

Communication on Engagement

2015- 2016



inspire

involve

invest



John Wali

COMMUNICATION ON ENGAGEMENT (COE)

15th May 2017

H.E António Guterres
Secretary General
United Nations
New York, NY 10017
USA

Dear Sir,

RE: Commitment Letter from Junior Achievement Kenya

I am pleased to confirm that Junior Achievement Kenya reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labor, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

John Wali
Executive Director

Executive Summary

Junior Achievement (JA) is the world’s largest organization dedicated to inspiring and preparing young people to succeed in a global economy, with 300,000 volunteers working with over ten million youth across 125 countries. Junior Achievement provides age appropriate, experiential and turnkey in-school and after-school programs for students which focus on three key content areas: **entrepreneurship, financial literacy** and **work readiness**.

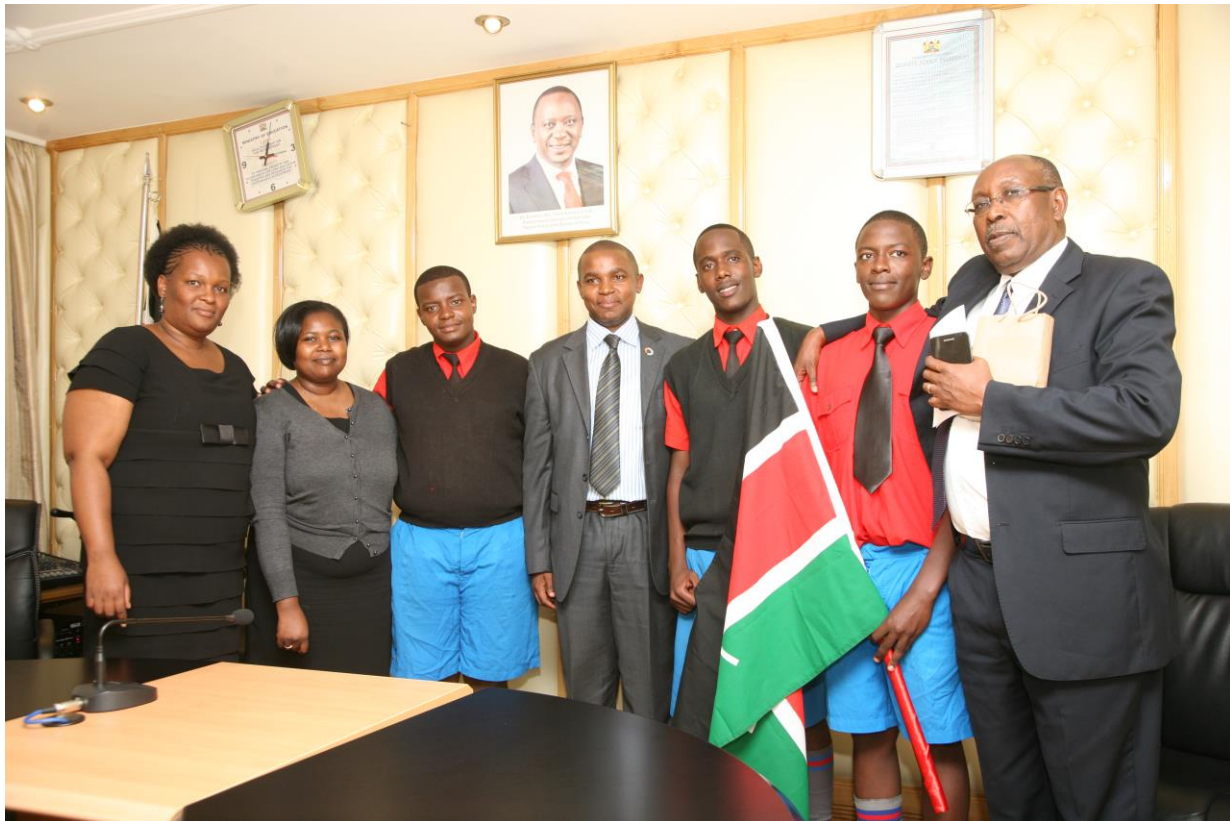
Since 1999, Junior Achievement Kenya has been implementing an Entrepreneurship and Financial Literacy Skills training program targeted at youth between 15 – 25 years through our flagship program the JA Company Program. JA Kenya in partnership with Ministry of Education Science and Technology, private sector partners and Vision 2030 we impact on the lives of 30,000 students annually.

JA Kenya uses hands on experiential programs that are delivered through the support of the private sector whose business executives volunteer their knowledge and time to serve as mentors in supporting the JA students in setting up and managing their enterprises.

For more information: www.jakenya.org

1. Entrepreneurship and Financial Literacy Education in Secondary

Through our flagship program our secondary school students in the JA program are equipped with skills to organize and operating an actual business enterprise, they not only learn how business function, but they also learn about the structure of the free enterprise system and the benefits it provides



November 2014: Starehe Boys, 2013 National Entrepreneurship Champions being flagged off by the Cabinet Secretary of Education.



May 2016: Mama Ngina Girls, winners of the National Students Financial Innovation Challenge sponsored by NIC Bank win an all-expenses paid trip to Mexico to participate in the International Forum for Entrepreneurs (FIE)

National Student Entrepreneurship Competition: <https://www.youtube.com/watch?v=5K0sXBbuaVg>

2. Providing Employment Opportunities for youth

Since May 2012, Junior Achievement Kenya (JA Kenya) has been implementing an Entrepreneurship and Financial Literacy Skills training program targeted at youth between 18 – 25 years through our flagship program. This project targets youth and has two main objectives:

- To support establishment of micro and small and medium enterprises that have social impact and create jobs.
- Increase access to entrepreneurship education and financial literacy for youth

This project targets creation of at least 1600 micro enterprises. To achieve this we have partnered with Safaricom Foundation to:

- Provide micro-credit facilities for youth with viable enterprises
- Increase access to relevant domestic and international market linkages
- Increase access to the domestic markets



June 2016: Suleiman Ali, a resident of Likoni in Mombasa, demonstrates how he makes cookies to Safaricom Foundation and JA Kenya Executive Director.



June 2016: Safaricom Foundation Chairman Joe Ogotu with Safaricom Foundation Mombasa Trustee Fauziah Ali enjoying cookies baked by our beneficiary Suleiman Ali

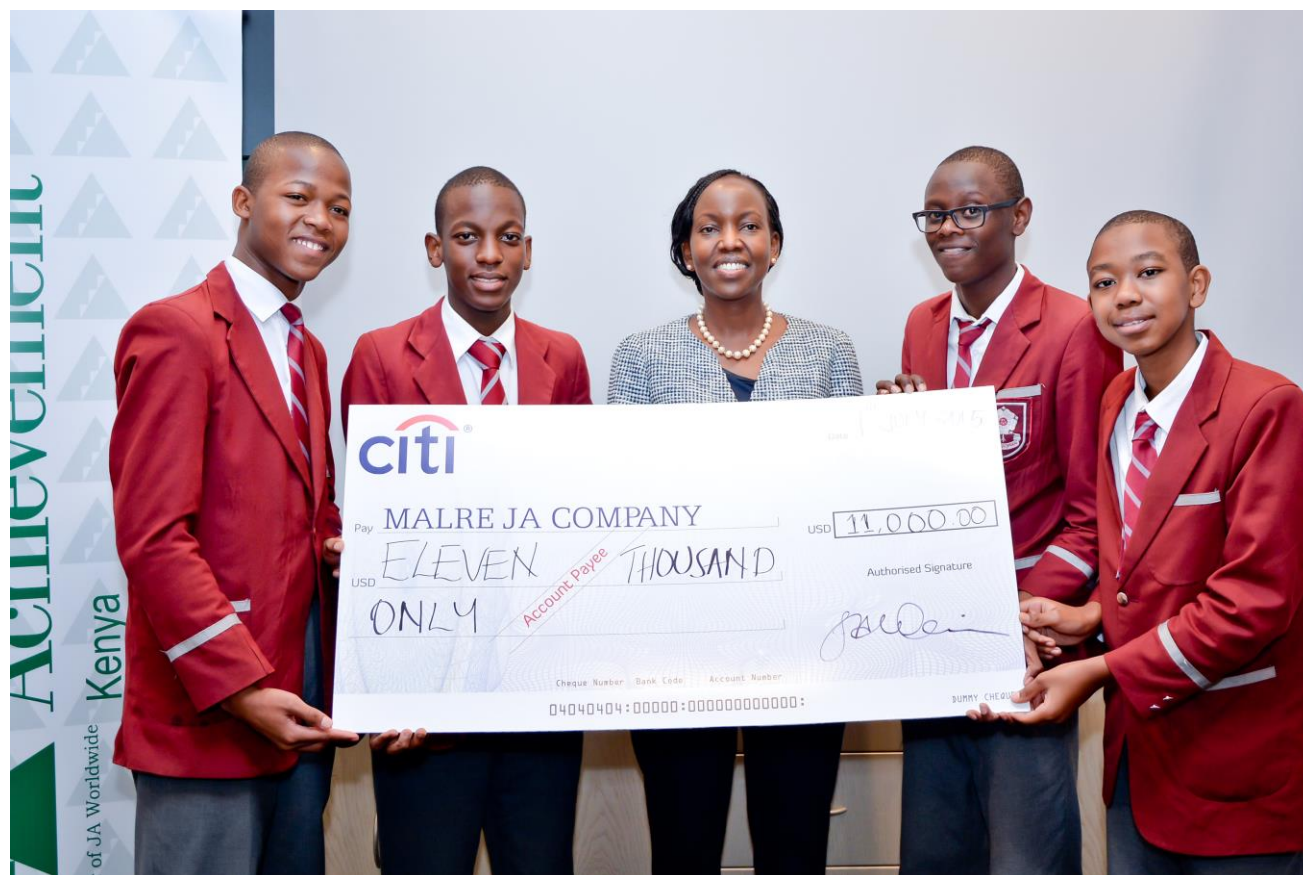
Our Alumni Joseph Ndinya: <https://www.youtube.com/watch?v=pzzh5rpHrqI>

3. Public and Private Sector Partnerships

To reinforce our work with we partner with Public and Private sector partners. In the Public Sector we have partnered with the Ministry of Education, Science and Technology; Ministry of Public Affairs; Vision 2030 and the Youth Development Fund.

In the private sector we have partnerd with over 32 corprates who support our programs both financially and in-kind. CITI NA one of our key partners supports over 1200 students spread across 30 schools nationwide to experience the company program. The company program equips young people with age appropriate and turn-key skills on Entrepreneurship and Financial literacy by providing funding of up to USD 50,000 annually.

Moreover Citi volunteers its staff to support the in-classroom learning with work experience through mentorship programs that supports students throughout their journey as young entrepreneurs.



September 2015: CEO Citi Bank East Africa, Joyce- Ann Wainaina awarding a Cheque of USD 11,000 to Lenana Boys to support their innovation promoting the eradication of Malaria



June 2015: Citi Bank Volunteers planting trees in a JA School



July 2016: Safaricom volunteer mentoring girls from St. Georges Girls Secondary

4. Preparing Youth for the place of Work

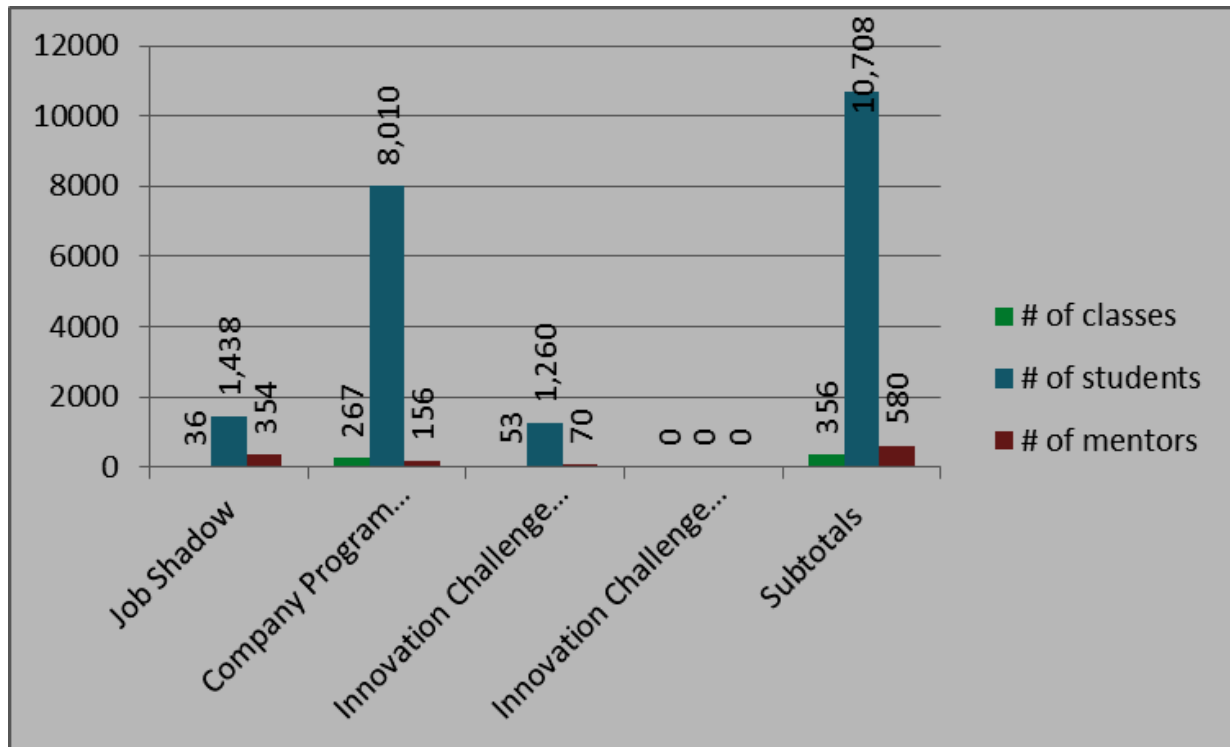
Through our partnerships we expose our beneficiaries to the place of work through the Job Shadow Program. The Job Shadow program is a one day program that immerses students in the world of work, where they can get first-hand information about job skills and careers. By bringing students into the workplace to see professionals at work and giving them very real and tangible career options. It provides exciting reasons why students should stay in school while creating a critical link between education and success.



March 2016: JA students during a Job Shadow Experience at Kenya Bankers Association celebrating Global Money Week

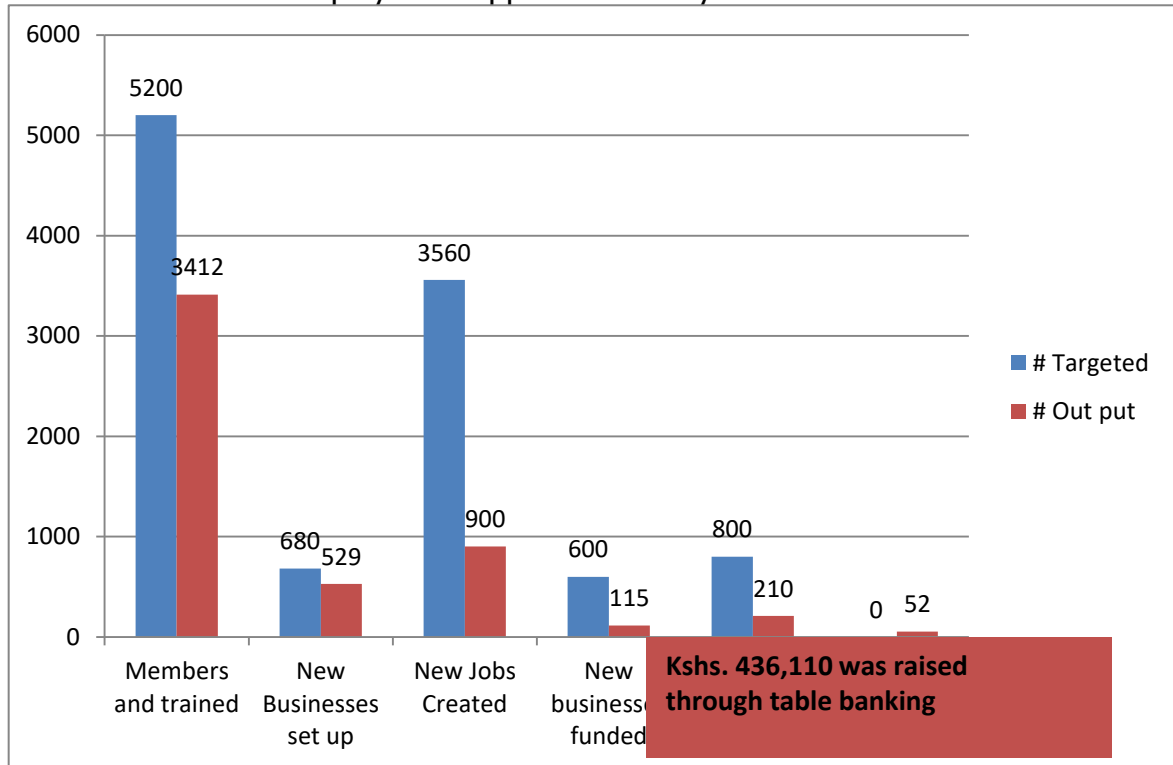
Our Impact

In 2016 we were able to reach and impact on 10,708 students from the Secondary School program while working with 580 volunteers from our Private Sector partnerships as illustrated below:



Our Alumni Alex Kyalo: <https://www.youtube.com/watch?v=D2mb-jz-CWc>

In the program targetting youth we managed to train 3412 beneficiaries that resulted in the creation of 900 employment opprtunities for youth.





Geoffrey Oloo a Junior Achievement SUCCESS STORY



Geoffrey Oyoo is a middle aged Kenyan man aged 26 years. He was born in Nairobi Mathare North area the 2nd largest slum in Kenya. He is the 2nd born in a family of three. He attended his primary education in a local primary school in Bondo in the Western part of Kenya and after graduating from primary school he joined his parents in Mathare North in Nairobi again. He was not able to continue with his education and hence he didn't join secondary school because his parents could not afford school fees. Geoffrey was forced to start looking for odd jobs to help his parents to take care of his siblings.

In the year 2012, Geoffrey together with his friends from Mathare North formed Jitahidi Youth Group with an intention of a merry-go-round which would be a basis of bringing together middle aged men in the slum so that they are not involved in crime.

With time the members decided to save Kshs.25 from the contributions they were making every week towards starting a income generating project which they settled on collecting garbage from households in Mathare. They would supply polythene paper bags to tenants and every Saturday they would do collection and tenants would pay kshs. 20; it is still an on going business.

As at now, Geoffrey is the chairman of the Jitahidi Youth group which is a registered Community Based Organization that deals with collection of garbage. He has managed to steer the group with firmness leading them to success.

Jitahidi Youth group engages in garbage collection. They provide this services to paying clients in Mathare. The garbage collected by the group is assorted into recyclables, waste and reusable materials. Thereafter the recyclable and reusable materials are sold for profit to the dealers while the waste is separated leaving animal feeds for sale and the rest is dumped in the main dumpsite in Dandora.

After three months of leading his group Geoffrey began his own Pig Rearing business in June 2014. He was able to acquire a piece of land leased as part of the constituency's initiative to support young entrepreneurs, by the Chief of Mathare North. He began with 3 pigs: 2 female and 1 male which ensures that the pigs reproduce. Through the garbage collection business he has managed to feed his pigs on food waste which is more beneficial to the growth in mass of the pigs.

The Junior Achievement Company Program has not only left Geoffrey more entrepreneurial but has equipped him with skills of marketing enabling the business to increase their customer base in Mathare with the garbage collection business. He is also more confident and is able to speak to a crowd of young people and motivate them such as during the Barclays Unlocking Youth Potential initiative.

“ Through the training and the material support given through Junior Achievement Company Program I was able to use the practical skills acquired to run the garbage collection business and manage the business effectively . I learned how to gather customers and most importantly how to come up with a sales pitch ”

(Geoffrey Oyoo Odawa – Member of Jitahidi Youth Group, 2014).

