

## PROGRAMME OVERVIEW

Addis Ababa is one of the fastest growing cities in Africa, but there are significant numbers of people being left behind. Women’s culturally defined roles limit their opportunities and pathways out of poverty and young people are hindered by an urban youth population that is growing faster than job creation. Existing market systems disadvantage or exclude poor women and youth from accessing wage and self-employment opportunities. The result is sustained high levels of poverty and disgruntled youth, which fuels social instability.

The Livelihoods Improvement for Women and Youth programme aims to contribute to sustainable poverty reduction and social stability in Addis Ababa by increasing incomes through improved wage and self-employment opportunities, primarily for poor women and youth.

### PROGRAMME TARGET



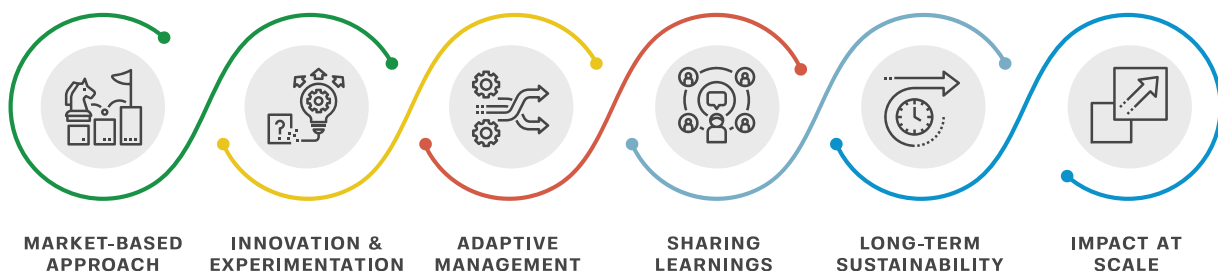
## OUR APPROACH

Our approach starts with identifying the root causes of market failure that disadvantage or exclude poor women and youth from wage and self-employment opportunities. We take time to understand business and government capabilities, individuals’ attitudes, economic and social relationships, power relations and institutions, and the rules and social norms that influence behaviour. We identify private companies and public institutions with the incentive and ability to deliver change.

Working in partnership with public and private actors, we catalyse innovative market-based solutions that have the potential to impact large numbers of poor women and youth. Our aim is to make market systems work better for our target group, while demonstrating benefit to public and private actors that play a role in the systems to ensure local ownership and sustainability and continued improvement beyond the programme period.

Our approach involves experimentation and learning rapidly from failures and amplifying successes. We share lessons learned and best practices to encourage involvement of other market actors to scale solutions and develop new innovations to maximise impact for the target group.

### CORE PRINCIPLES OF OUR APPROACH



## WHAT WE DO

<p>Establish linkages &amp; dialogue between different actors</p>	<p>Engage in direct research &amp; advocacy</p>
<p>Provide technical assistance to develop new models</p>	<p>Improve capacity of market actors</p>
<p>Share financial risks to kick-start &amp; test innovative models</p>	<p>Share lessons learned &amp; best practices</p>

## FOCUS SYSTEMS

We work in four interrelated market systems, which were selected based on their relevance to poor women and youth, the opportunity for positive impact, and the feasibility of intervention.

<p><b>LABOUR SYSTEM</b></p> <p>Improving access to better paying wage employment</p>	<p><b>MICRO &amp; SMALL ENTERPRISE (MSE) SYSTEM</b></p> <p>Reducing barriers to business entry and growth and stimulating innovation</p>	<p><b>MEDIUM &amp; LARGE ENTERPRISE (MLE) SYSTEM</b></p> <p>Creating more and higher paying jobs through growth of medium and large manufacturers</p>	<p><b>SKILLS SYSTEM</b></p> <p>Improving skills development to unlock wage and self-employment opportunities</p>
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To learn more about the LIWAY programme and our latest updates and insights, please visit [www.liway.org](http://www.liway.org) or contact us at [info@liway.org](mailto:info@liway.org)

Consortium Partners