

Global Highlights

SIYB Training Materials Revision: With an estimated outreach of 6 million trainees and a network of over 17,000 trainers the Start and Improve Your Business (SIYB) community is rapidly growing, placing a demand to review the global versions of training materials which were originally developed in the 1980s but re-edited, adapted and partly re-worked in the 30 years since then. The 2013-2014 SIYB materials revision is a major overhaul of the materials at trainer and trainee levels in terms of content, methodologies and design. The revision of the training manuals will be finalized by October 2014. Before the end of 2014 the new materials will be launched in collaboration with the ILO Publications Department, for the first time under a Creative Commons license.

New SIYB Implementation Guide: The SIYB Implementation Guide is intended to support organizations who will be implementing SIYB activities in a country or region. The guide consists of the following topics; Assessing the market for SIYB, Selecting partner organizations, Developing Trainers, Developing Master Trainers, Accessing and adapting materials, Entrepreneur-level training implementation, Monitoring and evaluation; and Planning for sustainability. It also serves as a refresher on the international standards applied to SIYB. The guide is coming out in August 2014!

New Evidence on Impact of SYB: An experiment offering loans and grants with and without Start Your Business (SYB) training shows that this intervention contributes to firm growth. The different packages were offered to a sample of 1550 small entrepreneurs in Uganda including a treatment and control group all selected through a randomised control trial. The combination of loans and training seems to have the strongest impact with an increase of profits by 50% as compared to the control group. The effects of offering loans only seem to fade away relatively quickly (initially 30%, but almost gone in 2nd follow up survey). Grants with or without training did not work. It seems that the perspective of having to pay back the money leads to a more effective use of funds. This is the initial paper: <http://www.nathanfiala.com/Stimulating%20Microenterprise%20Growth.pdf>

“SIYB – GET Ahead” Gateway Launch: The “SIYB-GET Ahead” Gateway, a new web-based monitoring tool enables better knowledge sharing and tracking of ILO’s management training programmes “SIYB” and “GET Ahead”. The Gateway will be available in several languages, including English, Spanish, French and Vietnamese. More languages will be added for global roll-out. The Gateway will replace what was known as the Enterprise Resource Platform and is being piloted in July, 2014 in collaboration with the Youth Entrepreneurship Facility (YEF) in Kenya, Tanzania and Uganda. These are the main functions of the Gateway:

				
Online Profiles Database (Master Trainers/ Trainers)	Registers Training Information (Master Trainers/ Trainers)	Reports on Training Outreach	Certification and Licensing (Master Trainers/ Trainers)	SIYB and GET Ahead Materials

Regional Highlights: Africa

NORTH AFRICA – Taking Stock of Trainings and Adaptations

Egypt: Training of Trainers (ToT) - With the support from the Decent Jobs for Egypt Youth project, two ToTs (15-20 March 2014; 29 March- 3 April 2014) were held in Cairo in collaboration with Egypt's large Micro and Small Enterprise development agency, the Social Fund for development. Following two ToTs, 37 Trainers participated in validation Workshops held on April 15, and April 30, 2014 giving them the opportunity to work together in revising the materials and discussing possible modifications. **Adaptations** - The SIYB materials were adapted from the Qatari version to fit the Egyptian environment.

Algeria: In September 2013, the ToMT cycle of **8 Algerian Master Trainers** began. The Algerian government, more specifically the Ministry of Handicraft and Tourism through its "Chambre Nationale de l'Artisanat et des Métiers", is fully financing this training. The certification of the Master Trainers is planned to take place in September 2014. In total, there are about 200 certified SIYB trainers active for different governmental structures in Algeria. Since 2005 more than 15,400 entrepreneurs have been trained and larger scale roll-out is being planned once the Master Trainers have been certified.

Morocco: The project "Youth at Work", implemented in the province of Sous-Massa-Draa, Oriental and the Casablanca-Kenitra axis, has made SIYB one of its main tools to foster youth entrepreneurship. Funded by the Ministry of Foreign Affairs, Trade and Development Canada, the project has so far trained 77 trainers in IYB 19 of which have also been trained in GYB and SYB. Approximately 40% of trainers are women. The project also fully funded the translation into French of the new SIYB implementation guide which will be published soon after its English version.

EAST AFRICA – SIYB Sustainability Workshop held in May 2014, more than 53.000 people trained!

Uganda, Kenya, and Tanzania: Until mid-2014 YEF has had a total outreach to 53,350 Trainees, already 8,350 more than originally foreseen in the project document. Based on an impact survey it is estimated that at least 60,000 new jobs¹ have been created in the past 4 years. YEF runs under Danish International Development Agency (DANIDA) funding until the end of 2014. The team is working hard on still increasing outreach, boosting sustainability and mobilizing follow-up funding in the coming years. In Uganda a new European Union funded project has already started that will ensure support to the national system of SIYB provision.

As part of the sustainability plan YEF and the SIYB unit at ILO's Headquarters (HQ) organized an **SIYB sustainability workshop** for 45 Business Development Service (BDS) providers in East Africa. The workshop strengthened the business models of business service providers with a strong focus on calculating costs of service delivery and developing delivery models. A competition of business models for SIYB delivery was launched, the best proposals per country will receive support from YEF and further increase SIYB outreach.

SOUTHERN AFRICA – Start and Improve your Green Construction Business

South Africa, Namibia and Zambia: The enterprise team of the ILO in southern Africa, with the Green Jobs project in Zambia and the Free State SME project as the driving forces is developing a new adaptation of SIYB focussed on the building/construction sector – Start and Improve Your Green Construction Business (SIYGCB). A product development and validation workshop held in October 2013 provided key inputs towards its development. In collaboration with the International Training Centre of the International Labour Organisation (ITC ILO) and the Green Jobs unit at HQ, SIYBCG will be piloted in five provinces in South Africa and Zambia with local stakeholders from both public and private sectors playing a key role in testing and improving the product to pre-empt and meet the needs of MSMEs in green construction.

¹ The estimation is based on an earlier impact survey that found a 56% start-up rate and at least 2.1 jobs created in average per enterprise

WEST AFRICA – Taking Stock of Trainings and linking SIYB to vocational training

Senegal, Guinea, and Togo – Senegal: The partnership between the ILO and the Grand Duchy of Luxembourg has trained 20 teachers from vocational training centres in Generate Your Business Idea (GYB) and SYB in February 2014. The trainers are conducting training in the central and northern regions of the country. **Guinea:** At the end of 2013, 20 business advisers were trained in SIYB in an Integrated Rural Development Project implemented under the Support to Rural Development in North Lower Guinea Project (PADER – BGN) which aims at promoting the rural community funded by the International Fund for Agricultural Development (IFAD). These advisors worked with small firms at the local level and greatly improved the quality of supply in rural areas even after the project. **Togo:** The National Employment Agency supported by the ILO has trained Trainers who will use SIYB in training youth for self-employment.

The Master Trainer and Trainer networks of the region are actively pushing forward ILO's agenda on rural employment (under the Areas of Critical Importance on Rural employment) by linking SIYB to vocational training. ILO Dakar and the SIYB Geneva team are jointly developing a first paper on the current lessons of linking SIYB to vocational training to be published in early 2015.

Senegal, Mali, and Côte d'Ivoire: These countries have established their General Assembly through the SIYB network. This platform presents an opportunity to discuss partnerships, promotions of SIYB, SIYB manuals management, implementation of SIYB programs and projects.

CENTRAL AFRICA – Creating decent and productive opportunities for rural youth

Burundi: IFAD in collaboration with ILO have rolled out a project on "Decent and productive Employment for rural youth within reach" that promotes decent and productive employment of young people in rural areas. In the period January – March 2014, 38 Trainers were trained. These Trainers are set to conduct training among the rural youth. In Burundi, the trainers are set to train at least 2,000 women and men. Adaptation of SIYB into Kirundi is currently underway.

Democratic Republic of Congo (DRC): SIYB is one of the first entrepreneurship training programmes to be introduced in the DRC and more specifically in the province of Katanga through the "Youth Employment Activities' Project" (PAEJK - its French acronym), pilot project funded by Belgium. In September 2014, 20 trainers (3 of them women) were trained in GYB and SYB, 16 of which were also trained in IYB. These trainers have in turn trained 620 young people including 294 women in GYB and SYB. SIYB trainers are also coaching the 25 winners of the first edition of best business plan competition while they begin to implement their business plans. Thanks to the project, an SIYB network has also been set up in DRC. The network will have among other objectives to adapt SIYB materials to Katanga and advocate for a wider SIYB outreach throughout the province and the country.

South Sudan: The Government of the Republic of South Sudan (RSS) has emphasized the importance of creating employment and income for the development of the new Republic of South Sudan. To strengthen the capacities of potential BDS providers, the South Sudan Agribusiness Development Programme (SSADP) implemented by the consultancy firm Mott McDonald contracted the ITCILO as a partner organisation in delivering SIYB. The objective of the service contract is to ensure that up to 60 BDS providers are trained in the SIYB methodology covering all modules, subsequently coached and finally certified. A two-week Training of Trainers course on SIYB took place at the Government Accountancy Training Centre in Juba, South Sudan, from 1 - 12 July 2013.

Regional Highlights: Latin America

CENTRAL AMERICA – New Master Trainer development cycle

In 2013 SIYB was introduced in 5 countries. Some highlights:

Dominican Republic: SIYB was adopted and incorporated in the curricula of the national TVET institution (INFOTEP) as part of a government strategy to foster entrepreneurship. 100,000 copies of leaflets with a summary of the SIYB programme were circulated in a national newspaper to stimulate demand. The aim of INFOTEP is to train 40,000 new entrepreneurs over the next four years. On-line courses as well as technical assistance is also available through an electronic platform: <http://emprendeahora.infotep.gob.do>

Panama: Following the Dominican model, SIYB was adopted and incorporated in the curricula of the national TVET institution (INADEH). The aim is to introduce business management as a crosscutting competency in key training programs. INADEH is also using SIYB as part of a pilot program with ODEBRECHT, a Brazilian construction multinational, to train a group of women who will supply uniforms to their workers.

Honduras: A group of 18 universities led by the Ministry of Planning adopted SYB. Most of the participating universities run business courses and incubators where the program will be used. SYB trainers are now taking part in an ILO project to support informal economy entrepreneurs to upgrade their managerial skills in Tegucigalpa.

El Salvador: As part of the IPEC program, a group of consultants have been trained in SIYB to support the delivery of business management training for the beneficiaries of the project. This is part of the interventions aim at providing livelihood alternatives to 6,500 households that rely on child labour to meet basic needs.

Guatemala: The Ministry of Economy adopted SIYB to enhance their portfolio of business development services. Trainers from the ministry have been working at national level and are now translating the SIYB program in several Maya languages.

In August 2014 a course of master trainers will begin in the sub-region with the goal of expanding the Latin American network and scaling up the strategy.

Peru – National roll-out

Peru: In the year 2013 eleven ToT Workshops were held using SIYB materials, training more than 150 new SIYB trainers. SIYB has been adopted as a key programme to promote youth entrepreneurship in several ministries. In the 2nd half of the same year, a series of seminars were conducted for university authorities (Rector and Directors) in universities responsible for the implementation of training courses for young people who are eager to start a company. The aim was to promote the adoption of SIYB as a training toolkit that supports the Millennium Development Goals and to encourage government authorities to make full use of the SIYB materials based on the recommendations of the reports made by the universities' authorities.

Regional Highlights: Asia

SOUTH ASIA – Taking stock of trainings

Sri Lanka: The International Training of Master Trainers Seminar (IToMT) held in Colombo from 19 - 30 May 2014 was completed successfully. There were eight international participants from Vietnam, Senegal, India, Pakistan, Myanmar and six participants from Sri Lanka to follow the IToMT. The satisfaction rates of participants were very high. Further, the SIYB Association of Sri Lanka in collaboration with the ILO is strengthening livelihoods of people living with HIV by encouraging and motivating them to be involved in livelihood activities. These services have been delivered to 58 HIV affected target beneficiaries who come under the organizations of Positive Hope Alliance, Positive Women Network and Lanka Plus.

Pakistan: ILO-Islamabad will be piloting SIYB in Pakistan for the first time in collaboration with the Higher Education Commission (HEC). HEC has established Business Incubation Centres (BIC) in nine public-sector Universities five new BICs are currently being established, 28-30 officials from 14 institutions/organizations will receive a ToT and will deliver at least 12 Training of Entrepreneurs (ToE) workshops, targeting around 300 potential/existing entrepreneurs. It is expected that around 100 business plans will be developed and at least 50 enterprises will be started. Microfinance Institutions (MFIs) will attend the ToT and ToE and provide loans for the best business plans. The trainings will be followed by a Competency Reinforcement Workshop for experience sharing; and refining the skills and knowledge of trained trainers. HEC has committed to roll out SIYB in Pakistan with its own funds, which ensures sustainability of the project mandate.

India: The ILO office in New Delhi has recently signed MoUs for the roll-out of SIYB both with the National Institute for Entrepreneurship and Small Business Development, an agency of the Ministry of Micro, Small and Medium Enterprises (MoMSME) as well as with the State Government of Andhra Pradesh for the training of more than 400 new SIYB Trainers both at the national as well as the state level. This makes a large scale roll-out of SIYB in the second largest country of the world ever more likely. Furthermore, in 2013 2 SIYB ToT were held in Bangalore for a total of 35 trainers in collaboration with the Functional Vocational Training and Research Society (FVTRS). Trainers came from FVTRS' skills training partner organizations in different Indian states and four persons were from the MSME Development Institute, Chennai an organization of the MoMSME. These Trainers have now provided training to about 669 trainees till the end of December 2013.

SOUTH EAST ASIA – Taking Stock of Trainings and more Green Initiatives!

Indonesia: Start Your Green Business (SYGB) was newly developed in 2013 under the Indonesian Green Entrepreneurship Program. This newly developed modular training kit focuses on 5 sectors of the economy (tourism, renewable energy, waste management, creative industries and food/agriculture). A series of SYGB trainings including 2 Trainings of Trainers (ToT) and 7 Trainings of Green Entrepreneurs (ToE) organized by the ILO together with relevant national partners and 2 Trainings of Entrepreneurs organized by the national University ITS in Surabaya were undertaken. In total 40 new Trainers and 180 start-ups were trained the majority have already started a green business.

Myanmar: With a total funding of more than 5 million US\$ from the Norwegian Agency for Development Cooperation (NORAD) and the Swiss Secretariat de la Economie (SECO) a new SME and Entrepreneurship project was recently started in Myanmar. The project has recruited a Chief Technical Advisor (CTA) and an Entrepreneurship Specialist and is now recruiting national team members. It is expected to roll-out SIYB nationwide to at least 150 Trainers in 50 partner institutions and to reach out to at least 3,000 entrepreneurs. The project has a specific component on management training in the tourism industry and will also test the use of other ILO tools for management training (C-BED, Get AHEAD) and related products.

Vietnam: ILO and the Vietnamese General Directorate for Vocational Training under the Ministry of Labour have agreed to use SIYB in a massive program aiming at increasing the business skills of small farmers and rural workers. The objective is to train more than 4.5 million participants in GYB until 2020 using the nationwide network of 800

vocational training institutes. As part of the ILO's support to the initiative, the GYB and SYB manuals were adapted to the rural worker context, and a Master Trainer development process was initiated to create a pool of 16 Master Trainers, who are expected to be certified before the end of 2014. An agreement between ILO and the GDVT outlining the plans for collaboration up to the end of 2015 is about to be signed.

Want your story to feature in the next SIYB Update? Submit your story to siyb@ilo.org.



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MASTER TRAINERS

Refer to the ILO Resource Platform – www.ilo.org/siyb

For further information, comments and recommendations on this **SIYB Update** please contact siyb@ilo.org.