ILO BEST PRACTICES FOR INTEGRATING ENTREPRENEURSHIP EDUCATION: ARAB STATES EXPERIENCE

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WHY SUPPORT ENTREPRENEURSHIP IN THE MENA REGION?

In response to the youth unemployment crisis in the MENA region, SMEs can

- generate decent job opportunities,
- facilitate the route of entry for youth into the labour market,
- contribute to economic development and growth, and
- speed up modernization with innovative ideas responding to needs.
INTEGRATING ENTREPRENEURSHIP EDUCATION: THE ILO EXPERIENCE

Levels of Integration

• Vocational Technical Education
  • Secondary Vocational Schools
    • Jordan, Lebanon, oPt, Syria, Oman, Yemen, Iraq, Saudi Arabia

• General Education
  • Lebanon

• Higher Education
  • Community Colleges/Universities
    • Jordan, Yemen
Objectives:
1- Equip educated youth with entrepreneurial skills and attitudes essential at the personal and business level
2- Provide educated youth with fundamental business skills and tools to plan for and establish a sustainable and successful enterprise

Target Group: Young men and women enrolled in tertiary education institutions.

Methodology:
- Delivered in 50 hours in a participatory and interactive approach including case studies, games, and hands-on experiences.
- Follow-up with graduates through a business plan competition whereby developed coaches assist students
- Financial linkages for youth through partnering with banks to sponsor the business plan competition
The Mubadara package includes a trainer’s guide of 11 instructional modules.

Module 1 Entrepreneurship Skills
Module 2 Entrepreneurial Leadership and Risk-Taking
Module 3 Negotiation and Decision Making Skills
Module 4 Starting a Business
Module 5 Creative Business Ideas
Module 6 Viability of Entrepreneurial Ideas
Module 7 Marketing Plan
Module 8 Operation Plan
Module 9 Management Plan
Module 10 Financial Plan
Module 11 Communication and CSR Strategy
INTEGRATION OF THE ILO’S ENTREPRENEURSHIP EDUCATION PROGRAMMES

(1) Awareness Raising Phase

(2) Material Adaptation & Development

(3) Recruitment and selection of teachers

(4) Monitoring, Follow-up & Certification

(5) Linkages with local financial and non-financial resources
The awareness raising stage at the national level, including:

• Recognition from a national counterpart that there is a need for promoting entrepreneurship and ILO intervention
• Readiness to take action and generate funding to implement a project pilot addressing the issue
• Partnering with local implementing agencies to foster project ownership and ensure sustainability
Engagement of Government

National decision to pilot, including:
- Appointing project supervisors from governmental bodies
- Involvement on the ground

Willingness to engage with ILO, assess progress, and draw conclusions

Decision to roll out/nationalize, including:
- Inclusion in national strategy
- Commitment to providing course materials in schools
- Fundraising process
Development of educational materials for the local context and needs:

• Efforts to integrate entrepreneurial education began with a successful programme at vocational and technical training institutes in Yemen, Mubadara came as the next project targeting university students.

• Development and adaptation of training course material with national stakeholders to contextualize the content

• Regular feedback from implementers throughout the programme to modify and finalize context-specific material
Recruitment of National teachers and trainers

- ILO specialists, together with the national counterpart, take part in selecting the teachers who will be partaking in the programme

- Screening of teachers, preferentially selecting those who are:
  - Young (not approaching retirement so they may benefit from new skills),
  - Of dynamic character and high motivation toward programme goals,
  - And willing to enhance their teaching skills by developing a new participatory approach with students
INTEGRATING ENTREPRENEURSHIP EDUCATION: ILO EXPERIENCE (4)

Monitoring, Follow-up & Certification

- ILO partakes in the monitoring and follow-up with teachers to ensure the programme is being implemented according to quality standards
- Assignment of a programme supervisor from the relevant ministry to perform spot-checks and school visits to assess the teachers
- After completion of the ILO requirements, teachers can be certified to deliver the course content to other teachers and become a certified training facilitator.

- This process ensures replication of the programme and sustainability with minimal ILO governance
INTEGRATING ENTREPRENEURSHIP EDUCATION: ILO EXPERIENCE (5)
Linking students with financial and non-financial local resources

**Business Plan Competition**

- Engaging and developing coaches from national universities and the private sector
- Partnerships with local Yemeni banks to judge and sponsor, allowing many benefits:
  - Financial linkages for potential entrepreneurs
  - Advice to link entrepreneurs with the local realities
  - Promotion of services for banks
CHALLENGES FACED DURING IMPLEMENTATION

- Teachers’ motivation and background
  - Financial/Moral incentives
  - Willingness to develop in their teaching careers

- Curricula insertion and availability of teaching hours

- Cost of the implementing process

- Role of the government
  - Continuous support of the programme
  - Sustained involvement in the programme activities
SPECTRUM OF AVAILABLE ILO PROGRAMMES
THANK YOU FOR YOUR TIME