





## **IDEA PROGRAMME**

Innovation, Development and Entrepreneurship for All (IDEA) is a UNIDO programme designed to foster an entrepreneurial culture and facilitate integration into the formal economy through a modular and flexible approach. IDEA establishes better socio-economic conditions and the opportunity for people and beneficiaries to support the development of their own communities. The programme helps to encourage people to stay and / or return to their countries, which now offer new economic opportunities.

#### IDEA's objectives are:

- » To create sustainable jobs in selected sectors/value chains;
- » To foster private sector development through entrepreneurship and the building of a strong, MSME network rooted in the formal sector;
- » To build partnerships to ensure long-term employment and attract investments;
- » To facilitate access to innovative financing schemes/ tools to support MSMEs during their initial development phase to grow in a sustainable manner.

# **IDEA SERVICES**



provides governmental institutions with trainings in their technical field of expertise.



is a mobile hub to raise awareness of entrepreneurship and present new production technologies.



is an online incubator, training and opportunity platform.



are physical centers for capacity building, exhibitions, and networking.



## **IDEA APPROACH**

IDEA has proven to be a relevant approach in tackling developmental challenges. The programme is based on five modular/sequential steps, allowing for high adaptability to the needs of beneficiaries and country specific contexts:

#### STEP 1

Identifying/evaluating value chains and market opportunities within the country of intervention – specifically in sectors with an important job creation and growth potential.

### STEP 2

Skills development and trainings based on market and business needs in the following areas: management, entrepreneurship, business creation, financial literacy, cleaner production, standards, on the importance of a systematic quality approach, and the benefits of integrating a cluster/business network etc.

### STEP 3

Incubation and acceleration services aims at building up the capacities of the beneficiaries. Incubations will be physical and virtual with the delivery of training modules through apps (IDEA App), online learning material etc. **Physical incubators** (IDEA Centers) will also allow offering a place of networking and business development emulation.

### STEP 4

Developing clusters and business networks. Within the selected value chains/ sectors, enhance the linkages and connectivity between suppliers and buyers and create synergies between beneficiaries and other stakeholders.

## STEP 5

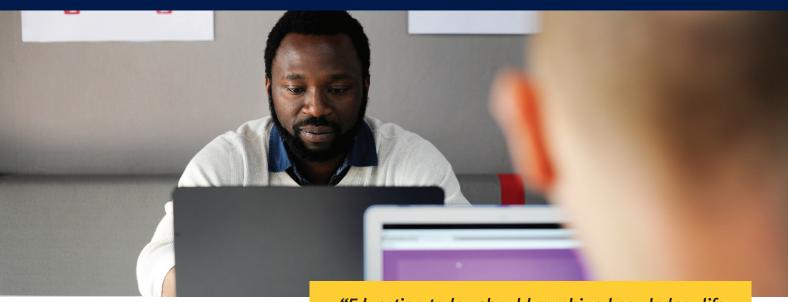
Ensuring sustainable enterprise growth.

Assessment and evaluation of the created businesses to identify potential supplementary assistance services such as production modernization, upgrading, cleaner production and resources efficient methods, waste management, etc.

The approach also aims to ensure that the government is engaged in providing the necessary incentives to support entrepreneurship endeavours and business creation (favourable tax system, special economic zones, industrial parks, agropoles, etc.)

### **IDEA IMPACT**





"Education today should combine knowledge, life skills and critical thinking"

António Guterres, UN Secretary-General

### **IDEA TARGET BENEFICIARIES**



YOUTH/WOMEN WITH OR WITHOUT BASIC EDUCATION



**PUBLIC/SUPPORT INSTITUTIONS** 



YOUTH/WOMEN WITH A **DIPLOMA AND/OR VTC** 



**ASSOCIATIONS AND COOPERATIVES** OF (SMALL) PRODUCERS



YOUTH/WOMEN MEMBERS OF THE DIASPORA



**UNIVERSITIES, VOCATIONAL** TRAINING CENTRES, SCHOOLS, ETC.



Locations: Gao, Tombouctou

Period: 2015-2017

Partner: UNDP as part of UNPBF

#### 2000 WOMEN EMPOWERED ECONOMICALLY

19 women groups trained in agroprocessing & quality management

15 groups equipped

200 women trained in financial literacy, business plan formulation, marketing & entrepreneurial skills 12 women groups trained in improved agro-pastoral techniques

200 women trained in administrative and financial management of associations

45 female trainers trained in effective group dynamic & management

27 women groups funded by mobile banking

961 women successfully developed income generating activities (processing of dairy products, cereals, fruits & vegetables, meat processing)

1 trade fair organized in Gao

#### 1000 YOUTH EMPOWERED ECONOMICALLY

300 youth trained in job skills (horticulture, cattle feeding, mechatronic, metal construction, car mechanics, masonry)

300 youth benefitted from work placement in local companies

64 youth employed in local companies

300 youth trained in entrepreneurship, managerial skills and business plan formulation

82 young peace volunteers trained in economic facilitation, project formulation and management 80 young entrepreneurs financed and supported in the creation of their micro enterprises (horticulture, cattle feeding, mechatronic, metal construction, car mechanics, masonry, agro processing, meat processing, dying industry, retail services)



75 private sector professionals from 27 industry sectors were mobilized for the training and sponsorship of young people

1,517 programme graduates were trained and oriented towards employment or setting up their own businesses 34 percent of program beneficiaries founded a small or mediumsied enterprise, creating 392 jobs (250 women and 142 men)

Ten Cluster Development Agents created structured business networks in industries such as fishing, recycling, green industry and shoemaking The shoemakers' cluster, which united 500 shoemakers, forged a strategic partnership with Crédit Mutuel du Sénégal, which enabled it to obtain funding of 600 million CFA Francs

# **IDEA PARTNERS**



PUBLIC, NATIONAL,
REGIONAL/INSTITUTIONAL
AGENCIES



DFIs, IFIS, BILATERAL AND MULTILATERAL DONORS



REGIONAL ECONOMIC
COMMUNITIES AND
COMMISSIONS



UNITED NATIONS
AGENCIES



PRIVATE SECTOR INSTITUTIONS



NATIONAL AND MULTINATIONAL COMPANIES



FINANCIAL INSTITUTIONS, INCLUDING ALTERNATIVE ONES AND FINTECHS



UNIVERSITIES, BUSINESS SCHOOLS, VOCATIONAL TRAINING CENTRES, ETC.







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