

# YOUTH EMPOWERMENT PROJECT

Q2 2019 Update  
April to June 2019



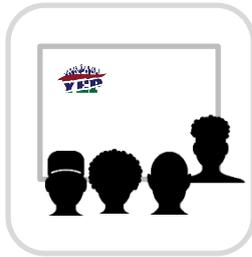
## YEP in a Nutshell

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

 <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 FIL – 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
 1.2 Entrepreneurship promoted among youth through business skills training and support programmes	 2.2 Improved MSME productive capacities	
	 2.3 Market linkages activated	
	 2.4 Improved strategic direction and national ownership for job-centered growth	

## HIGHLIGHTS



**1,622**  
Individuals trained  
to date



**866**  
in Q2 2019



**436**  
MSMEs supported  
to date



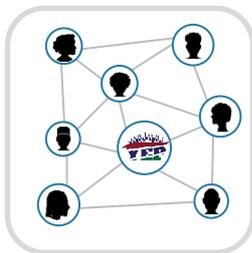
**44**  
in Q2 2019



**2,308**  
Entrepreneurs  
supported to date



**130**  
in Q2 2019



**186,371**  
Youth reached to date



**29,266**  
in Q2 2019



Tekki Fii  
Campaign



Facebook



Events



YEP Portal

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## Progress in Q2 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.

- Sterling Consortium provided trainings in Satellite installation and programming training, CCTV installation and programming, Solar PVC installation, and Vehicle diagnostics. The trainings targeted 110 youth and covered the following regions: Brikama, Kerewan, Mansakonko, Janjanbureh, Kuntaur, Basse and Bansang.
- Insight Training Centre provided trainings in electrical and solar installation, plumbing, construction, architectural draughtsmanship, tailoring, journalism, and catering. The trainings targeted 130 youth and covered the following regions: Basse, Brikama, and Kanifing. A total of 123 people completed the trainings.
- YMCA provided trainings in Graphic Design. The trainings targeted 100 youth and covered the regions of Brikama and Kerewan. A total of 77 people completed the training.
- GTTI provided trainings in refrigeration and air conditioning, welding and fabrication, carpentry and joinery, electrical installation, and tiling in Julangel for 125 youth. A total of 110 youth graduated from the Julangel training centre. Trainings in Mansakonko have been revised to be on the areas of rural mechanics and solar system installation for 40 youths. Trainings in Mansakonko are expected to end in 2020.
- Five Star Security provided trainings on basic security guard, anti-terrorism, basic fire safety, first aid and international humanitarian law. The trainings targeted 170 youth and 153 completed the programme. Trainings took place in Brikama and Kanifing.
- GTMI provided trainings on satellite installation, mobile phone repair and laptop repair. The training targeted 60 youth, but actually delivered to 63 youth. The training took place in Basse.



- Fajara Skills Development Centre provided trainings on hairdressing and beauty therapy, cookery and nutrition, sewing and fashion design. The trainings targeted 150 youth and were delivered in Kanifing. A total of 123 youths completed the training programme.
- Golden Hands Academy is conducting training on massage therapy and beauty cosmetology, hair dressing and ICT. The trainings targeted 45 youth and are taking place in Kanifing.



### Training Programmes – Tourism and Handicrafts

- From 16 to 17 April, as part of YEP's capacity building initiatives in tourism development for job creation in rural Gambia, nine youth received training on mobile photography for social media, with the objective to equip youth with transferable creative skills that can be used for marketing of their product and services.
- In partnership with Czech Bikes for Gambian Schools, training in bike repair was completed for 9 youths from 10 to 21 June to undergo intensive technical sessions in bike maintenance. The group was also provided with professional toolboxes with the aim to become self-employed as bike mechanics.
- On 16 April, YEP held a post-training craft assessment for 28 participants -women and youth participants from the February training- to evaluate progress and needs for a second phase of training planned to include an entrepreneurship component and support the participants' request to form an association in efforts to organize and pool resources.



### Awareness Raising on Opportunities in TVET

- On 17 May, the Gambia Tourism and Hospitality Institute (GTHI) held the orientation session for 200 youth, including 30 returnees, starting a 9-month hospitality training in June; fully sponsored by YEP under a grant that will also provide the same hospitality foundation training for 200 youths in the rural regions of Janjanbureh and Farafenni/Soma.
- On 1 June, GTHI held the orientation session for 60 youth in Farafenni/Soma starting the 6-month hospitality and mentoring programme sponsored by a YEP grant to build the training capacity of GTHI in rural regions after successfully running a pilot in 2018 with a 90% job placement.
- On 20 June, ITC held an orientation session about the next round of the Skills for Youth Employment (SkYE) Fund. During the session, participants had an opportunity to share best practices to connect TVET to market, and were oriented on the application process for the SkYE Fund.

- On 8 June, YEP held an orientation ceremony for residents of Bakau Wasolung Kunda aimed at raising awareness on available support for young people of the country. The session availed officials the opportunity to highlight the project's access to finance support as well as support in skills development through training institutions.

### Training Programmes – ICT sector

- The annual Hackweekend took place on 26 and 27 April. During the two days, eight teams worked on hacking health-related issues using innovative technology solutions. The Hackaton was attended by 101 participants including 46 who finished a training on Python (a programming language). The three winners of the hackathon are: Team MEDPROQNOSIS, a deep learning tool to predict patient diseases; team LEUCOCYTES which helps keeping records of patients moving from one hospital to another; and, team EMR SQUAD, a paper automated electronic medical record system aiming at a central database. A Software development training on the Python programming language ran concurrently with the Hackathon and served as a foundation and base for the participants to be able to start and progress their career in software development. ITAG, the Gambian IT association, was closely involved in the event.



## 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

- On 10 April, YEP handed over start-up kits to 26 graduates from the on-the-job training in agribusiness conducted together with Gambia Horticultural Enterprises (GHE). With the help of these kits, the graduates are now ready to start or expand their businesses in agro-processing, pest control and agro-product marketing.
- GYIN Gambia held the 3rd edition of its Rural Youth Awards. The winners in categories ranging from Best Emerging Business to Best Business Innovation of the year, received cash prizes and access to six months of mentoring by a business expert. GYIN Gambia also organised several events promoting entrepreneurship as part of the RYA programme.



- As part of the YEP partnership with Czech Bikes for Gambian Schools to train 9 youth in bike repair started in February, the programme continues with another round of intensive all-day training and coaching from 10 to 21 June, including assessing work opportunities in their communities to facilitate self-employment as bike mechanics.
- The mentees participating in the Mentoring Programme for Women Entrepreneurs run by Bridging Gaps Advisory met to share their experiences as part of the programme with one another and to give feedback to the BGA and YEP teams. The entrepreneurs will now continue to work with their mentors to further improve their businesses.
- From 26 to 31 May, a delegation of five young entrepreneurs from rural areas of The Gambia participated in an exchange visit to Dakar, organised by GYIN Gambia. As part of the visit, they met Senegalese entrepreneurs in the agribusiness value chain, as well as Dakar-based institutions. This allowed them to expand their professional networks.
- On 3 April, Leadership Gambia held an Awards Ceremony for the graduates from the YEP Diaspora Mentoring Scheme for women entrepreneurs. In addition to the handover of awards, the event included presentations on equity investment and support offers received by the mentees.

### Creative Industries

- The Dance Gambia Final Championship held its final event on 9 June with the support of YEP. The initiative, which registered 135 participants at its inception, will continue to support winners on artistic and academic trainings on dance and theatre management, employment creation, mentorship program and training on Entrepreneurship.



### Information and Communication Technology

- The Gambian tech ecosystem was represented at the Seedstars World finals by Beran Dondeh, ITAG vice president and Modou Njie, founder of MoneyFarm and winner of the 2018 Banjul Seedstars competition. They took part in tech-related workshops, met with potential investors and Modou Njie took part in pitching sessions.

### Access to finance

- During the period, the Project Steering Committee approved a top-up of 65'000 USD to be disbursed under the Mini-Grant Scheme. Due to the high demand and positive results of the scheme, other development partners have pledged funds to it, making it the Tekki Fii Scheme. During Q2, 51 grants (53,122 USD) were approved, and 43 (39,760 USD) were disbursed.
- During the period, eight miniloan applications have been approved and disbursed. The total disbursed amount is of 58,000 USD, with an average loan size of c. 7,218 USD.. The scheme beneficiaries are active in the poultry, trading, agribusiness, construction and services sectors.

- The Gambia Angels Investors Network (GAIN) has finalized the recruitment of its Deputy Managing Director, and committed at least 10 angels to be part of its founding members. The soft launch of the Network is scheduled to July 2019. The event will have the African Business Angels Network (ABAN) CEO Tomi Davies preparing companies for pitching and delivering an angel investment masterclass to founding members.



## 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.

- YEP and The Gambia Standards Bureau renewed their collaboration with a Memorandum of Understanding with the purpose of continuing to promote quality as an enabler for youth empowerment through a series of activities such as technical trainings, courses on quality management, support to enterprises, and a training on ISO 9001 implementation.
- Teams of your trainers continued to implement quality improvement as well as food safety initiatives in enterprises as part of their qualification. These projects involved the application of LEAN Six Sigma tools as well as the preparation for Good Hygienic Practice (GHP) certification.



## 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

- In the context of the YEP Tech Startup Support Programme, 30 participants took part in a training on accounting, finance, and startup valuation on 8 and 29 April. This training started by capturing the basics of finance & accounting and then addressed specific concepts of equity investment and fundamentals of the different valuation approaches.
- A Gambian Tech Startup Directory was design to showcase the profiles of the twenty-four startups assisted under the YEP Tech Startup Support Programme. It was created by a Gambian graphic designer with the objective to give the start-ups more visibility to investors, buyers and partners at local, regional and international level.



- 8 tech startups under the YEP Tech startup Support Programme received advisory support in June, under ITC's #360diagnostics methodology. The founders of each startup went through a one-hour face-to-face meeting during which the YEP Tech team scanned the startup's strengths and weaknesses in the following areas: Product & Market Fit, Management & Leadership, Marketing, Financial Management, Human Resource Management, Operations, Networks and Partnership and Investment Readiness. The final diagnostic report includes concrete recommendations to address key challenges.
- More than 50 people attended the annual general meeting of ITAG that was held on 26 April with the support of YEP. Board elections took place and now a youth representative is included. The AGM also covered an amendment to ITAG's constitution and the establishment of a membership fee structure to ensure sustainability.



### Tourism and Creative Industries

- In partnership with the Gambia Tourism Board and training support from the Institute of Tourism and Travel of the Gambia (ITTOG), The Ninki Ninka Trail field training for 32 participants –including 12 tour operator enterprises and 20 youth tour guides- took place from 19 to 22 June, covering skills building in responsible tourism operations, interpretation, marketing and branding.
- As part of YEP's initiatives to support the creative industry in The Gambia, a training on photography was carried out by expert photographer Diego Ibarra. 12 youths Participated in the training, who ranged from professional to aspiring photographers from media houses to tour guides.

### Packaging

- As part of the Trade Fair Gambia International, YEP, in partnership with the Gambia Chamber of Commerce and Industry, held packaging conferences and a competition. Out of 36 companies participating in the competition, five took home prizes in different categories related to quality packaging.



## 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

- On 4 May, the Good Market, implemented by the Association of Small-Scale Enterprises in Tourism (ASSERT), held its 7<sup>th</sup> edition in collaboration with Farm Fresh. For the first time, the Market featured a Farmer's Market giving a platform to a total of twelve farmers from rural Gambia and 37 youth entrepreneurs from the Great Banjul Area.



### Trade Fair Gambia International (TFGI)

- TFGI 2019 saw 50 youth entrepreneurs supported by YEP, including those exhibiting in the Youth Pavilion once again. In addition, visitors this year could also find stalls from YEP partners under the EU-funded Tekki Fii campaign, as well as the Gambia Good Market.
- On 20 April, young Gambian entrepreneurs moved centre stage at Trade Fair Gambia International. The "Youth Day" organized by young entrepreneurs with support from GCCI and YEP brought special promotion for "Made in The Gambia" products and staged a fashion show and the semi-finals of the Dance Gambia competition. Young Gambian artists also played their catchy tekki fii tunes.



### Information and Communication Technology

- In partnership with ITAG, YEP has supported four IT enterprises to attend SIPEN Dakar 2019, the Senegalese ICT Expo. The companies exhibited in a booth at the fair. For 2 days, Dakar was the capital of tech in Africa and brought together more than 3,000 business visitors. The participating IT companies reported a total of 28 deal leads.
- Malik Khan, CEO of Pointclick Technologies, took part in a panel discussion on "Monetizing Big Data in Africa" at the eCommerce Week organized by UNCTAD in Geneva. Mr Khan shared his experience as an African entrepreneur and his efforts to support youth entrepreneurship with partners like YEP in The Gambia.
- In the context of the European Development Days (EDD) organized by the European Commission, ITC had a booth where Tekki Fii was showcased. Hassan Y Jallow, a young Gambian tech entrepreneur, exhibited at the booth and showcased Dekka his real-estate app that integrates augmented reality content into the user's real-world environment, providing an immersive experience of houses to rent or buy in Banjul. Dekka is one of the 24 tech startups selected by YEP Tech.

## Tourism

- On 22 April, YEP and the Gambia Tourism Board held a market consult for 14 ground tour operators on product development and responsible tourism standards. Employing over 150 youth and 40 females, the SMEs feedback is a key step in the process to launch the Ninki Nanka trail by October 2019.
- YEP provided a booth and expenses to support four community-based tourism (CBT) youth trainers from Janjanbureh to hold business meetings with potential buyers and customers during Trade Fair Gambia. The booth also included a display of local crafts from surrounding villages.
- On 20 April, YEP in collaboration with the Gambia Tourism Board held a community meeting with over 30 residents from the three villages of Ndemban, as part of a series of assessments of the training needs of women and youth in craft production and tourism services along the Ninki Nanka Trail.



## Cross sector collaboration

- Cross-sector collaboration between the Tourism and the Information and Communications Technology components of YEP has begun with the Information Technology of the Gambia (ITAG) to steer a programme for 25 YEP-trained freelancers in digital marketing to service 20 tourism MSMEs, with aims to strengthen business capacity to connect with international markets

## Poultry

- YEP organised a study in Dakar for 10 young poultry farmers and a representative from the Department of Livestock Services and PUM (the Netherland Senior Experts) from 23 to 28 June. The visit has widen their experiences and understanding of different stages of the poultry value chain with the lessons from the poultry industry in Senegal.



## 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.

## Information and Communication Technology

- On 15 May, the Ministry of Trade, Industry, Regional Integration and Employment (MoTIE) in partnership with the YEP conveyed a workshop with stakeholders of the ICT ecosystem in order to present the mid-term report of the Tech Hub Feasibility Assessment. They discussed the way forward to a Tech Hub in The Gambia.

## Roadmap for creative industries

- The first stakeholder consultation to develop a roadmap for creative industries in The Gambia took place on 25 June and it was described by the 35 attending private, public and youth participants as inclusive and productive in providing a platform to discuss industry performance, challenges, and opportunities. . The event was organized and attended by YEP, with the Ministry of Tourism and Culture and the National Centre for Arts and Culture.



## 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.

### Tekki Fii Campaign

- On 7 April, the Vice President of The Gambia, Dr. Isatou Touray, officially launched the Tekki Fii campaign, which seeks to help young people see the benefits of choosing to 'make it here' rather than seek opportunities through irregular migration. The launch coincided with the 13th edition of the Trade Fair Gambia International.
- The Tekki Fii Roadshow ran from 31 March to 5 April, stopping at different locations to host intergenerational talks, skills orientation sessions on entrepreneurship, solar installation, construction, creative industries, agribusiness and more. The goal of the roadshow was to enable young people to see the benefits of choosing to 'Make It Here' – or Tekki Fii in Wolof – by tapping economic opportunities in The Gambia.
- Top local Gambian artists produced four songs about 'Tekki Fii' – 'Make It Here' in Wolof – to tell young people they can find business success in The Gambia. The rap singers' message to young people is that they can stay at home and thrive –not only survive.



### **Awareness raising and visibility**

- The National Youth Council (NYC), through the Regional Youth Representatives worked in several local events to sensitize people about the opportunities offered by YEP. They advertised and hold information sessions especially directed to return migrants. During these activities, a total of 14,226 people were sensitized.
- NYC also organized a total of 48 radio programs in coordination with local community radios in order to inspire youth to seek opportunities in the country. These sensitization programs reached a total of 95,629 Gambian citizens.
- A total of 177 people came up to the YEP offices in Banjul in order to request information about the project and the opportunities offered in the country. They received general information about the current projects and possibilities to obtain support.
- In Q2, social media continues to be an important tool to reach Gambian citizens. Facebook posts reached a total of 231,359 people and the Twitter account impressions count for 215.6k.

## Progress against key project indicators

	Progress Q2 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	0	8	10
Number of youths completing a project funded technical and/or vocational training programme or apprenticeship <sup>2</sup>	866	1,622	4,600
Number of young returning migrants supported through skills training	18	37	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>	130	2,308	4,400
Number of young returning migrants supported through entrepreneurship support	2	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.)	44	436	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 Q2 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	132	649	270
<b>R.2.4 Improved strategic direction and national ownership for job-centred growth</b>			
Number of stakeholders participating in sector development initiatives	51	256	100
Number of strategic trade development action plans developed	0	4	4
Number of public-private youth platforms created / strengthened	1	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 migrants or potential migrants reached by information campaign on migration and risks linked to irregular migration	14,266	171,371	150,000
Number of Gambian citizens reached by the Tekki Fii campaign	15,000	15,000	200,000
Number of international media pieces published concerning the Tekki Fii campaign	2	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 youths 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 ITC 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 registered at Q2 of 2019:

	<b>Progress Q2 2019</b>	<b>Total progress to date</b>	<b>Project target</b>
<b>Jobs Created</b>	538	905	4,000
<b>Jobs Sustained</b>	12	132	