

Creative Faces “Youth Empowerment Through Makeup Artistry” Programme

Theory of Change

September 2025

What problem do you wish to address?	Who are your primary beneficiaries?	Who will be engaged to reach the audience?	What steps are required to bring about change?	What are the measurable results of the steps to bring about change?	What are the wider benefits of your work?	What long-term goals do you hope to contribute to?
Unskilled youth with the desire to develop skills in makeup artistry	Trinidad and Tobago nationals from 18 to 35 years who have a keen interest in makeup artistry.	<ol style="list-style-type: none">1. Sacha Cosmetics to provide Professional makeup artists to facilitate training.2. MSYA staff, including Youth Development Officers and Monitoring and Evaluation Team to track and monitor the programme.	<ol style="list-style-type: none">1. Delivery of training in:<ul style="list-style-type: none">• Makeup artistry• Entrepreneurship and business• Industry expectations• Soft skills, inclusive of communication, teamwork, and professionalism2. Forty (40) trainees enrolled and engaged in training sessions.3. Establish and ensure MOU between MSYA and Sacha Cosmetics are	<ol style="list-style-type: none">1. Trainees receiving a Certificate upon successful completion.2. Trainees more knowledgeable in makeup artistry demonstrated through pre and post testing.	<ul style="list-style-type: none">• Increased number of skilled youths in the makeup artistry sector.• Potential entrepreneurs created due to skill attainment.	<ul style="list-style-type: none">• Contribution to the national economy through the development of businesses in the makeup artistry industry.• Increased youth employment through the attainment of skills and knowledge in makeup artistry

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			approved and understood.			
Unemployed youth who desire to work in the makeup artistry industry.	Unemployed young men and women ages 18 to 35 years.	<p>1. Sacha Cosmetics to provide Professional makeup artists to facilitate training.</p> <p>2. MSYA staff, including Youth Development Officers and Monitoring and Evaluation Team to track and monitor the programme.</p>	<p>1. Delivery of training in:</p> <ul style="list-style-type: none"> • Makeup artistry • Entrepreneurship and business • Industry expectations • Soft skills, inclusive of communication, teamwork, and professionalism <p>2. Forty (40) trainees enrolled and engaged in training sessions.</p> <p>3. Establish and ensure MOU between MSYA and Sacha Cosmetics are approved and understood.</p>	<p>1. Trainees receiving a Certificate upon successful completion.</p> <p>2. Trainees complete entrepreneurship and business industry training</p>	<ul style="list-style-type: none"> • Increased number of youth entrepreneurs in the makeup artistry industry 	<ul style="list-style-type: none"> • Increase in youth employment levels locally. • Reduction in youth unemployment rate. • Youth contributing to GDP.