



Youth and Entrepreneurship Civic Education Program

www.efham.net

CIPE has empowered Arab youth through the Efhham Youth and Entrepreneurship Civic Education Program since 2002. With unemployment soaring and education not matching the skill demands of modern companies, recent graduates from universities in the Arab world have few employment prospects. This problem becomes more pressing each day as the majority of the population comes of age. The youth in the Arab world are in a crisis, and it is time to enable students and young professionals to find alternatives through leadership, creative thinking, team building, and risk taking.



Efhham, meaning “understanding” in Arabic, was established to answer the need for hands on training and expertise in the concepts of market economy among students and young professionals in the Arab world. Efhham encourages students to create their own entrepreneurial opportunities when employment options seem limited. The entrepreneurial program introduces the values of risk taking, creative and critical thinking, and civic responsibility to students coming from a socialist and state-run educational system that does not promote these values.

Originally established in collaboration with Cairo University and the Egyptian Junior Business Association, Efhham is dynamically steered by revolving committees of Arab youth and young professionals, bringing the market economy opportunities to youth throughout the Arab world.

Efhham Market Skills Development

One of the common complaints of Arab secondary school graduates is their college degrees, while difficult to obtain, did not prepare them for the “real world.” The Efhham Youth and Entrepreneurship Civic Education Program addresses this discrepancy through leadership and skill building training programs empowering entrepreneurial students to participate in the economy independently as well as enriching the contribution of young professionals in companies.

At Efhham training sessions, students learn to write business plans, communicate effectively in the workplace, and work in groups, as well as learn about the role of free enterprise in market democracy. Students also hear case studies from Arab businesspeople and exchange experiences with other students. The Efhham training gives students and young professionals an edge in team building, leadership and creative thinking as they launch their own businesses.

Over two hundred university students participated in the first Efhham skill building session. The Cairo University Faculty of Economics and Political Sciences developed the curriculum in collaboration with the Efhham Advisory Team. Following the first training program, the Efhham curriculum was introduced into Egyptian universities.





The Arab private sector has recognized the added value of the Efham leadership training in the hiring process. Businesspeople, who generally perceive Arab students as lacking the necessary skills to join the workforce, offered summer internships to 90 students from the program after its pilot phase. Twenty students found full time employment after the program with Egyptian Junior Business Association's endorsement.

www.Efham.net

With a snappy Arabic and English interface, www.efham.net is the only source of economic information designed for and by Arab youth, in collaboration with the business community, media and academia. Efham hosts an interactive chat forum on youth and entrepreneurship, online training modules, Arab success stories, a glossary of economic and business terms, a business-savvy self-assessment survey, the Efham online electronic journal, a question and answer consultation corner, a news banner introducing economic concepts and highlighting business developments around the world, and the Virtual Stock Exchange Game. By exposing both graduates and undergraduates of Arab educational institutions to the real demands of market interactions on an interactive website, CIPE is giving students skills they need to succeed and contribute to the region's economic growth.

Efham is accessible from any one of the Arab world's numerous Internet cafes. Frequently, the Efham team rents entire cafes both in Cairo and throughout Egypt, providing access to, and hands-on assistance on, the Efham site for free to interested youth. The voices heard on the website are those of Arab youth. Discussions are proposed and led by university students and young professionals. The opinions expressed on Efham are frank expressions of the needs and challenges facing of Arab youth, entrepreneurs, and young professionals.



Efham Team Building

The Efham Youth and Entrepreneurship Civic Education Program provides volunteer opportunities to youth seeking to advance the values of democracy, civic responsibility and market economy in the Arab World. The Efham Advisory Team of 15 Arab youth, ages 15 to 20, guides every aspect of the Efham message, inspiring civic participation, volunteerism and innovation as they steer the project. Through discussions with other students, members of the business community, and economic journalists, the Efham Advisory Team links Arab youth to key players in the region's economy and civil society. The Efham Advisory Team also expands the Efham network outside of urban centers through promotional tours and by forming partnerships with business associations and educational institutions. The Efham Advisory Team is a revolving opportunity and is open to youth from throughout the Arab world.



For More Information on the Efham Youth and Entrepreneurship Civic Education Program, contact:

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