

# YouthCan! FACTS AND FIGURES 2019

Partnering for opportunities that work



SOS CHILDREN'S  
VILLAGES  
INTERNATIONAL

YouthCan!

Coral  
2019



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## Imprint

**Publisher:** SOS Children's Villages International  
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**Date of publication:** March 2020


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# Dear Readers,

Finding a job is not an easy thing to do. In addition to the fact that there are many competitors who are more qualified, we young adults also need to develop the right skills to help us find work. I have faced many challenges in trying to enter the job market. The first challenge is a personal one: it is hard to get out of your comfort zone and do something new and different. Another major challenge is that many companies ask for experience, which is an obstacle for many of us who have not yet gained experience in the job market.

I participated in YouthCan! activities near where I live throughout last year. The programme provides support in addressing the challenges of finding a job and becoming independent adults. Through YouthCan!, my friends and I learned a lot about how to face the job market. The volunteers, employees at partner corporations, taught us many things: they encouraged us to build our confidence, to be brave and to face

the world head on. We also learned valuable skills, like how to prepare a CV, how to interview for a job and how to use and consume social media in a meaningful and safe way.

Early last year, I had the opportunity to speak at the Global YouthCan! Conference in Essen, Germany on behalf of my peers and put some of these skills to the test. I travelled to Europe, was able to feel the snow for the first time in my life, met new people and made friends from all over the world. I never imagined that I could speak on behalf of my peers in front of so many people. I was so worried about making a mistake on the stage, as all the attention was focused on me. However, with some help and support from our coaches, we rocked the stage!

Through my YouthCan! experience I learned that you can do whatever you set your mind to, you just have to be brave enough to take a risk!

One of the biggest struggles for young people in Brazil is the paradox of companies wanting to hire someone with experience but not providing that opportunity to gain first work experience. Often, young people get their first workplace exposure through connections and family networks, something that many people simply don't have. With YouthCan!, my peers and I were excited to be part of a project that we felt could create an alternative space for us to get our first work experience and be ready to face the job market with more confidence.

From this project, I learned how important it is to make connections and put your name out there, to show that you are willing to work, grow, and better yourself as a person and a professional. To succeed in the job market, you need the will to work and the right academic foundation, but most importantly, you

need the heart. To support our success, companies must work to give young people hope and opportunities to grow professionally.

Being part of the YouthCan! initiative has given me the opportunity to learn and grow, but also to address the youth employment challenge of my country. Brazil is an enormous country with millions of different realities, but I seized the opportunity at the YouthCan! Global Conference 2019 to talk about the least privileged young people in my country. I shared how we try to create our own spaces of work and survival, coming from a country with so few opportunities and so much prejudice.

YouthCan! has really encouraged me to be my own boss. It has helped me believe that I can have my own business, and that I can be as grand as any big entrepreneur.



Monalisa  
22-years-old YouthCan! participant from Indonesia



Miguel  
20-years-old YouthCan! participant from Brazil





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# About YouthCan!

*YouthCan! supports young people who have lost parental care or are at risk of losing it on their journey to decent work and independent life.*



# About YouthCan!

In this global partnership between SOS Children's Villages and the private sector, corporate volunteers share their time, skills, expertise and own career journeys.

They plan workshops, trainings, facilitate exposure to professional environments and act as mentors. Employees and young people can connect face to face or through our digital platform, enabling worldwide collaborative learning and breaking down geographical barriers. YouthCan! was first launched in seven pilot countries in 2017. It has since grown to include 31 countries, with the aim of reaching young people in 40 countries by 2020.

## Our unique, multidimensional and tailor-made approach

YouthCan! combines mentoring, first work experience, and soft and technical skills trainings into one comprehensive approach. The programme is locally-owned and tailored to the local labour market and the needs of each young person. Participants are involved in the continuous review of the programme and help craft an approach that best suits their individual needs. Peer-to-peer exchange and support is facilitated on- and offline.





## Our response to the global youth employment challenge

267 million young people worldwide are neither in education, employment or training. That accounts for 22% of young people aged 14-25, according to a recently published International Labour Organisation report that looks at employment and social trends for 2020. Currently, young people are three times more likely to be unemployed than adults and 145 million young workers live in poverty. Continuously fine-tuning and expanding our response to the global youth employment challenge therefore remains a top priority in YouthCan!.



## The right intervention for self-reliance

In 2019, YouthCan! was active in 31 countries, reaching 5,700 young people and more than 1,700 volunteers. Diversifying the activities offered per participant and expanding upon existing programmes to best suit the needs of our participants were the biggest focus areas in 2019. Youth employability activities saw a 50% increase compared to last year, with more than 300 activities made available to young people across the globe. As a result, higher employability and an increase in digital skills

are reported for young people growing up in alternative care offered by SOS Children's Villages. We see evidence in the programmes that where YouthCan! is implemented, the self-reliance rate of young people leaving care is developing at a 5% higher rate than on the global average across all our programmes. A deepening of our work in 2019 was in great part possible thanks to the growing network of corporate volunteers that joined YouthCan! – 90 new local partnerships were established and 400 additional volunteers donated their time and effort to young people. Interactions between young people and

corporate volunteers, either as trainers or as mentors, took place an average 13 times per year and the volunteer-to-youth ratio reached a record one volunteer for every three participants.

These results stem in part from the continued commitment of our six global partners: AkzoNobel, Allianz, Deutsche Post DHL Group, Johnson & Johnson, Siegwark and thyssenkrupp Elevator.

Together, we continue to move away from conventional public-private part-

nerships to a new era of collaboration, where fostering exchange and encouraging teamwork is key to impact-oriented results.

**“You learn a lot about values and respect, it also opens many opportunities for young people both in employability and in growing as a person.”**

**Beatriz, 19-years-old from Costa Rica**





# A global network and a local response

*5,700 young people and 1,700 volunteers shaped YouthCan! in 31 countries*

# A GLOBAL NETWORK AND A LOCAL RESPONSE

120,000 additional young people reached in Madagascar



5,700 young people and 1,700 volunteers shaped YouthCan! in 31 countries

It has been 10 years since the global YouthCan! partner Deutsche Post DHL started actively partnering with SOS Children's Villages Madagascar to strengthen youth employability. In 2019, the programme achieved new levels when the "Olympiad" – co-initiated with the government of Madagascar – reached 120,000 students in 180 schools across the country. Common knowledge, knowledge about the history of their country and their school curriculum were tested during an event with the finalist teams from each school and the support of 100 DHL volunteers.



\*these countries were only using the digital platform YouthLinks to support other employability programmes run by SOS Children's Villages.





© DHL Mexico

Corporate volunteers who take the time to design workshops, facilitate trainings and foster mentoring relationships are at the core of our offer for young people participating in YouthCan!. Strongly supported by our educational experts, they bring their own experiences and knowledge into these sessions to give young people without adequate parental care more confidence in their professional pursuits. Their knowledge of the local labour markets, challenges and opportunities is key.

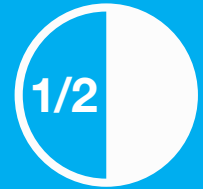
Although 2019 saw six additional national SOS Children's Villages Associations<sup>1</sup> launching the programme, the number of programme participants did not increase drastically from 5000 in 2018 to 5,700<sup>2</sup> in 2019.

As explained in more detail below, the focus in 2019 was on further strengthening programme quality and collaboration, before a larger scale-up of the programme in 2020.

<sup>1</sup> During 2019, YouthCan! was rolled out in Benin, Bolivia, Honduras, Palestine, Lebanon and Vietnam.  
<sup>2</sup> The 120,000 young people who participated in a YouthCan! activity in Madagascar were not included in this figure, because they were not part of any additional YouthCan! trainings or mentoring activities.  
<sup>3</sup> A voluntary annual survey is conducted in selected countries. In 2019, 13 countries participated with a total of 318 young people taking part.

## BACKGROUND OF YOUNG PEOPLE

**2 out of 10**  
 participants came from South- and Central America\*



Roughly half of all participants (45%) grow up in SOS Alternative Care\*



On average, a YouthCan! participant is 20 years old\*

**6 out of 10**

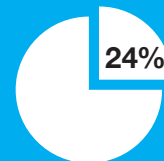
In 2019, 6 out of 10 YouthCan! participants came from Africa, mostly from Southern and Eastern Africa (47% of all participants)\*



**1 out of 10**  
 came from Asia and Eastern Europe respectively\*

**21%**  
 participants' families are supported through an SOS Family Strengthening programme\*

**55%**  
 of participants are female\*



A quarter of the young people participating in YouthCan! are not part of any other SOS programmes, still they lack adequate parental care (24%)\*. They join YouthCan! either through recommendation by their peers or learn about YouthCan! from another social organisation.

In some of these countries, YouthCan! is also offered specifically for young people in highly vulnerable neighbourhoods, even if there are no other SOS programmes present. In these cases, the programme is an opportunity to reach young people that are systematically excluded and face high levels of inequality, unemployment and violence.



\* Data as from March 2020.





# The YouthCan! Programme in 2019

## A growing offer

During 2019, corporate volunteers and their counterparts at SOS Children's Villages jointly planned and carried out more than 300 activities to strengthen young people's employability and support them on their path to decent work.

50% more activities were offered than in the previous year, due in part to the growing network of corporate volunteers across the globe. An additional 400 volunteers joined the initiative in 2019 to contribute to our shared goal of decent work for youth.

Compared to 2018, YouthCan! established 90 new local partnerships, increasing the network of national YouthCan! partners from 130 to more than 220.





© SOS Children's Villages Cape Verde

Ariana | FORMER PARTICIPANT, CAPE VERDE

## Regular meetings establish trustful and lasting relationships

The power of YouthCan! is the personal, individual and long-term support offered to participants. The ratio of volunteers to programme participants is at a record of one volunteer for every three participants, speaking to the increased quality of support offered. On average, the volunteers acting as trainers or mentors met or exchanged with each young person face to face or virtually 13 times during the year, marking an increase from last year of two additional meetings.

”

*I really like my mentor, who taught me about studying and motivated me a lot. Participating in YouthCan! has greatly improved my self-esteem.*

## Life skills as the basis for success

The YouthCan! programme pillars ‘Mentor, Train, Practice’ follow a logical progression for participants. Most of the nationally shaped YouthCan! programmes offer life and soft skills development in the form of trainings or workshops to best prepare and support young programme participants for mentorships or first work experiences. 21% of all YouthCan! interactions in 2019 were in the area of life and soft skills development.



© SOS Children's Villages Colombia

## Finding one's own way in the working world

Seeing different work environments, exploring what training opportunities are out there and reflecting on one's own strengths and weaknesses: these are exercises that are of great value for every young person about to leave school and especially important for those leaving alternative care. Career guidance and orientation on different job profiles as well as one-on-one and group mentoring are thus a pivotal element of YouthCan!, constituting 22% of all YouthCan! interactions.

## Practical training and experience

12% of YouthCan! interactions in 2019 were young people entering one of our partner's companies as interns. They were given the opportunity to gain valuable work and networking experience, explore a career path, develop their skills, gain confidence and in some cases, even land a job. An additional 17% of interactions fall into the category of extensive professional skills or entrepreneurship training, equipping young people with the skills and certificates needed to find a job or start their own business.

## SOS staff pilot online mentoring curriculum in Peru



© Leonora Barclay

Local SOS staff stepped up as mentors to pilot new online mentoring material developed by the YouthCan! team in Peru. The curriculum includes interactive material, videos and case studies as well as a methodological guide for mentors. The colleagues went through the one-on-one mentoring sessions with their mentees before offering the package to volunteers and expanding the reach of the programme.





## Social impact in a digital world: bridging the gap

Technology brings learning materials to every location, no matter how remote.

In 2019, we reached more than 600 young people who benefitted from digital learning and online mentoring in 18 countries, connecting them with mentors and overcoming geographical barriers. The one-on-one online mentoring programme carried out with YouthCan! partner Volunteer Vision reached 124 young people in remote locations in Colombia, Nigeria and South Africa. 500 young people were engaged in mentoring and online learning in the digital platform workplace in 17 countries.

The digital learning and mentoring component of YouthCan!, known as YouthLinks, not only connects young people with mentors but also contributes funding for computers, making connectivity and digital learning possible for young people everywhere. A recent UNICEF report „Growing up in a connected world“ highlights that restricted internet access leads to a lack of education. YouthLinks is one of SOS Children’s Villages responses to this threat of increased inequalities. Another such initiative is the Digital Village project, which aims at integrating technology into the everyday lives of children and families.

© SOS Children’s Villages Philippines

# 600

YOUNG PEOPLE BENEFITTED FROM DIGITAL LEARNING AND ONLINE MENTORING

# 9 out of 10

ONE-ON-ONE ONLINE MENTORING PARTICIPANTS BUILT A PERSONAL RELATIONSHIP WITH THEIR MENTOR

# 90%

WILL STAY IN TOUCH WITH THEIR MENTOR

”

*Every moment was meaningful, but meeting my mentor for the first time was an amazing moment because she made me feel loved, gifted, talented and full of potential. I felt welcomed.”*

— Peter, 21-years-old from Nigeria





# YouthCan! has an impact

## ... on young people

We continue to see evidence that YouthCan! supports young people in their transition to independence. An analysis of the self-reliance rate of young people leaving care shows it developed 5% better in YouthCan! countries compared to the global average.

We also see evidence that YouthCan! gives significant support in strengthening young peoples' employability and digital skills. This is due to the activities offered to young people, but also due to a raised awareness on the importance of these skills among young people and their caregivers and support networks. Young people in YouthCan! countries are 10 % more likely to have at least intermediary employability skills, and 6% more likely to have strong digital skills.

”

*My mentor was always aware of how I felt and the things I did. That was very important for me, it generated a lot of confidence. She accepted all of my points of view.*

— Laura, 20-years-old, **Colombia**



# Participants feedback

To ensure the YouthCan! partnership speaks directly to the employability needs of young people, regular feedback from participants is key to the programme's success.<sup>3</sup>

**95%** of participants report feeling more motivated and prepared to look and apply for a job.

**98%** are more confident in finding work.

**88%** of participants report that they have gained important skills and qualifications that help them succeed in finding a job or building their own business. 98% say they have gained skills that help them in life.

**99%** of participants would recommend YouthCan! to their friends.

**97%** of participants in one-on-one online mentoring report an increase in their self-esteem, understanding of which skills are important for their career, and in their understanding of how to set goals and achieve them.

## ...and volunteers

YouthCan! matches young people with employees who provide guidance, first work experience and training to support their transition to independent adulthood.

**In 2019, more than 1,700 corporate volunteers engaged in YouthCan!. Each of them is part of a network of more than 220 national YouthCan! partners.**

The programme is an example of a shift from corporate social responsibility to corporate shared value, as it goes beyond giving back to society and moves toward action that adds value to both society and business.

<sup>3</sup> A voluntary annual survey is conducted in selected countries. In 2019 13 countries participated with a total of 318 young people taking part.

# Volunteers feedback

**93%** of volunteers agree that YouthCan! raised their awareness about the challenges young people from disadvantaged backgrounds face in society<sup>4</sup>.

**88%** of volunteers agree that YouthCan! led to an increased level of satisfaction with their job.

**82%** of volunteers agree that participating in YouthCan! allowed them to learn new skills that are useful for their own work.

**95%** of volunteers agree that participating in YouthCan! positively influenced their perception of their employer.

**90%** of volunteers agree that participating in YouthCan! made them see themselves as role models for young people.

<sup>4</sup> Please note that this data reflects responses from anonymous surveys conducted with volunteers after an activity has been organised. 532 responses were received.



”

*To be a mentor makes you a more understanding human being, but it also lets you learn new things and improve your communication and interpersonal skills.*

— Lynn Rifayi Janssen EMEA in Beirut, **Lebanon**



# Leading the way in multi-stakeholder partnerships





© thyssenkrupp Elevator

## Leading the way in multi-stakeholder partnerships

YouthCan! started as an initiative with one global corporate partner - the GoTeach partnership of SOS Children's Villages and Deutsche Post DHL Group. Following the success of GoTeach, YouthCan! was launched in 2017 as a multi-stakeholder partnership, welcoming five additional global corporate partners: AkzoNobel, Allianz,

Johnson & Johnson, Siegwark and thyssenkrupp Elevator. Thanks to the support and open-minded approach of these companies, YouthCan! is leading the way in public-private partnerships with a multitude of stakeholders. In 2019, we took the collaboration among global partners one-step further by introducing regular meetings to

share practices and learnings, find new avenues for collaboration and most importantly, to innovate YouthCan! together. The 2019 results demonstrate that YouthCan! gives crucial support to one of the most at-risk groups and is the right investment for young people, society and generations to come.

With YouthCan!, multinational, national and local businesses are making a measurable impact on the lives of young people.

Among 220 invaluable partners these six global partners are most strongly supporting and co-creating YouthCan!



**AkzoNobel**

**Allianz** 

**Deutsche Post DHL Group**

*Johnson & Johnson*

 **SIEGWARK**

 **thyssenkrupp**



Learn more about international corporate partnerships  
[www.sos-childrensvillages.org/our-international-corporate-partners](http://www.sos-childrensvillages.org/our-international-corporate-partners)

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Join us!



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In 2019 **5,700** young people and **1,700** volunteers shaped **YouthCan!** in **31 countries**

Argentina

Armenia

Belarus

Benin

Bolivia

Brazil

Cape Verde

Colombia

Costa Rica

Honduras

Hungary

India

Indonesia

Jordan

Lebanon

Lithuania

Madagascar

Morocco

Nigeria

Palestine

Peru

Russia

Rwanda

Serbia

South Africa

Sri Lanka

Thailand

Uganda

Ukraine

Uruguay

Vietnam