

# UNIDO-HP

## Joining hands to provide business and IT training for job creation

### THE CHALLENGE

In less developed countries, micro- and small scale enterprises are the backbone of the local economy, playing an integral role in generating jobs and wealth creation. However, they often operate below their potential as business owners frequently lack essential entrepreneurship, management and information technology (IT) skills to help setup, grow and run their enterprise more efficiently. At the same time, more entrepreneurs are needed to establish businesses, helping to tackle high rates of unemployment, especially among young people. Although aspiring entrepreneurs often have business ideas, they may not take the steps required to implement their ideas as they lack the confidence and necessary practical skills to start a business.

### THE RESPONSE

Since 2008, UNIDO has been partnering with Hewlett Packard (HP), a leading technology provider, to extend the reach and impact of HP's flagship entrepreneurship education programme 'HP Learning Initiative for Entrepreneurs (HP LIFE)' across Africa, Latin America and the Middle East. The partners are also engaging in shared activities with the Education Development Centre, Inc. (EDC) to promote the programme in Asia.



HP LIFE Training of Trainers in Morocco

HP LIFE is a global programme that trains students, aspiring entrepreneurs and small business owners to harness the power of IT to establish and grow their businesses. By equipping entrepreneurs with skills to overcome some of the challenges they face, the partnership programme aims to create jobs and in turn trigger poverty reduction.

HP LIFE teaches hands-on IT and business skills covering selected topics in the areas of marketing, operations, communication and finance. The face-to-face LIFE Curriculum was developed by Micro-Enterprise Acceleration Institute (MEA-I) in partnership with HP. It contains five entrepreneurship levels and is modular,



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<b>BUSINESS PARTNER</b> Hewlett Packard	<b>WEBSITE</b> www.hp.com
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**INDUSTRY**  
Information Technology

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**PARTNERSHIP OBJECTIVE**  
Providing business and IT training to enhance job creation and entrepreneurship development

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**RESULTS**

- Created over 20,000 jobs
- Trained more than 50,000 students
- Set up 122 LIFE centres in 15 countries
- Certified more than 270 trainers

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**GEOGRAPHIC SCOPE**  
Algeria, Brazil, China, Columbia, Egypt, India, Kenya, Morocco, Nigeria, Saudi Arabia, South Africa, Tunisia, Turkey, United Arab Emirates, Uganda

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**PARTNERSHIP CATEGORY**  
Social Investment and Philanthropy Partnerships

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**PROGRAMME PARTNERS**  
Education Development Center, Inc. (EDC)  
Micro-Enterprise Acceleration Institute (MEA-I)

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allowing entrepreneurs to choose the courses they need. The training materials are delivered in several languages through face-to-face trainings held in local training centres. This ensures entrepreneurs receive training that is customized and reflects the conditions and challenges specific to their local communities.

UNIDO identifies suitable local non-profit training organizations, already active in social and job creation fields, to become HP LIFE partners in these regions. HP offers the selected organizations grant packages comprising of: a classroom set of state-of-the-art HP technology, a professional training-of-trainer course, access to the LIFE Curriculum, promotion materials and a cash

donation. UNIDO oversees the activities of the partners to ensure sustainability of the training programme and is in charge of the overall deployment of the HP LIFE across Africa, Latin America and the Middle East.

In June 2012, HP introduced HP LIFE e-Learning, which was developed in collaboration with EDC. HP LIFE e-Learning is a free, innovative, online training programme that builds on the existing programme, helping many more entrepreneurs and small business owners learn IT and business skills in their own time, at their own pace, to help establish or grow their business. UNIDO's ongoing stewardship of the selected partners creates synergies and linkages between HP LIFE, the e-learning solution, as well as other UNIDO programmes, further increasing the outreach and impact of the partnership.

### THE BENEFITS OF PARTNERING

Since the start of the cooperation, the programme has trained more than 50,000 people through the network of 122 LIFE centres in the 15 countries UNIDO oversees. Many of these graduates have successfully set-up businesses and enhanced their business competitiveness, creating new jobs, strengthening enterprise development and improving livelihoods.

UNIDO plays a vital role in making HP LIFE a success. Drawing on its expansive field network, expertise, and on the ground implementation capacity, UNIDO supports the global roll-out of HP LIFE. UNIDO also helps deepen the development impact of the programme, ensuring the training resources effectively reach underserved groups, particularly youth, women and rural communities, in turn promoting greater social inclusion.

HP LIFE forms an integral part of HP's Sustainability and Social Innovation strategy, underscoring the company's commitment to applying its scale, talent, partnerships, and portfolio to be a positive force for change. HP plays an active role in the programme and goes beyond traditional corporate sponsorship by not only donating funds and equipment, but also tapping into its vast technology expertise and mobilizing members of its workforce to participate via mentoring and volunteering.

The results of the partnership programme demonstrate that with a shared vision, long-term commitment, and continual strategic collaboration, greater development impact and outreach can be achieved where it is needed most.



### HP LIFE GIVES EVERYONE NEW PROSPECTS

Since the launch at the end of 2008, the Center of Skill Development and Training (Censirt) in Nigeria has trained over 15,000 young graduates. A survey of 561 students revealed the following results:

- > 163 started their own business
- > 255 found jobs in their fields of choice
- > 361 were able to work more efficiently in their work places
- > 73 entrepreneurs increased their business revenues and profits

One of these graduates is Rachel, pictured below. After completing the HP LIFE training at Censirt she was able to establish her own farm, Bridge Farm, using the IT knowledge on operations and management that she acquired. Bridge Farm has 242 birds ready for market and Rachel plans to complete a second pen, which will hold more than one thousand birds. Today, Bridge Farm is not only a source of healthy food but also provides job opportunities for her community.



Rachel, owner of Bridge Farm and HP LIFE graduate of the Center of Skill Development and Training (Censirt), Nigeria.