

Citi10 Anniversary partnership with EFE

Video Script

What story? Show evolution through personal stories, sharing what students have achieved.

Narrative arc:

Beginning = where students were before EFE.

Middle = EFE as opportunity to develop for grads.

End = Future and legacy.

Beginning – approx. 90 seconds

Students interacting and laughing with uplifting background music and text: (15secs)

10 years of life-changing and sustainable impact

across **the Middle East and North Africa.**

Transforming the lives of over **5,000** young people

Idea: Where were you before training?

Testimonials from graduates (25secs)

1. 'Before I started my training with EFE' (show variety of needs)

I was unemployed...I didn't know where to start...

I had no direction and I felt lost about the future...

I had no chance of finding a job...

I was dependent on my family for financial support...

I didn't feel confident, I didn't think I was capable...

1. CEO – Ana M. talks about the need for this partnership: (20secs)

Connecting people and building futures is something EFE and Citi have in common and working together side by side we took on one of the greatest challenges affecting youth in MENA.'

EFE and Citi's partnership was born out of the need of linking young people with job opportunities in a region where 1 out of 4 are unemployed.

We know that talent is universal but opportunities are not. EFE is a bridge that allows young people to enter the world of work with skills to succeed, becoming agents of change for themselves and their communities.

2. Up to two Citi reps – talk about the partnership need and its importance. (20secs)

For us at Citi, partnering with EFE was the right choice for us because of their strong focus on the persistent, global issue of youth unemployment. Citi Rep.

MIDDLE Section -120 secs

Idea: opening up possibilities through training

1. Entry from graduate (60 secs)

Finding EFE and being part of the training changed my life in so many ways. It meant a new beginning for me...

My experience at EFE transformed my life because...

Training at EFE has been very useful to advance in my career plans...

From other grads:

It gave me 'independence, because I was able to start earning money at a difficult time.

It gave me 'Confidence', because I was able to improve communications skills and self-confidence.

It gave me 'Opportunity, because I discovered a new industry where I could start my career.

I managed to get a job and be financially independent, so it is Future for me, thanks to EFE.

It gave me 'Hope' because I was able to get my first job.

2. EFE CEO & Citi Rep talk about how the partnership helped people and what is unique about it. (30 secs)

EFE and CITI have been BUILDING FUTURES and transforming lives for youth through in-demand training, opening a world of opportunities for young people to develop their careers. EFE-CEO

Citi and EFE have equipped young people with market driven soft and technical skills linked to sustainable jobs in close partnership with employers. EFE-CEO

Over the past 10 years together, Citi and EFE were able to adapt to the changing market needs to provide young men and women with tangible opportunities. Citi Rep

3. Employer feedback (30 secs)

Local employer to talk about how EFE alumni are sought after by employers and what EFE grads add to the job market.

END – 90 secs

Idea: what they have achieved and future

Students talk about their current occupations and tell us about their future aspirations. (30secs)

Today I work as a sales assistant in a shop....and I hope to be a manager in 3 years.

Now, after the opportunity given by EFE and Citi, I am a coder at xx company. I want to keep learning and also help others...

Closing interventions (60secs)

This partnership has been unique in creating opportunities for young people. The future looks bright and we are proud to continue to support them. Citi Rep

We are so excited to have supported more than 5000 young people's dreams, but this is not the end, because the spirit of change lives on. Citi Rep

Our graduates constitute the true legacy of this partnership. The experience they have acquired have created a wave of transformation that keeps growing and positively impacting their communities. CEO-Ana

For each graduate we have trained, there is a trickle-down effect that benefits not just the individual but their families and the region. Thanks to this partnership there is sustainable change for years to come. CEO-Andrew

We want to thank Citi for going far and beyond, Citi has been key for EFE to continue advancing its mission of connecting young people to jobs. This partnership has brought a brighter future to so many talented youths and we are excited to see what our graduates will achieve. Ron Bruder.

At EFE, we are so grateful to Citi for their unwavering support and commitment to improving the future of young people. Thank you Citi!' Ron Bruder.