

Brief Summary:

Project addresses: (The Work is Worship)

The project aims to spread the concept value of work and encourage youth to develop their work competencies according to the need of market through:

- Produce publications and films to promote for value of work and different available work opportunities.
- Establishment a platform for youth and businessmen to raise the issue of employment and create the link between the workforce and the market.
- Cooperating with the Ministry of Manpower and Immigration to establish and activate a youth committee to be part of unemployment issue decision making bodies.

Why "work is worship"

The studies of the Egyptian labour market in the last few years show a enormous mismatch between supply and demand. While many of the newly graduates claim unemployment and that they did not find a job opportunities, claim the entrepreneurs and employers in the other side from the shortage in qualified workers. Many investigations and researches led that the problem not only in the skills of the youth people but also in the desire to work. (Many companies ask for workers without experience to train them claim that insufficient number and sometimes non of the newly graduates accept to enroll).

The studies show that there are problems of misunderstand from both sides:

Young People:

- Are the young graduates really willing to work?
- Do the young people believe in the value of "work"?
- Do the young people know how to get what they dream of?
- Do young people get what they aim to achieve?
- Does what the youth aspire to achieve match the skills, education and capabilities they possess?
- Are youth determined to develop themselves and their capabilities to match the demands of the labor market?
- Do youth know what the job market demands?
- What are the concerns of youth with regard to the role of each of:
 - Government.
 - Civil society.
 - The private sector.
 - Parents.
 - The young themselves.

Enterprisers and employers:

- Do they know how to express their requirements in the job advertising?
- Do they know the effect of the actions they do on the young people?
- Do they really plan for future HR?

From this end, the "work is worship initiative" was launched and disseminated.

The aims are :

- To work for the formation of a healthy forum for young people and through them, in order to discuss important issues affecting their lives, and thus seek to achieve a better life for young people and for Egypt.
- To inform young people about the value of work, how to choose and build their careers in the mean while to give them the chance to transfer their point of view to the employers and interpreters and to understand their requirements in the mean while.
- To help introduce the target group to the importance of the initiative and enhance its ability to reach all target segments, a set of mechanisms, tools and development activities were created to introduce the objectives of the initiative and seek the opinions of youth and businessmen on the gravity of unemployment and the reason why youth are reluctant to take the available job opportunities.

Target groups:

- Young people seeking work from the age from 18 until 30 years and have no experience or skills in the area of Greater Cairo.
- Young people seeking work who have skills and past experience, but have not information about the labor market in Greater Cairo
- Associations working in the field of vocational training and employment
- Labour market stockholders (Entrepreneurs, businessmen, non-governmental organizations, etc.....)

What is the intended impact or result of this project?

1. Disseminate the concept of the value of work between the youth and open a dialogue between them and the businessmen.
2. Raise the youth and businessmen awareness about employment, work force, and create a platform for them to disuse the issue and suggest innovative solutions.
3. Establish, build the capacity and activate a youth committee under the Ministry of Manpower and Immigration to act as an active partner of solving the unemployment problem.

Therefore, the initiative was launched to work for one of the main activities carried out within Sakyet El Sawy, through a monthly event with young people and for young people to solve the problems related to employment and unemployment, and the prevailing concepts. These activities include:

- Art competition to know the young people's conception of the labor market through the experiences they have acquired and inviting a number of businessmen to discuss and evaluate their perception and discuss the problems of entering the labor market and how to solve them.
This competition serves as a bridge to help businessmen know youth and

their views and problems, as well as correct some misconceptions. Thus businessmen can work with young people to find decent jobs suitable for their attitudes, potential, abilities and hobbies.

- Preparing a booklet containing all the artwork done by the youth, tagged with (name of the participant/his or her experience/ hobbies/ official reasons of the art work). This brochure can be used in the circles of business owners, government organizations responsible for the labor market to reach a plan for improving the current situation regarding the employment conditions in Egypt as well as improving youth's views of the labor market in Egypt as well as highlighting their importance.
- Spreading a new concept entitled "My hobby is my job", which highlights the importance of the developing different hobbies to become the youth's main work and source of income through holding an exhibition for their works where the hobby became the job. These include:
 - Handicrafts
 - Art work and embroidery
 - Making confectionaries and various foods
 - Copper formation
 - Silver and silver products
 - The use of local raw materials in music
 - Various sports activities.

List the project's milestones and the activities or events that demonstrate this project

- A committee of young people within the Ministry of Manpower and Immigration to have the capacity to develop plans for the needs of young people, to know the views of young people and to communicate the plans to the Ministry of Manpower and Migration
- Preparing a booklet which includes the drawings, the works done by young people and their opinion on the labor market and the business sector. The booklet shall be used to address the misconceptions among young people towards the business sector and to discuss and work at youth forums and with business people to improve working conditions.
- Spreading the idea of "my hobby is my job" by holding a two-day exhibition in the "Town House – City Center" for people who have different hobbies and who made them their jobs, as well as inviting young people, businessmen and sponsors. Adopting, through the idea of "my hobby is my job", a number of creative people who have a hobby which can become a profession (job).
- Holding meetings and a monthly event for 12 times (9 events in Sakyet El- Sawy and 3 in City Center). These events serve as a forum for young people to express their views on the labor market,

the problem of unemployment and methods of solving it, as well as a forum to meet with businessmen and government agencies concerned with the issue of youth unemployment

- Creating a website, called "Work is Worship" to be a forum for young people to express their views and find solutions to the problem of unemployment, provided that such solutions are innovative
- Making 10 short films about ten occupations (such as carpentry – mobile maintenance – serving meals in restaurants - working in garment factories - etc) provided that each film shows the tools used, the nature of the work for each profession. These films shall be used to educate young people on the professions and must be available on the website.
- Produce brochure for the initiative. The brochure will spread the ideas need to be discussed with the youth and businessmen about the value of work