PCS, Lda

Across Sub-Saharan Africa, young people, especially those from vulnerable, low-income, or marginalized communities— continue to face major barriers to economic participation. Limited access to quality training, and a lack of market-oriented skills reduce their chances of entering stable employment. In addition to these structural challenges, many young people are unable to relocate for work due to **visa restrictions**, high travel costs, and limited opportunities to present themselves directly to European job market. As a result, even when they possess motivation and substantial knowledge, they find it difficult to access international job markets or showcase their potential to companies abroad. On the other hand, the rapid growth of digital remote work is transforming this landscape. Remote employment eliminates geographic barriers, allowing youth to access global job opportunities without leaving their home communities. Among the most accessible and fast-growing remote professions is the call- Centre and customer-support sector—a field that requires minimal equipment, and with structured training pathways, can increase employability of youth in remote areas. Recent market analyses illustrate that the global Business Process Outsourcing (BPO) sector—including call-Centre services—surpassed USD 280 billion in 2023 and is projected to grow by 9–10% annually. Europe remains one of the largest markets, with over 35,000 call-Centre operations, where companies across e-commerce, finance, aviation, telecommunications, software, and logistics hire tens of thousands of new agents every year. As the industry rapidly shifts toward remote and hybrid customer-support models, demand for digitally enabled, multilingual talent is rising sharply. This trend creates a major opportunity for African countries, which have substantial youth populations fluent in **English, French, and Portuguese**—languages highly sought after by European customer-service employers. With the right training, African youth are exceptionally well-positioned to fill these labour gaps and supply skilled call-Centre agents to a local and European market that continues to face shortages in customer-support personnel.

To that extend, **VOICE Africa – Improving Vocational Training on Digital Customer Service Support to Adress Unemployment in Vulnerable Young Africans** project aims to builds on this strategic opportunity by co-developing high-quality, inclusive Vocational, and Labour Market Relevant Training ecosystems that prepare vulnerable young people for customer support, and call-Centre careers—locally, regionally, and remotely for European employers. The project focuses on strengthening the capacity of VET/Youth organizations to deliver professional, market-aligned training in customer service, digital literacy, communication, problem-solving, and remote-work readiness. Through collaborative curriculum development, structured trainer capacity-building programs, and practical learning environments that simulate real call-Centre operations, CALL4Youth will equip youth with the competencies needed to enter a labour market that is actively hiring.

SO1 – Conduct comprehensive skills needs analysis (WP2)
Identify market demands, required competencies for call-Centre work, and capacity gaps within African

youth organizations. Analise digital access conditions, labour-market trends, and barriers faced by vulnerable youth.

SO2 – Co-develop high-quality training materials and a modular curriculum (WP3)
 Design inclusive and adaptable content covering digital literacy, communication skills, customer-service standards, conflict management, language proficiency enhancement, and remote-work readiness.

SO3 – Build the capacity of African trainers Through Mobilities (WP4)
 Implement mobility programs in Turkey, and XX, to train African trainers in delivering professional call-Centre training, using simulation tools, quality assurance methods, and learner-centered pedagogies.

SO4 – Deliver structured training programs for vulnerable youth and recognized certifications for future employability (WP5).

Train youth cohorts in target African countries, provide hands-on practice through simulated call-Centre environments, and support them in accessing internships, remote work placements, and real job opportunities.

SO5 – Foster policy dialogue and create an enabling ecosystem for call-Centre investment and youth employment (WP3, WP4, WP5)

Promote multi-stakeholder cooperation with government bodies, private-sector employers, and digital infrastructure actors to establish a supportive policy and investment environment. This includes developing a **Call-Centre Employment Hub** model that can attract European outsourcing partners, encourage national authorities to integrate digital customer-service careers into youth employment strategies, and lay the groundwork for long-term local or remote call-Centre operations. By strengthening institutional frameworks and engaging policymakers, the project will ensure sustainability, scalability, and continued job creation beyond the project's duration.