

YOUTH EMPOWERMENT PROJECT

Q2 2018 Update
April to June 2018



This project is funded by the European Union

Highlights



1,531
Individuals trained
to date



309
in Q2 2018



425
MSMEs supported
to date



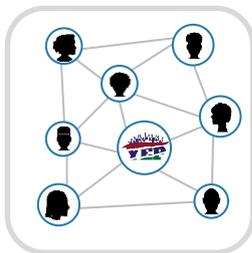
77
in Q2 2018



25
Partnerships with local
institutions to date



2
Memorandums of
Understanding
signed in Q2 2018



57,841
Youth reached to date



15,789
in Q2 2018



Trainings



Facebook



Events



YEP Portal

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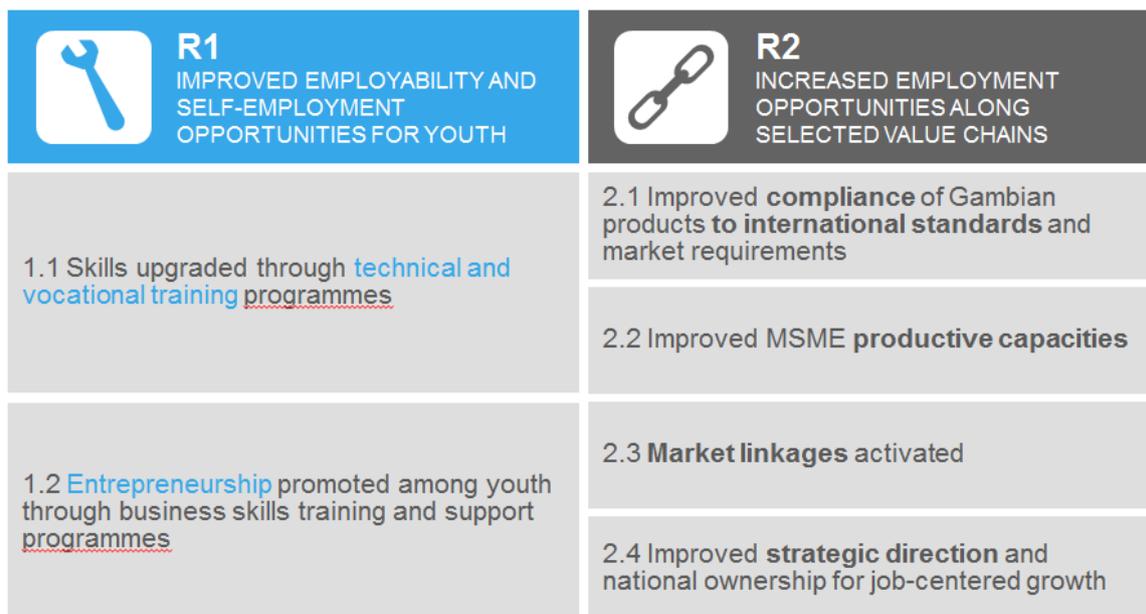
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YEP in a nutshell

The Gambia Youth Empowerment Project addresses the economic root causes of irregular migration by supporting youth employment and entrepreneurship. YEP is a four-year project funded by the European Union Emergency Trust Fund for Africa. YEP started in January 2017 and has a total budget of EUR 11 million.

The project takes a market-led approach to improving the skills and employability of potential and returning migrants according to demands of the job market while simultaneously creating employment opportunities along value chains. The project is structured around two results areas as illustrated below:



Other key areas of work include **access to finance** plus **value addition** in key sectors such as agribusiness, tourism, ICT, fashion and construction (Compressed Stabilized Earth Blocks, targeting young entrepreneurs, youth groups, brick makers, engineers and architects and contractors).

Progress in Q2 2018



1.1 SKILLS DEVELOPMENT

The skills development component focuses on strengthening the technical and vocational education and training (TVET) institutions in The Gambia, enhancing the training curricula and rolling-out training programmes and apprenticeship schemes to youth. The training programmes primarily aim to contribute to skill needs in priority sectors of YEP, whilst providing youth with cross-sectoral skill sets. The Youth and Trade Roadmap developed under YEP is critical to identifying the specific occupations demanded in the priority sectors and to further develop this component based on evidence.

Institutional Capacity building

- **Signing of ITC, GIZ and GTTI Gambia partnership:** The International Trade Centre (ITC), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and the Gambia Technical Training Institute (GTTI) have signed an MOU to strengthen their cooperation in efforts to improve education offers for returning migrants and youth.
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- A photograph showing three individuals seated at a long table covered with a patterned cloth, engaged in signing documents. The setting appears to be a formal meeting or signing ceremony.
- **Garment Sector Curriculum:** In June, PIA, NAQQA, representatives from training institutions and the private sector validated a new curriculum on principles of garment construction. The curriculum provides training institutions with a structured approach to produce skilled machine operators in a shorter time than the current training practice in the Gambia.
 - **ToT on Textiles and Fashion:** Following the validation of the curriculum, YEP conducted a four-day ToT programme for 18 trainers from various TVET and skill development institutions. The trainers will be tasked to rollout the curriculum in their respective institutions and provide feedback to YEP to further fine-tune the training programme.
 - **Delivery of sewing machines:** The YEP project delivered a variety of 25 industrial sewing machines to PIA. PIA staff were trained on assembling, threading, and maintenance of sewing machines. The sewing machines will be utilized to train a qualified workforce as well as to ensure the effective implementation of the curriculum on principles of garment construction.
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- A photograph of a sewing classroom where several people are seated at long tables, each with an industrial sewing machine. They appear to be in the middle of a training session.
- Gambia Tourism Board (GTB) staff were trained on the **community-based tourism (CBT)**, new training curriculum/training materials for CBT were developed, and now they are in a position to implement a CBT through an MOU with ITC.
 - During the quarter, the **tracer study survey** was conducted with 515 young graduates from GTTI. An employer survey was also conducted with 45 employers and employer focus

group discussions were held with 8 employers. The life history interviews with GTTI graduates is ongoing.

Training Programmes

- **Fashion Designers Training:** YEP conducted a training on garment production processes for 11 Gambian fashion designers. The training focused on market research, product design and development, product costing and production. Five designers selected to participate at the SheTrades Global event in Liverpool, received extra support through marketing materials to the event.
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- April: In partnership with YEP, the Gambia Tourism and Hospitality Institute (GTHI) kicked off a 6-month training programme for 60 youth coming from Janjanbureh and surrounding areas. The participants will receive foundation training and mentoring services to connect to hospitality businesses for employment, internship or apprenticeship opportunities.
 - **Study tour to the coast:** Gambia Tourism Hospitality Institute (GTHI) and YEP have organized a study tour for 12 lodges and restaurant owners from Janjanbureh to visit tourism facilities on the West Coast Region and meet with category B tour operators. This study tour is part of Janjanbureh tourism development plan.
 - **Education and Career Expo 2018:** Bridging Gaps Advisory, in partnership with YEP, organised the Gambia's first Education and Career Expo. The two-day event brought together policy makers, education institutions and employers. 250 students participated in the activities and received educational and employment information.
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- 42 youth trained under YEP in collaboration with the National Agriculture Research Institute (NARI) since last year have now successfully completed a 4-6 months training in 4 different areas: **plant propagation, livestock production, aquaculture and certified seed production.**

Apprenticeship Schemes

- YEP identified partners for the implementation of pilot phase of the SkYE Fund whose objective is to provide skills training to youth to meet existing job needs or in the case of self-employment, successfully meet market opportunities.
- ITC is finalising the procurement contracts for the identified partners.
- Training programmes supported under the SkYE Fund must meet an identified skill shortage and lead to work or to the establishment of small viable businesses.



1.2 ENTREPRENEURSHIP

The entrepreneurship component is a cross-sectoral component aiming at developing the entrepreneurship support ecosystem in The Gambia and at supporting the sector-based initiatives of YEP. Under awareness raising, the project focused on youth in the rural regions most prone to migrate.

Entrepreneurship and Business Development Support

- **Entrepreneurship Working Session:** On 21 June, YEP implementing partners who work on entrepreneurship came together for a working session on how to improve the ecosystem in The Gambia. The participants mapped the services of the different entrepreneurship actors in the country and developed concrete steps to improve the offering available to young entrepreneurs.
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- April: In partnership with YEP, the Gambia Youth Chamber of Commerce (GYCC) organized a week of trainings **on business plan development and food processing**. Out of the 89 young Gambians that were trained, 5 have already been selected to do an internship at Tropingo Foods, a food processing business.
 - The Gambia Youth Chamber of Commerce (GYCC) held its 3rd Regional Youth Exhibition, this time in Bansang, CRR. The event included a pitching competition and exhibition space for entrepreneurs to promote their products and network. Exhibitors underwent trainings on trade fair etiquette, product branding and marketing.
 - Rural Youth Awards April 2018: This year's edition of the GYIN Rural Youth Award 2018 took place in Chamen, NBR, and celebrated the successes of rural youth entrepreneurs in categories such as Young Emerging Business of the Year, Young Commercial Farmer of the Year, and Young Business Innovation of the Year.
 - **Post Trade Fair Training:** In a post-Trade Fair training, participants and organizers of the Youth Pavillion exchanged feedback on the opportunities during the event and ideas for the future. The young entrepreneurs participated in training sessions ranging from bookkeeping to marketing.
 - **SheTrades Round Table** (May 2018): ITC held a consultation with stakeholders on the SheTrades initiative. Over 50 participants, including policymakers, business community, and women entrepreneurs, participated in the session. The Vice President and Minister of Women's Affairs, the Minister of Trade, and the Executive Director of ITC took the floor to voice their support during the consultation.
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- **SheTrades Workshop:** The 33 women entrepreneurs and representatives from business support institutions who participated in the workshop gathered new knowledge on how to

manage their businesses and get ready export. The session included training on export rules and strategy, focusing on issues most relevant to women entrepreneurs.

- **International Conference for The Gambia, Brussels:** Young entrepreneurs Aminatou Jallow, Bakary Sanneh and Momar Taal in June took the floor at the International Conference for The Gambia to highlight the country's potential for trade and investment. The event was a big success, resulting in support from the international community towards the implementation of the National Development Plan.

Agroprocessing Training

- Following selection from a large pool of applications, 24 youth from all regions of The Gambia started their 9-week training programme on agro-processing with GHE. The training includes 8 weeks of on-the-job training at GHE facilities and a one-week entrepreneurship training.



Entertainment Traineeship

- The tender process of the YEP Entertainment Traineeship did not yield satisfactory results of proposals in terms of cost-benefit. Given the high cost per trainee of all the proposals, YEP decided to cancel the tender process.
- YEP is looking into alternative methods of training to engage youth interested in entertainment and creative industries.

Facilitate Access to Finance

- The **YEP Mini-Grant Scheme**, in its second quarter, received 100 applications, approved 24 of them and disbursed 22 mini-grants amounting to GMD 909,700. Since the inception of the scheme in early 2018, a total of 234 applications were received, 44 approved and 37 disbursed with a total volume of GMD 1.5m.
- The tender process of the **YEP Mini-Loans Scheme** is close to its final stages. The technical and financial evaluations have been finalized, and the contract awarded to a local financial service provider. ITC is working on negotiating the final contract, which will be submitted to the Project Steering Committee for validation before being signed.
- YEP has developed the terms of reference of an **Angel's Network**, to facilitate angel and diaspora investment in local high-potential business. The concept of the angel's network will be submitted to the Project Steering Committee for validation.
- YEP is in talks with Kiva, an international non-profit **crowdfunding** organization, for a potential partnership with local institutions, adding extra microfinance resources to Gambian youth.



2.1 QUALITY

Compliance to standards component is a cross-sectoral component aiming at promoting quality, productivity improvement and food safety in businesses initiated by the youth and at supporting the sector-based initiatives of YEP.

- 45 participants attended "roll out" introductory events by TGSB in LRR, WCR and URR. TGQA formally establishes, 2 regional chapters under development.
- Under the partnership agreement with TGSB, six youths became certified national lead auditors on ISO 9000.
- From the 9th to 14th of July 2018, a workshop on Hazard Analysis and Critical Control Point (HACCP) determination will take place in Banjul. This will include enterprise visits and finalisation of the road map for implementation of (HACCP) for future Gambian youth-trainers.
- YEP will hold another training event in August on quality management / standardising work.



2.2 PRODUCTIVE CAPACITIES

The component provides technical assistance and capacity-building to enhance productivity and quality of the Gambian private sector, and particularly the capacities of micro and small enterprises in the food processing and other selected industries. It helps improve their production processes, increase value addition and increase the ability to respond to market demand and requirements. By supporting technology exchange through partnerships with industry leaders and best performers in the emerging markets, the project helps MSMEs to adopt advanced production techniques, promote investment, improve their products and packaging as well as increase their product variety.

Construction: Advance Training on Compressed Stabilised Earth Blocks

- Four youth are undergoing one month training on **Compressed Stabilized Earth Blocks Advanced-Training on Arches, Vaults and Domes (AVD)** at the Auroville Earth Institute in India which started on the 11th of June and will end on the 6th of July 2018.
- The advanced training program includes both theory and practice of the design and building of arches, vaults and domes with **Compressed Stabilised Earth Blocks**, including Ferrocement. This is a follow up on the training of 14 Gambians on production and use of Compressed Stabilized Earth Blocks conducted in December 2017. The youth trained are expected to conduct step down training of other youth across the country.



Processed Groundnuts, Cashew and Cereals

- YEP has identified suppliers and was as of end of June finalising the purchase and transfer of agro-processing equipment for groundnut, cereals and/or cashew processing. Groundnut processing will be the backbone of the action since groundnut is the main crop under cultivation in The Gambia.
- Processing capacity of other complementary crops such as local cereals (Fonio, Maize, Millets, Rice and Sorghum) was also be considered. Processed cereals account for 80% of daily food consumed in The Gambia, therefore supporting processors in this area is not only critical in terms of job creation, but also contributing immensely towards achieving food security and poverty reduction.

Community Based Tourism

- ITC and Gambia Tourism Board agreed to sign an MoU to implement a community-based training programme over the period of 6 months from July focusing on three communities along the river: Gyorom, Tabannani and Jamali.

ICT

- Hack the Weak End brought together tech people, industry experts, students and enthusiasts to come up with compelling technological solutions to solve social problems in the fishing industry. The event also had a software development training using the Python Programming Language.



2.3 MARKET LINKAGES

In order to ensure that the participating enterprises can profit from improved quality, production methods and quantities, market linkages need to be actively built. Thus, this component is complementary to the components R2.1 (Improved compliance of Gambian products to international standards and market requirements) and R2.2 (Improved MSME productive capacities). Through developing value chain linkages, organising buyer-seller meetings and inward missions, setting up e-commerce and mobile sales platforms (such as ITC's Trade at Hand) and creating backward linkages e.g. in the tourism sector ITC fosters development of new market outlets with the MSMEs.

- YEP is supporting the development of Janjanbureh as an emerging tourism destination. In May 2018, 12 hospitality business owners and managers from the region were invited on a study tour of Coastal Gambia to see for themselves the nature and standards of facilities provided in the hospitality business. 10 participants were able to make participate in the

study tour and visited Sunset Beach Hotel, Senegambia Beach Hotel, Footsteps Eco lodge, Rainbow Beach bar in Sanyang.

- They were also sensitised by the Ground Tour Operators category B, the representative of the Association of Small Scale Enterprises in Responsible Tourism, Reliance Financial Services and the National Association of cooperative Credit Unions of the Gambia (NACCUG).
- From 26 to 28 June, six young Gambian women participated in SheTrades Global, a global event bringing together 500 women-owned businesses from across the world to network and strike business deals. The participating Gambian entrepreneurs led by the Minister of Trade also attend meetings in London on 29 June facilitated by the British High Commission in the Gambia for additional business opportunities.
- Trade Fair Youth Day: On April 7, YEP partnered with GCCI to promote a Youth Day at the Trade Fair. The event celebrated the creative minds of young entrepreneurs and showcased their products. It included a Food Tasting Competition and a Fashion Show.



2.4 STRATEGIC DIRECTION

The Youth and Trade Roadmap aims to assess business opportunities to foster youth employment and to identify potential skill gaps. The roadmap design process is developed around a series of public-private-youth consultations to bring together all stakeholders to identify the main development issues and market opportunities across the most dynamic sectors. This analytical process has also included the identification of competitiveness constraints at the MSME level through a business survey and the assessment of the main training institutions' capacities. The first part of the consultative process has resulted in the definition of a detailed list of opportunities along different value-chains that present economic sustainability, market growth opportunities and high potential for youth integration.

- **Youth and Trade Roadmap Launch:** Government, business and youth endorsed a five-year roadmap to create quality jobs and export opportunities for youth. Unveiled by the Vice President Jallow-Tambajang, the roadmap sets out to help tackle the root causes of youth unemployment and competitive market constraints. President Barrow interrupted his holiday to meet with ITC Executive Director Arancha González, Minister of Trade Hon Dr. Isatou Touray and the YEP team to express his full support for the implementation of the Youth and Trade Roadmap. The UK High Commissioner to the Gambia, H.E. Sharon Wardle, hosted a reception to celebrate the launch of the Youth and Trade Roadmaps and introduction of



SheTrades. Guests included the Minister of Trade Dr. Isatou Touray and ITC's Executive Director Arancha Gonzalez.

Communication, Visibility and Awareness Raising

- **Media and Videography Workshop:** YEP engaged 28 journalists and videographers from various news and multimedia outlets across the country on a daylong workshop on communications, photography, and videography for media reporting. Susanna Pak of ITC conducted the workshop with participation of Marianna Bertelle of IOM. 
- **YEP at European Development Day 2018, Brussels:** The Project Coordinator, Fatou Mbenga Jallow attended the European Development Days in June as a panelist in the Lab debate on “Women on the Move: Stories of Resilience and Reintegration”. This demonstrated the collaboration between different agencies working with the EU Trust Fund on Migration issues especially the ITC and IOM on reintegration of returnees as well as how YEP works with the private sector in creating jobs for the youth including young women. 
- **YEP at #Youth72, New York:** Baboucarr Sallah, YEP, and Kebba Sillah, Sterling Consortium, participated in the UN General Assembly's Dialogue on Youth. They spoke in June at the high level open mic on how YEP's model in the Gambia is working to create quality jobs for the youth through education and business development.
- In Q2, there were 91 publications at the YEP Facebook Group, 1,543 active members and 192 new members. In the twitter page, YEP posted 32 tweets, was mentioned in 770 tweets, acquired 500 new followers and received 1,782 page visits. The YEP Portal had circa 2,700 visitors (58% increase) in the period, which translated into around 4,400 sessions.
- Two YEP cars were branded with the winner design of the Car Branding Design Competition. Three judges were tasked to score the designs according to a set of criteria, and the design from Waka Jeng won with the highest score among other 10 designs. 
- On the 8th May, 2018, YEP took part in the Reintegration Information Session organised by the International Organisation on Migration (IOM) at the Sand Beach Hotel in Kotu to share existing opportunities, upcoming events and project background to about 100 returnees. The event

enabled the YEP to interact with returnees and provide them with the needed information on its areas of intervention, areas of support, existing and upcoming opportunities.

- YEP also took part in series of radio and television talk shows to share with listeners and viewers the project background, aims and objectives and opportunities for young Gambians. The project team were invited at Radio Deggo (100.1 FM) and at the Gambia Radio and Television Services “Yiri-Waa Katcha” Development Talk show hosted by a group of youths. Moreover, the YEP supported FEAST show at West Coast Radio (92.1 FM) hosted by the Employment Directorate of MOTIE and Mr. Peter Gomez is ongoing.



Progress against key project indicators

R.1.1 Skills upgraded through technical and vocational training programmes	Progress Q2 2018		Total progress to date¹	Project Target
Number of training institutions that improved training programmes and/or operational performance	1		7	10
Number of youths completing a project funded technical and/or vocational training programme or apprenticeship	42		313	4000
R.1.2 Entrepreneurship promoted among youth through business skills training and support programmes				
Number of youths benefitting from entrepreneurship services and business advisory support	252		1090	4000
Number of youths benefitting from awareness raising, skills development and training under project	16'702		52'882	100'000
R.2.1 Improved compliance of Gambian products to international standards and market requirements				
Number of MSMEs sensitized on programmes on quality improvement and food safety			162	200
Number of Trainers trained in quality related programmes	15		56	30
Number of MSMEs certified			0	
R.2.2 Improved MSME productive capacities				
Number of MSMEs demonstrating improved business practices (e.g. sales / production volumes, etc.)	242		337	500
R.2.3 Market linkages activated				
Number of participating enterprises on market linkage activities	77		263	250
R.2.4 Improved strategic direction and national ownership for job-centred growth				
Number of stakeholders participating in sector development initiatives	43		205	80
Number of strategic trade development action plans developed			4	3
# of public-private youth platforms created / strengthened		-	4	3

1. Total excludes repeat beneficiaries