

## *'A Message to the Young People'*

My name is Esha Mohammed, Ms President Mombasa County and a member of the GOYN youth advisory group, Mombasa. I am a third-born daughter among 4 siblings born and raised in a Muslim household in Mombasa. My dreams are as big as the ocean because I was raised close to the Indian Ocean. I never imagined a girl from a lowly background like mine would reach this level of success.

I've always been a typical student with a dark complexion and struggled with weight my whole life. I struggled with these issues for a while, not because I didn't love myself, but rather because of how my culture perceived me and beauty in general. I have a degree in education and I have a great interest & passion for social work, leadership, and administration.

Even though my parents thought I should concentrate on my studies, they ultimately backed my aspirations once they saw how determined I was when I ran for and was voted as the deputy head girl in high school. This is when I first began to believe in myself. I deliberately made the decision to begin volunteering throughout my time in college with various human rights and humanitarian organizations, such as the Kenya Red Cross in Mombasa, where I began as a volunteer and ended up serving as the department's chair for young people. In addition to providing me with a sense of serenity and contentment, volunteering helped me address a number of issues in my community, including gender-based violence, unemployment, and the underrepresentation of women and girls in positions of leadership. I am currently the leader of a group called 'Her Narrative' that uses the power of storytelling to mentor, advocate for, and raise awareness



about gender-based violence, sexual and reproductive health and rights, and youth leadership and governance. We have a particular interest in working with young women and girls, both in and out of school.

Over the course of our first two years, we have mentored more than 1000 girls in both the classroom and the community, reached 200 young people through our various programs, including one we titled "take up your space," where we invited 30 young women to talk about leadership and governance, and reached more than 20,000 people online through our social media campaigns.

I serve on a number of boards that promote the interests of young people, including The National Youth Council; a parastatal housed within the Ministry of Youth Affairs, Sports, and Arts. Working with various individuals and initiatives, particularly GOYN, helped me grow into the leader I am today. Volunteering is never a waste of time since you get the knowledge and skills necessary to succeed in this society as a young person. You develop yourself by building meaningful interactions. Although most parents are usually adamant about letting their kids volunteer, I have learned firsthand how valuable, satisfying, and impactful it is.

I first became involved with GOYN during the Covid-19 pandemic where I led a team of young people who sensitised the community about COVID 19. I was later appointed to join the GOYN youth advisory Group. Our work focuses primarily on monitoring and advising the Initiative's programming to ensure that it serves and benefits Mombasa's youth through youth-centered strategies and initiatives. According to GOYN data from 2016, Mombasa is home to 373000 young people who are not enrolled in school, pursuing training, nor in employment. These figures are shocking and depressing at the same time because they show that more than a quarter of our young people are just idling around somewhere.

Many of them are not even aware of these opportunities exist.

More than 9,000 OYs have been registered by YAG in the GOYN database, facilitating their involvement in various pathways, easier tracking, and mentorship processes. We've conducted several social media campaigns, had discussions about prospects and our roles in closing the employment gap with young people and partners from all sectors. We perform crucial roles in the working groups for the various pathways ensuring that the voices of young people from all across Mombasa are heard in the Initiative.



*"YAG has shaped my perspective as a young person and what it means to be a young leader," says Esha, a YAG member*

Through the YAG, I have gained knowledge in the following areas:

- a)** If we want to change the status quo, young people have a greater role to play
- b)** There is nothing for us without us, thus in order for change to be felt, we must be present at the table as partners and stakeholders as well as beneficiaries.
- c)** Establishing strong connections when you're young is essential, and these occasions provide you the opportunity to mould your future however you see fit.

The YAG-supported initiative work around the clock to empower young people and generate job opportunities in various fields, including health, the creative industry, data, and the hospitality industry. Engaging young people like myself and witnessing our aspirations come true via such initiatives has altered my perspective and given me confidence that I may someday lead Kenya as president. I've come to the conclusion that the world needs young individuals like myself to bring about significant changes in the challenges that concern us.

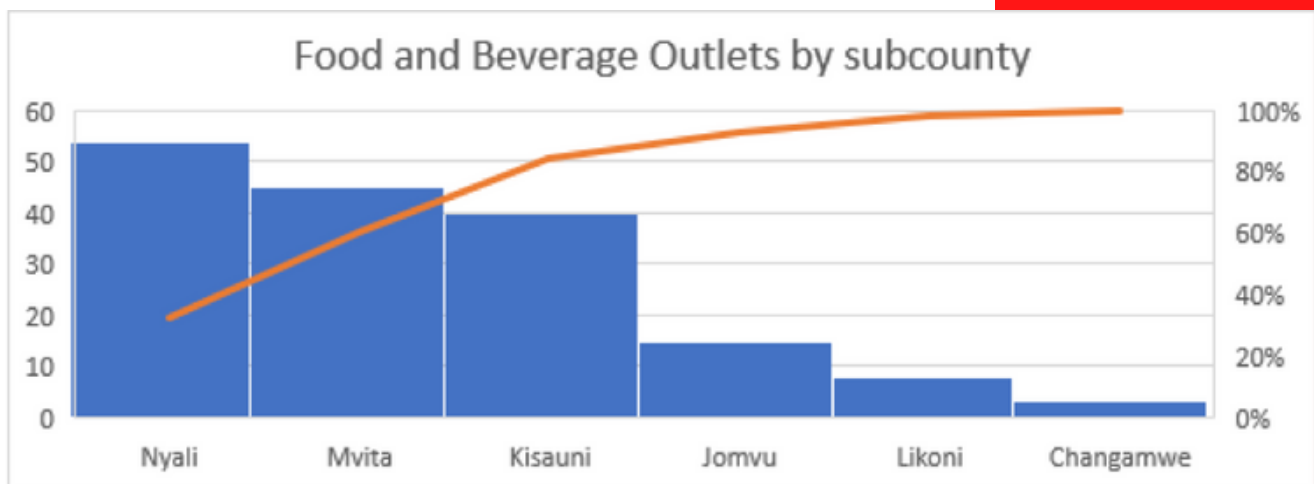
## Hospitality & Tourism

Over 11% of the world's GDP is currently contributed by Tourism Industry. Numerous sub-sectors included in this sector include: **Accommodation, Food services, gaming, cruise lines, transport** and other ancillary areas. Over the projection period of 2021–2028, the worldwide foodservice market is anticipated to increase at a CAGR of 10.34%, from \$2,525.4 billion in 2021 to \$5,027.9 billion in 2028. The hospitality industry's small and medium-sized businesses provide significant economic contributions to the sector.

With around 10% of the workforce employed, the Hospitality & Tourism sector is one of the main employers in the Mombasa. It is primarily divided into three sectors: **lodging facilities, food & beverage, tour operators & experience providers**. Without taking into account the roadside shacks, there are roughly 180 food service establishments. These consist of pubs, eateries, pizzerias, coffee shops, grilling places, and roasting facilities. Mombasa is a popular tourist destination, and these businesses support related industries catering to both locals and tourists.

Data showed that some counties, which are the devolved administrative units, In Kenya, have more of these establishments than others. This can be attributed to the disparity in urbanisation as well as income levels of these areas.

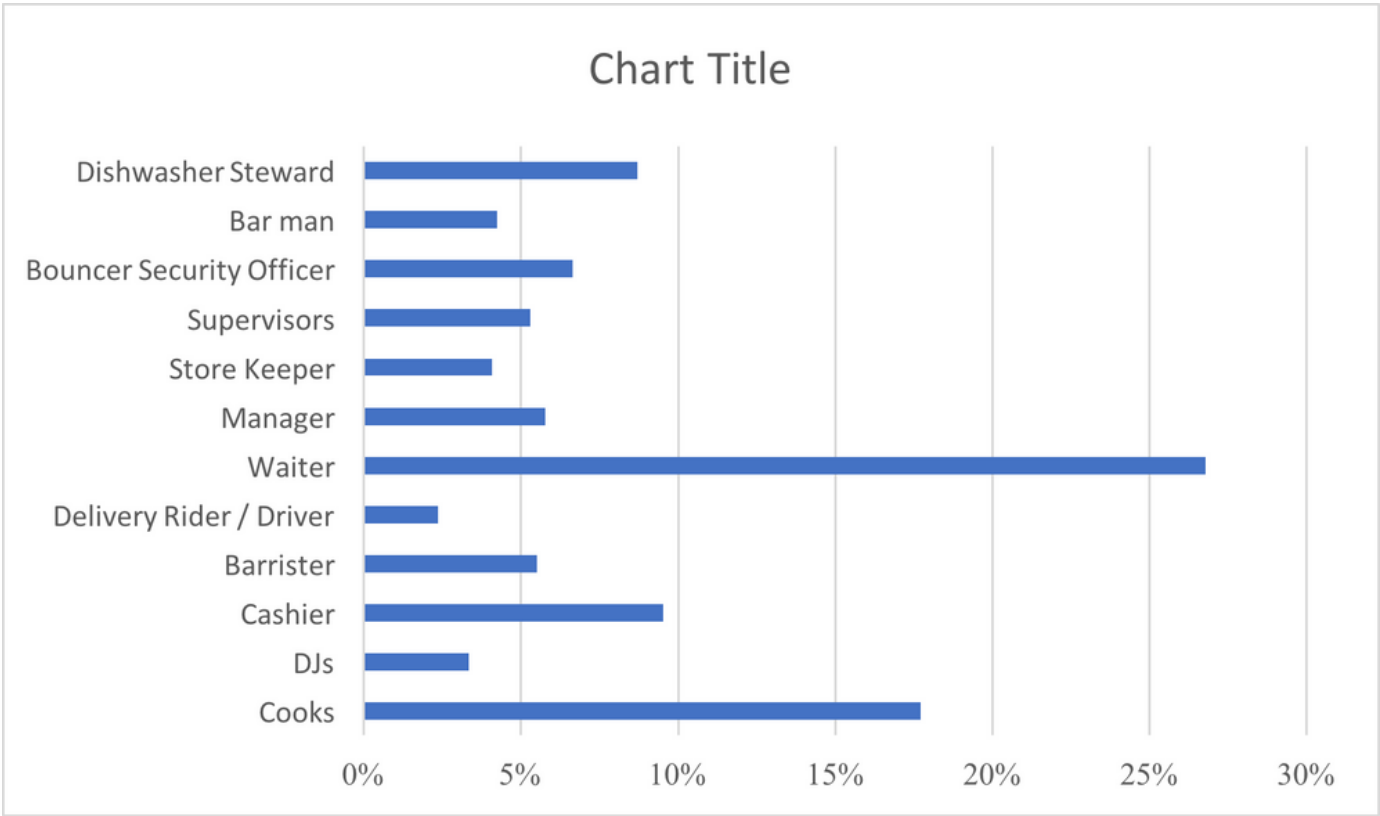
This particular discovery by GOYN supports the distinctive sub-county treatments as well.



For instance, a young person from Nyali would have an easier time finding an internship or an entry-level job than one from Chagamwe. The factors of supply and demand alone have skewed the growth of the tourism infrastructure. The decentralized government and the tourism ecosystem should consider how other tourism subsectors, such as attractions and cultural tourism, might be promoted in some of the sub-counties to draw tourists to those areas.

This Survey on skills anticipation study in Mombasa County on the Hospitality and Tourism shows that food production and food service personnel accounted for the highest number of roles because most activities revolve around food & beverage service. Important to note is that there are a lot of unemployed cooks and waiters as well, and it might be challenging to obtain work in these fields without any specialisation, such as a barrister or pizza chef. This highlights the necessity of using an apprenticeship as a scalable skilling strategy and the fact that the majority of companies were searching for employees with experience working in similar institutions.

Structured and accredited apprenticeships are the key to addressing the labor shortage in this area, as they will give the OY the crucial experience and technical know-how during the hiring process. Soft skills and other employability skills also received good marks. The deliberate inclusion of this set of abilities in curricula is advised by this survey.



Compared to larger organizations, MSMEs have a stronger position in terms of being OY friendly and have greater potential.



# Creatives Pathway

## Visual Art Fair

The "orange economy," often referred to as the "creative economy," includes a wide range of industries, including music, fashion, and video games. One distinguishing feature of these industries is the reliance of their services and goods on talent, creativity, and intellectual resources. The lack of coordination and structure in the creative industry for a long time has left unrealised potential for increased economic growth in the nation. The arts and creative industries are essential for generating income and propelling the creation of jobs.

Development organizations can invest in: fostering human capital, facilitating access to finance, extending access to markets, building networks and clusters, and utilizing the digital economy to enable more, better, and inclusive Orange Jobs in order to tap into this market. The goal of Swahilipot Hub;GOYN, through the Creative Pathway, is to help young people develop their abilities and find opportunities in the Orange Economy.



In order to create sustainable prospects for both creative and hoteliers in Mombasa, GOYN hosted a visual art fair for artists who are classified as painters, printmakers, designers/illustrators, electronic artists, drawing artists, and glass artists on July 27, 2022. The purpose of the event was to advance artistic diversification, increase artist livelihood, and support regional culture. For the purpose of giving young people more chances and enhancing Impact, GOYN supports a collaborative framework. The hospitality business currently employs the most people in the creative sector, particularly with the influx of foreign visitors who value local art and culture. As a result, this cooperation has the potential to help Creative become more sustainable.

As travellers purchase artwork to send back to their different Counties or Countries, a diverse clientele is established, positioning hotels as the place to experience local and diverse Art.

Invited hotels, air-bnbs, and other members of the creative industry saw the artwork of 15 visual artists. As a result, City Centre Hotel committed to purchasing one work of art from each participating artist, for a total of 15 works of art to be displayed throughout their hotels. A good market for artists to build their market and widen their network can be opened up through structured and deliberate contact with hoteliers and hosts of Air BnBs in Mombasa.

## WOWZI; Influencer Marketing Training

Influencer marketing combines both traditional and modern marketing strategies. It transforms the concept of celebrity endorsement into a content-driven marketing campaign for the modern era.

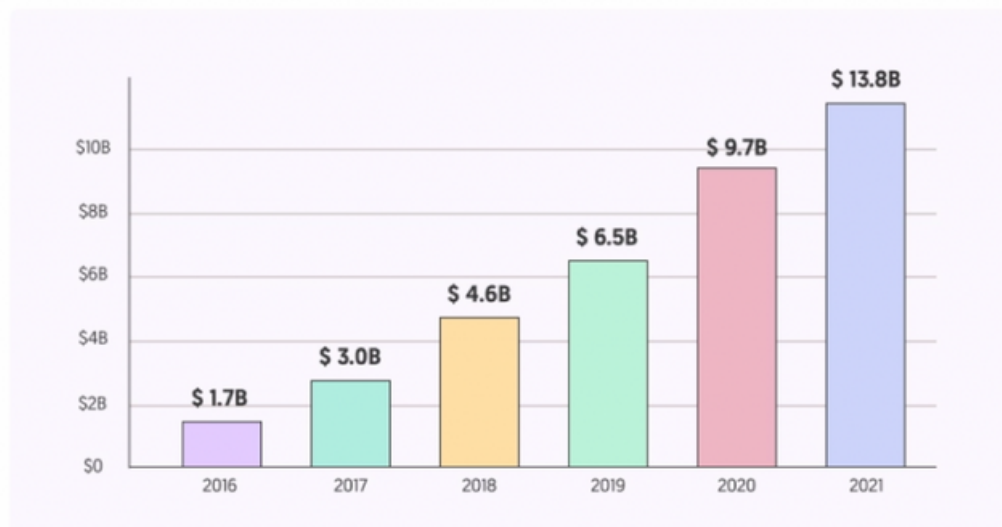
A brand works with an online influencer to promote one of its goods or services through influencer marketing.

Unlike celebrities, influencers can come from anywhere and be anyone.

Their substantial online and social media followings are what give them influence. A well-known fashion photographer on Instagram, a knowledgeable cybersecurity writer who tweets, a reputable marketing executive on LinkedIn—all of these individuals might be considered influencers.

Young people have the opportunity to make the most of social media platforms in this digital age to generate cash. With time, influencer marketing has shown to be a tremendous possibility for young people to profit from. Here is the Estimated Influencer Marketing Growth:

### Estimated Influencer Marketing Growth (YOY)



Influencer  
MarketingHub

In order for 102 young people to participate in the expanding Influencer Marketing pathway, GOYN, in collaboration with WOWZI, trained them in digital influencer and brand marketing. The young people were classed as having 21.8% informal occupations, 21.8% formal jobs, 47.1% part-time jobs, and 9.8% other jobs.

The program was held at the Swahilipot Hub Foundation from September 12–16 and focused on the following subtopics: Introductions to digital influence, social media, and content development, as well as WOWZI (an end-to-end platform that links social media users and marketers).



It is ideal that they comprehend how to proceed and what it requires to increase their credibility and progress before they enter the influencer marketing industry.

92 of the 102 young people who received training registered on the WOWZI site. 54 of the 92 accounts that were created were ineligible, leaving 38 eligible ones. The content provided on their pages and the activity level of the page determine the eligibility requirements.

## Data & Technology

Data is crucial in all areas since it influences good decision-making and is used as a starting point for analysis in research. As a result, it is a crucial marketable skill that is needed globally in all industries. By supporting cross-sector, community-based methods to alleviate adolescent unemployment, GOYN seeks to scale up youth economic opportunity. To accomplish this, programming will be guided by data. For the purpose of assisting in the demand mapping process, which will guide the demand driven strategy for the numerous interventions created for youth in Mombasa, GOYN has committed to training 900 Opportunity Youth on data collection, analysis, and presentation.

The placement process for the other 38 eligible accounts is still ongoing, but 13 of the 38 eligible accounts have been put or connected to gigs paying between Sh. 500 and Sh. 5000 per gig. Young people can benefit from this and advance their careers in content creation while making money on social media platforms.

GOYN has trained 353 Opportunity Youth (OY) through collaborative efforts with partners and grassroots youth organizations, exceeding its initial objective of 300 OY. GOYN co-created a curriculum for data gathering training in partnership with Ajira Digital, which also gave out a free trainer. After receiving input from the OY, the trainings were decentralized to the sub-county level to make them more accessible to OY. Initially, the training was conducted at a central location in Mombasa. This was made possible by the assistance of the Youth Hub Network and the members of the Youth Advisory Group in locating venues and organizing the OY.





On 6th & 7th December, 2021, UN-Habitat working together with GOYN Mombasa held an introductory co-design workshop on Urban Monitoring Framework with Opportunity youth and Ecosystem stakeholders.

On May 30 and 31, 40 young people from the pool of data champions participated in a training on the city scan tool, which aims to gather data on the current state of affairs around Mombasa.

The following locations hold the trainings: Kisauni- Kwacha Africa, Likoni- Licodep, Nyali- Ajita Dijita, Mvita Sub-County-Swahilipot Hub Foundation, Changamwe-Changamwe Social Hall, , Likoni- Licodep, Nyali- Ajita Dijita, Kisauni- Kwacha Africa, Jomvu- Pwani Youth Network.

The United Nations system-wide Urban Monitoring Framework (UMF) championed by United Nations Human Settlements Programme (UN-Habitat) aids in this process by offering a harmonised approach to track the performance of the urban SDGs. Joining forces with the Global Opportunity Youth Network (GOYN) Mombasa, UN-Habitat aspires to meaningfully impact the city and lives of its dwellers by following the principle of “leaving no one and no place behind.”

The countywide data collecting for all 30 wards of Mombasa started on June 2 and ran through June 8 creating economic opportunities for the trained young people. The project is currently on a Data cleaning, analysis and indicators computation process. The results will then be disseminated to a wider stakeholders Network and influence Integration of non-spatial data, open publication of data & engagement with county actors.





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