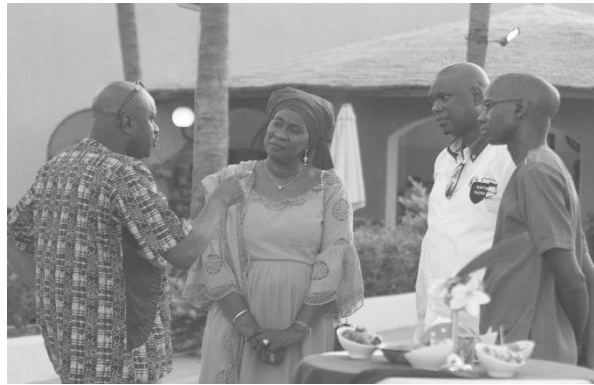


# YOUTH EMPOWERMENT PROJECT

Q3 2019 Update

July to September 2019













This project is funded by the European Union

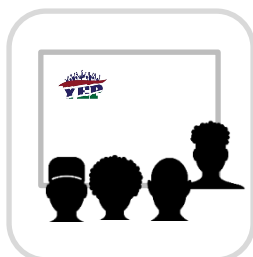
## YEP in a Nutshell

YEP was launched with a total budget of EUR 11 million and a timeframe of 2017-2020. In 2018, ITC was 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 new three-year 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, 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.

 <b>R1</b> IMPROVED EMPLOYABILITY AND SELF-EMPLOYMENT OPPORTUNITIES FOR YOUTH	 <b>R2</b> INCREASED EMPLOYMENT OPPORTUNITIES ALONG SELECTED VALUE CHAINS	 <b>R3</b> PROMOTE THE CONCEPT “TEKKI FII – MAKE IT HERE”: MAKE IT IN THE GAMBIA
 1.1 Skills upgraded through technical and vocational training programmes	 2.1 Improved compliance of Gambian products to international standards and market requirements	 3.1. The activities, opportunities and results of the Action are widely communicated upon at national and international levels
	 2.2 Improved MSME productive capacities	
 1.2 Entrepreneurship promoted among youth through business skills training and support programmes	 2.3 Market linkages activated	
	 2.4 Improved strategic direction and national ownership for job-centered growth	

## HIGHLIGHTS



**1,835**

Individuals trained to date



**213**

in Q3 2019



**521**

MSMEs supported to date



**85**

in Q3 2019



**2,424**

Entrepreneurs supported to date



**116**

in Q3 2019



**260,663**

Youth reached to date



**74,292**

in Q3 2019

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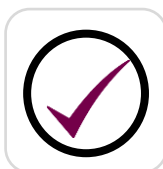
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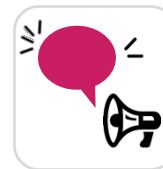
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## Progress in Q3 2019



### 1.1 SKILLS DEVELOPMENT

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

#### Training Programmes – The Skills for Youth Employment (SkYE) Fund

The Skills for Youth Employment (SkYE) Fund is a results-based approach to skills development. The mechanism ensures training programmes will lead to job placements or self-employment through the industry partnerships and start-up support from TVET institutions. The pilot phase of the project was launched on March 2018 and 7 out of the 8 training institutions selected have completed their programs. During Q3, two institutions finished their trainings:

- On 21 July, The Golden Hands Foundation Academy graduated 42 students in Beauty, Cosmetology, Massage, Therapy, Hairdressing and Information Technology. The students went through a six-month classroom training and three months of industrial attachment. Several students are already employed or have started their businesses.



- On 29 August, 141 youths graduated from The National Youth Service Scheme from a 6 months accelerated apprenticeship programme training in Rice Agronomy, Plumbing, Auto Mechanic/Electrical and Tailoring.

#### Training Programmes – ICT Sector

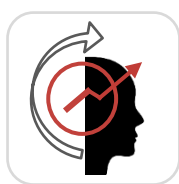
- During the first edition of the Freelancing Programme, 30 students completed their courses and started working as freelancers. The objective of this training was to provide the necessary tools for students to get into the rather competitive international freelance marketplaces with a track-record, a portfolio and real-life experience. After the training, more than 20 students started generating income on international portals.
- The second edition of the freelancing programme is ongoing, students are being trained on Facebook Advertising and Online Freelancing, and they will be introduced to other Internet Marketing Service Courses. They will be graduated on November 2019.

- Freelancers from both the first and the second phase of the YEP freelancing programme met up on 25 July to discuss and share their experiences. During their interactions, freelancers talked about different aspects of the programme, including their progress, the content of courses and their challenges.



## Institutional Strengthening

- On 27 August, YEP handed over 5 compressed earth block machines and accessories to the Earth Builders' Association. The donated equipment will help train more youth and to promote technology for addressing environmental challenges. The ceremony was attended by members of the association and other stakeholders such as the Masonry Association and Construction Contractor Association.
- The first phase of training of trainers for TVET teachers in two skill areas (rural mechanics and low voltage solar systems) is underway at The Gambia Technical Institute (GTTI) in collaboration with GIZ. Twenty trainers from three training centres are participating in courses on pedagogy and technical skills at the GTTI main campus. The training is being undertaken by GTTI trainers with complimentary technical support from teachers/trainers from the Landesakademie in Baden Wuerttemberg.
- The ITC Gambia Office organised two and a half-day trainings on ITC reporting requirements for new and existing implementing partners under YEP and other ITC-implemented projects. The workshops included discussions on implementing partners' issues and concerns, presentations, and a hands-on practice session.



## 1.2 ENTREPRENEURSHIP

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

### Entrepreneurship and Business Development Support

- The Leadership Gambia team met with entrepreneurs that benefited from their mentorship programme. This session was an opportunity for the mentees to share lessons learned and their experience about how their businesses have benefitted from the mentorship and training funded by YEP.




- For the first time, the World Entrepreneurs' Day was celebrated in The Gambia on 21 August with a networking event organised by GYIN Gambia in partnership with the National Enterprise Development Initiative (NEDI). The event featured three inspiring young entrepreneurs sharing advice and insights into their journeys with a packed room of other young entrepreneurs.



- GYCC completed its nation-wide tour to advocate for a reserved space for young people in local markets (lumos) across the country. GYCC met with Area Councils in all regions, Kanifing and Banjul. They already secured commitments from several Area Councils to support the initiative.
- GYIN Gambia's ELIT Summer Camp took place in Pakalinding. This year's edition focused on entrepreneurs in the agricultural value chain, in particular those into agromarketing, horticulture, rice, and small ruminants. The strategy of the program was to address the crisis of unemployment and to bridge the gender gap in the labour market.
- On 16 July, a five-day entrepreneurship training workshop took place in Njau Village in Upper Saloum for 30 young people within the district. The aim of the training was to equip young people with the technical know-how in entrepreneurship and open up their access to finance. It was conducted by NEDI in partnership with the National Youth Council (NYC). Eleven of the thirty participants who attended the training were women.

## Access to Finance

- [The soft launch of Gambia Angel Investors Network \(GAIN\)](#) took place on 20 July. It brought together public and private organizations, entrepreneurs, international institutions and The Gambian entrepreneurship ecosystem. The network, 10-15 local investors, is committed to provide funds to start-ups and SMEs in The Gambia. The network will help to develop the nascent Gambian start-up and investment ecosystem by empowering hubs, incubators and accelerators and providing an entry point for investors.
- 
- Following the initial success of the mini-grant scheme, Tekki-fii (Make It in The Gambia) partners launched two additional grant schemes to complement the already existing access to finance programmes. The combined funding envelope (ITC, GIZ and IMVF) is 1M EUR and is expected to create more than 1,000 jobs for young Gambians over the next two years. The Tekki-Fii Solar and Agro-Grants (up to D250,000 per application) will provide financial support to young people across the country. [More information about the application procedure on this link.](#)

- On 6 and 7 September, the National Association of Cooperative Credit Unions of The Gambia (NACCUG) held two orientation sessions coupled with financial management training to a new cohort of entrepreneurs awarded in the Mini-Grant Scheme.

### Refurbishment of youth centres

- The Expression of Interest (EOI) refurbishment of the Youth Centres in Farafenni and Janjangbureh was concluded in Q3 of 2019. Two Gambian owned construction companies (A-Z Designs and Construction, and Gam Engineering) were selected to perform the refurbishment works of Janjangbureh and Farafenni youth centres respectively. The duration of the work is expected to last for approximately four months. Once the centres are fully refurbished, it will serve the communities of North Bank Region and Central River Region as a social and economic hub.



## 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.

- Quality trainers, accompanied by their coach from the World Alliance of Quality, visited several partners who they are working with as part of their learning program. One of the partners visited was the National Beekeepers Association to work on the improvement on processing of honey. This is part of ongoing assistance to a group of enterprises to implement quality improvement projects aimed at increasing efficiency, reducing waste and better respond to customer requirements. A second group of parallel projects focusing on food safety initiatives, including the preparation for Good Hygienic Practice (GHP) certification, also progressed during the period. In addition, the group of youth trainers prepared a series of short courses and related coaching sessions to be rolled out as of October.



## 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

- Between 1 and 5 July, a Dutch expert on export marketing strategy worked with a group of eight advanced Gambian IT companies to support them in the design of their export marketing plans. The strategy training and coaching programme targeted export-ready

members of the Information Technology Association of The Gambia (ITAG) and the most advanced Growth start-ups supported by YEP.

- Nine YEP Tech start-ups went through a one-hour health-check session on 28 June. The YEP Tech team used ITC's new #360diagnostics tool, that allows tech start-ups to understand their strengths and weaknesses in areas such as product-market fit, leadership, business planning and investment readiness.
- From 25 to 26 July, The Gambia hosted the West Africa Internet Governance Forum for the first time with more than 500 participants from 14 ECOWAS countries. YEP sponsored the participation of several start-ups with the objective to promote Gambian technology among stakeholders from different West African ecosystems.
- YEP co-organized the [second edition of the Seedstars pitching event in The Gambia](#) on 13 September, together with Seedstars. During the ceremony, nine tech start-ups pitched their business concept. The solar water pump start-up Nadji.Bi won the national competition and will be competing in the regional Seedstars Summit in Johannesburg. ANG Capital and Yobuma were the runner-ups.
- From 4 to 5 September, the YEP Tech team organised a two-day training on digital payments. 23 participants attended, of which eight were women. The objective of this training was to help participants understand the concepts and mechanisms of digital payments with a focus on demos to further integrate the tools on their online businesses.



## Poultry

- After a consultation with stakeholders in the poultry industry, YEP in collaboration with PUM, Netherlands Senior Experts, has launched a poultry programme for The Gambia. The programme will provide technical support and training of stakeholders in government and private sector to achieve self-sustaining sufficiency.
- A poultry veterinary expert from PUM visited The Gambia to assess the capacity of the Department of Livestock Services to diagnose and undertake other critical tests on poultry to manage, control and prevent diseases. A two days follow up training was also conducted for 23 poultry farmers in poultry health management from 19 to 20 August 2019.
- From 13 to 19 September a training on poultry management for 13 trainers from four different institutions (The Gambia College School of Agriculture, Gambia Songhai Initiative, Njawara Agricultural Training Centre and Department of Livestock Services). The training involved a curriculum review of the institutions' poultry programme.





## Tourism and Creative Industries

- To support the product development component of the Ninki Nanka Trail (NNT), Gambian Tour Operators participated in a training on pricing for NNT tour packages on 24 September. The training also served as a platform to collect feedback and consult the tour operators on the brand identity of the NNT.
- As part of the product development component of the community-based tourism (CBT) and Ninki Nanka Trail development project along the Central River Region, YEP filmed virtual reality tours featuring communities under the CBT and NNT, in order to promote tourism and targeting international fairs and potential tour operators.



### 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.

- YEP sponsored the Gambian tech start-ups Deka and ANG Capital to attend the Afrolynk Conference in Berlin on 20 September. This event comprised workshops on investment readiness, ecosystem tour of several digital players including Airbus and Facebook; and networking sessions aiming at connecting African start-ups and European companies.



### 2.4 STRATEGIC DIRECTION

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

## Roadmap for Creative Industries

- YEP in partnership with the National Centre for Arts and Culture (NCAC) and the Ministry of Tourism and Culture conducted the second stakeholders consultation for the Youth and Trade Roadmap for Creative Industries on September 12. Attended by over 70 participants, stakeholders demonstrated active interest on the development of a strategic direction for the sector.

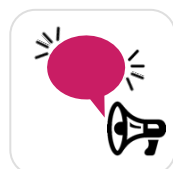
## Kick4Trade in The Gambia

- The UEFA Foundation for Children and ITC announced the development of a new initiative – [Kick for Trade](#) – that will embrace football to ensure greater inclusive development and boost youth employment. The first projects of the new initiative will kick off in two African countries, Guine and The Gambia. As part of this initiative, an exploratory mission took place with representatives from ITC, UEFA and partners (Street Football World and Kick4Life). The objective of the mission was to assess the existing structures and initiatives for the preparation of the work plan.



## Entrepreneurship

- On 15 July, ITC presented the results of its Entrepreneurship Ecosystem Mapping Report to institutions active in the Gambian entrepreneurship ecosystem. The session provided a space for institutions to agree on action points to increase collaboration.
- Key players in the entrepreneurship ecosystem met on 22 August as part of the quarterly Entrepreneurship Core Team meetings to strategize on the implementation of the findings from the validated Ecosystem Mapping Report, in particular through the new Andandorr Programme.
- Entrepreneurship institutions are working with an international expert to develop a joint database of MSMEs and entrepreneurs to reduce overlaps and increase synergies within the ecosystem. The database will be used by several actors and it will be hosted at The Gambia Investment & Export Promotion Agency (GIEPA).



## 3. COMMUNICATION

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

- [The Tekki Fii campaign has a new website](#). The objective is to promote and provide information about the project, as well as share success stories of Gambians who have

“made it” in their country. Moreover, it is a place to promote activities and opportunities for Gambian youth.

- The Assembly of Gambian Muslim Youths invited YEP to serve as a panellist alongside IOM on its gathering on the theme about available resources to mitigate irregular migration. YEP representatives shared the opportunities available through skills development, entrepreneurship support and access to finance.
- 
- YEP participated in an opportunity fair for youth and migrants at the Westfield Youth Monument in Banjul. The event was organized by Catholic Relief Services Gambia with the aim to provide information to job seekers and entrepreneurs on supports available through different partners. This was an opportunity to promote YEP activities among youth.
  - The local Gambian hip hop artist and activist, Awa Bling joined the Tekki Fii campaign. Awa uses music to change mind sets and empower young people, especially women. Her music encourages young Gambians to believe in themselves, start a business and create jobs at home. [Listen to her on this link.](#)
  - On 11 July, the Regional Youth Committee of NYC organised a six-school inter-school debate championship in Janjanbureh. Schools drawn across the region gave the youth a platform to discuss issues related to gender-based violence, sexual and reproductive health, early child marriage and other pertaining issues affecting the young people.
  - Radio talk shows continue to be organized by NYC. Twelve emissions have been conducted in Q3 with an approximate outreach of 64,000 people. A series of Community Radio programs were conducted at Brikamabaa Community Radio, in Kerewan and in Farafenni Community on available opportunities for youth. Community radio engagement provided a platform for people to ask questions on available youth opportunities.
  - A two-day event on interregional youth dialogue was conducted by IMVF in collaboration with other partners such as NYC, the Agency for Development of Women and Children, and the National Support Council. It was attended by about 120 youth who followed discussions on topics such as youth in agribusiness, youth and migration and sport development for meaningful employment.

## Progress against key project indicators

	Progress Q3 2019	Total progress to date <sup>1</sup>	Project Target
<b>R.1.1 Skills upgraded through technical and vocational training programmes</b>			
Number of training institutions that improved training programmes and/or operational performance	1	9	13
Number of youths completing a project funded technical and/or vocational training programme or apprenticeship <sup>2</sup>	213	1,835	4,600
Number of young returning migrants supported through skills training	1	38	300
<b>R.1.2 Entrepreneurship promoted among youth through business skills training and support programmes</b>			
Number of youths benefitting from entrepreneurship services and business advisory support <sup>3</sup>	116	2,424	4,400
Number of young returning migrants supported through entrepreneurship support	0	68	150
Number of youth centres refurbished and offering improved services	0	0	2
<b>R.2.1 Improved compliance of Gambian products to international standards and market requirements</b>			
Number of MSMEs sensitized on programmes on quality improvement and food safety	0	250	250
Number of Trainers trained in quality related programmes	0	108	30
Number of MSMEs certified	0	0	20
<b>R.2.2 Improved MSME productive capacities</b>			
Number of MSMEs demonstrating improved business practices (e.g. sales / production volumes, etc.)	85	521	500
Number of production centres strengthened or created	0	0	1

<sup>1</sup> Total excludes repeat beneficiaries

<sup>2</sup> This figure includes the number of young returning migrants supported through skills training.

<sup>3</sup> This figure includes the number of young returning migrants supported through entrepreneurship support.

	Progress Q3 2019	Total progress to date <sup>4</sup>	Project Target
<b>R.2.3 Market linkages activated</b>			
Number of participating enterprises on market linkage activities	2	651	270
<b>R.2.4 Improved strategic direction and national ownership for job-centred growth</b>			
Number of stakeholders participating in sector development initiatives	70	326	100
Number of strategic trade development action plans developed	0	4	4
Number of public-private youth platforms created / strengthened	0	5	3
<b>R.3.1 The activities, opportunities and results of the Action are widely communicated upon national and international levels</b>			
Number of Gambian citizens reached by the Tekki Fii campaign - Number of migrants or potential migrants reached by information campaign on migration and risks linked to irregular migration	74,292	260,663	350,000
Number of international media pieces published concerning the Tekki Fii campaign	0	2	50

<sup>4</sup>. Total excludes repeat beneficiaries



## Job creation

The overall objective of the project is to tackle the root causes of irregular migration through increased job opportunities and income prospects for youth in The Gambia. One indicator to measure this outcome is the number of jobs sustained and jobs consolidated for youth directly and indirectly through business ventures. YEP is tracking the employment benefits in two general categories:

### 1) Jobs created.

- Individuals who found employment after receiving support under the project;
- Entrepreneurs who did not previously run a business and started one after an intervention from the project;
- New employees hired by enterprises who received support under the project;

### 2) Jobs sustained.

- Individuals whose job was sustained after receiving support under the project;
- Entrepreneurs who received significant support under the project to continue and improve their businesses;
- Employees of MSMEs that received a significant support under the project.

ITC has developed a methodology that will allow to measure the impact on job creation and income for youth and MSMEs. In collaboration with implementing partners, data is collected before and after of each intervention in order to measure job placements and self-employment of beneficiaries, as well as baseline income. This data collection is followed by annual calls to a stratified random sample of beneficiaries to measure income changes over time.

Certain employment benefits achieved with the support of the project can be captured and reported quarterly (e.g. job placements after training). Other benefits are more difficult to track on a rolling basis and are reported at the end of the year (e.g. increase in workforce of assisted MSMEs). This is partly due to the time lag between interventions and reported benefits, partly because of availability of data and cost of data collection. The table below summarizes the employment benefits at Q3 of 2019:

	<b>Progress Q3 2019</b>	<b>Total progress to date</b>	<b>Project target</b>
<b>Jobs Created</b>	23	928	4,000
<b>Jobs Sustained</b>	0	132	