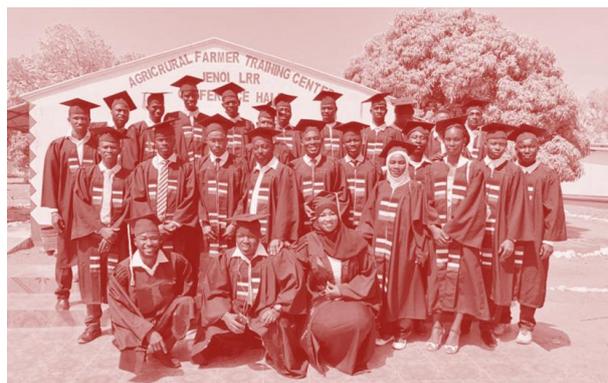


YOUTH EMPOWERMENT PROJECT

Q1 2019 Update
January to March 2019



YEP in a Nutshell

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 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 expanding and fast-tracking support to young Gambians focusing on the tourism sector and creative industries. The scope of support includes 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 is coordinating the overall communication and sensitization efforts under the action. The additional interventions by ITC are budgeted at EUR 2 million and have been incorporated into the Gambia YEP (T05-EUTF-SAH-GM01-01) through a contract rider. As part of the contract rider the project duration has been increased by 12 months and the project end date will be 31 December 2021. The graph below provides an overview of the YEP results areas which includes a new result (R3) as part of the project top-up.



Training Programmes – Poultry

Thirty young poultry farmers participated in a training on poultry management organized by YEP and PUM Netherlands Senior Experts.

Awareness Raising on Opportunities in TVET

Realtech Gambia and YEP convened a 4-day seminar raising awareness of the economic opportunities existing for youth with a technical or vocational training. The training brought together students who had been trained in phone, tablet and flat screen TV repair with private sector partners.



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. The activities under this component include cross-sectoral, as well as sector-specific initiatives in the priority sectors.

Entrepreneurship and Business Development Support

- With YEP support, the winners of the Hult Prize Competition of the University of The Gambia participated in the Regional Finals in Toronto, Canada, where the team pitched their business idea and received advice on how to turn their ideas into an aquaculture business in The Gambia.
- 50 young Gambians graduated from the 2nd cohort of the 6-month mentoring programme organised by the Global Youth Innovation Network Gambia Chapter. The group had received coaching from their mentors on topics such as business financing and bookkeeping.
- As part of its Private Sector Symposium, Realtech Gambia, in partnership with YEP, organized a training for youth who have received technical skills training on phone, tablet, and TV repair, on market and entrepreneurship opportunities, featuring presentations from industry players and field visits.



Supporting Tech Entrepreneurs

- In Q1, 56 team members from the 2019 cohort of Gambian tech start-ups supported by YEP took part in trainings to develop their value propositions and business model canvas, as well as an assessment of their businesses.

- The Banjul Startup Grind Chapter, in partnership with YEP, held an event on “How to develop habit-forming products in tech” aiming at promoting online services for entrepreneurs to easily access customers.
- In partnership with the Ministry of Trade, Industry, Regional Integration & Employment (MOTIE) and the United Nations Development Programme (UNDP), YEP started a feasibility study on the establishment of a Tech Hub in The Gambia. The feasibility study is expected to bring out recommendation and best practices in establishing a Tech Hub in The Gambia.



Access to Finance

- The National Association of Cooperative Credit Unions of The Gambia (NACCUG) held an orientation session and financial management training for the new cohort of entrepreneurs who have been awarded grants as part of the YEP Mini-Grant Scheme.
- In the first quarter of 2019, NACUG received 137 applications for the YEP Mini Grant Scheme, of which 57 were approved and 52 were disbursed. Of the disbursed grants, 13 went to women.
- No Mini Loans were approved in January and February 2019, any loans which were disbursed in March 2019 will be reported in the Q2 Update.
- During the Investment Tank Day, co-organized by YEP and the Leadership Gambia Institute, the women entrepreneurs participating in the Diaspora Mentoring Scheme pitched their businesses to investors in The Gambia and abroad and secured several investment offers.
- YEP has recruited an international investment expert to lead the set-up of The Gambia Angel Investors Network (GAIN). GAIN will support high-growth businesses in finding appropriate funding solutions, whilst also providing to investors an impartial channel for the assessment of deals in the country.
- YEP and The Gambia Investment and Export Promotion Agency (GIEPA) attended the Francophone Africa Investors Summit (FAIS) in Bamako to promote the Gambia Angel Investors Network among regional investors and to connect with initiatives across West Africa, as well as with angel investing associations in Africa and Europe.



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.

Youth Quality Champions

- In January 2019, 24 youth trainers completed the last part (Quality 109-112) of the technical training in quality management delivered by internationally renowned expert, Dr Gregory Watson, who is the lead developer of a new qualification programme for trainers being rolled out in The Gambia.
- In March 2019, the same youth trainers benefited from a 5-day LEAN Six Sigma Greenbelt course as part of their qualification. This course was implemented by two instructors attached to the European Students of Industrial Engineering and Management (ESTIEM). The course focused on problem solving methods and tools.
- The trainers completing the second level of the training will receive the “Advanced Quality Professional Certificate” after those who completed all tasks relating to Q101-108 have been awarded the “Basic Quality Professional Certificate” in December 2018.
- The youth trainers are applying what they learnt as they continue guiding a group of enterprises to implement quality improvement projects with guidance from international experts. This work involves the implementation of quality improvement projects over a 6-8-month period, as well as preparations for Good Hygienic Practices (GHP) and subsequently Hazard Analysis and Critical Control Points (HACCP) and ISO 9001 certification for those ready to commit. Results will be showcased at the GCCI Gala on 25 October.



The Gambian Quality Association

A 1-day workshop to strengthen the newly created Gambian Quality Association (TGQA) set up by the youth trainers took place in January 2019, focusing on presenting the work of the current TGQA committees, the assignment of trainers to future courses, and related planning. Preparations for a series of courses to be offered by TGQA is ongoing.



National Excellence Awards

Dr Watson supported ongoing work on developing a national quality award, to be administered by GCCI in cooperation with TGSB. During a working session between the GCCI Technical Committee and auditors the proposal by Dr Watson for the award programme was reviewed and validated. A team of TGQA assessors will select qualified individuals to serve on the Board of Examiners, who will conduct the desk and site verification audits; and train the examiners on assessment criteria and scoring calibration.



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.

Information and Communication Technology

YEP supported the Initial Registry Operators Course (IROC), which is a first step towards the advanced course and the negotiation of the transfer of the dot gm domain. Forty participants took part in the training, including senior government officials, as well as the Vice Chancellor of UTG.



Creative Industries and Handcrafts

- YEP supports the Dance Gambia Championship. During the launch of the championship in March 2019, dancers, drummers and cultural groups presented their talents. The Minister of Tourism, Arts and Culture participated in the event and stressed the importance of artists for the development of the tourism sector.
- In a training implemented by the Women Initiative Gambia (WIG), 15 youth trainees and 15 women trainers from Janjanbureh, Jamali and Tabanani participated in a training on the design and production of handcrafts from locally sourced, natural and recycled products, as well as on how to improve their packaging and storage.



Community Based Tourism and Event Management

- YEP held trainings on product development, accounting and management skills in the villages of Jamali and Tabanani, in the Janjanbureh region to continue the development of Community Based Tourism in these villages.
- In January, YEP organized a familiarization tour to the villages, during which the five participating tour operators tested the products and provided inputs for product development and promotion.
- The Gambia Tourism Board and 5 youth trainers from Janjanbureh delivered a training in bookkeeping and accounting for tour guides. Fourteen youth have now completed their training and obtained tour-guiding licenses.





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.

The Gambia's Good Market

With the support of YEP, the pop-up market run by the Association of Small Enterprises in Responsible Tourism (ASSERT) has been held every first Saturday of the month. The market features locally produced products by young Gambian entrepreneurs ranging from health, to fashion and crafts.



Trade Fair Gambia International (TFGI)

Preparations for TFGI 2019 have been ongoing. In March 2019, the entrepreneurs participating in the YEP Youth Pavilion at this year's trade fair took part in a pre-trade fair training focusing on sales and branding skills, as well as planning for special events during TFGI.

Information and Communication Technology

One of the board members of the IT Association of The Gambia (ITAG) and an IT industry representative participated in a mission to Freetown to explore possible business connections. The group visited local incubators and met with software companies, telecoms operators, start-ups, and public institutions active in the tech sector.



Tourism

- NCAC and YEP supported the 2019 Kankurang Festival through event management training for the community and youth leaders who organized the event. The festival led to temporary employment or increased income generation for 351 individuals, including 200 in the youth bracket; and brought in hundreds of visitors from around the country and abroad looking to enjoy the cultural performance.
- In collaboration with the Gambia Tourism Board (GTB) and the National Council for Arts and Culture (NCAC), YEP held a market consultation with tourism stakeholders to share information on newly developed tourism products and promote market access and other linkages.
- From 6-8 March, YEP participated in the ITB Berlin Travel Fair. In Berlin, a youth representative of the CBT programme in Janjanbureh, supported by the YEP tourism team, held business meetings and presentations to promote CBT products to the international market.





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 in The Gambia and internationally.

- At the African Youth Conference held in Banjul in March 2019, YEP held a side event in partnership with the International Organisation on Migration (IOM). During the event, seven youth who benefitted from the two projects shared their stories about entrepreneurship and personal development.
- On 31 March 2019, the Gambia-wide Tekki Fii Roadshow was kicked off. The Tekki Fii roadshow covers several regions of The Gambia and features intergenerational dialogues, skills and sports fairs, a concert with renowned Gambian musicians and comedians to raise awareness on available economic opportunities in the country. Number of Gambian citizens reached by the Tekki Fii campaign will be reported in Q2 2019.
- In Q1, the YEP Facebook page received 722 new likes and the YEP Twitter account gained 420 new followers. 3,807 people accessed the YEP Portal and 1,967 people opened the YEP Newsletter.
- Awareness raising activities by the National Youth Council (NYC) engaged 6,608 people and NYC's regional radio programmes reached 3,300 people.



Progress against key project indicators

	Progress Q1 2019	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	0	8	10
Number of youths completing a project funded technical and/or vocational training programme or apprenticeship	61	756	4,600
Number of young returning migrants supported through skills training	0	19	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	430	2178	4,400
Number of young returning migrants supported through entrepreneurship support	5	66	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	17	250	250
Number of Trainers trained in quality related programmes	24	108	30
Number of MSMEs certified	0	0	20
R.2.2 Improved MSME productive capacities			
Number of MSMEs demonstrating improved business practices (e.g. sales / production volumes, etc.)	76	392	500
Number of production centres strengthened or created	0	0	1

¹. Total excludes repeat beneficiaries

R.2.3 Market linkages activated			
Number of participating enterprises on market linkage activities	38	517	270
R.2.4 Improved strategic direction and national ownership for job-centred growth			
Number of stakeholders participating in sector development initiatives	0	205	100
Number of strategic trade development action plans developed	0	4	4
Number of public-private youth platforms created / strengthened	0	4	3
R.3.1 The activities, opportunities and results of the Action are widely communicated upon national and international levels			
Number of migrants or potential migrants reached by information campaign on migration and risks linked to irregular migration	32,006	139,365	150,000
Number of Gambian citizens reached by the Tekki Fii campaign	0	0	200,000
Number of international media pieces published concerning the Tekki Fii campaign	0	0	50