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FOREWORD

We are delighted to present the latest in the Next Generation series, particularly as this is the first of its kind. This publication brings together a review of previous Next Generation studies and draws out the commonalities and differences across them.

These findings were then examined by a group of young influencers, who developed a series of recommendations to influence British Council policy and strategy in the region. They came from countries that had conducted Next Generation research – Kenya, South Africa and Tanzania – and countries just getting started on their Next Generation journey: Zimbabwe and Ethiopia.

The voices of these young people join their counterparts from countries such as Colombia, Lebanon, Myanmar, Turkey and the UK in producing research responding to young people at a time of political or social change in their countries, seeking to understand their aspirations and what they need to fulfil them.

As with all our Next Generation research, we commit to listening to young people, amplifying their voice and improving policy based on what they tell us. We want to impact our policy and our programming, but we also seek to share our knowledge with partners, funders, audiences and all our stakeholders, so that they too can benefit.

We don't take an instrumental view, looking at Africa's youth just as the engine of the future economy. We are working with young people, trusting their voices and putting them at the heart of how we make decisions about the work that we do. From research and planning, to programming, innovation and evaluation, we can co-create a shared future.

Why did we do this? Because young people are at the heart of British Council strategy in Africa. Our focus is on creating opportunities for them to help them to fulfil their huge potential. Africa's rapidly growing youth population is the most significant factor for the future of the continent; their relationship with the UK has huge ramifications for our shared prosperity and security.

The British Council has been operating in Africa since the 1930s, consistently carrying out cultural relations work even during difficult times. As we highlighted at the Next Generation workshop in Nairobi, we do this in partnership. That includes the UK government and the devolved administrations; it includes governments across Africa; but it also includes civil society organisations, youth groups, the private sector, community organisations and individuals.

We commit to continuing to use the cultural resources of the UK to foster the sharing of knowledge and ideas between people, and to developing long-term, mutually beneficial partnerships between the UK and Africa that support prosperous and secure futures for us all.

Moses Anibaba, Regional Director, British Council Sub Saharan Africa Christine Wilson, Director, Next Generation research



INTRODUCTION

Sub-Saharan Africa is the world's youngest continent. One in every 11 people in the world is an African aged 24 or younger. All ten of the youngest countries in the world by median age are in Sub-Saharan Africa.

The proportion of youth in the population (defined by the United Nations as those aged 15-24) is 20 per cent – twice that in Europe. 1 In the next four decades, moreover, the number of African youth will mushroom: between today and 2050, the youth population of Sub-Saharan Africa is projected to almost double.2

At the same time as the number of young people is increasing, so too is the speed of change they face in their lives. Globalisation is bringing new ideas, products and people to Africa, but by intensifying competition for jobs and customers it is ratcheting up the pressure on young people to upgrade their skills and knowledge. The spread of the internet, television and mobile technologies has given young Africans greater access to the world's stock of knowledge and ideas and strengthened their social networks, but by displaying to them the more affluent lifestyles of people in wealthier regions it has also increased discontent and restlessness. Climate change, government repression and violent conflict have hindered the progress of young people in many parts of the continent, but youth have also come together to notch up major social and economic achievements such as the ousting of autocratic leaders in Gambia and Burkina Faso, or the proliferation of mobile payments technologies in which Africa is the world leader.

Large numbers of young people offer countries the potential to achieve rapid economic growth and social transformation. As fertility rates fall and the number of children depending on them declines, their resources and time are freed up to establish and invest in businesses, employ others, buy each other's products and services, save for the future, and pass on the benefits to the next generation by investing in the health and education of their children. The East Asian tiger economies are the best-known example of this 'demographic dividend'.3 The reduction in the dependency ratio in the region, combined with policies that nurtured the health and education of its population and promoted employment, is thought to have accounted for over one-third of the economic growth it experienced between 1965 and 1990.4

On the other hand, if young people are excluded from decision-making and denied the chance to contribute to their economies and societies, the frustration experienced by large youth populations can lead to instability and unrest - to what has been termed a 'demographic disaster'. 'For each percentage point increase that youth make up of the adult population,' the political scientist Henrik Urdal has calculated, 'the risk of conflict increases by more than four per cent'.5

African policymakers are aware of the challenge presented by their burgeoning youth cohorts. Many have developed national youth policies or established youth ministries to reduce the risk of demographic disaster and increase the prospect of a demographic dividend. So far, however, their efforts have borne little fruit. The new youth policies are seldom implemented, and few members of their intended target audience know anything about them. Large proportions of Africa's youth are either unemployed or underemployed. Few young people play a significant part in policymaking government ministries are staffed largely by middle-aged or elderly officials, and the difference between the average age of the continent's presidents and the average age of its people is by far the world's widest.6

The ineffectiveness of youth policies stems in part from a weak understanding of young people's aspirations and needs. School syllabuses that bear no relation to workplace demands, speeches by political leaders that harangue youth for idling, public sector recruitment practices that demand experience that those just out of school cannot possibly have accrued, and business start-up loan schemes that require unrealistic amounts of collateral reflect a widespread lack of knowledge among the African policy community and its donor partners of the issues

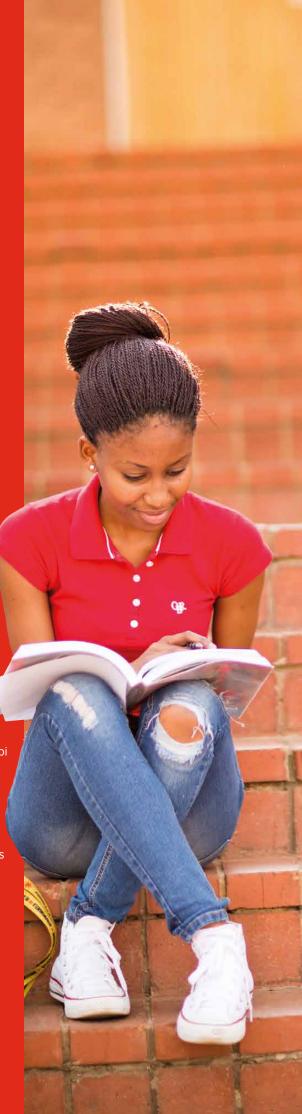
- > UN (2017) World Population Prospects 2017, New York.
- > UNDESA (2018) World Population Prospects Data 2017. Available at www.population.un.org
- > East Asia includes China, Hong Kong, Japan, Republic of Korea, Singapore and Taiwan.
- > Bloom, DE, Williamson, JG(1998) Demographic transitions and economic miracles in emerging Asia. The World Bank economic review 12/3 (September 1998): 419-455.
- > Urdal, H (2006) A Clash of Generations? Youth Bulges and Political Violence. International Studies Quarterly 50: 607–629. doi: 10.1111/j.1468-2478.
- > Uganda Daily Monitor (2018) The old presidents of Africa. 29 April 2018.

affecting young people, and this lack of knowledge renders it impossible to tailor policies to youth needs.

The British Council's Next Generation research series aims to help close this gap. Beginning in Nigeria and moving on to Tanzania, South Africa and Kenya, the series has so far polled the views of more than 11,000 young Africans on topics including educational access and quality; the barriers to employment; political and community participation; the information sources used by young people; and the effects on youth of corruption and discrimination based on age, gender, disability, ethnicity and religion. By speaking directly to young people and asking them about their lives, their aspirations, their opinions about the direction in which their countries are headed and their suggestions for change, the series has gathered a wealth of data on which governments and donors can draw to develop better targeted, more effective youth policies.

This report, written in late 2018, reviews the findings of the four Next Generation Africa studies. which were conducted in Nigeria. Tanzania, South Africa and Kenya. The quotes you will see throughout the report are drawn from focus groups and interviews that were undertaken during those studies. Part 1 describes the methodology adopted by the studies. Part 2 draws out the commonalities and the most striking differences between the research findings and, where relevant, draws on research studies by other organisations for comparison. Part 3 presents recommendations for action by the British Council and the British government more widely (recommendations for African policymakers can be found in the reports of each study). These ideas were developed at a workshop of young influencers from Tanzania, South Africa, Kenya, Zimbabwe and Ethiopia, held in Nairobi in October 2018. With future Next Generation studies planned in Ethiopia and Zimbabwe, an appendix looks at research into youth issues conducted in those countries, assessing whether young people there are likely to have similar concerns to their counterparts elsewhere in Africa, and highlighting areas where

these concerns might diverge.



CHAPTER 1: HOW IT WORKS

Next Generation Nigeria, the first Next Generation study to be conducted in Africa in 2009–10, was a collaboration between the British Council and Harvard University. A team of Harvard Academics conducted a literature review that served as a knowledge base for the project, taking stock of basic indicators on the health, education and employment of young people, as well as findings from academic papers, media reports and reports on youth produced by the Nigerian government and international agencies. The review helped in the design of questionnaires for the next two stages of the project – an online survey of 650 young Nigerians and a series of focus groups with 50 young influencers from the public and private sectors, civil society, academia, the arts and the media. An additional stage commissioned four new academic papers covering themes related to demography and economic growth in Nigeria. The findings from all four stages were brought together in a final report.7

The three more recent African studies have adopted a different approach. They have harnessed the views of greater numbers of young people, and have aimed to provide a representative picture of what young Africans think and what they need if they are to achieve their ambitions. There has also been a greater focus on collecting evidence that can drive policy change, on harnessing young people's knowledge to make concrete recommendations for action, and on presenting and disseminating the findings and recommendations in a way that will influence policymakers, engage the broader society in

agitating for change, and ensure that the voice of young people is heard during times of change when decisions are being made that will affect their futures.

The studies in Tanzania, South Africa and Kenya therefore surveyed much larger numbers of young people:

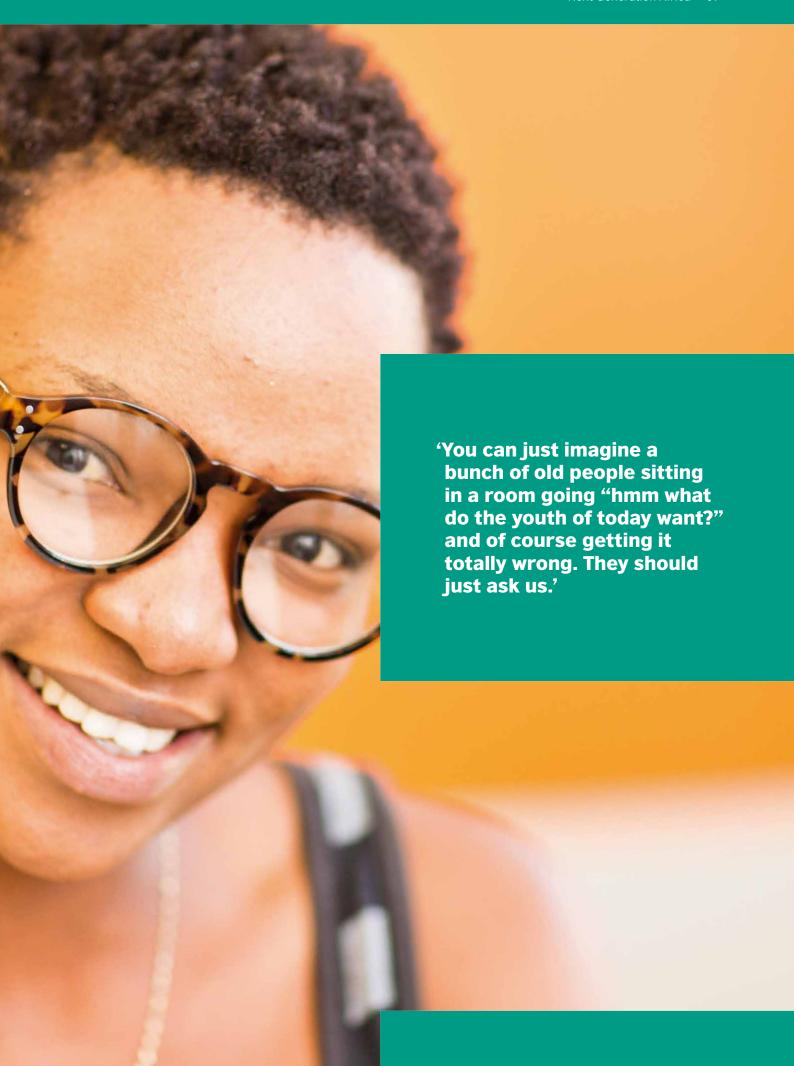
- Next Generation Tanzania surveyed 2,500 15–24 year olds in its first stage in 2016, and 3,000 in a 2017 follow-up study that focused on education and employment.
- In 2017 the quantitative survey for Next Generation South Africa polled the views of 1.500 South Africans aged 15-34.
- Next Generation Kenya surveyed a nationally representative sample of 4,000 15-24 year olds in 2017.

Each of these quantitative surveys was supported by a literature review to provide a knowledge base for the subsequent research phases, and by qualitative surveys to lend depth to the research and to allow young people to describe their aspirations and frustrations in their own words. The research was carried out by independent research organisations commissioned by the British Council and selected by an advisory group of experts from the British Council and local academic institutions.

Youth Task Forces are a further important evolution. In keeping with its objective to help strengthen youth participation in society, the Next Generation series does not stop at asking young people's opinions. It also gives them a voice by involving them in the research process and in developing and disseminating policy

recommendations. In Tanzania, South Africa and Kenya, speciallyconvened Youth Task Forces comprising approximately a dozen highly engaged young people from a variety of backgrounds, selected via a competitive recruitment process have had a major input into how the research was conducted and presented. The Task Forces review the research questionnaires, analyse the findings, comment on and make suggestions for the final report of each study, and come together at workshops to develop evidence-based recommendations for policymakers.

Task Force members are also heavily involved in disseminating the research findings. Many research studies are ignored by policymakers, but the Next Generation methodology ensures a more lasting impact via an advocacy strategy that enlists young people's support in bringing the reports of the findings into the public sphere and using them to push for implementation of youth-friendly policies. Communications companies hired to lead the campaigns have reached audiences numbering in the millions, via television, radio, the internet and the press. Youth Task Force members have presented the results and the policy recommendations at launch events attended by multiple key stakeholders and in media appearances thereafter. Senior government officials have been engaged at an early stage, and in Kenya and Tanzania, Task Force members were enlisted as advisers by their countries' youth ministries after the conclusion of the projects.



CHAPTER 2: A REVIEW OF THE FINDINGS

Next Generation Nigeria

Although Next Generation Nigeria concluded in 2010, and although the methodology used was more academic and less policy-oriented than the later studies, a number of the findings of the research would later be echoed in Tanzania, Kenya and South Africa, the key themes emerging in the West African nation also proving to be of relevance in the southern and eastern parts of the continent. Here we briefly discuss the two most important of these themes, education and employment.

The education gap

The young people who contributed their views to the project were worried by the direction in which Nigeria was heading. Of those who responded to the online survey, 85 per cent were dissatisfied with the country's progress. As in the later studies, weak education quality was among the main reasons for young Nigerians' frustration. Quality was found to be lacking at all levels of the education system, a system characterised by a lack of investment that resulted in poorly trained teachers, collapsing infrastructure and high levels of pupil and teacher absenteeism. The Next Generation Nigeria literature review found that only 45 per cent of urban children who were in primary school could read a simple sentence. In rural areas, this proportion fell to 19 per cent. Seventy per cent of respondents to the online survey believed that the education system did not provide skills relevant to the employment opportunities that were on offer. The following quotes from the focus groups are indicative of the general sentiment:

'The public school system is in a terrible state, full of poor, demotivated teachers who strike every other week because the government doesn't listen to

them, because politicians' own children are in private schools.'

'A lot of universities are glorified secondary schools. The products of university education cannot even put a couple of sentences together.'

'Teachers' colleges are absolutely corrupt – people can buy a certificate of education without even attending class."

The study identified three priority areas for improving education in Nigeria, each of which is likely also to be of relevance elsewhere in Africa. The first was to improve access to schooling by targeting disadvantaged children. Still today, literacy rates are much lower among girls and Hausa speakers, for example, than among the general population (the rate among women aged 15-24 is 59 per cent, compared with 71 per cent among men, and the rate among Hausa speakers is 52 per cent).8

The second priority was to invest more intensively in teacher training, and to award higher salaries to teachers to increase motivation and reduce the threat of strikes. Linked to this was the need to enhance the role played by parents in their local schools, and to empower them to demand higher standards of teachers and school administrators

With tertiary education graduates not much more likely to have jobs than secondary school graduates, the education system was clearly failing to equip young people for the demands of the workplace. The third priority identified for improving education was therefore to expand and strengthen vocational training, including by partnering with the private sector to pinpoint the skills that would be needed in the coming years and to design the

curricula needed to deliver them. This recommendation in particular would also feature prominently in the later Next Generation projects in Africa.

The employment challenge

The second major factor behind young Nigerians' dissatisfaction was the employment situation. When asked about access to employment, 86 per cent of online survey respondents viewed it as a very serious problem. Like education, this is a concern that would be widely echoed in the Next Generation studies in Tanzania. South Africa and Kenya. As in those countries, young Nigerians felt that the labour market was bedevilled by corruption and nepotism, while some thought employers deliberately discriminated against youth:

'People do jobs they're not qualified for. Appointments are political, not by merit, so you get the wrong people in jobs."

'There are a lot of old people in jobs who keep on being recycled. *If this continues the good jobs* will continue to elude the young people.'

Reducing unemployment was and remains a daunting challenge for Nigeria. The Next Generation research team calculated that over the following ten years, Nigeria would need to create 15 million new jobs to keep the employment rate at the existing level. To halve unemployment it would have to create 24 million new jobs, increasing the size of the labour market by almost 50 per cent.

For any of this to happen, as well as improved and expanded vocational training opportunities, young people called for barriers to setting up their own businesses to be lowered. In particular,

they demanded stricter control of officials to prevent them from demanding bribes from small and medium enterprises, clarification of property and ownership rights so that investing in assets or businesses is rendered less risky, and social protection programmes that make risk-taking more attractive by insuring them against shocks. To help them acquire the capital needed to start such businesses, moreover, as well as to save for the future, a need was identified for better regulation of financial markets. Such regulation, the report recommended, should aim to achieve a balance between ensuring stability in the financial services industry and promoting the flexibility to allow young Nigerians to borrow and save.

Next Generation Tanzania, South Africa and Kenya Hopes and fears

Although separated by thousands of miles in space and at least six years in time, the core findings of Next Generation Nigeria have to a large extent been replicated in the more recent Next Generation studies in Tanzania, Kenya and South Africa. In eastern and southern Africa, as in western Africa, the quality and relevance of education and the difficulty of finding productive employment were uppermost in young people's minds when asked about the challenges they face.

Perhaps the most striking difference between the results of the three later studies and the Nigerian study was the increased positivity of youth in Kenya, Tanzania and, to a lesser extent, South Africa. Although the questions asked were slightly different, it seems that young Africans may be somewhat more optimistic about the future now than they were at the beginning of the decade. While 85 per cent of young Nigerians were dissatisfied with their country, for example, 91 per cent of young Kenyans who responded to the Next Generation quantitative survey said they loved their country, 62 per cent said their lives were better than those of their parents' generation, and 88 per cent thought their lives would be better in five years' time. In Tanzania, 85 per cent of young people believed their lives would improve over the next five years.

The results for South Africa are more mixed. Like Kenyans and Tanzanians, young South Africans interviewed for Next Generation also believed their lives would improve in future. They rated their current happiness levels, on average, at six out of ten, but the average projected happiness level in five years' time was almost nine out of ten. Other research, however, paints a less rosy picture. In a 2017 survey of 1,000 15–21 year olds by the Varkey Foundation, only 32 per cent of South African youth felt that their country was a good place to live, while the proportion who felt the world was becoming a worse place was more than triple the proportion that thought things were improving.9

In recent years, economic growth across much of Africa has fuelled an 'Africa Rising' narrative, which sees the continent beginning to fulfil its potential and catch up with the rest of the world. Tanzania and Kenya in particular have seen impressive increases in per capita gross domestic product (GDP) over the past decade, and it may be that some of this growth is benefiting young people, and that news of such progress strengthens optimism even among those who are not yet benefiting. Even in

Nigeria, recent surveys by other organisations have found much higher satisfaction levels than we encountered in 2009–10. In a 2017 poll of 15–24 year old Nigerians, for example, 90 per cent reported being satisfied with their lives. ¹⁰ In another survey the same year, 87 per cent of 15–21 year olds described their country as a good place to live. ¹¹

Although generally optimistic, however, young Africans are realistic about the barriers they face if they are to realise their ambitions. In this section of the review, we draw out the commonalities across the Next Generation studies in Tanzania, South Africa and Kenya, and draw on research by other organisations to ask whether youth in Ethiopia and Zimbabwe – the sites of upcoming Next Generation research – are likely to share these concerns.

More school, less education

In each of Tanzania, South Africa and Kenya, young people were keenly aware of the importance of education. Three in five of the young South Africans who responded to the Next Generation quantitative survey agreed that 'you can't get a decent job without a university degree'. In both Kenya and Tanzania, 87 per cent agreed that a good education is key to success. 12

As in most of Africa, the three Next Generation countries have made great strides in increasing access to education in recent years. In each, less than two per cent of survey respondents had received no education at all, and at least 80 per cent had completed primary school. Although enrolment has increased, however, quality has remained weak. In Tanzania, for example, the United Nations Development Programme reported in 2015 that,

 > Varkey Foundtion (2017) Generation Z: Global Citizenship Survey. January. London.

^{10 &}gt; National Bureau of Statistics (NBS) and United Nations Children's Fund (UNICEF) (2017) Multiple Indicator Cluster Survey 2016–17, Survey Findings Report. Abuia. Nigeria: National Bureau of Statistics and United Nations Children's Fund.

^{11 &}gt; Varkey Foundation (2017) Generation Z: Global Citizenship Survey. January. London.

> The data on Tanzania in this section is taken from the follow-up survey of 3,000 young Tanzanians carried out in 2017. This survey focused on education and employment.

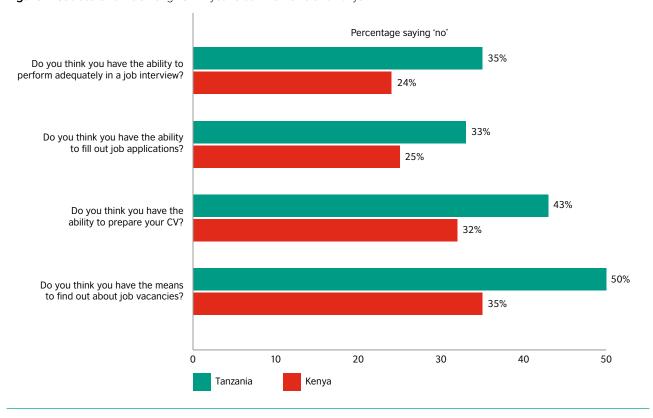
'Generally, the educational attainments of children in Tanzania are poor and have been deteriorating in the last decade.'13 UNESCO has observed that: 'Quality standards are noticeably declining at both primary and secondary levels, a consequence of a rapid increase in the school-going population and enrolment expansion which has not been matched by a requisite supply of quality-related inputs such as qualified teachers, educational materials, sufficient classrooms, investments in school infrastructure and safety, water, sanitation and hygiene. Generally, schools tend to be neither healthy nor safe environments, particularly for adolescent girls.'14

Young people interviewed as part of Next Generation are frustrated by the standard of education they receive. In South Africa, inadequate education is seen as the second most important reason for youth unemployment (behind the failure of the government to create jobs). In Tanzania and Kenya, more than half of those who were in work said that their education 'did not match at all' the skills required by their job. As in Nigeria, moreover, the level of education achieved by young Kenyans makes little difference to their employment prospects – those who had left education after completing secondary school were less likely to be in work than both those who had left after primary school and those who had failed to complete primary school.

The problems of quality encompass both basic skills and specific job-seeking skills. In South Africa, only 47 per cent of 22–25 year olds have completed Grade 12, compared to a developing-country average of 70 per cent, while in four provinces the pass rate for the National Senior Certificate Examination

declined between 2015 and 2016.15 In Kenva. 42 per cent of 19-24 year olds who were not in work said they did not have a skill that would help them make a living. In Tanzania, only 18 per cent of young people said they spoke enough English to ask for simple directions, and only 12 per cent to have a long discussion. Less than 15 per cent were proficient at basic computer skills such as email, searching for information and word processing, while large minorities also lacked communication skills, financial awareness skills and negotiation skills. These basic skills are becoming increasingly important as the region's economies modernise. In Tanzania, 14 per cent of respondents told us that their lack of English had prevented them from obtaining a job, promotion or pay rise, and 13 per cent said the same of their lack of computer skills.

Figure 1: Job search skills among 19-24 year olds in Tanzania and Kenya



^{13 &}gt; UNDP (2015) op. cit.

^{14 &}gt; United Nations Educational, Scientific and Cultural Organisation (UNESCO) (2011) UNESCO Country Programming Document 2011–2015: United Republic of Tanzania. Dar es Salaam.

^{15 &}gt; The Presidency (2015) The National Youth Policy 2015-2020. Pretoria.

As well as the abilities needed to perform the tasks demanded by employers, the skills needed to search for work are also lacking. Large numbers of young people admit to being unable to find out about job vacancies, prepare a CV or fill out a job application (see Figure 1).

Among the recommendations of the Next Generation Nigeria project was to invest in vocational education to better prepare young people for the workplace. In the three recent studies, too, there was enthusiasm for more and higher quality vocational training. In Tanzania, 27 per cent of young people who were still in school would prefer to attend technical or vocational colleges than traditional universities. Eighty-three per cent of young South Africans believe qualifications from such institutions are helpful for finding jobs, and almost one-third of Kenyans disagreed that university education was more valuable for one's career than vocational schooling.

In both Kenya and Tanzania, more than 70 per cent of young people said they would be interested in taking a technical or vocational course in future, but in Kenya only 21 per cent and in Tanzania only five per cent had taken such a course. There is an unmet need for this training among both male and female youth, and part of the reason for the low uptake is the perceived lack of government investment in the sector, and a resulting lack of quality. Equipment and materials are seen as out of date. and teaching methods and curricula unsuited to the demands of the modern economy. As a consequence, vocational schooling is still regarded as a poor relation in comparison with universities:

'In university you get to define yourself, to know who you are and interact with many different people. Most people in Siava believe that polytechnic schools are for failures."

Another quality-related issue raised by young people was safety in schools. Feeling unsafe greatly impedes children's ability to learn and, echoing the UNESCO report quoted above, many Kenyan and Tanzanian students told us that they did not feel secure. In Kenya only one in five felt completely safe from violence at school, with girls in particular at risk of violence at the hands of their fellow students and their teachers. In Tanzania, 18 per cent of female respondents to the Next Generation survey had been sexually harassed by staff, and 20 per cent by other students.

The employment bottleneck

The young people who contributed to Next Generation Nigeria regarded finding work as a very serious problem in their lives. With the population growing rapidly and the economy lurching from boom to bust as the oil price fluctuated, there were not enough jobs to go around, and the government lacked either the will or the ability to create the tens of millions of jobs needed to reduce unemployment and maximise the country's demographic potential.

In the three more recent studies, the difficulty of finding employment is similarly prominent in young people's thinking. In each of Kenya, South Africa and Tanzania, the youth unemployment rate is significantly higher than the rate

among older adults. A Kenyan aged 15-24 is three times more likely to be unemployed than is a Kenyan aged 25 or over. 16 The unemployment rate among South Africans aged 15-24 is triple that among 35-64 year olds. 17 The literature review for Next Generation South Africa found that the unemployment rate for 15-24 year olds had increased from 55 per cent in 2008 to 66 per cent in 2016. In Tanzania, where there are 700,000 new entrants to the labour market every year, 18 two-thirds of those who responded to the Next Generation quantitative survey were neither in school nor in work, and only two per cent were in formal employment. The most recent Afrobarometer survey in the country found that while 43 per cent of 18-25 year old Tanzanians are unemployed, the proportion among 26–35 year olds is just 25 per cent, and that among 36-45 year olds is 16 per cent.19

Given these high unemployment rates, it is not surprising that young people are worried. More than two-thirds of those interviewed for both Next Generation Tanzania and Next Generation Kenya identified the lack of employment opportunities as the main challenge faced by youth, with related challenges in terms of financial difficulties or the hardship of life also mentioned by large numbers of young people (see Figure 2). Although this question was not asked in South Africa, Afrobarometer surveys have consistently found that young people highlight unemployment as the main problem facing the country.²⁰

> ILO (2016) Unemployment rate - ILO modelled estimates, Nov. 2016. 16

> Institute for Justice and Reconciliation (2017) Afrobarometer South Africa round 6 survey analysis and results. March.

¹⁹ > Institute for Justice and Reconciliation (2018): Afrobarometer Online Data Analysis Tool: Afrobarometer Round 7 2016/2018. Available at: http://afrobarometer. org/online-data-analysis/analyse-online

> Institute for Justice and Reconciliation (2017) op. cit.



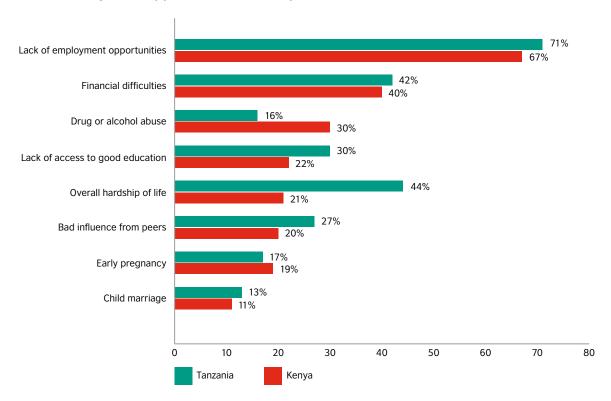


Figure 2: Main challenges faced by youth in Tanzania and Kenya (%)

As discussed above, the lack of relevant education is one of the factors behind youth unemployment and underemployment. Another is discrimination. Young people in South Africa, Kenya and Tanzania feel that they are discriminated against because they are young, and that youth are denied employment opportunities that are available to their elders because their elders do not respect them and are reluctant to share their countries' wealth. Some youth – 13 per cent in Kenya and seven per cent in Tanzania – are so frustrated by this situation that they feel education is a waste of time and money.

Young people in Tanzania and Kenya realise that there are jobs on offer. More than 60 per cent in each country agreed that there were a wide range of jobs available. However, youth cannot access these jobs. Almost two-thirds of young Kenyans said that it was easier for their parents' generation to have a good

career, with only one-quarter disagreeing, while in spite of several years of economic growth, the majority of young Tanzanians felt that their lives were either the same as or worse than those of their parents. Even when a young person is lucky enough to find work, that work is usually of low quality. In South Africa, 42 per cent of those who are employed or self-employed are in low- or semi-skilled jobs. In Tanzania and Kenya, the vast majority of employed or self-employed young people work in the informal sector, often part-time or seasonally, with no formal contracts, poor pay and long working hours.

'Getting people to employ us – it's like a dream that you will probably die without achieving. Our youths have so much talent – youth need to be given access to employment.'

Within this overall exclusion of youth, some population groups suffer more

than others. Ethnicity is one source of discrimination. In South Africa, unemployment rates are highest among black African and coloured youth; among whites and Asians they are much lower. The proportion of black African young people who are neither in school nor work, for example, is triple that among white youth, and 59 per cent of those who responded to the Next Generation South Africa survey agreed that there is racial discrimination in the workplace. In Kenya, a large minority of youth (29 per cent) disagreed with the statement that there are equal employment opportunities regardless of ethnicity. In Nairobi, to which many migrate from other parts of the country in search of work, this figure rose to 51 per cent. Even in Tanzania, which has traditionally experienced little conflict between ethnic groups, 39 per cent disagreed that there are equal opportunities for all Tanzanian nationals.

Gender is another important dividing line. In the South Africa survey. 38 per cent of young women were in employment, compared with 55 per cent of young men. Half of the sample believed there was gender discrimination in the South African workplace. In Tanzania, 72 per cent of female survey respondents were not in school or employment, compared with 60 per cent of male respondents. In Kenya the respective ratios were 49 per cent of women and 37 per cent of men. A number of women in the Kenyan focus groups, moreover, reported being asked for sexual favours in return for jobs:

'Office jobs in Kenya are such a boys' club – I wouldn't feel safe or comfortable being one of the only women in an office.'

'We claim to be all about gender equality now, but women never become CEOs.'

As in Nigeria, many young southern and eastern Africans have become cynical about their prospects of achieving their career ambitions. More than two-thirds of young Kenyans and Tanzanians believe personal connections are more important for success than are educational achievements. Political and personal connections are also seen as vital by young South Africans:

'If you are not an ANC member ... you don't get anything. We go to apply for a programme, they want to see our membership cards. There are a lot of tenders in Orange Farm, but if you don't have an ANC membership card – you won't get it.'

'If you don't have connections then you can't get in.'

'I have worked really hard to get good grades and I am a well read, smart person. It's so incredibly demoralising that some guy who is related to some politician and barely finished high school is probably going to steal my dream job!'

If this cynicism is allowed to spread, it could presage demographic disaster, where young people, with no productive outlet for their energy and drive, turn to less constructive activities such as substance abuse, crime, prostitution and violence. Research among 18-35 year olds in Kenya and Tanzania in 2016 by the Aga Khan University already revealed that in some cases, young people's frustration is whittling away their morality.21 In both countries, at least half of young people said it did not matter how one made money as long as one didn't end up in jail. At least one-third said they would readily take or give a bribe. And almost three-quarters said they were afraid to stand up for what is right for fear of retribution. This sense of looming ethical breakdown was underlined by some of the comments in the Next Generation focus groups:

'If you want to be successful in Kenya, you have to give up some morals.'

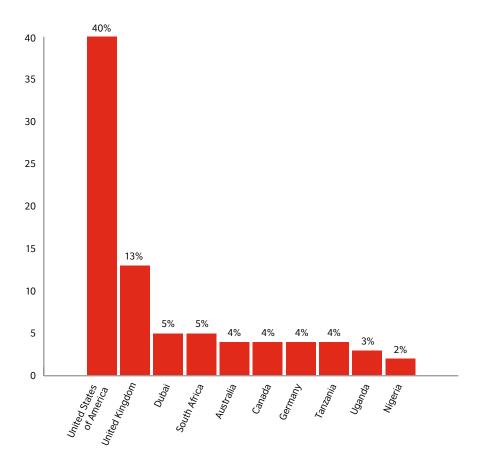
'When you have money, you can get away with anything.'

'Young people are bored out of their minds so they go and look for any form of entertainment possible, even if that's getting into unnecessary fights.'

Many young people would like to emigrate in search of better opportunities. Young Africans believe that they will receive a higher quality education if they move overseas, and that there are more and better jobs beyond their countries' borders. More than two-thirds of young Kenyans said they would like to emigrate, as did more than 60 per cent of those who responded to the Next Generation Tanzania survey. The most popular desired overseas destination is the United States. Nine per cent of Tanzanians who would like to emigrate said they would prefer the US, compared with five per cent who preferred the UK (23 per cent said they would move to Dar es Salaam, Tanzania's largest city). Among Kenyans who would like to emigrate, the US was much further ahead of the UK as a favoured destination (see figure 3), while among South African youth, 41 per cent said they would like to live in the US, and nine per cent in the UK.

Fight or flight are not the only responses to the employment bottleneck adopted by African youth. Many young people either aspire to or are already setting up their own businesses. In Tanzania, 81 per cent of those who responded to the follow-up Next Generation survey said they would prefer to be an entrepreneur if they had the required resources than to receive a salary. Fifty-nine per cent of young Kenyans said that in an ideal world they would like to be selfemployed. In South Africa, 75 per cent of young people said they would like to start their own business, with only 11 per cent not interested in the idea.

Figure 3: Where would you like to move to internationally? (% of Kenyan respondents who indicated they would emigrate)



'If I start my own business, it's my responsibility and no one can take that away from me – no one can say "oh you're too young, you don't know what you're doing" because I will be the owner!'

Most of the South African would-be entrepreneurs said they would only start a business once they had more experience, and 58 per cent said they would like support to start a business. As with salaried employment, the work done by self-employed youth tends to be poorly paid and precarious. Most self-employed youth have not registered their businesses and few keep accounts. Seasonal and part-time work predominate. In addition to a lack of the skills needed to run successful

enterprises, many bemoan the lack of start-up capital, which makes it difficult to get businesses off the ground.

The latter was cited as by far the main concern both for those considering self-employment and those who are already self-employed. Without capital and without the necessary skills, small businesses are likely to remain small, and the impact of self-employment in terms of improving the quality of life of African youth and mitigating the unemployment problem will remain limited.

The muffled voice of youth

Just as young Africans are keen to contribute to their economies, so are they eager to contribute to addressing wider social challenges. Although many young people in South Africa, Kenya and Tanzania play a part in their communities and in politics, there is a yearning for more substantive engagement in both areas.

Fifteen per cent of young Kenyans are involved in youth groups, as are eight per cent of South Africans and seven per cent of Tanzanians. These groups provide advice, support and education to other young people, engage in charitable work, organise sports events and participate in environmental conservation and cleaning. As a South African focus group participant observed, the work of these groups can be highly valuable in keeping youth from falling into despair and bad habits:

'Community organisations like ours are very important. We take young people from doing funny stuff, crime, drugs, and make them think about other things. Most young people not working. They sleep. Wake up. Sleep. Wake up. Not doing anything every day. Their mind is getting slow. Even if they get a job, they won't be productive. They forget how to push themselves... they become afraid of things. We ask young people to work with us. We test their minds and wake them up again.'

At a broader level, however, many young people feel their communities do not respect them sufficiently to involve them in decision-making. In Kenya, for example, only 30 per cent of young people in the Next Generation survey believed the level of youth participation in the community was high. In Tanzania,

although 73 per cent perceived a high level of participation, young people in the focus groups pointed out that this participation was largely limited to attending ceremonies or performing manual labour; only 17 per cent said they were involved in community decision-making.

'I would say us youth are excluded or not involved in developmental issues concerning society. A good example is the village saving and loans groups where most of the members are the elders. The youths are considered as not ready to be members of such groups.'

'When we try to say something, we are told "not now, we are discussing adult things".'

With regard to politics, too, young people's interest is stronger than their involvement. In South Africa and Kenya, more than 80 per cent of young people said that it was important to vote in elections. This question was not asked in the Next Generation Tanzania research, but in the Aga Khan University survey in 2016, 68 per cent of Tanzanians aged 18-35 agreed that voting was important (compared with 90 per cent in the same organisation's Kenya survey). Many young people would like to take a more active role in politics. In South Africa, 42 per cent of young people said they discussed politics quite or very often, while in Kenya and Tanzania, 44 and 34 per cent respectively would consider standing for public office. Tanzanians in the focus groups argued that greater youth involvement would help ensure that youth priorities would be incorporated into development policies.

This willingness to participate is not matched by actual participation, however. Only five per cent of young Kenyans said they were 'very much

engaged' with government and politics, and only 11 per cent were 'engaged'. In Tanzania, only 13 per cent said they had any engagement, while half of the young South Africans who said it was important to vote admitted that they didn't believe their vote would change anything.

Young people feel they are excluded from political decision-making because of their elders' lack of respect for youth. Back in Nigeria, a focus group respondent's summary of the problem still applies across much of Africa:

'There is a hierarchical political and social system that oppresses the opinion of youth. The leadership is not at all representative of the country in terms of its age. The traditional system which is still in place muzzles the youth, so it's very difficult for the sentiments of people below the age of 40 to be heard. Youth are seen as a separate group, not an integral part of national issues or the policy process. Very few young people are involved in decision making.'

When young people in the Next Generation Kenya focus groups were asked what they would say to those in power, the responses highlighted their sense of alienation from political processes:

'I would tell the people in power to listen to our ideas and take us seriously!'

'Stop ignoring us!'

'Appreciate the young people, we know more than you think we do.'

'I don't think there's anything you can do to be heard as a youth. There's no way to air your views and have people listen to you.'

As in the employment area, this neglect of young people in the political sphere is breeding a growing cynicism. In responding to the Aga Khan University youth surveys in Kenya and Tanzania, 40 per cent of young people in both countries said they would only vote for a candidate who bribed them. In Nigeria, many young people had come to see voting as a waste of time - as a young student from Kano observed, 'It is better to sleep at home, nothing changes if you vote.' This warping of young people's morals is an ominous trend, and lends further weight to the notion that demographic disaster awaits countries that do not address youth issues as an urgent priority.

Nor are governments seen as sufficiently interested in helping young people. Many African youth have a strong sense of agency. In South Africa, 79 per cent of those surveyed said that young people had to help themselves in achieving their goals; only 25 per cent said it was the government's responsibility. In Tanzania, where the question asked was slightly different, 75 per cent said it was their own responsibility to tackle the challenges facing youth, compared with 66 per cent who said it was the government's duty (more than one answer was allowed). In Kenya, where only one answer was allowed, only 12 per cent of young people thought it was their own responsibility, while 65 per cent believed that it was up to the government to address youth challenges.

Even those who believe young people themselves bear the primary responsibility for how their lives turn out, however, feel that their governments should do more. Eighty per cent of young Tanzanians and 65 per cent of young Kenyans said their government does not provide enough support to youth. In South Africa, more than half of survey respondents said they needed support in areas such as looking for jobs, dealing with substance abuse, coping with psychological problems and starting a business.

Currently, such support is lacking in all three countries. Less than one in five South Africans said they had received support in any of the above-mentioned areas. In Kenya, only 24 per cent of young people were aware of any government policy or programme that empowers youth. In Tanzania, only four per cent were aware. While each of the three countries has a ministry responsible for youth issues, the plans drawn up by these ministries have not been widely implemented, and their impact on young people's lives has so far been minimal. Among the older research samples of 18-35 year olds interviewed for the Aga Khan University studies, awareness of government programmes was stronger, at around 50 per cent, but in both countries less than one in three young people had benefited from these initiatives.



CHAPTER 3: RECOMMENDATIONS FOR THE BRITISH COUNCIL

At a day-long workshop held in Nairobi in October 2018, 14 young influencers from Kenya, Tanzania, South Africa, Ethiopia and Zimbabwe distilled the findings from the Next Generation studies in Africa and used them to develop recommendations for future British Council programming in the region.

Workshop participants expressed their appreciation of the British Council's continued interest in Africa and in youth, but also emphasised that young Africans should be involved in the organisation's programming and planning, working with the British Council as partners to steer their own future. Recommendations focused on the three key Next Generation Africa themes of education, employment and youth participation in society.

How can the British Council help strengthen educational performance in Africa?

The following recommendations were made by the group of young Africans on improving education:

 Produce, commission and disseminate research: the British Council should research good practices from around the world in improving educational access and quality and disseminate the findings across the Sub-Saharan Africa region. The organisation's network of offices means it is well placed to disseminate knowledge across

- countries, and to encourage the adoption of approaches that have succeeded elsewhere.
- Update curricula: the British Council should advocate for curriculum reform at all levels of African education systems (including vocational training). Curricula must be made more relevant to the demands of the modern world and to the African context.
- Train teachers: linked to curriculum reform is the need to modernise teaching methods in Africa by training teachers at all levels.
- Support career centres in schools and universities: many young Africans leave education after completing primary school, and career centres at all levels of education can provide career guidance, entrepreneurship training, job search skills and English training, as well as facilitating links between school and employers. The British Council is regarded as well placed to set up or support such centres.

- There was a general call for the British Council to make its English courses more affordable, and to make them accessible outside capital cities.
- Help address gender-based violence in schools: the Addressing Violence Against Women and Girls through Football programme in Kenya was cited as an example of a successful initiative to challenge gender norms and reduce the risks of violence faced by girls and women. This programme could be rolled out more widely across Kenya and across the region.
- Any intervention, the group added, should be context-sensitive. They cited an example of a teacher training programme in Zimbabwe that achieved low uptake among teachers because most of them did not own smartphones, on which the training was delivered. Workshop participants also recommended that the British Council should engage at multiple levels, from the grassroots to ministries.

What can the British Council do to improve young people's employment prospects and experiences?

The following recommendations were made on employment:

- Share good practice: the British Council should research and document good practice on youth employability and employment across countries globally, and share with policymakers, influencers, NGOs and young people themselves in Africa
- Advocate redesign of youth funds: building on lessons of good practice elsewhere, the British Council can lobby government to make youth funds more responsive to young people's needs. This might also be facilitated by greater inclusion of young people on youth funds' boards, an approach the British Council could also support in its discussions with policymakers and private sector partners, many of which have been reached through existing programmes.
- Use its influence: the British Council can influence British firms operating in Africa to employ youth and nurture young people through mentoring schemes.
- Skills, employability and entrepreneurship hubs: the organisation should consider rolling out more widely programmes such as Ghana's Skills and Innovation Hub. These centres provide mentorship, networking opportunities, business

- skills training, links to investors and job fairs. There is also the possibility of rolling out more widely small business incubation programmes such as Sudan's Mashrouy competition.
- Promote community action campaigns: there was a suggestion to build on programmes such as Active Citizens which, by involving young people in community improvement campaigns, help fill gaps in their CVs and provide them with work experience during periods of unemployment.
- Establish young entrepreneur exchange programmes between Africa and the UK.
- Include marginalised youth: the British Council should consider developing programmes to increase access to employment among young people with disabilities and other marginalised groups. These would work to improve employability and to bring young people into contact with employers.

How can the British Council help strengthen youth participation in the community and in politics?

The following recommendations were made on amplifying young people's voice in society:

 The British Council should consider establishing Youth Advisory Panels to advise on programming, in a similar way to (or shared with) the FCO's Youth Advisory Panel in Ethiopia.

- Build young people's capacity to participate: it was recommended that the British Council run or support programmes to empower young people to participate in their communities and in politics. These would cover skills in oral and written self-expression, debating, public speaking, persuasion and negotiation. Programmes such as Active Citizens and Future Leaders Connect could be rolled out more widely, and adapted to reach much larger numbers of young people.
- Research and disseminate good practice: as in the areas of education and employment, it was suggested that the British Council draw on its wide networks to document and share examples of good practice in youth participation from around the world
- The British Council should act as a convenor in creating safe spaces for dialogue between young people and policymakers.
- Follow-up on Next Generation:
 Next Generation projects should not end with the report launch the research should be actively and widely disseminated among those young people who participated in the research, and also with political parties, different branches of government, youth groups, influencers, the media and community leaders. Youth Task Forces should be leveraged to influence or act as advisers to youth ministries.

APPENDIX: > THE NEXT GENERATION IN ZIMBABWE AND ETHIOPIA

In 2019, the British Council plans to conduct Next Generation studies in Zimbabwe and Ethiopia, two African countries that saw changes of government in 2018 and whose new leaders have generated a degree of enthusiasm that longstanding problems of repression and corruption might be addressed.

In assessing whether young people in these two countries face similar challenges to those confronting youth in Nigeria, Tanzania, South Africa and Kenya, a handful of surveys by other organisations suggest that there are likely to be several commonalities.

Next Generation Zimbabwe

Beginning with Zimbabwe, surveys since 2013 found that despite the country's well-documented economic and political problems, young people shared the optimism of their peers elsewhere in Africa that their lives would improve in the coming years. For example, a 2013 poll of 1,000 18-30 year old Zimbabweans found that two-thirds expected both their own living conditions and the country's economic conditions to be better in five years' time.²² In an Afrobarometer poll of 268 18–35 year olds conducted between 2016 and 2018, 38 per cent expected economic conditions to improve over the ensuing 12 months, compared with 32 per cent who expected them to deteriorate (young people were more positive than their elders in their responses to this question).23

In some areas, this optimism appears to have been justified. On education, for example, 44 per cent of those who responded to the Afrobarometer survey believed government efforts to address educational needs had strengthened in the past few years; 25 per cent believed they had weakened. Fifty-nine per cent felt the government was handling education well, compared with 39 per cent who felt it was handling it badly. More than 90 per cent of respondents had at least completed primary education, with 64 per cent having completed secondary school. As in South Africa, Tanzania and Kenya, less than two per cent of young Zimbabweans had received no formal education at all.

Although educational enrolment is strong, however, there is less data on educational quality. A 2014 survey of 8,000 15-24 year olds recorded a literacy rate of almost 90 per cent,24 but it remains to be seen whether young Zimbabweans share the frustrations of their counterparts in the other Next Generation countries with regard to the school system's ability to equip them for the labour market.

While progress has been made on education, however, in the realm of employment creation it has been much slower. In the 2013 survey of 18-30 year olds, 27 per cent of respondents said they had jobs, but 39 per cent were unemployed and looking for work. Unemployment was identified as the main problem facing the country by 30 per cent of respondents, with the next most serious problem cited by only eight per cent.²⁵ A 2013 survey of 10–30 year olds by the non-governmental organisation Restless Development also found that unemployment was young people's main concern.26 In the Afrobarometer survey in 2016–18, 66 per cent of young people said the government's job creation efforts were going 'very badly' and 20 per cent 'fairly badly' – its handling of job creation was perceived as much worse than its handling of education.

Finally, with regard to youth participation in society and politics, which was identified as a core reason for discontent in the other Next Generation studies in Africa, Zimbabwe has also performed poorly. As elsewhere, there is great interest among young people in helping to steer their society.

^{22 &}gt; Mass Public Opinion Institute (MICS) (2013) Youth Survey Results, Harare.

^{23 &}gt; Institute for Justice and Reconciliation (2018) Afrobarometer Online Data Analysis Tool: Afrobarometer Round 7 2016/2018. Available at: http://afrobarometer. org/online-data-analysis/analyse-online.

> Zimbabwe National Statistics Agency (ZIMSTAT) (2015): Zimbabwe Multiple Indicator Cluster Survey 2014, Final Report. Harare, Zimbabwe.

> Restless Development (2013) The Views of the Youth: A Study of Youth Perceptions, Attitudes and Views towards EU Development Policy in Zimbabwe. 26 European Commission in Zimbabwe. Harare.

One survey found that 24 per cent of 18–30 year old Zimbabweans were members of a youth organisation (a much higher proportion than among youth in the Next Generation surveys, although the latter had a younger sample), and that 48 per cent were interested in politics.²⁷ In the Afrobarometer survey, 56 per cent said they discussed politics occasionally or frequently, a higher proportion than that among older adults.

The stifling of youth voices, however, has been much more concerted in Zimbabwe than in South Africa, Kenya and Tanzania. More than three-quarters of 18–30 year olds are careful what they say about politics, and four-fifths say they fear political intimidation during election campaigns. Forty-three per cent have family or close friends who have been victims of political violence, and

13 per cent have been victims themselves.28 Only 19 per cent of young Zimbabweans in the Afrobarometer poll said they were completely free to say what they think – a slightly lower share than that among older adults. Although 76 per cent are of the opinion that democracy is the best form of government, only 12 per cent believe Zimbabwe is a full democracy. Young people's political freedom, moreover, has been reduced over time. Fortyfive per cent believe freedom of speech has diminished, compared with only 25 per cent who think it has increased. Forty-one per cent believe the freedom to join political organisations has declined, compared with 33 per cent who feel it has improved.29

The problems of employment and political repression have left many

young people disillusioned. Only 31 per cent feel their present living conditions are good; 47 per cent say they are bad. Sixty-one per cent feel the country is 'going in the wrong direction'.30 As a consequence, a remarkably high number of young Zimbabweans are actively planning to emigrate. Fifty-one per cent of those who responded to the Afrobarometer survey were either currently making preparations to leave the country or planning to leave in the next two years. When asked their reasons for emigration, twothirds said they were motivated by the need to find work, and onequarter by economic hardship. Young people are significantly more likely to want to emigrate than their elders. Among all adults, 47 per cent had considered emigrating, but among 18-35 year olds this proportion rose to 62 per cent.

^{27 &}gt; MICS (2013) op. cit.

^{28 &}gt; Ibi

^{9 &}gt; Institute for Justice and Reconciliation (2018) *op. ci*



Next Generation Ethiopia

Until recently, the government of Ethiopia was as wary of allowing freedom of speech as that of Zimbabwe. There is therefore little data on the attitudes and opinions of young people, and unlike in the other Next Generation countries, the Afrobarometer surveys have not been carried out in Ethiopia. Although there is little or no information on what young Ethiopians think about their lives and their country, however, data from the Young Lives study a cohort survey funded by the UK Department for International Development – suggest the country has made progress in improving youth wellbeing.

The survey has followed the lives of 3,000 young Ethiopians since 2002. In its 2016 round, it found that educational enrolment for 15 year olds had increased slightly, from 90 per to 93 per cent, since 2009. I UNESCO has noted that this still leaves more than six million children out of school – the third highest number in the world. Girls, poorer children, rural children and those from ethnic minorities lag behind others in terms of enrolment, I while secondary

enrolment and completion remain low by international standards.

As in the other Next Generation Africa countries, educational quality has failed to keep up with increases in enrolment. In the Young Lives surveys in 2009 and 2016, the results of maths and vocabulary tests did not improve over the period, and many children fall behind their expected grade in school. An additional Young Lives education survey of 12,000 students found that 23 per cent of young people had repeated a grade, and 17 per cent had at some point dropped out of a school year.³³

Vocational training is more widespread in Ethiopia than in the other Next Generation countries in Africa. In 2016, the Young Lives study asked its cohort of 629 22 year olds whether they were still in education or were working. One-third were still in education, and 22 per cent of these were studying in a vocational school.³⁴ Of the remainder, 41 per cent were in university and 37 per cent were still in school (the latter figure, among such an old age group, is a further indication of the poor quality of schooling).

A further notable difference between Ethiopia and Kenya, South Africa and Tanzania is that most youth in Ethiopia are employed, and many are in salaried employment. In the Young Lives survey, 66 per cent of the 22 year olds polled in 2016 were in work (16 per cent were both studying and working, and 50 per cent only working). Only 13 per cent were neither in school nor in work a much lower figure than in the other Next Generation countries.35 Although most of those who were working in agriculture were self-employed, moreover, more than half of those working in other sectors were in paid employment.

It appears, then, that while Ethiopian youth share some of the challenges faced by their peers elsewhere in Africa, particularly in the area of educational quality, they are better off in terms of access to vocational training and employment. It is likely that youth participation in society and politics will be found to be another key challenge, although this was not addressed by the studies mentioned above.

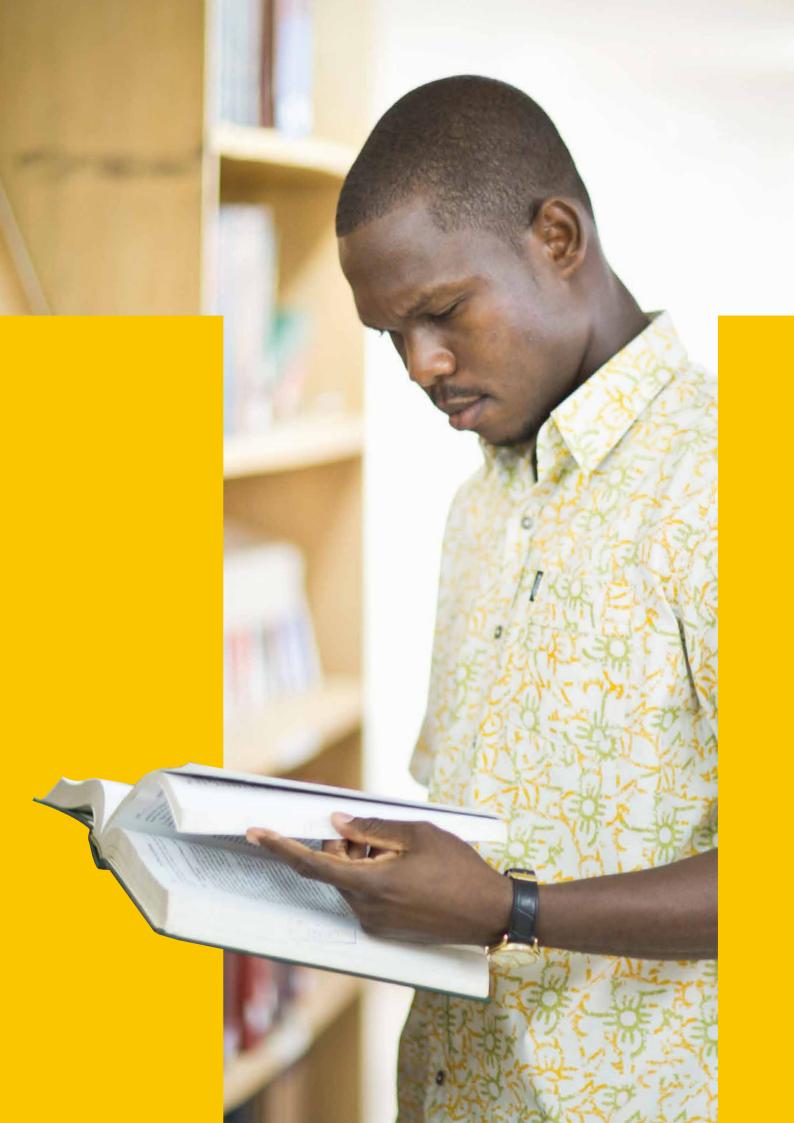
^{31 &}gt; Young Lives (2017) Education and Learning: Preliminary Findings from the 2016 Young Lives Survey (Roun d 5): Ethiopia. Oxford. October.

^{32 &}gt; UNESCO (2012) Global Partnership for Girls' and Women's Education – One Year On. Ethiopia; OECD (2018): Key issues affecting youth in Ethiopia. OECD Development Centre. Available at: www.oecd.org/dev inclusivesocietiesanddevelopment/youth-issues-in-ethiopia.htm UNESCO Institute for Statistics (2018): Browse by Country: Ethiopia. Available at: http://uis.unesco.org/en/country/et.

> J Rossiter et al. (2017) Young Lives School Survey, 2016-2017: Evidence from Ethiopia. Young Lives. Oxford. October.

^{34 &}gt; Young Lives (2017) Youth Transitions: Skills, Work and Family Formation. Preliminary findings from the 2016 Young Lives Survey (round 5): Ethiopia. Oxford. October.

^{35 &}gt; Ihid





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Next Generation

The Next Generation programme is part of the British Council's commitment to exploring youth voice and choice. It aims to understand youth attitudes and aspirations, amplify youth voice and support better youth policymaking.

The reports focus on young people in countries experiencing a period of significant change, to ensure that young people's voices are heard and their interests represented in decisions that will have lasting implications for their lives.

The views expressed are those of the authors and do not necessarily represent those of the British Council.

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