



Annual Report 2017

Partnerships Create Jobs for Women

Contents

Message from Pfc's Founder	3
This is Pfc	4
Partnerships for Development	6
2017 in Numbers	8
Some Highlights	9
Our Work in Ethiopia	10
Our Work in Myanmar	12
Spotlight on Vocational Training	14



Thank you to our partners in 2017:

Main cooperation partner: Formuesforvaltning AS **Pro bono partner:** Law Firm BA-HR AS

Financial partners: Erna and Knut Eng's Children's Foundation, Ivar S. Løge Foundation, Pecunia AS, Biscaya AB, Et Rikere Liv Foundation, Ringgården AS, private donors.

Project partners in Myanmar: GIZ, IFC, Rotary, Southern Shan Tour Guide Association, Myanmar Hotel Association, Ministry of Hotels and Tourism, Ministry of Agriculture and Irrigation, Ministry of Environmental Conservation and Natural Resources, Nyaung Shwe Municipality, ICEI, DEAR Myanmar, Ministry of Education, Luxembourg Development, Novotel, Xynteo, Unilever, Yangon Bakehouse.

Project partners in Ethiopia: Best Day Care, Jimma University, Ministry of Education, Ministry of Women and Childrens Affairs, Womens Health Association of Ethiopia, Tebita Ambulance Service, Run Africa Athletics Sports Club, Reflectil AS, Ethiopian Traffic Manage Office, WISE, African Mosaïque, Makeda Zeleke, Siiqqee Women's Development Association, Good Samaritan Training Center.

Five Years Working for Social Change



PfC celebrated its fifth anniversary in 2017. In reality, we started already in 2010. Our motivation has all the time been to create social change through awareness-raising and cross-sector collaboration.

It all started with a desire to bring social change agents to Norway, like the European Venture Philanthropy Association, Ashoka and Acumen, as well as funds focusing on social impact investments. As a participant in the annual Skoll World Forum in Oxford, where philanthropists, business representatives, investors and social entrepreneurs meet to inspire and help each other, I met people sharing the same goal of creating greater social and environmental awareness through cross-sector collaboration. We wanted to bring together Norwegian institutions and individuals with the same mind set, and to inspire the building of new and dynamic networks also here at home.

We hosted our first conference in 2011, at the Norwegian Opera House. It was a great success. 800 people attended, and many of them reported that the conference had led to significant changes in the way they conducted their business. Moreover, they had forged new and important partnerships. For five years the PfC conference was an important annual event, with participants from all over the world, resulting in multiple new partnerships.

In 2012, PfC was established as an NGO. At the same time, we launched our first projects in Myanmar. Our work there is based on a cooperation agreement with the Ministry of Tourism, and we have carried out several sustainable education and vocational training projects. We remain focused on projects aimed at the development of sustainable tourism. In 2017, we were registered as an international non-governmental organisation (INGO) in Myanmar.

In 2015, we expanded into Ethiopia. We now have several important projects there in cooperation with local partners. Our partners are local entrepreneurs and local and Norwegian companies. Together we help women and youth become financially independent and develop sustainable societies –economically, socially and environmentally.

At the same time, we changed our strategy. After five years of organising large, international conferences, we are pleased to see that the engagement we hoped to foster is in full bloom. Social entrepreneurship, innovation and social investing now regularly appear on the agenda in relevant

fora and arenas for cooperation here in Norway.

In our new strategy, we focus on helping women and youth achieve financial independence. We spend our energy on concrete projects in two countries: Ethiopia and Myanmar. Both countries are experiencing economic growth. Both countries have talented and strong women with a strong desire to help build their own sustainable communities. Through financial, operational, and strategic support in the areas of education, job creation and business development, we work together to create social change. Central to our work is the creation of new partnerships between the business community, both locally and in Norway, local entrepreneurs and the government.

Ingrid Stange
Founder and Board Chair

New Roles for the Non-Profit Sector

PfC's collaboration with the Norwegian company Reflectil demonstrates how the non-profit sector can take on new roles in international development cooperation – as a promoter of new initiatives, as a door opener and as an experienced partner for the business community in an exploration and establishment phase.

PfC staff members, with several years of experience from development projects in Ethiopia, have seen that the country has a great need for reflective products. There is a lack of street lighting – even in cities. Cars share the road with pedestrians, shepherds that are out with their flock, donkey carts and bicyclists. According to the World Health Organisation (WHO), Ethiopia loses approximately 65 million dollars per year as a result of traffic accidents. The victims are mostly pedestrians and public transportation passengers in the age group 18-30 years old. Lack of visibility is one of the main causes of the high accident rate. Even so, there are no regulations or awareness about the importance of using reflective products. Reflectil produces high visibility

products designed to protect personal life and health. The production is located in low-cost countries, where the livelihood of many people is affected by choices that are made. This means that Reflectil as a company is exceptionally well positioned to make a difference in a positive direction for many people. Today, Reflectil's production takes place in China and Portugal, and if it had not been for PfC they might never have turned their eyes towards Ethiopia.

PfC's Initiative

PfC contacted Reflectil in 2015 and pitched the idea of starting production of reflective products in Ethiopia. They immediately liked the idea, and together with PfC, Reflectil's management visited Ethiopia in 2016 to assess the situation. This resulted in a desire to conduct a feasibility study to explore the possibility of starting production in the country, and in 2017 Reflectil was awarded a grant from Norad under the Enterprise Development for Jobs scheme to conduct such a study. The study was conducted in 2017 as a joint effort by PfC and Reflec-



Managing director and owner of Reflectil AS, Petter Høgvard, accompanied by PfC's consultant Birikit Terefe during a visit to Ethiopia.

til, and on the basis of its findings Reflectil has now decided to further examine the possibility of starting up production in Ethiopia for the domestic market.

Effective Mapping

Ethiopia's competitive advantage has in recent years resulted in several leading textile companies deciding to move all or part of their production from Asian countries to Ethiopia, including Hennes & Mauritz and Adidas. – Ethiopia is an exciting and fascinating country where measures taken by the Government have led to strong economic growth in a short time period. Things are happening very quickly, and the textile industry is one of the main growth sectors. The availability of labour is great and low costs make the industry very competitive. Taken together, this will lead to new opportunities for a great many among Ethiopia's poorest population, says managing director and owner of Reflectil, Petter Høgvard. The most important barrier to the establishment of a new business is often not having the right people.



"If it had not been for PfC, Reflectil would not have been exposed to such a new and exciting opportunity"
Petter Høgvard



– Pfc has, through its presence on the ground and its established network, made sure that the process of exploring new opportunities in Ethiopia has been implemented in an effective way. If it had not been for Pfc, Reflectil would not have been exposed to this exciting new opportunity or been able to evaluate its commercial potential in such a structured and effective way, says Høgvard.

New Modes of Cooperation

With several years of local presence and well-developed connections, non-profit organisations have an expertise that the private sector can benefit from. It is often challenging to come to a new country and a new culture with a desire to start a new business.

– Our collaboration with Reflectil illustrates that partnerships between the non-profit and the private sectors can be something very different than businesses just providing direct financial support to an organisation. In this case, the transfer of expertise and local knowledge are key elements in our partnership. Our starting points and missions are different, but together we can double our impact – at least, says Pfc’s Chief Executive Officer Anne-Karin Nygård.



Reflective vests are among the products being considered for the Ethiopian market.

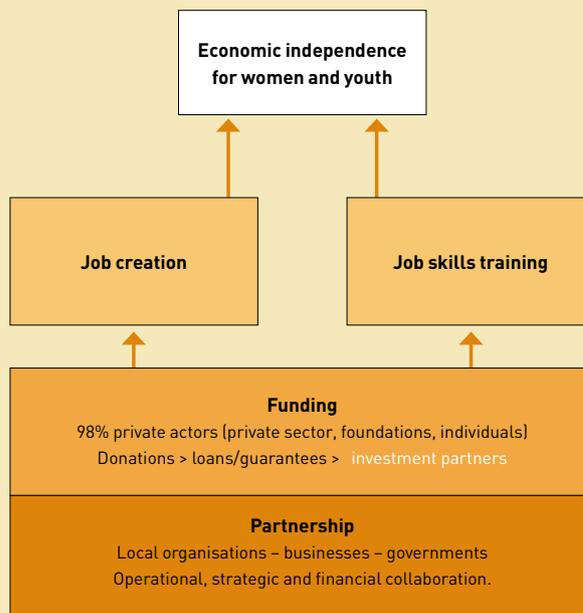


Fig. 1

Pfc’s Model and Activities

Partnership for Change is a driving force for closer cooperation and new methods in international aid and development work. We operate on the basis of our own model for sustainable development (fig. 1) and have since we started in 2012 seen that this method leads to sustainable solutions for individuals as well as local communities. The method is based on social innovation and close collaboration across different sectors. We believe in targeted solutions and investments with clear sustainability criteria - not only in an economic sense, but also socially and environmentally.

Our activities are mainly funded by the private sector. Our partners play an important role in our work – not only financially, but also through sharing expertise and networks.

Pfc’s head office is in Norway, while our projects are in Ethiopia and Myanmar. Pfc is registered as a foundation in Stiftelsesregisteret (the Norwegian Foundation Registry), and is a member of organisations such as the European Venture Philanthropy Association (EVPA), Asian Venture Philanthropy Network (AVPN), Frivillighet Norge (the Association of NGOs in Norway), Hovedorganisasjonen Virke (the Enterprise Association of Norway) and the Norwegian-African Business Association (NABA). Pfc has consultative status by Economic and Social Council (ECOSOC), UN.

UN sustainable development goals: Pfc focuses on the following sustainable development goals in its operations:



Cooperation across Sectors

Cooperation with local social entrepreneurs and local businesses is an essential part of PfC's operational model. One example is our partnership with the private ambulance service Tebita Ambulance in Addis Abeba. Together we have started East Africa's first paramedic training programme.

Together with our partner, Tebita Ambulance Pre-Hospital Emergency Medical Service, PfC has established a new one-year training programme for paramedics, Tebita Paramedic College. Tebita is one of several local private partners that through their participation help ensure that our projects support the local business community and are designed to meet local needs. In 2017, the curriculum for the training was developed, all necessary licenses were secured and procurement of equipment and material was made. The admission of students was completed by the end of the year and the first classes will start in 2018.

This is the first paramedic training programme in Ethiopia, and it has been accredited by the government to award a Certificate of Competency in this subject area. This means that anybody working as a paramedic in Ethiopia must pass an exam at the centre to obtain the necessary publicly approved licensing.

Solving a Problem for Society

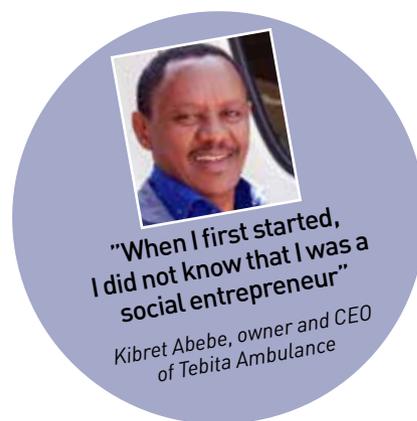
The lack of professionally trained paramedics in Ethiopia is one of the main reasons the quality of pre-hospital services in Ethiopia

is very poor. There is also a lack of knowledge and awareness in the general population about the importance of immediate and adequate treatment when accidents occur. Surveys indicate that less than ten percent of those in need of emergency care are transported to a treatment centre in an ambulance. Many are left alone without supervision, or are taken to a treatment centre in a regular car or taxi without any professional help.

The founder and owner of Tebita Ambulance, Kibret Abebe, is a well-known social entrepreneur in Ethiopia. He is trained as a nurse and worked for 17 years in an emergency room. It was this experience that led him to save up money for ten years, sell his house and risk everything to establish the country's first private ambulance company in 2008.

– At the emergency room we handled almost on a daily basis cases where the fate of the patient would have been completely different if they had received immediate care on their way to the hospital. The majority arrived at the hospital on foot or in a private car, says Abebe.

Since it was first established,



Tebita has saved 55,000 lives, and it is not only those who can afford to pay that get help. By providing services to companies and others that have the ability to pay, Tebita can offer its ambulance services to the poor for free.

– The wealthy are subsidising those who cannot afford to pay for themselves, says Abebe and shows videos of how the company's top modern ambulances drive into the slums of Addis, and the personnel – often having to run on foot with the stretcher quite far in areas without roads in a drivable condition – carry out sick people



Classes have started at Tebita Prehospital College. Here PfC's CEO, Anne-Karin Nygård, meets some of the students.

who otherwise would not have had access to medical help.

Saving Lives in Different Ways

Tebita Ambulance currently has 85 employees – most of them are also recruited from the slum, trained and taught internally by the company. It is a challenge to find enough qualified staff in a country where no such training exists today. It is on this background that Tebita and PfC decided to work together to establish the new training programme.

– In this way we are not only saving the lives of those who are sick. We are also saving the lives of the people we hire and their families, says Abebe. 16 students will start their training in 2018 –

half of them women and all from poor families.

Kibret Abebe and Tebita Ambulance is a very good local partner for PfC.

– Kibret is a true social entrepreneur; he is innovative and helps find solutions to important challenges in Ethiopian society. He creates jobs and takes a social approach to everything he does. When we were given the opportunity to cooperate with Tebita to establish a vocational training programme, it was an easy choice, says PfC's Chief Executive Officer Anne-Karin Nygård.

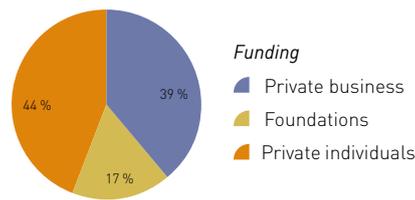
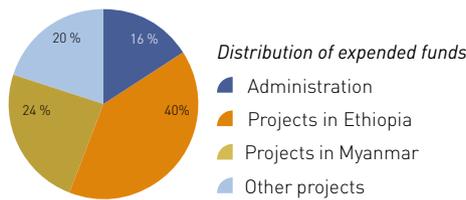
It is a contribution from the Ivar S. Løge foundation that is being used to fund this work.

Facts

Tebita is Ethiopia's first private provider of ambulance services. The company was founded by Kibret Abebe in 2008. Abebe has more than 25 years of experience from the Ethiopian health sector.

Tebita is licenced by the health authorities in Addis Abeba.

The company has been officially authorised to run Ethiopia's only training programme for paramedics.

**Key figures 2017**

Funds procured

11,6 million NOK

Funds used

10,1 million NOK

Number of employees per 31.12.2017

5

Full-time employee equivalents

4,7

Project overview and participants in Myanmar

Project	Partner(s)	No. of participants
Inle Speaks Community Skills Development Project	GIZ, IFC, Rotary, Southern Shan Tour Guide Association, Myanmar Hotel Association, Ministry of Hotels and Tourism, Ministry of Agriculture and Irrigation, Ministry of Environmental Conservation and Natural Resources, Nyaungshwe Municipality	455
Civil society capacity building		
Bamboo handicrafts training		
Samkar sewing project		
Tour guide training		
Computer training		
Vocational English		
Entrepreneurial training		
Lwe Nyein sewing training		
EPIC - Economic Promotion of Inle Communities	ICEI, DEAR Myanmar	Startup 2018
Nyaungshwe Hospitality Certificate	Ministry of Hotels and Tourism, Ministry of Education, Luxembourg Development, Novotel	49
English for Youth in Tourism	Ministry of Hotels and Tourism, Myanmar Hotel Association	52
Xynteo - Village of the future	Xynteo, Unilever	50
Yangon Bakehouse - English training	Yangon Bakehouse	20
TOTAL		626

Project overview and participants in Ethiopia

Project	Partner(s)	No. of participants
Vocational training for young women	Good Samaritan Training Center	178
Secure girls' schooling and mentoring programme	Siiqqee Women's Development Association	119
Construction and development of vocational training center	Siiqqee Women's Development Association	Startup 2018
Strengthening young designers	African Mosaïque	10
Support for young talented designer	Makeda Zeleke, African Mosaïque	1
Scaling up weaving mill	Women's Health Association of Ethiopia	130
Competence building of women for access to the labor market	WISE	200
Study to explore the possibility of production of reflective products	Reflectil AS, Ethiopian Traffic Manage Office	Sample production starts spring 2018
Training of young talented runners	Run Africa Athletics Sports Club	68
Training programme for paramedics	Tebita Ambulance College, Tebita Ambulance Service	16
Establishing child care centres	Womens Health Association of Ethiopia, Good Samaritan Training Center, Best Day Care, Jimma University, Ministry of Education, Ministry of Women and Children Affair, Technical Vocational Education and Training (TVET), German Cooperation Agency (GIZ)	Education starts in 2018
Establishment of the first national training program for personnel training		
TOTAL		722

Some Highlights From 2017

Consultative Status with ECOSOC

Two years ago Pfc applied for consultative status with the UN's Economic and Social Council (ECOSOC). ECOSOC is the UN organ dealing with social and economic development issues, and it handles the status of non-governmental organisations within the UN system. It took some time to get the application approved, but in July 2017 Pfc was granted consultative status. This means that we can send representatives to conferences and meetings at the UN as observers and we can submit written comments and opinions within our area of expertise. We see it as an important recognition of our work that Pfc was granted consultative status after only five years of being in operation, and look forward to engaging more actively with relevant UN agencies.

Norad Support for Business Project



Pfc's activities are mainly funded by the private sector – companies, foundations, and individuals. In 2017, however, Pfc was for the first time awarded a project grant from Norad. We see this as an important supplement - not only in a financial sense, but also

when it comes to promoting closer cooperation across the private, non-profit and public sectors. The project receiving the grant was developed in cooperation with Mester Grønn AS, Norway's leading chain of flower shops, and includes funding for the establishment of a business in Ethiopia where marginalized women will produce baskets using traditional weaving techniques. The baskets will be exported to Norway and sold in Mester Grønn's stores all over the country.

Local Authorities Take Over Vocational Training School in Myanmar



It has now become clear that the vocational training school Nyaungshwe Hospitality Certificate (NHC), which today operates out of Pfc's offices in Nyaungshwe, will move to a school owned by the government. This means that the students' costs will be covered by the government and they will receive three free meals per day and free housing. Even more important is the fact that they will receive a certificate from the Ministry of Education, which will increase their value in the job market both locally, nationally, and internationally.

Recognition of Pfc in Myanmar

In 2017, Pfc was granted status as an international organisation in Myanmar. This is difficult to obtain and will lead to a simplification of some of the processes required to establish and implement new development projects in the country.

Green Light for Early Child Care in Ethiopia



In 2017 it was decided that Pfc in collaboration with the Ethiopian government and the Montessori Foundation of Norway will establish a network of child care centres in Ethiopia for very young children (0-4 years old). The curriculum has already been developed, and in 2018 an online training course will be launched. Later in the year, five pilot day care centres are scheduled to open their doors. The involvement of the Ethiopian government means that our initiative may lead to the creation of a nation-wide public network of day care centres. This would be of great significance for the promotion of women's participation in the formal economic sector. Pfc has secured funding for the project from the Ivar D. Løge Foundation.

Women constitute a marginalised and vulnerable group in Ethiopia. One of the main reasons is that they have not been part of the country's labour force and therefore have not achieved social and financial independence. PfC's projects are designed to create new opportunities for women. In cooperation with our partners, we offer women access to relevant vocational training and we help create jobs by investing in businesses and female social entrepreneurs.

An overview of all our projects can be found on page 8.



"This opportunity has given me hope, and in addition to the vocational training, I have learnt about business development and entrepreneurship"

*Yimeyashu Egziobher,
hair dressing trainee*

The Good Samaritan Training Centre (GSTC) is located in a very poor neighbourhood on the outskirts of Addis Abeba. Most of the women recruited to the project are single unemployed mothers with minimal or no income. Many of them are forced to leave their children with relatives or others.

At GSTC the women receive six months of vocational training in textile production and sewing; hair dressing; or food preparation and catering. As in all of our projects for this target group,



Through close cooperation with the local business community, founder and head of GSTC, Elizabeth Abebe, is able to ensure that the training is relevant and that companies recruit its graduates. Here she is together with the HR Director of Asbem Garment, Yohannes Worku.

A path to Employment

The vocational training programme we offer in cooperation with the Good Samaritan Training Centre is one of our longest-running projects in Ethiopia. It provides marginalised women and single mothers with relevant vocational skills. At the same time, this project is an example of PfC's holistic approach when it comes to dealing with the many challenges confronting women who are outside the formal job market.

participants also receive instruction in so-called life skills. This includes basic knowledge about health issues, such as sexual and reproductive health, nutrition and personal hygiene. They also attend classes in entrepreneurship. In 2017 178 women received training at GSTC.

The women are sought after by local businesses when they complete their training. All of the students are offered a job or start their own business after they graduate. Close cooperation between GSTC and the local business community contributes to these excellent results – not least because the training can be designed specifically to meet local needs. GSTC has developed

a close relationship with the textile manufacturer Asbem Garment among others. There the women specialising in textile production and sewing get a one month internship. In addition, the company, as part of its social responsibility, provides material and equipment that is used during the training.

For those who are not able to join the job market, the reason is mainly lack of child care or that they do not have access to financing to start their own business. In order to help improve the situation, PfC and GSTC will now establish a day care centre in the area and start a new loan programme.



«I want to
change Ethiopian
design.»

Makeda Zeleke has stood out in the world of Ethiopian fashion. Now her work is being shown on the catwalks, not only in Ethiopia but also in Europe and the US.

Ready for the Catwalk in Paris

Makeda Zeleke is a promising fashion designer. With the support of PfC, she has created her own 2018 collection which is being shown both in her own country and in the fashion capitals of the world.

25-year old Makeda Zeleke has created her own brand, Elzamak Design, developing fashion designs based on traditional, Ethiopian textiles and embroidery done by hand. Her goal is to create modern clothes rooted in tradition, and her work has received a lot of attention. She has, among other things, been selected to show her work in Paris in early 2018 together with a group of established Ethiopian designers. PfC came in contact with Makeda when she participated in our project Empowering Young Designers in 2016. She is also one of ten talented designers who were selected to participate in the project African Mosaïque Fashion Incubator which PfC organised in cooperation with our

partner African Mosaïque in 2017. There Makeda and the other, young designers learnt how to build a business and develop a collection. They also learnt about the fashion industry and met industry representatives. At the end of the project, Makeda won the award for the best collection and the best business plan.

– My participation in the incubator programme has had an enormous impact – not least I now have a lot of valuable knowledge about the business part of working as an independent designer. In addition, I have gotten new ideas about how to further develop my own design. It really opened my eyes, says Makeda herself.

Our support for Makeda – both through the incubator programme and direct economic and strategic support - is an example of how PfC also works with individuals and entrepreneurs in projects of various sizes.



Makeda Zeleke's design has received a lot of attention.

Myanmar is facing important challenges on the road to achieving stability and economic development after several decades of military rule. Our programmes in Myanmar are designed to contribute to the rebuilding of the country. PfC currently has projects in the Inle Lake region and in Yangon. Our work is centred on education and training and we also act as an investor and help fund new businesses. In Myanmar we have, through partnerships with other organisations, relevant public authorities, and the local business community, a special focus on projects promoting environmental sustainability and tourism as a growth industry.

An overview of all our projects can be found on page 8.

The area around the Inle Lake is Myanmar's second largest tourist destination. The tourism industry in the area has a large potential for economic growth, and there is more and more focus on the need to include everybody, not just a few, in this process. In particular, there is growing awareness of the importance of involving local youth in the new opportunities that are being created. Even though the number of job openings is steadily growing, local youth lose out when faced with competition from qualified candidates coming from the outside. The EPIC project, which Pfc runs in collaboration with the local civil society organisation Inle Speaks Community Skills Development Centre (ISCSDC) and the Italian



As a result of the EPIC project, more people will be included in Myanmar's economic growth.

Tools for Economic Development

Concentrated work is necessary to ensure that economic growth is inclusive and in harmony with people, culture and the environment. This is the case for the EPIC project, one of Pfc's main projects in the Inle Lake region.

organisation ICEI (*Istituto Cooperazione Economica Internazionale*) seeks to improve this situation. The target group are people from the villages in the Inle Lake region where there are currently few or no activities linked to the tourism industry.

The project is characterised by a holistic approach, and activities include support for new businesses, development of new products for the tourist market and capacity building in the areas of responsible tourism, environmental sustainability and good agricultural practices. In addition, the project supports the establishment of local tourism committees as a way of making sure the local population is fully involved in relevant decision-making processes and also focuses on marketing of the area as a new tourist destination. This will among other things include the development of an interactive app promoting sustainable tourism and the creation of a separate

brand with an environmental and social sustainability profile.

The project has a strong focus on the inclusion of marginalised and poor people from the Inle Lake region and also has a special focus on increasing the participation of women.

Through cooperation with local authorities, the local business community and civil society, the project promotes a holistic and inclusive approach to socio-economic development.

One of the partners in the project, ISCSDC, is a local civil society organisation that was established by Pfc and the local tour guide association. ISCSDC contributes to this and other projects with knowledge that currently does not exist locally. Specialised English, computing, tour guiding, entrepreneurship and sustainable business practices are among the classes offered by ISCSDC. These skills will help enhance participants' opportunities in the job market.



ISCSDC's projects focus on tourism and protection of the environment on and around Inle Lake. Quiet Boat is a project seeking to develop quiet engines in order to protect the fauna in and around the lake.

Civil Society Capacity Building

Myanmar's civil society is being rebuilt after decades of inactivity. PfC has, together with local partners, facilitated the establishment and development of the local non-profit organisation Inle Speaks Community Skills Development Centre.

Inle Speaks Community Skills Development Centre (ISCSDC) was established in 2013 by PfC in cooperation with the local tour guide association in the Inle Lake region. ISCSDC is registered as a local non-governmental organisation (NGO) and has become PfC's most important local partner in Myanmar.

By providing financial, strategic and operational support to the establishment and development of ISCSDC as an independent organisation, we have at the same time created what has become for us an important local partner. Relations between PfC and ISCSDC are close. We share offices in Nyaungshwe, and work together on many of the projects in Myanmar that PfC is currently involved in. At the same time, ISCSDC has its own projects where PfC does not participate directly in day-to-day operations.

The organisation concentrates on capacity development in the local community in Nyaungshwe and the area around Inle Lake, with projects focusing on protection of the environment, training of tour guides and marketing and branding of Nyaungshwe and Inle Lake as tourist destinations.

In light of PfC's belief in cross-sector cooperation, it is a natural goal for us that we want to contribute to the development of a strong civil society sector in Myanmar. Strong local organisations are important for local communities, and also as partners that can ensure that PfC's projects are based on local needs. ISCSDC has extensive knowledge about local needs, especially when it comes to how tourism can contribute to economic development. The organisation also has a broad and valuable network which makes it an attractive part-

ner, not only for PfC, but also for local authorities and other international organisations.

The goal for the capacity development of ISCSDC is to further strengthen the organisation and increase its attractiveness as a partner. The long term objective is that ISCSDC will strengthen its position and become financially and operationally independent.



«After the English training, I can provide better service to foreign tourists»

Mon Yee Aung (24)

In cooperation with our partners, PfC has several vocational training projects in Ethiopia and Myanmar.

Our projects provide training in occupational fields for which there is a high demand in the local community and include so-called life skills training (basic knowledge about personal health and society).

We work with the local business community to make sure students get practical experience and later jobs.

We also look for solutions to obstacles in other areas that for some reason prevent participants in our projects from joining the formal labour market.



Close cooperation with local businesses helps to ensure that our students are being sought after in the local job market. All graduates from the vocational training school Nyaungshwe Hospitality Certificate in Myanmar were able to get an internship at the Novotel in the Inle Lake region.

We make sure our participants reach their goal

Offering a vocational training programme is one thing. Offering relevant training and at the same time constantly working to address challenges participants meet along the way as they try to enter the job market, is something entirely different. For PfC, a holistic approach is the only possible solution.

Together with our partners we run different vocational training programmes in several occupational fields in both Ethiopia and Myanmar. When PfC enters into local partnerships to establish vocational training, there are certain conditions that have to be present. First of all, the training has to be relevant for the local labour market, and it has to be directed towards women and youth who otherwise would have no other alternatives.

One example of this is the vocational training school Nyaungshwe Hospitality Certificate (NHC) at Inle Lake in Shan state in Myanmar, which we established in 2017. The project was developed in close cooperation with the local business community and the departments for tourism and education.

Partnerships

Seven years after the country started lifting the restrictions on tourism, the effects of being “a new

destination” have begun to fade. Myanmar has to compete with its more advanced neighbours, popular tourist destinations like Thailand, Malaysia, and Vietnam.

Even if tourism creates many good jobs, the youth unemployment rate in the area around Inle Lake is high. This is mainly because the young do not have the skills employers want. NHC will therefore have a direct and immediate positive impact on both local businesses and resi-



The vocational training school Nyaungshwe Hospitality Certificate operates in close collaboration with the local business association and the departments for tourism and for education.

dents around Inle Lake. The fifty students at the school are recruited through PfC's local network. 100 percent of the students are guaranteed to get an internship, and the goal is that everybody will be employed before the next tourist season.

“Made to measure”

The model and the curriculum have been developed by PfC and our partner LuxDev (Luxembourg's agency for development assistance). The training is designed to meet the specific needs of the Inle Lake region and consists of six months of classroom teaching, followed by three months of internship in one of Inle

Lake's upscale hotels. The project demonstrates how vocational training adapted to local needs in collaboration with local businesses can contribute not only to competence building but also lays the foundation for financial independence as participants become employed.

Early Child Care

In our vocational training project in Ethiopia, we have seen that our students face many challenges beyond the lack of relevant professional skills. The percentage of youth and single mothers is high, and many women are forced to reject job offers because they do not have access to child

care for their young children. There is currently no public child care available in Ethiopia for children younger than three years old. The lack of support structures prevents women from working, and they risk falling back into the poverty trap. In cooperation with several partners – among others the Montessori Foundation of Norway and Ethiopian authorities, PfC therefore in 2017 started the groundwork to establish six pilot early child care centres in Ethiopia. In this way, we want to make sure single mothers are given a real opportunity to become part of the formal economy.



PFC PARTNERSHIP
FOR CHANGE

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