

2020/2021

enke

Northern Cape

# Catalyst Program

## IMPACT REPORT



enke   
MAKE YOUR MARK

[www.enke.org.za](http://www.enke.org.za)

facebook | instagram | twitter: @enkeMYM

Catalyst

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

## 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 with 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.

[www.enke.org.za](http://www.enke.org.za) | @enkeMYM | #YouthLedChange

# 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 Q1 2020 Quarterly Labour Force Survey it was recorded:

- 43.2% unemployment rate of youth ages 15-34 years
- 41.7% of youth are not in education, employment or training (NEET)
- 63.3% 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

513



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

428



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

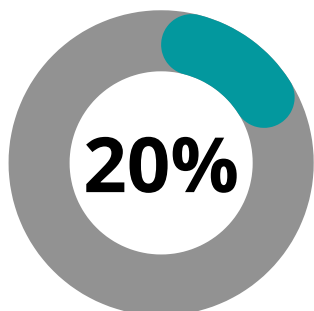
293



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

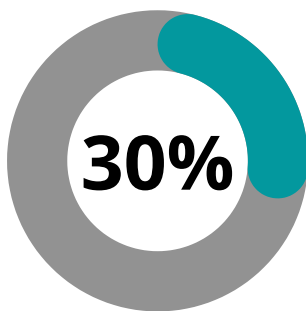
### Outcomes of trained participants by type (enterprise, employment, education/training)

### Achieving desired outcomes during/post training



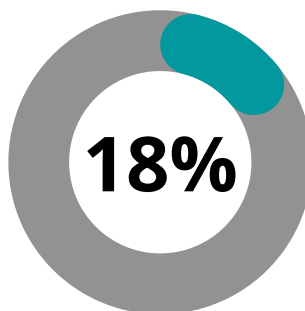
#### Enterprise

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



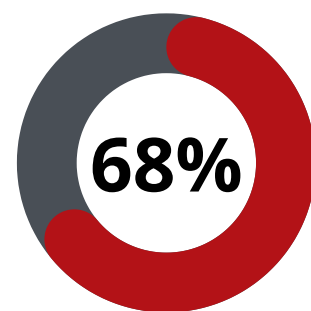
#### Employment

129 trained participants placing themselves in employment



#### Education/Training

80 trained participants pursuing education and/or training opportunities



**293/428 trained participants economically active and engaged in EEET**

### 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.

# Measuring Impact

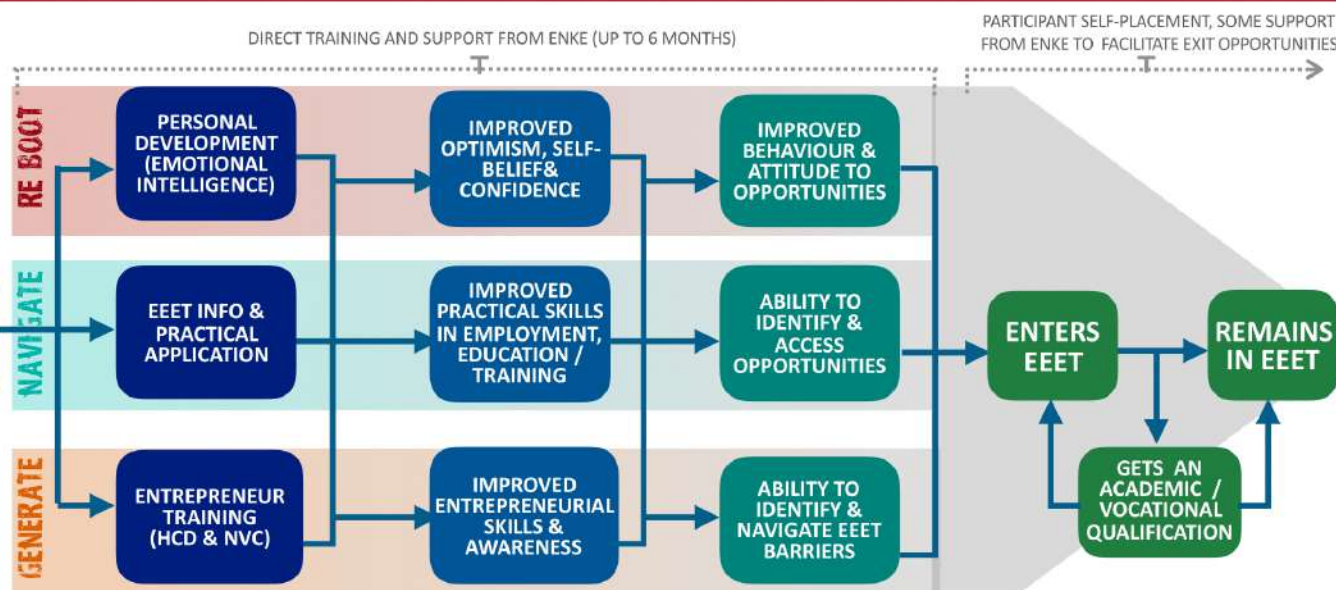
At Enke we are committed to make sure that the work we do has impact and we use rigorous and extensive monitoring and evaluation approaches in all our work. With Catalyst, we work hard to understand the most valuable program aspects & outcomes that for participants, while determining the contribution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

## CATALYST PROGRAM FRAMEWORK

This diagram shows our thinking through and creation of the Catalyst Program as a bridging / pre-startup intervention for youth NEETs caught in the continuum of hopelessness. Our program framework is informed by extensive desktop and fieldwork research, as well as rapid application to test and iterate to ensure that the program is responsive and relevant to the needs of youth.





# 2020 Catalyst Cohort 1 De Aar

The Catalyst Program is run as a series of intakes/cohorts in partnership with local community centers and organizations. 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 1 region within De Aar, with participants coming from different areas, namely; Nonzwakazi Location, Barcelona, Kareeville and Montana.

We registered 34 youth from Nonzwakazi Location, Barcelona and Montana to participate in our 1st Catalyst Cohort in De Aar. We worked with local community partners – such as Emthamjeni Youth Desk, Emthamjeni Mayoral Office, Ethembeni Trauma Centre, Saxola Place of Hope (Lusanda Mfana), The Wave Community Arts program, and De Aar Youth Precinct.

Our weekly Workshops were held at the Hospice Nightangle Hall. The cohort attended workshops on Tuesday and Wednesday, for a period of 6 months.



## 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 further education and employment opportunities. For our first intake in De Aar we were able to partner and work with De Aar TVET, Lead Academy, SEDTA, and the Department of Public Works.

## Congratulations to our Catalyst Cohort 1 De Aar Intake participants who successfully completed training:

Angela Noxolo Makheledi  
Ann-Be-Gail Jo-Ann Peer  
Awonke Marwevu  
Birchleigh Perciville  
Eugene Frances  
Charisa Greef  
Emile Van Wyk  
Gcinikhaya Citani

Ignatius Siphiwo Mtshazi  
Jamie-Lee Muller  
Lerato Xosi  
Lindelwa Marwexu  
Magdelene Wiltshire  
Melikhaya Mrwadi  
Motlalepula Letsoalo  
Natasha Pietro Wishire

Nontsikelelo Tyutyu  
Ntomboxolo Mnqwazi  
Princess Palesa Mmele  
Sandile Chawula  
Sinayo Tokwana  
Siyambulela Sidwell  
Thembani Wayne Minaar



# Catalyst Northern Cape Cohort 1 Intake Results



Impact from 2020 - 2021 program intake

34



Registered and attended Re-Boot Program Component: applied and selected for the program and engaged at least retreat.

25



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

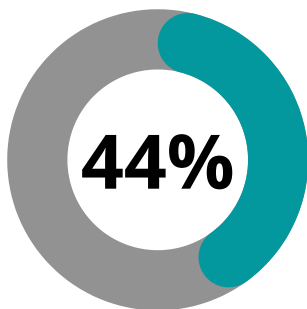
15



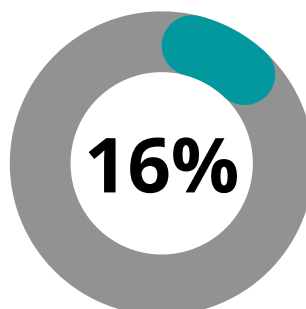
Economically engaged: converted into employment, enterprise, education and/or training

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

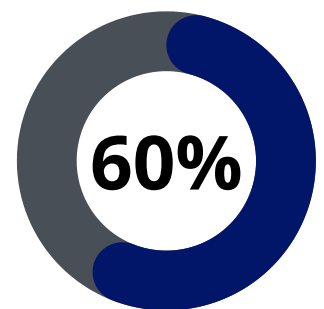
Achieving desired outcomes during/post training



**Employment**  
11 trained participants placing themselves in employment



**Education/Training**  
04 trained participants pursuing education and/or training opportunities



**15/25 trained participants economically active and engaged in EEET**



---

# 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



***"I can now say I am confident and able to express myself in a more confident way"***

## Magdalene Wiltshire

25-year-old Magdalene decided to join the enke Catalyst Program after hearing about it on a local radio station. Her childhood and early adulthood were not easy, and her family have had many challenges. These challenges are her motivation to create a better future for herself.

Magdalene matriculated from Orion High School in 2013. In 2014, she enrolled in college but dropped out because of external influences that made her believe that she needed a gap year. Upon reflection, Magdalene now feels the gap year was not a good idea because she struggled to continue her studies and figure out next steps since dropping out.

For Magdalene, the enke Program came at the right time as the whole world was faced with COVID-19 and she had lost interest in most things and life in general. Catalyst tapped into what she aspired to achieve, which was to have her own beauty parlour business. With the Reboot component, she now understands herself better and is now able to identify opportunities around her. Through the Generate Component, she has gained knowledge on how to start her business.

What she enjoyed most in Catalyst was attending the retreat and the workshops. Through this experience, Magdalene now is connected to a new group of young people that she is likely not to have met otherwise. She appreciates that her new friends and community in Catalyst have vision and have learned how to navigate through similar challenges. Magdalene has decided to pursue her studies before starting a business and is currently doing her N5 in Assistant Management at De Aar TVET College.

# Catalyst Stories

## Jo-Ann Pere

*"I can now say I know about business and I feel more confident and have a better self-esteem and believe in starting my own business"*



Growing up, 25-year-old Jo-Ann struggled with her education and was forced to change schools many times resulting in poor performance. After finishing Grade 12, she struggled to find work. She did a security course in the hope that it would make her more employable, but it didn't help and she continued to struggle.

She was on the verge of giving up when she heard about the enke: Catalyst Program and decided to give it a try. Jo-Ann's dream was to run her own business, but due to societal pressure she thought she should first focus on getting a job. Being in Catalyst has given her renewed belief that her dream of running her own business is possible.

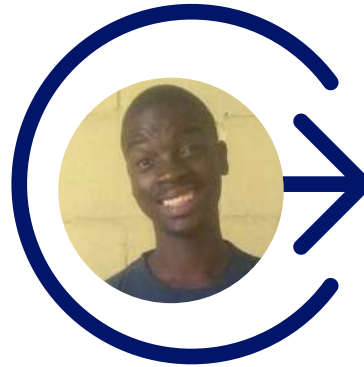
Through Catalyst, Jo-Ann has more faith in herself and focus on her goals. She identified the need for a Day Care Centre in her community as a business opportunity, which she has been able to get started and formally register. The most significant takeaway is that she now knows how to identify opportunities and how to enhance her social capital in order for a business to thrive. "In the past my biggest challenge was not knowing how to go about starting and where to get information. Now I know what to do."

Jo-Ann has been excited to learn about concepts such as grit, growth mindset, self-esteem and social capital. She looks forward to continuing to apply the skills learned from Catalyst in both her personal life and business.

So what's next for Jo-Anne Pere? She plans to continue running and growing her Day Care business and becoming the success she has always dreamed of.

## Siphiwo Mtshazi

*"The program has boosted my confidence and I am more optimistic about life."*



Siphiwo Mtshazi defines himself as a curious and conscious young person. For 24-year old joining the enke Catalyst Program was one of the best decisions he has made in his life. Siphiwo's dream is to become a qualified Social Worker. After completing matric in 2017, Siphiwo had hoped to start with the Auxiliary Worker Certificate Program at Huguenot College. But, he didn't have the funding to pursue his studies and started to lose hope of accomplishing his goal.

This changed with the Catalyst Program. Siphiwo has gained confidence that things will fall into place and is better able to identify opportunities. The program has also sparked ideas on how he can play a more active role in preparing for opportunities that may come his way. For example, he has started to save as much income as possible from his job at a car wash to put towards his realising his academic plans.

The Catalyst Program has helped Siphiwo connect with people from different backgrounds, religions and personalities. This has improved his understanding of people, expanded his social capital, expanded how he sees life as a whole. He has learned how to deal with the challenges he has faced in the past and how to navigate those he may face in the future.

Through the Reboot and Navigate components Siphiwo became aware that he had a high level of communication and social skills. These skills enable him to be open minded and empathetic, which have strengthened his resolve for his desired profession.

Simphiwo continues to save as much money as he can, so that he can fulfil his goal of studying of to become a qualified Social Worker.

---

# Acknowledgments

We would like to recognize the support and generosity of the following partners who made the 2020-21 enke: Catalyst Program Intake in De Aar possible:

**Funding Partner:**

Sibona Ilanga Trust

**Implementation Partners:**

Ethembeni Trauma Centre, Lead Academy, SEDA, De Aar TVET College, Department of Public Works and Hospice Nightingale

**Facilitators:**

Ayanda Khani and Masego Gaserekwe

**Panelists:**

Feziwe Ntozini, Annemarie Mostert and Jacobus Jood

**Excursion Partners:**

SEDA, Department of Public Works and Lead Academy

**Transport Service Provider:**

Msengana Shuttle Services and Sibeko Local Taxi Services

**Individuals who played a critical role in Catalyst Cohort 1 Success:**

Zukile Tom, Ntombizanele April, Ngata Holele, Asanda Xhashimba, Zamokuhle Dlamini, Freddy Makuwa, Prudence Erens, Skhumbuzo Moodaley-Mpisane, Ayanda Khani and Masego Gaserekwe

## ENKE: MAKE YOUR MARK - ORGANISATION FUNDING & IN-KIND PARTNERS 2020







**enke: Make Your Mark**

32 Princess of Wales Terrace  
Sunnyside Office Park  
+27-111-403-1241 / 3  
more@enke.co.za

[www.enke.org.za](http://www.enke.org.za)  
[www.facebook.com/enke.co.za](https://www.facebook.com/enke.co.za)  
[www.twitter.com/enkeMYM](https://www.twitter.com/enkeMYM)

NPC 2010/023851/08  
NPO 132-509  
PBO -9300/37429