



**USAID**  
FROM THE AMERICAN PEOPLE

# REPORT OF THE 2019 OUTCOME SURVEY

OCTOBER 2019

SUBMITTED TO: **SAVE THE CHILDREN INTERNATIONAL**

SUBMITTED BY: **LEULSEGED AHMED AMIN**

AND **SHEWANDAGNE BELETE**



**Save the Children**

PARTNERSHIP WITH



**USAID'S BUILDING THE POTENTIAL  
OF YOUTH ACTIVITY (POTENTIAL)**



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## Acronyms

<b>BDZ</b>	Bahir Dar Zuria Woreda
<b>BYOB</b>	Be Your Own Boss
<b>DECSI</b>	Dedebit Credit and saving institution
<b>EDC</b>	Education Development Center
<b>ESS</b>	Employer Satisfaction Survey
<b>ETB</b>	Ethiopian Birr
<b>F</b>	female
<b>FC</b>	Facilitator for Change
<b>FGD</b>	Focus Group Discussion
<b>FTC</b>	Farmer Training Center
<b>GOE</b>	Government of Ethiopia
<b>GO</b>	Government Organizations
<b>HUNDEE</b>	HUNDEE-Oromo Grassroots Development Initiative
<b>IGA</b>	Income Generating Activities
<b>IMF</b>	International Monetary Fund
<b>IR</b>	Intermediate Result
<b>KII</b>	Key Informant Interview
<b>M</b>	Male
<b>MOU</b>	Memorandum of Understanding
<b>NGO</b>	Non-Governmental Organizations
<b>PADet</b>	Professional Alliance for Development in Ethiopia
<b>PAT</b>	POTENTIAL Addis Team
<b>PDP</b>	Personal Development Plan
<b>PMEP</b>	Performance Monitoring & Evaluation Plan
<b>POTENTIAL</b>	USAID's Building the Potential of Youth
<b>PYD</b>	Positive Youth Development
<b>REST</b>	Relief Society of Tigray
<b>SCI</b>	Save the Children International
<b>SNNP</b>	Southern Nations, Nationalities, and Peoples
<b>TOT</b>	Training of Trainers
<b>TVET</b>	Technical and Vocational Education and Training
<b>USAID</b>	United States Agency for International Development
<b>USD</b>	United States Dollar USG Unite
<b>WBL--</b>	Work-Based Learning
<b>WE</b>	wage Employee
<b>WO --</b>	Woreda Officers
<b>WRN! -</b>	-WorkReadyNow!
<b>WR+</b>	Work Ready Plus
<b>YES</b>	Youth Economic Strengthening
<b>YF</b>	Youth Facilitator

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Leulseged Ahmed

Lead Consultant



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## EXECUTIVE SUMMARY

USAID's Building the Potential of Youth Activity (POTENTIAL) is a five-year USAID-funded demographic activity that promotes opportunities for young Ethiopian men and women to contribute positively to their communities and society. POTENTIAL's goal is to support unemployed and underemployed Ethiopian youth, men and women, ages 15-29 in rural areas, to attain the skills, knowledge, and social capital that leads to increased income and long-term economic self-sufficiency.

As of the end of Quarter 2, Year 5, the program has already reached 34,031 youth, with more than 20,000 securing new or better employment.

The objective of this outcome survey is "to capture data on major results/impacts, assessing outcome indicators as depicted in the Performance Monitoring and Evaluation Plan (PMEP) of the Activity and related unintended results"

The survey used a mixed method, combining a secondary source review with qualitative data collection and a quantitative individual interview. The secondary source review screened both POTENTIAL's program documents as well as other research works on youth taskforce development programs. This served to provide insight and to further understanding the realities and helped refine the focus of the survey.

The qualitative fieldwork was undertaken in six woredas of the Amhara, Oromia and Somali regions. It involved 18 key informant interviews (KII) that included woreda and kebele officials, youth and sports offices, Women's affair offices etc., and 12 focus group discussions (FGDs) with beneficiary youths'. The qualitative fieldwork characterized the situation of youth employment in the selected woredas, identified the outcomes that could be used to measure the impact of POTENTIAL.

The quantitative work was undertaken in the selected 12 woredas of the six implementation regions. The survey was delivered to a total of 2,257 beneficiary youths. About 47% of the survey participants were female youth. This had been rationed out on a random draw.

The selection of participants for the qualitative fieldwork was purposive and based on several considerations. For instance, the FGD participants were selected taking in to account their employment status, sex, etc. Similarly, KII participants were selected on the basis of their experience with POTENTIAL. Additionally, Case studies of beneficiary youth with successful achievements and results that can be exemplary and emulated by others were included.

The survey team has also conducted a separate survey on employers of the youths who have passed through the transferable soft skill trainings of POTENTIAL to measure their level of satisfaction on the youths' performance. This was done to gather data on one of the outcome indicators of the Activity which is stated as: "Percent of employers reporting satisfaction with youth that they have hired and/or given internships/apprenticeships ". To this end 18 public and /or private employers have participated in the employers' satisfaction survey.

This report presents descriptive statistics of the quantitative survey results in tables and figures. The findings from the qualitative study including the employer's satisfaction are also included in the report.

The demographic profile of the respondents reveals that 50 % are within the age group of 20-24, that 47% of the participants are female while 53% are male. Regarding their marital status 48% are single and 49 % are married and the remaining 3% are separated/divorced. A great majority of the respondents are literate (93%) with varying level of educational status where 35% are enrolled in grades 5-8 and another 35 % in grades 9-10. The Length of Program Participation ranged from 2 to 28 months and the mean is 21.6 months. All of the respondents (100%) across all regions have completed the basic Work Ready Now (WRN) / or Work Ready Plus training session.

The mean number of activities in which respondents participated is 4.5 (which was 4.1 in 2017). The rate of participation in different activity programs ranges from 100% for WRN/Plus down to 11 % for hard skill training and 10% for work based learning. About 89% of the respondents mentioned they have received post training coaching and 46% mentoring support.

Subsequent to their participation in the above activities 88% (both sexes) of the respondents reported improvements in their Work habit conduct and 83% on interpersonal communication skills. Business start-up skills (68%); Resource management, including saving habits(66%) and Build self-confidence(59%) were reported as third, fourth and fifth respectively. The average number of skills gained is 6.3. The current reported average behavior change is 4.2 (F 4; M 4.4) which shows slight increase from that of 2017 where it was 3.9 (F 3.8; M 4.1)

These improvements in skills, attitudes, and behaviors have contributed to improve the employment status of participants by accessing new and better employment. While before joining the program only 23 %

(F16 % M 29%) of the respondents were employed, currently 81 % (F74 % M 87%) declared they are employed. The current unemployment rate is 19%. (F 26% M13 %) The overall employment status has improved by 58% (from 23 % at entry to 81%)

More than 61% ( F 59 % M 63%) of the respondents are engaged in self-employment, both individually and in group in different economic sectors. Only 7% are wage employed (F 4% M 10%). Almost all of those who were somehow employed before joining the project declared they have improved their employment status (99%). The major sectors of employment are agricultural crop production and animal husbandry, trading of agricultural and livestock products, trading consumer products or kiosk and services.

A significant majority of respondents reported increases in their income. The proportion that reported having income while joining the project which was 35% (29.6%F and 40.4% M) has currently increased to 79.7% (72.4 % F and 87% M.). The proportion of respondents who reported no income before joining the project which was 65% (70.4% F and 59.6 % M) is currently reduced to 16.8% (F20.8% and M 12.9 % respectively.)

The increment level of income change from entry to the current level is 80% for F and 103% for M.

Almost three fourth (74 % both sex ) of the respondents reported that they have started saving after joining the project. Some have started converting their saving into productive assets as 46% (F39% M 51%) own or have access to land for crop production; 67%(F65% M 67%) livestock; 28 %(F30%M 27%) tools or equipment; 11%(F7% M 14%) for natural resources and 11 % others.

Regarding access to financial support 46 % of the respondents have applied for loan. Out of these only 40 % received the service (F37%, M 57%). Most of the beneficiaries have not yet qualified as credit worthy as they have not yet deposited the required minimum amount of 10% and produce collateral. Muslims could not access due the obligatory interest and request for interest free arrangement.

The rate of migration in search of employment is reduced as the training has enabled youth to stay in their locality and get productively engaged.

The Employers Satisfaction Evaluation showed that the average score in all of the six woredas is four and above .The findings reveal that all of the employers (100%) are highly satisfied by the performance of the trained beneficiary youth. Their performance is a reflection of the skill they gained and the behavioral change attained through the training and a positive outcome measure on the success of the project.

Beneficiaries and stakeholders expressed that the project has contributed for gender equality. The equal opportunity has enabled the female to gain confidence and independence, come out and compete. More girls have started their own business, gained increased income, are saving and started building their own asset.

Practically all of the respondents expressed that the design, implementation mechanism and approach of the project is fit and practical. They also firmly expressed that the project should continue and expand, strengthen its support and facilitate access to work place and financial support including interest free loan.



# 1. INTRODUCTION & BACKGROUND

## 1.1. Situation of Youth in Ethiopia

Ethiopia is the second most populous country in Africa with an estimated population of over 100 million people. With a current annual growth rate of 2.1 per cent, Ethiopia's population is projected to reach 125 million people by 2025 and 188 million people by 2050. Ethiopia is characterized by a young demographic profile, of the estimated 102 million people, about 30 million are aged 15-29, and the number could rise to 40 million by 2030<sup>1</sup>. The country is one of the least urbanized countries in the world with over 80 per cent of the population living in rural areas. However, there has been a gradual and steady growth of the urban population. In 2017, nearly 19 million Ethiopians lived in urban areas, and by 2030, an estimated 39 million people, many of whom will be youth, will be living in urban areas<sup>2</sup>.

This young population in the country is an incredible asset and untapped resource potential to play a significant role in the country's socio-economic and political development. The National Youth Policy (2004) recognizes the importance of youth, "to participate, in an organized manner, in the process of building a democratic system, good governance and development endeavors, and benefit fairly from the outcomes".

Over the last decade, high economic growth has led to a significant reduction in poverty and improved living standards for many Ethiopians. This has led to a dramatic increase in provision of public services such as education and health. As a result, the population has enjoyed important welfare gains. For example, the number of maternal deaths per 100,000 live births fell radically from 1,080 in 1995 to 353 in 2015 and the proportion of people living in poverty fell from over 45 percent in 1995 to around 23 percent in 2015. In 2017/18, Ethiopia's economic growth dipped to 7.7 percent due to reduced government public expenditure. Political uncertainty and severe foreign exchange shortages also dampened growth. The IMF anticipates that as the political climate settles and investment recovers, growth is expected to recover to 8.5 percent this fiscal year, and the current account deficit should continue to narrow<sup>3</sup>. The expansion of the private sector, especially through foreign investments in the industrial parks, is believed by the Government to make Ethiopia's strong growth momentum more sustainable. However, debt and the huge gap in trade balance caused by poor export performance and increasing import, will pose challenges in maintaining the economic growth of the country. Such situation will affect government investments in small and microenterprises, promoting labor-intensive manufacturing industries, and infrastructure developments that have been main actors in the labor market.

**Education:** Ethiopia has made progress in improving youth's education, especially regarding formal education attendance and literacy rates. The GOE has made significant investments in education under a series of Education Sector Development Programs.

1 Institute for Security Studies, Ethiopia Trends Assessment

2 Ibid

3 IMF

The measures of both gross and net enrolment in primary, secondary and tertiary education show a massive improvement in access to education. From 2005 to 2014 the net enrolment rate in primary schools rose from 60.5 per cent to 85.85 per cent (UNESCO). The literacy rate of people aged 15-24 years is estimated to have reached the level of 69.48 per cent in 2015. However, low levels of education quality and high drop-out rates, as well as gender and rural-urban disparities remain major challenges for the achievement of universal basic education and a smooth school-to-work transition. Low quality of education in terms of poor physical facilities, lack of well-trained teachers, and shortage of learning materials, exacerbate the problems of the educational system. According to the World Bank, Ethiopia spent 26.3% of its government expenditure and 4.5% of its GDP on education provision in 2013.

The proportions of young people who attained post-secondary education and training are very small. High drop-out rates (more than 80 percent in rural areas during the first four years of school) are attributed to “distance to school, low household income and inability to pay, demand for child labor, need to look after younger siblings, and illness, death or migration of a parent.” Even though secondary school enrolment rose from 13% in 1999 to 36% in 2012, Ethiopia has the world’s third-largest out-of-school population. Particularly, youth from rural areas, girls and young people from poor households face major obstacles in accessing basic education. The probability of having no access to basic education is twice as high for female as for male youth.

As an alternative to the formal education system, the technical and vocational training institution (TVET) system offers a parallel track for Ethiopian youth. After the national exam at the end of grade 10, Ethiopian youth are able to enter into the TVET system and pursue one, two, or three years of additional vocational training. Based on a German apprenticeship model, the government mandates that 70 percent of a TVET student’s time in the program is devoted to participating in apprenticeships. Despite efforts to link TVETs to the private sector, the model continues to produce more graduates than there are jobs available. Additional challenges of the TVET system include a shortage of qualified teachers, lack of consistency in competency assessments of graduates, weak identification of demanded technologies, and inconsistent collaboration with private sectors.<sup>4</sup>

**Youth Employment:** In terms of employment, over the last decade, there have been noteworthy improvements on the labor market. Wages increased significantly, while the level of unemployment decreased from 18 per cent in 2004 to 14.4 per cent in 2013 (National Labor Force Survey). However, many Ethiopian young people—especially those in rural areas and peri-urban neighborhoods still live below or on the brink of poverty. High rates of youth unemployment plague Ethiopia. As of 2014, national estimates of unemployment rates for youth aged 15-24 were 26.7 percent (30 percent for young women and 22 percent for young men)<sup>5</sup>. The GOE’s inability to create an enabling environment within the private sector to absorb new workers is a root cause of social unrest among youth. The World Bank reports that “Ethiopia’s labor force is projected to grow by two million a year over the coming 10 years, while the number of young workers (age 15-29) will increase by 8.5 million by 2025.

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4 USAID Ethiopia Cross Sectoral Youth Assessment Situational Analysis

5 Ibid

Persistently low education levels of rural youth (84 percent of rural youth had not completed primary school), combined with increasingly sizable gender gaps (employment ratio for women age 15+ is 72 percent, versus 86 percent for men), and increasing land shortages, make it increasingly challenging to productively employ a rapidly growing and largely unskilled youth population.”<sup>6</sup>

This is partly due to the structural makeup of the largely agrarian economy. Over 80% of Ethiopians live in rural areas. While the agricultural sector in Ethiopia has declined significantly as a contributor to the economy in the past decade and now accounts for less than 50% of the national product, it still employs more than 70% of the labor force. This reflects the rural-urban migrations of unskilled young workers as well as of newly graduate who are seeking job opportunities in the urban economic centers” (OECD, 2017). In general, youth continue to face precarious conditions in the labor market.

**Health:** Although Ethiopia has made significant progress on the access to basic health facilities, young people still face a number of health challenges, including inadequate access to sexual and reproductive health information/services, malnutrition, prevalence of HIV/AIDS, substance abuse (particularly khat, tobacco, alcohol and drug use) and persistent gender inequalities. Young women represent a high-risk group in Ethiopia, being especially vulnerable to gender-based violence, female genital mutilation, early marriage and other harmful traditional practices. In 2011, about 41 per cent of Ethiopian women aged 20-24 were married by the age of 18 (UNFPA). In certain regions of Ethiopia, such as the Amhara region, rates of child marriage are among the highest in the world where about 56 per cent of the girls get married by age 18 and one out of four having given birth by age 18. Although the adolescent fertility rate has significantly decreased, it remains high at 56.6 per 1,000 women aged 15-19 in 2015. Additionally, unwanted and teenage pregnancy and early child bearing are more prevalent in rural than in urban areas and are largely observed among the less educated and poorest young women.

With regard to sexually transmitted infections, disparities persist for young people, particularly for young women in rural areas. The average usage of modern methods of contraception remains low and only few young people take advantage of voluntary HIV testing and/or counseling services. Although Ethiopia has one of the lowest HIV prevalence rates in East Africa, there are still about 690,000 (UNAIDS 2018) people living with HIV. Increased skills and knowledge on health risks but also socio-economic, cultural and health structures can enable Ethiopia’s youth to overcome inequality, discrimination, and abuse of the society’s most vulnerable groups

**Youth Policy, Legislation and Participation:** At Global level, the Sustainable Development Goals recognize the active engagement of youth in sustainable development efforts as central to achieving sustainable, inclusive and stable societies by the target date, and to averting the worst threats and challenges to sustainable development, including the impacts of climate change, unemployment, poverty, gender inequality, conflict, and migration. Nationally, over the last years, the issue of youth has received greater attention in Ethiopia and the government has started to implement policies to

6 Ibid

support young people. The National Youth Policy of Ethiopia marks a major step in recognizing and promoting the rights of young people in the country. Established in 2004, the policy aims “to bring about the active participation of youth in the building of a democratic system and good governance as well as in the economic, social and cultural activities [...] and to enable them to fairly benefit from the results.” It envisions youth as “a young generation with democratic outlook and ideals, equipped with knowledge and professional skills”. A wide range of priority areas of action are identified, including democracy and good governance, health, education and training, as well as culture, sport and entertainment.

The importance of youth participation has been increasingly recognized by the public authorities since the government’s strategy to involve youth in decision-making processes became a high level political agenda. The second Growth and Transformation Plan (GTP II 2015/16-2019/20) gave strong emphasis to employment creation and set strategic directions to be pursued during GTP II.

However, there are many barriers that hinder youth’s active participation in socio-economic, political and cultural life, including persistent gender inequality, youth poverty, and a lack of recreational activities. The government recognizes ‘the lack of entertainment facilities; scarcity of public library services; and the lack of physical education training institutes’. Most of the youth have limited awareness of youth policies and there is little evidence that young Ethiopians are involved in the decision-making processes of their communities. Moreover, participation in volunteering programs and use of youth Centre services is still limited, especially for young women. Although youths’ voluntary service is an increasingly common practice (the number of volunteers reached more than ten million young people in the summer of 2015), lack of financial, human and communication capacities constrain youth federations in scaling up youth mobilization.

As a result, despite the efforts of the government and some positive results of these efforts, young people still continue to face various challenges related to un-/under-employment. The country’s youth have increasingly higher aspirations and expectations due to the possibilities they see, given the country’s economic growth. They also have high expectations of what they believe they deserve as relatively educated people. But not only are there no jobs, wages are often not high enough to support high living cost.

## 1.2. POTENTIAL Activity

USAID’s Building the Potential of Youth Activity (POTENTIAL) is a five-year USAID-funded demographic activity that promotes opportunities for young Ethiopian men and women to contribute positively to their communities and society. It is implemented by Save the Children Federation, Inc. and its partners: Education Development Center, Inc., Facilitators for Change Ethiopia, HUNDEE-Oromo Grassroots Development Initiative, Professional Alliance for Development in Ethiopia (PADet), and Relief Society of Tigray (REST).

POTENTIAL’s goal is to support unemployed and underemployed Ethiopian youth, men and women, ages 15-29 in rural areas, to attain the skills, knowledge, and social capital that leads to increased income and long-term economic self-sufficiency.

It specifically focuses on young women and builds on youth livelihoods activities implemented in Ethiopia

POTENTIAL offers young men and women a menu of up to eight training modules and integrated employability interventions. These provide knowledge and support (coaching, mentoring, linking) to enhance their assets (skills, understandings, and personal attributes) to gain more productive, decent employment (self or wage) and to be successful in their chosen career to benefit themselves, their families, communities and the economy.

As of the end of Quarter 3, Year 5, the program has already reached 35,984 youth, with more than 22,947 securing new or better employment.

With this broader goal, POTENTIAL set out three key intermediate results targeted to be achieved through its interventions:

- 1: Rigorous evidence base developed to inform USAID and its development partners, including youth, Government of Ethiopia (GOE), and non-governmental organizations (NGOs) on appropriate, effective, and sustainable market driven youth workforce development intervention
- 2: Improved youth access to market relevant skills and experiences to support the transition to safe and viable employment
- 3: Coordinated delivery, among local institutions, of quality market driven services connecting underserved youth, especially women, to employment and income opportunities

Specific strategies of the project include the following:

- Focusing on skills building: POTENTIAL offers tailored technical and life skills trainings to create more viable livelihood prospects.
- Using targeted labor market assessments: POTENTIAL ensures training and service providers consider market relevance, targeting curricula and programs to emerging skills needs
- Expanding approaches and offerings in work-based learning: POTENTIAL assists youth to participate in employer visits, job-shadowing, short-term employment, and internships. Both learners and employers benefit from training and supervisory support, leading to workforce-ready and employable youth with practical experience
- Building youth service provider networks: POTENTIAL implements a cost-effective approach to enhance support service access for remote communities and disadvantaged groups

### 1.3. Purpose of the Outcome Survey

As cited above one of the three principal results of the USAID's Building the Potential of Youth Activity is to develop rigorous evidence base. On the basis of this, and also with an objective of evaluating its performance, the Activity has conducted two outcome surveys in the past.

The objective of this outcome survey, which is the third since the inception is “to capture data on major results/impacts, assessing outcome indicators as depicted in the Performance Monitoring and Evaluation Plan (PMEP) of the Activity and related unintended results”

This survey covered the following outcome indicators:

- New employment or better employment (including self-employment)
- Income
- Productive assets
- Social capital dimensions in the youth livelihood framework
- Workforce readiness skills
- Youth who utilized post training support such as coaching and mentoring to search for employment
- Employers satisfaction
- Attitudinal/behavior change
- Financial management (saving), business ideas,
- Opportunities of resources access, financial access/availabilities

Therefore, with the coming to an end of the five-year project implementation period of POTENTIAL, SCI has conducted this outcome survey to learn how far the project was successful in meeting its targets and also document lessons for improving subsequent youth focused project design and implementation.

## 2. METHODOLOGY

The Outcome Survey employed two distinct but interrelated approaches with clearly defined roles and responsibilities between the client and the consultant on each of these approaches. The study applied mixed method approach which refers to the integration of quantitative and qualitative approaches. This approach allowed using the findings of one to triangulate with the findings of the other as well as to reinforce and strengthen each other's findings.

In particular, this survey employed the sequential explanatory strategy of the mixed methods approach. The strategy involved collection and analysis of quantitative data through survey in the first phase of the study followed by collection and analysis of qualitative data through qualitative data collection methods in its second phase. Among others, the latter was informed by and built on the results of the initial quantitative results.

Accordingly, the quantitative approach was first employed to determine the outcome of the intervention on preprogram participation, attitudinal change, changes in employment status, income, productive assets, savings and extent of utilization of post training support and resource access (including financial) opportunities created as a result of the intervention.

The following survey instruments/tools were used to generate data from the beneficiaries and partners:

- Individual interview questionnaire
- Interview guide for key informant interviews
- Discussion guide for focus group discussions
- Employers Satisfaction Survey Guide

### 2.1. Qualitative Methods

There were three sources of data for the qualitative part of the outcome survey, Focused Group Discussion (FGD), Key Informant Interview (KII), and Employers Satisfaction.

Two data collectors were recruited by SCI for each of the sampled region. Data collectors were qualified, experienced and exposed to SCI activities and versed in the local language of the respondents (Oromifa, Somali and Amharic). They were given a one day orientation on the purpose and tools of the survey by the consultant.

The data collecting tools (FGD and KII) were prepared in English reviewed and approved by SCI.

The interview and discussion were conducted in the specific language of the respondent, main response points recorded in local languages and immediately translated into and recorded in English

## Key Informant Interviews (KIIs)

KIIs were conducted on selected stakeholders. Main selection criteria included knowledge, experience and level of engagement of participants with the Activity.

The respondent stakeholders/partners were purposefully selected from among the pool of all those with whom the Activity is working closely at woreda and kebele level. The pool of relevant stakeholders from which the KII respondents were selected included government, private sector, NGOs and other community organizations or individuals at Woreda and Kebele level.

The interview was guided by a questionnaire /tool prepared in English and designed to capture information on achievement and outcomes demonstrated by the Activity and their comments on the implementation mechanisms/approaches.

Three KIIs were conducted with the selected respondents from each of the study Woredas, bringing the total KIIs covered in the Study to 18.

### Focused Group Discussion (FGD)

As a qualitative source of learning and documenting outcomes/results, discussion with POTENTIAL Activity beneficiaries in a group was conducted to generate additional information. FGDs participants were all trained project beneficiaries with a mix of employed and unemployed male and female or separated by gender depending on the local context.

Each FGD took around 2 hours and was guided by structured discussion guide. The study team that undertook FGD was composed of one facilitator and one note taker.

Two FGD were conducted from each of the selected six study woredas.

## Employers Satisfaction Survey

As part of the outcome survey, data was collected on Employers satisfaction from selected employers. Assuming that in any of the study woredas which are urban-rural areas about ten potential employers from both the GO and private sector could be available a one third coverage could be a representative sample. Hence three employers from each of the six study were selected and interviewed. It is observed that the private sector is rare in the rural kebeles.

Employers were interviewed to assess the level of their satisfaction on the performance of trainees of POTENTIAL thereby to understand how well the training provided by the project has equipped them with skills required by employers. These interviews were essential to learn if the training programs offered by POTENTIAL fits with the market needs. The respondent employers (both private and public) in the respective study woredas were identified by POTENTIAL Project focal persons. A revised version

of the Employer Satisfaction Evaluation of Youth Employed or Placed for Internship/ Apprenticeship was used to obtain the views of the employers.

### **Case Study:**

Through the FGDs, KIIs and ESSs, the data collection team came up with cases or experiences in each Woreda. Individuals with outstanding achievements and results that can be exemplary and emulated by others were selected. Their experiences were recorded through subsequent intimate discussion and in-depth interview which were verified and supported by site visits. Accordingly three selected cases are documented and reported

### **Qualitative Study Woredas selection**

A stratified multistage random sampling technique was employed to select study units. First, list of all woredas in the six regions is included and secondly, the woredas are stratified into two strata, namely; Pastoralist and Agriculturalist/productive. Out of the total 30 woredas, 9 of them are pastoralists while the remaining 21 are Agriculturalists. A total of six Woredas were selected for the survey. Of these, four agriculturalist or productive woredas, and two pastoralist Woredas were randomly selected from the two strata. For consistency as well as for augmenting or triangulating purposes, selection of study sites / Woredas was also made from among those that were covered under the Quantitative Survey.

Summary of Study Woredas and Study Frame for the data collection using FDGs, KIIs and ESSs as explained above is presented hereunder:

REGION	WOREDA	# OF FGDS	# OF KIIS	# OF ESS	IMPLEMENTING PARTNER
Oromia	1.Agarfa	2	3	3	Hundee
	2.Liben Chiquala	2	3	3	Hundee
Amhara	1.BD/Zuria	2	3	3	PADet
	2.Jawi	2	3	3	PADet
Somali	1.Babile	2	3	3	SCI
	2. Jlgjiga	2	3	3	SCI
<b>TOTAL</b>		<b>12</b>	<b>18</b>	<b>18</b>	

## **2.2. Quantitative Methods**

Beneficiary youth interview (sample survey participants) were conducted with 2,257 sampled youth to find out about outcomes from each kebele with probability proportional to size (PPS) following two steps.

- (1) A structured questionnaire was prepared in English language and used by data collectors who did interview with the respondent using local language; the translation of the questionnaire was practiced during the data collectors training to simplify the translation as they interview the respondent.

- (2) Data collector were required to introduce the purpose and also ask for consent of survey participants using the statement at the beginning of the individual interview questionnaire and get their verbal consent before enrolling them in the study. The data collectors conducted the interview and filled in the questionnaires properly, answering any inquires or difficulties from the respondents. The completed questionnaire were entered to tablet/computer-based data entry form on daily basis by survey team members, i.e., Woreda Officers.

The other survey team members from SCI HQ, region and Woredas played the role of supervising and check daily the completed questionnaires for their consistency and completeness and give feedback to the data collectors.

## Sampling and Sample Size

The survey followed a stratified multistage random sampling technique. The survey data collection was done in 12 selected woredas (out of the 30 target woredas in the six regions) in two stratum namely pastoralist and agricultural/productive woredas. Representative number of kebeles were subsequently considered in each of the selected woredas.

## Study Population or Sample Frame:

The study population includes all youth who are engaged in the Activity up to September 2018 and residing in the selected sample pastoralist and agriculturalist woredas. This include the youth who have attended one or more of the components offered by the Activity for example, Work Ready Now (Work Ready Plus), Positive Youth Development (PYD), Be Youth Own Boss (BYOB), Aflateen, short term technical/hard skill trainings up to end of September 2018.

## Survey Woredas and Study Frame

REGION	NAME OF WOREDA	MALE	FEMALE	TOTAL POP.	REQUIRED SAMPLE SIZE	NUMBER TO INVITE
Afar	Assaita	573	434	1007	228	284
	Dubti	344	302	646	146	182
Amhara	BD/Zuria	382	356	738	167	208
	Jawi	315	327	642	145	181
SNNPR	Endegagn	454	601	1055	238	298
	Mierab Azernet	528	555	1083	245	306
Somali	Babile	572	620	1192	269	337
	Kelafo	316	396	725	164	205
Oromia	Agarfa	324	276	600	136	169
	Kofele	315	288	603	136	170
	Liben Chiquala	257	166	423	96	120
Tigray	Raya Alamata	640	592	1232	278	348
<b>TOTAL</b>		<b>5020</b>	<b>4913</b>	<b>9946</b>	<b>2,248</b>	<b>2,809</b>

## Sample size:

The sample size of 2,248 is taken for this survey using two population proportion formula with the following assumption:

The reasonable proportion of the key outcome indicators was obtained from previous study. The confidence level required is 95%.

The margin of error was calculated at 2% and the estimated response rate at 80%.

Sample size is calculated for each of the outcome indicators of the survey and took the one which has greater number of participants using the following formula.

$$n = Z^2 p (1-p) / w^2 d$$

Where:

n = sample size

Z = Z statistic for a level of confidence (95% level of confidence used, therefore Z value is 1.96)

P = expected prevalence of proportion

w = precision

d=design effect

## Sampling Procedure:

A stratified multistage random sampling technique is employed to select study units. First, list of all woredas in the six regions is included and secondly, the woredas were stratified into two strata, namely; Pastoralist and Agriculturalist/productive. Out of the total 30 woredas, 9 of them are pastoralists while the remaining 21 are Agriculturalists. Thus, 12 woredas are selected for the survey. Accordingly, eight agriculturalist/productive and four pastoralist woredas were randomly selected from the two strata using probability proportional to size (PPS). Then, within the selected woredas, participants are stratified into male/female youth and study participants are selected from the list of beneficiary youth.

## 2.3. Data analysis

Qualitative data obtained through FGDs, KII and Employers Satisfaction Survey were analyzed using themes from the quantitative study, the program document and its related PMEP. Themes from the quantitative study were employed because part of the qualitative study was designed around the themes covered in the quantitative part of this study. Moreover, the qualitative study was also meant to provide explanations for the findings of the quantitative study. For the other parts of the qualitative study, themes emerging from the KIIs, FGDs and ESSs were employed.

For the Quantitative Analysis, primarily simple analysis of cross tabulation, descriptive statistics, proportions and frequencies were used to summarize the data. To determine associations between the independent and dependent variables, cross tabulation and

binary logistic regression was run. Those variables that were found to be significantly associated during the bivariate analysis were entered into a multivariate logistic regression to determine their individual effects in explaining the outcome of interest and control for confounding variables.

Findings of the quantitative study were further discussed and elaborated using findings of the qualitative one. In addition, trend analysis was also done on key indicators to show progress through comparison of current result against previous results. Findings of both studies are then presented in the report of the study along different themes and result areas.

## **2.4. Data quality management**

The study employed different techniques to maintain quality of data for both quantitative and qualitative studies, as well as their findings. These included deploying experienced consultants and data collectors, providing adequate training to the study team members, deploying adequate supervision, and daily progress review and sharing lessons learned. For the qualitative study two experienced data collectors were deployed by SCI for each region while the consulting team members along with the SFI Regional Coordinators and Woreda Facilitators supervised the data collection in each Woreda. In particular, the following specific measures were taken to ensure data quality:

### **a) Data collection instruments and Data collection**

All data collection instruments and guidelines were reviewed and checked by SCI for clarity, ordering, consistency, understandability and acceptability and accordingly updated and adjusted before undertaking actual data collection. Training was provided for the data collectors on the overall purpose of the survey and the data collection instruments, translation of the questionnaire for consistency among data collectors and ease of recording.

### **b) Missing data**

Although missing data is natural and inevitable in a study, questionnaires were administered by trained data collectors to ensure that no question is left unanswered. Moreover, filled questionnaires were handed over to supervisors and checked for any unanswered questions and rectified as appropriate on the field.

### **c) Translation**

Data collectors were adequately trained and given sufficient time to translate information on data collection instruments to local language. Moreover, notes taken by KIIs, FGDs and ESSs note takers were reviewed by the interview and discussion facilitators and any difference in interpretation and documentation of data were adjusted. Furthermore, direct quotations to be included in the report of this study was cross checked for validation.

## d) Bias and Limitations

- “Nonresponse bias.” The fact that individual interviews were conducted from 9 a.m. to 5 p.m.
- meant that some participants were away during the survey and thus were not included in the study
- “Translation bias.” Interpretation of questions may be different in the local language compared to the original question in English. To mitigate this, during the training session the survey team took sufficient time to translate the questionnaire into the local language
- “Enumerator bias.” The opinions of the enumerators and their supervisors can skew the results, for example when enumerators show verbal or non-verbal responses to what is “correct” during the interview. The team tried to minimize this bias during training through role playing.
- “Respondent bias.” Respondents may have an interest in providing false answers because they think that they may benefit later, especially in the event that their responses may lead them to some kind of financial/material support from the project. As a mitigation strategy, in all places, the enumerators explained the objectives of the study to avoid this bias.
- “Privacy bias.” In order to ensure the respondents’ confidentiality, the enumerators were advised to make certain that crowds were not present during the interviews

To further reduce the risks of bias, the survey coordinators:

- Dedicated time and effort to select experienced enumerators
- Conducted supervision of enumerators during the study.
- Verified the completed questionnaires each day and provided feedback to the enumerators before conducting fieldwork the next day

## 2.5. Report Writing

Report was compiled using the findings from both the qualitative and quantitative analysis on key thematic areas that captured progress made, observed changes, challenges faced and possible recommendations to improve future interventions. In particular, the report tried to capture outcomes against the major issues the client desires to get answers to. These included changes in : behavior/ attitudinal, New employment or better employment (including self-employment); Income; Saving ,Productive assets; Social capital dimensions in the youth livelihood framework; Workforce readiness skills; Youth who utilized post training support such as coaching and mentoring to search for employment; Employers satisfaction; Financial management (saving), business ideas, livelihood opportunities, etc.

## **Survey Timeline**

With prior preparation of methods, instruments, and logistical arrangements, the actual Quantitative survey field work (data collection) took place during two weeks period in April 2019.

The Qualitative data collection was performed in August 2019

## 3. FINDINGS

### 1. SOCIO DEMOGRAPHIC CHARACTERISTICS OF PARTICIPANTS

#### Geographic Distribution of Respondents

The quantitative survey covers twelve intervention woredas of the Activity which are found in the six target regions. Out of the twelve selected, four are from the pastoralist communities while the remaining eight are from agriculturalist zones.

The following table shows the geographic distribution of study participants:

REGION AND WOREDA	% OF YOUTH	# OF YOUTH
<b>Afar</b>	<b>17%</b>	<b>378</b>
• Assaita	10%	236
• Dubti	6%	142
• Amhara	14%	308
• BD/Zuria	7%	165
• Jawi	6%	143
<b>Oromia</b>	<b>17%</b>	<b>393</b>
• Agarfa	6%	141
• Kofele	6%	141
• Liben Chiquala	5%	111
<b>SNNPR</b>	<b>20%</b>	<b>459</b>
• Endegagn	10%	229
• Mierab Azernet	10%	230
<b>Somali</b>	<b>19%</b>	<b>439</b>
• Babile	12%	273
• Kelafo	7%	166
<b>Tigray</b>	<b>12%</b>	<b>280</b>
• Raya Alamata	12%	280
<b>TOTAL</b>	<b>100%</b>	<b>2257</b>

#### Age and Sex Composition

The age distribution shows that 50 % of the survey participants are within the age group of

20-24. The gender breakdown shows that 47% of the participants are female while 53% are male. This reflects the Activity's promotion of equal gender participation,

including gender-sensitive approaches in the selection and participation of beneficiary youth. The finding is well in harmony with the strategy of POTENTIAL in addressing both male and female youth equally with its interventions.

AGE GROUP	FEMALE (N=1068)	MALE (N=1189)	TOTAL (N=2257)	% OF FEMALE
15 – 19	12%	5%	17%	69%
20 – 24	24%	27%	50%	47%
25 – 29	11%	18%	29%	37%
30 – 34	2%	3%	4%	37%
<b>TOTAL</b>	<b>47%</b>	<b>53%</b>	<b>100%</b>	<b>47%</b>

## Marital Status

The findings show that 48% are single and another 49 % are married while the remaining 3% are separated /divorced. The proportion of married youth both female and male was reported as 30.3% in 2017 outcome survey. The current higher rate of 49% may be because a good portion of the youth have become employed or better employed and hence are in a better condition to establish their own nuclear family and the acceptance of young married women to the project . The project was also open and encouraging young married women to join the program.

MARITAL STATUS	FEMALE (N=1068)	MALE (N=1189)	TOTAL (N=2257)
	20%	28%	48%
Married	25%	24%	49%
Separated/Divorce	2%	1%	3%
Widow	0%	0%	0%
<b>TOTAL</b>	<b>47%</b>	<b>53%</b>	<b>100%</b>

## Educational status of youth

The survey findings show that a great majority of the respondents are literate (93%) with varying level of educational status. As presented in the table below 35% of the participants are enrolled in grades 5-8 and another 35 % in grades 9-10. Illiteracy rate is down to 7%. Variation in level of education among female and male is also observed. While the participation of female in grade 1-4 is higher compared to male (5% vs 3%), their participation steadily decreases in higher school grades until grade 12. However, female and male have equal participation in TVET (2% each).

LITERACY AND EDUCATION LEVEL	FEMALE (N=1068)	MALE (N=1189)	TOTAL (N=2257)
Illiterate	4%	2%	7%
Adult literacy	1%	1%	2%
Grade 1 – 4	5%	3%	9%
Grade 5 – 8	17%	19%	35%
Grade 9 – 10	16%	19%	35%
Grade 11 – 12	2%	4%	6%
TVET	2%	2%	4%
College/University	1%	1%	2%
<b>TOTAL</b>	<b>47%</b>	<b>53%</b>	<b>100%</b>

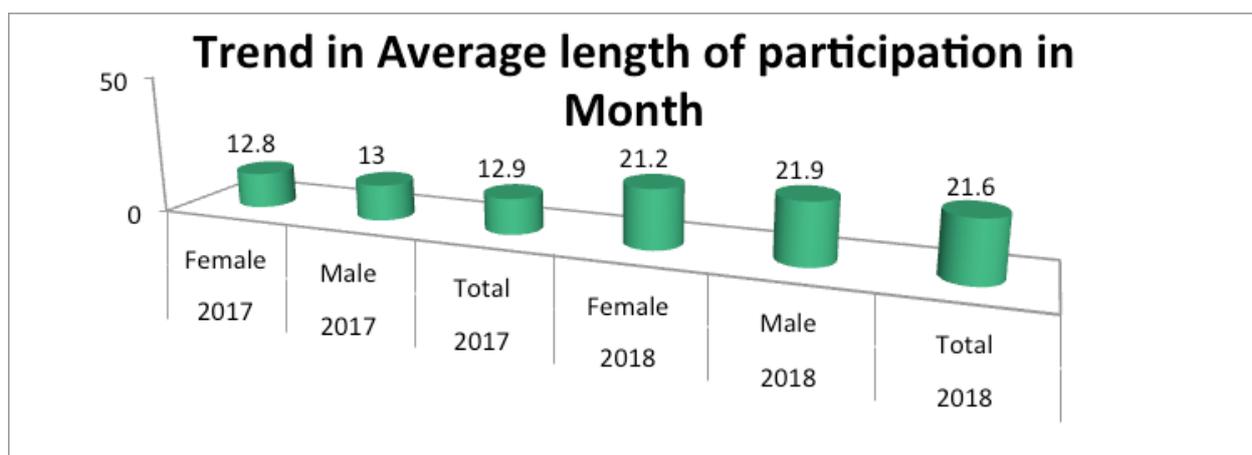
## 2. PROGRAM PARTICIPATION

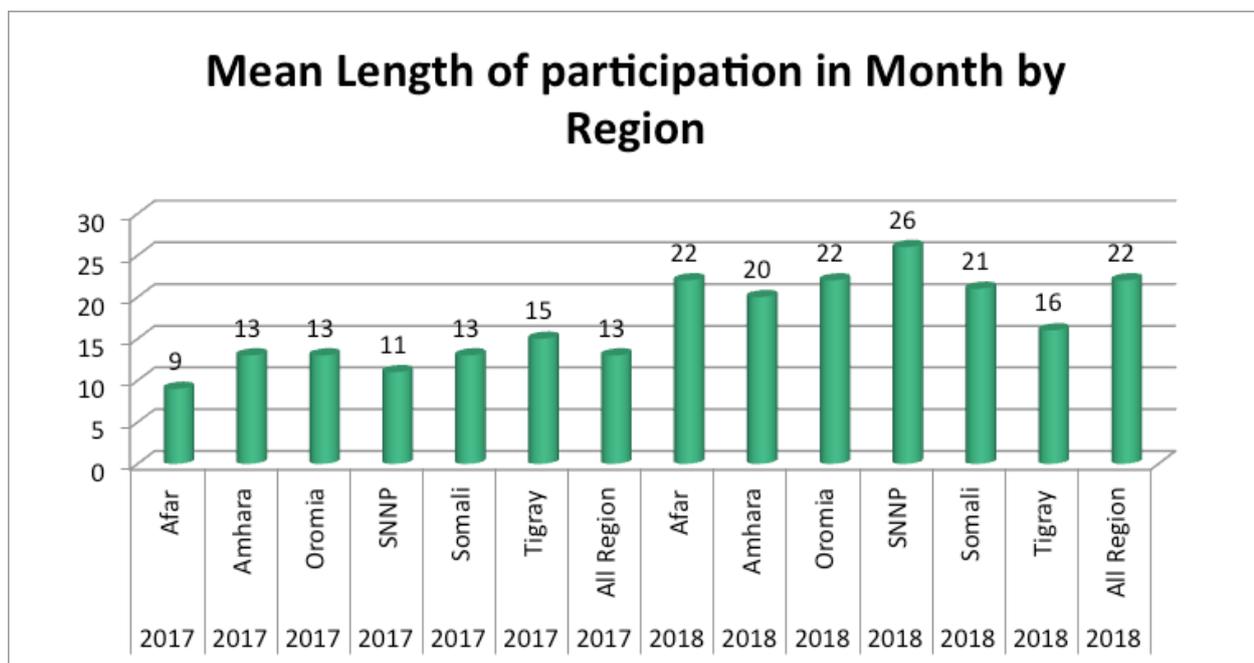
### 2.1. Length of Program Participation

Study participants are engaged with the Activity for a period ranging from 2 to 28 months and the mean is 21.6 months. The average length of participation was 13 months in 2017. The longest is in SNNP (26 m) followed by Afar and Oromia (22m), and the shortest in Tigray (16 m). This may be attributed partly to the step-wise increase approach of project coverage expansion. Recruitment of youth participants on annual rolling basis across the 5-year life of award also might contribute to the diversity in lengths of program participation. The following tables and figures show the length of program engagement of study participants by sex and.

### 2.2. Length of Participation by Sex

LENGTH OF PARTICIPATION IN MONTH	FEMALE (N=1068)	MALE (N=1189)	TOTAL (N=2257)
Range	2 - 26	2 - 28	2-28
Mean	21.2	21.9	21.6





### 2.3. Program Activities Involvement

POTENTIAL's sustainable livelihoods approach is holistic and applies integrated skill building, offering tailored life and technical skills trainings to create more viable livelihood prospects.

Accordingly, the target youth will first be equipped with foundational, social, educational and financial knowledge and skills. This will be achieved through Positive Youth Development (PYD) program; and at the end of these program, the youths are expected to discover their potential and opportunities, and get inspired to support themselves, their families and community. Then all target youth are expected to pass through Work Ready Now (WRN) program, which will enable them to develop employability skill, life skills (interpersonal relationship, communication, and problem solving and conflict management skill) as well as work habits and conduct. Upon completion of WRN program, the youth become able to explore their environment and develop their Personal Development Plan (PDP) to exploit existing opportunities. This means that the youths develop purpose in life and get prepared for the world of work.

Next starts the professional career development path. This is the phase where the youths start to act on their PDP. Hence, the youth are supported to realize their aspiration based on the wage or self-employment path that they want to follow. Youth who prefer wage employment pass through Work Based Learning (WBL) program whereby they have direct observation, exposure and experience in the real work place settings. Where possible, the project works to ensure access to part-time or full time employment opportunity in different public and private institutions to which the youths are linked. On the other hand, youths who prefer self-employment are given 'Be Your Own Boss' (BYOB) training whereby they get prepared for self-employment. These youth may also pass through Work Based Learning (WBL) program and linked to technical training institutions or TVETs for tailor made trainings in the field of their preference. To achieve this, the project works in close partnership with technical training institutions,

private businesses and the wider community. The youths are also supported to have access to seed money and start their own business individually or in group.

The survey revealed that all of the enrolled participants (100%) across all regions have completed the basic Work Ready Now (WRN) / or Work Ready Plus training session.

The mean number of activities in which respondents participated is 4.5 (which was 4.1 in 2017) and no significant difference is observed between male and female. The mean number of activities in which respondent youth beneficiaries participated was 5.6 for Oromia , 4.7 for Amhara , 4.4 for Somali and Tigray 3.5 for SNNP and 3.4 for Afar .The rate of participation in different activity programs ranges from 100% for WRN/ Plus down to 11 % for hard skill training and 10% for work based learning as shown in the following table.

PROGRAM ACTIVITIES INVOLVED IN (%)	FEMALE (N=1068)	MALE (N=1189)	TOTAL (N=2257)
Work Ready Now/Work Ready Plus	100%	100%	100%
Positive Youth Development/Youth in Action (YiA)	80%	78%	79%
Received coaching and advisory services	74%	77%	76%
Be Your Own Boss	71%	70%	70%
Linkage to mentors	35%	40%	38%
Work Based Learning -exposure visit	27%	29%	28%
Linkage to government/community support/inputs/ advise	17%	17%	17%
Linkage to source of finance	17%	17%	17%
Hard skill training	11%	12%	11%
Work Based Learning -work experience	10%	11%	10%
Mean # of activities involved in	4.4	4.5	4.5

## 2.4. Post Training Services Coaching and Mentoring

About 89% of participants have received post training coaching and 46% mentoring support. Beneficiaries met with their mentors for 7.6 times for coaching and 4.9 times for mentoring. Youth Facilitators, Woreda Officers and Volunteer Role Model Mentors trained in mentoring are providing the continuous follow up and advices. Participation in coaching is higher in SNNPR (95%) Somali (94%), Amhara (93%) while mentoring is the highest in Somali 84%

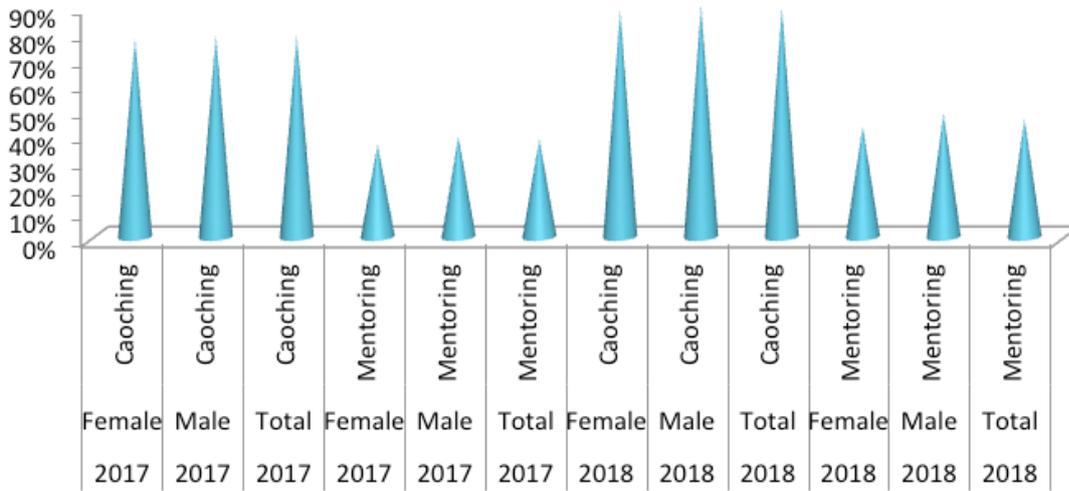
Comparison of the current findings with that from the 2017 shows that:

- The proportion of youth that accessed coaching which was 78% in 2017 has currently increased to 89% and that for mentoring from 38% to 46%
- Frequency time of Contact with mentors has also increased from 5.7 to 7.6 for coaching and from 3.5 to 4.9 for mentoring

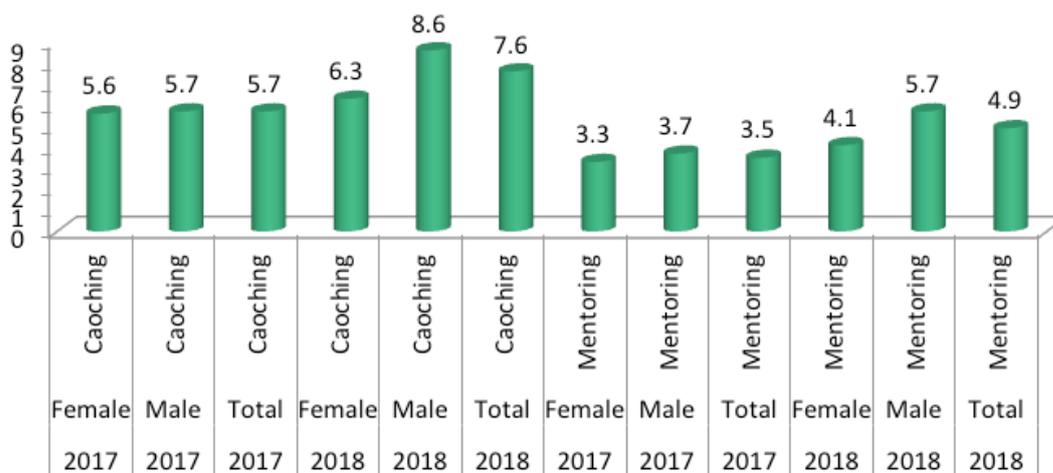
The FGD participants expressed that the Mentors are helpful. They also expressed that while most of them are accessible most of the time few are not due to transportation problem.

Regression analysis on the correlation of coaching and mentoring with employment revealed that participation in Coaching and mentorship had significant impact on the likelihood of getting employment. Those who had accessed to coaching and mentoring are more likely to get employment (Sig @1%)

**Percentage of Youth having access to post training supported by Sex**



**Trend in Average Number of Youth Contact Time for Coaching & Mentoring**



## 2.5. Participation in Social Group.

From among the beneficiary youth 78 % (F74%, M 81%) expressed that they participated in any one of the five social group activities. Participation in YES group is the highest (71%) followed by community services (45%) peer group (38%) and YES services (12%). The Mean number of activities involved is 1.7.

Participation in social group Activities is very high in Amhara (91%) and Somali (90%) followed by Oromia (79%), Afar (73%); SNNP 63% and Tigray (30%)

### ON YES Services

Only 20% of the respondents expressed that there are YESC in their surroundings and out of these only 23% have ever used the services.

The frequently used services from the YES centers are coaching 75% ( F87% M 66%); soft skill training 66% (F70% M 62%); mentoring (26%), computer service /IT 24% ( F 21 % M 26 %), business idea 32%

( F39% M 27%) and job information 19% (F23% , M16%).

The qualitative study showed that WYESC are established in all of the six study woredas and KYESC and YESG are witnessed in all FGD kebeles.

All respondent stakeholders knew of the function and arrangement of YESC at woreda and Kebele level and also that of YESG. Woreda Administrators, Women`s and youth are active members of the WYESC .The most cited functions of KYESC are, identifying needy ones, screening for training, follow-up the training, support for the unemployed.

The FGD participants and KII respondents mentioned that the YESG established in the Kebele serve to discuss and manage their common problems, experience sharing among group members; serve as center of information on opportunities, develop leadership and communication skill of group members, share and develop business ideas, promote business skills and save

Each YESG has its bylaws. In some YESG the members are engaged in fattening (oxen, sheep, goat); banana plantation (including seedling) through irrigation.

## 3. PROGRAM OUTCOME

### 3.1. Knowledge and Skill Changes

“.. The short training I got from the project had helped me more than the seventeen years formal education (A university graduate who was unemployed at entry and now a business owner beneficiary from Jawi )..

Respondents reported gains in a variety of knowledge and skill areas due to participation in POTENTIAL.

The largest proportion of respondents reported improvements in their Work habit conduct (88%) and interpersonal communication skills (83%). Business start-up skills (68%); Resource management, including saving habits(66%) and Build self-confidence (59%) were reported as third , fourth and fifth respectively . Regional variation is observed in knowledge and skill changes.

Average number of skills gained is 6.3.Respondents from Tigray have gained 9.3skills which is the highest followed by Oromia 8.1, Amhara 7.4,SNNP 6.8, Somalin 5.8 and Afar 5.1. Details are shown in the following tables

SKILLS GAINED (%)	FEMALE (N=1068)	MALE (N=1189)	TOTAL (N=2257)
Work habit and conduct	88%	88%	88%
Interpersonal communication	81%	85%	83%
Business start-up skills	68%	68%	68%
Resource management, including saving habits	65%	67%	66%
Build self-confidence	56%	62%	59%
Setting objectives/goals and preparing	50%	52%	51%
Business management/improvement skills	52%	50%	51%
Improved social bond and team work	44%	48%	46%
Decision making skills	41%	45%	43%
Knowledge about different sources of resources	43%	40%	42%
Job search skill	35%	32%	34%
Average # of skills gained	6.2	6.4	6.3

**Skills Gained by REGION**

SKILLS GAINED (%)	AFAR (N=378)	AMHARA (N=308)	OROMIA (N=393)	SNNP (N=459)	SOMALI (N=439)	TIGRAY (N=280)
Work habit and conduct	91.53	91.23	96.69	87.34	86.56	96.79
Interpersonal communication	90.48	86.04	91.35	82.62	81.78	98.57
Business start-up skills	48.15	71.75	83.97	69.43	68.34	92.14
Resource management, including saving habits	29.37	68.83	89.31	76.69	47.38	88.57
Build self-confidence	60.05	72.73	76.08	62.44	55.35	86.79
Setting objectives/goals and preparing	35.45	79.55	77.10	46.12	35.99	82.86
Business management/improvement skills	37.30	52.9	64.89	55.79	54.21	88.21
Improved social bond and team work	21.43	51.30	81.17	45.47	38.72	

SKILLS GAINED (%)	AFAR (N=378)	AMHARA (N=308)	OROMIA (N=393)	SNNP (N=459)	SOMALI (N=439)	TIGRAY (N=280)
Decision making skills	40.21	64.29	55.47	50.45	37.13	87.14
Knowledge about different sources of resources	31.75	48.70	55.22	45.29	34.17	86.07
Job search skill	23.02	52.60	39.69	42.15	41.91	46.07
Other Skill	0.26	5.52	0.51	0	0.23	0
Average # of skills gained	5.1	7.4	8.1	6.8	5.8	9.3

### 3.2. Change in Attitude and Behavior Related to Livelihood Opportunities

Respondents reported attitude and behavior related improvements ranging from 73% to 31 % on all the seven measures indicated in the table below.

The level of change is highest on saving 73% (F70%M76% ), followed by improved livelihood opportunities 72%(F70%M74%); job search 70%(F69%M71%); customer handling 55%(F54%M565%); respect for resources 53%(F51%M55%), initiative for advice and counselling (51%) and searching for livelihood services ( 41% )

The current reported average behavior change is 4.2 (F 4; M 4.4) which shows slight increase from the 2017 where it was 3.9 (F 3.8; M 4.1)

The differences observed between male and female respondents as far as change in attitude and behavior is concerned are not significant

ATTITUDE / BEHAVIOR CHANGE BY SEX (%)	FEMALE (N=1068)	MALE (N=1189)	TOTAL (N=2257)
Started saving/putting aside money	70%	76%	73%
Started, improved livelihood/employment opportunities	70%	74%	72%
Improvement in job search/identification behavior	69%	71%	70%
Customer handling	54%	56%	55%
Appreciating/respect for resources and opportunity in my community	51%	55%	53%
Take initiative for advice and counseling on my livelihood	49%	52%	51%
Search for livelihood and income earning related services	38%	44%	41%
Average # Attitudes / Behaviors changed	4	4.4	4.2

ATTITUDE / BEHAVIOR CHANGE BY REGION (%)	AFAR (N=378)	AMHARA (N=308)	OROMIA (N=393)	SNNP (N=459)	SOMALI (N=439)	TIGRAY (N=280)
Started saving/putting aside money	46.30	90.91	86.77	82.57	60.82	76.43
Started, improved livelihood/employment opportunities	50.26	81.17	83.72	72.33	61.28	86.79
Improvement in job search/identification behavior	67.41	78.83	71.83	74.81	94.99	74.64

ATTITUDE / BEHAVIOR CHANGE BY REGION (%)	AFAR (N=378)	AMHARA (N=308)	OROMIA (N=393)	SNNP (N=459)	SOMALI (N=439)	TIGRAY (N=280)
Customer handling	51.16	68.12	70.23	62.22	57.38	67.14
Appreciating/respect for resources and opportunity in my community	53.02	68.44	78.88	58.52	59.13	84.64
Take initiative for advice and counseling on my livelihood	56.40	73.90	66.16	57.64	57.79	84.29
Search for livelihood and income earning related services	35.11	57.01	47.58	38.76	20.27	65.36
Average # Attitudes / Behaviors changed	3.7	4.5	4.5	3.9	3.9	4.6

All of the FGD participants as well as the KII respondents expressed that beneficiaries both male and female have demonstrated marked behavioral changes. Big difference could be observed between the trained and untrained group. They also mentioned that the change is having a spillover effect on the untrained youth of the community. It was not only the less educated youth that benefited from the training provided by the project. Unemployed and university graduates with degrees who have come back to their families joined the project and are now successfully employed after training

They mentioned that:

- most of the trained beneficiaries have avoided bad habits like gambling, chewing chat, drinking, loitering, harassing girls and squandering money and time and are productively engaged
- they have developed self-confidence and self-esteem; respect for work, communication skill.
- they have started saving; properly managing and recording income expenditures and profits.
- developed customer service and entrepreneurship skill

Dependency on their family and others has decreased. Youth are demonstrating to be their own boss.

One FGD participant from Jigjiga said “... Had I not joined the project and got the training, I would not have been alive by now but lost in the Libyan Desert while trying to illegally migrate out. I was a delinquent and addicted to a lot of bad habits like chewing chat, sniffing benzene, smoking etc. After I joined the project the training totally sucked out all the evil notion from my brain and instilled the new knowledge . I am now a different person here in my native community (Jigjiga); successfully running my own retail business and am preparing to upgrade it to a whole sale and distributor for the woreda . I am also preaching against illegal migration.

Another self-employed youth said, “after I have completed the training, I felt like I was born again because my mind is renewed”.

One of the KII respondent from Agarfa expressed his view on the BC observed among the youth as “... there is a change in behavior and attitude, after they got the training, they developed saving habit, are motivated to work, they are creating their own business and increasing their income. Previously some of the youths were engaged in illegal and violent activities like robbing and stealing. But thanks to the Potential project they have now become useful generation, they have better communication skill than before and their future is bright. ..The community itself is requesting for this training to expand and reach more youth “

Another respondent stakeholder said, “... their behavior and attitude has changed and now they are organized and joining different job opportunity, they have started saving from their income, they have started thinking the value of peace and economic development than mis-behaving, their self-confidence developed, they have a better self-esteem, they have a positive view on any job than ever, their employment status has been changed, their income level also changed since they are engaged in different activities like agriculture, irrigation, livestock, chicken production, fishing, and different daily labor activities “ One of the participants said, “thanks for the project I know my start and destiny in the future, I will have my own business or better job”.

### 3.3. Current Employment Status /New and Better Employment

Improvements observed in program activity participation, attitudinal / behavior changes, skills gained as well as post training support services have reflected on the employment status of beneficiaries.

Only 23% (F16% M 29%) of the respondents mentioned that they were employed before joining the program. Regional variation is observed where in Afar only 9%, SNNP 10% and Tigray 13% reported that they were employed at entry

Almost all of the respondents (99%) mentioned that there is marked change in their employments status and income level. Out of these 66% mentioned that they have attained full employment status from their previous unemployed and underemployed status. This rate is higher in Tigray (88%) Oromia (74%) and SNNP (73%)

Currently 81 % (F74% M 87%) of the respondents declared they are engaged in different forms of employment. The current unemployment rate is down to 19%. The unemployment rate is higher in F (26%) than M (13%).

Marked regional variation is observed in improvement change where 92 % (F 90% M 94%) of those trained in SNNP are currently employed followed by Amhara 90%, (F 85% M 94%) Tigray 84%,(F 77% M 90%) Somali 80%(F74% M 86%), Oromia 75% (F59%M 86%) and Afar 67%(F 60% M74%).

The overall employment status of the beneficiaries has improved by 58% (from 23 % at entry to 81%).

The impact of the project in % change in employment status is the highest in SNNP (82%) followed by Tigray (71%) It is observed that these two regions had the lowest employment rate at entry (SNNP 10% and Tigray 13%) and currently have attained relatively better employment status (SNNP 32 % and Tigray 25%).

Self-employment is by far the main employment option among POTENTIAL's youth. More than 61% of the respondents (F59% M 63%) are engaged in self-employment, both individually (54%) and in groups (7%) in different economic sectors. Another 13 % ( F11% M14%) reported they are now better employed while 7%

(F 4% M 10%) are wage employed.

The findings on saving and capital formation reveal that the beneficiaries in Tigray appear relatively better established as the majority ( 85%) use their own startup resource to establish business and have the highest estimated capital. (ETB 61,163 as compared to the overall mean of 32,346)

The relatively wider variation in the employment status from the initial low to the current higher in the two regions may be because the conducive environmental factors like ongoing better economic activities in and around the project areas with better employment opportunities , beneficiaries have relatively effectively used and benefitted from the training and support.

Or there was conceptual variation in response to employment status during the baseline study as the respondents` direct response was taken per se .

Regression analysis on the correlation of certain outcome variables with employment reveal that those who participated in coaching and mentoring ,are involved in many program activities , gained more skills, manifest higher level of attitudinal changes and accessed to loan and those from Tigray , SNNP and Amhara have significantly more chanced of getting employed ( Sig@1% level ).

As in the last 2017 Outcome Survey, the current findings accord with the results of USAID’s Ethiopia Performance Monitoring and Evaluation Service (EPMES) Activity, which found that Youth expressed that self-employment was their primary “choice” of an income activity than wage employment because 1) greater income-generating potential; (ii) better and continuous source of income and (iii) satisfaction of being one’s own “boss” and not having to report to somebody else, (iv) limited Wage employment opportunities in the rural areas. The unemployed FGD Participants mentioned lack of potential employers both public and private within the woreda as one of the factors for their unemployment.

FGD participants expressed that most of the trained youth are productively engaged and earning as self/ group employed in their preferred areas of trade ( e.g. agriculture ,as tailors , hair dressing, livestock fattening , retail shops ,wage employed in GO and private sector.

Beneficiaries from Jigjiga expressed that they are striving to transit out of pastoral way of life and search engagement for better livelihood, better income by establishing their own business or as wage earners.

One of the FGD participants said, “....my life has changed after I got training for about three months. Before the training I was unemployed but now I am employed and supporting my family. Thanks for this project I am living in my small town and need not migrate out in search of employment.” One respondent stakeholder mentioned “...Most of the trained youth are productively engaged and earning as self-employed either individually, in group or as wage earners. Some formerly unemployed youth have now become business and property owners. “ A chemical engineer graduate who was unemployed joined the project obtained the WRN training applied for apprenticeship in a paint factory to get experience without pay and later was given a permanent employment in Bahr Dar. Five beneficiaries in Jawi formed a group business, obtained a loan of ETB 750,000.00 and established a grain mill. Their business is thriving, they are regularly repaying their debt, are saving in group and individually. They are undertaking a feasibility study to establish a food processing plant including Injera production and other traditional food ingredients. The group leader is a University graduate who was unemployed before joining the project.

**CURRENT EMPLOYMENT STATUS BY REGION**

REGION	EMPLOYED WHEN ENTERING POTENTIAL	CURRENT EMPLOYMENT STATUS				OVERALL EMPLOYMENT STATUS	% POINT CHANGE IN EMPLOYMENT STATUS BEFORE AND AFTER
		UNEMPLOYED	SELF-EMPLOYMENT	WAGE EMPLOYMENT	BETTER EMPLOYMENT		
Afar (N=378)	9%	33%	57%	10%	0%	67%	58%
Amhara (N=308)	22%	10%	64%	16%	10%	90%	68%
Oromia (N= 393)	38%	25%	66%	3%	6%	75%	37%
SNNPR (N=459)	10%	8%	54%	7%	32%	92%	82%
Somali (N=439)	28%	20%	69%	7%	3.3%	80%	52%
Tigray (N=280)	13%	16%	58%	1%	25%	84%	71%
<b>TOTAL (N=2,257)</b>	<b>23%</b> 509	<b>19%</b> 430	<b>61%</b>	<b>7%</b>	<b>13%</b>	<b>81%</b> 1827	<b>58%</b>

REGION	EMPLOYED WHEN ENTERING POTENTIAL	CURRENT EMPLOYMENT STATUS				OVERALL EMPLOYMENT STATUS	% POINT CHANGE IN EMPLOYMENT STATUS BEFORE AND AFTER
		UNEMPLOYED	SELF-EMPLOYMENT	WAGE EMPLOYMENT	BETTER EMPLOYMENT		
Female	16%	26%	59%	4%	11%	74%	58%
Male	29%	13%	63%	10%	14%	87%	58%
<b>TOTAL (N=2,257)</b>	<b>23%</b>	<b>19%</b>	<b>61%</b>	<b>7%</b>	<b>13%</b>	<b>81%</b>	<b>58%</b>

**3.4. UNEMPLOYMENT**

Of those who are unemployed 60% (F 56%, M 67%) declared that they are making efforts to secure startup fund and access to employment but require additional support:

Main factors for unemployment are cited by the FGD participants as lack of startup fund; difficulty to access loan, high taxation, lack of potential employers within the woreda ( public or private ) that can offer employment and difficulty to acquire plot of land due to land shortage .

**3.5. Improvement/ Changes in employment status and Income**

Practically all (99%) of the Respondents have witnessed change / improvement in their employment status and income level after joining the project. The major changes/ improvements include 66 % from unemployment/ underemployment to full employment (F64% M 67%) and 52% from low income to better income (same for both sexes).

Regional variation is observed in improvement/ change of the employment status where in Tigray it is 88%, Oromia 74%; SNNP 73% Amhara 63%, Somali 52% and Afar 46%.

TYPES OF IMPROVEMENT (%)	FEMALE	MALE	TOTAL
From unemployment/under employment to full employment	64%	67%	66%
From low income to better income	52%	52%	52%
From heavy work load and hazardous to safe & secure work	5%	7%	6%
From environmental unacceptable to environment friendly	3%	5%	4%
From illegal activities to legal work	2%	4%	3%

### 3.6. Sectors of Employment

The major sector of employment (57%) is agricultural crop production and animal husbandry (F50% M61%) followed by trading of agricultural and livestock products 21% (F 20% M22%), trading consumer products or kiosk 16 % ( F21% M6%), providing services 12 % (F21% M6 %), GO 5%; transport services 4% etc. The participation of female is higher in trading consumer products / kiosks and providing services. The male are more involved in all the other sectors.

### 3.7. Change in Youth Income

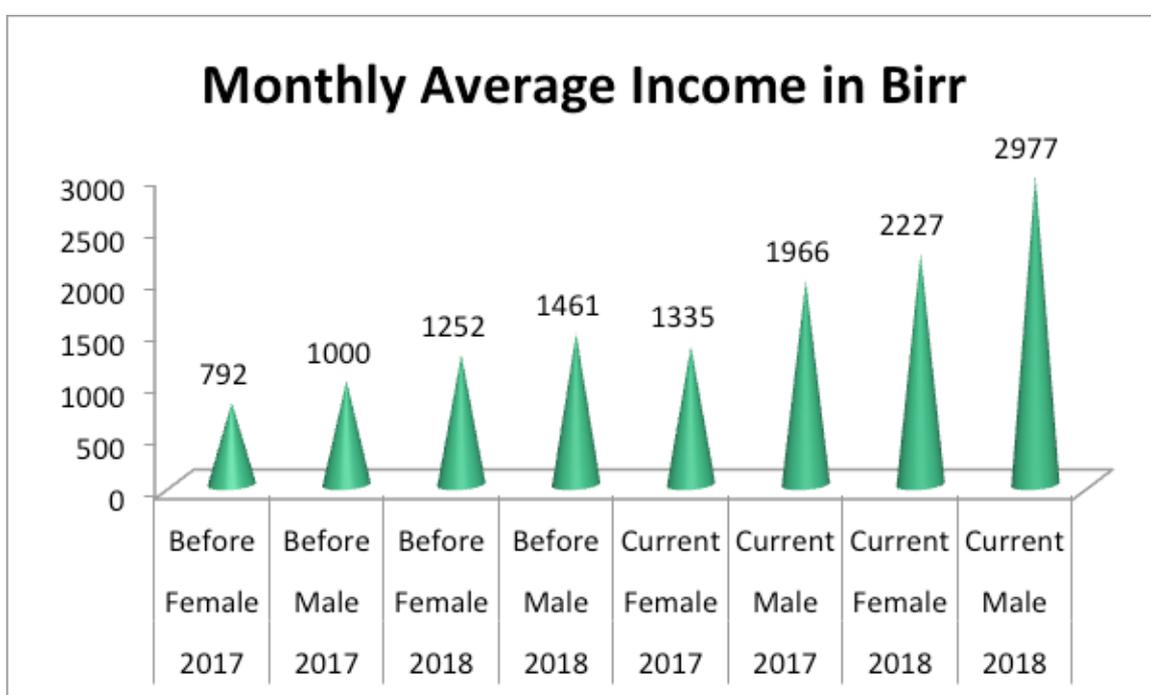
A significant majority of respondents reported that their income has increased. The proportion that reported having income while joining the project which was 35% (F 29.6% and M 40.4 %) has currently increased to 79.4 % ( F 72.4 % M 87%).

The proportion of respondents who reported having no income before joining the project which was 65% (70.4% for F and 59.6 % for M) is currently reduced to 16.8% (F20.8% and M12.9 % respectively).

Average monthly income at entry which was ETB 1252 for F is currently raised to 2227 and for M from ETB 1461 to 2977. The increment level of income change from entry to the current level is 80% for F and 103% for M.

INCOME	FEMALE		MALE	
	BEFORE PROJECT (N=1,068)	CURRENTLY (N=1,068)	BEFORE PROJECT (N=1,189)	CURRENTLY (N=1,189)
% Have no income	70.41% n=752	20.8% (n=276)	59.63% (n=709)	12.9% (n=163)
% Have income	29.59 (n=316)	74.2% (n=792)	40.37% (n=480)	87.2%(n=1,026)
Only for those reporting income	Before project N= 316	Currently N=792	Before project N= 481	Currently N=1037

INCOME	FEMALE		MALE	
	BEFORE PROJECT (N=1,068)	CURRENTLY (N=1,068)	BEFORE PROJECT (N=1,189)	CURRENTLY (N=1,189)
Minimum birr per month	50	100	100	28
Maximum birr per month	1800	70,000	27,900	30,000
Average birr per month	1,252 (\$45USD)	2,227 (\$80 USD)	1,461 (\$52 USD)	2,977 (\$106 USD)
% increase of current income compared to before	77.9%		103.8%	



### 3.8. Saving Habit and Practice

The habit of saving is growing. Almost three fourth (74 % for both sexes) of the respondents reported that they have started saving after joining the project. Only 6% mentioned that they practiced saving before joining the project while another 8% declared that they are now saving regularly. The highest proportion (84%) of those who practice saving are from Somali, followed by Tigrai (80%) and SNNP (79%).

The mean amount of the reported saving is ETH 8,384 (F 6172 M10, 082) and the median ETH 4000. The range is from ETH 8- 200,000 .This finding is supported by most of the FGD participants who expressed that before joining the program “

... We were spending unwisely and squandering whatever income we get on drinks, other bad habits and had no habit of saving. After the training we now knew how, why and when to use /spend money wisely, are managing our increased income properly and save more individually and in group and have opened bank account.. We are able to cover the expenses for our basic needs... “There are few who are now able to upgrade and expand their business e.g. from fattening three oxen at a time to fifteen; shift to locally more profitable business sector e.g. from livestock fattening to establishing grain mill, from retail shop to whole sale etc....

### 3.9. Initial and Current Capital

As source of the initial start-up capital the majority of 62% raised from their own saving, 24% gift from family/relatives/friends, 16% loan from financial institution and 13%, loan from family/relatives/ friends.

As a business start-up resource 79% of the respondents (F80% M 78%) mentioned that they used cash; 21% (F19% M 22%)land; 25 % (F21% M29%)animals and 9% ( F6% M 12%) equipment.

More male (12%) used equipment than F (6%) as initial startup resource. Regional comparison reveals that Tigray (98%), SNNP (96%) and Oromia (88%) used finance/ cash as startup resource. The lowest was Afar (38%). Land was relatively widely used in Afar (44%)

SOURCE OF INITIAL CAPITAL (%)	FEMALE (N= 793)	MALE (N= 1,037)	TOTAL (N= 1,830)
Own saving	63%	61%	62%
Loan from financial institution	15%	16%	16%
Loan from family/relatives/friends	14%	12%	13%
Gift form family/relatives/friends	22%	26%	24%
Other sources	4%	8%	7%

Most of the beneficiaries have used more than one source for accessing startup capital. The average was 1.2.

The estimated mean initial capital from own was ETB 4832 (Median 2000 and range 0-150,000)

The amount of loan obtained by source was: from family loan ETB 6693(median3000); financial institutions mean ETH 24,324(Median 10,000); gift from family/ relatives / friends ETH4939 (median 3000)

A high proportion of beneficiaries from Tigray (85%) used their own resources followed by Oromia (75%); Somali (66%) SNNP 63 % Amhara 54% and Afar 25%.

The mean current estimated capital (estimate of market value of land, livestock, equipment), is reported as ETB 32,346 (median 15,700.) The highest which is ETH 61,183 is in Tigray, followed by ETH 36,253 in Amhara; ETH 30,807 in Oromia, 29,511 in SNNP 25,639 Somalia and Afar 17,215. The beneficiaries in Tigray appear relatively better established as they use their own startup resource and have the highest estimated capital.

### 3.10. Change in Productive Assets

As manifestation of change in income some of the beneficiaries are investing their saving into productive assets. Likewise 46% of the respondents (F39% M 51%) mentioned that they own or have access to land for crop production; 67% (F65% M68%) livestock; 28 % (F30% M 27%) tools or equipment; 11% for natural resources and 11 % others.

Nearly 51% (F57% M 46%) reported that they have one new productive asset; 37% ( F35% M 39%) reported two new productive assets, 10% (F7% M 12%) three productive assets, and 2% have four new productive assets.

However some FGD participants expressed that they have not yet saved enough to invest on productive asset. They are using whatever they have as operating capital for their business. The time is short and their saving is affected by high taxation and inflation.

NEW PRODUCTIVE ASSETS OWNED (%)	FEMALE (793)	MALE (1,037)	TOTAL (1,830)
Land for crops/livestock production	39%	51%	46%
Livestock	65%	68%	67%
Natural resources	7%	14%	11%
Tools or equipment	30%	27%	28%
Other Productive Asset	10%	12%	11%

### 3.11. Financial Assistance / Loan

Only 46 % of the respondents (F42% M 49%) mentioned that they applied / requested for financial assistance. Out of these only 40 % received the service (F37%, M 57%). The highest proportion are from SNNP (75%) followed by Somalia (55%); Tigray (41%); Amhara (39%) and Afar and Oromia 16% each.

Most of the FGD participants expressed that they have not yet accessed to loan. They have not yet qualified as credit worthy as they have not yet deposited the required minimum amount of 10% and produce collateral. One individual participant accessed and obtained loan for 63,000 Birr and he already paid it back and another group of five qualified and obtained a loan of Birr750, 000.00 to establish grain mill.

All of the Muslim participants said they cannot access to loan because of religious restriction, as loan with interest is forbidden by Islam.

### 3.12. On Migration

Only 22% of the youth reported that they have ever migrated to other big cities in the country in search of work. The great majority of 96 % believed that unsafe migration is not a justified option for better employment

“..Had the project not been initiated in our area most of the youth would have migrated out in search of employment and you will find no one here....” Only 22% of the youth reported that they have ever migrated to other big cities in the country in search of work. The great majority of 96 % believed that unsafe migration is not a good option for better employment.

The FGD participants mentioned that the project has very much helped to reduce migration of youth in search of employment. The training has enabled them to stay in their locality and get productively engaged.

Two female FGD participant beneficiaries shared their experience “...we were out to Arab countries and when back could not be productively engaged. After we joined the program and got training, we gained self-confidence opened our own business and are successful. Other girls are learning from our experience and abandoning the desire to migrate out.”

## 4. EMPLOYER SATISFACTION EVALUATION OF YOUTH EMPLOYED OR PLACED IN FOR INTERNSHIP/ APPRENTICESHIP

One of the indicators in the USAID’s Building the Potential of Youth Activity is stated as: “Percent of employers reporting satisfaction with youth that they have hired and/or given internships/ apprenticeships “. Therefore this Employers Satisfaction Evaluation was undertaken as part of the outcome Survey. The required data on Employers Satisfaction was collected from selected employers who have and are still engaging trained youth beneficiaries either as Wage Employees or on internship. A revised version of the Employer Satisfaction Evaluation of Youth Employed or Placed for Internship/ Apprenticeship was used to obtain the views of the employers.

A total of 18 employers i.e. three from each of the six study woredas were interviewed. Each employer was asked to give his/ her rating on selected indicators / criteria that could measure the level of their satisfaction on the performance of the employee they have engaged.

The major category of the selected indicators used are:

- Ability to Learn
- Listening and Oral Communication Skills

- Creative thinking/problem Solving Skills
- Professional and Career Development Skills
- Interpersonal and Teamwork Skills
- Basic Work Habits
- Character Attributes

Under each category specific indicators were used and for each a score ranging from 1 to 5 was assigned. The value / score attached to each specific indicator was

1= Unsatisfactory

2=below average

3= average

4= above average

5= exceptional

The respondent employer was invited to freely express his/her evaluation on each of the specific indicator and the score recorded accordingly. (The template is shown in the annex.)

A summary of the evaluation finding is presented below.

### **EMPLOYEE PROFILE**

The majority (15) are employed as wage earners (WE) and only 3 for work based learning (WBL). The duration of employment ranged from 3 months to 2 years and all are still continuing. The area /field of employment depends on the background /expertise of the employee and the available vacancy. The beneficiary who is now working as junior chemist in a paint factory (Bahir Dar) is a chemical engineer with BSc who could not get employed, joined the project and after graduation volunteered to work without pay in the factory. She was then offered the job as permanent WE. Those working as cashiers are university graduates in accounting and got the employment opportunity after participation in the project training program. POTENTIAL has benefitted not only the lesser educated youth but also the unemployed university graduates with degree.

The profile of the assigned youth beneficiaries by region is presented in the following table

**EMPLOYERS PROFILE**

REGION	WOREDA	EMPLOYMENT TYPE		DURATION	JOB TITLE
		WE	WBL		
AMHARA	BDZ	3	-	5 m to 2 years	JUNIOR chemist, female security guard , and mason
	JAWI	2	1	3m to 1 year	cashier; women's' organization facilitator
SOMALI	JIGJIGA	1	2	6-16m continuing	worker ; farm laborer , assistant driver
	BABILE	3	0	6m+& continuing	teacher, secretary ; vet assistant
OROMIYA	LIBEN	3	-	10-18m/ continuing	farm field supervisor/ documentation/ general service
	AGARFA	3	-		security guard , facilitator
<b>TOTAL</b>		<b>15</b>	<b>3</b>	<b>3M TO 2 YRS.</b>	

**EMPLOYERS PROFILE**

Out of the 18 employers 7 are from the GO woreda sector offices. The 11 private sector included big manufacturing firm, a modern flower farm, small scale business, agriculture and transport all operating within the specific woredas. All of the respondents expressed that the employees work under their immediate supervision.

**EMPLOYERS PROFILE**

REGION/	WOREDA	SECTOR		
		GO	PRIVATE	
AMHARA	BDZ	-	3	manufacturing , agri-business, construction
	JAWI	2	1	microfinance organization / GO Woreda Offices
SOMALI	JIGJIGA	0	3	Water bottling , private farm ; minibus
	BABILE	3	0	woreda administration ; education bureau, finance
OROMIYA	Agarfa	1	2	Veterinary drug shop/ land management office/cooperative bank
	Liben	1	2	Fruit farm / Stationary& Printing /Rural Land Management Office
<b>TOTAL</b>		<b>7</b>	<b>11</b>	

### **AVERAGE OVERALL SCORE SUMMARY**

A summary of the average score by woreda is presented in the following table

The evaluation shows that the average score in all of the six woredas is four and above.

The findings revealed that 100% of the respondent employers expressed that they are highly satisfied on the performance of the trained beneficiary youth and their overall level of satisfaction is above average.

The high level of satisfaction on the performance of the youth is a reflection of the improvement in the skill and behavioral/ attitudinal change attained by the youth and a positive outcome indicator on the success of POTENTIAL

### **AVERAGE OVERALL SCORE SUMMARY**

REGION		AMHARA		SOMALI		OROMIA	
Woreda		BDZ	JAWI	JIGJIGA	BABILE	Agarfa	Liben Chiquala
Average overall score	employer I	4.0	4.6	4	4.8	4.45	4.3
	employer II	4.2	4.1	4.25	4.4	4.25	3.6
	employer III	3.8	4.8	4.2	4.2	4.5	4.0
<b>CUMULATIVE AVERAGE</b>		<b>4.0</b>	<b>4.5</b>	<b>4.1</b>	<b>4.4</b>	<b>4.4</b>	<b>4.0</b>

## **5. MAJOR ISSUES FROM THE QUALITATIVE FINDINGS**

The qualitative study was focused on assessing the views of beneficiaries and key stakeholders on the project activities, the observed outcomes, participation of stakeholders, the implementation arrangement and approach of the project. Some of the major findings are included in the pertinent sections of this report so as to enrich the quantitative findings. The following part treats the observation gathered on certain major issues related to the project.

**At the outset it important to note that the findings of both the quantitative and qualitative survey are complimentary**

### **5.1. ON PROMOTING GENDER EQUALITY**

The traditional saying “Set wede majet Wond wede chelot” “i.e. women to the kitchen, men to the court” is fading and no more respected.

Gender equality and women’s empowerment is a key cross cutting theme of POTENTIAL which is systematically observed to ensure the equal participation of both sexes in the different project activities POTENTIAL believes that an improvement in economic conditions would improve the living standard of women, but real change would require a transformation of the attitudes of the communities regarding women.

Towards this the Activity has been working to increase the awareness of community members regarding the rights of women and girls, promote the participation of female youth in the different training and employment opportunities and to improve the status of young women and men by implementing gender sensitive components through creating equal access to services and resources with the active participation of young women and men.

Starting from the beneficiary recruitment process, due attention has been paid to the inclusion of gender equality and women's empowerment concerns of POTENTIAL.

Training methodologies were gender sensitive and designed to promote young women's participation .Young mothers were encouraged to attend trainings with their little children. During group coaching sessions, young women are encouraged to discuss challenges, young women's and men's practical situations were considered in delivering YES services.

The overall concern and efforts towards gender equality by the project as well as the gains are well recognized and appreciated by the beneficiary youth both male and female as well as by the community

The FGD participants and stakeholders expressed that "... the project has very much contributed for gender equality. Equal opportunity has enabled the female to gain confidence and independence, come out and compete. More girls are now active outside of their home, started own business , gained increased income, are saving and started building their own asset... the potential project made gender equality center of its activity and it is giving equal chance for both male and female. During selection for training unless there are no enough female candidates to fill the allotted 50% quota the chance of giving equal opportunity is maintained." The deep rooted traditional gender bias is fading and gender equality is more respected in the community now. One female FGD participant proudly expressed that the traditional saying of "Set wede majet Wond wede chelot" "Women to the kitchen men to the court " is fading and no more respected .

The practice of early and pre-arranged marriage is getting lower. and significantly reduced.

Preferential treatment for female is still practiced in certain project woredas (BDZ) during selection and training so as to overcome the cultural pressure.

## 5.2. ON PROJECT ACTIVITIES AND PERFORMANCE

All of the respondent stakeholders are knowledgeable of the ongoing project activities and mentioned the major ongoing activities; their views on what they feel are the most useful services.

In addition to the basic trainings, the most useful services cited include: support during employment and job search, accessing to job opportunities after training; linkage to TVET, basic material support (computer, fax, printers etc. ) ,WBL, counselling , mentoring / coaching, customer care, follow-up/ supervision; technical support .

## 5.3. APPROACH - IMPLEMENTATION MECHANISM & PARTNERSHIP

Practically all of the respondents expressed their views that the design and implementation mechanism of the project which aims to effect attitudinal change and productively engage the youth through training and technical supports is fit and practical.

It is participatory and collaborative and involves key stakeholders including the youth beneficiaries at all levels. The project by design promotes public private partnership for the implementation of its program activities.

....the project is very acceptable in the community and the implementation mechanism fit and workable. The project implementation mechanism is not against our culture. That is why the community and youths are demanding for further expansion of the training and its continuity....KII

The majority of the KII respondent stakeholders mentioned that they are involved in the project and indicated the scope of their participation in any of the following major areas

- during selection / recruitment of youth beneficiary for training
- follow-up of the trained
- support during job finding / placement,
- identify employment opportunities suitable for the community
- support short term training on e.g. tailoring , hair dressing ;ict
- provide material support for the youth center
- provide meeting facility and facilitate services during meetings
- create enabling environment for ongoing project activities
- actively participate in WYESC ( as member, chairman ,secretary )

One of the approaches for the partnership is to get into formal agreement with relevant stakeholders by formally signing a MOU on defined and jointly agreed upon project

activities that support youths in training; employment and accessing other supports. In Amhara 105 such MOU are signed with different stakeholders during the year like TVET for skill trainings etc. All of the stakeholders expressed their appreciation of the approach as one of the good practices of the project.

The approach of focusing on the unemployed and less educated youth, effecting attitudinal change through prior training on behavior change followed by the hard skill training and accessing to employment has proven to be effective.

The transport allowance provide by POTENTIAL during training was a good incentive. The Involvement of stakeholders and family members during quarterly review meetings and graduation ceremony are cited as good practices

As the Project was introduced at the critical period of 2008 when the youth unemployment was a big political concern it was readily accepted and integrated into the community.

#### **5.4. SUSTAINABILITY**

Practically all of the stakeholder respondents firmly believe that the project should continue and expand. But if the project discontinues they expressed their concern on the sustainability of the registered gains. The trained group can sustain, but the fate of the untrained will be at risk.

Some expressed that the registered gains can sustain as most of the beneficiaries are firmly rooted, a critical mass of trained, skilled youth with changed behavior is already built , the knowledge gained has become community asset on which the GO or others can build on .

The issue of sustainability of the project has always been a central concern for POTENTIAL which it has been striving to attain through the inbuilt Sustainability Mechanisms of stakeholders partnership and collaboration, community understanding and ownership; technical support, creating inclusive platforms and conducive environments for youth development related initiatives.

The excellent relationships that Potential has developed with and the active participation of woreda GO administrations and other woreda key sector offices MFIs , private sector and CSOs will contribute to ensure the sustainability of the Activity .

POTENTIAL is also actively participating and providing support for the development/ design of the National Youth Policy and Governance and responding to government policy and complementing the strategies on reducing youth unemployment.

POTENTIAL`s comprehensive package and approach has strong support from the government leadership at all levels.

POTENTIAL continues to actively participate in the National “Youth Social and Economic Development Taskforce” on behalf of Save the Children. The membership has paved the way for POTENTIAL to share its experiences on youth development, particularly during the design of directives and guidelines for the new youth fund by the Government of Ethiopia.

Overall, the participation has enabled POTENTIAL to introduce its distinct and innovative approach of addressing youth unemployment issues to government and civil societies working on youth empowerment issue and thereby ensure the sustainability through government ownership.

POTENTIAL has recently organized a two-day Adaptation, Planning and Leveraging workshop with key stakeholders in youth development sector (April 2019 ) for its local implementing partners,

The workshop aimed to ensure:

- the sustainability of the POTENTIAL through local implementing partners, woreda and regional Women, Children and Youth offices, woreda administration, kebele administration offices, microfinance institutions, and existing private and public sector actors.
- the smooth adaptation of the program through the participation of key stakeholders.

The workshop enabled participants to easily understand the concept and implementation techniques of POTENTIAL.

Participants from regions and woredas were encouraged to choose from the different components of POTENTIAL and prepare a three months' action plan that can be implemented by their respective offices

Following their action plan, the regional Women, Children and Youth bureaus have organized TOTs on POTENTIAL training components in their respective regions. So far, five regions have provided the trainings to more than 150 of their staff (all of them civil servants). The trained staff are expected to cascade the training to the selected targets in the pilot areas of each region. In order to execute this program, the regional offices have allocated budget and assigned staff to coordinate the plan

POTENTIAL cascaded some selected program components to regional- and woreda level government stakeholders so that they can be able to continue the current POTENTIAL activities after the end of the project period. All these efforts demonstrate that appropriate measures are already being addressed to ensure the sustainability of the project activities.

## 5.5. SUGGESTIONS

All of the respondent stakeholders and beneficiaries expressed their strong desire and suggested that the project:

- continue without any interruption
- expand its coverage to unreached woredas and kebeles sites/
- strengthen youth centers,
- strengthen follow-up after training

- Facilitate access to startup fund / loan/. especially interest free loan for Muslim beneficiaries
- Link graduates to appropriate GO sectors for employment.
- strengthen the participatory process/ enforce transparency & accountability
- link the project with the GO fund
- ensure sustainability

## CONCLUSIVE REMARK

" I envy the beneficiary youth. Had I not been over age and a GO employee I would have joined the project get trained, establish my own business and become a big business entrepreneur "Woreda GO Officer. The quantitative as well the qualitative findings of this outcome survey which complement each other vividly demonstrate the positive results of POTENTIAL. Marked improvement in Behavior and attitudinal changes are observed among the beneficiary youth. Most have avoided harmful habits, have developed self-confidence and respect for work. There is marked reduction of youth migration as they are now self-confident and initiate own work in their own locality.

The role and participation of female has increased, early and arranged marriage has reduced. The gender related finding is well in harmony with the strategy of POTENTIAL in addressing both male and female youth equally with its interventions.

Concurrent with the result on behavior change, the overall employment status has improved. The level of unemployment among the youth has very much declined and the beneficiary youth are productively engaged mostly as self-employed operating their own business in trades of their preference/competence.

Their income level as well has increased. They are managing their income wisely, started saving and building their own asset.

The knowledge gained by the trained youth has already become an asset for the community. A critical mass of trained and skilled, self-reliant youth with behavior change is formed. In tandem with the improvement in level of employment the burden of unemployment on the GO and community is decreasing.

The findings of Employers' satisfaction survey revealed that 100% of the respondent employers are highly satisfied by the performance of the trained youth. This is an additional manifestation on the success of POTENTIAL.

Respondents expressed that the design, implementation mechanism and approach of focusing on the unemployed and less educated youth, effecting attitudinal change through prior training on soft skill followed by the hard skill training and post training support including accessing to employment has proven to be effective.

The project has demonstrated that it is possible to effect behavioral change in youth.

The concern expressed by the stakeholders and beneficiaries on the importance of uninterrupted continuity of the project activities needs the attention of all concerned.



