



# **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



# MUBADARA PROGRAMME



## 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



# MUBADARA PACKAGE



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



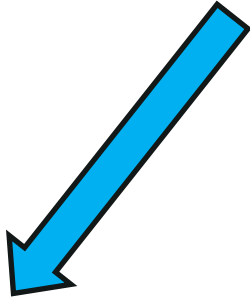
# INTEGRATING ENTREPRENEURSHIP EDUCATION: ILO EXPERIENCE (1)

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

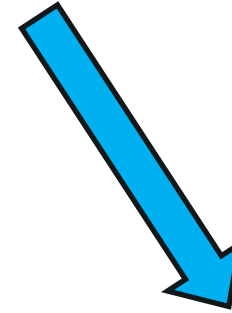


National decision to pilot, including:

- 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





# INTEGRATING ENTREPRENEURSHIP EDUCATION: ILO EXPERIENCE (2)

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



# INTEGRATING ENTREPRENEURSHIP EDUCATION: ILO EXPERIENCE (3)

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

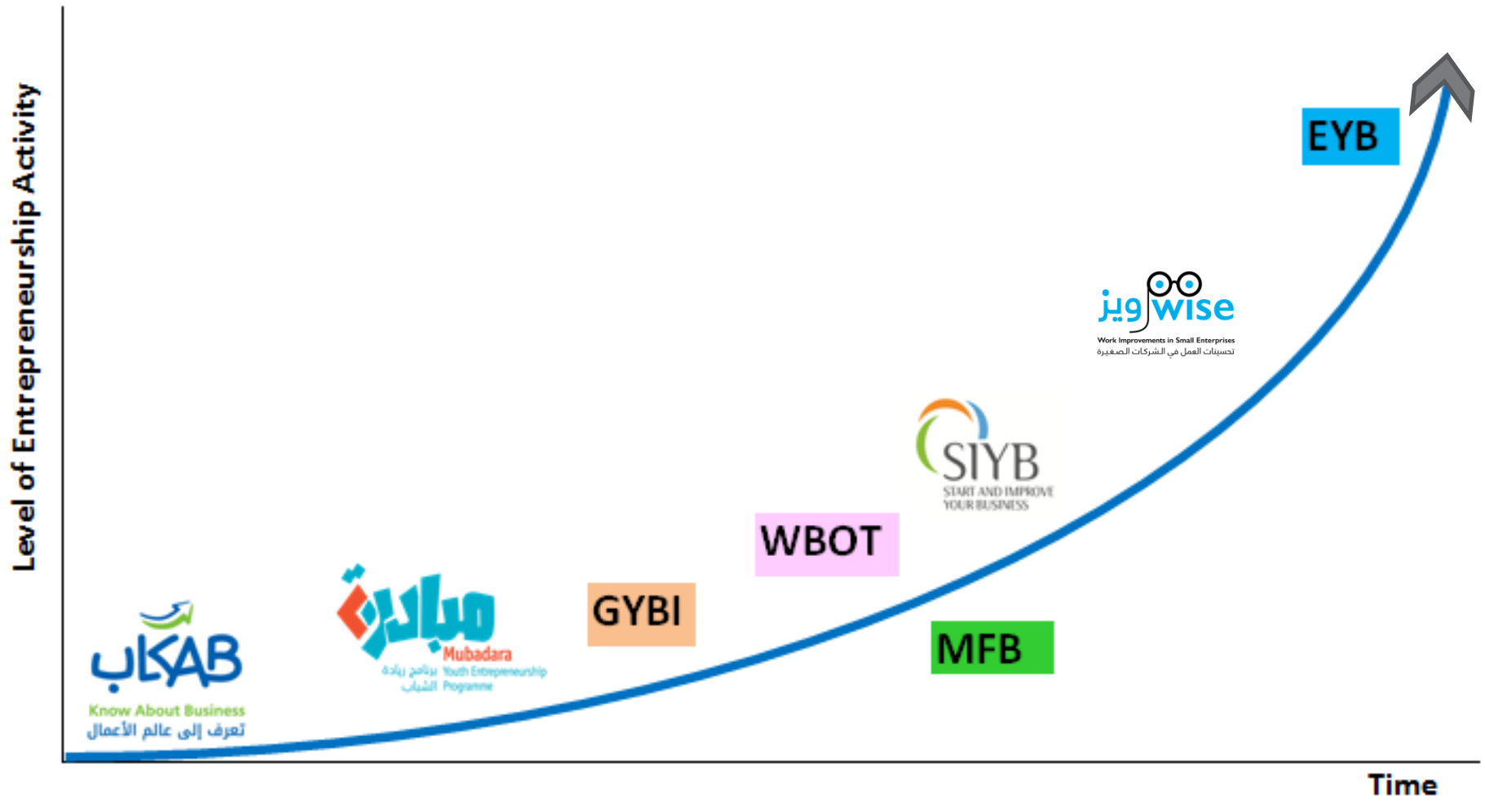
- Engaging and developing coaches from national universities and the private sector
- Partnerships with local Yemeni banks to judge and sponsor, allowing many benefits:
  - Financial linkages for potential entrepreneurs
  - Advice to link entrepreneurs with the local realities
  - Promotion of services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