64 million young people aged 15-24 are unemployed.

The objective of the Empower Youth for Work (EYW) program in Indonesia is to reduce poverty in rural coastal areas that are prone to the impacts of climate change, by empowering youth (especially young women) to secure viable employment and entrepreneurship opportunities. Over its five years, the program aims to reach 17,783 youth aged 15-29. We focus on young people who have limited opportunities to develop the soft skills and technical skills required to take up formal employment or develop micro-enterprises.

## VISION

Our dream is for young people to be able to improve their lives by gaining better employment opportunities, while social norms are transformed such that young people – and young women in particular – can shape their own futures and drive positive change in their communities. The EYW program is working with our partners Alliance for Prosperity Village, Indonesia Business Link, Association for Women in Small Micro-Business Assistance, Indecon Foundation and ICT Watch to create an enabling environment in which young people can participate in decent and secure economic activities, using their agency and market-led soft and technical skills.

## STRATEGIES

EYW is working towards this vision by: creating sustainable youth groups; linking and matching young talent to the labor market; establishing and improving small and medium enterprises (SMEs) that have 'People, Planet, Profit' principles; reducing discrimination against young people, particularly young women, in the public space; and working to change social norms which prevent young people from participating fully in economic activities. EYW benefits from our partners' extensive experience on influencing, community development, youth capacity building and ICT for development.



Direct beneficiaries EYW Indonesia



## MUARIJA'S STORY: 'POWERS OF PERSUASION'

Muarija graduated from vocational school in May 2019, but the 18-year-old had few opportunities because her mobility was very restricted. She was also extremely shy. But since joining the EYW Youth Hub in Pangkep and taking part in Gender Action Learning System (GALS) training, Muarija's confidence has grown – so much so, that last year she led the Youth Hub in its discussions with village authorities on the Village Development Workplan. This was the first time that youth had been invited to participate in this way.

Today Muarija has the confidence to pursue her life goals – and has persuaded her parents to let her do so. She's now working as a consultant for an e-commerce store and plans to save up to start her own business. Muarija encourages other young women to take part in GALS and follow their dreams:

"Don't just accept it when you're told to just be at home. You must prove to your parents that joining and participating in activities outside your home has positive impacts."



## KEY ACHIEVEMENTS - YEAR 4

The Community-Based Tourism (CBT) initiative is part of the EYW program in Indonesia. The intervention aims to improve young women and men's capacity so that they can use their soft and market-led technical skills as demanded by employers in the tourism industry, and to ensure that this sector benefits local people and the environment. The initiative is developed and managed by youth and local communities. It has now reached 672 youth in Pangkep District and Barru District in South Sulawesi.

In year 4, CBT had three main components: establishing Youth Hubs; developing tour products (e.g. hospitality and services or physical tourism infrastructure), from concept to delivery and marketing; and sourcing local souvenirs to sell to tourists.

Various Youth Hubs have been established, focusing on eco-farming, CBT or information and ICT services. Use of the Human-Centered Design approach to develop the Hubs has helped create a strong connection with community members and local government. As such, youth have been provided with buildings, materials, land and access to government funds for the Hubs.

## INNOVATION

Full engagement and influencing between young people and the local government has resulted in a successful agreement, where young people are supported financially and in terms of infrastructure, and are building their capacity on sustainable tourism. Following this successful engagement, youth are now involved in systematically developing tourism plans in their villages and initiating youth-led organizations to manage tourism activities. This will increase their ownership of the Youth Hubs as well as developing their self-confidence and ability to work as a team.

Young people have increased their knowledge of climate change and the environmental impact of tourism, and are integrating this into planning and product development. Youth engagement in public awareness campaigns has increased local efforts on climate change adaptation.

Community-based tourism has long been desired by many communities in Pangkep and Barru, and the EYW program has helped to bring it to fruition. Crucially, EYW has supported youth development through the CBT intervention.

## RISKS AND CHALLENGES

It is essential to maintain young people's motivation, and the EYW team keep communicating with youth to help them achieve their goals, through regular mentoring and peer-to-peer discussions.

Due to Covid-19, local budgets at both village and district government levels have been reallocated to response actions, and potential financial support for project sites has either been postponed or cancelled. The team plans to produce Covid-19 symptom-checking and protection measures in partnership with local and village government. A campaign on Covid-19 preparedness will be organized through print and social media.

In year 5, EYW will continue to empower young people and to enable them to face the challenges of coronavirus; it will also take measures to ensure the program's sustainability.

For more information, please visit: [www.empoweryouthforwork.org](http://www.empoweryouthforwork.org)

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