

YOUTH EMPOWERMENT PROJECT

Q3 2020 Update

July to September 2020



This project is funded by the European Union



International Trade Centre



YEP in a Nutshell

In 2017, the Youth Empowerment Project (YEP) was launched to support the development of the Gambian economy by (i) enhancing employability and self-employment opportunities of youth, with a focus on vocational training and the creation of micro and small and medium-sized enterprises (MSMEs), (ii) creating and improving employment opportunities in selected sectors through value addition and internationalization, thereby addressing the root causes of migration among youth in The Gambia, and by (iii) coordinating a broad communication campaign of the joint programme “Make it in the Gambia” that aims to promote attractive employment and income opportunities for Gambian youth.

The project takes a market-driven approach and focuses on traditional sectors such as agriculture and tourism while also helping to diversify the Gambian economy by supporting “new” promising sectors including the creative and digital services industries. YEP is implemented by the International Trade Centre in collaboration with the Ministry of Trade, Industry, Regional Integration and Employment (MOTIE) and the Ministry of Youth and Sports (MOYS) of the Republic of The Gambia.

The graph below provides an overview of the YEP results areas:



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HIGHLIGHTS

Highlights by sector in Q3



Agribusiness

215 Famers profited from market linkages facilitation

12 poultry farmers started training



ICT

100 Gambians coached
15 Tech start-ups selected for YEP Tech



Tourism

14 Hotels matched with freelancers to boost online presence



Creative industries

134 Poems and videos submitted
Young artists received business acceleration training

20

COVID-19 crisis mitigation in Q3

169

People benefiting from health prevention and/or socio-economic mitigation response measures

37

enterprises and institutions supported

45,106

pandemic-related supplies provided and/or distributed

12

handwash stations distributed

Access to finance

58

Applications for YEP financed Mini Grants in Q3

39

Grants approved in Q3

15

Grants disbursed in Q3

165,920

USD of private capital unlocked for youth-owned businesses since project start

TEKKI FII STORIES

LUWANG CESSAY

“Before the grant, my only market was my relatives and people in my immediate surroundings. But now, a lot of people see my shop and they get to see me work.”

At just 9 years old, Luwang Cessay found solace in her father’s tailoring shop where she found joy operating sewing machines of all kinds. Even when her tiny feet failed to touch the pedals, her hopes to become a tailor kept her on her toes. Today, she is on a journey to realise her dreams. As a beneficiary of the Tekki Fii Mini Grant, she has grown a business that operated within her living room to a tailoring shop with 3 sewing machines.



MAMA A BANJA

“Usually massages are only provided in hotels, so I decided to learn and open my own shop to offer these and other beauty services to my community.”

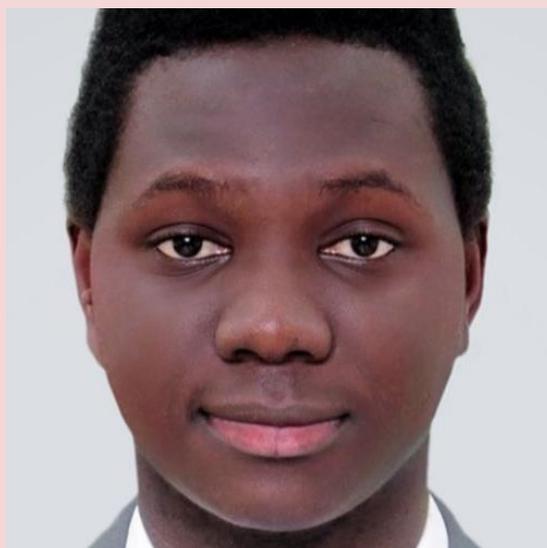
Yamama’s Secret Beauty is a shop for wellbeing and beauty. With support from YEP, Mama A Banja started her own business that produces and sells natural products and offers massages and cosmetic treatments.



MUHAMMED JAWO

"My advice to aspiring young entrepreneurs is to believe in yourself and what you do and never give up!"

Meet Muhammed Jawo. He is the owner of Le Jumbo, an e-commerce company offering a one stop solution for all online shopping needs. He is also one of the winners of the KMC Mayor challenge. He proves young Gambians can TEKKI FII!



ABSA JALLOW

"When I returned to the Gambia, I was faced with a lot of stigma from people. Through my training funded by YEP, I hope to open my own restaurant someday and employ other young people."

Absa Jallow went to Nigeria to study Catering, but the employer did not pay her a wage covering basic living. In the hope of better working conditions, she moved to Liberia. Sold as a slave, she married a man to enhance her security. With assistance of the International Organization for Migration (IOM), she travelled back to The Gambia. Through a fully funded scholarship by YEP, she now attends a training to be a chef.



Progress in Q3 2020



1.1 SKILLS DEVELOPMENT

The skills development component of YEP focuses on strengthening the technical and vocational education and training (TVET) institutions in The Gambia, enhancing training curricula and rolling-out training programmes and apprenticeship schemes to youth. The training programmes primarily aim to provide youth with the skill sets required to find employment and to fulfil the skill needs in priority sectors of YEP. The component builds on the findings of the Youth and Trade Development Roadmap, which was developed under YEP, including its findings on occupations demanded in the priority sectors.

Cross-Sector

- The COVID-19 Creativity Challenge was launched to support young entrepreneurs with capacity building and income generating opportunities. Entrepreneurs went through an application process. Those selected for facemask production began training sessions, run by Mbolu Association. The entrepreneurs are being trained on production and quality control in line with the standards set by TGSB.
- YEP, together with the Ministry of Higher Education, Research, Science and Technology and the National Accreditation and Quality Assurance Authority (NAQAA) and Tekki Fii project partner, GIZ, facilitated industry and stakeholder discussion to elaborate a protocol for the safe reopening of the skills centres.



Fashion

- The Garment Construction Curriculum, developed in 2018 and piloted in 2019, received its approval by National Accreditation and Quality Assurance Authority (NAQAA) in mid-2020. The curriculum was developed by ITC in collaboration with relevant stakeholders and will guide the training of garment professionals and help to create new job opportunities in the fashion sector. Ida's Ideas Design Institute, Insight Training Centre, Fajara Skills Development Centre, Presentation Girls Vocational School and Club Foire Training Centre were provided with the curriculum. The institutions are working with the curriculum to improve their programmes and to enhance skill transfer.
- Twelve learning institutions and YEP entrepreneurs involved in the face mask procurement by ITC Gambia received a Training of Trainers on face mask production. The training covered the production process, quality requirements and the provision of 3D printed sewing patterns. The trainers provided 1:1 follow-up support after the training to ensure the application of best practices.

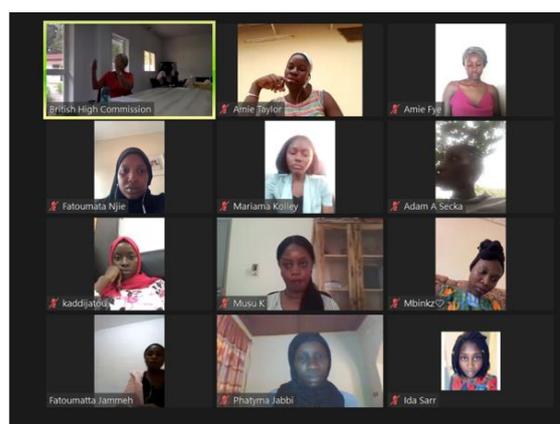
Cross-Sector Training Programmes – The Skills for Youth Employment (SkYE) Fund

- Following the decision of the Government of The Gambia to suspend all training activities to prevent the spread of COVID-19, the recruitment of trainees for the SkYE Fund and Garment Construction Tender training programmes was put on hold.
- ITC has launched the call for applications by TVET institutions for the third round of the SkYE Fund. An orientation was held on 24 September and interested TVET institutions were requested to submit an application until the end of October. The decision on institutions awarded is expected that to be made public by Q2 2021.

ICT

100 Gambian participants, including 16 women, took part in coaching programmes and webinars:

- The third phase of the freelancing programme ended in August. Although the programme faced several challenges due to COVID19, including the cancellation of the classroom sessions, 46 participants (8 women) attended live classes.
- Together with the Gambia Angel Investor Network (GAIN), YEP Tech organised a training webinar, which covered investment readiness and ways to unlock external investment and funding. The session was hosted by Alieu Senghore, Managing Director at GAIN. 26 entrepreneurs, including 4 women, attended.
- 7 YEP Tech Growth and Entrepreneurship start-ups (including 1 woman-led company) are going through a rigorous, three-month coaching and mentorship programme with Birame Sock, a digital business consultant and serial tech entrepreneur both in Silicon Valley and in Senegal. The one-on-one coaching experience involves evaluation and solution mapping, tackling key business challenges that are unique to each start-up. Key achievements already accomplished cover the development of strategic documents such as a marketing plan, the acquisition of first customers and the identification and reach of key partners. Coaching of the ideation start-ups is planned in Q4.
- The coaching sessions on individual crisis management, initiated in Q2 with IT SMEs, continued with 9 entrepreneurs, including 1 woman. The entrepreneurs were equipped with the tools and skills needed to stay afloat during the COVID19 crisis. The coaching included concrete advice on how to handle company financials and human resources with reduced revenues.
- An online webinar covering Google My Business took place in August and was attended by 12 participants, including 2 women.
- In the framework of the ICT Sector Skills Council (SSC), YEP selected both Jokkolabs Banjul and Success Professional Tutors to deliver the curriculum after the bidders updated their proposals to fit the current context. The training curriculum developed by the IT company Insist Global was finalised and is under review by NAQAA.





1.2 ENTREPRENEURSHIP

The entrepreneurship component of YEP is a cross-sectoral component aiming at developing the entrepreneurship support ecosystem in The Gambia and at supporting young Gambians in starting and growing their businesses. Activities under this component include cross-sectoral, as well as sector-specific initiatives in the priority sectors.

Launch of the Andandorr Programme

- YEP, in collaboration with key entrepreneurship service providers launched a virtual onboarding meeting for the first cohort of the Andandorr Programme. The pilot phase focuses on supporting 100 entrepreneurs to take part in a one-year acceleration programme that targets five critical sectors of The Gambia's economy.



Entrepreneurship and Business Development Support

- ITC hosted and facilitated discussion with managers of Business Support Organisations (BSOs) on the main challenges and solutions to offer to young entrepreneurs in response to COVID-19. The session provided insights on how institutions are supporting entrepreneurs during the pandemic and a platform for peer institutions to network and exchange practices.
- 14 BSOs from the Andandorr entrepreneurship ecosystem participated in an online CRM demo workshop on 23 September 2020. The customer relationship management system (CRM) is part of ITC's support to strengthen the Gambian entrepreneurship ecosystem by promoting collaboration and knowledge sharing among ecosystem members. The platform will be hosted by the Gambia Investment and Export Promotion Agency (GIEPA).
- For the second time, YEP in partnership with GYIN Gambia celebrated the World Entrepreneurs' Day on 21 August 2020. This year's edition was held online, featuring successful local and international Gambian business leaders who shared insights on entrepreneurship during a crisis. In addition, there was a networking opportunity featuring two inspiring YEP beneficiaries. They shared advice and insights on their journeys and helped entrepreneurs to connect, share and build partnerships. Over 200 entrepreneurs registered from across the country.
- 26 entrepreneurs concluded courses from the ITC SME Trade Academy with certificate. Courses tackled a broad range of topics such as Internationalization of Digital Businesses, Creating Quality E-commerce Content and Fashion Design for International Markets. Refurbishment work continues for the Janjabureh Youth Centre

(expected completion date is December) and the Farafenni Youth Centre (to be completed in Q2 2021).

Creative industries

- ITC has teamed up with the National Council of Arts and Culture (NCAC) to support the establishment of a cultural centre through a public private partnership approach. The objective is to provide a creative space to explore, enhance, and showcase talent in the creative industries, improve production capacities and market linkages, and serve as a creative hub. Candidates have been shortlisted and proposed sites have been visited.
- Innovate Gambia signed its first MOU with ITC to implement the Andandorr Programme as lead for the Creative Industries sector. The objective of the MOU is to provide effective and tailored support for 30 promising young creative entrepreneurs at two levels of maturity, and simultaneously strengthening the creative industries sector.
- Innovate Gambia delivered a four-day business acceleration training for 20 young and women creative entrepreneurs. The training covered key topics in entrepreneurship, including idea generation, design thinking, research, the entrepreneurship mind-set, and introduction to business plans. The training took place from 28 - 30 September 2020 at the Innovate Gambia office in Fajara.
- ITC in partnership with NCAC teamed up with Black Lynx, BrandPlus, the Writers Association Gambia and the Poetry Café to support the COVID-19 public awareness campaign through a Poetry Challenge and a Music Video Challenge. 81 poems and 53 videos were submitted, which reached over 100,000 people. The awards ceremony recognized the essential role Gambian artists play in the fight against COVID-19. The event included the handing over of prizes.
- Arts Training implemented by Cotton Trail restarted virtually. Participating young artists are also benefitting from scheduled coaching visits by known artists and the trainer Njogu Touray. An art leadership webinar on product creativity, planning, and finding confidence is planned for 20 October - 10 November. The webinar will be followed by a painting challenge including online exhibition.



Fashion

- Startup Incubator Gambia (SIG) launched the Andandorr Fashion Incubation Programme to support 20 young fashion designers. The first series of training sessions took place 21 – 25 September 2020. Topics covered during the training include the design process, flat sketches, fashion style, and personal development. The training was facilitated by a renowned Gambian designer, Ndey Fatou Ceesay, founder of Noir.
- SIG supported by YEP hosted an interactive online webinar on fashion design and prospects of the fashion Industry in The Gambia. The session was facilitated by Chan Mendy, Co-founder of Ida's Ideas Fashion School.
- SIG hosted a Personal Development workshop for the fashion cohort under the Andandorr Programme. This session was facilitated by Fady Hocheimy, successful business leader in The Gambia. During the session, the facilitator equipped the entrepreneurs with time management techniques, leadership, goal setting, and stakeholder management and coupled with practical toolkits to successfully operate their businesses.
- The above trainings are part of a wider support provided under the Andandorr Programme. Participants will receive follow-up support in the form of tailored business support services, industry-specific technical and financial support, market linkages, coupled with coaching and mentorship from both local and global business leaders.



Access to Finance

- Under Tekki Fii, the YEP financed grant scheme received 58 applications during the third quarter of 2020. 39 grants were approved and 15 were disbursed. The Tekki Fii mini grant scheme has received over 1,000 applications since its launch, and ITC has disbursed 353 minigrants.
- Following an assessment of the impact of the coronavirus pandemic on Mini Grant beneficiaries, which found that 82% of grantees did not have sufficient cash flow to support their business beyond three months, ITC and NACCUG set-up a COVID-19 Emergency Fund. This initiative aims to enhance income security of Mini Grant beneficiaries through a small cash transfer. The funds support businesses to continue operations and sustain jobs during a period of prolonged recession.
- As of August 2020, ITC had unlocked over USD 165,920 (August FX rate 52.17 - 8,656,025 GMD) of private capital in loans to youth-owned businesses through the Mini-Loans Scheme. Since the inception of the initiative, SDF has disbursed 30 working capital and 6 equipment loans. There are currently 8 borrowers in default.

- The Gambia Angels Investors Network (GAIN) is growing as a player in the entrepreneurship and access to finance ecosystem in the Gambia. GAIN has on boarded a 14th member, an investor from the diaspora based in the United Kingdom. The angel investors network has closed its first co-investment together with ITC in a women-owned company in the Gambian fashion sector. More co-investments are in preparation. GAIN is playing a role as an important actor for knowledge sharing and capacity building of companies – they have facilitated two webinar sessions for YEP companies on the topic “What it takes to raise external investment and how GAIN can support” and are in negotiations with ITC for the delivery of an investment-readiness programme for Andandorr companies.



2.1 QUALITY

This component of YEP aims at promoting quality, productivity improvement and food safety in businesses by Gambian youth, as well as across the focus sectors of YEP. In Q3, preparatory discussions with the Food Safety and Quality Authority, The Gambia Standards Bureau and The Gambia Quality Association have taken place for further activities in the quality component.

- ITC worked closely with the Gambia Standards Bureau (TGSB) to certify facemasks to protect the spread of COVID-19 and produced by Yep entrepreneurs regarding safety and their fit for purpose. The mask suppliers were certified based on national standards and mask procured equipped with a quality stamp.
- ITC and TGSB agreed to work together on the development of National Standards for Compressed Stabilized Earth Blocks (CSEB). CSEB offer a number of advantages including increased utilization of local material and the reduction of transportation costs, as the production can be done in the communities. Standardizing the production allows to maintain quality and the use of the technology at all times. TGSB conducted meetings of the Technical Committee and expert working groups to review and adopt 6 relevant standards and Codes of Practice. All Standards and Codes of Practice developed will be published in The Gambia official Gazette in accordance with the Standards Development Procedures.
- A new partnership with FSQA will support the tourism and hospitality sector to adopt good hygienic practices and specific COVID protocols put in place by GTBoard.



2.2 PRODUCTIVE CAPACITIES

This component of YEP aims at supporting companies in the YEP priority sectors at enhancing their productive capacities, aiming to strengthen the businesses and the employment opportunities in these high-potential sectors.

Cross-sector

- In partnership with ITAG, the Gambia Hotel Association and the Gambia Tourism and Hospitality Institute, YEP is running a three-month training and coaching programme with 41 enterprise participants from tourism and the creative industries. The programme focuses on crisis management and business solutions for recovery through digital marketing, sustainability and domestic product development.
- 20 enterprises under the Andandorr Programme participated in a product photography training, delivered by the Expert Photographer Lena Nian, founder of Lena Photography. The training was conducted 17 August - 11 September 2020. The objective of the training was to allow participants to improve the quality of their product pictures and to thereby benefit from digital marketing, which during the pandemic has become the 'new normal'. Within a month, participants received training on phone photography, lighting, framing, composition, set design and editing. Additionally, they received one-on-one coaching, coupled with practical group feed sessions. The training is part of wider support provided under the Andandorr Programme and will allow participants to better showcase their brands and products to be able to successfully sell online.
- The refurbishment work on the Bakoteh Community Centre progressed well despite several COVID-related adjustments. The community centre is expected to reopen in December 2020 and will start operations in 2021 as a centre of excellence in weaving, garment production and crafts.



ICT

- The first online meetup for the start-ups supported under the YEP TECH start-up support programme took place on 14 August. The purpose of the meetup was to kick off networking, establish a sense of camaraderie and peer-to-peer support within the 2020 cohort, and to discuss upcoming activities and expectations.
- The coaching on crisis management, supported by YEP TECH, ended in early August. Nine tech start-ups and five IT companies were equipped with the tools and skills needed to stay afloat during the COVID-19 crisis. The coaching included concrete advice on how to handle company financials and human resources with reduced revenues.
- As part of a partnership between ITC and Amazon Web Services (AWS), 26 YEP Tech entrepreneurs and SMEs now have access to AWS Activate, an easy-to-use hosting

infrastructure for to scaling and growing digital businesses. Beneficiaries have access to 2 years AWS Activate credits, one year of AWS Business Support and 80 credits for self-paced labs.

- After an open call for applications, 15 Gambian tech start-ups were selected for the next level with YEP Tech. Among them are five in the 'Growth' category (generating revenues), five under 'Entrepreneur ship' (product ready, no revenues yet), and five under 'Innovation' (at the concept stage). All the start-ups will benefit from professional coaching and market access support.
- In the framework of the MOU between YEP and Make 3D Company Ltd, two 3D printers "Original Prusa i3 MK3S" were procured. One printer will be used to print Personal Protective Equipment (PPE) face shields and another printer will be used as the award for a competition in Q4. 200 face shields are already printed and are ready for handing over to the Ministry of Health. An orientation webinar to present 3D printing opportunities to UTG students will take place in Q4.
- A call for application for the QMoney payment integration for online businesses was launched mid-September. As digital payment solutions are essential for online businesses to facilitate payments and limit cash use, YEP TECH is partnering with QMoney and sponsors the integration of the QMoney API on 10 online platforms operated by YEP Tech beneficiaries.
- Due to COVID-19, the tech hub component is morphing into micro hubs in Brusubi and Serrekunda. The micro hubs will provide access to connectivity and to capacity building.



Poultry

- Twelve poultry farmers enrolled in a one month online advance poultry management training, facilitated by five experts from PUM Netherlands Senior Experts. The training equipped participants with knowledge on brooding, biosecurity, practical poultry feeding, vaccination, record keeping, financial analysis and cooperative management.



2.3 MARKET LINKAGES

The market linkages component of the project aims at connecting companies in the priority sectors with domestic and international markets, with the aim of increasing the income of entrepreneurs and the employment opportunities in the sectors.

ICT

- Two YEP entrepreneurs participated in Afrolynk Global Startup Week and Conference 21 - 25 September. The event was attended by key actors of the tech sector both in

Africa and in Europe. It consisted of expert sessions on key topics such as investment readiness and B2B meetings through a virtual booth.

Agribusiness

- ITC and IMVF jointly supported the Government of The Gambia, the Ministries of Trade, Agriculture and Women's Affairs, to link local producers to markets. This initiative responded to the closure of the weekly markets (Lumos) due to COVID-19 related restrictions. 903 bags of onions and 41 tons other agricultural products, worth about a million dalasi and produced by 215 farmers (197 women) were bought by traders and transported to Greater Banjul Area.

Tourism and Creative Industries

- As part of the tourism and the creative industries YEP started a "Discover Gambia Online Challenge" after a 12-week business marketing for resilience webinar series. The Challenge is a pitching contest about domestic tourism and creative industry products. Digital marketing prizes and giveaways will be shared after a public voting in Q4 on the YEP Facebook page and the Gambia Tourism Board social media channels. Winners will be announced in a virtual event, highlighting the different products and experiences The Gambia has to offer.
- As a follow-up on the training programme delivered by ITAG for key members of The Gambia Hotel Association, 14 hotels and tour operators were matched with 7 freelancers to boost their online visibility. The overall goal is to digitalize Gambian businesses through e-commerce and youth employment.



2.4 STRATEGIC DIRECTION

The Strategic Direction component of the project has three general objectives: set up engagement platforms for sector stakeholders for sector development planning; formulate strategic trade development action plans for priority sectors; and, build capacities and provide tools for implementations of sector development initiatives.

Engagements with partners and stakeholders, including the government, private sector, NGOs and development partners focused mainly on how best to collaborate in the mitigation of the negative effects of the COVID-19 pandemic. The aim is to accompany the State of Emergency of the population including MSMEs particularly youth across different sectors. ITC provided technical and financial support to the overall national response through various interventions as highlighted in the report. This included the provision of PPEs and awareness raising efforts to curb the spread of the virus and safeguard the population. Key technical engagements were: (1) Reopening and Post COVID-19 Recovery for tourism by the private sector; support to the Ministry of Health on calls and data recording by the ICT taskforce; (2) The COVID-19 Socioeconomic Pillar Working Group for the National Socioeconomic Response Strategy; (3) Preparations for reopening of TVET institutions; and (4) the UN Common Country Analysis (CCA) Consultations.

Tourism

- ITC participated and facilitated 6 consultative sessions led by the private sector towards the development of a Reopening and Post COVID Recovery Plan for the tourism industry. The process included setting up teams to specify respective pillars of the plan including Staff & Operational Preparedness, Safe and Seamless Travel, Rebuilding Trust and Confidence, Product Development and Marketing as well as Air Access. The ultimate objective is to not only recover but to improve resilience and competitiveness, promote sustainability and “Build Back Better”. The final draft of the roadmap was submitted to the Ministry of Tourism & Culture. These consultations also reignited the interest to organize the sector in a federation to strengthen cooperation and public private dialogue.

ICT

- The ITAG AGM was successfully held and ITAG membership capacity was strengthened through an additional set of trainings for their service portfolio and the use of digital coordination tools.



3. COMMUNICATION

This component comprises the communications, awareness raising and visibility work under YEP with the goal to promote economic opportunities in The Gambia among Gambian youth and to promote the Tekki Fii campaign both nationally and internationally.

COVID-19 awareness raising

- Ten billboards are in place throughout the country with the objective to disseminate information about the measures to be adopted in order to avoid the spread of COVID-19.
- Weekly radio shows in four regions of the country (LRR, NBR, CRR, GBA) serve as a channel for communication to promote support services and opportunities for youth such as training and access to finance programmes. In addition, messages about how to prevent the spread of COVID-19 were incorporated.
- Seven videos on the proper use of face masks were aired daily on GRTS, PTV and Fatu Network for a period of four weeks.

Social media outreach

- Social media continues to be a very important means to reach young people in The Gambia, especially in the COVID-19 context. Opportunities, activities and awareness raising messages are regularly posted across several social media channels. During Q3, YEP reached 194,067 people on Facebook and had 140,100 impressions on Twitter.

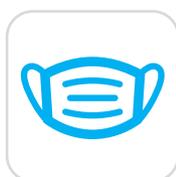
Community

- YEP in partnership with the Janjanbureh Tour Guide Association and the Governor's Office of CRR organised a three day community cleaning exercise in Janjanbureh and surrounding communities. The objective was to maintain engagement between the youth guides and the communities to support maintaining clean and safe communities that are also part of the tours.
- A new curriculum „Kick for Trade Life-Skills“ using football to teach entrepreneurship and employability life skills to young people has been launched. After pilot activities in The Gambia, the curriculum has been shaped and developed to enable young people to build transferable skills such as leadership and teamwork by playing football.
- The Tekki Fii partners, GYIN Gambia, and NACCUG held an online information session, creating awareness about Tekki fii opportunities for young people in The Gambia. The session highlighted access to finance, training, and other opportunities to provide youth with resources to succeed and tackle youth unemployment challenges. The session was held on 15th September, 2020 and over 100 youth participated and had their questions addressed.



International media pieces

- The “Startup Journal” mentioned the COVID-19 initiatives undertaken by YEP Tech in The Gambia. The Startup Journal is a Zambian bi-monthly digital and print publication offering insights and knowledge on the business ecosystem in Zambia and across the African continent.



4. COVID RESPONSE

On 11 March 2020, the World Health Organization (WHO) declared the COVID-19 outbreak as a pandemic that requires attention at the international level. The WHO urged the international community to adopt measures that prevent and mitigate the spread of the virus. In response, the government of The Gambia declared a state of emergency on 27 March after an initial case was identified in the country and adopted the following measures: suspension of international flights and closure of borders, prohibition of gatherings of more than 10 people, and limiting of passengers on public transportations. These measures have

continued during Q3. To address this crisis, YEP has adjusted most of its activities as well as started specific initiatives to support Gambians against the virus.

Adjustment of activities

- Communication and outreach activities were adjusted in order to include awareness raising about how to avoid the spread of COVID-19.
- Committee meetings and core team meetings were held remotely in order to assess the impact of COVID-19 to adjust and implement activities as well as to determinate mitigation measures and support economic recovery efforts.
- Short courses online, webinars and awareness raising on topics relevant to current crises are being prioritised.
- Trainings, mentoring and coaching programmes that require in-person gatherings and cannot be executed online were suspended.
- Promotion and support of entrepreneurship projects that propose solutions to address COVID-19 challenges have been prioritized.
- Business opportunities that respond to the COVID-19 pandemic have been supported such as trainings on production of personal protective equipment.

Production of facemasks

- YEP and UNDP teamed up to collaborate and integrate support towards the local production of 95,000 facemasks by young entrepreneurs, returnees and TVET institutions. The Mbolo Association is coordinating this initiative. A total of 31,326 facemasks were distributed 27 July to 4 August.
- As part of the joint efforts of YEP and UNDP to provide facemasks to the Gambian population, 8 returnees were trained by the Mbolo Association on facemask production. The returnees learned at their workstations, where they have been also provided with equipment to maintain safe working conditions.



Progress against key project indicators

	Progress Q3 2020	Total progress to date ¹	Project Target
R.1.1 Skills upgraded through technical and vocational training programmes			
Number of training institutions that improved training programmes and/or operational performance	5	15	18
Number of youths completing a project funded technical and/or vocational training programme or apprenticeship ²	32	2,464	5,350
Number of young returning migrants supported through skills training	8	62	300
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 ³	256	3,101	4,400
Number of young returning migrants supported through entrepreneurship support	0	69	150
Number of youth centres refurbished and offering improved services	0	0	2
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	0	250	250
Number of Trainers trained in quality related programmes	0	108	30
Number of MSMEs certified	0	1	20
R.2.2 Improved MSME productive capacities			
Number of MSMEs demonstrating improved business practices (e.g. sales / production volumes, etc.)	82	640	540
Number of production centres strengthened or created	0	0	1

¹ Total excludes repeat beneficiaries

² This figure includes the number of young returning migrants supported through skills training.

³ This figure includes the number of young returning migrants supported through entrepreneurship support.

	Progress Q3 2020	Total progress to date ⁴	Project Target
R.2.3 Market linkages activated			
Number of participating enterprises on market linkage activities	261	1,004	270
R.2.4 Improved strategic direction and national ownership for job-centred growth			
Number of stakeholders participating in sector development initiatives	9	298	100
Number of strategic trade development action plans developed	0	5	4
Number of public-private youth platforms created / strengthened	0	5	3
R.3.1 The activities, opportunities and results of the Action are widely communicated upon national and international levels			
Number of Gambian citizens reached by the Tekki Fii campaign - Number of migrants or potential migrants reached by information campaign on migration and risks linked to irregular migration	0 ⁵	152,215	350,000
Number of international media pieces published concerning the Tekki Fii campaign	0 ⁶	3	50
Activities to mitigate the risks and take advantage of opportunities for SMEs in response to the COVID-19 pandemic			
Number of farmers with improved livelihood through market linkages facilitation during lockdown	215	215	N/A
Number of short-term jobs created through production of protective equipment	222	222	N/A
Number of companies supported with tricycles and bicycles to facilitate deliveries during COVID movement restrictions	5	5	N/A
Number of tourism and ITC entrepreneurs participating in webinars on COVID -19 response strategies and recovery	55	55	N/A

⁴ Total excludes repeat beneficiaries

⁵ This indicator is updated at the end of each year.

⁶ This indicator is updated at the end of each year.