



catalyst

something that causes change
indlela yok'zikuguqula
tsela ya go ifetola

2016-17 enke: Catalyst Program
Innovation Showcase



why enke: catalyst program?

enke: Make Your Mark (enke) is a leadership development organization that generates and incubates youth-led social impact. Our purpose is to build an active, engaged and diverse community of effective young leaders – youth who have the self-belief and capability to identify and access opportunities to improve their future and that of others.

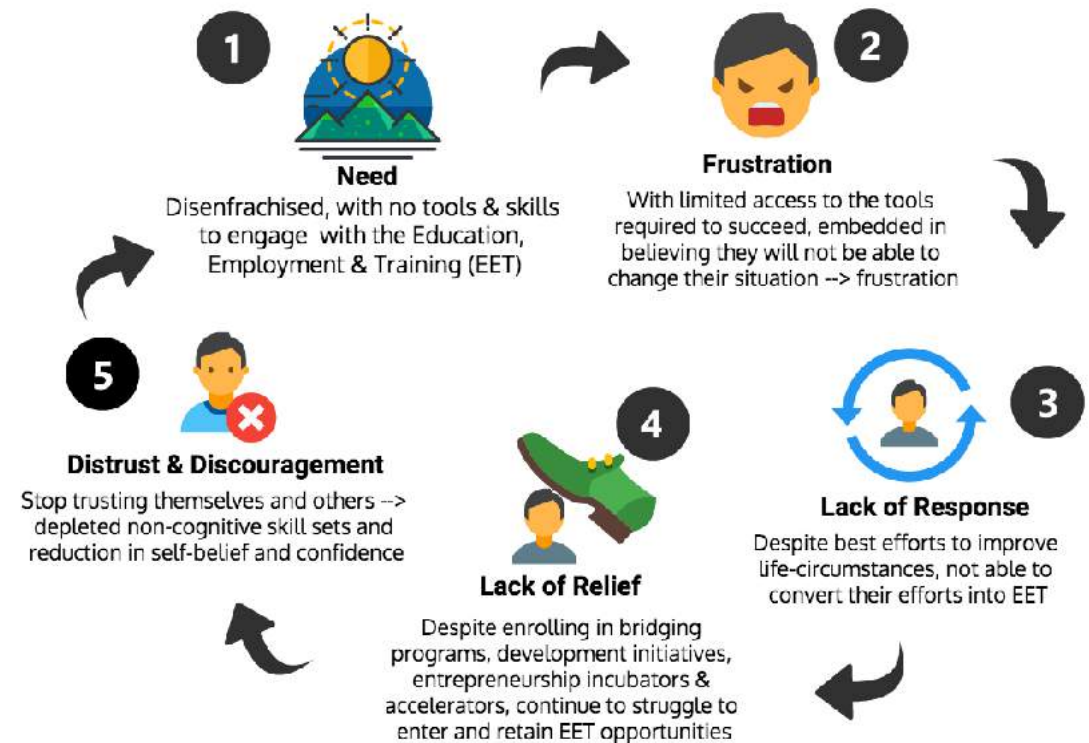
Since 2009 we have worked with over 2,000 young people who have generated over 700 social impact projects that have had an impact on over 51,000 people in communities all over South Africa.

Why We Developed enke: Catalyst

Until 2015, our primary work was located in the formal education system - filling the gap of a lack of training in non-cognitive / “soft” skills that left youth ill-equipped to identify and access opportunities post-school. Through the enke: Trailblazer and enke: Ignition Programs, we have worked with high school and post-secondary youth to lead social change in their communities through individual capacity building, training, and support for youth-led social innovation and social impact. As we were developing our long term strategy, we realized that this gap existed for youth outside of formal education settings.

Over 7 million youth in South Africa are classified as not in employment, education or training (NEETs). Youth NEETs are not as able to improve their future employability because they are out the system and do not have the access to skills or gain experience through employment or further education. We applied our research, experience, ethos and asset-based approach to this problem and enke: Catalyst was born.

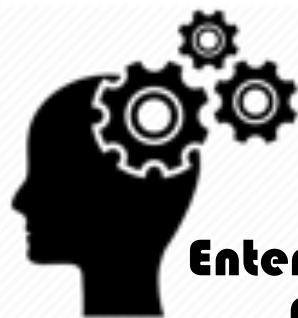
The Cycle Of Hopelessness of Youth NEET



Through enke: Catalyst, we are contributing to reducing the numbers of youth who are NEET by bringing them into a space that allows them to rediscover and develop themselves personally and professionally, enable them to determine the targeted life outcomes they want, and actively work towards achieving those outcomes.

Program Objectives:

- Break the cycle of hopelessness by working with post-school, unemployed youth to rebuild their self-belief and resilience through training, practical experience and inspiration.
- Inspire and support a bias toward entrepreneurial thinking and innovation by helping young people develop the skills, networks and desire to identify and access opportunity.
- Help youth place themselves into employment, education or enterprise



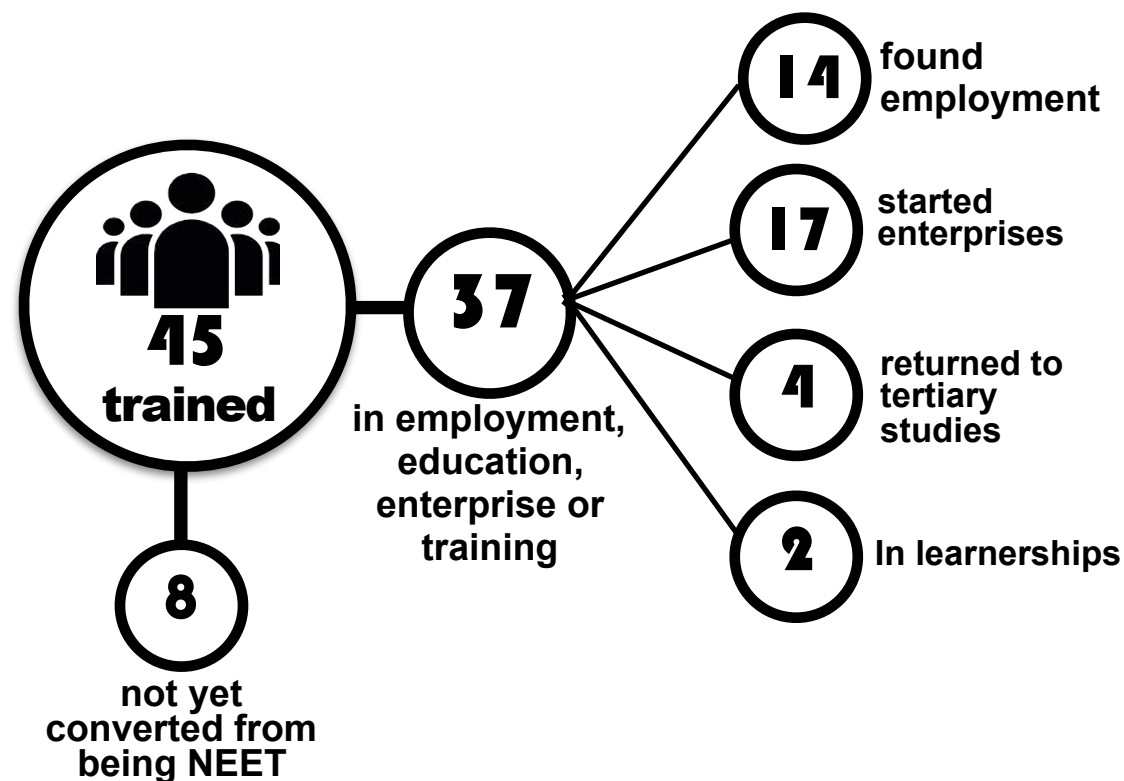
17

**Enterprise Action
projects**

10 generating income

7 addressing social issues

key stats from the pilot



These early results are encouraging - demonstrating that this is indeed a viable approach to supporting youth to self-determine, define, achieve their goals and successfully enter into employment, education, enterprise or training.

We have set a strong base for further development and expansion of the Catalyst Program to reach more young people in South Africa. We look forward to growing the Program and sharing our learning to contribute to the greater ecosystem of the youth development sector.

how enke: catalyst works

The enke: Catalyst Program is designed to bring young people who are not in employment, education or training (NEET) out of the margins and back into the system. The 6-month program for 18-25 year olds (youth NEET) is an experience in personal development, social impact and guided coaching to increase the likelihood of conversion to being in employment, education or training.

One of the greatest negative impacts on an individual who has experienced and is experiencing unemployment is a lack of confidence and self-belief in their personal and professional capacity and capability to achieve success. enke: Catalyst is designed to be holistic and comprehensive to meet the challenges that youth NEET face, so that they are empowered to seek and drive change for themselves.

The Program has 4 key components: Re-Boot, Generate, Navigate and Showcase.



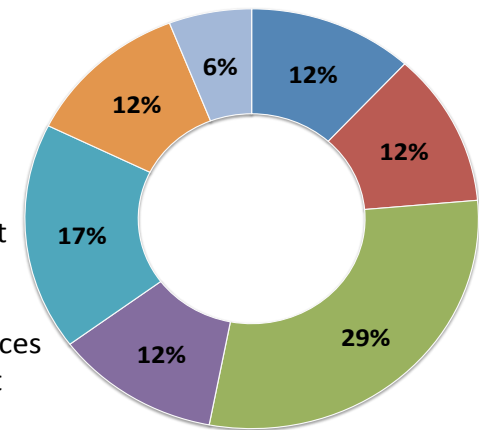
Re-Boot

Re-Boot is focused on starting to rebuild confidence in that personal capacity and capability through the experience of owning and leading social impact or a social enterprise.

The 4-day overnight training focuses on personal development, leadership, communication, social responsibility, and financial literacy. Participants also identify an issue or problem in their communities and design an Enterprise Action Project that they will implement to embed key skills that will help them to achieve outcomes in education, employment or enterprise.

Enterprise Action Projects by Sector

- Hospitality
- Environment
- Youth Development
- Clothing
- Service Delivery
- Hair & Beauty Services
- Event Management



Generate

Component of the program where we convert ideas into action. This is through fortnightly workshops conducted over 3 months. Through these workshops Catalysts are taken through the process of human centered design and shown the pathway to sustainable enterprise development, while being offered support through the process.



Navigate

These are workshops that are focused on actively pursuing targeted outcomes in employment, education / training, and running their own businesses. Workshops include understanding the world of work and how to enter it, understanding the world of education and how to re-enter it, as well as practical experience job search, in writing CVs, building interview skills, and identifying a good job.



Showcase

Programmatic activity concludes with a showcase and graduation event. Participants celebrate their work and get the opportunity to interact with various stakeholders that they may need to engage according to their chosen employment, education, or enterprise outcomes.

Supporting Catalysts

Having a supportive network or just a place to go when things aren't going well, is crucial for youth to succeed. Throughout the course of the program, enke provides intensive support, which is run by a dedicated member of the Programs Team. Support includes a WhatsApp group to encourage peer-to-peer support, a dedicated phone line, Facebook group on which all workshop materials are made available for download, catch-up workshops arranged for those who may have missed, reminders and follow up.

We will further track participants performance towards outcomes in employment, education and training. Overall, our goal is to empower participants to be in employment, education, training or running their own business within 12 months post- program.



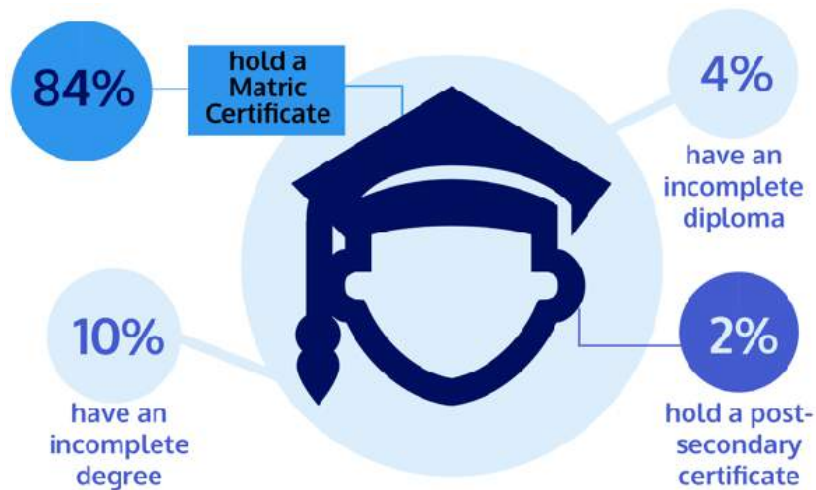
Kgomotso “Tso” Moletsane

I was in a gap year when I started with enke, frustrated with not doing anything. I wanted to feel productive and active. I always witnessed people around me getting successful and accessing scholarships to study. I guess I was either always ignorant or unaware of what I could access myself.

Since joining enke I have been able to start a clothing label called “Scrap” making T-shirts and caps to generate an income. When looking at my enke experience, among the many learnings, I also learnt communication, entrepreneurial and leadership skills. In the last six months, I also applied and successfully secured a job at a skills development centre where we attended our enke workshops. The enke curriculum is a tool I use to shape my life and has helped a lot. I believe in my abilities now because of enke.

2016-17 enke: catalysts

EDUCATIONAL BACKGROUND OF CATALYSTS



100% black youth



62% Female | 38% Male



84% of participants were not in education, employment or training for 5 months prior to the program

Ayanda Ndiwa
Basetsana Monkoe
Bongani Nyathi
Bonolo Mekgwe
Busisiwe Xulu
Karla Maluleka
Duduzile Molokoane
Duwayne Algereue Peterson
Gladwin Mbongeni
Gugu Mswane
Happiness Moshupya
Itumeleng Makgabutlane
Itumeleng Sinah Malapile
Johannes Twala
Kabelo Makulane
Katlego Llale
Katlego Masango
Katlego Leah Sathekge
Kgomotso Moletsane
Khotso Lelaka
Lesego Gift Mokobodi
Mack Mothibi
Mahlodi Catherine
Mokaoane
Mapaseka Moeketsi
Masego Moepi

Mboyi Ndhlovu
Motlatsi Gumede
Mpotseng Given Mohulatsi
Nompumelelo Ngoma
Petunia Makgatholela
Refilwe Masekoameng
Rofhatutshedzwa
Ramaswiela
Sharon Phahlane
Sifiso Zonke
Sindisiwe Shongwe
Tebogo Mogakwe
Thandeka Radebe
Thandeka Ngwenya
Tsakani Babrah Rikhotso
Tshepo Modisha
Tumelo Ellington Sandile
Victoria Legwale
Vusimuzi Christopher Makua
Zintle Mlotshwa



Recruitment & Selection of Catalysts

Recruitment ran from August-September 2016, with an open call distributed through our media platforms and partners. We also went to where youth NEETs are - community centres that offer training and resources. Partnerships were built with West Rand Youth Development Center (Kagiso) and Tateni Community Care Service (Mamelodi), who responded with openness to our search for collaborative partners to conduct research and host workshops.

To be eligible, participants had to have been NEET for at least 20 weeks, have Grade 12 English proficiency/literacy level and a desire to learn and improve as an individual. All had to apply online and these Catalysts were selected from a pool of over 150 applicants. Participants were selected based on meeting the minimum eligibility requirements and their expressed motivation to participate.

monitoring, evaluation & learning

At enke, we make it our prerogative to integrate monitoring, evaluation and learning in most things we do: the Catalyst Program pilot has been no exception.

We used the following measurement and learning tools:

- ➡ **Non-Cognitive Skills Surveys:** We measure Grit, Locus of Control, Social Awareness, Social Responsibility and Self-Confidence, using psychometric-type tests developed from objective measurement systems used in the fields of international psychology and public health, adapted with permission for use in our Programs.
- ➡ **Rapid Self-Assessments:** We combined public health and soft skills building insights, to create an assessment that served a dual purpose: collection of baseline data on participants' assertiveness, optimism and readiness to step into employment, education or training; and enable participants to track and monitor their own progress.
- ➡ **Focus Groups & Participatory Critical Reflection:** We used these participatory methods to include participants in defining and measuring impact, while also using a systematic approach to gathering evidence. This helped us understand the program aspects and outcomes that were most valuable for participants, and determine contribution and attribution of our results. This enabled better understanding of the needs of youth NEETs, directly informed by them rather than research and assumptions.

The word-cloud shows the non-cognitive skills that participants reported as increasing or improving through the program, and the aspects that were most helpful and valuable to them in achieving their desired education, employment and training outcomes.



Why Non-Cognitive Skills Matter: Research by James Heckman (Nobel Prize-winning economist) demonstrates social and emotional competencies are at least as important as technical skills in determining employability, earnings and career success. However, schools and universities focus almost exclusively on academic and technical skills. Social and emotional competencies are also linked to social mobility, impacting (in)equality of opportunity (Blanden, Gregg, Macmillan).



Kabelo Makulane (25)

Kabelo is a goal driven, book worm who is passionate about children and youth development and all things “hip-hop”. A long battle with depression forced her to drop out of university during her second year. Faced with the effects of dropping out, she was introduced to Tateni Community Care Services by a friend. It is from there that she found out about enke: Make Your Mark and the Catalyst Program.

She had always been interested in business, and felt that she would benefit a lot from the enke: Catalyst Program. Little did she know that it would change her entire life. From the Re-Boot to the last Navigate workshop, the Catalyst Program restored the dreams and hopes she had lost because of depression.

Kabelo has recently started working as a volunteer facilitator at Tateni Community Care Centre, working with school children on a behavioural change programme aimed at the reduction of HIV in young people of South Africa.

Earlier in the year, she also enrolled in a Financial and Managerial Accounting course through the Authority of Certified Chartered Accountants. She has also just completed a three months' contract with Red Bull Amaphiko Academy as a Community Liaison Officer based in Mamelodi.



Itumeleng Mokgethwa (23)

Itumeleng was raised by a single blind parent, so she grew up around people with disabilities, but struggled to understand how they managed. From the age of 10, she developed a deep desire to assist people with disabilities, particularly the blind.

In 2010 she started volunteering group from RETINA to write and keep notes for the people who teach blind people mobility. She then started working with the blind, making bracelets, earrings, necklaces and other accessories.

It wasn't until she joined Catalyst, that she realised that this was something she could take seriously. From the skills and information on how to implement your idea, work with other people, learn from feedback and failure and the power and necessity of iteration, she was able to transform the work she did with the blind into a small project.

While doing research on how to implement the project, she met with the South African National Council for the Blind and is working to source funds for her project. The aim of the project is to help people living with disabilities to navigate the world of work by creating accessories and soaps for sale to local shops and markets. The goal is to help them generate enough money to self-sustain, and to also feel a sense of purpose. Itumeleng believes that the confidence to start this project came from the wealth of information and direction enke provided on how to start and manage small projects.

get involved

We offer a number of exciting ways for socially conscious individuals and businesses to maximize their impact on communities in need. Here are some of the ways you to make your mark:

Sponsor Youth to Participate

Selecting and funding youth to be part of the enke: Catalyst Program will empower them to harness their potential while also challenging them to inspire and empower others in their own community to do the same. Currently R10,000 per participant for the full program.

In-Kind Donations of Materials

enke major events include training retreats and events to recognise and celebrate the achievements of our program participants. Help us make these possible with in-kind donations or discounts on items such as notebooks, pens, snacks, phones, printing, branded clothing etc.

Volunteer for enke programs

In our programs we provide opportunities for participants to interact with working professionals and entrepreneurs on panels, one-on-one conversations to share business knowledge, advice, direction and stewardship necessary to enable the participants to focus on their full abilities.

Help us continue our work

enke: Make Your Mark is a non-profit organization. Our work is made possible through the support of individuals, companies and donors. If you are passionate about entrepreneurship and youth leadership development and would like to support the organization, please contact us at: partnership@enke.co.za

We would like to recognize the support and generosity of the following partners who made the 2016-17 enke: Catalyst Program pilot possible:

2016-17 enke: Catalyst Program Funding Partners



Australian High Commission



Implementation Partners

West Rand Youth Development Centre, Tateni Community Care Services

Pro Bono Advisory Services

PwC, Norton Rose Fulbright

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“I joined enke: Catalyst to upskill myself and learn more about what opportunities exist for young people and ways to navigate them. I have learnt and received a lot of skills; from project management, business implementation to education and training.

This program really exceeded my expectations and gave me an opportunity to be comfortable with my weaknesses as well as my strengths. I think every young person deserves an opportunity to experience this program first hand.” ~ Tebogo Mogakwe

about enke

enke: Make Your Mark is a leadership development organization that generates & incubates youth-led social impact. Our organizational purpose is for all youth to have the self-belief, freedom and ability to create a positive future for and with each other. We run holistic programs that help youth fuel their desire and build their innate ability to identify and access opportunities for success. Since 2009 we've worked with over 2,000 youth, generating over 700 social impact projects that have resulted in positive changes for over 51,000 people in communities all over South Africa.

Mission:

- **Connect** across diversity, creating valuable networks and building understanding.
- **Equip** with social and emotional skills – real world skills that unlock opportunities for future success.
- **Inspire** a bias toward action, increasing both personal and national aspirations.

Other Programs & Services

enke: Trailblazer - Our flagship leadership program for Grade 10 and 11 learners. It is a 6-month experience in social action and community leadership where learners are trained, inspired and supported to create real change in their communities.

enke: Ignition Program - volunteer program for post-secondary youth where participants receive facilitation skills training to deliver program content in the Trailblazer Program.

enke: Bespoke Services - We offer products and services in curriculum development, facilitation, strategy development and monitoring and evaluation. All income from our specialised services goes directly into covering the administrative costs of our programs.



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