

WHAT IS IRM?

Key growth sectors of economy are made up of largenumbers of artisanal SMEs that are not creating jobs because they are informal and face significant barriers to market access and growth.

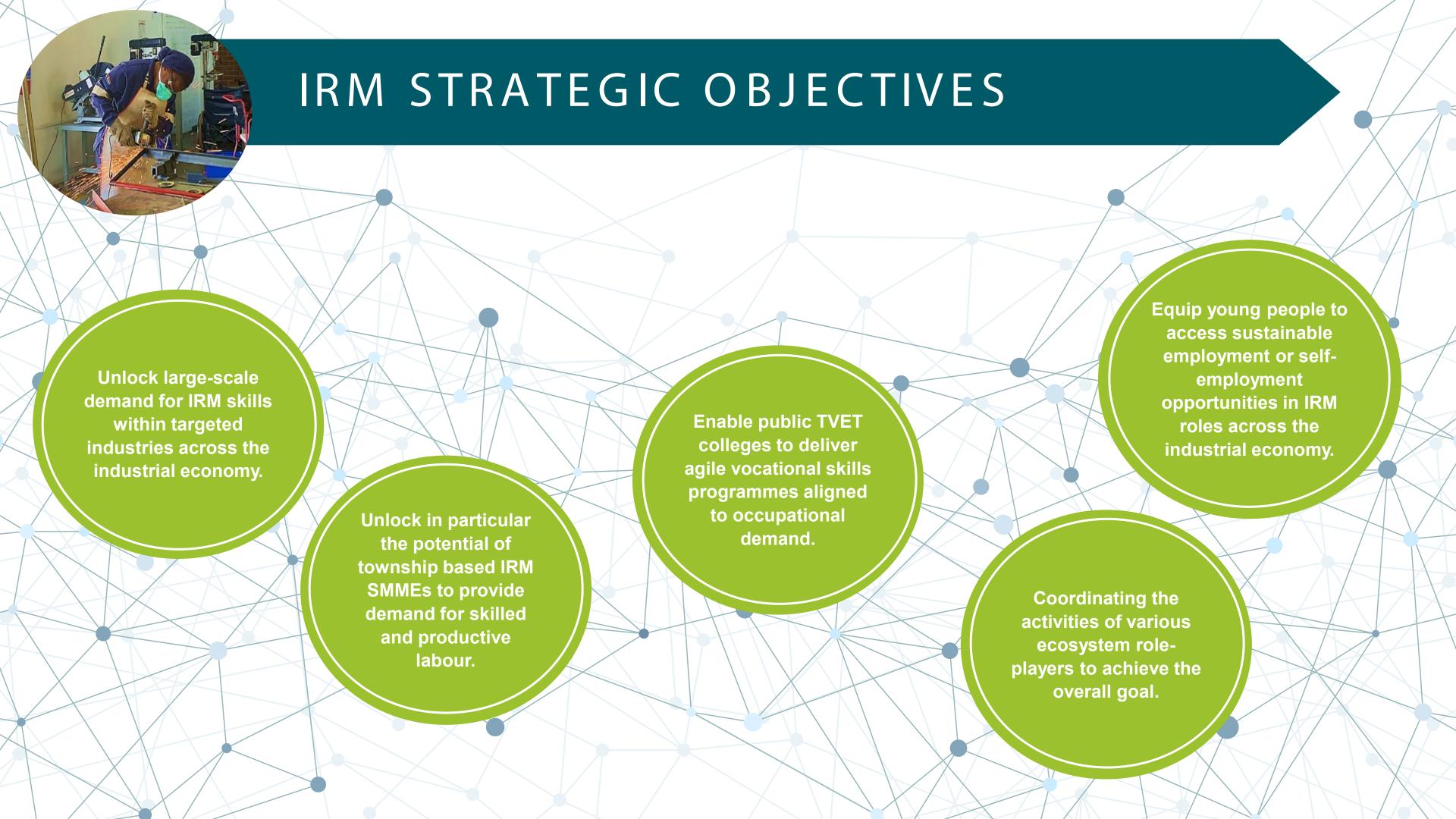
The IRM Initiative recognises that youth unemployment will not be solved through labour absorption in the formal sector alone, and that township youth in particular face significant barriers in accessing and sustaining employment opportunities.

As the country transitions to the green economy, we need to address some of the structural inequities in our economy that prevent the ability of SMEs to grow and create jobs.

The focus of IRM enterprises could include Light Manufacturing, Plumbing, Electrical, General Maintenance, Domestic Appliance Repairers, Autobody Repair, Cellphone Repairs etc.







CASE STUDY: CONTEXTUALISING THE IRM PARTNERSHIP IN ATLANTIS

The NBI, Atlantis SEZ and West Coast TVET College have entered a collaboration to demonstrate the efficacy of the IRM model for inclusive local economic development around a green industrial node.

The partnership seeks to achieve the following:

- Local ecosystem mapping and strategy
- Establish the IRM hub as a ecosystem intermediary
- Unlock demand for IRM services and products in local value/supply chains in the SEZ and more broadly
- Providing packages of support to existing IRM SMEs to strengthen the enterprise, technical skills and market access, on the proviso that they take in young people to train and employ.
- Delivery demand-led skills training and workplace learning that are aligned to the skills demands in SMEs
- Supporting young entrepreneurs with IRM skills to incubate new businesses and link them to local markets.























STRATEGIC ALIGNMENT

Infrastructure development and maintenance - Linking township contractors to public and private sector construction and maintenance supply and value chains.



02

Green and circular economy -Leveraging off demand for sustainable construction and maintenance practices, resource efficiency and opportunities in recycling and waste value chain.

Industrialisation and localisation - Alignment to sectoral and local industrial development plans





ENVISAGING THE LOCAL ECOSYSTEM







Public Facilities



Industrial Nodes, Parks, SEZs



Domestic

Resource Efficiency Specialisations (Energy, Water and Waste)

Circular Economy Innovations

Repairs and maintenance of buildings

Artisanal Entrepreneurs

Green Market Les

General property maintenance

Construction/ maintenance plumbing



Plumbing

Township contractors



Construction

Repair and recycling of cell phones and other electronic goods



Electronics

Construction / maintenance electricians



Electrical

Small and major domestic appliances,



Appliances

Small-scale light manufacturing of various products



Manufacturing

Out of warranty mechanical and motor body repair



Automotive

Artisanal Skills Sets

LOCATING TVET COLLEGES AT THE HEART OF LOCAL ECONOMIC ECOSYSTEM

2 ACCELERATING EXISTING IRM ENTREPRENEURS

Identify growth-oriented entrepreneurs

Assessing and addressing barriers to growth

(RPL / Upskilling, Formalisation, Mentorship,

Financial/HR Support)

Creating effective workplaces for training and employment

1 MARKET LINKAGES

Link to localised ESD / Procurement Strategies

Market Access Platform

Procurement Intermediary/ Aggregator

IRM TOWNSHIP HUBS (BASED AT TVET COLLEGE)

INTERMEDIATION BETWEEN
TOWNSHIP ENTERPRISES AND
DEMAND-SIDE PARTNERS IN THE
LOCAL ECOSYSTEM
(PRIVATE AND PUBLIC)

3 LABOUR MARKET INTERMEDIATION

Determining local skills demands, particularly in SMMEs

Flexible and Responsive skills programmes

Placement for Workplace Learning and Employment in SMMEs

4 INCUBATION OF IRM ENTERPRISES

Identify High Potential Entrepreneurs

New Business Ideation and Start-up

Support

Supporting Self-Employment

IRM TRAINING MODEL



Sourcing and selection

Primary target group

- Black Youth (Including Youth Living With Disabilities, graduates, unemployed youth)
- Prioritization of Women

Selection/ matching criteria

- Proximity to project site
- Minimum qualification match (TVET College Engineering Graduates [N2/N3], Technical high School Matriculants, Out of School Youth)
- (Other) Project requirements match
- At least 1.5 people to be trained per opportunity created



Short skills training and work readiness (3 months)

Foundational skills

Preparation for work

Occupational Health and Safety

Hand and power tools & equipment

Reading and interpreting plans & drawings

Role specific learning areas

Renewable Energy

General Repair / Resource Efficiency

Plumbing / Water Efficiency

Electronics / Appliance Repair

Aligned to workplace role and industry recognised standard

Work readiness behaviours and attitudes

Personal mastery / work socialisation/ applied problem solving

Entrepreneurship Education

(Can also happen later in the process as part of the transition)



Work-place learning (minimum 6 months)

Workplace learning / skills transfer

- Further training
- Coaching and Mentoring
- Skills transfer

PLACEMENT

PROJECT

Certification and recognition

- Summative assessment
- Certification
- Registration with relevant industry body



Facilitated exit

Work opportunity (absorption or transition)

Micro enterprise

(Self-Employment / Start-Up Contractor; Potentially linked to ESD Programme)

TRANSITION

Further Skills Development

(Pathway into a trade)

IRM INTERVENTIONS TO CREATE ENABLING CONDITIONS







Design of 3-year strategy



Demand activation





Entrepreneurial learning in TVET colleges



Build institutional awareness around entrepreneurial learning



Co-create entrepreneurial learning interventions across disciplines



Support teaching staff to embed entrepreneurial learning (pedagogy, assessment, curriculum)



SME support



Identify and accelerate growth in pool of growth-oriented entrepreneurs



Place IRM trainees with growth-oriented SMEs



Identify and support high potential incubatees



Demand-led skilling through TVET colleges



Determine/unlock demand for IRM/ green skills



Collaborative development of new programmes



Preparation of colleges and workplaces



Dual training (existing and new)



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The National Business Initiative is a voluntary coalition of South African and multinational companies, working towards sustainable growth and development in South Africa and the shaping of a sustainable future through responsible business action. Since our inception in 1995, the NBI has made a distinct impact in the spheres of housing delivery, crime prevention, local economic development, public sector capacity building, further education and training, schooling, public private partnerships, energy efficiency and climate change. The NBI is a global network partner of the World Business Council for Sustainable Development (WBCSD) and an implementation partner of We Mean Business, the CEO Water Mandate and CDP.