

YOUTH EMPOWERMENT PROJECT

Q2 2020 Update
April to June 2020



This project is funded by
the European Union



International
Trade
Centre



YEP in a Nutshell

In 2017, the Youth Empowerment Project (YEP) was launched to support the development of the Gambian economy by (i) enhancing employability and self-employment opportunities of youth, with a focus on vocational training and the creation of micro and small and medium-sized enterprises (MSMEs), (ii) creating and improving employment opportunities in selected sectors through value addition and internationalization, thereby addressing the root causes of migration among youth in The Gambia, and by (iii) coordinating a broad communication campaign of the joint programme “Make it in the Gambia” that aims to promote attractive employment and income opportunities for Gambian youth.

The project takes a market-driven approach and focuses on traditional sectors such as agriculture and tourism while also helping to diversify the Gambian economy by supporting “new” promising sectors including the creative and digital services industries. YEP is implemented by the International Trade Centre in collaboration with the Ministry of Trade, Industry, Regional Integration and Employment (MOTIE) and the Ministry of Youth and Sports (MOYS) of the Republic of The Gambia.

The graph below provides an overview of the YEP results areas:



COVID-19 context

On 11 March 2020, the World Health Organization (WHO) declared the COVID-19 outbreak as a pandemic that requires attention at the international level. The WHO urged the international community to adopt measures that prevent and mitigate the spread of the virus. In response, the government of The Gambia declared a state of emergency on 27 March after an initial case was identified in the country and adopted the following measures: suspension of international flights and closure of borders, prohibition of gatherings of more than 10 people, and limiting of passengers on public transportations. These measures have continued during Q2 with several implications for the development of the activities planned under the project.

YEP in accordance with the regulations imposed by the government of The Gambia carried out the following actions:

- Consultations with stakeholders and partners to identify activities that can be executed online, adjustment of planning as necessary, and encouragement to promote e-learning opportunities. Protocols for physical activities were developed to ensure the safe implementation.
- **Support to awareness raising:** communication and outreach activities were adjusted in order to include awareness raising to curb the spread of COVID-19. Additional billboards with COVID19 prevention messages were erected in locations across the country. A **Poetry Challenge** and a **Music Challenge** were launched to give a platform to young Gambians to sensitize the population about preventive measures. The messages reached more than 100,000 people on social media alone and were also broadcasted on national television.
- Business opportunities that respond to the COVID-19 pandemic have been supported such as trainings on production of personal protective equipment. **45,000 face masks were produced and handed over to the Ministry of Health.** The support also helped generate income for young Gambians. In addition, YEP supported 3D printing solutions and handed over one hundred 3Dprinted face shields produced by Make3D Gambia
- Promotion and support of entrepreneurship projects that propose solutions to address COVID-19 challenges have been prioritized. For instance, YEP launched the **KMC Mayor Challenge** for young innovative entrepreneurs with smart and effective solutions to help address three key challenges caused by COVID-19 including market distortions and closure of non-essential shops, reduction in revenues of transport providers, and learning disruptions due to the closure of schools. In addition, **The The HackCovid Challenge** was organised by YEP and HackWeakEnd in partnership with the Information Technology Association of The Gambia (ITAG).
- Under the leadership of MOTIE, ITC and IMVF have teamed to support the transport and market linkages for agricultural products by rural farmers, in particular perishable horticultural produce, which were affected by supply chain disruptions.

The aforementioned adjustment measures are expected to have an impact on project planning and indicators given that several activities have been postponed or modified, while some new activities are developed in response to the COVID-19 pandemic. The preliminary impact assessment reveals that the current context will affect several areas such as: national and international market linkages activities, access to finance programs and community outreach activities.

HIGHLIGHTS

105
Youths benefiting from entrepreneurship support

80
MSMEs demonstrating improved business practices



28



77



23



57

Region



■ GBA 34% ■ NBR 6%
■ WCR 43% ■ LRR 6%
■ CRR 6% ■ URR 5%

Highlights by sector

Nuts and Agroprocessing



- 1** Online Training
- 15** poultry farmers supported
- 1** Core Team Meeting

ICT



- 4** Webinars
- 1** Virtual Hackaton
- 15** Start-ups selected for the YEP 2020 support programme

Tourism



- 500** facemasks provided to community based tourism partners
- 12** enterprises trained on digital marketing

Creative Industries



- 2** awareness raising challenges on poetry and music
- 1** Core Team Meeting inaugurated

Awareness Raising - Tekki Fii Campaign

11 COVID-19 awareness raising videos broadcasted TV/radio

52 weekly radio programs

262,200 people reached through Twitter

227,400 people reached through Facebook

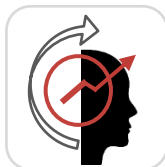
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TEKKI FII STORIES

“It’s almost midnight and I found time to have dinner just now. What I do, my craft is my passion. Providing creative solutions gives me so much joy”. Ndey Fatou Njie’s enthusiasm is still fresh after a long day. She has joined hands with a group of young fashion entrepreneurs and women groups in rural Gambia who are working hard to give back to their communities by turning towards producing facemasks. [Read more](#)



Gambian youth entrepreneurs have benefited from the YEP-Tekki Fii grant scheme that has allowed them to start or improve their businesses. In these booklets produced by the National Association of Cooperative Credit Unions of The Gambia you can read the stories about youth grantees who work across different sectors, such as in tailoring, construction, poultry and more. [Read them here](#)

Meet 29-year-old [Begay Njie](#), who used to sell cosmetics at the weekly market in her village in Kaur. Now she owns a cosmetics shop and has expanded it into a salon – the only salon in her town. She proves that young people can make it here – 'Tekki Fii' – and find business success in The Gambia. She was able to do this after receiving a mini grant from YEP.



"Our products are handmade and proudly Gambian. At Kalit, we make you discover nature’s beauty secret. 'Tekki Fii' is a slogan I have always believed in."

With the support of a Tekki Fii Grant, Hassan Kadra was able to expand his business and create employments. His company Kalit Natural Products manufactures 100% natural products. [Read more here](#)

Progress in Q1 2020



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.

Cross-Sector Training Programmes – The Skills for Youth Employment (SkYE) Fund

- At the request of ITC, the National Accreditation and Quality Assurance Authority (NAQAA) conducted a readiness assessment of the Skye fund vendors and provided some recommendations regarding the quality of training materials and tools as well as the qualifications of trainers. The recommendations of NAQAA have been adopted by the partners. Most of the recommendations have been addressed and now ready to start training once situations are appropriate.
- For the third round of the SkYE Fund, ITC is working closer with NAQAA to incorporate national standards in the assessment of proposals. The call for applications is expected to be launched by Q3 2020.
- Following the decision of the Government of The Gambia to suspend all training activities to prevent the spread of the new coronavirus, ongoing TVET trainings, and the recruitment of trainees for new programmes continues to be on hold until further notice. ITC and GIZ (Tekki Fii partner) has conducted discussions and joint consultations with MOHERST about a phased approach to the reopening of skills centres in keeping with COVID-19 safety measures.

Training Programmes – CSEB

- ITC signed a Memorandum of Understanding with Young People Without Borders (YPWB) to train 50 youth on compressed stabilized earth block (CSEB) production and masonry through theory, practical and on-the-job training for the community of Sifoe in the West Coast Region. This will be technically supported by Earth Builders Association and will enable youth to learn environmentally friendly technologies for construction.

Institutional Strengthening

- Safety and hygiene equipment was provided to the Gambia Tourism and Hospitality Institute (GTHI) as an immediate response to the pandemic announcement calling for the increase of safety and hygiene measures. The equipment was installed at GTHI's main campus in the Banjul region and in the rural campus located in Janjanbureh in the Central River Region and Farafenni in the North Bank Region to prepare the training institution with the proper resources to deliver training in hygiene and safety to both tourism industry staff and enrolled students. Approximately 400 students are enrolled

for training under project support. The resources have also been used to upgrade the training facilities with the proper safety measures for students, staff and visitors. The delivery of training to tourism businesses on Covid-19 prevention and staff readiness is planned for Q3.

- In the framework of the ICT Sector Skills Council (SSC), YEP Tech contracted the IT company Insist Global after a call for proposals to develop a training curriculum for “application developers and testers”. The curriculum was finalised and is now under review by NAQAA. A separate call for proposals was sent to TVETs early February on the course delivery. However, due to COVID19, the selection was on hold. The team reached out in June to all the bidders requesting updated proposals that fit the current context. Discussions are ongoing to select a TVET.



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.

Andandorr Programme

- Following a rigorous evaluation process of more than 270 applications, ITC together with the Andandorr implementing partners selected 100 entrepreneurs from the agribusiness, poultry, ICT, fashion and creative industries sectors to undergo the one-year acceleration experience. Over the course of one year, the Andandorr entrepreneurs will be provided with the opportunity to invest in their business and refine their business models through Andandorr’s provision of business coaching, mentoring & partnerships, market linkages, from local and global business leaders, business development sessions, professional support services and investment readiness programme.

Entrepreneurship and Business Development Support

- YEP has developed a new online [learning platform](#) to help Gambian young entrepreneurs strengthening their business management, financial and marketing skills. The aim of the platform is to support improving the performance and growth of youth-owned businesses in The Gambia.
- The Global Youth Innovation Network (GYIN) Gambia Chapter organised a five-day virtual training on record keeping and business taxation payments for 30 rural youth from across all regions of the country. The online training equipped rural entrepreneurs with registered businesses with an understanding of their income and expenditure and their tax obligations.

- YEP in partnership with The Kanifing Municipality Council (KMC) of The Gambia and the Gambia Chamber of Commerce and Industry (GCCI) launched the KMC Mayor GMD 1,000,000 Challenge for young innovative entrepreneurs with smart and effective solutions to help address three key challenges caused by COVID-19: market distortions and closure of non-essential shops, reduction in revenues of transport providers, and learning disruptions due to the closure of schools. The three winners, Le Jumbo, Gisqo, and Outboost Media and Analytics, received a total of GMD 1 million (approx. USD 20,000) in seed funding and the entrepreneurs will benefit from mentoring and access to a network of successful business leaders to implement their business solutions in KMC and potentially scale to other regions of The Gambia.



Access to Finance

- The Tekki Fii Mini Grant Scheme received 67 applications during the second quarter of 2020. Under YEP, 28 grants were approved and 33 were disbursed (including 18 grants approved in Q1).
- The The National Association of Cooperative Credit Unions (NACCUG) has conducted an assessment of the impact of the corona virus pandemic for the Mini Grant Scheme beneficiaries. Based on a survey with almost 150 grantees, NACCUG found a severe impact of the lockdown, and consequent economic slowdown, in business survival and job creation. 82% of the respondents reported that their cash flow cannot support their business beyond three months, 52% sold off assets, borrowed from family or used personal savings to stay on business and 32% temporarily reduced staff.
- YEP As of end May 2020, ITC had unlocked close to USD 160,000 of private capital in loans to youth-owned businesses through the Mini-Loans Scheme. Since the inception of the initiative, SDF has disbursed 27 working capital and 6 equipment loans. Due to the impact of the corona virus pandemic in the Mini Loans Scheme, SDF and ITC have agreed to allow for the restructuring of the loans on a need basis. ITC and SDF have also agreed to extend the duration of the Mini Loans Scheme until October 2021 (previously October 2020).



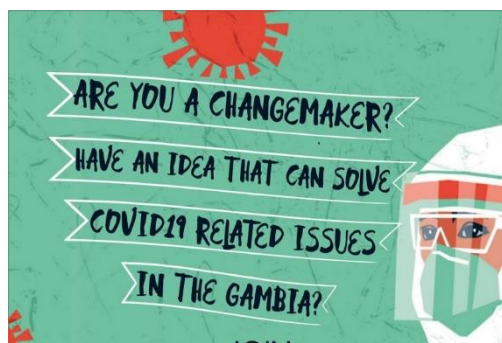
- The Gambia Angels Investors Network (GAIN) hosted a webinar on 17 June. The panellists, a group of seasoned investors, entrepreneurs and corporate executives, shared important insights on investment decision making and liquidity management during a crisis. The session was attended by 48 participants both in the Gambia and abroad.



- The Gambia Angel Investors Network (GAIN) held a pitch training session with 5 companies in preparation to their pitch to the investors. Angels showed interest in pursuing further discussions with two of these companies. In addition, one company from a previous pitch session has progressed to the final stages of the deal, which is expected to be closed by July 2020. This would be GAIN's first investment. Due to Covid-19, pitch sessions and board meetings are being held online.

ICT

- YEP Tech entrepreneurs took part in a live webinar facilitated by Jacques Bughin, former director of McKinsey Global Institute, to learn about the modalities of going international, what tools to use, and how to enter a new market. The entrepreneurs were equipped with a pragmatic checklist to define their international go-to-market strategy.
- The HackCovid Challenge was organised by YEP and HackWeakEnd in partnership with the Information Technology Association of The Gambia (ITAG). The objective of this virtual hackathon was to create an online space where people can ideate, experiment and build solutions to help address challenges related to the current COVID-19 pandemic. After 48 hours of brainstorming and prototyping, 20 projects were submitted and eight of them were selected for the finals. A jury of experts representing the private and public sector chose the Web Way project as the winner. Web Way presented a voice and knowledge-based Chatbot addressing COVID-19 questions.



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.

Preparatory discussions with the Food Safety and Quality Authority (FSQA) and other relevant parties took place aimed at launching support to enterprises in the tourism and food processing sectors related to the implementation of food safety, including COVID related measures. The support will focus on the awareness and implementation of Good Hygienic Practices (GHP) as well a COVID related measures in enterprises followed by the possibility of certification by the Gambia Standards Bureau (TGSB).



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.

Cross-sector

- A training programme launched with ITAG in February is now a webinar series with the fundamentals of digital marketing, including provision of 25 licences to IC3, a leading learning software in digital literacy, preparing the group to receive more online training and business coaching support in response to crisis management and COVID-19 recovery. The training programme graduated 12 enterprises of which 9 are a members of the Gambia Hotel Association and 3 tour operators. The next phase of the programme will be launched in Q3 with another 3-month webinar training series tailored to provide practical business solutions for resilience and recovery accompanied with services in digital marketing delivered by project-trained youth freelancers in ICT services
- YEP, in collaboration with the Gambia Horticulture Enterprises (GHE), provides quality packaging materials at affordable prices to MSMEs and Start-ups. The materials comprise of glass jars with covers in different sizes for food and non-food packaging and addresses the packaging needs of young entrepreneurs and helps them boosting their sales through an increased visibility.
- To support public safety precautions and preventive measures against COVID-19 and in order to create business opportunities for young entrepreneurs during a difficult time for businesses, YEP sourced 45,000 facemasks from ten young fashion entrepreneurs, three training institutes and 107 women from rural women's groups on behalf of the Gambian Ministry of Health.
- In addition, YEP handed over 100 facemasks to the Minister of Trade, industries, Employment and Regional Integration; 4,500 to Governor of CRR mainly for schools, and 500 for partners in JJB working on Community Based Tourism.



ICT

- Make 3D Company Ltd, a YEP Tech grantee, has partnered with the Medical Research Council Unit The Gambia at the London School of Hygiene & Tropical Medicine to produce and test 3D printed protective gear, as part of The Gambia's COVID-19 response. Make3D received support from YEP Tech in the procurement of 3D printing materials and equipment. The MRC Unit The Gambia at LSHTM plans to create an open database of 3D printable medical equipment, which will be supported by this initiative. In collaboration with IOM, YEP handed over one hundred 3Dprinted face shields

produced by Make3D Gambia in partnership with Mbolo Association in Tujereng to the Ministry of Health.

- During a webinar on “Introduction to your start up valuation” with Adramé Ndione, the facilitator equipped founders and entrepreneurs with valuation techniques with practical tools and a case study. Startups learnt when and how to perform a valuation for their business, as well as key negotiation arguments when discussing with investors.
- YEP organised a webinar on “COVID-19 Survival Strategies: A Tech Startup's Guide to Survival and Reinvention”. Following this webinar, individual coaching sessions on COVID-19 crisis management are being provided to beneficiary tech startups and IT enterprises. The coaching includes a crisis audit to analyse current challenges and the elaboration of customized business survival strategies.
- Five digital SMEs and 9 start-ups have participated in one-on-one coaching sessions with an expert in business development to conduct a crisis audit, analyse businesses’ challenges and elaborate a customised business survival strategy. This is to ensure that their employees and customers are safe, and that critical issues are addressed.
- ITAG signed its second MOU with ITC, mainly covering activities to be implemented in 2020. The objective of the MOU is to continue the association revival and to build further its capacities as outlined in ITAG’s Performance Improvement Roadmap.
- Further to an open call for applications, 15 start-ups were selected to take part in the 2020 YEP Tech Startup Support Programme. 13 startups were assessed by the team applying ITC’s #360Diagnostics methodology. Two did not make time available for this. A kick-off workshop will be held in July for the startups at the disruptive lab. The goal is to create a sense of comradery while the entrepreneurs familiarize themselves with each other. The team will also discuss the goals, plans and programs scheduled for the startups as well as the expectations under YEP Tech.

Poultry

- 15 poultry farmers enrolled in a three-week online training on poultry management facilitated by five experts from PUM Netherlands Senior Experts. The training equipped participants with knowledge on poultry housekeeping, disease control, feed selection and record keeping.



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.

Cross-Sector

- YEP handed over 8 Tricycles, 5 solar-powered Tricycles, and 13 bicycles to logistics companies as well as the Young Poultry Farmers Association. This support will allow beneficiaries to increase their supply chain and address market disruption challenges caused by the COVID-19.



- ITC and IMVF jointly supported the Government of the Gambia to link local producers to markets in collaboration with the Ministries of Trade, Agriculture and Women's Affairs. This was as a result of the closure of the weekly markets (Lumos) due to COVID-19. The Lumos are the main markets for trade and exchange for farmers. As this coincided with the peak period for the horticultural products and onions in particular it became the focus for the support. By the 18th June ITC and IMVF finalised contracts with four companies to do the sorting, bagging and transport of onions.

ICT

- YEP Tech engaged 22 suppliers of IT solutions and entrepreneurs eager to digitize their businesses. Further support is planned to address challenges, such as access to e-commerce platforms and value chain enablers. These efforts respond to a strong demand for digital solutions and partnerships with digital payments and e-logistics operators.
- The YEP Tech participation in the startup event 4YFN at Mobile World Congress (MWC) Barcelona was cancelled with the event due to the coronavirus. The planned market linkages activities were also cancelled because of Covid-19 travel and gathering restrictions. B2B and business-to-investor activities are being shifted online. In this spirit, a call for applications was launched in June to onboard YEP Tech startups in a West African virtual trade fair in June.
- Before the outbreak of the pandemic, YEP Tech supported ITAG in the organisation of Gambia's first ICT Expo that took place at Paradise Suites Hotel. With 191 attendees and 17 companies exhibiting (2 youth-led), including companies, startups and freelancers supported by YEP Tech, the event was remarkably successful. During the ICT Expo, a B2B event linking tech startups to buyers was also held together with competitions and workshops addressing technology and development and digital payments. Several ingredients reflecting the innovative spirit present in the sector. Some business leads were initiated further to the Expo. However, there was no progress due to COVID-19.



2.4 STRATEGIC DIRECTION

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

Cross-sector

- Meetings with the core teams in tourism, agro processing, ICT, Entrepreneurship and stakeholders and partners in poultry and creative industries were held from 8 - 15 April. The status updates from therein and recommendations for mitigation measures and long term support to MSMEs were shared with the PSC and the COVID-19 Socioeconomic Pillar Working Group which comprises all stakeholders including development partners. Some of the recommendations were implemented by YEP and other partners including sensitisation, the rapid assessment on impact of COVID-19 on migrant beneficiaries, facilitation of market linkages between farmers and buyers especially for horticulture produce by women, leveraging online resources to offer mentorship and training to keep the engagements going where necessary and encouraging e commerce.
- The Project continue to engage with partners, government and private sector via consultations, technical and financial support to mitigate negative effects of the Pandemic and more critically preparation for reopening of sectors like tourism and post covid recovery to “Build Back Better”.

ICT

- ITAG convened an online meeting with 34 Gambia-based IT Companies to identify ways in which the industry can bring their expertise to the table in this fight against the COVID-19 pandemic in The Gambia. The Taskforce is being chaired by ITAG vice-chair Beran Dondoh and they have so far held two meetings to define the following focus areas of intervention: health, education, technology, agriculture and e-commerce. They hope to support the Ministry of Health as well as the World Health Organisation in deploying systems in the area of health. YEP project manager took part in the set-up meeting to ensure YEP’s support to the work of the taskforce, which will be rolled out through the YEP Tech component.

Creative Industries

- The Core Team for the Gambia’s Creative Industries has been inaugurated on 5 May. The sector has established its secretariat made up of 15 representatives from public and private sector, TVET institutions, associations, individuals and youth organisations.

Agribusiness

- Agribusiness Core Team meeting was held in April to discuss the impact of the COVID-19 on the agribusiness sector. They recommended a series of initiatives and support needed to support farmers and businesses along the agriculture value chain. In this respect, YEP has partnered with other stakeholders (IMVF, FAO, NACOFAG, MOA, MOTIE, MOWCA) to support women onion producers to connect to buyers.



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.

COVID-19 awareness raising

- YEP, in collaboration with the Poetry Café & Writers Association of The Gambia, launched a poetry challenge to promote messages about prevention of COVID-19. The shortlisted poems and videos were shared on social media channels for the public to like and share. The ones that resonated the most with followers were also promoted on radio and television across the country. This initiative not only aimed to prevent the spread of the virus but also to provide a platform for artists to showcase their talents.
- A music and video challenge was launched as a COVID-19 public awareness campaign. 53 videos were submitted, out of which 11 were selected for promotion. The COVID-related video campaign reached more than 100,000 people on social media. Videos were also featured on national radio and TV stations and on community radios. The songs and videos played a role in informing people about preventive actions. This challenge was launched in collaboration with The National Centre of Arts and Culture (NCAC) and Black Lynx & Brand Plus.
- 10 billboards were installed throughout the country with the objective to disseminate information about the measures to be adopted in order to avoid the spread of COVID-19.
- Weekly radio shows in 4 regions of the country (LRR, NBR, CRR, GBA) have served as a channel for communication to promote support services and opportunities for youth such as training and access to finance programmes. In addition, messages about how to prevent the spread of COVID-19 were incorporated.



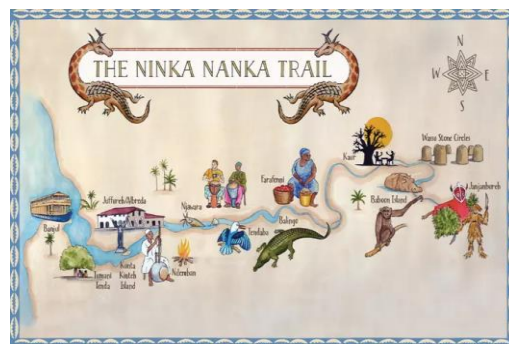
Social media outreach

- Social media continues to be very important means to reach young people in The Gambia, specially during the COVID-19 context. Opportunities, activities and awareness raising messages are regularly posted across several social media channels. During Q2,

YEP posts on Twitter and Facebook reached a total of 262,200 and 227,400 people, respectively.

International media pieces

- The World Economic Forum featured an article about [“How the Gambia and Kenya are reshaping tourism after lockdown”](#). The article featured the Ninki Nanka Trail as an opportunity to develop a more sustainable tourism in the country.



Progress against key project indicators

	Progress Q2 2020	Total progress to date ¹	Project Target ²
R.1.1 Skills upgraded through technical and vocational training programmes			
Number of training institutions that improved training programmes and/or operational performance	0	10	18
Number of youths completing a project funded technical and/or vocational training programme or apprenticeship ³	0	2,456	5,350
Number of young returning migrants supported through skills training	0	54	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 ⁴	105	3,040	4,600
Number of young returning migrants supported through entrepreneurship support	2	69	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	0	250	250
Number of Trainers trained in quality related programmes	0	108	30
Number of MSMEs certified	0	1	20
R.2.2 Improved MSME productive capacities			
Number of MSMEs demonstrating improved business practices (e.g. sales / production volumes, etc.)	80	620	540

¹ Total excludes repeat beneficiaries

² Updated project targets as per addendum signed in June

³ This figure includes the number of young returning migrants supported through skills training.

⁴ This figure includes the number of young returning migrants supported through entrepreneurship support.

Number of production centres strengthened or created	0	0	1
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	Progress Q2 2020	Total progress to date ⁵	Project Target
R.2.3 Market linkages activated			
Number of participating enterprises on market linkage activities	11	789	270
R.2.4 Improved strategic direction and national ownership for job-centred growth			
Number of stakeholders participating in sector development initiatives	0	298	100
Number of strategic trade development action plans developed	0	5	4
Number of public-private youth platforms created / strengthened	0	5	3
R.3.1 The activities, opportunities and results of the Action are widely communicated upon national and international levels			
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	0 ⁶	152,215	350,000
Number of international media pieces published concerning the Tekki Fii campaign	0	3	50

⁵ Total excludes repeat beneficiaries

⁶ This indicator is updated at the end of each year.

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 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 Q2 of 2020:

	Progress Q2 2020	Total progress to date	Project target
Jobs Created	28	832	4,000
Jobs Sustained	21	1058	