



PROJECT SENEGAL WITH STUDIEPLAN SENEGAL

YOUTH EMPOWERMENT AND ENTREPRENEURSHIP IN SENEGAL .

STUDIEPLAN SENEGAL & STICHTING YEP YEPAFRICA

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IT'S NOT A PERFECT WORLD BUT THERE IS HOPE.

EMPOWER YOUTH BE THE CHANGE AND SERVE THE WORLD AS SOCIAL ENTREPRENEURS .

SUMMARY

Tens of millions of youth across the African continent lack prospects of decent work, many of them take the backway to Europe

This is a huge social disaster and a waste of economic assets in the countries concerned. Besides the negative social and economic effects in many African countries there are also security implications, national and international, since desperation may easily lead young people to fall prey to warlords, criminal gangs or illegal migration syndicates. So it is felt that reducing youth unemployment is one of the major challenges of the African continent. If we do nothing the number of unemployed youth in Africa will increase to 1 billion youth by the year 2050.

To generate more employment Yepafrica believes that the only sustainable way is to invest in young people, not by giving money and making them dependent from others, but by empowering them so they can become the change agents in their countries as entrepreneurs. Empowering means creating and supporting the enabling conditions under which young people can and will take the responsibility for their own lives. In this way not only the youth themselves benefit, but also their communities and the whole country they live in.

Yepafrica has been successful since 2006 in empowering young unemployed Africans in the age range of 17 to 30 years. Yepafrica has developed an effective action learning Empowerment & Entrepreneurship concept and has built a proven best practise in The Gambia. The program resulted in :

- 630 young Gambians who followed Empowerment and Entrepreneurship workshops.
- Who together have an impact on lives of about 50.000 people .
- A registered youth organisation that is running a learning centre for empowerment and social entrepreneurship, where they offer training programs for young entrepreneurs. In total 300 people will be trained each year by local Yepafrica trainers as from 2020.
- A young social entrepreneurs network group (YSENG) with around 200 members.

SENEGAL STUDIEPLAN PROJECT

How does Yepafrika put this philosophy into practice with the Senegal Studie Plan project?

Yepafrika developed an action learning Empowerment & Entrepreneurship program consisting of three phases (see fig.1).

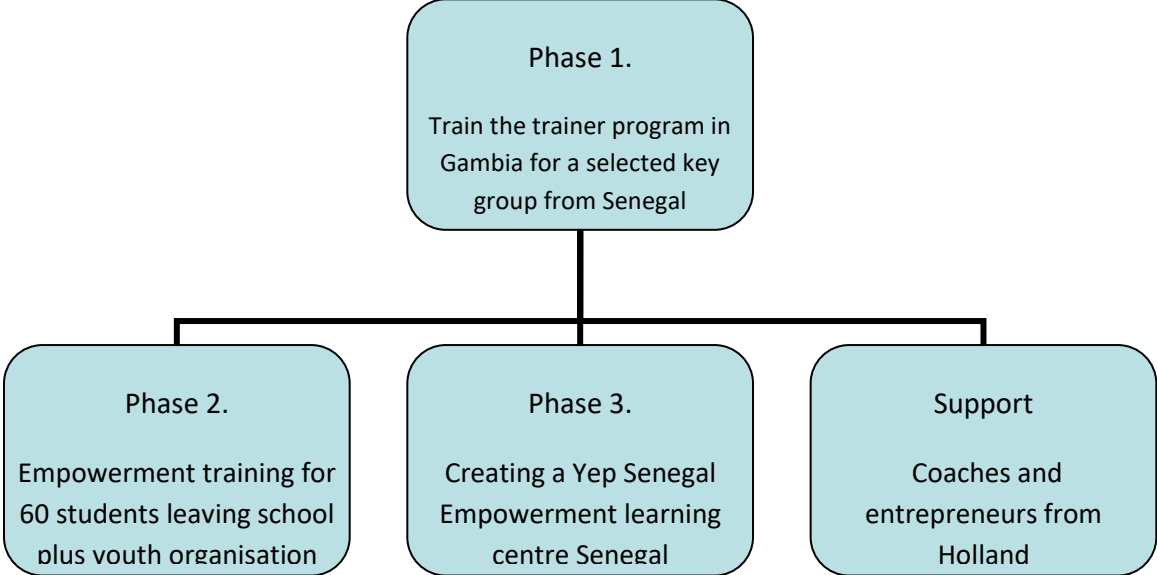
Phase 1 We start with an intensive 5-days train the trainer workshop . During this workshop a key group is trained on all relevant aspects of empowerment and entrepreneurial skills (e.g. finding your inner-strength and talent, looking at yourself in relation to others, following your dreams and creating your own future out of nothing).

Phase 2 Once the basic conditions are set a sustainable impact is made through empowering 60 Senegalese youth in a 6 day empowerment&entrepreneurship program followed by creating a Yep Senegal youth organisation with an elected board from the 60. In this Youth network the yeppers are coached and inspired to create their futures.

Phase 3 three consists of creating an Empowerment learning centre for empowerment & social entrepreneurship, with a local management and local trainers from the group of 60, where programs are offered for local youth who are motivated to create their future. The Yeppers who are selected to manage the learning centre and to become trainers will receive an intensive 5 days program “Empowerment and the art of entrepreneurship”

This whole program will be carried out by experienced coaches and trainers from the Yepafrika foundation and 4 trainers from Senegal Studieplan. Besides that, Dutch entrepreneurs will support the young entrepreneurs during our “ Entrepreneurs for Africa workshop”, a 1 week workshop trip to Senegal with entrepreneurs from Holland, during which an extensive exchange of knowledge and training in entrepreneurial skills takes place and sustainable connections are made with these Dutch entrepreneurs. Besides entrepreneurs from The Netherlands, the learning centre is also supported by connecting Dutch master students with the African youth. In this respect we work together with the Technical Universities of Delft.

Fig.1 Yep concept Studieplan Senegal



Until now the activities of Yepafrica have not been subsidised by any government or institution. Yepafrica is a foundation according to Dutch law. Funding of Yepafrica, including the programs, came from private sources, Entrepreneurs for Africa workshops and donations from Dutch enterprises. With this limited funding it has been possible to run the Gambian program. However we would like to introduce this concept in other African countries and for that reason we are looking for partners to make this possible. Below you will find a proposal about how we see a partnership for entering new countries with our Youth Empowerment & Social Entrepreneurship concept.

PARTNERSHIP

1.1 PARTNERSHIP

The partnership needs to be described in a MOU document. This will be done at a later stage.

1.2 OBJECTIVES

Roll out the Yep empowerment concept in country X over a period of 2 years :

- Train the trainer with 4 trainers/coaches from the new country
- Train 60 youth and set-up and registration youth organisation in the new country.
- Develop the youth organisation into a Learning Centre for empowerment & social entrepreneurship fully operated by local youth in the new country supported by Yepafrica Gambia.

1.3 TIME FRAME

The project period will be 2 years. After 2 years the results will be evaluated with both parties and decisions will be taken about how to continue. This will also depend on the funds available.

1.4 DELIVERABLES

A key team is trained by yepafrica trainers in Gambia: This train the trainer program is for a selected group of trainers from Senegal.

60 entrepreneurs trained :The number of people that can be trained will depend on the budget. In this proposal we aim at 60. Four groups of 15 people will be trained.

Youth organisation: A youth organisation will be set-up and a board will be elected with the support of local staff . The Youth board needs a small office where they can come together.

Entrepreneurs for Africa workshops: Two Entrepreneurs for Africa workshops will be organised, to support the Yeppers with their business activities and to monitor the progress.

Learning Centre for Empowerment & Social Entrepreneurship :When funds are available a place shall be rented for a learning centre and staff will be selected from the Yeppers trained in Senegal. Training Programmes will be implemented through Train The Trainer programmes.

Staff needed :One operational manager, One training coordinator, one Finance and admin officer and 3 to 4 part-time trainers.

1.5 DESCRIPTION OF CONTENT

Phase 1 and 2: Train the trainer and empowerment workshop

Phase 1 is a train the trainer program about the concept and training content. The basic workshop is a 5 day workshop with 15 unemployed youth per group in the age of 17-30 years(50% boys and 50% girls). This workshop is based on the idea that every human being is able to create something out of nothing. The workshop is about starting a personal development process where people take their own responsibility to create their future and serve the world. The youth will start to see ways of shaping daily life, to see how to create a future as an entrepreneur and how to develop self esteem and self confidence.

The learning objectives of this workshop are:

- take your own responsibility and act pro-active
- reflect on your own behaviour
- become the creator of your own destiny
- become aware of personal obstacles
- discover your talent and potential in life
- make a realistic plan for the future
- learn entrepreneurial skills and decide what business you want to set-up
- Personal action plan and commitment statement.

After the workshop the participants will get a certificate and they become a Yepper and a member of the Yep youth organisation in their country. The workshop is supported by experienced coaches from Yepafrica and local coaches, who act as the local project coordinators. The first candidates are selected by local staff. During the workshop the participants stay for 5 days at the place where the workshop is held.

Youth organisation

After the basic workshop of the 4 groups a Yep youth organisation is founded. The Yep youth organisation is officially registered in Senegal and is the supporting platform to achieve the organisational and personal goals of the youth involved. It can be seen as a service club for young entrepreneurs; it is the enabling power from which the members create their own future as well as the future of fellow members and of their communities. Immediately after the workshop they become active in this network.

In the network the members will find stimulation and support from fellow members. The network is a fully self-supporting youth organisation with an own board supported by a local advisory board of senior business people. The network over time develops into a powerful youth platform and practice ground to train and deepen the necessary skills to become an independent individual and successful entrepreneur. The members become change agents for other youth and their communities.

The objectives of the youth organisation are:

- Function as legal entity for the board in The Netherlands.
- stimulate and motivate each other to stick to the personal commitment statement and to create your own future
- stimulate and motivate other youth to shape their own future and not take the Backway
- become ambassadors of Yepafrica and promote the ideas and work .
- participate in collective projects and generate income for the youth organisation
- organise giving back activities for the communities/villages.
- share knowledge and experience with each other
- live the Yep values and the “10 commandments of entrepreneurship”

The elected board of the network is responsible to maintain contact and exchange information with youth networks in other African countries (The Gambia) and in The Netherlands. This way an oil spot will spread over Africa.

The power of the youth network cannot be underestimated. The Yep network will evolve into a Learning Centre for Youth Empowerment & Social Entrepreneurship in order to guarantee the sustainability of the organisation as a whole.

Phase 3 : Youth Empowerment & Social Entrepreneurship learning centre Senegal

The learning centre operates under the umbrella of the Yep foundation in The Netherlands and Senegal Studieplan. The learning centre will offer empowerment, Leadership and entrepreneurship programs for young entrepreneurs. Programs are developed in close cooperation with the Yep foundation and Senegal Studieplan. Local trainers will be trained with train the trainer programs during the entrepreneurs for Africa workshops. The aim of the Empowerment Learning Centre is to become fully self-supporting within 5 years. The learning Centre also functions as a central place for Yeppers, where they can meet, inspire each other and develop community programs. During the years more empowerment learning centres can be developed across the country when funds are available.

Support: Entrepreneurs for Africa workshop

After the youth network has been set-up, YepAfrica in The Netherlands together with Senegal Studieplan will organise Entrepreneurs for Africa workshops to Senegal for experienced Dutch entrepreneurs. During these workshops they support the young Africans with their businesses and their youth organisation. Besides offering support – even for a longer time after the workshop - many of them decide to invest in Africa and together with the young Africans they develop small businesses in the region.

The Entrepreneurs for Africa workshop is a program of one week. These workshops are organised two times per year, with a participation of max.5 entrepreneurs per program and app. 15 Yeppers per program. All workshops are supported by one experienced Yep coach from Holland.

Besides these entrepreneurs we also involve Dutch students in these workshops. This resulted in a partnership with the Technical universities of Eindhoven and Delft. So far 24 students have been involved in our programs. This exchange program with students not only adds value to the local projects and Yeppers but also to the personal development of the Dutch students.

1.6 TIMELINE PROJECT (FLEXIBLE!)

The exact timeline can be given when we know when we can start, what the budget is and how many people can be trained. Below you will find a summary of the activities planned in year 1 and year 2.

Year one:

Preparation : Preparation of the program with the local partner and selection of the local trainers/coordinators for the train the trainer program in Gambia.

Four workshops (60 youth) : Four basic workshops with 15 participants per workshop in Senegal. Since the youth network is not set-up yet, the local project coordinators should coach the first Yeppers after the first workshops.

Youth organisation and first Entrepreneurs for Africa workshop : The youth organisation will evolve into a more professional youth organisation with the support of the local project coordinators and the first Entrepreneurs for Africa workshop. An annual activity plan will be developed including a budget.

Giving back : First community activities will take place with a high visibility and success stories will be shared. Also potential trainers and coaches will be selected out of the group of now 45 Yeppers.

Year 2:

In year 2 the learning Centre will be set up and start with its first programs for young entrepreneurs. During this 2nd year the local organisation should become a fully self-supporting network of young entrepreneurs and learning Centre. *During the 2 years a strong local network will be built with local stakeholders such as, local government, local entrepreneurs, Dutch embassy etc etc.*

Total Costs

The total costs for the first 2 years are 50.000 euro. After 2 years the minimum budget needed for running the learning centre is 28.000 euro each year.

