

Case Study: Establishing a new training facility at City Centre Almaza targeting young people and people with disabilities

People 1st
International



Background

Phase 1: Assessment of Needs and Establishing the Business Model

The initial phase (phase 1) fulfilled an assessment of the market needs; defined an operable business model; and co-ordinated a study tour to Abdali Mall in Amman, Jordan, that People 1st International has previously supported under a similar programme with European Bank for Reconstruction and Development (EBRD). For further information see: <http://www.abdalimall.com/>

Phase 2: Operationalising a sustainable model

The site operator, Majid Al Futtaim Group (MAF), aimed to develop an on-site Almaza Recruitment and Training Centre (ARTC) to deliver training programmes and employment support services in line with its tenant retailers' needs. All training resulted in accredited learning outcomes, certified in line with national standards. The ARTC's programmes are targeted at young jobseekers living in the local area; people with disabilities seeking access to employment and skills; and the incumbent staff of the tenant retailers (in terms of relevant up-skilling). In addition, the ARTC provides job-brokering services for successful graduates, instituting an efficient process for linking them together with the Centre's open vacancies.

Project Aims / Our Solutions

The ultimate goal of the new facility is threefold:

- 1.** To support the Client's business operations through the timely provision of market-relevant skills for the benefit of its tenant retailers
- 2.** To broaden access to employment and skills for young people and people with disabilities in the local area, thus enhancing their economic opportunities
- 3.** To provide tailored guidance and information to the Client's tenant retailers employing workers with disabilities for the first time, seeking to improve capacity and adopt best practices



Our customer

Majid Al Futtaim Group (MAF)

Funded by

European Bank for Reconstruction Development (EBRD) & the State Secretariat for Economic Affairs (SECO) of the Swiss Confederation

Client Testimonial

"ARTC sums up a huge achievement and an important milestone in EBRD's work on youth and disability inclusion in Egypt."

Through Majid Al Futtaim's vision we were able to build the ambitious and truly exciting Recruitment and Training Centre that EBRD is incredibly proud of.

We warmly congratulate People 1st International, Education for Employment Egypt and the HELM Foundation on reaching this important milestone and look forward to following the ARTC story closely in the months and years ahead."

- Marko Stermšek | Associate, Inclusion Specialist Department of Economics, Policy and Governance, European Bank for Reconstruction and Development

To support the aims of these goals and provide the client support in establishing the new facility People 1st International have provided:

- An assessment of market needs and scope for accredited learning under the new facility
- Co-ordination of a study visit to Abdali Mall in Jordan
- Definition of key operational parameters, responsibilities and financial model, with development of phase two terms of reference
- Project management and support in establishing and launching the ARTC
- Development, review and amendments to the ARTC learning programmes with delivery of training the trainers
- Established robust monitoring and evaluation practices for tracking ARTC's impact

Outcomes & Impact

As lead consultant we worked in partnership with Majid Al Futtaim Group (MAF) along with representatives from Education for Employment Egypt and HELM to develop and deliver against the project outputs and outcomes.

Highlighting the core findings of the principal training needs of the Centre's tenants including skills profiles and occupational which the new training facility addresses. The research gathered detailed evidence on the employment challenges of local jobseekers, including both young people and people with disabilities, in order to establish their skills-related aspirations and expectations in relation to the new training facility. The research, finally, identified relevant avenues for accreditation of learning outcomes under the programmes to be delivered via the new training facility.

Detailed guidance was provided on the new centre's physical requirements including all furniture and equipment needs and specifications; interior design and separator requirements; entrances, exits and evacuation requirements; lighting, plumbing and other interior design requirements; and requirements for accessibility for users of the Centre who may have mobility constraints and other types of physical and sensory disabilities, along with marketing and branding development and support.

Development of training programmes in Employment 1st, Retail Works, Coaching, Café Culture / Casual Dining, Ambassadors Customer Service, Essential Management Skills and Selling and Service and delivery of training to local trainers equipping them with the skills to train through the ARTC centre. Due to the global pandemic a virtual launch was implemented prior to a full physical launch of the centre once safe to do so in February 2022.

To find out more about the City Centre Almaza and its development visit <http://www.citycentrealmaza.com/>

"The training was an enriching addition to EFE-Egypt's capabilities. Our trainers are our backbone; they are the directors of our students' learning experience, skill training and employability. They are the hidden factor behind the success of the organization and its beneficiaries. The training from People 1st International has increased their capacity to create more achievements and take EFE-Egypt's impact to a new level."

- **Nora Abou El Seoud, EFE-Egypt CEO**

People 1st International is an industry-led skills expert.

Our team of expert international consultants support countries with a true thirst for professional development, who are passionate about helping young people, challenging social and gender exclusion, addressing the barriers to work and supporting continuous professional development of the existing workforce.

To discover how we can support you with labour market intelligence, technical vocational education and training strategies and practical skills solutions, get in touch at info@people1st.co.uk or visit www.people1st.co.uk.

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