



International
Labour
Organization



Addressing the Root Causes of Migration in Ethiopia

A Project of the International Labour Organization (ILO) in Ethiopia

Project
Results
Bulletin



Embassy of Italy in Addis Ababa

SINCE
Stemming Irregular Migration
in Northern and Central Ethiopia



Funding by
the European Union

▶ **Addressing the Root Causes
of Migration in Ethiopia**

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Labour Organization (ILO)
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Acronyms

AEF	Amhara Employers Federation
AvG	Advisory Group
BDCA	Bahir Dar City Administration
BoLSA	Bureau of Labour and Social Affairs
BoTVED	Bureau of Technical, Vocational and Enterprise Development
BoWCY	Bureau of Women, Children and Youth
DLE	Digital Labour Exchange
DWCP	Decent Work Country Programme
ESC	Employment Services Centre
EUTF	European Union Trust Fund
GCC	Gulf Cooperation Council
GoE	Government of Ethiopia
ILO	International Labour Organization
JCC	Jobs Creation Commission
LMIS	Labour Market Information System
MoLSA	Ministry of Labour and Social Affairs
MSE	Micro and Small Enterprise
PES	Public Employment Service
PrES	Private Employment Service
SINCE	Stemming Irregular Migration in Northern and Central Ethiopia
SNNP	Southern Nations, Nationalities and Peoples
SEA	Socio-Economic Assessment
TVET	Technical and Vocational Education and Training
TWG	Technical Working Group
UNIDO	United Nation Industrial Development Organization
YES	Youth Employability Services

Introduction

A snapshot of the project

Title of the project	Addressing the Root Causes of Migration in Ethiopia
Implementer	International Labour Organization (ILO) Country Office in Ethiopia
Portfolio	Creating decent job opportunities for youth jobseekers, supporting a smooth school-to-work transition and strengthening the Public Employment Services (PES) framework in Ethiopia
Duration	Four years and five months, from August 2016 to December 2020
Place	Ethiopia
Budget	€1,516,837

Why

Rationale

The challenge of youth unemployment and underemployment has become a top priority for Ethiopia and its development over the past two decades.

According to the National Labour Force Survey conducted in 2013, the national unemployment rate then stood at 4.5 per cent and urban unemployment at 16.5 per cent, while rural unemployment had reached 2 per cent. Young people, especially in urban settings, account for the largest share of the unemployed and underemployed labour force, since 71 per cent of Ethiopia's population is under the age of 30.

Though this can be seen as a demographic dividend if well managed, it also presents a huge challenge in terms of providing decent employment opportunities. Otherwise, it will contribute to increased out-migration, most often through irregular and undocumented channels, in search of better livelihoods and economic opportunities overseas.

Despite the economic progress achieved in recent decades and expanded educational access, there has not been sufficient job creation and placement for the approximately three million young Ethiopians reaching working age every year. The number of educated youth who cannot not find decent jobs has in fact increased over recent years, even more so for women.

The gap in the supply of formal and decent jobs, particularly for young people, has forced many to choose the option of out-migration, mainly to Gulf Cooperation Council (GCC) states, Europe and South Africa. The emigration ban to the Middle East imposed by the Government of Ethiopia (GoE) in 2013 has increased the number of migrants using irregular means, which often exposes them to violence and inhuman treatment.

According to a new [study](#) on Ethiopian migrants to the GCC countries conducted by the International Organization for Migration (IOM) and published in May 2020, at least 400,000 Ethiopians have crossed to the Arabian Peninsula since 2017.

In April 2019 alone, 18,320 refugees and migrants arrived in Yemen, 92 per cent of whom were Ethiopians, according to a [report](#) by the Mixed Migration Centre (MMC). In the same month, over 2,000 migrants, mainly from Ethiopia, were rounded up by Yemeni security forces and confined to a soccer stadium in Aden under harsh conditions. These included 1,789 adult men, 389 boys and 28 girls under the age of 18, the same MMC report indicated.

The GoE recognizes unemployment, particularly of youth, as a serious socio-economic challenge to the country, and has therefore made generating employment opportunities an integral objective of its national development and macroeconomic policies.

Ethiopia's second five-year Growth and Transformation Plan (GTP II / 2015/6-2019/20) made generating massive employment opportunities for youth one of its priorities. The country's National Employment Policy and Strategy, adopted in May 2016, also highlighted the need to create a conducive environment for job creation by improving the Labour Market Information System (LMIS) and employment-related services.

The GoE has launched a Home-Grown Economic Reform (HaGER) plan that aims to transform Ethiopia from a largely agrarian, low-income country to an industrialized, lower-middle-income country by 2030. The Jobs Creation Commission (JCC) of Ethiopia has developed a Plan of Action for Job Creation (2020 to 2025) which has a strong focus on enhancing youth employment.

The Plan of Action proposes holistic interventions to solve the employment and job-creation challenges and provides a new vision of employment in Ethiopia. The plan aims to foster the business environment and conditions necessary to create 14 million jobs by 2025, to absorb the currently unemployed, and to ensure that jobs are waiting for new entrants to the labour force.

International development organizations are also concerned about the increasing incidence of irregular migration. There is a consensus on the urgency and importance of addressing the root causes of migration in general and irregular migration in particular.

Specifically, since 2014 the International Labour Organization (ILO) has been implementing a Decent Work Country Programme (DWCP) in Ethiopia that aims to promote youth employment and reduce irregular migration by creating decent livelihoods and employment.

The reasons stated above and the alignment of the ILO's DWCP objectives therefore provided the logical basis for launching a project that aims to reduce irregular migration by creating decent livelihood and employment opportunities for young people, particularly by facilitating the school-to-work transition of young graduates of universities and technical and vocational education and training (TVET) institutions.

Employment services provision: a key constraint

There are several constraints that pose a challenge to providing decent job opportunities in sufficient quantities and running an efficient Labour Market Information System (LMIS). As job creation is a function that cuts across the various economic sectors, it requires the effective coordination of multiple systems, ministries and institutions.

One of the major constraints is the lack of decent livelihood and employment opportunities, which has become the driving force of emigration from Ethiopia. A related constraint is the inadequacy of the LMIS, due to the ineffectiveness, inefficiency and inaccessibility of employment services.

Even when employment opportunities are generated, creating a smooth and cost-efficient placement or recruitment system that balances the expectations of jobseekers and employers is a further difficulty.

Employment services or agencies play a critical role in connecting jobseekers with employers. Employment services collect job vacancies from employers, classify or organize them systematically to assist convenient searching, and disseminate the vacancies via platforms accessible to jobseekers, such as dedicated websites. They perform job matching, in other words comparing an applicant's qualifications with the requirements of a listed job. They also provide occupational guidance and counselling, as well as delivering training to upgrade jobseekers' capacities and skills and so improve their employability. They have an important role in informing macroeconomic decisions and educational policies by undertaking studies of the labour force, economic growth trends and industry requirements. Furthermore, employment services collaborate with the relevant stakeholders in developing pertinent policies.

There are two types of providers of employment services in Ethiopia. The first type are public employment services (PES), which are government-run offices structured at different administrative levels (regional state, city/municipal, sub-city/borough, zonal, woreda (district), and in some regional states at the kebele (county) level).

The other type are private employment services (PrES), commonly known as private employment agencies, of which there were almost 700 at the end of 2019. Most of the PrES providers are concerned with recruiting for overseas employment, mainly in GCC countries.

In theory, PES are available in all regional states. They are supposed to be accessible to all people locally and everyone is entitled to use their services, though they focus particularly on vulnerable groups, including unemployed youth. In practice, however, PES delivered by Bureaus of Labour and Social Affairs (BoLSAs) are available only at city/municipal, or zonal levels in urban and rural administrative structures, and delivery is highly ineffectual.

The shortcomings of PES provision across all the regional states include:-

1. Poor institutional capacity: most of them offer only mundane and basic services – namely, registration of jobseekers and vacancies, and passive job matching – and in most cases without guidance and training services to boost the employability of jobseekers;
2. Absence of standardized protocols for registration of jobseekers and vacancies, data-collection and processing;
3. Lack of alignment between the educational and/or training system and labour-market needs;
4. Failure to meet the expectations of both employers and jobseekers;
5. Reliance on manual technologies in the compilation, classification and dissemination of vacancies, rather than providing easy access to vacancies through an aggregated online portal;
6. Lack of an independent institutional identity for PES, and little awareness among the public at large of the existence of such services;
7. Mandate overlaps, fragmentation of service provision, and poor coordination among the different actors in job creation (Micro and Small Enterprises (MSEs), government offices at regional or municipal level responsible for facilitating self-employment and start-ups);
8. Lack of evidence-based service provision due to the poor LMIS.

Coupled with structural and macroeconomic challenges, the shortcomings of PES have contributed to labour-market failures that have prevented jobseekers from getting the available decent employment opportunities in their localities, and employers from recruiting skilled labour at a competitive cost.

Such market failure has in turn contributed to irregular out-migration, particularly of unemployed youth and women.

Testimonials

In the words of beneficiaries

Interviewed in August 2020



Selamawit Kassahun

Age: 29

Residence: Bahir Dar

Education: Bachelor of Arts in Management

Graduated from: Bahir Dar University in June 2002

“Searching for a job after I graduated was a very tedious task. Even though there were some job vacancies, I was not able to succeed. After remaining idle for a couple of years, I got a temporary job at a private company. I became jobless again for about two years after my contract ended.”

“When I was searching for a job, I heard from a friend of mine about the start of a new service that helps jobseekers to find employment. As a result, I got myself registered at the YES Centre.”

“My current employer, the Amhara Employers’ Federation, posted a vacancy. The recruitment was done by the YES Centre. So I was shortlisted and referred by the Centre. My documents were sent to the Federation and I was invited for a screening exam.”

“I succeeded and I have now been working as Membership Affairs and Fund Raising Officer for the Federation since July 2018. My role is to lobby and attract companies to become members of the Federation. I am very satisfied with my current job. I have a formal job with clear responsibility and the independence to make important decisions.”

“From my job searching experience, I learned that communication is very important. It is not helpful to use a single source to find vacancies. My advice to youths searching for a job is to diversify their channels and use the employment service providers who are best placed to find opportunities.”

Where

Geographical reach

While the constraints described above all apply at the national level, Amhara Regional State faces even greater challenges of unemployment and underemployment, particularly in the case of young people who have graduated from universities and TVET institutions.

Most of the young and graduate jobseekers in Ethiopia, including those in Amhara State, lack the information and skills required to search for jobs, make applications and prepare for job interviews. Moreover, employers wishing to recruit have difficulty in accessing a qualified pool of candidates. Young jobseekers who apply for vacancies often lack the necessary skills, behaviours and attitudes to succeed in the job, including soft skills such as good communications and customer orientation.

The very high number of educated but unemployed youth is threatening social cohesion and stability in Amhara State. Anecdotal estimates put youth unemployment at 60%. By the end of 2018, there were 900,000 jobless registered in door-to-door campaigns conducted nationally, 30,000 of whom were college and TVET graduates seeking employment.

Moreover, the comparatively low number of industries and manufacturing companies in Amhara State means there is little demand for labour in the formal sector.

The quality of PES delivery at the lower administrative levels – city/municipality and zonal administrations in urban and rural administrative structures respectively – in Amhara State is also poor.

Accordingly, Amhara State, and particularly the state capital, Bahir Dar City, was selected for implementation of a pilot version of the project, with the potential for scalability throughout the State and the nation at large.

Who

Partners and key stakeholders

The Project on Addressing the Root Causes of Migration in Ethiopia operates within the framework of the Stemming Irregular Migration in Northern and Central Ethiopia (SINCE) Programme.

The SINCE Programme is funded by the European Union Trust Fund (EUTF), with a total budget of €20 million, and is managed by the Italian Embassy in Addis Ababa. It aims to improve the living conditions of the most vulnerable sections of the population, including potential migrants and returnees, with a view to contributing to the reduction of irregular migration from northern and central Ethiopia.

The SINCE Programme is based on the first objective of the EUTF, namely to create greater economic and employment opportunities, especially for young people and women, with the focus on vocational training and the creation of MSEs.

Within the framework of the SINCE Programme, the ILO is implementing the Project with the overall objective of reducing irregular migration by creating decent livelihood and employment opportunities for young people. The target beneficiaries are unemployed youth, university and TVET graduates, potential migrants and returnees.

The Project has two levels of governance:

- ▶ **At the SINCE Programme level:** A Project Steering Committee (PSC) was established to serve as the official governing body of the Programme, including this Project. Providing overall supervision and advisory support for timely implementation, monitoring and evaluation, the Committee is composed of representatives of the EU, the GoE, the ILO, the United Nations Industrial Development Organization (UNIDO), and the Embassy of Italy in Addis Ababa, assisted by the Italian Agency for Development and Cooperation (AICS).

A Technical Working Group (TWG) was also formed, consisting of the EU, the ILO, UNIDO and the Embassy of Italy in Addis Ababa, the latter acting as coordinator.

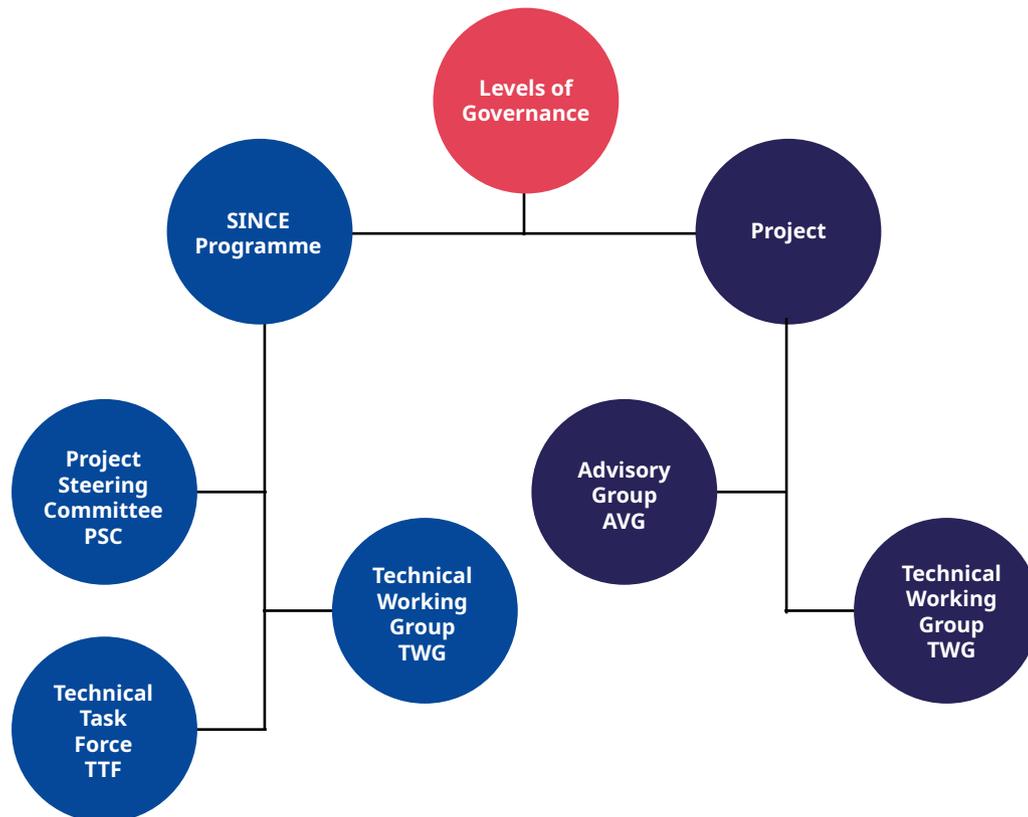
In addition, a Technical Task Force (TTF), consisting of the ILO and UNIDO, has been operational since the inception of the Project.

- ▶ **At the Project level:** An Advisory Group (AvG), as well as a Technical Working Group (TWG) composed of the relevant agencies and civic society organizations, was established and has been operational.
- ▶ The AvG includes representatives of the Ministry of Labour and Social Affairs (MoLSA); the Ministry of Women, Children and Youth (MoWCY), the Ethiopian Employers' Federation (EEF), and the Confederation of Ethiopian Trade Unions (CETU). It also includes, from the Amhara Regional State Administration, representatives of the

Bureau of Labour and Social Affairs (BoLSA), the Bureau of Technical, Vocational, Enterprise and Development (BoTVED), the Bureau of Finance and Economic Cooperation (BoFEC); the Bureau of Women, Children and Youth (BoWCY). Representatives of the MoLSA, the BoWCY and the ILO act as chair, co-chair and secretary of the AVG respectively.

The TWG operates at the regional state level and comprises representatives, from Amhara State, of the BoLSA, the BoTVED, the BoFEC, the BoWCY and the following social partners: the Amhara Youth Association (AYA), the Amhara Employers Federation (AEF) and the CETU's Bahir Dar branch. Representatives of the BoLSA, the BoTVED and the ILO act as chair, co-chair and secretary respectively. TWG meetings were first held on a monthly cycle, then on a quarterly basis, in Bahir Dar.

Figure 1. Governance structure of the Project.



Beneficiaries

The initial beneficiaries of the Youth Employability Services (YES) Centre were jobless young people who had graduated from university and TVET institutions and were exclusively resident in a single sub-city (borough) – Dagmawi Minilik – of Bahir Dar City Administration (BDCA). This exclusive focus was due to the pilot nature of the Project at the initial stage.

Following huge demand from young people residing outside Dagmawi Minilik sub-city following the launch of the YES Centre, the service was scaled up to BDCA (city-wide) level by opening an Employment Services Centre (ESC) that reaches out to young jobseekers living in all parts of BDCA and in the surrounding areas.

The targeted beneficiaries are unemployed youth who have graduated from university and TVET institutions, potential migrants and returnees.

When

Timeframe

The Project was implemented from August 2016 to December 2020.

What

Objectives

The overall objective of the Project is to support GoE efforts to address and reduce irregular migration in Ethiopia by creating decent livelihood and employment opportunities for potential migrants, especially women and youth.

The Project has two specific objectives at outcome level, each corresponding to a main component of the Project:

1. Increased information on migration, employment and decent livelihood opportunities in selected woredas to inform SINCE Programme design, implementation, monitoring and evaluation; the intended outputs were:
 - Conduct of a comprehensive Socio-Economic Assessment (SEA) in selected woredas, including mapping of potential partners and service providers, and a market assessment;
 - Provision of technical assistance in project development, preparation of terms of reference, identification of partners, appraisal of project proposals and designing of monitoring and evaluation instruments.
2. Achieving a smoother school-to-work transition for university and TVET graduates; the outputs included:
 - Establishment and piloting of a PES office offering youth employment services;
 - Delivery by PES of expanded and improved employment services for young people;
 - Increased placement of young people in decent jobs and apprenticeship

In general, the Project aimed to address the needs of young jobseekers in many different ways, including:

- ▶ Providing job-registration and job-matching services;
- ▶ Providing careers-guidance and counselling services, and training young people in job searching skills;
- ▶ Improving and strengthening the functioning of the LMIS and PES framework in Ethiopia;
- ▶ Addressing the needs of employers by referring suitable candidates and helping to reduce recruitment costs through job-matching services.

Results

Socio-Economic Assessment (SEA) conducted

A comprehensive SEA, together with the mapping of potential partners and service providers, was conducted over 12 selected woredas within four regional states (Amhara; Oromia; Southern Nations, Nationalities and Peoples (SNNP); and Tigray), as well as within three sub-cities of the Addis Ababa City Administration.

The aim of the assessment was to inform the design of the SINCE Programme and its implementation, monitoring and evaluation mechanisms, while providing a deeper understanding of demographic and labour market trends.

The key findings of the SEA and a value-chain analysis were disseminated at a validation workshop held in Addis Ababa on 19 May 2017. The forum was well attended by representatives of the GoE, local and international NGOs, and partner UN agencies, who validated and endorsed the results of the reports.

Youth Employability Services (YES) Centre launched

The Project supplied three desktop computers, a laptop, a printer and a photocopier, in addition to providing training for four staff members on employment service provision and counselling, and on the use of computer applications to facilitate data entry and management.

The Centre is staffed by nine employees and all payroll, operational and facility costs are the responsibility of BDCA and the BoTVED, which ensures the sustainability of the Centre beyond the Project's lifetime.

The YES Centre has been offering the following core services:

1. Registration of jobseekers, with educational qualifications, experience, contact and other details captured in a standard digital format;
2. Registration of vacancies, including proactive solicitation of vacancies from potential employers;
3. Jobseeker referrals;
4. Job matching;
5. Counselling, including careers counselling, delivered either individually or in a group;
6. Training, including soft skills, delivered by collaborating institutions such as the Bahir Dar University (BDU).

The project also adapted the ILO publication “Surfing the labour market: job search skills for young people”, which was translated into Amharic, validated by local stakeholders to suit the Ethiopian context, then adapted to local circumstances, published and distributed to young jobseekers and career counsellors across the country. The publication will significantly improve the standardization and provision of job search skills, not only at the YES Centre but throughout the country.

Employment Services Centre (ESC) established

The newly opened YES Centre at the sub-city level – restricted to just three kebeles and not accessible to all jobseekers in Bahir Dar City Administration – received many applications from jobseekers residing in other parts of the city.

Accordingly, the service was scaled-up and expanded to the city-wide level by setting up the ESC, launched in July 2019.

The Project equipped the Centre with three desktop computers, one laptop computer, a photocopier, a printer and furniture. Four staff (two from BDCA’s Labour and Social Affairs Office and two from BDCA’s Technical, Vocational

Figure 2. Inaugural Ceremony of the YES Centre on 19 June 2018

From left: Dr George Okutho, Former Country Director, ILO Ethiopia; Mr Pierpaolo Bergamini, SINCE Programme Coordinator Embassy of Italy in Ethiopia; and Mr Ayenew Belay, Former Mayor of Bahir Dar City Administration, Amhara.



Figure 3. Discussion during the Project's mid-term evaluation with the YES Centre team.



and Enterprise Development Office) were assigned by their respective agencies to take on additional responsibilities within the Centre.

The ESC is delivering a range of services, all free of charge: registration of jobseekers, careers counselling, organizing job fairs, facilitating apprenticeship opportunities, job matching of jobseekers with public and private organizations, and preparing labour market information.

Roadmap for Public Employment Services-sector reform introduced

As part of its commitment to improving employment services for young people, women, migrants and the unemployed, the ILO – through the Project – took the initiative in overhauling and improving the PES sector in Ethiopia by introducing new thinking and a new vision.

The Project, in collaboration with the MoLSA and the JCC, drafted a New Vision of Public Employment Services in Ethiopia, a roadmap document that aims to strengthen the PES framework and improve service provision.

The roadmap was discussed during a one-day consultation workshop jointly organized by the MoLSA and the JCC and attended by the relevant stakeholders from the public sector.

Presentations were made by ILO experts, and the participants deliberated on the proposed roadmap. The consultation enabled the Project to gather vital input for further enriching the roadmap.

Digital Labour Exchange (DLE) developed

The cost of job searching, especially for jobless youth, is very high in Ethiopia. To meet this challenge, the Project undertook to develop an electronic labour-exchange system, supported by mobile and website applications.

The portal enables jobseekers to post their curriculum vitae – and employers to upload vacancies – online, and makes them searchable by key search criteria for both jobseekers and employers. The portal also has an Online Labour Exchange Nodal Centre for job matching and relevant services for both employers and jobseekers, such as information on employability, skills development, opportunities for apprenticeships/training programmes, and tips on writing CVs.

Figure 4. The Employment Services Centre, staffed, equipped and operational since July 2019.



Figure 5. Participants at the National Consultation on the Public Employment Services-New Vision and Roadmap held on 26 February 2020 in Addis Ababa.



By the end of July 2020, testing of the DLE was being finalized, and migration of labour-exchange data from the developer's server to that of the future administrator – the Amhara Science, Technology and Information Communication Commission – had started. The Amhara BoLSA will be responsible for following up and ensuring the sustainability of the system.

The portal will be administered by the YES Centre. To ensure a smooth transition, the Project organized pilot testing of the portal and training in use of the application at a three-day workshop held at Bahir Dar University from 19 to 21 August 2019. A total of 70 (46 male and 24 female) experts, jobseekers and representatives of potential employers attended the sessions, which provided valuable feedback and recommendations on how to improve the dummy platform.

Representatives of the EU, the Embassy of Italy in Addis Ababa, the JCC and the MoLSA have also provided valuable input on the dummy protocol. The recommendations were taken on board in the development of the web-based DLE. A mobile application has also been developed, tested by staff of the YES Centre and the ESC, and by the ILO. The system can be accessed on <http://www.ethiopianemploymentexchange.com.et/>

Needs of potential employers assessed

The Project conducted a comprehensive jobs assessment of the private sector in Bahir Dar, focused especially on member companies of the AEF, but also including non-members, with the goal of identifying skills needs, employment options for jobseekers, and incentives for employers to engage with the YES Centre. The findings of the assessment are being used to match employers with jobseekers registered with the YES Centre.

Response to COVID-19

The global outbreak of COVID-19 is having considerable labour market repercussions in Ethiopia.

Ethiopia confirmed its first COVID-19 case in the middle of March 2020. Since then, the GoE has been taking measures to curb the spread of the virus, including closure of schools, travel restrictions, banning public gatherings, and advising most employees to work from home. On 10 April 2020, Ethiopia's parliament declared a state of emergency (SoE), to remain in to effect for five months, and issued a list of mandatory prevention and control measures.

Figure 6. Jobseekers receiving DLE familiarization training.



Where the labour market is concerned, a temporary freeze on termination of employment contracts was ordered, and the GoE promised a recovery package to assist affected companies in the form of loans through commercial banks. The recovery package included an extension of the loan repayment period and preferential interest rates for the worst affected companies, all with the goal of helping businesses to continue operating and preventing lay-offs.

Nonetheless, the economy has slowed down in almost all parts of the country, including Bahir Dar City, while the virus has continued to spread. By mid-August 2020, the total number of COVID-19 cases had surpassed 25,000 and the total death toll was in excess of 450.

The Project, working with the JCC, has responded by repurposing its funding to conduct a SEA: a socio-economic assessment of the impact of COVID-19 on the labour market in Ethiopia. The survey, a series of socio economic impact assessment surveys of COVID 19 on the labour market, gathered information from 2,500 respondents of working age (students, the self-employed, wage employed and unemployed) residing in Addis Ababa and other large urban areas, including Bahir Dar, Mekelle, Adama and Hawassa.

The results of the assessment will be valuable in informing future labour market policies and measures in response to COVID-19.

In addition, on 11 August 2020 the Project delivered a virtual training session on “Safe Environment, Hygiene, and COVID-19” to members of the Project’s TWG, to raise awareness of Occupational Safety and Health (OSH) procedures, measures and systems to be implemented during the COVID-19 pandemic.

The Project also conducted an awareness campaign by publishing electronic and printed flyers in Amharic and English on four different topics relating to COVID-19. One of the aims was to prevent the spreading of misinformation concerning the virus causing the pandemic.

Finally, the Project provided personal protective equipment (PPE) to the staff of the YES Centre and the ESC, which enabled the centres to continue their operations without compromising the safety of those involved.

Visibility and Awareness Activities

The Project has launched various visibility and awareness activities, which have also attracted the attention of the media and been covered accordingly. Please check the full stories by clicking on the links provided below.

To commemorate UN International Youth Day, observed on 12 August 2019, Ruchika Bahl, the Chief Technical Advisor of the Project, spoke about the ILO's work to promote youth employment in Ethiopia in an interview with Afro FM 105.3 <https://bit.ly/2Qu1VgN>;

- ▶ Also to mark UN International Youth Day, on 12 August 2020, Nahoo TV conducted an interview with Ruchika Bahl, who discussed and explained the Project at some length. Part one <https://bit.ly/3kSBQpQ>; part two <https://bit.ly/3h7fBKs>;
- ▶ From 27 to 31 January 2020, the Project facilitated a visit to Jordan by an Ethiopian delegation composed of officials from selected government agencies. The aim was to enable the delegation to learn lessons from Jordan's employment and training initiatives, which are supported by the ILO. <https://youtu.be/3K5w2T3IKEo>;
- ▶ On 26 February 2020, the Project facilitated a national consultation on a PES roadmap for Ethiopia, which was covered by *The Daily Monitor*. <https://bit.ly/3gwZp3X>;
- ▶ The *Capital* newspaper featured the Project in an interview with Ruchika Bahl in August 2020. Printed version – <https://bit.ly/3iOBfDR>; on YouTube – part one <https://bit.ly/2YxHN25>; part two <https://bit.ly/3htm6aD>; part three <https://bit.ly/2YxI1pX>; and part four <https://bit.ly/2Qn5vcD>;
- ▶ Fana TV also produced and aired a feature highlighting the Project. <https://youtu.be/xox924dl0XY>.

For more information, please visit the Project website, link: <https://bit.ly/34y6EXk>.



Testimonials

In the words of beneficiaries

Interviewed in August 2020



Ayalew Yitayew

Age: 24

Residence: Bahir Dar

Education: Bachelor of Arts in Accounting & Finance

Graduated from: Bahir Dar University in June 2018

“Being a person living with a disability and using a walking stick, it was quite difficult to get around as I would have liked in search of a job after I finished my university studies. I couldn’t find any job until January 2019.

“Then I was informed about a public employment service that had been established in Dagmawi Minilik sub-city, especially for people living with disabilities like me. I went there with my educational credentials. The staff registered me and gave me counselling with other jobseekers – something I will never forget.

“The advice was very helpful. For example, it helped me to believe in myself and to understand that I can overcome any obstacle in my career path despite my disability.

“After the counselling, I was offered a job at the Militia Office of Dagmawi Minilik sub-city as a finance officer. I am grateful for the opportunity and I consider this job as a stepping stone to an even better job.

“Having a BA degree was a prized qualification a few years ago, but not now due to the increased number of graduates. So my message to youth jobseekers is to look for career and job-search counselling from professionals or institutions.”

Successes and activities in numbers

The Project has changed the way in which careers guidance and careers counselling services are provided to young jobseekers in Ethiopia, by introducing a systematic approach. The Project has piloted an effective way of providing PES through multi-stakeholder partnerships, with different government bureaus working together on youth employment and benefiting from each other's added value.

It has demonstrated the potential for providing youth employment services using existing structures and resources in Amhara State, has raised awareness of the importance of working with the private sector, and has the potential to change the attitudes and behaviours of jobseekers in searching for employment, and of employers in recruiting.

Some of the results of the Project are listed below :

3,534	Number of jobseekers (1,870 male and 1,664 female) registered with the YES Centre and the ESC, from June 2018 to September 2020
47	Percentage of women jobseekers registered with the YES Centre and the ESC, from June 2018 to September 2020
668	Number of vacancies registered at the YES Centre and the ESC, from June 2018 to September 2020
661	Number of jobseekers (316 male and 345 female) who received group careers counselling as part of the YES Centre counselling service
487	Number of jobseekers (90 male and 397 female) effectively matched and placed in decent jobs through the YES Centre, from June 2018 to September 2020
4,434	Number of labour market experts and counsellors (3,129 male and 1,295 female) trained in web-based job searching skills for young men and women

The executors

The Project team consists of:



Ruchika Bahl

Chief Technical Advisor (CTA)

Ruchika has close to 25 years' work experience in development cooperation and policy advocacy with leading INGOs, bilateral and UN agencies across Asia, South America and Africa. Over the last two decades she has worked with various stakeholders on employment and migration, advocated for policies on migrant workers' rights, and designed financial inclusion and economic development programmes for vulnerable constituencies at national and regional level across countries.

A British Chevening and J.N Tata Scholar, Ruchika is an alumna of the London School of Economics and Political Sciences, the Tata Institute of Social Sciences and Delhi University.



Ayalu Admass

National Project Coordinator (NPC)

Ayalu is a social development professional with more than 15 years' work experience in different capacities with national and international non-governmental organizations, including the UN.

Ayalu has proven experience in managing integrated development and humanitarian programmes with a focus on labour migration, PES, child protection (CP) and sexual and gender-based violence (SGBV), education, youth and livelihoods, as well as disaster risk reduction (DRR). In addition to gaining a Master of Social Work (MSW) from Addis Ababa University, he has completed a number of short-term training programmes covering leadership, project design and implementation, monitoring and evaluation, and academy on youth employment.



Meron Elias

Finance and Administrative Assistant

Meron is a finance professional with an MA in Accounting and Finance from Addis Ababa University and over eight years' experience. She has served as an auditor and finance officer at the Ethiopian Shipping and Logistics Services Enterprise, as well as a senior administration and finance officer with Population Services International.



Gezahegn Nigussie

Driver

Gezahegn has worked with the ILO as a driver on various projects. Since 2017, Gezahegn has been serving as a driver for Project on Addressing the Root Causes of Migration in Ethiopia.

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