

Youth Career Initiative

| | |
|----------------------------------|---|
| Title | Youth Career Initiative (YCI) |
| Coverage | International |
| Organization/enterprise | International Business Leaders Forum (IBLF) |
| Topic | Apprenticeship |
| Target group and outreach | Young people aged 18-21 from disadvantaged backgrounds who have recently finished secondary school and who are at risk of exclusion or have no other opportunities to improve their employability. |
| Purpose | YCI seeks to develop young people's life and vocational skills as a means to increase their self-confidence and employability and empower them to make their own career choices. |
| Key features | <ul style="list-style-type: none"> (1) Combines life skills with vocational training (2) Combines class-based training with training in the work environment (3) Cross-sector partnership approach helps ensure sustainability (4) Training is formally recognized with certification |
| Strategy and approach | <p>YCI is a six-month education programme that utilizes the management and resources of the international hotel industry to provide young people with valuable skills that would be difficult to acquire elsewhere.</p> <p>YCI combines classroom-based and practical training with a focus on developing life and vocational skills. Hotel management teams and other senior staff members conduct the training sessions and become mentors to the participants.</p> <p>The YCI curriculum covers instruction in personal finance, interpersonal skills, job preparation, career development, English lessons and personal health, among other subjects. It also exposes participants to a successful business environment with the highest standards of performance and a wide variety of workplace situations. Representatives from different sectors such as businesses and universities are invited to participate in the programme as lecturers in order to expose students to a breadth of skills and knowledge.</p> <p>YCI operates under a cross-sector partnership approach, led by the private sector and supported by non-profit and public organizations. All partners join efforts and contribute resources with the aim to strengthen and empower local communities and their youth.</p> <p>Suitable candidates are selected from a group of school graduates, identified with the help of local partners such as community-based organizations, local NGOs, Education Boards and UNICEF.</p> <p>After completion of the programme, all the participants receive a certificate and their career development is continually tracked.</p> <p>YCI currently operates in Australia, Brazil, Ethiopia, Indonesia, Jordan, the Philippines, Poland, Romania and Thailand. There are plans to expand YCI to Argentina, Costa Rica, Egypt, Guatemala, India, Kenya, Mexico, Spain and Vietnam.</p> |
| Partners | YCI is continually working with hotel groups, tourism authorities and NGOs globally to establish partnerships that will facilitate the implementation of its programmes. |

| | |
|-------------------------------|--|
| | <p>In various regions of the world the programme is funded through international development agencies working with IBLF. Participating hotels match the funding with substantial in-kind contributions, particularly uniforms, insurance, duty meals as well as a significant amount of management time over a six-month period.</p> <p>In each country the programme is managed by a local Youth Career Council consisting of hotel general managers, senior representatives of relevant partner NGOs, and other representatives of key stakeholders where appropriate.</p> <p>Partners: American Express, UK Department for International Development (DFID), UNICEF, UN World Tourism Organization, Pacific Asia Travel Association (PATA), Organization for Security and Cooperation in Europe (OSCE), World Learning, World Vision, Junior Achievement Worldwide, Brazilian Ministry of Tourism and the Institute for the Development of Social Investment (IDIS).</p> <p>Participating hotels: Marriott International, Starwood Hotels and Resorts, InterContinental Hotels Group, Four Seasons Hotels and Resorts, Orient Express Hotels, Pan Pacific Hotels and Resorts, Pestana Hotels and Resorts, and Othon Hotels.</p> |
| Major achievements | <p>The Youth Career Initiative (YCI) has been operating for 12 years and has grown to become a global brand with presence in nine countries on five continents.</p> <p>YCI provides training which empowers youth to improve employability and thus:</p> <ul style="list-style-type: none"> • Escape from the poverty cycle • Avoid exploitation • Facilitate social integration and • Enhance overall life and work perspectives <p>YCI has over 2,000 graduates worldwide. It has been recognized and used by leading international hotel chains, other companies and international NGOs as a high impact Corporate Social Responsibility initiative.</p> <p>After finishing the programme, 76 per cent of YCI graduates become employed and 10 per cent engage in further education. 44 per cent of graduates end up with employment in the hospitality industry. Others pursue a career in another service-based industry.</p> |
| Additional information | |
| Address | <p>International Business Leaders Forum Youth Career Initiative 15-16 Cornwall Terrace, Regents Park London NW1 4QP United Kingdom Phone: +44-20-7467-3600 Fax: +44-20-7467-3610 Email: yci@iblf.org</p> |
| Internet link | <p>www.youthcareerinitiative.org www.iblf.org</p> |

Source: Youth Career Initiative; International Business Leaders Forum