

Nahno.Org: The National Youth Engagement and Volunteering Movement

UNICEF Jordan Country Office

UNICEF Jordan applies the Youth Engagement Pathway to ensure that the most vulnerable young people in Jordan have access to the necessary resources and opportunities to transition towards adulthood and employment in Jordan, where more than 63 per cent of the population is under the age of 30, civic and social participation is alarmingly low yet critically so important.

Around 8 per cent of boys in Jordan are members of civic groups compared to 4 per cent for girls. Despite high enrollment rates in formal education, labor market skills mismatch affects 53 per cent of young graduates. Young people have continuously stressed the need for civic and social engagement opportunities to enable them to practice, further develop, and acquire skills.

Today, young people, especially the most vulnerable, have limited access to opportunities to engage in their communities and improve their employability skills and support their positive transition to adulthood and employment. Research demonstrates that household socioeconomic status is positively correlated with civic engagement, and UNICEF has partnered with the government of Jordan, non-governmental organizations, and the private sector for **Nahno: The National Youth Engagement and Volunteering Movement** to ensure the most vulnerable young people, especially girls and youth with disabilities, have opportunities to engage..

Programme Objective

The National Youth Engagement and Volunteering Movement aims to develop institutionalized mechanisms for youth social and civic engagement and increase platforms to connect youth to one another, as well as to a diverse range of entities, thereby facilitating the creation of youth-led initiative. UNICEF has developed strong partnerships with a wide range of stakeholders: Government, Ministries, Private Sector, NGOs, United Nations agencies, with a shared commitment to provide engagement and volunteering opportunities for young people in Jordan.

“It changed my view on volunteering and made me realize that a lot of things are considered as volunteering” (Raghdad, 18)

“I got to learn new skills that helped me in socializing more with others” (Sara, 19)

63% of people in Jordan are under 30 – 38.8% of youth between 20 and 24 years old are unemployed – 84% of Syrian refugee youth are out of school and unemployed – 29% of young people are not in education, employment or training – 7% of youth are volunteering in a given month

Nahno.Org

The National Youth Engagement and Volunteering Movement Platform, Nahno, org, is an innovative tool that allows youth to register and be matched to relevant engagement opportunities near them. Companies, non-governmental organizations, and institutions (partners) can post the engagement and volunteering opportunities they have available for youth on the platform. The platform is designed to be flexible and adaptive to the needs and interests of the participating youth and partners. It can be accessed online or through a mobile application. This national movement brings together all partners in Jordan, including United Nations agencies, Government, private sector, and civil society organizations to engage the most vulnerable young people across Jordan in systematic and meaningful engagement and volunteering opportunities.

Role of youth: youth across Jordan can register their profile on the portal. From there, they have access to different engagement opportunities in various sectors and governorates across the country. They receive feedback about their performance at the end of their engagement experience and they can also leave feedback of their experience. Youth can accumulate points in return for each engagement hour (1 point per 1 hour) and have access to a reward-based system.

Engagement Incentives: The National Youth Engagement and Volunteering Movement Platform is designed to sustain youth’s interest in engagement opportunities by providing access to different development and learning pathways. Once a young person registers on the portal and creates a profile, he or she can begin to accumulate points. Each time they complete an engagement assignment, the partner

verifies their hours and provides them with confidential feedback, which generates points. Youth also provide feedback on the engagement opportunity, which helps the programme monitor the quality of the provided experiences. The different types of incentives offered will match the interest and development needs of participating youth. This could range from offers by partners such as phone credit, movie passes, and discounts to more focused employability offerings, such as e-courses, mentorship, technical trainings, and many more.

Target Audience: Nahno targets female and male youth across Jordan between the aged of 15 and 24 years old (and beyond) with a particular focus on the most vulnerable, those in the greatest danger of being left behind, including girls, young people with disabilities, young people on the move, refugees, and those from varied socioeconomic backgrounds.

Role of Partners: Partners who are interested in providing engagement opportunities can register their organization onto the portal. Partners are carefully vetted and assessed on basic requirements, such as their legal status as well as practices conforming to UNICEF child protection policies. Once eligible, they will be able to post engagement opportunities for young people on the portal. Partners include local government organizations, private sector companies, civil society (local community, faith-based, non-governmental), and social enterprises. Youth are also encouraged to bring forward their own initiatives, through Innovation Labs or Youth Networks, for which they can accumulate points.

Programme Benefits

For Youth:

- acquire new experiences and exposure
- gain new skills or build on existing skills and knowledge to improve future career prospects
- networking and meeting new people
- promote active citizenship

For Partners:

- access diverse and flexible pool of talented young people
- comply with their Corporate Social Responsibility and boost their public image
- capitalize on the energy, innovation, and new ideas from young people to solve chronic issues in their company

For the Community:

- engaged and empowered generation leading the country forward

Results in Numbers

- Over 82,000 online volunteering and engagement opportunities posted on the platform, out of which 19,000 respond directly to COVID-19
- Over 43,000 young people (62 per cent girls) registered on the platform, 6,000 of whom registered to support COVID-19 response in Jordan
- Over 900,000 volunteering hours logged through the portal, 60,000 of which are focused on COVID-19 response
- Over 280 entities, including community-based organizations, public sector, private sector, and non-governmental organizations host volunteers

For more information, please contact:

Ettie Higgins
Deputy Representative
UNICEF Jordan
ehiggins@unicef.org

Jacqueline Chu Montell
Partnerships Specialist
UNICEF Jordan
jchumontell@unicef.org