

YOUTH EMPOWERMENT PROJECT

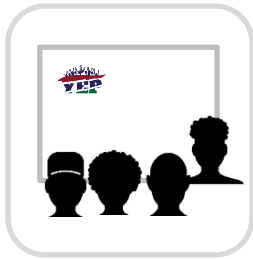
Q3 2018 Update

July to September 2018



This project is funded by the European Union

Highlights



2017

Individuals trained
to date



486

in Q3 2018



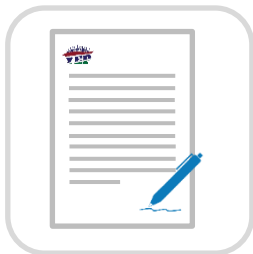
442

MSMEs supported
to date



102

in Q3 2018



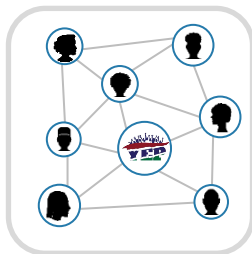
27

Partnerships with local
institutions to date



5

Memorandums of
Understanding
signed in Q3 2018



63,861

Youth reached to date



6020

in Q3 2018



Trainings



Facebook



Events



Portal

YEP Portal

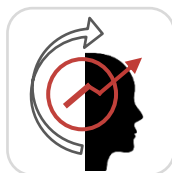
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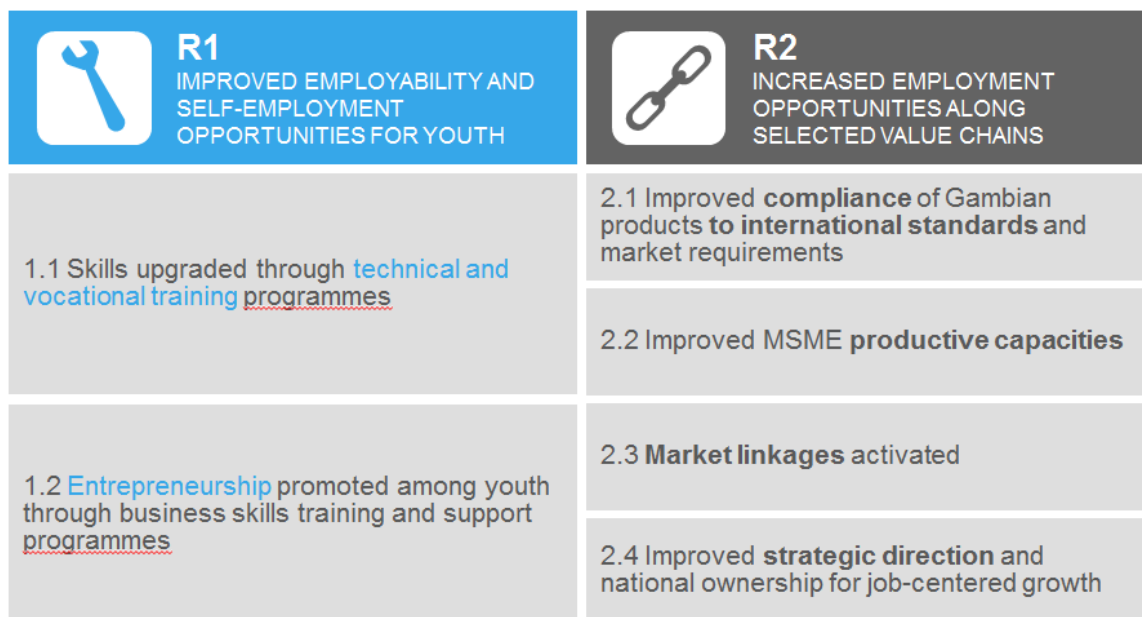
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YEP in a nutshell

The Gambia Youth Empowerment Project addresses the economic root causes of irregular migration by supporting youth employment and entrepreneurship. YEP is a four-year project funded by the European Union Emergency Trust Fund for Africa. YEP started in January 2017 and has a total budget of EUR 11 million.

The project takes a market-led approach to improving the skills and employability of potential and returning migrants according to demands of the job market while simultaneously creating employment opportunities along value chains. The project is structured around two results areas as illustrated below:



Other key areas of work include **access to finance** plus **value addition** in key sectors such as agribusiness, tourism, ICT, fashion and construction (Compressed Stabilized Earth Blocks, targeting young entrepreneurs, youth groups, brick makers, engineers and architects and contractors).

Progress in Q3 2018



1.1 SKILLS DEVELOPMENT

The skills development component focuses on strengthening the technical and vocational education and training (TVET) institutions in The Gambia, enhancing the training curricula and rolling-out training programmes and apprenticeship schemes to youth. The training programmes primarily aim to contribute to skill needs in priority sectors of YEP, whilst providing youth with cross-sectoral skill sets. The Youth and Trade Roadmap developed under YEP is critical to identifying the specific occupations demanded in the priority sectors and to further develop this component based on evidence.

Institutional Capacity building

- **Launch of GTTI Tracer Study:** The tracer study report of the Gambia Technical Training Institute (GTTI) was launched with the participation of government officials from different ministries (MOHERST, MOYS, and MOTIE), industry associations and GTTI student union. The [report](#) provided an analysis of the effectiveness of GTTI training programmes to meet labour market needs.
- **Capacity Building of Textile Producers and Training of Trainers (ToT) Programme:** The President International Award (PIA) validated the curriculum in July and the ToT was completed. Another chapter on professionalism will be added to the courses on principles of garment construction.
- **Institutional support:** Institutional support was provided during the quarter to the Banjul North Technical and Vocational Education and Training Centre, including business plan development and technical assistance in identifying skills gaps and demand for training programmes.



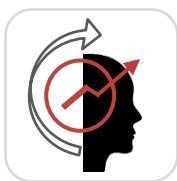
Training Programmes

- **Mobile Learning Trainings:** Insist Global, in partnership with YEP, launched a two-week training offer on entrepreneurship and job preparation. The first group of trainees, 30 youths in Soma, LRR, started their training on 14 August. The course aims at enhancing the employment potential of Gambian youth.
- **Training programme on hospitality (with GTHI):** The training in hospitality (food, beverage and rooms division operations) for 68 youth of the Central River Region ended in September after six months of implementation in Janjanbureh. A mentoring scheme will follow in October 2018.
- **Bakery Training in Dakar:** The Gambia Tourism and Hospitality Institute, the Gambia Hotel Association, YEP, and the Ecole Nationale de Formation Hoteliere et Touristique in Senegal partnered to support the training of 8 young cooks in Bakery and Pastry in Dakar through a 30-day training programme in September.



Apprenticeship Schemes

- SKYE Fund implementation meeting selected eight vendors – Sterling Consortium, Insight Training Centre, YMCA, GTTI, Five Star Security, GTMI, Fajara Skills Development Centre, and Golden Hands Academy – to provide the TVET programme or apprenticeship to 965 youth.
- Implementation planning meetings were held with all 8 institutions to define the timeline of activities, review curricula and provide guidance on selection of youth, placement mechanisms and monitoring to YEP.
- Training programmes will begin on 1st October 2018.
- Accelerated apprenticeship programme: 150 participants are undergoing training by National Youth Service Scheme (NYSS) with NQAA certification.



1.2 ENTREPRENEURSHIP

The entrepreneurship component is a cross-sectoral component aiming at developing the entrepreneurship support ecosystem in The Gambia and at supporting the sector-based initiatives of YEP. Under awareness raising, the project focused on youth in the rural regions most prone to migrate.

Entrepreneurship and Business Development Support

Summer Camps

- **ELIT Summer Camp 2018:** This year's Entrepreneurship, Leadership, ICT, and Technology (ELIT) Summer Camp organized by the Gambia Chapter of The Global Youth Innovation Network (GYIN Gambia) took place in Fass Njaga Choi, Nium in North Bank Region from 9-18 July. As part of the summer camp, which focused on rural entrepreneurs' opportunities for value addition, 60 participants took part in field visits and entrepreneurship, business, and digital skills training.
- **10th Youth Bantaba's Kick-off:** The 10th edition of Bantaba, a bi-annual youth gathering organized by The Gambia Red Cross Society and sponsored by YEP, took place in August in West Coast Region, bringing together 350 youth. There were trainings on a variety of themes, such as entrepreneurship and migration.



Mentoring Programmes

- **Young Women's Mentoring Scheme:** The first edition of the mentoring scheme for young women, organised in partnership with Bridging Gaps Advisory ended with two events during this quarter. On 10 August, the mentees and the organisers of the programme met to discuss the outcomes of the programme. They shared their successes over the past months, how their mentors helped them progress, and made

recommendations for enhancing the programme. On 25 September, the mentees were invited for tea at the residence of the British High Commissioner in The Gambia.

- **Diaspora Mentoring Scheme:** The launch of the Diaspora Mentoring Scheme for Women Entrepreneurs, a partnership with Leadership Gambia, took place on 3 September at YMCA Gambia. During the launch, the mentees were introduced to the programme and their diaspora mentors. They participated in the scheme's first training session on entrepreneurship and leadership skills. The second training session of the 6-month programme took place on 24 September.



- **GYIN Gambia Youth Mentorship Programme:** The 2018 edition of the GYIN Gambia Youth Mentoring Programme kicked off with a session for mentors on 7-8 September, followed by the official launch on 14-16 September at the Rural Development Institute, Lower River Region. These marked the beginning of a 6-month programme for the 50 entrepreneurs and their 10 mentors. The Youth Mentorship Programme



is expected to enable participants to create exceptional business structures, increase their management skills, and maximise streams of profit. It will also allow them to experience different business models in practice during the programme. Through weekly mentoring sessions and monthly review meetings, a close dialogue with the mentors is ensured, while the participants are expected to become mentors themselves in the next cycle. The mentoring scheme is part of a larger entrepreneurship development programme that includes recognition of young entrepreneurs through yearly Rural Youth Awards and specific training camps for skilled young and aspiring entrepreneurs.

Highlighting Gambian Women Entrepreneurs

- **TiGA at #SMECO2018 Launch in Geneva:** At the launch event of ITC's SME Competitiveness Outlook 2018 on 20 September 2018, the Gambian entrepreneur Ndeye Fatou Njie, founder of TiGA, spoke about her route to entrepreneurship and the challenges she faces doing digital business: "Digital can make us go global, but infrastructure and connectivity are still major issues".



- **Awa Sinyang featured as a Thought Leader in SMECO 2018:** Gambian entrepreneur Awa Sinyang, the founder and managing director of Mira Impex, is featured in this year's SME Competitiveness Outlook as a thought leader. In the piece, she highlights key business challenges as well as plans for growth.

Agribusiness

- **Agribusiness Training Series: Agro-processing, Pest Control and Agro-Product Marketing:** Three on-the job training programmes for 43 trainees were conducted by The Gambia Horticultural Enterprises (GHE) with support from YEP. The trainees were selected from among approx. 2,000 applicants. The programmes lasted between five and nine weeks and took place between July and September 2018. The practical on-the-job training was complemented by a one-week entrepreneurship training lead by the Management Development Institute (MDI).



- **Preparations for the Youth Agribusiness and Tourism Expo:** On 8 August, the Gambia Youth Chamber of Commerce (GYCC) launched the Organizing Committee for the national Youth Tourism and Agribusiness Expo (YATE), which will take place in October 2018. The expo will feature youth entrepreneurs from the tourism and agribusiness sectors, 75% of whom will come from rural areas.

Access to Finance

- **Mini-grants:** By the end of Q3, the Mini-Grant scheme has received a total of 309 applications, out of which 66 mini-grants were approved and 62 disbursed. In Q3 only, 22 mini-grants were approved and 25 disbursed. The Pilot Phase of the scheme proved to be successful in providing grassroots entrepreneurs with the necessary assets for their businesses to thrive. For the Second Phase of the scheme, discussions are taking place to improve outreach in rural areas.
- **Mini-loan Scheme:** Early September, following the approval from the Project Steering Committee, ITC signed the contract of implementation of the mini-loans scheme with the Social Development Fund (SDF). The scheme aims at providing access to finance for young entrepreneurs in need of working capital or assets, but that are currently unable to access the MFI and banks offering. Compared to the market's demand of 150% collateral and 21% interest per annum, the scheme only demands 50% collateral and 10% interest per annum. It gives loans of up to \$10,000 and the average size is \$3,000.
- **Angel Investment Network:** The Gambia Angels Investors Network was approved during the last Project Steering Committee. Next steps in the set-up of the activity is the recruitment of a local manager.

Awareness Raising

- **The National Youth Council,** through an MOU with YEP, has interviewed candidates for four positions of Youth Representatives. The selected candidates are to be based in Lower River Region, Central River Region, North Bank Region, and NYC Headquarters. This initiative responds to the need to further increase YEP's reach in the rural areas of The Gambia and to enhance sensitisation, coordination and share information about opportunities that are available.



2.1 QUALITY COMPLIANCE & STANDARDS

Compliance to standards component is a cross-sectoral component aiming at promoting quality, productivity improvement and food safety in businesses initiated by the youth and at supporting the sector-based initiatives of YEP.

- **A workshop on Hazard Analysis and Critical Control Point (HACCP)** determination was held in Bijilo, Khamsys Centre from 9 - 14 July 2018 by an expert from Kenya and an ITC expert from Geneva. The workshop helped the 26 participants:
 - gain a better understanding of the HACCP concept and Codex HACCP principles
 - with skills to plan and implement a pre-requisites programme (GHP/GMP)
 - to be equipped to conduct a Hazard Analysis and develop a HACCP plan
 - to be able to implement food safety according to Codex HACCP principles
 - understand the stages of HACCP implementation required for certification
- After conducting the HACCP training, visits were arranged to two food companies where the participants had an opportunity to have a practical experience on implementation of Good Hygiene Practices in a food processing company in order to help them internalize the knowledge gained during the workshop.
- **Quality Public Symposium:** This event, held on 9 August, featured Dr Gregory Watson, renowned quality expert, on the importance of quality as a driver for competitiveness and industrialization. On the occasion of his visit, Dr Watson met with the Vice President of the Gambia and the heads of a number of institutions, and gave a 5-day course for a team of 25 youth trainers on quality management.
- **Launch of Quality Association:** The Public Symposium of 9 August also featured the launch of The Gambian Quality Association (TGQA). TSQA was launched as an initiative of a team of youth trainers in quality management, with support from YEP, The Gambia Standards Bureau (TGSB) and guidance from other national quality associations.
- **Quality compliance support for enterprises:** From 13 to 18 August, teams of young trainers, under the guidance of a lead instructor, carried out initial visits to a group of companies. This is part of YEP's initiative to support companies in implementing quality improvements. After a final validation of companies to be supported, youth trainers will be assigned to each of them.





2.2 PRODUCTIVE CAPACITIES

The component provides technical assistance and capacity building to enhance productivity and quality of the Gambian private sector, and particularly the capacities of micro and small enterprises in the food processing and other selected industries. It helps improve their production processes, increase value addition and increase the ability to respond to market demand and requirements. By supporting technology exchange through partnerships with industry leaders and best performers in the emerging markets, the project helps MSMEs to adopt advanced production techniques, promote investment, improve their products and packaging as well as increase their product variety.

Packaging Training of Trainers

- From the 24 to 28 September 2018, YEP trained 19 youth in a Training of Trainers (ToT) course on packaging. The training took place at the Gambia Chamber of Commerce and Industries and covered content on packaging materials, packaging machinery, packaging processes, labelling and traceability, designs and transportation. It also included a series of side visits to relevant companies.
- Two half-day workshops were held for 15 companies in preparation of the Good Market initiative: eight companies in agro food and cosmetic sectors, seven in fashion. Eleven women and four men were trained from these companies.



Construction: Advance Training on Compressed Stabilised Earth Blocks

- During the quarter, four young Gambians participated in a one-month training on Compressed Stabilized Earth Blocks (CSEB) on Arches, Vaults and Domes Building, CSEB Designing and introduction to Ferrocement at the Auroville Earth Institute. This is a follow up on the training of 14 Gambians on CSEB production and use conducted in December 2017.
- **CSEB Refresher Training:** from 17 to 19 July, 19 trainers participated in a refresher training on installation, maintenance and block production. The trainers are now set to conduct step-down trainings on block production and use for three regions in the Gambia (WCR & GBA, NBR and CRR).



Processed Groundnuts, Cashew and Cereals

- **Food processing equipment** (worth over US\$550K) acquired through the YEP project was delivered to The Gambia on September 28 2018 for distribution to 14 beneficiaries across the country. The intervention is aimed at accelerating technology transfer

towards local MSMEs involved in food crop processing (fonio, groundnut, maize, millet, rice, sorghum) and contributing to employment generation for the Youth and increased food and nutrition security in both rural and urban communities.



- The agro processing equipment is expected to create over 600 direct jobs and additional 300 indirect jobs when they are put to use. Currently assembling and testing of the equipment are underway by the suppliers and eventually to be distributed to the beneficiaries afterwards

Community Based Tourism

- **Tourism Activity Planning:** The Tourism Core Team met to discuss the progress made since the beginning of the year. The members also shared their views on the activities planned to support the next tourism season, such as community-based tourism training rollouts and ways to add value in the creative industry connected to tourism.
- **Gambia's Good Market:** Marketing material was prepared for the Good Market and the equipment purchased, in partnership with ASSERT. This market will be held on the first Saturday of every month with 25 youth exhibitors. The first event is to be launched on 9th October.
- **Community-based Tourism (CBT) development and Master Training programme in Janjanbureh:** Activities in community-based tourism (CBT) have started in the villages of Tabanani and Jamali. The team of youth trainers, supported by YEP and the Gambia Tourism Board have started by drafting a community agreement to select the tourism products to be developed. This activity aims at increasing community ownership while promoting youth employment



ICT

- **ITAG:** YEP signed an MoU with Information Technology Association of The Gambia (ITAG) to set-up the ITAG's office, to conduct an industry mapping of the IT sector in the Gambia and to cover the ITAG's coordination and management expenses under the IT component of the YEP project.
- **Seedstars Gambia:** YEP has collaborated with Seedstars to organise the Seedstars World Pitching Competition, which is the biggest pitching competition for entrepreneurs in technology in emerging markets. The competition runs in 75+ countries worldwide and 25+ in Africa. It will take place on 15 November (boot camp) and 17 November (Finals). The collaboration will help galvanize support to the sector through support to the entrepreneurs, bring together stakeholders in the ecosystem and put the Gambia on the regional and global map by connecting local companies to the Seedstars' network of entrepreneurs, investors and corporate representatives.



2.3 MARKET LINKAGES

In order to ensure that participating enterprises can profit from improved quality, production methods and quantities, market linkages need to be actively built. Thus, this component is complementary to the components R2.1 (Improved compliance of Gambian products to international standards and market requirements) and R2.2 (Improved MSME productive capacities). Through developing value chain linkages, organising buyer-seller meetings and inward missions, setting up e-commerce and mobile sales platforms (such as ITC's Trade at Hand) and creating backward linkages e.g. in the tourism sector ITC fosters development of new market outlets with the MSMEs.

- **Promotion and investment white paper for CBT / Ninki Nanka Trail:** YEP has sent the white paper on riverboat safety training to core-team for validation. The hiring of expert consultants has started.
- **Kankurang Festival Support and Event Management Training:** MoU negotiations have started with NCAC.
- **B2B Backward Linkages:** Planning for business meetings at Gambia's Good Market and GYCC agro tourism expo has started.
- **Youth Agribusiness and Tourism Expo:** Preparations are underway for the national trade fair of youth businesses in the agribusiness and tourism sectors, organised by the Gambia Youth Chamber of Commerce, allowing youth-lead businesses, including from rural areas to establish market linkages.



2.4 STRATEGIC DIRECTION

The Youth and Trade Roadmap aims to assess business opportunities to foster youth employment and to identify potential skill gaps. The roadmap design process is developed around a series of public-private-youth consultations to bring together all stakeholders to identify the main development issues and market opportunities across the most dynamic sectors. This analytical process has also included the identification of competitiveness constraints at the MSME level through a business survey and the assessment of the main training institutions' capacities. The first part of the consultative process has resulted in the definition of a detailed list of opportunities along different value-chains that present economic sustainability, market growth opportunities and high potential for youth integration.

- **Capacity building on strategic coordination and monitoring for sector core teams:** planning for the next core-team meetings has started for the preparation of the 2019 Work Plan.

- **Creation of a Core Team Helpdesk page** as part of the YEP portal: The Helpdesk will work as a coordination platform for the different members of the Core Teams, as well as an information-sharing channel with civil society on the progress of roadmap implementation.

Communication, Visibility and Awareness Raising

- **EU Press Breakfast:** YEP and the International Organisation for Migration (IOM) presented their ongoing work in the country on 25 July at a Press Breakfast organized by the European Union in the Gambia. IOM and ITC informed journalists about projects' objectives, results to date and available opportunities for the youth.



- **Regional Employment Forum:** From 13 to 16 August, MOTIE, with support from YEP, IOM and ILO, held the 2018 Employment Forum and Job Fair in the Lower and Upper River Regions. Its objective is to help the youth find employment opportunities through the help of job fairs and the new job centres that will be created.

- **Visibility in international newspapers:** RFI, a French current affairs radio station, published a piece where it discusses the potential of the Gambia to become a tech hub in the future. IT holds great potential, especially in a country with such high youth unemployment. The article highlights YEP's work in assessing the ICT sector through its roadmap, as well as its support to MSMEs. YEP aims to support growth in tech through a number of different initiatives improving the quality and relevance of skills in the ICT sector, boosting entrepreneurship and strengthening coordination and regulation. The piece is available [here](#).



- **Recruitment of a local Communications Consultant:** A consultant was recruited to work closely with local media and YEP beneficiaries. His role is to spread YEP-related messages, coordinate visibility activities on the ground follow trainings and create new campaigns.
- **Social Media:** Reactivation of YEP Facebook Page (facebook.com/yepgambia). During Q3, the YEP Facebook Group reached over 3,000 members, of which 387 were new members that joined in the quarter. The Twitter Page has gained 443 new followers in this quarter, reaching 1,953.

Progress against key project indicators

R.1.1 Skills upgraded through technical and vocational training programmes	Progress Q3 2018		Total progress to date¹	Project Target
Number of training institutions that improved training programmes and/or operational performance			7	10
Number of youths completing a project funded technical and/or vocational training programme or apprenticeship	68		381	4000
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	486		1576	4000
Number of youths benefitting from awareness raising, skills development and training under project	6020		63,861	100'000
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		179	200
Number of Trainers trained in quality related programmes	25		56	30
Number of MSMEs certified			0	
R.2.2 Improved MSME productive capacities				
Number of MSMEs demonstrating improved business practices (e.g. sales / production volumes, etc.)	60		385	500
R.2.3 Market linkages activated				
Number of participating enterprises on market linkage activities			263	250
R.2.4 Improved strategic direction and national ownership for job-centred growth				
Number of stakeholders participating in sector development initiatives			205	80
Number of strategic trade development action plans developed			4	3
# of public-private youth platforms created / strengthened		-	4	3

1. Total excludes repeat beneficiaries