

PROJECT

IMPROVED
BUSINESS DEVELOPMENT
SUPPORT SERVICES AND
ENTREPRENEURSHIP
EDUCATION TARGETING
MSMES AND YOUTH FOR THE
CREATION OF DECENT WORK
OPPORTUNITIES IN THE
KURDISTAN REGION OF IRAQ



Implemented by

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



International
Labour
Organization

IMPROVED BUSINESS DEVELOPMENT SERVICES AND ENTREPRENEURSHIP EDUCATION TARGETING MSMEs AND YOUTH FOR THE CREATION OF DECENT WORK OPPORTUNITIES IN KR-I

The ILO-implemented "Improved Business Development Services targeting MSMEs for Decent Work Creation in KR-I" project aims to promote decent work opportunities in micro, small and medium-sized enterprises in the Kurdistan Region of Iraq.

As a strategy, the project introduces and institutionalizes the ILO Start and Improve Your Business Programme and its Financial Literacy training in selected national BDS partners, who in turn will provide these quality support services to potential and existing Iraqi Kurdish entrepreneurs. The project will also foster entrepreneurship education by introducing the ILO Know About Business programme in technical and vocational training centers under the Ministry of Labour and Social Affairs (MOLSA).

The project uses a Training of Trainers approach and builds the capacity of Iraqi BDS providers to ensure sustainable delivery of entrepreneurship, business management, and financial literacy training services in a continued and cost-effective manner.

Direct beneficiaries: Iraqi BDS providers (organizations and freelancers), who are active and experienced in the delivery of BDS services. The ILO will also work to build the capacity of teachers and training center supervisors in the delivery of the entrepreneurship education program, Know About Business.

Ultimate beneficiaries: Iraqi Kurdish potential entrepreneurs (women, men and youth) who are considering opening a businesses, and existing businesses that are already operating and wish to improve their business operations in a systematized way. Female and male students in TVET centers are also expected to benefit from entrepreneurship education.

Donor: German Agency for International Cooperation (GIZ)

Timeframe: 24 months (2020-2021)

Geographic area of intervention: Kurdistan Region of Iraq

OUR STRATEGY

The project uses a **facilitative approach** in assisting potential entrepreneurs and businesses by building the capacity of local BDS providers, as opposed to delivering services directly. A Training of Trainers' (TOT) methodology is thus applied to achieve the programmes' sustainability through ensuring an available and capable network of Iraqi trainers and teachers, beyond the project duration, who are able to deliver the SIYB, KAB and literacy training programmes. The added advantage of this approach is that it creates a multiplier effect for skills transfer and ensures the development of local training capacities in the field of basic business management, financial literacy, and entrepreneurship education.

The ILO goes even further to facilitate BDS services and entrepreneurship education by working together with national institutions and government to drive MSME development by building their capacity to facilitate BDS markets. To this end, the project implements four main components:

1) Iraqi/Kurdish potential entrepreneurs, start-ups and existing businesses benefit from standardized business development support services.

In this component, the ILO will adapt and implement the Start and Improve Your Business (SIYB) programme. SIYB is an entrepreneurship and business management training programme with a focus on starting and improving small businesses as a strategy for creating more and better employment for women and men. The programme contains three interrelated training packages: Generate Your Business Idea (GYB), Start Your Business (SYB), and Improve Your Business (IYB), which are designed to respond to the progressive stages of business development. The project will train 50 trainers from selected national institutions, coach and monitor their performance in preparation for their final certification.

2) Iraqi/Kurdish potential entrepreneurs, start-ups, and existing businesses benefit from financial literacy support services.

The project will build the capacity of national BDS providers and selected institutions to deliver ILO financial literacy training. In partnership with selected national institutions, the ILO will train 25 trainers and accompany them through the certification process.

3) Selected national organizations are able to independently provide BDS and financial literacy support

The project will build the capacity of national institutions at two levels. The first level aims to work with national BDS providers that are currently operating in the Kurdistan Region of Iraq to market, sell, and deliver SIYB training on a cost-recovery and sustainable way. The project will also build the capacity of TSP to monitor businesses' performance in terms of income and job creation using ILO-tested monitoring and evaluation tools. Furthermore, the ILO uses specific technical guidelines aimed at Training Services Providers to better guide their SIYB services. Towards the end of the project, TSP partners will have developed a 2-year work plan including a pricing strategy in an effort to move towards commercially driven (full or partial) BDS and to ensure a smooth exit strategy of the project.

The second level aims to work together with national facilitators, public and private institutions, that have a mandate in MSME development to manage the overall implementation of the SIYB and financial literacy programmes in KRI. The aim is to create national ownership in the facilitation and delivery of standardized and quality BDS markets.

FACILITATION VERSUS DIRECT DELIVERY

Direct BDS provision entails direct intervention in service delivery or subsidized provision of BDS services. The danger in this approach lies in incentives or grants being given to a limited number of entrepreneurs and businesses, tending to crowd out existing or potential BDS providers in the local market, therefore, distorting the market.

Facilitation instead aims to build the capacity of local BDS providers and play on their incentives to provide these services in the long run. Donor-funded initiatives and governments have an important role to play in the facilitation of BDS services. Several facilitation instruments, be it financial incentives, legal, information, or capacity-building tools, can prove beneficial to develop BDS markets if used appropriately.

4) Entrepreneurship culture fostered among young Iraqi women and men enrolled in governmental Vocational Training Centres and schools in KR-I.

The project will assist the Ministry of Labour and Social Affairs in KR-I in the implementation of the ILO Know About Business (KAB) programme in its latest version in a selected number of governmental Vocational Training Centers and schools. A process of Training of Facilitators' (TOF) and certification is used to achieve the programme's sustainability by ensuring a capable network of teachers, are able to deliver the KAB programme to students in a cost effective manner beyond the life of a given project. The added advantage of this approach is that it creates a multiplier effect for skills transfer and ensures the development of local teaching capacities in the field of entrepreneurship education. Additionally, it requires the involvement of national coordinators and supervisors, who will also play a key role in embedding the KAB programme in the country's institutional memory.

CONTACT US

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