

YOUTH EMPOWERMENT PROJECT

Narrative Progress Report
1 January to 31 December, 2018



This project is funded by the European Union

List of Abbreviations

ASSERT	Association of Small Scale Enterprises in Responsible Tourism
AU	The African Union
BGA	Bridging Gaps Advisory
BDS	Business Development Services
B2B	Business to Business
CBT	Community-Based Tourism
CCTV	Closed-Circuit Television
CRR	Central River Region
CSEB	Compressed Stabilized Earth Blocks
DOA	Description of Action
ELIT Summer Camp	Entrepreneurship, Leadership, ICT, and Technology (ELIT) Summer Camp
EU	The European Union
EUR	Euro
EUTF for Africa	The European Union Emergency Trust Fund for stability and addressing root causes of irregular migration and displaced persons in Africa
FAO	Food and Agriculture Organization
FSP	Financial Service Provider
FSQA	Food Safety and Quality Authority
FWG	Fashion Weekend Gambia
GAIN	Gambia Angels Investors Network
GBA	Greater Banjul Area
GCCI	The Gambia Chamber of Commerce and Industry
GHA	Gambia Hotel Association
GHE	Gambia Horticulture Enterprises
GHP	Good Hygienic Practices
GIEPA	The Gambia Investment & Export Promotion Agency
GIZ	Gesellschaft für Internationale Zusammenarbeit
GLFS	Gambia Labour Force Survey
GMD	Gambian Dalasi
GRAIDCO	Global Relief Aid and Development Company
GSI	The Gambia Songhai Initiative
GTB	Gambia Tourism Board
GTHI	Gambia Tourism and Hospitality Institute
GTMI	Gambia Telecommunications and Multimedia Institute
GTTI	Gambia Technical Training Institute
GYCC	The Gambia Youth Chamber of Commerce
GYIN Gambia	Global Youth Innovation Network Gambia Chapter
HACCP	Hazard Analysis and Critical Control Point

ICT	Information and Communication Technologies
ILO	International Labour Organization
IMVF	Instituto Marquês de Valle Flôr
IOM	International Organization for Migration
IT	Information Technology
ITAG	Information Technology Association of The Gambia
ITC	International Trade Centre
ITTOG	Institute of Travel and Tourism of the Gambia
LRR	Lower River Region
MOHERST	Ministry of Higher Education, Research, Science and Technology
MOTIE	Ministry of Trade, Industry, Regional Integration and Employment
MOU	Memorandum of Understanding
MOYS	Ministry of Youth and Sports
MSME	Micro, Small and Medium Sized Enterprise
NACCUG	The National Association Of Co-operative Credit Unions Of The Gambia
NAQAA	National Accreditation and Quality Assurance Authority
NARI	National Agriculture Research Institute
NBR	North Bank Region
NCAC	National Centre for Arts and Culture
NDP	National Development Plan
NEDI	National Enterprise Development Initiative
NGO	Non-Governmental Organization
NHDR	National Human Development Report
NYC	National Youth Council
NYSS	National Youth Service Scheme
PIA	President's International Awards
PSC	Project Steering Committee
SDF	Social Development Fund
SIG	Startup Incubator Gambia
SkYE Fund	Skills for Youth Employment Fund
SME	Small and Medium-Sized Enterprise
SMEC	Small Medium Enterprise Competitiveness
SYTDR	Strategic Youth and Trade Development Roadmap
TFGI	Trade Fair Gambia International
TGQA	The Gambia Quality Association
TGSB	The Gambia Standards Bureau
TISI	Trade and Investment Support Institution
TV	Television
TVET	Technical and Vocational Education Training
TWG	Technical Working Group

UN	United Nations
UNDP	United Nations Development Programme
URR	Upper River Region
USD	United States Dollar
UTG	University of the Gambia
WCR	West Coast Region
WFP	World Food Programme
YATE	Youth Agribusiness and Tourism Expo
YEP	Youth Empowerment Project
YES Forum	Youth Entrepreneurship and Self-Employment Forum
YMCA	Young Men's Christian Association

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Introduction

The Youth Empowerment Project (YEP) is funded by the European Union Emergency Trust Fund for stability and addressing root causes of irregular migration and displaced persons in Africa (EUTF for Africa) and implemented by the International Trade Centre (ITC) 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 project started in January 2017 and was officially launched on 9 February in a high-level event in the presence of Mr. Neven Mimica, EU Commissioner for International Cooperation and Development.

YEP directly supports the development of the local economy by (i) enhancing employability and self-employment opportunities of youth, with a focus on vocational training and the creation of micro and small-sized enterprises (MSMEs), and by (ii) creating and improving employment opportunities in selected sectors through value addition and internationalization.

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. Since its formal launch in February 2017, the project has supported approximately 1,500 youths, enhanced capacities of six institutions and assisted more than 400 MSMEs. In addition, ITC has developed youth and trade roadmaps, which provide sector-specific blueprints for job creation and to strengthen and expand skills and entrepreneurship services in keeping with market needs.

This report covers the second year of project implementation from 1 January to 31 December 2018.

1. Overview of the Project

Context

The Gambia remains on the list of least developed countries. It has a small economy that relies primarily on agriculture, tourism, and remittances. While about 60% of the population is under the age of 25 years, there are high levels of youth unemployment and underemployment. Poverty and a lack of employment opportunities are among the major reasons driving an increasing number of people to leave the country.

Although irregular migration flows to Europe – commonly known as ‘taking the backway’ – from The Gambia have been somewhat reduced in 2018, compared to previous years, Gambians continue to be at risk and the concerns of irregular migration harming the country’s social cohesion and economy remain. In spite of its comparatively small population of 1.9 million people, The Gambia has been among the countries with the highest numbers of irregular migrants especially when assessed on a per-capita basis. To address the migration movement, more jobs and opportunities need to be created at home. YEP aims to contribute to the inclusiveness of the Gambian society and to reduce migration pressures by improving the employability of youth, especially potential and returning migrants, and by creating more employment and income opportunities.

In the December 2016 elections the opposition coalition defeated long-term incumbent Yahya Jammeh in a shock-result. Jammeh initially accepted defeat but retracted his concession giving rise to a period commonly referred to as the “political impasse”. With strong international pressure and the threat of a military intervention by ECOWAS forces Mr. Jammeh accepted his election defeat and went into exile. The political dispensation under President Adama Barrow promised to reinstate the rule of law and to address the many development challenges including the unemployment crisis which is disproportionately affecting the Gambian youth.

While it is too early to assess the longer-term effects of the political change on irregular migration, the enthusiasm and positive spirit around the “The New Gambia” has brought hope for a better future to many young Gambians. A significant number of Gambians have returned to the country with the support of the International Organization for Migration (IOM). In 2017, close to 3,000 irregular migrants have been repatriated from Libya and Niger. In addition to the growing number of backway returnees, there is an increased engagement with the Gambian diaspora which has been identified as a critical enabler in The Gambia National Development Plan (NDP 2018-2021). The diaspora accounts for 7% of the population and contributes one quarter of Gross Domestic Product through official remittances flows alone.

YEP in a Nutshell – Project extension and top-up

YEP was launched with a total budget of EUR 11 million and a timeframe of 2017-2020. In 2018, ITC has been invited to join a new multi-agency initiative funded by the EUTF for Africa called “Building a future - Make it in The Gambia” (Reference: T05-EUTF-SAH-GM-03). The three years project aims to improve economic development and future prospects for The Gambia’s youth, including returning and/or potential migrants by promoting attractive employment and income opportunities, and to support the Government in its attempt to nurture perception shift for the Gambian population moving away from a ‘future through migration’ to a ‘future in The New Gambia’. The project should be implemented by Gesellschaft für Internationale Zusammenarbeit (GIZ) International Services, The Instituto Marquês de Valle Flôr (IMVF), Enabel, GK Partners, and ITC. The action complements and builds on existing projects funded by the EU in The Gambia, and specifically initiatives supported by the EUTF including The Gambia Youth Empowerment Project implemented by ITC and the EU-IOM Joint Initiative for Migrant Protection and Reintegration.

Under this new initiative ITC is expected to expand and fast-track support to young Gambians focusing on the tourism sector and creative industries. The scope of support will include skills training, entrepreneurship promotion as well as financial support and technical capacity building for companies in the sector and related business support structure. In addition, ITC will coordinate the overall communication and sensitization efforts under the action. The additional interventions by ITC are budgeted at EUR 2 million and are incorporated to the Gambia YEP (T05-EUTF-SAH-GM01-01) through a contract rider. As part of the contract rider the project duration will be increased by 12 months and the project end date will be 31 December 2021. Section four of this report highlights the changes in the logframe to be achieved through the project top-up. The graph below provides an overview of the YEP results areas which includes a new result (R3) as part of the project top-up.



Implementation Principles of YEP

To create synergies, effectiveness, and sustainability, ITC agreed with the country stakeholders that the implementation of the Youth Empowerment Project be premised on the following basic principles:

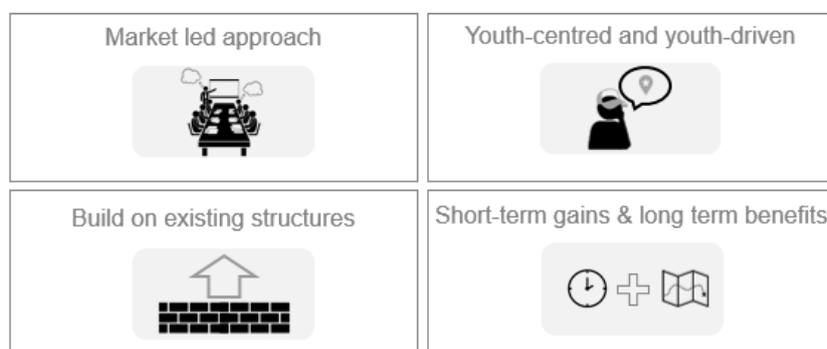
Market-led approach: YEP works in close partnership with the private sector and involves businesses as an advocate for change, a partner in implementation and beneficiary of technical assistance, particularly at the level of MSMEs. The market-led approach ensures that the enhancement of the skills development offering through technical and vocational education training (TVET), etc. is in line with demand-side requirements. It also ensures that the improvement of productive capacities in the target sectors is met by demand in local, regional and international markets.

Build on existing structures: YEP seeks to leverage existing youth development systems, structures, and services and to deploy technical assistance through national institutions and human resources wherever possible. In the same vein, YEP seeks to maximize knowledge transfer and building of local

capacities by involving national institutions and authorities in project activities. Therefore, the project works through a large number of implementing partners.

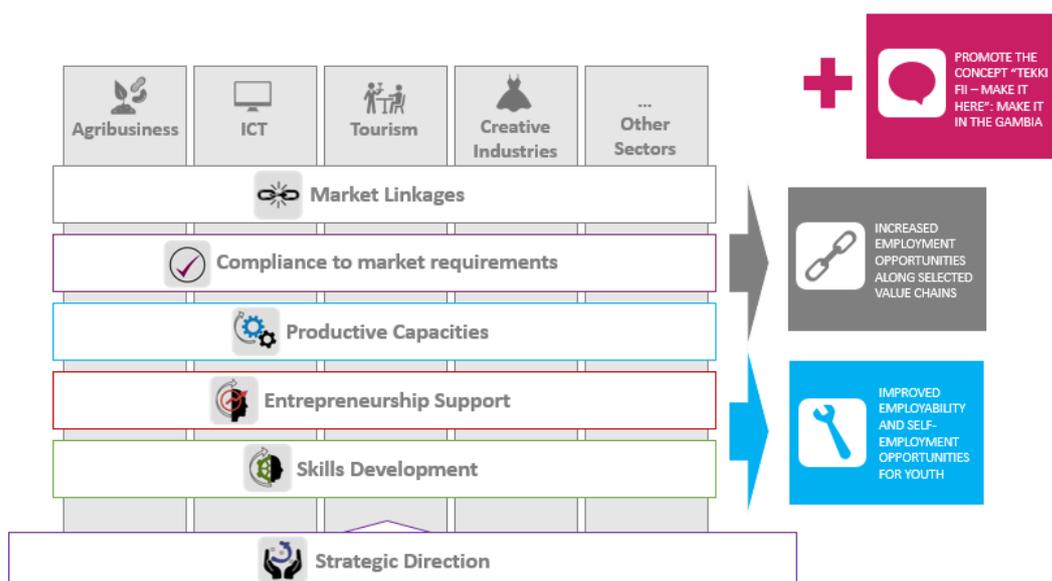
Youth-centred and youth-led: YEP is not only a project for youth but also by youth. As such, youth actors are empowered and encouraged to participate in the implementation and decision-making bodies of the project – whether at the level of the steering committee, in technical working groups or in general consultations.

Short-term gains and long-term benefits: In view of the specific Gambian context and given the objectives of the EUTF for Africa it matters to show quick results. This helps to create momentum but also addresses the vast expectations of the project. It is evident, however, that many of the root causes of irregular migration, including youth unemployment, stem from structural deficiencies in the economy. Addressing these requires a long-term development approach and some of the related support measures will only show visible results several years into project implementation.



The project increases employment opportunities, which are of interest to youth in high-potential value chains, while simultaneously increasing the employability of youth in these sectors. This means that YEP not only contributes to job creation in key sectors but equips young people with the required skills to take on those jobs, be it as employees or entrepreneurs, and it creates awareness among youth that opportunities exist in the country for them to “make it in The Gambia”.

The project tackles both demand and supply-side issues in the priority sectors. On the supply side, it improves productive capacities and strengthens the soft and hard infrastructure for skills development. On the demand side, the project identifies potential, creates linkages and channels back the requirements to producers and service providers. The different work streams build on each other and complement one another, as illustrated in the graph below.



2. Summary of Key Achievements under the Various Technical Components

In 2018, YEP continued a number of initiatives and launched new ones to achieve its objectives of creating and improving 4,000 jobs, upskilling 4,6000 youths and empowering 4,400 youths through entrepreneurship support and access to finance. Working in close collaboration with implementing partners and at the same time strengthening and building the capacity of local institutions, YEP built on the results from the past year to further improve employability and self-employment opportunities for youth as well to increase employment opportunities focusing in particular on agribusiness, tourism and information and communication technologies (ICT), textile and fashion and skills for building with compressed stabilized earth blocks.

The Strategic Youth and Trade Development Roadmap (SYTDR), including the Sector Roadmaps for ICT, Tourism and Agribusiness, was validated through an inclusive consultation process and launched with the full support of President Barrow and Vice President Jallow-Tambajang in 2018. It provides the strategy implementation framework for YEP.

Major launches under the various project components in 2018 were the Skills for Youth Employment (SkYE) Fund, providing during its pilot phase 965 youth with skills training and a complementary industry placement, a mini-loan scheme to support more established businesses in addition to the existing mini-grant scheme, and Gambia's Good Market as a monthly event featuring 30 local vendors and their locally produced goods.

YEP engaged returnees in relevant training programmes and undertook awareness raising campaigns, events and activities, including a billboard campaign on making it in The Gambia and the recruitment of four Youth Representatives as YEP focal points in the regions to gather youth concerns and make them aware of the manifold existing and upcoming opportunities under YEP.



R1.1 Skills Development

To boost skills development for Gambian youth and link trainings with employment or self-employment outcomes, two new training schemes were piloted in 2018. The Accelerated Apprenticeship Training Programme of the National Youth Service Scheme (NYSS), certified by the National Accreditation and Quality Assurance Authority (NAQAA), is training 150 youth across the country in the skill areas of rice agronomy, plumbing, brick laying, tailoring and auto mechanics, combining off-the-job and on-the-job training components. With the launch of the SkYE Fund pilot phase on 1 October, a further 965 youth started their training in a broad range of skill areas at eight different local institutions. The trainings all ended in 2018 but will be complemented with industry placements to improve the transition to the world of work for participating youth.

As trainings on satellite, closed-circuit television (CCTV) and solar installations had attracted high numbers of applicants in 2017, trainings in these fields as well as on mobile phone, laptop and television (TV) repairs were again offered in partnership with selected TVET institutions.

In the tourism sector, different training programmes and also training of trainers on hospitality, tour guiding and community-based tourism (CBT) were conducted in partnerships with the Gambia Tourism and Hospitality Institute (GTHI), the National Centre for Arts and Culture (NCAC) and the Gambia Tourism Board (GTB). A six-month training programme from GTHI on hospitality was for the first time offered in the rural Gambia in 2018 to connect 59 youth from Janjanbureh and the surrounding areas in the Central River Region (CCR) to the hospitality industry while at the same time improving service standards for tourists in the region.



YEP started tracking the job creation placement resulting from the skills training. A total of 695 youth completed skills training programmes in 2017 and 2018. Preliminary job placement reports from four

training providers covering 373 graduates indicates that 208 (56% of graduates) have secured employment or self-employment through establishing their own enterprises.



In terms of information technology (IT) skills, a Basic Coding Skills workshop in partnership with the non-governmental organization (NGO) Kid Coders Academy tackled the digital literacy challenge in The Gambia.

Under the microwork sub-component, a four-month online training to equip 50 students with internet marketing skills was started in November 2018. The participants will end the course in March 2019, qualified to connect to global online freelancing platforms. The campaign to recruit the freelance trainees was seen by more than 40,000 youth on Facebook and more than

500 registered to the course.

Furthermore, an assessment of the accreditation process for ICT training in NAQAA was conducted early December. The diagnostic and action plan were presented at a forum attended by more than 20 ICT training providers, NAQAA representatives and Information Technology Association of The Gambia (ITAG) members and board, who will be involved in the implementation of the action plan in 2019.

As in 2017, selected training institutions received support for capacity building, among them the Banjul North Technical and Vocational Education and Training Centre. The President's International Award (PIA) received 25 industrial sewing machines to upgrade training equipment in the garment sector and to ensure an effective implementation of the curriculum on principles of garment construction. The new curriculum for the garment sector developed in 2017, was validated by stakeholders and 15 trainers were trained to roll it out. The report on the Gambia Technical Training Institute (GTTI) tracer study, assessing labour market outcomes and effectiveness of the training programmes to meet labour market needs, was launched. Furthermore, GTTI, GIZ and ITC signed a Memorandum of Understanding (MOU) to strengthen their cooperation and jointly improve the education offers for returning migrants and youth with a focus on offering practical training courses in Mansakonko (Lower River Region, LRR). In 2018, the priority was on refurbishing the GTTI training annex in Mansakonko and training the teachers. The new training courses are expected to start in April 2019.

In order to reach out to youth in rural areas InSIST Global, in partnership with YEP, offered 95 participants in North Bank Region (NBR), Upper River Region (URR), Central River Region (CRR) and LRR the opportunity to undertake job preparation and entrepreneurship skills training in mobile learning units. To complement the content of the Gambia Entrepreneurship Academy as part of ITC's e-learning platform, two new online courses were developed and will be launched in 2019. These e-learning courses cover customers and marketing as well as financial literacy to equip Gambian youth with essential skills to enter entrepreneurship and start their own business ventures.



The professional development of youth was further fostered by supporting them to attend fairs and conferences. Young Gambian entrepreneurs were present at various events, ranging from the International Conference for The Gambia in Brussels, the SheTrades Global Conference in Liverpool, the launch of ITC's Small and Medium-Sized Enterprise (SME) Competitiveness Outlook 2018 in Geneva, the Youth Entrepreneurship and Self-Employment Forum in Dakar and the World Export Development Forum in Lusaka, among others.

In The Gambia, the first Education and Career Expo was organized by Bridging Gaps Advisory (BGA) and YEP and welcomed 250 students along with policy makers, education institutions and employers.



R1.2: Entrepreneurship Promotion

Across the different target sectors, YEP continued its work to foster entrepreneurship and develop the entrepreneurship support ecosystem in The Gambia in 2018.

300 participants of the Youth Entrepreneurship Summit, organized by Startup Incubator Gambia (SIG) with YEP support, discussed how to promote entrepreneurship and professional development and create decent jobs during the two-day event. Different design thinking trainings were facilitated by six YEP-trained and certified trainers at SIG, including for the 28 participants of the Hult Prize Campus Competition at the University of The Gambia (UTG). The trainings made youth aware of how design thinking can foster innovation in their businesses. At the same time, the trainers gained important practical experience.

A series of three on-the-job training programmes in agribusiness together with the Gambia Horticulture Enterprises (GHE) prepared 46 youth to enter agripreneurship.

In the context of ITC's consultations on the SheTrades initiative, 33 female entrepreneurs participated in a workshop on business management and export readiness. Further trainings were offered to the 58 participants of the Entrepreneurship, Leadership, ICT, and Technology (ELIT) Summer Camp, the nominees for the Global Youth Innovation Network (GYIN) Gambia Chapter Rural Youth Award and the 350 youth attending the youth gathering Bantaba. An art camp of the Connie Tucker Legacy Foundation promoted youth leadership creatively.



The 35 Business Development Services (BDS) advisors who had graduated from the EMPRETEC programme in 2017, supported 150 MSMEs to accelerate their business growth. Different mentoring schemes provided further guidance to young entrepreneurs: the GYIN Gambia Youth Mentoring Programme with 25 participants in 2017-18 and 50 participants in 2018-19, the BGA Mentoring Scheme for Women that launched its first and second edition in 2018, and the Diaspora Mentoring Scheme for Women.

Since the official launch of the YEP Mini-Grant Scheme by the end of 2017, YEP has received over 300 applications from grassroots entrepreneurs seeking seed capital to finance their start-ups. The scheme, which is implemented in partnership with the National Association Of Co-operative Credit Unions Of The Gambia (NACCUG), had disbursed its first 97 grants by the end of 2018. The Pilot Phase of the scheme proved to be successful, and for the Second Phase of the scheme coverage has been expanded to all the regions in the country.

For more mature entrepreneurs, YEP has recently launched the Mini-Loan Scheme to facilitate the acquisition of machinery, equipment, premises or to access working capital for business growth. Loans under the Mini-Loans Scheme should be disbursed to target final beneficiaries with a reduced interest rate and collateral requirements. The target average loan amount per beneficiary is of USD 3,000.

Exploring further possibilities for financial support offers, a scoping mission to assess possibilities such as diaspora funding, equity finance and crowdfunding was conducted. Talks with the international crowdfunding NGO Kiva were held and a concept for an Angel Investors Network developed.



The concept of the Gambia Angels Investors Network (GAIN) was approved by the Project Steering Committee in August. Potential angels have been identified and the set-up of the network is expected to start in the first quarter of 2019.

To raise awareness on migration and economic opportunities for youth in The Gambia, the launch of a report on the experiences of returnees from Libya and Niger was supported. Moreover, in partnership with IOM, YEP participated in a Reintegration Session and launched a Tekki Fii billboard campaign to promote successful young Gambian entrepreneurs and inspire youth to seek a future in The Gambia. The weekly radio show on entrepreneurship and migration facilitated by MOTIE continued. To increase outreach to rural areas, the National Youth Council (NYC) and YEP recruited four Youth Representatives, stationed as YEP focal points in LRR, CRR and NBR as well as at NYC headquarters.



R2.1: Quality and Market Compliance

Youth trainers in quality management took the initiative to establish The Gambia Quality Association (TGQA) in August 2018. Two regional chapters are already being developed and a public awareness event was organized on the World Quality Day.

An International qualification awarded by ITC and the World Alliance for Quality was rolled out for a team of youth trainers. 25 of these youth trainers completed the “Basic Quality Professional Diploma” after having attended 8 technical courses delivered by Dr Gregory Watson, an internationally renowned quality expert. Dr Watson also delivered a public lecture - Quality: driver for sustainable development and industrialization - in August 2018 in connection with the formal launch of TGQA.



The first part of being qualified as food safety trainers with a particular focus on Good Hygiene Practice (GHP) and Hazard Analysis and Critical Control Point (HACCP) was completed by 16 youth. A first batch of food safety training for 26 rural youth by the Food Safety and Quality Authority (FSQA) was implemented as well as a follow up training attended by 30 trainers on quality and food safety. The youth trainers delivered three stepdown courses in quality management to a total of 43 enterprises/entrepreneurs in cooperation with The Gambia Standards Bureau (TGSB).

Six young Gambians were certified as national lead auditors for ISO 9000 and a course on conformity assessments and requirements of Quality ISO 17021:1 was implemented for TGSB staff as part of ongoing support to enable TGSB become an accredited certification body for GHP, HACCP and ISO 9001. In addition, National Agriculture Research Institute (NARI) trained 42 youth on certified seed production, aquaculture, livestock and plant propagation.

Direct support to enterprises in quality management and food safety was launched and will continue in 2019. This support, implanted by youth trainers overseen by international experts, will involve the implementation of quality improvement projects over a six-to-eight-month period as well as preparations for GHP as subsequently HACCP and ISO 9001 certification for those ready to commit. The selection of the beneficiary enterprises was done through an open process and a multi-stakeholder selection panel.



R2.2: MSME Productive Capacities

To support targeted value chains (groundnut and cereals), groundnut decorticating machines and other crop processing equipment was handed over to 14 beneficiaries. Together worth over GMD 26.5 million, this will make businesses more productive, accelerate technology transfer and create new job opportunities for youth.



The collaboration with the Indian Auroville Earth Institute for earth building and construction continued with a follow up training for four Gambian youth on Compressed Stabilized Earth Blocks (CSEB), Arches, Vaults and Domes Building, CSEB Designing and introduction to Ferrocement. During a training at GTTI, 30 members of the CSEB Technical Working Group (TWG) reinforced their knowledge on CSEB. In addition, 19 youth trainers undertook a refresher course on installation, maintenance and block production and passed their knowledge on in step-down trainings for youth in three regions. An Earth Builder Association has been established and registered.

Given the importance of packaging for competitiveness, 20 trainers were trained at The Gambia Chamber of Commerce and Industry (GCCCI) on packaging techniques and undertook company visits to be able to provide guidance on appropriate packaging to key stakeholders from now on. The trainees have incorporated packaging component in their activities (training, coaching, etc.).

Strengthening CBT in Janjanbureh was a main focus of YEP activities in 2018. In this context, a new partnership with GTB was started and an MOU signed to start a six-month CBT programme in three villages. Several CBT trainings were conducted throughout the year, including training of trainers and follow-up trainings. A community agreement with the villages of Tabanani and Jamali to select the tourism projects to be developed marked the official launch of CBT in these communities. They received a visit from a study group from Canada and specialists on responsible tourism.



A staff member of GTB was trained on CBT along with the development of new curricula and materials.

Additionally, 16 youth working in tourism and riverboat operations were trained on riverboat safety and quality together with GTB and The Gambia Maritime Agency. Furthermore, eight cooks undertook a 30-day training in bakery and pastry in Dakar.

A major launch happened in October, when the 1st edition of the Gambia's Good Market took place. It was established as a monthly event where 30 young exhibitors, who received prior training on packaging, display their locally produced craft, fashion, health, beauty or food products. The market registered close to 1000 visitors including tourists, expatriates and locals over the period of three (3) months. 25 vendors (youth-owned MSMEs) participated consistently and 15 on rotational basis. Combined vendor sales during the same period range between D85,000 to D117,000. YEP also supported youth entrepreneurs via the Gambia's Good Market in both market and business linkages to boost their capacity by providing a platform in partner forums such as the Fashion Week-end Gambia or the Women's Leadership Forum which was co-organized with Bridging Gaps Advisory.

In the ICT sector, the ITAG assisted-self-assessment was conducted. The related Performance Improvement Roadmap will be implemented in 2019. An MOU was signed with ITAG with the aim to revive the sector association. This entailed conducting an industry mapping of the sector that covered 181 IT companies. Sponsored by YEP, 15 students from the university ICT association undertook the data collection in different regions. The data will be displayed in an online directory embedded in the ITAG new website, currently under development and sponsored by YEP. A network inaugural event hosted by ITAG in November brought relevant ICT stakeholders and tech entrepreneurs together and was the occasion for ITAG to present an overview of 2018 activities and to present their 2019 work plan along with their new logo. A 2nd event will follow end of December to connect youth to IT companies willing to recruit interns.



The vice-president of ITAG also took part in a panel session organized in the framework of Dakar's Youth Entrepreneurship and Self-Employment (YES) Forum, which was part of the Global Entrepreneurship Week, with the support of YEP. The session on "the role of tech hubs and IT associations in supporting African startups" (full details in the YES Forum programme) gathered an expert panel from Africa and Europe and was attended by a large audience.

The conference was attended by three tech startups (Kamenko, Assutech and Sakina), which had the opportunity, together with the ITAG vice-president, to visit three major tech hubs in Dakar: Impact Dakar, CTIC and Jokkolabs. The

Seedstars World Pitching Competition came to The Gambia for the first time, at the initiative of YEP. Nine tech start-ups participated in a bootcamp and presented their businesses in a public event. As a follow-up, the winner Mr Modou Njie, founder of <https://www.moneyfarm.farm/> and <https://www.farmfresh.gm/> attended the regional Seedstars summit in Tanzania in early December and will also attend the global Seedstars summit in Switzerland in Spring 2019. This very-largely covered event brought actors of the ecosystem together and boosted the visibility of the Gambian ICT sector, ITAG and the tech startups, as it connected local companies to the global Seedstars' network.



R2.3: Market Linkages

YEP's cross-sectoral activities to develop market linkages and investment in priority sectors in 2018 included a market assessment of eight local markets in URR, CRR, LRR and NBR. This was conducted by GYCC and informs efforts for the reactivation of market linkages in favour of young rural entrepreneurs.

The Regional Youth Exhibitions and the Youth Agribusiness and Tourism Expo (YATE) of GYCC and the Youth Pavilion of YEP and GCCI at the Trade Fair Gambia International (TFGI) provided opportunities for young entrepreneurs to showcase their locally produced goods and get featured. All these events were complemented by trainings for the participants.

A study tour to the Dakar Farmers Market, organized by YEP together with the Association of Small Scale Enterprises in Responsible Tourism (ASSERT), improved the entrepreneurial skills and product quality of the participating young entrepreneurs, learning from successful and innovative Senegalese companies. Mentorship provided by ASSERT in cooperation with the National Enterprise Development Initiative (NEDI) and the Institute of Travel and Tourism of the Gambia (ITTOG) ensured a continued support to the participants of the tour.



A further study tour allowed 12 hospitality business owners and managers from Janjanbureh to visit the coast and learn from companies in the hospitality sector there to promote Janjanbureh as a tourism destination. As a further part of YEP's efforts to boost tourism on Janjanbureh, empower youth in CRR and create market linkages and economic opportunities, the revival of the Kankurang festival after a break of decades was supported. The 2018 festival was attended by approximately 1300 people including 62 international tourists from over 10 countries. Direct/indirect temporal employment created during the period of the planning and implementation of the event is estimated at 103

for 2018. To promote sustainability and support local capacity building, fourteen (14) members from the community of Janjanbureh were trained in events planning and management. The festival also contributed to preserving cultural heritage while at the same time boosting youth empowerment it is now envisaged to become an annual event.

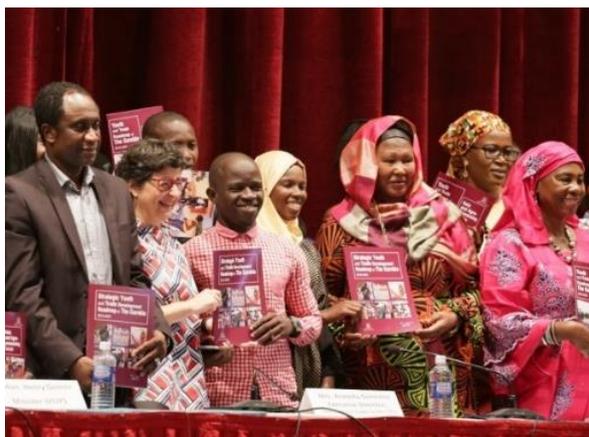
To boost business linkages and partnerships in the processed groundnut, cereals and cashew sector, a Buyer-Seller-Meeting created a platform for key stakeholders to discuss challenges and network. The 62 participants were furthermore sensitized on trends, requirements and opportunities in the sector.



R2.4: Strategic Direction and National Ownership for Job-centred Growth

The process of developing a SYTDR, initiated by ITC in 2017, was picked up in 2018 with sector consultations that led to the assessment and validation of the document during a workshop with 100 engaged representatives from more than 40 youth associations, TVET institutions, entrepreneurs, as well as public and private organizations. The workshop was organized by YEP under the guidance of MOTIE and MOYS, with technical assistance from ITC.

The SYTDR gained the full support from these key stakeholders from the ICT, nuts and agro-processing, and tourism sector and was thus officially launched in May 2018. It is understood as a five-year roadmap to create quality jobs and export opportunities for youth and to provide guidance to the government's efforts in increasing competitiveness and reducing migration.



Vice President Jallow-Tambajang unveiled the SYTDR and to mark the occasion, President Barrow interrupted his holiday and met with ITC Executive Director Arancha González and the YEP team. The roadmap is a guiding compass, to develop economic opportunities for youth in line with the priorities of the Gambian Government. ITC supports the implementation of the SYTDR through YEP with a focus on market-oriented skills for youth and value addition in the priority sectors.

The sector core teams for nuts and agro-processing, tourism, ICT and entrepreneurship assisted in the monitoring and coordination of activities and acted as advisory bodies to ensure

the representation of key stakeholders of the respective sectors in the planning and implementation of activities in 2018, as it is their mandate. They met and reviewed the project's progress and planned the activities for 2019, thereby reinforcing project ownership. The coordination of core team members and the sharing of information on the progress of the implementation of the roadmap was facilitated by the creation of a Core Team Helpdesk that was established as a separate page on the YEP Portal.

All YEP implementing partners came together in June 2018. They reviewed the progress made so far, discussed challenges they encountered and shared their experiences with implementing the activities under YEP.

The Employment Forum and Job Fair of MOTIE was again organized with support from YEP, IOM and the International Labour Organization (ILO). The Forum provided a platform and support to youth looking for employment opportunities.

3. Project Governance and Management Structure

Project Management

The project team in Banjul has expanded with the recruitment of an additional national staff member taking on the role of Operations and Administrative Assistant. In addition, a communication consultant was employed for two months and a national consultant for tourism.

The lease of the project office at the Enterprise Development Centre located at Sait Matty Road in Bakau was extended for one year. The YEP office now includes an additional open plan office with space for 4 work stations.

Project Governance

The Project Steering Committee (PSC), which serves as the highest decision-making body of the project met three times in 2018. An overview of the meetings and the main outcomes is listed below. Minutes of the meetings can be found in the Annex to this report.

<u>Date</u>	<u>Key Decisions</u>
7 February 2018	Approval of 2018 work plan
16 August 2018	Approval of mini-loan scheme and Angel Investors network
19 December 2018	Review of the 2018 results and approval of the 2019 workplan

The Core Teams, which were established in 2017 for each of the target sectors (tourism, agribusiness, and ICT) as well as for entrepreneurship, met regularly to review project activities, discuss and validate priorities and promote the implementation of the respective Sector Roadmaps and the Entrepreneurship Policy. As part of the Youth and Trade Roadmap management framework, the Core Teams assist in the monitoring and coordination of activities and act as advisory bodies to the YEP Team and the PSC

to ensure the interests of sector stakeholders are represented in the planning and implementation of activities.

An online workspace was created to facilitate the work of the Core Teams. The Core Team Helpdesk is a web-based interface providing information and materials to support the core teams in monitoring and promoting the implementation of YEP activities under the Youth and Trade Roadmap. The online helpdesk provides access to the sector roadmap document, the excel file containing the plan of action and implementation status. It also includes the last minutes of the sector core team meetings.

4. Logframe and Results

Revised Logframe Matrix

Through the project top-up (YEP 2) with funds from the EUTF for Africa, YEP is expected to increase its work in tourism and creative industries, as well as expanding its focus on information campaigns and awareness raising. These changes are reflected in the revised version of the logframe. The complete revised version of the logframe is available in the supporting documentation annexed to the report. Changes to the logframe are highlighted in blue outlined below.

Output/Component	Indicators	Targets	
		YEP 1	YEP 2
R1.1 Skills upgraded through technical and vocational training programmes	# of institutions that improved training programmes and/or operational performance	10	3
	# of youths completing a project funded technical and/or vocational training programme or apprenticeship (male, female)	4 000	600
	<i># of young returning migrants supported through skills training</i>	100	200
R1.2 Entrepreneurship promoted among youth through business skills training and support programmes	# of youths benefitted from entrepreneurship and business development services (male, female)	4 000	400
	<i># of young returning migrants supported through entrepreneurship support</i>	50	100
	<i># of youth centres refurbished and offering improved services</i>	2	
	Note: # of youths benefitting from awareness raising was removed and target of 100,000 was moved to R3.1		
R2.1 Improved compliance of Gambian products with international standards and market requirements	# MSMEs sensitized on programmes on quality improvement and food safety	200	50
	# Trainers / advisers trained in quality related programmes	30	
	# MSMEs certified	20	
R2.2 Improved MSME productive capacities	# MSMEs demonstrating improved business practices (e.g. sales / production volumes, etc.)	500	
	<i># Production centres / strengthened / created</i>	1	1

R2.3 Market linkages activated	# participating enterprises on market linkage activities	250	20
R2.4 Improved strategic direction and national ownership for job-centred growth	# stakeholders participating in sector development initiatives	80	20
	# strategic trade development action plans developed	3	1
	# of public-private youth platforms created / strengthened	3	
R 3.1. The activities, opportunities and results of the Action are widely communicated upon at national and international levels	# of migrants, or potential migrants, reached out by information campaign on migration and risks linked to irregular migration	100 000	50 000
	# of Gambian citizens reached out by the Tekki Fii campaign		200 000
	# of international media pieces published concerning the Tekki Fii campaign		50

Results Monitoring

The following table provides an overview of the principal YEP outputs and the aggregate results achieved in 2018 including a breakdown of TVET and entrepreneurship training participants by region.

Project implementation is on track against target. Output indicators under 1.1 (# of youths completing a project funded technical and/or vocational training programme or apprenticeship) is low at 14% of the overall target. This is due to the upfront investment required in the development of curricula in certain technical fields at the beginning of the project (e.g. hospitality, garment construction, earth block construction, information and communication technologies etc.). Furthermore, vocational trainings can take up to one year and as the results are only recorded upon successful graduation there is an important time lag between investment and recording of results.

Results capturing and monitoring at the outcome level have started in 2018. A midterm evaluation is planned in 2019 to inform the second half of the project implementation (2019-2020). Results capturing change of income of youth at the outcome level will start at the end of 2019. A 2018 baseline assessment capturing progress made at impact and outcome level since the benchmark assessment in 2017 is included in the report.

PERFORMANCE INDICATORS	Project TARGET	% ACCOMPLISHED	2017-2018 TOTAL	2018 TARGET	% ACCOMPLISHED	PERFORMANCE TRACKING				
						2017	2018	2019	2020	2021
SO: Tackle the root causes of irregular migration through increased job opportunities and income prospects for youth										
# of sustainable jobs created by new businesses established after benefitting from entrepreneurship training and other YEP services directly	4,000	13%	500	250	200%	0	500			
R1.1 Skills upgraded through technical and vocational training programmes										
# of institutions that improved training programmes and/or operational performance	13	62%	8	4	100%	4	4			
# of youths completing a project funded technical and/or vocational training programme or apprenticeship	4,600	15%	695	1,000	43%	263	432			

R1.2 Entrepreneurship promoted among youth through business skills training and support programmes								
# of youths benefitting from entrepreneurship services and business advisory support incl. access to financial services	4,400	40%	1764	1,000	104%	727	1,037	
# of youths benefitting from awareness raising, skills development and training under project	100,000	107%	107,359	25,000	319%	27,598	79,761	

R2.1 Improved compliance of Gambian products to international standards and market requirements								
# MSMEs sensitized on programmes on quality improvement and food safety	250	100%	250	50	280%	110	140	
# of trainers trained in quality related programmes	30	360%	108	7	957%	41	67	
# MSMEs certified in quality related programmes	20	0%	0	5	0%	0	0	
R2.2 Improve MSME productive capacities								
# MSMEs demonstrating improved business practices (e.g. sales / production volumes etc.)	500	63%	316	125	253%	0	316	
R2.3 Market linkages activated								
# enterprises participating on market linkage activities	270	191%	515	60	632%	136	379	
R2.4 Foster strategic direction and national ownership for job-centred growth								
# stakeholders participating in sector development initiatives	100	205%	205	20	215%	162	43	
# strategic trade development action plans developed	4	100%	4	0	n/a	4	n/a	
# of public-private youth platforms created / strengthened	3	133%	4	0	n/a	4	n/a	

Training by region

Training Stream	Year	GBA	WCR	NBR	LRR	CRR	URR	TOTAL
TVET	2017	111	87	10	6	41	8	263
	2018	259	49	33	9	71	11	432
	2017-2018	370	136	43	15	112	19	695
Entrepreneurship	2017	134	98	60	139	81	121	633
	2018	379	128	199	67	196	68	1037
	2017-2018	513	226	259	206	277	189	1670
Total	2017	245	185	70	145	122	129	896
	2018	638	177	232	76	267	79	1469
	2017-2018	883	362	302	221	389	208	2365

Training of returnees

Training Stream	2017	2018	2019	2020	2021
TVET	8	11			
Entrepreneurship	48	13			
Total	56	24			

Total numbers exclude duplicate beneficiaries.

Employment Forecasting

In 2018, the performance tracking on jobs created is limited to preliminary reports indicating a total of about 500 jobs created from several work streams including graduates from TVET training programmes and beneficiaries from the access to finance and entrepreneurship initiative, thus not accounting for about 1,000 youth currently enrolled in training programmes initiated in 2018 with post-training coaching and job-placement outputs to be completed in 2019.

The results measurement framework includes partner institutions and training programme tracking of direct jobs reported according to the job-placement and coaching training model under the R1 component in addition to jobs created from access to finance support, advisory and administrative positions generated from activities under other components. For 2018, about 200 jobs were created from new advisory roles such as the youth representatives, administrative services for tourism development and mini-grant beneficiaries investing in business and employment growth.

Additionally, investment initiatives are built upon an equilibrium model calculating the target number of jobs yield per investment cost to maximize employment generation outputs and budget efficiency. In 2018, this includes an investment in agro processing equipment of USD 510,000 estimated to yield up to 1,078 jobs upon completion in 2019.

Baseline Assessment

As part of YEP's assessment management framework, a series of assessment surveys will be conducted throughout the duration of the project (*in itinere*) to monitor, measure and compare the project's progress and evaluate performance over time. This baseline survey is marked as the first reference point from the start of implementation activities. Results are assessed at output and outcome level according to the YEP logframe and the work plan 2018.

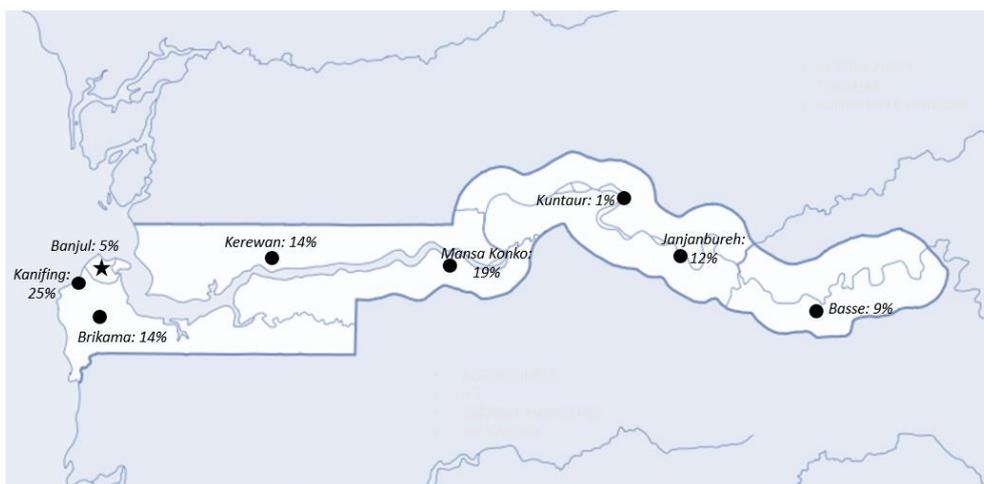
The purpose of a baseline:

- Benchmark for future activities
- Establishing priority areas and planning to highlight outputs that need improvement
- Informing stakeholders on the impact the project has and can have on the target indicators such as employment creation and SME capacity building,
- A tool for evaluation

Methodology

The survey was administered by a national team of consultants in The Gambia between July and October 2018 and targeting mainly enterprises that benefitted from the YEP interventions (85%). In what follows are presented the main findings of the survey, highlighting the impact of YEP project from the firm's point of view looking at economic and labour indicators in comparison to the 2017 Small Medium Enterprise Competitiveness (SMEC) survey performed during the YEP Inception Phase, now classified as a benchmark baseline assessment.

The survey, conducted on a sample across agriculture, manufacturing and service companies, analyses firms across eight districts in The Gambia. The breakdown of the sample by districts is illustrated in Figure 1. Forty-four per cent of the enterprises surveyed was in Kanifing and Brikama, the two most populated areas. Other areas were Banjul, Basse, Janjanbureh, Kerewan, Kuntaur, Mansa Konko.



Map of The Gambia and sample breakdown by districts.

Source: Google maps. Districts of data collections are signalled with a red spot, percentages are calculated on the all sample (198 firms).

Sample Description

The sample of respondents included 198 enterprises. Some breakdowns by size, gender, sector and age of top manager are provided in Figure 2.

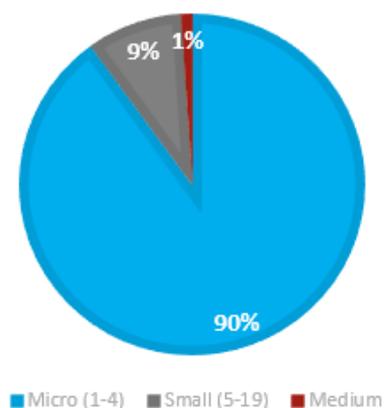
In terms of size, 90% were micro-sized firms, 9% small and 1% medium-sized; while the sample did not include any large firms (i.e. employing more than 100 full-time employees).

The gender distribution of top manager sees women having slightly a larger share. Moreover, 82% of them are run by women of age below 35 years old.

Overall, the majority of firms interviewed (60%) had a top manager between 25 and 35 years old. In terms of sectors, the sample was classified in five segments according to the product codes and description provided by participants. In line with national statistics, the “whole sale and retail trade” sector resulted in the largest share of the overall sample covering 42% of the population.

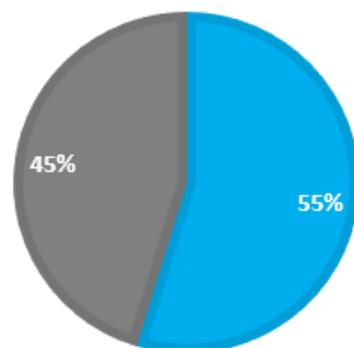
Food related activities, including agriculture and food and beverage services, followed closely with a cumulative share of 39% percent.

SIZE DISTRIBUTION



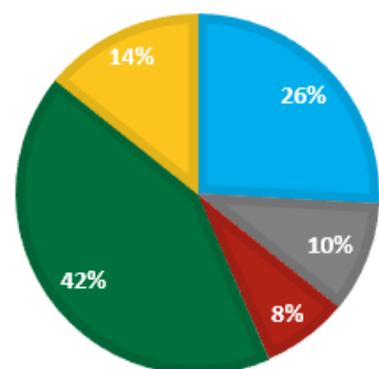
■ Micro (1-4) ■ Small (5-19) ■ Medium

GENDER OF TOP MANAGER



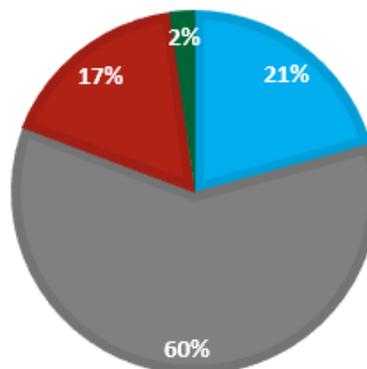
■ Top Manager is a woman ■ Top Manager is a man

SECTORS



■ Agriculture
 ■ Manufacturing
 ■ Other services activities
 ■ Whole sale and retail trade
 ■ Food and beverage services and activities

AGE OF TOP MANAGERS



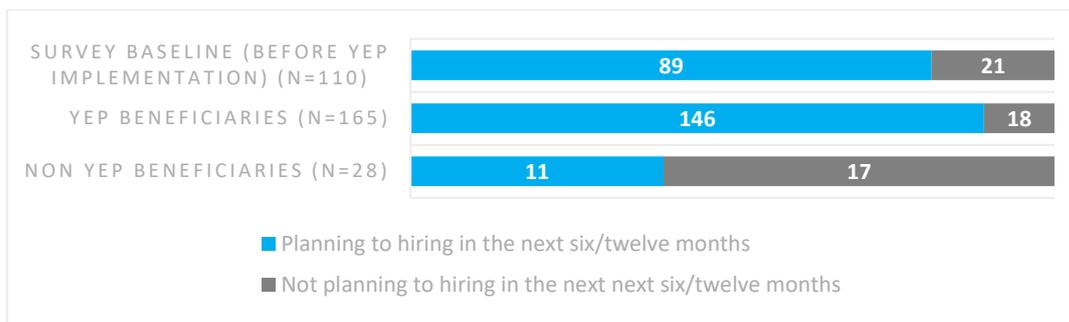
■ age of top manager up to 25
 ■ age of top manager 25-35
 ■ age of top manager 35-45
 ■ age of top manager 46 or +

Sample breakdowns.

Employment Forecast

The survey found that YEP beneficiaries offer more job opportunities. Eighty-nine per cent of the firms reporting support from YEP, planned to hire new employees in the next six months (Figure 3). *This would mean that if each firm would hire at least one employee, 146 new jobs would be created. Given that the sample of firms under consideration totalled 667 employees, the sample would experience a percentage increase of 20%.*

Compared to the sample interviewed before the YEP implementation, the percentage number of firms who planned to hire new employees was 80% in 2017. The 2018 survey found that 88% of YEP beneficiaries plan to hire new employees as opposed to 39% of non-beneficiaries companies who plan to increase their number of employees.



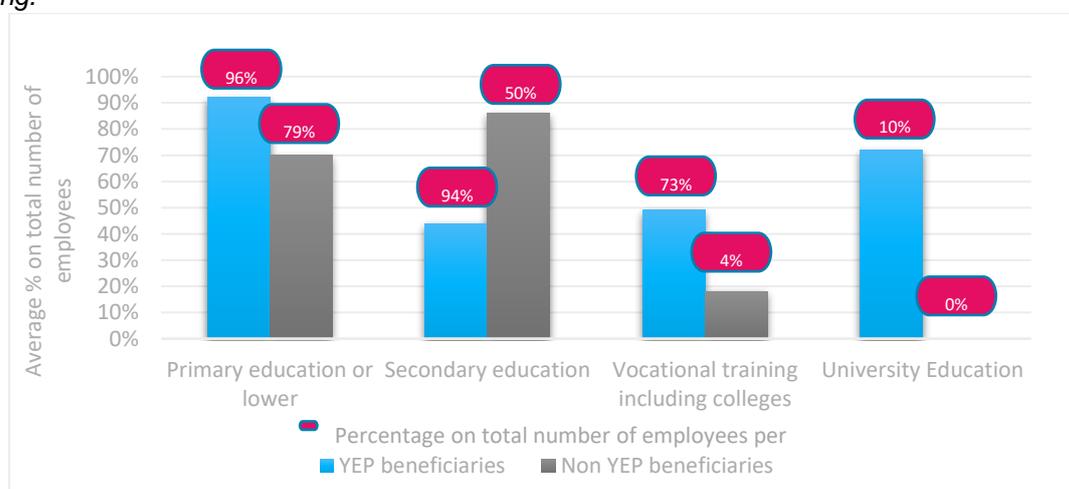
Planning to hire new employees.

Skills and Profiles of YEP and Non-YEP Beneficiaries

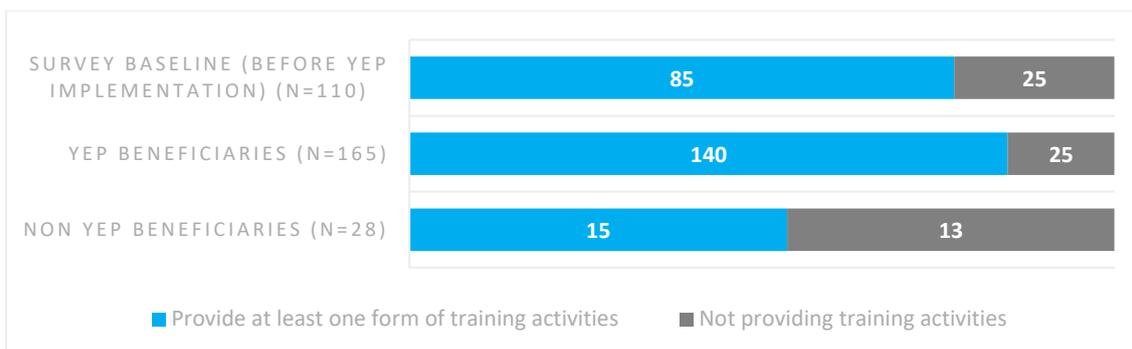
In terms of skills, YEP beneficiaries demonstrated to acknowledge the importance of a skilled workforce. Compared to non-YEP beneficiaries, they employ a higher number of employees with a university degree. Although the number of firms decline with the higher degree level, as reported in Figure 4, for those firms employ a workforce with university degree, the percentage stands at 80% in the case of YEP beneficiaries.

Moreover, 140 of 165 (87%) YEP beneficiaries reported to provide at least one form of training activities to overcome the lack of skills. Eighty-four per cent of YEP beneficiaries use on the job training, 4% use training outside the company by vocational schools or centres, 2% use online training provider and a residual 8% use other forms.

The benchmark baseline assessment (before YEP intervention), found that 77% of firms provided at least one form of training activities and has therefore experienced an increase of 10% in the number of institutions that improved training programmes (R1.1). *Again, this share lowers for non-YEP beneficiaries. The survey found that only 53% of non-YEP beneficiaries provided at least one form of training.*

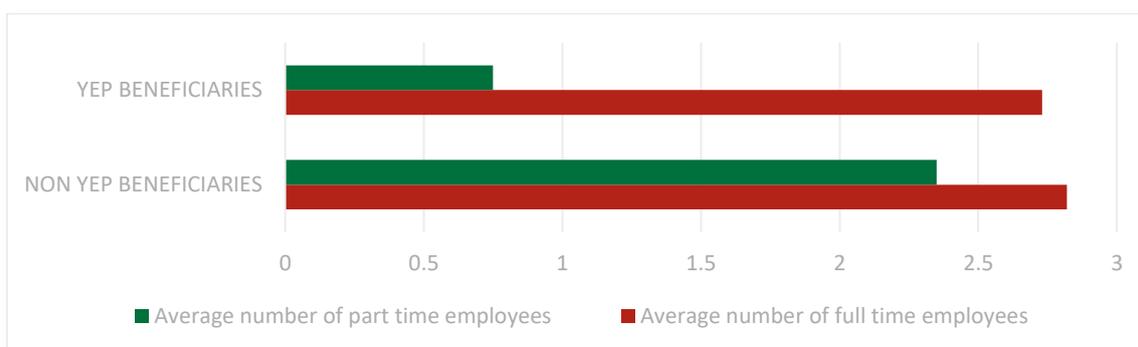


Employees by education categories.



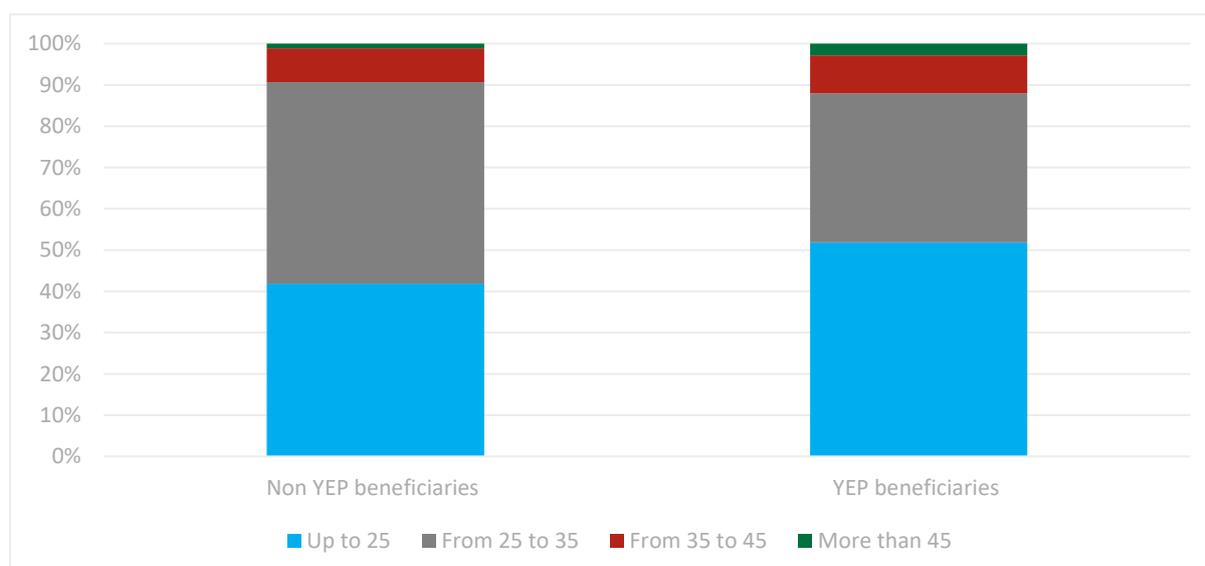
Training activities.

In terms of type of contract, YEP beneficiaries, tend to offer more full time contracts rather than part time contracts (Figure 6). YEP beneficiaries also employ a larger share of interns and apprentices from technical and vocational schools, college or universities. *Sixty-two percent of the firms that received support from YEP declared to hire interns, as opposite to only 4% among non-beneficiaries.*



Average number of employees by type of contract: part-time or full time.

As a more educated workforce may help firms to better develop products and increase sales, the survey found that average difference in domestic sales between firms' beneficiaries and firms not, stands at 104%, accounting for sector and size range of firms. *Firms receiving YEP support also employ a larger share of young employees, both in absolute and relative terms (Figure 7), signalling the project is reaching its target having a stabilizing effect especially on this segment.*



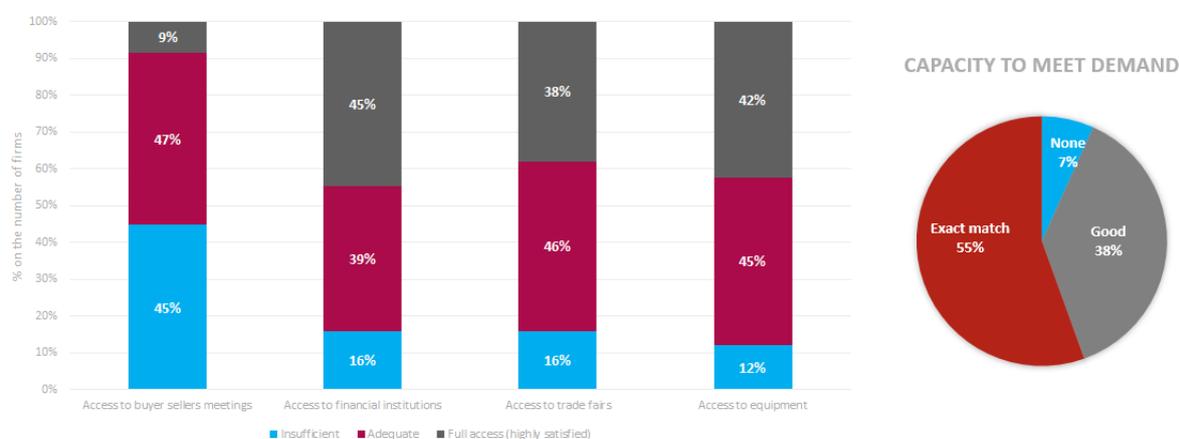
Firms by age of top manager.

Access to Market: An Area for Improvement

The questionnaire also included a module to solicit companies' viewpoints on the effectiveness of the project around specific areas, including access to market. The beneficiaries of YEP support, totalling 165 firms, were asked if, since receiving the support, they had seen any increase in their access to buyer-sellers meeting, access to trade, equipment and financial institutions. Firms were also assessed in their capacity to meet demand, i.e. satisfy their client's demand.

Results of this assessment are presented in Table 7. A significant share of respondents, between 84 and 87%, reported full or adequate access to trade, equipment and financial institutions. Moreover, a significant share of YEP beneficiaries (93%) are also able to meet their clients demand, 55% of them reporting to be perfectly aligned with their customer's demand.

Despite these achievements, the survey also shed light on the lack of adequate support to reach fully their target market. In fact, although most of the firms ranked as adequate their access to buyers-sellers meetings, a significant portion of respondents (45%), deemed the support to these activities as insufficient. A closer look at the breakdown of the sample confirmed consistency of this difficulty which is recorded regardless of the geographical areas and across sectors.

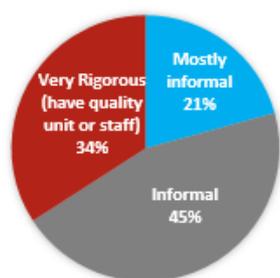


% of firms reporting insufficient access to buyer sellers meetings	
Sectors	
Agriculture (N=44)	46%
Manufacturing (N=17)	47%
Other service activities (N=13)	53%
Food and beverage services activities (N=24)	57%
Whole sale and retail trade (N=72)	58%
Districts	
Kuntaur (N=2)	0%
Basse (N=18)	14%
Kanifing (N=51)	52%
Mansakonko (N=39)	53%
Banjul (N=11)	56%
Brikama (N=28)	58%
Kerewan (N=29)	58%
Janjanbureh (N=24)	79%

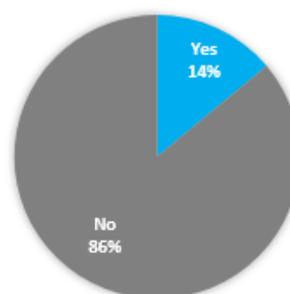
Access to market indicators.

Finally, the low access to buyer-sellers meeting, is mirrored in the low number of exporters. Only a few (10) firms over 198 are exporting their product or service. These firms, which are all part of YEP beneficiaries, would probably increase if they would hold international certificates and adopt more formal management of their quality systems.

QUALITY RELATED ROLES AND RESPONSABILITIES



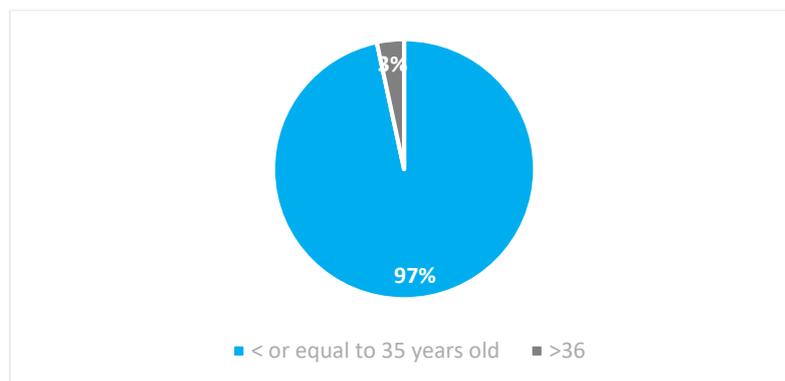
HOLD INTERNATIONAL CERTIFICATES



Firms holding international quality certificates and type of quality management.

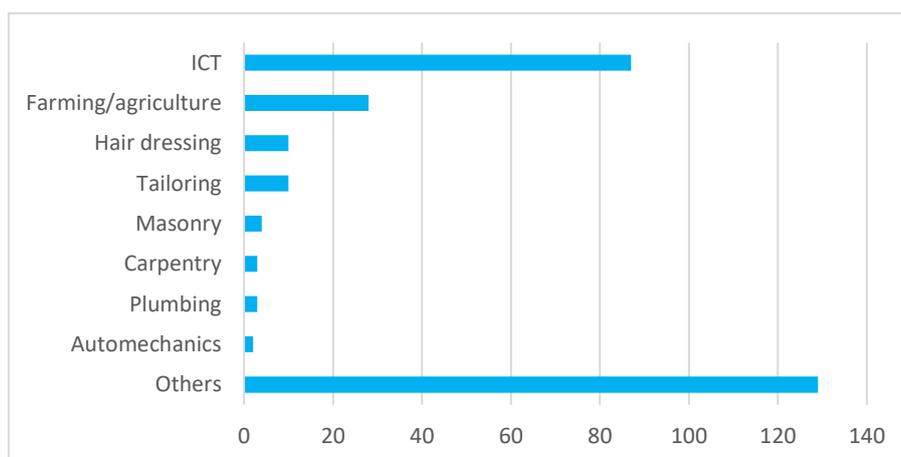
Individuals Receiving YEP Support

In parallel to enterprises survey, the assessment also aimed at providing information at individual level. A total of 321 individuals were interviewed, 42% of them were unemployed. The survey, addressed mainly to individuals who attended TVET, totalling 55% of the sample, confirmed a significant share of youth reached by the project (Figure 9).



Share of youth participating in TVET in surveyed sample.

The training activities are mostly formal (93%), and based on the survey, ICT was the highest single theme most attended (Figure 10).



Number of participants per area of activity.

Risk Management Analysis

During the reporting period of 2018, the project identified the following operational risks and took the indicated mitigating measures.

RISK	L	I	S	MITIGATING MEASURES TAKEN
Misconceptions, unrealistic expectations from project beneficiaries. YEP is not able to cater for demand	2	3	6	<ul style="list-style-type: none"> Increased communication and outreach on traditional and social media (e.g. radio programmes as part of a new MOU with NYC, Press breakfast organized by EU) Refined selection criteria for beneficiaries of programmes Media and communication officer hired
Limited technical capacity of the local counterparts in project implementation including reporting (both technical and financial)	2	3	6	<ul style="list-style-type: none"> Continuous investment in institutional capacity building – both operational and technical IP training on narrative and financial reporting with hands on exercises conducted Increased focus on capacity building and performance measurement (benchmarking) as part of the 2019 workplan
YEP does not reach the target beneficiaries / inadequate presence in the rural areas to share information, raise awareness about opportunities	2	3	6	<ul style="list-style-type: none"> 2 youth centres identified and to be refurbished that will serve as service centres (Farafenni and Janjanbureh) 4 new programmes officers recruited under NYC for YEP related outreach (1 in GBA, 1 in LRR 1 NBR 1 CRR)
Lack of government commitment / support / leadership in facilitating project interventions and providing necessary support and resources (human and financial) for achieving objectives	2	2	4	<ul style="list-style-type: none"> YEP management providing regular updates to key ministries (MOTIE & MOYS). YEP also made a briefing to members of the Gambia National Assembly Committee on Trade. Validation of the SYTDR at the level of the President and the alignment of the roadmaps to the National Development Plan.
Inadequate coordination among partners / duplication of training services in terms of scope and end beneficiaries	2	2	4	<ul style="list-style-type: none"> Retreat among IPs Sharing of data Development of joint programmes and interventions to facilitate collaboration and synergies (e.g. Andandorr as a joint initiative in the entrepreneurship ecosystem)
Underemployment or seasonal work / income incentives irregular migration	2	2	4	<ul style="list-style-type: none"> Promotion of complimentary employment / income streams and circular economy (e.g. tourism and agribusiness)

Trainings / skills transfer do not materialize in job creation	1	3	3	<ul style="list-style-type: none"> ▪ Performance criteria and targets embedded in the SkYE Fund ▪ Start-up equipment more systematically included as part to the training programmes. Equipment procured for GTMI and Sterling ▪ Additional support to graduates to link them to local employers / Support to create association
Investments in the productive sectors / MSMEs do not lead to job creation	1	3	3	<ul style="list-style-type: none"> ▪ Upfront market assessments for different sectors and economic analysis of value addition of income / job creation potential ▪ Signing of commitment letters with beneficiary companies
Beneficiaries of the financial / in-kind support (e.g. minigrant) are not using the support for intended business purpose	1	3	3	<ul style="list-style-type: none"> ▪ Due diligence review of business plans of grant applicants ▪ Regular monitoring visits by partners and, independently by project staff
Lack of beneficiary commitment for achieving objectives	1	2	2	<ul style="list-style-type: none"> ▪ IP retreat organised for both heads of institutions and focal points (from IPs) to brief them on YEP achievements and share experiences and address challenges
Political instability, social unrest	1	2	2	<ul style="list-style-type: none"> ▪ na

5. Selection of Implementing Partners

YEP has continued to implement the vast majority of its activities through and with partners. The two main channels for these partnerships have been procurements and grants. Private sector partners and others won procurement contracts to deliver services under the project.

Under the SkYE Fund, eight training institutions were selected to run training programmes for nearly 1,000 youth and organize industry placements for the trainees to give graduates high chances at finding employment and self-employment after completion of the training. The selected training institutions are:

- Five Star Security;
- Insight Training Centre;
- Sterling Consortium;
- The Fajara Skills Development Centre;
- The Gambia Technical Training Institute;
- The Gambia Telecommunications and Multimedia Institute (GTMI);
- The Golden Hands Academy;
- The Young Men's Christian Association (YMCA).

The contract with NACCUG to implement the mini-grant scheme continues. In addition, the Social Development Fund (SDF) was selected as the provider of the mini-loan scheme, an access to finance programme, which was launched in October 2018.

Other partners, which provided services under the project ranging from training programmes to events, mentoring schemes, and equipment include:

- OÙ Bazoco
- Bridging Gaps Advisory
- Fashion Weekend Gambia (FWG)

- Gambia Horticultural Enterprises
- Global Relief Aid and Development Company (GRAIDCO)
- Leadership Gambia
- Realtech
- S.Z. Sewing Machine c.c.
- SAT Services
- Startup Incubator Gambia

Currently still ongoing is the selection of the vendor for an agribusiness traineeship programme for 190 youth. The selection is expected to be completed in early 2019.

In addition to the partners mentioned above, YEP continued to work with a number of partners through grants, focusing on capacity building of grantee organizations, as well as implementation of activities.

A number of grant MOUs carried over from 2017 with activities continuing into 2018:

- Startup Incubator Gambia;
- Sterling Consortium;
- The Food Safety and Quality Association;
- The Gambia Chamber of Commerce and Industry;
- The Gambia Investment and Export Promotion Agency (GIEPA);
- The Gambia Standards Bureau;
- The Gambia Telecommunications and Multimedia Institute;
- The Gambia Technical Training Institute;
- The Gambia Youth Chamber of Commerce;
- The Global Youth Innovation Network Gambia Chapter;
- The Ministry of Youth and Sports – Gambia Songhai Initiative (GSI);
- The National Association of Cooperative Credit Unions of The Gambia;
- The National Agricultural Research Institute;
- The National Enterprise Development Initiative;
- The National Youth Council;
- The Young Men's Christian Association.

In 2018, new grants were issued to both existing and new partners as listed below:

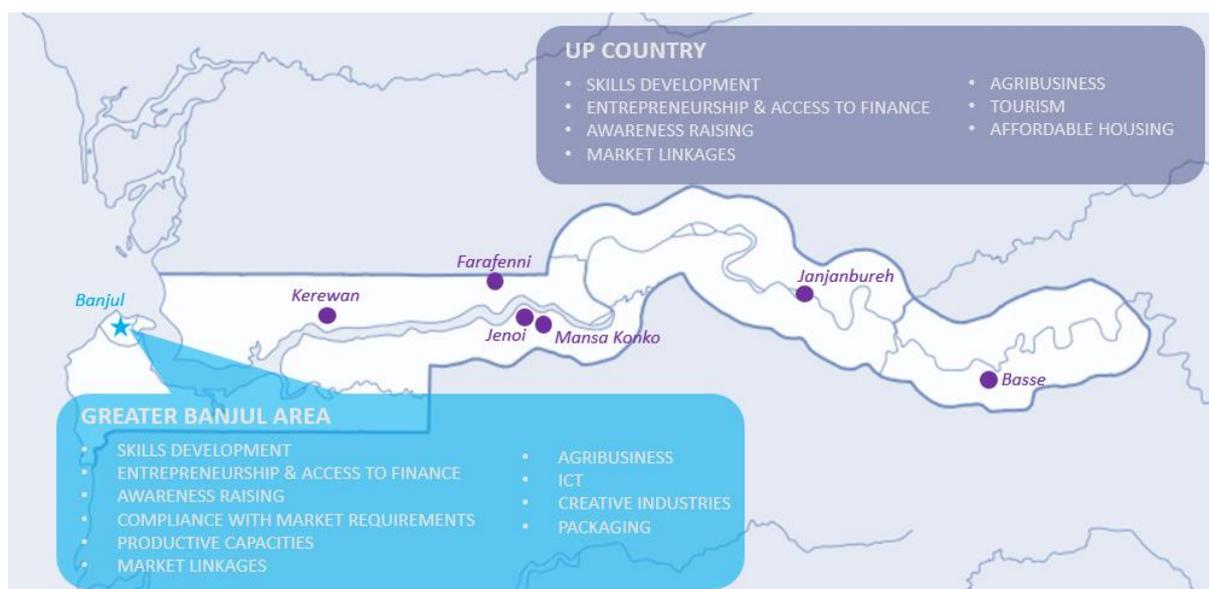
- Startup Incubator Gambia;
- The Association of Small Scale Enterprises in Responsible Tourism;
- The Gambia Tourism Board;
- The Gambia Tourism and Hospitality Institute;
- The Gambia Youth Chamber of Commerce;
- The Global Youth Innovation Network Gambia Chapter;
- The Information Technology Association of The Gambia;
- The National Council of Arts and Culture;
- The National Youth Council;
- The National Youth Service Scheme.

Subject to the continuous performance assessment, the project plans to continue the engagements with a large number of existing partners in 2019.

6. Geographic Focus

At the outset, YEP identified NBR, CRR, and the Greater Banjul Area (GBA) as the geographic priority regions. The majority of activities continued to take place in these regions. For instance, the project continued its work in CRR, which was identified in 2017 as a priority region for the development of the tourism sector, as well as rural training and entrepreneurship support schemes.

SkYE Fund trainings with GTMI, GTTI, and Sterling Consortium took place in up-river locations. The activities implemented by GYIN Gambia under YEP focus specifically on rural youth through initiatives, such as the Rural Youth Awards, a mentoring scheme for rural entrepreneurs and the ELIT summer camp. In addition, four Rural Youth Representatives for the project were recruited by NYC to enhance the communication of opportunities to rural youth.



7. Visibility and Communication

Throughout 2018, YEP continued to make use of its communication platforms in all major social media outlets as well as the YEP Portal (www.yep.gm) to inform about ongoing and upcoming opportunities and events for youth, to report on various activities in blog posts and to provide relevant tools and materials. Additionally, links to publications were shared regularly. The portal was furthermore complemented with a “Frequently Asked Questions” section and a Core Team Helpdesk to support the work of the core teams regarding monitoring and promotion of YEP activities. The website continues to be visited mostly by youth interested in the project. The analytics page, which was set up in 2017, provides the insights that the YEP Portal had 45,836 page views and 10,448 visitors in 2018. Of these visitors, 10,311 were new. The YEP Portal was accessed directly by 39.4% of visitors. After that, organic search (39%) and social media (14.3%) were the main sources of acquisition of visitors.

YEP maintains a webpage on the ITC homepage (intracen.org/yep). In 2018, a Resources & Material page was added, which includes the Strategic Youth and Trade Development Roadmap, the sector-specific roadmaps, market assessments and photo galleries covering major events.

In addition to the websites, YEP continues to use social media platforms, in particular Facebook and Twitter to boost the project’s visibility. A significant increase in the number of Facebook Group members during 2018 led to the decision to create a Facebook Page, allowing everyone to follow and share posts. After a transition period, from 7 December on, the group was archived and completely replaced by the YEP Facebook Page (facebook.com/yepgambia), which already has 1,627 likes. The Twitter page increased its reach as well with 1,848 new followers, amounting to a total of 2,398 followers end of 2018.

The YEP Resource Portal, YEP Facebook Group and Page, and YEP Twitter account were important channels to frequently share information on YEP with youth in the country and to communicate the projects’ messages in 2018. As an additional communication platform and to increase YEP’s outreach, coverage and visibility digitally, the YEP News Flash was launched in February 2018. This informative newsletter on YEP main activities and open opportunities is released on a fortnightly basis. It is sent out to a large database of 1,298 subscribers, including YEP beneficiaries, government counterparts, development partners and media, among others.

To produce and review content for the promotion of YEP visibility, a call for applications for a communications consultant was published end of October. The consultant will join the local team from January 2019 on and will work on spreading YEP-related messages, coordinating visibility activities on the ground, following trainings and creating new campaigns.

The weekly radio programme “The Employment Hour” which is broadcasted in partnership with MOTIE every Friday afternoon on West Coast Radio continued to interview young entrepreneurs and returnees and discuss current topics on employment and socio-economic development. In addition, the project team was invited to two other radio talk shows.

There were also 6 press releases published at ITC's website and over a 100 newspaper articles from journalists covering YEP and partners' activities. In addition, a workshop for journalists and the participation in a Press Breakfast organized by the EU in The Gambia complemented the media relations activities in 2018.

A brochure on Quality Jobs for Youth and a Youth Services Directory booklet were developed. The Tekki Fii billboard campaign to inspire youth to pursue a future in The Gambia further increased YEP visibility.

Logical Framework

YEP LOGFRAME MATRIX (REVISED INCLUDING YEP 2):

	Results chain	Indicators	EUTF Indicator Reference	Baseline	Current Value	Targets (original)	Targets (YEP2)	Sources and means of verification	Assumptions
Overall objective: Impact	OO: Increased job opportunities and income prospects for youth	% national youth (15 – 35 years) unemployment ¹ % the yearly median ² income of youth	n/a n/a	35.3% (GLFS 2012) GMD 18 000	35.3% GMD 18 000	As per PAGE II targets		National data on employment (bureau of statistics) Survey data (GLFS) GLFS, UNDP National Human Development Report NDP implementation updates	Political stability Continuation of policy focus on - Employment and job creation as stipulated in The Gambia's new NDP - conducive business environment including trade and investment
Specific objective(s): Outcome(s)	SO. Tackle the root causes of irregular migration through increased job opportunities and income prospects for youth	% of TVET graduates that are employed # of sustainable jobs created / jobs consolidated for youths directly and indirectly through business ventures (disaggregated by sex, age groups and location) % change income of youth supported directly and indirectly by YEP	1.1 Number of jobs created	35% ³ 0 Tbd at enrolment (median income at GMD 18,000)	35% 0 Tbd at enrolment	50% 4 000 20-30% end of the project		TVET monitoring reports and tracer studies Project reports Project survey / reports	Political stability and sustained level of commitment of the government in improving skills development and training services and supporting entrepreneurship Commitment of private sector and SMEs to quality and process improvements and to engage in TVET programmes Appropriate climatic conditions for agricultural production (e.g. sufficient rainfall) Absence of other negative external factors with major repercussion on socio-economic development (e.g. Ebola)

¹ In 2012, there were 221,414 unemployed persons as per 2012 Gambia Labour Force Survey (GLFS), which commensurate to an unemployment rate of 29.8%. The rate of youth unemployment is commonly referred to as 38% using the previous youth definition of persons aged 13-30 years. Gambia's revised youth policy adopted the African Union (AU) definition of youth, i.e. persons aged 15-35. According to the new definition unemployment stood at 35.3%. There were marked differentials in gender unemployment rates, with males and females youth registering unemployment rates of 25.8% and 43.3% respectively.

² Calculated based on NHDR 2014 survey which identified monthly median income of GMD 1,500. 2012 GLFS stated a monthly median income of GMD 1,500 (15-24 years) and 1,800 (25-34)

³ Based on UNDP tracer study: Survey of TVET Graduates, 2013

Gambia Youth Empowerment Project (YEP), Narrative Progress Report, 2018

				/year)					outbreaks) Willingness of TVET institutions to improve monitoring of results
Outputs/Components	R1 Improved employability and self-employment opportunities for youth								
	R1.1 Skills upgraded through technical and vocational training programmes	# of institutions that improved training programmes and/or operational performance		0	0	10	3	Project reports / benchmarking results	Skills development institutions remain committed to the project and to improve services
		# of youths completing a project funded technical and/or vocational training programme or apprenticeship (male, female)	1.4 Number of people benefiting from professional trainings (TVET) and/or skills development	0	0	4 000	600	Monitoring reports of partners institutions	Technical and vocational training continues to be a government priority and adequate regulatory and policy support is being provided
		# of young returning migrants supported through skills training	3.5 Number of returning migrants benefiting from reintegration assistance	0	0	100	200	MOUs	Returnees are interested in the sectors and related skills training opportunities offered by YEP
	R1.2 Entrepreneurship promoted among youth through business skills training and support programmes	# of youths benefitted from entrepreneurship and business development services (male, female)	1.3 Number of people assisted to develop economic income generating activities	0	0	4 000	400	Enrolment rates for activities and services Beneficiary surveys	Effective participation by the target beneficiaries in the planned project activities in accordance to the set timeline
		# of young returning migrants supported through entrepreneurship support	3.5 Number of returning migrants benefiting from reintegration assistance	0	0	50	100	Evaluations following coaching Available accelerators	Government-supported programmes and schemes benefit from continued public funding support
		# of youth centres refurbished and offering improved services	2.1 Number of social infrastructures built or rehabilitated	0	0	2		Financial Service Providers (FSPs)	

Gambia Youth Empowerment Project (YEP), Narrative Progress Report, 2018

R2 Increased employment opportunities for youth in selected value chains									
R2.1 Improved compliance of Gambian products to international standards and market requirements	# MSMEs sensitized on programmes on quality improvement and food safety		40	0	200	50	Report on training and feedback questionnaires	The quality infrastructure, certification facilities and testing are developed parallel by other initiatives Ministries/authorities recognize that inspection services cannot operate without being accredited Effective participation by the target MSMEs)mn the planned project activities in accordance to the set timeline.	
	# Trainers / advisers trained in quality related programmes		3	0	30		Progress reports from selected MSMEs		
	# MSMEs certified		3	0	20		List of participants and certificates awarded		
R2.2 Improved MSME productive capacities	# MSMEs demonstrating improved business practices (e.g. sales / production volumes, etc.)	1.2 Number of MSMEs created or supported	0	0	500		MSME questionnaires Training reports MOUs	Effective participation by the target MSMEs in the planned project activities in accordance to the set timeline. MSMEs are willing and able to introduce best practices and improve competitiveness	
	# Production centres / strengthened / created	1.6 Number of industrial parks and business infrastructure created, expanded or improved	0	0	1	1			
R2.3 Market linkages activated	# participating enterprises on market linkage activities		0	0	250	20	Training reports MSME questionnaires	Companies commit to the preparation of export marketing plans	
R2.4 Improved strategic direction and national ownership for job-centred growth	# stakeholders participating in sector development initiatives		0	0	80	20	Action plans validated	Industry- and government-wide interests and backing of the sector coordination	
	# strategic trade development action plans developed	4.6 Number of strategies, policies and plans developed and / or directly supported	0	0	3	1	Strategy implementation management reports / minutes from the core team meetings Government reports		
	# of public-private youth	5.2 Number of	0	0	3				

Gambia Youth Empowerment Project (YEP), Narrative Progress Report, 2018

		platforms created / strengthened	planning, monitoring, learning, data collection and analysis tools set up, implemented and / or strengthened						
	R 3.1. The activities, opportunities and results of the Action are widely communicated upon at national and international levels	<p># of migrants, or potential migrants, reached out by information campaign on migration and risks linked to irregular migration</p> <p># of Gambian citizens reached out by the Tekki Fii campaign</p> <p># of international media pieces published concerning the Tekki Fii campaign</p>	<p>3.3 Number of migrants or potential migrants reached by information campaigns on migration and risks linked to irregular migration</p> <p>Number of activities/events explicitly dedicated to raising awareness and sensitivity of general public regarding migration</p>	0	0	100 000	50 000	<p>Reports form partners</p> <p>Project estimates based on attendance in activities, events</p> <p>Review of national and international news coverage</p> <p>Visitor figures of events</p> <p>Radio coverage figures</p> <p>Web page visitors</p>	<p>Provision of timely and adequate information by other EUTF project partners including IOM, GIZ, Enabel, IMVF, GK Partners</p>
				0	0		200 000		
							50		