

10<sup>th</sup> August 2023

## Citi10 Anniversary partnership with EFE

### Generating content from event – interviews

#### Questions for EFE graduates

1. Please tell us where were you at the beginning of your training? (looking for a job etc...)

Examples:

**Always start the answer with: Before joining EFE...**

Fill the gaps with the students' experience as appropriate:

*Before joining EFE, I could not find a job and didn't know where to start.*

*Before EFE, I was at a difficult financial situation and I was dependent on my family for financial support.*

*Before EFE, I did not have confidence in myself, I didn't think I was capable of entering the labour force in my industry of choice.*

*Before I started with EFE, I was unemployed for xx months, after graduation I started my professional career with a great employer so I couldn't be happier.*

2. Tells us how the training changed your life and use one word\* to explain what it meant for you?

\*Affiliates to provide the word, in this question is important for graduates to write this word in a piece of paper and film the whole process. More guidelines at the end of the document.

Initial sentence should read something like:

*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...*

After, choose one word and encourage grads to say something like the below:

*it gave me 'Hope' because, EFE training gave me a possibility to use my skills in a meaningful job.*

*It gave me 'Confidence' because thanks to EFE's training I was able to communicate better, trust myself and go beyond my comfort zone.*

*It gave me 'Independence' because after training with EFE, I was able to earn a salary and support myself.*

*It gave me an 'Opportunity' because training with EFE opened the doors to a new industry.*

*It implied 'Growth' because after my experience with EFE, I gained new skills that allowed me to progress further in my career.*

*It provided me with 'Connections' I was able meet strong employers and connect with new colleagues.*

Please use preferably:

**HOPE – CONFIDENCE – Morocco**

**INDEPENDENCE – OPPORTUNITY – Tunisia**

**GROWTH – SKILLS – Algeria**

**POSSIBILITY – EMPOWERMENT (last would be great if a female grad)- KSA**

We need several shots of this question:

B-roll to be mixed with interview material. Please film students writing the WORD, walking into classroom or venue from outside, talking to someone, holding the diploma etc...

#### **Film students during interview**

Shot before interview – a few moments holding up the word prior to the interview. See pic.

Interview without paper, just grads with the banner at the back.



**PLEASE HAVE THE WORDS CLEARLY WRITTEN FOR THE GRADUATE**

### **3. Where are you now? – give job title and tell us what plans you have for the future? Show variety.**

*Now, I work as a manager in the IT sector and I hope to keep learning but also inspire others in their career journey.*

*I work in xx. The skills I have learnt in the classroom come to life in my professional day to day activities.*

## Questions for CEOs (short answers 10 secs max)

### 1. What are the benefits of this partnership for youth?

*This partnership supported youth by providing training on in-demand soft and technical skills to enhance their employability while connecting them to job opportunities.*

*In Morocco, we implemented an EFE Alumni club, which facilitates networking synergies. We also installed hiring kiosks, which allowed job seekers to connect with potential employers. (only for Morocco)*

*We believe that a lasting impact comes from upskilling youth. When you learn a new skill and you keep using it, for example being assertive, that is going to help you all your life. The benefits go beyond the classroom.*

### 2. What is unique about this partnership?

*Capitalising on EFE strong connections with local employers. EFE was able to identify what was job profiles were needed currently and we were able to adapt training needs and provide opportunities for youth.*

### 3. What do you find most inspiring about the Citi & EFE 10 yearlong partnership?

*The talent, seeing young potential flourish. The graduates start training sometimes feeling unsure of themselves and by the end, they are much more confident, it is rewarding to see.*

*The enthusiasm that our graduates have displayed over these 10 yearlong partnerships is truly inspiring, they are so keen to start their professional careers and it was an honour to be part of that.*

*Witnessing young people achieve their dreams, and knowing that we contribute to give hope to a generation that needs our support.*

## Questions for Citi reps (short answers 10 sec max)

### 1. Please tell us why you chose EFE for this partnership?

*Both Foundations have a strong record of unlocking young people's potential and believe that when given the chance vulnerable youth can thrive and be gamechangers for their communities.*

### 2. What makes this partnership so successful? What is the recipe?

*The recipe for such long-lasting and successful partnership comes from both ends. On the one had our talented youth so eager to join the world of work and for another a team of professionals at EFE and Citi with the enthusiasm to make this change happen.*

### 3. What constitutes the legacy of this project?

*This legacy for us is that we have made a lasting change, helping youth take control of their future by facilitating job opportunities to vulnerable youth.*

## Questions for Employers (short answers 10 sec max)

### 1. Please tell us what EFE graduates bring to your company?

*Employer can talk about the soft skills that EFE grads bring and that are hard to find.*

### 2. What set EFE apart from other institutions?

*Employer can talk about the relationship with EFE as an institution and the trust they have based on the reputation/years of working together providing talent.*

## Guidelines

- The replies above are a suggestion, we highly recommend you use a similar tone and style but adapting it to the lived experience of the interviewees. If they don't know what to answer, you could use it as a script.
- FULL HD 1920x1080Px 25fps - 16:9 Lense 50mm.
- **B-roll:** students walking into classroom, talking to each other, holding and collecting their diplomas, talking to trainers and CEOs... Film students outdoors if possible, arriving to the office, venue etc.
- Shots of students, CEOs, Citi reps: from waist up - sitting preferred but could be standing too.
- Please see below EFE video as guidance  
<https://www.youtube.com/watch?v=OBcu11NIKcU>
- Use banners with EFE logos as well as **Supported by Citi Foundation** as shown below:

## Supported by Citi Foundation

- Please be concise – we have to feature a large number of testimonials and EFE staff so it is key to be precise.
- Get participants a copy of the question in advance if this is helpful and do not hesitate to talk to them prior so they understand what questions are being asked. It also provides a warm-up so people are more comfortable.
- Make sure students are placed where you can film them without clutter and with good light. Avoid reflections from projectors etc.

- Talk to students while they are fresh.
- Please ensure the participant has fully understood the question prior to filming.
- Make it fun! no need for a lot of formality but brief and clear answers that are easy to understand for everyone.
- Please use Arabic or French when need to. Especially if the person struggles with English.
- Make sure interviewed person in 2 meters away from the wall and that there is no clutter.
- Interviewed person looks to the interviewer not the camera
- Microphone 20 cms from the mouth of person.