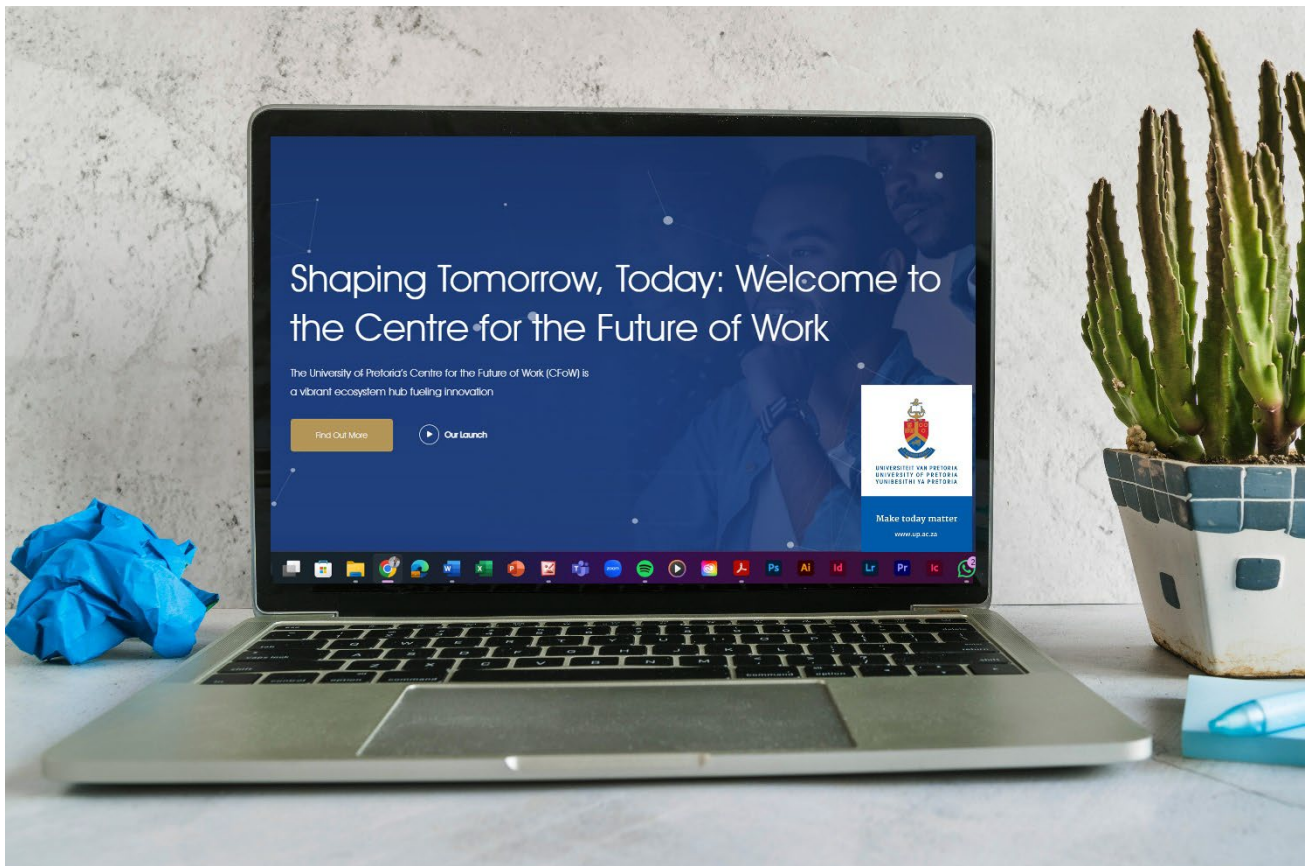


## NEWS RELEASE

# UP's Centre for the Future of Work (CFoW) Launches Online Website to Tackle Rising Youth Unemployment Crisis



### *The newly launched Centre for the Future of Work website*

PRETORIA - Africa stands as one of the richest continents globally, not just in terms of natural resources but also in its vibrant youth population - a powerful asset often overlooked. While industrialised economies grapple with shrinking youth demographics, Africa holds the promise of harnessing its youthful energy, creativity, and talent to drive economic growth. However, the stark reality is different. In South Africa alone, youth unemployment has surged to a staggering 59.4%.

Recognising the urgency of this growing crisis, the University of Pretoria's Centre for the Future of Work (CFoW) has taken a stance in positioning itself as a key player in shaping the current and future landscape of employment. Today, the CFoW proudly announces the launch of its online facing strategic initiative aimed at fostering collaboration among diverse stakeholders, including the private sector, public sector, civil society, academic institutions, students, and society at large.

At the heart of the CFoW's mission is a commitment to conducting cutting-edge research on the future of work, decoding global trends, and translating insights into actionable strategies. Central to this endeavor is

forging partnerships with stakeholders dedicated to addressing pressing societal challenges, foremost among them, youth unemployment.

“The website is innovative, informative, and visually appealing. It is a valuable resource to anyone passionate about the future of work and I would rate it a 10/10,” said, UP student, Tendamudzimu Mafadza. “The easy convenience and user-friendly interface of the Centre for the Future of Work website made my experience delightful.”

The CFoW's newly unveiled online website serves as a nexus for engagement, facilitating dialogue and cooperation between the Centre and potential partners. With a vision to ensure that all Africans have access to the skills needed for meaningful participation in society through work, the Centre underscores the critical role of accessible, socially, and economically relevant education in empowering youth.

Prof. Wesley Rosslyn-Smith, Director of UP's Centre for the Future of Work, emphasises the importance for universities to anticipate and integrate forward-looking learning pathways that equip students with the skills for meaningful employment. Work, he states, is not merely a means of sustenance but an integral aspect of human existence, enabling individuals to contribute to society and provide for themselves and their families.

As the CFoW launches its online website amid the backdrop of escalating youth unemployment, it signifies a pivotal moment in our collective commitment to shaping a brighter future for tomorrow's workforce. The Centre calls upon universities, the private sector, and governments to join forces, spearheading innovative solutions and creating opportunities that empower our youth.

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## **ABOUT THE UNIVERSITY OF PRETORIA**

The University of Pretoria (UP) is one of the largest contact and residential universities in South Africa, with its administration offices located on its Hatfield Campus in Pretoria. This 115-year-old institution is also one of the largest producers of research in South Africa.

Spread over seven campuses, it has nine faculties and a business school, the Gordon Institute of Business Science (GIBS). It is the only university in the country with a Faculty of Veterinary Science, which is ranked the best in Africa. UP has 120 academic departments and 92 centres and institutes, accommodating more than 56 000 students and offering about 1 100 study programmes. It has the most academic staff with PhDs (70%), NRF-rated researchers (613).

The 2024 Times Higher Education subject rankings placed UP first in South Africa in the fields of Law, Veterinary Science, Accounting and Finance; Agriculture and Forestry and Electrical and Electronic Engineering. Quacquarelli Symonds (QS) ranked the University among the top five in Africa, as part of their

2024 World University Rankings (WUR). UP was the only South African university featured in the 2023 World University Rankings for Innovation (WURI), falling within in the 101-200 range of innovative universities.

For more information, please go to [www.up.ac.za](http://www.up.ac.za)