



Campher & Sebata
CS Innovations



**“We Say
YEESS!”**



ABOUT YEESS

The Youth Employment Enterprise and Skills Solutions (YEESS) Summit, is a youth activation initiative of CS Innovations in partnership with the Konrad Adenaur Stiftung (KAS) to promote the positive engagement through networking of unemployed youth in Nelson Mandela Bay to enhance their employability, skills acquisition and pursue options for self-employment.

YEESS aims to identify opportunities and solutions that are practical, do-able and harnesses a network of support to promote the youth employment and technical skills as alternative pathways for succes. YEESS also contributes meaningfully to the goals of the Eastern Cape Provincial Youth Development Strategy, The National Youth Development Jobs Accord, The National Development Plan and government's overall approach to empowering youth to become active participants in their own development and contributing productively to the future of South Africa.

YEESS is a collaboration between CS Innovations and various local / national Small Business and Incubator Development Agencies, Academic and Training Institutions, the Nelson Mandela Bay Business Chamber and is a Nelson Mandela Metro-wide campaign to address solutions and participation to open up and seek innovative practices and approaches to bridge the jobs challenge facing our +200 000 unemployed youth in the NMB Metro according to Stats SA and Department of Labor.

YEESS partners with:-

- Enabler agencies and other stakeholders to showcase learnings learn from various innovations and solutions to the unemployment challenge;
- Government and academic institutions that recognises the need to work collaboratively on interventions that increases effective and sustainable employment and enterprise for youth;
- Engaging employers both large and small to consider their role in supporting youth jobs accord through direct placement and tracking of such interventions;

YEESS Targets: -

- 5000-10 000 Unemployed youth in the Nelson Mandela Bay Metro between the ages of 18 years to 35 with matric and/ or matric equivalent qualifications/ certifications;
- 2000 Youth interested in self-employment initiatives and training to start their entrepreneurial dream;
- 1000 Youth that are interested to sharpen their skills to improve their employability and learn from role-model including social innovations / career specialists etc;
- 2000 Youth to engage a practical platform for skills at YEESS Expo and capacity assessment and opportunity to promote services and activation of young job-seekers with the right information.



ABOUT YEESS SUMMIT FOR NELSON MANDELA BAY

YEESS will take place at the **Nelson Mandela Bay Stadium 20-21 July 2016** and will run as two full-days event and consists of: -

1. **A 2-day YEESS Summit** is a high-profile 200-person summit that aims to share best practices and exchange solutions and innovations by youth, enabler organisations, business, entrepreneurs, government, the non-profit sector and academia. The summit will also prepare and share inputs to blockages to youth unemployment and importantly what others have succeeded at and the potential for scale-up and sustainability of approaches.
2. **The 2-day YEESS Youth Jobs Expo** targets the growth sector of small and medium-sized business as well as large corporates and social services sectors that are generating and open to recruitment. The big focus for YEESS Jobs Expo is a focussed partnership with enabler agencies to provider skills training on followin key areas:



- Job Preparation Basics – A skills training tracks will be conducted to ensure basic training to research, prepare for and conduct job search and interviews, presentation to mock panels, job trainability screening and support system for resume and loading of participants on jobs databases including Harambee, Coega's Gateway2Opportunity and other resource linkages etc. YEESS Company visits will take place during the Jobs expo and will expose new entrants and interested youth to go on planned company visits around Nelson Mandela Bay to get an insight to the job market, networking and getting to build context for the world of work.

- YEESS Enterprise Basics – Specific skills training tracks will assist youth with the Entrepreneurial Aptitude Screening, Social Business Ideas Screening, Generating Your Business Ideas and putting it to writing, understanding fundamentals of business and terminology in various training workshops to prepare participants for the entrepreneurial journey. This is a precursor for the YEESS Enterprise Activator Top 100 Business Idea Competition that will be launched at the YEESS Summit.
 - The YEESS Jobs Expo is also part of a Metro-Wide action-orientated call to be “part of the solution” with a campaign to „Say Yeess!“ being launched in partnership with the Nelson Mandela Bay Business Chamber and NMMU Business School to get local companies and industries to open up and support opportunities for youth in learnership / internships, training, enterprise support and mentorship programmes.
3. The 2-day **YEESS Inspired!** is aimed at sharing examples and inspiration from young entrepreneurs and their stories in the format of „Ted-X“ style talks. We’ve identified 10 of the most successful local, provincial and national successful entrepreneurs to share this platform in sharing their stories to inspire wanna-be entrepreneurs from various sectors including arts, drama, services, technology, products and social businesses. A total of 400 aspiring entrepreneurs / career focussed youth are expected as delegates over two days to participate in this exciting line-up.
 4. The **YEESS Enterprise Activator!** This Enterprise Activator will be launched at the YEESS Summit and will see a broadened awareness campaign, intensive training targeting the top 100 business ideas from areas in the NMB Metro (Northern Areas, KwaNobuhle, Motherwell, New Brighton and Walmer) to promote and support new youth enterprises.

The business ideas be shortlisted and be taken for specialised business plan and support training post-YEESS support in August and September with our target being to secure a minimum of R1 million in start-up funding and technical support over the next 12 months to support entrepreneurs.

“WE SAY YEESS!” A POSITIVE CAMPAIGN FOR YOUTH JOBS / SKILLS AND ENTERPRISE

To support the YEESS Summit as part of a broader business, civic and political programme to advance the goals of creating and finding solutions to address youth unemployment in various ways. The “We Say YEESS!” campaign has been developed. The “We Say YEES!” aims at stakeholder and youth to be reached through:

We would like to appeal to PARTNER AGENCIES to adopt the “**We Say YEESS!**” campaign to support the YEESS Summit as part of a broader business, civic and political programme to advance the goals of creating and pushing boundaries to address youth unemployment in various ways. The “We Say YEESS” campaigns is:

1. **A 3-month publicity campaign from July-September 2016** to raise awareness of the issue of youth unemployment and raise profile of what is being done and what more can be done by individuals, small businesses and large institutions.
2. **Raise funds through a metro-wide corporate/institutional network to purchase a minimum of 20 000 stickers at R20 each.** *This campaign supports directly the YEESS Summit programmes as a first and practical outcome including access to the Job expo for unemployed youth at zero cost to get training.*
3. **Promote the: “I say YEESS” / “We Say YEESS” campaign on-line presence / publications / in-house media, website and social media as part of a communications strategy** to individuals, businesses and especially small businesses wishing to **offer opportunities** be it training, internships, mentorships, further study bursaries or work opportunities. This will be supported with an SMS line to donate to the campaign or make a pledge via the YEESS Website to register opportunities for our youth.

CS Innovations believes YEESS must be owned by all stakeholders. As such this campaign aims to achieve the following goals within the next 12-24 months:-

1. **Establish the “Say YEESS” Fund** by CS Innovations and partner organisation to administer & report publicly on its successes / opportunities and outcomes / impact;
2. **Commit partnership pledges to benefit over 10 000 youth in the Nelson Mandela Bay Metro through specific and creative / unorthodox measures** to improve youth employment, skills and enterprise solutions including the annual YEESS Summit in Nelson Mandela Bay.
3. **To develop and disseminate a dashboard of indicators to keep monitoring and evaluation** of the issue “Youth Unemployment” as a focal action agenda point and promote ideas and practice to counter this crisis.
4. **Help to establish youth-driven YEESS Networks** in post-YEESS Summit to formalise progressive platforms of youth activation in the thematic areas of employment, enterprise and skills and provide linkage support to enabler organisation, funders and mentorship practitioners and entre-level job/skills programmes.
5. **To roll-out the YEESS concept in at least 5 other provinces (Kwa-Zulu Natal, Gauteng, Western Cape, Free State)** and secure support for the programme and its local impact in those areas.

WAYS TO “SAY YEESS”

1. **ADOPTING THE “WE SAY YEESS CAMPAIGN”**

- Commit a pledge to find new solutions to offer opportunities / development and support in your business to youth and record / report it as part of YEESS pledge.
- To purchase a set number of tickets for all staff and stakeholders to raise funds for YEESS Networks activations.
- Promoting the YEESS initiative through your stakeholders and partner organisations;

2. **SPONSORSHIP OF YEESS JOBS EXPO – Value R25000-R150 000**

A dynamic platform to promote skills integration and acquisitions. The Jobs expo platform is to profile solutions and networks to job skills, training and covers the costs of entry for unemployed youth to participate.

- As Exhibitor at YEESS Jobs Expo
- Sticker Campaign – Buy loads of stickers and share them
- As recruiter / interviewer
- Skills offering to training

3. **SPONSORSHIP OF YEESS ENTERPRISE ACTIVATOR PROGRAMME – Value: R600 000**

A 3-month process starting with a Metro-wide Best 100 Youth Business Idea competition launched at YEESS and technical enterprise readiness support programme that covers social business, light manufacturing or ideas with commercial and unique offer.

This platform sponsorship includes campaign material, 4day training camp and enabler support interventions to get enterprise ready and funding for enterprise start-ups by youth.

4. **SPONSORSHIP OF YEESS INSPIRED! PLATFORM – Value: R350 000**

YEESS Inspired is a parallel event at the NMB Stadium under YEESS targeting a total of 400 youth attendees (over two days) who are looking to establish network and ideas for their business by getting inspired with impactful presentations / stories of other successful local and national entrepreneurs.

5. YEESS SUMMIT PROGRAMME PARTICIPANT SUPPORT: Value R1000 per delegate.

To ensure we have strong youth representation at the summit, we encourage partners to fund the active involvement of youth organisations that are involved in the thematic areas of youth in employment, skills and enterprise.

6. YEESS TRAINING AT YEESS JOB EXPO – IN KIND / TIME INPUT

- Participation in YEESS Jobs Expo Mock interviews / or recruiting interviews for candidates;
- Hosting Company tours on pre-approved basis for new entrants to the market to gain insight to world of work;
- Pledging practical solutions in addition to current activities to open up opportunities for youth;
- Partners on future YEESS Network events for post-event support;
- Offer promotional prizes and gifts to YEESS Summit for greater branding awareness;

7. YEESS IN-KIND PRODUCT/SERVICE SUPPORT

- Offering product donations and support to YEESS Summit and various platforms offers a branding platform for your product / services.

8. YEESS NETWORK FOUNDING SUPPORT GROUP

- Committing to support the establishment of YEESS Networks in your area;
- Offering venues / technical support for hosting of YEESS Networks;
- Funding YEESS Network events to promote the thematic areas and;
- Contributing to the establishment of YEESS Monitor – Dashboard of Partners, Impact and Opportunity networking for Youth and linkage to supply-chain and enterprise development.

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