Employment Opportunity at Scale

Unemployment upends millions of lives, with the greatest impact felt by those with the fewest resources. Workforce programs spend over $500 billion annually to offer a way out. The majority of this money sits within public vocational programs (TVETs) which have access to funding and infrastructure, but struggle with low employment outcomes. However, their huge scale means that improving their outcomes and shifting their focus from training to employment can result in jobs for millions of people.

Generation offers an employment methodology that comprises seven holistic steps, including confirming job vacancies, recruitment, training, social support, job placement, and outcome-tracking. Many other NGOs offer just one or two pieces of this puzzle—and work solely outside of existing public systems. Our proposal for MacArthur’s 100&Change Competition is focused on embedding Generation’s complete methodology within public programs to unlock employment opportunity at scale. We have already begun piloting this approach in Kenya, with strong early results in our first five TVET pilots - 100% graduation and 95% job placement.

The Generation Story

Since 2015, we have launched Generation in thirteen countries, 160+ cities, and 26 professions. We have served more than 36,000 learners and 3,200 employers. Today, we are the largest global program by annual volume that trains and places learners in jobs.

We scaled rapidly by embedding our methodology in approximately 75 community institutions, including nonprofits, public vocational systems, private training providers, and employers.

81% job placement rate at three months after graduation

66% continued employment at one year after placement

2-6x increase in income

More than $135 million in cumulative earnings by graduates

83% of employers would hire Generation graduates again
OPPORTUNITIES TO SUPPORT GENERATION

The Generation proposal for MacArthur Foundation’s 100&Change competition would embed our approach within public systems in Brazil, India, and Kenya, placing 500,000 people in jobs in five years – and reaching five million by 2030. We have a staged approach to support public institutions in learning to deliver Generation’s methodology over time, so they are ultimately delivering it largely on their own (see table below). We are thrilled to be selected as a Top 100 finalist, and welcome the opportunity to engage with other funders who seek to create employment opportunities and spur change.

Launch public systems approach at scale in a single country
- Deepen partnerships with public vocational programs
  (in a country where we have existing relationships)
- Support 40,000 people into life-changing careers
- Demonstrate model at scale in a single country, creating a proven case study that can be transferred to other geographies

$10m

Launch regional program in a single country
- Deepen partnerships with public vocational programs in target region (county, state) in a country where we have existing relationships
- Support 17,500 people into life-changing careers
- Leverage the regional proof-point to create national demand for other regions to adopt Generation’s methodology inside their TVETs

$5m

Create data baseline with input and outcome metrics
- Support a sample of TVETs in Brazil, India, and Kenya to: 1) track student outcomes including employment, job retention, and income after certificate completion and 2) identify current cost/student (from recruiting to graduation)
- Use this first of its kind baseline to compare Generation’s performance against those same metrics in the TVETs where we currently offer programs, encouraging transition to our methodology
- Identify the systems and processes that must be in place in TVETs to capture this data ongoing

$1m