

EMERGENCE

Entrepreneurship and employability training and support

Emergence is looking for new financial partners to enable it to develop its services



COUNTRY FACTS

- 18 million inhabitants
- 185th on the HDI
- Life expectancy: 59 years
- 65% of the population is below the age of 25

(Source : <http://hdr.undp.org/en/countries/profiles/BFA>)



END 2018 OBJECTIVES

- 3 employment and entrepreneurship advice offices
- 240 beneficiaries welcomed, listened to and provided with guidance
- 15 businesses being set up
- 30 people placed in their first paid job

MISSION



A start-up programme

EMERGENCE, which was set up in December 2017, has begun operating in the western and northern outskirts of the capital. These areas, mainly populated by young people (aged 15-35) and especially those who are part of the rural exodus, are teeming with an inactive and unemployed workforce. The EMERGENCE team will support them in their first steps towards autonomy and dignity.

Individual support: a key to success

EMERGENCE's mission is to contribute to the economic development of Burkina Faso by the creating and developing Very



Small Businesses (VSBS) and by providing access to permanent employment through skills training and continuing support for vulnerable people from unemployment hot spots. To meet the needs of its target community, EMERGENCE uses a methodology that is a mixture of listening, guidance and training, and creates a tailored programme of support for each beneficiary.

2017 HIGHLIGHTS



A team in place and raring to go!

At the beginning of December, two permanent training and support staff were recruited, one tasked with providing entrepreneurship support, and the other focused on employability. They were joined by an accountant. It's a new programme so everything needs to be done! To start with, they were asked to create a support pathway, training modules, tools, procedures, etc. In March, EMERGENCE will welcome its first beneficiaries.

YIKRI, a partner of choice

The social microfinance institution YIKRI was set up by Entrepreneurs du Monde in January 2015. It now has more than 11,000 beneficiaries, 54% of whom are in the outlying areas of Ouagadougou where EMERGENCE will be working. YIKRI's agents have an intimate knowledge of the neighbourhoods that they work in every day: the difficulties, the needs and the challenges in gaining employment or becoming an entrepreneur. The EMERGENCE staff will begin by attaching themselves to the YIKRI trainers: they will accompany them and present their services to YIKRI's beneficiaries, so that they can tell their spouses, neighbours, cousins, etc. This will enable EMERGENCE to rapidly develop its activities and offer concrete and lasting support to young people, men and women from Ouagadougou's unemployment hot spots.

Claire, YIKRI programme director, and Hélène, Burkina Faso coordinator.



We are both heavily involved in YIKRI*, the microfinance institution, and very proud of how it has progressed. However, we realised that its microloans and training sessions were not tailored to the needs of young graduates, dynamic and ambitious small entrepreneurs or any inhabitants of the outlying districts of Ouagadougou. These persons needed specific training, finance, or support to develop their business or alternatively find paid employment in local businesses on their own. It became obvious that, for them, we had to create EMERGENCE. We, and they, expect a lot from this project!

* YIKRI : microfinance institution incubated by Entrepreneurs du Monde

FOCUS

**Formalise a partnership network**

The team has met representatives from various potential partners to build a project adapted to the needs of the beneficiaries and position EMERGENCE appropriately, with proper coordination within an existing network.

They have met with leaders of vocational training centres, and of private and public projects and programmes that are active in these neighbourhoods. They all have been very positive about the project and hope to collaborate with EMERGENCE in a win-win partnership.

**Choosing an economic model**

As with every programme incubated by Entrepreneurs du Monde, EMERGENCE is aiming to make its activities sustainable and reach financial viability. From the start discussions will be held to identify the most appropriate legal structure. Avenues for self-funding will be investigated very soon: delivery of entrepreneurship training services, marketing of teacher training kits tailored to deprived communities, etc. In the same vein, EMERGENCE plans to create an enterprise school for catering trades that is innovative (using mobile apps) and respects the environment (solar technology, recycling rubbish, etc.).



2018 OBJECTIVES

No. of people welcomed by the offices	No. of people eligible for services	No. of people supported to set up a VSB	No. of VSBs being set up	No. of people given employability support	No. of people placed in their first paid job
240	120	60	15	60	30

OBJECTIVES

Active and welcoming offices

The entry point to the entrepreneurship and employability support offered by EMERGENCE is an employment and entrepreneurship advice office. It is essential that these offices are welcoming and inclusive. One of the reasons for the low level of socio-economic inclusion of the communities in our action areas is unhelpful attitudes towards them, as well as the lack of knowledge of existing structures and the services on offer. The team has been extensively briefed about the principle of non-exclusion: every visitor must be either accepted onto one of the 2 proposed programmes or signposted to an ad hoc partner organisation. The reception process will determine the abilities and plans of every applicant, so that all beneficiaries

whose needs match the services offered will be kept on, and other relevant guidance and support will be suggested to everyone else.

Evolving support and training

It is difficult during the start-up phase to perfectly calibrate the tools that will be used. We have spent 3 weeks in the field with YIKRI in our target neighbourhoods to get to know our future beneficiaries better, and we anticipate that it will take 2 months to formalise the management tools and training modules. We will test our tools to adapt them to the needs of the beneficiaries, whose capabilities and expectations will be very disparate. The training courses will of course follow a standard format, but the individual support sessions will be very personalised.

FUNDING NEEDS

We have been able to begin our activities thanks to the confidence placed in this programme by the French Development Agency (AFD). It is always difficult to find partners for a start-up programme that does not yet have concrete results to present. Thankfully the support of AFD has brought in other funders, including the

endowment fund Saur Solidarités. We have confidence in the EMERGENCE programme's potential as it has been made to measure to meet the needs of the communities in neighbourhoods that we know well. We therefore expect to attract other funders so that, together, we can achieve our objectives.

PARTNERS

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