



Training & support for entrepreneurship and professional integration

BURKINA FASO

- 18 million inhabitants
- 185th 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



MILLENNIUM GOALS



BACKGROUND



A dense and unemployed population
Living conditions are very difficult in the capital's suburbs, which are densely populated with people who are poorer than average. Many of them arrived there following rural exodus and are young (15-35 years old). All of them have a hard time finding a job. However, helping them to set up a business or find a permanent job can help them to become self-sufficient and contribute to Burkina Faso's economic development.

MISSION



Individual support, the key to success
EMERGENCE, a programme created in December 2017 by Entrepreneurs du Monde, supports people living in the western and northern suburbs of the capital. It helps them find a long term job or to create their own business, through group training and personalised support.

METHODOLOGY



The team welcomes, listens to and directs jobseekers and entrepreneurs wishing to start up their own business. After this first step, beneficiaries are directed to the "Professional integration" or "Entrepreneurship" programme. They then integrate a training course to learn skills such as writing techniques for a resume, drafting a business plan or mastering a job interview. Beneficiaries are constantly monitored throughout the course by their integration or entrepreneurship trainer until they get a permanent job or start a business.

SUPPORT



As for all the programmes it creates and incubates, Entrepreneurs du Monde structures and supports EMERGENCE so that the it can become independent on all fronts (legally, financially, methodologically, and in terms of staff and financial resources, management, reporting, etc.). EMERGENCE therefore targets, among other things, financial sustainability. The team is investigating the most relevant legal structure and ways of self-financing. EMERGENCE also plans to create a business-school for catering businesses, which is both innovative (mobile application) and environmentally-friendly (solar energy technology, giving waste a second life, etc.).

ANSELME KPODA

An entrepreneur with disabilities



As a child, I did not have a tricycle, so my friends, brothers and sisters had to carry me to school. I managed to get my First Stage Certificate (Brevet d'Études) and continued with a computer graphics course in a printing company, followed by working for 6 years in a computer graphics firm. In 2018, I decided to start my own business. Thanks to EMERGENCE, I received training and support to set up my business plan and a €2,000 loan. Today, my company, PLUME PRINT, designs logos, leaflets and other communication tools. It already brings me a monthly income of €350. My business is growing fast, and I will soon hire a young person from the neighbourhood.



35%
WOMEN

FOCUS

Moctar Zeba entrepreneurship advisor

“I joined Emergence in December 2017. My mission is to help entrepreneurs to turn their ideas into reality. First, I carry-out a project diagnosis with each entrepreneur to highlight their entrepreneurial potential, their motivations and their needs. This phase allows me to get to know the person and better understand their project.



Then, the beneficiaries participate in our entrepreneurship and business administration training. Finally, I assist each one individually: we draw up an action plan to concretise their project and I monitor them closely every step of the way.



What I like about my work is the little extra help we bring the entrepreneurs so they can structure their business. They really need support to go from traditional management to a simpler and stronger account management and to more formal and structured businesses. I take great interest in meeting all these different profiles and spending time finding solutions together.”

KEY FIGURES

	No of people welcomed	No of people eligible for the services	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	213	109	54	98	10
Objectives 2019	540	270	120	60	180	90

HIGHLIGHTS



Training and support to look for funding

In 2010, 10 three-day training sessions were organised. Jobseekers learnt how to improve their application file and their job search. They participated in job interview simulations and received feedback from the trainers and other participants.

At the same time, the entrepreneurs learnt to develop a business plan and thought about simple actions to start their business or improve their results.



All these courses were 100% based on participatory educational methods that promote learning through practical application and shared experience. Nine of the start-up entrepreneurs received an “honour loan” (no interest rate) through our partnership with “Initiative Burkina Faso”. These loans allowed them to start their business, invest, or finance their working capital requirements. The team monitors these entrepreneurs closely to ensure their loan is used properly and to support them in their development.

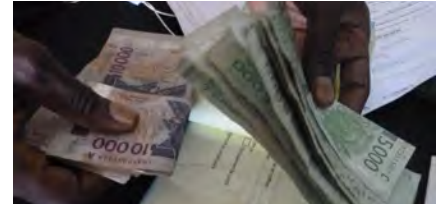
OUTLOOK



Opening of two new branches

The team already operates in two areas of Ouagadougou through two Entrepreneurship and Professional Integration offices.

A new office will open in 2019 in another underprivileged area of the capital. Two new instructors and support staff will be recruited. They will promote services in their area and allow new entrepreneurs to benefit from EMERGENCE’s services.



Development of a financial product

To facilitate entrepreneurs’ access to funding, the partnership between EMERGENCE and YIKRI, a social micro-finance institution created and incubated by Entrepreneurs du Monde in Burkina Faso since 2015, will provide a more accessible and adapted financial product.

PARTNERS



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