



CREATIVE

Practice Area

Workforce Development & Youth



STRATEGY

Creative identifies the unique needs of youth and the local private sector to build communities' workforce systems and empower youth with the skills and opportunities they need to succeed.



DIFFERENTIAL

Each Creative project is built around a positive youth development approach, which seeks to engage and empower young people by recognizing their strengths and creating supportive environments.

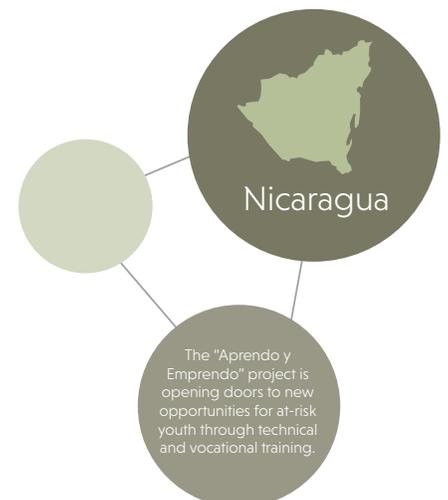


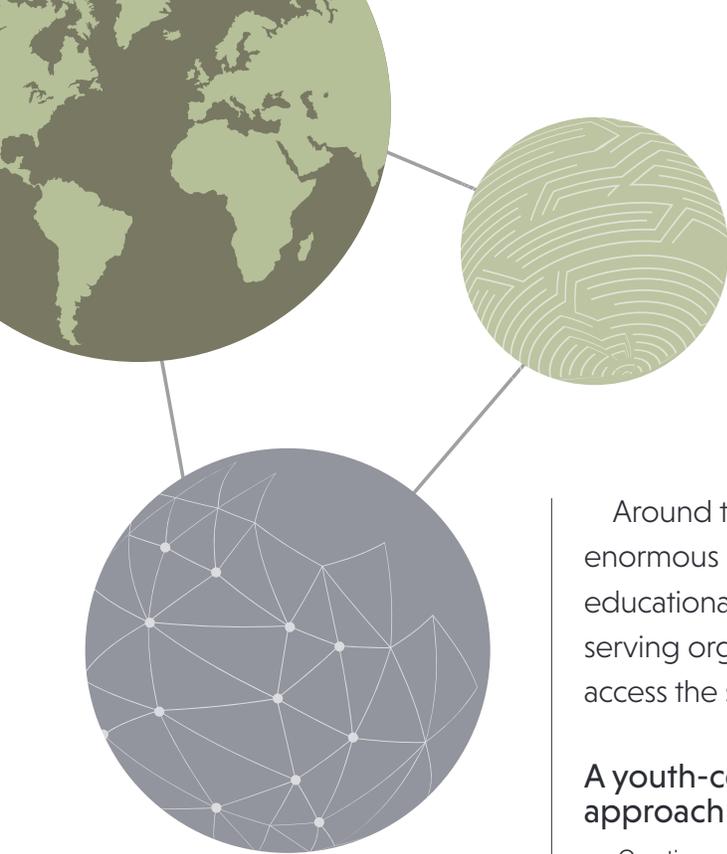
GLOBAL RESULTS

For decades, Creative has worked in the world's most challenging environments to create opportunities for marginalized youth, from women in Afghanistan to ethnic minorities in Central America.

Employment provides income, opportunity and a proven, lasting pathway out of poverty.

Building skilled workforces can improve livelihoods and also foster greater social and political stability that contributes to reduced crime and violence. With half of the world's population under the age of 30, Creative Associates International is dedicated to empowering youth around the world with the skills and opportunities they need to meaningfully contribute to their communities and succeed in and out of the workplace.





Around the world, youth, and particularly at-risk youth, face enormous challenges obtaining training and jobs. Creative improves educational and employment outcomes by strengthening core youth-serving organizations' ability to provide a sustainable lifeline for youth to access the skills training and job-search services they need to succeed.

A youth-centric systems approach

Creative puts a positive youth development approach at the center of each of its projects – a holistic methodology that offers services, opportunities, and support that empower young people to develop the competencies, confidence, character, connections and contributions they need to thrive. When young people are empowered and enabled by their environment, they will be able to contribute to changes within their own communities.

Creative is implementing three projects under the U.S. Agency for International Development YouthPower Implementation Indefinite Delivery/Indefinite Quantity contract in Central America and the Caribbean. Whether a project aims to promote community resilience in St. Lucia, reduce youth risk of joining gangs in Honduras or increase access to vocational training in Nicaragua, our Workforce Development and Youth experts design programs that put youth voices and needs at the forefront.

Creative also recognizes that a project cannot succeed without engagement from businesses, governments and the education sector.

Therefore, we take a systems approach to strengthen workforce development around the world, bringing different groups together to attain scale and sustainability. Our programs do this by aligning incentives, building linkages and local capacity and achieving win-win outcomes for youth, employers and their communities.

Our programs build local capacity to develop partnerships between employers and training institutions to design and offer demand-driven curricula. Creative facilitates private sector engagement in course design and internship programs, improving the quality of services youth receive and providing them with multiple pathways to jobs and livelihoods.

Four decades of empowering vulnerable populations

Creative brings an unparalleled understanding of the needs of vulnerable populations, particularly at-risk youth, women and persons with disabilities, drawing from 40 years of experience working with these groups.

In Afghanistan, for example, Creative is helping address the country's high unemployment by improving the quality of and access to trainings in business and technical areas. Called the Afghanistan Workforce Development Program, the USAID-funded initiative is giving more women and men the chance to be transformative change agents within their families and communities.

More than 39,000 Afghans in five cities have been trained with in-demand skills, and 25,000 have been placed in jobs or received a promotion in their current position.

In the impoverished Caribbean Coast region of Nicaragua, Creative is implementing a USAID-funded project called Technical Vocational Education and Training Strengthening for At-risk Youth, known by its Spanish name "Aprendo y Emprendo."



By working in partnership with the private sector and educational institutions, Creative ensures that youth are well-equipped to meet the needs of employers, thrive in the workforce and contribute positively to their communities.



The project connects youth with viable technical careers in a region where young people average just three years of schooling and are often underemployed. Aprendo y Emprendo is providing 1,000 scholarships to at-risk youth to study technical skills, with a focus on the inclusion of women and ethnic minorities.

In addition, Aprendo y Emprendo is working to strengthen eight technical vocational education institutions and increase their ability to reach at-risk students. The project offers in-depth capacity training courses to technical vocational training providers and gives them technical assistance in developing demand-driven curriculum, 21st century

pedagogy skills, strategies for sustainability, monitoring and evaluation systems, gender policies and soft skills development.

Assessment-driven, evidence-based methods

To be effective and bring sustainable change to individuals, workforce systems and communities, programs must be tailored to each context and based on the real needs of employers and youth. This requires assessment-driven models and evidence-based approaches.

Creative's workforce initiatives are driven by extensive real-world assessment. Based

on detailed analyses of labor markets, youth, the policy environment and workforce development service providers, we design workforce programs with a nuanced understanding of the needs of communities, youth participants and employers.

In Nicaragua, Creative has developed tools to provide detailed evidence on Aprendo y Emprendo activities and inform decision making. The Comprehensive Positive Assessment Tool (COMPAS-T) is applied to identify the 1,000 at-risk youth who will receive scholarships and quantitatively measure their level of risk and personal growth before, during and after intervention.



36%

of the 25,000 Afghans placed in new or better jobs through the Afghanistan Workforce Development program are women.

“By empowering young people with life and work skills, we are helping youth to reach their potential, to build stronger, more prosperous communities, to grow thriving businesses and to contribute to inclusive economic growth.”

-Katy Vickland, Director of Workforce Development and Youth

A Technical Vocational Education and Training Organizational Capacity Assessment Tool is being used to evaluate technical vocational training institutions and identify areas that need strengthening or further development to serve at-risk youth. Self-assessment and participation across departments at each institution foster engagement that will help ensure that plans put in place are implemented.

Early results have shown that after a year of working with Aprendo y Emprendo, educational institutions have more than doubled their overall score, which measures across 10 areas including financial planning, administration, gender inclusion, services for at-risk youth, and technical management.

To further strengthen these institutions, Creative and Universidad Americana de-

veloped a 10-month online training course for administrators and teachers that builds the skills and strategies they need to reach their professional and institutional goals of serving at-risk youth.

Leveraging CreativeU's Platform

Creative uses innovative tools and technology to provide targeted vocational training. One of these tools is CreativeU.

CreativeU is a user-friendly e-learning and collaboration portal customized to connect workforce system stakeholders with high-quality online and mobile content. Students, training institutions, and employers share access to labor demand information, courses, teaching manuals, assessments,

and job-search tools.

CreativeU also provides customized blended learning solutions that integrate a learning management system, and a content management system into workforce stakeholders' own websites to provide key tools for capacity building.

CreativeU is supporting thousands of users in more than 12 countries with more than 200 modules in eight languages. The CreativeU platform is available in English, Spanish and Arabic. CreativeU offers mobile and online availability to maximize access and scale, with content that can be used offline through downloadable or flashdrive versions to support low-bandwidth environments.

About Us

Creative Associates International works with underserved communities by sharing expertise and experience in education, economic growth and transitions from conflict to peace. Based in Washington, D.C., Creative has active projects in more than 25 countries. Since 1977, it has worked in more than 90 countries.



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