



SheTrades



European Union Youth Empowerment Project – Tourism and Creative Industries

Andandorr Programme Application Form.

Please read the eligibility criteria, Andandorr tiers and documentation requirements in Annex 1, 2, and 3 at the bottom of the document before completing this form

The **Andandorr Programme** is an entrepreneurship support framework developed by the entrepreneurship ecosystem with support from the International Trade Centre (ITC) and now anchored at GIEPA, that provides incubation, acceleration and coordinated support services for micro, small and medium in The Gambia.

The Andandorr Programme is funded by the **European Union Youth Empowerment Project – Tourism and Creative Industries**, a youth empowerment initiative by the European Union and implemented by the International Trade Centre (ITC) in partnership with the Ministry of Tourism, Arts and Culture (MoTAC) and Ministry of Trade, Industry, Regional Integration and Employment (MoTIE).

This form should be filled in, signed, and submitted to the **International Trade Centre office in Bakau**, the **GIEPA office along Kairaba Avenue/Farafenni**, or the **National Youth Council head office or regional offices**.

Alternatively, this form can also be filled online:

https://surveys.intracen.org/response/G2tlYnZdQgoGb1FxUVV_S0d6dH8

For further inquiries, please contact:

Mr. Biran Khan – Tel: 7222563/3844735

GIEPA – Tel: 4377377

Application Deadline: **7 September 2025**

Businesses in the tourism and creative industries are highly encouraged to apply.

This form is not for sale!

1. Date of Application		
2. Name of Business		
3. Business Sector (<i>Please see Annex 3 for classification</i>)		
4. Region of Applicant		
5. Name of Business Owner		6. Gender:

7. Date of Birth:		8. ID/Passport Number:			
9. Business Address		10. Other regions where present (if any)			
		11. Telephone Number:			
		12. Email:			
13. Do you have social media handles Yes: No: If yes, please provide the account/username:					
14. Type of business registration (if any): a. Sole proprietorship b. Partnership c. Limited liability company d. I don't know					
15. Employment Status (list employment types below)					
a. Number of employees in the business (if any)	<i>Full Time</i>		c. Is your business registered • Yes • No	<input type="checkbox"/>	Year registered
	<i>Part Time</i>				
b. How many jobs can you create in the next 12 months	<i>Full Time</i>			<input type="checkbox"/>	Registration Number
	<i>Part Time</i>				

16. Summarize your business or business idea (max. 150 words)

17. Have you attended any entrepreneurship training programme? If yes, please give details including organisers, duration and date of training programme (kindly list accordingly in order of dates).

18. Do you export your products/services

Yes:

No:

If yes, please list products/services you are exporting:

Please list countries you are exporting to:

19. Do you have a dedicated functional production site:

Yes:

No:

If yes, please provide details of production site and location:

20. Have you benefitted from any market access programme or support e.g. trade fairs, expos, pop-up markets, packaging or e-commerce platforms etc. (kindly list below).

21. Which Andandorr Tier are you applying for? (Please tick **only** one)

Please refer to Annex 2 to understand the classification

Please note that you must meet the tier requirement to be selected and onboarded for the Tier

a) Tier 1

b) Tier 2

c) Tier 3

22. How and why did you start your business (max. 100 words)

23. In what ways do you expect the Andandorr programme to enhance your business growth and marketability of your products/services? (Max. 100 words)

24. In what specific ways do you anticipate the Andandorr programme will contribute to making your business more sustainable? Max. 100 word

<p>25. Are you a member of any Chamber(s)/Association(s)/Groups/SheTrades:</p> <p>Yes:</p> <p>No:</p> <p>If yes, please list below</p>	
26.	<p>Declaration</p> <p>I declare that, to the best of my knowledge, all information provided in this application is correct and complete. I am aware that any false information may lead to my application being rejected.</p>
Applicant's Signature	
Date:	

Annex 1: Andandorr Onboarding Criteria

The eligibility criteria indicated below are the basic requisites for onboarding MSMEs into the Andandorr programme. However, programme and sector specific requirements will be developed for entry into each respective programme or sector. In addition, the MSMEs must meet these specific requirements before selection into the respective programmes.

1. Must be a Gambian
2. The business must be within the targeted sectors
3. Youth and Women are a priority
4. Must be committed to attending all technical programmes within the stipulated programme duration

Annex 2: Andandorr Tiers and Requirements

Andandorr Tiers	Characteristics	Documentation Requirements
Tier 1: <ul style="list-style-type: none"> Ideation/ Starting Out 	<ul style="list-style-type: none"> Must be Gambian Employees of 0-2 Sole proprietorship Individuals are committed to starting a business Have a business idea in one of the "Andandorr" sectors Motivated and committed towards the programme 	<ul style="list-style-type: none"> Copy of Identification

	<ul style="list-style-type: none"> Business registration is not a requirement but a must before grant disbursement 	
<p>Tier 2:</p> <ul style="list-style-type: none"> Startup (Emerging) 	<ul style="list-style-type: none"> Must be a Gambian entrepreneur Proof of previous entrepreneurship trainings Business must be registered Must have a business plan Promising early-stage business in one of the “Andandorr” sectors Confirmed Minimum Viable Product (MVP) Ongoing customer acquisition and retention Motivation and commitment towards the programme The business must have potential to grow Has a minimum of 2 employees and potential to create 2 additional employments Outlet, Workshop/ processing dedicated space 	<ul style="list-style-type: none"> Copy of Identification Business registration Evidence of employment
<p>Level 3:</p> <ul style="list-style-type: none"> Growth (Expanding) 	<ul style="list-style-type: none"> Must be a Gambian entrepreneur Business must be registered Must have a business plan Must show three years of financial statement (previous) Must have an existing organizational structure Must have the willingness and ability to attend advanced training geared towards growth and development Must have a minimum of 4 employees and potential to create 5 additional employments Company/ Partnership Workshop and Mini processing facility Those in food processing must have Good Hygienic Practice certification (GHP) Already Exporting/Export Potential and development of Export plan is a requirement 	<ul style="list-style-type: none"> Copy of Identification Business registration Evidence of employment Sector certifications where applicable

Annex 3: Andandorr Programme Target Sectors

- **Agriculture:** Including food processing, health and beauty products, fisheries, poultry, etc.
- **Creative Industries:** Including fashion, handicrafts, music, film, photography, painting, etc.
- **Tourism:** Including tour operators, juice pressers, product developers, beach bars, restaurants, lodges, guest houses, water sports, bird watching, transport and logistics, ICT, etc.
- **Green/Smart Entrepreneurship:** Including recycling, waste management, climate-smart technologies, eco-tourism, etc.