BUILDING CAPACITY OF YOUTH WORKERS REPORT
(October 2015 - February 2016)
About Etijah:

Youth and Development Consultancy Institute (Etijah) is a specialized institute in developing, improving and disseminating development methodologies in the field of youth and community development. In addition to contribute in building the capacity of governmental and non-governmental youth-serving organizations.

Etijah’s role is to provide youth with direct access to unconditional participation by providing them with practical tools and models for developing community-wide initiatives. In order to accomplish these ambitious goals, Etijah has consistently developed and led projects that promote youth empowerment and leadership on different causes. These projects require developing special educational curriculum, a wide variety of training workshops and skills enhancement of youth coordinators, seminars and conferences, onsite trainings of participants and/or beneficiaries of the services. This further promotes national and international accredited standards for development, capacity building for youth clubs and organizations and finally, widely accessible mentorship programs.

A) Building capacity of youth workers:

The global objective of “Building Capacity of Youth Workers” project is to strengthen civil society’s voices all over Egypt. The program aims to achieve the following specific objectives:

1. Building Capacity of 75 youth workers enrolled (directly or indirectly) in a youth NGO, by delivering of professional diploma on important concepts like “Community Youth Development (CYD)” and “Positive Youth Development (PYD)”

2. Equip young leaders with a range of skills including community leadership, planning, networking and fundraising skills to increase their ability to design and implement different projects in different themes at local and national level.

Targeted population: innovative youth workers from 20-27 years old all over Egypt, with Passion, Previous Experiences, Technical Qualifications.
B) General context of the project:
The project is a continuation of existing efforts to empower Egyptian civil society and to strengthen the backbone of the NGOs through building capacity of youth worker. This will help to face many cultural, social, economic and political obstacles like the persistent shortage of resources among many NGOs, weak wages for youth workers, lack of knowledge regarding management of Resources, low utilization of technology and lack of developmental experience.

Previous related project:
Etijah has collaborated with Catholic Relief Services (CRS) on building capacity of youth NGOs. In one of these previous projects was “Building capacity of Youth NGOs (Financial and Managerial training)” which has started since November 2013 until March 2014. During the implementation, Etijah has achieved great project outcomes and real changing in mindsets.

C) Timeline:

- **October 2015**
  - Project team building

- **November 2015**
  - Designing the project branding (Logo, slogan, project mission)

- **December 2015**
  - Needed forms were designed (application, scoring sheet, feedback forms, ...)
  - Annoucement was published to applicants via social media channels of Etijah.

- **January 2016**
  - Developing the Communication and Outreach Strategy.
  - Interviews were held to applicants.

- **February 2016**
  - The filtration of the applications.
  - The preparation of the training materials regarding important concepts like “Community Youth Development (CYD)” and “Positive Youth Development (PYD)”
Activity 1: Preparation stage:
The preparation stage—lasted for 3 months—included the project team building, the preparation of training materials, designing the project’s logo, slogan. As well as designing all the data collection forms (applying applications, scoring sheet criteria, feedback forms, the tracking forms for the initiative that will be implemented by youth worker) and developing communication and outreach plan.

Activity 2: Outreach strategy:
Etijah has used online and offline outreach strategy in order to balance between who are engaged already in the developmental field and the interested ones. Thus, the outreach strategy included 2 pillars.

1- Social media campaign:
Social media outreach strategy was through a designed event and several announcements about the project through Etijah’s Facebook page.

Etijah’s Facebook page is popular among different countries:

<table>
<thead>
<tr>
<th>Country</th>
<th>Your Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Egypt</td>
<td>19,223</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>281</td>
</tr>
<tr>
<td>Algeria</td>
<td>252</td>
</tr>
<tr>
<td>Tunisia</td>
<td>154</td>
</tr>
<tr>
<td>Iraq</td>
<td>120</td>
</tr>
<tr>
<td>United States of America</td>
<td>117</td>
</tr>
<tr>
<td>Morocco</td>
<td>113</td>
</tr>
<tr>
<td>Palestine</td>
<td>79</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>59</td>
</tr>
<tr>
<td>Jordan</td>
<td>50</td>
</tr>
</tbody>
</table>

Total engagement for event and posts: 1,621
Total reach: 56,251

2- Direct contact with organizations:
The second pillar of the outreach strategy was to contact several local non-governmental organizations, Youth clubs and Student activities to clarify the project’s goals in order to apply for the program. Connections were through E-mails and telephone calls with the following organizations.

- Building capacity of youth workers Report (October 2015-February 2016)
- Building capacity of youth workers Report (October 2015-February 2016)
Activity 3: Selection process for candidates:

1- Application evaluation
Two internal evaluators filtered the applications according to six selection criteria:
- Age: from 20-27 years old for both young women and men.
- Gender balance.
- Cultural diversity (diversity of local communities is ensured, in order to enable exchange of experience and sharing of knowledge).
- Passion towards the field.
- Commitment to society.
- Innovation.

2) One to one interview
Evaluation forms are to be completed by the interviewer to rank the candidates overall qualifications for the diploma. Interviewer should give the candidate a numerical rating. The numerical rating system is based on the following (Passion, Pervious Experience, Technical Qualifications, Verbal Communication, Candidate Enthusiasm, Teambuilding, Interpersonal Skills, Innovation, Flexibility, and Volunteerism). Consequently, Etijah had selected from 262 candidates 165 for the interview phase; nevertheless, the interviews were conducted with the highest rated 75 candidates while the rest of them will be filtered in the Interview phase of the second batch. In Conclusion, Etijah had selected 21 candidates for the first batch of the Diploma.

“Building capacity of youth workers” applications analysis:

Etijah had received 262 diverse applications:

Gender Disaggregation:

<table>
<thead>
<tr>
<th>Applicants's age:</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 20</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>between 20-27</td>
<td>241</td>
<td>43%</td>
</tr>
<tr>
<td>above 27</td>
<td>19</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Thematic area</th>
<th>132</th>
<th>45</th>
<th>6</th>
<th>5</th>
<th>3</th>
<th>4</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Development</td>
<td></td>
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<tr>
<td>Charity</td>
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<tr>
<td>Civic participation/ democracy building</td>
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<tr>
<td>Gender</td>
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<td>Arts and Culture</td>
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<tr>
<td>Revenue generation/Employment</td>
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<td>Human Rights</td>
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<tr>
<td>Technology</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Applicants’s entity classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>NGOs</td>
</tr>
<tr>
<td>Student activities</td>
</tr>
<tr>
<td>Youth clubs</td>
</tr>
<tr>
<td>Political parties</td>
</tr>
<tr>
<td>newspapers</td>
</tr>
<tr>
<td>Governmental entities</td>
</tr>
<tr>
<td>initatives</td>
</tr>
<tr>
<td>Undefined</td>
</tr>
</tbody>
</table>
**Applicants Geographic Distribution**

- Cairo: 93
- Giza: 39
- Beni Suef: 17
- Alexandria: 9
- Minya: 7
- Sohag: 7
- Monufia: 6
- Qena: 6
- Gharbia: 5
- Aswan: 4
- Red Sea: 4
- Kafr el-Sheikh: 3
- Damietta: 3
- New Valley: 2
- Port Said: 2
- South Sinai: 2
- Suez: 2
- Luxor: 1

**Reasons for apply**

- Career development: 108
- Change/learn new skills: 45
- Entry level: 89
- Undefined: 20

**Applicants’s education level**

- University student: 94
- Associate’s degree: 7
- Bachelor’s degree: 140
- Master’s degree: 20
- Doctoral degree: 1

**The data’s analysis of the selected candidates:**

Etijah had selected 21 candidates for the first batch of the diploma according to the selection criteria of the two phases and here is the beneficiaries’s data analysis:

**Gender disaggregation:**

- Male: 67%
- Female: 33%
E) Conclusion:

The desired outcome of the project is strengthening voices of civil society through well-trained, highly skilled, carefully selected youth workers to facilitate the work of their NGOs. Moreover; creating a harmonized network with national and local NGOs resulting in professional and effective civil society.

“Building capacity of youth workers”, had achieved several accomplishments in the first 5 months of the implementation of the project. In the preparation stage, we designed forms for announcement and application. We used different strategies of outreach (contacting NGOs, Youth clubs and student activities in addition to the social media coverage) to attract the targeted beneficiaries of our program. Furthermore, the outreach strategy helped us to receive applications from diverse thematic and geographic areas; this diversity is going to have a positive impact on the implementation of the program.