

Evaluating the Role of Social Enterprises in Supporting “Opportunity Youth”

Partners in Innovation Symposium:
Putting Innovation into Action

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Who We Are

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The Project

Three-year demonstration project examining the role that **Employment Social Enterprises** can play in supporting youth who face barriers to transitioning into the labour market (Opportunity Youth)

Project Dates: February 2016-January 2019

Delivery Partner: Community Social Planning Council of Greater Victoria

Project Background

CfEE Call for Papers on Youth Employment
(2013-2014)

CSPC Paper: *Pathways to Success for Youth in BC's Capital Region: The Power and Potential of Social Enterprise in High Demand Sectors*

What is an Employment Social Enterprise?

A type of social enterprise whose primary purpose includes an expressed intention to **train, develop the capacity of, and employ people facing barriers to employment.**

Employment can be both temporary – as a foothold for entering the labour market – or permanent

Questions & Methodology

Research Question 1:

How can employment service providers, employers, community groups, social entrepreneurs and others identify and/or establish ESE placements for vulnerable and/or multi-barriered youth?

Development Evaluation (Feb-Aug 2016)

- Establish partnerships, project design and implementation

Questions & Methodology

Research Question 2:

Do transitional placements in ESEs lead to improved outcomes for at-risk youth compared to conventional service delivery and referral options available through WorkBC and other employment service providers?

Impact evaluation (Sep 2016-Jan 2019)

- Multiple ESE sites in the Lower Mainland & Victoria Region
 - 75 youth to be offered placements in local ESEs
 - Comparison group of youth to receive typical employment supports & services

An iterative process of developing the pilot



Youth Target Population

Not in Education, Employment, or Training (NEET)	Poorly Integrated New Entrants (PINE)
<ul style="list-style-type: none">• Trapped in long term unemployment or inactivity• Youth exiting care, addictions or recovering from substance abuse, unstable housing, mental illness• 13% or 906,000 of out of school youth are NEET (StatsCan, 2012)	<ul style="list-style-type: none">• Either unemployed or underemployed• Have training but have been unsuccessful at integrating into the labour market• 5.5% or 450,000 out of school youth are PINE (StatsCan, 2012)

Travkina, E, Froy, F & Pyne, L 2013, *Local strategies for youth employment: learning from practice*, OECD, Paris, viewed 30 May 2017, <<http://www.oecd.org/cfe/leed/local-strategies-youth-employment.htm>>.

Youth Target Population



The Approach (Intervention)

- Recruit youth participants (16-30) for a six-month+ placement in an ESE
 - WorkBC Partners (September 2016 – present)
 - Other Recruitment Sources (March 2017 – present)
- Connect youth to mainstream employment opportunities post-placement

The Social Enterprise Context in BC

- Social Enterprise Sector Survey (www.sess.ca) – BC sector surveyed in 2014
- Environmental and Sector Scan
 - 171 BC social enterprises are ESEs
 - 32 have a focus on youth
 - 11 meet the project criteria

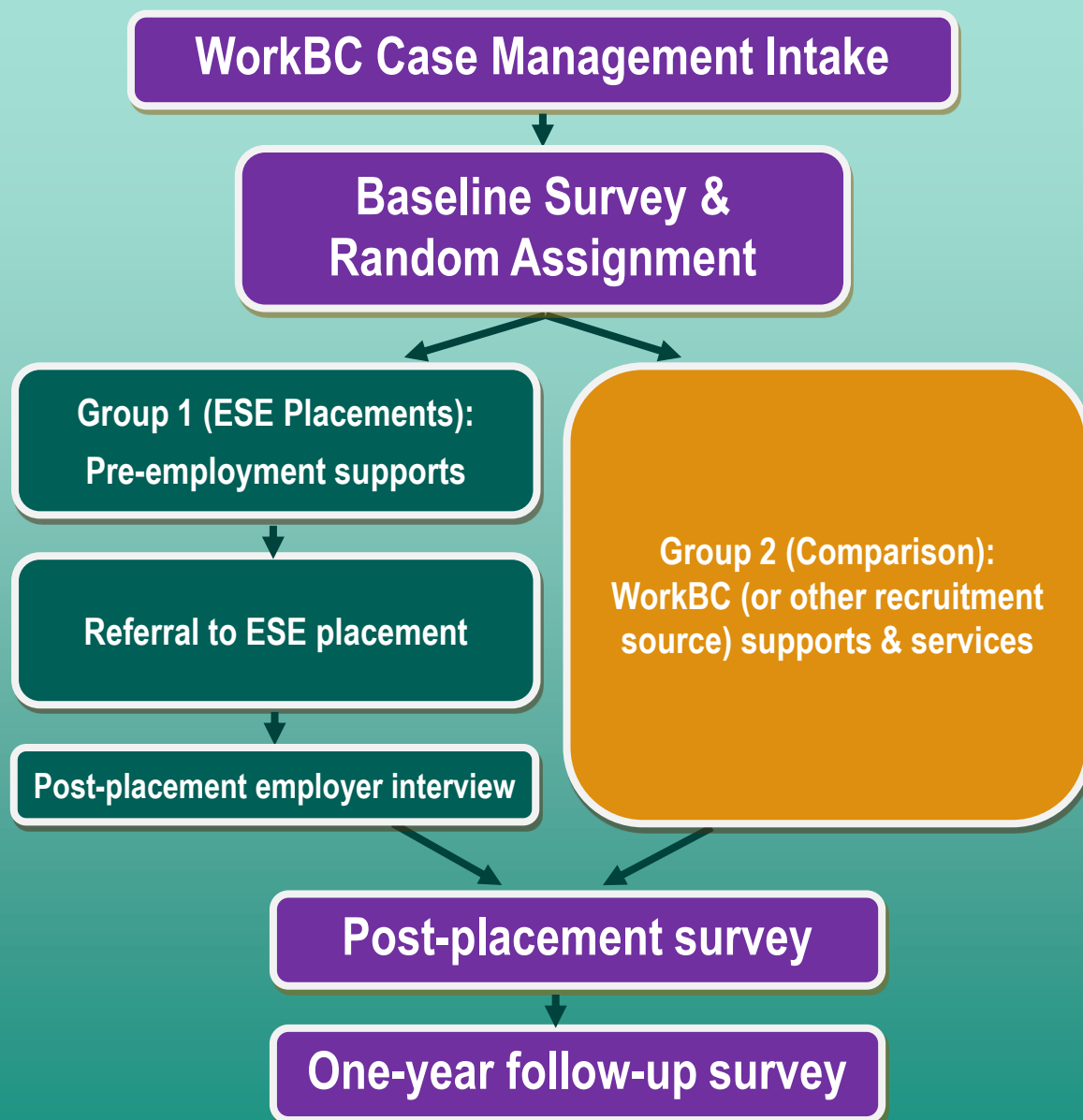
Social Enterprise Partners

- Café and Catering
- Cleaning/Junk removal
- Bee keeping

Benefits to Social Enterprises from participation:

- Ease of access to a pool of ready-to-work candidates
- Employer & employee supports through service partners
- Social Enterprise Capacity Assessment Tool

Evaluation Design



Outcomes of Interest

SHORT TERM OUTCOMES

Personal wellbeing and development outcomes

- Self-esteem, satisfaction with life and resilience
- Health (emotional, physical, stress)
- Social capital (social networks, family support, social cohesion)
- Financial stability

MEDIUM TERMS OUTCOMES

Increased career decision self-efficacy

- Career planning
- Job-search self-efficacy
- Networking comfort, intensity, and job search activities

LONG TERM OUTCOMES

Employment Outcomes

- Attachment to the labour market
- Employability
- Match between skills and wages
- Participation in employment or education in line with career objectives

Opportunities moving forward



Diversifying
recruitment
sources

Diversifying
types of social
enterprise
placements



Thanks!

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