



NAWAH

For Young Innovators

Since 2011, DJEP and the Middle East Council for Small Business and Entrepreneurship (MCSBE) have been collaborating to promote entrepreneurship among Egypt's young people. By 2014, both concluded that no platform existed to encourage and support the special breed of 'social innovators'. Those, are the young people who are conscious of pressing problems within their communities and strive to resolve them through commercial startups.

To address this gap a joint intervention was organized in 2015, composed of a summit for entrepreneurship professionals and a competition for young innovators, both took place at the same time to bring the social innovation ecosystem to young people nationwide.

While originally intended as a one-off initiative, it has since been replicated annually by DJEP and its progressively growing group of partners in Gouna, Hurghada, Luxor, and Alexandria with ambitious sustainability plans for the future.

Egypt Entrepreneurship Summit (EES)

The summit originally intended for Egyptian practitioners in its first edition, has since evolved into an international event that provides an opportunity for around 300 national and international experts (from 20 countries) to network and exchange experiences on how social entrepreneurship can be improved in Egypt for the creation of more and better jobs. The summit also provides an educational and networking opportunity that connects young innovators to practitioners, business owners and financiers.

The event lasts 3 days with sponsorship from the Ministry of Investment and International Cooperation and the support of the Ministry of Planning through its ROWAD 2030 programme.

Participants include development organizations, microfinance organizations, young entrepreneurs, private sector investors, international organizations and more recently representatives from the government of Egypt and the banking industry. Exceptional students are also invited to attend.

The Summit provides workshops on the development of leadership and soft entrepreneurial skills, modes of generating business ideas/models and human-centered product or service design.

The NAWAH Competition Design

The competition itself is intended to stimulate social entrepreneurship and challenge young people nationwide to solve problems through commercial enterprises. It mainly targets students from universities, vocational and general secondary schools and young innovators across Egypt. Applicants are invited to submit their ideas, through an intense national promotional campaign (includes promotional visits and social media), in the areas of: green economy-construction-home technologies, internet technology, media and arts, transportation, health, water management and support for people with disabilities.

It spans 6 months of preparatory and capacity building activities targeting the applicants, over three distinct phases. Those activities are concluded immediately before the first day of the summit allowing the finalists to attend the EES, network with representatives from the entire entrepreneurial ecosystem (government, business, investors, start-ups, civil society and education organizations) and benefit from the various discussions and workshops held over the 3 days.

Since 2016, the competition's success and wide outreach to more than 6.5 million individuals over social media attracted additional sponsors, which by 2018 expanded to include: GIZ's Employment Promotion Programme (EPP), The Technical and Vocational Education and Training Reform (TVET Egypt), USAID, Tatweer Misr - a private sector real estate developer and the Arab Academy (AASTMT) which also hosted the finalists at its premises and provided accommodation during their training. Collectively, the sponsors contributed 63% of the EGP 2 million budget associated with organizing the 2018 edition of the summit, the competition and the prizes designated for the winners.

The Big Day

15 finalists take to the stage on the last day of the EES, to present their final pitches to the wide audience attending the summit, including high ranking GoE officials, financiers and representatives from the private sector. The 6 winning teams receive tailored training and mentoring opportunities from private companies in the same sector as the winners for 6 months. In the 2018 NAWAH edition, financial equity-free prizes totaled EGP 450,000 (ranging between EGP 20,000 to 250,000 for the first place winner).



International
Labour
Organization

Decent Jobs *for* Egypt's Young People 2011-2020

Project Briefing Series No.3

Young People Creating Jobs

Since 2015 **3,000 +** APPLICANTS
29 **63** FINALISTS
WINNING TEAMS



Carpool App for Corporations • Clients include CIB, AUC
Samira Negm • Raye7 • 2nd Place Winner 2015



Chipboards from Agri-Waste • Agrona • 1st Place Winner 2018
Mohamed Kafafy

NAWAH SEED FUND Planned Launch in 2020



As of 2019, the organization of both the EES and NAWAH competition has been formally transferred to MCSBE's affiliate NGO 'GEN-Egypt'. GEN-Egypt organized the 2019 edition of NAWAH and will continue to do so moving forward. As a sustainability measure, attendance of the EES will be charged starting from the 2019 edition, above and beyond sponsorship contributions. Participation in the competition by young innovators, however, will remain without a charge.

In parallel, the NAWAH Seed Fund has also been established in 2019 as a private sector entity. Its objective is to raise corporate venture capital from the private sector to finance the startup of NAWAH's awarded business ideas. The target capitalization for this fund's 1st round is EGP 5 million and is planned to launch its activities in 2020.



Decent Jobs for Egypt's Young People (DJEP) is a project funded by the Government of Canada and implemented by the International Labour Organization (ILO) between 2011 and 2020 with a total budget of CAN \$15 million in four governorates: Minya, Red Sea, Port Said and Luxor.

Canada

Wants to be an Entrepreneur ?

The Global Entrepreneurship Monitor's (GEM) 2018 national survey in Egypt revealed that 76% of Egyptians perceive starting a business as a good career choice. Encouragingly, 56% had planned to start a business within the following 3 years with 47% convinced that they are capable of running a business. However, Only 13% were actively starting or already running a new startup. Among those, 57% were motivated by necessity and 43% pursued a market opportunity. From this thin 13% early stage entrepreneurship slice, 74% were in the micro/informal arena. Sadly from this thin slice, 10% had also discontinued their early startups.

This has been a consistent long-term pattern of startups in Egypt, often created out of economic necessity and face considerable barriers to growth. Consequently, while Egypt's labour force includes 3 million self-employed and 3 million business owners, 90% of those continue to be micro businesses that are often informal. But why? The list of barriers restricting the entrepreneurship, business and investment ecosystem at large is extensively long. Still, many young people do start businesses that grow at rapid paces.

One item on that list had for the most part been overlooked, which was the lack of entrepreneurship education that provides awareness and skills associated with figuring out, starting and running a business. To tackle this gap, Decent Jobs for Egypt's Young People (DJEP) project introduced a number of tools that were custom designed to build entrepreneurial skills for students, for young people eager to start a business and a mechanism through which young innovative social entrepreneurs can advance into high-growth commercial ventures.

Know About Business

KAB is a global ILO toolkit specifically developed to build awareness on basic skills associated with small business startup. It targets students at various types of educational institutions. Originally introduced in the early 1990s, it has since been adapted and institutionalized in more than 50 countries in 23 languages. The toolkit is updated every two years.

The toolkit is composed of 10 modules that cover various aspects of starting and running a business, character traits of the entrepreneur and how to identify business opportunities. It is delivered, by ILO qualified/certified trainers, over a duration of 120 hours (traditionally spanning 1-2 academic years).

It includes a custom designed business game, which simulates interaction between an enterprise and the market and ends with a business plan competition that encourages field research.

The instructions are typically progressive, interactive and heavily rely on participatory discussions, market research and group work. The methodology, supported by the curriculum, is intended to instill creativity, proactivity, critical thinking, problem solving and risk taking, among other entrepreneurial traits.

The skills and knowledge acquired by the students, on completion of the toolkit, are good starting points that would help young people choose and start a small business (as a career option) on a solid foundation. Incidentally these same behavioral skills are also very useful in helping those students to pursue, get and keep a decent job, in the future.

As far as DJEP was concerned, promoting and mainstreaming the KAB within Egypt's various educational institutions represented a priority long term investment in young people's future. It provided a readily available and well designed tool that could help close an educational and skill building gap that had traditionally restricted the ability of startups to sustain and grow.

The way the KAB was originally designed offered sufficient flexibility for adaptation and customization in accordance with the context in which it would be delivered. This meant that it could be deployed at various types of educational institutions in different settings.

With funding from Canada, the KAB curriculum was originally arabized, adapted to the Egyptian context and piloted in Egypt by the ILO in 2008. Since 2012,

BETWEEN 2012 - 2019

430 NATIONAL TRAINERS QUALIFIED
24 CERTIFIED AS MASTER TRAINERS

142,000 STUDENTS COMPLETED THE PROGRAMME

Which included participating in a competition, by working in groups for 1 month, to choose a product or service, build a self-funded prototype for it, conduct a market research on its viability and develop a mini business plan for its launch.



JEANS RECYCLING PROJECT.
STARTED !



GLASS RECYCLING PROJECT.
STARTED !



ROOF GARDENS PROJECT.
TRYING !



SOLAR WATER FILTER PROJECT.
1st PLACE REGIONAL WINNER

For students who are not yet sure if they want to start a business.

DJEP worked to expand its wider delivery in Egypt through 7 main milestones.

For each of these milestones the DJEP provided qualifying training for master trainers in Egypt and abroad. Those in turn trained existing teachers, professors and other trainers nationwide. Because the programme is updated every two years and considering the cascaded inclusion of KAB at various institutions, additional refresher trainings were also delivered nationwide to ensure all the master trainers and the trainers are kept updated on new developments in the programme design.

2012 Launched at various universities situated in DJEP's focus governorates in partnership with Cairo University's 'Pathways to Higher Education Project', which provided the initial group of certified master trainers. Its delivery has since then been expanded to other universities in other governorates.

2013 Launched at the Ministry of Industry's Productivity and Vocational Training Department's (PVTD) training centers.

2014 Introduced to the Ministry of Higher Education's technology institutes at Shoubra and Mataria in the area of ready-made garments after being customized to the Egyptian context.

2014 KAB Online hosted by the Ministry of Communication and Information Technology with periodic sessions delivered at 53 technological centers (at youth centers or NGOs) by 22 qualified trainers in seven governorates.

2015 Introduced to the Ministry of Education (MoE) targeting Technical Secondary Schools (TSS) at DJEP's governorates, on trial basis.

2016 Further extended at the MoE through a formal partnership between the ILO, GIZ, TVET Egypt, USAID and UNIDO. This partnership was institutionalized under the 'Innovation and Entrepreneurship committee (I&E)', which has further aligned and adapted the original KAB curriculum under a new 'Innovation and Entrepreneurship' title. The new I&E was tested in 75 TSSs across Egypt.

2019 National roll out in all 2,000 TSSs under the newly institutionalized I&E curriculum targeting more than 1.6 million students enrolled nationwide.

Start & Improve Your Business

For young people, eager to start a business or struggling with running existing startups.

SIYB is an ILO flagship-toolkit, originally developed in the late 1980s, and currently counts as the largest global entrepreneurship and business management training programme in terms of outreach and results. It is focused on supporting budding entrepreneurs to start and improve small businesses as a strategy for creating more and better employment.

Worldwide, over 100 countries are actively using the SIYB programme through more than 3,000 organizations that have trained over 15 million entrepreneurs and created more than 9 million jobs. None of those had included Egypt.

The toolkit comprises four packages that respond to the progressive stages of business development which are 'Generate Your Business Idea (GYB)', 'Start Your Business (SYB)', 'Improve Your Business (IYB)' and lastly 'Expand Your Business (EYB)'.

SIYB is geared towards the readied mind. The programme is not meant to excite, it is meant to guide young people ready to start a business or are already operating a business. Their needs were very specific and their participation was aimed to finding answers.

The ILO tends to be particular about the implementation of this programme for quality assurance purposes and requires a rigorous institutional adoption strategy in new regions. This involves assigning a national coordinator, qualifying trainers by internationally certified ILO master trainers, qualifying master trainers by ILO assigned developers and finally implementing a multiplier strategy (to expand the number of certified trainers).

While this process was rigorous, providing the opportunity for young entrepreneurs in Egypt to benefit from this toolkit far outweighed the cost.

HIGHLIGHTS OF A TYPICAL SIYB SESSION

Each SIYB training session brings together around 20 young men and women, some of which don't have ideas but want to go into business, have ideas but don't know how to start, while others are already running a business but face various obstacles.

Haytham Bashady,
was running a small business that was loosing money.



Over the course of 5 very intense days, they share their ambitions, worries and confusions and seek answers from their trainers as well as from each other. Each session is delivered by two certified trainers and costs around EGP 21 thousand.



Ahmed Shoukry,
Looking for ideas on where and how to invest his savings.

During those sessions, the trainers (most of whom are small business owners themselves), mentor the participants, in accordance with the structured progression of the various modules, while also encouraging group discussions. Towards the end of each session, individual graduation projects are prepared, presented and discussed among the participants, which also includes execution plans.

In 2014, the DJEP initiated the process by assuming the role of the national coordinator, updating the Arabic version of the toolkit and adapting its content to suit the context in Egypt in cooperation with the ILO Regional Office for Arab States (ROAS).

In parallel, the first core group of hand picked 54 trainers were trained by ILO's certified international master trainers over the course of a year and over many stages. By early 2015, this first core group were placed in the ILO's quality assurance and certification process. Only 30 trainers were approved and certified.

In late 2014, DJEP partnered with the Micro, Small and Medium Enterprise Development Agency (MSMEDA) for the delivery of the first training rounds at its offices in the focus governorates. An Arabic electronic platform for the SIYB programme was also launched as a monitoring and evaluation tool and to exchange knowledge and information among experienced and newly certified trainers. The trainers are registered on the 'SIYB Gateway' to secure submission of the required reports after each session.

Since then, an aggressive multiplier plan was executed, in partnership with several funding programs and NGOs, to expand the number of trainers, certify Egyptian master trainers and expand the geographical availability of the training sessions nationwide (as remotely as Shalateen).

As of 2019, The SIYB programme has been handed over to MSMEDA, as a formal ILO national coordinator, and now independently provides SIYB training sessions as well as startup loans to young people across Egypt.

BETWEEN 2014 - 2019

113 NATIONAL TRAINERS LICENSED
9 CERTIFIED AS MASTER TRAINERS

11,000 AMBITIOUS YOUNG MEN & WOMEN COMPLETED THE PROGRAMME

36% STARTED A BUSINESS



Joined SIYB to plan the growth of his successful woven plastic sac factory.

FATIMA FICKRY



Joined SIYB to learn how to start a handmade jewelry business.