

Community-Based Enterprise Development (C-BED)



AT A GLANCE

→ About C-BED

C-BED is a low cost, easy to implement training approach designed by the International Labour Organization (ILO) to help institutions support entrepreneurs and micro-business owners start new businesses or improve existing businesses. Covering a range of topics, from starting and running businesses, to financial literacy, small farm management and accessing finance, C-BED is already on-going in more than a dozen countries, including Cambodia, Indonesia, Laos, the Philippines, Thailand, and Vietnam. C-BED tools have been taken up by governments, trade unions, business associations and NGOs.

→ Who benefits?

Small business owners and aspiring entrepreneurs, especially those in poor, vulnerable, marginalised or isolated communities where funding is limited. C-BED programmes have focussed on refugees, post-crisis communities, women, youth, workers with disabilities, subsistence farmers and urban poor.

→ How do you learn?

The unique approach uses techniques that are flexible, efficient and low cost, and cover key business skills including marketing, productivity, bookkeeping, costing.

- Activity-based, flexible learning, such as role plays, storytelling and brainstorming
- Peer-to-peer, learn from each other
- Local facilitator, no external trainer

Explore business improvement opportunities → make plans → take action → introduce innovation → measure impact.

→ Who works with C-BED?

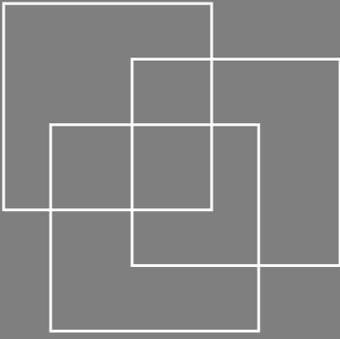
Ministries of labour, agriculture and industry, trade unions, development partners (UNDP and UNHCR), and NGOs (including Oxfam, Plan International, CARE and Save the Children)

ILO Support

With technical, case-by-case, support from the ILO organizations can adapt the various C-BED tools in whichever ways work best for their participants, without investing in external trainers or expensive certifications. Training venues can be a classroom, a community centre, religious institution, or even an outdoor public space.

At the end of the training participants should be able to apply abstract business concepts (i.e. pricing or record-keeping) to their own business in ways that make a difference. By studying the course materials and sharing lessons and experiences with their peer participants should also be able to develop an “action plan” of concrete steps to start or improve their businesses.





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C-BED Tools

A variety of tools have been developed for C-BED, ranging from those to help potential entrepreneurs figure out what business they could start, to how to run small businesses, to how to empower migrant women or domestic workers. Complementary tools, following the same peer-to-peer, trainer-less approach, cover topics like financial literacy or accessing finance. Some examples of C-BED tools include the following.

The Aspiring Entrepreneurs (C-BED AE) package is designed to support aspiring entrepreneurs to identify and develop new business ideas by helping them recognize existing demand and available resources, assess their skills, and learn how to do a SWOT analysis (Strength, Weakness, Opportunity, Threat) for their business ideas. After guiding participants through activities on the four key business concepts, the package will help them reflect on the lessons of the training and document concrete steps toward starting their own business.

The Small Business Operators (C-BED SBO) package is designed for existing business owners that intend to strengthen and grow their businesses. Participants are introduced to an example of a fictional family business through which the five key principles of marketing are discussed: product, place, price, promotion and people. After moving through activities on bookkeeping, productivity, understanding the customer base, and costing, participants will identify ways to track problems in the business and prioritize ways of addressing them.

C-BED for Small Manufacturers is a tailored training tool developed for small and medium-sized production facilities, addressing a range of workplace considerations for this industry. Topics covered include quality control, productivity, basic health and safety, and factory order (5S).

Migrant Women's Empowerment Programme (MWEP) is a tool developed to improve the livelihoods of poor and vulnerable migrant communities by increasing their access to skills training. MWEP focuses on this group's unique needs and builds important skills for economic and personal empowerment. It is also an effective networking tool for organizations working with this community and is a suitable precursor to further training and support services.

To download the training tools please visit C-BED web site: <http://cb-tools.org/tools>.

Working with CBED

Prospective partner institutions can learn more about C-BED through visiting the website listed above. At the website, you can also join the C-BED Community of Practice and review the latest updates on C-BED in the field. Sign up on C-BED web site: <http://cb-tools.org/signup/>

Alternatively you can contact the ILO C-BED project team to discuss other ways to get involved.

Organizations are encouraged to organize a pilot of the training with a group of key beneficiaries. A practical guide to support the planning and implementation of C-BED training has been developed which provides support in areas such as selecting facilitators and participants, tailoring the programme to meet your needs, scheduling and logistic and measuring results.

Would-be **facilitators** should first review the C-BED promotional and training materials to gain a better understanding of what the role involves. It is important to remember that the recommendations in the manual for facilitators are intended as a foundation and starting point, and you should adapt the training as you see fit. Some sessions may be more relevant to your group than others. You are encouraged to adjust session timings or content accordingly. The main duties of a facilitator include:

- Modify the activities and examples as necessary to maximise their relevance to the audience's levels of experience, maths skills, and literacy.
- Assign groups (if necessary).
- Ensure each group stays within the allotted timeframe for each module, as set out in the lesson planner.
- Ensure all participants fill out the sign-in sheet and pre and post training evaluations.

You may be able to find an opportunity to facilitate through an existing field partner in your area by joining the C-BED Community of Practice and reviewing the latest updates on C-BED in the field. If you are unable to identify any suitable opportunities, contact the ILO C-BED project team.

Contact information:

Charles Bodwell, Enterprises Development Specialist
ILO Decent Work Technical Support Team for East and South-East Asia and the Pacific
United Nations Building, Rajdamnern Nok Ave
Bangkok 10200, Thailand

Tel. +66 2288 2441
Fax. +66 2280 1735
Email: bodwell@ilo.org
Web site: <http://cb-tools.org/>