

YEP – Same

Youth Empowerment & Young Entrepreneurship Program in Same District

Project plan 2018 - 2020

Background

Tens of millions of youth across the African continent lack the prospect of decent work and building up a good life.

This is a huge social disaster and a waste of economic assets in the countries concerned. Besides the negative social and economic effects in many African countries, there are also many social implications, since desperation often leads to depressions, alcohol abuse etc. So it is felt that reducing youth unemployment is one of the major challenges of the African continent.

There are a lot of initiatives to solve this huge problem but those with sustainable impact must be preferred. During the explorations of a potential program representatives of the YEPafrica (a Dutch Foundation) visited the Same District and discussed about potential solutions with the DED, DC and local NGO's. At the same time, they talked with another Dutch Foundation "Sengerema Foundation" and their Tanzanian partner YEP-Tanzania (Young Entrepreneurs Program-Tanzania).

The results of these explorations are:

A complete improved program, which combines the experience and expertise from Yepafrica and YEP-Tanzania. But they want to move forward with the local authorities and local NGO's (Mater Dei Africa is coordinating the other local NGO's with years of experience in project planning and execution in Same District).

Without the added value of Mater Dei Africa (MDA), we are not able to make a real connection with the youth in Same District.

Youth empowerment in Same District

After a good introduction and promotion, the developed program idea consists of the following phases:

The first phase is based on the Yepafrica 10 years' experience in The Gambia and the YEP philosophy: YEPPINESS

‘YEPPINESS DOESN'T CHANGE THE WORLD, IT EMPOWERS YOU TO BE THE CHANGE’

We start with an intensive 5-days basic workshop (Empowerment and the art of entrepreneurship, 15 participants). This workshop will be repeated in the next week for another group of 15 participants. During this workshop participants are trained on all relevant aspects of empowerment and entrepreneurial life (e.g. finding your inner-strength and talent, looking at yourself in relation to others, following your dreams and creating your own future out of nothing). See <http://yepafrica.org/> for details. During the 5-day workshops Tanzanian trainers will be active as translators for the Dutch empowerment trainers. For them this is a train-the-trainers session as well.

The second phase is based on the 10 years of experience from YEP-Tanzania and is only applicable for those who want to become entrepreneurs and are willing to join a training program for 8 months. In close cooperation with the project partners, YEP-Tanzania trainers provide a package of training, coaching and mentoring. See www.yeptanzania.org for more details. In this stage a group of local entrepreneurs in agriculture and production will be formed to give opportunity for internships and to support the young people in starting their business.

Loans supplied by the local or national authorities

After the training and fulfilled assignments, the aspirant entrepreneur will receive a loan which will be supplied by the local or national authorities. By using reserved funds from the local 5% budget or by requesting funds from the national Youth Development Fund. Especially entrepreneurs in agricultural business and in production and innovative services are rosaceous in this district.

The third phase consists of opening a learning centre for empowerment & social entrepreneurship, with a local management and trainers, where programs are offered for young entrepreneurs and carried out by local “Yeppers”, who are trained by train-the-trainer programs.

Long term sustainability goals

Once the basic conditions are set, a sustainable impact is made through creating a local YEP-Same youth organisation, with an elected board.

Phase Four is the ‘running’ phase. The phase where the young entrepreneurs are coached by Experienced Young Entrepreneurs and coaches. The so-called YEP-trainers/

coaches. Every other 6 months the program management of MDA or YEP-Tanzania will visit them for InterVision/coaching.

Objectives of the program

The YEP program in Same district aims to support youth in Same District to become successful business men and women. Therefore, YEP creates sustainable youth entrepreneurship systems in Same District. The participants are young people of the age of 17-28 who have passed form 3 or 4 of secondary school but are unemployed now, but with motivation to become entrepreneur.

By giving an empowerment training followed by training in skills needed for entrepreneurship, these young people are empowered to start their own business and make a contribution to the development of the district. The participants are coached and can apply for a loan to get started.

In the attachment, the steps of the program are described more extended.

Time schedule 2018

- March: start the preparation of the program (promotion and selection of candidates) by Mater Dei Africa;
- May: Basic training week in May 2018. We will train two groups of 15 persons each. 4 Tanzanian trainers get the train-the-trainer in empowerment;
- June-December: the participants (about 75%, 22-26 persons) who want to become entrepreneur join the training for entrepreneurs. The program will be adapted to the level of the participants. In the period until December they have training, practical assignments and internships. Participants will be coached by the trainers and by local entrepreneurs in the steps to become entrepreneur and empowered by meetings with the other participants;
- December: At the end of the program the participants have written their business plan and made preparations to start their business. They have applied for a loan. When they meet the criteria which are set, they can obtain a loan supplied by the local or national authorities to get started. We aim on 22-26 start-ups at the end of the year. After starting, candidates are coached and monitored by YEP-Tanzania and local parties involved.

Long term perspective

In the first year (2018-2019) 30 participants receive the empowerment training and 22-26 receive the 8 months entrepreneurial training. The power of the program is also that the participants empower each other. After finishing the program, they will meet regularly to

discuss the steps they made and the problems they faced. With the empowerment of their peers and the support of the coach they will realize their goals.

The training is done by experienced trainers from the Netherlands and YEP-Tanzania trainers. From the beginning, we will start training the trainers, in order to educate trainers in Same District.

In the second year (2019-2020) again two groups of 15 young participants can start, of whom 22-26 participants can follow the complete program. Now they already have the first group members as an example of what they can realize with their efforts. The second group also will be in Same Town. In this training the Tanzania trainers will play a role as well as the participants of the first year.

After training these two groups a youth organisation will be established And we will have trained in Same some of the young participants and the Yep trainers to be a trainer for the next groups.

To spread the training program and to secure the quality of the program, the training material will be bundled in an online script with working materials. Presence of the presentations and a variety of interactive educative materials is proved to be very useful in spreading programs with maintaining quality of the program.

From the third year onwards (2020 and further) in Same a learning centre can be operated by local and YEP trainer. YEP-Tanzania will be supporting in exchanging experience. By that time not only training can be done in same town but also in other towns of Same District.

The cooperating partners

In the Netherlands Yepafrica and Stichting Sengerema have established their commitment to realize the fundraising for starting Yep in Same and combine their experience in Youth empowerment an training in entrepreneurial skills.

YEPafrica is registered in the Netherlands in 2008 as the Yepfoundation (youth empowerment) with a mission: Empower youth to be the change and serve the world with an entrepreneurial spirit.

YEP-Tanzania is registered in Tanzania and aims at supporting youth in Tanzania to become successful business men and business women. Therefore YEP-Tanzania creates sustainable youth entrepreneurship systems in Tanzania. YEP-Tanzania supports under-served young adults to start and/or grow their own business. <http://www.yeptanzania.org/>

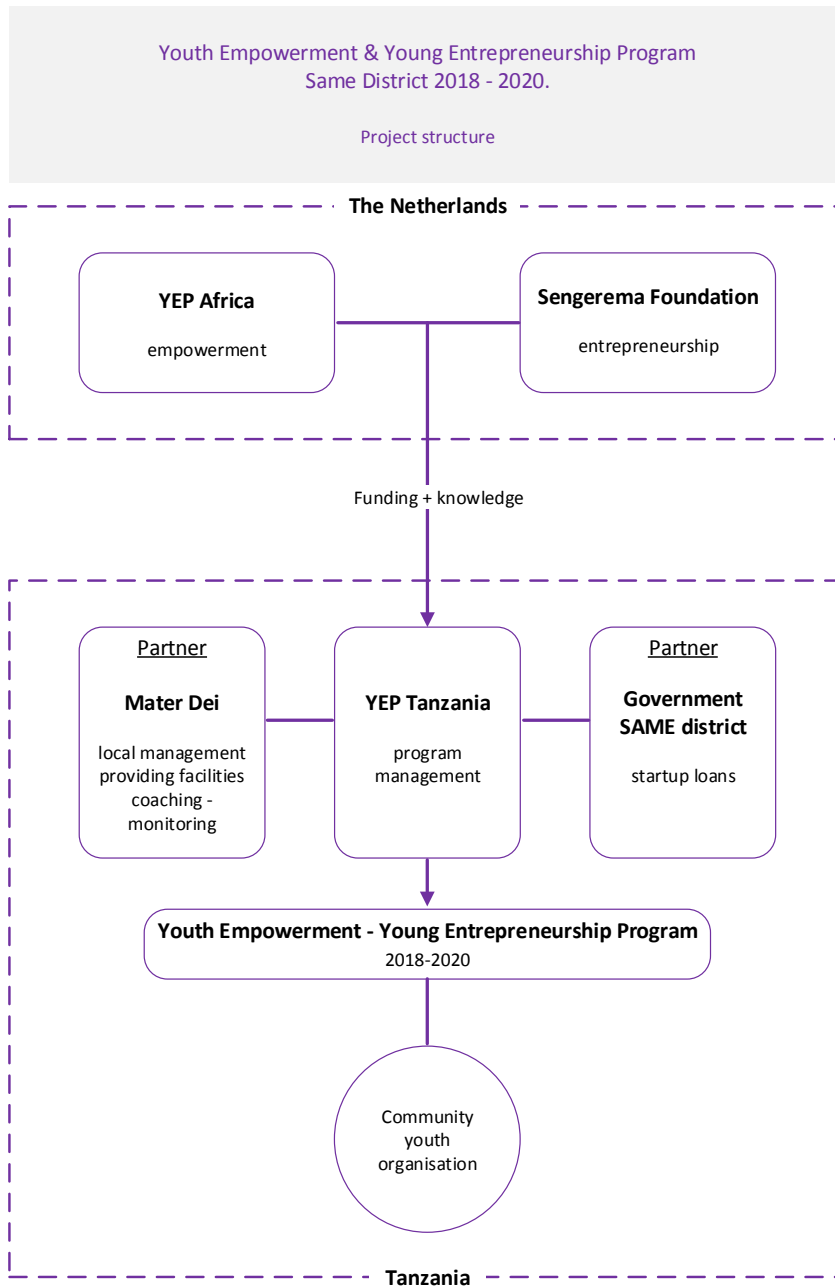
On local level in Same different partners have agreed to cooperate.

Mater Dei Africa (MDA), a locally base NGO that has the mission to transform the lives of the poor, including elderly people and vulnerable children, by providing integrated

family care and community based services to enable them to become self-reliant and productive members of society, both economically and socially.

<http://materdeiafrica.org/>

After the first two years a locally based youth organisation will be established by Same District Community development and Planning departments together with supervision of the District Executive Director.



Contribution of the cooperating partners

Yepafrika will provide Dutch empowerment trainers to conduct the basic training "Empowerment and the art of entrepreneurship" and train the trainers to the Tanzanian youth and support the organisation of the total program.

YEP-Tanzania will provide the YEP trainers and support the organisation of the program in Same. The Yep trainers are the core of YEP-Tanzania. They are successful entrepreneurs who have completed the YEP program themselves, and therefore can act as role model for new entrepreneurs.

Same District is responsible for budgeting resources for funds to supply loans on district or national level. The administration of giving out loans to the young entrepreneurs should be done by a selected or established Sacco's.

Mater Dei Africa will take care of selection of candidates and preparation of the program; the practical organization of the training; provide training accommodation, catering and the contacts with local entrepreneurs and the local government.

Coaching and monitoring of the young entrepreneurs will be done by Mater Dei Africa in cooperation with YEP-Tanzania. The cooperation between YEP-Tanzania, Mater Dei Africa and the Same District is described in an MoU.

Attachment: Steps in the program

0 Program preparation,

- Organizing partners
- Define contributions from different partners
- Fundraising
- setting first draft time schedule and goals for promotion

1 Promotion:

- Explaining the program to local leaders
- Inform youth in Same area on how to apply
- Distribute and collect application forms

2 Selection and Intake Interviews

3 Kick off class / Empowerment (5 days) (YEP!africa trainers from Netherlands)

- Working in groups on assignments
- Opportunities/ sharing ideas
- Open your mind/ benefits of groups or working together

4 Practical Assignment 1

(goal: to check entrepreneurial skills and start with market research)

- Explanation/execution PA 1
- Receive budget (100,000 pp)
- Create plan how to explore your market and opportunities

Select candidates for next step

5 Define and create classes and class time schedules and goals based on start-up level. (By YEP-Tanzania trainers)

Basic training topics 1

- Basic English
- Intro to computers

Basic training topics 2

- Basic calculation
- Life skills / leadership

Basic Training topics 3

- Level 2 English
- Level 2 computer
- Introduction to bookkeeping
- Family tree, including goals and dreams and divide them into steps and cost of living budget

6 Market research

Select candidates for next step

7 Nine day workshop: about marketing / pricing / bookkeeping / costumers / rules and regulations / learning goals / introduction business plan and elevator pitch

Select candidates for next step

8 PA 2 (internship/PA or special skill-classes)

9 Writing Business plan

10 Loan approval/elevator pitch/ evaluation learning goals step 2

Select candidates for next steps

- Define start up process for each business
- Start / check pay out and first monitoring visit in two months
- Monitoring visits and identify coaching needs