CAP
Youth Empowerment Institute
Linking Learning and Livelihood
Kenya

ISO 9001:2015 Certified



CAP Youth Empowerment Institute (CAP YEI)

A youth-focused development organization supporting disadvantaged and vulnerable young people to transition successfully from learning to earning through market-driven skills development, employability, entrepreneurship, and workforce transition pathways. **CAPYEI has been a member of the GOYN family since the beginning.**

Our Focus Areas

- Skills Development & Matching
- Employability & Workforce Readiness
- Entrepreneurship & MSME Development
- Digital Skills & Innovation
- Systems Strengthening & Institutional Capacity Building
- Youth Employment Ecosystems Strengthening

Our Reach Since 2011

120,000+

Youth Trained

75%

Transitioned to Employment

12-15%

Transitioned to Entrepreneurship

95%

Employer Satisfaction

4,000+

Employer Partners

10

African Countries

3%

Linked to Further Education

60%

Female Participants

CAP YEI Theory of Change

From Learning to Livelihoods using the BEST Model

CAP YEI believes youth transition succeeds when:

Youth are provided with:	Through:	Leading to:
Market-relevant skills	Employer engagement	Employment
Employability	Systems strengthening	Entrepreneurship
Work exposure	Youth-centered support	Income growth
Transition support	Labour market intelligence	Sustainable livelihoods
Enterprise pathways		

THE BEST MODEL

Outcomes

- Completion report
- Peer evaluation
- Post placement survey
- Market scan revisit
- Impact assessment

- Placement support for every trainee
- Counseling
- Placement report
- Advanced learning
- Skill up gradation counseling

- Job readiness module
- Preparation of resumes
- Mock interviews
- FGDs
- Workplace behavior training
- Gender sensitization at work place

- Student portfolio
- Workplace surveys
- On-the job training
- apprenticeships



Life skills Career Exploration
Technical training through -Self learning mode, - Guest Lectures, Exposure visits,
Facilitator Portfolio

Outcomes

Sectorial scans

Entry level competency mapping

Identification of potential Business mentors

- Curriculum validation with industry
- Course certification
- Assessment framework
- TOT

- communication module for mobilization
- Registration
- enrollment
- Interest Inventory test
- Personal counseling
- Road show reports
- Engagement of alumni

- Setting individual learning goals
- Participatory design of Learning environment
- family counseling
- Life skills
- Learning contract
- Selection of course
- Inception report

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Innovations Within the BEST Model

What Makes the Model Different?

1



Demand-Led Model

Training is co-designed with employers to ensure youth acquire labour market-relevant competencies.

2



Digital LMS & Transition Tracking

CAP YEI leverages a digital Learning Management System with 40,000+ users to support access to learning, learner engagement, and transition monitoring.

3



Multi-Skilling Approach

Youth are equipped with multiple complementary livelihood skills to improve resilience and employability.

Example Dual Sector Program (Hospitality + Climate Smart Agriculture)

This, value chain approach, offers multiple pathways for youth after training improves income diversification and reduces vulnerability to labour market shocks.

Innovations Within the BEST Model (cont.)

What Makes the Model Different?

4



End-to-End Transition Support

Beyond training, youth receive structured support toward employment and self-employment. Now working with partners like YFDB to influence loverhoods supply side for different sectors.

5



MSME Incubation & Entrepreneurship Pathway

Youth entrepreneurs receive business development support, mentorship, incubation, and market linkages.

6



TVET Systems Strengthening

CAP YEI strengthens institutions through trainer development, CBET strengthening, digital tools, and private sector engagement.

7



Public-Private Partnership Ecosystem

Government, TVET institutions, employers, financial institutions, and communities work together to improve youth outcomes.

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Evidence of Impact

What Results Are We Seeing?



Improved Employment Outcomes

Youth successfully transition into formal and informal employment.



Increased Preference for Entrepreneurship

More youth establish and grow enterprises with stronger business viability.



TVET Strengthening

Institutions improve relevance, industry engagement, and employability outcomes.



Improved Inclusion

Focused support for: Young women, Refugees, Vulnerable youth, Persons with disabilities.



Improved Employer Confidence

Employers increasingly recruit CAP YEI-trained youth.

SECTORS

- LEATHER WORKS
- HOSPITALITY AND TOURISM
- TEXTILE
- BUILDING AND CONSTRUCTION
- GREEN ECONOMY
- TRANSPORT & LOGISTICS
- HAIR & BEAUTY THERAPY
- SECURITY GUARDING & SYSTEMS
- CREATIVE SECTOR
- DIGITAL ECONOMY
- AUTOMOBILE

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GALLERY















END



CAP Youth Empowerment Institute

7th Flr, Victoria Plaza, Westlands Nairobi

Phone: 0786 101 268

Email: communications@capyei.org

Website: www.capyei.org

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