



Entrepreneurial
Environmental
Empowerment for
South African
Youth

EEESAY

**TRANSFORMING
EDUCATION**



my
FUTURE

my
ACTION

my
WORLD

my
VOICE

EEESAY gives the opportunity for learners to excel in business. It is a co-curricular activity that keeps learners and teachers together. It is going to bring wealth to our future leaders in business.



EUROPEAN UNION
European Regional Development Fund



Phumzile Hlophe
Department of Education

EEESAY

The Entrepreneurial, Environmental Empowerment for South African Youth (EEESAY), led by Teach A Man To Fish in partnership with WESSA provides a pathway to youth employment & poverty reduction through learner led school-businesses.

EEESAY supports rural and urban schools to plan, set up and run a business that is owned by the school and run by the learners.



My learners are now able to start and run a successful business. Their communication skills have improved, as well as their leadership skills.

Mrs Mahlangu
Amahlubi
High School

SUSTAINABLE ECONOMIC DEVELOPMENT

EEESAY empowers South African youth to carve a sustainable future for themselves through practical business experience and exposure. The learner-led school businesses awaken learner potential, challenge their mindset, and stimulate an environment for sustainable economic development within their community. EEESAY creates a fostering environment where informal sector opportunities grow into successful business ventures. This combats the extremely high unemployment rate among South Africa youth that reached 55.2% in 2019 Q1.

LEARNER DEVELOPMENT

School businesses provide a platform for learners to develop and improve their soft skills. A soft skill baseline is established and monitored through three feedback systems: a skills builder framework tool, a learner self report, and teacher evaluation of learner development against a rubric set.

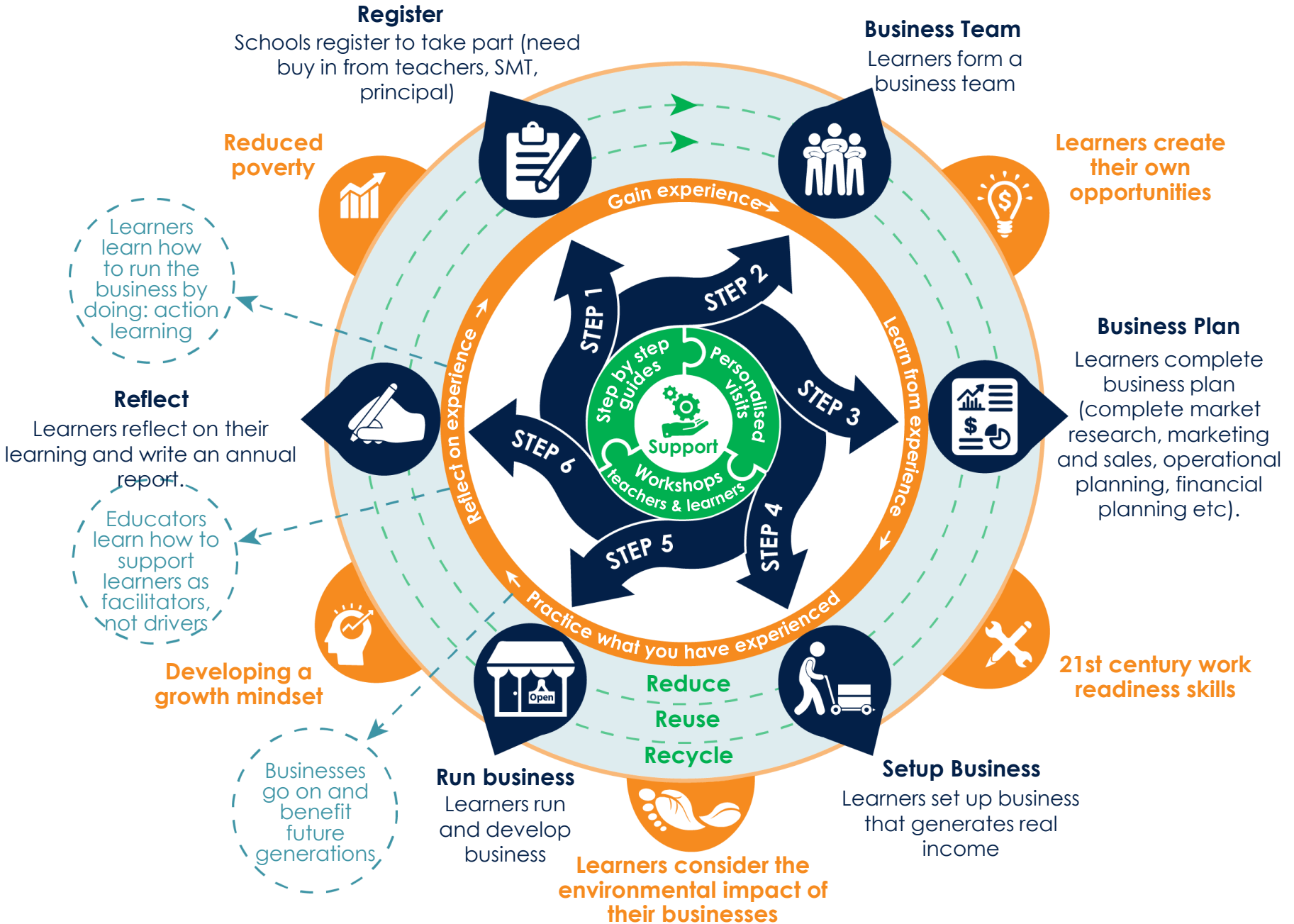
One of the most crucial skills that learners gain is the capacity to, and application of, iteration. The year-by-year learning and process of assessing the business progress, through annual reports and applying the learning to the next year's business planning, prepares young people for the reality of the world of work in their futures.

BUILDING TEACHER CAPACITY

Teachers are the facilitators of the EEESAY school business, and support the learners in setting up and running the business. EEESAY provides a platform for teachers to build on their existing skillset through regular skills development workshops and on-site interaction that support towards:

- Practice-based learning
- Entrepreneurship education
- Increased confidence in helping learners to develop business knowledge
- Providing a platform to share teaching methods among peers

PROGRAMME FRAMEWORK



EEESAY LEARNERS

Being part of the business team has been an exciting experience for me which has opened me up to so much, such as developing my leadership and communications skills.

Phumelele Jack,
Cathcart High School



24



Businesses
set up



3967



Learners
reached



My public speaking has developed and I have learnt a lot regarding business development.

Boitumelo Mtubani,
Indonsa High School



Popular types of businesses:

- Tuck Shop - 40%
- Food Garden - 29%
- Handicrafts businesses - 23%
- Services (salon or car wash and other) - 8%



I have gained skills to manage my financials and take care of the things that I'm selling.

Taliwe Nkosinathi,
Abambo Agricultural High School.



Learners show up to 10% increase in soft skills compared with non-participating peers.



OUR IMPACT

School businesses as a vehicle for change

I am now able to help my grandmother with her egg selling business and help her with the financials.

Taliwe Nkosinathi, learner at Abambo Agricultural High School, Eastern Cape.

Learners gain skills and experiences through participating in a real business

Up to 10% increase in life skills

The Grade 10 results show that EEESAY learners have improved marks and their behaviour has also improved.
Mrs Shabangu, Amahlubi Secondary School, KZN

Real income generating businesses

24 businesses set up
R 181,423 income generated in 2018

Teachers gain new skills

117 Teachers trained

Schools run businesses over multiple years and benefit lots of new learners. Amazulu High School reached 48 learners in 2017 - 53 in 2018 - 82 in 2019

My interaction with learners has improved both with EEESAY and other learners because I am able to listen to them.
Anon participant in workshop 2019

Creating opportunities and building communities

Inspiring great teaching

Benefit future generations of learners



Overall long term impact

The economy is improved, opportunities are created and poverty is reduced. Young people living to their fullest potential.

Young people are learning about environmental sustainability

53% of learners showed an increase in environmental knowledge that supports school businesses lead to sustainable change.

Setting up youth for success after school

84% of respondents are in education, employed and/or self-employed*

**Data taken from Ugandan Graduate Survey 2018. Graduate survey for EEESAY data results available 2020.*

I am now better at interacting with customers and I am able to apply my agricultural lessons practically.
Mabomba Zizo, Learner at Ekuphumleni High School, Eastern Cape.