

RURAL DEVELOPMENT through DECENT WORK

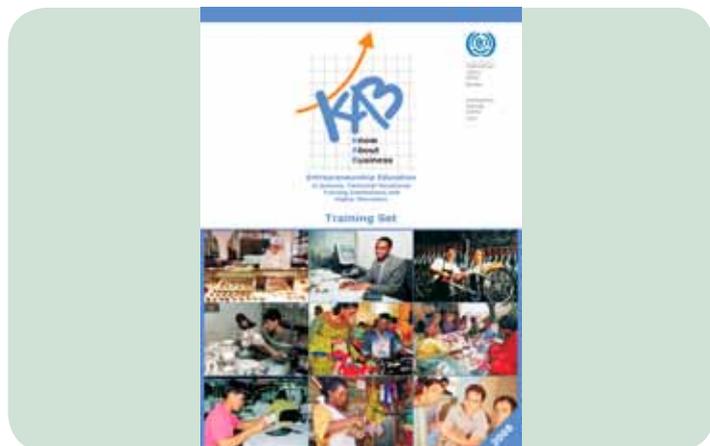
FOR GROWTH, PRODUCTIVE JOBS, INCOME, FOOD SECURITY, GOOD WORKING CONDITIONS, EQUAL OPPORTUNITIES, RIGHTS, VOICE, SUSTAINABLE DEVELOPMENT, CRISIS RESILIENCE



International Labour Office

Rural-Relevant Tools

Know About Business – KAB



What is KAB?

A training methodology to create awareness about entrepreneurship among youth, in use since the 1990s

For whom?

- **Immediate beneficiaries:** Teachers in general secondary education, trainers in vocational and technical training institutions, and higher education professors trained to deliver KAB course content and certified as KAB national facilitators
- **Ultimate beneficiaries:** Young women and men enrolled in schools, training institutions and higher education

For what purpose?

To strengthen the capacities of governments and tripartite constituents in providing entrepreneurship education to reduce youth unemployment:

Mainly to:

- Develop positive attitudes towards sustainable enterprises, self-employment and social entrepreneurship
- Create awareness about working in enterprises and about self-employment as a career option for young people
- Provide knowledge about the desirable attributes for starting and operating a successful enterprise
- Prepare students to become better employees through improved understanding of business and stronger positive and adaptive behavioural attitudes

Also to:

- Create a responsible, enterprising culture among young women and men - the entrepreneurs of tomorrow
- Encourage qualities such as initiative, innovation, creativity and risk taking among youth
- Increase young peoples' understanding of the role they can have in shaping their own future, as well as that of their country, by being entrepreneurs
- Strengthen skills – how to apply professional skills to the realities of new jobs, now mostly generated by private sector

How is it delivered?

KAB steps may include:

- **Pilot Phase** (duration: about 2 years)
 - Information workshop (for representatives of the public and private education sector) and MOU with the national constituents responsible for entrepreneurship education
 - Selection of pilot education institutions
 - Adaptation of KAB curriculum to country's specificities, translation and adaptation of training modules
 - Training of teachers/trainers/professors as KAB facilitators and school managers as KAB promoters
 - Pilot testing (in which students follow an interactive course of 120 hours, usually over 1 to 2 school years)
 - Coaching and exchange of experience among the teachers under guidance of a KAB key facilitator
 - Assessment of KAB as entrepreneurship education for the national curriculum
 - Monitoring and Evaluation training workshop for education inspectors of the governmental education structure
- **Mainstreaming Phase** (duration: depends on government strategy)
 - Government decision to introduce KAB into national education curricula as a regular academic subject
 - Training and certification of national KAB facilitators
 - Consultative assistance to the education sector authority during the general introduction phase of entrepreneurship education at national level, depending on the need
 - Workshops on how to run Impact Assessment of KAB (tracer studies) for principals of schools and other administrative and technical personnel
 - Printing license for KAB materials to be awarded to the governmental educational authority (time-limited)
 - Networking and knowledge sharing among KAB national facilitators, key facilitators, and linkage to the global KAB network



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What are its components?

Ten modules:

1. What is enterprise?
2. Why entrepreneurship?
3. Who are entrepreneurs?
4. How do I become an entrepreneur?
5. How do I find a good business idea?
6. How do I organize an enterprise?
7. How do I operate an enterprise?
8. What are the next steps to become an entrepreneur?
9. How to develop one's own business plan?
10. Social entrepreneurship module (under finalization)

The programme also includes:

- A business game (which simulates transactions within an enterprise and among market actors)
- A business plan contest
- Trainers trained to support students to run a real school business during the training cycle
- A monitoring and evaluation system

Which technical areas are covered?

- Skills training
- Entrepreneurship
- Gender
- Environmental responsibility
- Cooperatives
- Disability
- Social entrepreneurship

Can it cover more technical areas?

Yes, aspects related to the world of work, such as Occupational Safety and Health, HIV/AIDS, good working conditions



Where has it been used?

In 50 countries: Algeria, Armenia, Azerbaijan, Bolivia, Botswana, Burkina Faso, Cambodia, China, Costa Rica, Ecuador, Egypt, Ethiopia, Georgia, Honduras, Indonesia, Iran, Iraq, Ivory Coast, Kazakhstan, Kenya, Kyrgyzstan, Lao PDR, Lesotho, Mali, Mauritius, Mongolia, Morocco, Mozambique, Nicaragua, Nigeria, Oman, Palestine, Panama, Papua New Guinea, Peru, Russia, Senegal, South Africa, Sri Lanka, Syria, Tajikistan, Tanzania, The Philippines, Timor-Leste, Tunisia, Uganda, Uzbekistan, Viet Nam, Yemen, and Zimbabwe (see map)

Successfully mainstreamed into national policies of 18 countries: Bolivia, Botswana, China, Indonesia, Honduras, Kazakhstan, Kenya, Kyrgyzstan, Lao PDR, Mozambique, Peru, Philippines, Sri Lanka, Syria, Tanzania, Timor Leste, Uganda, and Zimbabwe



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Which languages?

Available in 23 languages: Arabic, Azerbaijani, Bahasa Indonesian, Chinese, English, Farsi, French, Georgian, Kazakh, Kyrgyz, Kurdish, Lao, Mongolian, Russian, Portuguese, Sinhala, Spanish, Swahili, Tajik, Tétum, Uzbek, and Vietnamese

Is it suitable for rural areas?

- Yes, although not originally targeting rural areas, when rolled out nationally, it often reaches these areas and efforts are made to select schools located in rural areas within the pilot to ensure their participation from the onset
- Special adaptation to a rural context is not necessary; but KAB case studies could include more rural entrepreneurship models. For example in 2007, KAB was adapted and taught to out-of-school youth and children living in rural areas, as part of ILO's efforts to combat the Worst Forms of Child Labour in Central Asia

What are its strengths?

- Interactive, learner-centred, and participatory methodology of teaching and materials
- Step-by-step training for teachers/trainers/professors
- Adaptability to requirements of national curricula
- Can quickly achieve scale and sustainability, being implemented through national educational structures
- Transfer of re-training potential to national constituents through building core groups of KAB Key Facilitators inside the education system (often at training of trainers institutes)
- KAB methodology updated every two years

Is there a training course in ITC-Turin?

Yes, KAB is managed and delivered by ILO headquarters and ITC-Turin: <http://kab.itcilo.org/en>

It is also promoted within the "Sustainable Enterprise Academy" at ITC-Turin: <http://enterpriseacademy.itcilo.org/en/home>

Where to find more information?

- Websites:
www.knowaboutbusiness.org
www.ilo.org/seed

Who to contact?

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