

BAGOSPHERE PHILIPPINES



80%

of all graduates find a job.

2-3

The factor by which a graduate's income rises thanks to the education at BagoSphere.

Entering the labour market through call centre employment

BagoSphere enables young people from poor backgrounds in the provincial Philippines to access high-quality training in entry-level service occupations, such as call centre agents, and to cover the training fees through a smart microcredit system. The completion of BagoSphere's tailor-made curriculum paves the way for graduates to substantially increase their chances in the job market, earn a higher income, and improve their living conditions.

The Julius Baer Foundation supports BagoSphere through its partnership with the elea Foundation for Ethics in Globalization, which is BagoSphere's lead investor and plays a key role in shaping the organisation's strategy. As a social enterprise, BagoSphere is built on two insights: Firstly, the fast-growing call centre industry in the Philippines, with its constant demand for hiring new employees, offers an opportunity to reach

out to poor, young people in the province and to connect them to well-paid jobs in the formal labour market. Secondly, this opportunity can be seized by using microcredits and by building a model that is eventually economically self-sustaining. In close collaboration with elea, the Julius Baer Foundation facilitates the engagement of Julius Baer employees, who provide expertise and support BagoSphere in building a strong organisational basis.

Creating employment with better income

Through BagoSphere the following has been achieved:

- Over 1,000 young people have been trained since 2013.
- The job placement rate is over 80% after their graduation.
- Their average income is two to three times higher than before the BagoSphere training.



Lisa Tiña, works as call centre agent at Teleperformance

Julius Baer Foundation

For more than fifty years, the Julius Baer Foundation has dedicated itself to making meaningful and impactful contributions to society. The grant foundation of the Julius Baer Group was founded in 1965 by Walter J. Bär to support all forms of art and culture, various sciences, and carefully selected charitable causes within Switzerland. The Foundation's reach has extended along with the growth of the Group, and, today it collaborates with partner organisations worldwide in the core areas of Vocational Training, Recycling PLUS, and Wealth Inequality.

How you can contribute

Clients and employees of Julius Baer can support the Foundation.

Your donation will be used specifically for the core area of your wish. IBAN:
CH 94 0851 5072 8789 4200 9

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“BagoSphere not only taught me good communication skills. They also taught me life skills, budgeting, and how to make friends. They have taught me how to gain the self-confidence that I lacked. The salary that I was offered after the training was several times higher than that of my previous job. I am very thankful. Everything that is happening to me now is because of BagoSphere.”

Facts and figures: Philippines

The Philippines is a country rich in both natural and human resources. Still, its population remains poor. The disappointing statistics regarding the Philippines' poverty rate may seem surprising considering that it is an English-speaking country with Western institutions. Although primary school enrolment reached 100% in 1970, and today in Manila almost all primary students finish school, there are major regional differences. The step into the call centre business can be promising since the Philippines, as a former United States colony, has overtaken India as the main site of English-speaking call centres, and thus is now the global market leader in this regard. The rise of the Philippines is explained by the large share of young people who speak slightly accented English and, unlike many Indians, are steeped in American culture.

- Inhabitants: 100.9 million (the annual growth rate of inhabitants of around 2% makes it one of the fastest-growing countries in the world)
- Capital: Manila
- Languages: about 175 languages are spoken. The country's official languages are Filipino (based on Tagalog) and English.
- Unemployment rate: 6%
- Youth unemployment rate: 16.3%
- People living below the national poverty line: 21.6%
- Proportion of youth not in employment, education, or training: 22.7%
- The Philippines is made up of 7,107 islands

For more information about BagoSphere, please visit: www.bagosphere.com

“The youth is the hope of our future.”

José Rizal, Filipino author and political leader