



Project name
**Empowering Youth
Through Digital
Development**
Region
Palestine



Implemented by



MENACatalyst

Budget

**108,000
USD**

Duration

8 months

Contribution to SDGs



Financed by

**GIZ (Deutsche
Gesellschaft für
Internationale
Zusammenarbeit)**

CHALLENGES/CONTEXT

About the Project:

To improve economic participation of youth in East Jerusalem, MENACatalyst launched Empowering Youth Through Digital Skills Development, funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. The program featured two main components: self-employment to help participants become ready for the labor market and entry-employment to provide participants with the training, mentorship, and networks of support needed to launch lucrative home-based businesses.

Target Audience:

Fresh graduates exploring entry-employment opportunities; emerging self-starters working on developing personal income-generating projects.

APPROACH

The project featured the launch of a virtual incubator which provided participants in both tracks with the opportunity to take part in specialized capacity building training, mentorship, and networking with industry experts and business enablers from inside and outside of Palestine.

Participants in the entry-employment track were matched with internships to gain on the job training and explore potential long-term employment opportunities. Participants in the self-employment track were guided through the process of ideating, developing, and launching their digital based projects, complete with business and financial plan, marketing strategy, branding, access to markets, and outreach support.

MENA CATALYST EFFECT

DEVELOPMENTAL ORG

We are reducing barriers and fostering dynamic cross-border collaborations by enhancing the technical competencies of emerging professionals, innovators, and young changemakers to create a more equitable and resilient socioeconomic future for all across the MENA region.

MISSION & VISION

MENACatalyst (MC) is an impact-driven nonprofit with the vision of creating the conditions necessary for the marginalized to rise up and become leaders of positive social impact and effect lasting economic growth across the MENA region.

To fulfil our mission, our multifaceted integrated approach includes a range of interconnected programs that empower our communities with the tools, resources, in-demand skills, and networks of support needed to overcome structural inequalities and catalyze far-

PRIVATE SECTOR APPROACH

All our programs incorporate the Market Systems Development (MSD) Approach which has proven to be an effective tool that fosters resilient local and regional economic ecosystem development by tapping into the resources of the private sector to generate inclusive market-based opportunities in which no one is left behind.

EXPECTED ACHIEVEMENTS

- 28 participants, 17 females and 11 males joined the virtual incubation program.
- 14 participants developed their business ideas into a workable entrepreneurial project.
- 14 entry-employment participants were placed in jobs that suited their backgrounds and professional development needs.



LESSONS LEARNED

What worked well:

Utilizing the virtual incubator to connect participants with a team of global experts.

Self-employment support services: participants joined the virtual incubator and further developed their project ideas and established virtual based businesses.

Entry-employment support services: participants worked with local, regional, and global expert trainers and mentors to develop specialized skills and the soft-skills needed to thrive in the workplace.

Job placement support services.

To be improved:

Providing follow-up support to ensure that participants are fully integrated into regional and global markets with strengthened market access support.

LEARN MORE OR CONTACT US:

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