



## KNOW ABOUT BUSINESS IN THE OCCUPIED PALESTINIAN TERRITORY

The Palestinian population is in the midst of a demographic transition, with lower levels of fertility and a projected rate of overall population growth of around 2.8 per cent up to 2020, according to World Bank estimates. Almost 45 per cent of the population is aged 14 years or under, with girls making up over 42 per cent of this population segment. The working-age population is growing more rapidly than

the total population, at 3.8 per cent per year on average (projected until 2020). Promoting entrepreneurship and self-employment among young people is crucial in order to provide an adequate response to this situation and to foster an enterprise culture in the Occupied Palestinian Territory.

### FACTS AND FIGURES

**Partners:**  
UNDP and the  
Welfare Association

**Beneficiary countries:**  
The Occupied  
Palestinian Territory

**Timeframe:**  
September 2011 –  
September 2013,  
extended to  
December 2015

**Budget:**  
USD 160,000,  
and an additional  
USD 120,000  
from the Welfare  
Association

### THE RESPONSE

To facilitate this process, the ILO adapted its Know About Business (KAB) programme, which is a set of training materials for entrepreneurship education. The KAB package is intended to bridge the pre-start gap that students and trainees face before entry to the labour market. It provides them with information to develop entrepreneurial skills and prepares them not only to establish their own businesses, but also to work productively in small and medium enterprises (SMEs).

In 2009 the ILO and the United Nations Development Programme (UNDP) launched a technical cooperation project to introduce KAB in vocational and technical education throughout the Occupied Palestinian Territory. The successful results of this initiative led to the formulation of a second phase of the project, where national counterparts were assisted in the national roll-out of the KAB.

The immediate objectives of the KAB training programme are to:

- Create awareness of enterprise and self-employment as a career option for trainees;
- Develop positive attitudes towards enterprise and self-employment;
- Provide knowledge and practice of required attributes, as well as challenges for starting and operating a successful enterprise;
- Prepare trainees to work productively in SMEs.

The KAB project complements other technical and vocational training programmes in the Occupied Palestinian Territory, making the school-to-work transition easier for youth and decreasing the pressure on public sector employment opportunities faced by the Palestinian Authority. In 2011 – and despite the territory's movement restrictions and instability – the Ministry of Labour decided to adopt the KAB programme in the curricula of all its vocational training centres. The Ministry of Education and Higher Education also took the same decision for vocational school operating under it.





## RESULTS

During the implementation of the two phases of the project, over 7,000 young Palestinian men and women were enrolled in the KAB programme.

Based on the success of the project, a decision was made at the government level to nationalize the KAB programme in all vocational training centres (VTCs) and vocational schools.

The project was able to train and certify 11 National Key Facilitators (NKFs), who, in their turn, continued the training of teachers to ensure that sufficient numbers were reached to cover existing needs in classrooms. A total of 170 new teachers from eight VTCs and 11 vocational schools were trained nationally using the services of the NKFs.

Based on an independent evaluation conducted in February 2012, the KAB programme in the Occupied Palestinian Territory achieved the following results:

- Young people's awareness of the different career options available to them increased;
- Young people's knowledge of enterprise start-up practices expanded;
- Students' management and operational skills were improved by better knowledge of business start-ups and operations;
- The curricula for vocational and technical institutions improved with the introduction of KAB;
- The KAB programme was taught in VTCs, technical colleges and industrial schools;
- The certification of 11 KAB NKFs in the Occupied Palestinian Territory was completed;
- A student workbook was developed by the NKFs at the request of the academic institutions implementing the programme;
- A short promotional KAB video was developed and made available for all teachers to use in their classrooms.



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### **BENEFITS OF PARTNERING**

The partnership between the ILO and the Welfare Association was key to the success of the programme's national roll-out and its extended outreach. The programme included a capacity-building strategy that led to the certification of National Key Facilitators (NKFs), thereby guaranteeing that the programme will be disseminated once the project has ended – and ensuring its sustainability. A number of training workshops targeting new Facilitators were also held (organized by the NKFs), with a view to increasing the number of KAB teachers and spreading the programme nationally. The ILO was also able to print the programme material and related games and guides to make sure that all VTCs and industrial schools were equipped with the programme requirements.