



## Training & support for entrepreneurship and professional integration

### BURKINA FASO

- 18 million inhabitants
- 185<sup>th</sup> country out of 189 in the HDI\* ranking
- 38% unemployment rate
- 65% of the population is under 25\*\*

\*Human Development Index  
\*\*Source: hdr.undp.org



### BACKGROUND



#### Dense population and high unemployment

In the neighbourhoods on the outskirts of the capital, living conditions are very tough. The population is very dense and poorer than average. Many inhabitants are young (15-35 years) and moved here as part of the rural exodus, and all find it hard to get work. But if they are helped to start their own businesses or find steady paid work, they can become independent and contribute to Burkina Faso's economic development.

### MISSION



#### Individual support The key to success!

Set up in December 2017 by Entrepreneurs du Monde, the EMERGENCE programme responds to the support needs of these populations in neighbourhoods on the outskirts of the capital by offering group training and personalised support.

### MILLENNIUM GOALS



### METHODOLOGY



#### Help with defining and implementing a professional project

The team offers a reception, listening and referral service for jobseekers and business project holders. After this first stage, the team directs service-users towards one of two streams: 'Professional Integration' or 'Entrepreneurship'. These provide training in skills such as CV writing, performing well in job interviews and writing a business plan. They also receive support from their professional integration or entrepreneurship keyworker until they find steady employment or start their own business.

### SUPPORT



#### Incubation - Viability - Autonomy

Like all of the programmes Entrepreneurs du Monde sets up and incubates, EMERGENCE is structured and supported with a view to achieving autonomy in all areas: legal, financial, methodological, human and financial resources, management, reporting etc. Among other things, the EMERGENCE team is aiming for financial viability. To this end it is setting up an enterprise academy with a focus on human services, a sector which is still emerging but which is an important driver of economic growth in the country.

### PASSOLGSIDA: a steady job at last, and even a promotion!



"I left school when I was eleven and I found it really hard to find a job. In the end I took unpaid work in return for driving lessons. Then I got the chance to join the EMERGENCE programme: the training and one-to-one sessions helped me develop my career plan, organise my research and prepare for interviews. I landed a job as a driver and guard for a healthcare mutual and I've just been promoted to courier and given a raise! I'm not worried about paying my rent and feeding my two children anymore. I hope EMERGENCE has a long future supporting others because it has really helped me!"





**35%  
WOMEN**

## FOCUS

### ESTABLISHING A PRESENCE IN PROFESSIONAL TRAINING CENTRES

**“Providing guidance to our young people is a challenge we need to meet if our country is to develop!”** Léon Bakynon, Head of Professional Integration Support



In 2019 the EMERGENCE team developed a policy of early intervention, providing trainees with better guidance and helping them plan their professional development. The team delivered four training sessions and subsequent support sessions in dressmaking, mechanics and construction training centres to help students plan an appropriate, realistic and viable project and take the first steps towards implementing it.



**“By coming to my training centre, the EMERGENCE team really raised awareness among the students, who are now starting to plan their futures.”** Mr Meda, Head of Faso Polytechnic School.

With this training and the preparation we give them, they have every chance of succeeding in their professional integration. Once they leave the training centre, those who wish to can receive support from EMERGENCE when looking for a job or setting up a business.



## KEY FIGURES

	No of people welcomed	No of people supported in the creation of a VSBS	No of VSBS currently in development	No of people supported in their professional integration	No of people that got an internship/job
2018	349	109	54	98	10
2019	791	65	111	219	30
Objectives 2020	420	90	100	120	90

## HIGHLIGHTS



### Improving the support system

In 2019, EMERGENCE improved its support system by developing three new training modules in entrepreneurship and two new modules in professional integration to broaden the skills of supported project holders. 292 project holders (integration or business creation/development) benefitted from this new system.



### Premises for an enterprise academy

The difficulties experienced by young people - even those who are well-trained and supported - in finding work led the team to look into setting up an enterprise academy which would be a source of jobs and viability for the programme. The market study revealed a strong demand for human services and a clear need to strengthen the technical and management skills of project holders to enable them to provide professional and competitive services.

## OUTLOOK



### Developing an enterprise academy

The team is ready to develop an enterprise academy focussing on human services (childcare, shopping and laundry) which will bring together two worlds: training and enterprise. It will combine theoretical instruction and real-life work experience. The project aims to connect people who need human services and those offering such services.



### Developing funding solutions for project holders.

Funding is an issue for all project holders. Local solutions offered by banks and the IMF and public funds are not always suitable. Increasingly, EMERGENCE is being called on to answer this need. Starting in 2020, the team will be testing a VSB loan developed in partnership with YIKRI, the social microfinance institution set up and incubated by Entrepreneurs du Monde in Burkina Faso.

## PARTNERS



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