

MINISTRY PAPER # 48/16  
MINISTRY OF EDUCATION, YOUTH & INFORMATION

**REBRANDING OF THE YOUTH INFORMATION CENTRES**

**INTRODUCTION**

Members are asked to note the following information regarding the rebranding of Existing Youth Information Centres of the Ministry of Education Youth & Information (MoE, Y&I) to Youth Innovation Centres.

**BACKGROUND**

Youth Information Centres are key resources for the youth that provide a free information service to young people and those who work with them. The Youth Information Centre concept in Jamaica was developed as a policy direction of the Government of Jamaica over several years and has resulted in the establishment and operation of Youth Information Centres under a special Youth Empowerment and Participation Programme, dubbed, “Operation Phoenix”, approved by Cabinet in 2002.

Thirty-one (31) Youth Empowerment Officers (YEOs) have been appointed, trained and assigned to each parish to implement the activities under Operation Phoenix. They are responsible for operations at the centres where they have already been established. Those YEOs who are not assigned to a centre have been utilizing office space provided by other departments of government. They are the on-the-ground team, working in various Youth Development Areas who interact closely with Youth Clubs, Community groups, Agencies and Non-Governmental Organisations (NGOs).

**OPERATIONAL HIGHLIGHTS**

Currently, existing Youth Information Centre operations (including services and programmes) are being reviewed towards determining, and ensuring relevance to contemporary youth needs. The team is in the process of defining a set of core competencies, services and programmes which are to be implemented in all of these centres. Additionally, a Business model will be implemented to ensure sustainability of operations.

The Youth Information Centres will be restructured as **Youth Innovation Centres**, bringing alienated and marginalized youth back into the economic mainstream and giving them a sense of meaning and belonging. The centres will assist youth in developing new skills and experiences, while promoting innovation, entrepreneurship and resilience.

The rebranded centres will promote a culture of entrepreneurship through information dissemination and the rollout of the Creativity for Employment and Business Opportunity (CEBO) Programme;

The CEBO programme will facilitate:

- Training in Business start-up and Entrepreneurship;
- Provide access to business support services including (but not limited to) finance and business coaching and mentorship;
- Provide training in social entrepreneurship for Community-Based Youth Organisations (CYBOs); and
- Provide an Entrepreneurship Help Desk accessible to all youth.

In recognition of the short fall in the consistency and continuity of new businesses and initiatives created by our young people, and with the expectation to sustain their efforts, the rebranded centres will incorporate into all its programmes a *Self-development* Component that will seek to build the values, attitudes, resilience, self-efficacy and esteem of our youth.

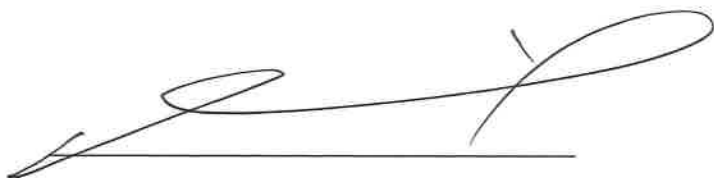
Full rollout of the Database Management and System to monitor and evaluate the throughput of the centres and the programme impacts.

## **FINANCIAL CONSIDERATIONS**

The rollout of the CEBO Programme will require a pilot cost of J\$2M within 5 Centres. Technical work will be executed by Divisional staff.

## CONCLUSION

The rebranding of Youth Information Centres to Youth Innovation Centres will aid in the achievement of the MoE, Y&I strategic objectives, strengthen the reach and impact of the YEOs while streamlining the services offered to target populations.



Senator the Hon. Ruel Reid, CD, JP

Minister

June 6, 2016

File No. *Q 055/119*

