

2020/2021

enke

Catalyst Program

IMPACT BOOKLET

Catalyst

Something that causes a change
indlela yok'zikuguqula
tsela ya go ifetola



enke 
MAKE YOUR MARK

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VISION:

A world that is an enabling environment for young people to recognise their own value, thrive and mobilise for meaningful change

About enke:Make Your Mark

enke: Make Your Mark (enke) is a leadership development organisation that generates and incubates youth-led social impact. enke means "ink" in SeTswana and "take it" in SeSotho. That's what we're about – empowering youth to be authors of their futures by taking opportunities to change their lives and communities (making their mark).

Our vision is a world that is an enabling environment for young people to recognise their own value, thrive and mobilise for meaningful change. We work towards achieving this vision through leadership and entrepreneurial skills development programmes that provide young people (15-35 years old) with theoretical and practical skills to be active engaged citizens that thrive socio-economically.

Our **mission** is to connect, equip and inspire:

- **CONNECT** people across diversity and the socio-economic spectrum, creating valuable networks, social capital and building social cohesion.
- **EQUIP** with an entrepreneurial mindset and social-emotional skills - real-world skills that unlock opportunities for future success.
- **INSPIRE** a bias towards action, to achieve personal, professional, national and global development aspirations.

Our primary motivation is to build a society that is more socially and economically inclusive. We believe that promoting social entrepreneurship and innovation in youth is a powerful way to reduce inequality whilst equipping young people for success in their future endeavours (in the workplace and in education). We have identified that the high rates of youth unemployment and youth who are not in education, employment or training (NEET) is one of the greatest threats to the ability of young people to achieve a more positive future. We tackle this endemic issue in a three-pronged approach:

- **PROACTIVE/Preventative:** working with youth in education to prevent youth from becoming NEET (Trailblazer, Ignition and YANDISA Programs)
- **RESPONSIVE/Remedial:** working to provide remedial opportunities for youth NEETS to identify & achieve pathways into education, employment or enterprise (Catalyst Program)
- **CAPACITY BUILDING:** through our bespoke service and specialised partner projects, we provide services according to partner organisation to meet their objectives. (Bespoke Services)



Trailblazer

This is our flagship leadership program for Grade 10 and 11 learners. It is a 9-month experience in social action and community leadership where learners are trained, inspired and supported to create real change in their communities.



Ignition

A volunteer program for post-secondary youth where participants are connected to a diverse, active network, equipped with skills and experience that increase employability and work-readiness, and inspired towards entrepreneurship



Catalyst

A game-changing program for unemployed youth and is a 6-month experience in social enterprise and guided coaching for professional development to increase the likelihood of conversion to employment, enterprise, education or training.



Bespoke

We build and deliver customised training and other solutions for schools, companies and organisations. Our specialities are strategic facilitation, skills training, project management and curriculum development.

Since 2009, we have worked with over 5,100 young people who have generated over 1,200 social impact and enterprise projects that have positively impacted over 85,500 people in communities all over South Africa.

Why Catalyst?

We believe that all young people are Africa's greatest resource for addressing the world's social and economic challenges.

Young people are solution creators, leaders of change and innovation. In particular, youth are uniquely placed to innovate for social change and economic transformation. However, too many young people do not live in the environments, and/or lack the platform, resources and support to realise their full value as capable citizens. In the Statistics South Africa Q3 2019 Quarterly Labour Force Survey it was recorded:

- 39.6% youth unemployment rate.
- 40.4% of youth are not in education, employment or training (NEET)
- 63.4% of unemployed people in South Africa are youth ages 15-34 years old
- 44% of unemployed have never worked before
- 51% of the labour supply have not completed matric

High youth unemployment and youth NEET rates are stubbornly persistent. Every year unemployment rates increase. Feeding into this is high school drop out rates, youth not completing matric and other factors impacting post-school success. Youth NEETs are not as able to improve their future employability because they are out the system and do not have the access to skills or gain experience through employment or further education. Many become stuck in a continuum of hopelessness.

How we developed enke: Catalyst

Until 2015, enke's primary work was located in the formal education system - filling the gap of a lack of training in non-cognitive / "soft" skills that left youth ill-equipped to identify and access opportunities post-school. Through the Trailblazer and Ignition Programs, we have worked with high school and post-secondary youth to lead social change in their communities through individual capacity building, training, and support for youth-led social innovation and social impact. In 2015, as we were developing our long term strategy, we realized that this gap existed for youth outside of formal education settings. We applied our research, experience, ethos and asset based approach to this problem and, in 2016, the enke: Catalyst Program was launched.

We designed Catalyst to address three questions:

- **How do we help youth NEETs to get their confidence, dignity and self-belief back so that they see benefit in re-engaging with opportunities and keep trying beyond the direct intervention?**

One of the greatest negative impacts on an individual who has experienced and is experiencing unemployment is a lack of confidence and self-belief in their personal and professional capacity and capability to achieve success. Through the program, we focus on building optimism in youth through personal development and social and emotional competencies to critically engage with their chosen path and be equipped with personalized and contextually relevant skills to get where they want to go.

- **How do we best enable youth who are NEET to understand and identify enterprise, education, employment, and training opportunities for themselves?**

Unless one attends a well-resourced school, there is very little in formal education that talks and engages youth about life post-school. So, how does a young person decide? They are often directed by what they see or assume, and not through experience. A big part of personal agency is about knowing you have choices and being able to make them. With Catalyst, we give youth the information and hands-on experience of the post-school options available to them so that they can make a choice for themselves.

- **How do we support youth NEETs to convert themselves into, and stay in, employment, education, enterprise or training?**

The current focus of many organisations on placement and incubation is positive, however in our view it can be short term / stop-gap measure that often reduces personal agency and accountability. Additionally, in our fieldwork research, we discovered that attrition rates in employment accelerators and enterprise incubators are very high due to a focus on a prescriptive approach for youth who are not given the space to critically engage and have agency to decide if that path is right for them. The gap we identified was the need for more capable and confident individuals to feed into the pipeline of accelerators and incubators for them to succeed. Thus, instead of focusing on placement by the organisation, our goal is for youth to place themselves and our role as an organisation is to support them to do so more effectively.

How Catalyst works

Through enke: Catalyst, we contribute to reducing the number of youth who are NEET by bringing them into a space that allows them to rediscover and develop themselves personally and professionally, enable them to determine the targeted life outcomes they want, and actively work towards achieving those outcomes.



Catalyst Program Objectives:

- Break the continuum of hopelessness by working with post-school, unemployed youth to rebuild their self-belief and resilience through training, practical experience and inspiration.
- Inspire and support a bias toward entrepreneurial thinking and innovation by helping young people develop the skills, networks and desire to identify and access opportunity.
- Help youth place themselves into employment, education or enterprise

The training approach and content of the Catalyst Program is structured as 4 key modules / components which are delivered over weekly workshops, 2-days per week for up to 24 weeks (5-6 months). All modules include material from selected Unit Standards of the SETA-accredited National Certificate in New Venture Creation (NQF Level 2):

- **Reboot** - Personal Development Skills: participants are taken through a personal development journey focused on rebuilding self-belief, self-confidence and essential social skills to succeed in a professional setting.
- **Navigate** - Life Outcome / Pathway Training: Throughout the Program, participants engage with information and resources to guide them through navigating the obstacles they may face around access to education, employment and training.
- **Generate** - Entrepreneurial Development: participants learn about entrepreneurship through application of Human Centred Design methodology and engagement with SETA accredited New Venture Creation training material. Through this, they are able to test their appetite for entrepreneurship through practical application, while building essential entrepreneurial skills (e.g. financial literacy, project management, resource mobilisation, critical problem solving etc.) that set them up for success in the 21st Century job market.
- **Showcase** - the Catalyst Innovation Showcase is the graduation event for each cohort and is an opportunity to showcase the impact of the program.

Building Power Skills & Social Capital

DEVELOPING POWER SKILLS AND AN ENTREPRENEURIAL MIND-SET

Power skills are the necessary “soft” / non-cognitive skills, social and emotional competencies, such as grit, critical thinking, communication, collaboration, team work, leadership and social capital that research continuously shows best enable people to succeed in life. An entrepreneurial mind-set is a set of characteristics, behaviours and skills that drive action: **“a person with an entrepreneurial mind-set recognises an otherwise overlooked opportunity, has the confidence to take a risk, communicates their ideas clearly, and can not only adjust, but also learn from setbacks”** (Network for Teaching Entrepreneurship – NFTE). The training in Catalyst focuses on the building, and practical application, of power skills and an entrepreneurial mindset. Through this, participants develop the optimism to self-actualise and harness their skills for success that they have defined. This helps to ensure that participants remain engaged and focused on their future career paths and results in long-term impact in their lives.

BUILDING SOCIAL CAPITAL AND A SUPPORTIVE PEER NETWORK

A peer network is built on a foundation of trust and sharing. In doing this, we show participants how to identify opportunities not only for themselves, but for others too. Additionally, youth are exposed to entrepreneurs and working professionals via panel discussions and field trips, which builds their social capital beyond their fellow participants and enke.



Catalyst Program Cumulative Results

Impact achieved since 2016

479



Registered: applied and selected for the program and engaged at least introductory workshop.

403



Trained: completed at least 5 or more sessions of training workshops (minimum content to contribute to development/change)

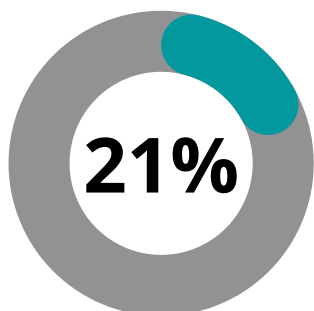
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Economically engaged: converted into employment, enterprise, education and/or training

Outcomes of trained participants by type (enterprise, employment, education/training)

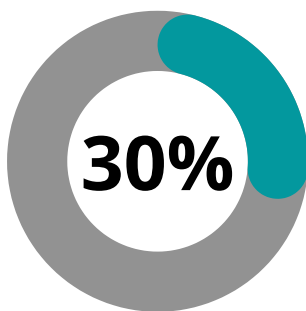
Achieving desired outcomes during/post training



21%

Enterprise

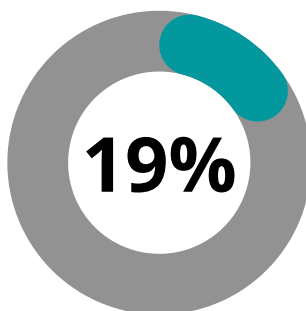
84 trained participants starting/involved in enterprise (social impact and business)



30%

Employment

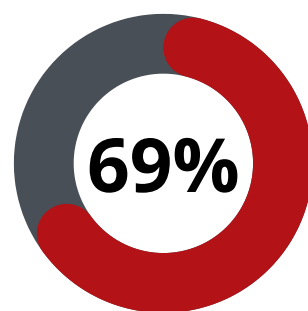
119 trained participants placing themselves in employment



19%

Education/Training

76 trained participants pursuing education and/or training opportunities



69%

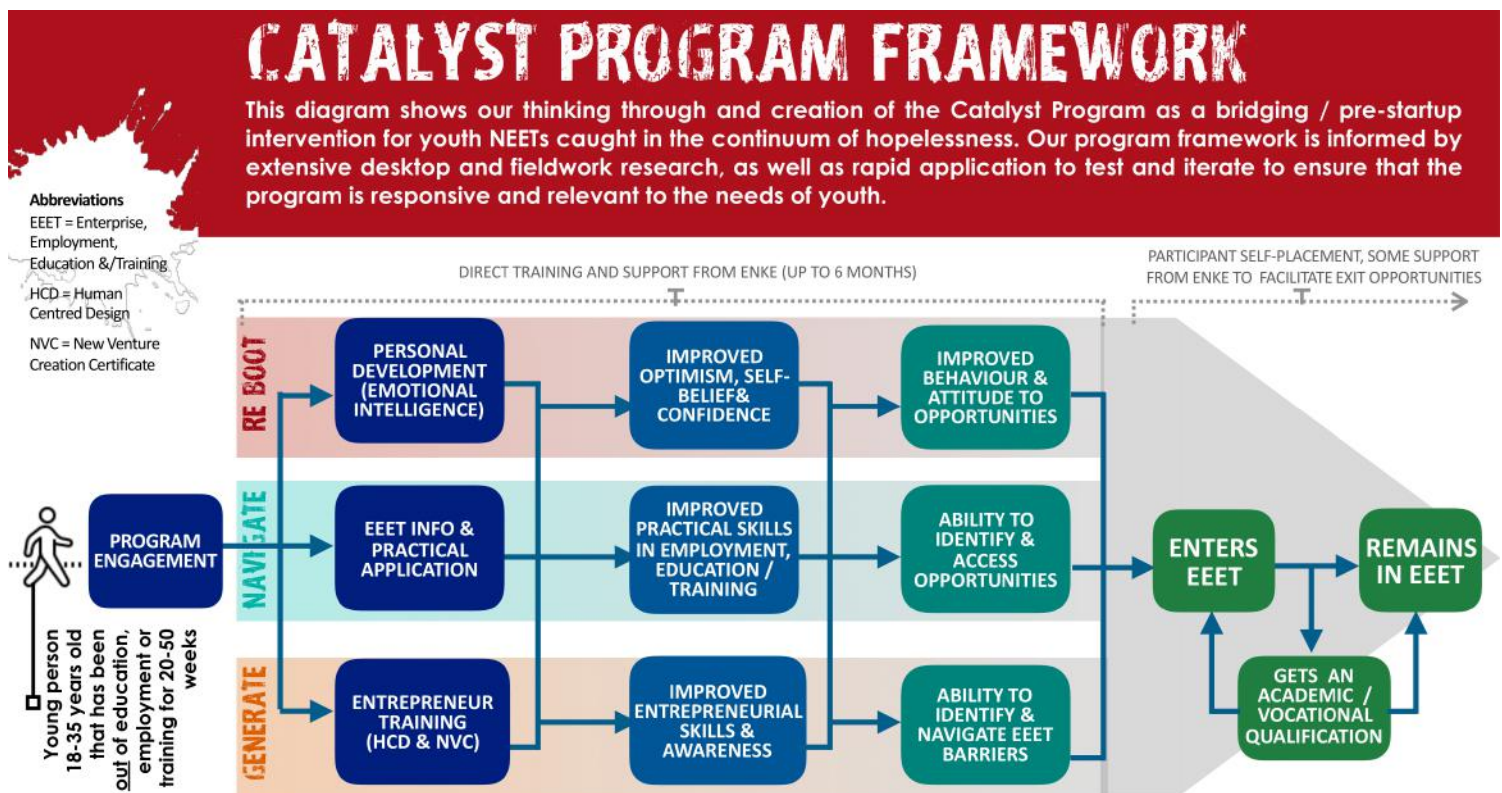
279/403 trained participants economically active and engaged in EEET

Measuring Impact

At Enke we are committed to make sure that the work we do has impact and we use rigorous and extensive monitoring and evaluation approaches in all our work. With Catalyst, we work hard to understand the most valuable program aspects & outcomes that for participants, while determining the contribution & attribution to participants' improved outcomes.

OUR MEASUREMENT & LEARNING TOOLS

- **Non-Cognitive Skills Surveys:** We measure Resilience, Locus of Control, Social Awareness, Social Responsibility and Self-Confidence, using psychometric-type tests developed from objective measurement systems used in international psychology and public health, adapted with permission.
- **Rapid Self-Assessments:** We combined public health and soft skills building insights, to create an assessment that served a dual purpose: collection of baseline data on participants' assertiveness, optimism and readiness to step into employment, education or training; and enable participants to track and monitor their own progress.
- **Focus Groups & Participatory Impact Assessments:** participatory methods to include participants in defining and measuring impact, while also using a systematic approach to gathering evidence, directly informed by them rather than research and assumptions.



Participant Recruitment & Selection

Recruitment runs for 1-3 months before the start of the Catalyst intake, with an open call distributed through our media platforms and partners. We also go to where youth NEETs are - community centres that offer training and resources. We partner with community centres and community-based organisations who assist with recruiting participants from their databases, as well as distribute application forms and program information to others in their community. The benefit to community centres is a proven program that works, which assists with their impact numbers.

To be eligible, participants had to have been NEET for at least 20 weeks, have Grade 12 English proficiency/literacy level and a desire to learn and improve as an individual. Participants can apply online or attend information sessions at our community partners where they can complete hard copy application forms. Participants were selected based on meeting the minimum eligibility requirements and their expressed motivation to be part of the Catalyst Program.

2020 Catalyst Program Intake

The Catalyst Program is run as a series of intakes/cohorts in partnership with community centres and organisations. For each Catalyst Program intake, we find local partners and that becomes the location/hub of the Catalyst Program in an area.

The 2020/21 cohort has been implemented in 3 regions within Gauteng, namely:
West Rand(Kagiso), City of Johannesburg (Rossetenvile) and Ekurhuleni (Tembisa).

We registered 183 youth from Kagiso, Rossetenville and Tembisa to participate in our 6th Catalyst Cohort in Kagiso, West Rand, we worked with 3 local community partners – West Rand Youth Development Centre, Translead South Africa, Making Us Youth Organisation (MUYO).

In Rosettenville we worked with the City of Johannesburg and in Tembisa we worked with Get Informed Youth Development Centre. Workshops were held at the Lewisham Community Hall, Get Informed Youth Development Centre and Pioneerpark Skills Centre. The large cohort was split into 2 learning groups of up to 40 each for each hub; the learning groups could attend workshops on Tuesday-Wednesday, or Thursday-Friday.



Connecting Catalyst Participants with Opportunities

With Catalyst, our main goal is for youth to be empowered/enabled to place themselves in opportunity during and after the Program intervention. However, we also work with partners to channel participants into “exit” opportunities in Enterprise, Employment, Education or Training (EEET). This can be in the form of providing transport assistance for youth to attend career expos, arranging special sessions with incubators, or supporting youth to register for employment accelerators such as Harambee and YES.

In this intake we partnered with Afrika Tikkun and through this partnership 37 of our participants were afforded an opportunity to go for an interview for possible direct employment. We also partnered with Digify Africa and this partnership enabled our participants to attend a 2-day virtual training on two of their training modules namely:

- Module 1: Discover tools to drive your business
- Module 2: How to build an effective advertising strategy

These are skills that participants will be able to use on completion to create sustainability and generate income for themselves more especially now in a digital world.



Catalyst Cohort 6

Intake Results

Impact from 2020 - 2021 program intake



183



Registered: applied and selected for the program and engaged at least introductory workshop.

146



Trained: completed at least 5 or more sessions of training workshops (minimum content to contribute to development/change)

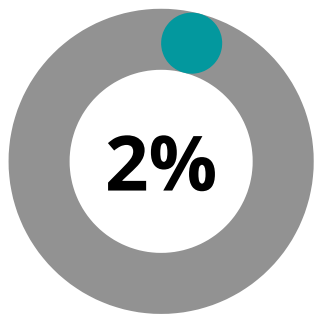
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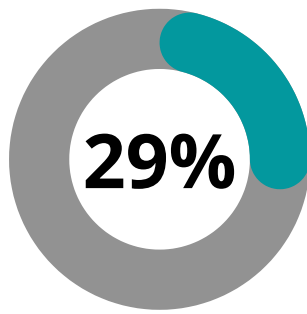
Economically engaged: converted into employment, enterprise, education and/or training

Outcomes of trained participants by type (enterprise, employment, education/training)

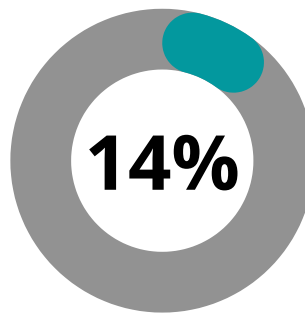
Achieving desired outcomes during/post training



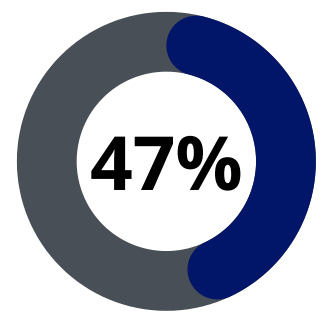
Enterprise
3 trained participants starting/involved in enterprise (social impact and business)



Employment
42 trained participants placing themselves in employment



Education/Training
42 trained participants pursuing education and/or training opportunities



69/146 trained participants economically active and engaged in EEET

Congratulations to our Catalyst Cohort 6 Gauteng Intake participants who successfully completed training:

Adam Masingi	Kamogelo Phakedi	Nonica Dorcas Silaule
Adonis Ncube	Kamogelo Mamsy Mpebe	Nthabiseng Hellen Mohlake
Akhona Gojo	Kealeboga Mtyatweni	Ofentse Teffo
Akhona Gxuluwe	Kelebogile Malatsi	Omphile Mootha
Amogelang Kganya	Kelebogile Barbra Maroganye	Patience Ndlovu
Aseza Nyembezi	Kenaleone Primrose Bakgethi	Phathutshedzo Kganakga
Atlegang Keantshitse	Keotshepile Masopa	Pheletso Rathokolo
Ayanda Matayi	Kereditse Aurental Karels	Philemon Sonwabale Dlwathi
Banele Shabangu	Ketshepileone Virginia Loeto	Phumlani Masuku
Basetsana Mokgopa	Kgosi Mosisidi	Phuti Mokobane
Bella Pulane Musi	Khanyisa Moshoeshoe	Promise Zitha
Bensley Moyo	Khanyisile Mdluli	Prudence Sigidi
Boitumelo Molefe	Kholofelo Netshivhale	Rabelani Siaga
Boitumelo Molefe	Lehlogonolo Tibane	Regina Mahlangu
Bokamoso Leepile	Lerato Sefume	Rirhandzu Mngomezulu
Bongiwe Koloshe	Lerato Ditibane	Rose Nohlanhla Mhlanga
Caleb Lebeloane	Lesego Elizabeth Malaole	Rosette Diketane
Candice Seloba	Lindi Mkhonza	Sbusiso Gumede
Cathrine Rapheso	Livhuwani Ndou	Shirley Dhlamini
Constance Ntsele	Ludwe Mqikela	Sindisiwe Gumba
Cornelius Makumsha	Lungelo Mphunga	Sineke Nedonko
Deliah Mashaba	Lungelo Ngcobo	Sinethemba Dube
Doctor Mashabane	Makepa Elizabeth Tibane	Siphesihle Sikundla
Duduetsang Bonolo	Mapule Morake	Sipho Moloi
Perseverance Malgas	Martin Ngwane	Sphamandla Sotomela
Elsina Obutsitse	Mbali Maseko	Tebogo Malema
Emmanuel Ramapapatla	Mbali Maseko	Tebogo Maleme
Engelina Leolo	Mbali Cleo Nonhlanhla Gatsheni	Thabo Tshukudu
Gotsilemang PeterSinnet	Mbulelo Dingiswayo	Thembakazi Tsondu
Matheatau	Meggina Manyama	Thokozile Tshukudu
Grace Makhubela	Mfanafuthi Nkonyane	Tlotlo Chakapedi
Hloni Mokoena	Michelle Smangele Kodisang	Tshegofatso Nhlanhla Malatsi
Innocentia Zulu	Milford Ncube	Tshepo Jonas
Itumeleng Ntswane	Mmaphuti Juslet Nkgweng	Tshimangadzo Ramalira
Jairos Phefo	Mongezi Mngenela	Vuyolwethu Vicani
Jeanine August	Mpho Motjelele	Wendy Motloun
Jeremane Nyaredi	Mpho Ellen Tenza	Winnie Mathebula
Jessica Mbovane	Napo Mdakani	Winnie Maduna
Jessica Chicane	Nasiphi Vukutu	Xolani Calvin Nyauza
Joshua Mgiba	Nathaniel Thebe Sekete	Xongi Praise Valoyi
Kamogelo Baase	Ndinaye Thato Mukhavhuli	Yanga Sikundla
Kamogelo Pitjeng	Neliswa Magwaza	Zama Nhlapo
Kamogelo Phelwane	Neo Unity Motlhale	Zimkita Vukutu
Kamogelo Kgosane	Nomsa Zitha	Ziyanda Mazibuko
Kamogelo Visser	Nomthandazo Sandanezwe	Zubenathi Mzanywa

Catalyst Stories

Below, we share the stories of a few participants. These are just a snapshot of the amazing work that has taken place over the last 06 months. There are so many stories and actions that we are proud of, but unfortunately we cannot capture and print all of them as it would be a much bigger book than we can print.

We are proud of all our Catalyst - all your efforts, the lessons and skills learned as you did your best especially during these times



Bokamoso Leepile

Bokamoso Leepile was born in a village called Sekhing in Taung(North West). He moved to Wentworth Park with his family and later on moved to Luipaardsvlei in Krugersdorp due to personal challenges where he still resides. The 21-year-old describes himself as a simple guy who loves sports and has an interest in tech. His biggest achievement to date was being part of the RCL in his high school and completing his matric.

A challenge faced by many young people from disadvantaged communities is access to information and for Bokamoso this was no different. This challenge hindered him from pursuing a career and studying further. He believes that the lack of knowledge in acquiring skills contributed to him not having the ability to identify a career field and pursuing it. In the beginning of the year 2020, he had set a goal of finding a suitable career to pursue and had planned to do the required research in order to begin his studying journey. His plan was affected by the National Lockdown that saw all economic activity put on hold and thus meant that he needed to pause his plans for a while. This, however, led to him becoming demotivated and he let go of his plans altogether. He heard about the Catalyst program when he was at his lowest during the months of the national lockdown and he describes applying for the program as a leap of faith he took. He trusted that the program would provide the motivation he needed to pursue his goals again.

The Catalyst program ended up exceeding his expectations, as he discovered so much of himself and gained an interest in being financially smart. He now understands the need for multiple streams of income to ensure sustainability, investing and saving money. He says the program also built his confidence and made him believe that reaching his goals is possible. He is actively using the concept of breaking your goals down into three phases and that has made it possible for him to achieve his short term goals this far.

Bokamoso is currently doing an Internship at the Mogale City Local Municipality in Evaluations and is also planning to pursue a qualification in Computer Networking later in the year.

Catalyst Stories

Thato Mukhavuli

Thato Mukhavuli a 23 year old young woman, born and bred in Chiawelo Soweto, where she still resides. Growing up in a community that is plagued by high levels of unemployment and school drop outs, her hope and dream was to complete her high schooling and pursue a qualification in law at a higher learning institution. In 2018, the year she matriculated and dad lost his job, that was a challenging time for her as it meant that she would not be able to pursue her studies. Her family had no income and could therefore not finance her schooling. Her dream of becoming a lawyer had to be put on hold. In 2019, after numerous attempts of finding the required financial backing with no luck, she decided to sign up for short courses and doing part time jobs to finance the courses.

"Through the Catalyst program I now believe in myself and what I have to offer, knowing that success is inevitable because of the skills I obtained."



In 2020, she signed up for the enke Catalyst program and says the name of the organization is what attracted her to the program at first. The Sesotho meaning of enke means to take it and she wanted to find out what the organization has to offer that she could possibly take. Upon hearing what the program is about, she signed up for it and has not looked back ever since.

Thato registered a marketing and events company and with no skills or knowledge on how to run it. She looked forward to the Generate component of the program as she believed it would aid in her growing and running her business to success.

The program helped shape her as an individual she says, it built much more than just her ability to start and run a business. Her confidence improved, she has become more courageous and also understands the value of social capital especially in her business. The Catalyst program helped her improve on her communication skills which she required due to the nature of the business she started. This has helped her in getting companies to work with her because of her ability to sell her brand. She plans to venture into tourism with her business, not only to market the industry but to create access for people from her community with affordable traveling packages.

Catalyst Stories



Sipho Moloi

Sipho Moloi was born and raised in Tembisa and describes himself as a driven and ambitious young man, coming from a community with high rates of unemployment, a lack of access to opportunities to further upskills yourself and high school drop outs the 31 year old struggled in finding his feet after completing his schooling, as he had no direction in how to pursue his goals.

After being home and unemployed for a while he visited a community centre after hearing about it from his peers and hoped that it would provide the necessary direction he believed he needed. The community centre sent him information about the Catalyst program and without hesitation he signed up for the program and was excited to be accepted into the program. The Catalyst program was just what he needed as it provided an opportunity for him to build his skills and provide him with the tools to become more employable. He enjoyed the Navigate component more as it provided him with the practical skills required to pursue and secure employment, the CV building and Mock interviews set him up for success as the skills he gained during this part of the program aided greatly in him securing a job. He is currently employed as a Call Centre agent and believes that the Navigate component made it possible for him to secure his job, which he enjoys.

Through the program he also learned the importance of information sharing through social capital and because of that he now shares opportunities of employment and development for youth in his community through his social media platforms.

Catalyst Stories

Khanyisile Mdluli

Khanyisile Mdluli is a self-motivated 23-year-old, born and bred in the South West Township of South Africa, Soweto. She lives in Protea Glen an area she describes as a good place to grow up in because many young people pursue good careers and make it out and have prospered, this has led her to believe in possibilities.



She is passionate about community development and wanted to volunteer after matriculating so she can learn more about community development and volunteerism, upon learning about enke she thought this would be the perfect place for her to volunteer and gain the required workplace experience. Her main aim was to give back and more of what she has to offer, but upon doing her research she discovered the Catalyst program and realized that it was designed for her and would contribute immensely to her goals and aspirations, setting her up to be better able to pursue her outcomes. The content in the sessions helped her discover herself more, understanding self and others as well as building her confidence and communication skills, she had the opportunity to interact and engage with young people from backgrounds different to hers which taught her more about social cohesion.

Through the Reboot component she states that she discovered herself, she broke out of her shell and realised that her opinion and contribution matters at all times. Her confidence grew and she learned key skills in being able to make her own decisions and identify how to take action towards the goals she has set out for herself. The program helped shaped her thinking and also gave her the ability to identify opportunities that will be beneficial to her growth and further development.

Her goal now is to pursue a career in becoming a Community Development Practitioner, where she will be able to contribute in designing programs that will alleviate social ills in communities.

ACKNOWLEDGMENTS

The enke: Catalyst Program 2020-2021 is made possible by:

We would like to recognize the support and generosity of the following partners who made the 2020-21 enke: Catalyst Program Intake in Kagiso, Inner City Joburg and Tembisa possible:

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E-Squared

Implementation Partners:

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Facilitators:

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Panelists:

Camerin Macfarlane, Luzell Erens, Kulani Maluleke, Nompumelelo Mashoba, Tiisetso Mathodlana and Millicent Makhado.

Excursion Partners:

Digify Africa and Profile CV Builder

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Zayds Transport (Zayd Levin)

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