

Mastercard Foundation

# Creating Opportunities for All to Learn and Prosper



Young  
Africa  
Works

DECEMBER 2020



# WHO WE ARE...

- The Mastercard Foundation is one of the largest philanthropic institutions in the world, working to ensure that millions of young people in Africa and Indigenous youth in Canada, particularly young women, access quality education, financial services, and dignified work.
- The Mastercard Foundation was established in 2006 through the generosity of Mastercard when it became a public company.
- The Foundation is independent with its own Board of Directors and CEO.

**The Mastercard Foundation seeks a world where everyone has the opportunity to learn and prosper.**



# YOUNG AFRICA WORKS





# YOUNG AFRICA WORKS

- Young Africa Works is the Foundation's 10-year strategy to **enable 30 million young people in Africa to access dignified and fulfilling work by 2030**
- **70% of beneficiaries to be women.**
- The strategy was formulated in consultation with young people, as well as the private and public sectors. It was also informed by the Foundation's extensive work on the continent over the course of a decade.
- **Under Young Africa Works, the Foundation will focus on:**
  1. **Improving the quality of education and vocational training** so young people are equipped with skills employers need;
  2. **Leveraging technology** to connect employers and job seekers; and
  3. **Enabling entrepreneurs and small businesses to expand** through access to financial services.

# Digital Economy Framework: Drivers & Impact

## Drivers

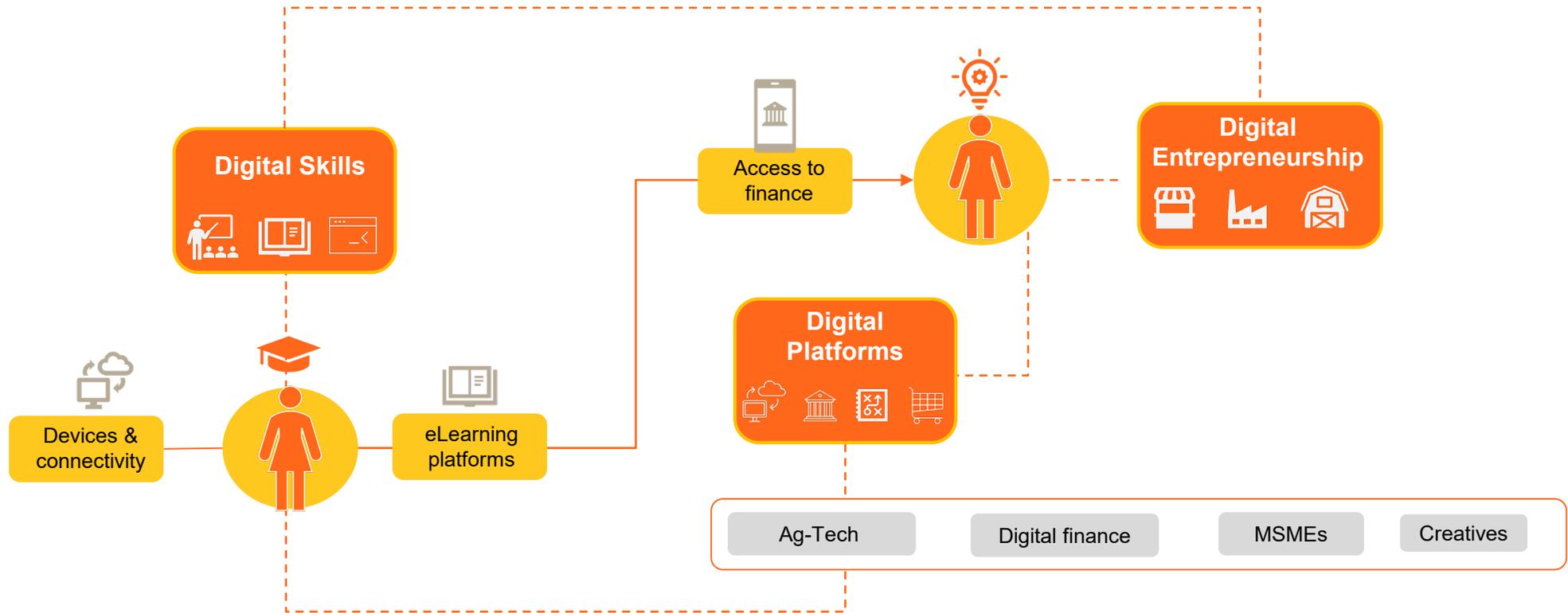
- **Digital skills:** improve employability
- **Digital platforms:** expand work opportunities across sectors and their value chains
- **Digital entrepreneurship:** foster ecosystem of technologies and biz models that deliver dignified work



## Anticipated Impact

- **Exceed our 2030 impact outcomes**, measured in jobs attained, by a 10x multiple using disruptive digital technology design.
- African **digital platforms are optimized to equip millions of young people to access work** and compete globally.
- A **proliferation of innovative and scalable EdTech and e-learning models**, which scale access and quality of education, especially to hard-to-reach youth.
- A **vibrant digital entrepreneurship ecosystem** that brings the digital economy to life with sustainable ventures that produce new services, business models, and local content to boost economic activity and create new jobs.

# Digital Economy Framework: Path of Empowerment



**Drivers**

- Digital skills:** improve employability
- Digital platforms:** expand work opportunities across sectors and their value chains
- Digital entrepreneurship:** foster ecosystem of technologies and biz models that deliver dignified work

# Digital Economy Framework: **Signal Initiatives**

## Current Outreach\*

Digital Platforms: 100k MSEs, 80k SMFs

Digital Skills, EdTech: 12 innovators, 33+ institutions

Digital entrepreneurship: 500+ startups

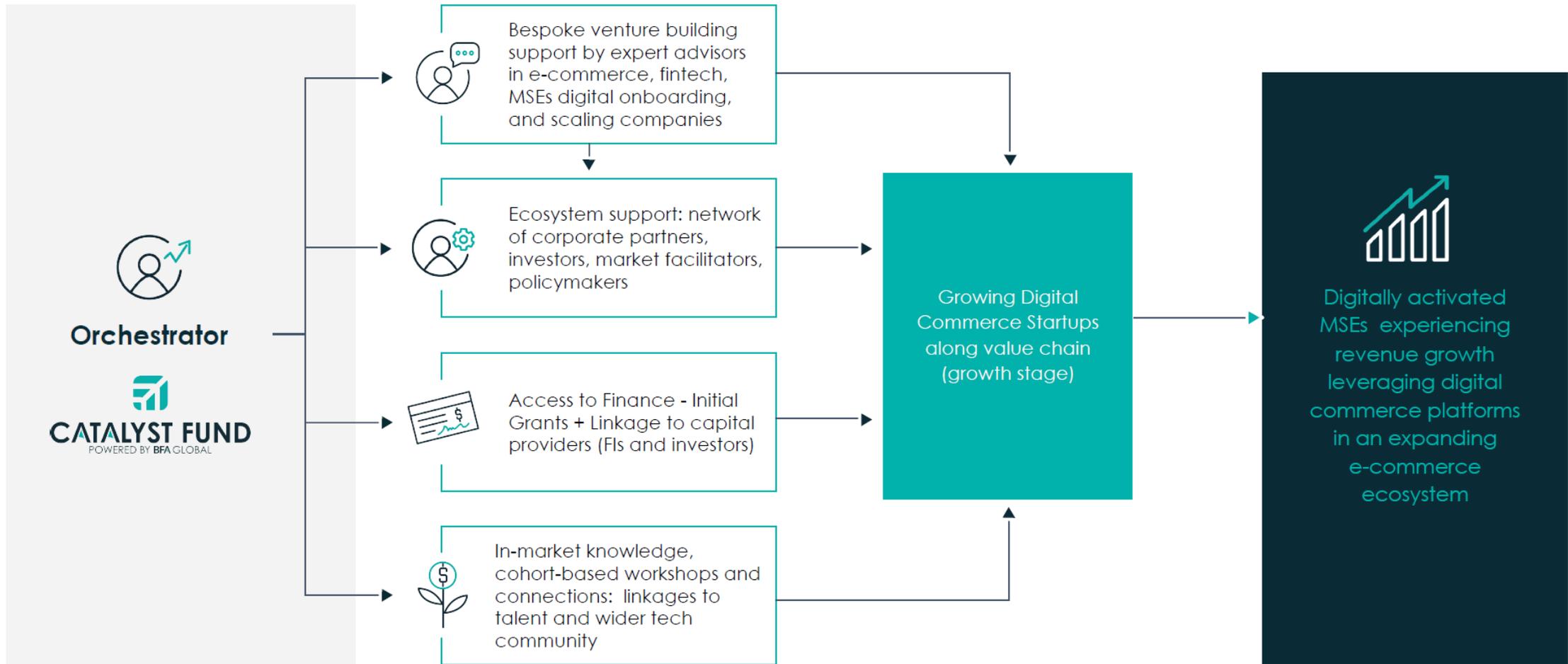
Initiative	Location	Program	Anticipated impact
Learn at Home	Nigeria	CRRP	<b>Continued access to education for K12 learners</b> through a variety of channels: radio, phones and SMS, computers
Scholars Program e-Learning Initiative	Regional	CRRP	Institutional change and resilience; <b>expand access to high quality education to all students (including scholars) within partner institutions</b>
Catalyst Fund Inclusive Digital Commerce Accelerator	Ghana	CRRP	<b>25k informal MSEs scale up and improve resilience</b> through onboarded to digital commerce platforms
Eneza Education	Rwanda	CRRP	<b>Increased access to learning and revision materials for 1M students</b> and improved learning outcomes.

\* Outreach figures not limited to the listed signal initiatives; e.g. “Social Change Factory” initiative in Senegal not listed here targets 500 youth-led startups

# Feature: Catalyst Fund **Inclusive Digital Commerce Accelerator**



Young Africa Works





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Questions?