Programme Summary

The Covid-19 pandemic has posed unprecedented challenges to the people around the world, especially in the areas of public health and threatened millions of jobs and livelihood opportunities with huge socio-economic implications. The pandemic is likely to reverse much of the progress made towards the Sustainable Development Goals (SDGs) including in the Horn of Africa and further exacerbate youth unemployment, poverty, social inequality, and climate change.

Entrepreneurship and social entrepreneurship have a promising future to address issues related to socio-economic development and to build back better. By providing women with knowledge and skills in entrepreneurship, they can have an opportunity to participate and engage more meaningfully in society through developing own initiatives and businesses (social or commercial) that are self-designed and self-led, and contribute positively to their own society.

The training programme targets eighty (80) women from Sudan, Somalia, Ethiopia, and Kenya, and guide them in developing successful entrepreneurial initiative and solutions that will harness digital technologies to address social-economic challenges in their respective countries.

The programme is being conducted with the financial support of the Government and the People of Japan.

Participants will be selected through an open call for applications based on specific criteria including:

» Age (between 18 and 40);
» Geographical and sectoral representation within the country;
» Deep interest in entrepreneurship and frontier technology;
» Good oral and written English skills; and
» Keen passion to learn by doing and highly motivated to succeed to provide positive impact to the society.

We strongly encourage and welcome all those women with solid understanding and experience in engineering or technology.
# Action Areas & Focus

The programme will be delivered in English and consists of two main phases covering the full cycle of idea to market entrepreneurship by providing training, mentoring, pitching, operationalization plan, and outcome evaluation. The first, phase 1 would be for a fairly large cohort (80 participants) across target countries and the second, phase 2 would be for a selected number of participants (15-20) chosen from phase 1 to progress to phase 2.

The programme builds on the UNITAR experiences and lessons learned in Afghanistan, Iraq, South Sudan and many other countries emerging from conflict, and to design learning experiences and cases studies tailored to specific learning needs and priorities of the participants and their working environment. At the end of the programme, each participant will have a peer-reviewed business plan that addresses a specific development challenge in their country or region.

The overall course is designed to encourage participants to take action across six areas:

<table>
<thead>
<tr>
<th>Action Area</th>
<th>Focus</th>
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<tbody>
<tr>
<td><strong>01</strong></td>
<td><strong>Nurture an Entrepreneurial Mindset</strong></td>
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<td></td>
<td>Participants learn the entrepreneurial process of identifying opportunities and mobilizing resources to bring a new enterprise to life. They are exposed to social and commercial enterprise examples of international best practice and encouraged to reflect on and develop their own entrepreneurial style and capacity.</td>
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<td><strong>02</strong></td>
<td><strong>Find a Problem Worth Solving</strong></td>
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<td>Participants gain the tools and techniques of design thinking and lean start-up to create desirable, feasible, viable and sustainable solutions that solve customer needs and problems. Design Thinking is crucial to entrepreneurship nowadays which focuses on building empathy, identifying needs through customer insights, ideation, prototyping and experimentation.</td>
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<td><strong>03</strong></td>
<td><strong>Build a Scalable and Sustainable Enterprise</strong></td>
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<td></td>
<td>Participants learn the design a business model appropriate for their enterprise and customer segment(s), evaluate revenue models to capture value in all its forms and formulate financial projections appropriate for social or commercial enterprises. They also learn how to pitch with impact in winning funding and investment.</td>
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</table>
Lead and Manage for Growth

Participants are exposed to contemporary theories and practices of leadership. They are encouraged to appraise their own leadership style and to reflect on their competences and preferences in identifying and building partnerships and the co-founding team. Further participants learn to appreciate the role of stakeholder engagement in building early stage credibility and driving growth.

Craft the Competitive and Risk Strategy

Participants develop an understanding of the tools and techniques of competitive and risk mitigating strategy. They learn how to appraise the competitive landscape and develop competitive strategies to win whilst mitigating the different types of risk they are exposed to.

Foster Enterprise-Wide Innovation

Participants learn how to decipher the many types of innovation that lead to competitive advantage and enterprise growth. They learn the practice of innovation management. They are exposed to international best practice in the design and management of innovation initiatives and programmes.
Programme Summary

Target Participants
Young and motivated early-stage female entrepreneurs and established female business leaders interested in building new ventures, utilizing existing Information and Communication Technologies, or scale-up existing businesses in Ethiopia, Kenya, Sudan, Somalia.

Expected Outputs by End of the Training
Business Model; Pitch Deck; Business Operationalization Plan (including Risk Assessment and Mitigation Plan, Personal Leadership Development Plan).

Programme Goals
By the end of this training, following the completion of webinars, along with e-courses, participants should be able to:

» Evaluate (social) entrepreneurship in the context of their country’s sustainable growth and development;
» Appraise their own entrepreneurial and leadership style and motivations;
» Implement a design thinking methodology to identify and solve issues or needs through (social) entrepreneurship and innovation;
» Formulate and test each element of the business model for a (social) entrepreneurial venture;
» Lead the creation of a culture and practice of innovation at organizational level;
» Apply contemporary leadership and management practices to dynamic entrepreneurial contexts;
» Outline key elements of stakeholder identification, integration, engagement and enrolment in financing new ventures, building partnerships and the co-founding team;
» Apply impactful communication techniques to various contexts;
» Develop a competitive strategy for their venture.
» Discuss the key components of the Sustainable Development Goals (SDGs);
» Outline existing opportunities and challenges in regard to promoting gender equality;
» Explore how Covid-19 pandemic affected every aspect of our life and what challenges and opportunities it presented to both early stage entrepreneurs and established business leaders.
The programme fully supports the 2030 Agenda for Sustainable Development by contributing to the achievement of the following targets from within the Sustainable Development Goals:

**Goal 5: Achieve gender equality and empower all women and girls**

- 5.5 Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life.

**Goal 8: Decent work and economic growth**

- 8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high value added and labor-intensive sectors.
- 8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.

**Goal 10: Reduce inequality within and among countries**

- 10.2 By 2030 empower and promote the social, economic and political inclusion of all, irrespective of age, sex disability, race, ethnicity, origin, religion or economic or other status.
# Programme Activities & Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>August - September</th>
<th>October - November</th>
<th>December - January</th>
<th>February - March</th>
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<tr>
<td><strong>Applications</strong></td>
<td>Selection Period</td>
<td>eLearning Cohort</td>
<td>Selected Projects Cohort</td>
<td>Analysis Period</td>
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<tr>
<td><strong>Reporting &amp; Evaluation</strong></td>
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### 2020

**Call for Applications:**
August to September 2020 (tentative)

Applications posted on the UNITAR website.
[https://apply.unitar.org](https://apply.unitar.org)

**Phase 1:**
October to November 2020 (tentative)

The programme consists of two distinct phases. The first, phase 1 (about 8 weeks long) would be for a fairly large cohort (80 participants) across four countries, completing eLearning course, assignment, and pitch deck (video).

### 2020

**Phase 2:**
December to February 2020 (tentative)

The second, phase 2 (about 6 weeks long) would be for a selected number of participants (approx. 15-20) chosen from phase 1 to progress to phase 2. The participants will have access to mentors and coaches with solid experience and expertise in an innovation-driven industry, first-hand entrepreneurship experience or specific skills helpful to grow a start-up. At the end of phase 2, each participant will have a peer-reviewed business plan that addresses a specific development challenge in their country or region.

**Reporting and Evaluation:**
February to March 2021

The Reporting and Evaluation phase aims to gauge the outcome of the programme and assess the outputs expected to be achieved by the training.
Methodology & Delivery

The training will be conducted fully online using EdApp micro-learning platform and other online tools and mentored by international experts and coaches through webinars and other online communication tools.

Capstone project
As a pre-requisite for completion of the programme, participants will be required to develop self-led assignments aimed to apply their knowledge and skills gained from the programme into practical projects. This includes business models, pitch deck, and ideally the actual business start-up. Participants have access to coaches and interaction with successful entrepreneurs who can bring real-world advice and inspiration.
How to Apply

01 Go to https://apply.unitar.org
02 Create an account
03 Do the eligibility survey
04 Complete the application form
05 Submit your application

Please contact us if you have any questions or concerns
UNITAR was established in 1963 as an autonomous body within the United Nations, and is headquartered in Geneva, Switzerland. UNITAR is a training arm of the United Nations System with the mandate to enhance the effectiveness of the UN through diplomatic training, and to increase the impact of national action through public awareness-raising, as well as education and training of public policy officials and local leaders. UNITAR designs and conducts worldwide some 500 different training activities per year for more than 80,000 participants, including diplomats and other government officials, non-governmental representatives, and local authorities.

UNITAR has extensive institutional expertise in developing and delivering training on entrepreneurship and leadership. In addition, UNITAR’s Division for Prosperity through its Hiroshima Office, has many years of experience in implementing training for conflict and post-conflict countries, including Afghanistan, Iraq, South Sudan and Syria and has a unique understanding of the needs of participants as they work toward peace and stability.

UNITAR, as the key UN Agency specialising in adult learning and instructional design, is all too aware of the shortcomings and challenges of traditional face-to-face training workshops such as lack of follow-up and sustained engagement, as well as conducting training in short-time frames. Acknowledging this, this joint programme introduces a longer time frame, incorporating blended approaches, beneficiary-led projects, and country-specific facilitated methodology. Further, the training has embedded within its structure constant monitoring and evaluation making use of local resources and experts, to allow for both the impact and sustainability of the programme to be enhanced.

Contact
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