

Industry A-Listers Launch London Work Experience Initiative

Tinie Tempah, Dumi Oburota, music and business A-listers launched a new Work Experience Campaign for disadvantaged young Londoners

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PICTURED: Stephen Conway, Duro Oye, Michael Edison-Odiase, Becky Fatemi, Dumi Oburota and Tinie Tempah

LEADERS FROM the music and property industries have joined to support the launch of Shadow to Shine and 2020 Change work experience and skills training initiative for youths from disadvantaged backgrounds.

They include music manager Dumi Oburota of Disturbing London, music artist Tinie Tempah, Stephen Conway, Executive Chairman of Galliard Homes, Becky Fatemi, Managing Director of Rokstone, Faisal Saigol, CEO of Saigol DDC, who met with Duro Oye and Michael Edison-Odiase from 2020 Change.

At a townhouse in Chester Square in Belgravia a selection of these industry leaders met with Duro Oye and Michael Edison-Odiase, the Co-Chief Executive Officers of 2020 Change, and Becky Fatemi, the Ambassador for Shadow to Shine, to discuss the work experience and skills training initiatives being offered to young people across London.

They also met young Londoners Chase Cowans, 16, and Abi Akinboboye, 25, who have both completed the Cities Elite Mind-set adjustment programme with 2020 Change, and have secured work experience positions with companies through the Shadow to Shine programme.

For the skills training programme, youth initiative Shadow to Shine have partnered with 2020 Change, the youth empowerment organisation which was set-up to build the next generation of community, business and political leaders. Working with men and women aged 16 and above who have either been previously convicted or are in such communities where they are exposed to the corruptive influences of drug and gang culture, to change their mindsets' through periodic character development training sessions.

The programme convenes young people who are furthest away from the labour market (e.g. recently left school with five or less A-C GCSEs/ low social capital). Cities Elite organises workshops to build mental toughness, develop interpersonal skills and robust character. Upon completion, candidates graduate and are assigned work experience with our Commercial Partners.

Duro Oye and Michael Edison-Odiase, the Co-Chief Executive Officers of 2020 Change said: "We are delighted by the support we have received from so many senior figures from the music and property industries. It is a central belief of 2020 Change that disengaged young people, including those from ethnic minorities or disadvantaged backgrounds, deserve a level playing field to be able to develop.

"Skills training and work experience with successful mentors from the business world can introduce these young people into a new world of thinking and give them the confidence and skills to fulfill their full potential and become key contributors to working society."

Dumi Oburota, Founder of Disturbing London and Tinie Tempah commented: "Leaders in the urban music industry can be influential and highly positive role models for young people across London. Helping young people connect with and be successful in corporate environments enables them to become business achievers of the next generation."