

# YOUTH ENTREPRENEURSHIP

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Promoting Job Growth in Africa

# AGENDA

June 3–4, 2014 • Dar es Salaam, Tanzania

## OVERVIEW

This two-day event is intended to provide both a high-level forum and practical workshops to discuss best practice approaches for job creation and greater youth entrepreneurship in Africa. It is also designed to share lessons learned in building a culture for and engaging young people in entrepreneurship, training them and providing ongoing support and mentorship to ensure their success. A number of key topics will be explored in depth, including using value chains to support young entrepreneurs, access to finance, and promoting innovation. Following an initial dialogue amongst key actors supporting youth entrepreneurship in Africa, the event will focus on building the knowledge base and capability of practitioners from organizations providing youth entrepreneurship programming, private and public sector entities interested in advancing youth entrepreneurship, and other local stakeholders in Tanzania. This gathering is supported by the World Bank's Global Partnership for Youth Employment.

**Day 1:** *The morning session will provide a high-level overview of the imperative to increase job creation in the region and the role that youth can and must play in that process. The morning will engage representatives from the public, private and civil society sectors to discuss their unique perspectives, models, and recommendations for collaboration and investments to expand and support high quality and successful entrepreneurship programming as well as other strategies that support a culture of entrepreneurship to create jobs.*

**Day 1 and Day 2:** *The afternoon of Day 1 and all of Day 2 will be dedicated to practical and interactive workshops for African Youth Serving Institutions (YSIs) to exchange lessons and best practices on key components and services across the life cycle of entrepreneurship programming and business growth development process. In a linear progression that follows the path of a young entrepreneur, the workshops will cover key topics including, selection of youth, essential training content and delivery methods, critical post-training business support services, and monitoring and evaluation of entrepreneurship programs.*



## TUESDAY, JUNE 3

### 8:00 – 9:00                      **Registration and Tea**

Registration will open at 8:00 outside of the event venue, the Peninsula Room, on the 6th floor of the DoubleTree Hotel – Oyster Bay, Dar es Salaam.

### 9:00 – 9:15                      **Opening Remarks**

**Peter Shiras**, Executive Vice President, Partnership and Program Development, International Youth Foundation (IYF), United States

### 9:15 – 10:00                      **Regional Trends: The Challenge and Opportunity in Creating Jobs for Youth in Africa**

This opening session will offer insights into the opportunities and challenges for successful youth entrepreneurship in Sub Saharan Africa including how the small business climate, availability of financing, access to comprehensive training and support, and other aspects of an enabling environment impact chances for success for youth-led small businesses.

**Moderator:** **Peter Shiras**, Executive Vice President, Partnership and Program Development, IYF, United States

#### **Speakers:**

- **Tim Donnay**, Deputy Mission Director, USAID, Tanzania
- **Hamisi Seif Simba**, Senior Social Development Specialist, Africa Development Bank, Tanzania
- **Zebedayo Kyomo**, Education Adviser, DFID, Tanzania

### 10:00 – 10:45                      **Integrating Youth Entrepreneurs into Value Chains: Job Creation and Youth Entrepreneurship**

For profit companies connect with small businesses at multiple points along their value chains and can encourage – and benefit from - their success. This session will discuss the opportunities and challenges for young entrepreneurs to engage with larger value chains and why this is a critical way to cultivate and support youth entrepreneurs and promote wide scale job growth across Africa.

**Moderator:** **Angela Venza**, Program Director, IYF, United States

**Speakers:**

- **Ehud Gachugu**, Project Director, Kenya Youth Empowerment Project, Kenya Private Sector Alliance (KEPSA)
- **Edmund Moshly**, National Programme Coordinator, Sustainable Enterprises, ILO, Tanzania
- **Kevin Doyle**, General Manager, Program Design & Development, Equity Group Foundation, Kenya

**10:45 – 11:15**                      **Coffee and Tea Break**

**11:15 – 12:45**                      **Critical Success Factors for Youth-Run Enterprises**

This session will look at different models and approaches to supporting and investing in youth entrepreneurship. Panelists will address key questions, including the following: Should start-ups be supported and if so, how? What supports do youth-run businesses need to grow? Can small enterprises grow from micro-enterprises? Can informal sector enterprises become formalized? What is the potential for creating jobs for youth within the SME sector?

**Moderator:** **Peter Bankole**, Director of Enterprise Development Center, Pan Atlantic University, Nigeria

**Speakers:**

- **Dr. Steven Kissui**, Assistant Director of Youth Empowerment, Ministry of Information, Youth, Culture, and Sports, Tanzania
- **James Mugabi**, Head of Strategy and Innovation, DFCU Bank, Uganda
- **Naike Moshi**, Managing Director, CV People Africa, Tanzania

**12:45 – 13:45**                      **Lunch**

## WORKING SESSIONS:

***Remainder of Day 1 and all of Day 2 will be working sessions for Youth Serving Organizations implementing or supporting youth entrepreneurship programs***

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### **14:00 – 15:15      Identifying Entrepreneurial Talent**

It is critical for any program reaching out to potential youth entrepreneurs to understand its target group and their needs, and to have a clear strategy for recruiting, screening and selecting the appropriate youth for the program. This first working session will discuss the importance of outreach, screening and selection and will share experiences, best practices, and challenges around how to recruit and select a target group of youth that will have the best chances for success, whether new entrepreneurs or those who need support to grow their business. Panelists will bring perspectives around working with vulnerable youth and girls to help create opportunities for potentially underserved populations as well as how to address cultural biases toward formal sector employment that can make recruitment and outreach more challenging.

**Moderator:** **Diana Ntamu**, Director, Entrepreneurship Center, Makerere University Business School (MUBS), Uganda

#### **Speakers:**

- **Busi Bango**, Director, Empretec, Zimbabwe
- **Modesta Mahinga**, Group Managing Director, Professional Approach Group, Tanzania

### **15:15 – 15:45      Coffee and Tea Break**

### **15:45 – 17:15      Pathways for Entrepreneurship Success: Training and Services**

The centerpiece of any entrepreneurship training program is a strong curriculum that can expose youth to the core business skills they will need when pursuing their own enterprise. Lessons such as creating business plans, accessing financing, dealing with pricing and costing issues, and understanding how to manage growth, are all critical elements that youth entrepreneurship practitioners should look for when choosing a curriculum. Whether they exist as stand-alone projects, or embedded within a broader youth development program, entrepreneurship programs can provide youth with training in core business skills, support services and a broad array of soft skills and personal competencies. This session will discuss core components for an entrepreneurship curriculum for youth and discuss best practices for delivering such a curriculum

from the perspective of quality content, effective instructors and appropriate delivery approaches for youth. It will also look at how ICT can play a role in training delivery.

**Moderator:** **Isabellah Ekudde**, Vice President, Internal Audit and BYB Trainer, Barclays Uganda

**Speakers:**

- **Louis Mkuku**, National Programme Manager, Youth Entrepreneurship Facility, ILO, Tanzania
- **Mafelile Saidi**, Director, Royal Business Consult Trust, Zimbabwe
- **Elizabeth Olofin**, Executive Director, Fate Foundation, Nigeria
- **Emmanuel Oduor**, Business Development Manager, Informal Sector Business Institute, Kenya

## WEDNESDAY, JUNE 4

### DAY 2: WORKING SESSIONS:

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**9:00 – 10:30**                      **Linkages to Finance**

One of the biggest challenges for any entrepreneur, and especially for young people, is access to financing to start and grow their business. Youth that come from vulnerable communities face additional hurdles to secure the initial capital needed to launch a small business. This session will discuss the various options for financing a new or emerging business, such as loans, grants, and investment capital, and how those can be best made available to young entrepreneurs. Experiences and best practices around connecting young people to financing and examples of flexible and viable funding models will be shared.

**Moderator:** **Lucia Mandengenda**, Country Director, IYF, Zimbabwe

**Speakers:**

- **Anthony Kamau**, Branch Manager, K-Rep, Kenya
- **Tamirira Rusheche**, Managing Director, Microking, Zimbabwe

**10:30 – 11:00**                      **Coffee and Tea Break**

**11:00 – 12:30**

## **Moving from Micro to Small: Stimulating Innovation and Business Growth**

This session will focus on best practices of assisting young entrepreneurs to grow their businesses for sustainability and job creation. Speakers will address topics, such as: how to best support microenterprises, how to identify the most promising youth or businesses to support, how to link new enterprises with networks, value chains, and other infrastructure and support.

**Moderator:** **Othman Madati**, International Youth Foundation, Tanzania

### **Speakers:**

- **George Mulamula**, Chief Executive Office, DTBi, Tanzania
- **Catherinerose Barretto**, Co-Founder, Kinu, Tanzania
- **Myke Rabar**, CEO, Homeboyz Entertainment, Kenya

**12:30 – 13:30**

## **Lunch**

**13:30 – 14:30**

## **Mentorship**

Connecting youth with support systems, before, during and following the launch of their business, in the form of relationships with business leaders and local mentors, and membership in professional networks, is critical to helping them navigate the ups and downs of entrepreneurship. However, good mentoring doesn't happen automatically. This session will discuss components and standards for a successful mentoring program, including identifying and training mentors, suggested structures and protocols, and other suggested best practices for to ensure young people receive ongoing support with their business ventures.

**Moderator:** **Irene Kiwia**, Managing Director, Frontline Porter Novelli, Tanzania

### **Speakers:**

- **Emelda Mtunga**, Founder and Editor-in-Chief, Bang! Magazine, Tanzania
- **Lillian Secelela Madeje**, Managing Director, Professional Approach Group and Presenter, Tanzania

**14:30 – 15:00**

## **Coffee and Tea Break**

**15:00 – 16:30**

## **Monitoring & Evaluation for Entrepreneurship: Recommendations and Challenge**

The session targets policymakers and practitioners seeking to promote entrepreneurship and business development solutions for youth. Participants will learn and reflect about tools to assess impact of entrepreneurship on labor and business outcomes. The session will focus on the following question: What are effective and innovative tools for evaluating and measuring impact of entrepreneurship and value chain interventions on youth - from rigorous experimental designs to qualitative, participatory approaches? Through small group discussions on a variety of topics, participants will be able to interact with resource persons to explore multiple aspects of M&E planning and interventions.

**Moderator:** **Drew Gardiner**, Evaluation Specialist, Youth Employment Programme, ILO, Switzerland

### **Resource Persons:**

- **Valerie Breda**, International Labour Organization, Kenya
- **Eliflorida Mushi**, M&E Officer, International Youth Foundation, Tanzania
- **Petula Nash**, Program Director, International Youth Foundation, United States

**16:30 – 17:00**

## **Closing Reflections**

**Moderator:** **Awais Sufi**, Chief Operating Officer and Executive Vice President, IYF, United States

### **Speakers:**

- **David Bruns**, Education Officer, USAID, Tanzania
- **Victor Mnyawami**, Tanzania University Entrepreneurship Challenge
- **Jane Lyatuu**, Principal Trade Officer, Department of Small and Medium Enterprises Ministry of Industry and Trade, Government of Tanzania