



Preparing youth in Africa
with the skills to succeed
in today's economy.

Africa's youth population is rising. Africa will be 40% of the world by 2100—its population is expected to grow from 1.2 to 4 billion¹ and the continent could have more youth at that time than the total population of the US.² As many as 90% of African youth are projected to work in the informal sector.³ These demographics, along with a scarcity of jobs, have led to dramatic rates of youth unemployment. Education systems in Africa already face challenges meeting young people's needs—current curricula and teaching methods don't consistently prepare students for what's to come following graduation. Despite an eagerness and commitment to learn, even students who finish secondary school often find themselves lacking the skills needed to attain further education, overcome gender inequities, and secure one of the few available jobs, leading to unemployment and underemployment.

Educate! believes that by transforming secondary education, we can equip youth with the skills to disrupt this systemic problem.

By creating a new educational model that reforms what schools teach and how they teach it, Educate! is empowering teachers and youth mentors to equip students with the skills to drive measurable change. Educate!'s experiential model teaches the transferable/soft skills demanded most by both employers and students themselves, such as teamwork, public speaking, networking, critical thinking, self-confidence and creativity. On top of those foundational soft skills, we layer the hard skills of business including planning, budgeting, savings, and market research.



1 UNICEF (2014). "[Generation 2030: Africa: Child demographics in Africa.](#)"

2 UN Population Division (2019). [World Population Prospects](#).

3 African Development Bank Group (2013). "[Recognizing Africa's Informal Sector.](#)"



Educate! is a non-profit social enterprise. Our model was built from the ground up, working directly within secondary schools and collaborating with the students we serve. Through extensively piloting, testing, measuring and evaluating over the last ten years, the Educate! model has been proven to be:

- **Impactful** – Rigorous evaluations, including a randomized controlled trial (RCT), found that participants of our program earn nearly DOUBLE the income of their peers towards the end of secondary school. A follow-up RCT found that our graduates, four years later, demonstrate large and durable improvements in skills, coupled with significant improvements in education and gender-related outcomes.
- **Scalable** – Educate! spent the last 10 years building the most replicable and cost-effective solution possible that can reach massive scale. We are now the largest youth skills provider in East Africa. Our minimum return on investment, calculated in terms of income generated vs. program cost, is 19X over the students' lifetime.
- **Sustainable** – We design and implement actionable plans hand-in-hand with governments to integrate our model into national education systems.

Today, we are working in more than 1,000 secondary schools, impacting over 46,000 students, and reaching more than 470,000 youth in Uganda, Rwanda, and Kenya. We are driving toward our vision of designing solutions that measurably impact millions of youth across Africa each year.

Our students' success shows the potential for massive change: 4 years after Educate!, our graduates are better off than their peers – obtaining improved transferable/soft skills, pursuing greater educational attainment, choosing higher-earning majors in tertiary, and seeing improved gender equity-related outcomes. And this is only the beginning. By changing the landscape of education, each graduating class will have the tools to attain further education, overcome gender barriers and profoundly affect livelihoods, businesses and communities throughout Africa. In time, these youth will become the emerging African leaders who can drive development across the continent.